BRAND GUIDELINES

THE BPCC BRAND

OUR BRAND IS MORE THAN OUR LOGO OR COLOR PALETTE.

It's a combination of **IMAGES**, **TONE**, and **EXPERIENCES** that we utilize to portray our **MISSION**, our **VISION**, and our **VALUES**.

It's how we communicate **WHO WE ARE** to **STUDENTS**, our **COMMUNITY**, and our **PARTNERS**.

MISSION STATEMENT

Bossier Parish Community College provides **innovative**, **accessible**, and **caring** learning environments that **advance educational goals**, cultivate **community partnerships**, and strengthen the **regional economy**.

VISION STATEMENT

BPCC seeks to be a **premier learning institution**, a valued **community partner**, and a catalyst for **growth and opportunity** for individuals to contribute to the **social**, **cultural**, and **economic vitality** of our region.

VALUES

All employees at Bossier Parish Community College commit to **embracing**, **educating**, and **empowering** our **students**, our **people**, and our **community** through our values of **Respect**, **Integrity**, **Excellence**, **Innovation**, **Success**, **Partnership**, and **Diversity**.

MARKETING + COMMUNICATION TEAM

Our team team utilizes student, faculty, and staff stories to show our audience what makes BPCC a great place to learn, work, and grow. We look for ways to showcase our programs, resources, and achievements in an effort to advance BPCC's image, grow enrollment, and increase opportunities for partnerships.

We produce a range of marketing campaigns and materials, and create and maintain a strategic web presence to ensure clear, concise communication of ideas and initiatives.

ALI MARTIN
Marketing & Brand Manager

- supervises the Marketing & Communication team
- creates and implements marketing campaigns and projects
- brand management
- marketing materials
- graphic design

AMANDA CRANE
Digital Communications Coordinator

- social media management
- website maintenance
- press releases and media relations
- photography

BEN MOSS
Graphic Design Specialist

- marketing and brand support
- updates and maintains materials
- graphic design

LOGO

The logos in this guide are the approved logos for Bossier Parish Community College. No other versions of the BPCC logo should be used to represent the College. The office of Marketing & Communication can provide logo files to faculty and staff upon request.

If you have any questions regarding the proper use of BPCC logos, please contact Ali Martin (apiccolo@bpcc.edu).

When placing the logo on a dark background, use the gold or white version of the logo.

LOGO USAGE

DO NOT

- use past versions of the BPCC logo
- add text or taglines to logo
- use low resolution, pixelated logo files
- rotate, skew, stretch, or compress
- add shadows or effects
- change the colors of the logo
- "ghost" or "watermark" by making transparent

When scaling graphics, hold down the shift key at the same time. That will enable you to adjust the size of the graphic without distorting it or affecting its proportions.
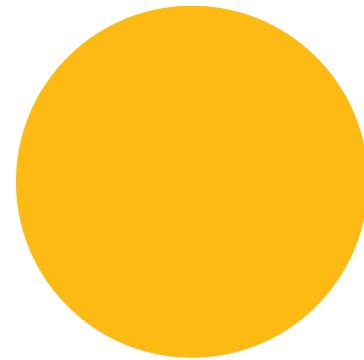
COLOR PALETTE

PRIMARY BRAND COLORS

BPCC's primary brand colors are maroon and gold. Both colors are an essential part of our brand and should be utilized in brand communications whenever possible.
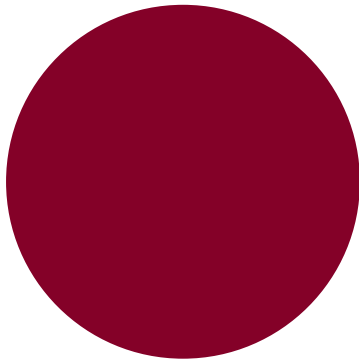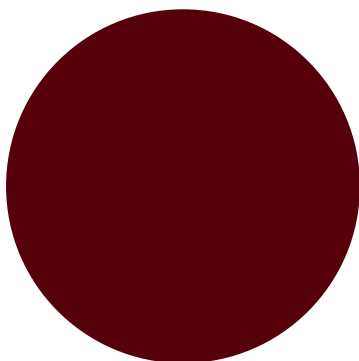
PMS 202 C
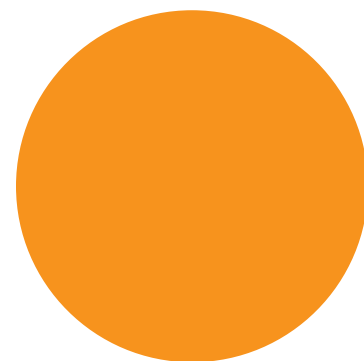**CMYK** 9 100 64 48
RGB 141 4 45
#8D042D

