

PROPER LOGO USAGE

The isolated "Triple C" emblem is often used as a design element or motif.

CALHOUN "TRIPLE C" LOGO

May use in
3 colors



PMS 314C



igit occupis experemqui cus
m, torpori aut estibustia am
tur, tendi comnis nones que
i voluptaqui sumque cupta
taqui sed min restemquides
e dollecest est, sin rectat inci
tasi beariam quia nobite vo-
os veliquidigni dolupta cus.



SIDE-BY-SIDE



STACKED



CLEAR ZONES

By keeping a clear margin around the Calhoun logo in our designs, materials, and publications, you will help to maintain visual emphasis on the logo and to maximize legibility.

When using either of the Calhoun "Triple C" style logos shown, the clear zone will be at least the distance from the corner of the "Triple C" emblem to its center. (Distance indicated in red) **You must leave at least this much room on all sides between the logo and any other graphic element or text.**

STACKED LOGO WITH TAGLINE



Your Community. Your College.
Your Future.

calhoun.edu

This iteration of the "Triple C" Logo incorporates the Calhoun Tagline and URL as part of the graphic file. You may elect to crop out the URL when using this file.



Please do not distort logo proportions.



The Calhoun "Triple C" logo should be presented without any effects. If, for example the teal version isn't showing up against a photo or colored background without the use of a drop shadow effect, you must instead use the black or white version, without effects.



Please do not substitute typefaces or alter the logo in any way.



The official Calhoun "Triple C" logo is to be presented as a one-color logo, in either Pantone 314C (Teal), White, or Black.

NOTE: The two-color teal and black version is indeed used on rare occasion on name badges and podium signage for enhanced legibility at a distance, or at the discretion of the public relations team.

COLLEGE SEAL, TYPEFACES

COLORS

The isolated "Triple C" emblem is often used as a design element or motif.



May use in 3 colors 
PMS 314C, White, Black

MAY ALSO BE EMBOSSED IN GOLD OR SILVER

Typically reserved for official documents, correspondence from the office of the President, and as a design element for publications like Honors Day, Graduation, and the Annual Report, the Great Seal of Calhoun Community College features the year of our founding, 1947, as well as the location of our founding. Despite Calhoun having instructional sites in Huntsville, LCF, and online, the official seal should always read "Decatur • Alabama".

This seal is reserved for the use of the Public Relations department and the office of the President.

TYPEFACES OF THE COLLEGE

Noto Sans

Available in a vast array of weights and styles from Extra-Condensed to **Black**, Noto Sans is a great typeface to use for large blocks of body copy. It's distinguishable from typefaces such as the ubiquitous Helvetica but maintains a similar level of legibility.

BEBAS NEUE

TYPICALLY RESERVED AS A HEADLINE TYPEFACE, BEBAS NEUE IS A POPULAR, CONDENSED LETTERFORM THAT IS BEST USED SPARINGLY, AND IN CONJUNCTION WITH NOTO SANS. STORY HEADLINES, SECTION HEADINGS, TITLES, AND OTHER SIMILAR APPLICATIONS WILL MAKE GREAT USE OF BEBAS NEUE, WHICH COMES IN SEVERAL DIFFERENT WEIGHTS.

FORUM - (less commonly-used)

An academic-looking serif typeface, Forum is essentially a version of the upper-case-only typeface Trajan that provides lower-case letterforms. Forum is more traditional than the other two above, and projects elegance and trustworthiness. It is occasionally good as a headline in advertisements, or when stating our tagline: **Your Community. Your College. Your Future.**

PRIMARY

PMS
314 C

PANTONE 314 C
CMYK 100, 22, 0, 36
RGB 0, 127, 163
HEX #007FA3

The primary hue used in Calhoun's academic branding is a teal blue, corresponding to the Pantone Matching System (PMS) code of 314 C. A lesser companion to that color is a dark blue with the PMS code of 295 C. There are times when it is perfectly appropriate for the percentage of coverage of 295 C to exceed 314 C, as the navy blue here works as a "neutral" base in a matter of speaking.

SECONDARY

PMS
295 C

PANTONE 295 C
CMYK 100, 53, 0, 67
RGB 0, 40, 85
HEX #002855

To support these colors, we have a warm grey with the 401 C designation, and a bright red, 485 C. The auxiliary grey is frequently used as shown on the opposite page (as a lighter tint of the original hue) to visually divide space on a page and to provide prominence to copy that is used on top of it.

Our auxiliary red, 485 C is more often than not sparingly used as trim, as seen on the stripe that spans this page. Red is not to exceed 10% of the space within a composition.

AUXILIARY

PMS
401 C

PANTONE 401 C
CMYK 0, 3, 9, 31
RGB 175, 169, 160
HEX #AFA9A0

PMS
485 C

PANTONE 485 C
CMYK 0, 81, 87, 15
RGB 218, 41, 28
HEX #DA291C