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# CCBC Visual Identity Guide



# OFFICIAL COLORS

The official colors for CCBC are:

Pantone Matching System (PMS) 294 (blue)

Pantone Matching System (PMS) 158 (orange)

CCBC's institutional colors are blue (PMS 294) and orange (PMS 158). These colors should be the preferred colors when designing and printing materials, designing and/or purchasing equipment, supplies, signage, apparel, promotional items, furniture, etc. for the college.



PMS 294



PMS 158

# OFFICIAL TYPEFACES

Two typographic families have been chosen for use on all official communications. The combined families offer a variety of regular, bold and italic weights for a complete palette of uses. These typestyles may be applied to other communications such as booklets, catalogs, brochures and annual reports.

Using many type sizes, styles and weights in a publication can create confusion. To avoid visual clutter, always use type size, style and weight sparingly and thoughtfully.

Futura light, roman and italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*

Futura, roman/book and italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*

Futura heavy roman and italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz***

Futura bold, roman and italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqr  
stuvwxyz**  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqr  
stuvwxyz***

Futura extrabold, roman and italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmn  
opqrstuvwxyz**  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm  
nopqrstuvwxyz***

Caslon 540, roman and italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*

# LOGO

A logo is the face and signature of the brand. It connects the brand to all forms of communication. The more consistent a logo looks and is used – the more likely it will make an impact and be remembered.

The CCBC logo has two component parts that should not be used apart from each other:

## Symbol

The acronym “CCBC” is integrated into a symbol that suggests a compass or navigational wheel. The first two “C”s form the left side of the symbol, the “b” divides the shape and the final “C” flips inward to complete the circle.

The symbol reinforces several key messages – that the College provides students with career orientation, guidance for the future, and a sure, steady course. The “learning-centered” concept is reinforced by the flame in the middle of the symbol which represents the light of learning.



The horizontal logo is the preferred configuration and should be used whenever possible.

## Logotype

The typography that accompanies the symbol combines serif and sans serif styles.

The serif face is Caslon 540 Roman. The sans serif is Futura bold. The combination of these two type families create visual interest through contrast of weight, tone, and style.

Multiple logo file formats, resolution and approved colors are available.



The vertical logo was created specifically for use in spaces that would not comfortably accommodate the horizontal logo.

# LOGO

## Protected area

It is important that the area surrounding the logo remain free of type and imagery. An image-free area the height of the outer "C" should surround the identity in all applications.

## Reversals

The logo may appear in white on a dark background or in white and PMS 158 orange on a dark background.

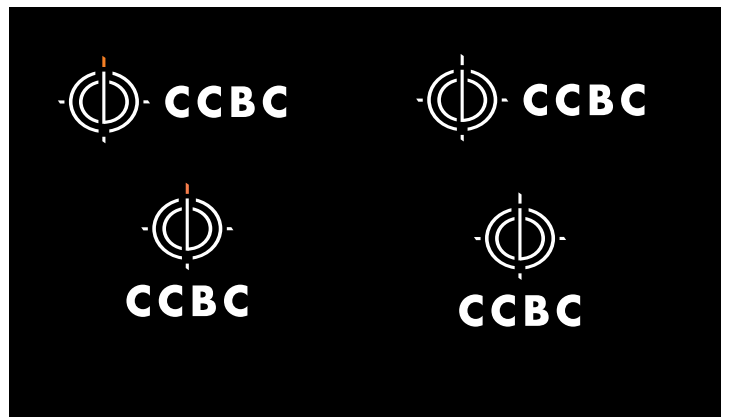
## Proper use

The correct way to use the CCBC logo is to "place" it in a document. Save the logo you want to use onto your computer (somewhere you can easily find it.) In Word, place your cursor in the spot you want the logo to appear. Select "Insert Picture" and click on "Picture from File." Find the logo saved on your computer and select it. (Please see Restrictions on the following page.)

## Download

Approved CCBC logos, in multiple file formats, are available. If you have any questions, please contact Jodi Neal at [jneal2@ccbcmd.edu](mailto:jneal2@ccbcmd.edu) or ext. 5227 or Michael Elspas at [melspas@ccbcmd.edu](mailto:melspas@ccbcmd.edu) or ext. 4502.

