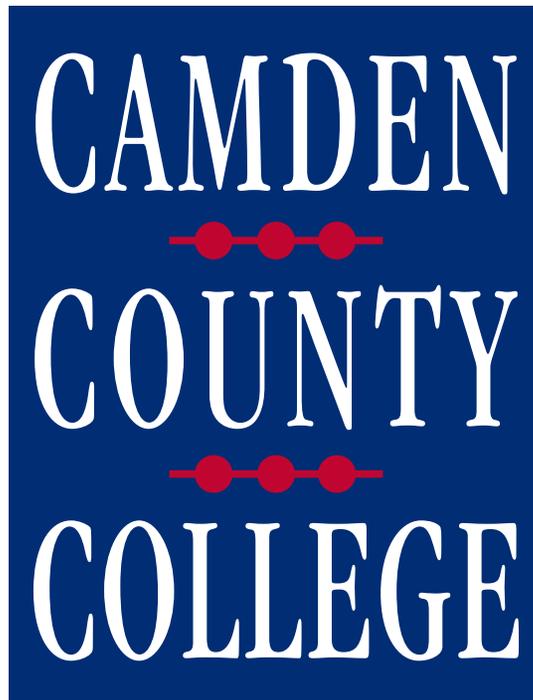
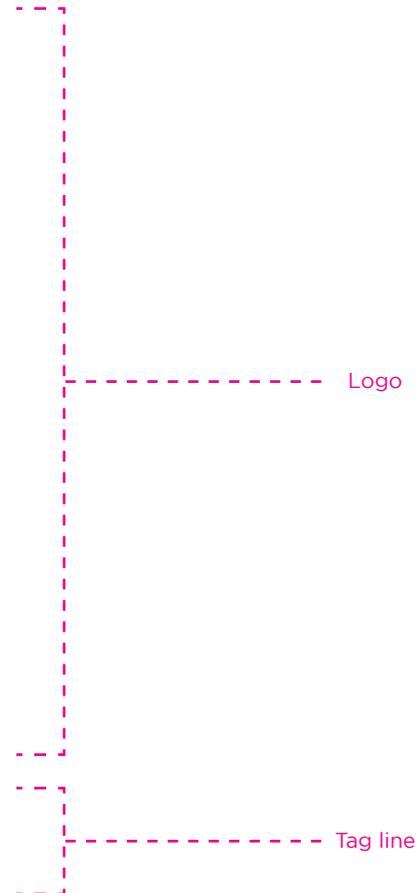


# Branding Guide

---



Dream. Learn. Prosper.



Logo

Tag line

# Table of Contents

04. **Message from the President**

05. **Introduction**

06. **Color Pallet**

07. **Logo**

15. **Outreach Presence**

16. **Fonts**

18. **Photography**

20. **Brand Consistency**

21. **Program Marketing**

22. **Bulletin Board Arrangement**

23. **Email & Signatures**

24. **Powerpoint**

# Sometimes even the smallest detail can have a major impact.

This is particularly so in the world of public awareness. How the College is represented in our printed communications is very important. From consistency in the way the official logo is displayed to how the website, phone number, and mailing address are listed all contribute to the perception of the College. Collectively following a few simple standards when creating materials for our many audiences strengthens the identity of the College.

Toward that end, this Style Guide is designed to help ensure consistency in our printed materials, as well as to provide information on obtaining various standard graphics and how to get assistance in areas requiring special consideration. Your adherence to these guidelines is appreciated.

Thank you.

A handwritten signature in black ink that reads "Donald A. Borden". The signature is written in a cursive, flowing style.

**Donald A. Borden**



# INTRODUCTION

---

## What is a brand?

A brand is much more than a logo. Our brand is the very essence of our organization, the way we connect with our students, our employees, and the public. In many ways, our brand is our reputation—the overall experience we promise to deliver. Schools that have a strong reputation often have a strong brand. This is why we all need to work together to maintain our brand.

Throughout this manual you will see how we can create visual continuity across all of our materials. We want to help individuals understand what Camden County College stands for, who we are, and what we value. As employees of this institution, we all have a responsibility to understand our brand and what we need to do to support it.

Every day, we bring our brand to life through understanding and properly adhering to the brand guidelines outlined in this manual. That includes logo, color palette, typography, imagery, and layout. Our brand is strongest when we apply these elements consistently across our communications.

## What is the Camden County College brand?

### Our brand stems from our Board-approved mission:

Camden County College is committed to the success of a diverse student body through collaborative engagement that provides high quality, accessible and affordable education. The College is responsive to the needs of the community through continuous enhancement of its programs and services.

The brand-driving phrases are “success of a diverse student body” “collaborative engagement” “high quality and affordable education” and “responsive to the needs of the community.”

### The mission reflects the vision and of the College:

Camden County College will be a gateway to opportunities for students to achieve their full potential and to meet their academic and career goals.

As well as our values: Academic excellence, accountability, goal attainment, integrity, respect for individuals, student-centered (focused) decision making, and student learning.

