This guide reflects a refresh of the Virginia's Community Colleges logo and identity. All logos have been altered and some versions removed. All existing logo files should be replaced with the new ones labeled with the "_2020" extension.
### Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Language</td>
<td>4</td>
</tr>
<tr>
<td>Logos</td>
<td>10</td>
</tr>
<tr>
<td>Department &amp; Program Logo Bars</td>
<td>19</td>
</tr>
<tr>
<td>Color Palette</td>
<td>23</td>
</tr>
<tr>
<td>Typography</td>
<td>25</td>
</tr>
<tr>
<td>Graphics &amp; Photography</td>
<td>29</td>
</tr>
<tr>
<td>Collateral Materials</td>
<td>33</td>
</tr>
</tbody>
</table>
Brand Language

This is the spoken and written words you use to describe who you are as an organization. Brand language plays a pivotal role in how you are perceived by your audiences. Consistency in language ensures the right messages are being disseminated and received.
Our brand

A brand is a person’s perception of a product, service, experience, or organization.

Virginia’s Community Colleges

Be smarter.

Avoiding unnecessary student debt is smart. Gaining the skills needed for emerging, high-demand careers is smart. Community colleges offer benefits to students that are unique among higher education providers. Community colleges are flexible, affordable and the smartest next step in a student’s journey.
Our personality

Brand personality is a set of human characteristics that are attributed to a brand name. A brand personality is something to which the consumer can relate.

Relatable, flexible, efficient

Students make their dreams happen here. We understand our students at the deepest level, because we have a shared experience. Our roots are in our communities. We provide individualized attention to a financially savvy, diverse student body looking for a higher education option that fits both the daily demands and aspirations of their lives.
Our values
Your core brand values are the beliefs that you, as an organization, stand for. They serve as the compass that guides your brand story, actions, behaviors, and decision-making process.

Community, education, equity, betterment

Through empathy and a shared passion for learning, we're fostering an environment that enhances students' lives through personal growth and opens the door to a lifetime of increased opportunity.

**Community**: Community is in our DNA, it’s integrally part of who we are. We are your neighbors and we understand and feel triumphs and hardships with you.

**Education**: Through academics and workforce training, our educational programs open doors for future opportunities, without an abundance of debt.

**Equity**: The fabric of our student, faculty and staff is representative of all races, ages, religions, sexual orientations and cultures—and we seek to uplift and serve every individual so they can achieve success.

**Betterment**: We’re a forward-thinking collective. Our outcomes enrich students’ lives, expand their knowledge and ensure a more stable future.
Our voice
Brand voice is the way you talk to your customers and defined your style of communication.
Your brand voice is directed to your target audience(s) and feels true to your brand values.

Conversational, empathetic, understanding
We engage in personal dialog and create a safe space for diverse, inclusive and equitable conversations, a key to building authentic connections and creating a successful space for learning. Our job is to relate to our students, faculty and staff to nurture relationships and establish trustworthiness and authority in higher education.
Our brand name

Virginia's Community Colleges

In most cases, the external-facing brand name, Virginia's Community Colleges should be used. Make sure “Virginia’s” has an apostrophe and “Colleges” is plural. For the general public, refrain from introducing the word “System.”

When speaking to a legislative audience, or in any official capacity as a state agency, Virginia Community College System is acceptable. The VCCS acronym should not be used as a first reference in an external communication.
Logos
The Virginia's Community College logo is composed of the mark and the name. The name should never be used without the mark.
Primary Logo: Horizontal

This logo should be used in all instances a logo is needed and should be considered the primary Virginia's Community Colleges logo. The color logo should also be used as a first choice in all applications unless color is not available or the logo needs to appear on a dark background. Refer to page 17 for Logo Background instructions.
Alternate Logo: Square

This logo can be used if the primary logo cannot for sizing or spacing reasons (see page 15). Refer to page 17 for Logo Background instructions.
Logo Do Nots

No: Incorrect placement of elements

No: Changing fonts

No: Changing size of elements or squishing the logo

No: Changing colors of any logo elements

It is important to not modify the logo beyond provided logo files in order to maintain brand consistency across the wide range of communications and programs that Virginia’s Community Colleges manages. Above are only some examples of things to avoid.

*Quick Reference*
The flame icon should never be filled in. This is a common error used throughout our existing identity.
When to Use Which Logo Lockup

The primary, color logo (horizontal) should be used in almost all instances. It can be used on collateral materials, signage, websites, merchandise, name tags, PowerPoint presentations, etc.

The secondary (Square) logo exists for rare instances where the logo will read better in a square or circular format.

*Quick Reference*
See how, especially at smaller sizes, the Square logo is more legible in a square shape.

Use the mark alone only when the logo must appear at an extremely small (under 1”) size, like social media icons and website favicons.
Only use the black or white Logo in these instances:

Example: Logo appears on a medium blue background or maroon background

Example: Logo appears on a fax sheet (faxes only print in 100% black)

Example: Logo is embossed

Use the full color logo in all instances, except when the logo must be placed on a medium- or dark-colored background, faxing documents, or when requested by a vendor for uses such as embossing, debossing, or foil stamping.
VIRGINIA’S COMMUNITY COLLEGES IDENTITY STANDARDS

How to Use on Backgrounds

**Do:**
Use simple imagery with enough clear space so the logo is most readable.

**Do Not:**
Use on photos with lots of elements or colors that are too light/dark for readability.

Use backgrounds that will allow all the colors to be seen with enough contrast. Use photography that will allow enough clear space that the logo can sit in and colors that allow for enough contrast between logo and background.
Minimum Size & Clear Space

Minimum Size

Clear Space is equal to height of the “C” in logo

*Quick Reference*
When used with photography, clear space allows the logo to sit in the foreground of the picture.

