

Oakland Community College Identity Standards

The College Logo

The Oakland Community College logo is the combination of the **college mark** and the **college wordmark** as it appears below.

Using any other logos or modifying the approved college logo sends conflicting and inconsistent images to the external and internal college community.

The college mark and wordmark – i.e., the logo – should never appear in any other configuration than that shown below. Use of the college mark without the wordmark and any variations to it must be approved by Marketing. Electronic copies of the official logo in several sizes are available from

Graphic Services or at the Graphic Services website on InfoMart.

The identity letters "OCC" are never to be used in conjunction with the mark or logo or for external publications.

Identification relies heavily on simple, clear, visual statements that can be easily seen and understood at a glance, the logo must have a generous amount of background space. No other copy, graphic element or decorative device may be attached to the logo. (See College Image Plan for more details.)

The logo is always to be printed in the

color PMS 349 (green) or black. It may also be reversed to white.

On an 8 1/2" x 11" page, the logo is 3" wide. On a 5 1/2" x 8 1/2" page, the logo is 2" wide. On an 11 x 17" page, the logo is 4" wide.

Specifications for use of the logo on the Oakland Community College website are available at www.oaklandcc.edu.

If there are any issues or questions about the proper use of the college logo, please contact Michele Kersten-Hart, Graphic Services Department, at 248.232.4423 or e-mail her at mrkerste@oaklandcc.edu.



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The Visual Image

The official logo of Oakland Community College was adopted in 1993 by the OCC Board of Trustees.

It is to be used consistently to create a single, strong image of the college. Its effectiveness depends on consistent application throughout the college.

The logo has the all-important power to communicate the first impression of the college.

An institution's identity is created by all visual impressions. This includes catalogs, ads, brochures, posters,

signage, exhibits, letters, official college forms, etc. Consistent application of high standards of our image is the key to building and maintaining a strong institutional identity.

Every visual piece produced by the college has two functions: the specific function for which the piece is designed and – that of projecting the image and identity of the college in a quality manner.

While some departments produce their own internal documents, through the use of personal computers, the quality

and image of the college must never be compromised. (Use college templates when possible.)

All publications at the college must conform to the appropriate policies and regulations of the college image plan and of the state and federal governments, including the U.S. Copyright Code.

College letterhead, envelopes, business cards, etc., obtained through Duplicating Services, will comply with the approved college image plan.

The College Tagline

The Oakland Community College tagline should be typed in upper and lower case exactly as shown to the

right, in one of the official college typefaces (see below). It is to appear as either black, PMS 349, or white.

Get anywhere from here.

The College Seal

The Oakland Community College seal, as it appears to the right, was approved following the founding of the college in 1964.

The college seal is for use only on official media such as the catalog,

contracts, diplomas, certificates, or Marketing approved materials. It is not to be confused with the college logo.



College Typefaces

The official college typefaces are of the Calisto and Tw Cen MT families.

College typeface identity standards for the Oakland Community College website are available at www.oaklandcc.edu.

Calisto

ABCDEFGHIJKLMN OP
QRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz

Tw Cen MT

ABCDEFGHIJKLMN OP
QRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz