



**COLLIN
COLLEGE**

Graphic Standards

Introduction

Every time we design a brochure, sponsor an event, issue a press release or just hand someone our business card, we are communicating the Collin College **image**. When our name is put in front of the public, we are shaping both our reputation and our college's identity. Clarity, consistency and coherency ensure that all our communication strengthens our brand.

This graphic standards manual and style guide establishes guidelines for properly using the college logo and images that constitute and influence our identity and our brand's integrity.

Contents

- 2 Introduction**
- 3 Contents**

Basic Standards for Logo

- 5 College Name**
- 6 Preferred Logo**
- 7 Horizontal Logo**
- 8 Incorrect Usage of Logo**
- 9 Minimum Logo Size**
- 10 Area of Isolation, Logo**
- 11 Correct Usage of Two-Color Logo**
- 12 Incorrect Usage of Two-Color Logo**
- 13 Correct Usage of One-Color Logo**
- 14 Incorrect Usage of One-Color Logo**
- 15 Typefaces**
- 16 Color Specifics**

Stationery for Logo

- 18 Business Card**
- 19 Letterhead**
- 20 Envelope**
- 21 Window Envelope**
- 22 Notepad**
- 23 Notecard**
- 24 Fax Cover Sheet**
- 25 Memo Sheet**

Basic Standards for Seal

- 27 Seal**
 - 28 Area of Isolation, Seal**
 - 29 Minimum Seal Size**
 - 30 Color Usage for Seal**
 - 31 Incorrect Color Usage for Seal**
-

Basic Standards for Cougar Mascot Logo

- 33 Cougar Logos**
- 34 Minimum Cougar Logo Size**
- 35 Collin College\Cougar Co-brand**
- 36 Color Usage of Cougar Logos**
- 37 Incorrect Color Usage of Cougar Logos**

Cougar Stationery

- 39 Collin College\Cougar Logo Business Card**
 - 40 Collin College\Cougar Logo Letterhead**
-

Public Relations Intranet Site

- 42 Online Logo Depot**
- 43 Online Template**



Basic Standards

This section of the graphic standards manual establishes the guidelines for using the Collin College logo and other critical elements that constitute and influence our image. It is important to become familiar with these guidelines so that you understand the fundamental elements and implement them properly.

College Name



Collin College

The college brand name is **Collin College**. This name should be used in marketing, publicity, promotional and informational materials.

Use Collin College on first reference and either Collin College or “the college” on subsequent references.

Collin County Community College District

The legal name of the college. The legal name will be used when conducting official college business or when referring to the college in materials that will be circulated outside of the college’s service area.

Do not capitalize “college” when used by itself in reference to the college.

Example: The college closes on Thursday.

The district’s service area includes all of Collin County, plus the city of The Colony and Rockwall County.

See also Collin College

Examples:

First reference

“**Collin College** made a major announcement today.”

First reference

“The charter members of coalition are the Plano Independent School District (PISD), **Collin College** and The University of Texas at Dallas (UTD)...”

Second reference

“The college intends to encourage students from PISD and UTD to major in math, science and engineering.”

Preferred Logo

Our logo is a dynamic visual graphic. In order to keep a strong, visual consistency, the logo must not be modified or distorted in any way. To do otherwise jeopardizes the legal protection of our logo as a unique visual representation of our college.

The preferred college logo is a registered trademark in the state of Texas. Permission for use by non-college entities must be granted by Collin College.

The preferred logo is always stacked and two color or one color. (See the Color Specifics section for correct color usage.) The logo contains two elements: the two circular *C* symbols and the *Collin College* logotype. These two elements should always be seen together (unless you have specific permission from *Public Relations* to do otherwise). The logo must never be reset, re-spaced or altered in any way. No other type styles should ever be substituted, no matter how similar they may seem. When embossing or debossing the logo, it is important to maintain our image's integrity by utilizing the correct colors and legibility.

If there are any questions, contact *Public Relations* at 972.758.3858.



Horizontal Logo



This page shows the horizontal logo version of the Collin College logo that is approved when the preferred logo cannot be used due to available space.

The horizontal college logo is a registered trademark in the state of Texas. Permission for use by non-college entities must be granted by Collin College.

The horizontal logo is either two color or one color. (See the Color Specifics section for correct color usage.) The logo contains two elements, the two circular *C* symbols and the *Collin College* logotype. These two elements should always be seen together (unless you have specific permission from *Public Relations* to do otherwise). The logo must never be reset, re-spaced or altered in any way. No other type styles should ever be substituted, no matter how similar they may seem. When embossing or debossing the Collin College logo, it is important to maintain our image's integrity by utilizing the correct colors and legibility.



If there are any questions, contact *Public Relations* at 972.758.3858.

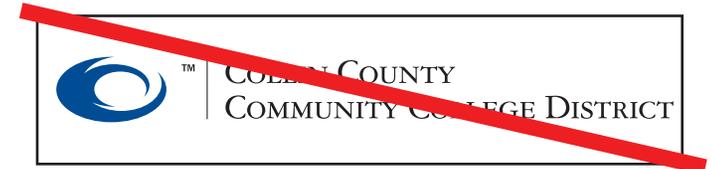
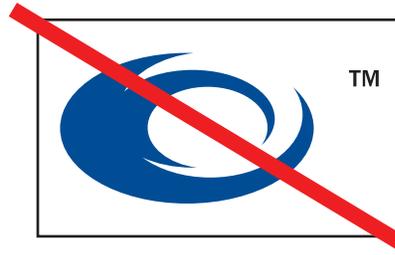
Incorrect Usage of Logo

It is not acceptable to separate the circular *C* symbols from the *Collin College* logotype or to change the spacing between the symbol and the rest of the logotype.

It is not acceptable to use the *Collin College* logotype alone as a logo.

Note that it is incorrect to use the new symbol with the previous CCCCDC logotype. This includes any of the previous logotype configurations such as the one line, two line or three line version of the previous logo.

If there are any questions, contact *Public Relations* at 972.758.3858.



Minimum Logo Size

The minimum width that the preferred Collin College logo may be reproduced is 1 inch, as shown. For the vertical version of the Collin College logo, the minimum width should be .60”.

For applications where a smaller logo is required, contact *Public Relations* at 972.758.3858.



Area of Isolation, Logo

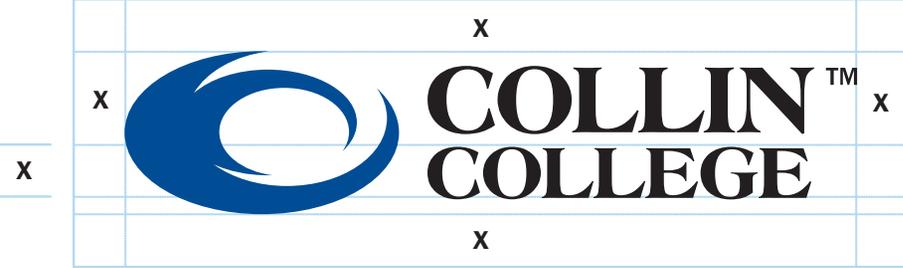
An area of isolation surrounds the logo on all four sides to separate it from any other visual material. This space around the logo allows it prominence. The logo will be easier to see and, therefore, identify itself more effectively.

