



## BRAND STANDARDS GUIDE



**Our college** is embarking on an effort to unify its message and reach out to all stakeholders in a consistent manner. If we commit to this effort together we can elevate Clover Park Technical College's brand on our campuses and in the community.

As members of the Clover Park Technical College community, we all work to advance our mission. As partners in this endeavor, it is critical that we inform our audiences with a consistent message that presents CPTC as an institution of excellence with a clear path to achieving success. Working together using the standards outlined as our guide, we will increase the power of CPTC's brand through all of our communication efforts.

Your understanding of the branding elements presented here and your cooperation is essential to the success of CPTC's efforts. Deviation from these guidelines may create confusion and dilute the brand identity of the College.

Please take the time to review all pages of this document and share the information with anyone responsible for producing materials for CPTC. With the launch of this document, we have given you tools necessary to help us present the school with a consistent voice. Over time we will be adding to this document. We would like this information to be a helpful resource for you, so as you view and use the document suggestions will be welcomed. Please send them to our Chief Communications Officer, **Tawny Dotson**.

Thank you for your help and commitment to building and maintaining the Clover Park Technical College brand identity that reflects the education excellence we all represent.



## BRAND COLORS

Clover Park Technical College uses purple and green as the primary colors for our organization. By using these colors on all communication materials they unify our documents and contribute to the identity of the school.

The primary color is purple (Pantone Matching System 268). When possible, purple should be the predominant color in all College communications.

In addition to the primary color, green (PMS 375) is used as a complementing color in the brand.

Gray (PMS Cool Gray 7), purple (PMS 265) and green (PMS 377) are acceptable secondary colors. More information about color usage in accordance with brand standards can be found in this manual.

Both black and white may be used as a substitute if neither the primary or secondary colors are available.



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## SECONDARY COLORS





## BRAND FONTS

Clover Park Technical College has adopted the use of the following fonts for official publications.

**HEADING 1 - Futura Bold 24pt**

HEADING 2 - Futura Book 18pt

HEADING 3 - Futura 12pt

body text - Georgia Regular 10pt

Our College logo utilizes the Optima font.



When posting on our official College blog, CPTC In the Spotlight, the arial font should be used exclusively. When possible these font families should be used for any official communication products. If these fonts are not available, Arial should be substituted for emergent issues. If your computer does not have these fonts your department can purchase them. Please contact College Relations for detailed instructions.



## EMAIL COMMUNICATION

Consistent formatting of email signatures presents opportunities to strengthen our brand and reinforce our sense of community and purpose on a daily—or even hourly—basis.

By using a common format for content in the signature space at the bottom of email messages, all members of our college community can participate in helping to build the brand with every email they send. Such measures advance a shared sense of our mission among those within the College and strengthen CPTC’s brand to external audiences.

Approved format options for brand signatures at the bottom of emails sent from [cptc.edu](http://cptc.edu) accounts appear below. If your phone number has an extension, you can use an ‘x’ to signify the extension number, as in 253-589-0000 x000. No background images should be used in email communications.

Text signature (without graphic)

Go to [www.cptc.edu/communications/signatures](http://www.cptc.edu/communications/signatures) and copy and paste the signature text of choice into your email signature block, then type over the placeholder text with your department, name and contact information:

### Narrow signature format:

Your Name  
Your Title  
CLOVER PARK TECHNICAL COLLEGE  
College/Department/School/Office Name  
Building Name w/Room number  
4500 Steilacoom Blvd SW  
Lakewood, WA 98499  
T: 253-589-0000  
F: 253-000-0000  
[email.name@cptc.edu](mailto:email.name@cptc.edu)  
[www.cptc.edu](http://www.cptc.edu) • [www.twitter.com/CloverParkTech](https://www.twitter.com/CloverParkTech)  
[www.facebook.com/CloverParkTech](https://www.facebook.com/CloverParkTech)  
Excellence. Experience. Employment.

During the 2015-16 academic year, Clover Park Technical College will begin providing official communications through e-mail only. Please visit [http://www.cptc.edu/sites/default/files/files/StudentEmailFlyer\(1\).pdf](http://www.cptc.edu/sites/default/files/files/StudentEmailFlyer(1).pdf) to activate your CPTC email account. Visit [www.cptc.edu/email-help](http://www.cptc.edu/email-help) for more information.



**Wide signature format:**

Your Name, Your Title

College/Department/School/Office Name

Building Name w/Room number after • 4500 Steilacoom Blvd SW • Lakewood WA 98499 • T: 253-000-0000 • F: 253-000-0000

email.name@cptc.edu • www.cptc.edu • www.twitter.com/CloverParkTech • www.facebook.com/CloverParkTech

Excellence. Experience. Employment. Redefine education at Clover Park Technical College.

During the 2015-16 academic year, Clover Park Technical College will begin providing official communications through e-mail only. Please visit [http://www.cptc.edu/sites/default/files/files/StudentEmailFlyer\(1\).pdf](http://www.cptc.edu/sites/default/files/files/StudentEmailFlyer(1).pdf) to activate your CPTC email account. Visit [www.cptc.edu/email-help](http://www.cptc.edu/email-help) for more information.

**Narrow column signature with graphic:**

Your Name

Your Title



College/Department/School/Office Name

Building Name w/Room number after

4500 Steilacoom Blvd SW

Lakewood, WA 98499

T: 253-589-0000

F: 253-000-0000

email.name@cptc.edu

www.cptc.edu • www.twitter.com/CloverParkTech

www.facebook.com/CloverParkTech

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**Wide column signature with graphic:**

Your Name, Your Title



College/Department/School/Office Name

Building Name w/Room number after • 4500 Steilacoom Blvd SW • Lakewood WA 98499 • T: 253-000-0000 • F: 253-000-0000  
email.name@cptc.edu • www.cptc.edu • www.twitter.com/CloverParkTech • www.facebook.com/CloverParkTech  
Excellence. Experience. Employment. Redefine education at Clover Park Technical College.

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**Alternate narrow column signature with graphic:**

Your Name

Your Title



College/Department/School/Office Name

Building Name w/Room number after  
4500 Steilacoom Blvd SW  
Lakewood, WA 98499

T: 253-589-0000

F: 253-000-0000

email.name@cptc.edu

www.cptc.edu • www.twitter.com/CloverParkTech

www.facebook.com/CloverParkTech

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**Alternate wide column signature with graphic:**

Your Name, Your Title



College/Department/School/Office Name

Building Name w/Room number after • 4500 Steilacoom Blvd SW • Lakewood WA 98499 • T: 253-000-0000 • F: 253-000-0000

email.name@cptc.edu • www.cptc.edu • www.twitter.com/CloverParkTech • www.facebook.com/CloverParkTech

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## LOGOS

A logo plays an essential role in representing an institution. Consistent and appropriate use of a logo can powerfully advance recognition of an institution's brand. As with all branding elements, elevating an institution's recognition and stature through a logo requires cooperation from units throughout the organization in adhering to usage standards.

All logo marks described below are trademarks of Clover Park Technical College. Anyone wishing to use the Clover Park Technical College logos must receive permission to do so from the College Relations Department.

The Clover Park Technical College logo with the mountain outline is the keystone of our visual identity and is to be used on all communication materials.

The full version of the Clover Park Technical College logo, to the right, should be used on most CPTC communication materials. It is composed of two elements: the mountain outline and the college logo type. In traditional form the two should always appear together spaced and aligned as shown. Additional versions of the logo appear here. The logo is available in full color, all-black and all-white only.

In exceptional cases where space dictates, the logo type may appear on its own.

Signature colors. The CPTC logo may be reproduced in the official Clover Park Technical College Green, CPTC Purple, black only or white only. On dark or complex backgrounds the logo should appear in all white.



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## SIMON

College mascots have been traditions of academic institutions throughout our country. SIMON is intended to create college spirit, engage our community, be inclusive of the college's diverse academic programs and student body, and expand the college brand.

### SIMON is intended to be informally used:

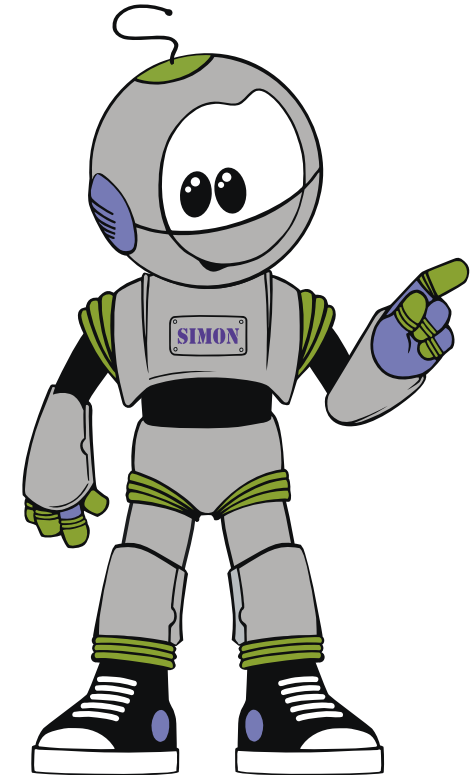
- to create and foster a sense of campus life
- in multiple media formats
- in accordance with college policies, procedures and brand standards
- by any college department on communication and materials for potential, current or past students

