

COLUMBUS STATE

COMMUNITY COLLEGE

Brand Guidelines

COLUMBUS STATE COMMUNITY COLLEGE NOVEMBER 19, 2014

INTRODUCTION

Every company, organization, and institution has a brand, including Columbus State. It's how we look, how we sound, and above all, it's how we make people feel.

A brand is a powerful thing, to be sure. But it's even more powerful when we're consistent in how we reinforce it and share it. And that's exactly what these guidelines will show you how to do.

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Know our story

A strong brand tells stories that move people. So of course our brand guidelines start with knowing our story, and getting really clear about what makes us Columbus State.

BRAND STATEMENT

“Beyond Measure” is the idea that lives at the heart of the Columbus State brand story. It’s the essence of what makes us unique—what makes us stand out.

The average size of our classes.

The median age of our students.

The number of years of experience our faculty have accumulated.

The incredible impact we’ve had on the Central Ohio workforce.

These things, we can measure.

But then, there are the things that we can’t.

A first-name basis. A one-on-one conversation.

A vote of confidence. An extra push. A show of support.

These are the things that make us who we are.

They’re why we teach. Why we build partnerships and guide pathways. Why we inspire hope, spark passion, and drive ambition.

They can never be calculated or estimated. They will never be put into a pie chart or arranged between X and Y axes.

But to us, to our students, and to our entire community,

Their value is beyond measure.

Share our message

We can talk about Columbus State all day long. But when we know exactly who we're talking to and then consistently meet them where they are, our conversation becomes more engaging—and more powerful.

AUDIENCES PRIMARY

Knowing what to say starts with knowing who you're talking to.

College-Ready High School Students

WHAT THEY CARE ABOUT

- Transfer offerings
- Quality of faculty and classes
- Successful outcomes
- Affordability
- Small class sizes and individual attention
- Availability and convenience of classes
- PSEO and dual-enrollment opportunities
- College experience

Parents of College-Ready High School Students

WHAT THEY CARE ABOUT

- Guaranteed credit transfers
- Quality of faculty and classes
- Successful outcomes
- Affordability
- PSEO and dual-enrollment opportunities
- Focus on education over campus life

Career-Focused High-School Students

WHAT THEY CARE ABOUT

- Quality of instructors and programs
- Breadth of program offerings
- Small class sizes
- Flexibility
- Affordability
- PSEO and dual-enrollment opportunities
- Support services available: tutoring and career counseling

School Counselors

WHAT THEY CARE ABOUT

- Guaranteed credit transfers
- Quality of faculty and classes
- Successful outcomes
- Affordability
- Breadth of program offerings
- PSEO and dual-enrollment opportunities

Adult Learners

WHAT THEY CARE ABOUT

- Career-ready programs
- Job placement—direct connections to the workforce
- Transfer offerings
- Breadth of programs offered
- Small class sizes
- Affordability
- Convenience
- Flexibility
- Online access
- Support services
- Veteran support

HOW WE WILL DELIVER

When we're talking to current and prospective students, it's all about building awareness. And we have a lot to offer, but it's more than talking facts. Our brand is aspirational; it speaks directly to the human potential that, when sparked and nurtured, can lead to impacts that are beyond measure. There's an emotional element to our story. And when we combine our impressive stats with something more—something immeasurable—that's when we tell our story best.

YOUNGER STUDENTS

- Keep it warm
- Use a casual, conversational tone
- Address them as "you"
- Remember where they are and avoid higher ed lingo
- Be inspirational—talk about the possibilities

OLDER STUDENTS

- Give them credit for their life experiences
- Use a more professional tone, but...
- ...Keep it welcoming and inclusive
- Say it straight when presenting the benefits of a career change

AUDIENCES SECONDARY

Greater Columbus Community	Business and Corporate Partners	Local Legislators	Alumni and Friends	Donors	Faculty and Staff	Retirees
WHAT THEY CARE ABOUT	WHAT THEY CARE ABOUT	WHAT THEY CARE ABOUT	WHAT THEY CARE ABOUT	WHAT THEY CARE ABOUT	WHAT THEY CARE ABOUT	WHAT THEY CARE ABOUT
<ul style="list-style-type: none"> • Master Plan status • Economic impact • Accessibility • Community programs and services • Employment and internship connections • Events 	<ul style="list-style-type: none"> • Benefits to partners • Career and technical certificates • Employee training programs • Career and internship connections • Conference and event space available 	<ul style="list-style-type: none"> • Dual-enrollment programs • Pathways agreements • Workforce development • Economic impact 	<ul style="list-style-type: none"> • Veteran support • Master Plan status • Economic impact • Partnership benefits • Accessibility • Community programs and services • Employment and internship connections • Events 	<ul style="list-style-type: none"> • Impacts of giving • Benefits of giving • Events • Master Plan status • Economic impact • Partnership benefits • Community programs and services 	<ul style="list-style-type: none"> • Pride and inspiration • Support services • Employee benefits • Impacts of giving • Events • Master plan status • Community and regional impact • Strategic planning efforts 	<ul style="list-style-type: none"> • Pride and inspiration • Support services • Retiree benefits • Veteran support • Master Plan status • Engagement and events • Volunteering • Impacts of giving

HOW WE WILL DELIVER

When we're talking to non-student audiences, it's all about impact—whether it's the impact we have on our region or the impact a donor can have on our students. It's about pairing the big, quantifiable facts with the inspirational, human impacts that are beyond measure. Remember, there's always an emotional element to our story. So we'll say it again: when we combine our impressive stats with something more—something immeasurable—that's when we tell our story best.

EXTERNAL AUDIENCES

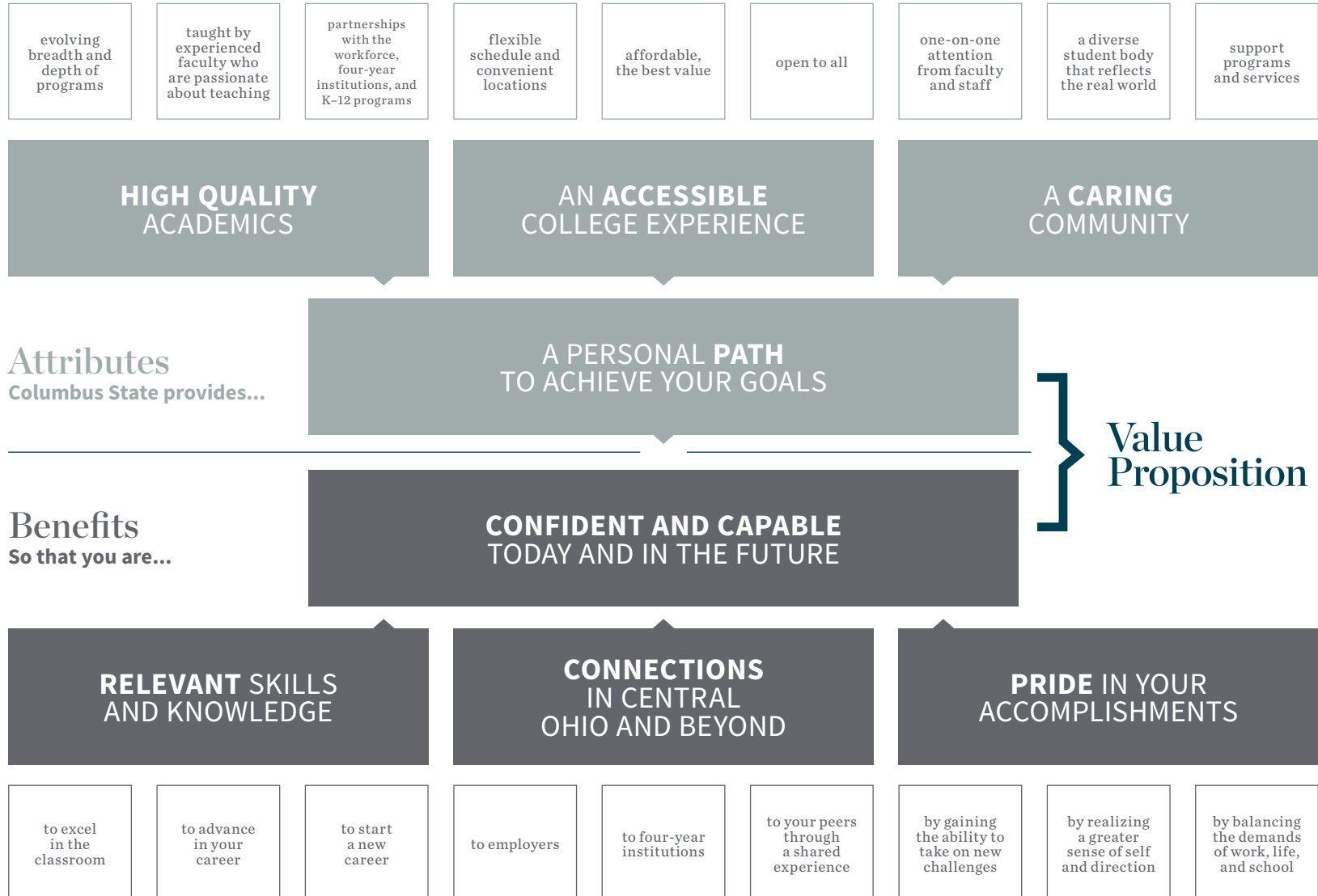
- Build energy around the future
- Share pride for past and current achievements
- Be warm and welcoming
- Shift to a more professional tone for partners, but...
- ...Keep it conversational
- Address them as "you"
- Share results, both quantifiable and beyond measure