The minimum dimension for the area of isolation is measured as *X* which is shown in these diagrams. *X* is equivalent to the height of the letter *E* in *COLLEGE*. This area must remain empty, free of any text, slogans or other design elements on all four sides of the logo. This includes other logos, taglines, graphics or illustrations that may encroach on the area of isolation. The area of isolation may be larger than *X* but never smaller.

If there are any questions, contact *Public Relations* at 972.758.3858.



X equals the height of the “E”



X equals the height of the “E”

Correct Usage of Two-Color Logo

The color usage for the preferred and horizontal logos is two colors: The words *Collin* and *College* are in Collin College Black. The preferred version is used on all stationery and must match exactly.

The two-color logo may be reproduced on a white background or up to a 20 percent gray background. Never use the logo over any image where the background tone exceeds 20 percent.

For Collin College colors, refer to the Color Specifics section for a detailed list of acceptable color standards in various formats: Pantone, CMYK, RGB and web-safe color formulas.

If there are any questions, contact *Public Relations* at 972.758.3858.

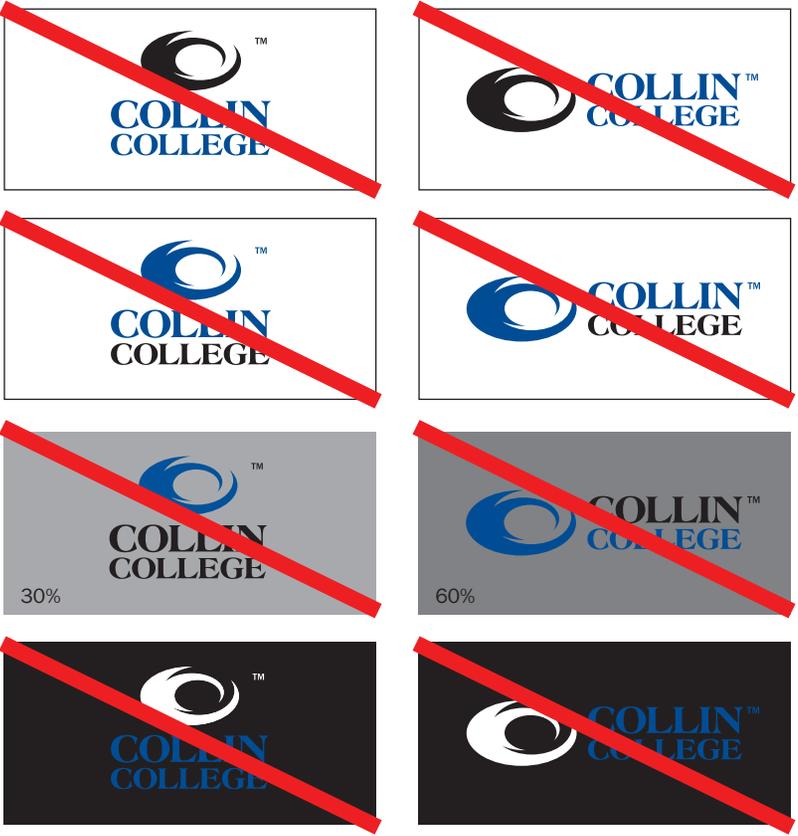


Incorrect Usage of Two-Color Logo

When using the two-color version of the logo, it is unacceptable to alter the color usages.

It is unacceptable to overprint an image with the two-color version of the logo, unless the background does not exceed a value of 20 percent.

If there are any questions, contact *Public Relations* at 972.758.3858.



Correct Usage of One-Color Logo

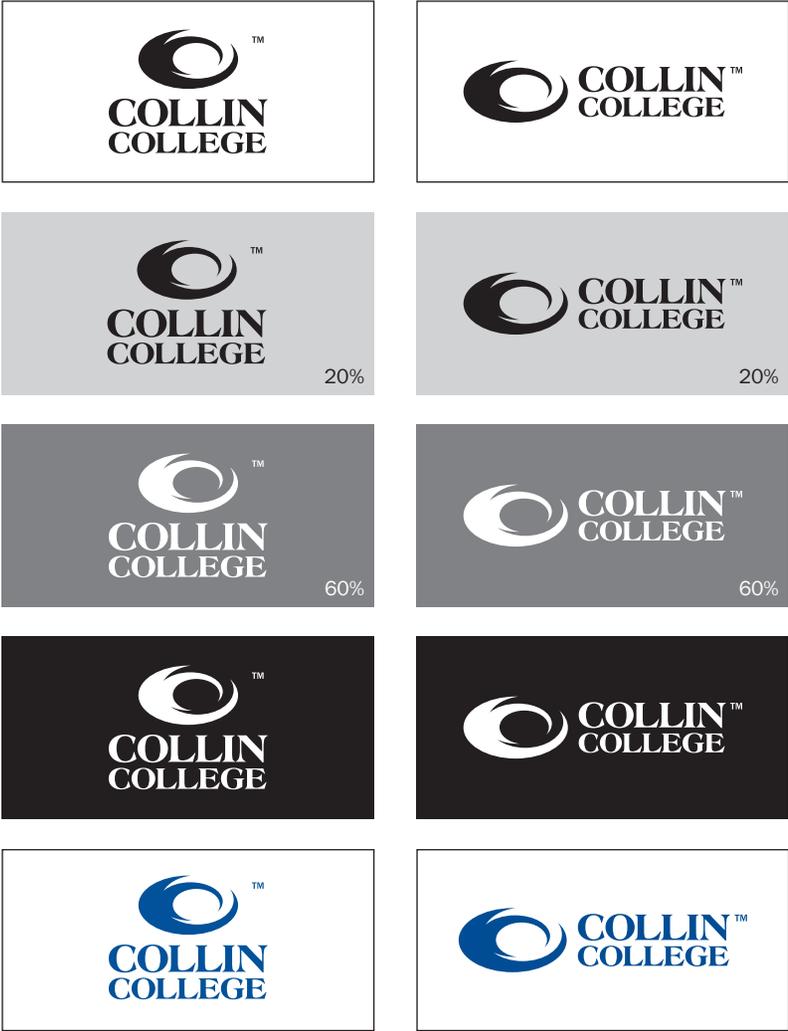
When only one color can be used for the logo, it is preferable to print the logo in all black letters on a white background. The all black version of the logo may overprint on a gray background that is no darker than 20 percent black. This allows for sufficient contrast to make the logo legible.

