TABLE OF CONTENTS

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

Primary Stacked Logo

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

Alternative Logos

Logos with Excellence Empowered Tag

Primary Horizontal

Primary Horizontal with Department Name Wordmark

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.

Approved Colors
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
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 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.

Open Sans is used as a web font in substitution of Avenir Next.
**TYPOGRAPHY**

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.

**ADD VISUAL INTEREST BY HIGHLIGHTING KEY WORDS.**

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

**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>Hex Code</th>
<th>Red</th>
<th>Green</th>
<th>Blue</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCC Green</td>
<td>046A38</td>
<td>4</td>
<td>106</td>
<td>56</td>
<td>90:12:95:40</td>
</tr>
<tr>
<td>Bumblebee Yellow</td>
<td>FBD502</td>
<td>251</td>
<td>213</td>
<td>2</td>
<td>3:13:100:00</td>
</tr>
<tr>
<td>Strong Red</td>
<td>DE3968</td>
<td>216</td>
<td>57</td>
<td>104</td>
<td>10:92:41:00</td>
</tr>
<tr>
<td>Lime</td>
<td>7AC69B</td>
<td>122</td>
<td>198</td>
<td>155</td>
<td>53:00:50:00</td>
</tr>
<tr>
<td>Seafoam</td>
<td>186C7F</td>
<td>24</td>
<td>108</td>
<td>127</td>
<td>88:46:39:12</td>
</tr>
<tr>
<td>Apple</td>
<td>50B848</td>
<td>80</td>
<td>184</td>
<td>72</td>
<td>70:00:100:00</td>
</tr>
<tr>
<td>Seafoam (Digital Only)</td>
<td>5EBACE</td>
<td>94</td>
<td>186</td>
<td>206</td>
<td>59:7:116:00</td>
</tr>
</tbody>
</table>

### SECONDARY COLORS

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex Code</th>
<th>Red</th>
<th>Green</th>
<th>Blue</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seafoam</td>
<td>Lighter Blue</td>
<td>5EBACE</td>
<td>94</td>
<td>186</td>
<td>206</td>
</tr>
<tr>
<td>Lighter Blue</td>
<td>327489</td>
<td>50</td>
<td>116</td>
<td>185</td>
<td>32:52:116:00</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.

Gradients may be used as an alternative to solid colors or as an imagery overlay for text.
THE BRAND DIAMOND

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 intentionally—never for the sake of just having them. Too many design elements can make a design look busy and cluttered.

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

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.

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.

OVER-SIZED DIAMOND

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.

LARGE QUOTATION MARKS FOR QUOTES.

Diamond halves are used to 'bracket' or call attention to the subjects in an image.

BRACKETING
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 EVERGREEN CAMPAIGN
DIVERSITY, EQUITY, INCLUSION AND JUSTICE
WE DON'T JUST SAY IT. WE LIVE IT.

WE LISTEN
I listen intently, with compassion, to understand others.

WE VALUE
We value differences, others and the contributions we all make, but also our shared humanity.

WE HELP
I help others by working together and by the strength we are.

WE EMPower
Empowers our culture of unity, of spreaking up when somethings right, a culture where all have the opportunity to be their best.

OAKLAND COMMUNITY COLLEGE
“Diversity, Equity, Inclusion and Justice”

CAMPUS MAPS
To view our OCC campus maps, scan the QR code below.

LEARN MORE
Speak with an Admissions Coordinator
• 734.226.4280
• admissions@oaklandcc.edu
• oaklandcc.edu/dualenrollment

DUAL ENROLLMENT
EARN COLLEGE CREDITS WHILE IN HIGH SCHOOL

#OCCollege

START YOUR SOMEDAY AT OCC

“YOU’VE HEARD OF OCC. BUT HAVE YOU HEARD THE TOP REASONS WHY YOU’LL THRIVE RIGHT HERE?”

1. Programs designed for career or transfer
2. Highly skilled and experienced instructors
3. Results that are measured in the success they yield
4. Attractive $20,000 to $30,000 scholarship guaranteed with your CAFES application
5. Extensive workforce and education learning opportunities

Oakland Community College

PRINT
ENGLISH AS A SECOND LANGUAGE (ESL)

We understand how difficult it is 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 meet their goals for over 30 years.
• Placement Testing: This test is free. You will receive a special OCC coupon code that covers the cost.
• 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 class time.
• Bridge class: We offer a non-credit course for students who have lower placement scores and who need extra preparation before entering 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

• Placement Testing 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 Placement English test online.
• If you have already taken the TOEFL / IELTS tests, your score may exempt you from taking the test.

EXEMPTION:

• START A CLUB
• GET ENGAGED

Step 1: Write down the social media related to OCC.
Step 2: Disclose your OCC connection.
Step 3: Focus on the most influential social media related to OCC.
Step 4: Respond in a tone that reflects the values and goals of OCC.
Step 5: Cite your sources by including links, videos, images or other references.

SOUTHFIELD STUDENT LIFE CENTER
FALL 2022
MONDAY 9:00 AM - 5:00 PM
THURSDAY 9:00 AM - 5:00 PM

YOUR MOVE

Get involved • get engaged
Join a club • start a club

YOU’VE OFFICIALLY JOINED THE TEAM! NOW WHAT?

New OCC Mascot coming in 2022: could it be YOUR idea?

Step 1:
• Open new tab in web browser.
• Search for the best class you’ve ever had.
• Name your class “Mascot Quest”.

Step 2:
• Write 100 words about why you think it’s important to have a mascot.
• Include a picture of your mascot.
• Share your class on Facebook.
• Tag @OaklandCommunityCollege

Step 3:
• Include your ideas in the class assignment on your next class.
• Include links to your class.
• Add your ideas to the class.

Step 4:
• Write a thank-you letter to your class for your support.
• Add your ideas to the class.

Step 5:
• Share your ideas on social media.
• Add your ideas to the class.

Welcome to the team!