BRANDING GUIDELINES
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Washtenaw Community College Visual Identity Standards Guide
ABOUT THESE GUIDELINES

Washtenaw Community College strives to make a positive difference in people’s lives through accessible and excellent educational programs and services. In order to maintain the integrity of this mission, it is important that the college brand and identity remain clear and consistent. To support this mission, the visual identity standards have been outlined in this guide.

This guide is designed to define the Washtenaw Community College brand expression and aid in the creation of communication with its audience. Consistent use of these guidelines will bring a unified message to the communities it serves as well as its faculty and staff.
IDENTITY STANDARDS

The Washtenaw Community College logo communicates the college’s public image and should be used in accordance with the identity standards on all official publications. This includes, but is not limited to, letterhead, envelopes, business cards, certificates, brochures, and other printed pieces. These standards should also be applied to the college website, and all internal communication.
Since Washtenaw Community College was established in 1965, the logo has been an evolving entity. Only in 1986 did it take the form closest to what we use today. That form representing students, community and staff still holds true today.
LOGO
Official Logo

The official Washtenaw Community College logo is the two-line stacked logo. This logo should be used in color whenever possible.

The colors used in the logo are PMS 356 green, PMS 872 gold, black, or white. If the elements of the logo are not green and gold they should always be one of the approved colors.

COLOR EXAMPLES
Official Logos

The official logo consists of two elements.

First element is the logo mark.
Second element is the logo type.
The Logo type is set in New Century Schoolbook Roman.

The logo mark should never be used apart from the logo type.

Stacked logo (Preferred)

Single line logo

Centered logo
LOGO
Official Logo

ONE COLOR EXAMPLES

Official Logos

Washtenaw Community College
Stacked logo

Washtenaw Community College
Single line logo

Washtenaw Community College
Centered logo
**LOGO**

Logo Do’s and Don’ts

These examples do not show every acceptable use or violation of the college logo, but should act as a clear guide in maintaining the logo’s visual integrity.

**CORRECT USE**

- Use the preferred 2-line stacked logo as is.
- Reverse both logo elements to white when placed on an approved background color.
- When not in an approved color, use black.

**INCORRECT USE**

- Do not change the color of the logo.
- When placed on approved background color, do not mix colors.
- Do not apply a drop shadow to the logo.
**LOGO**

Other guidelines

Below are a few more examples of incorrect use of the college official logo.

<table>
<thead>
<tr>
<th>Font substitution and case change</th>
<th>INCORRECT USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>The typeface for the official logo is New Century Schoolbook and should not be substituted with any other typeface.</td>
<td>WASHTENAW COMMUNITY COLLEGE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Separating the logo mark from the logo type</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The mark is not to be used apart from the logo type on printed and digital materials.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Adding to the logo</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The logo is not to be altered in any way. This includes adding to or subtracting from the original logo.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Altering the arrangement of the logo typography</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The logo type is part of the logo and should never be rearranged in a manner that is different from the three official logos.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stretching or compressing the logo</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The logo is to be sized proportionally when being resized.</td>
<td></td>
</tr>
</tbody>
</table>

Washtenaw Community College Visual Identity Standards Guide
LOGO
Staging guidelines

To protect the integrity of the college logo, it is essential to follow these staging guidelines. Following these guidelines will ensure that the logo stays legible and consistent.

Safe Area
The logo must be given an appropriate amount of white space. The guidelines shown on the right illustrate the proper amount of space between the logo and any other element on the page. This includes type, rules, borders, illustrations, photographs, and trim edges.

Minimum Size
The college logo should never be scaled smaller than 1.5 inches. This ensures the logo is large enough to remain effective.


Minimum logo size should be no less than 1.5 in.
LOGO
Department guidelines

Here are examples on how to apply department or group names to the official college logo. These can be used in the PRMS 356 green, black or white.

College Logo
Department/group set in Helvetica Black
COLLEGE SEAL
COLLEGE SEAL

The Washtenaw Community College seal is an honored symbol of the institution’s identity. It is not to be used for a graphic or design element, and should not be used in any digital or printed materials where the college logo is appropriate as the college identifier.