Protected area



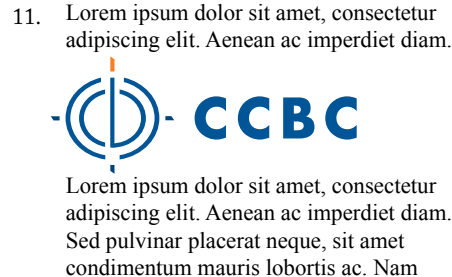
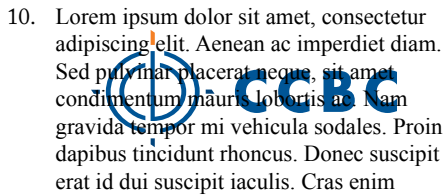
# LOGO

## Restrictions

The logo for CCBC should be applied primarily as an identification element. It is not a mandatory design element on the covers of brochures or whenever the college name is stated. It is also not to be used in place of the written college name.

It is, however, required as a signature to all publications – where it often will be placed on the back panel or cover.

The logo reproductions below are samples of *unacceptable* use. In addition, please do not: obstruct the logo with any other graphic, add a drop shadow, change the font or recreate in any way, add a box around the logo, pull the low resolution logo from the CCBC Web site to use for print, place the logo on a visually distracting background, tilt or use on an angle.



# LOGO, TAGLINE, WEBSITE

The use of a tagline plays a crucial role in communicating the philosophy of CCBC. The website notifies and reinforces our online presence. Along with our logo, consistent treatment of all three is vital to the CCBC brand.

## Tagline - The incredible value of education.

The tagline is set in upper and lower case Futura.

## Web site - [www.cbcmd.edu](http://www.cbcmd.edu)

The website is set in all lower case Futura bold.

## Placement

There are three possible placements for the logo, tagline and website combination.

1- Text should be placed left justified, underneath the type portion of the horizontal logo. A line of clear space should go in between the logo and the tagline.

2- Text should be left justified, set off to the right of the horizontal logo. The bottom of the tagline should line up with the bottom line of "CCBC" in the logo. A section of clear space should go in between the logo and the tagline/website type.

3- Text should be center justified, underneath of the vertical logo. A line of clear space should go in between the logo and the tagline.

Official CCBC logo, tagline, website logos are available.



# ADDITIONAL LOGOS

## School and Program Logos

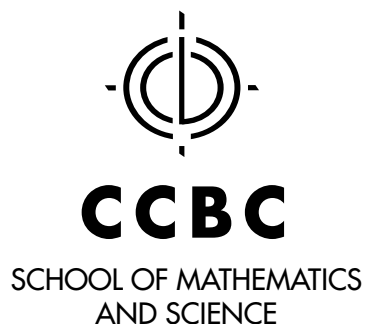
(schools, programs, organizations)  
Rather than a unique identity package for each school, program and organization, the following format should be used to show direct association with the college.

Logo + NAME OF SCHOOL

Logo + Program

Logo + name of organization

Approved school and program versions of the logo in multiple file formats, resolution and approved colors are available. Please go through Creative Services to create any publication that uses any of these logos for promotional use.



## Secondary Logos

(Alumni, Athletics, the Arts@CCBC, Student Life)  
For the student-centric organizations listed, unique marks have been created to assist students and community for fast identification and branding.

## Student Clubs and Organizations

If they wish to have a logo, Student Clubs and Organizations should create and maintain their logo. No part of the official CCBC logo should be used. Please contact Michael Elspas at [melspas@ccbc.md](mailto:melspas@ccbc.md) or ext. 4502 to obtain approval.

## Temporary Initiatives

In extremely rare instances, it may be appropriate to create and use logos to delineate large, temporary initiatives such as college fund-raising campaigns (New Beginnings) or to create a temporary logo for extraordinary institutional celebrations such as college anniversaries or the installment of a president.



# MARKETING CAMPAIGN

## See What You Can Be

"There's a new, more accomplished version of you waiting to be realized. CCBC. See what you can be."

That's the message that comes through with resonance, clarity and attention-getting style via CCBC's current marketing campaign, SEE WHAT YOU CAN BE. The campaign, well tested with market research, focuses on the aspirations of CCBC's main audience segments and connects them to the valuable outcomes of a CCBC education: degree/transfer, career training and life enrichment.

