TABLE OF CONTENTS
1. Tone of Voice
2. Logo
3. Font
4. Typography
5. Colors
6. Design Elements
7. Photography
8. Design in Practice
TONE OF VOICE

Our tone of voice reflects our brand personality, helps us better connect with students and makes us stand out from other colleges. It describes *how* rather than *what* we want to communicate.

Through a consistent brand voice, we build an emotional connection with our internal and external audiences that encourages dialogue and a strong desire to choose OCC over our competitors.
OUR PERSONALITY

Having a distinct personality makes us relatable and memorable. Since our highest goal is to inspire students to achieve their greatest potential, the attributes that best describe us include:

• **Cheerful** - we have an optimistic view of the world and celebrate moments big and small
• **Futuristic** - we embrace change and welcome whatever tomorrow brings
• **Trustworthy** - we honor integrity and speak truthfully, always being our authentic selves
• **Confident** - we are knowledgeable and informative
• **Inclusive** - we create a place where everyone can thrive

To better understand these ideals and see our voice in action, please view the following examples produced for our latest advertising campaign “Start Your Someday.”

HELPFUL GUIDELINES

**HONOR ALL AUDIENCES**

All communication should be student-centric while keeping parents and community members in mind.

**TALK LIKE A PERSON**

Avoid jargon while keeping copy simple and clear. Let’s talk to people like people.

**BE POSITIVE**

All writing should have a hopeful tone and avoid words that sound negative like “don’t” or “can’t.”
This is OCC’s key identifier and must be treated with reverence. Adequate space must be provided around the logo for optimal legibility. The color of the logo can only be brand green, white or black. Different versions of the logo are used circumstantially, based on what makes the most sense with the rest of the design.

Ample space must be given to the logo to preserve legibility.

Logos with Excellence Empowered Tag

Primary Horizontal with Department Name Wordmark
Approved Colors

Forbidden Usage

- Do not change the color of the logo outside of approved brand colors.
- Do not add a stroke to the logo.
- Do not change the text in the logo.
- Do not alter the diamond in the logo.
- Do not place the logo in a container smaller than the approved spacing.
- Do not distort the logo.
- Do not add a drop shadow to the logo.
- Do not rotate the logo.
- Do not separate components of the logo.
The font family used for OCC is Avenir Next. Avenir Next is a clean, modern typeface with numerous weights available. Avenir Next is the primary group of fonts used throughout the OCC brand, however, Avenir Next Condensed is available to use occasionally for promotional material and ad campaigns.

Avenir Next
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Avenir Next Condensed
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
Open Sans

Avenir Next and Avenir Next Condensed come with a variety of weights for numerous applications. Heavy and bold weighted fonts should be used exclusively for headlines and display type. Bold and Demi bold should be used for subheadlines. Medium and Regular should be used for body copy and captions.
The style in which text is expressed is typography. Good typography enforces hierarchy. It can break up messaging and help with readability. Consistent typography is one of the foundational elements of the OCC brand.

Here are some examples of single headlines with keywords emphasized using color and outlined type.

**TYPOGRAPHY**

ADD VISUAL INTEREST BY HIGHLIGHTING KEY WORDS.

OUTLINED TYPE IS ANOTHER WAY TO DECORATE WORDS.
THIS IS A HEADLINE

This is a subhead

This is an example of body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis

Headlines may be caps case. Bold and heavy-weighted fonts must be used to enforce hierarchy.

Subheadlines must be smaller than the headline but larger than the body copy. Subheads may be caps case.

Body copy should be displayed using medium and regular weighted font.

This example shows how text can still be legible over an image.
OCC’s color palette is broken up into primary and secondary colors. OCC green must be represented in any form of media in some way but does not have to be in the dominant color.

### PRIMARY COLORS

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>CMYK</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCC Green</td>
<td>R:157 G:234 B:1</td>
<td>R:0 G:0 B:0</td>
<td>9DEA01</td>
</tr>
<tr>
<td>White</td>
<td>R:255 G:255 B:255</td>
<td>R:0 G:0 B:0</td>
<td>ffffff</td>
</tr>
<tr>
<td>Black</td>
<td>R:0 G:0 B:0</td>
<td>R:60 M:40 Y:40 K:100</td>
<td>000000</td>
</tr>
<tr>
<td>Apple</td>
<td>R:80 G:184 B:72</td>
<td>R:70 M:00 Y:100 K:00</td>
<td>50B848</td>
</tr>
<tr>
<td>Lime</td>
<td>R:157 G:234 B:1</td>
<td>R:60 M:00 Y:60 K:00</td>
<td>9DEA01</td>
</tr>
<tr>
<td>Seafoam</td>
<td>R:122 G:198 B:155</td>
<td>R:70 M:00 Y:100 K:00</td>
<td>7AC69B</td>
</tr>
</tbody>
</table>
Secondary colors and tints may be used on a situational basis such as promotional materials and ad campaigns. The legibility of text must be a critical consideration when using color. ADA compliance must be maintained at all time.

