

BRAND STANDARDS GUIDE



WALLACE
COMMUNITY
COLLEGE

Dothan • Eufaula

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QUICK REFERENCE GUIDE

COLLEGE IDENTIFICATION

WALLACE COMMUNITY COLLEGE

TAGLINE

MY COLLEGE, MY COMMUNITY

PRIMARY LOGO

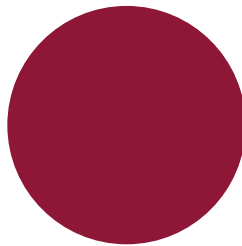


FONTS

ITC Galliard Pro Bold
ITC Galliard Pro Roman

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

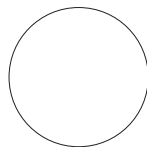
PRIMARY COLOR



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

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

SECONDARY COLORS



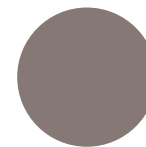
FOR PRINT
C:0 M:0 Y:0 K:0

FOR DIGITAL
HEX#FFFFFF
R: 255 G: 255 B: 255



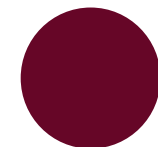
FOR PRINT
C:0 M:2 Y:6 K:16
PMS WARM GRAY 1 C
PMS WARM GRAY 1 U

FOR DIGITAL
HEX#D7D2CB
R: 215 G: 210 B: 203



FOR PRINT
C:45 M:45 Y:46 K:7
PMS 409 C
PMS 410 U

FOR DIGITAL
HEX#8F817C
R: 143 G: 128 B: 123



FOR PRINT
C:36 M:100 Y:68 K:49
PMS 7421 C

FOR DIGITAL
HEX#5F1429
R: 95 G: 20 B: 41

WALLACE COMMUNITY COLLEGE NAME USAGE

Consistent and intentional naming reinforces the College's identity and credibility across all communications. Always use Wallace Community College on first reference. This ensures clarity, reinforces brand recognition, and maintains professionalism across internal and external messaging. Subsequent references should follow specific guidelines based on audience and context, as outlined below.

- Use **Wallace Community College** or **WCC** when communicating within our local service area
- Use **Wallace Community College-Dothan** or **WCCD** when addressing audiences outside the region.
- In informal contexts such as social media, casual promotion, or speaking, "Wallace" is acceptable. "Wallace College" should be avoided and should not appear in written or promotional materials. After the first mention, "the College" (capitalized) may be used in place of the full name.
- The proper campus names are **Wallace Campus in Dothan** and **Sparks Campus in Eufaula**. Informal use of "Dothan" or "Eufaula" is permitted, but geographic references should be consistent
(e.g., say "Dothan and Eufaula," not "Dothan and Sparks")

Please consult with the marketing department if you are unsure which naming format is appropriate for your audience or communication channel.

WALLACE COMMUNITY COLLEGE LOGO

The Wallace Community College logo is the most visible representation of the institution's brand and must be used consistently. The logo system supports different communication needs while maintaining a unified visual identity, and the correct logo should be selected based on context, audience, and legibility.



PRIMARY MARK

The Primary Mark is a simplified brand identifier used in small spaces, such as social media avatars, icons, and other compact applications where the full logo is not practical. It should be used when the Wallace Community College brand is already clearly established or when space and legibility are limited.

PRIMARY LOGO



WALLACE
COMMUNITY
COLLEGE



WALLACE
COMMUNITY
COLLEGE

SECONDARY LOGO



WALLACE
COMMUNITY
COLLEGE



WALLACE
COMMUNITY
COLLEGE

INSTITUTIONAL TAGLINE

The Institutional Tagline version of the logo includes both campus locations below the tagline and is used for communications relevant to all campuses. It should be applied only when messaging is intended for a multi-campus audience and not for single-campus or general materials.