Through an integrated mix of radio, TV, direct mail, display, digital and online communications, the campaign positions the college for continued increases in awareness, recognition and enrollment, while also demonstrating the college's unique role in transforming the lives of people of all ages, backgrounds and ambitions in the communities we serve.



# ATHLETICS MASCOTS

## The Cardinal. The Knight. The Lion.

The logos were developed as part of a sophisticated and integrated visual identity program for CCBC Athletics, which houses distinctive campus-based athletic programs that have separate and competing histories. The coordinated mascots provide a unified and consistent brand for CCBC Athletics while supporting the continuing, campus-based programs.

The use of the mascot logos is restricted to the Athletics department. To request any of these logos, please contact, Jodi Neal at [jneal2@ccbcmd.edu](mailto:jneal2@ccbcmd.edu) or ext. 5227.



# SEALS

## College seal

The college seal was created to reflect several key components of the college. The lamp of learning sits at the top of the seal as the most important element. Enclosed in the left portion of the shield is the cross, taken from the Maryland flag. Three stars are positioned to the right of the cross. The three stars represent the three main campuses - Catonsville, Dundalk and Essex. The Community College of Baltimore County encompasses the graphics at the top. The roman numeral numbers at the bottom represent 1957, the year that CCBC opened its first campuses in Catonsville and Essex.

Although there might be exceptions, the college seal is reserved for official college documents, such as the CCBC diploma, for special correspondence from the President's office and Alumni office and in honor of Commencement. To request this logo, please contact, Jodi Neal at [jneal2@ccbcmd.edu](mailto:jneal2@ccbcmd.edu) or ext. 5227.

## President's seal

The use of the President's seal is restricted to the President's office. To request this logo, please contact, Jodi Neal at [jneal2@ccbcmd.edu](mailto:jneal2@ccbcmd.edu) or ext. 5227.



# CAMPUS DESIGNATIONS

The use of campus logos are no longer used throughout the college; however, it is now extremely important to refer to the various campuses in the proper way.

Please note, there is no hyphen separating CCBC from the campus designation.

The following list details the correct name of all of our locations:

CCBC Catonsville

CCBC Dundalk

CCBC Essex

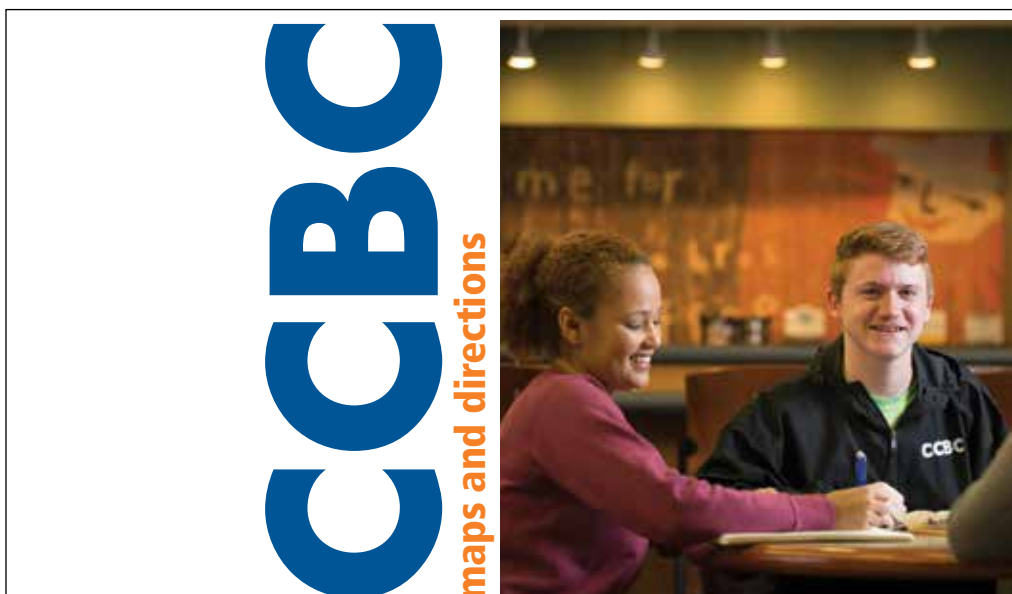
CCBC Hunt Valley

CCBC Owings Mills

CCBC Randallstown at the Liberty Center

## Campus Maps and Directions

Please contact a CCBC Print Shop, Public Safety office or Campus Director for a supply of the most recent Campus Information/Map brochures.



