

LOGO & IDENTITY STANDARDS GUIDE
(Updated 6/2022)



This guide reflects a refresh of the Virginia's Community Colleges logo and identity. All logos have been altered and some versions removed. All existing logo files should be replaced with the new ones labeled with the "_2020" extension.

Table of Contents

Brand Language	4
Logos	10
Department & Program Logo Bars	19
Color Palette	23
Typography	25
Graphics & Photography.....	29
Collateral Materials	33

Brand Language

This is the spoken and written words you use to describe who you are as an organization. Brand language plays a pivotal role in how you are perceived by your audiences. Consistency in language ensures the right messages are being disseminated and received.

Our brand

A brand is a person's perception of a product, service, experience, or organization.

Virginia's Community Colleges Be smarter.

Avoiding unnecessary student debt is smart. Gaining the skills needed for emerging, high-demand careers is smart. Community colleges offer benefits to students that are unique among higher education providers. **Community colleges are flexible, affordable and the smartest next step in a student's journey.**

Our personality

Brand personality is a set of human characteristics that are attributed to a brand name.

A brand personality is something to which the consumer can relate.

Relatable, flexible, efficient

Students make their dreams happen here. We understand our students at the deepest level, because we have a shared experience. Our roots are in our communities. We provide individualized attention to a financially savvy, diverse student body looking for a higher education option that fits both the daily demands and aspirations of their lives.

Our values

Your core brand values are the beliefs that you, as an organization, stand for. They serve as the compass that guides your brand story, actions, behaviors, and decision-making process.

Community, education, equity, betterment

Through empathy and a shared passion for learning, we're fostering an environment that enhances students' lives through personal growth and opens the door to a lifetime of increased opportunity.

Community: Community is in our DNA, it's integrally part of who we are. We are your neighbors and we understand and feel triumphs and hardships with you.

Education: Through academics and workforce training, our educational programs opens doors for future opportunities, without an abundance of debt.

Equity: The fabric of our student, faculty and staff is representative of all races, ages, religions, sexual orientations and cultures—and we seek to uplift and serve every individual so they can achieve success.

Betterment: We're a forward-thinking collective. Our outcomes enrich students' lives, expand their knowledge and ensure a more stable future.

Our voice

Brand voice is the way you talk to your customers and defined your style of communication. Your brand voice is directed to your target audience(s) and feels true to your brand values.

Conversational, empathetic, understanding

We engage in personal dialog and create a safe space for diverse, inclusive and equitable conversations, a key to building authentic connections and creating a successful space for learning. Our job is to relate to our students, faculty and staff to nurture relationships and establish trustworthiness and authority in higher education.

Our brand name

Virginia's Community Colleges

Quick Reference

Use *Virginia's Community Colleges* in almost all cases

Virginia's always has an apostrophe and *Colleges* is always plural

Use *Virginia Community College System* or *VCCS* with legislative or state agency audiences.

Only use the acronym *VCCS* (never use *VCC*)

In most cases, the external-facing brand name, **Virginia's Community Colleges** should be used. Make sure "Virginia's" has an apostrophe and "Colleges" is plural. For the general public, refrain from introducing the word "System."

When speaking to a legislative audience, or in any official capacity as a state agency, **Virginia Community College System** is acceptable. The **VCCS** acronym should not be used as a first reference in an external communication.

