



**COLORADO  
COLLEGE**

**Visual Identity  
Guidelines**

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# Brand Attributes

The Master Communications Plan

What Drives Our Brand

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# Brand Attributes

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## The Master Communications Plan

The Master Communications Plan is a major initiative of Colorado College's strategic plan, aimed to enhance our distinctive place of learning. In tandem with a plan for our physical campus, we developed the Master Communications Plan to present the college to our constituencies and the world. To offer a clear, unified message to the campus community, alumni, and visitors, our communications efforts will reflect the nuances of our distinctive curricula and programs and our special place, signifying who we are as an intellectual community. External communications, ranging from the continued development of our brand to the signage we use to identify our physical resources, will portray a powerful, integrated presence. The Master Communications Plan, along with a new institutional logo, helps us achieve these goals.

*While the Visual Identity Guidelines are public, the Master Communications Plan is for internal audiences only. Faculty and staff may view the password-protected plan online at: [www.coloradocollege.edu/identity](http://www.coloradocollege.edu/identity)*

## How to Use This Document:

**The Visual Identity Guidelines introduces you to the new college logo, what it means, and how to use it properly in communications materials. Generated from the Master Communications Plan, the institutional logo is one way we can communicate about CC that is distinctive, meaningful, and authentic. This document presents flexible and easy tools that you can use to ensure the logo is presented with strength and consistency.**

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# Brand Attributes

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## What Drives Our Brand

Through the development of the Master Communications Plan, we discovered the three main elements that define Colorado College, elements that drive our brand and sets us apart from other national liberal arts institutions and other colleges and universities in our region: our pioneering block plan (**program**), our location in the Rocky Mountain West (**place**), and the creative individuals who make up our campus community (**people**). These brand elements provide us rich and varied ways in which we can tell the CC story and how we identify ourselves visually, including logo marks.

## OUR PROGRAM

**Colorado College is the highly selective national liberal arts college where together, students and professors fully explore the depth and breadth of each subject, one course at a time.**

## OUR PLACE

**The Rocky Mountain West sets the stage for much of this work, from classrooms, studios, and laboratories on CC's beautiful campus at the base of Pikes Peak to nearby mountains, the Southwest region, and urban centers.**

## OUR PEOPLE

**Here, curious, innovative, and adventurous life-long learners foster meaningful relationships, working together toward attaining the finest liberal arts education in the country.**

# Brand Attributes

## CC's Identity Marks

Our brand communicates who we are, our purpose, and our drive to connect to important audiences. More importantly, it is how others perceive us, and our logo marks are one way we present ourselves and connect with others. The CC identity is represented by three distinct marks: the institutional logo, the college seal, and the athletics logo (the Tiger).

The institutional logo serves as the core of the Colorado College identity system. A graphic "CC" mark is coupled with custom geometric letterforms that spell out "Colorado College," giving our logo a unique look that boldly distinguishes the college from other institutions, reflects our independent spirit in the West, and prepares the college for the next era of growth and prominence with a strong, modernist appeal.

**1.** *The Visual Identity Guidelines focus on use of the institutional logo and the college seal. Departments and offices will be required to use the institutional logo as the primary landmark for CC.*

**2.** *Use of the athletics logo is reserved for the Athletics Department only.*



**COLORADO  
COLLEGE**

The **institutional logo** serves as the main identity mark of the college. It is designed to reflect the unique elements of our brand: our program, place, and people.



The **college seal** communicates our academic purpose as well as the history of the institution.