# STATIONERY PACKAGE

## Letterhead

Pre-printed CCBC letterhead is available free of charge, as are blank second sheets. (See the following page for proper body copy formatting.) To place an order, please fill out a Stationery Request Form.

## Envelopes

Pre-printed CCBC #10 envelopes are available free of charge. To place an order, please fill out a Stationery Request Form.

6x9 and 9x12 envelopes are no longer available through the Print Shops. If you need this size, please purchase your own envelopes and place an order for pre-printed CCBC return address labels. These labels are available free of charge. To place an order, please fill out a Stationery Request Form.

## Business Cards

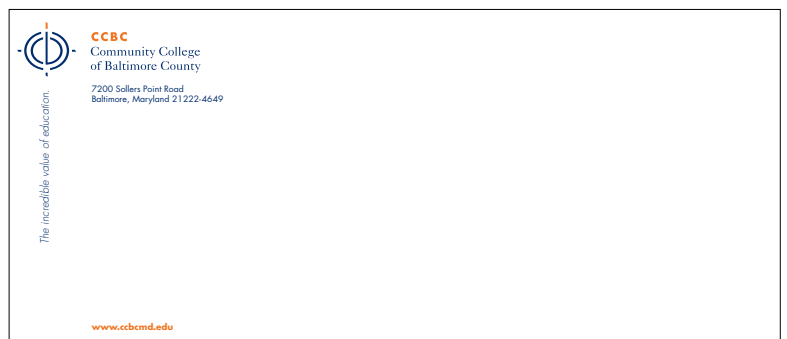
CCBC business cards are available free of charge for all full-time employees. Business cards are distributed for the purpose of networking and communicating necessary contact information.

Please be fiscally mindful of the associated costs and place orders only if necessary.

School or department logos, additional text such as taglines, and other illustrations are not permitted.

Only official CCBC-issued information such as mail, email, phone, fax and web addresses may appear on business cards. Campus office telephone number(s) must appear first, although cellular phone or home telephone numbers may appear as secondary contact numbers.

For questions regarding CCBC business cards, contact Jenna Antos at [jantos@ccbcmd.edu](mailto:jantos@ccbcmd.edu) or x4318.



# LETTERHEAD

## Margins

The left margin of your letter should be 2" from the left side of the page.

Ideally, the top of your letter should line up across from the orange "CCBC."

2"



  
CCBC  
Community College  
of Baltimore County

Date:

Recipient  
Title  
Company  
Address 1  
Address 2

Dear [Recipient]:

Fusce neque mi, consectetur gravida, convallis ac, varius a, pede. Fusce pellentesque pretium quam. Ut luctus, justo id volutpat iaculis, est diam pulvinar sem, quis bibendum turpis dui eget mauris. Sed in mauris. Ut massa. Pellentesque sapien ipsum, commodo ut, facilisis vitae, ultrices non, metus. Aenean non nulla. Curabitur molestie volutpat magna. Vestibulum tempore faucibus nisi. Pellentesque vitae enim.

Aliquam rhoncus volutpat mauris. Sed auctor. Donec tincidunt velit et tellus. Donec sed augue eget lacus placerat adipiscing. Ut convallis suscipit nulla. consectetur turpis, ut auctor enim justo euismod nulla. Fusce eget diam vulputate massa tempor tempor.

In ante. Phasellus convallis, nisl in vestibulum facilisis, lacus pede bibendum urna, dapibus pellentesque eros magna sed nibh. Etiam tortor arcu, porta nec, laoreet quis, mollis in, libero. Aenean dapibus est a metus. In sit amet elit. Pellentesque luctus lacus scelerisque arcu. Cras mattis diam. Sed molestie, lectus id sit amet fermentum nibh augue mollis risus. Mauris porttitor varius mauris. gravida elementum, justo eros pharetra felis, in rhoncus arcu lectus non enim. Phasellus odio tortor, mattis ut, mattis elementum, luctus at, orci.

