

# BRISTOL

COMMUNITY COLLEGE

## Visual Identity & Brand Guidelines

Updated April 2021 | [BristolCC.edu/BrandCentral](https://BristolCC.edu/BrandCentral)



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# Introduction

## BACKGROUND

Bristol Community College was founded in 1965 with great pride and has a legacy of strong and innovative leadership. We continue to strive to improve the educational climate of the communities we serve. It is our mission to serve as the leading resource for education and workforce development in southeastern Massachusetts. We strive to create a college-going culture that is deep rooted in the core of our local communities and we are dedicated to inclusion, unity and diversity.

Bristol Community College's reimagined visual identity reflects these elements and reaffirms a brand that stands as a seal of confidence. It is representative of the high-quality education and exceptional student experience that we provide without the financial burden that often accompanies the college experience.

## BRAND CENTRAL

Logo files and branded communication templates can be downloaded from the self-serve resources at:  
**[BristolCC.edu/BrandCentral](https://BristolCC.edu/BrandCentral)**

The overall design stands for opportunities coming together while subtly promoting a sense of community and collegiate experience.

The bold, solid and stable design of the logo elevates "Bristol" with a line that underscores the many lives that have been touched throughout the college's history.

A clean and contemporary font is a modern reminder of the innovative and flexible degree and certificate programs offered in emerging fields that have a strong economic impact in Bristol County and the Commonwealth.

Establishing a strong brand that will withstand the ages is the true test of any organization. We encourage you to embrace our new brand and letting our community know that at Bristol your dreams are always within reach.

## Logo

Bristol's **primary logo** should be used in most branding situations and should always be considered first.

We understand that there will be times when the primary logo does not fit well or would not make the best use of the available space, particularly signage or smaller promotional items. In those cases, one of two approved logo variations should be used.

### Primary Logo

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**BRISTOL**  
**COMMUNITY COLLEGE**

### Secondary Logo Variations

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**BRISTOL** COMMUNITY COLLEGE

WIDE

**BRISTOL** COMMUNITY  
COLLEGE

WIDE STACKED

# Logo Usage

When working with the Bristol brand, it is important to always use an official logo file provided by Marketing & Communications and adhere to the following:

1. **Do not distort** or stretch the logo – always scale.
2. **Do not alter** the colors of the logo file provided.
3. **Do not reposition** or rearrange the logo elements; consult with Marketing & Communications to determine which logo variation will work best for your project.
4. **Do not recreate** the logo by manually retyping the college's name in a word processing or design application; always use an official logo file.
5. **Ensure legibility** by following the clear space and minimum size guidance.

If you have any questions on proper logo usage, please contact Marketing & Communications.

## One-Color Variations

**BRISTOL**  
COMMUNITY COLLEGE

BRISTOL COMMUNITY COLLEGE

BRISTOL COMMUNITY COLLEGE

**BRISTOL**  
COMMUNITY COLLEGE

BRISTOL COMMUNITY COLLEGE

BRISTOL COMMUNITY COLLEGE

## Clear Space



*When used with other images or text, the minimum clear space around the college logo should be equal to 1/2 of the "BRISTOL" height.*

## Minimum Size

**BRISTOL**  
COMMUNITY COLLEGE

0.75 in.

BRISTOL COMMUNITY COLLEGE

1.25 in.

**BRISTOL** COMMUNITY COLLEGE

1 in.

*To ensure the legibility of our name, the logo should not be reproduced smaller than these dimensions.*

*Use **BRISTOL** for smaller applications.*

# Colors

Bristol's primary logo is produced in **Bristol Green** and Bristol Gray. One-color variations of the logo should only be in the primary colors, black or white.

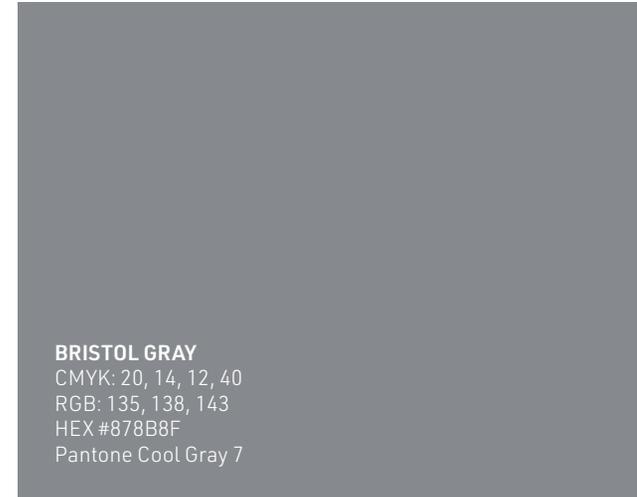
Modern Mint is our secondary color, acting as a highlight against the dark green and gray. It adds vitality and optimism to the Bristol brand.

The accent palette can be used to bring some variety to college-branded pieces while complementing the primary green and gray colors. Various tones of Bristol Gray can be used as accent colors, as well.

When color output is available, Bristol Green should always be the featured color.

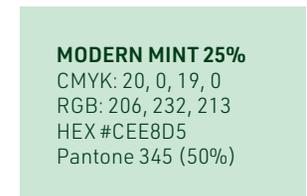
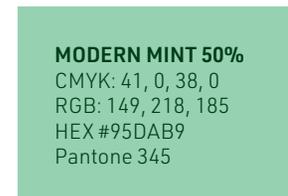
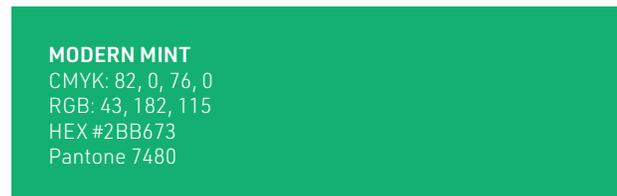
## Primary Colors

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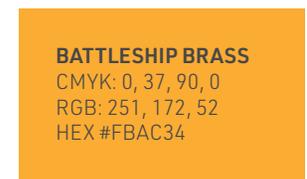
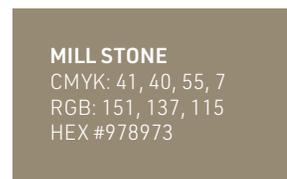
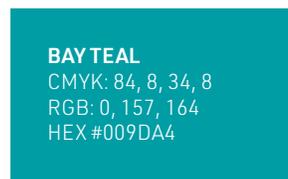
## Secondary Colors

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## Accent Colors

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# Colors

As a public institution, Bristol has an obligation to meet established **accessibility standards** for digital communication.

Digital platforms – websites, blogs, apps, email marketing – allow the user to select colors for a multitude of elements, from body text to hyperlinked buttons. In order to ensure our digital platforms provide an accessible experience for all, it is imperative to select colors that meet an acceptable visual contrast while maintaining the brand identity of the college.



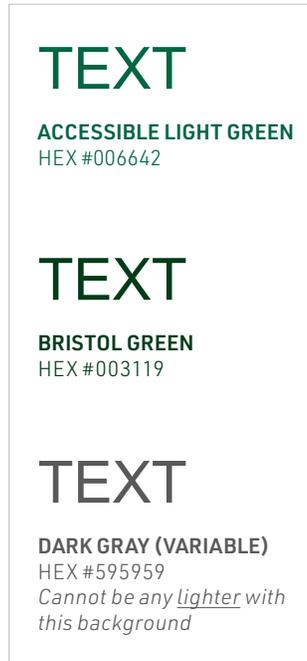
**BRISTOL GREEN**  
HEX #003119



**DARK GRAY (VARIABLE)**  
HEX #343434  
*Cannot be any lighter with these text colors*



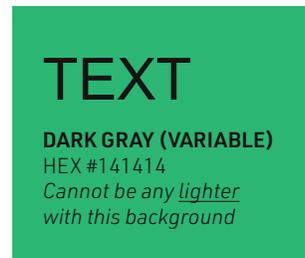
**LIGHT GRAY (VARIABLE)**  
HEX #B5B5B5  
*Cannot be any darker with these text colors*



