
BRAND STANDARDS



CAPE COD
COMMUNITY
COLLEGE

Powerful Futures Start Here

TABLE OF CONTENTS

5	Intro
5	We're Here to Help
6	Quick Reference Guide
7	One College, One Brand
8	Logo
9	Show Your Colors
10	Just Our Type
11	College Messaging
12	Print
14	Video & Virtual Events
16	Photography
18	Advertising
20	Powerpoint
21	Email Signature
22	Business Correspondance
23	Promotional Displays and Signage
24	Promotional Items and Apparel



INTRO

Cape Cod Community College's brand standards promote a recognizable identity for our College in our region, across our state, and beyond. Our brand is more than just a logo and a tagline: it is how our students, prospective students, faculty, staff, and community members view us and the work that we do. A professional brand is built on discipline and cohesion across the entire institution.

The purpose of this guide is to ensure consistency in the look, feel, and messaging of our College's communications. By following these standards – from fliers, social media, powerpoints, letterhead, and beyond – you help increase the value of our brand.

WE'RE HERE TO HELP

If you're working on a project, or just thinking about working on something, reach out to the Office of Strategic Communications and Marketing and we will be happy to assist you in building a strategic messaging plan and graphic design.

Patrick Stone

Director of Strategic Communications and Marketing
774-330-4714 | pstone@capecod.edu

Christine Pauk

Assistant Director of College Communications
774-330-4190 | cpauk@capecod.edu

Andrew Nasser

Assistant Director of Visual Communications
774-330-4651 | anasser@capecod.edu

QUICK REFERENCE GUIDE

College Identification

- Cape Cod Community College
- CCCC (formal, professional documents)
- 4Cs (promotions, student communications)

Tag Line

- Powerful Futures Start Here

Logo



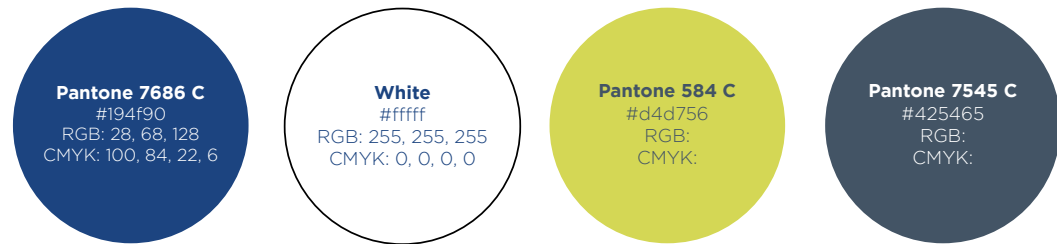
Powerful Futures Start Here

Fonts

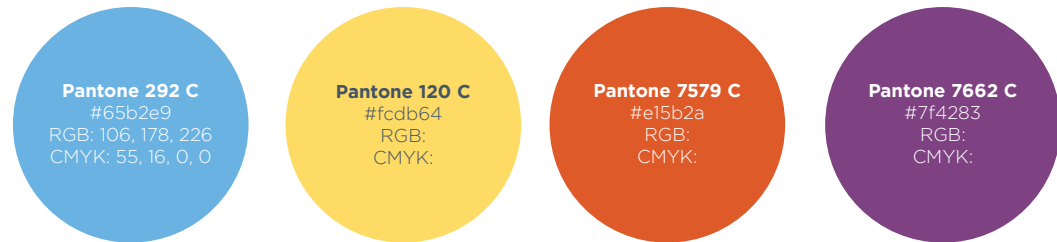
Gotham Black
Gotham Bold
Gotham Medium
Gotham Book
Gotham Light

Goudy Old Style Bold
Goudy Old Style Regular
Goudy Old Style Italic

Colors



Primary Colors



Accent Color

ONE COLLEGE, ONE BRAND

“A brand is a living entity, enriched cumulatively over time, the product of a thousand small gestures.”

-Michael Eisner

Our College brand is built on the success of our students and alumni, and the strength and reputation of our faculty and staff. When we present ourselves visually, in-person, and in written communications, our brand is on full display for the world. It is critical that we look as good as we are, and that our many strengths fly under one banner, promoting cohesion and positive recognition for our stakeholders.



LOGO

The Cape Cod Community College logo is the centerpiece of our visual brand. It should be used in conjunction with nearly all College activities and materials. The College tagline is a piece of our logo and should always be used in-full, unless otherwise noted.



DOWNLOAD THE LOGO

High-resolution logos are available for download at CapeCod.edu/Communications



While this font appears to be similar to Goudy, there are nuances about it that make it different. Notice the closed bowl of "P" and the angular bar on the "e."

P e



This is not the font "Goudy." It is a sans serif font.



This is the same incorrect sans serif font that has been italicized.