Sincerely,

Your Name  
Your Title

443-840-CCBC (2222)

**CCBC Catonsville**  
800 South Rolling Road  
Baltimore, Maryland  
21228

**CCBC Dundalk**  
7200 Solers Point Road  
Baltimore, Maryland  
21222

**CCBC Essex**  
7201 Rossville Boulevard  
Baltimore, Maryland  
21237

**CCBC Hunt Valley**  
11101 McCormick Road  
Suite 100  
Hunt Valley, Maryland  
21031

**CCBC Owings Mills**  
10300 Grand Central Avenue  
Owings Mills, Maryland  
21117

**CCBC Randallstown  
at The Liberty Center**  
3637 Offutt Road  
Randallstown, Maryland  
21133

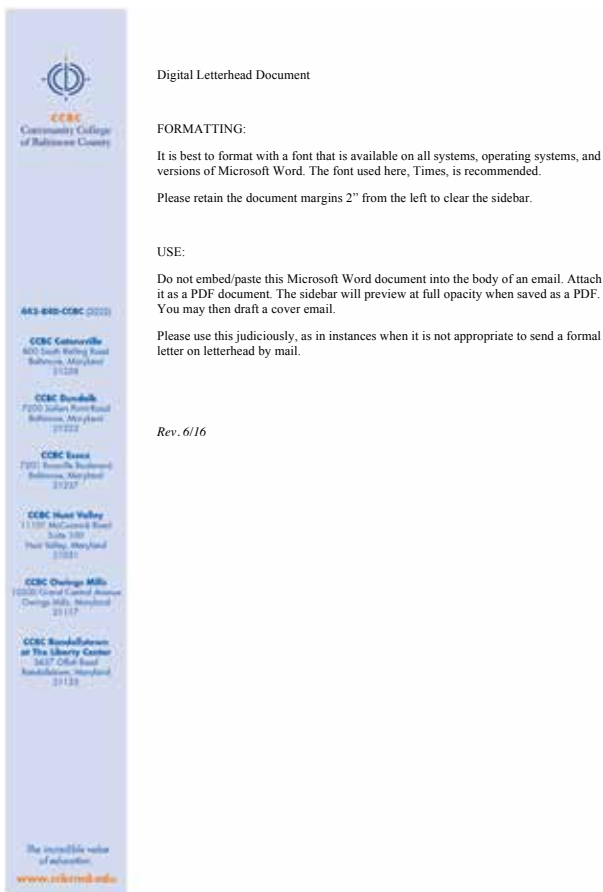
The incredible value  
of education.  
[www.ccbcmd.edu](http://www.ccbcmd.edu)

# ELECTRONIC LETTERHEAD

## e-letterhead template

For a less formal alternative to printed letterhead, you can download a digital, Microsoft Word version. This version should be saved as a PDF to attach to an email.

e-letterhead:



## Signature template

A consistent, professional, personalized CCBC signature for college email is highly recommended. This format can be copied and pasted (by using the control c and control v commands) into Outlook. (Please use the CCBC - blue and orange - colors.)

Go to Outlook > File > Options > (Outlook Options) Mail > Signatures > New > add a title and click OK > copy this template (control c) and paste it (control v) into the box, \*see below, click OK to save > click OK in the Outlook Options window.

\* If you would like to automatically load this signature to use it for every email, see above and at this point: click the New Messages drop down and select the signature in New Messages and (if preferred) select the signature in Replies/Forwards, click OK, click OK to save > click OK in the Outlook Options window.

The use of personal messages, quotes and clip art is not to be used for college email.

Electronic Signature:

**Name- First, Last | Title | Community College of Baltimore County**  
443.840.XXXX | 443.840 XXXX fax | name@ccbrmd.edu  
*CCBC. The incredible value of education.*

# ELECTRONIC PRESENTATIONS

## PowerPoint templates

To bring a consistent, professional look to college presentations, faculty and staff is encouraged to use the most recent PowerPoint template for the base of their presentation. The design reflects the current marketing campaign and is updated yearly.





# CREATIVE SERVICES TOOLKIT

## Initiating a Creative Services job

It is the Creative Services department's responsibility to maintain the integrity of all CCBC publications.