### Marketing Requests

All requests for marketing, advertising, and public relations, including social media, must be submitted through the Communications Department work request form found here:

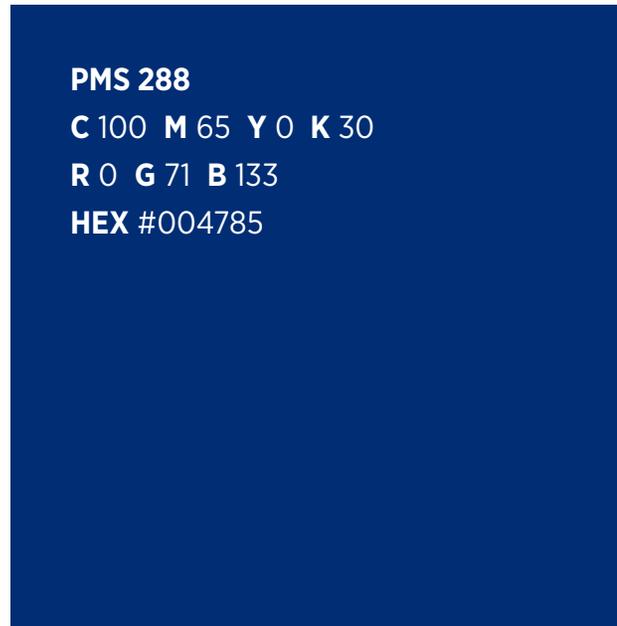
[camdencc.edu/cform](http://camdencc.edu/cform)

Once you submit your request it will be reviewed and you will be contacted by a member of our team. Please allow enough lead time for us to properly market your event. You will need a month before to properly market and promote, which means your work request should be submitted two months in advance. All work requests must be approved by your dean. There is a section on the form to submit your dean's approval in writing. xt. 4944 for the current electronic file of these lists in the correct typestyles.

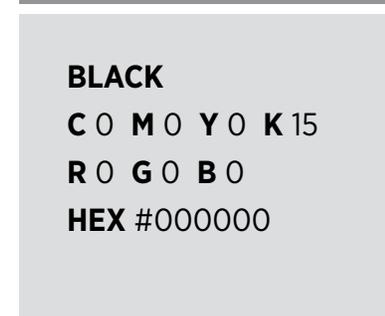
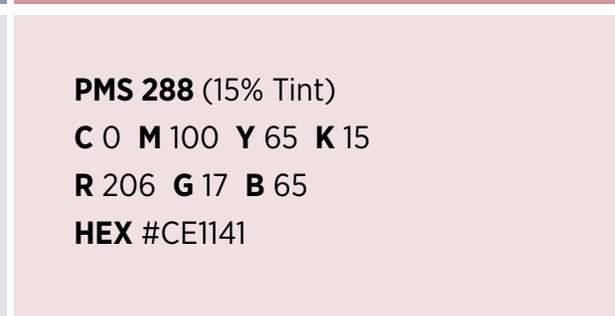
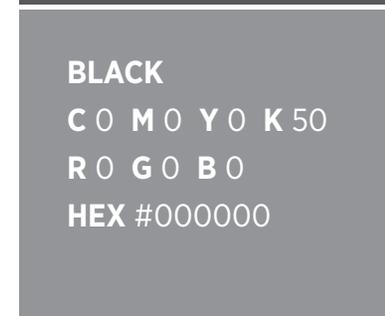
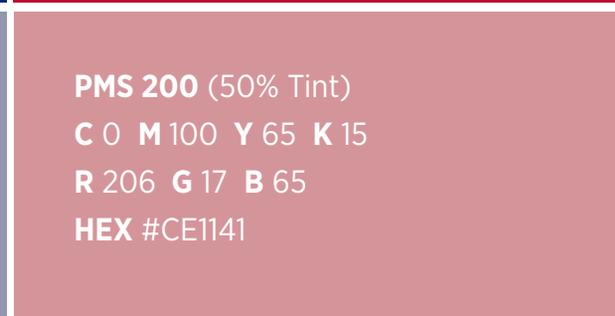
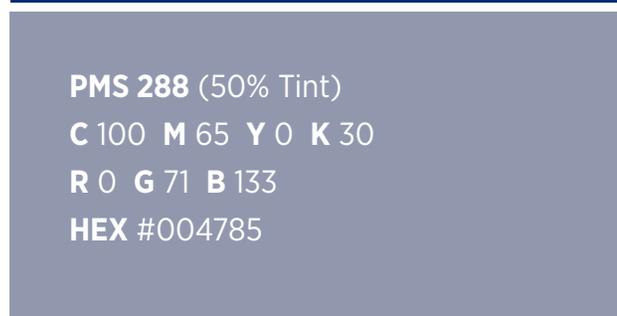
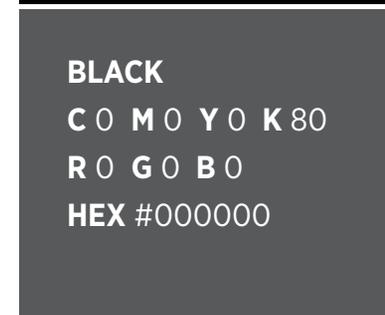
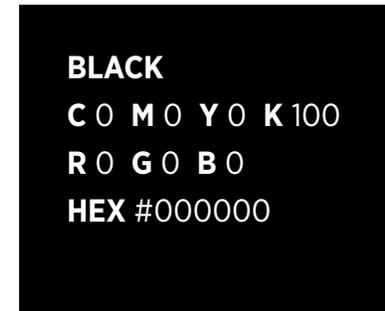
# COLOR PALLET

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## Signature Colors



## Black and Grey



# OFFICIAL COLLEGE LOGOS

---

There are only three acceptable representations of the College logo. The logo used depends upon where it will appear. Logos for web and digital use are formatted differently than those that are printed.

## 1. Two Colors

The background color in the logo is PMS 288 blue and the “connected dots” are PMS 200 red. Text appears white by reversing it out of the blue.

These specific colors are used for off-set printing. When running digitally, the process is CMYK, or 4-color.



