

# Brand

## GUIDE



Updated April 2020

# Introduction

## About the Columbia Basin College Brand

Branding—whether it is in written or visual form—is the art of creating a consistent, recognizable and unified “personality” or “voice” that conveys an organization’s unique identity, focus and values.

At Columbia Basin College (CBC), our brand includes all visual representations of the College, including websites, flyers, clothing, brochures, advertising and every interaction CBC has with students, parents, alumni and the community. Every individual in the CBC community is a brand ambassador for the College. And yes, that includes you!

The CBC Brand Guide provides the basic elements of visuals and language so we all can tell our story more powerfully and succinctly. It also contains specific standards relating to the representation and use of the CBC logo, branding elements and messaging. ***These specifications are to be followed wherever and whenever any element of the CBC identity is utilized.***

To ensure accuracy as well as consistency of the College brand integrity, all promotional materials designed for public-facing distribution should be channeled through Graphics and Printing, including print materials (banners, programs, posters, print ads, rack cards, brochures, mailers), videos and digital images.

A strong, clear, consistent brand is important because it makes people:

- Recognize CBC’s high-quality and value
- Seek us as a great place to study and work
- Consider investing in our future

**If you have questions regarding the CBC brand, please contact Graphics and Printing at [graphics@columbiabasin.edu](mailto:graphics@columbiabasin.edu).**

# BRAND Strategy

## Mission, Vision and Values

### Our Mission

Columbia Basin College inspires, educates, and supports all students in an environment of academic excellence leading to the completion of degrees, certifications, and educational transfers, while fostering meaningful employment, engaged citizenship, and a life-long joy of learning.

### Our Vision

Columbia Basin College will be the educational home that transforms students' lives through economic and social mobility and strengthens the communities we serve through meeting the ever changing educational needs of our region and state.

### Our Values

- Student Learning
- Culture of Excellence
- Diversity
- Equity and Inclusion
- Sustainability
- Wellbeing

## Voice

At CBC, we speak with a consistent voice across all publications and platforms. This voice is how we convey our brand and personality to the world.

Our tone adapts to our audience and the purpose of writing. However, it should always sound like the same person is speaking. This consistency is the CBC voice.

### CBC's Tone is:

- Inclusive
- Personable
- Helpful
- Positive
- Friendly
- Clear
- Confident

# PRIMARY Assets

## Primary Logo

The CBC primary logo is the most visual representation of who we are - CBC Hawks.

The CBC primary logo is confident and places the priority on CBC. It is welcoming and contemporary, but also honors our history by using traditional elements including our blue color palette, and our hawk mascot.

Our primary logo is staged on white, navy blue and light blue.

Alternative logo formats are available from Graphics and Printing for use when appropriate.

Primary



Approved Usage



## Secondary Logos

CBC's logo should always be prominent, legible and strong. Anticipating that some environments may create limitations in terms of scale, color and context, use a secondary logo when appropriate.

Alternative logo formats are available from Graphics and Printing for use when appropriate.

Horizontal Stacked



Horizontal



# Departmental & Program Logos

Each academic program and administrative department can be graphically represented by distinct sub-logos connected to the CBC primary logo.

**Departmental sub-logos** include the department name centered under the primary CBC logo. Department colors are determined by CBC Graphics and Printing. MINIMUM SIZE: 1.75" wide\*

**Program sub-logos** include the program name centered under the secondary CBC logo. Colors are determined by a pre-approved Guided Pathways color palette. MINIMUM SIZE: 1.75" wide

Sub-logos are approved for programs and departments on a case-by-case basis by the Marketing Director and produced by Graphics and Printing.

Sub-logos are not appropriate for every application. Often, the primary CBC logo used alone is the better option.

Alternative sub-logo formats are available from Graphics and Printing for use when appropriate.

\*This is the minimum size in most cases. If the sub-logo is being used very small (in cases such as screen printing) the minimum size may need to be adjusted.

## Department Sub-logo Samples



## Program Sub-logo Samples



# Guided Pathways School Logos

Each of the eight Guided Pathways Schools is graphically represented by its own logo.

**School logos** include a distinct school name, icon and color that compliments the CBC brand. School colors are determined by a pre-approved Guided Pathways color palette. When logos are displayed on a dark background in a one-color application, they are all white. MINIMUM SIZE: 1.75" wide\*

Logos are approved for use on a case-by-case basis if approved by the Marketing Director.

Alternative logo formats are available from Graphics and Printing for use when appropriate.

\*This is the minimum size in most cases. If the logo is being used very small (in cases such as screen printing) the minimum size may need to be adjusted.

