



**HOLYOKE  
COMMUNITY  
COLLEGE**

**Brand  
Guidelines**

Marketing and Communications  
v4.0

04 20 2017 0205



# INTRODUCTION

The brand guidelines provide a resource for implementation of the Holyoke Community College brand. The guidelines describe the fundamental elements of the brand along with basic instructions for how to use them. Adherence to these guidelines will ensure consistency and recognition of the brand. Recognition of the greater HCC brand will benefit each of its programs and key segments independently moving forward.

It should be noted that the elements and uses in this guide are subject to revision; such changes will be reviewed and assessed periodically to ensure there is always a single standard usage overall.



## WHAT IS A BRAND?

A brand communicates the essence of an entity, what advertising executive David Ogilvy described as “the intangible sum of a product’s attributes.” It distinguishes a good or service from others. It says “this is what/who I am.” It expresses the purpose and personality of an individual, institution or product.

# BRAND POSITIONING

## UNIQUE BRAND POSITIONING STATEMENT

After a lengthy qualitative and quantitative research effort, the following Unique Brand Positioning Statement was created for Holyoke Community College:

***We make possible.***

This statement, which encapsulates the essence of the institution, serves as an internal reference to guide marketing communications and should never appear on outward-facing materials.

## STONE WORDS

The positioning statement is supported by tone words that reflect the personality of the institution. All college communications – from social media posts to environmental graphics to event promotions to printed pieces – should use the following tone words as a guide, though the prominence of certain tone words may shift based upon the audience.

- Independent
- Realistic
- Proudful
- Invaluable
- Genuine
- Embracing
- Committed

## **BRAND PROMISE**

HCC is dedicated to providing access to education for all, and to ensuring that its students have the tools they need to be successful.

HCC particularly focuses on empowering students to articulate their goals and work toward them with confidence.

Our faculty and staff work with students to help them surmount whatever obstacles are in their path. Whatever students are striving for, we supply a supportive environment and the resources necessary to achieve their goals.

**Empowerment and access for all are central to our brand promise.**





# DESIGN

## TYPOGRAPHY

Choosing typography is significant. It is the voice of the written word.

Brandon Grotesque is an award-winning sans serif type designed in 2009/10, influenced by the geometric-style sans serif faces that were popular during the 1920s and 30s.

Brandon Grotesque has a functional look with a warm touch. Both thin and black weights are great performers in display sizes while light, regular and medium weights are well suited to longer texts.

Brandon Text is an updated classic. Based off Brandon Grotesque, Brandon Text allows for long form copy as well as brief statements.

The college maintains a library of more than two dozen variations of Brandon Grotesque and Brandon Text. However the basic Thin, Regular and Black forms are the most versatile.

Benton Sans is a modern font based on drawings in the Smithsonian of News Gothic, a 20th Century standard designed in 1903. Benton Sans is a far reaching new series, with matched weights, widths and condensed variations that offer a vast range of body and display copy.

**Why two sans-serif fonts?** Variety. In situations with a lot of copy, it's necessary to have an alternate typeface to prevent monotony and highlight key text. Benton Sans' versatility makes it ideally suited to this task.

Corporate A, our serif font that complements Brandon and Benton, is one third of a trilogy designed by Prof. Kurt Weidemann, a well-known German designer and typographer, from 1985 until 1990.

# BRANDON GROTESQUE

Headlines

Subheads

---

**BRANDON  
GROTESQUE  
THIN**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

**BRANDON  
GROTESQUE  
REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

**BRANDON  
GROTESQUE  
BLACK**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

# BRANDON TEXT

*Primary Body Copy*

*Secondary Body Copy (Thin, Light)*

---

**BRANDON  
TEXT  
THIN**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

**BRANDON  
TEXT  
REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

**BRANDON  
TEXT  
BLACK**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

# BENTON SANS

Headlines  
Subheads

---

**BENTON  
SANS  
LIGHT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

**BENTON  
SANS  
REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

**BENTON  
SANS  
BLACK**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

# BENTON SANS COMPRESSED/CONDENSED

Primary Body Copy

Secondary Body Copy

---

**BENTON SANS  
COMPRESSED  
LIGHT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

---

**BENTON SANS  
CONDENSED  
REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

---

**BENTON SANS  
EXTRA  
COMPRESSED  
BLACK**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

# CORPORATE A

Headlines

Subheads

Copy

---

CORPORATE A  
LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

CORPORATE A  
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

CORPORATE A  
BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## ALTERNATIVE FONTS

We understand that not every project will be designed by Marketing staff and not everyone will have access to these fonts. For flyers, internal documents and the like, we suggest two alternate fonts. Calibri (sans serif) and Cambria (serif) have qualities similar to official college fonts and are available on campus computers.