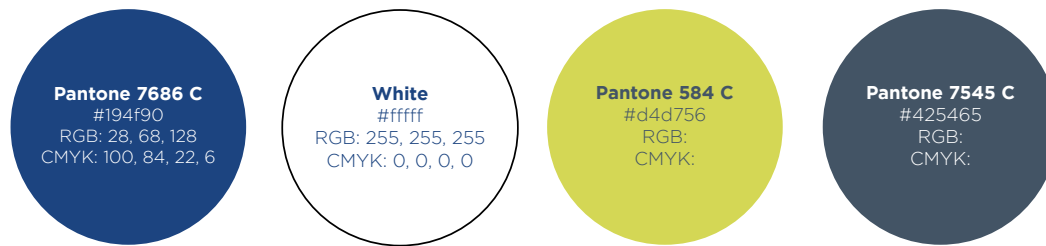


The College's formal, academic seal is not our logo, and should only be used for formal, professional College communications including Commencement materials and registration documentation.

SHOW YOUR COLORS

Colors are important to a brand. Consistency in color usage helps viewers associate those particular colors with our brand.

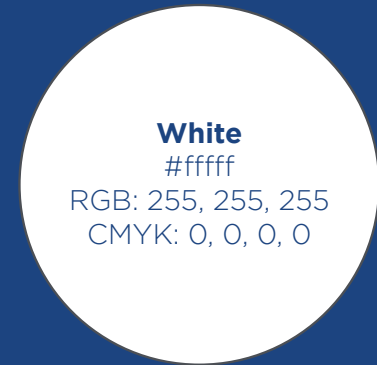
Colors



Primary Colors

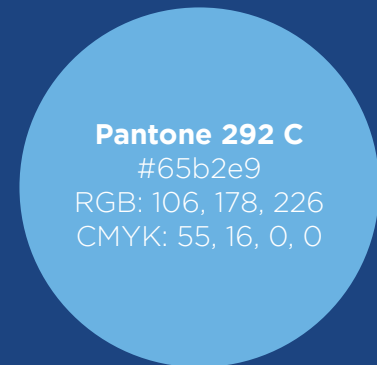


Accent Color



White
#ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

White can be used for body copy and logos when being used on a color that is too dark for Pantone 7540 C.



Pantone 292 C
#65b2e9
RGB: 106, 178, 226
CMYK: 55, 16, 0, 0

This is our accent blue. This blue can be used in publications for pullquotes, elements such as information graphics.

Not for logo use

JUST OUR TYPE

The typefaces we use can help convey our messages. Is the type treatment large, small, thin, bold?

It's critical to be consistent with our typographic treatments. Think - when you put your suite of materials together and look at them as a collection, do they look like they belong together?

Gotham

Gotham Black	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
Gotham Bold	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
Gotham Medium	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
Gotham Book	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
Gotham Light	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Goudy Old Style

Goudy Old Style Bold	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
Goudy Old Style Regular	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
<i>Goudy Old Style Italic</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0</i>

DOWNLOADING FONTS

Fonts are available through the College's Help Desk. Please call 774-330-4004 or email helpdesk@capecod.edu.

COLLEGE MESSAGING

Our messaging, be it for currently enrolled students or members of our community, establishes a coherent theme for storytelling and marketing messages about Cape Cod Community College.

Notice: Please note that previously existing messaging, including “4Cs Believes in Me,” “My College, My Future/Career, My Life” have been retired and should be eliminated from use immediately.

Our messaging theme, adopted in 2019:

- **Be Powerful:** for students and prospective students

Through short, easy-to-digest messages, we spotlight:

- Real-life success stories of current students and alumni
- Perseverance and completion as a “power”
- Education-to-career pathways
- Practical demonstrations of our tag line



Student and prospective student communications

According to a student media preference survey conducted by the College, 66-percent of our enrolled students indicated that they came to us with the intention of graduating then moving on to an immediate career, transferring, or a combination of both.

Our messaging, from first-point-of-contact through Commencement, should support them in that goal and assist them with navigating the daily challenges of being a college student.

Communications with students should always:

Be Friendly: Avoid harsh or aggressive commands and personalize messages when possible, avoiding blanket messages that start with “Dear Student.”

Be Supportive: Many of our students are experiencing college for the first time and are not familiar with our infrastructure. Offer assistance and problem solving, even if it means getting a student on to another area of the institution.

Be Empathetic: Our students, even those of a “traditional” age, are balancing life and work experiences that are unique and often act as roadblocks to their higher education goals. Ask questions, seek out answers, and work to keep them on track.

Every point of contact a student has with our College is an opportunity for them to persist or distance themselves from us. Your empathy, supportive communication, and kindness could be the difference between them reaching their goals or not.

PRINT

The development, writing, design, and production of printed collateral materials is coordinated by Strategic Communications and Marketing. Our team works one-on-one with College clients to produce materials that are on-brand, target the appropriate audience, and work to meet your needs. We will help generate promotional copy, work with you to hone it for accuracy, capture photography as necessary, design the materials, and help you execute distribution strategies. Please contact Strategic Communications and Marketing for assistance with your print project.

A note about event promotion

Strategic Communications and Marketing supports the development and creation of numerous materials, including those used for student recruitment and student services. Please note that to create materials for unique event promotion, the department will need lead-time.

This allows time for writing, design, and printing, as well as time for the event to be worked into other channels, including social media, the College website, and the College calendar.



