

# Cisco College Style Guide

Cisco College is a leading provider of education in West Central Texas and presenting a consistent brand and image is imperative to the organization's continued success. In today's competitive environment we must make every effort to tell the Cisco College story clearly, consistently and effectively. It is essential that we promote a positive, accurate image to our diverse audiences.

The extent to which the college can implement its branding program is contingent on both the level of resources the institution commits to the effort and the collaboration and compliance of its members. To that end, this style guide offers key elements that will aid in our efforts to tell the college's story.

## Official Seal

Cisco College uses only one official seal. Please adhere to the following guidelines regarding the seal:

- The seal is reserved as a formal insignia for documents and presentations of institutional and legal importance.
- Documents that may include the seal are:
  - Diplomas
  - Certificates
  - Flags
  - Transcripts
  - Presidential Communications
  - Other official documents
- Use of the seal is not permitted without written authorization from the Office of Marketing and Public Relations. Modification in any way is prohibited.
- To obtain a copy of the seal, contact the Director of Marketing and Public Relations Kaitlin Berry at [colton.wedeking@cisco.edu](mailto:colton.wedeking@cisco.edu) or (325) 794-4509.



## Official Logo

The Cisco College logo and colors are key elements for establishing and maintaining the identity of the college. Both need to be used appropriately and consistently across all printed and on-screen applications. Cisco College has only one official logo that should appear on all college publications intended for external audiences. It is important that the logo retains its intended shape, form and color. Therefore it is imperative that no attempts be made to modify or recreate the logo under any circumstances.

The following guidelines should be followed whenever creating printed or on-screen pieces that will be branded with the Cisco College logo.



# CISCO COLLEGE

## Color

The accurate use of color must be maintained to ensure consistent control of the logo and brand.

The color palette has been provided to cross-reference when creating documents that do not allow the Pantone color to be chosen. The conversions include RGB, CMYK and HEX numbers. A slight variation may exist when entering these numbers. If you ever have a question or concern please contact Kaitlin Berry at [kaitlin.berry@cisco.edu](mailto:kaitlin.berry@cisco.edu) or (254) 442-5013.

The logo may be reproduced according to the below guidelines.

<b>Blue</b>	<b>Light Gray</b>	<b>Dark Gray</b>	<b>White</b>	<b>Black</b>
<b>Pantone 7687 C</b>	<b>Pantone 420 C</b>	<b>Pantone 446 C</b>	<b>True White</b>	<b>True Black</b>
<b>CMYK</b> Cyan – 96% Magenta – 86% Yellow – 4% Black – 0%	<b>CMYK</b> Cyan – 19% Magenta – 15% Yellow – 16% Black – 0%	<b>CMYK</b> Cyan – 66% Magenta – 59% Yellow – 58% Black – 40%	<b>CMYK</b> Cyan – 0% Magenta – 0% Yellow – 0% Black – 0%	<b>CMYK</b> Cyan – 75% Magenta – 68% Yellow – 67% Black – 90%
<b>RGB</b> R – 44 G – 68 B – 151	<b>RGB</b> R – 204 B – 204 G – 204	<b>RGB</b> R – 72 B – 72 G – 72	<b>RGB</b> R – 255 B – 255 G – 255	<b>RGB</b> R – 0 B – 0 G – 0



# Background Control

The logo should only be used as shown, in the approved color options. The preferred background is white. If white is not a background option the logo should maintain a transparent background and the color should be a light shade, not dark.

The only exception to the white or light shaded background is when the logo is printed in light grey as shown on the previous page (with white outline).