## TIME & PHONE FORMATS

### TIME

College style omits the colon and double zeroes at the top of the hour.

Correct: 6–7 p.m.

Incorrect: 6:00–7:00 p.m.

Only use a.m. or p.m. once.

Correct: 6–7 p.m.

Incorrect: 6 p.m.–7 p.m.

There should be no space before or after the en-dash.

Correct: 6–7 p.m.

Inorrect: 6 – 7 p.m.

HCC uses Noon rather than 12:00 p.m.

Correct: 10 a.m.–Noon

Incorrect: 10 a.m.–12 p.m.

### PHONE/FAX

College style uses a dot rather than an en-dash.

Correct: 413.552.2321

Incorrect: (413) 552-2321



## **TYPE USAGE/ LAYERING**

The college's branding emphasizes powerful typography. The type sends a message not just in what it says, but in how it looks. Bold lettering, variation, handwritten scripts and multiple layers of type all draw readers deeper into a poster or brochure. On most pieces you will encounter type, script, shapes, images, and colors all layered upon one another to build up complexity, create interest and give readers a sense of movement.

**HOLYOKE  
COMMUNITY  
COLLEGE**

I feel more well-rounded,  
experienced, and motivated  
than I ever have. I went  
from dropping out of high  
school to transferring and  
graduating from a four year  
school. Now I'm out making  
a living on my own.

**START  
FOR SOME-  
THING.  
STOP FOR  
NOTHING.**

**MORE AT: [HCC.EDU/START](http://HCC.EDU/START)**

## DESIGN

### PATHWAY POLYGON

Part of our new branding campaign focuses on the many pathways that HCC provides to students. On some pieces, like the poster opposite, we use one of a variety of polygons that convey a sense of movement, access and progression.



# DESIGN

## COLORS

HCC has selected three new colors as the basis for a color palette, along with black and white as corresponding neutrals. The color palette will expand as we develop new materials.

---

**PMS 354c**  
**RGB 0 175 64**  
**81C 1M 100Y 0K**  
**#00af40**



---

**PMS Yellow 012c**  
**RGB 252 221 0**  
**3C 9M 100Y 0K**  
**#fcdd00**



---

**PMS 306c**  
**RGB 0 179 227**  
**71C 8M 3Y 0K**  
**#00b3e3**



**PMS 1495c**  
**RGB 255 144 18**  
**OC 54M 95Y 0K**  
**#FF9012**







# DESIGN

## LOGO

HCC's official logo is the HCC workmark. The workmark appears by itself, in a vertical configuration. Displayed in Brandon Grotesque Black, the wordmark may not be produced in other variations of Brandon Grotesque or at differing sizes. The logo features three black underlines that sit below the first letter of each word, thereby highlighting the more commonly used "HCC".

The primary style for the logo is to display "Holyoke" and "College" in black, along with the underlines, while "Community" is displayed in our new green, to highlight the importance of the relationship between the college and the community we serve.

Variants of the logo, in which green is replaced by blue, yellow or white, or in which black is replaced by gray, are available in select situations.

The logo is most often displayed against a white or very light neutral background. Variations are possible for placement on dark backgrounds and using white frames. You can obtain these by contacting Marketing.

## PRIMARY LOGOS

The primary logo form for the college is the black and green displayed here. All-black and all-white versions are also acceptable, especially when printing materials in black and white. Some of these you can obtain by visiting the website. Others are available by contacting Marketing directly.

**HOLYOKE**  
**COMMUNITY**  
**COLLEGE**

**HOLYOKE**  
**COMMUNITY**  
**COLLEGE**

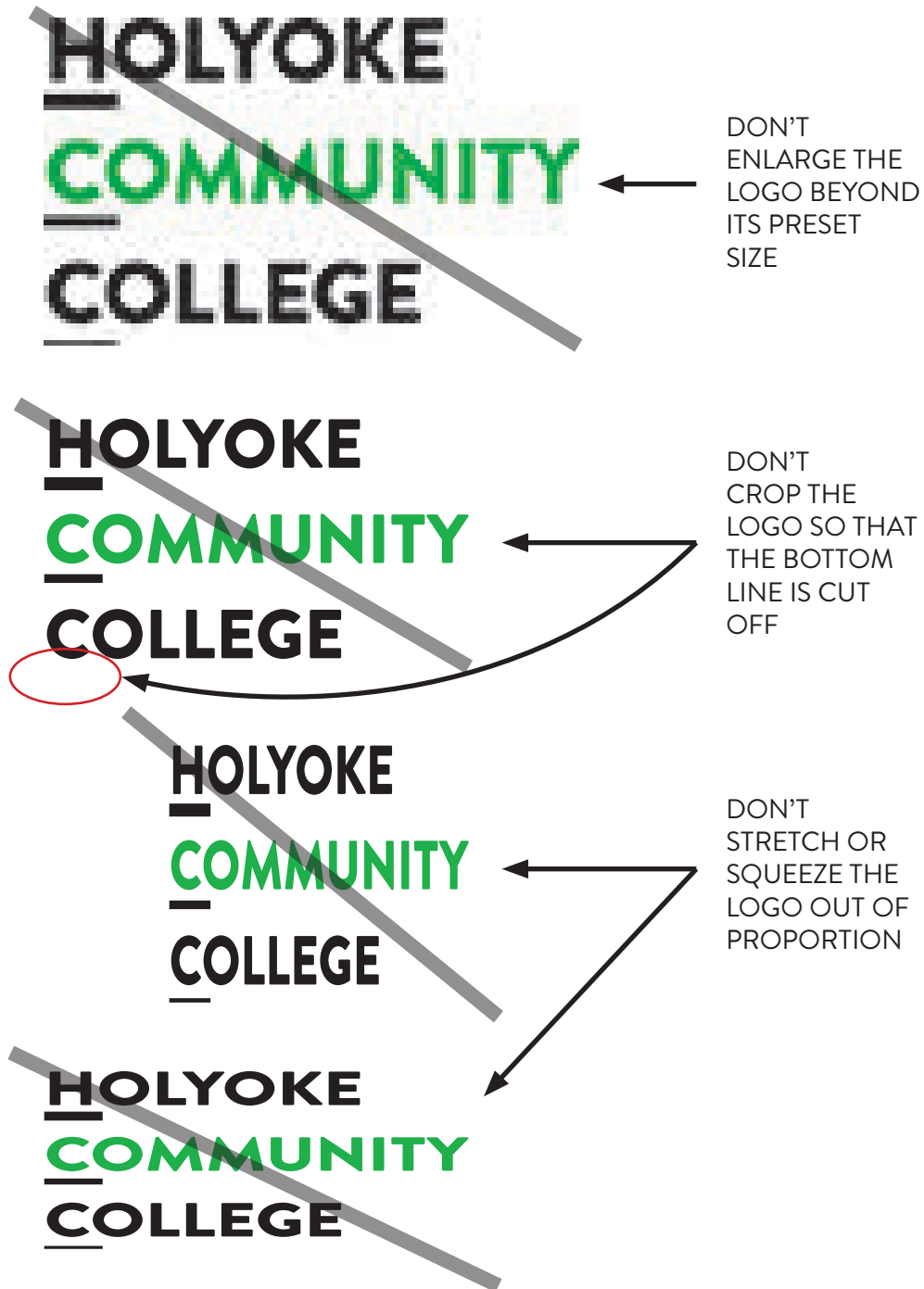
## LOGO VARIATIONS

The logo variations below are available in select situations, with the consent of Marketing. Selectively displaying the logo in different colors can enhance and broaden the reach of the brand. However, too much variation can have the opposite effect, diluting the brand. For this reason, Marketing requires that consent be obtained before using anything other than the solid black, solid white, or black and green logos.

**HOLYOKE**  
**COMMUNITY**  
**COLLEGE**

**HOLYOKE**  
**COMMUNITY**  
**COLLEGE**

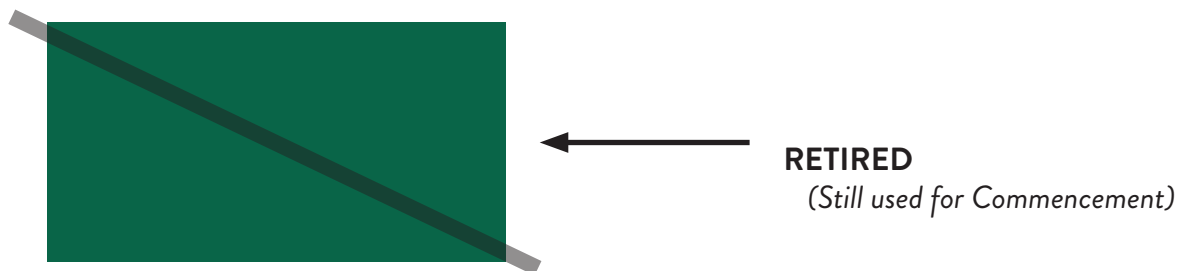


**DON'T ...**

## RETIRED MARKS AND COLORS

Effective immediately upon release of this guide, the former HCC logo, displayed below, is no longer in use. Please replace the logo on any materials you or your office produce with the updated version on the previous pages. The logo, either with or without the “Futures Inspired” tagline has been retired. Additionally, the green previously used on HCC materials, specifically known as PMS 342, has been retired.