INTERNAL AND RETIREE AUDIENCES

- Share the praise
- Keep it warm and inclusive
- Use a casual, conversational tone
- Build energy and pride
- Use "we" and "us" when appropriate
- Give them credit for making CSCC an amazing place
- Be direct about the benefits of working at CSCC, but...
- ...Don't brag

MESSAGING OUR MESSAGING MAP

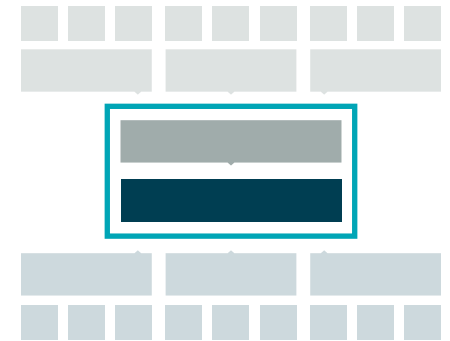
Our messaging map organizes our strongest attributes (what we give) and benefits (what our audience gets), working up to a brand promise that encapsulates our core offer.



MESSAGING OUR BRAND PROMISE

The brand promise is a defining statement for our brand.
It articulates what our institution stands for.

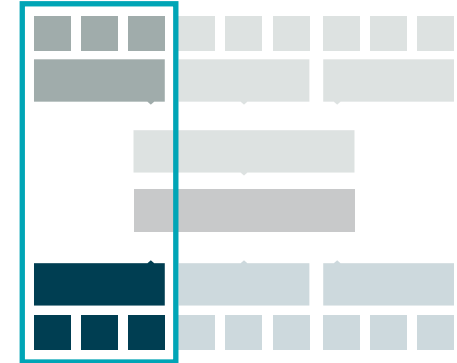
Columbus State
provides a personal
path to achieve your
goals, so that you are
confident and capable
today and in the future.



MESSAGING OUR ATTRIBUTES AND BENEFITS

We provide high-quality academics

- through evolving breadth and depth of programs
- taught by experienced faculty who are passionate about teaching
- through partnerships with the workforce, four-year institutions, and K-12 programs



Our students develop relevant skills and knowledge

- to excel in the classrooms
- to advance in their career
- to start a new career

FOR EXAMPLE

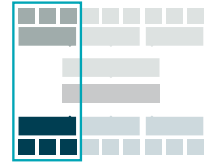
Here's how you could talk about it at a high level.

More than 200 degrees and certificates. Empowered beyond measure.

With our wide range of programs, you can choose a career you're passionate about and then make it real, right here.

FOR EXAMPLE

Here's how you could talk about it in greater detail.



Evolving breadth and depth of programs

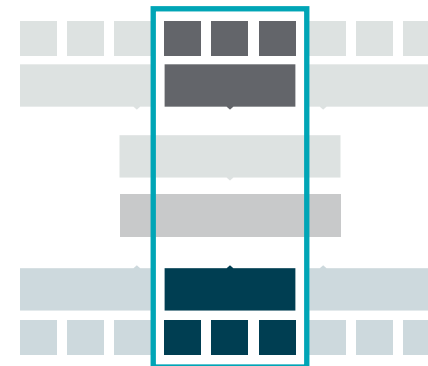
- We offer more than 200 career and technical degrees and certificates that can help get you into the workforce quickly.

Taught by experienced faculty who are passionate about teaching

- Our faculty members have deep academic, industry, and in-field experience.

Partnerships with the workforce, four-year institutions, and K-12 programs

- We offer non-degree community education and workforce development programs.
- Our curriculum is aligned with high-growth fields like health care, information technology, logistics, human services, and hospitality.
- We have transfer agreements with more than 40 public and private colleges and universities.
- Our PSEO and dual-enrollment programs allow high school students to earn college credit.



We provide an accessible college experience

- through flexible schedule and convenient locations
- by being affordable; the best value
- by being open to all

Our students develop connections in Central Ohio and beyond

- to employers
- to four-year institutions
- to their peers through a shared experience

FOR EXAMPLE

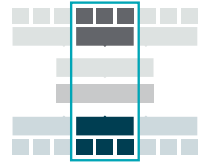
Here's how you could talk about it at a high level.

More than 400 scholarship offers each year. Accessible beyond measure.

Thanks to our flexible schedule and convenient locations, you can thrive in your current job while working toward a career you deserve.

FOR EXAMPLE

Here's how you could talk about it in greater detail.



Flexible schedule and convenient locations

- Our classes are available six days per week, during the evening, and on weekends.
- We have two full campuses, nine regional learning centers, and convenient online courses.

Affordable, the best value

- With tuition for full-time students at just under \$4,000, our tuition costs are the lowest in central Ohio—and less than half the cost of most four-year colleges.
- 60% of CSCC students graduate with zero debt.
- We offer more than 400 scholarships.
- We provide a range of financial assistance, and nearly 70% of our students receive financial aid.
- We award more than \$1.5 million in aid every year to recent high school graduates and older students interested in college.

Open to all

- Our open admissions policy means that you can just come with your high school diploma or GED—no pre-completed paperwork necessary.
- We don't have a minimum GPA or required ACT score, so anyone is welcome to enroll.

MESSAGING OUR ATTRIBUTES AND BENEFITS

We provide a caring community

- through one-on-one attention from faculty and staff
- through a diverse student body that reflects the real world
- through support programs and services

Our students develop pride in their accomplishments

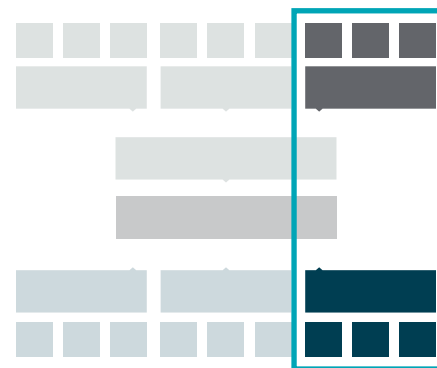
- by gaining the ability to take on new challenges
- by realizing a greater sense of self and direction
- by balancing the demands of work, life, and school

FOR EXAMPLE

Here's how you could talk about it at a high level.

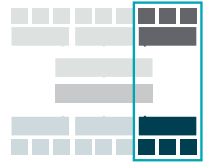
An average class size of 19 students. Support beyond measure.

At Columbus State, you'll get personal attention from our experienced faculty—and their passion will inspire you to challenge yourself like never before.



FOR EXAMPLE

Here's how you could talk about it in greater detail.



One-on-one attention from faculty and staff

- Our average class size is 19 students.

A diverse student body that reflects the real world

- The average age of our students is 28.
- Our student body represents over 120 nationalities.
- We make it possible to earn college credit for your life experiences.

Support programs and services

- We offer a broad range of clubs, activities, sports, and events to participate in.
- Our experienced advisors will help you make a plan to complete your degree.
- We have a Veterans Affairs and a Disability Services Department.
- Our Career Services office offers career guidance and placement support.
- We offer free tutoring with a peer or faculty member, or through support from the speech lab or writing center.
- Our Transfer Center gives you access to advisors who can assist you through the transfer process.