Logos

Logo Composition



Primary Logo: Horizontal

Lockup 1



Black



Reversed Out



Alternate Logo: Square

Lockup 2



Black



Reversed Out



Logo Do Nots

No: Incorrect placement of elements



No: Changing fonts



No: Changing size of elements or squishing the logo



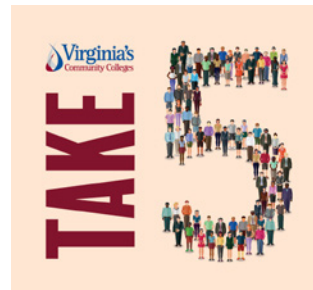
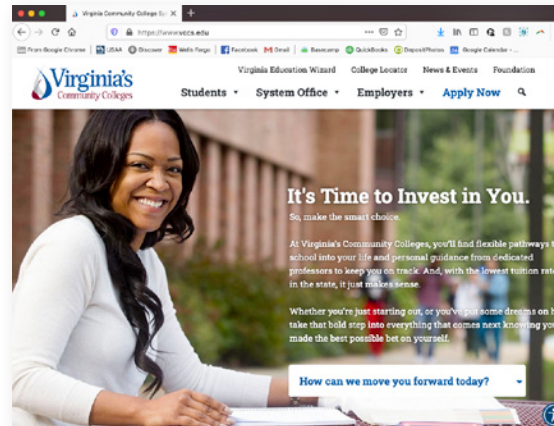
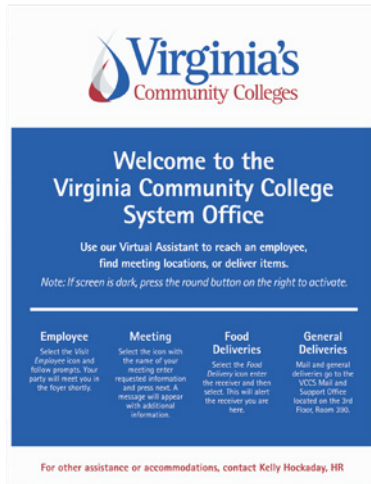
Quick Reference
The flame icon should never be filled in. This is a common error used throughout our existing identity.

No: Changing colors of any logo elements



When to Use Which Logo Lockup

The primary, color logo (horizontal) should be used in almost all instances. It can be used on collateral materials, signage, websites, merchandise, name tags, PowerPoint presentations, etc.



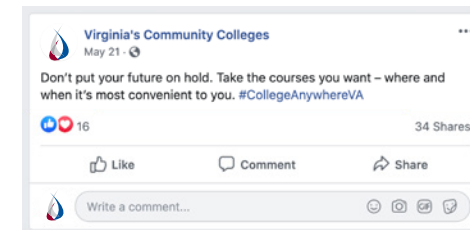
The secondary (Square) logo exists for rare instances where the logo will read better in a square or circular format.



Quick Reference

See how, especially at smaller sizes, the Square logo is more legible in a square shape.

Use the mark alone only when the logo must appear at an extremely small (under 1") size, like social media icons and website favicons.

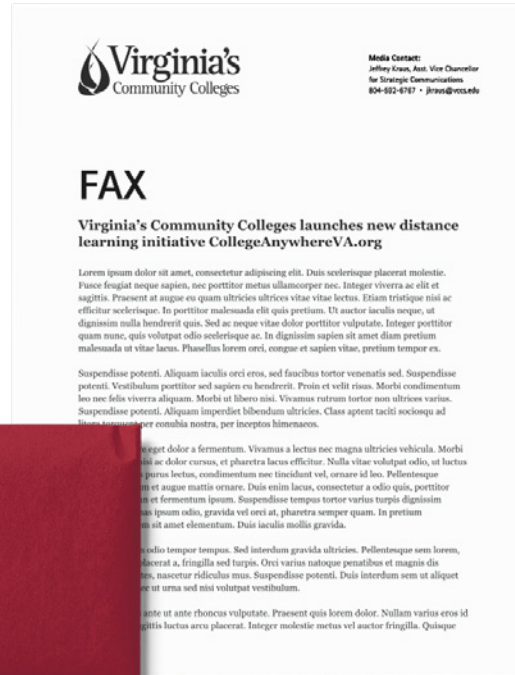


Only use the black or white Logo in these instances:

Example: Logo appears on a medium blue background or maroon background



Example: Logo appears on a fax sheet (faxes only print in 100% black)



Example: Logo is embossed



Use the full color logo in all instances, except when the logo must be placed on a medium- or dark-colored background, faxing documents, or when requested by a vendor for uses such as embossing, debossing, or foil stamping.