## Pathway Logos



SCHOOL OF  
**ARTS, HUMANITIES  
& COMMUNICATION**



SCHOOL OF  
**BUSINESS**



SCHOOL OF  
**COMPUTER  
SCIENCE**



SCHOOL OF  
**EDUCATION**



SCHOOL OF  
**HEALTH  
SCIENCES**



SCHOOL OF  
**MATH, SCIENCE  
& ENGINEERING**



SCHOOL OF  
**CAREER & TECHNICAL  
EDUCATION**



SCHOOL OF  
**SOCIAL & BEHAVIORAL  
SCIENCES**

# Guided Pathways Sub-logos

Each of the Guided Pathways Schools has a designated sub-logo, which pairs the School logo with the CBC logo. These sub-logos are typically used on merchandise.

**School sub-logos** include the Pathways school logo larger, paired with the primary or secondary CBC logo smaller.

Sub-logos are displayed in CBC colors, and school colors are determined by a pre-approved Guided Pathways color palette. When sub-logos are displayed on a dark background in a one-color application, they are all white. **MINIMUM SIZE: 1.75" wide\***

Sub-logos are approved for use on a case-by-case basis if approved by the Marketing Director.

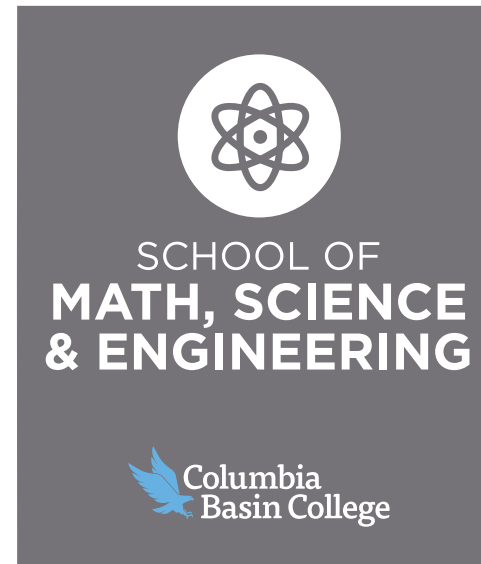
Alternative sub-logo formats may be available from Graphics and Printing for use when appropriate.

\*This is the minimum size in most cases. If the sub-logo is being used very small (in cases such as screen printing) the minimum size may need to be adjusted.

## Pathway Sub-logo Samples



SCHOOL OF  
**HEALTH  
SCIENCES**





# Tagline

## *We All Soar Together*

Our tagline is an expression of our brand - a short and memorable phrase that is the essence of our values of diversity, equity and inclusion, student success, and student retention and completion.

The tagline is only used in addition to the CBC Primary and Secondary logos. It is not to be used when logos are displayed at minimum size, as it becomes unreadable.

Alternative logo formats with the tagline are available from Graphics and Printing for use when appropriate.

Primary Logo with Tagline



Secondary Logo with Tagline



# Rules for Usage

It is critical to maintain the integrity of the logo at all times by following the rules for usage. Logos have been carefully designed to be visually balanced and represent the CBC brand appropriately. No alteration or customization of our logos is allowed.

These examples illustrate improper use of the logo.

**DO NOT**  
shift the logo elements.



**DO NOT**  
place the logo in a line of text.



**DO NOT**  
place on complex backgrounds.



**DO NOT**  
alter the font.



**DO NOT**  
skew, rotate, stretch or distort.



**DO NOT**  
add outlines to the elements.



**DO NOT**  
alter the brand colors.



**DO NOT**  
add effects to the logo.



**DO NOT**  
change proportion of the elements.



## Logo Safespace

Proper incorporation of safe space protects the integrity of CBC logos.

A clear area free of text, graphic elements or photos must be maintained around the logo. No visual elements may encroach the safe space.

An area around the logo equal to the height of the letter “C” is the minimum required safe space. There should be a minimum of 1/4-inch of open space around all sides of the logo.



## Logo Size

To make sure our logo is always readable and recognizable, we have minimum display sizes to maintain logo integrity. Our tagline is not to be used at the minimum logo size.

**Logo size is determined by measuring the overall width.** Minimum logo sizes are displayed here at actual size.



# Color Palette

Color helps to create a cohesive brand by developing a consistent look and feel. CBC has a primary color palette of our traditional dark and light blue, with secondary colors of yellow, orange and red.

Accent colors may be used in addition to the primary color palette provided they are used in small amounts (20% or less) as complimentary accent colors. Accent colors may not be used as alternatives to CBC's primary colors.