## 2. One-Color PMS 288 Blue

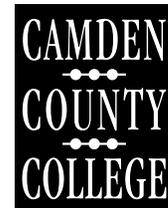
It's acceptable to present the logo without red connected dots. When PMS 288 blue is present (one-, two- or three-color printing) the connected dots can appear white (or the paper color) like the text.

No other color except black may be used to replace PMS 288.



## 3. Black & White

The most frequent use of the College's logo is probably the black and white version. ALWAYS use the B&W version when running copies. If you use the color version, the connected dots will appear gray and blend with the background.



## LOGO TREATMENT

---

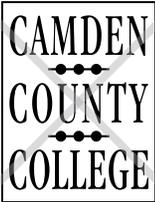
Under certain circumstances you may need the logo to have a white border around it because you are placing it on a dark background. Since there is no “reverse” version of the main logo, there are variations with a white border.



If the logo does not look like this, contact publications

# IMPROPER LOGO APPLICATIONS

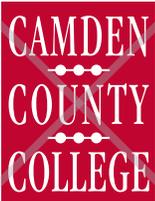
These are examples of what NOT to do with the logo. If any of these treatments are applied, the strength of the mark diminishes as well as our appearance.



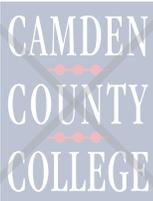
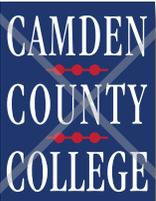
Do not reverse the logo. Background should always be black or PMS 288.




Do not distort the logo by expanding it, or condensing it. The dimensions must remain in proportion.



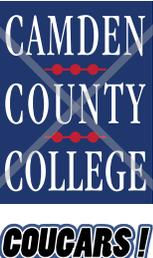
Do not colorize the logo. The background may only be black or PMS 288.

Do not add "flair" to the logo. It should never appear in other shapes, be screened, or have a drop shadow.




Do not size too small. The minimum width is a half inch (.5").


Do not merge any other College logos with the official logo. When more than one logo is being used on a piece, they must have space between them, and the official logo is dominant.

# LOGOS ON THE WEBSITE

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The official College logos are available on the Colleges website. [camdencc.edu/logos](http://camdencc.edu/logos)

The logos are available in various electronic versions in both PC and MAC formats.

There are three main color formats to choose from. You may **NOT** modify these files in any way. The description next to each file for download will help you determine which file type will work for your project.

If you have questions, please contact the **Director of Publications and Creative Services** at (856) 227-7200, ext. 4944.

The colors used in the College logo are PMS 288 (blue) and PMS 200 (red).

The 2 and 4-color versions of the logos should be used on inkjet printers, color copiers, offset printing presses, signs and other items.

The PMS 288 version (blue only) is an alternate to the blue and red logo and can be used when only one color is being printed. Normal uses for the "blue only" logo include premium items such as t-shirts, mugs and other silk-screened items where there is an extra charge for an additional color.

The black and white version should be used on documents that will be copied or printed on a black and white laser printer.

If you have any questions on logo usage please contact Greg Bender at [gbender@camdencc.edu](mailto:gbender@camdencc.edu) or 856-374-4944.

 2-color .tif (use for inkjet printers, color copiers & PowerPoint)  
2-color .eps (requested by outside vendors; also known as a vector file)  
2-color .pdf (use for large printouts)  
4-color/cmyk .eps (used by commercial printers)  
.gif file (use ONLY on websites, NEVER in printing applications; very low-resolution file)

 black & white .tif (use for black and white copies and laser printers)  
black & white .eps (requested by outside vendors; also known as a vector file)  
black & white .pdf (use for large printouts)

 PMS 288 .tif (use for inkjet printers, color copiers & PowerPoint)  
PMS 288 .eps (requested by outside vendors; also known as a vector file)

# LOGO SEAL AND MARKS

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## The College Seal\*

The College seal is the legal identification of Camden County College on diplomas, commencement programs, academic certificates, and a limited number of other official documents. It is not to be used on routine external and internal communications and never in conjunction with the College's logo.



## Campaign Lockups

Campaign lockups reinforce unique messaging by tying a statement, logo or graphical treatment to our college logo. Placing our brand next to a campaign will clarify where the message is coming from as well as supporting the message with a solid foundation, which is Camden County College.

## Other College Marks

College marks are intended to promote a positive image of the College. Marks are developed by the Office of Communications and Enrollment Development when, due to the unique marketing/promotional needs of specific areas within the Camden County College community, the mark serves to distinguish the specified service while enhancing the overall image of the College.

College marks may not be altered in any way from the graphic specifications designed and approved by the Office of Communications and Enrollment Development. All communications containing a mark are to be approved by the Office of Communications and Enrollment Development to ensure compliance.

The Camden County College logo must be predominant. Use of marks is always subordinate to the Camden County College logo. No mark should be used alone.

**Employees are not permitted to create logos for their materials.**

**\* Contact the Director of Publications and Creative Services at (856) 227-7200, ext. 4944 for the current electronic file of these lists in the correct typestyles.**



## SPIRIT LOGO

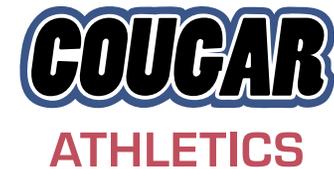
---

The spirit logo was created to build an identity and a brand for the athletic department. Therefore, use is typically reserved for Cougar Athletics and the College Bookstore for merchandise. It is NEVER to be used in place of the Camden County College institutional logo. Our athletics department is informally referred to as **Cougar Nation** in our marketing materials