MEDICAL ASSISTING
AT CAPE COD COMMUNITY COLLEGE

Enter the world of healthcare, and showcase your skills as a multi-talented professional, by becoming a certified Medical Assistant through 4Cs.

CAPE COD COMMUNITY COLLEGE
Powerful Futures Start Here
capecod.edu/medicalassisting



CAPE COD COMMUNITY COLLEGE
Powerful Futures Start Here

FEBRUARY 2019 IS
BLACK HISTORY MONTH

Wednesday February 6, 2019 | 3:00pm
INDEPENDENT LENS: A BALLERINA'S TALE
Larissa Technology Building Solarium, Second Floor
Explore the rise of Ruby Copeland, who made history as the first African-American female principal dancer with the prestigious American Ballet Theater. Get an intimate look at this groundbreaking dancer during a crucial period in her life.

Wednesday February 13, 2019 | 2:00pm
BLACK WOMEN IN MEDICINE
Lecture Hall Building, Lecture Hall B
This documentary honors African-American female doctors around the country who work diligently in all facets of medicine. It brings the inspirational stories of these trailblazing women in context with those who choose to follow their paths.

Wednesday February 20, 2019 | 2:00pm
"TELL THEM WE ARE RISING" BLACK COLLEGES IN AMERICA
Larissa Technology Building Solarium, Second Floor
This program explores efforts by Historical Black Colleges in America to sustain academic excellence presently and preserve their future. The history of these institutions will be examined in context with their relevance in the history of America.

Wednesday February 27, 2019 | 2:00pm
AMERICA REFRAMED: THE BLACK PANTHERS — VANGUARD OF THE REVOLUTION
Larissa Technology Building Solarium, Second Floor
This renowned series on PBS will focus on those international individuals who risked life and reputation in the cause of social justice in America and fighting for the basic human dignity of Black people in the 1960's.



CAPE COD COMMUNITY COLLEGE
Powerful Futures Start Here

YOU ARE POWERFUL.

You are proof that powerful futures start at Cape Cod Community College.

Celebrate your big day by showing the world just how true that is. Use these hashtags on your photos and posts.

#BEPowerful #4Cs19

@capecodcc @capecodcomcol /capecodcommunitycollege

Summer and Fall classes are both open, but you have to meet with your advisor first before you can register.

MEET WITH YOUR ADVISOR.
REGISTER FOR CLASSES

ADVISING WEEK

APRIL 1-4

Need help? We've got your back.
We'll be in Grossman Commons Monday-Friday all March from 11:30 a.m.-1:00 p.m. to help you:

- Clear holds off your account
- Figure out what classes you need to graduate
- Start the FAFSA
- Find who your advisor is

Capecod.edu/Advising
advisingcenter@capecod.edu | 774-330-4318



YOU ARE HERE!

Schedule your Orientation date today so we can say hello and show you around.

TOURS
GET YOUR CAMPUS ID
GET NEED-TO-KNOW INFO



photo by:
Samuel Agger, Engineering Technology
and Advanced Manufacturing Major



Every year, more than

\$1 BILLION

of financial aid goes unclaimed.

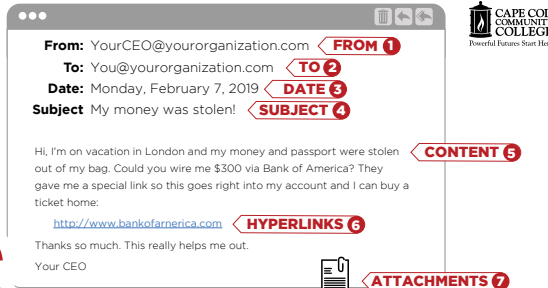
GET YOURS.

Fill out the FAFSA now.

FAFSA.gov / FinAid@CapeCod.edu for questions



KEEP YOURSELF SAFE FROM CYBER SOCIAL ENGINEERING ATTACKS



1 FROM

- I don't recognize the sender's email address as someone I **ordinarily communicate with**.
- This email is from **someone outside my organization and it's not related to my job responsibilities**.
- This email was sent from **someone inside the organization** or from a customer, vendor, or partner and is **very unusual** or out of character.
- Is the sender's email address from a **suspicious domain** (like microsoft-support.com)?
- I **don't know the sender personally** and they **were not vouched for** by someone I trust.
- I **don't have a business relationship** nor any past communications with the sender.
- This is an **unexpected or unusual email** with an **embedded hyperlink** or an **attachment** from someone I haven't communicated with recently.

2 TO

- I was cc'd on an email sent to one or more people, but I **don't personally know** the other people it was sent to.
- I received an email that was also sent to an **unusual mix of people**. For instance, it might be sent to a random group of people at my organization whose last names start with the same letter, or a whole list of unrelated addresses.

3 DATE

- Did I receive an email that I normally would get during regular business hours, but it was **sent at an unusual time** (e.g. 3 a.m.)?

4 SUBJECT

- Did I get an email with a subject line that is **irrelevant** or **does not match** the message content?
- Is the email message a reply to something I **never sent or requested**?

