These guidelines help to create a consistent look and feel for all internal and external communication in order to represent the College as a learning environment that develops minds, inspires imaginations and prepares students for enhanced career and educational opportunities within a changing global environment. The uniformity that comes with these guidelines strengthens our image and gives assurance to our credibility and efficiency as an organization.

Please review these guidelines and commit to following them so that we can maintain a unified visual identity for the College. This will help to position DCCC appropriately as a respected and successful educational institution in our region. For more on DCCC marketing, please visit the Marketing Toolbox on the College’s website at www.davidsonccc.edu/marketing-toolbox.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The DCCC Brand</td>
<td>3</td>
</tr>
<tr>
<td>The Logo</td>
<td>4</td>
</tr>
<tr>
<td>Logo and Taglines</td>
<td>6</td>
</tr>
<tr>
<td>Logo Colors and Backgrounds</td>
<td>7</td>
</tr>
<tr>
<td>The DCCC Seal and DCCC Sub-Logos</td>
<td>8</td>
</tr>
<tr>
<td>The Colors</td>
<td>9</td>
</tr>
<tr>
<td>The Look</td>
<td>10</td>
</tr>
<tr>
<td>The Fonts</td>
<td>11</td>
</tr>
<tr>
<td>Font Usage and Size</td>
<td>12</td>
</tr>
<tr>
<td>The Photo Style</td>
<td>13</td>
</tr>
<tr>
<td>Social Media Icons &amp; QR Codes</td>
<td>14</td>
</tr>
<tr>
<td>Custom Stationary</td>
<td>15</td>
</tr>
</tbody>
</table>
THE DCCC BRAND

BRAND ESSENCE

Our Dedication. Your Journey.

BRAND PROMISE

We inspire students to gain the necessary skills and confidence to discover their potential.

DEFINING ATTRIBUTES

- Student centered
- Responsive
- Quality programs
- High expectations
- Dedicated and caring

We embody honesty and integrity. We keep our promises.

We inspire students to gain confidence in their abilities and insight into their potential so they graduate with the realization that they can change their lives for the better.

We care about our students, each other and the communities we serve. We are committed to student success and to continual improvement.

We are a community that values the strength that comes from healthy relationships, partnerships and shared goals.

Our campus is beautiful, safe and inviting. We take pride in our friendly culture that’s like a family. People like being here and it shows!
THE LOGO

The primary Davidson County Community College logo is the heart of the College’s visual identity and is meant to represent our role in the region as an excellent institution in educating the workforce of the future. Improper use of the logo can diminish the value and misrepresent who we are. It is the responsibility of the user to ensure the logo is used properly and abides by these standards. By using the logo as intended, we can protect our brand and ensure a consistent message is being communicated at all times. This may seem trivial, but it is one of our most important public-facing emblems so it is important that it is used properly.

All materials should include the DCCC logo.

The logo is available for download in multiple formats in the Marketing Toolbox located on the College’s website.

THE PRIMARY DAVIDSON COUNTY COMMUNITY COLLEGE LOGO

• Should always be used when appropriate in favor of alternate versions.

• Should have space surrounding the logo so that it does not overlap text or photos, causing confusion as to what the logo may be.

• Should not be altered or embellished without approval from the Marketing Department.

• The logo can be reversed out against a white background. In some instances, it may be used against other backgrounds with permission from the Marketing Department. In these cases, the logo should be all white and the background should be simple and free from any other distracting elements or unnecessary effects.
• Should never be smaller than 1” x 7/16” for legibility.

• Should be kept in its original proportions and should not be stretched, distorted or rotated in any way.
LOGO AND TAGLINES

At all times, the “DCCC” letters should be used in conjunction with descriptor, “The College of Davidson and Davie Counties.” (There is a single exception. The letters can be used alone in video when to do otherwise would distract the viewer.)

The logo can also be used with or without the tagline “Our Dedication. Your Journey.”

An alternate option is to use the logo in conjunction with the location of the College’s campuses and/or the DCCC website. This text should be centered below the logo and the locations of the four campuses separated by bullet points.
LOGO COLORS AND BACKGROUNDS

The logo can be used in the following colors and is available in various formats in the Marketing Toolbox located on the College’s website.

DCCC Blue on White Background

White on DCCC Blue Background

Where there are color restraints:

Black on White Background

White on Black Background
THE DCCC SEAL

The DCCC Seal can be used in the following formats:

- White with Blue Border
- Blue with White Border

DCCC SUB-LOGOS

The following sub-logos can be used when appropriate:

- Athletics
- Alumni
- Foundation
- Storm Toward Success
- Mary E. Rittling Conference Center
THE COLORS

Davidson County Community College has a core set of corporate colors. These should be used on all branding materials when color is an option. The Marketing Department can help if you’re not sure how to incorporate more than one color. Ensuring the appropriate color tone is used will maintain the integrity of the College’s brand positioning while instilling pride in its appearance.