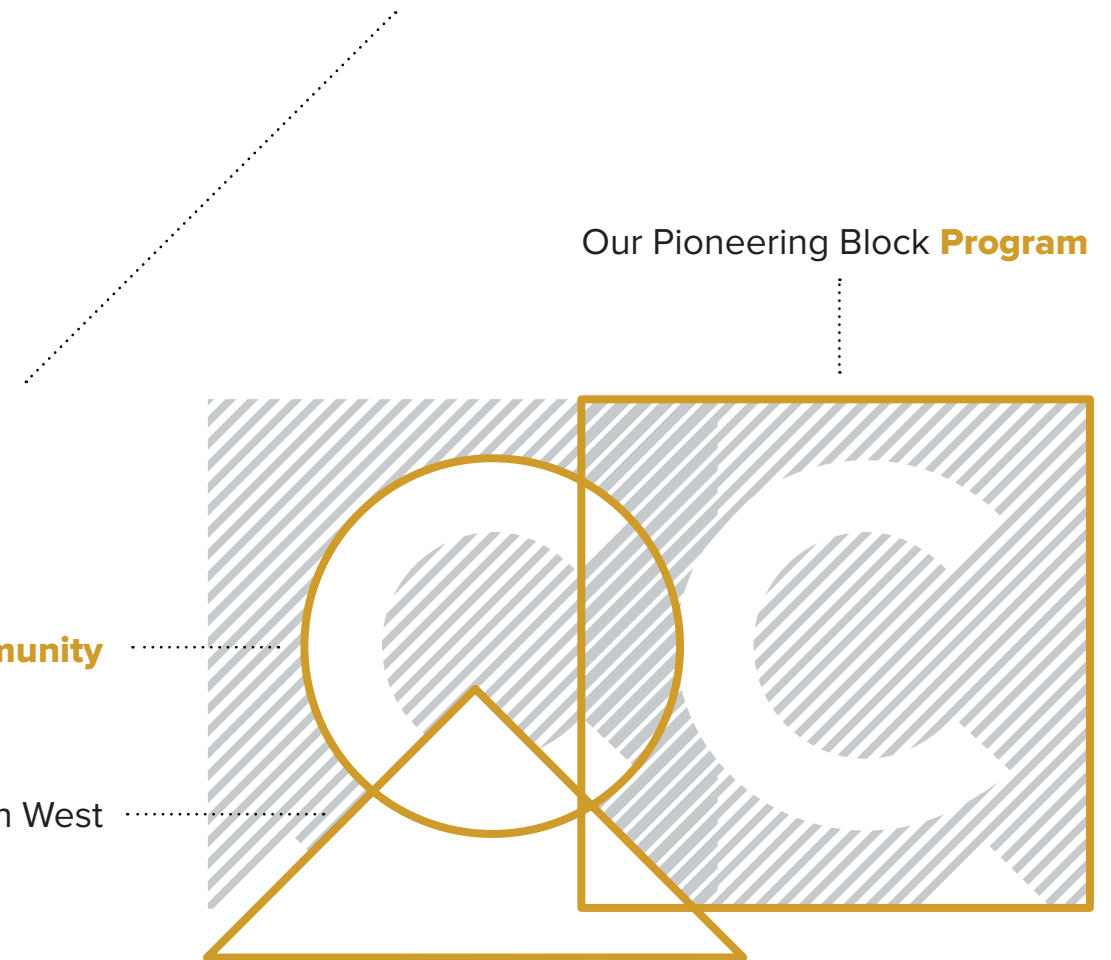
The **athletics logo** promotes our athletics program, school spirit, and our sports mascot.

# Brand Attributes

## Brand Elements Visualized

The “CC” graphic in the institutional logo is inspired by our three main brand elements and how they relate to fundamental shapes in the design world: the square, the triangle, and the circle. The shapes are combined to create an exciting mark that captures the dynamic identity of the college (overlapping diagonal lines contained in overlapping square blocks to represent the energetic and rhythmic academic life and the Block Plan), the nickname of the college (two perfect circular shapes forming “CC” and representing our people), and the environmental panorama that rises above campus (triangular shapes at the base of the mark to represent mountains).

*The institutional logo should always be used in its complete form with the word mark “Colorado College.” Special use of the standalone “CC” graphic is reserved for use by the Office of Communications.*



