



# Bossier Parish Community College Visual Identity Guide

The Official Guide to BPC's Graphic Standards

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## BPC Public Relations Office

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# **INTRODUCTION**

## **THE PUBLIC RELATIONS OFFICE**

### **ESTABLISHING THE BPCC BRAND**

- Defining the BPCC Logo
- Use & Placement of School Name Logotype
- Logo Don't's
- Tips for Logo Usage
- Logos for Athletics, Recruiting & Student Life Use
- Official College Colors
- Accompanying Typefaces
- Official College Seal
- Permission for Use

### **OFFICIAL BUSINESS SYSTEM**

- Letterhead
- Business Cards
- Fax Cover Sheet
- Email Signatures

### **SPECIALTY ITEMS**

#### **SIGNS**

### **GENERAL STANDARDS FOR PUBLICATIONS**

### **MODEL RELEASES**

### **MEDIA RELATIONS**

# INTRODUCTION

A visual identity is an important part of any entity's success. Creating a unique and consistent identity provides the foundation for a strong visual presence and establishes an organization's character, integrity, and cohesiveness.

In this highly competitive higher education market, it is important for a college to stand out among other institutions. With a consistent visual identity program, Bossier Parish Community College's brand will demonstrate the strength and credibility to stand out among its target audiences.

Maintaining and managing this visual identity is everyone's job. BPCCC is made up of multiple divisions, departments, programs, and services. The purpose of this *Graphic Standard Guide* is to assist those in making the BPCCC brand one of quality and consistency in all graphic venues, both internal and external; and the Guide applies to publications printed by outside vendors as well as those created in-house. It is imperative that the use of logos, logotypes, colors, and signage in all areas be consistent and accurate.

By conforming to the graphic standards, you are helping to build, unify, and reinforce the power of our "brand" and the BPCCC logo.

## THE PUBLIC RELATIONS OFFICE

The Public Relations Office is responsible for building and maintaining the Bossier Parish Community College brand and conveying it to the necessary target audiences to promote strength and academic excellence.

The Public Relations Office implements all the communications strategies for the College.

The office handles all of the following:

- marketing and advertising efforts
- media relations between the College and the external sources
- creative services for the College divisions, departments, programs, and services
- radio, photography, TV productions
- scheduling for College Speakers' Bureau engagements
- website creative design

In order for the Public Relations Office to accomplish the College's communication efforts, the Office has established this *Graphic Standards Guide* as a reference source to assist everyone in maintaining BPCC's visual identity. All divisions, departments, programs, and services should adhere to the standards in this *Guide*.

Any exceptions to the *Graphic Standards Guide* are discouraged and permission for any changes should be obtained from the Public Relations Office at (318) 678-6031.

## ESTABLISHING THE BPCC BRAND

First impressions of BPCC are usually made from its visual materials. It is important that the design of visual materials is consistent and cohesive. Design elements that should occur on every printed publication for BPCC are as follows:

- BPCC logo – square box with “bpcc” inside
- Specific school name logotype
- Specific approved colors
- Specific typefaces
- Division name in conjunction with BPCC graphics look

### DEFINING THE BPCC LOGO

The Bossier Parish Community College logo consists of two elements: the graphic BPCC square logo and the school name logotype.

**The school name logotype should NOT be used alone.**

*BPCC logo can be used in various formats:*

The square logo ONLY format is acceptable; however, it is preferable to use both the square logo and the school name logotype, when possible.

*Graphic BPCC logo*

*School Name Logotype*



**LOGO ONLY FORMAT**

**LOGO & SCHOOL NAME LOGOTYPE FORMAT**





bossier parish  
community college

bossier parish community college



bossier parish community college

The square BPCC logo, school name logotype and generic tagline format is intended for the College as a whole.

The generic tagline can be replaced by the Division/ Department name. This logo can be created for the division or department by the Public Relations Office and provided in different versions (jpeg, pdf).

### USE & PLACEMENT OF SCHOOL NAME LOGOTYPE

The school name logotype can be used in either stacked format or long format and should be used WITH the square logo. The school name logotype cannot be used alone.

When the school name logotype is placed to the right of the square BPCC logo, the stacked logotype should be used.

When the school name logotype is placed UNDER the square BPCC logo, the long logotype should be used.