### SECONDARY COLORS

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB Values</th>
<th>CMYK Values</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bumblebee Yellow</td>
<td>R:251 G:213 B:2</td>
<td>C:3 M:13 Y:100 K:00</td>
<td>FBD502</td>
</tr>
<tr>
<td>Strong Red</td>
<td>R:216 G:57 B:104</td>
<td>C:10 M:92 Y:41 K:00</td>
<td>D83968</td>
</tr>
<tr>
<td>Habanero</td>
<td>R:244 G:156 B:74</td>
<td>C:2 M:45 Y:80 K:00</td>
<td>F49C4A</td>
</tr>
<tr>
<td>Dark Blue</td>
<td>R:33 G:54 B:113</td>
<td>C:100 M:90 Y:27 K:13</td>
<td>263671</td>
</tr>
<tr>
<td>Sky Blue</td>
<td>R:94 G:186 B:206</td>
<td>C:59 M:7 Y:16 K:00</td>
<td>5EBACE</td>
</tr>
<tr>
<td>Lighter Blue</td>
<td>R:50 G:116 B:185</td>
<td>C:82 M:52 Y:00 K:00</td>
<td>3274B9</td>
</tr>
</tbody>
</table>

Gradients may be used as an alternative to solid colors or as an imagery overlay for text.
The brand diamond is the foundation of design elements used in OCC branding. Design elements add emphasis to imagery, substance to text or background detail to help make a piece identifiably OCC. These elements should only be used intentional¬¬ly—never for the sake of just having them. Too many design elements can make a design look busy and cluttered.

Chevrons are a component of the diamond. These can be used as pointers.

Diamonds are used as a dotted rule to break up information.

In this example, the diamond is scaled up to bleed off the page and tipped slightly off-axis. Another outlined diamond is used to draw attention to the subject within the image.
Diamonds can be used as a container for text, colors, imagery and patterns.

Icons can be used a number of different ways. They can act as symbols to articulate information as well as pattern for a background.

Diamonds can be used as a container for background patterns. See the following page for more background examples.

LARGE QUOTATION MARKS FOR QUOTES.

Bracketing

Diamond halves are used to ‘bracket’ or call attention to the subjects in an image.
BACKGROUNDS

Patterns are used to add texture to designs. These are low-contrast designs that should not compete with the rest of the layout.
PHOTOGRAPHY

When possible, photography should be pulled from the OCC photo library. Photography must feel genuine and unstaged. Subjects in the photos need to look and feel empowered; no graphical treatments or elements that would detriment people’s identity.
DESIGN IN PRACTICE
START YOUR SOMEDAY
TEASER CAMPAIGN

A GREAT PLACE TO START YOUR SOMEDAY

You've heard of OCC, but have you heard the top reasons you'll thrive here? Join us this fall and experience:

- Programs designed for both direct entry into hot careers and university transfer
- Savings of $25K or more before finishing a 4-year degree with one of our popular transfer partners: Oakland University, Wayne State, UM, MSU and more
- Faculty with real-world experience in the fields they teach
- More than $520,000 awarded in scholarships each year
- Flexible scheduling and convenient locations, including online

START YOUR SOMEDAY

Ready to get started at OCC, but not sure what to do next? Attend an on-campus tour or a virtual Getting Started session and let our team walk you through the process.

90+ Programs | Easy Credit Transfer | Expert Faculty

OCC Connect Mobile App

AFTER "WHAT IF" COMES "HECK YEAH"

START your someday - now offering registration for Summer and Fall in March.

As you're progressing through another semester, we hope you're closer to realizing what brought you here. And maybe a better someday means taking a summer class. Good news. Summer registration is open now, and fall starts March 30.

Enroll Now

THINKING ABOUT YOUR FUTURE? START YOUR SOMEDAY.
Haven't got it all figured out just yet?

Digital OOH

Start your someday at OCC.

Enroll for summer and fall classes.

Start your someday

Oakland Community College

Transfer to a Bachelor's degree program in Engineering Science

Summer and Fall Classes

Learn More
START YOUR SOMEDAY EVERGREEN CAMPAIGN

Social

Program Approved by American Bar Association

Start your someday as a paralegal in this fast-growing field. Instructors are former lawyers, judges, or paralegals.

Start your purpose. Start your someday. Enroll now.

