



Brand Guide

This document is not the final, complete guide to the Colorado College brand refresh.
A full version is coming in the future.



Logo & Usage

02

How we use our logo is crucial in keeping the CC brand consistent and professional. Proper usage also builds brand equity and recognition.

Logo & Usage

The Colorado College identity consists of two elements: the mark and the wordmark. The full brandmark execution should be used whenever possible. However, when using the full execution is not possible, then the following pages illustrate all of the approved brandmark lockups and color options. To simplify CC's brand guidelines, only a solid execution of the CC mark will be used (diagonal lines and overlay options have been sunsetted).

The use of only these approved formats will ensure the CC brand is consistent and cohesive.

The horizontal, full brandmark uses the CC mark in Tiger Gold (Pantone® 1235 C) and the wordmark in black. The brandmark should be used when the background color or image is light enough to allow full readability of both the mark and wordmark.



FULL BRANDMARK | HORIZONTAL



FULL BRANDMARK | VERTICAL

LOGO FILE FORMATS

Logo files are available on the branding website in all of the approved colors and orientations. Your logo download package will contain several different file formats. This is how and when to use each format:

Vector EPS

This is the most versatile file type, though it requires specific design software to use it. Without the software, you won't be able to open it on your machine. Because it is vector-based, it can be scaled to any size without losing fidelity. Use this file type when providing files to designers, printers, swag vendors, sign manufacturers, etc.

PNG*

PNGs can be used in a wide variety of applications (*digital and print*), and they maintain a transparent background, unlike JPGs, which allows them to be placed on colored backgrounds.

**Do not increase the size of the PNG files to be larger than the size provided in the download. This will distort the file causing a pixelated effect.*

Logo & Usage

ALTERNATE BRANDMARKS

Alternative brandmarks should never take the place of the full landmark. However, factors like background color and available space are reasons to use alternate brandmarks.

Alternate logos are available in two-color, single color in black, white, and Tiger Gold, as well as a vertical format in the same colors.

The CC mark should never be black in a two-color format—only a single color option.

Horizontal



Vertical

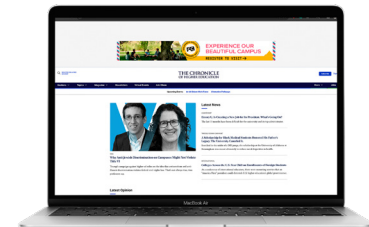


CC Mark

The CC mark, as a stand alone, is allowed to be used only in executions where size parameters is extremely limited, and the full logo cannot fit without interfering with readability. Examples include social media profiles, web banner ads, and small-scale swag like stickers.



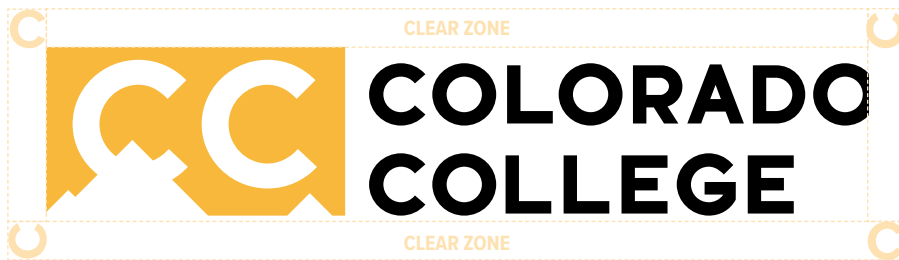
Examples of accepted use



Logo Clear Space & Sizing

CLEAR SPACE

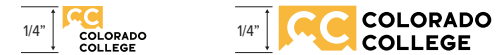
Whenever the logo is used, a clear zone must surround it to ensure visibility and impact. The size is determined by the width of the capital C from the logo. No graphic elements should invade the clear zone, and this applies to all logo and mark elements.



LOGO SIZING

For maximum impact and readability, there is a minimum size based on the height of the logo.