MESSAGING OUR PERSONALITY

Our message is what we say. Our personality is how we say it. Use these traits to guide the tone of what you write, so that everything you say sounds uniquely Columbus State.

HOW WE ARE CURRENTLY PERCEIVED

Open

Always welcoming and approachable

Bold

Confident, engaging and commanding attention

Supportive

Understanding and helpful—meeting you where you are

Smart

Challenging, but with a clear sense of purpose

Collaborative

Committed to working together to achieve a goal

Proactive

Forward-thinking, anticipating and responding to change

HOW WE STRIVE TO BE PERCEIVED

WRITING “BEYOND MEASURE” PAIRINGS

These personality traits can pair well on their own with “beyond measure” in digital or print marketing materials.

Open beyond measure Supportive beyond measure Collaborative beyond measure

Here are some other great pairings:

TO USE WHEN WE’RE TALKING ABOUT COLUMBUS STATE:

Supportive beyond measure
Empowering beyond measure
Accessible beyond measure
Innovative beyond measure
Value beyond measure
Experienced beyond measure
Possibilities beyond measure
Flexible beyond measure
Inspired beyond measure

TO USE WHEN WE’RE TALKING ABOUT OUR STUDENTS:

Supported beyond measure
Empowered beyond measure
Inspired beyond measure
Proud beyond measure*
Passionate beyond measure*

* These last two can be used to talk
about both CSCC and our students.

WRITING BRAND-SPECIFIC RULES AND TIPS

These rules and tips are specific to the “Beyond Measure” brand:

Statistics are an important part of our brand, and we’ve got a lot of them. But don’t just put them out there by themselves. Always pair every statistic—or every set of statistics—with a “beyond measure” statement that communicates the intangible outcome.

For example: If you want to say that we have two campuses, nine regional learning centers, and online courses, pair that information with a statement like “Accessible beyond measure.”

While statistics should never be used without a “beyond measure” statement, a “beyond measure” statement can be used by itself, when appropriate: on small spaces that call for limited text, like billboards, banners, and T-shirts (or other promotional items).

For example: “Possibilities beyond measure” can stand alone on a T-shirt, especially since the word “possibilities” is high level enough to speak to all audiences and broad enough to apply to a multitude of messages.

Usually, “beyond measure” will be preceded by an adjective or a noun—like “supportive” or “value”—depending on the specific message you’re trying to convey. But the phrase can also live alone as a title or a lead-in to a content-heavy piece.

For example: A community report will contain pages and pages of hard facts and detailed statistics. In this scenario, it would be appropriate to use “Beyond Measure” for the title, since the other information will be paying it off.

When you’re highlighting a profile or telling a story, you can still pair a fact or a number with an intangible benefit without using “beyond measure” in the headline, as long as the phrase is included somewhere on the page.

For example: A poster about a faculty member could say: “He holds three Ph.D.s from the country’s top colleges. He inspired her to find her life’s calling.” And while “beyond measure” doesn’t live in the headline, it could live in a URL or as the last two words in the body copy.

WRITING GENERAL RULES AND TIPS

These best practices apply to any brand, including ours:

Make your headlines work harder.

A headline should be more than just the topic of the piece. It's often the best place to convey our brand personality. Remember that the headline may be the only copy your audience will read as they scan communication. Make it compelling, interesting, and informative.

Don't be afraid to get personal.

Directly address your reader, as "you." Columbus State should be "we" or "us." It makes communications much more personal and relatable.

Get to the point.

Keep your language clear, your sentences lean, and your paragraphs short.

Give your reader a reason to care.

Lead with audience-specific benefits (what they get) and back it up with our brand attributes (what we offer).

Inspire action.

Motivate your reader by always including a clear call to action. Let the reader know what you want him or her to do next.

Be bold.

Make communications powerful with bold, direct statements.

Design with purpose

The graphic elements we use. The fonts we select.
The photos we feature. All of these components
(and then some) create a unique visual system that
makes our story more powerful and identifiable.

LOGO BRAND ARCHITECTURE



CSCC SEAL

The Columbus State Seal is for presidential use and official documents only. Do not use it in place of the official logo.

COLUMBUS STATE

COMMUNITY COLLEGE

PRIMARY LOGO

The official university logo.

LOGO COLOR

Our logo may be produced in one or two colors.

By limiting ourselves to these options, our logo will feel contemporary and modern, maintaining a strong and consistent presence. Other brand elements give us a bit more creative freedom, but it's important that our logo retain a singular, iconic identity.

To obtain the logo, please contact the Office of Marketing and Communications.

COLUMBUS STATE

COMMUNITY COLLEGE

PMS Black 7C + PMS 7468

COLUMBUS STATE

COMMUNITY COLLEGE

Black

COLUMBUS STATE

COMMUNITY COLLEGE

White + PMS 304

COLUMBUS STATE

COMMUNITY COLLEGE

White

LOGO SCALE

The Columbus State logo should never be the dominant element on the page; instead it should live comfortably and clearly as an identifying mark.

There is no maximum size limit, but use discretion when sizing the logo. Never reproduce the logo at widths smaller than one inch.

COLUMBUS STATE

COMMUNITY COLLEGE

COLUMBUS STATE

COMMUNITY COLLEGE

COLUMBUS STATE

COMMUNITY COLLEGE



When producing the logo in sizes smaller than two inches wide, use this alternate small version of the logo. The words “Community College” appear in a heavier typeface.

LOGO CLEARANCE

Maintain sufficient white space around the logo for legibility and prominence.

Use the width of the capital “C” as a measuring tool for proper clearance.

Photos, text, and graphic elements must all follow this guideline.



LOGO TAB

The logo tab was created to house the Columbus State logo so it can easily be applied to any tactic or layout, and can be created consistently across nearly all marketing materials.

The tab doesn't need to appear on every communication from the university, but its use is encouraged for a suite of related pieces. Setting the tab in CSCC Blue (PMS 7468) with the one-color reversed version of the logo is recommended.

The tab should be locked to the vertical edge of the page in one of the four corners. Use the capital "C" to create proper clearance on the left and right sides of the logo tab. It should be placed over all graphic elements and photography.



Top left corner placement



Top right corner placement



Bottom left corner placement

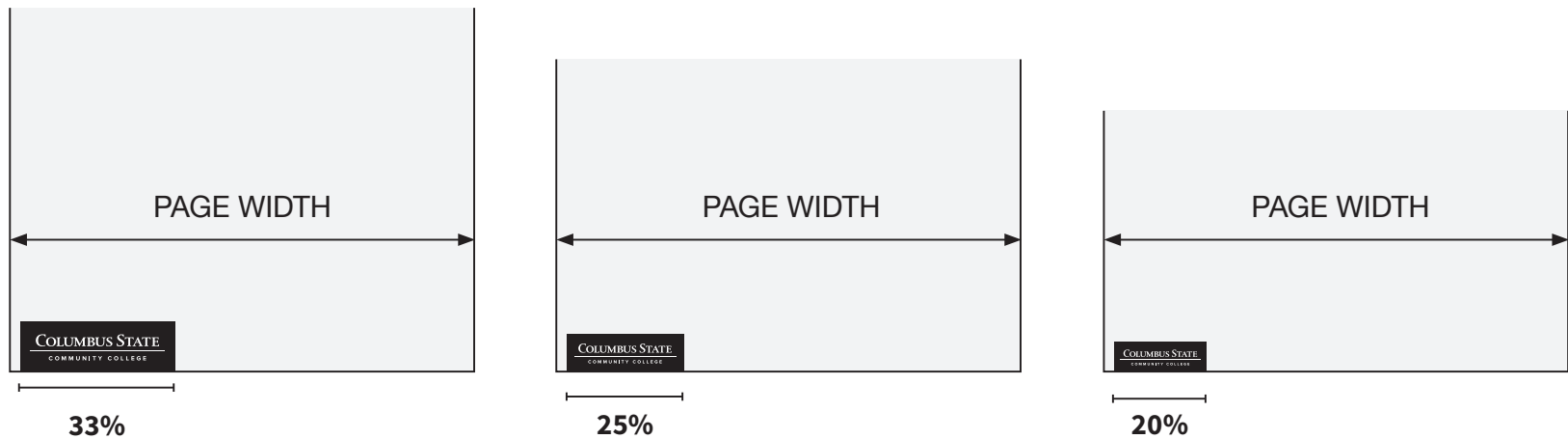


Bottom right corner placement

LOGO PROMINENCE

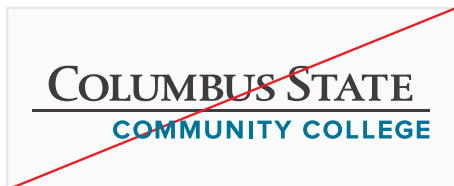
To increase recognition, the logo should be placed in a prominent and consistent location.

