



**CENTRAL OREGON**  
community college

## GRAPHIC IDENTITY GUIDE





## **Welcome COCC colleagues!**

We are excited to introduce you to Central Oregon Community College's Graphic Identity Guide. COCC's logo, mascot and other visual images link us with our history, traditions, our College culture, our mission and the communities we serve.

During the past several years, the College Relations office has developed consistent, college-wide standards promoting COCC's programs, events and image. These standards have been developed with input from members of the College community and in conjunction with national experts in marketing and public relations.

The results of this work have been recognized through awards from the National Council for Marketing and Public Relations. More importantly, however, COCC has a wonderful story to share and using consistent graphic standards ensure that our message is clear, direct and easy to recognize as our very own.

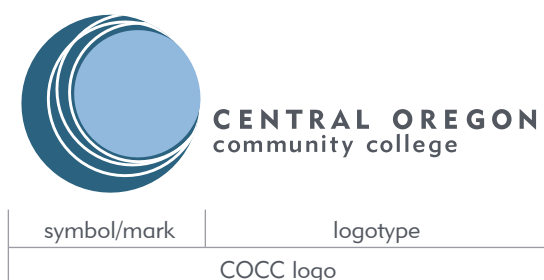
Every day, COCC competes for attention with other businesses. By using a clear set of graphic standards we keep the attention of our constituents focused on our message, rather than the clutter of mismatched elements.

Please join me in preserving the integrity of our identity by using this graphic identity guide with pride.

Ron Paradis  
Executive Director of College Relations

## The COCC Logo

Since 2008, this mark has served as the exclusive logo for Central Oregon Community College. It represents the COCC spirit in that it is positive and hopeful, that it provides light (the sun and moon) and guidance, it is professional, yet friendly and approachable. It was developed by a local agency, The Shop. The logo is comprised of two parts: the logotype and the COCC symbol or mark.



These two components should always be used as **one** unit together. The logotype and symbol/mark should **never** be used separately.

The COCC logo should never be altered or modified. Position, size and color, along with the spatial and proportional relationships of the COCC logo elements are predetermined and should not be altered. Please see other guidelines and details in this guide.

## The COCC Symbol/Mark

Whenever possible, use the complete logo shown above. However, when spatial circumstances are **extremely** limited, it may be possible to use this single mark that has 'COCC' enclosed within the symbol. Exceptions include situations where sizing of the logo proportions would take the tagline below a legible 6 point type size.

On occasion, this mark may also be used for lining up text and secondary identities. See more details in this guide.



You **must** contact the COCC College Relations department at 541.383.7596 for approval to use this mark.



## Logo Variations

We request that you use the color logo whenever possible. However, we understand that there are certain circumstances that require a one-color or tonal version. For that reason, we have these additional logo options. All of these are available to download from our website in multiple formats depending on your needs.



## Secondary Identities

Certain departments or clubs have been approved to have a signature/ secondary identity to the College. This is **only** permitted when created through requests made to Aimee Metcalf: ametcalf@cocc.edu, 541.383.7214.



## Logotype

The COCC logotype was created as a specific artistic style to convey the personality and voice of the COCC brand. The sans-serif style is favored for its legibility and strength of communication. In order to protect the integrity of our brand, the logotype must never be altered or replaced by any other type.

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## Logo Sizing

Do not reproduce the logo or secondary identities less than 1-1/4 inches in width. At widths less than this, the clarity and integrity of the logo is compromised. If an outside vendor must resize the logo, it must not be reproduced smaller than the 1-1/4 inches wide.



## Logo Proportions

When resizing the logo, it is critical that it be resized proportionately. Use the shift key when drag sizing (applies to Word, Excel, PowerPoint and most graphic and word processing software for both Windows and Macintosh platforms), or use equal percentages when using a scaling tool.



