Graphic Standards
Quick Reference Guide

Logo & Application

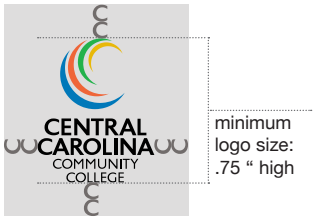
Official CCCC Logos

Vertical Format

Horizontal Format

Space and Size Requirements

The area surrounding the logo must be at least twice the height of logo "C"



Unacceptable Uses

The logo must always be resized in proportion.

The word mark should always be used in combination with the logo and the elements may not be used separately.

Typefaces

Official Logo Typeface

Tschichold is the official Central Carolina Community College logo typeface (font) for the logo standards. This typeface is used for "Central Carolina Community College" within the logo and should not be changed.

The Tschichold font family, including regular, **bold**, and *italic*, are the approved typeface for CCCC marketing and publication materials.

Desktop Publishing Typefaces

This section includes samples of fonts that could be used as headlines, subheads, and text. These fonts should be available through standard desktop publishing programs.

Serif Font

Georgia Regular Central Carolina Community College
Georgia Italic Central Carolina Community College
Georgia Bold Central Carolina Community College
Georgia Bold Italic Central Carolina Community College

Sans Serif Font

Helvetica Neue Regular Central Carolina Community College
Helvetica Neue Italic Central Carolina Community College
Helvetica Neue Bold Central Carolina Community College
Helvetica Neue Bold Italic Central Carolina Community College

Plain Helvetica can be substituted

Alternate Typefaces

These typefaces represent basic fonts that can be used when the primary typefaces are unavailable.

The substitute for Georgia is Times New Roman.
The substitute for Helvetica Neue and Helvetica is Arial.

Approved Color Palette

Logo reproduction must adhere to the approved CCCC color palette: blue, orange, green, and yellow. Otherwise, a one-color version should be used when necessary. For correct reproduction, full-color logos must be converted to CMYK in a four-color process document, or RGB for web or tv purposes. Please consult the formulas listed in the table for specific conversion information.

	PANTONE	C	M	Y	K	R	G	B
	PMS 3005	100	35	0	10	0	120	185
	PMS 1665	0	75	80	0	242	101	57
	PMS 362	80	0	100	0	13	177	75
	PMS 117	0	20	100	10	231	184	0