Our Pioneering Block **Program**

Our Creative Campus **Community**

Our **Place** in the Rocky Mountain West

# College Marks

Institutional Logo

College Seal

Incorrect Logo Uses

Sub Logos



# College Marks

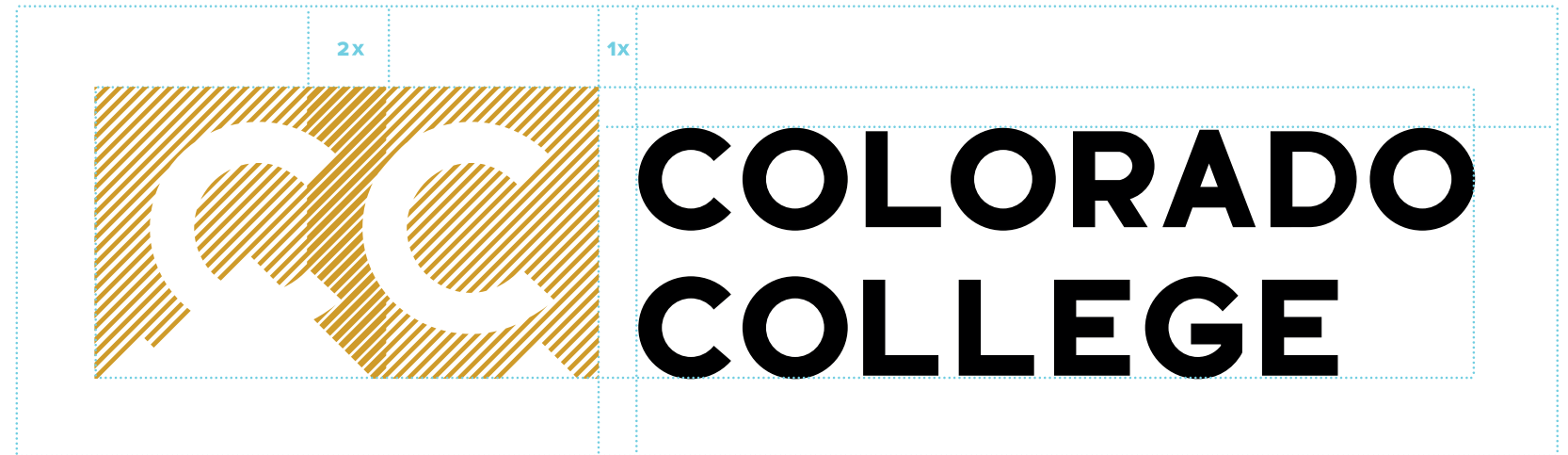
## Institutional Logo, Configurations

The institutional logo has two configurations. Use the horizontal version as the *primary* presentation of the logo. The stacked version can be used when a vertical orientation provides better space allowance.

Clear space protects the clarity and integrity of the institutional logo. This space is intended to separate the logo from other surrounding elements such as imagery, text, or graphic treatments.

**1.** Dotted lines represent the minimum amount of clear space required around the institutional logo. This ratio should remain the same when the logo is resized smaller or larger.

**2.** To create a more unified CC, departments and offices are required to adopt the institutional logo. Academic departments may opt to use the college seal (page 11).



HORIZONTAL VERSION



STACKED VERSION

# College Marks

## Institutional Logo, Variations & Sizing

The “CC” graphic in the institutional logo comes in three variations for sizing and production purposes. The graphic with diagonal lines should be the *primary* presentation of the logo, as it communicates effectively about Colorado College.

**1.** *The institutional logo may not be used at sizes smaller than what is recommended on this page. Inches (in.) represent minimum width for printed media. Pixels (px) represent minimum width for digital media.*

**2.** *Certain mark variations may work better with different production processes. Please consult the Office of Communications to ensure you are using the institutional logo properly.*



**DIAGONAL GRAPHIC**  
(PRIMARY MARK)



Min. Width: **3.3 in.**  
Digital: **460 px**



**COLORADO  
COLLEGE**

Min. Width: **2.5 in.**  
Digital: **350 px**



**OVERLAY GRAPHIC**  
(SECONDARY MARK)



Min. Width: **2.6 in.**  
Digital: **327 px**



**COLORADO  
COLLEGE**

Min. Width: **2 in.**  
Digital: **250 px**



**SOLID GRAPHIC**  
(SPECIAL USE)



Min. Width: **2 in.**  
Digital: **197 px**



**COLORADO  
COLLEGE**

Min. Width: **1.5 in.**  
Digital: **150 px**

# College Marks

## Institutional Logo, Color Variations

The two-color, gold-and-black logo is the preferred color combination.

One-color variations can be used on colored backgrounds based on the expanded color palette or official photography. Backgrounds are required to provide sufficient contrast for logo legibility.

**1.** Two-color logos should only be used on white backgrounds.

**2.** Color variations also apply to the horizontal logo configuration. Two-color logos should always appear with the “CC” graphic in gold and the “Colorado College” word mark in black.

**3.** One-color logos should always be in gold, black, or white with a background that provides sufficient contrast.

**TWO-COLOR LOGO** (WHITE BACKGROUND PRIMARY COLOR COMBINATION)



**DIAGONAL GRAPHIC**



**OVERLAY GRAPHIC**



**SOLID GRAPHIC**

**ONE-COLOR LOGO** (BACKGROUND WITH SUFFICIENT CONTRAST)



Overlay logo uses transparency, use limited to white backgrounds.



# College Marks

## College Seal Configurations & Sizing

The college seal communicates the academic purpose and history of the college. It exhibits a visual relationship with the institutional logo for a consistent and strong visual identity system. The college seal is *reserved for academic use* and instances where historic tradition or academic merit must be communicated.

1. The college seal may not be used at sizes smaller than what is recommended on this page. Inches (in.) represent minimum width for printed media. Pixels (px) represent minimum width for digital media.

2. Dotted lines represent the minimum amount of clear space required around the college seal. This ratio should remain the same when the logo is resized smaller or larger.

3. The college seal may be used on its own or with the word mark configurations. The Office of Communications reserves the right to dictate and limit the use of the seal.



**STANDALONE SEAL**  
Min. Width: **0.75 in.**  
Digital: **125 px**



**OFF-CENTERED**  
(LARGE WORD MARK)  
Min. Width: **1.8 in.**  
Digital: **294 px**



**OFF-CENTERED**  
(SMALL WORD MARK)  
Min. Width: **1.15 in.**  
Digital: **190 px**



**CENTERED**  
(SMALL WORD MARK)  
Min. Width: **1.45 in.**  
Digital: **244 px**



**CENTERED**  
(LARGE WORD MARK)  
Min. Width: **2.3 in.**  
Digital: **382 px**

# College Marks

## College Seal, Color Variations

The *primary* presentation of the seal must be in gold or black and must show the clear circular border with the center filled in. The college seal may be used in different color variations based on the main institutional colors.

