
BRAND STANDARDS GUIDE



WALLACE
COMMUNITY
COLLEGE

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QUICK REFERENCE GUIDE

COLLEGE IDENTIFICATION

WALLACE COMMUNITY COLLEGE

TAGLINE

YOUR FUTURE. OUR FOCUS.

LOGO

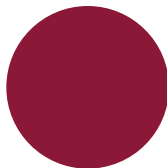


FONTS

ITC Galliard Pro Bold
ITC Galliard Pro Roman

Tablet Gothic Wide Regular
Tablet Gothic Wide Semibold
Tablet Gothic Wide Bold

PRIMARY COLORS

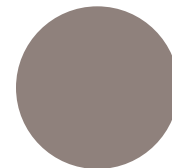


FOR PRINT

CMYK - C:0 M:100 Y:60 K:37
PANTONE SOLID COATED - PMS 1955 C
PANTONE SOLID UNCOATED - PMS 1945 U

FOR DIGITAL

HEX CODE - #8E1537
RGB - R: 142 G: 21 B: 55



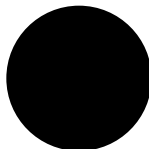
FOR PRINT

CMYK - C:45 M:45 Y:46 K:7
PANTONE SOLID COATED - PMS 409 C
PANTONE SOLID UNCOATED - PMS 410 U

FOR DIGITAL

HEX CODE - #8F817C
RGB - R: 143 G: 128 B: 123

SECONDARY COLORS



FOR PRINT

CMYK - C:0 M:0 Y:0 K:100
PANTONE BLACK 2C
PANTONE BLACK 6U

FOR DIGITAL

HEX CODE - #000000
RGB - R: 0 G: 0 B: 0



FOR PRINT

CMYK - C:0 M:2 Y:6 K:16
PANTONE WARM GRAY 1 C
PANTONE WARM GRAY 1 U

FOR DIGITAL

HEX CODE - #D7D2CB
RGB - R: 215 G: 210 B: 203

LOGO

The Wallace Community College logo consists of a “W” encapsulated inside of a circle. In addition to the solid filled mark there is a linear form of the logo with a reversed out circle. The logo can be used in full color or reversed out in white. For legibility the logo should never be smaller than one inch.



INCORRECT USE OF THE LOGO

The logo is the centerpiece of the Wallace Community College visual brand and should only be used in the style of applications shown on page 4. Below are incorrect uses of the logo that should always be avoided when used in conjunction with any College activities and materials.



X WALLACE
COMMUNITY
COLLEGE Do not stretch or distort the shape of the logo. The mark should always be a perfectly proportioned circle.



X WALLACE
COMMUNITY
COLLEGE Do not replace the gray inside the color version of the logo with black.



X WALLACE
COMMUNITY
COLLEGE WALLACE
COMMUNITY
COLLEGE Do not use the logo in any other color applications other than white or the brand colors (shown on page 4).



X WALLACE
COMMUNITY
COLLEGE Do not place the logo on a color background with a white box around it. Note: the all white logo is best for use on a color background.

ATHLETIC LOGOS

The primary Athletic logos should only be used in the forms shown here for the approved athletic messaging. The primary Athletic logos are not alternatives to the primary Wallace Community College logo.



DEPARTMENT LOGOS

This version of the logo has been developed for use by each of the college departments. There is a horizontal and a vertical version of this logo template as well as a white version for use on photos and/or fields of color.



WALLACE
COMMUNITY
COLLEGE

LIBRARY



WALLACE COMMUNITY COLLEGE

LIBRARY



WALLACE
COMMUNITY
COLLEGE

LIBRARY



WALLACE COMMUNITY COLLEGE

LIBRARY

EMAIL SIGNATURE

The Wallace Community College branding should be apparent every time you send an email, especially externally. Below is the preferred template for all Wallace Community College employee email signatures. These are both web fonts that will be compatible for email use.

Joe Sample

Director of Brand Standards
Wallace Community College
Phone 334.983.3521
Fax 334.983.6066

