COMMUNITY
COLLEGE OF
DENVER

STYLE GUIDE + GRAPHIC STANDARDS

This booklet offers guidance to those producing communication materials, print or electronic, for Community College of Denver. By providing clear boundaries, we ensure a consistent message, graphic identity and high level of quality that makes telling the CCD story easier.

GRAPHIC STANDARDS

Why Graphic Standards?
Graphic Standards book provides details to faculty and staff responsible for creating materials that incorporate CCD's name and logo. They assist printers, sign makers, ad agencies and others who work for the college. Consistently applied graphic standards help brand the college.

Whose responsibility are graphic standards?
Everyone's. Although CCD's Marketing department was tasked with establishing standards, maintaining consistency is the responsibility of the entire CCD community.

Are there exceptions to Graphic Standards?
Almost never. On occasion, production issues, unusual formats or very unique circumstances require deviation from the graphic standards, but it is extremely rare and must be approved by CCD Creative Services Department.

QUICK LOGO REFERENCE

No Stretching Allowed
The logo looks a certain way, don't flip it or stretch it or squish it.

Keep it Together!
The logo is made up of both the oval symbol and the words. Do not use the oval without the words.

Be Clear
Do not electronically scan the logo. Do not use a logo that is second generation. Do not pull the logo off the website for use in printed publications. Do not use the email signature line logo on printed documents.

Size Matters
Don't use the logo smaller than 1.5" wide (or one inch wide for the vertical version).

Respect
Don't write over the logo or bleed it off the page. The logo should be separate and distinct. Give it enough elbow room. Don't make the logo a part of a larger illustration.

No FX
Don't add computer effects (distress, shadows, glows, etc.)

Not for Decoration
Use the logo to identify, not as a pattern, in multiples or as decoration

Colors
The logo should only be purple, goldenrod, or white.

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Questions? Need other versions? Ordering give-away items?
Contact the Creative Services department.
Sue.Samuelson@ccd.edu • 303.556.6300

OUR LOGO

CCD's logo represents us both internally and externally.

The logo is comprised of both the oval symbol and the words Community College of Denver. **They must always be used in conjunction; they must never be redrawn, cut apart, stacked, condensed, elongated, embellished or altered in any way.**

Our logo is available in both horizontal and vertical formats, and either may be used depending on available space.

2-color horizontal (preferred version)

black and white horizontal

2-color horizontal reversed

black and white horizontal reversed
Be aware that CU Denver's Colors are black and gold, use black with our gold logo in moderation

2-color vertical

black and white vertical

OTHER VERSIONS AVAILABLE

2-line horizontal

2-color college seal

3-D Versions

Clear Space
It is important to avoid crowding our logo with other imagery. An area of clear space surrounding the logo has been established to ensure legibility. The minimum clear space around the logo is equal to half the height of the oval. This area should remain clear of high-contrast color breaks, typography, photography, page trim and folds.

Signature Size
A standard logo size is used for all stationery applications. On a standard 8.5 x 11 sheet, the logo should **never appear larger than 3" across** (2.5" for vertical version). **Avoid using the logo as a title for a document.** When scaling the logo down, **never scale it so the logo becomes smaller than 1.5 inches wide** (or one inch wide for the vertical version).

no larger than 3.5"

no smaller than 1.5"

Contrast
Always choose the appropriate logo to provide adequate contrast with the background. Use the positive logo when the background value is less than 50%. The reversed logo should be used when the background value is 50% or greater. The Logo should never be placed on textured art or photography.

0%	20%	40%	
COMMUNITY COLLEGE OF DENVER	COMMUNITY COLLEGE OF DENVER	COMMUNITY COLLEGE OF DENVER	*positive*
COMMUNITY COLLEGE OF DENVER	COMMUNITY COLLEGE OF DENVER	COMMUNITY COLLEGE OF DENVER	*reversed*
60%	80%	100%	

COLORS

CCD's primary colors are royal purple and goldenrod

	PURPLE	GOLDENROD (AKA ATHLETIC GOLD)
PMS	2617	130 C*
CMYK	84, 100, 0, 13	0, 30, 100, 0
RGB	73, 14, 111	240, 171, 0
HTML	49OE6F	F0AB00
HEX	560c70	EAAF0F

CCD's metallic gold is PMS 874. It has a reflective surface meant to mimic the look of metal, and only reproduces when offset printed onto glossy paper. Metallic inks are made of varnish, pigments and metal dust. The metallic effect cannot be reproduced on uncoated or dull paper, nor on the color zerox machine.

CCD's preferred gold foil color is 134.

TYPOGRAPHY

The typefaces listed below are supporting type faces compatible with our logo.

Helvetica Light & *Italic*
Helvetica Medium *& Italic*
Helvetica Bold *& Italic*
Helvetica Black *& Italic*

Myriad Pro Regular *& Italic*
Myriad Pro SemiBold *& Italic*
Myriad Pro Bold *& Italic*

Adobe Garamond Pro Regular & *Regular Italic*
Adobe Garamond Pro Semi-bold & Semi-bold Italic
Adobe Garamond Pro Bold & *Bold Italic*

DEPARTMENTAL IDENTIFIERS

A logo is needed by a specific department should be represented in the following way.

Creative Services will create departmental specific logos.

Departmental graphics are NOT official CCD trademarks. CCD strongly discourages departments from developing these separate graphics. Competing graphics dilute the power of a singular CCD brand in the public mind.