Whenever possible, place it along the edge of a communication, within the horizontal margins, at 1/3, 1/4, or 1/5 of the width of the page (see below).



LOGO MISUSE

To maintain consistency in our identity, avoid the following practices:



Do not rearrange the logo elements.



Do not stretch, condense, or change the logo's dimensions.



Do not skew or bend the logo in any way.



Do not alter or replace the typefaces of the logo.



Do not outline the logo.



Do not use gradients, overlays, or other color effects.



Do not lock up any other elements with the logo.



Do not add colors to individual elements.



Do not use colors other than those of the core and expanded color palettes.



Do not crop the logo.



Do not use drop shadows or other visual effects with the logo.



Do not rotate the logo.

LOGO DEPARTMENTAL LOCKUPS

When adding a department name to the logo, the words “Community College” are removed. Use the following guidelines to build the lockup.

COLUMBUS STATE

HOSPITALITY MANAGEMENT

COLUMBUS STATE

LANDSCAPE DESIGN
AND MANAGEMENT

COLUMBUS STATE

NURSING

Use the settings below to enter department names. They also exist in at Adobe Illustrator document available from the Office of Marketing and Communications.

Font: Proxima Nova Bold

Size: 15pt

Kerning: 0

Tracking: 300

Leading: Auto (18pt)

When the department name extends past the rule, a two-line option is available using the same settings as above.

LOGO ALTERNATE VERSIONS



Use this stacked version of the logo when limited horizontal space constrains the design options.

Note: All previously stated rules apply to this version of the logo.



In extreme circumstances, like for embroidery or very small print production, it may be nearly impossible to reproduce or read the words “Community College,” even with the “small” version of the logo.

In those cases, it is acceptable to use the version of the logo in which “Community College” has been removed.

Note: This version should be used very rarely.

COLOR CORE PALETTE

These are the official colors of Columbus State.
They're well-known both inside and outside the CSCC community.

Making them a prominent part of our communications is one
of the clearest ways to ensure that our materials reflect a cohesive
Columbus State brand, especially with audiences who are less familiar.

PMS 7468

CMYK: **97, 45, 26, 3**

RGB: **0, 114, 152**

HEX: **007298**

PMS BLACK 7

CMYK: **64, 61, 65, 54**

RGB: **62, 57, 53**

HEX: **3E3935**

WHITE

CMYK: **0, 0, 0, 0**

RGB: **255, 255, 255**

HEX: **FFFFFF**

White space also plays a key role in our visual identity. Think of white space as a pause (not as a blank area), and don't rush to fill it. Generous amounts of white space can focus greater attention on color, typography, and graphic elements within the layout.

COLOR EXPANDED PALETTE

Our expanded core palette is composed of a group of complementary blues and a set of neutral grays.

Use these colors in combination with our core colors, never in place of them.

PMS COOL GRAY 10

CMYK: **61, 53, 48, 19**
RGB: **100, 101, 105**
HEX: **646569**

PMS 442

CMYK: **39, 25, 30, 0**
RGB: **160, 172, 170**
HEX: **A0ACAA**

BLACK — 10% TINT

CMYK: **0, 0, 0, 10**
RGB: **235, 235, 235**
HEX: **EBEBEB**

PMS 3035

CMYK: **100, 66, 48, 38**
RGB: **0, 62, 82**
HEX: **003E52**

PMS 7710

CMYK: **80, 12, 29, 0**
RGB: **0, 165, 181**
HEX: **00A5B5**

PMS 304

CMYK: **37, 0, 7, 0**
RGB: **153, 218, 234**
HEX: **99DAEA**

COLOR HIGHLIGHTS

Highlight colors provide a strong distinction for featuring elements in communication tactics.

Use these colors in combination with our core and expanded palettes, never in place of them. Content that has multiple components can apply these additional colors to further differentiate content hierarchy.

PMS 1235

CMYK: **0, 31, 98, 0**

RGB: **255, 184, 28**

HEX: **FFB81C**

PMS 584

CMYK: **21, 0, 89, 0**

RGB: **210, 215, 85**

HEX: **D2D755**

PMS 368

CMYK: **65, 0, 100, 0**

RGB: **120, 190, 32**

HEX: **78BE20**

COLOR IN USE

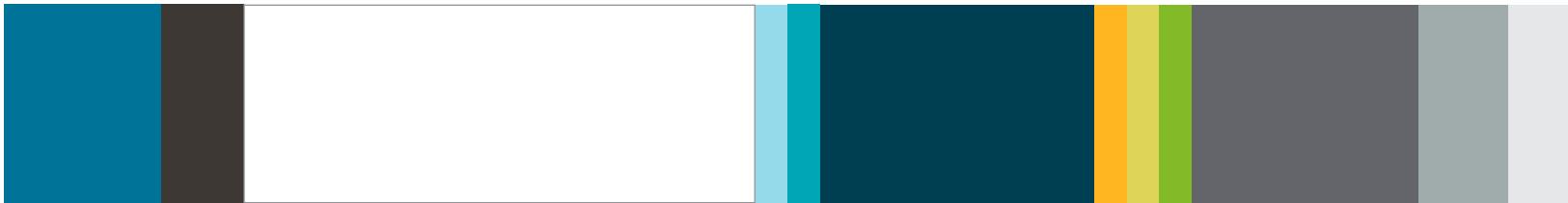
When communicating with different audiences, our palette should be used in different ways. The examples below will help you make color selections accordingly.

For all audiences, it is important to first apply colors from our core and expanded palettes. Highlight colors provide flexibility for designers when managing content in more complex layouts. Colors outside of these palettes should be used only with approval from the Office of Marketing and Communications.



PROSPECTIVE STUDENTS, CURRENT STUDENTS, FACULTY, AND STAFF

For these audiences, emphasize the brighter colors of the extended palette.



ALUMNI AND COMMUNITY

This more sophisticated audience requires a color palette to match. More emphasis should be placed on the core palette and the muted tones of the extended palette.

TYPOGRAPHY OVERVIEW

Just as we choose different words to convey different messages, the typeface we use can have a profound effect on our communications.

Consistently using the official fonts selected for Columbus State strengthens and reinforces the brand. Primary and secondary font choices for CSCC's print communications are displayed below.

PRIMARY

Chronicle Display

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRr SsTtUu
VvWwXxYyZz
0123456789

Chronicle Text G3

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

SECONDARY

Source Sans Pro

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

Georgia

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz 0123456789

Arial

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz 0123456789

TYPOGRAPHY CHRONICLE DISPLAY

Chronicle Display is a traditional serif typeface that does a lot of the heavy lifting for the Columbus State identity.

It should be used primarily for headlines in core messaging materials. It is bold and impactful, yet clear and easy to read.

The Chronicle Display family offers a versatile range of weights that can extend this headline style to secondary messaging.

Chronicle Display Semibold

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

Chronicle Display Light
Chronicle Display Roman
Chronicle Display Semibold
Chronicle Display Bold
Chronicle Display Black

Chronicle Display is available and approved to use in a variety of weights, as shown above.

TYPOGRAPHY CHRONICLE TEXT G3

Chronicle Text G3 is a traditional serif that complements Chronicle Display. The different proportions of its thick and thin strokes make it more legible at smaller sizes.

It should be used primarily for subheads and body copy in core messaging materials.

Chronicle Text G3 Roman

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

Chronicle Text G3 Roman

Chronicle Text G3 Italic

Chronicle Text G3 Semibold

Chronicle Text G3 Semibold Italic

Chronicle Text G3 Bold

Chronicle Text G3 Bold Italic

Chronicle Text G3 is available and approved to use in a variety of weights, as shown above.

TYPOGRAPHY SOURCE SANS PRO

Source Sans Pro is a modern sans-serif that complements the Chronicle family.

