



# **Graphic Standards**

## **A guide to UCC's visual identity**

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The Graphic Standards is published by the Community Relations department at Umpqua Community College. Guidelines contained within reflect Board Policy 200. “The Community Relations Office is responsible for creating and maintaining a professional image for Umpqua Community College to the public”. For more information related to topics in this guide, contact the Marketing Coordinator.

# INTRODUCTION TO GRAPHIC STANDARDS

## WHAT ARE GRAPHIC STANDARDS AND WHY ARE THEY IMPORTANT?

Graphic standards provide tips, policies, and procedures for achieving a high-quality and consistent look in UCC's publications, advertising, and webpages. UCC's graphic standards are comprised of things like how to use the college logo, and the college's official fonts and colors.

The goal is to create an identifiable brand for UCC by defining and distilling the essence of the college to distinguish it from similar organizations. The brand is expressed visually and creates a clear, positive, and memorable image of the organization for our various audiences.

A successful brand is original, simple, short, and consistently applied over a span of many years. The consistent use of the college's logo, tagline and graphic standards enhance the image of the college in many ways:

- The application of well-defined graphic standards increases the overall quality of all marketing pieces
- A high-quality look supports the fact that UCC offers students a high-quality education
- A consistent visual identity is evidence that UCC is well-organized
- A consistent look allows marketing pieces from various departments to reinforce each other
- Use of the standards makes producing marketing materials easier, faster, and more cost-efficient

UCC's visual identity forms the foundation of the college's marketing efforts. Because of the clear advantages of a consistent and high-quality visual identity, the college requires adherence to these graphic standards by all college staff and all outside agencies creating college publications or using the college logo.

This guide has been developed to provide clear and specific information about UCC's mandatory standards for the college logo and stationery.

## COMMUNITY RELATIONS IS YOUR PARTNER

The Community Relations department is your partner in creating eye-catching materials that reflect the UCC brand and put UCC in the best possible light.

All promotional materials that are distributed or posted on campus or in the community need to go through a review process for clarity and accuracy by the Community Relations Department. The process can take up to two weeks, so please allow for enough time for the review to take place and for items to be printed either by Community Relations or by the department submitting the materials.

# GRAPHIC STANDARDS

## TAGLINE

The current college tagline “I am UCC” is a component of the college brand and it exists in the minds of community members as a representation of the school. This tagline and all concurrent college taglines created for UCC as a whole may not be changed or altered in design, colors or wording. Individual departments or programs may not create their own tagline. UCC’s Marketing Coordinator should be consulted if a department or program is building a marketing plan for a specific program or event. The Marketing Coordinator will advise on design, options and pricing for printed materials, web and social media opportunities. The Marketing Coordinator may also discuss paid advertising if the department budget allows.

## SOCIAL MEDIA

All graphic standards and guidelines set forth in this manual will also apply to social media and online usage. Having an established framework will help us build brand equity with our target audiences by reinforcing key messages and establishing a consistent voice to represent the college.

## WEB

The Community Relations Department recognizes that writing for the web requires a unique set of guidelines. With that in mind, we have provided a *UCC Web Content Guide* that explains some of the basic content issues (such as linking, paragraph formation and use of headings) and how UCC web editors can handle them on the web. Separately, the *UCC Web Editorial Style Guide* helps UCC web editors use standard style for hours, academic titles, and building names. Both of these guides can be downloaded from [www.umpqua.edu/web-services](http://www.umpqua.edu/web-services). If you would like to be able to edit the web content for your UCC department/program, please contact the Web Developer in Community Relations for training.

UCC’s Web Developer is also here to help departments and programs craft the exact message they need for their individual pages. Community Relations is your partner in creating content that engages readers and sets a lively tone.

## VIDEO

While short videos can be an excellent tool to support marketing efforts campus wide, there are key factors to keep in mind when considering if video content is appropriate to represent UCC:

- Is the content of the video appealing to current and future students
- Does the video appropriately represent the UCC brand
- Does the length of the video reflect the attention span of the audience
- Has everyone appearing in the video completed a *Photo Release & Consent to Record* form. These signed documents need to be submitted to Community Relations prior to video distribution

Posting videos on the UCC website requires additional web coding. Department web editors should consult with the Web Designer in Community Relations prior to posting videos on a web page.



