

BRANDING GUIDE

MARKETING & COMMUNICATIONS DEPARTMENT



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What are Branding Standards and why are they important?

For more than 60 years, Blue Mountain Community College has served the region by empowering students, faculty, and the rest of the BMCC family to experience growth professional, personally, and academically.

We're proud to promote a brand that speaks to the power of BMCC's mission and the opportunities the future holds. By applying our brand standards, you'll help communicate the distinctive look, feel, and voice that will help you stay true to the Blue Mountain Community College story.

Our brand guide is a comprehensive document to highlight the way we present who we are, what we believe, what we do, and why we do it. It is a tool to ensure our messaging efforts are effective, efficient, consistent, and accessible. By properly using the BMCC Logo, Typeface, Color Palette, and Narrative in all of our recruitment, promotional, public, and internal messaging, we can maintain a brand that is distinct and highly thought of in a competitive industry.

- The use of well-thought branding standards increases the overall quality of digital and printed materials.
- A quality look supports the fact that BMCC offers students a quality education.
- A consistent visual look is evidence that BMCC is well-organized.
- A consistent look allows marketing pieces from various departments to reinforce each other.

BMCC's visual identity forms the foundation for the college's marketing efforts, and because of the clear advantages of a consistent and high quality visual identity, the college requires that the branding standards described in this guide are adhered to by all employees of the college and all outside agencies creating college publications or using the college logo. This guide has been developed to supply clear and specific information on BMCC's mandatory standards for the college logo and brand.

BMCC Editorial

By telling the BMCC story with a consistent voice, we create a clear impression of our brand, increasing our profile in a marketplace crowded with competing community colleges. Raising our profile not only benefits BMCC as a whole—from student recruitment to fundraising—it also boosts the recognition and awareness of everything we have to offer.

Tone Words

Considering the character and attitude of BMCC communications is essential. In the coming months, we will be seeking the input of students, faculty, staff, and alumni to develop five to seven tone words that represent the core qualities of BMCC. Tone words are the guideposts that influence the way we write. We forge unique paths depending on our program, campus, or department, but the tone words tie every story back to BMCC's shared narrative.

Editorial Style Guide

The official BMCC editorial style manual can be viewed at bluecc.edu/home/showdocument?id=732

Brand Narrative

Education. Connected. To create opportunities. To empower lives. To put Students First. Go Timberwolves.

We believe in Students First and providing an environment that supports all students in an inclusive design.

Students First. It's why we offer a relevant and dynamic education. Every program at BMCC is designed to guide and prepare students to enter employment and further their education.

Go Timberwolves.

College Logos Handling

The BMCC Community College logo was designed to create a visual representation of the College identity. As the trademark for the college, it is of utmost importance that the logo be used consistently when applied to any internal or external communication. The College logo is a representation of the college brand and it exists in the minds of community members as the iconic representation of the school. The icon was developed to symbolically represent the natural setting of Eastern Oregon – the home of Blue Mountain Community College. In most cases, the BMCC logo is the official mark of the college and should be used to represent college departments and programs. However, in some instances a program or department may require an additional logo to help distinguish their own identity.

Obtaining the Logo

To ensure quality, download the logo from our Marketing and Communication web page or from the Marketing & Communication Department staff, and not copied from existing uses. It is not recommended the logo is copied from webpages because the relatively low resolution of web graphics will cause the logo to look fuzzy and distorted when copied to printed publications.

Alterations of the Logo

Absolutely no alterations of the logo allowed without approval of the Marketing and Communications Department. Changing the color, structure, or components of the any version of the BMCC Logo and Timberwolf are prohibited with few exceptions.

FONT: The type, or font, used in the logo to accompany the icon is Railway.

Blue Mountain Community College

The type, or font, used for headers, titles + body copy is Avenir.

This is a sample of the Avenir font.

ONE COLOR PRINTING: When printing the logo in one color, the logo should be printed in black when printing on light backgrounds and white on dark back grounds. If black is unavailable, the logo should be printed in the darkest color that is being used.



Clear Space

We want our logo to stand out and be recognized - so we don't crowd it. We give it space and allow it to breathe. By ensuring there is sufficient "clear space" around it, the logo is both visible and legible.



Contrast

When using our logo on colored backgrounds, we want to make sure our logo stands out. There are multiple color variations to ensure that the contrast between background colors and the logo are great enough to serve the logo's purpose.