## Clear Space

Clear space around the logo and separation from other elements provides graphic impact and preserves the integrity of the logo and brand. A minimum  $\frac{1}{2}$ " margin must be maintained on all sides of the logo. Other graphic elements or logos should never be stacked on top, below, or directly next to the sides of our logo. Also the logo should never be positioned at the extreme top, bottom, left or right edges of a document. Sufficient clear space around the logo will vary, depending on the size of the logo used in your promotional materials. If you have questions or concerns with clear space around the logo, please contact Lora Szaraniec: [lszaraniec@cocc.edu](mailto:lszaraniec@cocc.edu) or 541.383.7598.

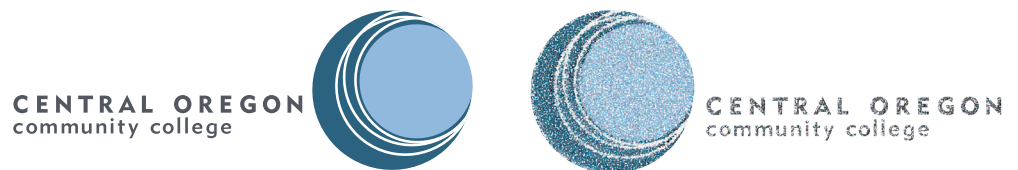
When producing printed materials, such as brochures, posters, or fliers, the logo must be tastefully (not too large, and not smaller than 1-1/4") displayed in a prominent, visible location (preferably in the bottom left hand corner). The logo should never be used as a giant header in a newsletter, flier or other printed material. Logo placement on office/department printed brochures should have the logo displayed on the front, or immediate back of the brochure. If you are unsure about logo placement in your project, please consult Lora Szaraniec: [lszaraniec@cocc.edu](mailto:lszaraniec@cocc.edu) or 541.383.7598.



## Improper Logo Use

Never alter or redraw the logo elements. They should not be rearranged, rotated, animated, shadowed, or rendered in three-dimensional form without prior authorization. Always reproduce the logo from authorized digital files. Please help us maintain the integrity of the logo by not doing any of the following:

Do not rearrange or redraw the logo.



Do not rotate the logo.



Do not reset the logotype.



Do not change the colors.



## Improper Logo Use (continued)

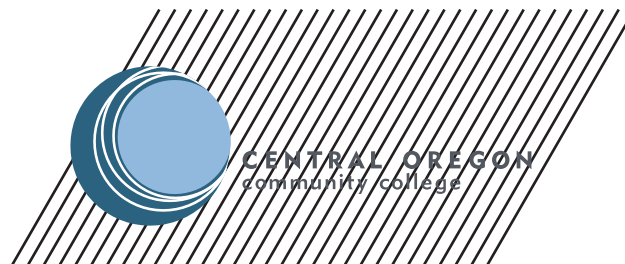
Do not put a drop shadow on the logo.



Do not place the logo on top of extremely strong, low-contrasting colors.



Do not place the logo on top of busy backgrounds.



Do not place the logo on top of other distracting objects.





## Typeface

The sans serif font in the logotype is Geometric 415 black and medium.

### Geometric Black

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**

### Geometric Medium

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**




The elected serif fonts for Central Oregon Community College marketing are Malaga and Malaga Narrow.

### Malaga Medium

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**

### Malaga Narrow Medium

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**



### Typeface (continued)

Other commonly used marketing typefaces are Neutraface Text, Display and Condensed.

#### Neutraface Text Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

#### Neutraface Text Demi

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

#### Neutraface Text Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**

#### Neutraface Display Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

#### **NEUTRAFACE DISPLAY TITLING**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**

#### Neutraface Condensed Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

#### **NEUTRAFACE CONDENSED TITLING**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**



## **Typeface (continued)**

COCC users are strongly encouraged to consider how other fonts work with the logo in print and electronic design. Calibri and Cambria are widely available typefaces that are aesthetically pleasing with the logo and are available through most computer operating systems and software.

