# BRAND STANDARDS & STYLE GUIDELINES

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# INTRODUCTION

The Highland Community College (HCC) brand is one of our most valuable assets and defines who we are and what we do. The style guide helps ensure all professionals representing the college are working together to communicate our message in a unified voice and image. Our logos, colors, typography, and voice used to describe the college help maintain our identity. As relevant situations arise, updates to these guidelines will be distributed. This manual has been issued for your convenience as an authoritative guide for any document or other communication that comes from or on behalf of HCC and the guidelines within it must be adhered to.

The Marketing Department's mission is to create and lead a comprehensive communications and integrated marketing program that emphasizes the college's unique brand and enhances its visibility.

As relevant situations arise, updates to these guidelines will be distributed. Any question about specifications and its contents should be directed to Jade Rich, Marketing & Creative Services Manager, at (785) 442-6090 or jrich@highlandcc.edu.

# STYLE GUIDE

## What is a style guide?

A style guide establishes standards for the writing, formatting, and designing of documents associated with the College. A well-developed style guide is essential for a brand's identity. It acts to improve communication by ensuring consistency across multiple design and writing platforms. This brand style guide outlines Highland Community College's design standards for professionals representing the College. It includes guidelines for the applications and variations of our logos, color palettes, and typography (font families, sizes and line-height/spacing).

## Why is a style guide important?

The purpose of providing a style guide is to make sure professionals representing the College are able to work together to develop content in a clear and cohesive way that reinforces our brand awareness. The following brand standards ensure brand consistency with everything from design to writing, this cohesion helps establish a strong brand identity.

# Highland Community College's
# HISTORY

Highland Community College began as Highland University in 1858, making it the first college in Kansas. After eight name changes, the College has now provided higher education opportunities to the people of Northeast Kansas for more than 160 years. The College has traditionally prepared students to continue their studies at baccalaureate institutions. Studies conducted at the Regents universities in Kansas show that students who begin their college careers at HCC and then transfer do as well or better academically compared to students who transfer to those universities and those who start there.

Approximately 3,000 students are enrolled on the main campus, online, or at our five regional locations in our nine-county service area. Highland Community College offers associate degrees in 50 concentration areas and has 15 programs that are technical education degrees. The main campus is located in a small, rural Northeast Kansas community surrounded by agricultural land.

The history and mission of the College can best be described as providing opportunities for higher education that citizens in the region would not have had otherwise. Whether as a conduit to a four-year degree, for professional enhancement, or personal development, the College has provided affordable access to higher education in Northeast Kansas.

The College is governed by a six-member Board of Trustees elected from Doniphan County and is coordinated by the Kansas Board of Regents.

# THE BRAND

Our brand is what our audiences think, how they feel, and how they respond when they see or hear the name Highland Community College. As Highland Community College staff, faculty, and students, we have the opportunity and responsibility to shape perceptions of Highland Community College by the consistency and clarity of our branding.

## *What our brand means to our audiences:*

As staff, faculty, students, alumnus, supporters, and donors, we want our community to have a sense of pride that the College provides a solid foundation for long-term success. We want you to feel connected to something larger than yourself. As a citizen of Northeast Kansas, we want you to know that Highland Community College is the best reflection and is open to opportunity.

## College Mission Statement

Highland Community College, the first college in Kansas, provides lifelong learning opportunities and contributes to the economic development to enhance the quality of life in the communities we serve.

## College Visual Statement

Highland Community College is recognized as the college of choice in Northeast Kansas.

# Key Messaging

To be truly effective, any messaging from Highland Community College must give the recipient a "reason why" they should attend or associate with the College. When producing any piece of communication on the behalf of Highland Community College, be sure to include any or all following points to give support to the document. The use of these benefits can assist in providing incentives and increasing interest, as well as promoting a positive feeling about HCC, its people, and its programs.

## *Wide Range of Courses:*

From academic prerequisites to business training and community education programs, HCC offers something for everyone.

## *Convenient Locations:*

Highland main campus, online and regional sites in Baileyville (Western), Perry, Wamego, and a Technical Center in Atchison.

## *Affordable:*

Due to our size and resources, we're able to offer education at much lower costs than bigger colleges and universities, while still retaining high standards and national accreditation.

