



COMMUNITY  
COLLEGE OF  
DENVER

STYLE GUIDE + GRAPHIC STANDARDS

Welcome to the Community College of Denver (CCD) Style Guide and Graphic Standards. This guide serves as an essential resource for anyone involved in creating communication materials, whether in print or digital format, for CCD. By adhering to these guidelines, we collectively ensure a consistent, high-quality representation of our brand that strengthens CCD's identity and narrative.

Here, you'll find detailed instructions on the correct use of CCD's logo, color palette, typography, and pathways branding, along with guidance on other visual and written standards. These elements are designed to create a cohesive and professional brand presence that resonates with our students, faculty, staff, and community partners.

Our Marketing & Brand Experience team has developed these standards, but it's up to everyone at CCD to apply them with care. Should unique circumstances arise, please consult our team to discuss approved exceptions. Together, we can proudly tell the CCD story in a way that reflects our values and mission.

For questions, additional resources, or support, please reach out to the team.



## QUICK LOGO REFERENCE

### No Stretching Allowed

The logo looks a certain way, don't flip it or stretch it or squish it.

### Taglines

None of CCD's marks and logos have a tagline. Taglines are campaign specific and used tangentially.

### Keep it Together!

The logo is made up of both the oval symbol and the words. Do not use the oval without the words.

### Be Clear

Do not electronically scan the logo. Do not use a logo that is second generation. Do not pull the logo off the website for use in printed publications. Do not use the email signature line logo on printed documents.

### Size Matters

Don't use the logo smaller than 1.5" wide (or one inch wide for the vertical version).

### Respect

Don't write over the logo or bleed it off the page. The logo should be separate and distinct. Give it enough elbow room. Don't make the logo a part of a larger illustration.

### No FX

Don't add computer effects (distress, shadows, glows, etc.)

### Not for Decoration

Use the logo to identify, not as a pattern, in multiples or as decoration

### Colors

The logo should only be purple, goldenrod, black, or white.

**Questions? Need other versions? Ordering promotional materials?**

Visit the Marketing & Brand Experience website.

Public: <https://www.ccd.edu/marketing>

CCD Marketing Resource Center: <https://tinyurl.com/ytjb53x5>

## OUR LOGO

CCD's logo represents us both internally and externally.

The logo is comprised of both the oval symbol and the words Community College of Denver.

**They must always be used in conjunction; they must never be redrawn, cut apart, stacked, condensed, elongated, embellished or altered in any way.**

Our logo is available in both horizontal and vertical formats, and either may be used depending on available space.



2-color horizontal (preferred version)



black and white horizontal



2-color horizontal reversed



black and white horizontal reversed



2-line horizontal



college seal



2-color vertical



black and white vertical



3-D available for most versions

It is important to avoid crowding our logo with other imagery. An area of clear space surrounding the logo has been established to ensure legibility. The minimum clear space around the logo is equal to half the height of the oval. This area should remain clear of high-contrast color breaks, typography, photography, page trim and folds.



### Signature Size

A standard logo size is used for all stationery applications. On a standard 8.5 x 11 sheet, the logo should **never appear larger than 3" across** (2.5" for vertical version). **Avoid using the logo as a title for a document.** When scaling the logo down, **never scale it so the logo becomes smaller than 1.5 inches wide** (or one inch wide for the vertical version).



### Contrast

Always choose the appropriate logo to provide adequate contrast with the background. Use the positive logo when the background value is less than 50%. The reversed logo should be used when the background value is 50% or greater. The Logo should never be placed on textured art or photography.



## DEPARTMENTAL IDENTIFIERS

A logo is needed by a specific department should be represented in the following way.

Marketing & Brand Experience will create departmental specific logos.

