



# Branding Guidelines

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Washtenaw Community College strives to make a positive difference in people's lives through accessible and excellent educational programs and services. In order to maintain the integrity of this mission, it is important that the college brand and identity remain clear and consistent. To support this mission, the visual identity standards have been outlined in this guide.

# Logo



When possible, use of the green Washtenaw Community College is recommended. Acceptable color variations of the logo (shown on the following page) include: white, black, yellow, and a special version for specifying metallic inks and foil stamps.

All graphic files for the college logo and acceptable variations can be found at [wccnet.edu/about-us/identity/downloads](http://wccnet.edu/about-us/identity/downloads).



A mandatory “clear space” around the logo equal to the of the diamond portion of the mark. Elements such as text, rules, borders, illustrations, photographs (when not used as a background) and trim edges should not extend into this spacing.



The logo should never be smaller than ¼" high.

# Logo Variations



## Applying the Logo to Solid Backgrounds

The green logo may be applied to solid colors or background photos providing adequate contrast. If inadequate contrast, the black or white logo should be used.

## White Logo

The white logo may be applied to solid colors or background photos providing adequate contrast.

## Black Logo

In cases in which the green or white logos will not work the black logo may be applied. May also be used in black and white printing.

## Yellow Logo

The yellow logo should only be applied to the WCC green background.

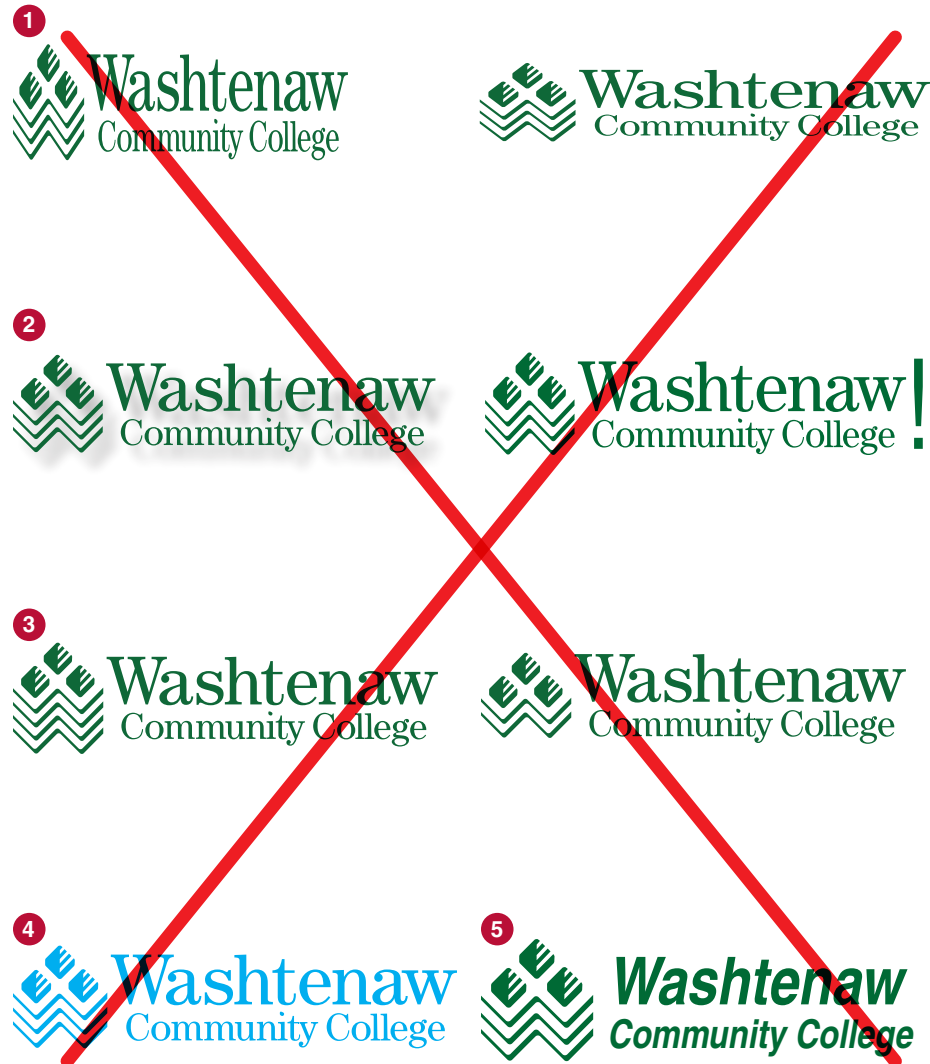
## Metallic Inks

Metallic inks and foils must be approved for use. For metallic gold, use PANTONE 871. When printed on a white background the logo text should use PANTONE 349C.

## Stacked Logo

The stacked logo should only be used in cases where the horizontal logo will not work. As with the horizontal logo, color requirements apply.

# Incorrect Uses of Logo



## Do not:

- 1 Manipulate or distort the WCC logo by stretching or compressing.
- 2 Add effects or graphic elements.
- 3 Add or subtract elements from the logo.
- 4 Change the color from the approved logo colors.
- 5 Alter or add fonts.

