



CCV Branding Guide

Marketing & Communications

August 2014

Every time we use the CCV logo and color scheme in our online and print publications, we are communicating the CCV image and brand. This reference is intended to help retain the consistency and quality of the CCV brand college-wide.

General Guidelines

- Any branding work (online or print) that is intended for use outside of CCV academic centers should be coordinated through the marketing and communications office.
- Any official, outward-bound publications (brochures, posters etc.) using the name and logo should be sent to the marketing and communications office for review prior to printing.
- Any publications using the CCV logo and identity must look professional, follow proper grammar and spelling, follow the Chicago Manual of Style, and should be proofed by a second party prior to publication. The marketing and communications team is happy to refer you to proof readers.
- Any outside materials used (e.g. photos, videos, music clips) must be copyright free or use must be explicitly permitted – follow any attribution requirements. Don't assume that materials found freely on the internet are copyright free.

Social Media

- To maintain branding and avoid confusion, please do not create your own CCV or center-branded Twitter, Facebook, blog, YouTube and other social media accounts. Center blog accounts are available – please ask Marketing & Communications for access information.
- We encourage you to send anything you want to post to existing college-wide social media channels to marketing@ccv.edu. Include images, links and other appropriate visuals.
- We also encourage you to follow any of CCV's social media channels and share our posts widely.

Resources

1. CCV Writing

CCV adheres to the Chicago Manual of Style. Please refer to CCV's style manual (appended) for special instructions and exceptions.

2. CCV Fonts

CCV's default fonts are

- Proxima Nova (sans serif)
- Calluna (serif)

Additional fonts frequently used are

- Trajan Pro
- Helvetica Neue
- Goudy Old Style

Note that in most cases, these are special fonts and not available on staff computers. To substitute, please use **professional fonts** if CCV's defaults are not available to you. Acceptable fonts include Arial, Calibri, Cambria. Please refrain from using casual typefaces such as Comic Sans, Chiller, Gigi, etc.

3. Colors

The following are CCV's approved colors (in HEX values):

Main colors

- #BBCD8E green in banner, h2 font
- #6D8A3C h1 "entry title"
- #333333 main body font color

Accents and Link/navigation colors

- #4E8EAB blue

Other Accents and Assets

- #EA6937 orange
- #464646 gray
- #494949 dark gray
- #939598 light gray

4. Logos

You may download the following variations of our logo from our website (<http://ccv.edu/learn-about-ccv/media-inquiries/>). Additional variations are available by request from marketing@ccv.edu. Please make sure that the CCV logo is not stretched, pixilated or otherwise skewed. Don't hesitate to get help from the marketing and communications office if you have trouble placing or sizing the logo.

Logos copyright © 2013 Community College of Vermont. Not for commercial use.

- a. Black lockup on white background.



- b. White lockup on transparent background.



Please do not use the following logo or dark green color:



5. Images

Selected images are available for download at <http://ccv.edu/learn-about-ccv/media-inquiries/>. If you have special image needs contact marketing@ccv.edu.

Appendix: CCV Writing Style Guide

General Notes

In general the Community College of Vermont follows usage outlined in *The Chicago Manual of Style, 16th edition*

For spelling and hyphenated compounds, refer to: *Webster's Third International Dictionary*, or the abridged version, *Merriam-Webster's Collegiate Dictionary* <http://www.merriam-webster.com/>

Caption style: no periods for captions unless the caption is a longer, story narrative with multiple sentences.

If "staff" refers to a group it is singular: The staff is meeting to review safety procedures. The staff are specialists, recruited from all over the world.

Capitalization

Community College of Vermont

Use "The" before the title.

- The Community College of Vermont
Note: "the" is also always used when referring to the Upper Valley site

Unless the entire name is in upper case, *of* is not capitalized.

- The COMMUNITY COLLEGE OF VERMONT or the Community College of Vermont

Capitalize *college* only when it refers specifically to CCV as the College.

- There is a financial aid counselor at every site in the College.
- CCV works closely with VSAC to provide students with financial aid for college.

Courses and Programs

Names of specific courses are capitalized.

- John registered for Accounting II and Business Law.
- Jane is also taking an accounting course.

Fields of study are not capitalized, except for languages.

- Mary is taking courses in biology and Spanish.

The names of specific academic programs should be not capitalized.

- Jane is working on a concentration in technical studies.
- Harry is designing a concentration in geriatric health care.
- Mary's concentration is office management.
- Ann earned an office accounting certificate and Jack completed work for a certificate in childcare.