It is important to not use the logo below a certain size because the “Community College” text will not be readable. If you must use something smaller, consider using only the mark or changing the design to allow for a larger logo. Clear space allows the logo to not be interfered with from other elements around it.
Departments & Programs

“Logo bars” were created to use when 1) an internal VCCS department that wants to be identified by name, and 2) an external program that wants to use the VCCS name and the VCCS logo can not appear.
Internal Department Logo Bar

The Department Logo Bar is a graphic element that can be used to consistently tie internal departments to the Virginia’s Community Colleges identity. All logo guidelines should be followed for the Primary Logo when using this logo.
The "Powered by Logo Bar" is a graphic element that can be used to consistently tie a VCCS program to the Virginia's Community Colleges identity without having to use the full VCCS logo. All logo guidelines should be followed for the Primary Logo when using this logo.
Logo Bar Do Nots

- Do not change bar placement
- Do not change bar color
- Do not change bar size
- Do not change the font
- Do not change text color
- Do not change bar spacing
Color Palette
Blue, Maroon, and Cool Gray are the primary colors of the Virginia's Community Colleges identity. They are as much an identifier of the program as the logo. Blue and Maroon should always be the primary colors used, however we have developed a secondary palette should supplementary colors be needed. Never use only secondary colors on a designed piece.
Typography
Logo & Identity Typography

<table>
<thead>
<tr>
<th>Rotis Serif</th>
<th>Rotis Sans Serif Light</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotis Serif Italic</td>
<td>Rotis Sans Serif Light Italic</td>
</tr>
<tr>
<td>Rotis Serif Bold</td>
<td>Rotis Sans Serif</td>
</tr>
<tr>
<td></td>
<td>Rotis Sans Italic</td>
</tr>
<tr>
<td></td>
<td>Rotis Sans Serif Bold</td>
</tr>
<tr>
<td></td>
<td>Rotis Sans Serif Extra Bold</td>
</tr>
</tbody>
</table>
Web Typography

Roboto Slab Regular

Roboto Slab Bold


The www.vccs.edu website uses Roboto Slab font, available from Google Fonts at https://fonts.google.com/specimen/Roboto+Slab. This font is used for headlines, callouts, and body text on the website.
Typography Styles

1. Using Different Font Weights (Regular, Medium, Bold, etc)
   In multiple lines of text, use one line in bold and another in Regular Weights. This helps create a consistent look in VCCS communication typography.

2. Using Different Colors
   In headlines, highlight an important word or words by changing it’s color to Maroon. This helps create a consistent look in VCCS communication typography.

*Quick Reference*
While you do not always need to use these typographic styles, they do help create a consistent look across departments.

Our Mission Statement
We give everyone the opportunity to learn and develop the right skills so lives and communities are strengthened.

In order to create a consistent typographic look, use “typographic emphasis” to promote important words within content using two methods: color and weight. Both of these are described using examples above. The goal is to create emphasis for the casual observer to pick up the message clearly as well as creating and maintaining a distinct typographic identity.
Graphics & Photography
Color Bar Graphic Element

Using a blue or maroon color bar in your design can help create consistency in the VCCS identity. You’ll see in the examples below, color bars can be used for headers, page anchors, page footers, pull quote holders, or to set off important information.
When possible, use photography of actual VCCS students, educators, and employees. Using a professional photographer for these images will ensure high quality lighting, cropping, and resolution. If you must use stock photography, choose images that reflect the kind of student your audience is. Images should be natural, diverse, inclusive. Stay away from overly staged and posed imagery.
Duotone Photography Usage

A unique photographic style is part of VCCS’ new identity. While it’s not required, usage of this duotoned imagery will convey a more recognized brand across the various departments and communications materials. Below are some examples.
Collateral Materials
All official correspondence should use official VCCS stationery.
There is a VCCS archive to obtain stationery templates.
Building Signage

There is a VCCS archive to obtain signage templates.
Email Signatures

Main VCCS

Full Name in Arial Bold
Title in Arial Bold
Virginia's Community Colleges
(Possible Department Name)
300 Arboretum Place, Suite 200
Phone: 000-000-0000

Branded Program of VCCS

Full Name in Arial Bold
Title in Arial Bold
Virginia's Community Colleges
(Possible Department Name)
300 Arboretum Place, Suite 200
Phone: 000-000-0000

Email signatures should be consistent across all VCCS employees. Above is the look of the email footer.
Which File Should I Use?

Print:
EPS files are the most versatile file format available. **These files can be used for any print applications such as banners, cups, signs, pens, apparel, and any professionally printed material, such as a brochure or business card.**

Explanation of files in the Print folder:
"black_2020.eps": An all black version for limited applications, such as a fax, a stamp, or embroidery.
"CMYK_2020.eps": A version in CMYK colors (4-color process).
"white_2020.eps": Knock-out version for limited applications, where the logo has to reverse out of a dark color.

*To find out whether you should use the Pantone or the 4-color CMYK logo, please consult with your printer on a specific publication.*

Digital:
PNG files are created specifically for screen and support transparency, which means that these files may be placed over an image or a color showing through. **These files should be used for web, PowerPoint®, e-Signatures, and any other application that creates materials for screen viewing. These files should never be sent to a printer or a t-shirt maker.**

Explanation of files in Digital folder:
"RGB_2020.png" (large and small): Preferred version of the full logo.
"white_2020.png" (large and small): An all-white version; best when used on items with dark backgrounds.
This document was prepared by Karnes Coffey Design in August 2020. If you have any questions about this guide, please contact the Office of Strategic Communications at Virginia's Community Colleges.