**WHITE**  
HEX #FFFFFF



**ACCESSIBLE LIGHT MINT**  
HEX #5CD99D



**MODERN MINT**  
HEX #2BB673

Whatever background color you choose, the text must meet an acceptable minimum **contrast ratio**. These colors were selected to meet WCAG 2.0 AAA standards.

**Gray color values** are variable and can be adjusted lighter or darker as indicated in this guide.

# Typography

The primary brand fonts used by Bristol are **DIN 1451 Std. Engschrift** and the **URW DIN** family, which includes standard, semi-condensed and condensed character widths. Use of these fonts are reserved for projects directed by Marketing & Communications.

The secondary brand font is used primarily as the text that accompanies the Bristol logo as part of a unit signature (see page 10 for more information).

## Primary Brand Fonts

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### DIN 1451 Std. Engschrift

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!@%\$&

### URW DIN

- standard
- semi condensed
- condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!@%\$&

## Secondary Brand Font

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### Helvetica Neue LT Std. Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!@%\$&

# Typography

We recommend the use of these universally-available fonts for a variety of day-to-day applications.

## LETTERS:

*Times New Roman*  
*Calibri*

## PRESENTATIONS:

*Franklin Gothic*  
*Arial*

## EMAIL & WEB:

*Arial*

## Universal Font Options

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### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!@%\$&

### Franklin Gothic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 ?!@%\$&**

### Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!@%\$&

### Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!@%\$&

# College Seal

The college seal is reserved for official college documents, regalia and important events.

The use of the seal is at the discretion of college administrative leadership.



# Departments & Programs

College departments and programs can request a **unit signature** that features their name alongside the Bristol logo. These should be reserved for internal use as they do not include the college's full name.

**The primary college logo should always be used in off-campus or external communications.**

Exceptions to the unit signature formula:

1. College entities that provide services or have regular activities outside of the college, such as the Foundation.
2. Special programs or initiatives, such as OneBook or Bristol First Gen.

Unit signature exceptions should still resemble the college's brand style and must be created by Marketing & Communications. Exceptions are at the discretion of college leadership and Marketing & Communications.

## Unit Signature | Administration & Student Services

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**BRISTOL** | Libraries

**BRISTOL** | Human Resources

**BRISTOL** | Veteran Educational Services

## Unit Signature | Academic Areas & Programs

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**BRISTOL** | Business & Information Management

**BRISTOL** | Office Administration  
Business & Information Management

*These examples are for illustrative purposes only. To request a unit signature, please contact Marketing & Communications.*

# Social Media

Social media is a powerful external marketing tool, therefore it is important that all college activities on these platforms promote a cohesive and professional brand.

**These graphics are only meant to be used as social media profile icons** and to represent the social media activities of the college or college unit; they should not appear in publication in the place of an appropriate logo or unit signature.

## Primary College Profile Images

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## College Unit Profile Images

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*To request branded creative collateral for a department social media account, please contact Marketing & Communications.*

# Bayhawk Emblem

The Bayhawk is our official college mascot. The emblem was originally developed as our Athletics department brand.

In order to promote campus spirit and connection, it is appropriate to use the Bayhawk emblem for both Athletics and campus life applications, such as promotional items, special signage and event marketing.

The use of the Bayhawk emblem is at the discretion of Athletics & Recreation and Marketing & Communications.

## Primary Bayhawk Emblem

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## One-Color Variations

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## Marketing & Communications

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**[BristolCC.edu/BrandCentral](https://BristolCC.edu/BrandCentral)**

**BRISTOL**  
COMMUNITY COLLEGE