How to Use on Backgrounds

Do :

Use simple imagery with enough clear space so the logo is most readable.



Do Not:

Use on photos with lots of elements or colors that are too light/dark for readability.



Minimum Size & Clear Space

Minimum Size



1.25"



1"

Clear Space is equal to height of the "C" in logo



Quick Reference
When used with photography, clear space allows the logo to sit in the foreground of the picture.



It is important to not use the logo below a certain size because the "Community College" text will not be readable. If you must use something smaller, consider using only the mark or changing the design to allow for a larger logo. Clear space allows the logo to not be interfered with from other elements around it.

Departments & Programs

"Logo bars" were created to use when 1) an internal VCCS department that wants to be identified by name, and 2) an external program that wants to use the VCCS name and the VCCS logo can not appear.

Internal Department Logo Bar



Program "Powered By" Logo Bar



POWERED BY VIRGINIA'S COMMUNITY COLLEGES



POWERED BY VIRGINIA'S COMMUNITY COLLEGES

Logo Bar Do Nots



Do not change bar placement



Do not change bar color



Do not change bar size



Do not change the font



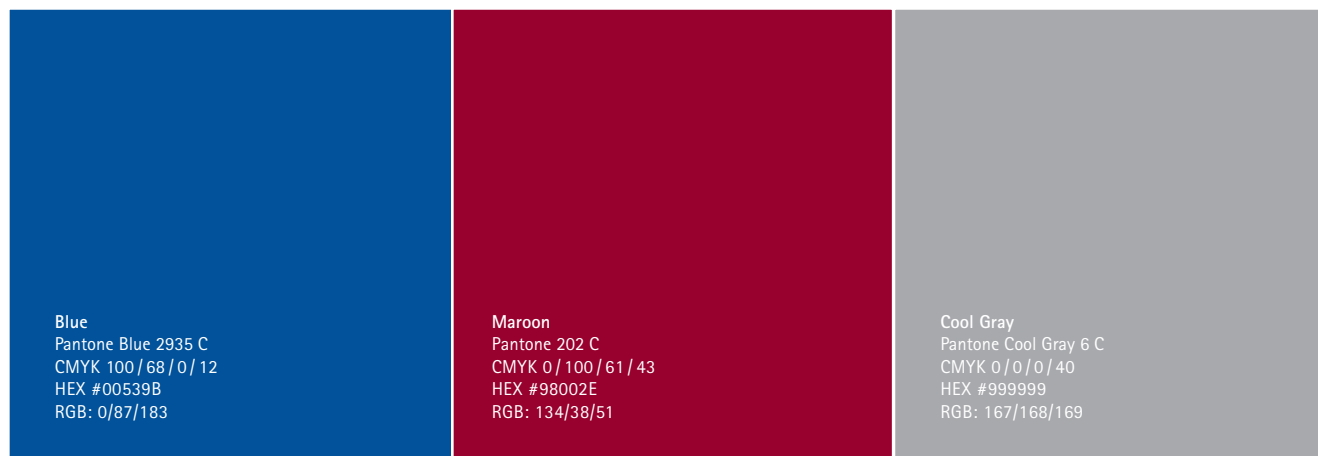
Do not change text color



Do not change bar spacing

Color Palette

Color Palette

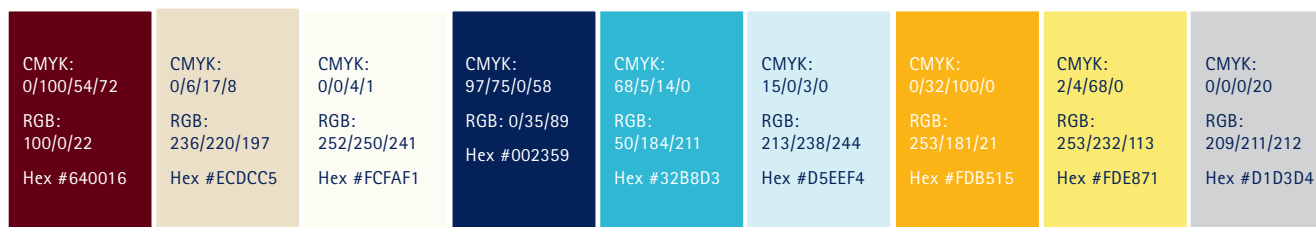


Quick Reference

In the previous identity the Pantone blue looked much darker than the CMYK blue. This resulted in looking like VCCS used two different blues.