## LOGO DON'TS

- Don't place text or graphics over, around or into the logo. The logo should never be distorted (always reduce or enlarge it by grabbing a corner, not a side of the logo).
- Don't use the school name logotype ONLY. It should always accompany the square logo – either to the right of the square logo or under the square logo.
- Don't place the logo tightly inside a shape (square, circle, oval, etc.) to form a different look or logo.
- Don't screen the logo behind text.
- **Don't vertically or horizontally alter the logo. Always keep the proportions equal (see below).**
- The logo should never be crowded. Always leave space around the logo to make it display to its greatest advantage.
- Don't replace the school name logotype with another typeface.

## UNACCEPTABLE LOGOS/CAVALIER



*Vertically disproportioned*



*Horizontally disproportioned*



*Old logo*



*Old Cavalier*

# TIPS FOR LOGO USAGE

## LOGO IMAGE RESOLUTION

Use logos with resolution appropriate for the medium. Never take a logo from a website to use for printing. Graphics on the Web are low resolution and will not reproduce well.

## RESIZING A LOGO

Click on the image. Position the pointer arrow over a "dot" at one of the **CORNERS** of the logo and click. **When the pointer becomes a double-headed arrow, drag to resize while holding down the SHIFT key.** By doing this and using **only the CORNERS**, you will avoid distortion of the logo. Remember, always resize using a corner, not the side of the logo. You must maintain the same proportions for the logo.

## SELECTING AN APPROPRIATE LOGO

If you are not sure as to which logo you should use or have any other questions regarding logos, contact the Public Relations Office at 678-6031.

## REQUESTS FOR LOGOS

The BPCCC logo is to be used as specified and is not to be given to any outside sources or vendors. If logos are needed for outside vendors, the following points must be adhered to:

- Authorization for distribution by the appropriate division, department or person;
- Public Relations Office should be contacted to provide proper formats for a variety of art uses; and
- A statement should accompany the logo stating the artwork is for one-time usage.

Public Relations can handle this for departments. The logo is distributed for one-time use only. While logos may be enlarged or reduced proportionately, distortion of the logo is not acceptable.





*Music*  
bossier parish community college



*Theatre*  
bossier parish community college

## LOGOS FOR USE FOR THEATER & MUSIC PROGRAMS

The following are logos specifically designed for use for BPCC Theater and Music programs. These logos are not to be used for Academic or Administrative departments/divisions, unless specifically approved by Public Relations.

These logos are to also be used in accordance with the *Graphic Standards Guide*.

# OFFICIAL COLLEGE COLORS

The official colors for Bossier Parish Community College are maroon (PMS 202) and gold (PMS 124).



PMS 124  
C=0%, M=29%, Y=100%, K=1%  
R=253, G=180, B=0  
Web Color: #FDB400



PMS 202  
C=0%, M=100%, Y=100%, K=49%  
R=129, G=0, B=0  
Web Color: #810000

## ACCEPTABLE LOGO COLOR FORMATS

The square BPCC logo can be used in one color (black or maroon), 2-color (maroon & gold), or four-color process (CMYK).



1-color with maroon letters



1-color with white letters



4-color

The BPCC school name logotype can be used in black, 1-color (maroon, gold and reversed).

bossier parish  
community college

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community college

# LOGOS FOR USE FOR BOSSIER PARISH COMMUNITY COLLEGE ATHLETICS

On the following are logos specifically designed for use for Bossier Parish Community College Athletics unless specifically approved by Public Relations and/or Cavalier Athletics. These logos are to also be used in accordance with the Graphic Standards Guide.





## OFFICIAL COLLEGE SEAL

The BPCC Seal is reserved for academic and executive materials (i.e. diplomas, certificates that document completion of degree requirements/courses of study, transcripts, and the like).

The seal is **NOT** to be used with the square BPCC logo or school name logotype. Permission should be obtained from the Public Relations Office for use of the College Seal on publications not listed above.

## PERMISSION FOR USE

BPCC logos, school name logotype or images cannot be used to imply or suggest endorsement of any product or service not provided by the College. Individuals or organizations outside the College that wish to use BPCC logos should request in writing to the Public Relations Office and agree to the usage standards. The usage is for the stated purpose only.

# OFFICIAL BUSINESS SYSTEM

Letterhead, business cards, facsimile cover sheets, and email signatures send strong visual messages to the public on a daily basis. It is important that the correct BPCC logo and school logotype be consistent throughout the College, therefore, creating unity and branding our identity.

The Public Relations Office can assist you in preparing letterhead (electronic or template for printing), business cards (template for printing), facsimile cover sheets, and email signatures.