Primary Logo



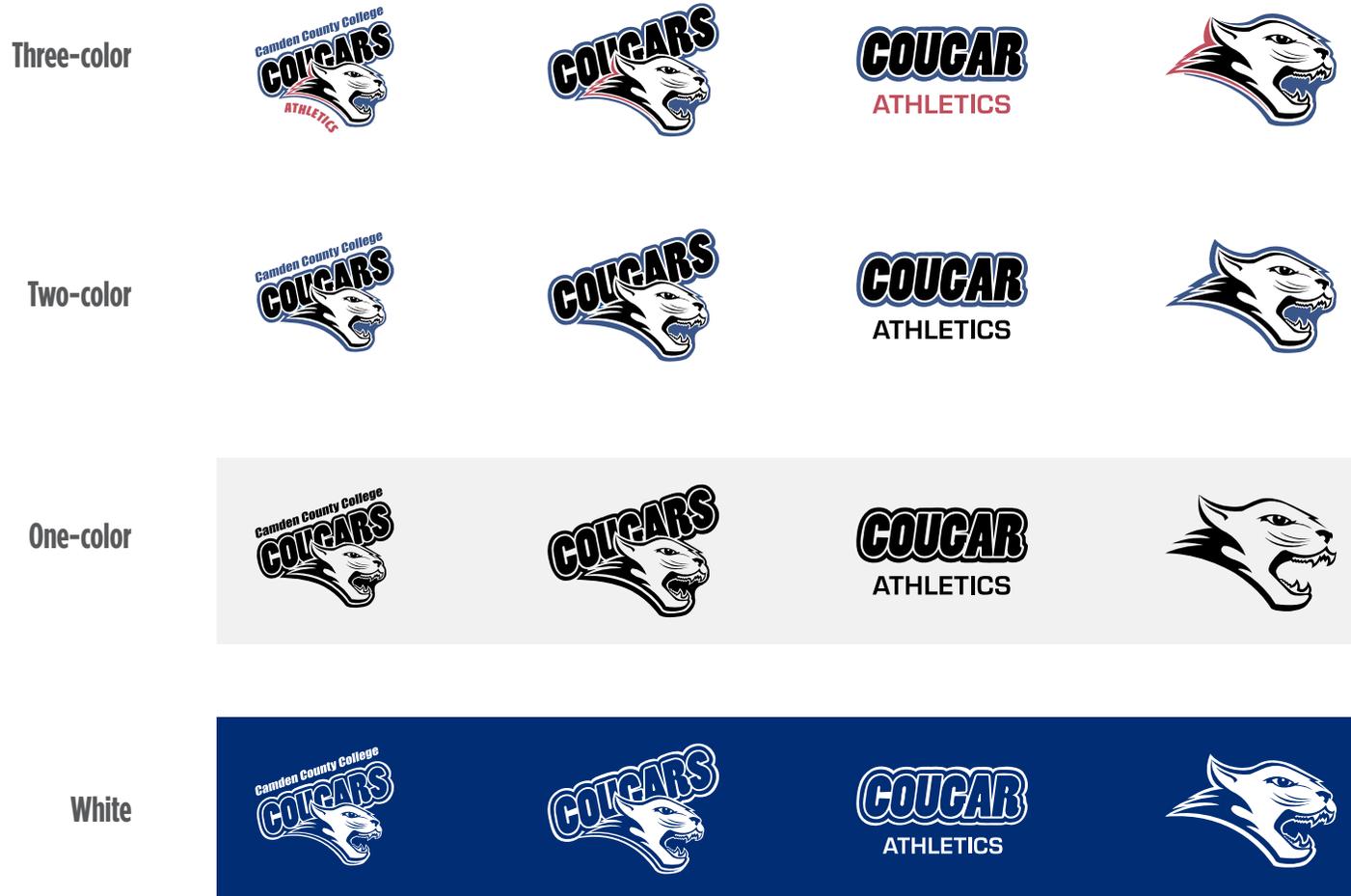
Secondary Logo



# SPIRIT LOGO - COLOR VARIATIONS

---

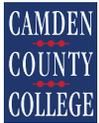
As with the institutional logo, the athletic colors are PMS 288 and PMS 200 with the addition of black. Below are the approved color and configuration breakdowns.



# BOARD OF TRUSTEES AND FREEHOLDERS LIST

---

Camden County College receives important funding from Camden County Board of Chosen Freeholders and the state of New Jersey. When the design of an external literature piece permits, an acknowledgment of this support is mandated. It may be presented in two ways.



**President of Camden County College**  
Donald A. Borden

**Camden County College Board of Trustees**

John T. Hanson, Chair  
Susan R. Croll, Vice Chair  
Anthony J. Maressa, Secretary  
Brett Wilsey, Treasurer  
Annette Castiglione  
Karen S. Halpern  
Dr. Lovell Pugh-Bassett  
Jessica R. Stewart  
Helen Albright Troxell  
Judith J. Ward  
Khyia L. Ward, Alumna Trustee

**Camden County Board of Chosen Freeholders**

Louis Cappelli, Jr., Director  
Edward T. McDonnell, Deputy Director  
Susan Shin Angulo  
William F. Moen, Jr.  
Jeffrey L. Nash  
Carmen G. Rodriguez  
Jonathan L. Young, Sr.



## Full List and Credit Line

(7 point minimum type size) The College Board of Trustees and County Board of Freeholders members change from time to time. **Please do not use the list of names on this page, as it may be outdated.**

\* Contact the Director of Publications and Creative Services at (856) 227-7200, ext. 4944 for the current electronic file of these lists in the correct tpestyles.