WALLACE
COMMUNITY
COLLEGE

Dothan • Eufaula

PRIMARY LOGO WITH INSTITUTIONAL TAGLINE



WALLACE
COMMUNITY
COLLEGE
Dothan • Eufaula



WALLACE
COMMUNITY
COLLEGE
Dothan • Eufaula

SECONDARY LOGO WITH INSTITUTIONAL TAGLINE



WALLACE
COMMUNITY
COLLEGE
Dothan • Eufaula



WALLACE
COMMUNITY
COLLEGE
Dothan • Eufaula

INCORPORATING THE ACCS LOGO

The Alabama Community College System (ACCS) encourages member institutions to feature the ACCS logo on all official materials and communications whenever possible. Displaying the logo acknowledges the system's support and reinforces the partnership between the college and ACCS.



HORIZONTAL CO-BRANDED LOCKUP

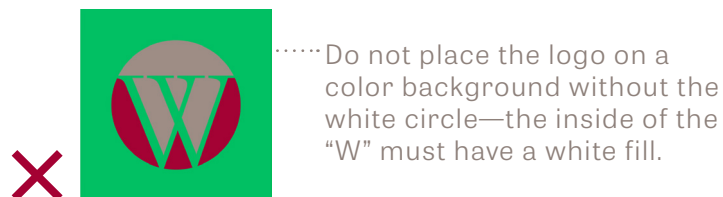
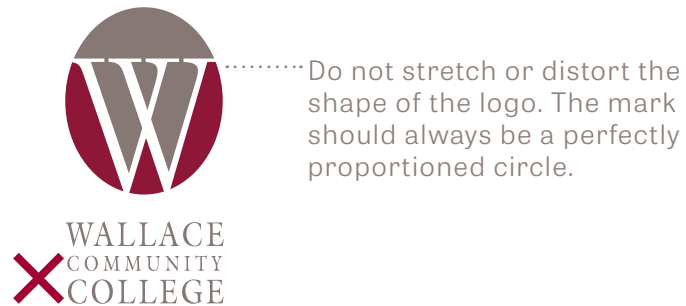


VERTICAL CO-BRANDED LOCKUP



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.



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

ATHLETIC DEPARTMENT LOGOS

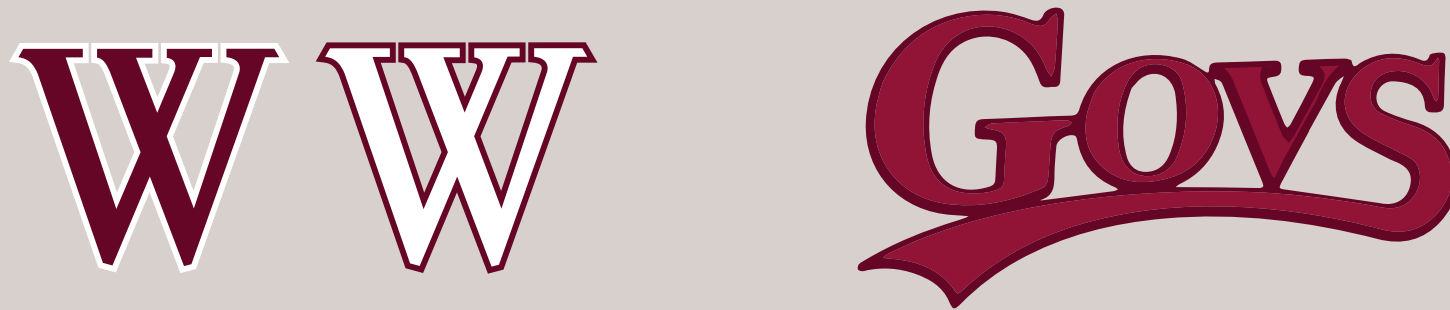
The primary Athletic logos should only be used in the forms shown here for the approved athletic. The primary athletic logos represent Wallace Community College Athletics and are reserved for official use by teams and athletic departments. These marks are not substitutes for the institutional College logo and should not be used in non-athletic contexts.