5 CONTENT

- Is the sender asking me to click on a link or open an attachment to **avoid a negative consequence** or to **gain something of value**?
- Is the email **out of the ordinary**, or does it have **bad grammar** or **spelling errors**?
- Is the sender asking me to click a link or open up an attachment that **seems odd or illogical**?
- Do I have an **uncomfortable gut feeling** about the sender's request to open an attachment or click a link?
- Is the email asking me to look at a **compromising or embarrassing picture** of myself or someone I know?

6 HYPERLINKS

- I hover my mouse over a hyperlink that's displayed in the email message, but the **link-to address is for a different website**. (This is a big red flag.)
- I received an email that only has **long hyperlinks with no further information**, and the rest of the email is completely blank.
- I received an email with a **hyperlink that is a misspelling** of a known web site. For instance, www.bankofamerica.com is the only real two characters - "r" and "n".

7 ATTACHMENTS

- The sender included an email attachment that I was **not expecting** or that **makes no sense** in relation to the email message. (This sender doesn't ordinarily send me this type of attachment.)
- I see an attachment with a possibly **dangerous file type**. The only file type that is **always safe to click on is a .txt file**.



FEB 14-MARCH 8 SCHOLARSHIP SEASON IS OPEN

Tell us who you are, we'll tell you if you're eligible for any of our **150 scholarships**

Apply today. Capecod.edu

VIDEO & VIRTUAL EVENTS

In a digital world, video messaging and virtual events – either to help promote the College, a student/alumni, or a program or service – is critical. And although there are limitations to in-person gatherings, virtual events are a great way to safely engage audiences to celebrate achievements, and engage in common interests. When considering producing video or virtual events there are two possible pathways:

Promotional Videos & Virtual Events

If you're interested in doing a video that will be available for both the College community and external audiences, shared via social media or other digital channels, you're looking for a Promotional Video.

Types of promotional videos include: pre-recorded ceremonies, student/alumni/faculty testimonials, special event videos, invitations to events happening digitally or on-campus.

If you are interested in hosting a live virtual event that will be attended or viewed by the College community and/or external audiences, streamed via social media or other digital channels, you're looking for a Virtual Event.

Types of virtual events may include panel discussions, pinning or induction ceremonies, performances, exhibits and more.

Both Promotional Videos & Virtual Events are produced in-house in collaboration with our Tilden Arts Center Team and the Strategic Communications and Marketing Office. These projects require lead time in advance to coordinate schedules, allow for production design, appropriate time for promotion via the College Calendar, filming and/or rehearsal, editing and broadcast. Depending on the complexity of the video or event, organizers should plan a minimum of 2 weeks lead time.

To start a Promotional Video project or Virtual Event contact:

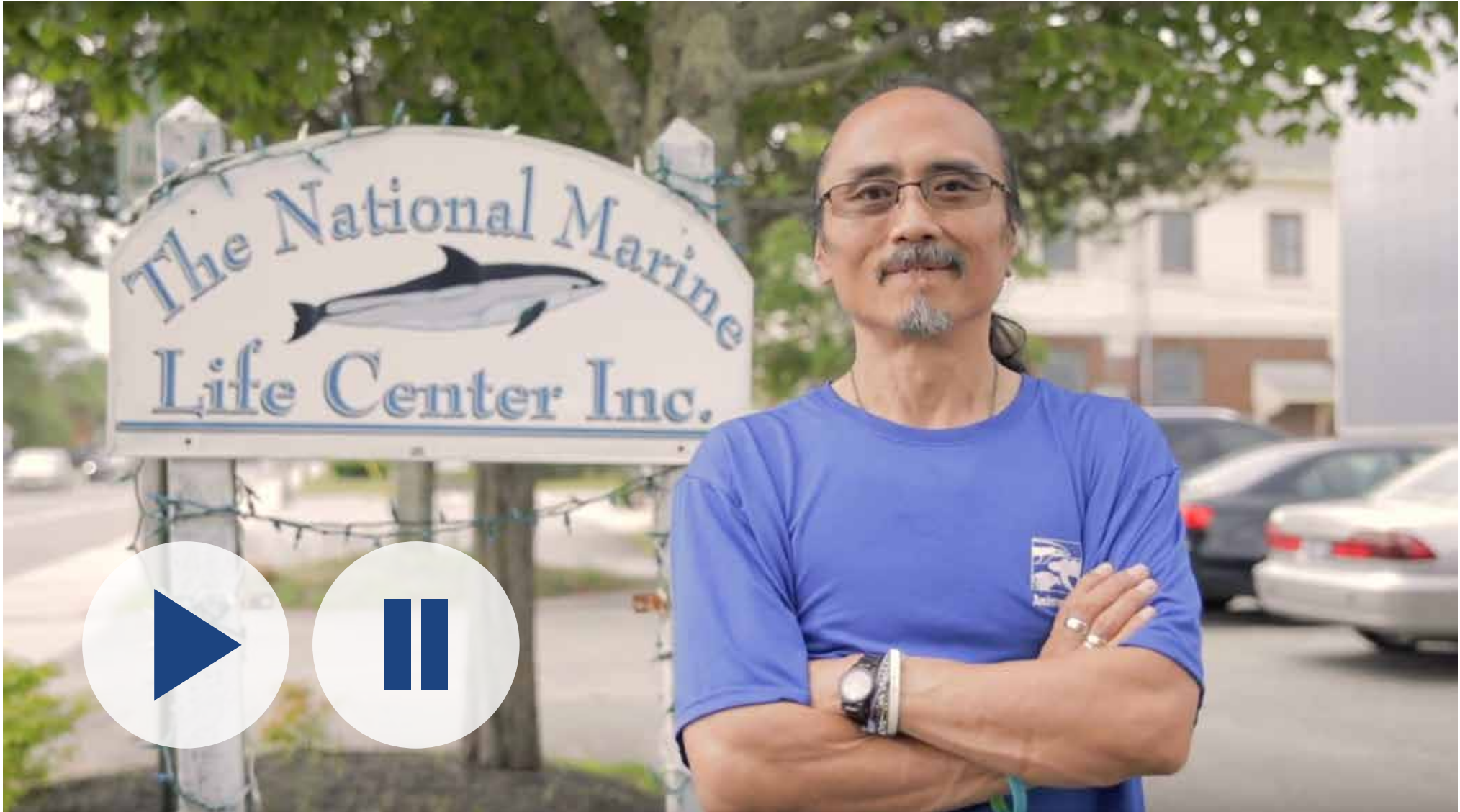
Vana Trudeau, College and Events Coordinator
774-330-4766 vtrudeau@capecod.edu