# OUTREACH PRESENCE

---

The Marketing and Communications Department has invested in several tablecloths and pop up displays as well as table displays which help you convey the institutional brand while marketing your program. Contact our office to check out these materials as needed. Please note, any other tablecloth design or display is NOT approved for use as of September 2018.



# TYPOGRAPHY (Primary typeface)

---

Gotham

Cap Height

X-Height

Aa Bb Cc Dd Ee

Gotham Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789-!@#%&^\*()\_+?

Gotham Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789-!@#%&^\*()\_+?

Gotham Black  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789-!@#%&^\*()\_+?

Gotham Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789-!@#%&^\*()\_+?

Gotham Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789-!@#%&^\*()\_+?

**Alternate typeface:**  
Use Calibri when Gotham is not available.

**Fonts are only available through the Marketing and Communications office. If forms or major documents need revisions please contact the Marketing and Communications office as soon as possible.**

## Gotham

Gotham is the recommended typeface for all documents.

## Importance of typography

Fonts can subconsciously communicate feeling and emotion. Gotham communicates a familiar and honest tone. This sophisticated and plainspoken typeface, aligns with the values of the college. Having a consistent typeface across the enterprise, enforces trust and brand consistency internally and externally. Recognizing a printed or digital piece from the college is key for a cohesive message. Reinforcing our robust educational offerings with clear and approachable marketing will help to solidify CCC's presence in the educational area.

# TYPOGRAPHY (Secondary typeface)

Calluna

Cap Height

X-Height

Aa Bb Cc Dd Ee

Calluna  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789-!@#%&^&\*(\*)\_+?

## Alternate typeface:

Use Cambria when Calluna is not available.

Fonts are only available through the Marketing and Communications office. If forms or major documents need revisions please contact the Marketing and Communications office as soon as possible.

## Calluna

Calluna is an alternative typeface to be paired with Gotham. It is best used within body copy.

**Header** — Gotham

Body copy git audipsam quodio. Hiliquam remod qui blaborem estrumquis ut accusdam illaborro omnim sam vel inverum nam, ab ipsapelituiur mo eatem venis nobis inis doluptatent pa es ari odi repudae nest dolorro que magnat.

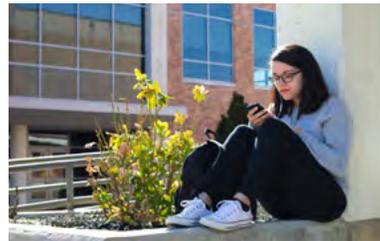
— Calluna

Fonts are only available through the Marketing and Communications office. If forms or major documents need revisions please contact the Marketing and Communications office as soon as possible.

# PHOTOGRAPHY (College Imagery)

---

CCC strives to capture events with professional photography and catalogue events for internal use. Using the CCC photography is the preferred representation. Representing our demographics is essential connecting with our students, employees and community.



## CCC photography concepts:

- Smiling students
- Candid moments
- Event participation
- Program demonstrations
- Student success
- Students studying
- Dynamic angles
- Depth of field (when possible)
- Diversity
- Dramatic lighting

# PHOTOGRAPHY (Stock Imagery)

---

CCC has a vast library of custom imagery, but sometimes a specific shot is needed. Stock imagery is a great solution. CCC typically uses a 80/20 rule. 80% of imagery is college produced while 20% is stock. Below are some stock **DO's** and **DON'T's**



## Stock photography DO's:

- Diversity
- Candid moments
- Dramatic lighting
- Demographic representation

## Stock photography DON'T's:

- Drinking Alcohol
- Knocked out backgrounds
- Posed models
- Overly dramatic staging
- Abstract concepts
- Superimposed backgrounds
- Looking directly in the camera

# BRAND CONSISTENCY

Camden County Colleges brand consistency is represented through design and layout. Brand recognition and consistency is key to unifying the colleges message to the public and internally. All College events will be presented in this format to reinforce the idea of “event.”

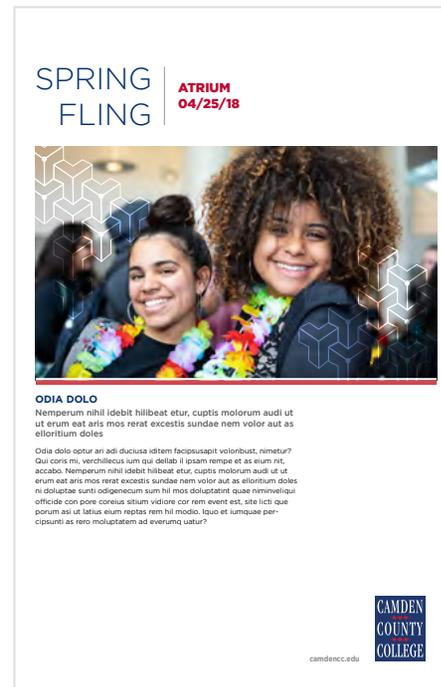
postcard  
(5.5 x 4.25)



flyer  
(8.5 x 11)



poster  
(11 x 17)



## SIMPLE DESIGN

CCC offers many programs, events and educational opportunities. Marketing these offerings can exist in several formats. On this page is an example of the same event represented by a postcard, flyer and poster. This simple design allows for easy brand consistency by allowing the content float comfortably in generous white space, while simultaneously focusing the viewer on only essential information. For ancillary and specific information about programs, we will add links to our website or a related contact person.

# PROGRAM MARKETING

Camden County Colleges offers program marketing for Career Training Institutes (CTI), Certification/Degree programs and Transfer Services. Continuity between these three options will help our students navigate their paths.