Minimal Size for Print



Optimal Size for Print



Incorrect Logo Usage

LOGO MISUSE

To maintain the integrity, consistency, and readability, the logo must be presented clearly and legibly. The logo must always be reproduced from the approved digital files provided on the branding website. Alterations of any kind are forbidden.

Additional factors to consider when using the logo include colors, photo or pattern backgrounds, and the clear zone. This is not an exhaustive list, but illustrates the most common incorrect uses of the logo.



Do not change the colors.



Do not use the mark in black unless it's a 1-color execution.



Do not rotate the logo.



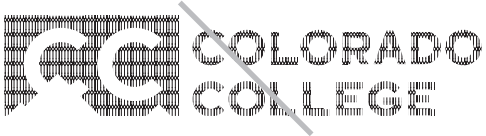
Do not alter the proportions of the logo.



Do not outline the logo.



Do not allow for poor reproduction with low resolution files.
Approved files are provided on the branding website.



Do not fill the logo with patterns



Do not display on a pattern, texture, or photograph that provides inadequate contrast, or is overly busy.



Do not combine with other icons, logos, typography, or graphic elements.



Do not apply drop shadows or special effects to the logo.

Secondary Logos

IS A SECONDARY LOGO?

A secondary logo is an approved execution of the CC brandmark with an accompanying department, office, or division name.

Secondary logos are custom-created by the Office of Communications & Marketing to ensure that they adhere to CC's brand guidelines. OCM provides you with vector EPS and PNG files for a multitude of use-case executions.

Like the primary brandmark, each secondary logo is available in two-color, one-color, horizontal, and vertical executions. Also, like the primary brandmark, the two-color execution with the Tiger Gold CC mark and black text is the preferred option.

To request a secondary logo, [fill out a project request form](#) on the brand website.

Primary Secondary Logo Brandmark



Alternate Secondary Logo Brandmarks





College Seal

The college seal has limited use across campus.

08

College Seal

COLLEGE SEAL PERMISSIONS

The college seal is reserved for use by academic departments, the Office of the President (including associated groups like the Cabinet, Trustees, and the President's Leadership Awards), and for academic events like Commencement and on official documents such as diplomas..

The seal can only be used in CC's core brand colors and metallic gold for special documents: Tiger Gold, Black, White, and Pantone Metallic Gold 8642 C.