The seal should only be used on official, institutional documents, such as transcripts and diplomas and on formal certificates, invitations, etc., issued from the Office of the President. Any other use of the college seal should be limited and should always be referred to the Marketing & Public Relations office.
COLOR

The official college colors are green (PMS 356) and gold (PMS 872).

OFFICIAL COLLEGE COLORS

Pantone Solid Uncoated

- PMS 356
  - C: 95%
  - M: 0%
  - Y: 100%
  - K: 27%

- PMS 872
  - C: 20%
  - M: 30%
  - Y: 70%
  - K: 15%

CMYK Mix
TYPOGRAPHY
The official college typefaces are New Century Schoolbook and Helvetica.

New Century Schoolbook

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
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

Helvetica

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
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
Helvética Bold or Black Condensed are the preferred fonts to use for headlines or titles.

New Century Schoolbook Roman is primarily but not exclusively used as the body copy.

New Century Schoolbook

Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

Helvética

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

Bold Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

Black Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

Black Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz
**FONTS**
Typeface Alternatives

If Helvetica and New Century Schoolbook are not available on your machine you may substitute with Arial and Century Schoolbook

Century Schoolbook

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz
<table>
<thead>
<tr>
<th>Font Family</th>
<th>Style</th>
<th>Font Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Century Schoolbook</td>
<td>Regular</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 abedefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 abedefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 abedefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>Bold Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 abedefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>Arial</td>
<td>Regular</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 abedefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 abedefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 abedefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>Bold Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 abedefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>Arial Black</td>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 abedefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>
TYPOGRAPHY EXAMPLES

Always use Helvetica Bold, Bold Condensed, Black, Black Condensed for headline treatments.

Always use Helvetica Medium, or New Century Schoolbook Roman for body text.

When using subheads or needing to bold body copy, use only Helvetica Bold, or New Century Schoolbook Bold.

Legal copy should be set in Helvetica Light Condensed and Compressed, at no less than 6pt.

Primary Example

2012 FALL SCHEDULE

Enrollment Starts Soon
Check your enrollment date in the schedule of classes. Beginning Fall 2010, concurrently enrolled high school students may enroll two weeks prior to the start of the semester.

Secondary Example

2012 FALL SCHEDULE

Enrollment Starts Soon
Check your enrollment date in the schedule of classes. Beginning Fall 2010, concurrently enrolled high school students may enroll two weeks prior to the start of the semester.

ADA/EEO/Title IX/Section 504 Compliance Statements
Washtenaw Community College does not discriminate on the basis of race, sex, color, religion, national origin, age, disability, height, weight, marital status, or veteran status in provision of its educational programs and services or in employment opportunities and benefits. WCC is committed to compliance in all of its activities and services with the requirements of Title IX of the Educational Amendments of 1972, Public Act 453, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964 as amended, Public Act 220, and the Americans with Disabilities Act of 1990.

Inquiries concerning programs and services as they relate to Title IX and Section 504, and the Americans with Disabilities Act should be directed to the Office of the Associate Vice President for Student Services, Room SC 275A, Student Center Building, 734-973-3536. Inquiries regarding compliance in employment should be directed to the College Affirmative Action Officer in the Office of Human Resource Management, Room 120, Business Education Building, 734-973-3497. Inquiries concerning access to facilities should be directed to the Associate Vice President of Facilities Development and Operations, Room PO 112, Plant Operations Building, 734-877-5322.

Title II Student Right to Know and Campus Security Act Compliance Statement
The Student Right to Know and Campus Security Act of 1990 is a federal law that mandates the disclosure by all institutions of higher education of the rates of graduation, the number of incidents of certain criminal offenses, and the default rate for student loans. The law also mandates that information be provided on the type of security provided on campus, the pertinent policies regarding security on campus, and policies that record and deal with alcohol and drug abuse. Washtenaw Community College is in full compliance with these provisions and provides the required information annually through college publications. Inquiries concerning the Student Right to Know and Campus Security Act should be directed to Washtenaw Community College, Office of the Associate Vice President for Student Services, Room SC 275A, Student Center Building, Ann Arbor, MI 48106 (734-973-3536).

