

How we tell our story

A guide to brand identity standards
for Central Carolina Technical College



First Edition
Updated September 2021

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CCTECH.EDU

The contents of this identity standards guide have been designed to assist you in communicating the Central Carolina Technical College identity consistently and effectively to both the internal and external campus community.

This guide can be found online at cctech.edu/marketing.

Questions about communication standards
may be directed to:
Marketing & Communications 803-778-7820 or marketing@cctech.edu.

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OUR IDENTITY

Why we have communications standards

The first contact many people have with Central Carolina Technical College is through a branded letter, postcard, advertisement, publication, television commercial, billboard or webpage. Our logos, typefaces, colors, messaging and communications style all contribute to public recognition of the college. All these play a part in sharpening and telling our story.

This guide is intended to help all members of the CCTC community maintain the integrity of our institution's visual and written brand throughout all forms of communication. These standards will help ensure that each time we communicate, the public receives a clear and consistent message that reflects our brand image and vision to be a role model in higher education.

Whether your goal is to market your new program, publicize an event or simply obtain a correctly branded logo, Marketing & Communications is here to help. We are a group of dedicated professionals who developed this guide to improve the effectiveness and consistency of our college communications. Our aim is to become a primary resource for the campus community regarding our brand, so we can work together to tell Central Carolina's story in the best way possible.

OUR COMMUNICATIONS STANDARDS

Our voice

“Our Voice” simply means the way we articulate our brand promise and our messages. We strive to reflect the unity of our campus, while also embracing the variety of unique stories we have to share with the public and one another.

Keep in mind that voice primarily comes through in two ways: Tone and Content. Tone refers to the style and manner of writing, word choice, cadence and sentence structure. Content is the focus and construction of your compositions.

We strive for a tone that is inclusive, friendly, clear, and succinct. Tone may vary slightly depending on the audience – whether parent, student, colleagues, business, community leaders or alumni.

Our content stems from the five common values identified by faculty and staff that we feel best defines our university. The values are knowledge, innovation, engagement, accessibility and respect. Our core promise is to add value through high-quality education by making student success our first priority.

OUR VOICE

Institutional messaging

To meet specific objectives, messages should be woven into a variety of communication efforts. You have the freedom to choose messages that work best for your situation, depending on the target audience. Messages should be used to describe a point of view or establish a narrative framework. The following current institutional messages may serve as a starting point for you:

Come as you are, see what you become

Big Skills Little Bills

From High School to High Achiever

Follow your path, not the crowd

You don't have to leave to go far

OUR OUTREACH

The Office of Communications and Marketing has numerous ways to help promote your event, department, student, or faculty member's achievements. The office has communications coordinator to help craft a news release, which is an effective tool for communicating with various audiences when done correctly. Communications and Marketing has the media contact and the means for distributing newsworthy information.

Think you have newsworthy information to share? Here are some tips to bear in mind:

It may seem interesting to you, but the media may not care

Sometimes news is really just an internal update. We will help you see if there's a newsworthy angle for the media.

Weeks-old information is not news

Timeliness is key. Additionally, it may help to connect your story with another item in the news.

Always remember your audience

For a trade publication to pick up your news, the micro-details are fine because the audience will understand the topic. On the other hand, newspaper editors used to tell their journalists to write for an eighth-grade audience.

You can control your own message, but not the media

We can pitch a story, but cannot guarantee the way it will get covered. The media conducts itself as an independent organization.

How's your timing?

Coverage can be slow during the holiday season and late into the summer months, which means less competition from media hungry for a good story.

Campus communications resources

Weekly e-newsletter: Our weekly campus e-newsletter is distributed both on and off campus on Wednesdays and covers newsworthy events and people of interest.

Merit: Know of a student(s) whose achievements should be showcased? The Merit program help us do just that. Through Merit, we distribute news releases about student achievements to hometown newspapers and tout the achievement online by awarding Merit "badges." CCTC and more than 500 colleges and universities use the service, which also provides a platform for sharing accomplishments with family and friends through social media channels.

The Marquee: Our digital billboard located on Guignard and Miller Road in Sumter reaches students, employees and visitors.

Campus monitors: We are here to assist with messaging and graphics for display on the various monitors across all campuses.

OUR GRAMMAR AND STYLE GUIDE

The Importance of a unified style

The Marketing and Communications Department follows the AP Stylebook for the vast majority of projects we are charged with handling, whether a press release, a brochure, flyer or website content.

The AP Stylebook provides fundamental guidelines on spelling, language, punctuation and word usage, although there may be a few exceptions or house rules that depart from those specific principles as outlined in this section.