Tiger Gold



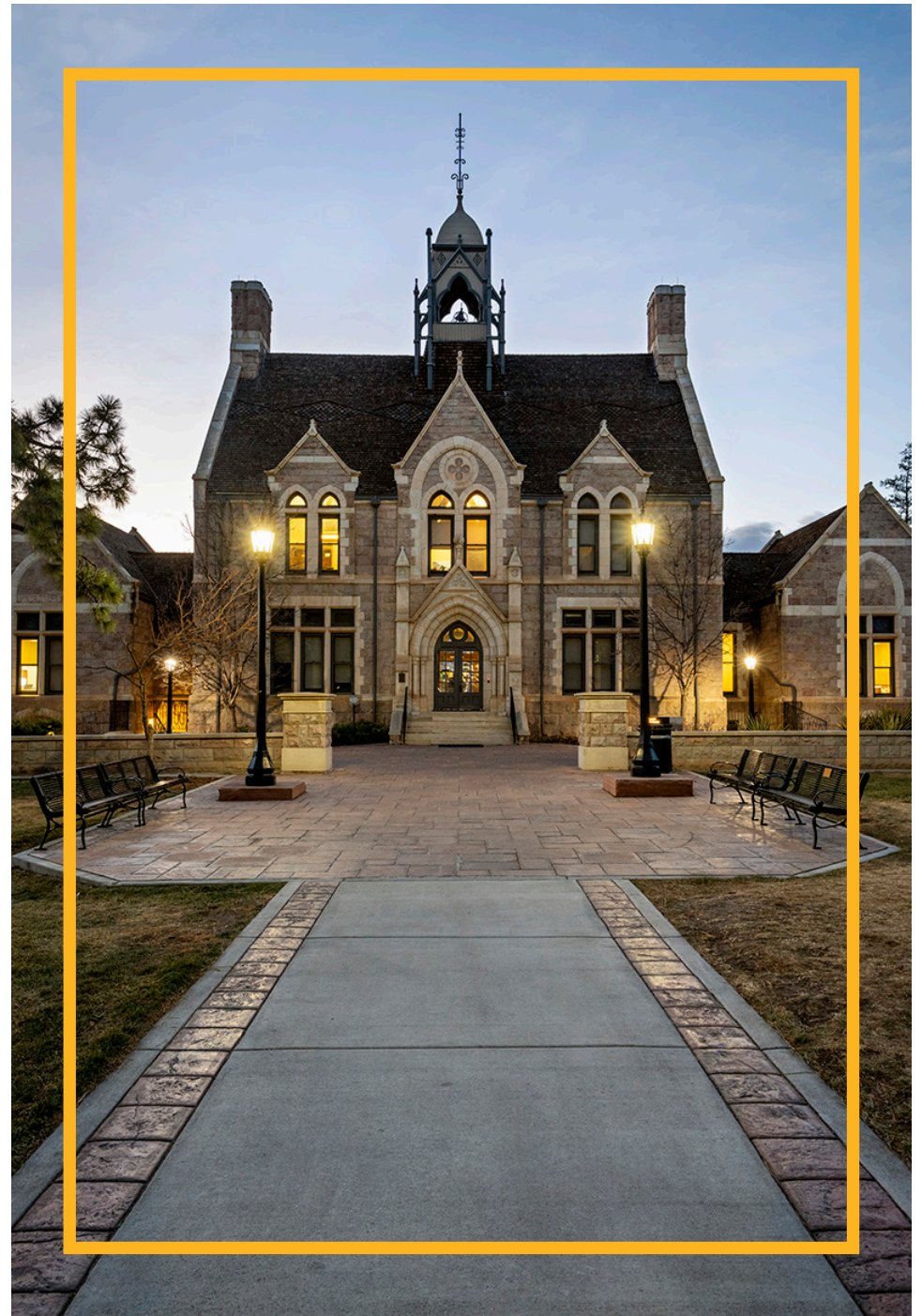
Black



White



Metallic Gold
PMS 8642 C







Brand Colors

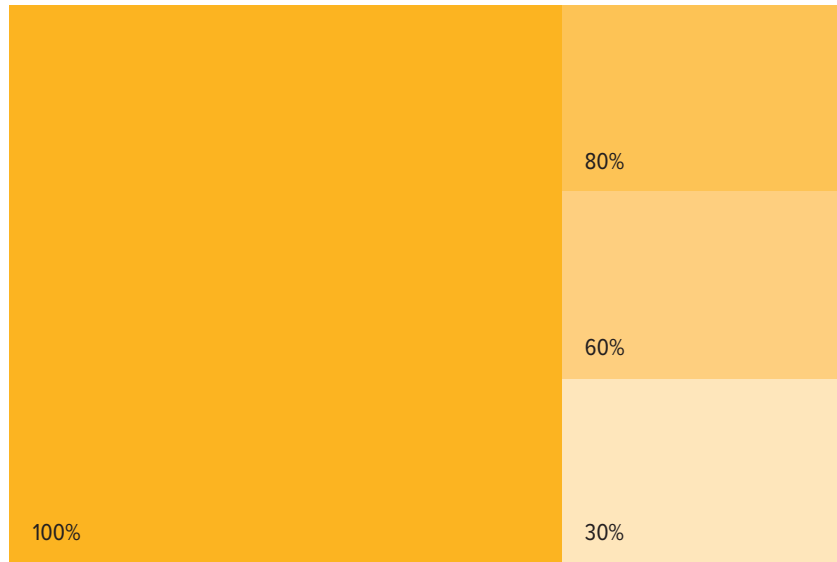
11

A consistent use of approved brand colors builds brand recognition and establishes brand consistency.