Logo in Black



Logo in UCC Green



Logo in White

## UCC's Logo

The Umpqua Community College logo is a visual extension of the college identity.

As the trademark for the college, it is of utmost importance that the logo be used consistently when applied to any internal or external communication.

The college logo exists in the minds of community members as an iconic identity of the school.

The icon symbolically represents the campus as it sits above the Umpqua River for which the campus was named. The UCC logo is the official mark of the college and is used for college departments and programs.

UCC has one official logo (seen at left) that ensures a consistent and clear image representing the college in the community. The logo guidelines and graphic standards for the campus are the responsibility of Community Relations.

The UCC logo is acceptable to use in black, UCC green and white. Please use the option that produces the most contrast between a background color and the logo. Keep the logo in its original arrangement, and make sure the size does not compromise readability.

The following are incorrect treatments of the logo:



Rearranging and resizing logo components



Assigning different colors to the logo



Cropping the logo



Using a traced version of the logo



Using a heavily pixelated version of the logo



Rebuilding the logo



Applying an outline (stroke) to the logo



Distorting the logo



## Departmental Logo Treatments

Departments should follow the same standard logo treatment, where the department is listed below the UCC logo, and is typeset using Futura Book.

Futura Book

1234567890 !@£\$%^&\*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Departmental logo treatments also have a line (rule) above and below the departmental name, and are depicted UCC green, black or white.

## Riverhawk Logo Treatments

The new UCC Riverhawk logo was created in 2014, with the goal of capturing the essence of pride, strength and determination found in our student athletes. It also references the prior Riverhawk logo through the incorporation of the implied “R” and the bends of the river.

The Riverhawk title has been carefully modified from its original font in order to compensate for spacing between individual letter pairings. Please do not reset the type in a similar font. “Riverhawks” is one word when used outside of the logo treatment noted below.

The Riverhawk logo color palette is UCC green, black and white.



## UCC Color Palette



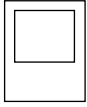
Green  
Pantone 350  
C79 M0 Y100 K75  
R22 G71 B34



Beige  
Pantone 458C  
C10 M10 Y73 K0  
R233 G214 B102

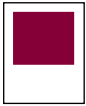


Black  
Pantone Black  
C0 M0 Y0 K100  
R35 G31 B32



White  
Pantone White  
C0 M0 Y0 K0  
R255 G255 B255

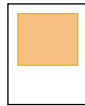
## Southern Oregon Wine Institute



Burgundy  
Pantone 209  
C0 M100 Y34 K53  
R134 G21 B57



Dark Gold  
Pantone 724  
C0 M51 Y100 K36  
R169 G103 B40



Light Tan  
Pantone 721  
C0 M24 Y52 K3  
R244 G193 B130

## UCC Foundation



Green  
Pantone 350  
C79 M0 Y100 K75  
R22 G71 B34



Gold  
65% of  
C0 M58 Y100 K10  
R233 G214 B102

## Oregon Musical Theatre Festival



Purple  
Pantone 268  
C82 M100 Y0 K12  
R79 G38 B131



Gold  
Pantone 124  
C0 M28 Y100 K6  
R238 G177 B17

## Small Business Development Center



Navy  
C79 M0 Y100 K75  
R43 G48 B94



Beige  
Pantone 458C  
C10 M10 Y73 K0  
R233 G214 B102

## UCC's Color Palette

Consistent use of UCC's colors help ensure that our messages are recognizable as official, credible and memorable.

The UCC color palette applies to all UCC entities except for the Southern Oregon Wine Institute, UCC Foundation, Oregon Musical Theatre Festival, and Small Business Development Center.

### TIP:

Choosing the appropriate color space is a necessary component to design. It is best to identify all the possible uses for the design prior to actual production, as each end product could use a different process for producing colors.

The **Pantone Matching System (PMS)** is a universally-recognized color palette that allows for consistent color application for designers and printers. It is used especially for jobs that require a "spot color", such as one-and two-color print jobs, or for imprints on mugs, pens, etc.

The **CMYK** color scheme is used in print applications where a full-color job will be printed using a conventional press, digital press, large format printer, or color copier.