✓ White Background



✓ Gray Background



✓ Light Background



✓ Dark Background

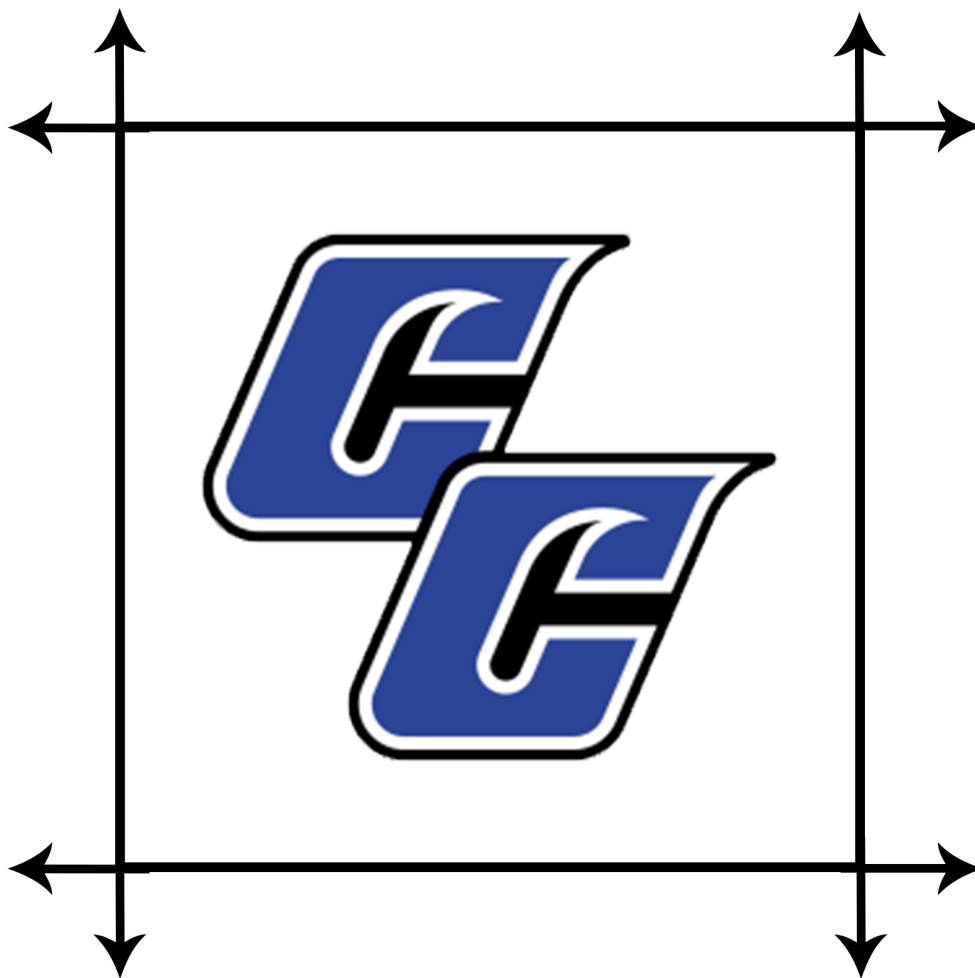


## Space and Positioning

A clear space is defined to maintain the logo's integrity. If the minimum clear space is not applied, the logo's impact will be compromised.

Do not allow any graphic or text elements such as copy, photography, clipart and background patterns to clutter the clear space surrounding the logo.

This includes positioning the logo close to the edge of documents.

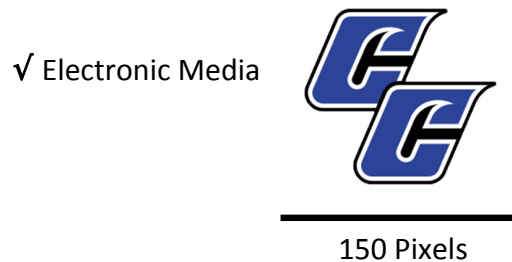
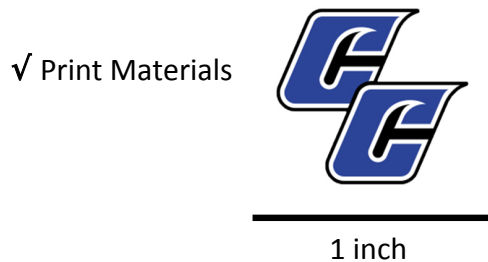


## Size and Proportions

To ensure legibility, the logo may not be reproduced less than 1.0 inch in width for printed materials.

For electronic media it is important to maintain consistency when presenting the logo on the internet or other types of media. The minimum size for the logo is 150 pixels wide.

Distortion of the logo is NEVER permitted. The logo must maintain proper proportions; never stretch or distort the logo in any way.

