

### What are Graphics Standards and why are they important?

Graphics standards provide tips, policies and procedures for achieving a high quality and consistent look in BMCC's publications, advertising and webpages. BMCC's graphic standards are comprised of things like how to use the college logo, the college's official fonts, college colors and common design features for webpages, stationery and ads. The goal is to create an identifiable brand for BMCC by defining and distilling the essence of the college to distinguish it from similar organizations and then expressing this message visually in a way that creates a clear, positive and memorable image of the organization for our various audiences. The brand, like a cattle brand, must be original, simple, short, consistently applied and used over a span of many years. The consistent use of the college's logo and graphic standards works to enhance the image of the college in many ways:

- The use of well-designed graphic standards increases the overall quality of printed pieces
- A quality look supports the fact that BMCC offers students a quality education
- A consistent visual look is evidence that BMCC is well-organized
- A consistent look allows marketing pieces from various departments to reinforce each other
- Use of the standards makes the production of marketing items easier, faster and less costly.

BMCC's visual identity forms the foundation for the college's marketing efforts, and because of the clear advantages of a consistent and high quality visual identity, the college requires that the graphic standards described in this guide are adhered to by all staff of the college and all outside agencies creating college publications or using the college logo. This guide has been developed to supply clear and specific information on BMCC's mandatory standards for the college logo and stationery.

### For More Information about Graphic Standards and Marketing

For additional information about using the college's logo and graphic standards or about developing print advertising or posters, contact the marketing director in BMCC's Marketing Department. A specific graphic standards manual for Social Media has also been developed. Please contact the Marketing Department to obtain a copy or for more information. These documents are also available on the BMCC Marketing Webpage at [www.bluecc.edu](http://www.bluecc.edu).

### Ordering Stationery, Business Cards and Name Badges

To order college stationery, envelopes, letterhead and note pads, contact the college's Printing/Copy Center. To order business cards and name tags complete the order form found on the BMCC Marketing webpage at [www.bluecc.edu](http://www.bluecc.edu). These orders are facilitated by the BMCC Human Resources office.

### For Information about Writing Style

BMCC's style guide found on the BMCC Marketing webpage is a useful and very concise source of information on writing style. [The Writing Style Manual](#) has information on writing for marketing publications, writing for the web, punctuation tips and other helpful guidelines for writing college publications.

### Social Media

All graphic standards and guidelines set forth in this manual will also apply to social media and online usage. Having an established framework will help us to build brand equity with our target audiences by reinforcing key messages and establishing a consistent voice to represent the College. For specific and in-depth social media standards, please refer to the [Blue Mountain Community College Guidelines for Social Networking](#) document.

## College Logos

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### College Policy

The BMCC Community College logo was designed to create a visual representation of the College identity. As the trademark for the college, it is of utmost importance that the logo be used consistently when applied to any internal or external communication. The College logo is a representation of the college brand and it exists in the minds of community members as the iconic representation of the school. The icon was developed to symbolically represent the natural setting of Eastern Oregon – the home of Blue Mountain Community College. In most cases, the BMCC logo is the official mark of the college and should be used to represent college departments and programs. However, in some instances a program or department may require an additional logo to help distinguish their own identity. On such occasions, the department is advised to obtain approval from the Marketing and Public Relations department. With regard to logo usage outside of the College, permission must be secured any time an individual, entity or organization requests the use of the logo. The College is in the process of securing all rights and trademarks for the use of the logo.

### Colors and Typestyle

COLOR: The ink designations for BMCC's logo:

PMS Coated – 534 C, 142 C

PMS Uncoated – 540 U, 141U

CMYK – 100/88/22/30 (blue), 4/27/83/0 (yellow)

RGB – 24/46/100 (#182e64), 243/188/72 (#f3bc48)

When using the logo in two colors, it must be the blue and yellow version shown on this page.



ONE COLOR PRINTING: When printing the logo in one color, the logo should be printed in black when printing on light backgrounds and white on dark back grounds. If black is unavailable, the logo should be printed in the darkest color that is being used.



FONT: The type, or font, used in the logo to accompany the icon is Railway.

**Blue Mountain Community College**

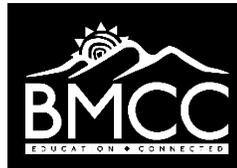
The type, or font, used for headers, titles + body copy is Avenir.

This is a sample of the Avenir font.

### Secondary Forms of the Logo

#### Vertical Version

A horizontal version of the logo is reserved for instances when the standard version of the logo is not a good fit with available space. The horizontal version should be used only in rare occasions and with the approval of the Marketing and Public Relations department.



