GERMANNA
COMMUNITY COLLEGE

Brand Guidelines *Spring 2021*

Contents

The Germanna Community College Brand

The name "Germanna" is as unique as the college it represents. A college that breaks down barriers and shapes the future. One that is open to all members of our communities, and that offers educational experiences that are second to none in terms of quality and student outcomes. Germanna Community College is a family of individuals—each respected for their own unique talents, perspectives, backgrounds and abilities—that consistently strives to not only be our best, but to be the best.

It is in this spirit that we have crafted the Germanna story and brand platform. On the following pages, you'll find guidelines for how to tell that story and how to use the brand elements.

But keep in mind that brand integrity is a fragile thing. When large numbers of individuals are tasked with representing one college, it becomes very easy for our story to inadvertently become diluted, misconstrued, or even rewritten.

This Brand Book is designed to help us all represent Germanna—across all media—in an authentic and consistent manner. What we share with the public in the form of written and visual representations define who we are as a college and greatly influences the perception of Germanna in the minds of our community members and future students. And while our programs and classes, our individual departments, and our activities are all wonderfully diverse, we all represent one single institution. It is therefore very important that we communicate in a consistent manner. This consistency helps build a successful and cohesive college brand and reinforces Germanna's standing in our services areas, throughout the Commonwealth, and across the country.

We're here to help. If you have questions or concerns, don't hesitate to give us a call or drop us a note.

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Brand Pillars

Brand Pillars focus on what Germanna delivers and are typically more about benefits and differentiators. Think of them as the cornerstones of our brand promise or our core organizing values. They anchor the substance of our brand message.

Second to None

AAt Germanna, **we challenge ourselves every day to level up** in our teaching, our student services, our facilities, every aspect of the Germanna Experience.

We push to be not only our best, but to be *the* best. We're driven not by ego, but by a zeal for our students and what they're accomplishing. In the process, we've created a top community college in Virginia. Like our students, we aspire not toward what others think we should be, but toward our own authentic greatness.

Our students **transfer on to the nations' most lauded 4-year institutions.** They **retool and train up for promotions in their workplaces** or new jobs altogether. They thrive as **leaders in their communities, industries, and families.** In many cases, they beat their own odds. We see their potential and their WOW.

They are second to none, and by proximity to the light they shine, so are we.

Open to All

Germanna focuses proudly on excellence, but **we refuse to work from the perspective of prestige, power, or privilege.** We're working hard to be **actively available and accessible to all students with hearts and minds that are open to one another.** Like the communities in which we're rooted, we are ethically, culturally, politically, religiously, socioeconomically, and academically diverse.

Whether it's your first time in college or you're returning after decades out of the classroom, whether you're pursuing a four-year degree or looking to start a new career, you'll be actively welcomed and supported to succeed. Whereas many people see difference as a problem or a threat, **we reconcile and even celebrate our differences as the soil from which rich connections, new perspectives, and a worthwhile education can grow.**

Brand Pillars

Barrier Busting

In pursuing any challenge that's worthwhile, **bumping up against barriers is inevitable.** That's true for our institution, and it's true for our students. At Germanna, we take **pride in busting those barriers for our students.**

We've proven we have the smarts, the energy, and the creativity to identify barrier classes, address achievement gaps, raise funds, hit the goals—**whatever it takes to help our students reach, aspire, and achieve what they've set out to do for themselves** and their families.

And as they **gain new knowledge, grow their skills, and overcome what they thought were insurmountable obstacles,** we take pride in watching them cultivate the quiet confidence that nothing can hold them back.

Shaping the Future

Our college and our students are **surging forward into a future that is fluid and dynamic.** At Germanna, we're unafraid of that change—in fact, **we're often the ones who initiate it.**

We're taking calculated risks to **do the things today that anticipate what the world will need tomorrow.** And we're staying intentionally nimble so that we can adapt on a dime, capitalize on new opportunities to keep our students ahead of the curve.

We're not sitting back waiting for an uncertain future—we're shaping the future, right here, right now

Family

At Germanna, we like to say **we're a family.** To us, that means more than a warmth in our interactions or a welcoming atmosphere, though you'll find those things here. It takes vulnerability to strive, to embrace difference, to admit ignorance, to try new challenges, to take risks, to fail forward. **All those things are easier when you're part of a family that's got your back.**

In the Germanna family, **you'll have the freedom and security to be unquestionably and unapologetically yourself.** You'll find a community in which you're known, understood, challenged, coached, advised, and encouraged. And we'll be cheering you on **as you charge forward with a fearless ambition and the daring to dream.**

Brand Personality Traits

Our personality makes us human — to prospective students, our faculty and staff, and our communities. The tone of voice we use when writing. The images we include. They all define the personality and culture of Germanna Community College. Our personality traits are:

Confident

Proud

Optimistic & Hopeful

Warm & Open-Hearted

Active & Engaged

Quirky & Experimental

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The Germanna visual mark is nothing short of unique. And we own that because Germanna is a unique place. You already know that we are a **second to none, open to all, barrier-busting, family-like** college that is **shaping the future** for our students and our communities. But those pillars will not always be front and center to the people of our community. Therefore, it is important that we visually portray ourselves — through our college's marketing and communications artifacts — in a way that intuitively speaks to our uniqueness. This is why we have been so intentional about the design of our logo and why we have gifted Germanna with a visual storytelling device that is as open, beautiful, functional, and unique as its namesake.

