WHY SHOULD I CARE ABOUT BRAND GUIDELINES?

Brand guidelines help ensure consistency among BCC’s core messages, visual branding, and other brand elements. Over time, these elements become ingrained in the minds of consumers, and they’re more likely to remember the BCC brand, helping us become easily recognizable across marketing channels and touch points. Brand recognition in turn helps build a strong association between BCC’s core messages and values and the visual elements of our brand, sets us apart from the competition, and builds trust and loyalty.

OK, BUT DOES IT REALLY MATTER IF I USE THE OLD LOGO?

Yes. Using the old logo hurts BCC’s brand consistency. It also makes us look unprofessional, unorganized, and out-of-date. Our current logo can be downloaded at www.berkshirecc.edu/marketing.
REQUESTING MARKETING MATERIALS

All job requests must be submitted through our online form at www.berkshirecc.edu/jobrequests. Someone from the marketing department will reach out to you within two business days of your submission to plan the next steps of your project.

MINIMUM REQUIRED LEAD TIMES

- Color Copy Requests — 1 Week
- Social Media Posts — 1–2 Weeks
- Digital Signage — 2 Weeks
- New Web Page — 3 Weeks
- Printed Material, Internal — 3 Weeks
- Event Publicity — 3–4 Weeks
- Press Release — 3–4 Weeks
- Printed Material, External — 5 Weeks
- Publication — 6–8 Weeks*

*A NOTE ON PUBLICATIONS
All content for your publication needs to be submitted with your initial job request form so the content can be proofed and edited by the marketing team before design begins. This process will help ensure your project is completed on time, of the highest quality, and that written copy is consistent with that of the College.
TYPOGRAPHY

All printed materials designed by BCC Graphic Designers utilize the font family Verlag. Accent fonts may be used when appropriate.

Verlag Extra Light / Verlag Extra Light Italic
Verlag Light / Verlag Light Italic
Verlag Book / Verlag Book Italic
Verlag Bold / Verlag Bold Italic
Verlag Black / Verlag Black Italic

Verlag Condensed Extra Light / Verlag Condensed Extra Light Italic
Verlag Condensed Light / Verlag Condensed Light Italic
Verlag Condensed Book / Verlag Condensed Book Italic
Verlag Condensed Bold / Verlag Condensed Bold Italic
Verlag Condensed Black / Verlag Condensed Black Italic
COLOR PALETTE

The BCC color palette consists of, but is not limited to, the colors below. The Marketing Department may add new colors to the palette as long as they work with these colors.
LOGO

The BCC logo is a building block of our brand. Using it consistently according to our guidelines is integral to building brand consistency.

ACCEPTABLE VARIATIONS
Use the black and white logos when possible.

BLACK

WHITE

TWO COLOR
Green (PMS 348), Blue (PMS 293)

MINIMUM SIZE
The logo should never be reproduced at less than one inch in width to ensure legibility.
LOGO NO-NOs

Do not alter the color.

Do not stretch or distort.

Do not apply special effects.

Do not alter the composition.

Do not cut off any portion. Avoid placing the logo too near the edge of printed material.

Do not recreate any artwork.

Do not change the transparency.

Do not use a low-quality/fuzzy image.

Do not use old versions of the logo.

Do not use on a patterned background.

DO NOT use a JPEG on a non-white background. Use the EPS or PDF version of the logo instead.

Do not enlarge the logo excessively.

Always leave adequate surrounding space.
SECONDARY LOGOS

LOGOS FOR DEPARTMENTS, ORGANIZATIONS AND EVENTS

Several BCC departments, organizations and events have their own visual identities. Going forward, the Marketing Department will not be designing any new logos. The strongest indicator of the BCC brand is the logo, and a plethora of unique logos only weakens the BCC brand overall. The Marketing Department can design icons or symbols to be used in conjunction with our standard logo that represents your area.

DEPARTMENTAL LOGO EXAMPLES

- Berkshire Community College Alumni Association
- Berkshire Community College South County Center
- Berkshire Community College Engineering
- Berkshire Community College Service-Learning

OTHER VISUAL IDENTITIES

- The Writing Center
- BCC Tutorial Services
- Green Team Berkshire Community College
Another element of the BCC brand is Burke, our falcon mascot. Both illustrations and photos of Burke can be used to strengthen the BCC brand and promote school spirit.
OVERARCHING BRAND ETHOS

All job requests must be submitted through our online form at www.berkshirecc.edu/jobrequests. Someone from the marketing department will reach out to you within two business days of your submission to plan the next steps of your project.

FUN EXPLORATION FLEXIBILITY

PERSONALITY TRAITS BRAND IS BUILT ON