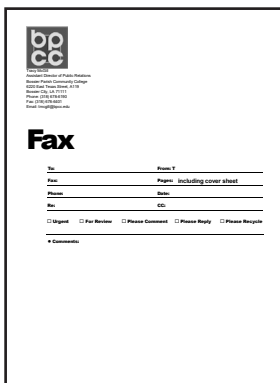
Templates can be made available for letterhead use to be printed in each division/department or, if you prefer to order letterhead through Purchasing, a template can be provided for the division/department to accompany the order.



## BUSINESS CARDS

A business card template can be designed by Public Relations to accompany your order request to Purchasing.

*Submit a written request with necessary information to Public Relations for design of the business card template.*



## FAX COVER SHEET

A facsimile cover sheet template can be designed using the department/division logo.

*Submit a written request with necessary information to Public Relations for design of the cover sheet template.*

## EMAIL SIGNATURES

Email signatures can also be designed by the Public Relations Office. These will include the square logo, school name logotype and/or tagline. This will be provided to you in jpeg format for you to insert in your own signature.

*Submit a written request with necessary information to Public Relations for design of the email signature.*

*It is **NOT** required for you to use the logo in your email signature; however, if a logo is used, it must follow the graphic standard guidelines.*

## SPECIALTY ITEMS

Any specialty items should include the correct BPCCC logo, as stated in this *Graphic Standards Guide*.

A request for a logo for specialty item printing should be made to the Public Relations Office. Specialty item vendors use a wide variety of processes for imprinting logos. With accurate information, the Public Relations Office can provide the logo that will offer the best reproduction.

## SIGNS

All permanent interior wall signs are ordered by Plant Maintenance.

All event signs (paper or vinyl) should be approved by the Public Relations Office to assure they meet the Graphic Standards guidelines. Placement of these signs should also be approved by Public Relations, in advance.

Temporary signs (paper) are discouraged; however, if they should be created and used in a division/department, they should follow the standard below:

- Gold (PMS 124 – preferred) or maroon (PMS 202 – preferred) border with black font – Myriad Pro or Arial font.
- Logo can be added for a more professional appearance.
- To assure campus/building beautification, limit the number of temporary signs and only use if absolutely necessary. If you are unsure about signage, contact Public Relations.
- When it is necessary to use temporary signs, avoid using excess tape to post sign.

With advance notice, the Public Relations Office can assist on design of temporary signage.



**TEMPORARY  
SIGNAGE  
SAMPLE**

## GENERAL STANDARDS FOR PUBLICATIONS

Whether a printed publication is dispersed in-house or within the community, it should meet high standards in both appearance and content. As a institution of higher learning, it is imperative that writing standards as well as appearance standards are met in each

publication. **Therefore, all printed publications should be designed and approved by the Public Relations Office.** Because printed publications require design and printing time, advance notice is required. Contact the Public Relations Office to discuss this printing need.

## MODEL RELEASES

Photos of students, faculty, or guests that are to be used in any printed publication, etc. requires a model release to be signed by that individual. A Model Release Form can be found on the Public Relations webpage (Administration-Public Relations). A copy of the signed Model Release Form should be sent to Public Relations to keep on file.

# MEDIA RELATIONS

The media is a valuable tool in creating BPCC's brand identity. Our relationship with the media is one that must be continually fostered, and it is vital that BPCC provides accurate and timely information to the media.

The Public Relations Office is responsible for being the centralized news source for the College. Because it is essential that the information dispersed be consistent and accurate, the PR Office will plan, write, and disperse ALL news releases, public service announcements, media advisories, photographs and any other informational materials about the College to the media.

The Public Relations Office is also responsible for seeking news stories to promote BPCC and its programs. A PR staff member may contact departments/divisions for feature stories on staff, faculty, and students. Providing the media with new, innovative and interesting story angles will increase our exposure in the media and allow our story to reach our target markets.

Faculty, staff, divisions, and departments who want news releases or media advisories written and distributed to media should contact the Public Relations Office. This contact should be made well in advance of a news event or announcement.

Public Relations will from time to time call on faculty and staff for media inquiries for areas with a specialized field. It is important for Public Relations to answer these inquiries in a timely manner since positive media coverage is essential to BPCC's overall identity.

**If a reporter contacts a faculty or staff member directly, the employee can request to call the reporter back, and then contact Public Relations for assistance and advice before conducting an interview – especially with sensitive questions. For TV interviews, a member of Public Relations can be present in order to assist the employee with any concerns during the interview.**

In an emergency situation, the Chancellor, Vice Chancellors or Director of Public Relations will speak with the media.

If any questions or concerns arise, contact Public Relations (678-6031) for guidance.