1. The primary seal should be used in most instances. Please consult the Office of Communications for approval and assistance with seal options.
2. The college seal may be used in one-color configurations with the word mark on the previous page. Two-color configurations must always appear with the seal in gold and the “Colorado College” word mark in black.
3. Seal should only be used in the main institutional colors of gold, black, or white.

### PRIMARY SEAL



# College Marks

## Incorrect Logo Uses

The institutional logo and college seal must remain intact as described in this document and must not be manipulated in any way. This practice ensures brand integrity and consistency.

**1.** Do not present the logos below the minimum sizes provided on the previous pages. Make sure to use the appropriate amount of spacing around the logos as well.

**2.** If you are using the old logos in your department or office, please contact the Office of Communications to work on a plan to implement the current visual identity.



**DO NOT** use other colors on logos unless given special permission from the Office of Communications.



**DO NOT** place marks on backgrounds with poor contrast or busy photographs.



**DO NOT** add different typography on or around the logos. This includes the previous CC word mark.



**DO NOT** manipulate marks or stretch proportions. Styles such as drop shadows and outlines are also not allowed.



**DO NOT** recreate the logos in editing software.



**DO NOT** add extraneous elements to the logos.



# College Marks

## Sub Logos

Sub logos based on the CC institutional logo will be made available for academic departments, administrative offices, and special programs. Colors from the expanded color palette (page 18) may be used along with masked imagery within the “CC” graphic space to create a custom sub logo. This allows areas of the college to have an independent look, but still be part of the larger identity system of Colorado College.

1. The Office of Communications is responsible for designing, implementing, and approving custom sub logos.
2. Previous sub logos will be discontinued. All departments and offices are required to adopt the current visual identity system.
3. Sub logos will be created using the main black and gold colors of the institutional logo for academic departments and administrative offices. Additional custom options will be made at the discretion of the Office of Communications.
4. Custom options will have limited use as they may not always produce well on various collateral.
5. Sub logos will have configurations, sizing, and spacing guidelines based on the institutional logo.

### ACADEMIC DEPARTMENTS & PROGRAMS



**English Department**



**Russian & Eurasian Studies Program**



**Department of Philosophy**



**Environmental Program**

### ADMINISTRATIVE OFFICES



**Office of the President**



**Office of Institutional Planning & Effectiveness**



**Facilities Services**



**Information Technology Services**

### SPECIAL EVENTS & PROGRAMS (CUSTOM EXAMPLES SHOWN)



**Ahlberg Leadership Institute**



**State of the Rockies Project**



**Family Weekend**



**Cornerstone Arts Week**

# Typography

Sans-Serif Typeface

Serif Typeface



# Typography

# Proxima Nova

Normal Width  
Condensed Width

## Sans-serif Typeface (Proxima Nova)

Typefaces provide visual “voices,” each with a different personality, density, and texture, which can help promote and advance the CC brand. Sans-serif typefaces convey modernity and clarity. With its various styles and weights, Proxima Nova provides wide usability for communications projects, including digital applications.

1. Proxima Nova is a licensed font. To use Proxima Nova within your department or office, it must be purchased.
2. Condensed width of Proxima Nova reserved for use at the discretion of the Office of Communications.
3. Free alternative options for word processing and digital use are listed on the right. Use the system font as a last resort if you cannot not obtain Proxima Nova or Montserrat. [Download Montserrat at: www.coloradocollege.edu/identity](http://www.coloradocollege.edu/identity)
4. To create a more unified CC, departments and offices are required to adopt the new typography for primary communications.

### THIN (Display Copy)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### Thin Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### SEMIBOLD (Display Copy)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### Semibold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### DIGITAL ALTERNATIVE

#### MONTSERRAT (Google Font)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### REGULAR (Body Copy)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### Regular Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### EXTRA BOLD (Headline Copy)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### Extra Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### SYSTEM FONT ALTERNATIVE

#### VERDANA (System Font)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

# Typography

# Electra

Normal Width  
Display Width

## Serif Typeface (Electra)

Serif typefaces provide a classic appearance and high legibility. Electra’s forms are an amalgamation of modern, machine-like shapes and hand penmanship.

