



COMMUNITY  
COLLEGE OF  
DENVER

*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.

### Questions? Need other versions? Ordering give-away items?

Contact the Creative Services department.

## 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



3-D Versions



2-color college seal

## 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).



## 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.



## 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	490E6F	F0AB00
HEX	560c70	EAAAF0F



\* 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***

## OTHER BRANDING GUIDELINES

### 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

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



COMMUNITY  
COLLEGE OF  
DENVER

*Creative Services*

*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](https://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



COMMUNITY  
COLLEGE OF  
DENVER

*Logo for email.*

## OUR MASCOT

### 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



6501  
MANITU BLUE



6688  
SOLARIA



6710  
Melange  
Green



6614  
QUITE Coral

ACCENT  
WALL COLORS  
"VIBRANT"



ACTUAL CCD PURPLE  
Closest:  
SW 6902 African  
Violet

WALL PAINT  
CCD PURPLE



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

<b>Arts, Communication, &amp; Design</b>  Architectural Studies Communication Creative Writing English Graphic Design Journalism Music Philosophy Theatre  	<b>Education</b>  Early Childhood Education Elementary Education  	<b>Social &amp; Behavioral Sciences</b>  Anthropology Economics History Political Science Psychology Sociology  	<b>Public Safety &amp; Legal Services</b>  Criminal Justice Homeland Security Law Enforcement Paralegal  
Dean: Karen Danielson		Dean: Ann McCalley	
<b>Health Sciences</b>  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 	<b>Science, Technology, Engineering, &amp; Math</b>  Biology Cannabis Science & Operations Chemistry Computer Information Systems Computer Science Cybersecurity Engineering Environmental Science Geology Information Technology Math Physics 	<b>Business</b>  Accounting Business Administration Cannabis Business  	<b>Manufacturing</b>  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
- Our office addresses should be room, not suite.