GRAPHIC GUIDELINES
4-color process logos
2-color Blue & Red PMS logos
GRAPHIC GUIDELINES

LOGOS

1-color logos in Blue, Black or White
When using the color shield logo with white logotype on a dark blue background, use a white outline around shield.
Keep a clear area around the logo equal to a panel of the logo shield.

The logo should not be printed smaller than this (where shield is 1/2" tall).
**GRAPHIC GUIDELINES**

**LOGO USAGE**

- Do not change shield colors
- Do not add any elements to the shield
- Do not stretch the logo
- Do not put logo on a bright color background. Keep logo on a clean white background (Pale gray, khaki, or pale blue backgrounds are also allowed)
- Do not put logotype on wrong side of shield
- Do not change the type used on logo
Introducing the CTC Eagle

It’s official. We are the CTC Eagles!

With a new mascot comes a new visual element to incorporate into our communication pieces where appropriate. The guidelines that follow explain how to properly use the new CTC Eagles graphic. It does not replace our logo. It simply complements it. The eagle graphic can be used on everything from ads to promotional items to banners. However, it’s important to learn the dos and don’ts, so that our CTC brand stays strong and clear to our various audiences.

The logotype and graphic elements must be used as ONE UNIT, as shown. The logotype and graphic elements should NEVER be used separately.

MASCOT USE:
The purpose of the mascot is to promote college spirit and pride among prospective students, current students, and alumni. As such, the mascot is reserved for student life, student clubs and organizations, and occasionally admissions and alumni activities and events. For most purposes, the primary college logo should be used by all of these areas of the college; however, the mascot can also be used for activities with the purpose of promoting college spirit and pride. It can also be used for communications/events/promotions geared toward children.
GRAPHIC
GUIDELINES
MASCOT

ACCEPTABLE USES:

• Bookstore and other vendors (i.e. dining services, etc.)

• Student clubs & organizations

• Student life

• Activities and events, promotions for activities and events, promotional items, and internal communications (flyers, posters, brochures, etc. for faculty, staff or current students)

• Admissions: Only for events - open houses, student receptions, and promotional items

• Events for children.

• Alumni activities, events, and promotional items

THE COLLEGE MASCOT SHOULD NOT BE USED FOR MAJOR COLLEGE COMMUNICATIONS, INCLUDING BUT NOT LIMITED TO:

• College catalog

• Course schedule publication

• Academic communications (academic department marketing communications)

• Student services communication (brochures, flyers, and posters promoting counseling, career, transfer, or academic support services)

• Search piece, and major admissions communications, except Student Life brochures

• Program brochures

• E-mail signatures

• College letterhead and business cards

• Any communication pieces for external audiences (potential students, the community)

When in doubt, USE THE LOGO!
Mascot with Type
Vertical version (above) and Horizontal version (below). Either version can be used, depending upon the space.

If the mascot art must be printed small, so that the type unit is less than 1/2” tall, use the “small” version (below). The type on “small” mascot art is adjusted so the letters do not plug up.
Mascot Eagle Head

Can be used without “CTC EAGLES” type under it, if other CTC name or logo is used nearby on the same piece of communication.
GRAPHIC GUIDELINES
MASCOT

Keep an open area around the mascot so that other text and images do not interfere. This clear space should be at least as large as the letter “C” in “CTC.”

The entire area inside the dashed box above should be clear of other graphics and text.

White is the primary background color for the mascot. It looks bold and crisp on white.

However, it can also go on other light, simple backgrounds, such as cool gray, warm gray, cream or pale blue if there is a particular reason to use color (for example, a t-shirt.)
Here are some correct ways to use the mascot art.

**Example of approved use of mascot head (without logotype) on a flyer.** The headline and shield logo make it clear who this is from.

**Example of approved use of mascot head on an inside brochure page.** Because the context makes it clear who this is for, it is an approved use.

**Example using vertical versions of both the shield logo and the mascot art on each side of a coffee mug.**
Here are some correct ways to use the mascot art.

**GRAPHIC GUIDELINES**

**MASCOT**

Example of a large banner for the student center. Because this is on campus, and is surrounded by banners with the shield logo, the mascot art can be used alone.