- It is unnecessary to include http:// or www. in a URL when it is clear that it is a web address.
- When composing paragraphs, use only one space between an ending period and the first letter of a new sentence.
- Upon first reference, always use the full name of a person, place, program, department or event. Generally, avoid using acronyms that aren't commonly known by the general public. Instead, on second reference, use a shortened descriptive version of the name. EXAMPLE: The Office of Marketing and Communications could be shortened to the marketing department rather than an acronym such as OMC or OOMAC.
- Telephone numbers do not need parentheses; instead, use periods. EXAMPLE: For more information, call the Office of Marketing and Communications at 803.778.6602.
- For titles, capitalize the title when used before the name. EXAMPLE: Chancellor Andrew Rogerson
- Use a comma and lowercase when used after the name. EXAMPLE: Andrew Rogerson, chancellor
- When the name is not included in the sentence, use lowercase. EXAMPLE: The chancellor arrived early.
- When necessary, make a distinction between first-time entering freshman and freshman. First-time student is also acceptable.

OUR GRAMMAR AND STYLE GUIDE

The college name

The official name of the college is Central Carolina Technical College.

In most cases, the full formal name is used on first reference. Second and subsequent references may use CCTC (no periods) or the college (lowercase c). Central Carolina is acceptable on first reference for internal or central South Carolina audiences, although news releases should spell out Central Carolina Technical College on first reference. This applies to colleges, departments, institutes, centers, programs, etc.

Academic Degrees

Capitalize the formal names of academic degrees:

- Bachelor of Science
- Bachelor of Arts
- Master of Arts
- Doctor of Philosophy

For general reference, use lowercase and appropriate possessive apostrophe:

- bachelor's degree
- master's degree
- associate degree
- doctorate or doctoral degree

In lists, and other forms of communication when the full name of general reference might be cumbersome, it is permissible to use the abbreviation of formal degrees, but the full name or general reference is preferred.

- B.S. degree
- B.A. degree
- M.A. degree
- Ph.D. degree
- MBA degree

If included, the field of study should be lowercase, unless it is a proper noun:

- Lowercase: Bachelor of Science degree in nursing
- Uppercase: B.A. degree in English or bachelor's degree in English

OUR GRAMMAR AND STYLE GUIDE

Capitalization/punctuation

People

A job title is only capitalized when it immediately precedes a person's name. If the title follows the name or stands alone, it is not capitalized:

EXAMPLES:

Student Life Coordinator Jill Smith organized the event.

Jill Smith , student life coordinator, organized the event.

Departments, offices, committee and boards

Capitalize the formal names of departments, offices, committees, boards and institutions, but do not capitalize informal names.

EXAMPLES:

The Department of Criminal Justice is composed of 10 faculty members.

She works for the criminal justice department at CCTC.

The Office of Admissions is organizing that event.

You can pick up an applications from the admissions office.

Building and places

The names of buildings and rooms that include proper names are capitalized.

EXAMPLE:

The event will be held at the Fred R. Sheehen Center for Excellence in Camden.

Academics

Do not capitalize majors, programs or concentrations unless they are a "brand name" or a standalone proper noun.

EXAMPLE: She was a history major, but she studied Spanish and traveled abroad.

Capitalize the formal names of courses.

EXAMPLE: After enrolling in Medical Terminology, he wanted to take more health science classes.

Capitalize the formal names of standardized tests.

EXAMPLES: ACT, GRE, CLEPS

OUR GRAMMAR AND STYLE GUIDE

For faculty who have earned an advanced degree (Ph.D., Ed.D., etc.), it is acceptable to use the formal title Dr. or Drs. before the full name of an individual (s), with these two exceptions:

- a) News releases sent to media
- b) When there is a bulleted or similar list naming many individuals

In such instances, an academic abbreviation is used after the full name and set off by a comma.

EXAMPLE: John Smith, Ph.D.

Seasons

Lowercase fall, winter, spring and summer unless referring to a formal name.

EXAMPLES:

The spring semester begins in January.

Many vendors will be present during the Fall Career Fair.

People

Place commas inside quotation marks for direct quotes.

EXAMPLE: "A new semester is beginning today," the president said. "May everyone start the year out strong."

Names followed by Jr., Sr., or a roman numeral do not have a comma after the last name

EXAMPLE: Martin Luther King Jr., Waldo Aloysius Johnston III

Headlines

Capitalize the first word and proper nouns only.

Dates and Times

Days of the month

Use figures only for the days of the month, omitting st, nd, rd or th:

Correct: August 1 Incorrect: August 1st

When the month, day, and year are included, place a comma between the date and the year. However, it's generally not necessary to include the year. When using a specific date that includes a day, month, and year, place a comma after the year if the year isn't the end of a sentence.

EXAMPLE: Spring Commencement is scheduled for Friday, May 1, 2022.

OUR GRAMMAR AND STYLE GUIDE

Do not abbreviate or use a comma if the month stands alone or with the year only.

EXAMPLE: The May 2022 Commencement will be live streamed on Facebook.

Month abbreviations

If the day is included, abbreviate the following months as such:

Jan.

Feb.

Aug.

Sept.

Oct.

Nov.

Dec.

If the day is not included, spell out the month.

NEVER abbreviate the shorter months: March, April, May, June and July.

Time

When expressing time, use a.m. or p.m. and figures only. Use noon or midnight rather than 12 a.m. or 12 p.m.

EXAMPLE: 8:30 a.m., 7 p.m., noon, and midnight

If the beginning and ending time are both in the a.m. or p.m., use the time stamp only after the second figure.