When the background color is too dark to provide legibility with a black logo, the logo may reverse out of the background color to white. When using the white reversed logo, the background must be shaded 60 percent or darker (see page 36).

In some one-color usages, it is acceptable to use the entire logo in Collin College blue. The logo may overprint on a gray background that is no darker than 20 percent black.

For colors, refer to the Color Specifics section for a detailed list of acceptable color standards in various formats: Pantone, CMYK, RGB and web-safe color formulas.

If there are any questions, contact *Public Relations* at 972.758.3858.

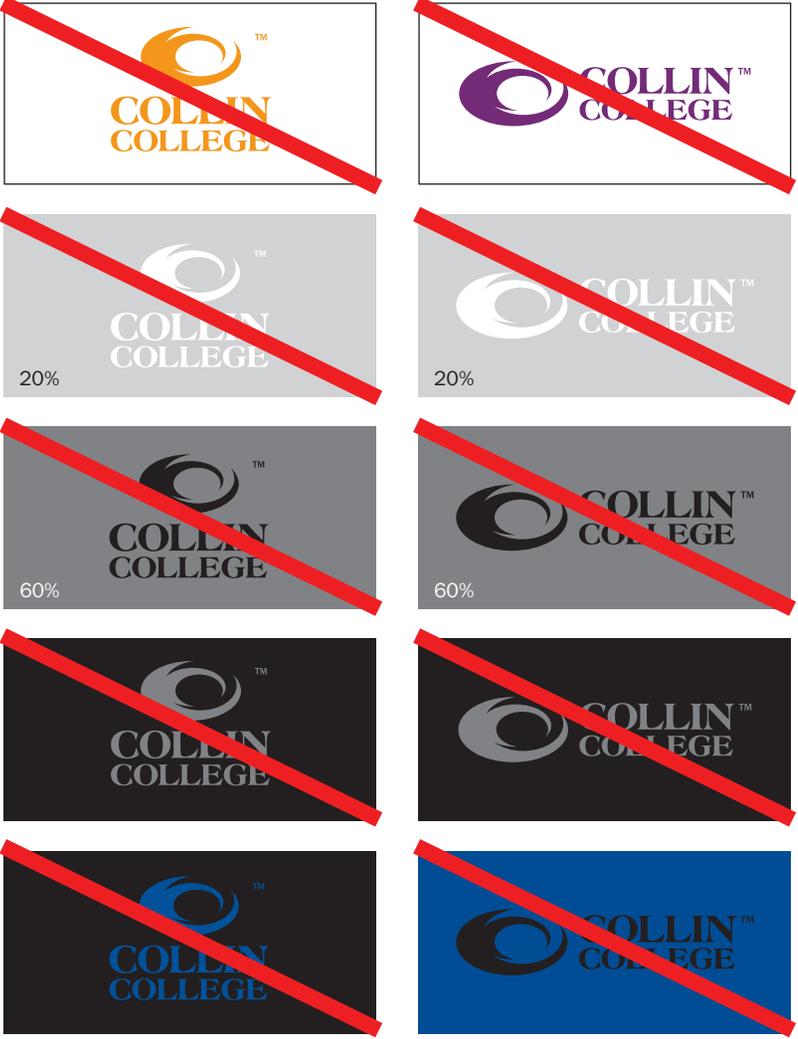


Incorrect Usage of One-Color Logo

When using the one-color version of the logo, it is unacceptable to alter the color usage. On a colored background, it is unacceptable to use the all black version when the background is darker than 20 percent. It is also unacceptable to use the all white version of the logotype when the background is lighter than a 20 percent screen of black.

It is unacceptable to use the all black version of the logo on a background of solid Collin College blue or the Collin College blue logo on a black background.

If there are any questions, contact *Public Relations* at 972.758.3858.



Typefaces

Three typeface families, Franklin Gothic, Garamond and ITC Galliard, are recommended by *Public Relations* to represent the college in all communication materials.

If there are any questions, contact *Public Relations* at 972.758.3858.

Franklin Gothic Book

Franklin Gothic Book Italic

Franklin Gothic Demi

Franklin Gothic Demi Italic

Garamond Regular

Garamond Italic

Garamond Bold

Garamond Bold Italic

ITC Galliard Roman

ITC Galliard Italic

ITC Galliard Bold

ITC Galliard Bold Italic

Color Specifics

The colors Collin College Blue and Collin College Black are a critical part of the college’s identity. It is important to keep color usage consistent. Formulas for the official colors are provided to help reproduce it accurately regardless of application or usage.

In lieu of the colors specified throughout this manual, you may use the PANTONE® color shown here. CMYK color formulas are shown to ensure consistent color in printed pieces that are not using the PANTONE Matching System. RGB color formulas are used for on-screen images. Websafe colors are a standard color system established by multimedia engineers to allow cross-platform usage of electronic media. This includes multimedia and Internet.

If there are any questions, contact *Public Relations* at 972.758.3858.



Collin College Blue

Pantone 287 C

Pantone 287 U
R=12, G=46, B=130

C=100, M=68, Y=0 K=12
Web Safe 004088



Collin College Black

Pantone Black C

Pantone Black U
R=0, G=0, B=0

C=0, M=0, Y=0 K=100
Web Safe 000000



Stationery

This section specifies the Collin College stationery system.

Maintaining consistency is vital to shaping perceptions of the college. This is one of the most frequently viewed forms of our image.

Business Card



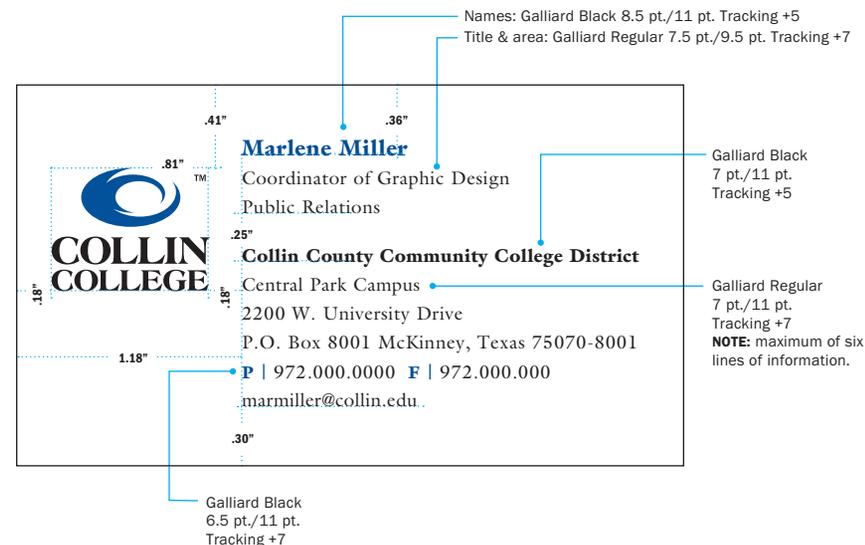
This page shows the approved layout for the business card. It should be offset printed and printed on the specified paper to match the letterhead and envelope.