CORE PALETTE

**DCCC Blue**  
PMS 294  
CMYK: 96, 65, 19, 4  
RGB: 0, 93, 146

**Yellow**  
PMS 131  
CMYK: 8, 39, 100, 0  
RGB: 232, 163, 35

**Vivid Green**  
PMS 7765  
CMYK: 14, 4, 100, 16  
RGB: 194, 189, 25

**Soft Green**  
PMS 7765 at 55%  
CMYK: 16, 9, 53, 0  
RGB: 218, 213, 142

**Burnt Orange**  
PMS 470  
CMYK: 26, 75, 100, 18  
RGB: 163, 81, 36

SECONDARY PALETTE

**Gray**  
PMS 7531  
CMYK: 0, 10, 27, 50  
RGB: 148, 134, 113

**Dark Blue-Green**  
PMS 316  
CMYK: 100, 15, 26, 70  
RGB: 0, 66, 81

**Dark Blue**  
PMS 534  
CMYK: 95, 72, 9, 38  
RGB: 10, 57, 110

**Muted Blue**  
PMS 5415  
CMYK: 68, 43, 30, 4  
RGB: 93, 126, 149

**Red**  
PMS 484  
CMYK: 0, 95, 100, 29  
RGB: 181, 18, 27

TERTIARY PALETTE

**Orange**  
PMS 173  
CMYK: 0, 69, 100, 4  
RGB: 232, 109, 31

**Brown**  
PMS 732  
CMYK: 39, 74, 99, 48  
RGB: 100, 53, 16

**Lilac**  
PMS 7447  
CMYK: 60, 58, 0, 19  
RGB: 99, 97, 154

**Muted Green**  
PMS 5773  
CMYK: 9, 0, 43, 38  
RGB: 158, 163, 116

**Blue-Gray**  
PMS 5497  
CMYK: 17, 0, 9, 36  
RGB: 145, 165, 165
THE LOOK

The look of DCCC graphics includes color blocks and large photos separated by a white line to draw interest and allow for a variety of layouts within the same design style. A range of designed templates is available for your use in the Marketing Toolbox located on the College’s website. These templates can be customized with your text and photos if needed. By following this design pattern, we can create a consistent and recognizable look, which stirs interest in DCCC and becomes a talking point for others.

STANDARD COLOR BLOCK DESIGN
THE FONTS

Various fonts are used consistently on Davidson County Community College design pieces to represent our brand personality. Specific fonts are used in certain areas to create a consistent look across all pieces.

**PRIMARY FONT**

Helvetica Regular

**Helvetica Bold**

*If Helvetica is not available on your computer, please use this font as an alternate:*

Ariel Regular

**Ariel Bold**

**SECONDARY FONT**

Palatino Regular

**Palatino Bold**

*If Palatino is not available on your computer, please use this font as an alternate:*

Book Antiqua Regular

**Book Antiqua Bold**
HEADINGS

Headings should be in the Helvetica Bold (or Arial Bold) typeface at a large size, typically over 32pt (a line-height around 38pt). Also, headings are typically all-caps. This bold, larger style is used to draw attention to the piece while also continuing the consistent trend in communication.

Sub-headings

Sub-headings should be in the Helvetica Bold (or Arial Bold) typeface at a medium size, typically around 18pt (a line-height around 24pt). This font is to draw attention to an important message that may not be quite as important as the headline, but needs more attention than the body of text. The smaller size leads the eye from the top of the page to the sub-heading and then to the body copy.

Sans-Serif Body Copy

For short paragraphs of text, such as on fliers and rack cards, sans-serif body copy should be in the Helvetica (or Arial) typeface. It should not be smaller than 10pt (with a line-height of 13pt) and should not exceed 14pt (with a line-height of 18pt). This font is used so it can be read easily and also be visually appealing to the reader. It is important that body copy is proofread for grammar and spelling.

Serif Body Copy

For any documents with longer paragraphs of text, or in a more elegant style, serif body copy should be in the Palatino (or Book Antiqua) typeface. It should not be smaller than 10pt (with a line-height of 13pt) and should not exceed 14pt (with a line-height of 18pt). This font is used for longer paragraphs because it is easier for the eye to follow when there is a large amount of text. It is important that body copy is proofread for grammar and spelling.

A note on line-height: Line-height, or leading, should be relative to the size of the text and should allow for a sufficient amount of white space between the lines. If the line-height is too “tight,” and the lines are too close together, the text becomes more difficult to read. Suggested line-heights have been included above.
THE PHOTO STYLE

Professional photography should be used on any DCCC promotional materials when available. The Marketing Toolbox provides photos that can be used in the image gallery located on the College’s website. If you are unable to locate photos that apply to your subject matter, contact the Marketing Department to see if they can be of assistance.

When selecting photography for promotional use, consider:
- Including a diverse group of students, faculty or staff
- Featuring students or faculty in academic settings
- Featuring students engaging in campus life and student activities
- Including students wearing DCCC apparel; excluding students wearing other college/university apparel

Photos that are not already pre-approved by the Marketing Department should be submitted for review before using to promote the College to external audiences. As they say, “pictures are worth 1,000 words,” and it is important that all imagery aligns with our overall brand message. It is often the first thing that catches one’s attention making it a primary part of overall message delivery.

STRATEGIC PHOTOGRAPHY

Our philosophy in content and photos is “It’s not about us; it’s about you.” Therefore, we prefer student-centered visuals.

PHOTO FORMATTING

Photos should be used in their original proportions. Do not compress photos to fit into a specific space. If a smaller photo is needed, you can crop the photo or ask the Marketing Department for help.
SOCIAL MEDIA

The Marketing Toolbox includes social media icons for download located on the College’s website. These tools allow us to connect with a younger or more digitally connected audience, which are important targets for the College.

DCCC SOCIAL NETWORKING GUIDELINES

The Marketing Department oversees DCCC’s official presence and maintains an official presence on the following social media sites:

- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube

When linking to one of the College’s social media pages, please use the official icon, followed by the link to DCCC’s account. The icon should be no smaller than ½” in width.
CUSTOM STATIONARY

The Marketing Toolbox includes stationery that can be customized for download located on the College’s website. It is important when sending correspondences on behalf of the College that a professional image is presented.

SAMPLE LETTERHEAD

For less formal correspondence and flyers, use the header and footer located in the Marketing Toolbox on the College’s website.

SAMPLE HEADER GRAPHIC

SAMPLE FOOTER GRAPHIC