EXAMPLE: 7 to 9 a.m., 11 a.m. to 1 p.m., noon to 3 p.m.

When used in copy, include the time, day, and date in that respective order, spelling out the weekday.

EXAMPLE: ... at 6:30 p.m. Thursday, Aug. 26, in the
... from 7 to 11 p.m. Thursday, Aug. 26, in the

Numbers

Spell out numbers one through nine (except in a headline) and general numbers (dozens, a thousand); use figures for 10 and above and for ages. If a number is the first word of a sentence, spell it out.

EXAMPLE: The organization's founders included four faculty members and 21 students, but the group recruited hundreds more. Fifty first-time entering freshmen joined the organization.

Percentages are expressed as figures, and spell out the word "percent."

EXAMPLE: The assignment was 5 percent of the final grade, and 90 percent of the class passed.

For very large sums of money, use figures with a dollar sign; spell out million or billion.

EXAMPLE: The CCTC Foundation received a \$2.7 million grant through the U.S. Department of Education to expand its TRIO SSS program.

OUR GRAMMAR AND STYLE GUIDE

Hyphenation:

full time/full-time or part time/part-time

Only hyphenate when used as a compound modifier: She attends full time; She is a full-time student.

on campus/on-campus or off campus/off-campus

Only hyphenate when used as a compound modifier: Joe Smith lives on campus; Joe is reviewing his on-campus tutoring options.

log in/login or log out/logout

Do not hyphenate when used as a noun or modifier. Separate when used as a verb

EXAMPLE: Your login attempt has failed; Log in to myCCTC to update your personal information.

Common words

The following list serves as a convenient reference for the correct use of commonly misspelled or stylized words. The terms below should be used as shown in accordance with AP style:

email

home page

internet

online

website

General Word List

alumni variations

- alumna – feminine single form
- alumnae – feminine plural form
- alumnus – male or gender-neutral singular
- alumni – masculine or mixed-gender plural

catalog – not catalogue

course work – not coursework

fieldwork – not field work

work-study – not workstudy

toward – not towards

yearlong – not year long

fundraising/fundraiser – not fund raising or fund-raising

health care – not healthcare

OUR WEB COMMUNICATIONS STANDARDS

The following guidelines are in place to maintain a consistent look and feel for all email messages that come from Central Carolina Technical College and match the styles employed on our website and print pieces.

CCTC email signature model

Uniform email signatures deliver brand consistency electronically across university departments and offices. Just as our business cards uphold an identity standard, email signatures should follow a similar conventional style. The example below shows the CCTC text signature model.

NICOLE D. OUELLETTE | DIRECTOR OF MARKETING & COMMUNICATIONS
CENTRAL CAROLINA TECHNICAL COLLEGE
506 N. Guignard Dr., Sumter, SC 29150
803.778.7820 | ouellettend@cctech.edu | www.cctech.edu

Follow us on [Facebook](#) and [Twitter](#)

BEST COLLEGE / UNIVERSITY 2021 BEST OF SUMTER

User Support can handle all questions regarding email signatures.

Refrain from using quotations or other philosophical statements. Your signature should reflect a professional and consistent university viewpoint when conducting business through email.

Key points for email structure

Any banners and graphics should be created by Marketing & Communications.

Fonts should never be changed from the default style to reflect a personal preference.

Always left-align text.

Use images sparingly.

General email tips

Keep text very brief and easy to scan; many recipients read email on mobile devices.

Use headings, when appropriate, to convey to users what follows in a particular section.

Minimize the use of images.

Any images should play a supporting role so your message can be conveyed clearly and effectively if the image does not display.

Never send an email that is simply one big image. Image-based emails are not accessible to the visually impaired.

Don't use "click here" as link text or paste the full URL as the link text. When calling the user to action, use brief but meaningful link text that makes sense when read out of context.

EXAMPLE: Use Reunions Registration rather than Click here to register for Reunions.

Proofread and check links.

SOCIAL MEDIA

Marketing & Communications maintains the college's official primary presence on social media sites. The college has chosen to have one official presence on each social media site, with few exceptions granted by the Marketing & Communications Department. This eliminates the potential for confusion among users regarding which page to access for different types of information.

CCTC encourages college clubs, groups and events to promote, inform and interact on the college's official primary social media sites instead of creating individual club, group or event social media sites. Whenever possible, the college's social networking accounts should drive traffic to CCTC webpages.

CCTECH.EDU

The Marketing & Communications Department is responsible for the development and maintenance of the Central Carolina Technical College website, www.cctech.edu. Each employee in the college is responsible for periodically reviewing their directory information, program or department content and documents/forms to ensure accuracy. With approval from your supervisor, please submit all requests for website information changes to the CCTC Support Portal in myCCTC. **All CCTC employees contribute to the accuracy of our website.**

The Marketing & Communications Department, appointed content managers and all digital document authors have a role and responsibility in ensuring that material posted to the website is in compliance with Accessibility requirements. The Marketing & Communications Department will test each document submitted to ensure Accessibility requirements are met. If they are not, the author will be notified to correct the problem areas.