1. Electra is a licensed typeface. To use Electra within your department or office, it must be purchased.

2. Free alternative options for word processing and digital use are listed on the right. Use the system font as a last resort if you cannot not obtain Electra or Crimson Text. [Download Crimson Text at: www.coloradocollege.edu/identity](http://www.coloradocollege.edu/identity)

### DISPLAY (Display Copy)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

*Display Cursive*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### BOLD DISPLAY (Display Copy)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

*Bold Display Cursive*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### DIGITAL ALTERNATIVE

#### CRIMSON TEXT (Google Font)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### REGULAR (Body Copy)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

*Regular Cursive*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### BOLD (Headline Copy)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

*Bold Cursive*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### SYSTEM FONT ALTERNATIVE

#### GEORGIA (System Font)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

# Colors

Institutional Color Palette

Admission & Advancement Color Palette

# Colors

## Institutional Color Palette

For the visual identity of the college, the historic colors of black and gold must be the *primary* colors used in communications materials, supplemented with white and acceptable tints of black and gold. Two additional gold colors are also part of the primary color palette: Tiger Gold, a brighter gold reserved for athletics and admission marketing materials, and metallic gold, sometimes used on print materials for a richer accent color.

The expanded institutional palette is named after the rich colors found on our campus and our place in the West, and each has a harmonious color relationship to the CC Gold color. The expanded institutional palette helps communicate about what makes CC so unique and offers a flexible color system to help us communicate. These colors will be used in the main communications publications, including the Bulletin, office and department identity collateral, and strategic plan documents, and should also be accented with one of the primary colors.

1. CMYK and PMS values are used for off-set printed materials, whereas RGB and hex values are used for web and digital media.

2. To create a more unified CC, departments and offices are required to adopt the new color palette.

### INSTITUTIONAL COLORS (PRIMARY)

C= 60  
M= 40  
Y= 40  
K= 100

R= 0  
G= 0  
B= 0

#000000

85%  
50%  
30%

CC Black

C= 20 PMS 1245  
M= 40  
Y= 100  
K= 0

R= 208  
G= 155  
B= 44

#D09B2C

40%

CC Gold

C= 0  
M= 0  
Y= 0  
K= 0

R= 255  
G= 255  
B= 255

#FFFFFF

White

C= 0 PMS 124  
M= 28  
Y= 100  
K= 6

R= 239  
G= 171  
B= 30

#EFAB1E

Tiger Gold

PMS 871

Metallic Gold

### INSTITUTIONAL COLORS (EXPANDED)

C= 85  
M= 65  
Y= 0  
K= 0

R= 71  
G= 100  
B= 175

#4764AE

Pikes Peak Blue

C= 15  
M= 80  
Y= 100  
K= 5

R= 201  
G= 84  
B= 39

#C95327

Palmer Red

C= 50  
M= 0  
Y= 10  
K= 0

R= 116  
G= 206  
B= 226

#73CEE1

Colorado Sky

C= 5  
M= 10  
Y= 15  
K= 0

R= 239  
G= 225  
B= 211

#EFE0D2

Cutler Stone

C= 35  
M= 0  
Y= 85  
K= 20

R= 145  
G= 175  
B= 70

#91AF46

Armstrong Quad Green

C= 50  
M= 65  
Y= 90  
K= 60

R= 72  
G= 51  
B= 23

#483216

Western Bark

C= 70  
M= 80  
Y= 50  
K= 15

R= 95  
G= 70  
B= 95

#5F465E

Rocky Mountain Purple

# Colors

## Admission & Advancement Color Palettes

The Admission palette will be used for prospective students and other youthful audiences. These colors are vibrant, energetic, and focus on promoting decision-making. This palette will be used in Admission materials, including the view book, recruitment materials, and financial aid brochures, as well as promotions to students on campus. The brighter Tiger Gold is used in the admission palette for harmony among the more vibrant colors.

The Advancement palette is reserved for communicating to alumni, donors, and other external community partners. The color story is rich, earthy, and austere, and reflects the college's position as a high-quality academic institution. This color palette will be used in major campaign materials, the annual report, and materials used for the Annual Fund and gift planning.

*Admission and Advancement colors may be used for other marketing materials across campus at the discretion of the Office of Communications.*