Internal Videos

If you want to document your classroom or any other project where the final video will be for only faculty, staff or students, you're looking for an Internally Produced Video. These videos are recorded with the intent of not being shared broadly to the community for the purposes of promoting the institution.

To start an Internal Video project, contact:

IT Help Desk
774-330-4004 helpdesk@capecod.edu



PHOTOGRAPHY

Always original, never stock.

Original photography is used in nearly all of the materials created by Strategic Communications and Marketing. Our team manages the photo process and can work with you to set-up photoshoots when appropriate. Photos should celebrate our College's naturally diverse population, our unique campus, our classrooms and laboratories, and show our students, faculty, and staff in action.

HAVING YOUR PHOTO TAKEN?

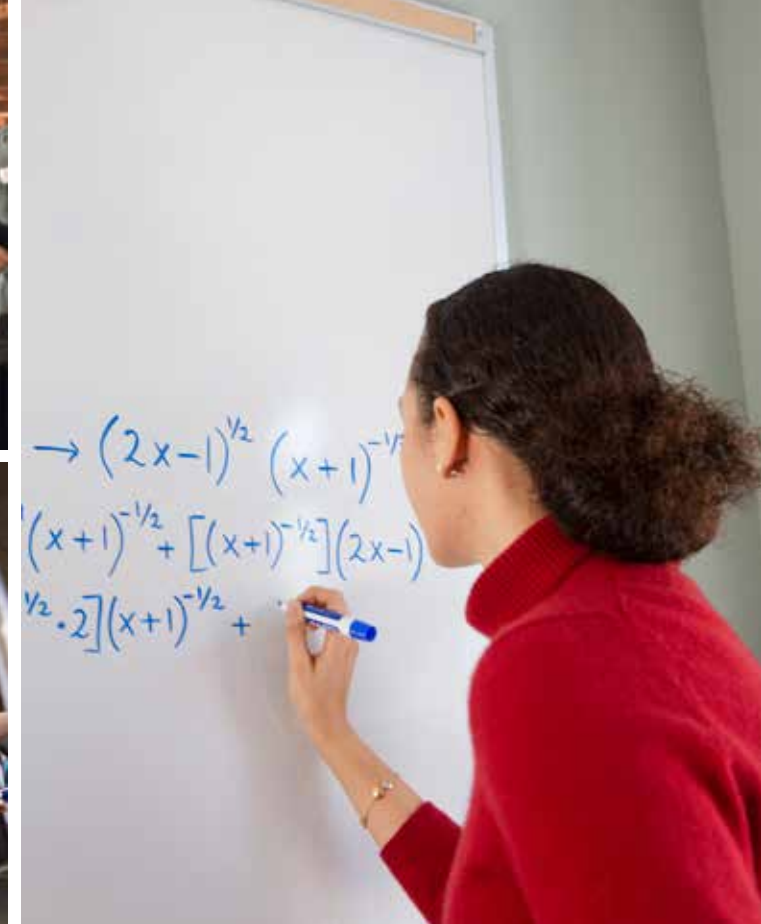
Time

A portrait normally takes no more than ten minutes. Agree upon an exact time to meet with the photographer.

Appearance

- Wear professional attire that is clean and wrinkle free.
- Avoid wearing articles that are heavily branded (Looking at you, Red Sox fans!)
- Is your tie straight? Is your hair combed?