It can be used for subheads, callouts, and body copy in core messaging materials. It is clear and easy to read and has a more casual feeling than either version of Chronicle.

Source Sans Pro Semibold

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

Source Sans Pro Light

Source Sans Pro Light Italic

Source Sans Pro Regular

Source Sans Pro Italic

Source Sans Pro Semibold

Source Sans Pro Semibold Italic

Source Sans Pro Bold

Source Sans Pro Bold Italic

Source Sans Pro is available and approved to use in a variety of weights, as shown above.

TYPOGRAPHY ALTERNATES

In some cases — like in Microsoft Word or on the web —
Chronicle and Source Sans may not be available. Use these
alternate fonts in those cases.

Georgia Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Georgia Regular
Georgia Italic
Georgia Bold
Georgia Bold Italic

Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

TYPOGRAPHY IN USE

Use this guide to visualize our recommended typographic heirarchy

Lorem ipsum dolor sit in eseq solorrum as.

FACCUPTATE SERRO ETUNOS NULPA QUE VOLUPTA TUR.

Et in esequidi dolorrum as que pro omnis vellaccus ea sunt volent quam, as alitem ut quam busdaecae abores remolut militia quo ea doluptatur.

Et in esequidi dolorrum as que pro omnis vellaccus ea sunt volent quam, as alitem ut quam quibusdaecae abores remolut militia quo ea doluptatur.

Acilis ex et mosapid qui nullaccum sum remolendus re, nobit min estiandis arcimineta consequatin pos apenam haruptatia aliqua entur? Ovit ullatur, optiur autemquo eseque re sit, to blaceri orporem estio tem re nos sunt fugiam re eum qui assimaxim fuga. Nequo eatur accae ius aliquibus ea sit qui renitia doluptat. Itate conest omnis eatum, officit erchicab ipsam ius incit la siti ut atat officit.

Cusam que volut vid que nem quam, quia volor aut verspe re eliatere et que molupta sectio omnimusapid que comnis archit fugitio bearu Atem saped quia venimin imenti occumqu aeptati aessum verrum voluptae lam

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Odit eumquam, eum apere porem et omniam, ute cupta cum est, unt alitios dis num quas doloriore accusap isimus adi corro errore net quaernam exped quost dis velias solorporum explani sintiae milit.

HEADLINE

Chronicle Display Semibold

Size: 55 pt.

Kerning: Optical

Tracking: 0

SUBHEAD

Source Sans Pro Bold

Size: 22 pt.

Kerning: Metrics

Tracking: 100

INTRODUCTORY COPY

Source Sans Pro Regular

Size: 15 pt.

Kerning: Metrics

Tracking: 0

BODY COPY

Chronicle Text G3

Size: 7 pt.

Kerning: Metrics

Tracking: 0

Always set paragraph styles to unjustified text (aligned left), with hyphenation turned off.

TYPOGRAPHY IN USE

“Beyond Measure” can be treated multiple ways.
Use these basic rules depending on the application.



When “Beyond Measure” lives on its own, both words should be capitalized. In a stacked treatment, the words interact well and create a visually pleasing graphic lockup.

SUPPORTIVE

**Beyond
Measure**

When “Beyond Measure” emphasizes another idea, use this graphic treatment to create a simple lockup.

The confidence she
inspires is beyond measure.

When used in a sentence or headline, treat the words “beyond measure” as if they were any other words in the sentence.

TYPOGRAPHY IN USE

Statistics and infographics are a crucial element of the Columbus State brand. Feel free to combine our primary fonts for interesting graphic treatments. However, it's important to show restraint when mixing fonts.

MORE THAN
\$1.5 MILLION
IN FINANCIAL AID
AWARDED PER YEAR

**70% of our students
receive financial aid**

60% of our
students
leave with
\$0 debt

11 LOCATIONS

200+

CAREER AND TECHNICAL PROGRAMS

**40+ direct
transfer
programs**
to colleges and
universities like
Ohio State and
Otterbein

**Most
online
courses
available
in Ohio**

300 available
scholarships

PHOTOGRAPHY OVERVIEW

Columbus State is a special place—it inspires students, faculty, and staff daily. Our brand photography should show this quickly and meaningfully. Subjects should feel natural and unposed whenever possible, letting the audience experience a moment in time.

PORTRAITS



CAMPUS LIFE



EVENTS AND DOCUMENTATION



PHOTOGRAPHY PORTRAITS

Portraiture is our primary photographic style. Use this method to shoot students, faculty, and alumni. Whenever possible, the subjects should not be looking at the camera. Shoot with a shallow focus and let the background add color and dimension.

For student subjects, photograph them at various areas (indoor and outdoor) around campus. As the age of our audience shifts, so should the age of the student in the photo. Faculty should be treated the same way.

Alumni communications feature portraits of Columbus State graduates on the job or on campus, shot in the same way we photograph students. We can also capture alumni performing the tasks of their job, or we can document the details of their workplaces.



PHOTOGRAPHY CAMPUS LIFE

Campus life photography should capture the wide variety of activity and diversity that exists on our campuses. Images should show students actively working in the classroom or engaged in normal activity with friends.

Photos should use natural light and a shallow focus. Find interesting angles or look for images in reflections for a unique perspective.

Above all, these images should feel completely natural and not staged.



PHOTOGRAPHY EVENTS AND DOCUMENTATION

Event and documentary photography is used in communications for the press and the greater Columbus community. These photos should capture the spirit of an event as honestly as possible. Shoot with natural light whenever it's feasible, and try to keep the photos unstaged.

However, because the conditions at each event are different, some situations will require posed photography.



GRAPHIC ELEMENTS FRAME

The frame is used in various ways to elevate the sophistication of a piece and add interest to a photograph or simple layout.



LINE

The frame can be treated as a simple line element over either a full-bleed photograph or an entire layout.

The line should be thin relative to the page. For example, on an 8.5" x 11" document, a 4pt line works well. It should never distract in size or color from the primary content of the page.

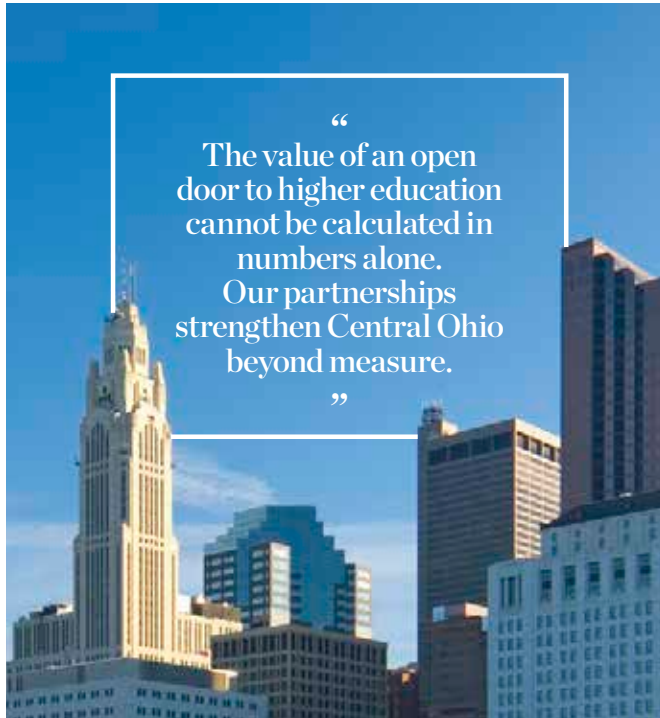
When appropriate, the border may interact with a photograph, going behind a person or significant object in the photograph.

This effect can be achieved in one of two ways:

1. Place the frame over the image and cut the path at the points where it intersects with the object or person.
2. Cut the object or person out of their background in Photoshop and place that file (with a transparent background) over the original image and frame.

GRAPHIC ELEMENTS FRAME

The frame is used in various ways to elevate the sophistication of a piece and add interest to a photograph or simple layout.



The frame as a line can also highlight important information or pull quotes.



BORDER

To subtly add interest to a basic layout, the frame may be used as a thicker border. This can help create a consistency in our visual language without distracting from the content on the page.

Note: This variation of the frame should only be produced in 10% black.

GRAPHIC ELEMENTS TYPE ACCENT BLOCK

The accent block is filled with a line pattern and is used to emphasize words or phrases in various ways.