CCTECH.EDU CRITERIA

WEB COMMUNICATIONS STANDARDS

CCTECH.EDU

A unified, consistent voice and style is especially important on the web because most people scan, rather than fully absorb, web content.

The overarching goal of the cctech.edu website is to provide clear, concise and accurate information to our end-users (primarily the students we are here to serve) in a format that is easily accessible and easy to navigate.

COLLEGE MARKS AND VISUAL STYLE

Our branding standards

As with our communications standards, branding at Central Carolina is about communicating consistent and credible messages. When we build a strong brand, we build the reputation of not just the college as a whole, but also our colleges, departments, programs, and units. We help ensure we are reaching the core audience we are all here to serve: our students.

In this updated guide, you will find the brand standards regarding our logos, disclaimer, stationery, business cards, color palettes and various other items used for consistent communications and messaging. These standards are developed and evaluated routinely by the Marketing & Communications Department; however, every employee, department and college is responsible for strengthening the brand by compliance with these standards.

To ensure accuracy and consistency in image, design, form, and quality, materials should be designed, prepared and printed by the Marketing & Communications Department.

What is a brand?

A brand is not a logo, a color or a tagline. A brand is an essence. For a technical college, the essence is its heart; it is what drives the university's unique actions and communications. A brand is an idea the people have about you. It is the perception they have when they think of CCTC. It is also the promise of what CCTC delivers.

COLLEGE LOGOS

Primary Logo Usage

Our primary logo is the official mark of the college. It is the most visible element of our identity. The logo should be used in a consistent manner and should not be altered in any way. We offer four logo options to accommodate the proportion of your available space.

The logo, adopted by the college in 2016, illustrates a globe surrounded by four paths. The four paths represent the four counties we serve: Clarendon, Kershaw, Lee and Sumter. The globe reflects our ongoing mission to provide local training for global technology.

The logo should not be used in any other colors or formats than expressed in this guide (this excludes Marketing & Communications), nor should it be stretched or shrunk unproportionately. When working in Microsoft Office programs, remember to hold down the shift key to proportionately shrink or enlarge the logo.

Due to different design space requirements and the desire to maintain maximum text readability within the logo, there are four options for use. The primary college logo is preferred for use on college materials, but for situations that require narrow or square design content areas, for example, the sides of pens, web ads or thin horizontal signage may necessitate using a variant of the logo.