Example of a trifold brochure. The cover (left) has the shield logo. The back cover (right) has the mascot art. They are both vertical, and are the same size, so that they work best together.

Example of eagle mascot on a banner on campus. Mascot art can be used alone because the context includes many shield logos.
Here are some incorrect ways to use the mascot art. Avoid these!

Do not combine our “CENTRAL TEXAS COLLEGE” logotype with the Eagle’s head.

Do not put the mascot art into a holding shape.

Do not change the fonts for “CTC EAGLES”

Do not change the colors.

Never use the mascot art over a busy or dark background.

Do not put the shield logo and the mascot too close together.
Here are some incorrect ways to use the mascot art. Avoid these!

Example of an ad. It is not acceptable to use the mascot art instead of the shield logo in this situation.

Since this will be read by a mass audience who may not be familiar with “CTC,” the shield logo with “CENTRAL TEXAS COLLEGE” spelled out should be used instead.

Example of a brochure page.

Here, the mascot art is too crowded by text and other graphics.

Keep open space around the mascot art - at least the size of the letter “C.”
Whenever possible, our Eagle mascot art should be used in red and blue, on a white or light background.

However, there are some special circumstances that require a one-color version of the Eagle mascot art.

Most often this is for promotional items, when we are printing the Eagle art onto a t-shirt, pen, flag or other item using 1-color printing.

The Eagle art is available in Navy, Black or White - in vertical or horizontal versions.
The seal artwork can be used in color or black and white.
The CTC color palette of blue, red and gold will be used on all materials. When possible, we will tailor the colors to the message, as shown below.

**Blues:** Use when speaking to any students about online classes

- **Dark Blue**: PMS 281
  - CMYK: 100/91/32/34
  - HEX: 002663
- **Bright Blue**: PMS 285
  - CMYK: 91/53/0/0
  - HEX: 0072cf

**Reds:** Use when speaking to military students about in-person classes

- **Dark Red**: PMS 188
  - CMYK: 33/93/74/38
  - HEX: 792531
- **Bright Red**: PMS 186
  - CMYK: 12/100/92/3
  - HEX: cc092f

**Golds:** Use when speaking to civilian students about in-person classes

- **Dark Gold**: PMS 1245
  - CMYK: 21/42/100/2
  - HEX: c79316
- **Bright Gold**: PMS 136
  - CMYK: 0/28/86/0
  - HEX: ffbc3e

**Neutrals:** Can always be used as secondary colors

- **Dark Warm Gray**: PMS Warm Gray 7
  - CMYK: 42/41/45/4
  - HEX: 998f86
- **Light Warm Gray**: PMS Warm Gray 1
  - CMYK: 14/14/17/0
  - HEX: e0ded9
GOTHAM BOLD

IS OUR HEADLINE FONT, USED ALL CAPS. IT WILL ALSO BE USED FOR SUBHEADS AND FOR OUR THEMELINE: FOR STUDENTS OF THE REAL WORLD. THIS FONT IS STRONG AND CONTEMPORARY.

Letterspacing (tracking) should be loose

Baskerville

is our body copy font, used for text in ads and brochures. This font is classic and reader-friendly.

Letterspacing (tracking) should be tight but not touching

Alternate web fonts, to be used if our main fonts are not available:

VERDANA

Georgia
GRAPHIC GUIDELINES
TAGLINE

FOR STUDENTS OF THE REAL WORLD.

FOR STUDENTS OF THE REAL WORLD.

These show the usual design of the tagline.
This is a bolder, more graphic treatment of the tagline. It is for use on pages or places where it is the main graphic. It is not appropriate when there are many other elements.
These background images add color and texture to CTC marketing materials.
Photos should be high contrast. Images are desaturated, with a slight sepia tone. Eyes of students have subtle natural color.

Some photos can be desaturated with a blue/black tone.
Central Texas College is a global college, with students all over the world. The red map art is a consistent image throughout our communications. It can be used as a background for headlines, with type reversed out. (Type should be white or 50% PMS 136 Light Gold.) The whole world can be used, or the art can be cropped to show a part of the world that a student has worked in — such as the Middle East, Western Europe, or South America.