SPECIALIZED ATHLETIC LOGOS

Specialized athletic logos include both sport-specific and general-use designs, such as the script “Govs,” the unlocked “W,” and the “Gov Man.” These marks are approved for use across all sports but should remain within athletics-related applications. Please consult with the marketing department before incorporating any specialized logo into apparel, merchandise, or promotional materials.

GENERAL USE



DEPARTMENT-SPECIFIC



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 other forms of advertising, WCCD has preferred standards/guidelines, and all advertising efforts from the College should follow those guidelines. Please include PR in all advertising design efforts even if through an outside designer. All advertising must have PR approval before running.

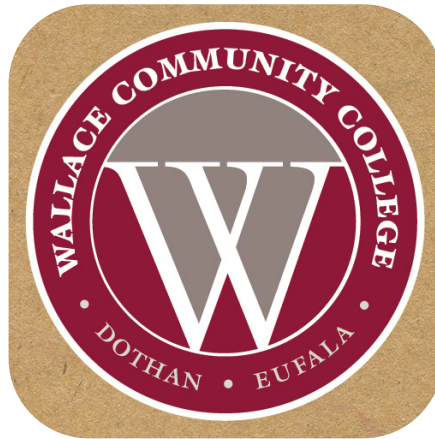


PROMOTIONAL ITEMS AND APPAREL

All promotional merchandise—including apparel, team spirit items, and giveaways—should adhere as closely as possible to the brand colors outlined in this guide. Consistent use of approved colors helps maintain a unified and recognizable visual identity across all departments and events.

Depending on the color of the promotional item, the logo may need to be inverted. Before placing any order, please consult the Marketing Department to ensure brand standards are met and avoid unnecessary reprints or delays.

Color guidance and product recommendations for commonly used items are outlined in the following pages.



COLOR GUIDE: TEE SHIRTS & APPAREL

Each apparel brand featured here includes recommended color pairings that align with our official palette. Use this page to guide color selection for shirts, embroidery, and screen printing. Always prioritize visibility, contrast, and consistency with the approved brand colors.



COMFORT COLORS

Each apparel brand featured here includes recommended color pairings that align with our official palette. Use this page to guide color selection for shirts, embroidery, and screen printing. Always prioritize visibility, contrast, and consistency with the approved brand colors.

APPROVED COLORS



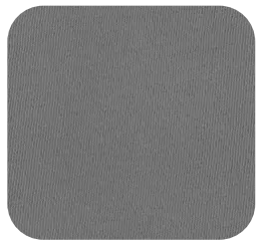
BRICK

Hex: 38A1538
RGB: 138, 021, 056
CMYK: 000, 100, 054, 043
Pantone: 1955



CHILI

Hex: 893C47
RGB: 137, 060, 071
CMYK: 019, 085, 048, 046
Pantone: 697



GREY

Hex: 716E6A
RGB: 113, 110, 106
CMYK: 066, 055, 058, 010
Pantone: 233



WHITE

Hex: FFFFFFFF
RGB: 255, 255, 255
CMYK: 000, 000, 000, 000
Pantone: 000C



BLACK



SPECIFIED COLORS TO AVOID:

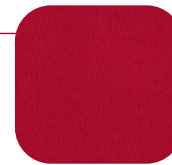
Please use only the recommended brand colors when selecting Comfort Colors apparel. If a garment color is not listed in this guide, it may fall outside our brand standards.

Always consult the Marketing Team before placing an order to confirm color compatibility and avoid delays or reprints.

CRIMSON



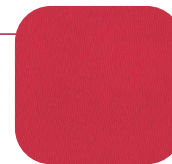
RED



CUMIN



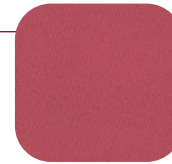
PAPRIKA



BERRY



WATERMELON



GRANITE



BELLA + CANVAS

The following Bella+Canvas colors have been selected to align with our official brand palette. These options offer the best balance of consistency, print clarity, and brand recognition.