## Career Training Institute

Career Training Institute

# WELDING TECHNOLOGY

**Program Information**

Students will learn state of the art techniques in ARC welding (electric), TIG welding (Tungsten Inert Gas Welding), and MIG welding (Metallic Inert Gas Welding). These disciplines require the use of steel, stainless steel everdure, aluminum and pipe.

**Now includes OSHA 10 training.**

**Students will learn:**

- Oxyfuel gas cutting
- Shielded Metal ARC Welding (SMAW)
- Gas Tungsten ARC Welding (GTAW)
- Gas Metal ARC Welding (GMAW)
- Plasma ARC Cutting (PAC)
- Print drawing/reading
- Shop maintenance

This program is approved by the American Welding Society and adheres to all standards set forth by the AWS SENSE program. Upon successful completion, students have the ability to be certified by the AWS as a SENSE level 1 Entry Welder or SENSE level 2 Advanced Welder and become part of the AWS SENSE Welder database.

**SALARY RANGE**

Annual

**INDUSTRY GROWTH**

2012 2018

**Contact Information**

Joey Joe Joensteln Jr.  
(609) 984-7834  
codeslicensing@cdca.state.nj.us

CAMDEN COUNTY COLLEGE  
camdencc.edu

## Certification and Degree programs

OMTCA  
**OPHTHALMIC MEDICAL TECHNICIAN**  
➤ CERTIFICATE OF ACHIEVEMENT

First Year/First Semester (14 Credits)

OM 001	Human Biology	(1 Credit)
OM 002	Medical History/Anatomy	(1 Credit)
OM 003	Ophthalmic Optics	(1 Credit)

OPHAAS  
**OPHTHALMIC SCIENCE TECHNOLOGY**  
➤ ASSOCIATE IN APPLIED SCIENCE

First Year/First Semester (19 Credits)

OM 001	Human Biology	(1 Credit)
OM 002	Medical History/Anatomy	(1 Credit)
OM 003	Ophthalmic Optics	(1 Credit)
OM 004	Optical Dispensation	(1 Credit)
OM 005	Computer/Software or Personal Computer Applications or Information Systems in Optics	(1 Credit)
OM 006	Professional Communication	(1 Credit)
OM 007	Professional Communication	(1 Credit)
OM 008	Professional Communication	(1 Credit)
OM 009	Professional Communication	(1 Credit)
OM 010	Professional Communication	(1 Credit)
OM 011	Professional Communication	(1 Credit)
OM 012	Professional Communication	(1 Credit)
OM 013	Professional Communication	(1 Credit)
OM 014	Professional Communication	(1 Credit)
OM 015	Professional Communication	(1 Credit)
OM 016	Professional Communication	(1 Credit)
OM 017	Professional Communication	(1 Credit)
OM 018	Professional Communication	(1 Credit)
OM 019	Professional Communication	(1 Credit)

**CAMDEN COUNTY COLLEGE**

# OPHTHALMIC

➤ CERTIFICATE OF ACHIEVEMENT  
Ophthalmic Medical Technician (12 Credits)

➤ ASSOCIATE IN APPLIED SCIENCE  
Ophthalmic Science Technology (66 Credits)

**Program Information**

The Ophthalmic Science Technology degree (66 credits) allows graduates to work as opticians. Opticians dispense corrective lenses to aid patients in their visual needs. This is accomplished by using scientific and clinical procedures and applying learned skills needed to successfully produce and fit top quality eyewear.

The Ophthalmic Medical Technician certificate (12 credits) is designed to train optical professionals that assist ophthalmologists in medical offices and/or hospitals. They perform many skilled testing procedures that are part of a complete eye exam, including history taking, refraction (for vision correction), tonometry (for glaucoma detection) and visual field testing. Sometimes they have more specialized duties, such as contact lens fitting, or assisting in surgery. The certificate fits seamlessly into the degree program and graduates are ready to advance in their careers.

**Employment Opportunities**

- Private Practice
- Clinical practice
- Optical sales
- Manufacturing
- Ophthalmic laboratory technician
- Contact lens technician

**Contact Information**

Daniel G. Banks, Coordinator,  
Ophthalmic Science  
(856) 294-5058  
dbanks@camdencc.edu

Jessica Barr, Coordinator,  
Ophthalmic Medical Technician  
jbarr@faculty.camdencc.edu

**188**

UNIQUE JOB POSTINGS IN THIS FIELD\*

**\$44-48k**

PER YEAR OPPORTUNITY

**\$36-39k**

PER YEAR OPPORTUNITY

\*Base Occupational Outlook Report, Nov 02, 2018. See also [www.computersandinternet.org](http://www.computersandinternet.org)

## Transfer Services

**CAMDEN COUNTY COLLEGE**

# SAVE \$35,000

Start with CCC and save thousands on the path to a bachelor degree.

\*Based on 2017-2018 tuition for top ten schools students transfer to after CCC.

CCC not only saved me thousands of dollars these last two years, but it also gave me the ability to better myself as a student and athlete. This gives me the opportunity to attend a top, division one college with minimal student loan debt.