The use of Calibri (recommend for headers) and Cambria (recommend for body text) is strongly suggested for all College print correspondence distributed to the public. If these fonts are not an option, then the recommended fonts are Arial and Georgia.

For web materials, the typography will be determined by the content management system. There are special “styles” set up to maintain a visual hierarchy. These include body font, headings and color styles.

There should be a visual hierarchy maintained for all materials. This specifically means that the title of the page should be the largest, then subheadings, then body text. Examples of correspondence include: newsletters, emails, memos and letters.

Help with all other print materials (brochures, posters, news releases, etc.) can be obtained through the College Relations department where typography will be determined on the basis of your project, corresponding graphics and desired look and feel.

## Colors

Use of the College's official logo colors is critical when reproducing the College's logo. Below are the color specifications for reproducing the core colors for print and electronic media.



CMYK: 71 / 30 / 13 / 41  
RGB: 45 / 99 / 127  
PMS (coated stock): 7699c  
PMS (uncoated stock): 7699u



CMYK: 40 / 16 / 01 / 02  
RGB: 145 / 183 / 219  
PMS (coated stock): 543c  
PMS (uncoated stock): 543u



CMYK: 38 / 29 / 20 / 58  
RGB: 84 / 88 / 97  
PMS (coated stock): Cool Gray 11c  
PMS (uncoated stock): Cool Gray 11u

## Logo Colors for Website Use

Colors do not always translate perfectly from print to web. Therefore, specific hexadecimal values, which come from a web-safe color palette, have been selected for COCC web use. The COCC hexadecimal values are:

COCC Logo – Dark blue: #2C5367

COCC Logo – Light blue: #98AEC8

COCC Logo – Gray text: #666666

In some instances these two hexadecimal values are also used on the website: #5B778C and #424242. Using the specified formulas will ensure the best color match on all computers. If you are using the logo on a College, or non-College website, the logo must appear in full-color. Pre-calculated hexadecimal, web-safe logos are available for downloading from the COCC website.

## Writing Style

For writing style, College Relations follows the Associated Press Stylebook guidelines. In addition, the College has established its own standards. AP style is a very comprehensive list of writing rules and can be tricky at times. Below we have compiled a list of some common AP style rules that may be helpful when preparing written communication for COCC.

Detailed rules and information can be found on the AP style website: [apstylebook.com](http://apstylebook.com).

## Dates and Times

- Abbreviate the months when used with dates (except March, April, May and June)
- Spell out months when used without dates (“There will be six films shown in September”)
- Use day with date (Monday, Nov. 5)
- In dates, use numerals without “st” or “th” (March 1, not March 1st)
- Always use ‘a.m.’ and ‘p.m.’ instead of ‘o’clock,’ ‘morning’ and ‘evening;’ use ‘noon’ and ‘midnight’ instead of 12
- Use ‘to’ not ‘-’ when separating times (7 to 9 p.m., not 7 - 9 p.m.)
- Don’t use a.m. or p.m. twice (7 to 9 p.m., not 7 p.m. to 9 p.m.); however, if the times span both the morning and evening, then both should be used (7 a.m. to 9 p.m.)
- Do not use unnecessary zeros (8 p.m., not 8:00 p.m.)

## Numbers

- Except for dates, times, prices, budget figures, etc., spell out number one through nine and use numerals for 10 and above. Spell out any numbers at the beginning of sentences (or avoid using them at the beginning)
- On prices, do not use unnecessary zeros (\$4, not \$4.00); spell out cents (75 cents, not \$.75).

## Titles

- Title normally goes after name and should be lowercase
- If using a title before the name, use commas only if the sentence could run without the person’s name (“The president, Barack Obama, spoke”)
- Titles that are occupational descriptions should not be capitalized and do not need commas before the name (“Noted author Stephen King will be on campus next Wednesday”)
- No comma before Jr. or Sr. (Martin Luther King Jr.)