In keeping with college tradition, PMS 342, like the college seal, will still appear on materials related to Commencement. However, on all other materials, the 342 has been replaced with the new green shown in the “Colors” section. When ordering new materials, please use the new green. The names and color formulas for the new green as well as our other colors can be found in the “Colors” section.



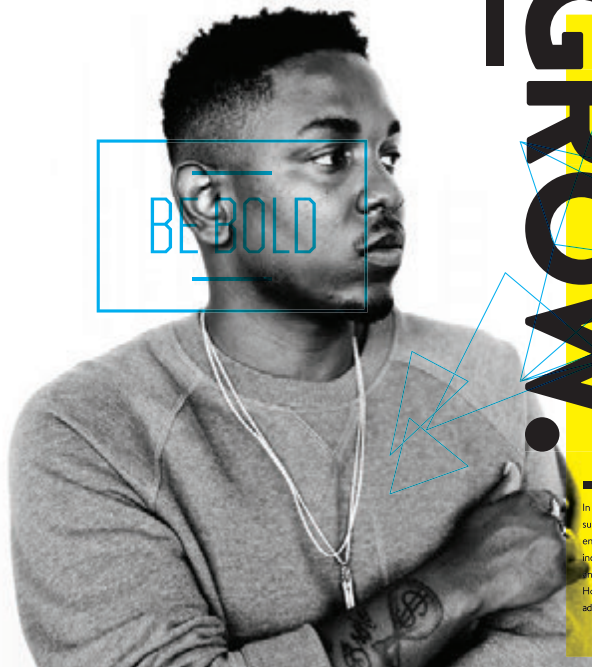


## TAGLINES

An institution-wide tagline is a phrase or statement used to reinforce the mission and brand of the college. Taglines help solidify the presence and purpose of the college in the minds of the public. However, taglines can also be restrictive. Once a tagline has imprinted itself in people's perceptions, it can be hard to move beyond. For this reason, HCC no longer uses the "Futures Inspired" tagline, and we have no plans to create a new tagline.

Campaign-specific taglines offer the power to imprint a message in people's minds with the flexibility to change. On the following pages are examples of some of the taglines you may see used on various materials. You may see some of these taglines used for specific purposes on limited materials. Some will come and go, and in the future, we will create new campaigns with new taglines.

You should not use any of these taglines on your materials without checking with Marketing first. We may be able to suggest something more effective than your first choice, and we can help you avoid cross-branding: a situation where a message with a specific purpose is co-opted for another, weakening both.



BE BOLD

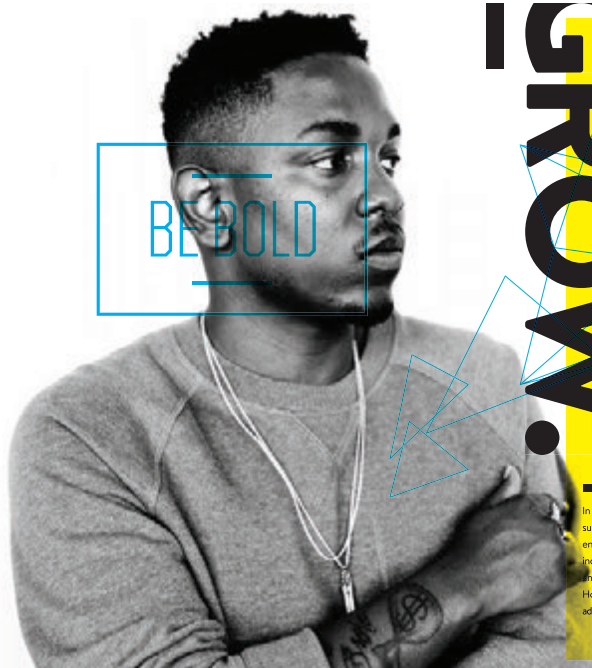
# THE POWER TO GROW!