Resizing

For every digital and printed material we need, the logo will have to be a different size. It is important to re-size the image to scale, rather than skew the image. Extra-large logo use should be directed to the Marketing and Communication Department to ensure the quality of the logo is preserved.

Orientation and Minimum Size

The logo should always be used horizontally as shown in examples. Minimum width of 1" or 100px to ensure legibility.

Additional Logos Associated with Blue Mountain Community College



Logo Guidance

Do: Use the appropriate clear space around the logo

1" or 100px wide

Do: Do follow the minimum size requirements

Do: Do use the approved logos without alterations.



The DO NOT's



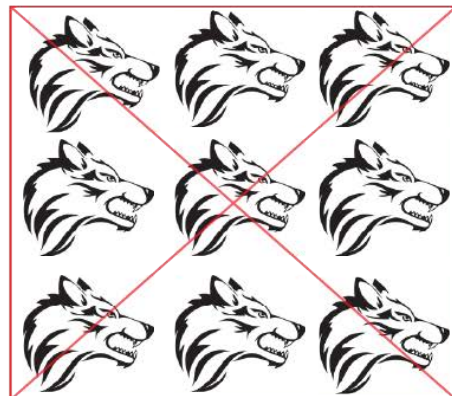
Do Not use colors outside the BMCC Primary or Secondary Color Palette.



Do Not modify, stretch, rotate, or distort the logo in any way



Do Not fill the the logo with a gradient, image, or pattern.



Do Not use the logo as a repeating element.

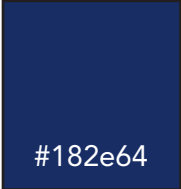
More DO NOT's: Do not crop the logo, do not recreate the logo, do not use the logo on unofficial Blue Mountain Community College materials.



APPROVED COLOR PALLETE

The colors we choose and how we combine those colors with other visual elements create a unique and compelling expression of the BMCC brand. Students, staff, alumni, faculty, and other BMCC audiences recognize Navy and Gold immediately, but supplementary colors allow for complimentary design and aesthetic. Consistent use of these colors will contribute to the cohesive and harmonious look of the Blue Mountain Community College brand identity across all relevant media.


PANTONE 534 C



#182e64

CMYK	RGB
C: 100	R: 24
Y: 88	G: 46
M: 22	B: 100
K: 30	


PANTONE 142 C



#f3bd48

CMYK	RGB
C: 4	R: 243
Y: 27	G: 188
M: 83	B: 72
K: 0	

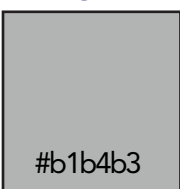
WHITE



#ffffff

CMYK	RGB
C: 0	R: 255
Y: 0	G: 255
M: 0	B: 255
K: 0	

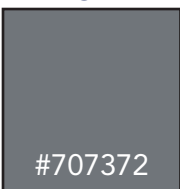
PANTONE 421 C



#b1b4b3

CMYK	RGB
C: 31	R: 177
Y: 24	G: 180
M: 25	B: 179
K: 0	

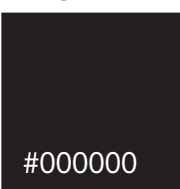
PANTONE 424 C



#707372

CMYK	RGB
C: 52	R: 112
Y: 41	G: 115
M: 38	B: 114
K: 20	

BLACK



#000000

CMYK	RGB
C: 0	R: 0
Y: 0	G: 0
M: 0	B: 0
K: 100	

Guidance for Color Use:

Do: Use Navy and Gold from the primary color palette

Do: Use the Primary Color Palette in consideration of purchasing goods

Do: Utilize the secondary colors to compliment primary

Do: Utilize secondary colors to support design and goods purchases.

Do Not: Use unapproved accent colors to replace primary or secondary colors.

Do Not: Use colors that are associated with other regional community colleges.

Blue Mountain

COMMUNITY COLLEGE

EDUCATION ♦ CONNECTED



BMCC Timberwolf Mascot Image Options

Mascot with Text



Mascot with text - Full Color



Mascot with text - Blue and Grey



Mascot with text - Blue



Mascot with text - Black



Mascot with text - Grey



Mascot with text - White

Text Only



Mascot Only



Mandatory Information

There are mandatory statements to be included on certain printed material issued from any individual, department or organization associated with BMCC. Please see the following to insure that your project is including this information and that it is included in the correct manner.