To initiate a new job for the Creative Services team to design, fill out a Creative Services Request Form.

In an emergency situation – and as a last resort – you may send an already-designed publication to Michael Elspas or Jodi Neal for approval before sending to any of the campus Print Shops. If you choose to go this route, use only the approved CCBC logos. Please allow at least three days for communication back and forth about your project.

If you have additional questions, please contact Jodi Neal at [jneal2@ccbcmd.edu](mailto:jneal2@ccbcmd.edu) or ext. 5227 or Michael Elspas at [melpas@ccbcmd.edu](mailto:melpas@ccbcmd.edu) or ext. 4502.

## Academic Program Cards

College Communications provides program cards for all academic and continuing education programs. These cards are used by program and Admissions staff in recruitment outreach to provide basic program background, contact information and a link to more detailed program information on the website. These cards are updated yearly and can be ordered or re-ordered on e-StoreFront.

## Bulk mail

If you are mailing a large quantity of items, using bulk mail (non-profit) will save time and money. A minimum number of 200 like-pieces are required for this discount. Please fill out a Mailhouse Support Form to begin the bulk mail process. Please contact Jodi Neal at [jneal2@ccbcmd.edu](mailto:jneal2@ccbcmd.edu) or ext. 5227 to discuss your next project.

## Printing

Direct (non-promotional) print requests can be submitted in person, through interoffice mail, or via e-StoreFront (the college's print/copy online request submission tool).

CCBC e-StoreFront is accessible via every employee's desktop, home computer, or wherever web access is available. A handy e-StoreFront icon is available under "Staff/Faculty Links" in the lower right corner of the SharePoint home page.

In addition to print requests, you can also order college business cards, stationery, forms and program brochures on e-StoreFront.

A step-by-step guide is available to help you navigate e-StoreFront.

To request printing of instructional materials, the Instructional Materials Request Form is available online or can be picked up from any campus Print Shop.

If you have questions concerning e-StoreFront, please contact Gary Edsall, Printing Services Manager in the College Communications Department, at [gedsall@ccbcmd.edu](mailto:gedsall@ccbcmd.edu) or ext. 1670.

## Event program printing

To streamline the print production process and better serve the needs of CCBC faculty and staff, College Communications will no longer be responsible for the design, layout and proofing of interior pages for event program booklets. College Communications will continue to provide graphic art services for program booklet covers.

An event program template is available, along with instructions on how to set up program booklet interior pages and submit them for printing.

If you need help or have questions about this process, please contact Michael Elspas at [melpas@ccbcmd.edu](mailto:melpas@ccbcmd.edu) or ext. 4502.

## Promotional items

If you plan to use the CCBC name or logo on any promotional item, you must first obtain permission from College Communications. We have relationships with several vendors which ensure we get the best products at the best prices. We will also oversee the ordering process to ensure proper use of the college name and/or logo.

To initiate the production process, complete a Creative Services Request Form. Please contact Michael Elspas at [melspas@ccbcmd.edu](mailto:melspas@ccbcmd.edu) or ext. 4502 for guidance in selecting and ordering promotional items.



## Photography

Photography can dramatically add or detract from a message. Each image should be as thoughtfully chosen as the words that accompany it.

CCBC maintains a large image library, with new photo shoots conducted throughout the year. Odds are, we have an image you need. Please contact Jodi Neal at [jneal2@ccbcmd.edu](mailto:jneal2@ccbcmd.edu) or ext. 5227 to use a photograph from the CCBC image library.

In order to maintain a quality appearance, a professional photographer should be used whenever possible. Should you choose to hire a photographer, please contact Jodi Neal. Remember to allow time for scheduling your shoot.

If you choose not to use a college photo or hire a professional photographer, there are some important guidelines to remember:

- All photography that will appear in a printed publication should be at least 300 dpi at actual size.
- More than likely, a Photo Release Form will be required for anyone appearing in the photo.
- Photography should be kept simple, with plenty of space around the subject for cropping. When possible, use a background that won't be distracting.
- Do not use images with low or bad lighting.
- Do not use disproportionately scaled (stretched or condensed) images.
- Never use clip art. Ever.