### ADMISSION COLORS

C= 0  
M= 90  
Y= 50  
K= 0

R= 239  
G= 64  
B= 96 #EE3F60

Strawberry

C= 35  
M= 100  
Y= 15  
K= 0

R= 173  
G= 34  
B= 126 #AD217E

Plum

C= 0 PMS 124  
M= 28  
Y= 100  
K= 6

R= 239  
G= 171  
B= 30 #EFAB1E

Tiger Gold

C= 30  
M= 0  
Y= 100  
K= 0

R= 191  
G= 215  
B= 48 #BED62F

Lime

C= 60  
M= 0  
Y= 30  
K= 0

R= 91  
G= 196  
B= 190 #5BC4BE

Blueberry

C= 50  
M= 65  
Y= 90  
K= 60

R= 72  
G= 51  
B= 23 #483216

Western Bark

C= 0  
M= 70  
Y= 65  
K= 0

R= 243  
G= 113  
B= 90 #F27059

Grapefruit

### ADVANCEMENT COLORS

C= 65  
M= 30  
Y= 40  
K= 0

R= 101  
G= 150  
B= 151 #649697

Spruce

C= 45  
M= 50  
Y= 75  
K= 25

R= 123  
G= 103  
B= 70 #7A6646

Dark Sand

C= 60  
M= 35  
Y= 20  
K= 0

R= 112  
G= 146  
B= 175 #7092AF

Winter Dawn

C= 20 PMS 1245  
M= 40  
Y= 100  
K= 0

R= 208  
G= 155  
B= 44 #D09B2C

CC Gold

C= 10  
M= 60  
Y= 95  
K= 0

R= 224  
G= 126  
B= 46 #E07E2E

Summer Sunset

C= 40  
M= 20  
Y= 50  
K= 0

R= 161  
G= 178  
B= 143 #A0B18E

Moss

C= 30  
M= 90  
Y= 100  
K= 35

R= 130  
G= 43  
B= 26 #812B19

Brick

# Photography

Use official college photos for creating materials that reflect the authentic CC. Our wide array of photos will help you create effective and compelling messages, and will ensure that the college's communications are consistent.

The college has six variety of photography styles. Refer to the Master Communications Plan for more information about these styles and their use.

**1.** You can download photos from the Digital Assets Management (the DAM) portal on the college website. Anyone with CC sign-in credentials can access the DAM:  
[www.coloradocollege.edu/photography](http://www.coloradocollege.edu/photography)

**2.** Photos are available for both high-resolution and digital screen presentation downloads.

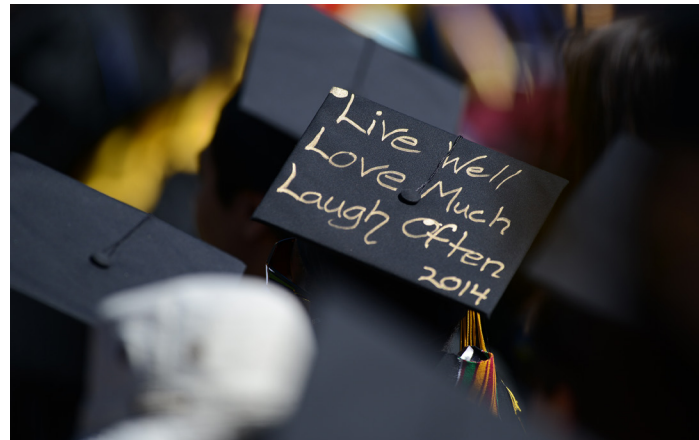
**Style 1: Storytelling / Documentary / Journalistic**



**Style 2: Ultra Wide-Angle**



**Style 3: Detailed-Oriented**



**Style 4: Environmental Portraits**



**Style 5: Campus Architecture**



**Style 6: Student Point-of-View**



# Templates & Tools

Department & Office Collateral

Format System

Digital Templates

Canva (Online Design Tool)

Merchandising

# Templates & Tools

## Department & Office Collateral

Department and office collateral such as letterhead, envelopes, business cards, and name tags are available to order through the Print Shop.

Academic departments have the option to use business cards, letterheads, and envelopes displaying the college seal instead of the institutional logo.

**1.** *New collateral may be ordered online through the Print Shop at: [www.coloradocollege.edu/printshop](http://www.coloradocollege.edu/printshop)*

**2.** *Administrative offices are required to use the institutional logo on office collateral.*

**3.** *An email signature generator will also be available through the Office of Communications website to create consistency in digital communications.*