WCC is a smoke-free campus.
This schedule was designed and produced by WCC Public Relations and Marketing Services
Rev: 6/2012
WEB STANDARDS
WEB STANDARDS

Architecture

It is important that the college identity system is consistent across the board, including on the college website. The Web Services department utilizes content management with design standards implemented through templates that determine the design of the site. These standards exist, not only to maintain the integrity of the college visual identity, but to also ensure that content is accessible to search engines and that it is compliant with the Americans with Disabilities Act.

The homepage of the website is the most prominent piece of digital communication for the college. For this reason, it is critical that it adheres to the same guidelines as any other form of communication from the college. However, the web is unique in that it does not always translate visually the way a printed piece would. Therefore, certain adjustments have been made to fonts and colors so that it compliments the print identity standards.
WEB STANDARDS
Fonts & Colors

Museo Slab 500 (Global Navigation Bar)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Foundation Sans Bold Condensed (Green Banners)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana (Main body copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia (Main content)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WEB-SAFE COLORS

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex</th>
<th>R</th>
<th>G</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>43</td>
<td>106</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td></td>
<td>238</td>
<td>236</td>
<td>220</td>
</tr>
<tr>
<td></td>
<td></td>
<td>101</td>
<td>100</td>
<td>96</td>
</tr>
<tr>
<td></td>
<td></td>
<td>254</td>
<td>252</td>
<td>96</td>
</tr>
</tbody>
</table>
Here are a few print examples with the college identity standards applied.
Campaign Posters

What do you call someone who went to college at WCC?

Your Honor

Washtenaw Community College
www.wccnet.edu

AFFORDABLE • TRANSFERABLE • FLEXIBLE • EMPLOYABLE

What do you call someone who went to college at WCC?

CEO

Washtenaw Community College
www.wccnet.edu

AFFORDABLE • TRANSFERABLE • FLEXIBLE • EMPLOYABLE

What do you call someone who went to college at WCC?

Officer

Washtenaw Community College
www.wccnet.edu

AFFORDABLE • TRANSFERABLE • FLEXIBLE • EMPLOYABLE

What do you call someone who went to college at WCC?

Teacher

Washtenaw Community College
www.wccnet.edu

AFFORDABLE • TRANSFERABLE • FLEXIBLE • EMPLOYABLE
Whatever your goals, WCC can help you get there. Want to earn a bachelor's degree? Take your first two years at WCC and save a lot of money. WCC credits can transfer to almost any four-year school in the country. Want to learn a skill and get right to work? WCC has many certificate and associate degree options that teach you what you need to know to get good-paying jobs in many different fields.

Why choose WCC?

Washtenaw Community College

"Open Door" sculpture designed by WCC instructor, Paul Zenian. It is dedicated to the citizens of Washtenaw County who in 1965 created an "open door" to learning for students from all walks of life. WCC's Open Door Policy admits anyone 18 years of age or older with or without a high school diploma.

The heart of Washtenaw Community College's approach to higher education is this: We have something for everyone! With more than 112 different certificate and degree options, WCC will have exactly what you need. You can pursue an associate's degree, a specialized certificate, and complete your MACRAO general education requirements and transfer to a four-year institution to complete your bachelor's degree. WCC can teach you the skills to get a job or give you the right foundation to transfer to get your bachelor's degree.

WCC has kept the curriculum fresh, creating new programs by monitoring national trends and the needs of local business and industry. For example, a new environmental science program was designed with the help of the many community advisory boards that work with WCC. Exercise Science is another popular new field. Even traditional occupational programs are modified as demand warrants; WCC's Motorcycle Service Technology program was recently created to meet a workplace need. WCC also offers hundreds of online classes and blended classes that are a combination of both online and on-campus classes to work with your schedule.

Teaching you what you need to succeed

For a detailed list of all of our programs visit http://bit.ly/HpiahS

Guideline Application

Printed materials