## Hawk Blue

PMS 294C  
CMYK: 100, 74, 0, 45  
RGB: 0, 47, 108  
#002e6d

## Soaring Blue

PMS 292C  
CMYK: 55, 13, 0, 0  
RGB: 105, 179, 231  
#69b1e2

## Accent Yellow

PMS 136C  
CMYK: 0, 22, 83, 0  
RGB: 255, 191, 63  
#ffbf3b

## Accent Orange

PMS 716C  
CMYK: 0, 59, 100, 0  
RGB: 234, 118, 0  
#ed7700

## Accent Red

PMS 1665C  
CMYK: 0, 82, 100, 0  
RGB: 220, 68, 5  
#e24301

# Typography

The primary fonts for the CBC brand are Tisa and Gotham. These fonts were chosen for their strength, contemporary design and readability. Contact Graphics and Printing for more information on how to license these fonts, or download the free alternate fonts (below).

## Primary Fonts

# Tisa

Light

AaBbCcDdEe  
0123456789

Regular

AaBbCcDdEe  
0123456789

Medium

AaBbCcDdEe  
0123456789

**Bold**

**AaBbCcDdEe**  
**0123456789**

**Bold**

**AaBbCcDdEe**  
**0123456789**

# Gotham

Light

AaBbCcDdEe  
0123456789

Book

AaBbCcDdEe  
0123456789

Medium

AaBbCcDdEe  
0123456789

**Bold**

**AaBbCcDdEe**  
**0123456789**

**Bold**

**AaBbCcDdEe**  
**0123456789**

Alternate fonts to use that are free for use and appropriate for web are Lora, Montserrat and Open Sans. They can be downloaded at [google.com/fonts](https://google.com/fonts).

## Alternate and Web Fonts

# Lora Montserrat Open Sans

# SECONDARY Assets

## Seal

The CBC seal is strictly used for formal or official college documents. Use of this seal is restricted to the Office of the President, graduation materials and official college diplomas, certificates and awards.

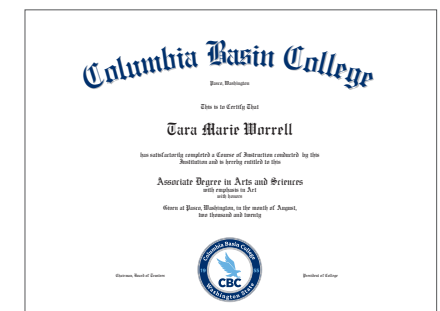
It may be used for other purposes on a case-by-case basis only with the permission of the Marketing Director.

MINIMUM SIZE: 1.25" wide



1.25" minimum

## Diploma



# Athletic Logo

The primary athletic logo features our official Hawk mascot, and is the identifying symbol for athletics at CBC.

The logo is aggressive, strong and promotes both athletic and academic excellence. It represents the spirit of CBC and what it means to be a Hawk. This logo is also used by Outreach and Recruitment and Student Life, as well as on spirit merchandise.

The use of athletic logos for academic purposes is not permitted.

The Hawk head always faces to the right and should be used with the text “CBC”. The logo should be displayed using two to three colors, and **is not approved to use in one-color.**

When athletic logos are printed on a white or light colored background, they do not need an outline. When they are printed on a dark background, a white outline is required in order to make the logo stand out from the dark background. Logos should never be used on other color backgrounds without the approval of the Marketing Director.

Primary



## Approved Usage



## Approved Usage with Sport Name



## Secondary Athletic Logo

While the primary athletic logo is the fundamental Athletics logo, this approved secondary logo may be used when appropriate.

The secondary logo features the same official Hawk mascot as the primary athletic logo, but the Hawk head is forward-facing. This logo is used less frequently than the primary logo, applied to specialty merchandise.

The forward-facing Hawk head is typically used with the text “Columbia Basin College” or “Hawks”. The logo should be displayed using two to three colors, and **is not approved to use in one-color.**

## Spirit Logo

The CBC Spirit logo is used to support CBC Athletics, build school spirit and promote sportsmanship. Spirit logos are typically used on CBC Athletics and Outreach merchandise.

The Hawk head must be used with the words “Go Hawks”, unless otherwise approved by the Marketing Director.

### Secondary



### Approved Usage



### Spirit Logo



### Approved Usage





# Athletic Color Palette

Our CBC Athletic colors are bold and distinguished, and honor our history as Hawks.

Primary colors are dark and light blue. We also offer the secondary neutral colors in white, black and charcoal.