In the late 1800s, the Connecticut River supplied a surplus of energy to the city of Holyoke. So much energy, in fact, that it enabled the city to harbor an industrial boom, causing a significant rise in industry and population. This newfound power took the city of Holyoke to brand new heights, and prompted it to adopt a new motto - "The Power To Grow."

Today, that motto carries the same exact spirit that runs through our college. Just like the newfound ability that the Connecticut River supplied, we provide students of all backgrounds the power, resources, and pride to take the next step in their own lives. We know what you're already capable of, and now you'll finally realize what's possible in you.

**THE POWER TO GROW.**

*and*



BE BOLD

# THE POWER TO GROW!

In the late 1800s, the Connecticut River supplied a surplus of energy to the city of Holyoke. So much energy, in fact, that it enabled the city to harbor an industrial boom, causing a significant rise in industry and population. This newfound power took the city of Holyoke to brand new heights, and prompted it to adopt a new motto - "The Power To Grow."

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**BE BOLD.**





It's plain and simple. Get here and we'll provide you with the guidance and resources to carve out your future. When Samantha Barrett brought her interest for photography to HCC, direction provided by the Media Arts department at Holyoke allowed her to turn her newfound passion into a career. Since then, she's been contributing to her local newspaper, and also has plans to show at a gallery. This is just one small example of how we offer more than you would think for a community college, and how once we provide an open door, anything you want to do becomes possible.

**OUR TOOLS. YOUR VISION.  
GO.**



**START FOR SOMETHING.  
STOP FOR NOTHING.**



# PHOTOGRAPHY

## STYLES & TREATMENT

Photography captures attention and tells a story in a visceral way. We strive to produce truly great photography, with interesting composition, unique angles, excellent lighting and real action.

HCC's new branding calls for the use of strong black and white photography, and we use it heavily in much of our marketing. We haven't abandoned color though. Color photos will still play a prominent role, albeit in a more thoughtful way than in the past.

For some campaigns, we process our black and white images using a multi-step workflow which gives them a slightly "edgy" feel to capture attention.

We feature faces as often as possible - our eyes are naturally drawn to faces. Students with confident, thoughtful, determined expressions convey a sense of accomplishment, determination and possibility. We keep things balanced with some smiling faces as well, while stopping short of seeming inauthentic.





*Holyoke Community College*







*Holyoke Community College*

## BRAND ART



**HOLYOKE  
COMMUNITY  
COLLEGE**

**HCC OPEN HOUSE**

*Thursday, October 30, 2014, 5:00-7:00 p.m.*

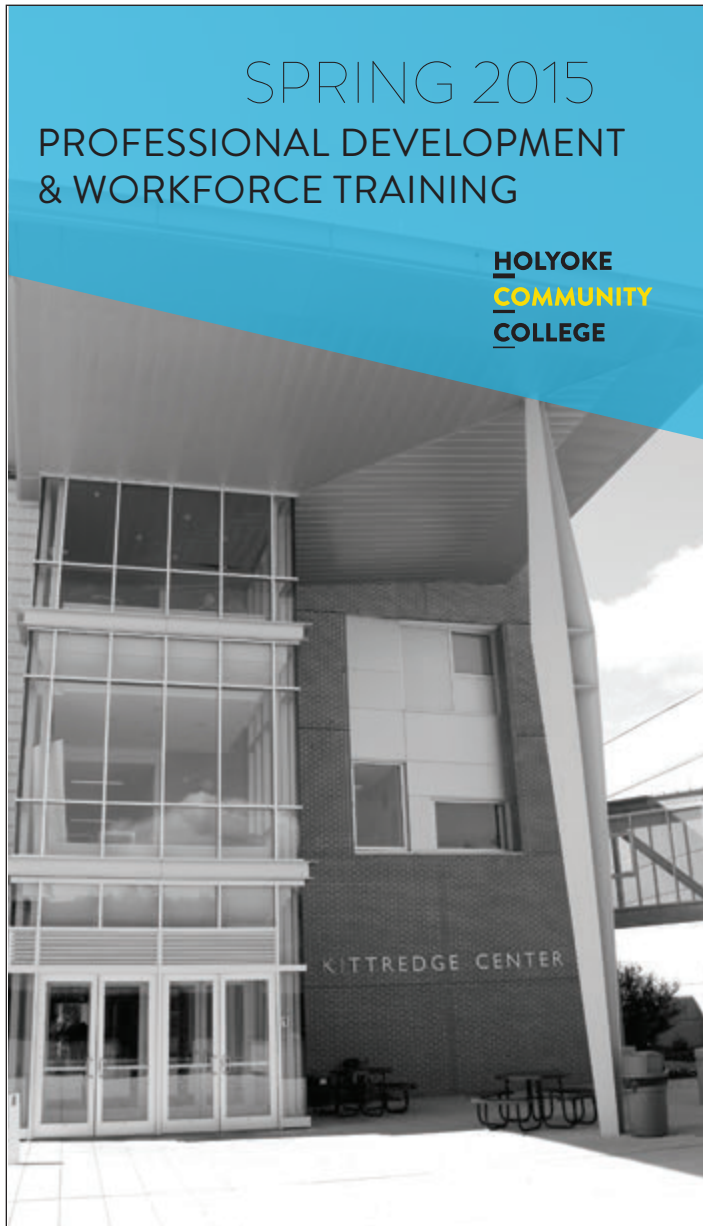
Kittredge Center for Business & Workforce Development  
admissions@hcc.edu or (413) 552-2321