The **RGB** color scheme is used in screen applications such as for web, PowerPoint and e-mail.

If you are producing your own design or artwork for production, talk to the printer to identify which color scheme to use. Using a different scheme could result in delays if the printer sends the design back for revision, extra costs if the printer corrects it on his/her end, or if left as-is, could lead to a noticeably different color than intended.



# Submitting Materials to Community Relations

Departments requesting design work, digital graphics, web submissions and printing should complete the *Design, Digital, Web and Print Work Request Form* for each project. A sample is provided at the end of this guide. The form can be found on the Community Relations page at [www.umpqua.edu/community-relations](http://www.umpqua.edu/community-relations). Please email the completed form to the Marketing Coordinator.

## Copyright

All materials created by someone else have an inherent copyright, unless it has a “Public Domain” or “Creative Commons” attribution. It is the responsibility of the department submitting the material to secure appropriate permission to use text, clip art, photography and video.

## Photo Releases

All submitted photos that include an identifiable student should have a signed *Photo Release & Consent to Record* form. Please submit a copy of the signed release to Community Relations with any photo submission.



Photo at 300 dots per inch (dpi)



Photo at 72 dots per inch (dpi) — screen resolution

## Photos for Print

Photos meant for print are set in the CMYK color space. Please set photos in the grayscale color space if they are to be used for black-and-white print jobs (such as for some newspaper ads).

Print photo resolution is 300 dots per inch (dpi). Submitted photos that are less than 300 dpi can result in fuzzy, pixelated images.

## Photos for Web

The web uses pixels as a unit of measurement for graphic images. That is the standard that will be used to describe image dimensions in this section. There are a number of different image types that will be defined below with their image dimensions:

- Banner – 960x144
- News Header – 700x200
- Staff Profile – 200x200
- In-Content Horizontal – 300x200
- In-Content Vertical – 200x300 (this can vary more)
- In-Content Square – 200x200

The typical format for web images is JPEG (RGB color space). When using Photoshop for image editing, it is best to use the “Save for Web” function to ensure that the file will be compatible with Web standards.

# Appendix: Forms

The following pages contain forms used to request materials and services through Community Relations. Electronic versions of these forms can be found on the Community Relations page of the website at:  
[www.umpqua.edu/community-relations](http://www.umpqua.edu/community-relations).

## Design, Digital, Web and Print Work Order

Department:

Contact

Date Requested:

Dated Needed in Department (please complete)

Attach text to be used in printed materials with this form: (date, time, place, description etc)

### **Artwork/Photos**

Do you have artwork or photos? Yes/No

*Please email all artwork/photos to [tena.lammers@umpqua.edu](mailto:tena.lammers@umpqua.edu).*

### **Promotional Materials** *Please list quantities of each item needed.*

Posters (12x18):

Flyers, full page (8.5x11):

Flyers, half page:

Rack Cards (4x9):

Postcards:

Banner (please note if you want vinyl or paper, size, and quantity):

### **Digital Files/Web/Social Media**

Electronic Flyers, half page to be distributed in an email

Community Relations will create graphics and distribute as requested for these marketing venues.

Please circle the ones you are requesting to be included in your event marketing.

Campus monitors (yes or no) YES

Hwy 99 reader board (yes or no) YES

UCC Web site (yes or no) YES

UCC Facebook (yes or no) YES

# Business Card Order Form

Complete the request below and forward to Community Relations. A proof will be sent to you by email. When you receive your proof be diligent in verifying the information is correct. Approval is necessary before your cards will be printed.

**FIRST, choose which order you wish to place:**

<input type="checkbox"/>	Single Order 500 Business Cards - ONE sided	\$25.00
<input type="checkbox"/>	Double Order 1000 Business Cards - ONE sided	\$45.00
<input type="checkbox"/>	Half Order 250 Business Cards - ONE sided	\$15.00
<input type="checkbox"/>	Micro Order 100 Business Cards - ONE sided	\$ 7.00
<input type="checkbox"/>	<b>Single2 Order 500 Business Cards - TWO sided</b>	<b>\$37.50</b>
<input type="checkbox"/>	Double2 Order 1000 Business Cards - TWO sided	\$67.50