#### Cushion and Contrast

To provide a cushion of empty space around the logo, no item can be closer to the logo than a distance equal to the height of the mountains graphic in the logo. The cushion improves the look of the logo and allows it to stand out from surrounding text and graphics. To ensure that the logo is clearly visible, there should be at least a 70% value difference in the contrast between the background field and the logo. Where appropriate, such as for some embossed items sold by the college Bookstore, contrast of 70% is not required.

#### Cushion



Acceptable



Not Acceptable

#### Contrast



Acceptable



Not Acceptable

## College Logos

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### Skewing and Inverting

Skewing, altering or inverting the logo should never be done.

**Making the logo larger to suit your needs can be accomplished by changing the enlarging the image to scale. If you need assistance in doing this please contact the marketing department.**



Acceptable – The above images are appropriately re-sized.



Not Acceptable – The above images are skewed, stretched.



Not Acceptable – The above image is inverted.

### Orientation and Minimum Size

The logo should always be used horizontally as shown in examples. The logo should not be smaller than one inch in width due to impaired legibility of the words “Community College.” Promotional materials at the Bookstore, such as pens and pencils, may use forms of the logo at smaller sizes. Consult Public Relations and Marketing for approval of versions of the logo smaller than one inch across.

## College Logos

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### Obtaining the Logo

To ensure quality, the logo should be obtained in electronic form from the BMCC Public Relations and Marketing Department and not copied from existing uses. The logo should not be copied from webpages because the relatively low resolution of web graphics will cause the logo to look fuzzy and distorted when copied to printed publications.

### Mascot

The official mascot for BMCC is the Timberwolf.



## BMCC Timberwolf Mascot Image Options

### Mascot with Text



Mascot with text - Full Color



Mascot with text - Blue and Grey



Mascot with text - Blue



Mascot with text - Black



Mascot with text - Grey



Mascot with text - White

### Text Only



### Mascot Only



## Other Logos

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### Additional Graphics Associated with Blue Mountain Community College

#### BMCC Foundation Logo

The Blue Mountain Community College Foundation utilizes the BMCC logo in its own signature black and gold colors. For use of this logo consult BMCC Foundation Director, Margaret Gianotti.



#### Achieving the Dream

The tagline "Achieving the Dream" is the overarching brand message that is incorporated into all current marketing communication. Use the BMCC logo with the "Achieving the Dream" tag on all marketing materials. The words in the tagline have been carefully typeset and spaced. Do not reset the characters. Obtain the file from BMCC Marketing.



An Achieving the Dream™ Institution



#### Career Pathways

Use of the Career Pathways logo should be obtained through BMCC Marketing.



## Mandatory Information

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### Mandatory Information

There are mandatory statements to be included on certain printed material issued from any individual, department or organization associated with BMCC. Please see the following to insure that your project is including this information and that it is included in the correct manner.

### Equal Opportunity Educator and Employer (EOEE)

In order to remain in compliance with labor laws governed by the Department of Labor, every document that is created for distribution to staff, students and/or community must include an Equal Educator and Employer Statement. (For additional information regarding EEO you can visit <http://www.dol.gov/dol/topic/discrimination/>)

#### Short & Long Non-discrimination Statements:

- 1) Short form--(to be placed on documents/flyers 1 page or less)

#### *English:*

*Blue Mountain Community College is an equal opportunity educator and employer. For a full EEO disclosure statement visit [www.bluecc.edu/EEO](http://www.bluecc.edu/EEO).*

#### *Spanish:*

*El Blue Mountain Community College es un empleador y educador de igualdad de oportunidades. Para la declaración de divulgación completa, visite [www.bluecc.edu/EEO](http://www.bluecc.edu/EEO).*

- 2) Long Form--(to be placed on documents/flyers 2 or more pages in length)

#### *English:*

*It is the policy of the Blue Mountain Community College Board of Education and School District that there will be no discrimination or harassment on the grounds of race, color, sex, marital status, sexual orientation, religion, national origin, age or disability in any educational programs, activities or employment. Persons having questions about equal opportunity and nondiscrimination should contact the BMCC Title IX Coordinators Room M-150 or Room M-217 Morrow Hall, Blue Mountain Community College, 2411 NW Carden, Pendleton, OR 97801, Phone: 541-278-5796 or 541-278-5850. Email: [ddrebin@bluecc.edu](mailto:ddrebin@bluecc.edu) or [tparker@bluecc.edu](mailto:tparker@bluecc.edu). For hearing impaired assistance please call Oregon Relay at 7-1-1.*

