



CLOUD COUNTY **Community College**

BRANDING **STANDARDS**

In order to maintain a consistent brand, the CCCC Marketing Department has created this Branding Standards manual to outline approved fonts, colors and logos and their approved uses.

All logos and symbols are the property of Cloud County Community College and may not be reproduced, modified or altered without permission from Cloud County Community College.



Thor



Thor Head Only



**CLOUD COUNTY
Community College**

Horizontal Logo with Thor



**CLOUD COUNTY
Community College**

Horizontal Logo with Thor Head

Modification or alternation of any logos or symbols is **PROHIBITED** without the approval of CCCC's Marketing Department.

APPROVED VARIATIONS



CLOUD COUNTY
Community College

Horizontal Logo with Thor - Yellow Letters



CLOUD COUNTY
Community College

Horizontal Logo with Thor Head - Yellow Letters



Thor & Cloud
County Sticker

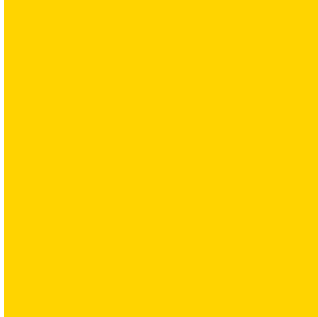


Thor
Black & White

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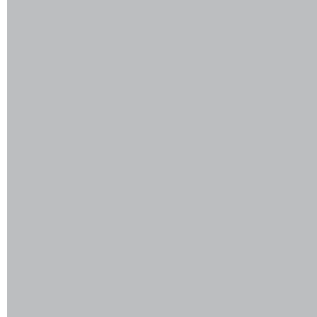
OFFICIAL COLORS

CLOUD COUNTY YELLOW



Pantone 116C
C-0, M-15, Y-100, K-0
R-255, G-217, B-0
Hex #FFD900

CLOUD COUNTY GRAY



Pantone 400C
C-0, M-0, Y-0, K-30
R-179, G-179, B-179
Hex #B3B3B3

CLOUD COUNTY BLACK



C-50, M-50, Y-20, K-100
R-0, G-0, B-0
Hex #000000

OFFICIAL FONTS

LOGO FONTS

These fonts are shown as representation only. Do not attempt to recreate the official logo. Use the official logo file from the Marketing Department.

Myriad Pro Bold

CLOUD COUNTY
Community College

FONT SUGGESTIONS FOR TEXT USED ALONGSIDE OFFICIAL LOGOS:

Below are examples of fonts that have been used on official college publications in the past. These fonts pair well with our branding; however, other fonts may be used, as long as the official logo is not altered.

Arial Narrow - used in many print and digital publications. This font can be used in all caps or mixed case. Also, **bold** and *italic* are approved for use in this typeface.

Myriad Pro - used in many print and digital publications. This font can be used in all caps or mixed case. Also, **bold** and *italic* are approved for use in this typeface.

IMPACT - used as headings on both signs and various publications.