**If you have a business card please print this form and attach a previous card. (Mark changes on it if there are any)**

**Name:** \_\_\_\_\_

**Dept.** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Email:** \_\_\_\_\_

\*Addl email: \_\_\_\_\_

**Office phone:** \_\_\_\_\_

**Cell Phone:** \_\_\_\_\_

**Fax number:** \_\_\_\_\_

**Budget Code:** *(Account Index and Budget)* \_\_\_\_\_

**NOTE:** if your office is on the MAIN campus, the UCC 1-800 number will be added to your card. The UCC Website will be listed on your card

**IF your office is not on the main campus please provide name of building, location and full address.**

\_\_\_\_\_

**REQUEST for non-traditional information added to your business card:** *(space is limited and there may be a chance not all requested information will fit on your card. We will do our best to accommodate your request.)*

\*Is there another phone number you would like listed on your card? \_\_\_\_\_

\*Do you have a special website you would like on your card? List it here: \_\_\_\_\_

**Thank you. Please contact me if you have any questions related to your business card order.**

*Joan Sifford*

Community Relations  
Umpqua Community College  
PH: 541.440.4628; FX: 541.440.7654

## Name Tag, Desk/Wall Plate ORDER FORM

Complete the request below and forward to Community Relations. UCC name tag/plates are gold with black lettering. The UCC logo is also in black.

**NAME TAGS:** The maximum number of characters includes spaces, commas, periods, etc. is limited by the engraving equipment. If you have any questions or concerns please contact our office to discuss your options.

**DESK/WALL PLATES:** Please write the exact words you would like on your name/wall plate. **Don't forget to choose holder style** by circling 'DESK' or 'WALL' holder!

Choose which order you wish to place:

- |                                                         |                                    |
|---------------------------------------------------------|------------------------------------|
| <input type="checkbox"/> Name Tag with magnetic backing | \$7.00                             |
| <input type="checkbox"/> Desk/Wall Name Plate           | \$7.00                             |
| <input type="checkbox"/> Metal Plate holder             | \$8.00                             |
| <b>Style (please circle one):</b>                       | 'DESK'                      'WALL' |

**LINE ONE: (up to 20 characters MAX for name tags)**

---

**LINE TWO: (up to 24 characters MAX for name tags)**

---

**LINE THREE: (up to 24 characters MAX) - (Third line not recommended for name tags)**

---

**PLEASE provide contact & billing information:**

**Dept.** \_\_\_\_\_

**Office phone:** \_\_\_\_\_

**Budget Code: (Account Index and Budget)** \_\_\_\_\_

**Thank you. Please contact me if you have any questions related to your order.**

*Joan Sifford*

Community Relations  
Umpqua Community College  
PH: 541.440.4628



*Serving Douglas County Since 1964*

Description/location: \_\_\_\_\_

### **Consent and Release to Photograph and/or Record**

I hereby authorize Umpqua Community College, its District, Board of Directors and its employees (UCC), or persons hired by UCC to photograph, record, tape, film, or electronically capture my name, likeness, image, voice, biographical and personal information, appearance and/or performance, and/or further to use and publish my writing(s) (collective work). I further grant UCC full permission to edit my writings and the original footage, data, voice or image as shall be deemed necessary; that the work and my name may be used, published and distributed without remuneration to me, for educational, instructional or promotional purposes in print or over open broadcast, cable, audio-visual, radio, closed-circuit exhibition, computer, or other medium for college purposes as deemed appropriate by UCC.

For these purposes, I waive and relinquish my personal rights, privacy rights and rights under the Family Education Rights, Privacy Act (FERPA) and student records law of the state of Oregon. I hereby waive all rights to any claim for royalties or other payments. Said work and all components thereof shall become the property of UCC and may be copyrighted in its own name or a name of its choosing.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: (please print) \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Phone: \_\_\_\_\_

Below to be completed by parent or legal guardian if under 18. I represent that I am the parent or legal guardian of the above-named minor and have authority to execute the release above. I hereby consent to the foregoing on behalf of the above-named minor.