Primary Brand Colors

PRIMARY COLORS: TIGER GOLD, BLACK, AND WHITE

All institutional communications (email banners, letterhead, newsletters, templates, forms, webpages, invitations, etc.), both internal and external, should only use the primary colors.



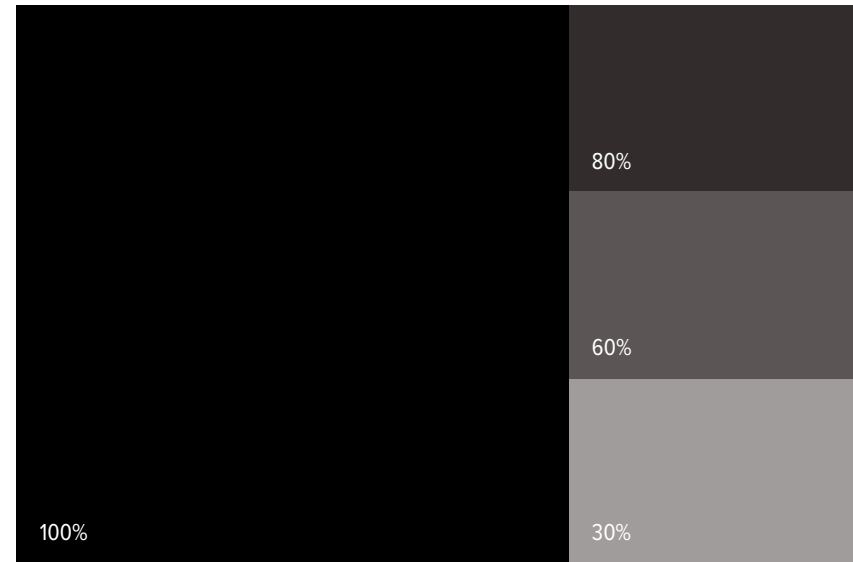
TIGER GOLD

PANTONE 1235 C

Hex: #EAB337

RGB: 234, 179, 55

CMYK: 0, 32, 96, 0



CC BLACK

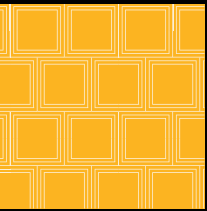
Hex: #000000

RGB: 0, 0, 0

CMYK: 50, 50, 50, 100

Tinting Tiger Gold

*Tinting Tiger Gold is **only** allowed when producing a tone-on-tone effect with patterns. Transparency use of Tiger Gold is permitted.*



Tt

Typography

13

Consistent typography is an essential brand component when building brand recognition and equity.

Primary Brand Typefaces

TYPOGRAPHY

CC uses two primary typefaces: Proxima Nova and Archer. Both are available through the Adobe Creative Cloud. Any employee with a College Adobe account can access these typefaces.

There are alternative typefaces you can use when you're doing universal documents in Word, PowerPoint, and Excel. While anyone can access Adobe, not all people may have them installed.

Outside of Adobe Express templates, it's advised to use standard Windows-install typefaces: Arial, Garamond, and Rockwell.

Aa

Proxima Nova

Weights

Regular

Italic

Medium

Semibold

Bold

Extrabold

Black

» How and When do I use Proxima Nova?

Proxima Nova is the primary typeface for body copy.

Different weights and sizes can be incorporated for headlines and callouts. Proxima Nova Condensed can be used for body copy only if space is tight. Finally, Proxima Nova Wide is for headline use only.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%?.,"&*()

Additional Widths

Proxima Nova Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%?.,"&*()

Proxima Nova Wide

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%?.,"&*()

Typeface Alternative: If Proxima Nova is unavailable on your system, substitute with Arial.



Primary Brand Typefaces

Aa

Archer

Weights

Book

Book Italic

Medium

Semibold

Bold

Black

Extra Black

Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%?.,”&*()

Typeface Alternative: If Archer is unavailable, you can substitute with Rockwell.