We have changed the Pantone blue to better match the preferred blue.

Secondary color palette: This palette should not be used more than the primary palette above.



Blue, Maroon, and Cool Gray are the primary colors of the Virginia's Community Colleges identity. They are as much an identifier of the program as the logo. Blue and Maroon should always be the primary colors used, however we have developed a secondary palette should supplementary colors be needed. Never use only secondary colors on a designed piece.

Typography

Logo & Identity Typography

Rotis Serif

Rotis Serif Italic

Rotis Serif Bold

Rotis Sans Serif Light

Rotis Sans Serif Light Italic

Rotis Sans Serif

Rotis Sans Italic

Rotis Sans Serif Bold

Rotis Sans Serif Extra Bold

Web Typography

Roboto Slab Regular

Roboto Slab Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi lectus est, vestibulum ac sagittis sit amet, faucibus at metus. Pellentesque lacus lacus, interdum non nibh sit amet, malesuada tempor nunc. Donec aliquam ligula ac malesuada aliquet. In vulputate vitae tellus eget tincidunt. Curabitur ut sapien aliquet, dapibus ligula vel, sagittis urna.

Aenean faucibus semper sapien vitae gravida. Nunc vel nunc sed ligula vulputate tincidunt. Nam a est a nisl mollis convallis. Morbi lorem mauris, tempus sed leo in, suscipit rutrum dolor. Morbi ultrices magna fringilla orci sollicitudin tincidunt eu id turpis. Vivamus vulputate posuere consectetur.

Donec in diam at lectus iaculis sollicitudin. Praesent ultrices purus eu leo commodo, consequat rutrum justo bibendum. Vivamus vestibulum bibendum sem fermentum convallis. Curabitur pharetra congue massa, a consectetur ante vulputate efficitur. Fusce bibendum porta suscipit. Nulla aliquam magna ut ligula gravida faucibus.

Typography Styles

1. Using Different Font Weights (Regular, Medium, Bold, etc)

In multiple lines of text, use one line in bold and another in Regular Weights. This helps create a consistent look in VCCS communication typography

2. Using Different Colors

In headlines, highlight an important word or words by changing it's color to Maroon. This helps create a consistent look in VCCS communication typography

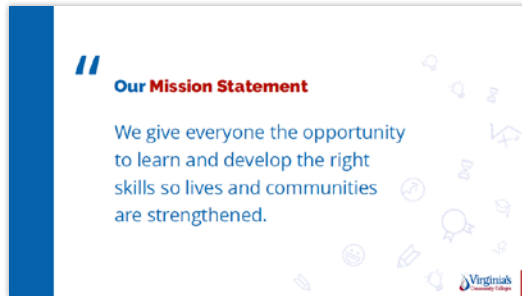


In order to create a consistent typographic look, use "typographic emphasis" to promote important words within content using two methods: color and weight. Both of these are described using examples above. The goal is to create emphasis for the casual observer to pick up the message clearly as well as creating and maintaining a distinct typographic identity.

Graphics & Photography

Color Bar Graphic Element

Using a blue or maroon color bar in your design can help create consistency in the VCCS identity. You'll see in the examples below, color bars can be used for headers, page anchors, page footers, pull quote holders, or to set off important information.



Color Photography Usage

When possible, use photography of actual VCCS students, educators, and employees. Using a professional photographer for these images will ensure high quality lighting, cropping, and resolution. If you must use stock photography, choose images that reflect the kind of student your audience is. Images should be natural, diverse, inclusive. Stay away from overly staged and posed imagery.