\* *Departmental graphics are NOT official CCD trademarks. We strongly discourage departments from developing these separate graphics. Competing graphics dilute the power of a singular CCD brand in the public mind.*



Top of *Department Name* sits below "Denver" the height of the D

Center *Department Name* underneath logo

*Department Name font:*  
ITC Garamond Bold Italic  
Upper and Lower case

Top of *Department Name* sits below the swoosh mark the height of the "D"



*Department Name font:*  
ITC Garamond Bold Italic  
Upper and Lower case

## YOUR EMAIL SIGNATURE LINE

All employees should comply with the following standards for email signature lines.

- Use the EmailLogo.png file.
- You may include your physical location in place of or in addition to your mailing address if it's more appropriate.
- You may include your pronouns. (See [Glsen.org/activity/pronouns-guide-glsen](https://glsen.org/activity/pronouns-guide-glsen) for more information.)
- You may include your cell number if you wish, but it is not required.
- If your pathway or department name is long, please put it on a separate line from your title.
- Refrain from using background or extra images in your work email, they are not accessible, many email browsers have difficulty viewing them, and repeated use clogs up our email server.
- Don't use parentheses around the area code in our phone numbers, we use periods (e.g., 303.xxx.xxxx).
- Our office addresses include "room," instead of "suite."

### Your Name

Your Title Title Title | Your Center Name

Pronouns (optional)

**P** 303.352.XXX **F** 303.352.XXXX **C** 303.XXX.XXXX

Campus Box XXX | P.O. Box 173363 | Denver, CO 80217-3363

*Signature line font:*

Arial | Bold and Regular, 12 point | Black



*Logo for email.*

## OUR MASCOT

### THE CCD MASCOT IS THE CITYHAWK.

The official graphic representation of the CityHawk was selected by CCD students, faculty and staff in 2009 by popular vote. It was officially adopted by Executive Staff and the Web & Creative Services Department in 2010. The name of the CityHawk, "Swoop", was developed and voted on by all of CCD in 2011.

The CityHawk is to be used to convey the character and qualities of the school. As the student designer of the mascot said, "I believe that every CCD student is like a hawk, free to fly choosing their own path, acquiring experience and maturity in the process."

The Mascot should be leveraged as a useful marketing tool to help promote the school or events. It is meant to increase school spirit, recruitment, and to serve as an additional merchandising avenue.

### CITYHAWK RULES

- The CityHawk should not be used in place of the college logo.
- The CityHawk mark with CCD text may not be embroidered.
- The words City and Hawk should always be placed together, with a capital "H" (i.e. CityHawk, not City Hawk or Cityhawk).
- The CityHawk is shown in profile view, always facing left.
- The image of the mascot should be used with the words "Community College of Denver and CITYHAWKS" as provided in the illustration. (i.e. you should not remove the text CityHawks and type it in yourself.)
- The CityHawk type can be used on it's own, as part of the "CCD...Home of the CityHawks" messaging.

COMMUNITY COLLEGE OF DENVER  
**CITYHAWKS**



**PROUD HOME OF THE CITYHAWKS**

## COLORS

CCD's primary colors are royal purple and goldenrod

	PURPLE	GOLDENROD (AKA ATHLETIC GOLD)
PMS	2617	130 C*
CMYK	84, 100, 0, 13	0, 30, 100, 0
RGB	73, 14, 111	240, 171, 0
HEX	490E6F	F0AB00



\* CCD's metallic gold is PMS 874. It has a reflective surface meant to mimic the look of metal, and only reproduces when offset printed onto glossy paper. Metallic inks are made of varnish, pigments and metal dust. The metallic effect cannot be reproduced on uncoated or dull paper, nor on the color zerox machine.



CCD's preferred gold foil color is 134.

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## TYPOGRAPHY

The typefaces listed below are supporting type faces compatible with our logo.