**- Peter Berenski, CCC Class of 2018**

**UNIVERSITY TRANSFER PARTNERS**

Bloomfield College	Neumann University	United States Sports University
Delaware Valley University	New Jersey City University	University of the Sciences
Drexel University	Pennsylvania Academy of Fine Art	Widener University
Fairleigh Dickinson University	Perice College	William Patterson University
Grand Canyon University	Rowan University	University of Maryland
Holy Family University	Temple University	
LaSalle University	Thomas Edison State University	
Moore College of Art and Design	Strayer University	

**ON-SITE BACHELOR DEGREE PROGRAMS**

<p><b>Rutgers University</b></p> <ul style="list-style-type: none"> <li>Camden at Camden County College</li> <li>Liberal Studies, B.A.</li> <li>Business Administration, B.A.</li> <li>Psychology, B.A.</li> <li>Criminal Justice, B.A.</li> <li>Political Science, B.A.</li> </ul> <p><b>Rutgers School of Nursing at CCC Blackwood</b></p> <ul style="list-style-type: none"> <li>Pre-Licensure Nursing, B.S.N.</li> </ul> <p><b>Rutgers University School of Health Professions at Camden County College</b></p> <ul style="list-style-type: none"> <li>Health Sciences track in Psychiatric Rehabilitation, B.S.</li> </ul>	<p><b>Wilmington University</b></p> <p>Camden Campus</p> <ul style="list-style-type: none"> <li>Administration of Human Services, M.S.</li> </ul> <p>Blackwood Campus</p> <ul style="list-style-type: none"> <li>Communications, B.S.</li> <li>Integrated Marketing - Media Communications</li> <li>Organizational Dynamics, B.S.</li> </ul> <p>For a detailed list of transfer agreements check out: <a href="http://camdencc.edu/agreements">camdencc.edu/agreements</a></p>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Dream. Learn. Prosper. camdencc.edu

# BULLETIN BOARD ARRANGEMENT

Bulletin boards are a great way to share info and reinforce brand. All boards should show the following:

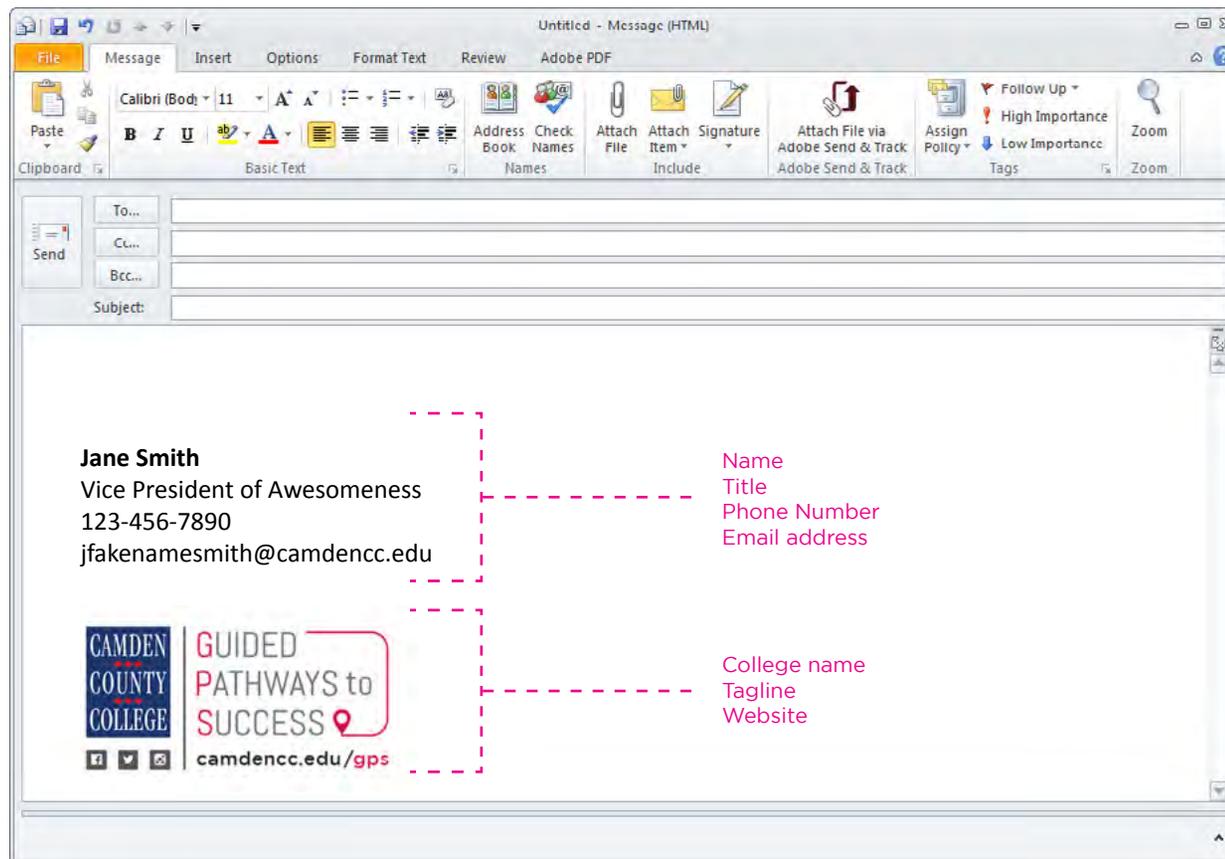
Mission, Values, Goals and Vision



1. No outside advertising is permitted, unless approved by marketing communications.
2. Do not overlap papers or thumbtack into walls.

# EMAIL

Email is **THE MOST** external facing tool of the CCC community. Clear and consistent layout in the signature is an important feature that email can provide.