Degrees

Academic degrees should not be capitalized unless the degree is being abbreviated. (??)

- Ann has an associate degree in communication.
 - *Note:* The word *in* is used to specify the concentration.
- John has an associate degree and Maryellen has a bachelor's degree.
- Judy has an A.A. degree and Ann has a B.S.
 - *Note:* There are periods after the letters but no spaces between the letters.

- Ann Smith, Ph.D., has been appointed to the search committee.
- Maryellen wishes she had a certificate in massage.

Forms

Do not capitalize names of forms.

- You can pick up a financial aid application at your local site office.
- The registration form is in the *Course List*.
- To withdraw from a course, it's important to complete a drop form.

Governance

The full *names* of boards, governance groups, and other working groups are capitalized and written in full on first reference. The abbreviation should appear in parentheses after the first appearance of the full name. Subsequent reference may use abbreviations (with no periods). References to a generic governance group are in lower case when not using the full name: *BSC Board of Trustees; the board of trustees met...* (CMS 8.67)

First Reference

Subsequent Reference

President's Council	PC, the council
Academic Review Board	ARB, the board
Vermont State Colleges Board of Trustees	the board
Budget Team	(no equivalent), the team
College Council	CC
Community of Student Representatives	CSR
Humanities Committee	the committee
High School Task Force	the task force
<i>but</i>	
The Community College of Vermont	CCV or the College

Offices/Departments/Regions

College offices or departments are not capitalized.

- Transcripts should be requested from the registrar's office.
- The business office is located in Montpelier.
- Instructor development is planned by the academic services staff.
- The northwest region borders the lake.

Policy

If the title of a college policy is referred to in full, it should be capitalized.

- We asked the instructor to refer to the Attendance Policy.
- CCV has policies on attendance, disruptive behavior and academic freedom.

President and Other College Personnel

Titles should be capitalized *before* the person's name and in lower case when *following* a person's name.

- CCV President Joyce Judy and Dean Heather Weinstein will address the gathering, *but* Joyce Judy, the president of the College, will address the group.
- Chairperson Cathy Cole of the Computer Committee, *but* Cathy Cole is chair (or chairperson) of the Computer Committee.
- The policy on academic standing will be explained by Registrar Tom Arner, *but* Tom Arner is the registrar.

- Debby Stewart, academic dean, is planning a meeting for academic staff.

Titles are not capitalized when used without a person's name.

- The president of CCV is one of several women who lead colleges in Vermont.
- There are three regional directors who oversee the college's sites.

When a title is used in a more formal setting (such as in a list of acknowledgements, a program, or an address), it should be capitalized.

Joyce Judy, President
Community College of Vermont
PO Box 489
Montpelier, VT 05602

Publications

Capitalize and italicize specific publications.

- All the information you need is in the *Catalog and Degree Handbook*
- The *Course Schedule* is printed twice a year.

Semesters and Seasons

Do not capitalize seasons and college terms unless part of a formal title.

- That course was offered last spring.
- Classes for the fall semester will begin on September 8.
- Bill plans to graduate after the spring '01 term.

Centers/Rooms/Buildings

Do not capitalize *academic center* even when they are preceded by a name. Use a hyphen between CCV and the center name.

- The Newport academic center has moved. All academic centers are handicapped accessible.
- CCV-Newport borders on the lake.

Capitalize *room* only when it is part of a name or followed by a letter or number.

- The meeting will be in Kalb Conference Room in Montpelier.

- The meeting is in the conference room on the first floor.
- The class is in Room 214.

State of Vermont

Capitalize the complete name.

- Many CCV graduates work for departments of the State of Vermont.

Do not capitalize *state* unless it refers specifically to the “State of Vermont.”

- Many CCV graduates work for departments of State government.
- Many CCV graduates are employed around the state.
- The legislature is considering how to fund education in the state.
- The State legislature is considering how to fund local education.

Vermont State Colleges (and VSC Trustees)

The full name should be used on first reference (*colleges* is plural, no apostrophe). For subsequent references, use VSC (all caps, no periods).

- There are five institutions in the Vermont State College (VSC) system. CCV is one of five colleges that are part of the VSC.
- Trustee Howard Hughes prepared the agenda.

Vermont Student Assistance Corporation

The full name should be used on first reference. For subsequent references, use VSAC (all caps, no periods).

- Many students receive grants and loans from the Vermont Student Assistance Corporation (VSAC). To request VSAC aid, students need to complete an application.