Helvetica Light & *Italic*

Helvetica Medium & *Italic*

Helvetica Bold & *Italic*

Helvetica Black & *Italic*

Myriad Pro Regular & *Italic*

Myriad Pro SemiBold & *Italic*

Myriad Pro Bold & *Italic*

Adobe Garamond Pro Regular & *Regular Italic*

Adobe Garamond Pro Semibold & *Semibold Italic*

Adobe Garamond Pro Bold & *Bold Italic*

# PATHWAYS BRANDING

Community College of Denver offers eight diverse academic pathways, each with a unique visual identity to engage students and highlight the pathway's strengths. Consistent use of colors, symbols, and design elements across all pathway materials reinforces CCD's brand and communicates the distinct qualities of each educational journey. Each pathway's visual identity enhances CCD's overall brand while showcasing the pathway's specific characteristics. These guidelines help ensure that materials remain consistent, recognizable, and aligned with CCD's mission.



## Arts, Communication & Design

Featuring a bold cyan color and creative iconography, reflects innovation and artistic expression, making it vibrant and engaging.

Pathway Icon:



Pathway Mark:



Pathway Color:



**CMYK** 71, 1, 16, 0  
**RGB** 0, 187, 211  
**HEX** 00bbd3

## Business

With a modern orange hue symbolizing energy and success, this pathway's clean lines and minimalist design convey professionalism and growth.

Pathway Icon:



Pathway Mark:



Pathway Color:



**CMYK** 9, 60, 100, 1  
**RGB** 223, 125, 38  
**HEX** df7d26



# PATHWAYS BRANDING

## Education

A welcoming golden yellow highlights the pathway’s commitment to knowledge and community impact, creating an inviting and inspiring look.

Pathway Icon:



Pathway Mark:



**Education**  
at COMMUNITY COLLEGE OF DENVER

Pathway Color:



**CMYK** 3, 38, 100, 0  
**RGB** 244, 168, 29  
**HEX** f4a81d

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## Health Sciences

A forest green color palette communicates growth, care, and vitality, giving this pathway a confident and compassionate appeal.

Pathway Icon:

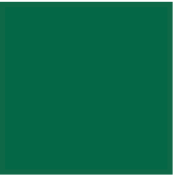


Pathway Mark:



**Health Sciences**  
at COMMUNITY COLLEGE OF DENVER

Pathway Color:



**CMYK** 89, 35, 82, 26  
**RGB** 4, 103, 70  
**HEX** 046746

# PATHWAYS BRANDING

## Manufacturing

Using a bold burnt orange or brown, the pathway evokes stability and strength, representing the precision and innovation of the field.

Pathway Icon:



Pathway Mark:



Pathway Color:



**CMYK** 37, 58, 71, 20  
**RGB** 143, 100, 75  
**HEX** 8f644b

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## Public Safety & Legal Services

Bright green tones and straightforward shapes reflect trust, growth, and a sense of service in this impactful pathway.

Pathway Icon:



Pathway Mark:



Pathway Color:



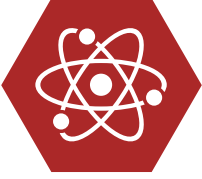
**CMYK** 56, 0, 93, 0  
**RGB** 122, 194, 79  
**HEX** 7ac24f

# PATHWAYS BRANDING

## Science, Technology, Engineering & Mathematics

Deep maroon accents portray power and knowledge, underscoring the cutting-edge nature of STEM disciplines.

Pathway Icon:



Pathway Mark:



Pathway Color:



CMYK  
RGB  
HEX

22, 96, 94, 15  
172, 42, 40  
ac2a28

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## Social & Behavioral Sciences

With an indigo palette, this pathway embodies depth and empathy, reinforcing the pathway's focus on human-centered learning.

Pathway Icon:



Pathway Mark:



Pathway Color:



CMYK  
RGB  
HEX

100, 78, 19, 15  
11, 69, 125  
0b457d

## WRITTEN COMMUNICATION STANDARDS

This section provides guidelines to ensure consistency, professionalism, and inclusivity in CCD's written communications. These standards reflect CCD's commitment to clear, accessible, and student-centered language across all platforms and materials. Note: The college primarily uses AP Style.