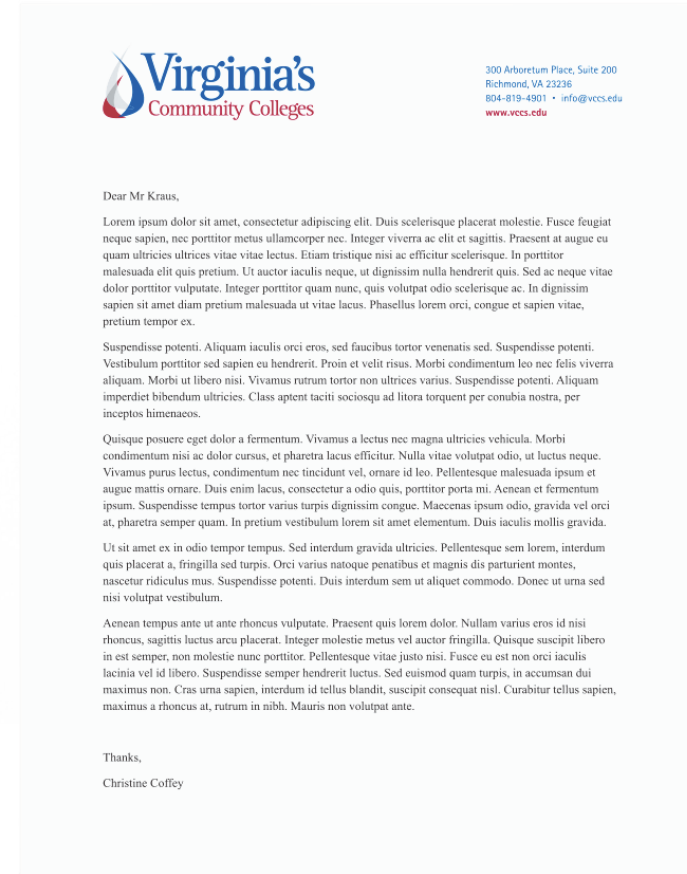
Duotone Photography Usage

A unique photographic style is part of VCCS' new identity. While it's not required, usage of this duotoned imagery will convey a more recognized brand across the various departments and communications materials. Below are some examples.