Signature of Parent or Guardian: \_\_\_\_\_

Date: \_\_\_\_\_ Phone: \_\_\_\_\_

# Appendix: Design Tips

## Typography

### Recommended Type Families

#### Sans-serif font family: Myriad Pro

##### Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890 !@£\$%^&\*()-=+

##### Myriad Pro also includes:

*Light Condensed*  
*Light Condensed Italic*  
*Condensed*  
*Condensed Italic*  
**Semibold Condensed**  
*Semibold Condensed Italic*  
**Bold Condensed**  
*Bold Condensed Italic*  
**Black Condensed**  
*Black Condensed Italic*  
*Light SemiCondensed*  
*Light SemiCondensed Italic*  
*SemiCondensed*  
*SemiCondensed Italic*  
**SemiBold SemiCondensed**  
*SemiBold SemiCondensed Italic*  
**Bold SemiCondensed**  
*Bold SemiCondensed Italic*  
**Black SemiCondensed**  
*Black SemiCondensed Italic*  
*Light*  
*Light Italic*  
*Regular*  
*Italic*  
**Semibold**  
*Semibold Italic*  
**Bold**  
*Bold Italic*  
**Black**  
*Black Italic*  
*Light Semiextended*  
*Light Semiextended Italic*  
**Semibold Semiextended**  
*Semibold Semiextended Italic*  
**Bold Semiextended**  
*Bold Semiextended Italic*

Choosing an appropriate typeface depends largely on how the information will be viewed. For printed text, serif fonts tend to be more legible, because the pointed portions (serifs) of the type help tie the word together into a distinguishable visual group, and quickly move the eye in a horizontal direction across the page. Using sans-serif typefaces for headings and subheads help build contrast by creating a bolder texture in the headline text.

For web and e-mail use, a sans serif font is recommended as they are more readable on a 72 dpi screen.

**Use established typefaces for most text, as the typeface has been carefully crafted to read well in all letter combinations.** “Free” fonts tend to have poor spacing in between letters, which distracts the reader and slows readability. The use of a common established typeface also decreases the chance of a font substitution when a document is transferred from one program, device or platform to another.

Avoid using more than two type families in a document, or using fonts that are too similar to each other. Excessive font changes or small stylistic differences in fonts cause distractions for the reader, and decreases readability.

If a well-established font family is chosen, a range of font weights should be available for use as heads, subheads, captions, and body copy, and will help give the design a more professional appearance. Community Relations uses Myriad Pro and Minion Pro for the majority of printed material. If these fonts are available on your system, you can use these in your external communications and further help the college maintain a consistent identity.

#### Serif font family: Minion Pro

##### Medium

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890 !@£\$%^&\*()-=+

##### Minion Pro also includes:

**Bold Condensed**  
*Bold Condensed Italic*  
*Regular*  
*Italic*  
*Medium Italic*  
**Semibold**  
*Semibold Italic*  
**Bold**  
*Bold Italic*

#### Alternate Sans-serif font family:

##### Futura (found in prior designs)

##### Futura Book

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890 !@£\$%^&\*()-=+

## Color and Type

Successful design is based on the cumulative effect of many seemingly minor design choices. One of the critical criteria a designer should ask him/herself is whether the design itself makes it more difficult for a viewer to easily read and understand the intended message.

Oftentimes the adage “less is more” applies to design and readability. Use decorative fonts sparingly, and avoid using them on important information. Prioritize your message by using larger font sizes to emphasize key information, and smaller font sizes to deemphasize information. Be careful of using bright colors, where the color could compete or overwhelm the message, and use bright colors sparingly on items of lesser importance.

### TIP:

Make sure your message can easily be read by viewers who might have challenges reading low-contrast type.

Sample

This type is UCC green overlaid on a 20% screen of the UCC beige, and is easily legible. There is a high contrast between the green type and the light beige background.

Sample

This type is UCC green overlaid on a 100% screen of the UCC beige, is a little harder to read due to less contrast. Use with care.

Sample

This type is white overlaid on a 100% screen of the UCC beige, is hard to read due to low contrast. Readers with vision difficulties might not see the message.

Sample

This type is white overlaid on a UCC green, and has high contrast.

Sample Sample  
ample Sample Sa  
mple Sample Sam

Take care not to place type too close together, where the background color gets broken up into pieces, decreasing legibility.

Sample

This type is UCC green overlaid on black, and is not legible due to very low contrast.

Sample

Legibility is severely compromised when type that is set over an image with a lot of detail or high color contrast.