## Secondary Signatures

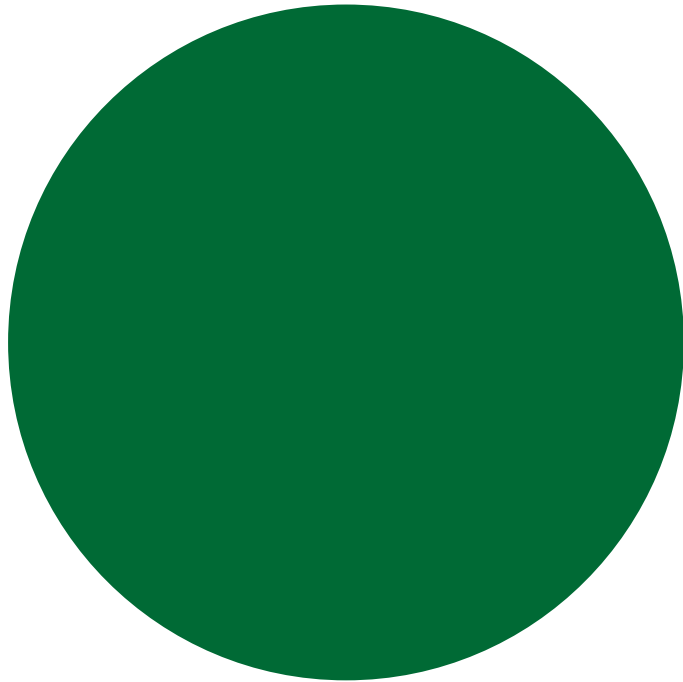
The secondary signature samples shown here are for all academic, administrative and affiliate usage. Logo color requirements apply to secondary signatures.

Contact Marketing at [marketing@wccnet.edu](mailto:marketing@wccnet.edu) if you are in need of a secondary signature.



# Primary Color Palette

Green and yellow are the primary identifying colors for WCC. While yellow is part of the primary palette, it is to be used mainly as an accent and background color. It should not be used for text on white or light backgrounds.



PMS 349

Print: C:90 / M:12 / Y:95 / K:40

Digital: R:4 / G:106 / B:56

Hex: 046A38

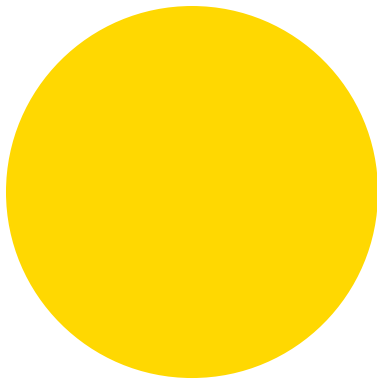


PMS 116

Print: C:0 / M:12 / Y:100 / K:0

Digital: R:254 / G:203 / B:0

Hex: FECB00



# Extended Color Palette

The extended color palette consists of a complimentary set of hues that are chosen to work well together, and with the primary palette, to provide depth and variety to communications. These additional colors should be used with discretion as accent colors in design.

There are no designated colors for individual departments or areas of the college.

## Secondary Colors

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PMS 361

**Print:** C:75 / M:0 / Y:5 / K:40  
**Digital:** R:52 / G:178 / B:51  
**Hex:** 34B233

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PMS 5535

**Print:** C:90 / M:12 / Y:95 / K:74  
**Digital:** R:0 / G:52 / B:17  
**Hex:** 003411

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PMS Cool Gray 9

**Print:** C:29 / M:23 / Y:16 / K:51  
**Digital:** R:116 / G:116 / B:47  
**Hex:** 26392F

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PMS 639

**Print:** C:100 / M:1 / Y:5 / K:5  
**Digital:** R:0 / G:153 / B:204  
**Hex:** 0099CC

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PMS 294

**Print:** C:100 / M:68 / Y:7 / K:28  
**Digital:** R:0 / G:153 / B:120  
**Hex:** 003478

## Accent Colors

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PMS 375

**Print:** C:47 / M:0 / Y:94 / K:0  
**Digital:** R:146 / G:212 / B:0  
**Hex:** 92D400

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PMS 315

**Print:** C:100 / M:8 / Y:18 / K:38  
**Digital:** R:0 / G:105 / B:131  
**Hex:** 006983

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PMS 187

**Print:** C:5 / M:100 / Y:71 / K:22  
**Digital:** R:167 / G:25 / B:48  
**Hex:** A71930

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PMS 152

**Print:** C:0 / M:62 / Y:100 / K:0  
**Digital:** R:225 / G:112 / B:0  
**Hex:** E17000

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PMS 2617

**Print:** C:48 / M:100 / Y:0 / K:13  
**Digital:** R:73 / G:14 / B:111  
**Hex:** 490E6F



# Typefaces

The official college typefaces are the New Century Schoolbook and Helvetica families.