Digital OOH
START YOUR SOMEDAY.

ENROLL NOW

OAKLAND COMMUNITY COLLEGE®

UP TO $1500 TOWARD AN ASSOCIATE DEGREE OR CERT
DIVERSITY, EQUITY, INCLUSION AND JUSTICE
WE DON’T JUST SAY IT. WE LIVE IT.

WE LISTEN
Listen intently, with compassion, to understand others.

WE VALUE
Value ourselves, others and the contributions we all make, our differences and our rights to a fair society, and the integrity we show one another through our words and deeds.

WE INSPIRE
Inspire others by working together and by the examples we set.

WE EMPOWER
Empower a culture of caring, of speaking out when something is right, a culture where all have the opportunity to be their best.

OAKLAND COMMUNITY COLLEGE
Diversity, Equity, Inclusion and Justice
EARN COLLEGE CREDITS WHILE IN HIGH SCHOOL

"I learned through my counselor that I could take classes at OCC and earn college credits toward a degree. The idea of starting college early was very cool to me. I'm now an OCC student graduating soon with an Associate of Arts. I plan to transfer my credits toward a bachelor's degree. I highly recommend OCC's dual enrollment program."

Katie
Rochester High School

START YOUR SOMEDAY AT OCC

YOU'VE HEARD OF OCC, BUT HAVE YOU HEARD THE TOP REASONS WHY YOU'LL THRIVE HERE? HERE'S JUST A FEW:

- Programs designed for both direct entry into hot careers and university transfer
- Smaller class sizes and personalized instruction
- Faculty with real-world experience in the fields they teach
- Financial aid and $200,000 in scholarships awarded each year
- Flexible scheduling and convenient locations, including online

#1 transfer institution in the state, with nearly 250 university agreements.
90+ programs and certs in leading career fields.
Committed to diversity and inclusion.
Summer and fall registration open now. Don't delay, classes fill fast.

START YOUR SOMEDAY TODAY. SCHEDULE A CAMPUS TOUR OR ATTEND AN ADMISSIONS EVENT.

Or visit oaklandcc.edu/admissions
ENGLISH AS A SECOND LANGUAGE (ESL)

We understand how difficult it can be to take courses in another language. Our ESL program will help you become more fluent in English and better prepare you for college and your career.

WHY COME TO OCC?

Established program: Our ESL program has been helping students reach their goals for over 30 years.

Complete instruction: We offer 11 different courses to help you improve your English skills.

Expert faculty: Our dedicated faculty members are experienced in working with students who have different levels of English skills.

Free academic support: Our Conversation Partner Program and one-on-one tutoring through our Academic Support Center provide additional support outside the classroom.

Bridge class: We offer this non-credit course for students who have lower placement scores and who need extra preparation before entering the ESL program.

Successful graduates: No matter where you go after OCC, our ESL program will prepare you. Our OCC graduates transfer to 4-year colleges and universities, enter the workforce and get better jobs.

PLACEMENT TESTING

• The Duolingo English Test is required.
• This test is free. You will receive a special OCC coupon code that covers the cost.
• Once you have applied to OCC, you can take the Duolingo English test by logging into your MyOCC account.
• Exemption: If you have already taken the TOEFL / IELTS tests, your score may exempt you from taking some ESL courses.
Connect with OCC!
OCC is proud to be ranked among the top community college social media channels in Michigan.

**Step 1**
Update your new position on LinkedIn
- Hit the pencil at the top right corner of your profile
- Click "edit new position" followed by "save"

**Step 2**
Create a post on LinkedIn about your new position and tag us so we can interact with your post
- Go to your home page
- Click "start a new post" at the top of the page and tag @OaklandCommunityCollege

**Step 3**
Follow and engage with OCC on Facebook, Twitter, Instagram, LinkedIn, YouTube, and TikTok

**Step 4**
Be an OCC social media ambassador... students love to hear from us!
- Follow OCC on all social channels and continuously like, comment on, share and save our content
- Take your own photos and videos, post them and tag us
- Add OCC to your favorites on Facebook so you can be sure to see our content
- Consider adding hashtags like OCCollege to your posts in addition to tagging us
- Read more about becoming a social media ambassador for OCC on our page on InsideOCC

**Step 5**
Check out our social media policy.

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**Social Media Best Practices**

**Do**
- Share content that is relevant to your audience
- Be respectful
- Remember, nothing on social media is truly private

**Don’t**
- Say anything on social media that you wouldn’t feel comfortable saying out loud in a professional setting
- Speak negatively about the College or your colleagues. This reflects poorly on both you and OCC.
- Repost the same content over and over again

**NOW WHAT?**

Welcome to the team!