COMMUNITY COLLEGE OF DENVER

New Student Orientation

Center *Department Name* underneath logo

Top of *Department Name* sits below "Denver" the height of the D

Department Name font: ITC Garamond Bold Italic Upper and Lower case

COMMUNITY COLLEGE OF DENVER

Creative Services

Top of *Department Name* sits below the swoosh mark the height of the "D"

Department Name font: ITC Garamond Bold Italic Upper and Lower case

YOUR EMAIL SIGNATURE LINE

All employees should comply with the following standards for email signature lines.
- Use the EmailLogo.png file. Contact Creative Services for the file.
- You may include your physical location in place of or in addition to your mailing address if it's more appropriate.
- You may include your pronouns. (See Glsen.org/activity/pronouns-guide-glsen for more information.)
- You may include you cell number if you wish, but it is not required
- If your center or department name is long, please put it on a separate line from your title.
- Refrain from using background or extra images in your work email, they are not accessible, many email browsers have difficulty viewing them, and repeated use clogs up our email server.

Your Name
Your Title Title Title | Your Center Name
P 303.352.XXX **F** 303.352.XXXX **C** 303.XXX.XXXX
Campus Box XXX | P.O. Box 173363 | Denver, CO 80217-3363

Signature line font: Arial | Bold and Regular, 12 point

Logo for email.

COMMUNITY COLLEGE OF DENVER

THE CCD MASCOT IS THE CITYHAWK.
The official graphic representation of the CityHawk was selected by CCD students, faculty and staff in 2009 by popular vote. It was officially adopted by Executive Staff and the Web & Creative Services Department in 2010. The name of the CityHawk, "Swoop", was developed and voted on by all of CCD in 2011.

The CityHawk is to be used to convey the character and qualities of the school. As the student designer of the mascot said, "I believe that every CCD student is like a hawk, free to fly choosing their own path, acquiring experience and maturity in the process."

The Mascot should be leveraged as a useful marketing tool to help promote the school or events. It is meant to increase school spirit, recruitment, and to serve as an additional merchandising avenue.

CITYHAWK RULES
- The CityHawk should not be used in place of the college logo.
- The CityHawk mark with CCD Text may not be embroidered.
- The words City and Hawk should always be placed together, with a capital "H" (i.e. CityHawk, not City Hawk or Cityhawk)
- The CityHawk is shown in profile view, always facing left
- The image of the mascot should be used with the words "Community College of Denver and CITYHAWKS" as provided in the illustration. (i.e. you should not remove the text CityHawks and type it in yourself.)
- The CityHawk type can be used on it's own, as part of the "CCD…Home of the CityHawks" messaging.

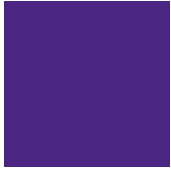Contact Creative Services if you would like to use the CityHawk image.

PROUD HOME OF THE CITYHAWKS

EXTENDED COLOR PALETTE

This is the CCD extended color palette, based on furnishings in our buildings. Consult with Creative Services prior to using.

College Purple

College Gold

Primary

C=100 M=20 Y=4 K=18
Blue chair

C=2 M=24 Y=100 K=7
Yellow wall

C=3 M=92 Y=84 K=12
Red fabric chair

Muted

C=59 M=8 Y=9 K=19
4e9eb8
Blue door frames

C=8 M=68 Y=94 K=34
Wooden chair #1

C=38 M=28 Y=21 K=63
Gray sofa

Paint color palette, Sherwin Williams. For reference only. All paint and painting must be sourced through CCD Facilities Services

ACCENT
WALL COLORS
"VIBRANT"

WALL PAINT
CCD PURPLE

6501
MANITOU BLUE

6688
SOLARIA

6710
Melange
Green

6614
QUITE Coral

ACTUAL CCD PURPLE
closest:
SW 6982 African
Violet

6550
MYTHICAL

PATHWAYS BRANDING

This are the CCD pathways names, colors and image marks. Please contact Creative Services for more info.

Community College of Denver
ACADEMIC PATHWAYS 2023

Arts, Communication, & Design	Education	Social & Behavioral Sciences	Public Safety & Legal Services
Architectural Studies Communication Creative Writing English Graphic Design Journalism Music Philosophy Theatre	Early Childhood Education Elementary Education	Anthropology Economics History Political Science Psychology Sociology	Criminal Justice Homeland Security Law Enforcement Paralegal
Dean: Karen Danielson		Dean: Ann McCalley	

Health Sciences	Science, Technology, Engineering, & Math	Business	Manufacturing
Behavioral Health/ Human Services Dental Hygiene Health & Exercise Science Healthcare Informatics Medical Assistant Nursing Nutrition & Wellness Phlebotomy Public Health Radiologic Technology Surgical Technology Veterinary Technology	Biology Cannabis Science & Operations Chemistry Computer Information Systems Computer Science Cybersecurity Engineering Environmental Science Geology Information Technology Math Physics	Accounting Business Administration Cannabis Business	Machine Technologies Fabrication Welding
Dean: Fida Obeidi	Associate Dean: Hank Weigel		Dean: Chris Luchs	

OTHER STANDARDS

While we're on the subject... there are a few other standards for written communication. The college follows AP style. Some of these are AP, some are just so we appear consistent.

- Use an ampersand when writing out center names (i.e. Math & Science)
- Don't write a "the" before Community College of Denver. We're just Community College of Denver.
- Don't use parentheses around the 303 in our phone numbers, we use dots in the phone numbers: 303.556.6300
- Don't use an extra comma before an "and" in a list. (i.e. "He ate a sandwich, an apple, chips and a cookie" is correct)
- Our office addresses should be room, not suite.