Open House Postcard, Fall 2014



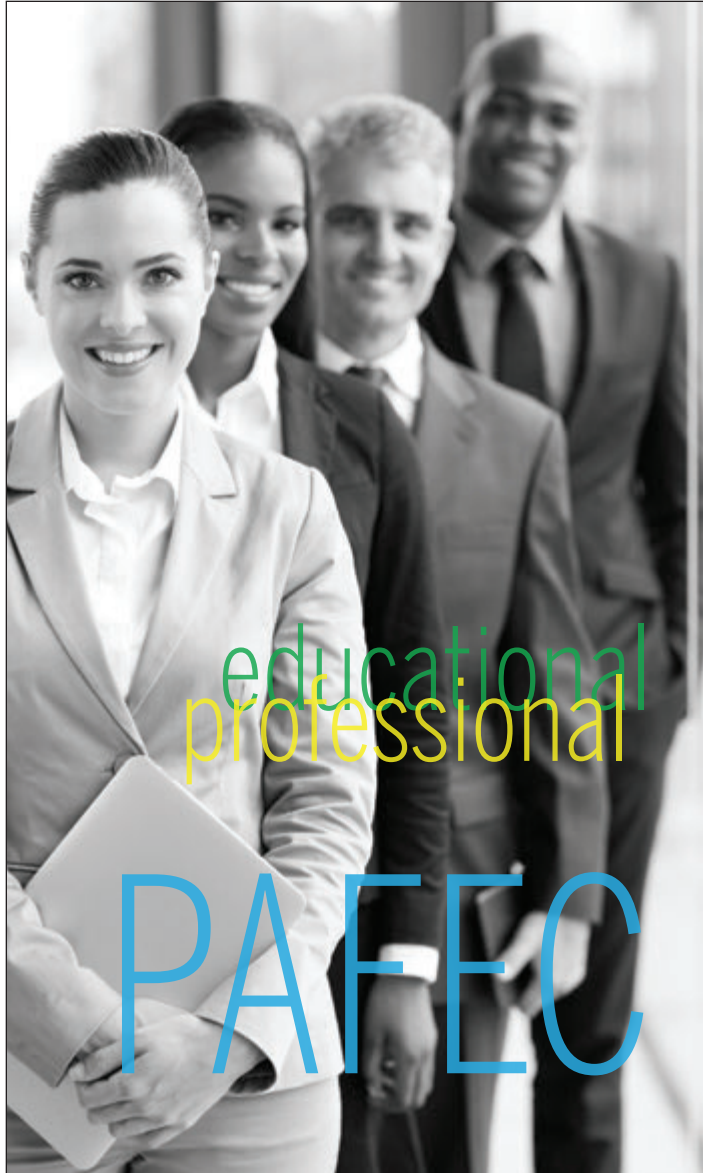
SPRING 2015  
PROFESSIONAL DEVELOPMENT  
& WORKFORCE TRAINING

**HOLYOKE**  
**COMMUNITY**  
**COLLEGE**



In-home mailer for Professional Development & Workforce Training





Space Rental Takeaway Card for PAFEC

## FINDING COURAGE THROUGH COMMITMENT.

Integer commodo vel arcu ut placerat. Ut ipsum justo, sollicitudin eu dolor ut amet, sodales vulputate magna. Etiam ut neque iaculis, fringilla massa eget, varius sem. Maecenas sed pellentesque elit. Sed faucibus porta elementum. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Integer fermentum aliquet mauris, ut tristique risa lobortis vel. Cras iaculis eget leo non tempus. Duis vitae est ac turpis porta gravida. Suspensio feugiat sem vitae tempus volutpat. In et sapien egestas, ornare ligula eget, vulnupter nisi. Donec ut risa justo. Nulla eu magna vel nunc blandit auctor sed eget tortor. Pellentesque accumsan eros a nulla condimentum. Quisque adipiscing nisi eget ornare congue rhoncus. Pellentesque aliquet sodales sapien vitae egestas.