Use only the colors listed on this page for new orders. If you are considering a color not shown here, please contact the Marketing Team before moving forward.



CARDINAL - 08

Pantone: 194 C

+ Cardinal Triblend
+ Heather Cardinal



MAROON - 91

Pantone: 7643 C



DEEP HEATHER - 06



WHITE

Hex: FFFFFFFF
RGB: 255, 255, 255
CMYK: 000, 000, 000, 000
Pantone: 000C



BLACK



SPECIFIED COLORS TO AVOID:

Please use only the recommended brand colors when selecting Bella + Canvas apparel. If a garment color is not listed in this guide, it may fall outside our brand standards.

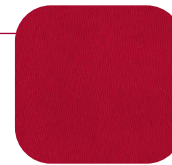
Always consult the Marketing Team before placing an order to confirm color compatibility and avoid delays or reprints.

HEATHER MAROON - 00185



RED - 02

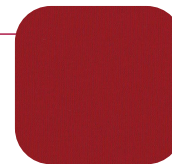
Pantone: 186 U



MAROON TRIBLEND - 0093



CANVAS RED - 68

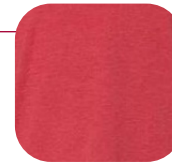


BRICK - 00335

Pantone: 18-1547 TCX



HEATHER RED - 00114

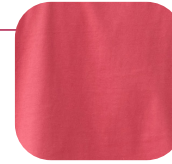


RUST - 00246

Pantone: 2350 U



VINTAGE RED - 00620



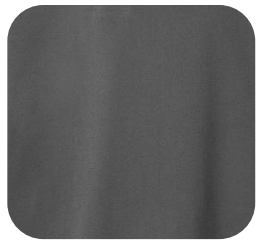
PORT AUTHORITY

The following Port Authority colors have been selected to align with our official brand palette. These options offer the best balance of consistency, print clarity, and brand recognition.

Use only the colors listed on this page for new orders. If you are considering a color not shown here, please contact the Marketing Team before moving forward.



MAROON



GREY



WHITE



BLACK



SPECIFIED COLORS TO AVOID:

Please use only the recommended brand colors when selecting Port Authority apparel. If a garment color is not listed in this guide, it may fall outside our brand standards.

Always consult the Marketing Team before placing an order to confirm color compatibility and avoid delays or reprints.

RED



RICH RED



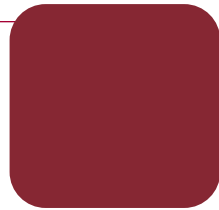
4 IMPRINT

The following 4 Imprint colors have been selected to align with our official brand palette. These options offer the best balance of consistency, print clarity, and brand recognition.

Use only the colors listed on this page for new orders. If you are considering a color not shown here, please contact the Marketing Team before moving forward.

APPROVED COLOR

MAROON



SHAKER POM-POMS

ITEM #139847



PENNANT FLAGS

ITEM #8820-512-C



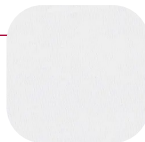
FOAM FINGERS

ITEM #136924-H-18



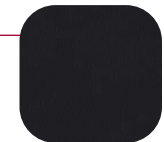
WHITE

White is the primary accent color for official Wallace merchandise and materials. This is the preferred color for imprints.



BLACK

If a secondary is available, black can be used. Please avoid using black as an imprint color on the approved color to ensure brand alignment and visibility.



SPECIFIED COLORS TO AVOID:

Please use only the recommended brand colors when selecting 4 imprint apparel. If a garment color is not listed in this guide, it may fall outside our brand standards.

Always consult the Marketing Team before placing an order to confirm color compatibility and avoid delays or reprints.