Primary college logo
CCTC Logo 1



CCTC Logo 2



CCTC Logo 3

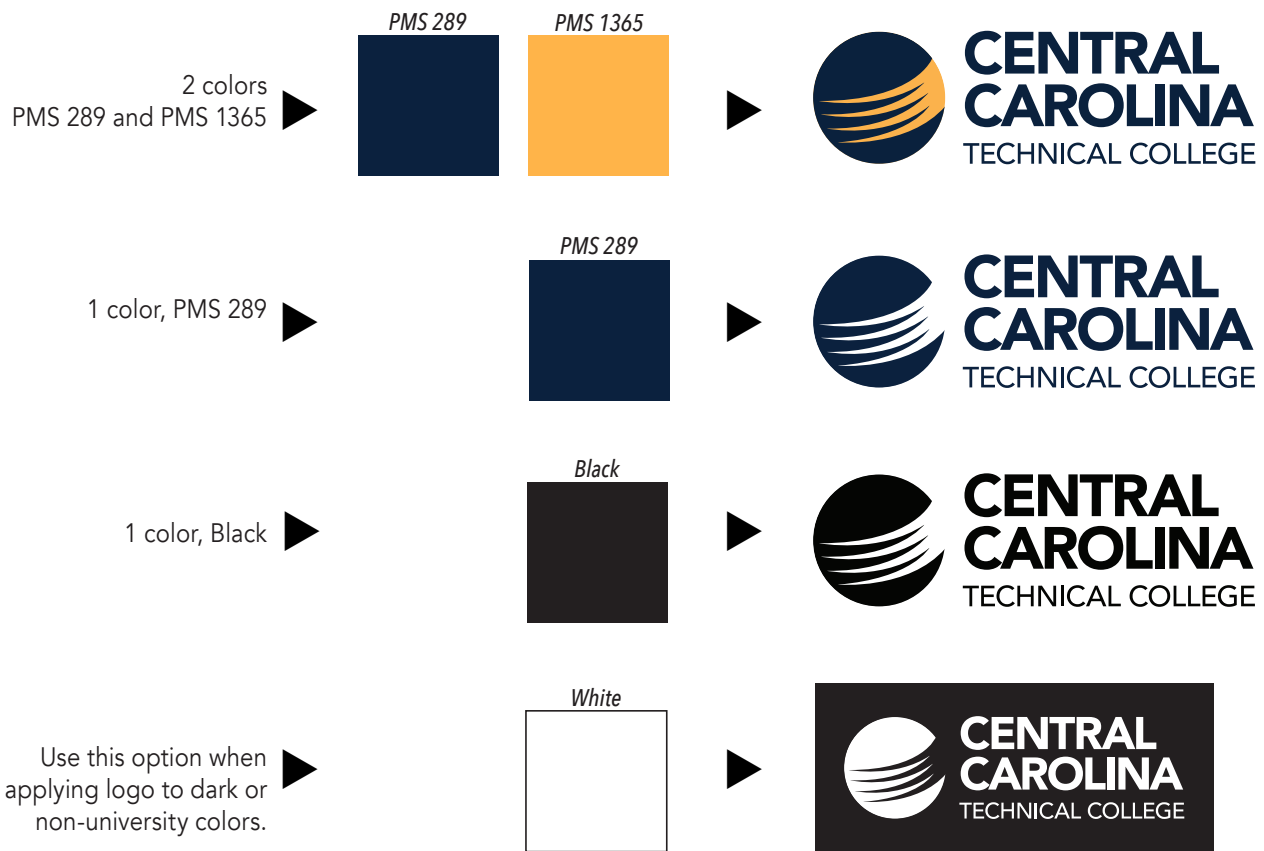


CCTC Logo 4

COLLEGE LOGOS COLOR VARIATIONS

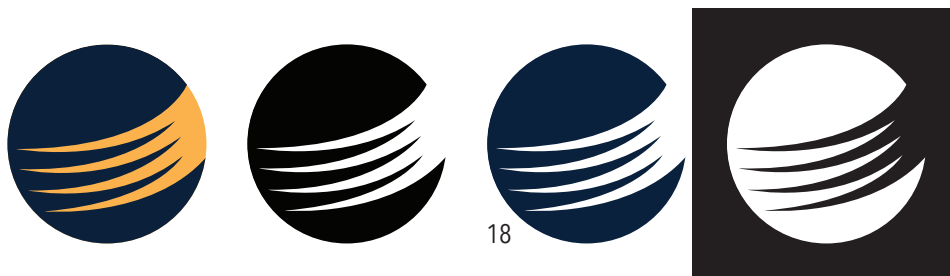
Logo color variations

Our official logo colors are Pantone Matching System (PMS) colors which are universally recognized by commercial printers and most vendors. The following illustrates the correct color options to be used for the CCTC logo. To maintain legibility, it should be used on lighter backgrounds and images. When possible, use the two-color version of the logo (as shown on previous page). Acceptable one-color versions of the logo are as follows: navy, black and white.



CCTC globe

With approval from Marketing & Communications, the globe portion of the primary logo may be used as a separate design element depending upon how it will be used. The color guidelines are the same for the globe as for the CCTC primary logos. Contact marketing@cctech.edu if you are interested in using the globe.



UNACCEPTABLE LOGO VARIATIONS

Unacceptable logo variations

Proper use of the university logo is necessary to retain brand recognition. Misuse of the logo dilutes its importance. Here are some examples of things to avoid when using the college logo. Contact the Marketing & Communications Department to receive the correct logo files for your needs. Do not use the college seal and primary logo together. DO NOT reposition, resize, separate or modify components of the logo.

DO NOT reposition, resize, separate or modify components of the logo.



DO NOT apply the two-color logo to a black or dark background.



DO NOT create alternative color variations or add color strokes to the logo.

DO NOT stretch or squish the logo.



DO NOT apply effects to the logo, such as a drop shadow.

CCTC FOUNDATION LOGOS

CCTC Foundation logo

The Central Carolina Technical College Foundation logo is the official mark of the CCTC Foundation. The Foundation has only two logos, not four options like the CCTC primary logo. The color guidelines are the same for the Foundation logo as for the CCTC Primary logo.

The logo should be used in a consistent manner and should not be altered in any way (this excludes the Marketing & Communications Department). The logo should not be used in any other colors or formats than expressed in this guide, nor should it be stretched or shrunk unproportionately. When working in Microsoft Office programs, remember to hold down the shift key to proportionately shrink or enlarge the logo.

A minimum of one inch of clear space around the logo is imperative. This gives the logo room and eliminates crowding. No objects or type should interfere with the clear space around the logo.

Primary logo



Horizontal variant, secondary



LOGO LOCKUPS

Logo lockups

The names of certain entities can be locked up with the primary logo for a variety of communication purposes. The options below define the visual relationships between the college identity, its sub-brand entities and associated organizations and events.

Please contact Marketing & Communications to request a specific lockup for your unit.

Primary tier logo options

These entities have offers that directly support the academic mission of the college. Examples include: Schools, Departments, Programs, Centers, Offices, Campuses

These logos use the master brand globe icon with text identifiers.



Secondary tier logo options

These entities have existing equity with a targeted audience or provide a non-academic offer. They may be directly overseen by CCTC or have a separate management structure.

In this tier, the entities have unique logos, but incorporate colors and/or fonts associated with the master brand.



Tertiary tier logo options

Student organization and internal groups that have less responsibility for delivering the college’s academic mission. For internal or student-facing communications, these groups can (but are not required to) use the college logo, select college marks or language.



Communications with external audiences should carry the master brand logo, which serves as an endorsement. All communications should maintain the logo hierarchy, where the master brand logo is separate and in a more prominent position.

