

Graphic Standards Manual



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Enrollment Management

Central Maine Community College • 1250 Turner Street • Auburn, ME 04210

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Community College Seal

The Central Maine Community College Seal has been approved by the President as the official college seal. The official seal is shown on this page.

Use

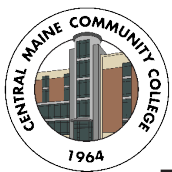
The official Central Maine Community College seal is used in formal and official applications.

Reproduction

The seal is available for approved uses by Enrollment Management or the Office of the President.

Size

To ensure legibility, the seal should not be used in a size smaller than 1" from edge to edge.



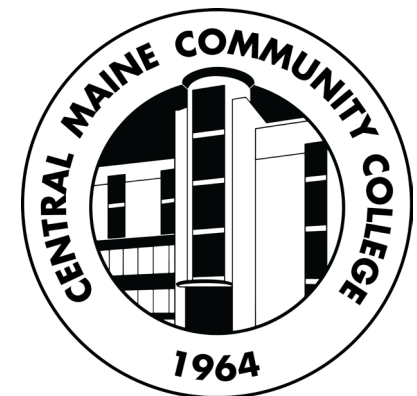
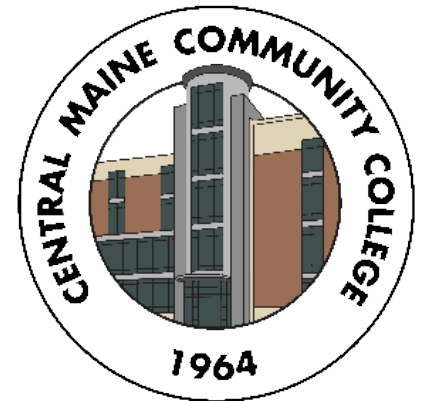
1" minimum

Scaling

The seal must maintain proportions when scaled for useage and must maintain high-resolution quality. The logo may not be pixelized or distorted due to scaling.

Color

The seal may be used in three variations dependent on intended use. The seal should not be used in any format other than color unless specifically approved by Enrollment Management or the Office of the President.



Brand Components

Brand components include a graphic logo (symbol) and a logotype (typeface) as a distincted, trademarked, representation of the name of the College.

Logo (symbol)

The red square symbol with a curved white line located to the left of the logotype is the logo of Central Maine Community College. This symbol represents the “C” in Community, College and Central; it also represents a road to the future. This symbol is also used with the CM Education Foundation logotype. The Mustang logo consists of a three-color process horse with the swoosh representing the “C” in Community, College, and Central.

Logotype (typeface)

The text with a logo represents the logotype. This logotype is created in a specific typeface, and as standard is represented in uppercase letters with set spacing between letters. The Mustangs logotype includes the words “Central Maine Community College” on top and “Mustangs” layered beneath the horse, both in an approved typeface.

The symbol or logotype should not be used in an arbitrary manner. The combined symbol and logotype should always be used together in the arrangements presented to the right, and not separated or distorted in anyway, unless explicitly approved by Enrollment Management or the Office of the President.

The Central Maine Community College 60th Anniversary logo has been approved by The President as the official 60th Anniversary logo. The official 60th Anniversary logo is used for 60th Anniversary related material approved by Enrollment Management or the Office of the President.



Logo Useage Guide

To ensure all design elements of the logos are preserved and used correctly, the following useage guidelines have been established.

Resizing

All logos must maintain high-resolution quality. The logo may not be pixelized or distorted due to scaling.

Proportions

All logos may not be skewed or distorted in any manner from the proportions seen on these pages.

Minimum Size

The logo and logotype should always be used at a size allowing for optimum legibility. The CMCC and CM Education Foundation logo should not be used in a format less than .5" in height (with proportional length); and the Mustang logo should not be used in a format less than 1" in height (with a proportional length), unless pre-approved.

Color Variation Allowances

All logos must be used in full color as represented to the right, and follow color guidelines on page 5, unless pre-approved by Enrollment Management or the Office of the President. For designs approved by Enrollment Management, the use of the Mustangs logo on apparel can be limited to PMS 2347 C for the sake of embroidery and printing.

Logos may be pre-approved for:

- Single color processing (black or white only)
- Two color processing (CMCC primary and foundation)
- Three color processing (Mustangs logo only)

Logos will not be approved for:

- Color substitutions

Protected Space


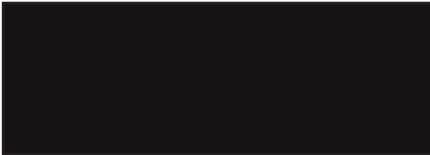


All logos should have a blank space surrounding them to keep text or other images from encroaching, unless otherwise approved by Enrollment Management. The logos should always be clearly visible and stand apart from surrounding text, backgrounds, logos, or images.

The producer is responsible for the correct application of the College's identity in a consistent and effective manner. Enrollment Management is available for guidance.



Color Guidelines

Central Maine Community College uses four primary colors: red, black, white, and gray. Special color(s) include blue and dark red for the mustang logo. All colors must match the color formulas below for design and print purposes. These color formulas will help maintain consistency among multiple department items not designed and/or printed through Enrollment Management. Any questions regarding colors and/or formulas should be directed to the Dean of Enrollment Management.

	PANTONE	PROCESS COLOR		
Primary Red		C	0	
		M	100	
		Y	100	
		K	0	
Black	True Black	C	100	
		M	100	
		Y	100	
		K	100	
White	True White	C	0	
		M	0	
		Y	0	
		K	0	
Gray	Cool Gray 4	C	0	
		M	0	
		Y	0	
		K	30	
Dark	187	C	0	
		M	100	
		Y	81	
		K	45	
Blue	2727C	C	70	
		M	40	
		Y	0	
		K	0	

For printing purposes, PMS 2347 C may be utilized as the Primary Red for designs approved by Enrollment Management.

