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OVERVIEW

These guidelines have been developed to ensure that our visual messaging is consistent throughout internal and external communication. It serves as an overall framework for design execution to create a clear and uniform presentation of the Colby Community College brand identity.

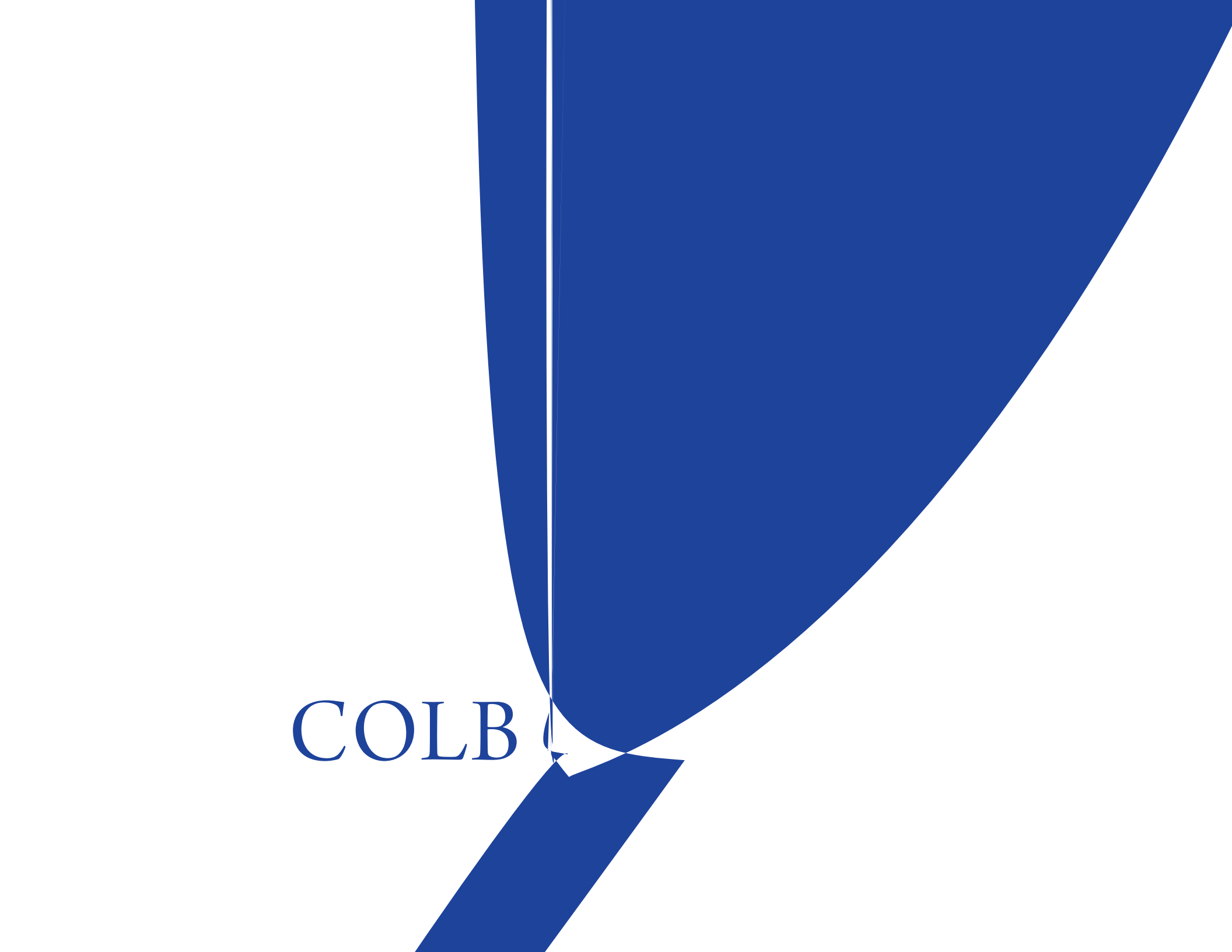
When referring to Colby Community College in copy/text, the full name should be used. When it is referenced frequently within a layout, it may be abbreviated to “CCC” after Colby Community College has already been used once.