At Germanna, we believe the best educational experience is a collaborative one — where the college and its students work hand in hand toward a common goal. Using this thought as a conceptual touchstone, the logo has been drawn in such a way that each letter has been slightly altered — reduced to its essence, if you will — which draws the viewer in to take part in the experience of reading the word. It is clearly and confidently the name "Germanna," but it's crafted in a way that rejects common standards while stepping boldly into the future.

This visual mark represents all those ideas and more — it's unlike most marks you'll see in higher education, breaking the mold of what people might expect.

Variations

Primary logo, for use on light backgrounds

When to use which? Let the tone of your document guide you. Topics that are formal or somber in tone are more appropriate for the red logo. Celebratory, hopeful documents are more appropriate for the multicolor logo.

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Color logo variations, for use on light backgrounds

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Variations

Black logo, only for use in grayscale documents

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White logo, for use on dark backgrounds

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Non-Usage

Visual mark must not be stretched or compressed in any way. Always scale the mark proportionally by holding the "shift" key while scaling.

Do not apply graphic treatments of any kind, such as drop shadows, inner shadows, bevels, or gradients to the visual mark.

Do not recolor the visual mark - not even if using Germanna's official color palette. The only approved color variations are shown on the previous two pages.

Non-Usage

Do not reposition or alter the elements in the visual mark or wordmark in any way.

Clear Space

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Clear space ensures that the visual mark has enough breathing room in relation to other graphic elements in design layouts, as well as from the edge of the page. By using the E in Germanna as the measure of clear space, the clear space can be calculated at any scale.
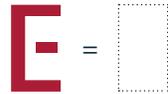
E = ☐ Use the height of E in Germanna to establish clear space on all sides of the visual mark.

Minimum Size

To maintain the structural integrity and legibility of the visual mark, the following minimum sizes are recommended for print and screens.
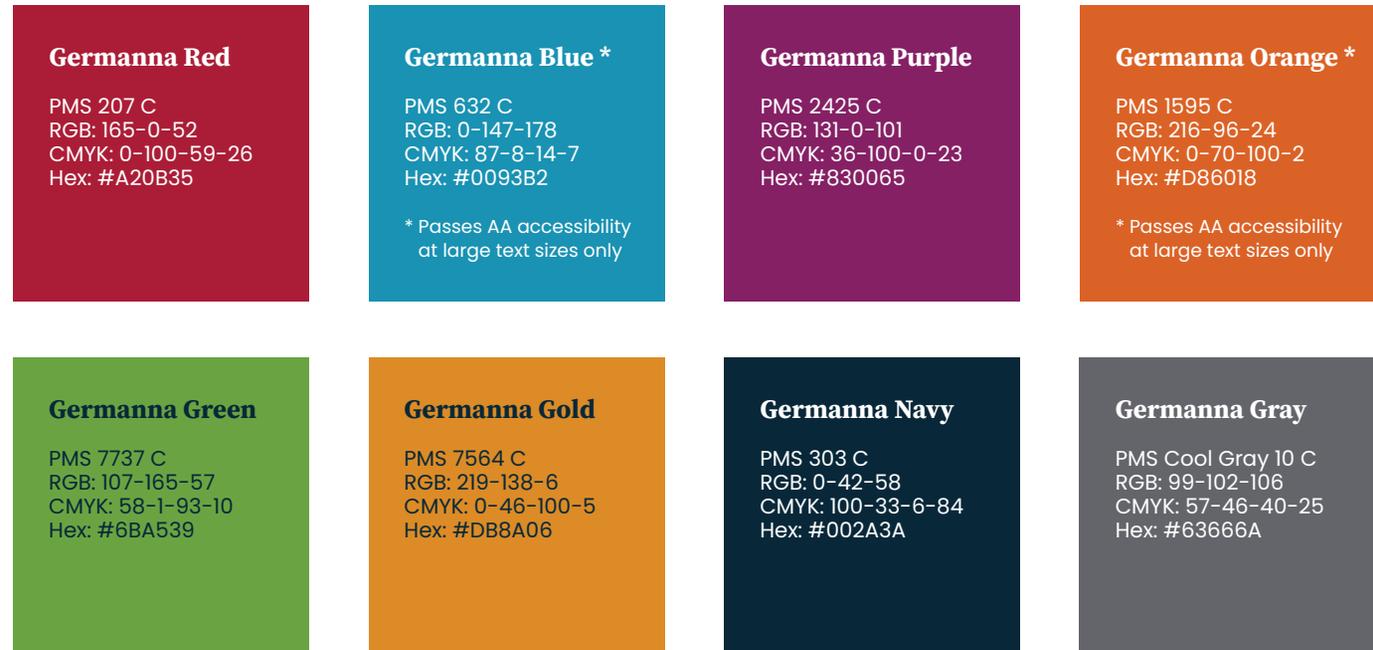
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1.25" for print
90 px for screens

Colors

The Germanna color palette reflects the boldness and vibrancy of our students, faculty, and staff. This warm, friendly palette should be used to enhance Germanna branded materials, documents, and environmental graphics to unify our visual identity across all mediums.