# Tone Words

These words should inspire the language and tone in all communication methods - use these words as a guide.

➡ Affordable.

➡ Transferrable.

➡ Convenient.

# LOGOS

Highland Community College's logos reflect the reputation and visual brand of the College. Therefore, it is critical that those elements representing the institution are presented correctly and with integrity. Highland Community College has four official marks: the primary logo, the horizontal logo, the 'H' mark, and the crest. The College also has specialty logos that include unit logos and athletics logos that can be used when appropriate. Downloadable logos can be found on the intranet.

## *Do:*

- Ensure proper usage by preserving the logo and not altering it.

- Always use files created by the Marketing Department.

- Always ask if you don't have the correct file.

## *Don't:*

- Don't design a logo yourself. If you need files, reach out to the Marketing Department.

- Don't manipulate any logo in any way. This includes stretching, squeezing, skewing, tilting, or otherwise distorting proportions or adjusting the layout or design.

- Don't add anything (words, colors, images) to any logo.

- Don't add drop shadow or stroke to any logo.

- Don't use a low-resolution (pixelated) version of the logo. If you need high-resolution files, reach out to the Marketing Department.

*Yes*

*No*
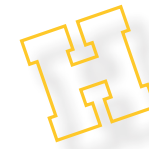
# Primary Logo

## *The H:*

The 'H' is the primary identification of the College and it should appear on all Highland Community College publications.

*Minimum Logo Size:*

0.75 in.

## Minimum Logo Size:

The required minimum size to ensure legibility is 0.75".

## Maximum Logo Size:

There is no maximum size for the HCC primary logo usage. However, attention needs to be paid to the integrity of the logo as distortion and image quality can often become a factor in larger-format processes.

# Primary Word Mark

## *Horizontal:*

The horizontal version of the wordmark is considered to be the primary wordmark of the institution. In case the horizontal wordmark doesn't work due to space or design considerations. The stacked wordmark is the secondary option. The horizontal logo can only appear in navy and white.

*Minimum Logo Size:*

0.75 in.

## Minimum Logo Size:

The required minimum size to ensure legibility is 0.75".

## Maximum Logo Size:

There is no maximum size for the HCC horizontal logo usage. However, attention needs to be paid to the integrity of the logo as distortion and image quality can often become a factor in larger-format processes.

# Stacked Logo:

The standard stacked logo should be used when space is limited. The stacked logo should only appear in navy and white. Any other color formats must be approved by the Marketing Department prior to usage.



*Minimum Logo Size:*



0.75 in.

## Minimum Logo Size:

The required minimum size to ensure legibility is 0.75".

## Maximum Logo Size:

There is no maximum size for the HCC stacked logo usage. However, attention needs to be paid to the integrity of the logo as distortion and image quality can often become a factor in larger-format processes.

# College Crests:

The Highland Community College Crest and the Highland Community College President's Crest are used under the direction of the HCC President. Any use of these crests must be approved by the Marketing Department.

*Gold:*



*B&W:*

# Specialty Logos

## Unit Logos:

Individual college units and departments may use the Highland stacked logo with the name of the unit/ department either underneath or to the right of the Highland stacked logo. The name of the unit/department should be in Gotham. Certain units/departments have specialized logos that have been approved by the Marketing Department (HCC Foundation, HCC Precision Agriculture Program, etc.).

*Stacked Unit Logos:*



*HCC Foundation Logo:*



## One-Color Logos:

You may be limited to a one-color print on merchandise. One-color logos should only be produced in our Highland navy or white on merchandise: Highland navy on a white, gray, or clear background. White on a gray or navy background.

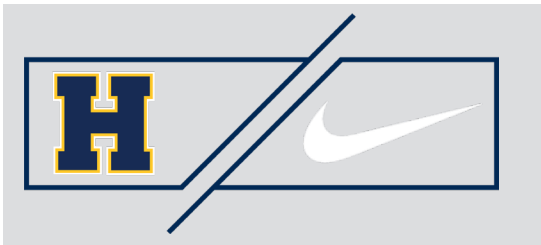# Athletic Logos

## *Scottie Dog:*



*Minimum Logo Size:*



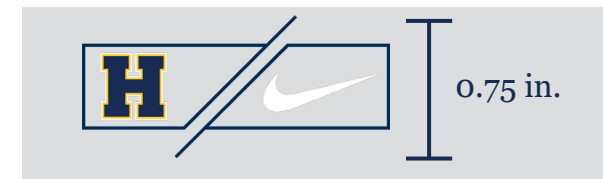0.75 in.