## Breaks

- Do not break words at the end of a line
- Do not break paragraphs at the end of a page



## Writing Style (continued)

### Various College Standards

- Internet-related words: website, webcam, webcast, webmaster, the web, web page, web feed, internet (all lowercase)
- Do not use 'http://' or 'www.' when typing web addresses (cocc.edu, not https://www.cocc.edu/)
- Do not use a slash '/' at the end of a web address
- Use periods not hyphens in phone numbers (541.383.7598, not 541-383-7598)
- In most cases, do not use a comma before the final 'and' in a series (I like dogs, cats and birds, not I like dogs, cats, and birds)
- Use only a single space after a period, not two
- When referring to a department on campus, it should be lowercase (the College Relations department, not the College Relations Department)
- Do not leave one word on a line or at the top of the page
- Associate's degree is not capitalized unless it starts a sentence (should read associate's degree with an apostrophe)
- Capitalize the name of the term, but not the word "term" (Fall term, Winter term)
- Campus should be uppercase (Redmond Campus, Madras Campus)
- Prerequisite and corequisite are one word with no hyphen
- When referring to COCC as the College, the 'C' should be capitalized
- Wille Hall should be capitalized with no 'ie' in the name (Wille Hall, not Willie Hall)
- Coats Campus Center should be capitalized with no 'es' in the name (Coats Campus Center, not Coates Campus Center)



## Required COCC Statements

### **ADA Statement**

When publicizing events that are held on COCC campuses (but not off campus), you must include the following Americans with Disabilities Act (ADA) statement.

In advance of College events, persons needing accommodation or transportation because of a physical or mobility disability, contact Joe Viola at 541.383.7775. For accommodation because of other disability such as hearing impairment, contact Disability Services at 541.383.7583.

It is advised, but not required, to check with off-campus event locations to see if they have a similar or required statement.

### **Equal Opportunity/Affirmative Action (EO/AA) Statement**

The following EO/AA statement should be included in job advertisements and all major College publications, such as the catalog, "Connecting with our Community" and the COCC Fact Book.

The goal of Central Oregon Community College is to provide an atmosphere that encourages our faculty, staff and students to realize their full potential. In support of this goal, it is the policy of the Central Oregon Community College that there will be no discrimination or harassment on the basis of age, disability, sex, marital status, national origin, ethnicity, color, race, religion, sexual orientation, gender identity, genetic information, citizenship status, veteran status or any other classes protected under Federal and State statutes in any education program, activities or employment. Persons having questions about equal opportunity and nondiscrimination should contact the Equal Employment Officer, c/o COCC's Human Resources office, 541.383.7216.

The following EO/AA statement should be used in College recruitment materials and/or when space is limited (such as classified job ads):

COCC is an affirmative action, equal opportunity institution.

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## The College Seal



The official Central Oregon Community College seal is used on formal documents such as diplomas or other official administrative communications emanating from the President's office or the Board of Directors. The seal is also used for official ceremonial functions such as commencement and may appear on approved plaques, flags, or furniture.

The seal is **not** the College logo. It should not be used on stationery or brochures as a logo. Generally, it should be reserved for official and ceremonial functions.

Please contact the College Relations department with any questions that you might have concerning proper use and reproduction of the College seal.



## The COCC Mascot

The official Central Oregon Community College mascot is the bobcat and was adopted in 1964. The bobcat has no gender or name.

Typically the bobcat is only used for recruiting/marketing purposes. The bobcat should not be used in College email signatures or course materials. The illustrations below were created by local graphic artist Chuck Moser. If you wish to use any of the bobcat images, please contact College Relations at 541.383.7596.



In 2014 the "fierce" bobcat logo was created. This logo is used only for sports and athletics. If you wish to use any of these, please contact College Relations at 541.383.7596.





## **Summary**

Our goal is to protect the fragile asset that is the representation of the Central Oregon Community College brand.

Thank you for your dedication and work that will allow COCC to continue its reputation for excellence and value in our community.

For additional information, to request files or for specific questions, please contact the College Relations department at 541.383.7596.