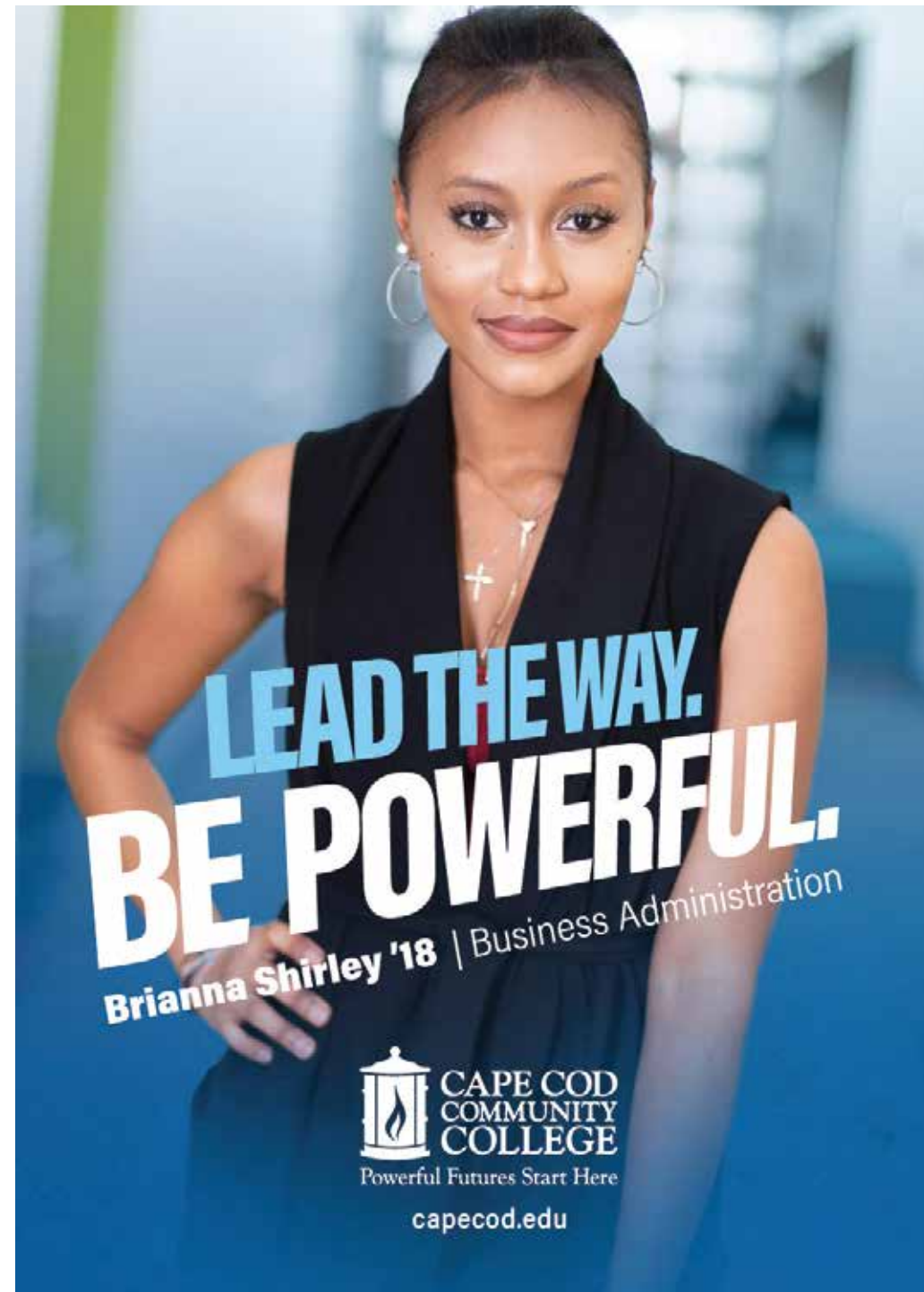




ADVERTISING

Paid media purchases that leverage our brand to recruit potential students and community members to the College.

Examples are from the College's 2019 Fall advertising campaign.



**OWN THE FUTURE.
BE POWERFUL.**

Jitka Borowick '08 | President and CEO, Cleangreen

CAPE COD
COMMUNITY
COLLEGE
Powerful Futures Start Here
capecod.edu

**BUILD FOR TOMORROW.
BE POWERFUL.**

Kareem Sanjaghi '07-'09 | Mortgage Loan Officer, Cape Cod 5

CAPE COD
COMMUNITY
COLLEGE
Powerful Futures Start Here
capecod.edu

**OWN THE FUTURE.
BE POWERFUL.**

[Learn More](#)