Germanna Brand Colors

Germanna Red

PMS 207 C
RGB: 165-0-52
CMYK: 0-100-59-26
Hex: #A20B35

Germanna Blue *

PMS 632 C
RGB: 0-147-178
CMYK: 87-8-14-7
Hex: #0093B2

* Passes AA accessibility at large text sizes only

Germanna Purple

PMS 2425 C
RGB: 131-0-101
CMYK: 36-100-0-23
Hex: #830065

Germanna Orange *

PMS 1595 C
RGB: 216-96-24
CMYK: 0-70-100-2
Hex: #D86018

* Passes AA accessibility at large text sizes only

Germanna Green

PMS 7737 C
RGB: 107-165-57
CMYK: 58-1-93-10
Hex: #6BA539

Germanna Gold

PMS 7564 C
RGB: 219-138-6
CMYK: 0-46-100-5
Hex: #DB8A06

Germanna Navy

PMS 303 C
RGB: 0-42-58
CMYK: 100-33-6-84
Hex: #002A3A

Germanna Gray

PMS Cool Gray 10 C
RGB: 99-102-106
CMYK: 57-46-40-25
Hex: #63666A

Using Black and Navy

In color documents, rather than using pure black for any text or graphics, we recommend using Germanna Navy/PMS 303C. This subtle shift from black to dark blue helps to soften the look of our materials, giving it a rich, warm feel that can be lost when using pure black. Black should only be used in grayscale documents.

Accessibility: Colors with labels in white text are dark enough to display as text color on a white background, or as a background color behind white text within minimum AA accessibility contrast. Those with labels in navy will not pass AA accessibility as text color or behind white text. **NOTE:** Germanna Blue and Germanna Orange are *only* acceptible for AA standards at large text sizes. Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

Germanna Educational Foundation Visual Mark

Germanna Education Foundation primary visual mark, for use on light backgrounds

GERMANNA EDUCATIONAL FOUNDATION

Black, one-color logo, for use ONLY in grayscale printing applications

GERMANNA EDUCATIONAL FOUNDATION

Reverse logo variations, for use on dark backgrounds

GERMANNA EDUCATIONAL FOUNDATION   **GERMANNA EDUCATIONAL FOUNDATION**

Clear space

GERMANNA EDUCATIONAL FOUNDATION

GERMANNA EDUCATIONAL FOUNDATION = Use the height of the two lower lines in the visual mark to establish clear space on all sides of the visual mark.

Minimum size

GERMANNA EDUCATIONAL FOUNDATION

1.5" for print
100 px for screens

Sub-Brand Architecture

Germanna departments and entities may create their own visual identities based upon the following templates. Departments may choose any of the four Germanna brand colors below to associate with their visual identity. (Red and Multicolored logos are reserved for institution-level branding. Gold is reserved for the Educational Foundation.) For all sub-brand visual marks, the department name should be set in Poppins Regular typeface, all-caps, and in Germanna Navy. Templates for creating these sub-brand marks are available by contacting **William Berry**, Director of Marketing and Recruitment by email at wberry@germanna.edu.

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WORKFORCE +
COMMUNITY EDUCATION

GERMANNA
CAREER + TRANSFER
SERVICES

GERMANNA
ACADEMIC CENTER
FOR EXCELLENCE

GERMANNA
OFFICE OF
DISABILITY SERVICES

Note: Germanna sub-brands should follow the same rules for clear space and minimum size established on page 12.

Typography

Sans Serif: The typeface used in Germanna's visual mark and for print and web use is **Poppins,** an open source typeface which can be downloaded here.

Aa

Poppins Thin	Poppins Regular	**Poppins Bold**
Poppins Thin Italic	*Poppins Italic*	***Poppins Bold Italic***
Poppins Extra Light	Poppins Medium	**Poppins Extra Bold**
Poppins Extra Llight Italic	*Poppins Medium Italic*	***Poppins Extra Bold Italic***
Poppins Light	**Poppins Semibold**	**Poppins Black**
Poppins Light Italic	***Poppins Semibold Italic***	***Poppins Black Italic***

Serif: The sans serif typeface to be used for accent type in print and web use is **Source Serif Pro,** an open source typeface which can be downloaded here.

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Source Serif Extra Light	Source Serif Regular	**Source Serif Bold**
Source Serif Extra Light Italic	*Source Serif Regular Italic*	***Source Serif Bold Italic***
Source Serif Light	**Source Serif Semibold**	**Source Serif Black**
Source Serif Light Italic	***Source Serif Semibold Italic***	***Source Serif Black Italic***

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For Style Guide Questions, please contact **William Berry,** Director of Marketing and Recruitment, at (540) 834-1019 or at wberry@germanna.edu