PMS 124 C
CMYK 0 29 100 0
RGB 254 186 18
#FEBA12

SECONDARY BRAND COLORS

In some cases, we need secondary brand colors to help tell our story. Please pay close attention to how and when you use them. And always consider whether it would be more appropriate to use our primary brand colors instead.
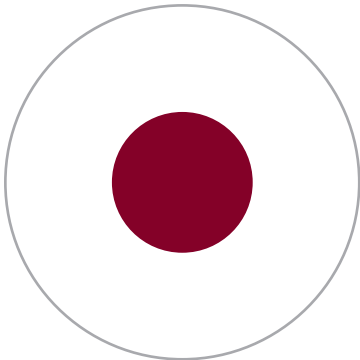
CMYK 9 100 64 75
RGB 86 0 12
#56000C

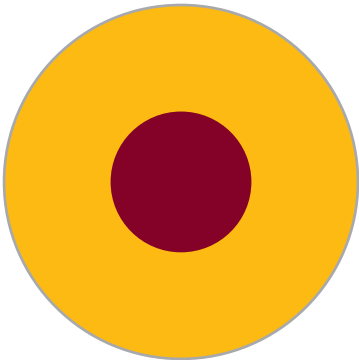**CMYK** 0 50 100 0
RGB 247 148 29
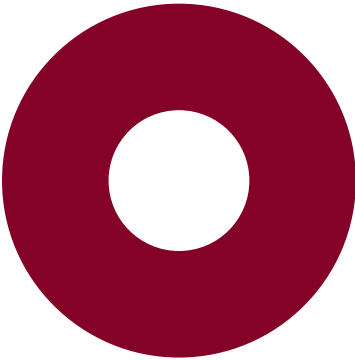#F7941D

COLOR COMBINATIONS

MAROON OVER
WHITE BACKGROUND
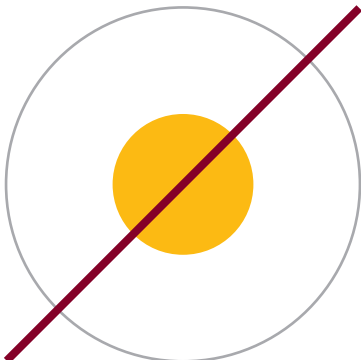
GOLD OVER
MAROON BACKGROUND

MAROON OVER
GOLD BACKGROUND

WHITE OVER
MAROON BACKGROUND

AVOID

GOLD OVER
WHITE BACKGROUND
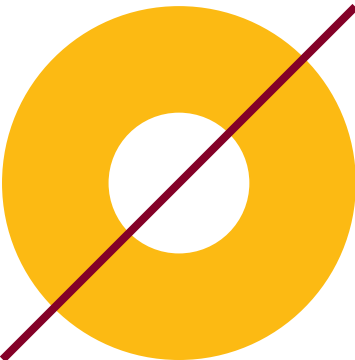
WHITE OVER
GOLD BACKGROUND

TYPOGRAPHY

BPCC uses two unique fonts in its branded communications: **Bebas Neue** and **Gotham**, in various weights.

When Gotham or Bebas Neue are not available, **Arial** is the chosen "**common font**." It's available to everyone, ADA compliant, and aesthetically complimentary to the brand fonts.

BEBAS NEUE BOLD *use for header text*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_

letter spacing: 25 thousandths of an em

GOTHAM BOLD *use for sub head*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_

letter spacing: 50 thousandths of an em

GOTHAM BOOK *use for sub head & body copy*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

TYPE HIERARCHY

Bebas Neue is a condensed, sans-serif font that grabs attention. It's bold weight is ideal for headlines.

Gotham is a modern sans-serif font that communicates confidence and familiarity through its simplicity. It is best used for sub-headlines, body copy, and captions. Gotham stands out and is easily legible even in small point sizes like the body copy recommended size **10 point** font.

For disclaimers, the recommended font is Arial Narrow at 6 point font.

PREFERRED HEADLINE FONT

BEBAS NEUE BOLD - LEFT JUSTIFIED

ALTERNATE HEADLINE FONTS

BEBAS NEUE REGULAR

BEBAS NEUE LIGHT

GOTHAM: ALL CAPS, WITH 50 POINT TRACKING

SECONDARY / SUB-HEADLINE FONT

GOTHAM: ALL CAPS, WITH 50 POINT TRACKING

COPY TEXT FONT

Gotham Book - Sentence case

BRANDED MATERIALS

All BPCC branded promotional items must be approved by the Marketing & Communication office before ordering.

This includes, but is not limited to the following items:

non-internal print materials
brochures, postcards, rack cards, etc.

all apparel
t-shirts, polo's, jackets, etc.

awards, trophies & plaques

bags
totes, backpacks, etc.

drinkware
cups, water bottles, etc.

name tags

toys & novelties
keychains, sunglasses, etc.

office supplies
pens, pencils, padfolios, desk accessories, etc.

tablecloths / table runners

stickers

If you have any questions regarding the proper use of BPCC logos, please contact Ali Martin (apiccolo@bpcc.edu).

BPCC STOREFRONT

We are working with Paragon Press to setup a online storefront where faculty and staff will be able to order **pre-approved, BPCC branded supplies** including the following items:

business cards

stationary
letterhead, envelopes, etc.

table cloths
solid or with logo

promotional items
cups, pens, bags, etc.

display items
retractable standing banners, table banners, etc.

brochures
view book, pathway overviews, etc.

more to come!