Business cards must be printed on 100-lb. Ultrawhite Superfine Eggshell Cover.

The guidelines for creating the business card are provided in the example to the right. Any variation from these guidelines is not permitted.

Business card orders are to be placed through *Printing Express* at printingexpress@collin.edu or 972.881.5708.

If there are further questions, contact Tammy O'Bier at tobier@collin.edu or 972.881.5192.



Letterhead

This is the approved version of the standard letterhead. It must be printed on the specified paper that matches the business card and envelope.

Standard letterhead must be printed on 24-lb. Ultrawhite Superfine Eggshell Writing.

The guidelines for creating the letterhead are provided in the example to the right. Any variation from these guidelines is not permitted.

Print orders are to be placed through *Printing Express* at printingexpress@collin.edu or 972.881.5708.

If there are further questions, contact Tammy O'Bier at tobier@collin.edu or 972.881.5192.

Collin College

Date

Mr. John Smith
Any Corporation USA
1234 Any Street
Anytown, USA 12345

Dear John:

The public rarely sees a letterhead without a typewritten message on it. When a letter is typed on the Collin College letterhead, in a sense, the design of the letterhead is completed. The style or format of the letter is an important part of the overall design of our company's stationery.

This is an example of one typewritten format on company stationery. As you can see, all the typewritten elements are flush left on the page. All text aligns with the logotype at the top of the page and with the address line at the bottom of the page. This format is double-spaced between paragraphs but single-spaced within the paragraph. There are no paragraph indentations. The date and complimentary close are also aligned flush left.

This letter format presents a very clean and businesslike appearance. A consistent typewritten style as well as an error-free letter, will communicate an image of our company as organized, competent and professional.

Sincerely,

Marlene Miller
Coordinator of Graphic Design
Public Relations

Collin County Community College District
Central Park Campus
2200 W. University Drive
P.O. Box 8001, McKinney, Texas 75070-8001
☎ 1 972.000.0000 www.collin.edu

Collin College does not discriminate on the basis of race, color, religion, age, sex, national origin, disability or veteran status.

Font Specifications:

- Garamond Regular 10 or 12 pt. (for the main body text)
- Galliard Black 7 pt./11 pt. Tracking +5 (for the signature)
- Galliard Regular 7 pt./11 pt. Tracking +7 (for the signature)
- NOTE:** maximum of five lines of information. (for the signature)

Envelope

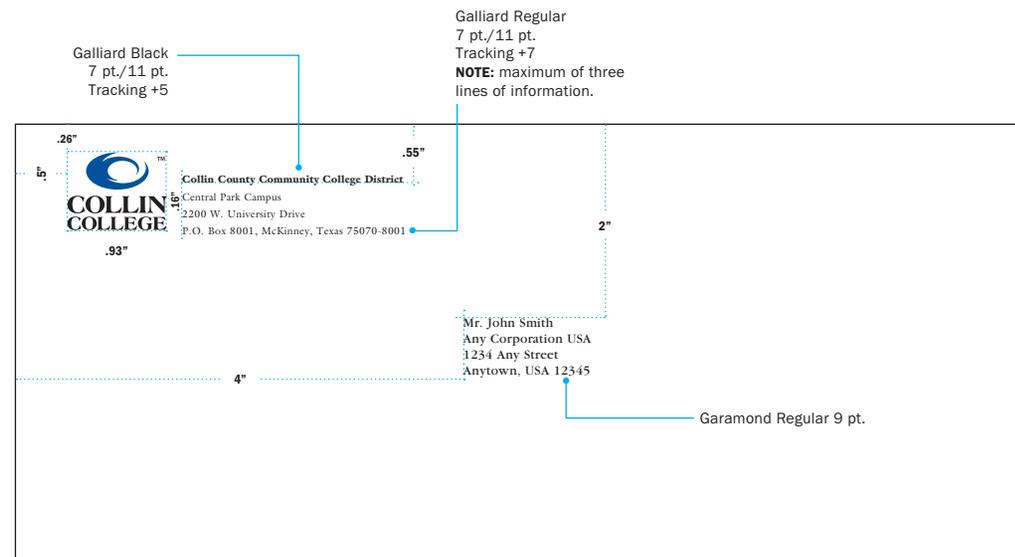
This is the approved version of the standard envelope. It must be printed on the specified paper that matches the business card and letterhead.

Standard envelopes must be printed on 70-lb. Ultrawhite Superfine Eggshell text.

The guidelines for creating the envelope are provided in the example to the right. Any variation from these guidelines is not permitted.

Print orders are to be placed through *Printing Express* at printingexpress@collin.edu or 972.881.5708.

If there are further questions, contact Tammy O'Bier at tobier@collin.edu or 972.881.5192.



Window Envelope

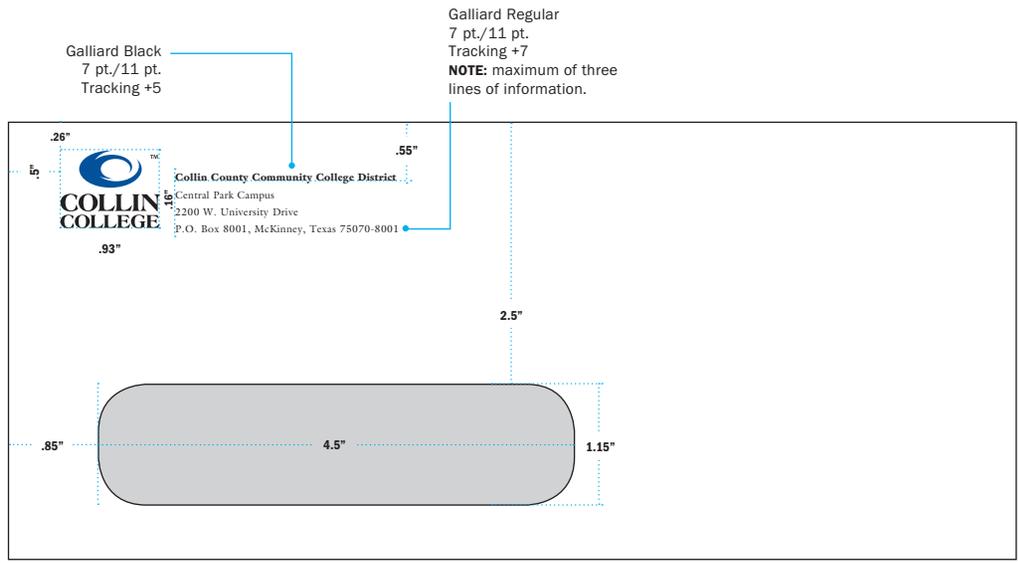
This is the approved version of the window envelope. It must be printed on the specified paper that matches the business card and letterhead.