» How and when do I use Archer?

Archer is only used for headlines and short amounts of introductory-type body copy. The length is usually 3–5 sentences.



Secondary Brand Typeface

WHAT IS A SECONDARY TYPEFACE AND HOW TO USE IT

A secondary typeface is one that is limited for special case scenarios. For example, Mixta Pro is an elegant serif and usage is reserved for formal documents such as letters from the president, commencement materials, or invitations to formal events. Mixta Pro should not be used on a regular basis. It is available through Adobe fonts.

Aa

Mixta Pro

Weights

Regular

Regular Italic

Medium

Semibold

Black

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%?.,”&*()

Typeface Alternative: When a serif typeface is needed, Georgia is an approved option.

» Fun Fact: What's the difference between a typeface and a font?

A typeface refers to the overall design of the letters, numbers, and symbols in a set. A font is a specific variation within a typeface that specifies size, weight, style, and spacing of the text. For example: Proxima Nova is the typeface, but Proxima Nova Bold Italic 14pt is the font.

Typographic Hierarchy

WHAT IS TYPOGRAPHIC HIERARCHY?

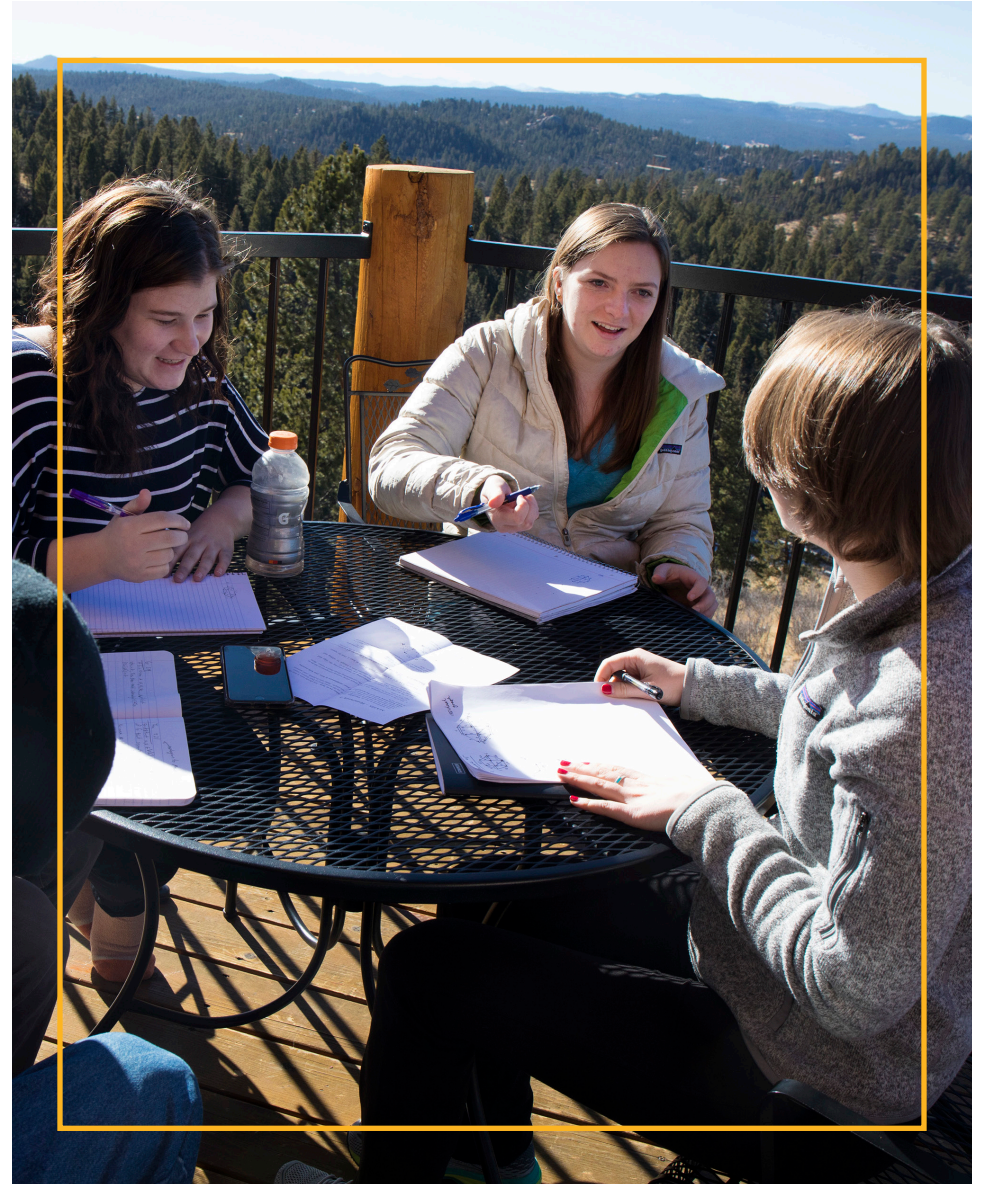
- Hierarchy is an organizing system for establishing order in a set of data.
- It is established through the use of font qualities: size, scale, weight, and width.
- It is also established by using complementary font pairings and color.
- There are typically at least two levels of hierarchy: headline and body.
- It can increase in levels like in web design with h1, h2, h3, caption, byline, etc.