## *Scottie Dog Icon:*



*Minimum Logo Size:*



0.75 in.

## *Highland & Nike Logo:*



*Minimum Logo Size:*



0.75 in.

# TYPOGRAPHY

When used effectively, typography demands attention, elicits emotion, and helps our brand's overall voice.

## Primary Typeface

➡ Arial

Arial is the primary typeface for the HCC brand. It is easy to read at small and large sizes. The primary font weight should be Arial-Regular. Heavier weights may be used occasionally to emphasize. When used as display text, right, center or left alignment is acceptable. When being used as a body copy, it is recommended that text should always be left-aligned. If you do not have Arial, Open Sans can serve as a good alternative.

## Secondary Typeface

➡ Gotham
➡ Georgia

Gotham and Georgia are secondary typefaces chosen to support and complement the primary typeface. If you do not have Gotham, Anton is a good alternative. If you do not have Georgia, Libre Baskerville is a good alternative.

### Arial - 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
1234567890

### 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
1234567890

### Georgia - 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 1234567890

### *Note:*

All typography must be legible and readable. Fonts recommended are available free of charge. Highland Community College does not have licensed fonts.

# Specialty Typefaces

Specialty fonts may be used to set a tone. Below are some options of specialty fonts that we recommend, you may choose your own. These fonts are available for download on the intranet.

**Impact - Regular**

Futura - Condensed Medium

HOMESTEAD - DISPLAY

Lemon Tuesday - Regular

# Editorial Style

The Associated Press Stylebook (apstylebook.com) is the College's primary style guide because much of our writing is intended for external readers — prospective students and their parents, donors and prospective donors, news contacts, and the general public.

# HEADLINE - Gotham - 32 point size

Subheadings, Georgia, 18 point size recommended

Body - Arial - 12 point size recommended

# COLOR PALETTE

## Primary Colors

Color is as significant to a graphic identity as image, symbols, and marks. The official colors of Highland Community College are navy and gold.

**NAVY**

PMS: 295 C
RGB: 0, 40, 85
CMYK: 100, 88, 37, 35
WEB: #002855

**GOLD**

PMS: 123 C
RGB: 255, 199, 44
CMYK: 0, 22, 92, 0
WEB: #FFC72C

**WHITE**

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
WEB: #FFFFFF

## Secondary Colors: Neutrals

A secondary palette has been developed to respect and complement the navy and gold while adding additional levels of brightness or darkness to the palette or serving as the background of a design. Black should only be used for text or in rare cases.

**BLACK**

RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
WEB: #000000

**CHARCOAL**

RGB: 84, 84, 84
CMYK: 0, 0, 0, 67
WEB: #545454

**SMOKE**

RGB: 166, 166, 166
CMYK: 0, 0, 0, 36
WEB: #A6A6A6

**GREY**

RGB: 217, 217, 217
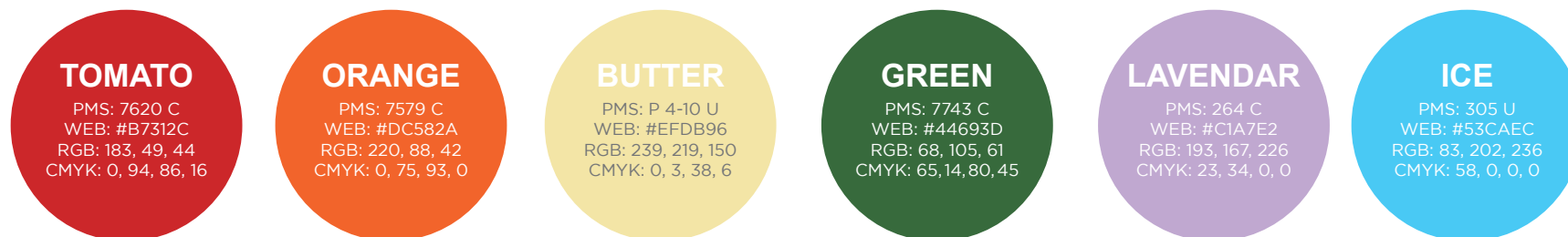CMYK: 0, 0, 0, 15
WEB: #D9D9D9