Experienced
Beyond Measure.

The accent block is always filled with a simple line pattern. It should always be treated subtly and should never overpower the words on the page.

In most cases, the container box can be filled with a screened-back version of the line fill color.



Passionate
Beyond Measure.

On darker backgrounds, use lighter colors to create the accent block.

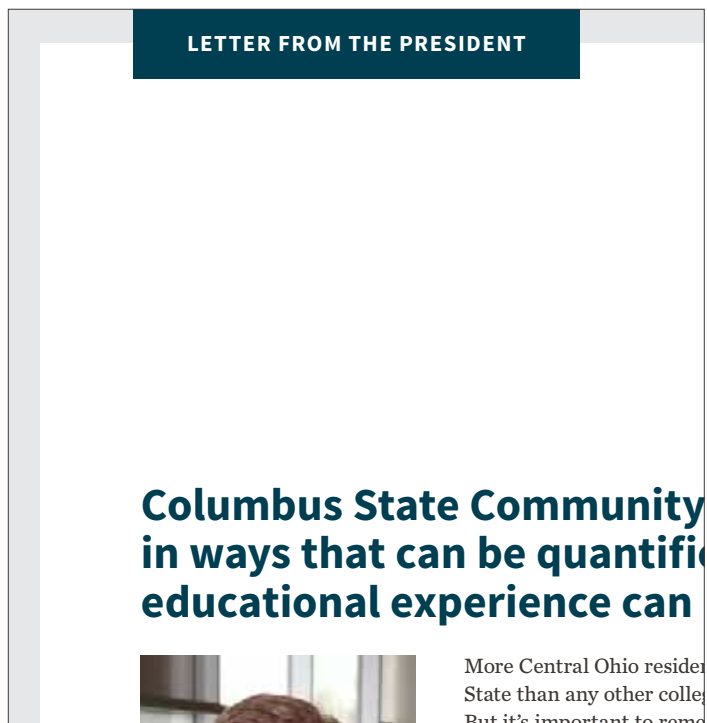


Accessible
beyond
measure.

In some cases, it may be necessary to call attention to a full headline. In these instances, the accent block may be used on each line to highlight the words or phrase.

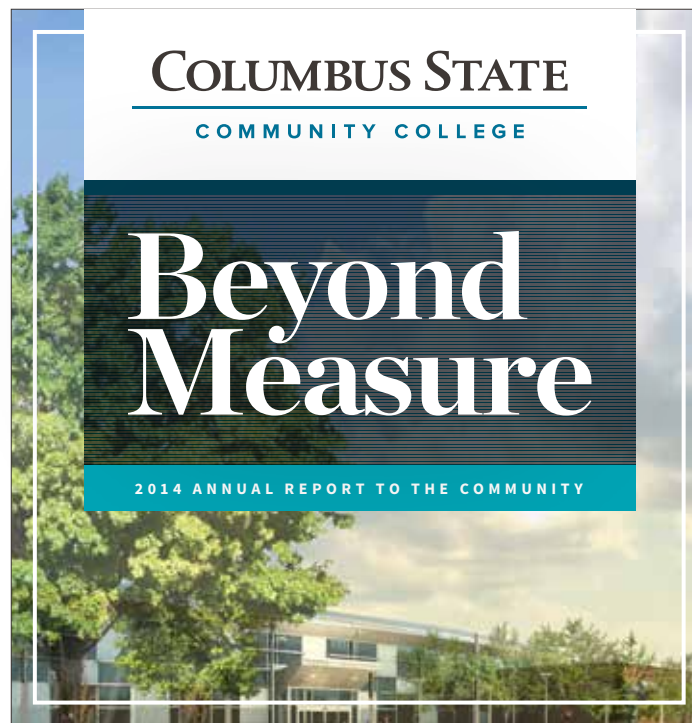
GRAPHIC ELEMENTS TAB SYSTEM

We have built a simple navigation system that may also be used as a graphic treatment for headlines or descriptors of a piece of communication.



NAVIGATION

Primarily, the tab system is a navigation device for larger brochures and pieces that contain many chapters (such as the Community Report and admissions materials). It should always live in the top left corner and should never distract from or act as the primary element on the page.



The tab system may also be used as a graphic treatment to lock up headlines and descriptors. It works best when there is no extraneous information on the page (like for covers and postcard fronts). Exercise restraint when adding color and using the type accent block with the tab system.

Bring it to life

We've given you the tools you need to work with our brand. Now, here are a few examples of how it can translate to real pieces of communication. Don't think of these as rigid rules or templates. Instead, use them as a guide to understand how the brand can flex for each audience, and how all of our brand elements can come together to create an engaging, effective suite of marketing materials.

COLUMBUS STATE
COMMUNITY COLLEGE

February 13, 2014

Ms. Susan Smith
Supervisor of Product Development
Nationwide Insurance
1 Nationwide Plaza
Columbus, OH 43215

Dear Ms. Smith:

Estrum am quame suntis que cum fuga. Ibit rerions ercorp erovitas expe porestibus most modi ipsusa
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Otae. Con periere mquaestis poruntiam volor ma cominoms am, nis eaque nobist, omnihillique eseqe
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Sincerely,

David T. Harrison, Ph.D.
President

DAVID T. HARRISON Ph.D. PRESIDENT

550 East Spring Street - PO Box 1609 - Columbus, Ohio 43216-1609 - csc.edu

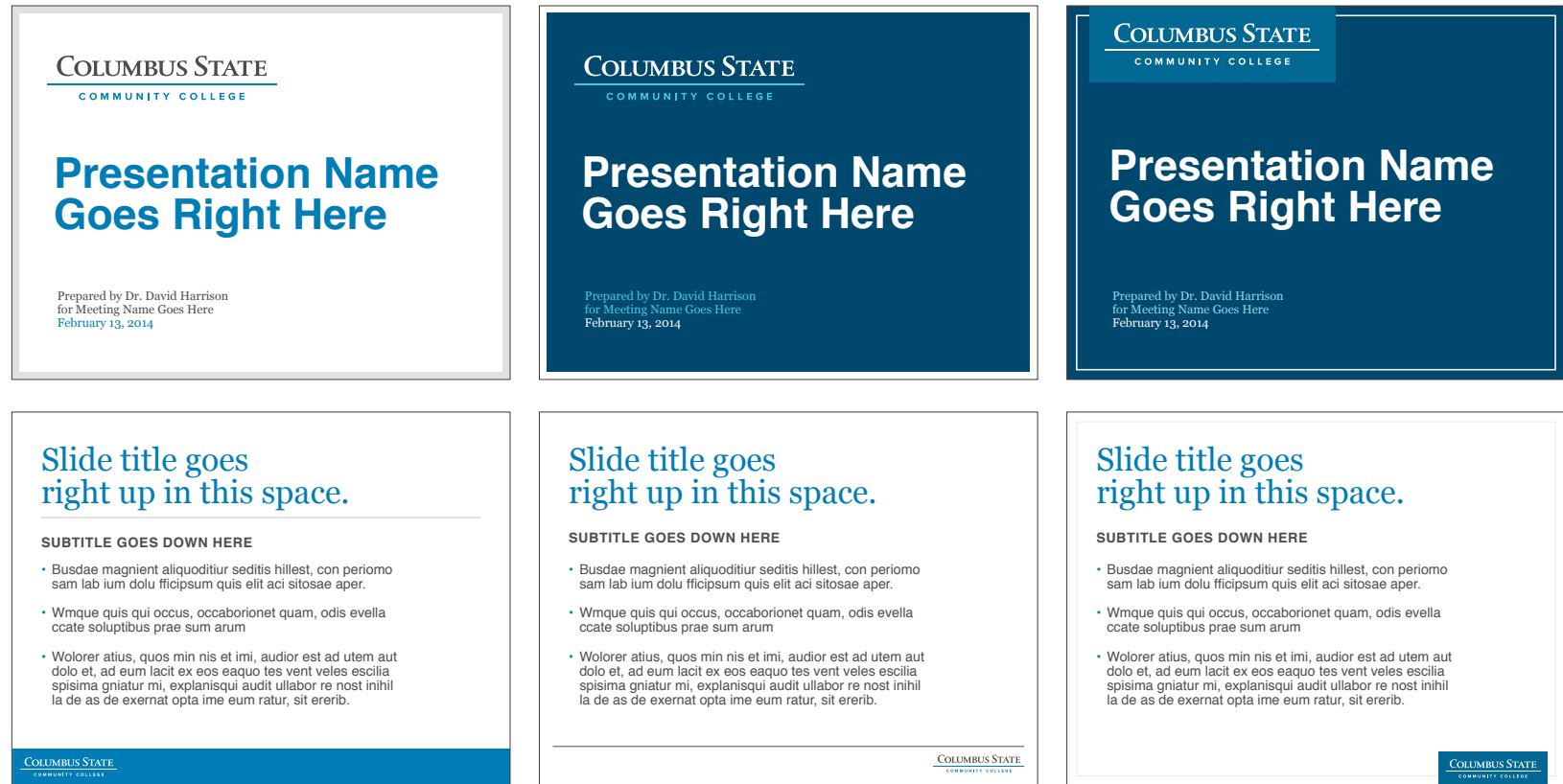
o volenih iliciat
itio verit eos si
ut auta quam a
r iberferis sin