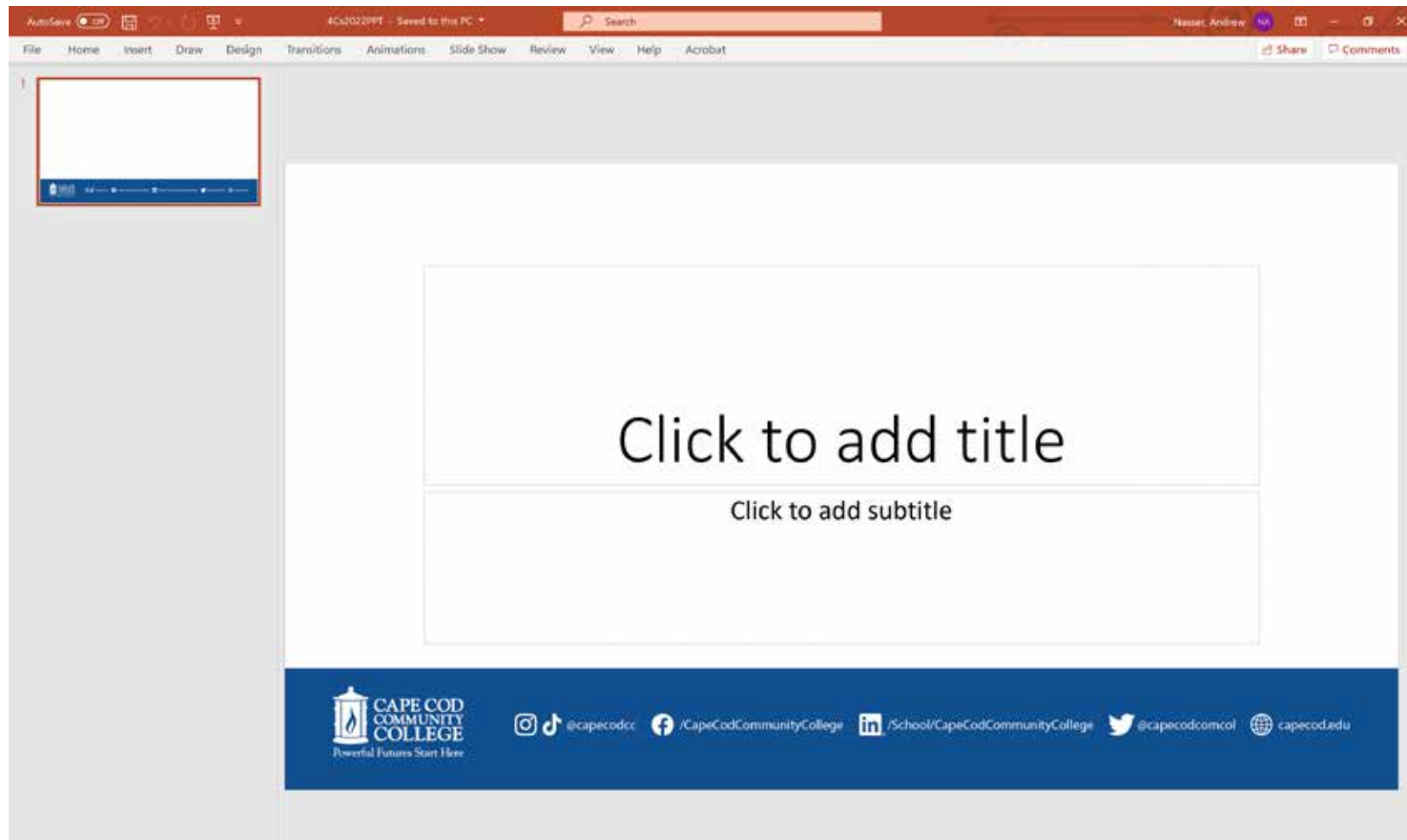
CAPE COD
COMMUNITY
COLLEGE
Powerful Futures Start Here

POWERPOINT

College presentations prepared by the College should reflect our current branding. Strategic Communications and Marketing has prepared a customizable template to make this easier.

DOWNLOAD OUR POWERPOINT TEMPLATE

A template with multiple page style options is available for download on the College's website at: capecod.edu/communications.



EMAIL SIGNATURE

Every time you send an email, especially externally, you are presenting a message that should demonstrate College branding. While we do not have the capacity to automatically standardize email signatures at this time, we do provide a preferred template.

Joe Sample	Bold sans serif (Gotham preferred)
Director of Brand Standards	Regular sans serif (Gotham preferred)
Cape Cod Community College		11pt font.
Phone 774.123.4567		RGB: 28, 68, 128
Fax 774.234.5678		



..... Logo underneath contact information.