Window envelopes must be printed on 70-lb. Ultrawhite Superfine Eggshell text.

The guidelines for creating the window envelope are provided in the example to the right. Any variation from these guidelines is not permitted.

Print orders are to be placed through *Printing Express* at printingexpress@collin.edu or 972.881.5708.

If there are further questions, contact Tammy O’Bier at tobier@collin.edu or 972.881.5192.



Notepad

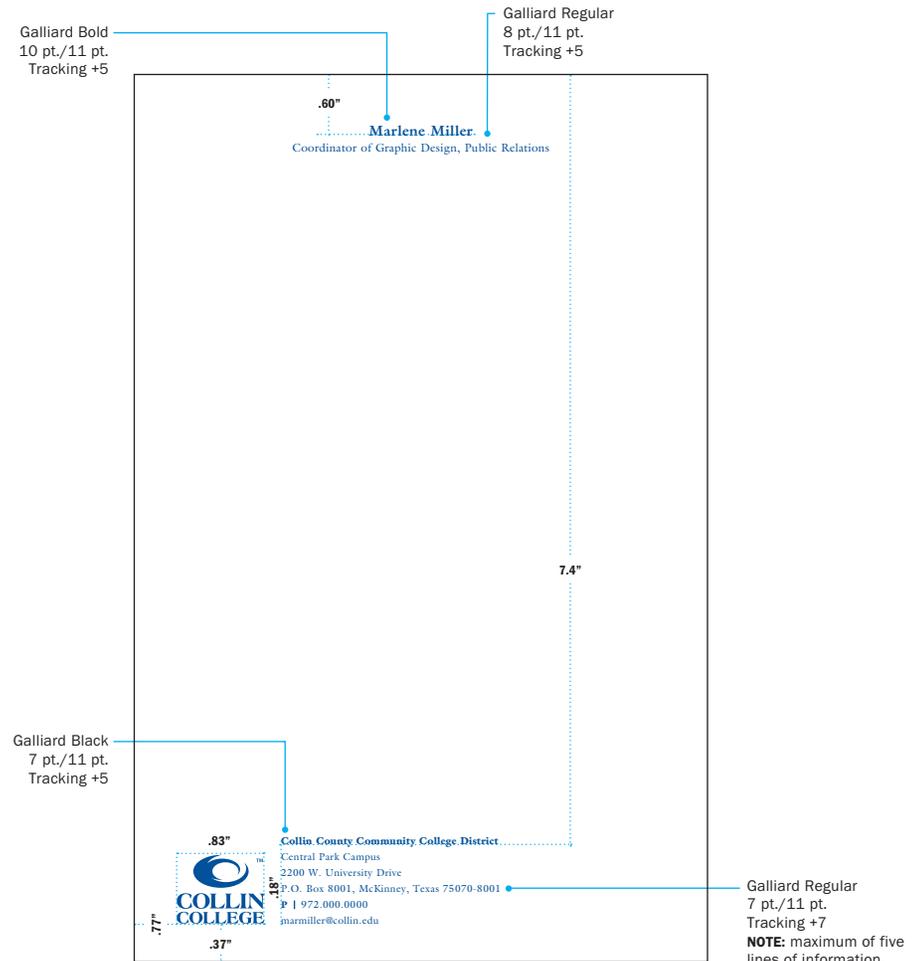
This is the approved version of the notepad.
It must be printed on the specified paper that matches the business card, letterhead and envelope.

Notepads must be printed on 24-lb. Ultrawhite Superfine Eggshell Writing.

The guidelines for creating the notepad are provided in the example to the right. Any variation from these guidelines is not permitted.

Print orders are to be placed through *Printing Express* at printingexpress@collin.edu or 972.881.5708.

If there are further questions, contact Tammy O'Bier at tobier@collin.edu or 972.881.5192.



Notecard

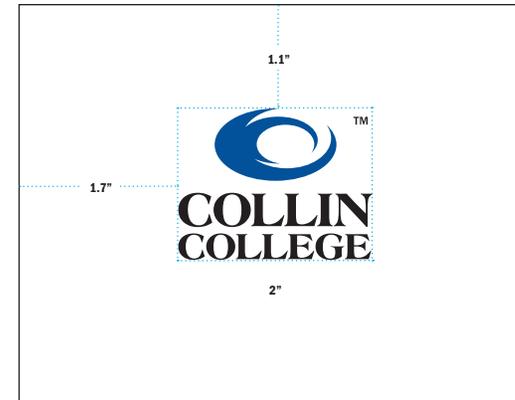
This is the approved version of the notecard.

It must be printed on the specified paper that matches or is similar to the business card, letterhead and envelope.

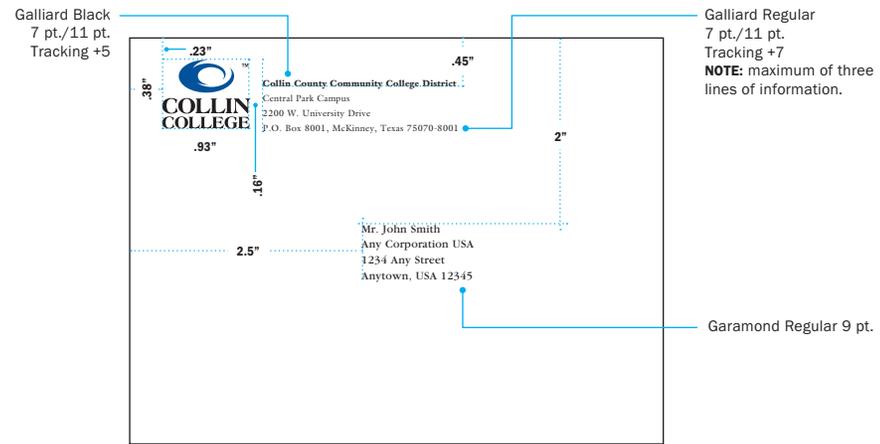
The guidelines for creating the notecard are provided in the example to the right. Any variation from these guidelines is not permitted.

Print orders are to be placed through *Printing Express* at printingexpress@collin.edu or 972.881.5708.

If there are further questions, contact Tammy O'Bier at tobier@collin.edu or 972.881.5192.



Note Card: 5.5" X 4.25."



Note Card Envelope: A-2 square flap (5.75" X 4.375.")

Galliard Black
7 pt./11 pt.
Tracking +5

Galliard Regular
7 pt./11 pt.
Tracking +7
NOTE: maximum of three
lines of information.

Garamond Regular 9 pt.