## Hawk Blue

PMS 294C  
CMYK: 100, 74, 0, 45  
RGB: 0, 47, 108  
#002f6c

## Soaring Blue

PMS 292C  
CMYK: 55, 13, 0, 0  
RGB: 105, 179, 231  
#69b3e7

## White

CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
#ffffff

## Black

CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
#000000

## Charcoal

80% Black  
CMYK: 0, 0, 0, 80  
RGB: 88, 89, 91  
#58585b

# ASCBC Logo

## Process

For any Associated Students of Columbia Basin College (ASCBC) club sponsored events where the outside public will be attending, you must go through Graphics and Printing for design. For all other marketing and communication requests (including print, web, electronic media, banners, newsletters, etc), you are encouraged to go through Graphics and Printing.

## Club Handbook

For more information on clubs, visit:  
<https://www.columbiabasin.edu/modules/showdocument.aspx?documentid=3200>

## Branding

It is recommended that CBC clubs follow the CBC Branding Guide (i.e. logo, fonts, and colors) to enhance materials. If the club is a nationally recognized organization, we encourage the use of CBC graphic elements in partnership with your own.

## Graphic Requirements

If a club chooses to create their own graphics for activities not pertaining to an event where the outside public will be attending, we have certain requirements that need to be met for production. Having met these requirements will help expedite us to create collateral and merchandise on your behalf.

- Vector logo (eps or ai filetypes). These are fully scalable and easy to adjust colors for the variety of materials we use them on and a necessity for screen-printing shirts.
- No copyright infringement (your original artwork/graphic elements not taken without appropriate permission)
- Print materials made print ready (laid out in InDesign, Illustrator or Photoshop at 300dpi in CMYK at the appropriate print size, must include the ASCBC Logo and the CBC Disability and Disclaimer Statement)
- Sized appropriately for different applications. Contact Graphics & Printing with questions.

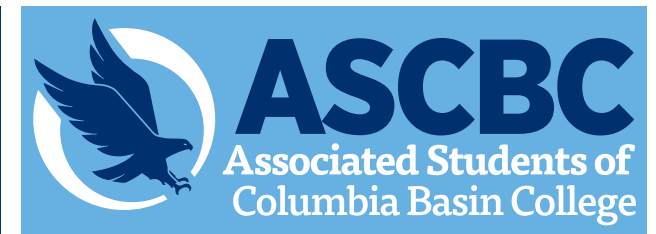
## Primary



# ASCBC

## Associated Students of Columbia Basin College

## Approved Usage



## Approved Usage for small sizes



# Photography Style

Photography adds a human element and visual representation of our brand. Primary photography features actual CBC students, faculty, staff and alumni in interesting environments that bring CBC to life and tells our story.

**Our photography falls into three categories:**

- **Learn** - in the classroom
- **Live** - on our campuses and in our communities
- **I Am** - head shot portraits

**Photos are meant to feel natural and not staged. They must appeal to a broad audience, and represent racial, ability, gender or age diversity.** Some images are composed purposefully to feel open and airy, with space for overlays of text and graphic elements. Other images may show richer environments and backgrounds.

All images used on CBC printed marketing materials must be taken by Graphics and Printing. Marketing and Communications must approve all photos before they appear on any CBC marketing materials or website.



# Writing Style

## Voice & Tone

At CBC, we speak with a consistent voice across all publications and platforms.

This voice is how we convey our brand and personality to the world.

Our tone adapts to our audience and the purpose of writing. However, it should always sound like the same person is speaking.

This consistency is the CBC voice.

## The CBC Voice & Tone

The voice of CBC is friendly, helpful and straightforward. Less is more — we say what we mean in the simplest and most friendly way. Our priority is to help our students and community members get the information they're looking for and the support they're seeking.

## When writing, please remember these key things:

### Be inclusive

After first reference, use first person plural nouns such as we, our and us.

*Example: We offer degrees and certificates.*

### Be personable

Create closeness to your readers by speaking directly to them. Use pronouns such as you and your.

*Example:  
You can register today!*

### Be helpful

You may be an expert, but avoid coming across bossy.

*Example: Instead of "You must login to columbiabasin.edu to apply!" say "Trying to apply? Visit our apply page."*

### Be positive

Always put a positive spin on what you say.

*Example: Instead of "You can't sign up for classes without taking an orientation," say "Take the online orientation to get started on your class registration."*

### Be friendly

Create friendliness through the use of warm, conversational words.

*Example: At CBC, we care about student success.*

### Be clear

Use clear language and avoid jargon and acronyms.