550 East Spring Street
PO Box 1609
Columbus, Ohio 43216-1609

550 East Spring Street
Columbus, OH 43215
csc.edu

COLUMBUS STATE COMMUNITY COLLEGE BRAND GUIDELINES 52

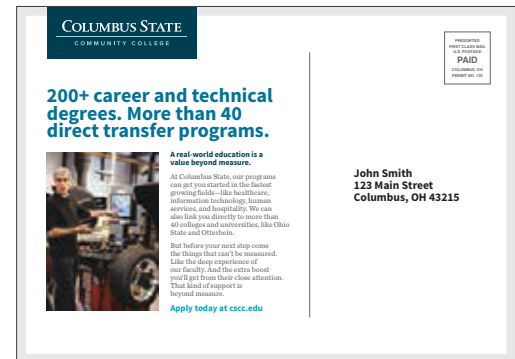
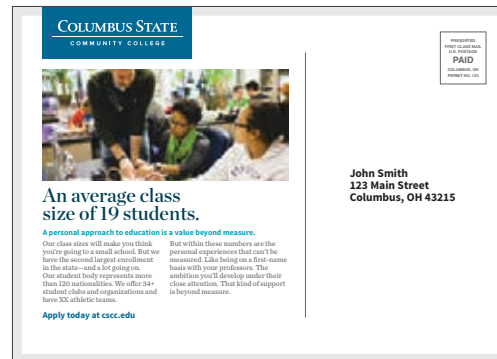
OFFICIAL MATERIALS



POWERPOINT TEMPLATES

These should be kept clean and simple, using mostly our core color palette. Because of font restrictions, use our alternate typefaces (Times New Roman and Arial) when creating these documents.

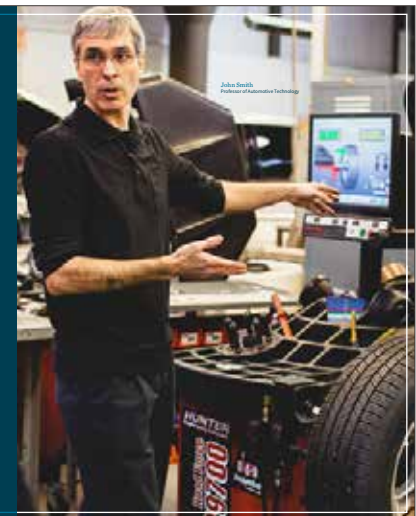
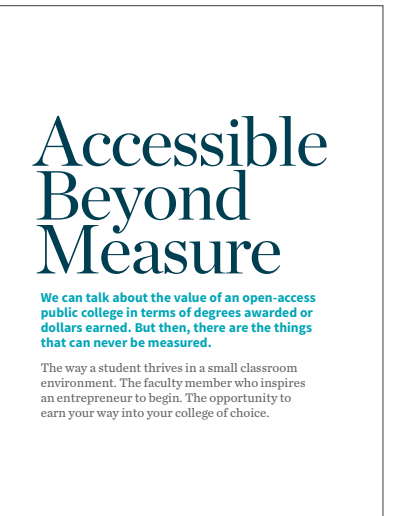
PRINT MATERIALS



POSTCARDS

Smaller pieces like these call for brevity, so a “Beyond Measure” piece works well for the front—as long as it’s paid off with a statistic on the back.

PRINT MATERIALS



COMMUNITY REPORT

On long-form materials, “Beyond Measure” can stand alone. The spirit of the phrase should be woven into the copy throughout the piece, and balanced with tangible facts.

ADVERTISING



BILLBOARDS

For billboards, the general rule of thumb is “seven words or less,” so a “Beyond Measure” phrase is the quickest way to apply the brand here.

ADVERTISING



A horizontal banner advertisement featuring a portrait of Judge Terri Jamison on the left. She is a Black woman with short dark hair, wearing glasses and a red and white collared shirt, smiling. The background of the banner is a blurred indoor setting. To the right of the portrait, the headline "Confident Beyond Measure." is written in a large, dark blue serif font. Below the headline, the text "JUDGE TERRI JAMISON, '89" and "FRANKLIN COUNTY COURT OF COMMON PLEAS" is displayed in a smaller, dark blue sans-serif font. On the far right, a dark blue rectangular box contains the text "COLUMBUS STATE" in a white serif font, with "COMMUNITY COLLEGE" in a smaller white sans-serif font below it.

**Confident
Beyond Measure.**

JUDGE TERRI JAMISON, '89
FRANKLIN COUNTY COURT OF COMMON PLEAS

COLUMBUS STATE
COMMUNITY COLLEGE



A horizontal banner advertisement featuring a portrait of Lewis Smoot Jr. on the left. He is a man with a beard and short dark hair, wearing a blue button-down shirt over a white t-shirt, smiling. The background of the banner is a blurred indoor setting. To the right of the portrait, the headline "Passionate Beyond Measure." is written in a large, dark blue serif font. Below the headline, the text "LEWIS SMOOT JR, '92" and "S.V.P. AND DIRECTOR, SMOOT CONSTRUCTION" is displayed in a smaller, dark blue sans-serif font. On the far right, a dark blue rectangular box contains the text "COLUMBUS STATE" in a white serif font, with "COMMUNITY COLLEGE" in a smaller white sans-serif font below it.

**Passionate
Beyond Measure.**

LEWIS SMOOT JR, '92
S.V.P. AND DIRECTOR, SMOOT CONSTRUCTION

COLUMBUS STATE
COMMUNITY COLLEGE

ADVERTISING



A horizontal banner advertisement featuring a portrait of Judy Habegger on the left. The background is a light, neutral tone. The text is white and right-aligned.

Accessible Beyond Measure.

JUDY HABEGGER, Ph.D.
PROFESSOR OF SPORT AND EXERCISE STUDIES

COLUMBUS STATE
COMMUNITY COLLEGE



A horizontal banner advertisement featuring a portrait of James Taylor on the left. The background is a blurred outdoor scene with greenery. The text is white and right-aligned.

Flexible Beyond Measure.

JAMES TAYLOR, CEC
PROFESSOR OF HOSPITALITY MANAGEMENT

COLUMBUS STATE
COMMUNITY COLLEGE

ADVERTISING

400+ Scholarship
Offers Each Year.

Accessible Beyond Measure.

EXPLORE OUR TRANSFER OPTIONS ►

COLUMBUS STATE
COMMUNITY COLLEGE

400+ Scholarship
Offers Each Year.

Accessible Beyond Measure.

EXPLORE OUR TRANSFER OPTIONS ►

COLUMBUS STATE
COMMUNITY COLLEGE

200+ Degrees
and Certificates.

Possibilities Beyond Measure.

START YOUR NEW CAREER TODAY ►

COLUMBUS STATE
COMMUNITY COLLEGE

200+ Degrees
and Certificates.

Possibilities Beyond Measure.

START YOUR NEW CAREER TODAY ►

COLUMBUS STATE
COMMUNITY COLLEGE

PANDORA ADS

When we still have limited space, but we also have a captive audience, it's fine to include both a statistic and a "Beyond Measure" statement. Just keep the intended audience in mind and make sure the information is relevant to their interests.