Fax Cover Sheet

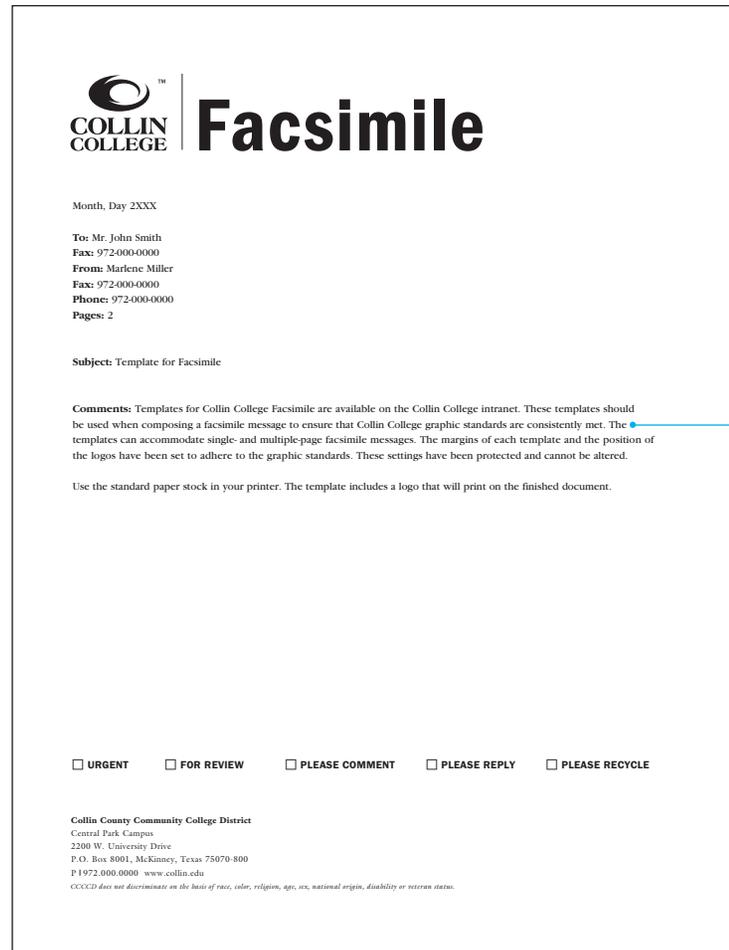


An approved digital version of the fax cover sheet template includes the logo, facsimile heading and address lines that will print on the finished document.

Fax cover sheets should be printed in black on white paper stock.

To download this facsimile cover sheet template, visit the Public Relations department's intranet site accessible through CougarWeb's *My Workplace* tab in the Intranet Links channel.

If there are any questions, contact *Public Relations* at 972.758.3858.



The image shows a facsimile cover sheet template. At the top left is the Collin College logo. To its right is the word "Facsimile" in a large, bold, sans-serif font. Below the logo and title, there are fields for "Month, Day 2XXX", "To: Mr. John Smith", "Fax: 972-000-0000", "From: Marlene Miller", "Fax: 972-000-0000", "Phone: 972-000-0000", and "Pages: 2". Below these fields is the "Subject: Template for Facsimile". A "Comments" section follows, containing text about using the templates for Collin College facsimile messages. Below the comments is a line of text: "Use the standard paper stock in your printer. The template includes a logo that will print on the finished document." At the bottom of the form, there are five checkboxes: "URGENT", "FOR REVIEW", "PLEASE COMMENT", "PLEASE REPLY", and "PLEASE RECYCLE". At the very bottom, there is contact information for Collin County Community College District, including the address, phone number, and website, along with a small disclaimer: "CCCCD does not discriminate on the basis of race, color, religion, age, sex, national origin, disability or veteran status."

Garamond Regular 10 or 12 pt.

Memorandum

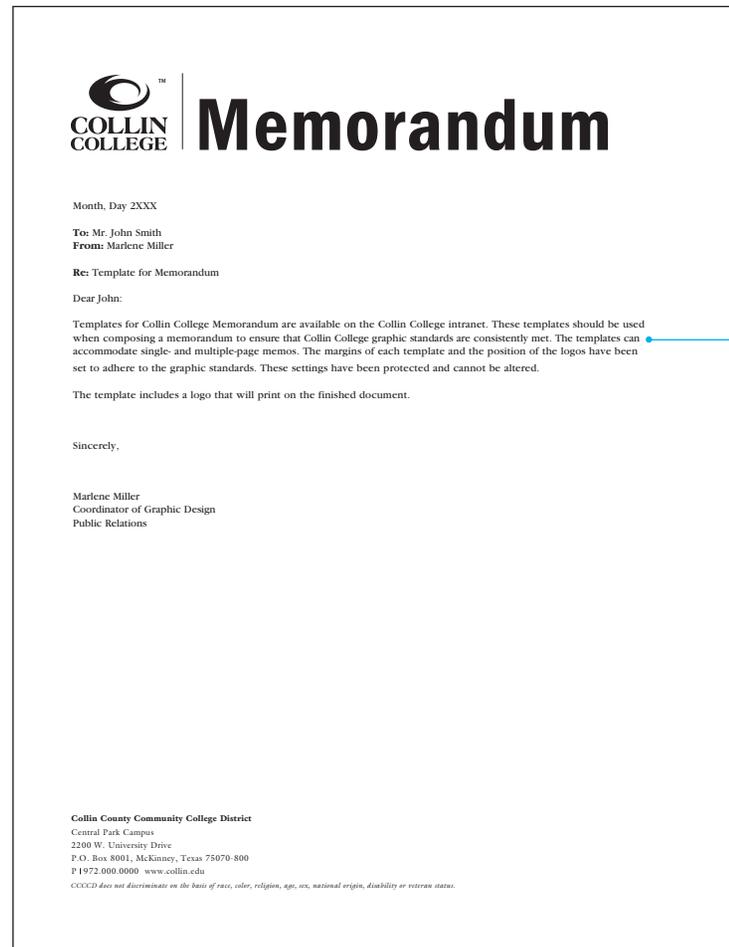


An approved digital version of the memorandum template includes the logo, memorandum heading and address lines that will print on the finished document.

Memorandums should be printed in black on white paper stock.

To download this memorandum sheet template, visit the Public Relations department’s intranet site accessible through CougarWeb’s *My Workplace* tab in the Intranet Links channel.

If there are any questions, contact *Public Relations* at 972.758.3858.



Garamond Regular 10 or 12 pt.



Basic Standards

This section of the graphic standards manual establishes the guidelines for using the college seal. It is important to become familiar with these guidelines so that you understand the fundamental elements and implement them properly.

Seal

Our seal is a dynamic visual graphic. In order to keep a strong, visual consistency, the seal must not be modified or distorted in any way. To do otherwise jeopardizes the legal protection of our seal as a unique visual representation of our college.

The seal is always one color (See the Color Specifics section for correct color usage). The seal contains the core value elements, and these are part of the seal. The core values should never be removed from the rest of the seal (unless you have specific permission from *Public Relations* to do otherwise). The seal must never be reset, re-spaced or altered in any way. No other type styles should ever be substituted, no matter how similar they may seem. When embossing or debossing the seal logo, it is important to maintain our image's integrity by utilizing the correct colors and legibility.