#### *Spanish:*

*Es la póliza de la Mesa Directiva de Blue Mountain Community College y del Distrito Escolar que no habrá discriminación o acoso por motivos de raza, color, sexo, estado civil, orientación sexual, religión, origen nacional, edad o discapacidad en ningún programa educativo, actividades o empleo. Las personas que tengan preguntas acerca de la igualdad de*

*oportunidades y no discriminación, deben comunicarse con los Coordinadores del Título IX del BMCC – en el Cuarto M-150 o Cuarto M-217 en el edificio Morrow Hall, Blue Mountain Community College, 2411 NW Carden, Pendleton, OR 97801, teléfono 541-278-5796 o T 541-278-5850. Correo electrónico ddrebin@bluecc.edu o tparker@bluecc.edu. Para las personas que necesitan asistencia auditiva por favor llamen al Oregon Relay at 7-1-1.*

## **Americans with Disabilities Act (ADA)**

Proper compliance with the ADA requires that BMCC inform BMCC Staff, students and community about accommodations available to ensure equal treatment and access to students with disabilities. This statement is required to be available on the website and within the Academic Catalog and the Student Handbook.

### Special Needs Contact Statement:

Persons having questions about or requests for special needs or accommodation should contact the Coordinator of the Health & Wellness Resource Center at Blue Mountain Community College, 2411 NW Carden, Pendleton, OR 97801

Phone 541-278-5965 for Disability Services or use Oregon Relay (7-1-1) for hearing impaired assistance. Contact should be made 72 hours in advance of the event.

### Coordinator info

#### **Section 504 (Coordinador de la Sección 504):**

Student Health & Wellness Resource Coordinator (Coordinador de Salud Estudiantil y Recursos de Bienestar)

2411 NW Carden  
PO Box 100  
Pendleton, OR 97801  
541-278-5965

#### **Title II Program (Director de Preparación Colegial)**

Director College Preparation (Director de Preparación Colegial)

2411 NW Carden  
PO Box 100  
Pendleton, OR 97801  
541-278-5795

#### **Title IX Program (Coordinador del Programa Título IX)**

AVP, Human Resources (Coordinador del Programa Título IX)

2411 NW Carden  
PO Box 100  
Pendleton, OR 97801  
541-278-5850  
Special Needs Contact Statement – Spanish

Declaración de Contact para Necesidades Especiales:

Las personas que tengan preguntas o solicitudes relacionadas con necesidades especiales y adaptaciones deben comunicarse con el Coordinador de Salud Estudiantil y Recursos de Bienestar Estudiantil en el Blue Mountain Community College , 2411 N.W. Carden Pendleton OR 97801 , teléfono 541-278-5965. Para personas que necesitan asistencia auditiva, por favor llamen al Oregon Relay al 7-1-1. Contacto debe hacerse 72 horas antes del evento.

To read more about the ADA, go to. <http://www.ada.gov/pubs/adastatute08.htm>

Additionally, there is a specific administrative procedure addressing publication and promotion of events and activities. BMCC Administrative Procedure 07-2006-0018/Disability and Alternate Format Statements reads as follows:

The following statement must appear somewhere on all appropriate documents available to the public in order to be in compliance with the ADA, Subpart E of Section 504 of the Rehab Act and the Civil Rights Acts:

This document is available in alternate formats by calling the BMCC Student Disability Services office at 541-278-5958.

Publications requiring this language include but are not limited to class schedule flyers, catalogs, other printed major marketing tools, and any documents concerning students' rights and responsibilities. Departments wishing to publish documents for the public should insert this statement prior to going to print. The Director, Advising, Testing, and Student Disability Services is responsible for compliance with this procedure.

Lastly, the following statement must appear on all *course syllabi* to be in compliance with the above laws:

If you have a disability that may need accommodation or academic adjustment, please contact the Student Disability Services office at 541-278-5958.” The Office of Instruction is responsible for ensuring this statement is included on all syllabi and will ensure all instructors are aware of this need.

Title II Program Coordinator:  
Director College Preparation, 541-278-5795  
2411 NW Carden Avenue, Pendleton, OR 97801

Title IX Program Coordinator:  
Associate Vice President of Enrollment Management, 541-278-5774

2411 NW Carden Avenue, Pendleton, OR 97801

### **Department Identification**

Per BMCC Administrative Procedure 02-2003-0003, all printed flyers, notices and all postings will contain identification of the individual, department or organization sponsoring the announcement.

**Checklist for your convenience:**

- Logo
- College website
- EEO Statement
- Department/Individual contact info/identifier
- ADA Statements?

Please feel free to contact the Marketing Department with any questions or concerns.

Created by BMCC Marketing Department, M-153

Director of Marketing

541-278-5774

[ALivingston@bluecc.edu](mailto:ALivingston@bluecc.edu)