1. Do not add additional content to your email signature
2. This layout can be copy and pasted with how to instructions at [camdencc.edu/signature](http://camdencc.edu/signature)

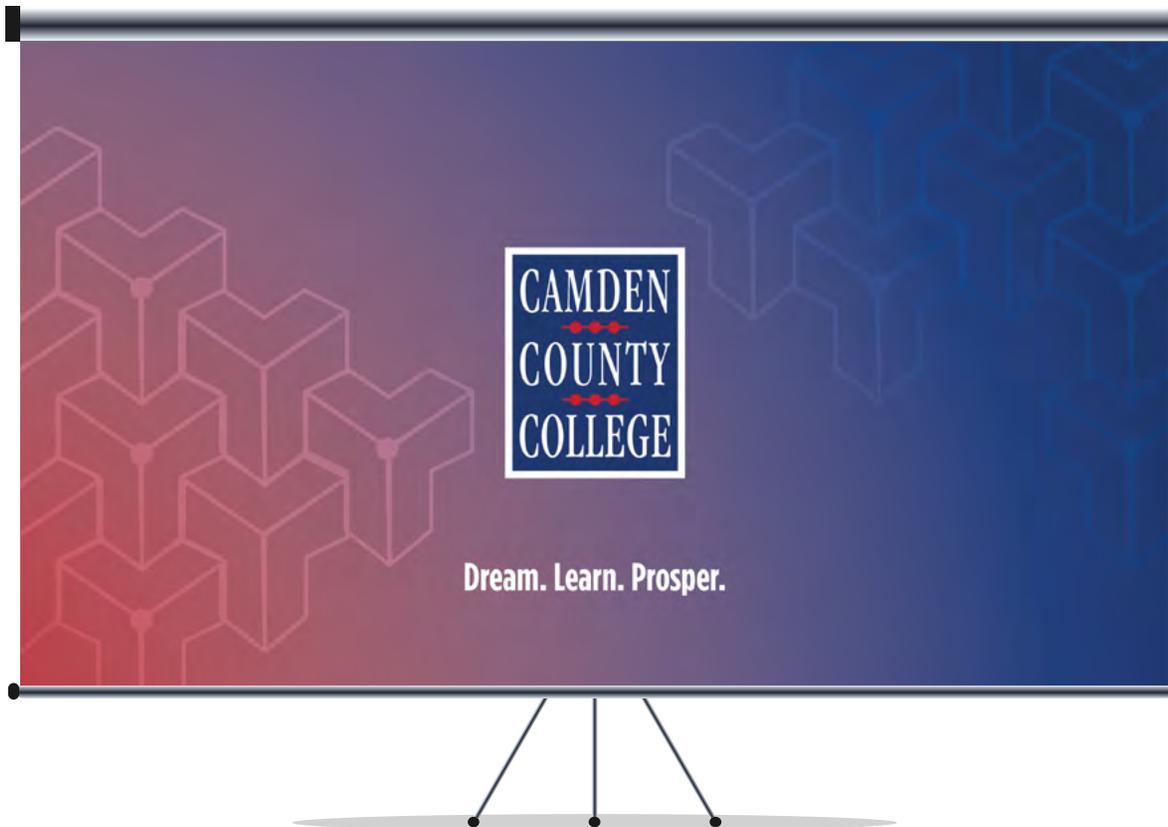
# PowerPoint

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Powerpoint presentations are an effective way of communicating to the CCC community and represent a consistent brand. The powerpoint screens below show each slide and its use.

## Title Slide

The title slide is to bookend the presentation.



1. Do not over complicate information on slides. General or bulleted content. more detailed info can be provided as a handout of email. Contact Marketing Communications for details.
2. Use the Calibri font for presentations

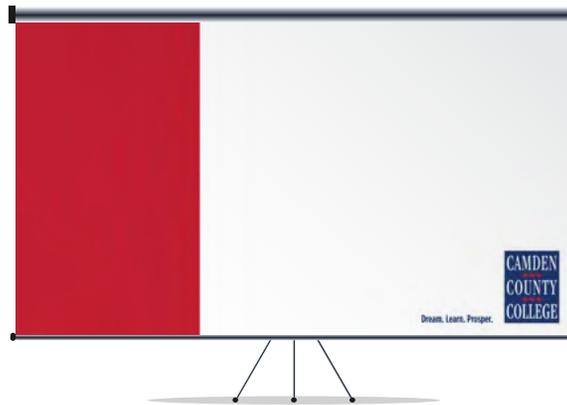
## General Slide

The general slide is the most common slide. Items represented on this page will handle the bulk of all presentations.



## Red Highlight Slide

This slide will highlight key points in the presentation, such as, bullet points, infographics or call-out phrasing with an explanation in the right of the layout.



## Blue Highlight Slide

Similar to the "Red" version, this slide offers a use of our other primary color.



## Questions Slide

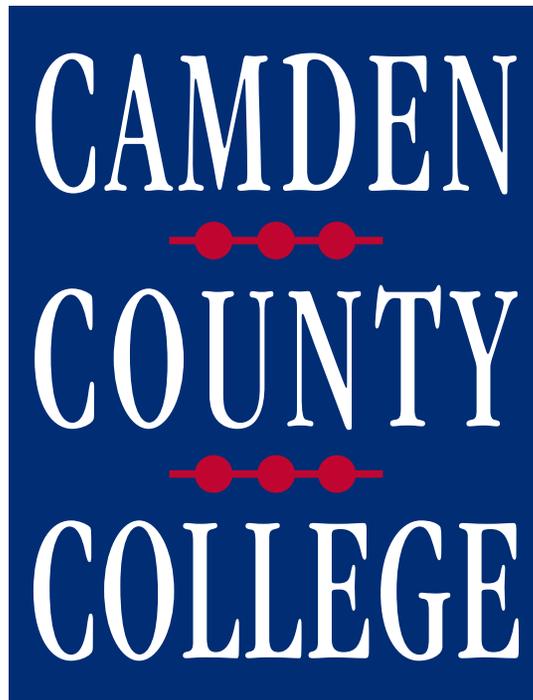
This is the final slide of your presentation, allowing for a Q&A.



## QUESTIONS

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