WHY IS HIERARCHY IMPORTANT?

Proper hierarchy guides the eye to read the content in order of importance. When hierarchy hasn't been established, it's difficult to find a starting point, see any particular call-outs, or decipher what sections of content go together.

PRO TIPS

- People read left to right, top to bottom; hierarchy should create a smooth flow to guide people through the content.
- Do not center more than two–three sentences of text. Larger amounts of text should be left aligned. The eye needs a consistent starting point for each line to prevent eye fatigue, improve legibility, and allow for skimming.
- Hierarchy can be established through size, weight (bold, semibold, etc.), and color.



Typographic Hierarchy Guidelines: Print

H1

Proxima Nova Wide Bold, 24pt

Leading: 28pt

Tracking: 10pt

Welcome to the Block Plan

H2

Archer Semibold, 20pt

Leading: 24pt

Three-and-a-half weeks with a break to recharge

H3

Proxima Nova Semibold, 16pt

Leading: 20pt

At CC, we think differently

H4

Archer Semibold Italic, 14pt

Leading: 18pt

The luxury of focus

Body

Proxima Nova Regular, 10–12pt

Leading: 14–16pt

12pt | CC's Block Plan is 3.5 weeks long.

11pt | CC's Block Plan is 3.5 weeks long.

10pt | CC's Block Plan is 3.5 weeks long.

Caption

Proxima Nova Condensed, 9pt

Leading: 11pt

A photo caption should include the name of the student, class year, and a photo credit.

Example: John Doe '27 relaxes on Tava Quad. Photo by Jamie Cotten / Colorado College

Pull Quote

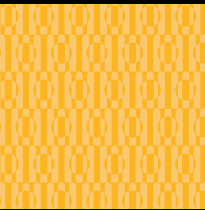
Archer Regular, 14pt

Leading: 18pt

“A pull quote is a nice callout in an article to alert the reader to something important.”

» Typeface Substitutes

CC's three brand typefaces are not available on all computer systems. They are installed through Adobe Creative Cloud, so any collateral created there will utilize the brand typefaces. In all other instances, Arial will substitute for Proxima Nova, Rockwell for Archer, and Georgia for Mixta Pro. The same hierarchy as above should be followed.



Patterns

Assets like patterns enhance a brand's visual identity giving it dimension, variety, and nuggets of surprise and delight.