*Example: Instead of using 'due to the fact that' use the word 'because'.*



# Application

## Print Materials

Our visual and verbal assets represent the CBC brand consistently across all applications, and differentiate CBC from competition. The CBC logo, brand elements and photography come together to create an engaging, effective suite of marketing materials.

*All print materials are required to be designed by Graphics and approved by College Relations for accuracy and grammar.*

Our print templates help to amplify the CBC brand, while still allowing for flexibility for individual schools, programs and messaging needs. A CBC primary or secondary logo should appear prominently on the front of all marketing materials. The CBC disclaimer is required on all print materials displayed at 6pt font size, unless approved otherwise.

CBC Marketing and Communications can help determine which marketing channels are appropriate for your needs. Visit [columbiabasin.edu/graphics](http://columbiabasin.edu/graphics) and fill out a job request to order print materials.

## Program Rack Card



**Welding PROGRAM**

**About the Program**  
The Welding Technology program at CBC gives students real-world experience that includes both theoretical and practical training in basic and advanced welding techniques. Welding requires mental application as well as hands-on abilities. Combined with general education requirements, the welding program prepares graduates for careers in construction trades and fabrications shops.

**YOU WILL LEARN**

- Shield metal, gas metal, gas tungsten, and flux cored welding
- Oxygen-acetylene process (OAC-OAW)
- Plasma arc cutting (PAC)
- Pipe welding
- Structural and piping fabrication
- Mechanical drawing and blueprint reading
- Welding inspection and safety practices
- Rigging

**Certificates & Degrees**  
Students can earn a degree in addition to certification with general education that exceeds code requirements.

**ASSOCIATE IN APPLIED SCIENCE (AAS) DEGREE**  
Graduates are in great demand and highly compensated. This program is designed to produce plant/field-level welding technology graduates who are involved in the concept, design and engineering of welds and implementation of the welding process.

**ONE-YEAR WELDING CERTIFICATE**  
Prepares students for entry-level positions in structural welding. Includes SMAW (stick), GMAW (mig), and FCAW (dual shield) weld procedures. Students learn welding safety, torch cutting, arc weld setup, and control techniques.

**WELDING CERTIFICATE**  
Basic instruction for employment in structural/fabrication welding. This is the foundation for the One-Year Welding Certificate.

**WELDING SKILL UPGRADE**  
Tradesmen who already work in welding or have experience can further their welding skills.

**EMAIL**  
welding@columbiabasin.edu

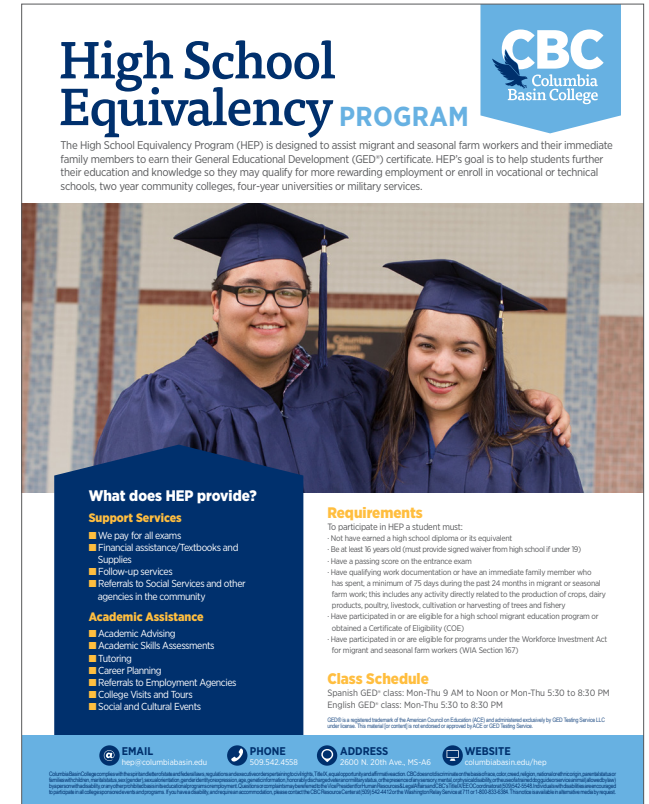
**ADDRESS**  
2600 N. 20th Ave.

**PHONE**  
509.547.0511

**OFFICE HOURS**  
7am-12pm

**CBC**  
Columbia Basin College  
[columbiabasin.edu/welding](http://columbiabasin.edu/welding)

## Program Flyer



**High School Equivalency PROGRAM**

**CBC**  
Columbia Basin College

The High School Equivalency Program (HEP) is designed to assist migrant and seasonal farm workers and their immediate family members to earn their General Educational Development (GED)® certificate. HEP's goal is to help students further their education and knowledge so they may qualify for more rewarding employment or enroll in vocational or technical schools, two year community colleges, four-year universities or military services.