It is not acceptable to co-brand with both the college logo and seal.

If there are any questions, contact *Public Relations* at 972.758.3858.



Area of Isolation, Seal

An area of isolation surrounds the seal on all four sides to separate it from any other visual material. This space around the seal allows it prominence. The seal will be easier to see and, therefore, identify itself more effectively.

The minimum dimension for the area of isolation is measured as *X* which is shown in these diagrams. *X* is equivalent to the height of the letter *E* in *COLLEGE*. This area must remain empty, free of any text, slogans or other design elements on all four sides of the logo. This includes other logos, taglines, graphics or illustrations that may encroach on the area of isolation. The area of isolation may be larger than *X* but never smaller.

If there are any questions, contact *Public Relations* at 972.758.3858.



**X equals the height of the “E”
in COLLEGE**

Minimum Seal Size

The minimum width that the preferred seal may be reproduced is one inch, as shown.

For applications where a smaller logo is required, contact *Public Relations* at 972.758.3858.



Color Usage for Seal

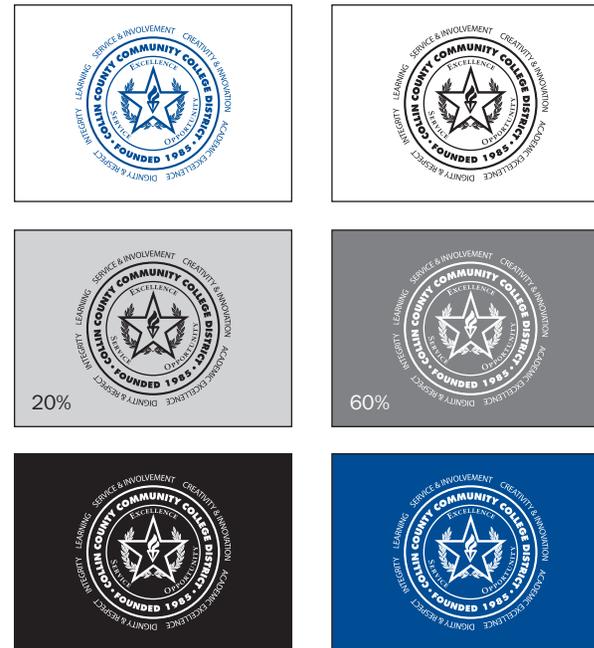
The college seal is one color. It is preferable to print the seal in all black letters on a white background. The all black version of the logo may overprint on a gray background that is no darker than 20 percent black. This allows for sufficient contrast to make the seal legible.

When the background color is too dark to provide legibility with a black seal, the seal may reverse out of the background color to white. If reproducing the logo on a background that is black, the logo should be darker than 60 percent gray.

In some one-color usages, it is acceptable to use the entire seal in Collin College blue. The seal may overprint on a gray background that is no darker than 20 percent black.

For official colors, refer to the Seal Color Specifics section for a detailed list of acceptable color standards in various formats: Pantone, CMYK, RGB and web-safe color formulas.

If there are any questions, contact *Public Relations* at 972.758.3858.



Incorrect Color Usage for Seal

When using the college seal, it is unacceptable to alter the color usage. On a colored background, it is unacceptable to use the all black version when the background is darker than a 60 percent screen of black. It is also unacceptable to use the all white version of the logotype when the background is lighter than a 20 percent screen of black.

It is unacceptable to use the all black version of the seal on a background of solid Collin College blue or on an all blue seal on a black background.

If there are any questions, contact *Public Relations* at 972.758.3858.





Basic Standards

This section of the graphic standards manual establishes the guidelines for using the Cougar mascot logo. It is important to become familiar with these guidelines so that you understand the fundamental elements and implement them properly.

Cougar Logo

Our cougar mascot logo is a dynamic visual graphic. In order to keep a strong, visual consistency, the logo must not be modified or distorted in any way. To do otherwise jeopardizes the legal protection of our logo as a unique visual representation of our college.

The cougar mascot logo is federally trademarked by the U.S. Patent and Trademark Office. Permission for use by non-college entities must be granted by Collin College.

The cougar logo is one color. (See the Color Specifics section for correct color usage.) When embossing or debossing the cougar logo, it is important to maintain our image's integrity by utilizing the correct colors.

If there are any questions, contact *Public Relations* at 972.758.3858.



Minimum Cougar Logo Size

The **minimum width** that the cougar logo may be reproduced is .75”.

For applications where a smaller logo is required, contact *Public Relations* at 972.758.3858.



Collin College\Cougar Co-brand



Co-branding means that other logos may be positioned near the college logo. The college logo should always appear to be the most dominant image in all program promotion, service or co-branding events.

When the brand is the dominant brand between entities, the logos are stacked or placed side by side. In the vertical version, the partner logo (such as the Cougar logo) is placed below the college logo and is reduced. In the horizontal version, the partner logo is placed to the right of the college logo.



Color Usage of Cougar Logo

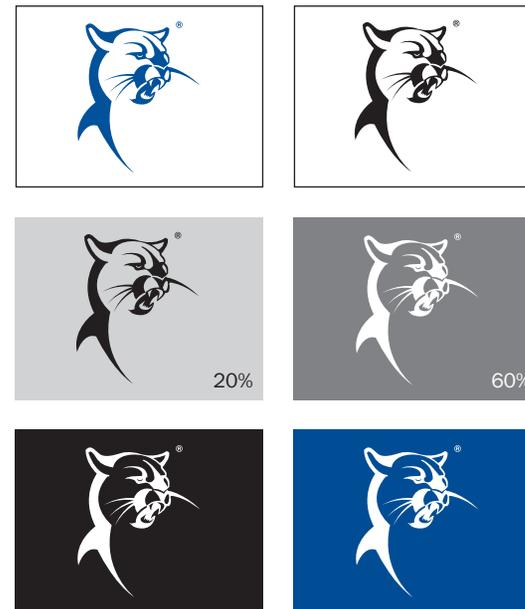
The cougar logo is one color. It is preferable to print the cougar logo in all black on a white background. The all black version of the logo may overprint on a gray background that is no darker than 20 percent black. This allows for sufficient contrast to make the logo legible.

When the background color is too dark to provide legibility with a black logo, the logo may reverse out of the background color to white. When using the white/reversed logo, the background must be shaded 60 percent or darker.

In some one-color usages, it is acceptable to use the entire cougar logo in Collin College blue. The logo may overprint on a gray background that is no darker than 20 percent black.

For official colors, refer to the Cougar Logo Color Specifics section for a detailed list of acceptable color standards in various formats: Pantone, CMYK, RGB and web-safe color formulas.

If there are any questions, contact *Public Relations* at 972.758.3858.



Incorrect Color Usage of Cougar Logo

When using the cougar logo, it is unacceptable to alter the color usage. On a colored background, it is unacceptable to use the all black version when the background is darker than a 60 percent screen of black. It is also unacceptable to use the all white version of the logotype when the background is lighter than a 20 percent screen of black.