### SIMON shall not be formally used:

- as the official representative of the college
- on presidential materials
- on formal invitations or communications
- on formal academic materials
- as a substitute for the college logo
- for events or endorsements that violate state law, ethics, college policy or the student code of conduct

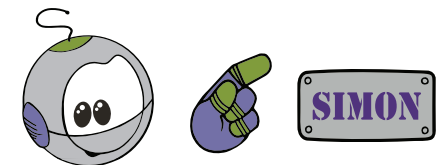
### How to use SIMON:

1. **Color** - SIMON should appear in his CPTC brand color combination – our brand gray (Pantone Cool Gray 7C) with brand purple and green accent colors. He may also be used in grayscale for black and white products.
2. **Pose** - SIMON may only be presented in the standard pose on branded merchandise for retail sale. In other applications, the mascot may be presented in other poses and holding other items. However, the following restrictions apply: a) SIMON must always wear the standard costume and b) may only be presented in poses or with items that are deemed acceptable by the College.
3. **Severability** - SIMON cannot be presented smaller than 1". SIMON must always be shown as a whole image or in partial images that do not detach part of his anatomy from his body. However, in some applications SIMON's head may be used in isolation.
4. **Animated Applications** - SIMON may also be represented in three-dimensional or animated form. In these applications the restrictions to his "pose" still apply.
5. **Modifications** - Modifications to these standards require written approval from the college marketing department.



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The Simon image can be used in its entirety or as described.





## MARKETING COLLATERAL

The Department of College Relations produces promotional projects across print, web, radio, and video platforms that advance our educational mission and the CPTC brand. By working together, our academic community can deliver consistent, powerful messaging that elevates CPTC in the eyes of our many audiences. You can access those products through the [Marketing Collateral website pages](#).

## COMPUTER SCREEN BACKGROUNDS

The Department of College Relations produces official, authorized computer screen backgrounds for use on all College computers. Please visit the [Communication and Marketing website pages](#) for appropriate options.

## FLIER TEMPLATES

The Department of College Relations produces official, authorized templates for use when producing fliers for display on campus. These templates should be used for all official College information. The use of these templates will ensure consistency in our messaging. Please visit the [Communication and Marketing website pages](#) for appropriate options. For troubleshooting issues please contact the College Relations Graphic Designer.

## COLLEGE RELATIONS COMMUNICATION PRODUCTS

The Department of College Relations will use the Associated Press Stylebook for all materials produced within the department. This ensures consistency in editing and communication style. The department can loan college departments a copy of the styleguide or the book is available for purchase online or in most bookstores. The style book is updated annually.



## CPTC LETTERHEAD

The CPTC letterhead makes use of the logo and is to be used by all campuses, offices and departments of the academic and administrative units of the institution. The letterhead prints in Clover Park Technical College PMS 268 (Purple) and PMS 382 (Green) on white paper. A matching envelope is also available.

It is preferred that only printed versions of the letterhead be used. An electronic version of the letterhead is available for special purposes.



## PRESENTATIONS

Presentation sets are templates that enhance your PowerPoint® and Microsoft Word® presentations and documents.

These templates advance the CPTC brand and enhance your work visually by giving it an even more polished and professional appearance. They feature the CPTC Logo and are available for use by all campuses, offices, and departments of the academic and administrative units of the institution.



## OFFICIAL “IN THE SPOTLIGHT” BLOG POSTINGS

Story submissions for the College blog and website are encouraged. Campus faculty, staff and students can provide a write up and photos to the College Relations Specialist following the blog posting guidelines listed below.

All postings to the College’s official blog will be done by a core group of trained communicators. Those individuals will be responsible for meeting the following guidelines in their postings.

Blog postings should follow Associated Press Stylebook in writing. Blog postings should be 500 words or less and written in the inverted pyramid style. They should be on a topic of general interest to all College stakeholders. To submit an idea, visit [www.cptc.edu/communication/blog-submission](http://www.cptc.edu/communication/blog-submission)

Blog postings should use Arial font, normal size.

Blog photos should be action shots representative of the story or graphic/still representations of the subject matter. Grip and grins should not be used. Out of focus images or those with eyes closed will not be used. All photos used on the blog must either have a signed release from all subjects or be a purchased stock photo. No exceptions.

An approval process is used prior to posting to the blog to ensure consistency and accuracy. Please ensure you send a message to the College Relations Specialist when a post is ready for review.