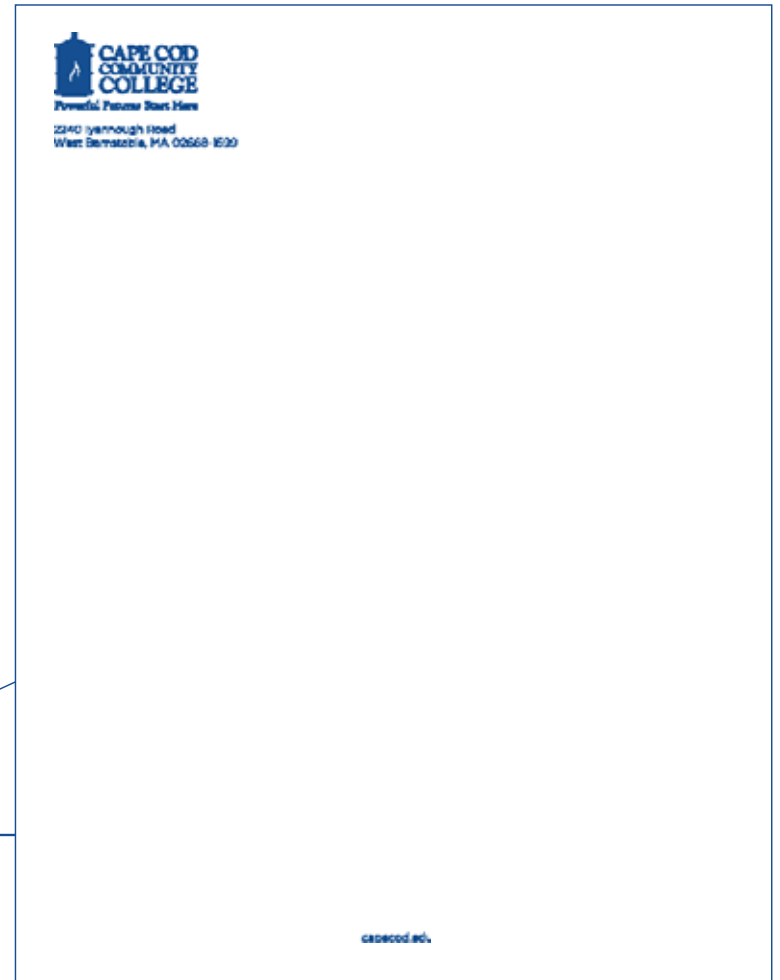


..... Social media icons with hyperlinks to the respective channel.

BUSINESS CORRESPONDENCE

Materials used to communicate official College business must adhere to standardized templates created by Strategic Communications and Marketing. These materials include letterhead, envelopes, and business cards

Please contact Strategic Communications and Marketing for assistance with any of these materials.

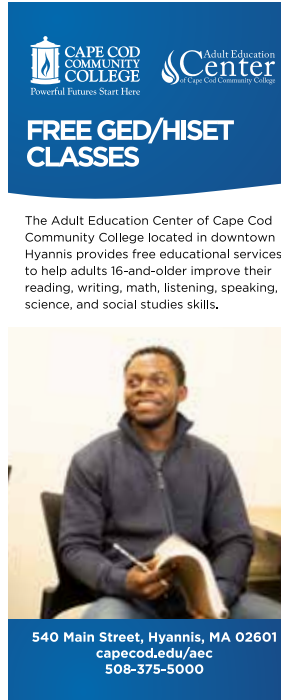


PROMOTIONAL DISPLAYS AND SIGNAGE

Branded displays are used at conferences, recruitment events, public meetings, or other occasions involving external audiences. These include but are not limited to pop-up banners, tablecloths, and tabletop signs. Contact Strategic Communications and Marketing for assistance with your display.

Temporary Wayfinding Signage

Temporary signage on buildings, doors, and other College fixtures is sometimes necessary in promoting events, changes in foot-traffic, and general wayfinding for unique situations happening on campus.




CAPE COD COMMUNITY COLLEGE
Powerful Futures Start Here

Adult Education Center
of Cape Cod Community College

FREE GED/HISET CLASSES

The Adult Education Center of Cape Cod Community College located in downtown Hyannis provides free educational services to help adults 16-and-older improve their reading, writing, math, listening, speaking, science, and social studies skills.



540 Main Street, Hyannis, MA 02601
capecod.edu/aec
508-375-5000



Welcome to the 4Cs
LIFE FITNESS CENTER

↑

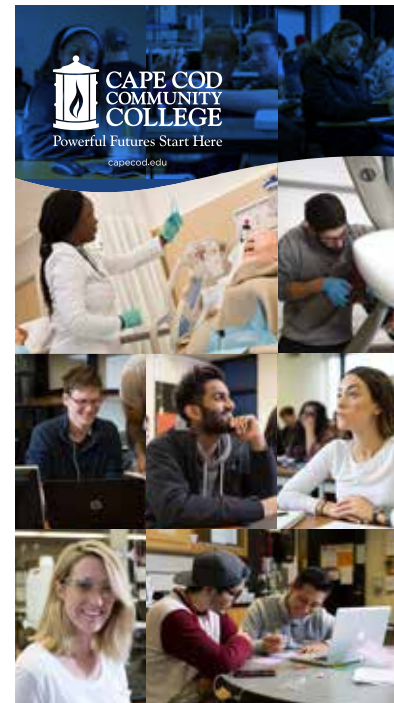
- Student Engagement Office

→

- Basketball court
- Children's College
- Fitness Center
- Racquetball court



CAPE COD COMMUNITY COLLEGE
Powerful Futures Start Here



PROMOTIONAL ITEMS AND APPAREL

Promotional Items

Branded giveaways may be produced for general use or for special events. These items include materials like pens, t-shirts, sunglasses, Frisbees, etc...

All promotional items should utilize the College's logo and/or College name. Depending on the nature and color of the item, the color of the logo may need to be inverted.

Apparel

Strategic Communications and Marketing can recommend outside vendors who will work with your budget on creating and delivering merchandise when needed. The College logo should be used and the final product should be approved before purchasing.





BRAND STANDARDS GUIDE

capecod.edu