Equal Opportunity Educator and Employer (EOEE)

In order to remain in compliance with labor laws governed by the Department of Labor, every document that is created for distribution to staff, students and/or community must include an Equal Educator and Employer Statement. (For additional information regarding EEO you can visit <http://www.dol.gov/dol/topic/discrimination/>)

Short & Long Non-discrimination Statements:

1) Short form--(to be placed on documents/flyers 1 page or less)

Blue Mountain Community College is an equal opportunity educator and employer. For a full EEO disclosure statement visit www.bluecc.edu/EEO.

2) Long Form--(to be placed on documents/flyers 2 or more pages in length)

English:

It is the policy of the Blue Mountain Community College Board of Education and School District that there will be no discrimination or harassment on the grounds of race, color, sex, marital status, sexual orientation, religion, national origin, age or disability in any educational programs, activities or employment. Persons having questions about equal opportunity and nondiscrimination should contact the BMCC Title IX Coordinators Room M-150 or Room M-217 Morrow Hall, Blue Mountain Community College, 2411 NW Carden, Pendleton, OR 97801, Phone: 541-278-5796 or 541-278-5850. Email: ddrebin@bluecc.edu or tparker@bluecc.edu. For hearing impaired assistance please call Oregon Relay at 7-1-1.

Spanish:

Es la póliza de la Mesa Directiva de Blue Mountain Community College y del Distrito Escolar que no habrá discriminación o acoso por motivos de raza, color, sexo, estado civil, orientación sexual, religión, origen nacional, edad o discapacidad en ningún programa educativo, actividades o empleo. Las personas que tengan preguntas acerca de la igualdad de oportunidades y no discriminación, deben comunicarse con los Coordinadores del Titulo IX del BMCC – en el Cuarto M-150 o Cuarto M-217 en el edificio Morrow Hall, Blue Mountain Community College, 2411 NW Carden, Pendleton, OR 97801, teléfono 541-278-5796 o T 541-278-5850. Correo electrónico ddrebin@bluecc.edu o tparker@bluecc.edu. Para las personas que necesitan asistencia auditiva por favor llamen al Oregon Relay at 7-1-1.

Americans with Disabilities Act (ADA)

Proper compliance with the ADA requires that BMCC inform BMCC Staff, students and community about accommodations available to ensure equal treatment and access to students with disabilities. This statement is required to be available on the website and within the Academic Catalog and the Student Handbook.

Special Needs Contact Statement:

Persons having questions about or requests for special needs or accommodation should contact the Coordinator of the Health & Wellness Resource Center at Blue Mountain Community College, 2411 NW Carden, Pendleton, OR 97801

Phone 541-278-5965 for Disability Services or use Oregon Relay (7-1-1) for hearing impaired assistance. Contact should be made 72 hours in advance of the event.

Coordinator info

Section 504 (Coordinador de la Sección 504):

Student Health & Wellness Resource Coordinator (Coordinador de Salud Estudiantil y Recursos de Bienestar)

2411 NW Carden
PO Box 100
Pendleton, OR 97801
541-278-5965

To read more about the ADA, go to. <http://www.ada.gov/pubs/adastatute08.htm>

Additionally, there is a specific administrative procedure addressing publication and promotion of events and activities. BMCC Administrative Procedure 07-2006-0018/Disability and Alternate Format Statements reads as follows:

The following statement must appear somewhere on all appropriate documents available to the public in order to be in compliance with the ADA, Subpart E of Section 504 of the Rehab Act and the Civil Rights Acts:

This document is available in alternate formats by calling the BMCC Student Disability Services office at 541-278-5958.

Publications requiring this language include but are not limited to class schedule flyers, catalogs, other printed major marketing tools, and any documents concerning students' rights and responsibilities. Departments wishing to publish documents for the public should insert this statement prior to going to print. The Director, Advising, Testing, and Student Disability Services is responsible for compliance with this procedure.

Lastly, the following statement must appear on all *course syllabi* to be in compliance with the above laws:

If you have a disability that may need accommodation or academic adjustment, please contact the Student Disability Services office at 541-278-5958.” The Office of Instruction is responsible for ensuring this statement is included on all syllabi and will ensure all instructors are aware of this need.

Title II Program Coordinator:
Director College Preparation, 541-278-5795
2411 NW Carden Avenue, Pendleton, OR 97801

Department Identification

Per BMCC Administrative Procedure 02-2003-0003, all printed flyers, notices and all postings will contain identification of the individual, department or organization sponsoring the announcement.

Checklist for your convenience:

- Logo
- College website
- EEO Statement
- Department/Individual contact info/identifier
- ADA Statements?

Please feel free to contact the Marketing & Communication Department with any questions or concerns.

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