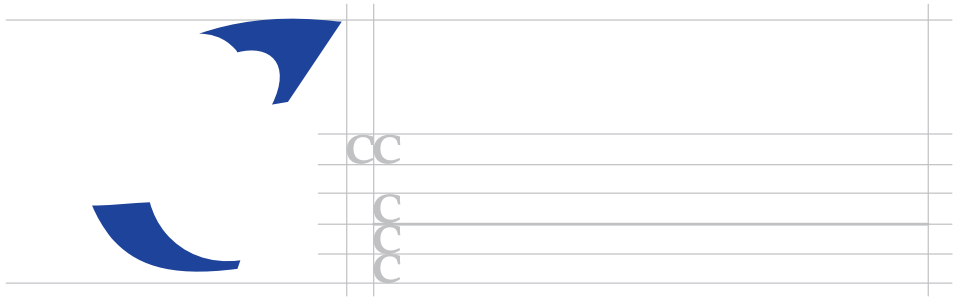
By utilizing these guidelines, you help maintain the brand identity at CCC and strengthen our

APPROVED VERSIONS

The logo should remain as full color when possible. Alternate options are

MISUSE


COLB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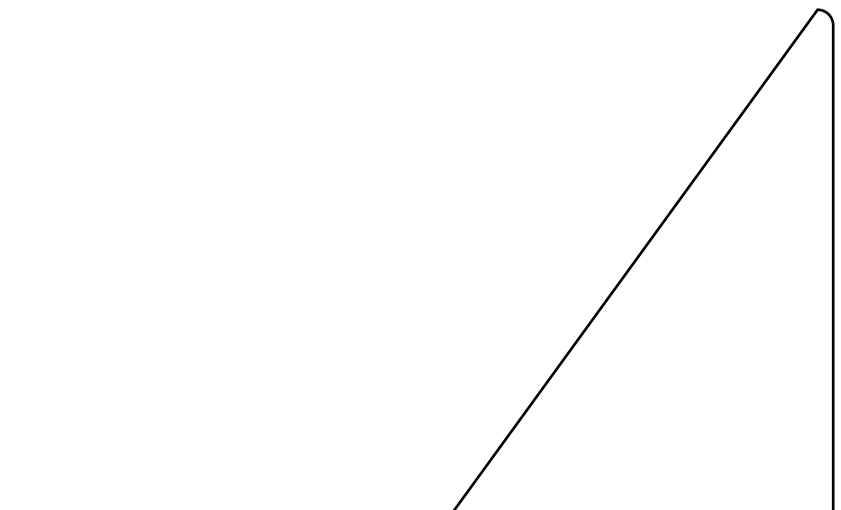

PRIMARY COLORS

Our primary color palette gives the Colby Community College logo a powerful statement. They should be the only two colors used when composing a full color logo.

CMYK
Printed on coated / uncoated mediums

ªJ : R0å
Web / digital mediums

PMS COATED
Printed on coated paper
when Pantone is needed

SECONDARY COLORS

Using our balanced color palette consistently provides cohesive and engaging communication.

The secondary colors are a necessary element in building our brand identity.

These four colors together are the core colors to be used with branded materials and should always be the dominant colors.

TERTIARY COLORS

These colors are provided to accent our

PRIMARY TYPEFACE

For professionally produced materials
please use one of the two typefaces
provided by Colby Community College.

Arno Pro Display is a classic serif font with varying
weights and corresponding italics that speaks
to the tradition and history of the college.

It should be used primarily for
headlines, subheads, or highlights.

Arno Pro Display requires the use of
Adobe Type-kit. When Arno Pro Display is
not available, Times may be used in its place.

Arno Pro Display Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Arno Pro Display Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Arno Pro Display
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Arno Pro Display Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Arno Pro Display Semi Bold Display
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Arno Pro Display Semi Bold Display Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Arno Pro Display Bold Display
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()