**SAND**

PMS: 4246 C
RGB: 205, 196, 170
CMYK: 15, 16, 27, 0
WEB: #CDC4AA

**CLOUD**

PMS: 642 C
RGB: 209, 221, 230
CMYK: 15, 4, 0, 0
WEB: #D1DDE6

# Accent Colors

The colors in our accent color palette were chosen to complement our primary palette. These colors work well as accents or backgrounds behind typography or graphics but should never replace the primary color palette as the main colors of a design.

**TOMATO**
PMS: 7620 C
WEB: #B7312C
RGB: 183, 49, 44
CMYK: 0, 94, 86, 16

**ORANGE**
PMS: 7579 C
WEB: #DC582A
RGB: 220, 88, 42
CMYK: 0, 75, 93, 0

**BUTTER**
PMS: P 4-10 U
WEB: #EFDB96
RGB: 239, 219, 150
CMYK: 0, 3, 38, 6

**GREEN**
PMS: 7743 C
WEB: #44693D
RGB: 68, 105, 61
CMYK: 65, 14, 80, 45

**LAVENDAR**
PMS: 264 C
WEB: #C1A7E2
RGB: 193, 167, 226
CMYK: 23, 34, 0, 0

**ICE**
PMS: 305 U
WEB: #53CAEC
RGB: 83, 202, 236
CMYK: 58, 0, 0, 0

*Note:* While these accent colors are recommended, not mandated, we strongly encourage you to use them.

# Color Palette Ratio

When creating something, always remember the 50-40-10 ratio. This ratio is essential to our brand. Be sure that 60 percent of your design incorporates our primary colors (navy or gold), 30 percent can secondary/neutral color and you may add up to 10 percent of accent color to show emphasis.

*Example:*

**PRIMARY** *50%*

**SECONDARY** *40%*

**ACCENT** *10%*
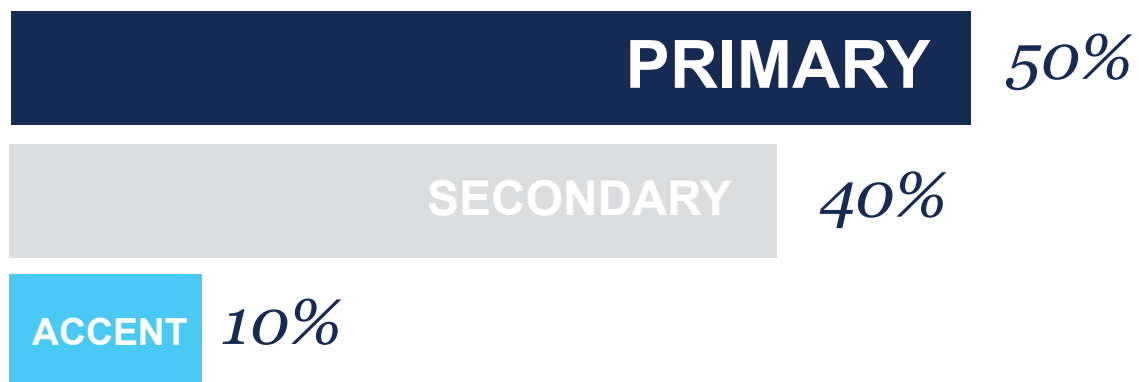
# ELEMENTS

## Arrows:

The arrow can be used to bring attention to an item or as a general design element in a graphic. Use this element to draw the audience's attention to the information. The arrow element is available in navy and gold.

## Square Bullet Point:

The square element can be used in any primary or neutral color. The square element is used to emphasize bulleted information.

## Text Highlight:

Use a primary or neutral color to show emphasis and draw extra attention to text by using a block of color under the type.