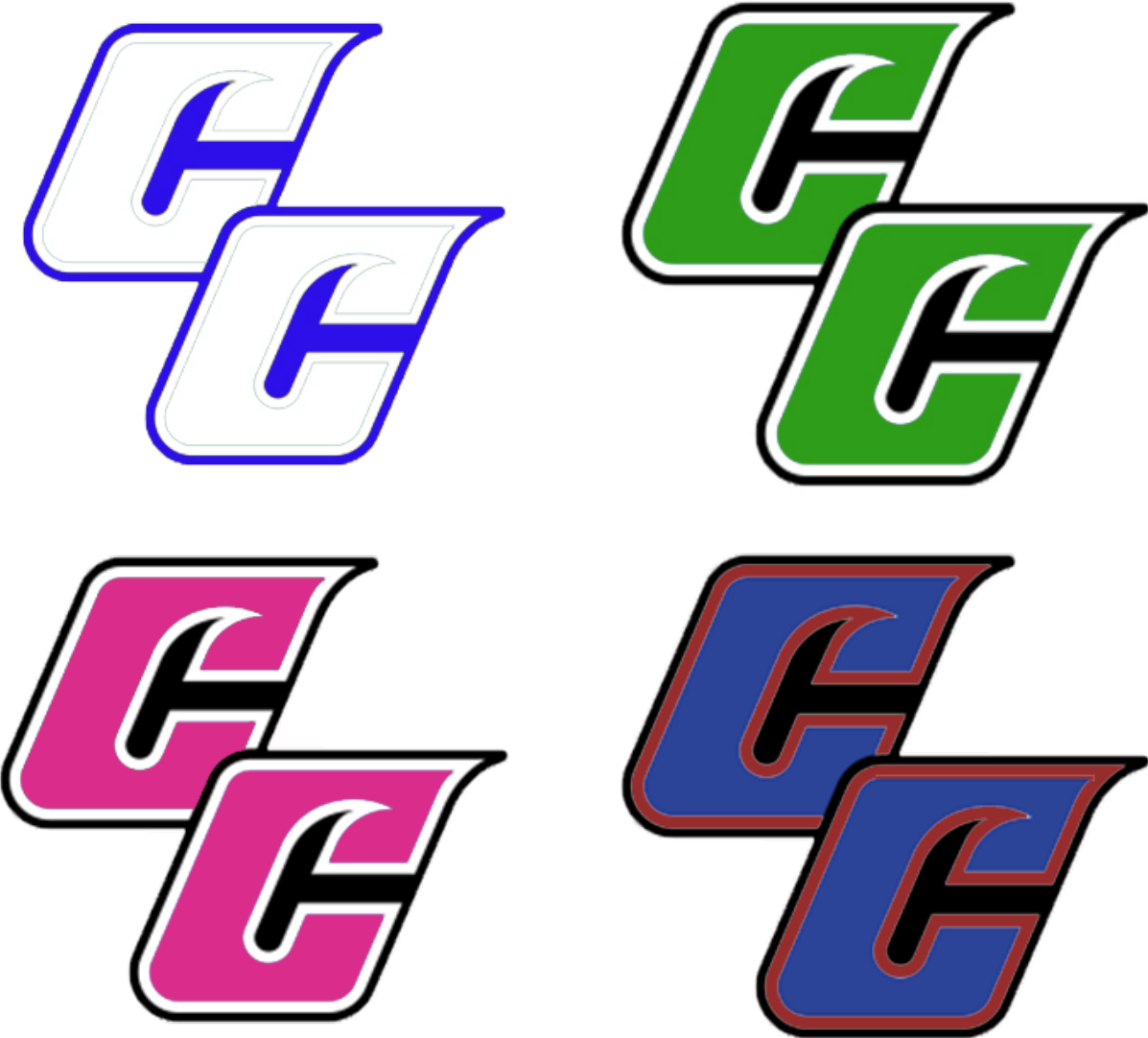


# Incorrect Usage

## Color Manipulation

The logo colors should not be manipulated in any way other than as indicated by this document. Only the approved color combinations are permissible.

X Examples of Incorrect Color Manipulations



## Typography

Consistency of typography is one way to create a consistent look in college publications. There are three recommended typefaces used on college communications:

The typefaces have been carefully selected to complement one another.

Eurostile

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Arial

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Calibri

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

## Tagline

In an effort to increase brand awareness and highlight the values and strengths of Cisco College, the new tagline for the college will be “Learn More. Earn More. Spend Less.” Please discontinue use of “The Smart Choice for Your Future” and “Real Education for Real People.”

## Presentations

Presentations should be produced with the same care as all other marketing and communication materials. To help ensure that presentations convey a professional image, templates have been created in several different formats.

Although the presentations have primarily been developed for external audiences, they are also available for internal and instructional use. Templates will be made available on the website.

In the event you need a customized slide or presentation template created, please contact the Office of Marketing and Public Relations.



## **Clothing and Promotional Items**

Items such as shirts, pens, lanyards, coffee mugs, etc. are important reflections of the Cisco College brand. Each item is a visual representation of our organization.

### **Shirts**

For embroidery purposes, all threads must be matched as closely as possible to the colors stated in this manual.

### **Other Items**

For other promotional items such as pens, lanyards, coffee cups, etc., please ensure proper use of logo, size, color and proportions. Any items in violation of these guidelines are not permissible. If you are unsure or have a question about the use of the logo on a promotional item, please consult with the Office of Marketing and Public Relations prior to placing your order.