DIGITAL

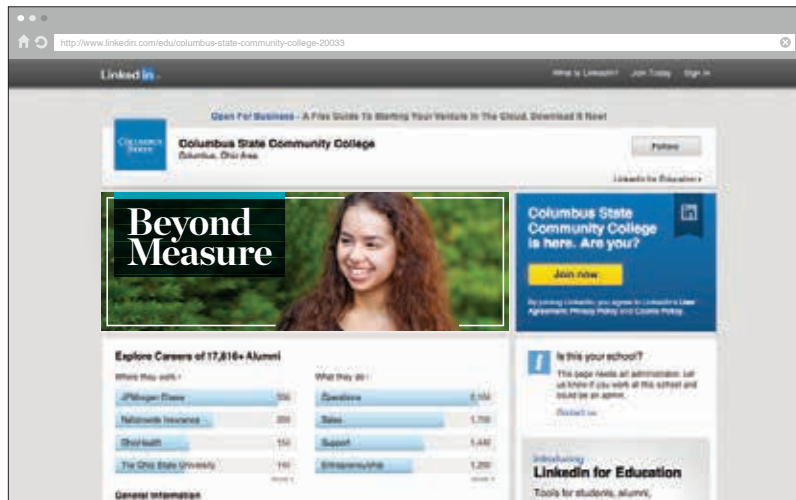
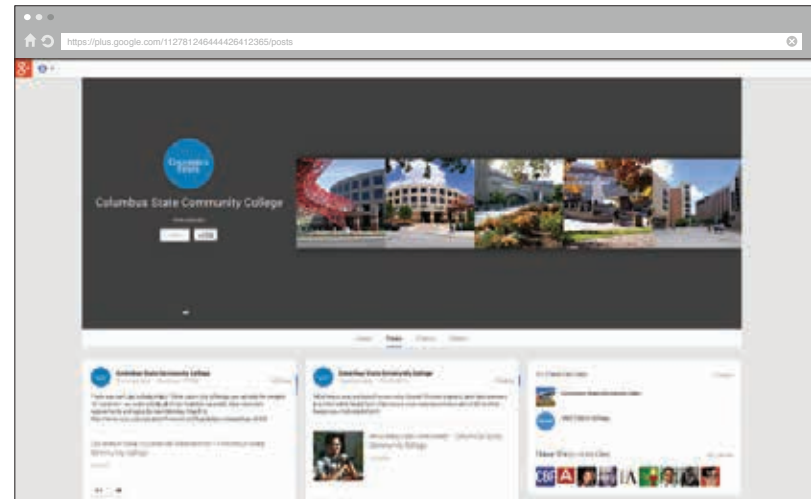
Social media and interactive digital platforms require a constant stream of content. Leading with the phrase “Beyond Measure”—by itself, without a modifier—is a great way to set it up at high level, because it’s broad enough to work with all categories of information.



MICROSITE



DIGITAL



SOCIAL MEDIA

ENVIRONMENTAL



POLE BANNERS

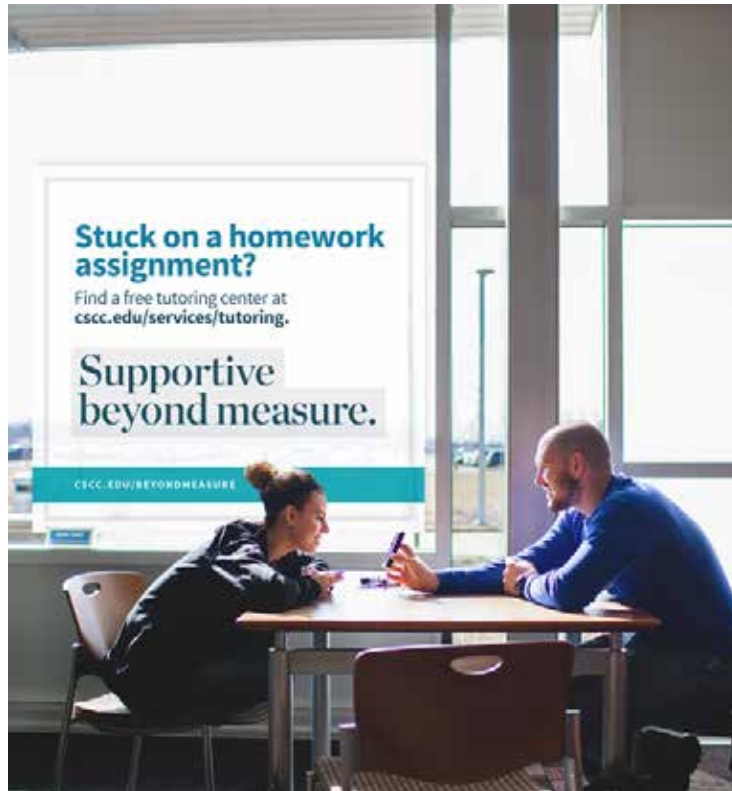
ENVIRONMENTAL



POLE BANNERS

This medium is extremely limited in space, so it's perfectly fine to use both statistics and "Beyond Measure" statements by themselves—as long as the entire set contains an equal balance of the two.

ENVIRONMENTAL



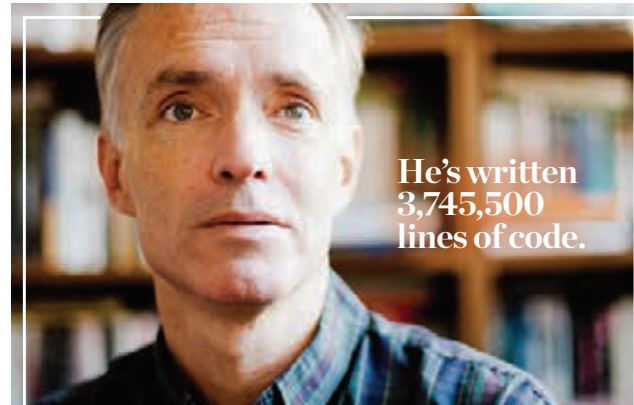
ON-CAMPUS WINDOW CLINGS

These environmental messages reinforce our culture of support by highlighting our existing amenities and pairing them with a “Beyond Measure” statement.

ENVIRONMENTAL



CSCC.EDU/BEYONDMEASURE



CSCC.EDU/BEYONDMEASURE



ON-CAMPUS POSTERS

Since these posters are for an internal audience, a “Beyond Measure” statement isn’t necessary to tell the story—but a tangible fact (the professor’s accomplishment) is still paired with an intangible outcome (the student’s achievement).

MISCELLANEOUS



VEHICLE GRAPHICS

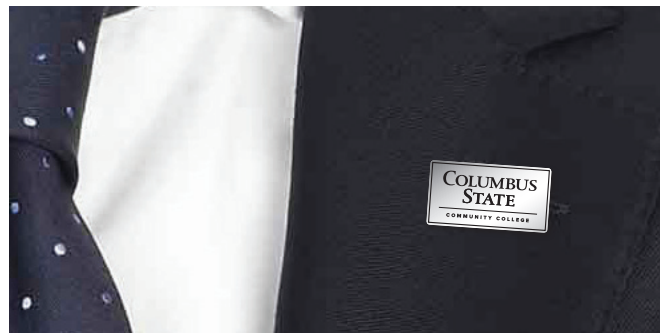
When creating new graphics for police cars and other official vehicles, it's important to organize the design's elements so that the necessary information can be easily read from a distance and at a glance. Use our core blue (PMS 7468) to call attention to those items.

MISCELLANEOUS



T-SHIRT

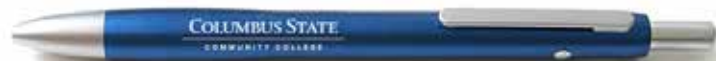
For items that will be given out to multiple audiences, make sure the “Beyond Measure” modifier—in this case, “possibilities”—is high-level enough to apply to all of them.



LAPEL PIN

Our lapel pins use the stacked version of the logo and is produced in a single etched color on a brushed metallic pin.

For more formal items like these, use the appropriate logo without any kind of “Beyond Measure” branding.



PENS AND OTHER GIVEAWAYS

Promotional items should feature our logo prominently. When possible, match the item’s color to our core blue (PMS 7468).

For questions or clarifications about any portion
of these brand standards, please contact:

Marketing and Communications
550 East Spring Street
Columbus, OH 43215

www.csccl.edu/about/marketing-communications/brand-templates-logos.shtml

COLUMBUS STATE

COMMUNITY COLLEGE