COLLEGE SEAL

CCTC seal

The official seal of CCTC, adopted in 2016, depicts the world globe as it appears at the Main Campus fountain. The four counties that comprise the college's service area — Clarendon, Kershaw, Lee and Sumter counties are displayed above the top portion of the globe. The seal also includes the year that CCTC was established, 1962. The seal should be reproduced in solid PMS 289 or solid black. Marketing & Communications may determine if other options are acceptable.

Do not ever use the seal and the primary logo together.

The seal may be used on the following items:

- Official college credentials (degrees, diplomas, certificates, transcripts)
- Publications of the CCTC Area Commission and the Office of the President
- Other official or historical college materials as approved by the Marketing & Communications Department
- Legal documents and contracts

*** Permission to use the seal must come from the Marketing & Communications Department**



TITAN MASCOT

Mascot

The official mascot of CCTC, adopted in 2019, is the Titan.

With approval from the Marketing & Communications Department, the Titan graphic portion of the mascot logo may be used as a separate design element depending upon how it will be used. The color guidelines are the same for the Titan as for the CCTC primary logos. The Titan logo should not be altered in any way.

The Titan is also available in one-color formats when a one-color logo is needed. The one-color logo is available in white, college gold, college navy and black.

The Titan logo may be used on the following items:

College advertisements

Student Life event creative material

Merchandise/promotional items with advanced approval by Marketing & Communications

Contact marketing@cctech.edu if you are interested in using the Titan logo.



UNACCEPTABLE MASCOT VARIATIONS

Unacceptable variations

Proper use of the Titan logo is necessary to retain brand recognition. Misuse of the logo dilutes its importance. Here are some examples of things to avoid when using the mascot logo. Contact the Marketing & Communications Department to receive the correct logo files for your needs.. DO NOT reposition, resize, separate or modify components of the logo.



MASCOT GUIDELINES

Reserving the mascot

- Contact Student Life to request the mascot at least two weeks prior to your event. Remember this is a request not a guarantee.
- If located at an Outreach Campus, recruit an individual to play the Titan, and arrange for transportation of the costume to and from your campus.



The role of the Titan

- Must be a current student, 5'4" to 5'10" tall, and in good physical health and good academic standing
- Stay in character while acting as the Titan. Move and act in a way that represents Central Carolina Technical College in a positive light.
- Like most mascots, the Titan is nonverbal, so refrain from speaking while in costume. Instead, use gestures to convey friendliness and enthusiasm. Wave to passersby and offer a handshake to anyone who comes close to you. Refer questions to the handler.
- Remember to move cautiously. Mascot headgear limits your visibility; a child may be standing at your feet and be out of your field of vision.
- Hydrate well, have a snack before the event and take breaks.
- Mascot costumes, particularly those with full headgear like the Titan, can get warm inside, so dress accordingly and for hot conditions. Unless the event takes place outside in extremely cold weather, you should be wearing loose-fitting shorts with a tank top or T-shirt underneath the costume. **The Titan will not be outside in weather warmer than 90 degrees.**

The role of the Titan handler

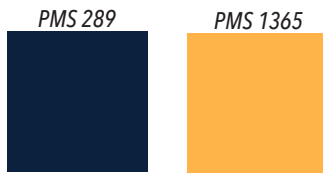
- An attendant (handler) must be present at all times during public appearances to escort and assist the Titan as needed.
- Handler must remain alert to identify signs of distress or illness associated with temperature extremes or other hazardous situations. Establish a set of hand signals with the mascot actor as a means of communication. Something as simple as a thumbs down can tell you that something is wrong and that the Titan needs help.
- Make sure that the mascot engages with everyone who would like to interact or take a photo. Since the Titan is a non-speaking character, you will serve as his voice when necessary, relaying messages on his behalf.
- For the safety and comfort of the Titan actor, prior to the performance, establish and ensure that rest breaks are taken every 15-20 minutes— especially during hot weather.
- Ensure that the removal of any costume component is done out of the audience's view to preserve the integrity of the mascot character. Escort the Titan to a private location before removal of any part of the costume.

COLLEGE COLORS

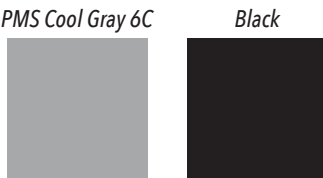
Approved college colors

CCTC uses navy blue and gold as its two primary colors. Other colors have been added to the college's color palette to complement the official colors. They should not replace or overpower CCTC's primary colors. Colors appear differently on your computer monitor than they do in print. For an exact color match, or additional assistance, please contact the Marketing & Communications Department.

Primary Colors



Secondary Colors



COLLEGE TYPOGRAPHY

Approved college colors

Another element that helps promote our brand is font consistency. The four primary fonts used in CCTC college publications are Avenir, Avenir Next Condensed, Minion Pro and Impact. Impact should only be used for headlines, not body copy (text). No more than two to three fonts should be used in a publication. For ease in reading, avoid the use of script fonts, as well as all capital letters for body copy. Other fonts may be used in lieu of Avenir such as Arial or Century Gothic.