Arial Regular
9 pt font

RGB - R: 143 G: 128 B: 123

Georgia Bold
14 pt font

RGB - R: 142 G: 21 B: 55

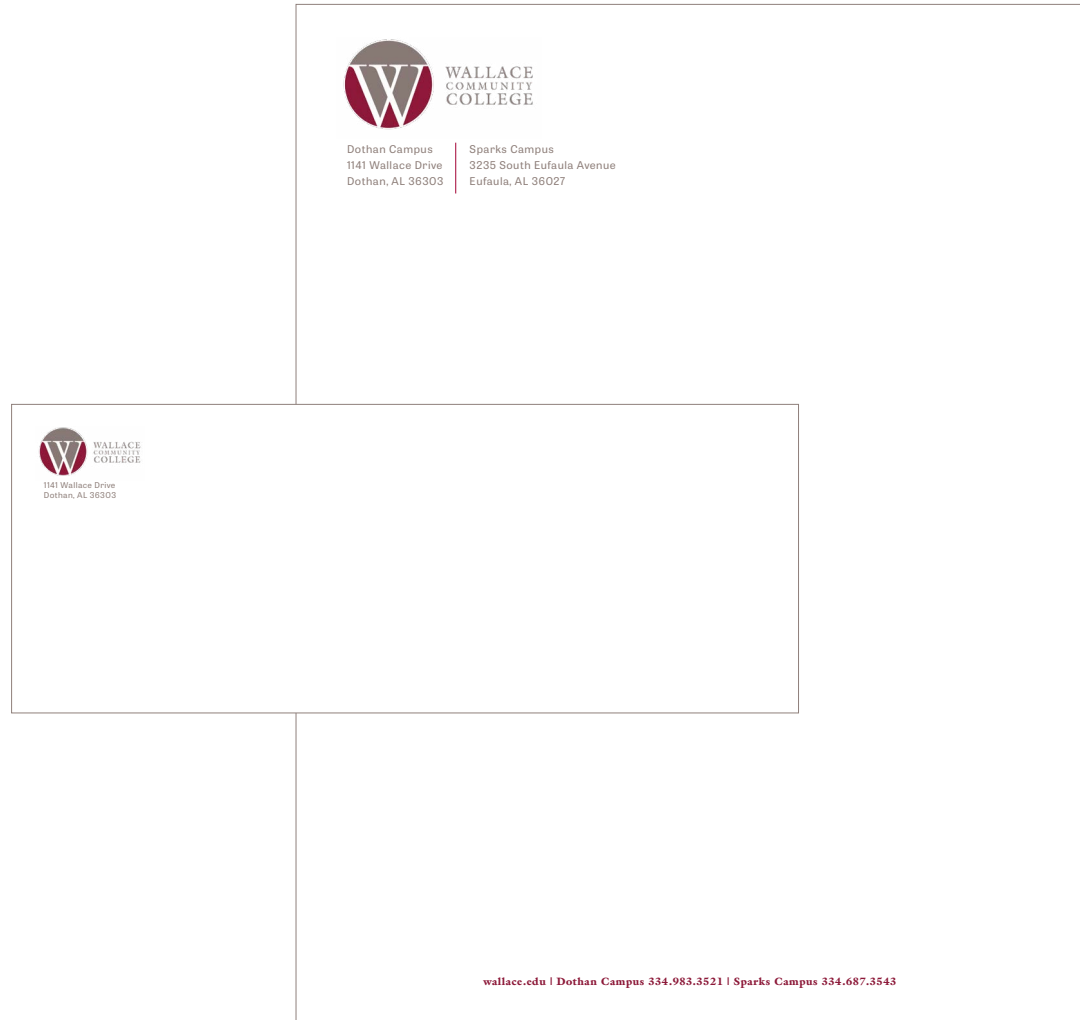


WALLACE
COMMUNITY
COLLEGE

Logo below contact information

BUSINESS COLLATERAL

Collateral materials should always follow Brand Standards guidelines. These include: business cards, letterhead, and envelopes.

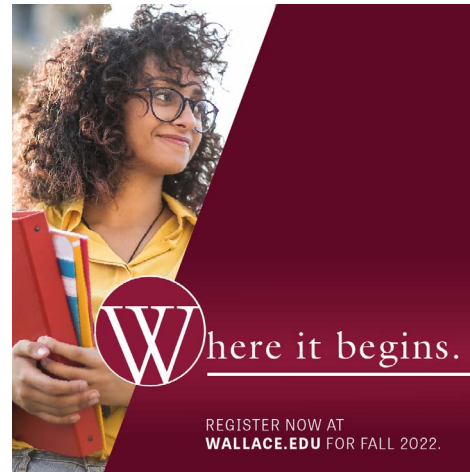


ADVERTISING

For the purpose of billboards and advertising, Wallace Community College has a preferred template. All advertising and billboard campaigns should follow these guidelines. Contact the Marketing Department for questions about using these templates.

Logo should be white with maroon background. The color field/photo break should follow the center stem angle of the W.

Subtext should always be in Tablet Gothic Regular with important terms in Bold.



Headline text should always be ITC Galliard Pro Black.