Collateral Materials

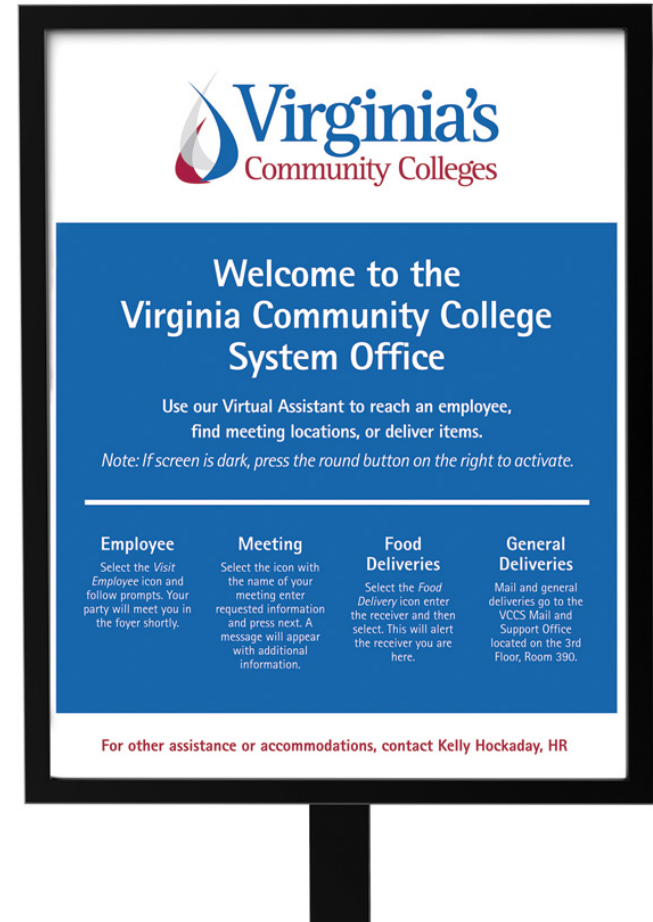
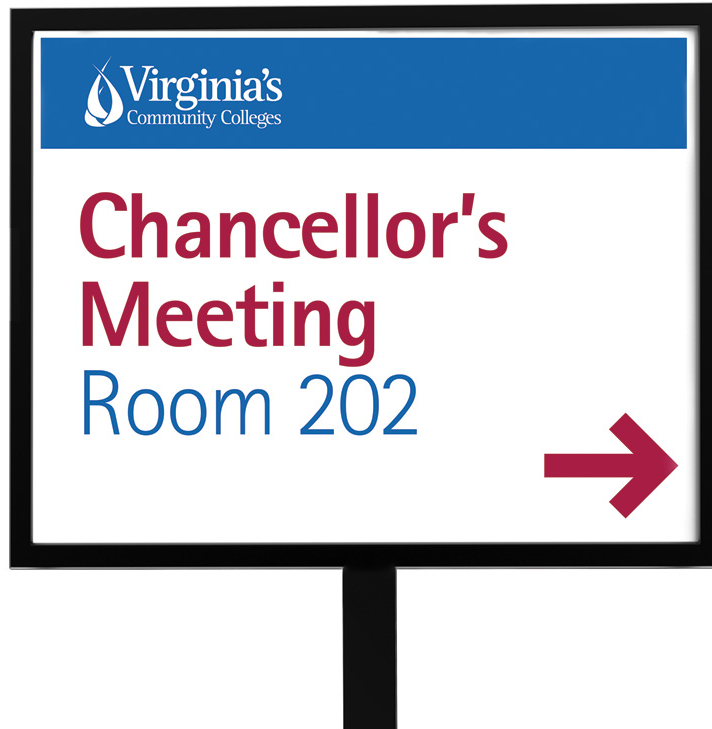
Letterhead & Envelope



Digital Letterhead & News Release



Building Signage



Email Signatures

Main VCCS

Full Name in Arial Bold

Title in Arial Bold

Virginia's Community Colleges
{Possible Department Name}
300 Arboretum Place, Suite 200
Phone: 000-000-0000



Branded Program of VCCS

Full Name in Arial Bold

Title in Arial Bold

Virginia's Community Colleges
{Possible Department Name}
300 Arboretum Place, Suite 200
Phone: 000-000-0000



POWERED BY VIRGINIA'S COMMUNITY COLLEGES

Which File Should I Use?

Print:

EPS files are the most versatile file format available. **These files can be used for any print applications such as banners, cups, signs, pens, apparel, and any professionally printed material, such as a brochure or business card.**

Explanation of files in the Print folder:

"_black_2020.eps": An all black version for limited applications, such as a fax, a stamp, or embroidery.

"_CMYK_2020.eps"*: A version in CMYK colors (4-color process).

"_white_2020.eps": Knock-out version for limited applications, where the logo has to reverse out of a dark color.

**To find out whether you should use the Pantone or the 4-color CMYK logo, please consult with your printer on a specific publication.*

Digital:

PNG files are created specifically for screen and support transparency, which means that these files may be placed over an image or a color showing through. **These files should be used for web, PowerPoint®, e-Signatures, and any other application that creates materials for screen viewing. These files should never be sent to a printer or a t-shirt maker.**

Explanation of files in Digital folder:

"_RGB_2020.png" (large and small): Preferred version of the full logo.

"_white_2020.png" (large and small): An all-white version; best when used on items with dark backgrounds.

This document was prepared by Karnes Coffey Design in August 2020. If you have any questions about this guide, please contact the Office of Strategic Communications at Virginia's Community Colleges.