**What does HEP provide?**

**Support Services**

- We pay for all exams
- Financial assistance/Textbooks and Supplies
- Follow-up services
- Referrals to Social Services and other agencies in the community

**Academic Assistance**

- Academic Advising
- Academic Skills Assessments
- Tutoring
- Career Planning
- Referrals to Employment Agencies
- College Visits and Tours
- Social and Cultural Events

**Requirements**  
To participate in HEP a student must:  
- Not have earned a high school diploma or its equivalent  
- Be at least 18 years old (must provide signed waiver from high school if under 18)  
- Have a passing score on the entrance exam  
- Have qualifying work documentation or have an immediate family member who has spent a minimum of 75 days during the past 24 months in migrant or seasonal farm work; this includes any activity directly related to the production of crops, dairy products, poultry, livestock, cultivation or harvesting of trees and fishery  
- Have participated in or are eligible for a high school migrant education program or obtained a Certificate of Eligibility (COE)  
- Have participated in or are eligible for programs under the Workforce Investment Act for migrant and seasonal farm workers (WIA-Section 187)

**Class Schedule**  
Spanish GED® class: Mon-Thu 9 AM to Noon or Mon-Thu 5:30 to 8:30 PM  
English GED® class: Mon-Thu 5:30 to 8:30 PM  
GED® is a registered trademark of the American Council on Education (ACE) and administered exclusively by GED Testing Service LLC and partners. This material is provided for informational purposes only.

**EMAIL**  
[hep@columbiabasin.edu](mailto:hep@columbiabasin.edu)

**PHONE**  
509.547.0528

**ADDRESS**  
1700 N. York Ave., MS-86

**WEBSITE**  
[columbiabasin.edu/hep](http://columbiabasin.edu/hep)

Columbia Basin College complies with the spirit and intent of state and federal laws, regulations and executive orders pertaining to civil rights. This is equal opportunity and affirmative action. CBC does not discriminate on the basis of race, color, creed, religion, national or ethnic origin, marital status, sex, gender, sexual orientation, gender identity or expression, age, genetic information, ancestry, disability, veteran or military status, or the presence of any sensory, mental, or physical disability, or the use of a trained dog guide or service animal related to a disability, or on the basis of any other prohibited basis in the educational program or employment. Questions or concerns may be referred to the Vice President for Human Resources & Legal Affairs and CBC's Title IX Coordinator at 509.547.0544. Individuals with disabilities are encouraged to telephone or visit college departments and programs. If you have a disability and require accommodations, please contact us at CBC's Resource Center at 509.547.0412 or the Washington Relay Service at 1-800-833-6388. This notice is available in alternative media by request.

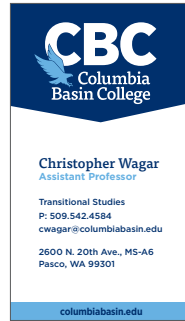
# Print Stationery

CBC stationery is the most widely used print communication and presents an opportunity to convey and strengthen our brand identity every time it is used in the community.

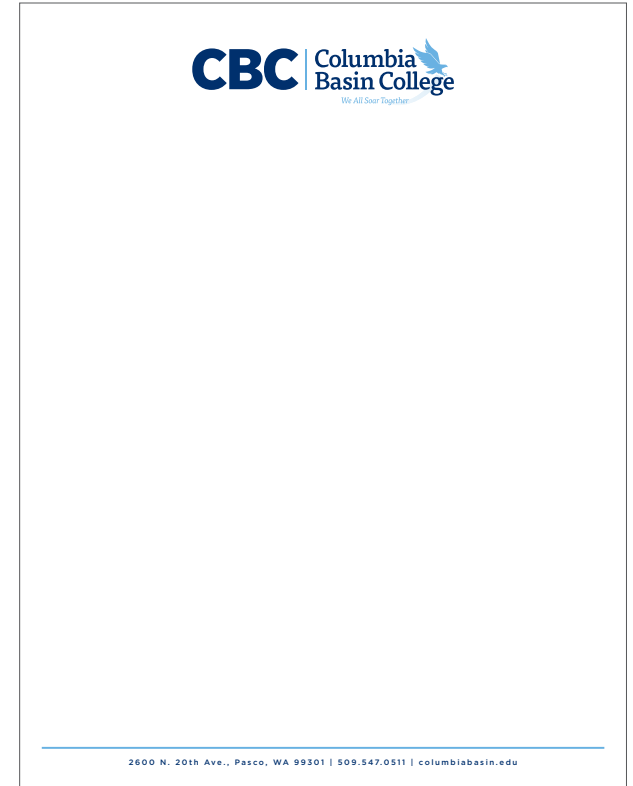
All business cards and stationery items are produced through CBC Graphics and Printing. Simplified and black and white versions of the stationery is available if necessary. Departments are not permitted to create their own stationery or identification materials apart from those provided through Graphics and Printing.