## New Century Schoolbook

### Aa

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890

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New Century Schoolbook Roman

*abcdefghijklmnopqrstuvwxy*

*ABCDEFGHIJKLMN OPQRSTUVWXYZ*

*1234567890*

---

New Century Schoolbook Italic

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**

**1234567890**

---

New Century Schoolbook Bold

***abcdefghijklmnopqrstuvwxy***

***ABCDEFGHIJKLMN OPQRSTUVWXYZ***

***1234567890***

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New Century Schoolbook Bold Italic

### Substitutions

If the official typefaces are not available to you **Century Schoolbook** and **Arial** may be substituted.

## Helvetica

### Aa

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890

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Helvetica Roman

*abcdefghijklmnopqrstuvwxy*

*ABCDEFGHIJKLMN OPQRSTUVWXYZ*

*1234567890*

---

Helvetica Oblique

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**

**1234567890**

---

Helvetica Bold

***abcdefghijklmnopqrstuvwxy***

***ABCDEFGHIJKLMN OPQRSTUVWXYZ***

***1234567890***

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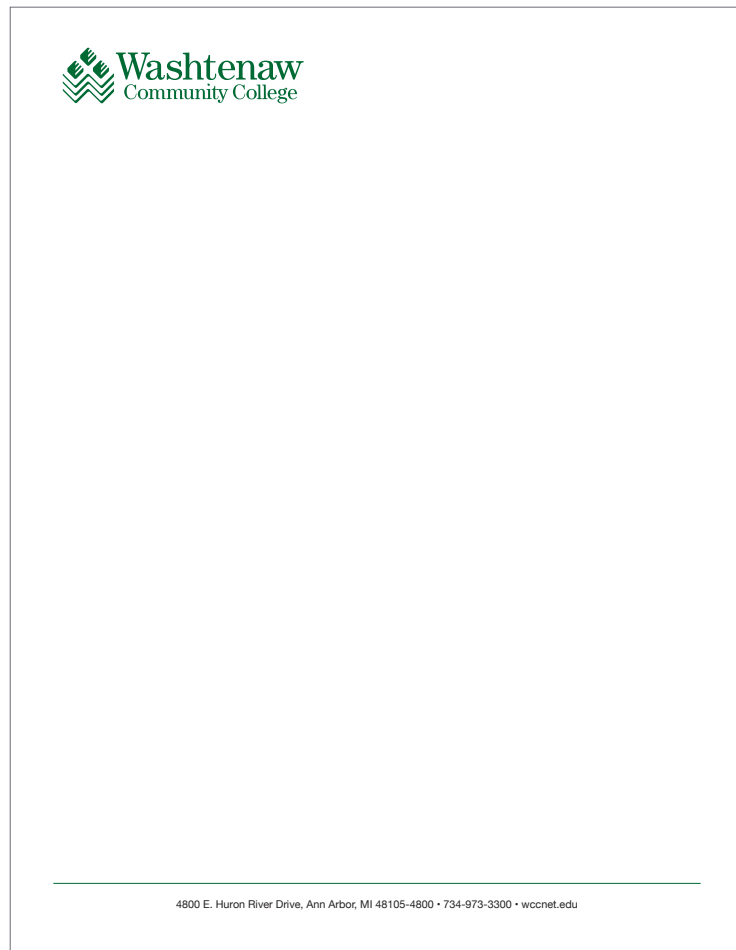
Helvetica Bold Oblique

# Image Usage

Imagery used in WCC collateral and advertising must portray the college with positivity. They cannot be low resolution or poorly cropped, as that does not reflect well on the quality of our programs. Imagery that includes people should not include logos or advertising for other colleges or products. Imagery should not appear staged or posed. It should appear realistic and natural.



# Stationery

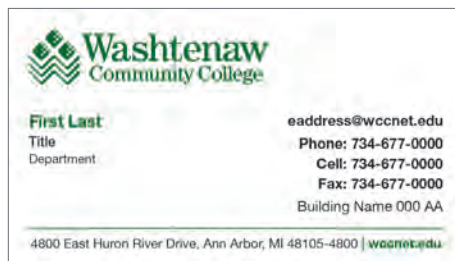


## Letterhead

Letterhead templates are available for download at [wccnet.edu/about-us/identity/downloads](http://wccnet.edu/about-us/identity/downloads).

## Business Cards

Business cards can be ordered at the Copy Center, [copycenter@wccnet.edu](mailto:copycenter@wccnet.edu).



# College Seal



Use of the official college seal is reserved for the Office of the President, diplomas, or legal contracts. The seal may also be used for official ceremonial functions and appear on approved plaques.

The seal should never be used in communications in lieu of or in conjunction with the WCC logo. Official art should be obtained from Marketing, [marketing@wccnet.edu](mailto:marketing@wccnet.edu).

Logo color requirements apply.



Metallic Ink or Foil Stamp



# Resources

## Download Logos

[wccnet.edu/about-us/identity/downloads](http://wccnet.edu/about-us/identity/downloads)

## Branding Guidelines PDF Download

[www.wccnet.edu/about-us/identity](http://www.wccnet.edu/about-us/identity)