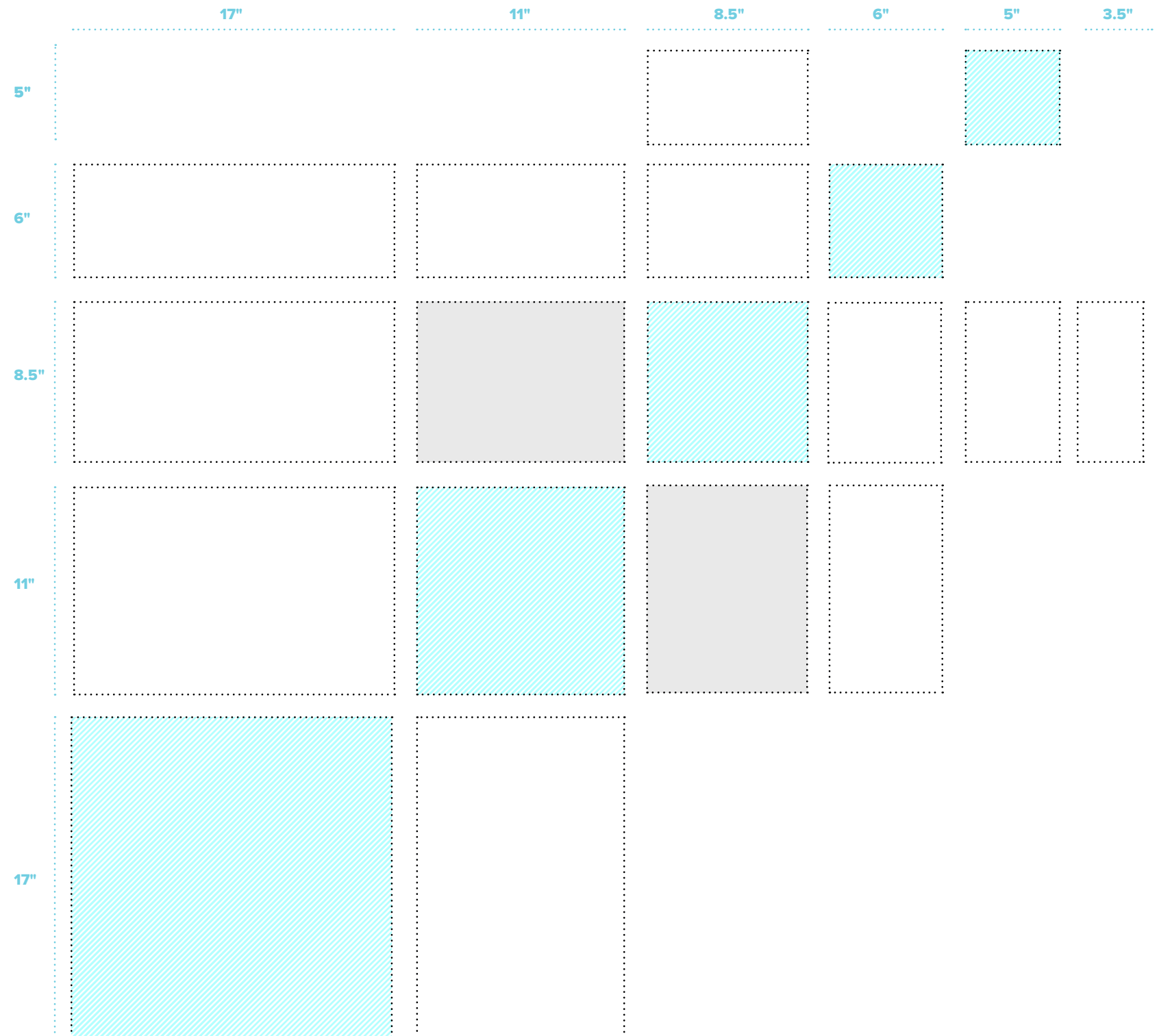
# Templates & Tools

## Format System

In order to create consistency in print materials, there are standard sizes and proportions for brochures, documents, and publications.

Based on the 8.5" x 11" U.S. standard, there are many sizes available for brochures, flyers, postcards, and reports. The square is often used as a shape in printed materials to represent the Block Plan.

*Some sizes require custom production and will result in a longer turnaround time. If you are interested in custom-sized marketing materials, please consult the Office of Communications.*



# Templates & Tools

## Digital Templates

A variety of digital templates will be made available to download through the Office of Communications website. This includes, but is not limited to posters, flyers, postcards, stationary, presentations, and email templates.

*Some of these templates will be incorporated into Canva, an online design tool you can use within your department or office. Learn more about Canva on the next page.*