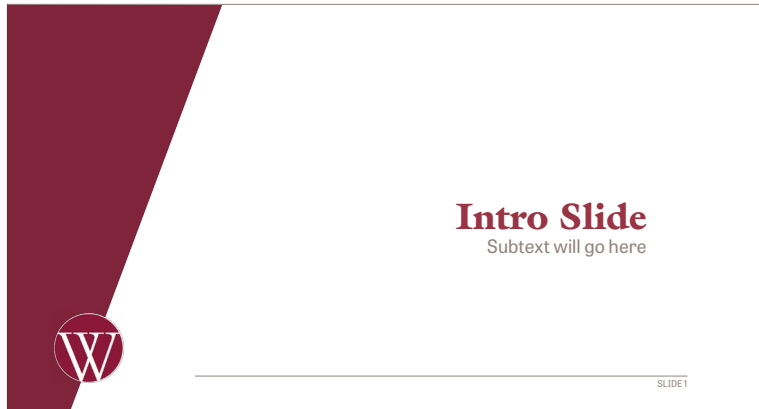
PROMOTIONAL ITEMS AND APPAREL

Promotional items may be created for giveaways or events. Depending on the color of the promotional item, the logo may need to be inverted. Consult the Marketing Department for approval of the design before placing an order for promotional pieces.




POWERPOINT TEMPLATE

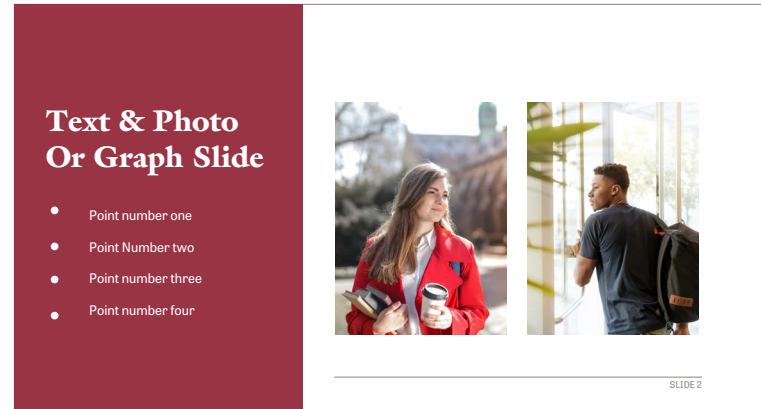
Presentations given by the College should reflect our current branding. This template will help to keep every presentation consistent. The template can be found on Share Point.



Intro Slide
Subtext will go here




SLIDE 1

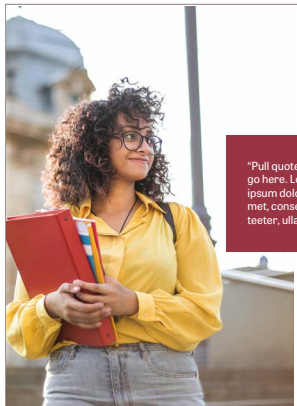
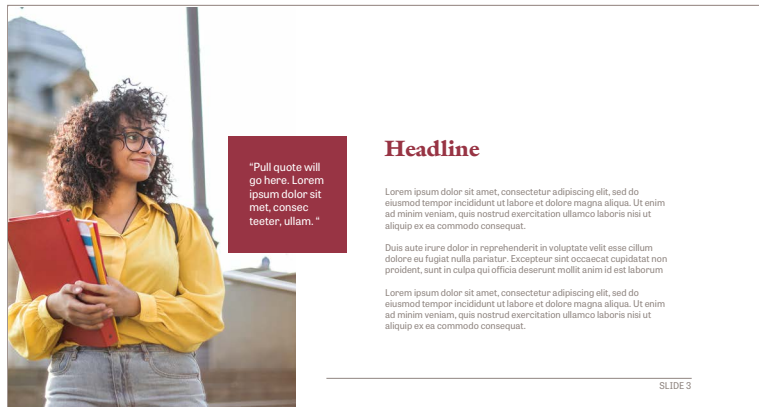


**Text & Photo
Or Graph Slide**

- Point number one
- Point Number two
- Point number three
- Point number four



SLIDE 2



Headline


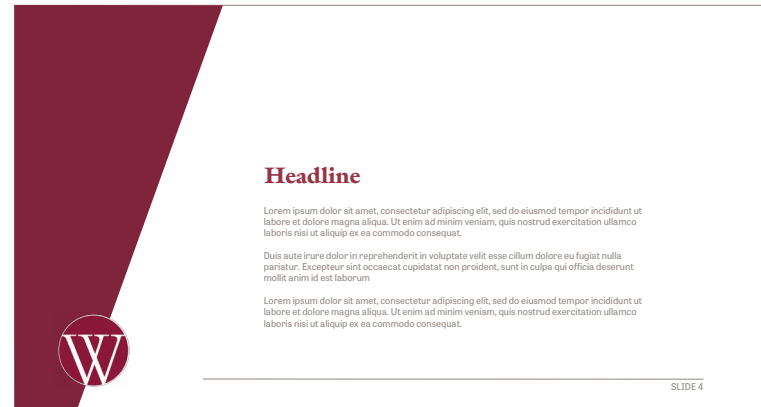
"Pull quote will go here. Lorem ipsum dolor sit met, consectetur, ullam."

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

SLIDE 3



Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

SLIDE 4

.....**THANK YOU**