Typefaces

To ensure all design elements of the logos are preserved and used correctly, the following usage guidelines have been established.

Logotypes

Employees and students should first request high-res logos for all online or printing applications prior to having a third-party vendor re-create the logo. In the rare event a printer needs to recreate a CMCC logo, the following fonts are official and should be used for consistency: Arial (primary logo, foundation logo), NHL Atlanta (Mustangs logo). Futura is the official CMCC font and should be used for all marketing non-logo typeface when available.

To assure compliance with Central Maine Community College graphic standards, final proofs of third-party vendors works must be approved by Enrollment Management prior to printing.

Text and Display Typefaces

For all online and printed materials complementary typefaces have been chosen and approved. The following fonts are suitable for text or display.

Official Body Typeface
Futura (10pt)

Official Display Typeface
Futura
NHL Atlanta (Athletics only)

Secondary Typefaces

These alternate (secondary) typefaces should be used when the preferred typefaces are not available or reasonably attainable. Requests should be sent to Enrollment Management prior to using a secondary typeface if possible.

Alternative Body Typeface
Arial (10pt)
Times New Roman

Alternative Display Typeface
Century Gothic
Rockwell (Athletics only)

Anton

HORIZON

ARIAL

FUTURA

NHL ATLANTA

**TIMES NEW
ROMAN**

**CENTURY
GOTHIC**

ROCKWELL

ANTON

HORIZON

Send requests to the Dean of Enrollment Management.

Incorrect Usage

The following are examples of incorrect usage of the logo and/or logotype. The following are only a small number of the various ways a variation may be incorrect. The intent of this section is to show general improper usage. For use clarifications please contact the Dean of Enrollment Management.

Do not distort the image or redraw any features.



Do not rearrange the configuration of the logo/logotype or alter any design elements.



Do not enlarge the logo/logotype from a design which is smaller than the intended use. All artwork should be larger than the intended use and scaled down to size to ensure proper printing. Do not copy the artwork from previous printed materials into new materials as it may hinder the quality. High quality logos requests should be sent to the Dean of Enrollment Management.



Do not change logo/logotype colors.



Do not include the logotype as any additional text as part of the logo.



Do not infringe on the protected area of the image with other images, text, or colors.



Do not overlay the logo/logotype over heavily textured backgrounds, in a low contrast setting, or use in any other format which makes the logo/logotype difficult to read.



Do not combine logotypes and/or symbols in a way that could be inferred as one logo.



Graphic Applications

The following are graphic applications for signage, apparel, supplies, etc.

Signage

Central Maine Community College signage (digital or physical) must be created within standards detailed in the Graphic Standards. Designs must be approved by Enrollment Management prior to printing. The Dean of Enrollment Management is available to assist in creation of signage.

Apparel & Supplies

Apparel and Supplies which are designed with the Central Maine Community College identity (including screen printing and embroidery) must adhere to the same Graphic Standards as for any other printed or digital material.

All uses of the Central Maine Community College identity require the submittal of layouts and coordination with the Dean of Enrollment Management or the Office of the President, regardless of the source of funding. This includes promotional items including but not limited to mugs, office supplies, apparel, decals, newsletters, posters, etcetera.

Any business or organization (profit/non-profit) producing items must adhere to the Graphic Standards identified in this manual. For more information or clarification of Graphic Standard usage please contact the Dean of Enrollment Management.

Letterhead, Business Cards, Stationary

Guidelines on the layout, printing and ordering of all Central Maine Community College letterhead, envelopes, business cards, memos, forms and any other official paper good or digital representation of official paper good (PDF, etc.).

Enrollment Management is responsible for contracting the printing of letterhead, envelopes and business cards.

Stationary

All stationary is available from the Dean of Enrollment Management if not already on file with Central Services. If Central Services is unavailable for printing, printing with an outside vendor must be coordinated by the Central Services or the Department of Enrollment Management.

- The header must contain the official Central Maine Community College logo
- The name of the department must be located on the right, in italic Times New Roman font.
- Footer must contain the College address with appropriate phone number.



Envelopes

All envelopes must use the official Central Maine Community College logo, combined with the departments name and College address for the return address. Letters must be capitalized. Font for envelopes must be Futura book. Example below. Please see the Dean of Enrollment Management for clarification or design files for the department in question.



Student Financial Services
1250 Turner Street • Auburn, ME • 04210

Business Cards

All business cards must follow a specific InDesign template available from the Dean of Enrollment Management and adhere to the following guidelines. Please see the Dean of Enrollment Management regarding business cards for Corporate & Community Services and Athletics, as they have different backs to their cards.

- Size - 3.5" x 2"
- Bleed - .125
- Slug - .125

FRONT

- Margin around logo is 3/16 (.1875)
- Text should align with text in logo 53/64 (0.835")
- Name - Ariel size 10 bold
- Title - Ariel size 7.5 regular
- Address, phone number, fax, email, website - Ariel size 7.5 regular
- "TEL," "FAX," "EMAIL," "WEB" - Ariel size 6.25 bold all capitals

BACK

- Red line: 1 1/8" to 1 7/32" (1.125" to 1.2188")
- Logo: 1 21/64 to 1 5/8 (1.3281 to 1.6250)
- Text under logo: 1 43/64 to 1 55/64 (1.6719 to 1.8594)

OTHER APPROVED LOGOS

- Other approved logos, such as for the Ford ASSET program, should be placed on the back of the business card, above the red line and centered vertically and horizontally. No larger than the CMCC logo in width.



Name

Title

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