### Tone and Voice

- **Tone:** CCD's tone should be professional, approachable, and supportive. Communications should convey warmth and a student-centered approach, aligning with CCD's mission to be inclusive and empowering.
- **Voice:** Use an active voice to foster clarity and engagement. For example, "CCD offers resources to help students succeed," rather than "Resources are offered to students by CCD."

### Inclusivity and Accessibility

- **Inclusive Language:** Use gender-neutral and inclusive language that respects all backgrounds, avoiding assumptions based on gender, race, or other identifiers. For instance, replace "chairman" with "chair" and avoid using gendered language like "he/she" in favor of "they/them."
- **Accessible Language:** Follow plain language principles. Avoid jargon and complex terms when simpler alternatives are available, and keep sentence structures straightforward. The goal is to ensure that all audiences can understand and engage with CCD's communications.

### Standardized Punctuation and Formatting

- **Punctuation:**
  - Use the Oxford comma consistently in lists to avoid ambiguity. Titles do not use the Oxford comma.
  - Apply em-dashes (—) without spaces for breaks in thoughts, en-dashes (-) for ranges (e.g., "2023-2024"), and ellipses (...) sparingly to indicate omitted content.
- **Formatting:**
  - Use bullet points for lists that do not require a specific order, and numbered lists for sequential or priority items. Keep bulleted lists concise and ensure they follow a consistent structure.

### Abbreviations and Acronyms

- Spell out acronyms upon first use, with the abbreviation in parentheses. For example, "Community College of Denver (CCD)." Use the acronym alone in subsequent references. A glossary of common acronyms is available on the Marketing & Brand Experience website for reference.

### Hyperlink and Citation Standards

- **Digital Hyperlinks:** Ensure hyperlinks are underlined or bolded for visibility, using accessible colors that meet contrast standards. Where applicable, link descriptive text rather than phrases like "click here."
- **Printed Material Citations:** For printed materials, follow the APA citation format, or reach out to Marketing & Brand Experience for project-specific citation styles.

### Consistency in Titles and Headers

- **Capitalization:** Use title case for all main headers (e.g., "Financial Aid Resources") and sentence case for subheaders (e.g., "Information about available financial aid").
- **Hierarchy:** Maintain a clear hierarchy with headers and subheaders to organize content and make it more navigable. Use bold and larger font sizes for headers and subheaders to enhance readability.
- **Ampersand:** Use an ampersand when writing out department names (e.g., "Marketing & Brand Experience").







# INTERIOR COLOR PALETTE & FINISH GUIDE

The CCD Interior Color Palette & Finish Guide reflects the carefully selected tones used across our campus furnishings and interior spaces. This guide provides a reference for integrating colors that harmonize with our institutional identity, enhancing the aesthetic and functional unity of CCD's environment. The palette is primarily drawn from Sherwin-Williams offerings, ensuring quality and consistency in finishes.

**Important:** Before utilizing these colors in any project, please consult with the Marketing & Brand Experience and CCD Facilities teams. All paint procurement and application must be coordinated and sourced exclusively through CCD Facilities Services to maintain brand standards and compliance with CCD policies.


For reference only.

## Furniture Color Palette

	CMYK USE	100, 20, 4, 18 Blue Seating		CMYK USE	59, 8, 9, 19 Blue Entrance
	CMYK USE	2, 24, 100, 7 Yellow Entrance		CMYK USE	3, 68, 94, 34 Wooden Chair
	CMYK USE	3, 92, 84, 12 Red Seating		CMYK USE	38, 28, 21, 63 Gray Seating

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## Accent Wall Color Palette

	SW Color	6501 Manitou Blue		SW Color	6614 Quite Coral
	SW Color	6688 Solaria		SW Color	6982 African Violet
	SW Color	6710 Melange Green		SW Color	6550 Mythical