MARKETING ASSISTANCE

The Marketing & Communication team can work with you to create a plan to promote your program or event. We will utilize our expertise to determine the appropriate course of action based on the target audience and resources available.

Most often, we recommend a combination of the following:
• social media - event pages, stories graphics, posts, paid ads
• C3 / TVs
• email
• website

In some cases, we may recommend the following:
• digital ads
• commericals
• print materials
• print ads
• billboards
• radio

PROVIDING CONTENT

BPCC has over 95 credentials - we can't be experts in everything. When submitting a request **help us help you** by providing content!

YOU are the experts in your area and we need your help determining what content should be included when promoting your program or event.

Examples:

program description / learning outcomes

job outlook / salary info

statistics

student / teacher ratios

achievements / awards

special equipment, facilities, or resources

anything that would be of interest to your audience

HELP DESK REQUESTS

All Marketing & Communication requests should be submitted in Help Desk and all follow-up communication regarding the request should happen within the Help Desk ticket.

WHAT TO INCLUDE IN YOUR REQUEST

Department / Program

Brief description of project

Objectives / Goals
What do you hope to achieve with your project? How does this project help you or your team meet your goals?

Audience
Prospective students? Current students? Faculty and staff? The public?

Where and how the materials will be distributed

Is this a new or revised project?

Any photos, links, logos, content needed to complete the project

Budget if applicable, and contact for billing

Target completion date
Please submit requests with as much notice as possible. We do our best to complete requests in a timely manner with the resources and time we have available.

COMMUNICATION TOOLS

BPCC BULLETIN

Audience
Administrators, Faculty & Staff; NOT Students

Content
BPCC news (pulled from press release & local news articles), upcoming campus events (athletics, guest performances, etc), professional development opportunities, faculty/staff senate meeting information, faculty/staff events, etc.

Submission deadline is Fridays at 12pm Noon
- Submitted via e-mail, not HelpDesk
- **bulletin@bpcc.edu**

CAMPUS MEMO

Reserved for administrative use that require immediate notice
Weather related closures/openings, Chancellor's office announcements, Human Resources, Computer Services

Submitted via e-mail, not HelpDesk
- **campusmemo@bpcc.edu**
- If it does not meet the criteria, it will be published in the next BPCC Bulletin.

PRESS RELEASES

Campus community events
Theatre shows, athletic events, annual Christmas show, art exhibits, events that bring the community to our campus (Trunk-or-Treat, Cavalier Preview Night, etc.)

Promotion of registration events
Super Saturday, general on-campus registration

Graduation
Graduate names, Dean's & Chancellor's lists

Campus announcements
- Ribbon cuttings
- Program/Division Open House

- New construction
- Campus-wide award recognition (SkillsUSA winners, Golden Lens, etc)
- Military designation
- MOUs or college/university partnerships
- Enrollment increase

Media Advisories can be sent to invite media to cover campus events. 3 week notice preferred.

You must provide background and general content in your submission along with quotes.

All press releases are approved by Chancellor Bateman prior to sending out to media

*All media requests should be arranged & conducted through the MarComm office! This goes for TV, newspaper, radio, online, etc.

BPCC WEBSITE

Audience
Prospective students, returning students, parents, and the community

The website should be primarily used to recruit students and share program information
- Division/program information
- Registration, Admissions, Recruiting/Campus Tours, Dual Enrollment
- Catalog
- Information Request Form
- Campuses – Natchitoches, Sabine Valley
- Learning Commons Library
- Workforce Solutions
- About BPCC section

BPCC APP

Audience
Current BPCC students, faculty, and staff

App should be used to promote campus events, student life, etc.
- Student life events
- Art exhibits
- Athletic events
- Student Services

THANK YOU FOR TAKING THE TIME TO REVIEW THIS GUIDE.

These guidelines are extremely important to BPCC. Used properly, they will help maintain graphic and message continuity, protect our logos, and help us build our brand across a wide spectrum of media.

WHY IS THIS NECESSARY?

The tone of our words, the way we visually tell our story, our logos and approved typefaces, all of these elements combined communicate our brand. And each one is an essential part of our identity. So it's extremely important that we use them carefully and treat all of them with the utmost respect.

Having a strong brand can promote pride within an organization. It can make our community feel more unified and give a greater sense of belonging to employees and students. It sends a message to potential students and partners that we know who we are, we are proud of who we are, and we are unified in the way that we present ourselves to the public.

Maintaining our brand is integral to our success and has the ability to bolster our reputation. Our image is an important factor in differentiating us from our competitors.

WE'RE HERE TO HELP

The BPCC Marketing & Communication team is committed to advancing the goals of the College through:

- marketing strategy and brand management
- email communications, billboards, tv & internet commericals, social media images, brochures, direct mail, etc.
- digital, print, & radio ads
- website management
- social media planning & content creation

Our team of professionals welcomes the opportunity to collaborate and offer our expertise and experience to BPCC's faculty and staff.

QUESTIONS?

For more information, contact the Marketing & Communication department.

Ali Martin, Marketing & Brand Manager
apiccolo@bpcc.edu