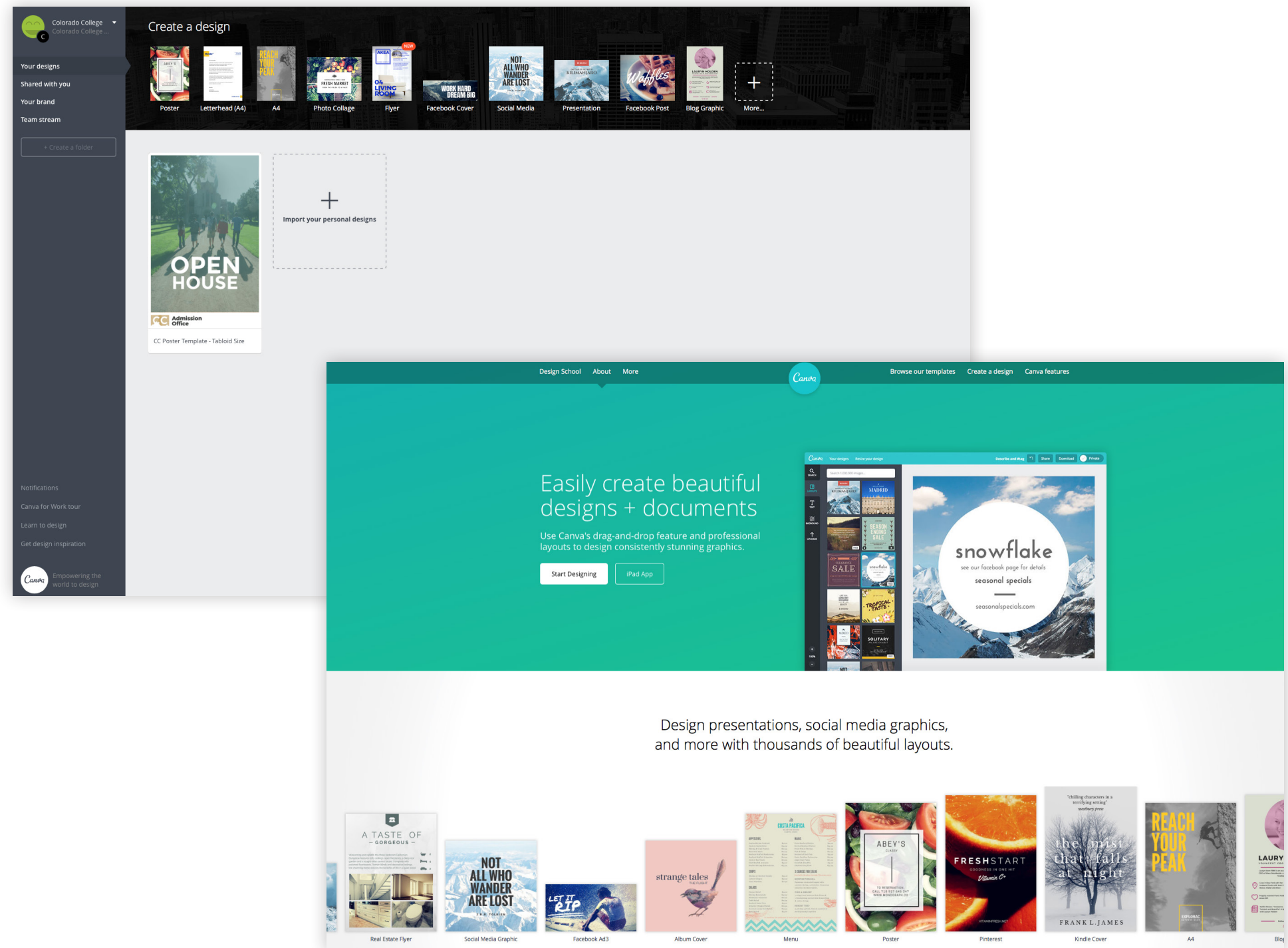


# Templates & Tools

## Canva (Online Design Tool)

Canva is an online design tool that allows offices and departments to create professional looking collateral. It has a drag-and-drop interface and is ideal for small projects that require a quick turnaround. The Office of Communications has setup templates within Canva to create a consistent look with our visual identity system.

*The Office of Communications is responsible for maintaining and training departments and offices on Canva. Please contact the office if you wish to use this tool.*



Design presentations, social media graphics, and more with thousands of beautiful layouts.

# Templates & Tools

## Merchandising

The visual identity system allows for exciting merchandising possibilities to further promote CC and the unique academic experience it offers. The Office of Communications works in conjunction with the Athletics Department and the Campus Bookstore to produce new high-quality products when the need arises.

**1.** All merchandise with the institutional logo or college seal must be approved through the Office of Communications.

**2.** All merchandise with the athletics logo must be approved through the Athletics Department.



# Contact Information

## Office of Communications

[www.coloradocollege.edu/communications](http://www.coloradocollege.edu/communications)

The Office of Communications represents and promotes the college, offering a clear, unified message to the campus community, alumni, and visitors. The office provides direction, strategy, and production for messaging, marketing, media, web, and creative design needs. The office consists of a multi-talented team of professional communications experts who collaborate with the campus community to share the CC story.

**Jane Turnis**, Vice President for Communications

[communications@coloradocollege.edu](mailto:communications@coloradocollege.edu)

(719) 389-6603

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## Print Shop

[www.coloradocollege.edu/printshop](http://www.coloradocollege.edu/printshop)

The Print Shop offers a number of in-house printing services for the college at affordable prices. Please use the print shop for ordering office collateral such as business cards, letterhead, envelopes, and name tags.

**Carl Olson**, Printing Coordinator

[colson@coloradocollege.edu](mailto:colson@coloradocollege.edu)

(719) 389-6950

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## Office of Sustainability

[www.coloradocollege.edu/sustainability](http://www.coloradocollege.edu/sustainability)

The Office of Sustainability fosters communication, collaboration, and coordination between stakeholders in the CC community. The office can assist you in recycling old marketing materials or provide creative ideas for producing sustainable materials to promote CC.

**Ian Johnson**, Director of Sustainability

[ian.johnson@coloradocollege.edu](mailto:ian.johnson@coloradocollege.edu)

(719) 389-6025