Integer commodo vel arcu ut placerat. Ut ipsum justo, sollicitudin eu dolor ut amet, sodales vulputate magna. Etiam ut neque iaculis, fringilla massa eget, varius sem. Maecenas sed pellentesque elit. Sed faucibus porta elementum. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Integer fermentum aliquet mauris, ut tristique risa lobortis vel. Cras iaculis eget leo non tempus. Duis vitae est ac turpis porta gravida. Suspensio feugiat sem vitae tempus volutpat. In et sapien egestas, ornare ligula eget, vulnupter nisi. Donec ut risa justo. Nulla eu magna vel nunc blandit auctor sed eget tortor. Pellentesque accumsan eros a nulla condimentum. Quisque adipiscing nisi eget ornare congue rhoncus. Pellentesque aliquet sodales sapien vitae egestas.

# HOLYOKE COMMUNITY COLLEGE

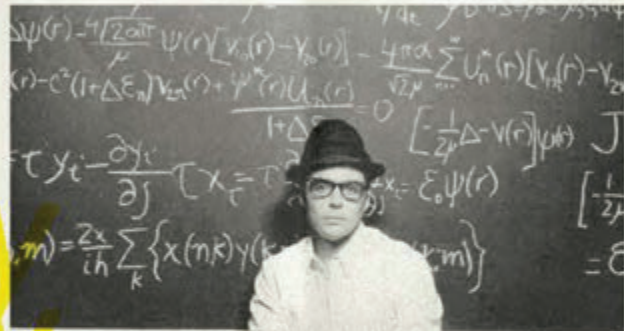
[www.hcc.edu](http://www.hcc.edu)

## SEIZING A CHANCE TO MAKE STRIDES.

Ruben Tapalveda is an example of finding the strength to go above and beyond. Even when the odds are against you. A few years ago, he says that Ruben was going through a rough patch in his life. He had been laid off from his job in the city. He was homeless and making a living in a small shack in New York City. He was sleeping on benches, trains, and in parks, and he was struggling to make ends meet. He was looking for a way out of his situation. He was looking for a chance to make a better life for himself. He was looking for a chance to make a difference. He was looking for a chance to shine.

Through a tutoring program run by Aliza, he has his sights set on Anderson College, and in four years, he graduated with an Associate's in psychology at HCC, and with a Bachelor's in Sociology at Anderson.

Now, his education and life seems to have come full circle. Ruben is working at the Tutoring for the Learning in NYC and Early Adulthood and even has a job associated with the college he is studying at. "If you have people like Aliza and the staff of people that I've had that have been there for me, I can't thank you enough. You know, sometimes that's all it takes."



In the photo Ruben was a woman named Aliza Anand, the director of Adult Education at HCC.



## THE POWER OF HUMAN CONNECTION.

Integer commodo vel arcu ut placerat. Ut ipsum justo, sollicitudin eu dolor ut amet, sodales vulputate magna. Etiam ut neque iaculis, fringilla massa eget, varius sem. Maecenas sed pellentesque elit. Sed faucibus porta elementum. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Integer fermentum aliquet mauris, ut tristique risa lobortis vel. Cras iaculis eget leo non tempus. Duis vitae est ac turpis porta gravida. Suspensio feugiat sem vitae tempus volutpat. In et sapien egestas, ornare ligula eget, vulnupter nisi. Donec ut risa justo. Nulla eu magna vel nunc blandit auctor sed eget tortor. Pellentesque accumsan eros a nulla condimentum. Quisque adipiscing nisi eget ornare congue rhoncus. Pellentesque aliquet sodales sapien vitae egestas.

Donec ut risa justo, Nulla eu magna vel nunc blandit auctor sed eget tortor. Pellentesque accumsan eros a nulla condimentum. Quisque adipiscing nisi eget ornare congue rhoncus. Pellentesque aliquet sodales sapien vitae egestas.

# Shine in the face of adversity adversity

Donec ut risa justo, Nulla eu magna vel nunc blandit auctor sed eget tortor. Pellentesque accumsan eros a nulla condimentum. Quisque adipiscing nisi eget ornare congue rhoncus. Pellentesque aliquet sodales sapien vitae egestas.