It is unacceptable to use the all black version of the cougar logo on a background of solid Collin College blue or a blue cougar logo on a black background.

If there are any questions, contact *Public Relations* at 972.758.3858.





Stationery

This section specifies the cougar logo stationery system. Maintaining consistency is vital to shaping perceptions of Collin College.

Collin College\Cougar Logo Business Card



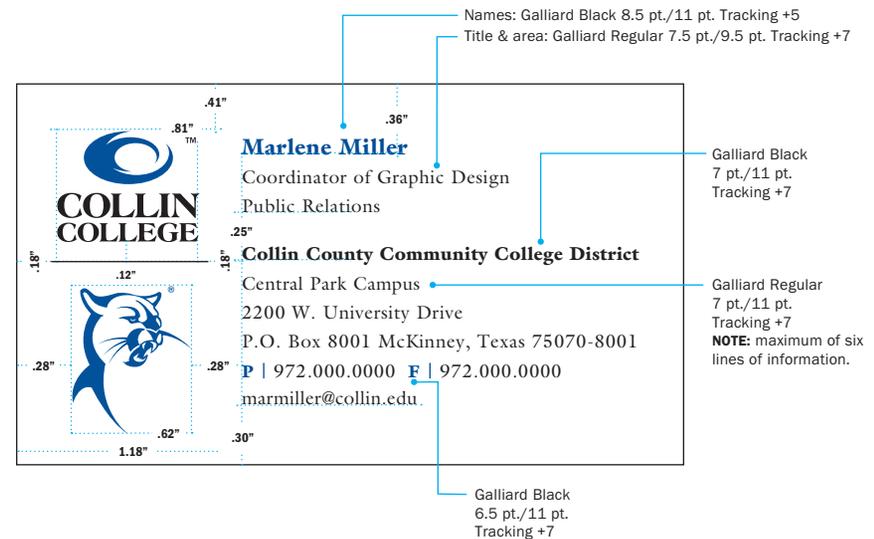
This page shows the approved layout for the Collin College\cougar logo business card. It should be offset printed and printed on the specified paper that matches the letterhead and envelope.

Business cards must be printed on 100-lb. Ultrawhite Superfine Eggshell Cover.

The guidelines for creating the Collin College\Cougar logo business card are provided in the example to the right. Any variation from these guidelines is not permitted.

Business card orders are to be placed through *Printing Express* at printingexpress@collin.edu or 972.881.5708.

If there are further questions, contact Tammy O'Bier at tobier@collin.edu or 972.881.5192.



Collin College\Cougar Logo Letterhead



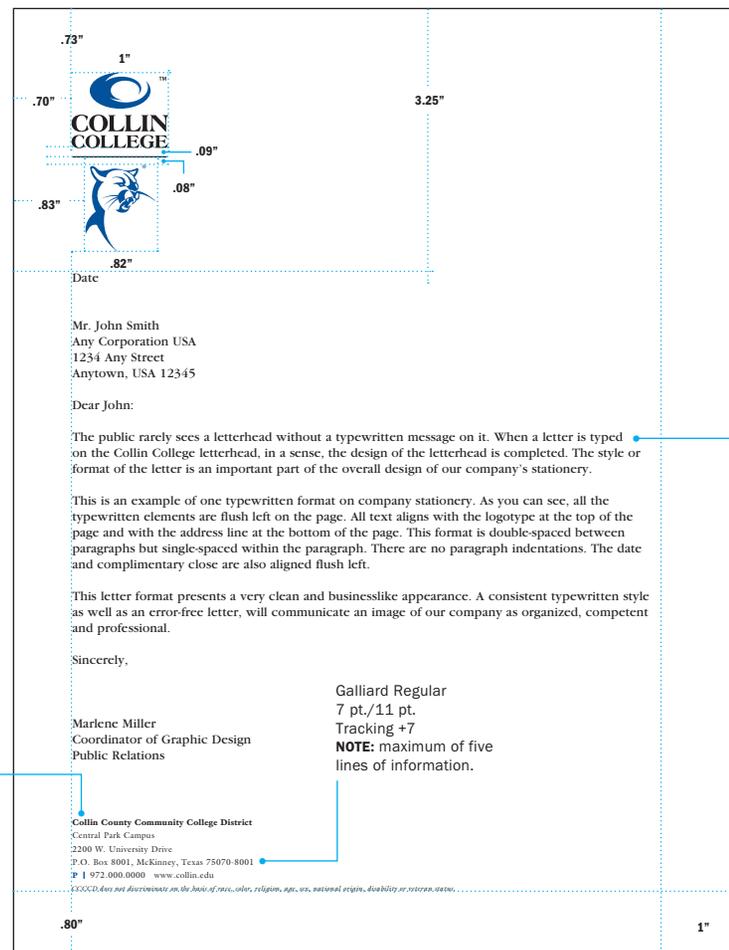
This is the approved version of the standard Collin College\cougar logo letterhead. It must be printed on the specified paper that matches the business card and envelope.

Standard letterhead must be printed on 24-lb. Ultrawhite Superfine Eggshell Writing.

The guidelines for creating the Collin College\Cougar logo letterhead are provided in the example to the right. Any variation from these guidelines is not permitted.

Print orders are to be placed through *Printing Express* at printingexpress@collin.edu or 972.881.5708.

If there are further questions, contact Tammy O'Bier at tobier@collin.edu or 972.881.5192.



Galliard Black
7 pt./11 pt.
Tracking +5

Galliard Regular
7 pt./11 pt.
Tracking +7
NOTE: maximum of five
lines of information.

Garamond Regular 10 or 12 pt.



PR Intranet

Several document templates described in this graphic standard manual and style guide are housed on the PR department's intranet site. To access these, visit the college's intranet site, accessible through CougarWeb's *My Workplace* tab in the Intranet Links channel, and click on *Public Relations*.

Online Logo Depot

The following official college graphics are available in CougarWeb's *My Workplace* tab, Intranet Links channel, in the Public Relations link:

- The preferred **logo in two colors**
- The preferred **logo in one color** (black)
- The college **seal**
- The cougar **logo**

These images are formatted at a resolution of 72 dots per inch, which is the appropriate resolution for the web. They can be imported into standard Microsoft Office programs such as Word, Powerpoint and Excel.

If you need high-resolution graphics or vector art for offset printing, please contact *Public Relations* at 972.758.3858.

Online Templates

The PR intranet also houses a variety of standard document templates for college employees.

- **Fax cover sheet** (Word doc.)
- **Memo template** (Word doc.)
- **PowerPoint presentation** template
- Sample **Marketing Plan**

The site also outlines some of the basic procedures for marketing and promotion along with a list of contacts within the PR department.

For more information, contact *Public Relations* at 972.758.3894.