19

Patterns

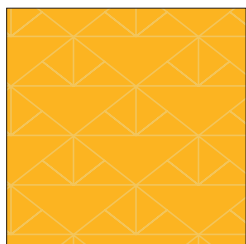
USING PATTERNS

Patterns are a great way to enhance a design and add dimension to a piece. CC's patterns were designed based on architectural details of iconic campus buildings. Patterns should be used as an accent and not overpower the main design and messaging. They should not distract from the readability and core content of a piece.

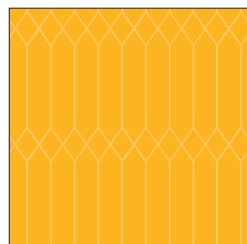
Patterns can be used in two ways. The first is using the pattern in full strength color against black or white. The second is to use them in a tone-on-tone execution. This means that the pattern itself would be an 80% color tint against a background of the same color at 100%.

Use core brand colors (Tiger Gold, CC Black, and White) when working with patterns unless it's a campaign-specific piece.

Tone-on-Tone Example

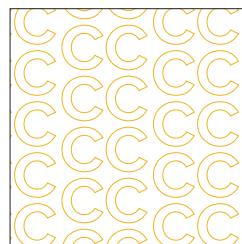


Worner

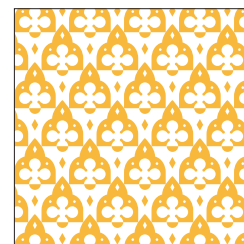


1140

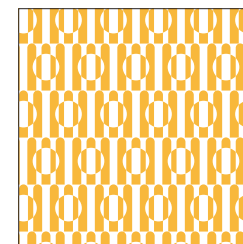
Pattern Library



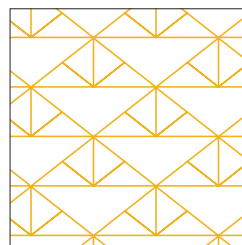
CC



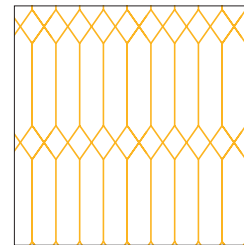
Cutler



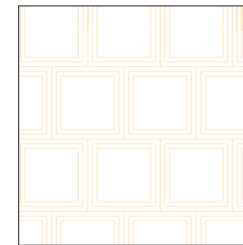
Shove Chapel



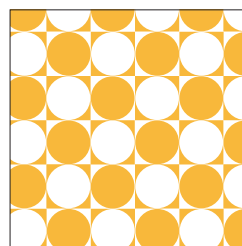
Worner



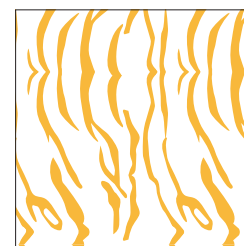
1140



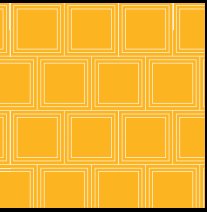
Frame



Focus Lens



Tiger Stripes



Iconography

21

Iconography plays an important role in a brand. It helps visually designate categories, calls to action, and wayfinding directions.

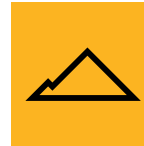
Iconography

USING ICONS

The CC icon library contains both customized icons specific to CC's brand as well as general icons that are the most commonly used such as email, phone, directional arrows, etc. Not all actions or categories merit the use of an icon. They are meant to call attention to a section or action-item, and they shouldn't be used without a purpose—i.e., they're not a visual design element out of context.

Icons are available in two styles: solid outline and solid fill. They are simple and clean. Colors are limited to Tiger Gold, Black, or White.

Custom Icons | Outline



CC
Mountains



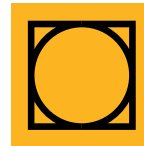
Surveying



College Seal
Shield



College Seal
Book



Focus Lens



Block
Funnel



Block
Plan

Custom Icons | Solid Fill



CC
Mountains



Surveying



College Seal
Shield



College Seal
Book



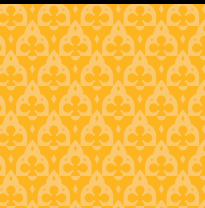
Focus Lens



Block
Funnel



Block
Plan



Photography Treatments & Framing

23

The CC brand has a variety of photography treatment and framing options to enhance the College's visual identity.