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789#%&?

Avenir Next Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789#%&?

Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789#%&?

Impact

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789#%&?

OUR STATIONERY

Stationery

Business cards, letterhead and envelopes are all widely used communication tools that can help strengthen the visual identity of the college when used properly. All of these components provide the opportunity to convey a positive message each time they are used. Consistent use of these identity standards demonstrates that each college, school, department or other unit respects and values its affiliation with the college.

Envelope size guide

Below you will find common stationery sizes that the college uses and their recommended applications to help you decide what type of stationery suits your need.

#10 Envelope

Good for any letterhead or standard size paper. Dimensions: 3 7/8" x 9 1/4"

Postcards

Good for campaigns and save-the-date messages.

The standard postcard has a lower First-Class mailing price than regular mail.

Dimensions: Standard 4 1/4" x 6" or oversized 8 1/2" x 5 1/2"

Envelopes

Standard envelopes should be designed with the official college logo in the upper left-hand corner using the 506 N. Guignard address as the return address. An indicia may be added as required.

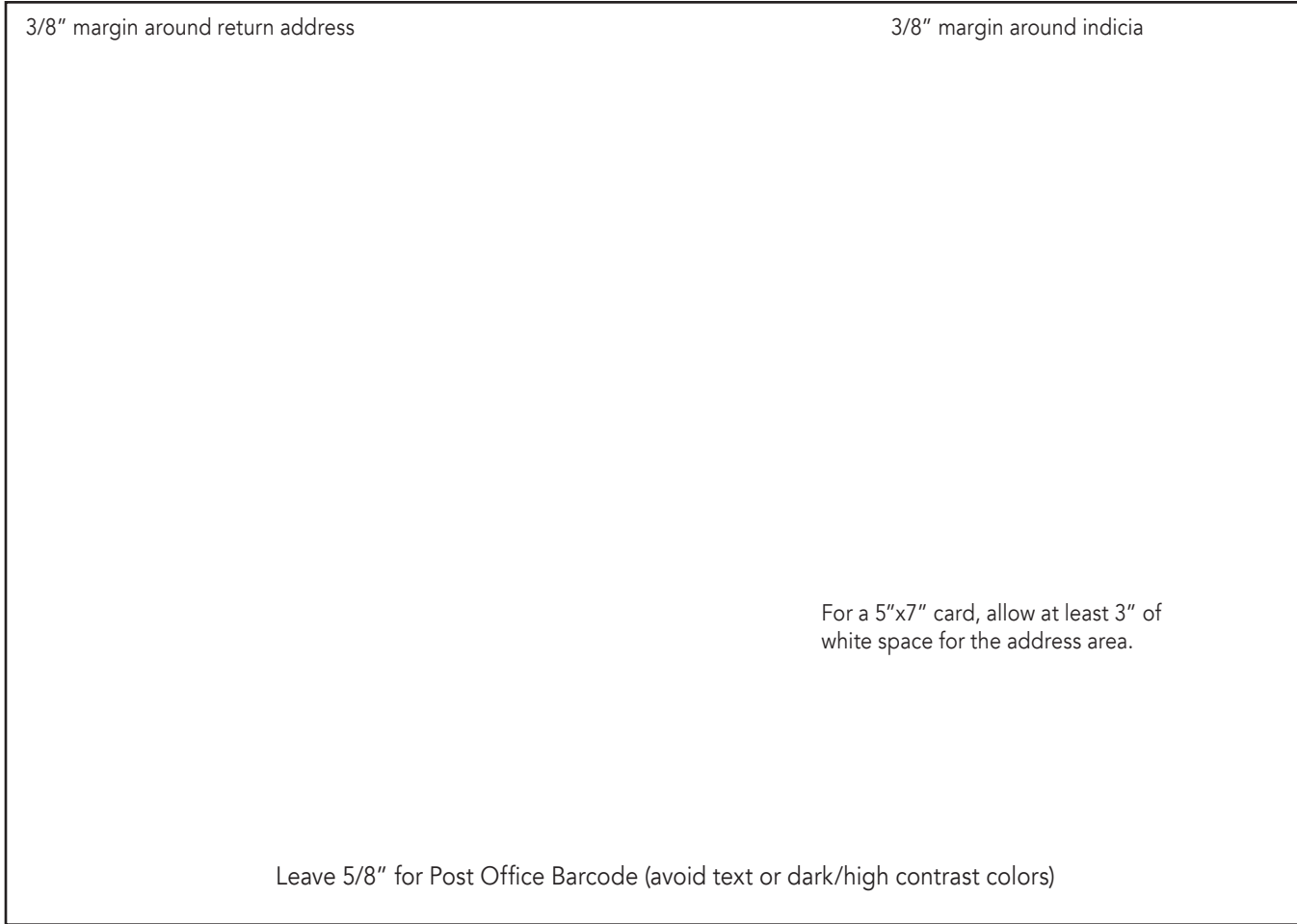


506 North Guignard Drive
Sumter, SC 29150-2468

OUR STATIONERY

Postcards

Postcards should be designed by the Marketing & Communications Department. Postcards should be designed with the official college logo in the upper left-hand corner using the 506 N. Guignard address as the return address. An indicia may be added as required.