Handout for July 4 fireworks display at HCC.



2' x 6' Retractable Stand-Up Banner



Search Piece postcard

*Need help?*

# Just ask!

## **LOGOS/ GRAPHIC IDENTITY/ VISUAL IDENTITY SYSTEM**

Marketing is pleased to offer design services to programs and departments who need not only materials, but a graphic identity as well. These branding guidelines describe part of the college's Visual Identity System (VIS), which we use to shape and reinforce people's perception of Holyoke Community College.

The VIS is a package of visual devices that we use to communicate the brand, including graphic imagery, a color system, fonts and yes, a logo.

### **Can we have our own logo?**

No – but the conversation doesn't end there. We have plenty to offer you besides a logo!

### **Why not a logo?**

Logos are one of the most challenging aspects of a VIS to design. The purpose of a logo is to aid and promote instant recognition of a brand without using words\*. To do this, a logo must be clear, engaging and memorable; it must reproduce well on everything from a 40-foot wide digital billboard to a black and white image on a business card to a semi-transparent water bottle.

One summary for the process of creating a logo reads, in part:

*“Before a logo is designed, there must be a clear definition of the concept and values of the brand as well as understanding of the consumer or target group. Broad steps in the logo design process include research, conceptualization, investigation of alternative candidates, refinement of a chosen design, testing across products, and finally adoption and production of the chosen mark.”*

Once a logo is created, it’s still just a picture. To truly become a logo, it must have support: repetition, consistency, omni-channel messaging, and reinforcement.

In short: logos are hard. They also prefer to stand alone, because two or more logos pull attention away from one another, making them less effective. Because of the significant resources required to first create and then sustain a logo, and the danger of diluting HCC’s own brand, we don’t create logos for divisions, programs or initiatives.

*\*the sort-of exception to this rule is the wordmark, a distinct, text-only typographic treatment of the name of a company, institution, or product name used for purposes of identification and branding. Think Microsoft, FedEx or HCC.*

### **So we can't have a logo, but ...**

You still want to create an identity for your program that people can connect with and recognize? We get that, and we're here to help. While there isn't room for any logos beyond HCC's own, we can still create a graphic identity for you using elements of HCC's already strong and growing VIS.

### **What is a graphic identity?**

In short, it's a "look." It's made up of graphic elements, a particular type treatment, an arrangement of content specific to your program.

It exists beside or below the HCC logo, and can appear on backpacks, water bottles, keychains, t-shirts and recruitment materials like postcards, program cards and flyers.

### **That sounds like a logo. What's the difference?**

Your graphic identity will be built out of existing elements in our toolkit, the VIS. It appears in conjunction with the HCC logo, not in opposition to it. Unlike a logo, a graphic identity does not have to appear identical at all sizes and in all media, and it does not require the kind of constant maintenance and support that a logo demands. Instead of competing with the HCC brand, a graphic identity draws strength and support from the HCC brand, and helps single out a specific program or initiative under the college umbrella.

### **OK – how do we get one?**

Like all projects, start by filling out a Design Request Form online. At the same time, email us and let us know that you'd like a graphic identity built. It may take a little longer than a typical project (remember, we're trying to build something that you can reuse for years, rather than a one-off recruitment piece), but we'll work as quickly as we can.

### **Can we change our graphic identity once we start using it?**

Your program's graphic identity is like a personal identity. You could, if you wanted to, change your name, your hair, your address, and more. But if you did, you would expect people to have trouble recognizing you, maybe even trusting you for a while.

Your program is similar. The graphic identity is there to build recognition, trust and a certain kind of affection in your audience. Each time a member of your audience sees your graphic identity, the relationship is expanded and reinforced. If you change that identity, you'll need to start over. For that reason, we don't recommend refreshing or changing a graphic identity more often than every 3-4 years.





**HOLYOKE**  
**COMMUNITY**  
**COLLEGE**

*A graphic identity, built using the college's VIS and coupled with the logo, created for the Getting Prepared to Start program.*

## NEXT STEPS

We will continue to add to this guide as we develop new materials.

Questions? Contact Marketing:

JoAnne Rome, director of marketing and strategic communications, 413.552.2183, [jrome@hcc.edu](mailto:jrome@hcc.edu)

For inquiries on logos, design and printing, contact:

Will Murphy, creative services manager, 413.552.2529, [wmurphy@hcc.edu](mailto:wmurphy@hcc.edu)