Visit [columbiabasin.edu/graphics](http://columbiabasin.edu/graphics) and fill out a job request to order CBC stationery.

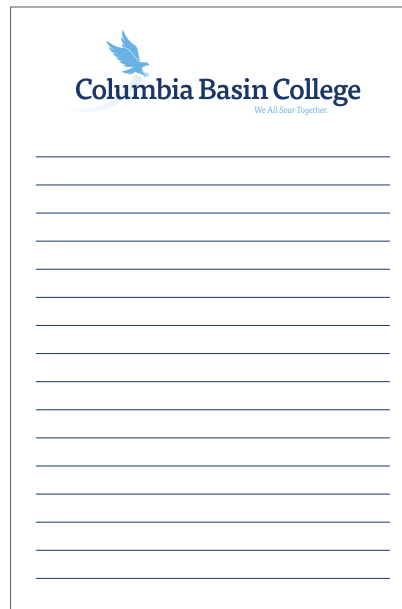
## Business Card (vertical or horizontal)



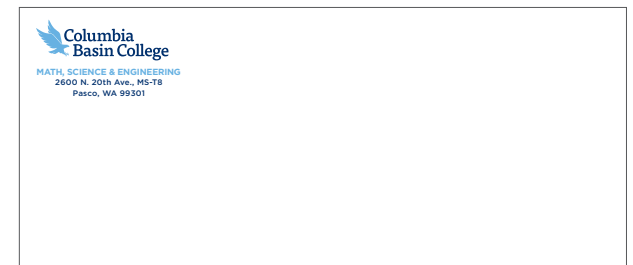
## Letterhead



## Notepad



## Envelope



# Merchandise Examples

All merchandise, giveaways and apparel artwork must be requested through Graphics and Printing, at [columbiabasin.edu/graphics](http://columbiabasin.edu/graphics), and approved by Marketing and Communications before purchasing.

Branded merchandise for purchase can be found in the CBC Bookstore.





# Electronic Media Examples

CBC's PowerPoint template and Email Signature can be requested by emailing Graphics and Printing at [graphics@columbiabasin.edu](mailto:graphics@columbiabasin.edu). The CBC PowerPoint template should be used in all presentations.

Screensaver and Indoor TV Graphics can be requested through Graphics and Printing, at [columbiabasin.edu/graphics](http://columbiabasin.edu/graphics).