## Arrow Tab:

The arrow tab is used under an HCC logo. The tab must go in the top right or left corner of a graphic. The arrow tab must only appear in primary and neutral colors.

## Arrow Lines:

# SOCIAL MEDIA

All new sites and social media accounts associated with Highland Community College must be reviewed by the Highland Community College Marketing Department. Incomplete social media profiles misrepresent your department and the College. Social media is one of the many communication methods used by Highland Community College to share information, engage with our audiences, create a sense of community, and recruit future students.

## *Managing a social media account:*

All social media accounts affiliated with the College must have a specific employee responsible to monitor and post content regularly. The name and contact information of this employee must be provided to the Marketing Department.

Please be aware that when creating or obtaining an account that represents a Highland Community College department, this account is the property of the College. You will be required to provide login information and/or share administrative privileges with the Marketing Department.

Social media accounts that go 30 days or more with no activity will be considered dormant. If you are contacted by the Marketing Department about your dormant account, you have 30 days to utilize the account again. If the account is not utilized after those 30 days, it will be recommended for deletion.

## *When creating a social media account, ask yourself:*

- Who will be responsible for maintaining and monitoring your social presence? Does this employee have time to do so?

- What will you share? Will there always be newsworthy content to be shared to upkeep your social presence?

- Does your social media account have a profile image, header photo, and biography that abide by HCC's brand standards and style guidelines?

- Are the photos & logos that you are using consistent with HCC's brand standards and style guidelines?

## *Things to remember:*

- We encourage you to use a branded social media profile photo and header.

- When creating anything we recommend:
    - Templates provided by the Marketing Department
    - Adobe Suite (InDesign, Photoshop, etc.)
    - Canva

- Recommended hashtag: #ScottieNation

- You are expected to adhere to the same standards and conduct online as anywhere else in the workplace.
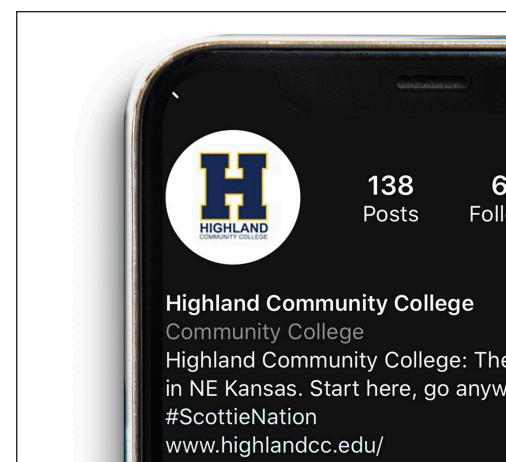
*Social media profile pictures should be the **navy stacked version of your unit/department logo**. If you are unsure what your logo is or do not have one, reach out to the Marketing Department for specifics.*

➡ #ScottieNation

# SOCIAL MEDIA GUIDELINES

## Why?

- Maintain brand identity across all channels.

- Prevent security breaches.

- Encourage HCC employees to amplify HCC's brand.

## Official Accounts

- Highland Community College is the sole owner of all social media accounts. Any account associated with the College is property of the College.

- Accounts shall bear a profile picture designated by the Highland Marketing Department. This is to ensure the public official Highland accounts verses fan accounts.

- All Highland account passwords shall be shared with Marketing in case of employee turnover, security breach, etc.

## Legal

- Highland's goal is to protect itself including employees of the College. However, you may be legally responsible for the content you post, so respect the brands, trademarks, and copyrights of the College and other brands.

# SOCIAL MEDIA GUIDELINES

## *Inclusivity*

- It's important that everyone remembers to promote inclusivity on and off social media. Showing the public we care about inclusivity shows them we care.

- Suggestions include:
  - Do not use a gender, racial, experience, or ability emoji, text, etc. (i.e., use pronouns such as they, them, theirs, etc.)
  - Be thoughtful about representation.

## *Don't:*

- Don't engage with competitors, negative comments, or legal matters in an inappropriate way that relates to the College.

- Don't express your opinions about any matter that could seem as if you are speaking on behalf of the College. It's okay to express opinions, just be clear that they are your own personal opinions.

## *Do:*

- Do include Highland as your employer - we encourage it!

- Do share Highland posts to promote the College.