DARK MAROON

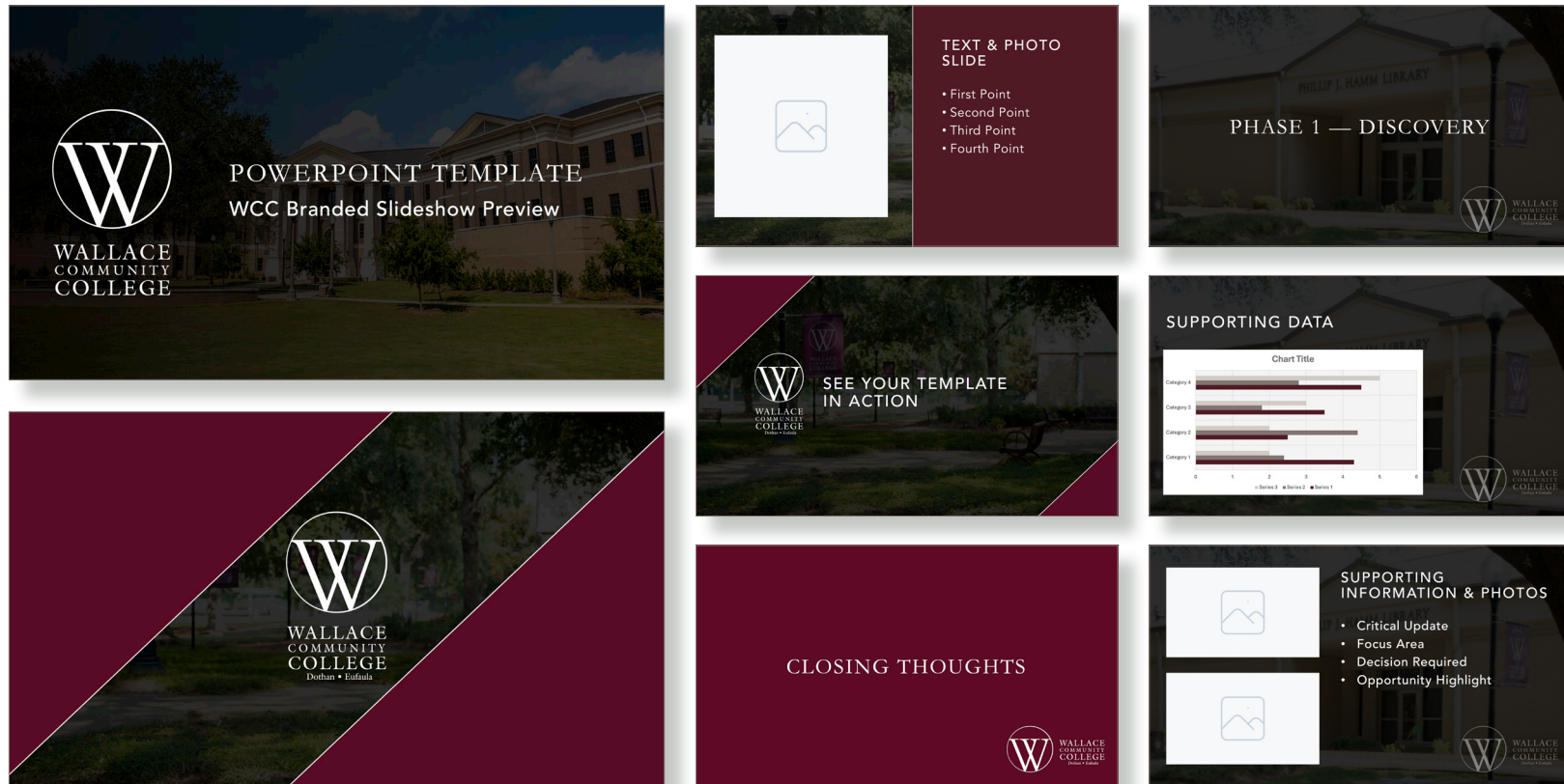


BLACK [AS A PRIMARY COLOR]



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.



THANK YOU