## Screensavers and Indoor TV Graphics



## PowerPoint Presentation



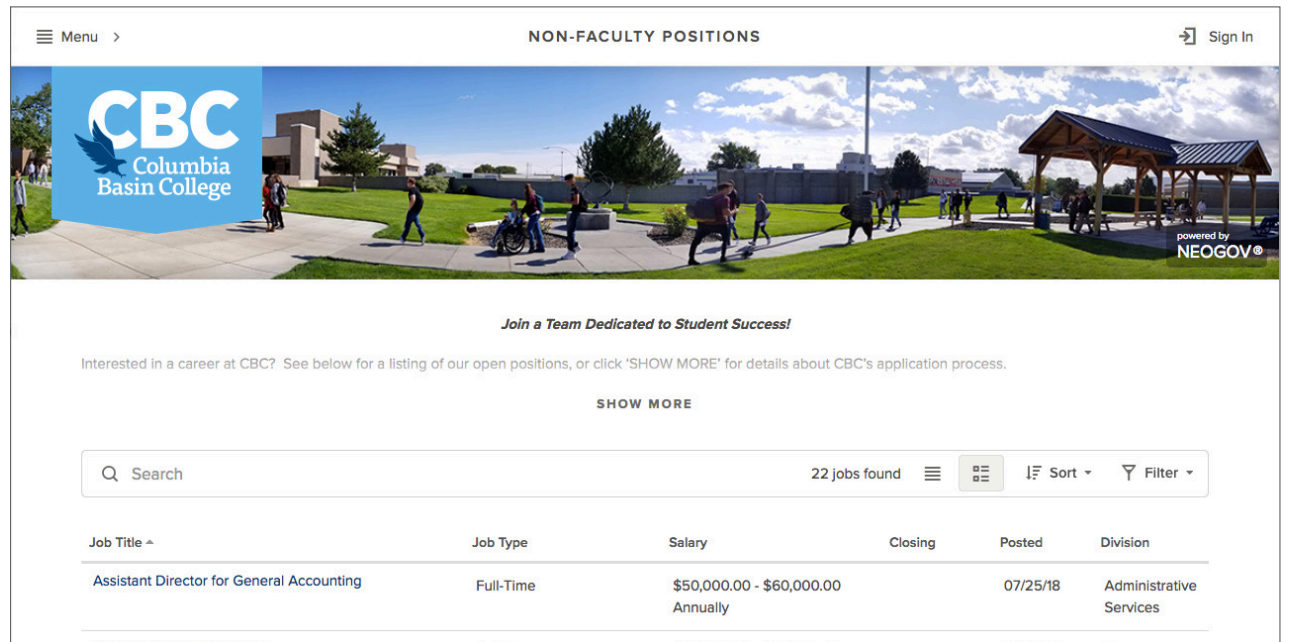
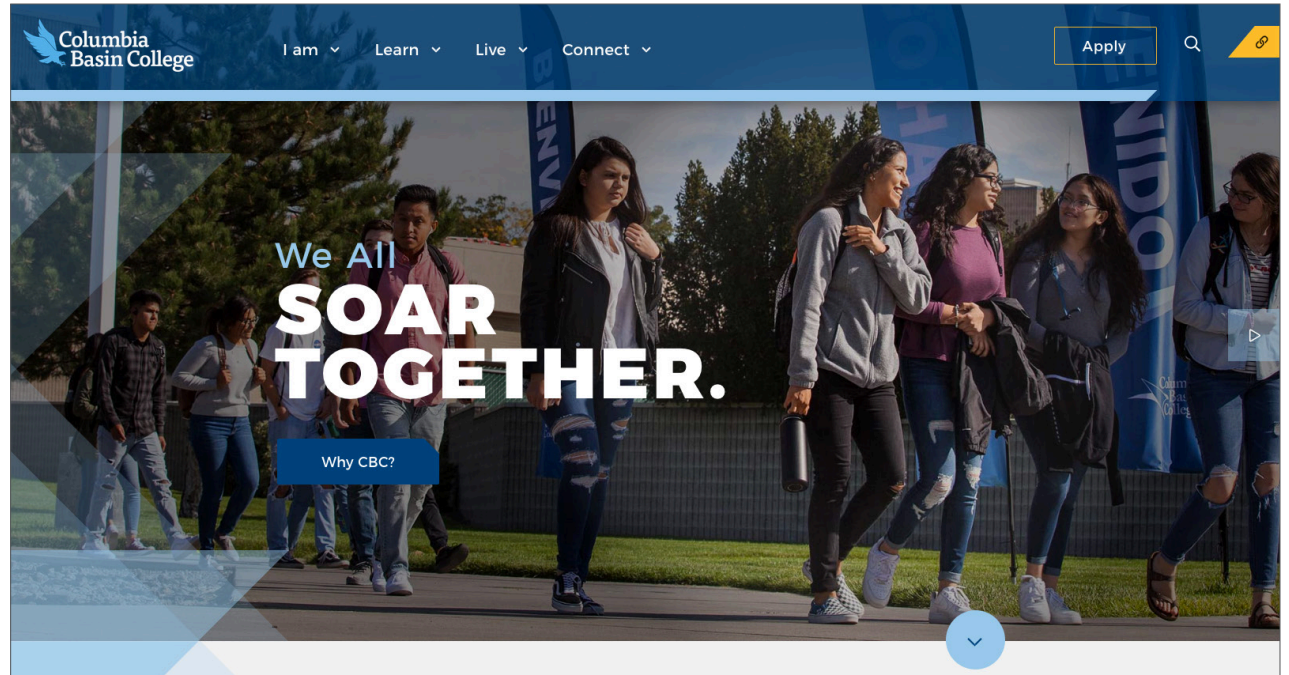
## Email Signature





# Web Examples

If you need a CBC logo sized for web use, please submit a graphics request at [columbiabasin.edu/graphics](http://columbiabasin.edu/graphics). Please include the website url in the request.



# Signage Examples





# Questions?

## CONTACT

**CBC Graphics and Printing**  
[graphics@columbiabasin.edu](mailto:graphics@columbiabasin.edu)