Mail return and forwarding service requests

A return or address service requested note may be included under the indicia of envelopes for an additional cost.

"Return Service Requested" means return with yellow label with new address if available.

"Address Service Requested" means will forward on to new address.

OUR STATIONERY

Business Cards

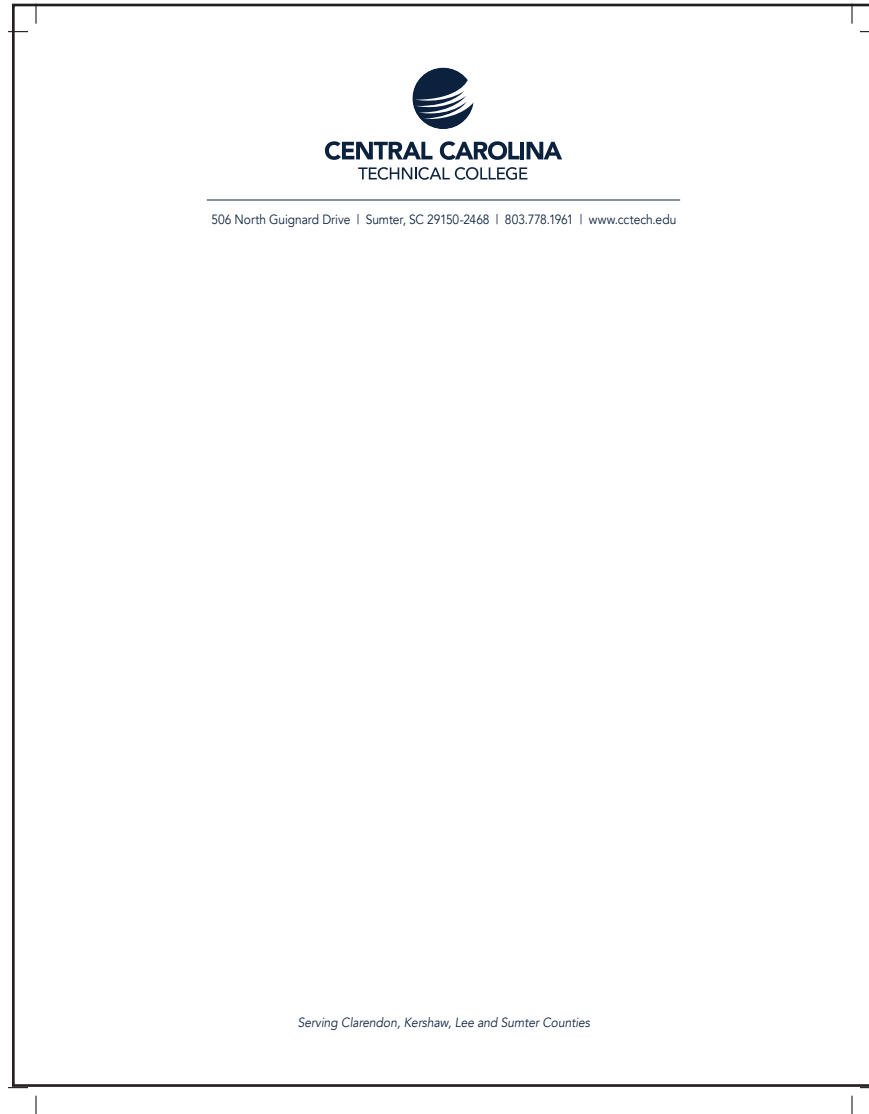
Standard 3.5" x 2" business cards are ordered through the Marketing & Communications Department. For full-time college faculty and staff there is a one-sided option. For certain Admissions positions, a two-sided is available by request.



OUR STATIONERY

Letterhead

The college has a official letterhead that should be used for formal written communications. A digital version of the letterhead is available in myCCTC. Margins should be set to 1" on both the left and right for the body text.



OUR STATIONERY

Name badges

The college's preference is that faculty and staff use a name badge for his or her name along with his or her affiliation within the greater campus community (either by department or college or both, if room allows). See the example below. Name tags are ordered and picked up by departments through Sumter Trophy Shop in Sumter (713 Bultman Drive). They have a template on file. You can order your name tag by sending an email with the following information to ***sumtertrophyshop@gmail.com***:

Could you please create me a Central Carolina Technical College Name tag with the following information:

Name:

Title:

Department:



NOTE: There is a two-line limit for affiliation information to maintain readability
Use full names for college, office and department names: no abbreviations or acronyms.

The badge is meant to be a snapshot, not a curriculum vitae, business card, letterhead or email signature. Squeezing too much information into a relatively small space creates an outcome that is aesthetically unappealing.



**CENTRAL
CAROLINA**
TECHNICAL COLLEGE

How We Tell Our Story
A guide to identity standards for
Central Carolina Technical College

Produced by the
Marketing & Communications Department

CCTECH.EDU