Photography Framing

PHOTOGRAPHY TREATMENTS & FRAMING

As a rule of thumb, photography should always be full color. However, the CC brand has several options for framing and adding a duotone accent when needed to create depth and focus. There needs to be a balance when using these effects, and they should not be applied to every photo.

Framing

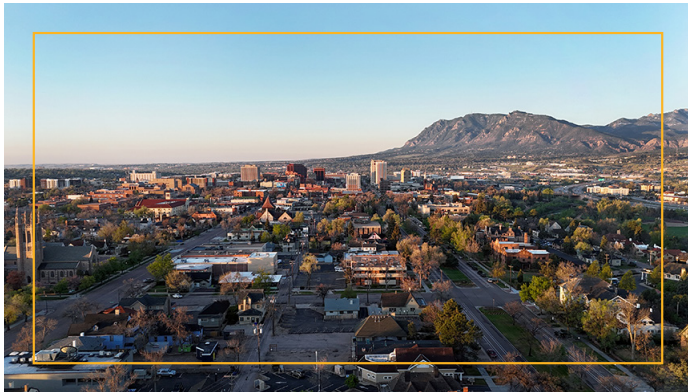
Adding inset frames to photos create a focal point and emphasizes the Block Plan. Frames can be thick or hairline. If the frame is going over the photo, faces cannot be obstructed.

Another approved option is to use a thick frame and apply 80–90% opacity to it to add dimension and pops of color.

Breaking Out of the Box

Another option with framing is to create a multi-dimensional look with the subjects breaking out of the frame. This concept is a reference to the Block Plan fostering out-of-the-box thinking.

Applying an 80–90% transparency to the frame in both executions is permitted, but not required.



Left: Hairline frame



Left: Thick frame, breaking out of the box



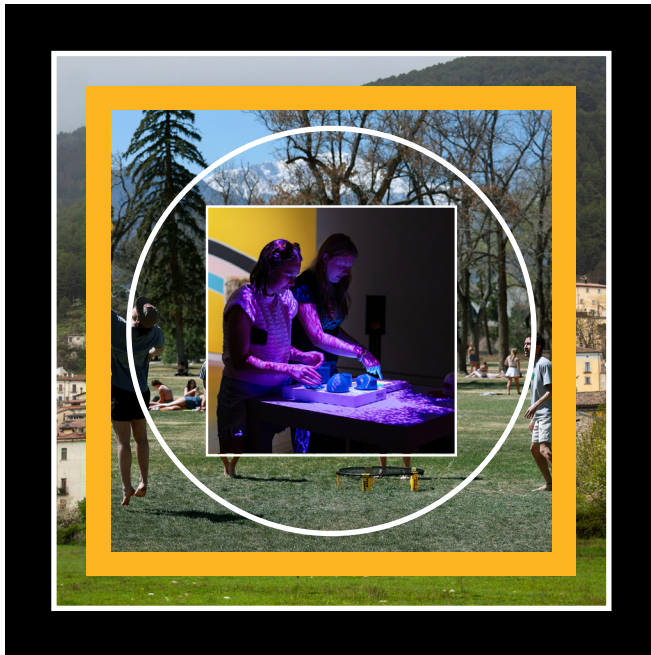
Left: Thick frame with 85% opacity applied

Photography Framing

Block Funnel

The block funnel execution with photography highlights the Block Plan's 3.5 weeks in a visually interactive way. Like the other photography framing and treatments, this style should be an impact accent and not used more than once per page.

The funnel can be mixed with photos, solid colors, and tone-on-tone patterns. However, the center circle needs to always contain a photo.





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