

## CCA IS 6.3: CCA Logos, Letterhead and Templates

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**Legal or Other Authority:** President's Cabinet

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### GUIDELINES

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The College Communications office at the Community College of Aurora (CCA) has posted files of the CCA logo, letterhead, and templates for PowerPoint, flyers, and brochures to make it easier for CCA staff to create professional looking documents and other communications materials that are consistent with CCA's brand standards. These files are available on the *Resources tab in MyCCA in the CCA College Communications section*.

#### **Brand Standards**

Brand standards are important in helping to create a clear, consistent, and recognizable message and impression about an organization's mission, vision, and impact. CCA's logo, letterhead, templates, and other communications tools are designed with these objectives in mind.

It is important in using these resources that staff members refrain from changing or modifying the format, including the font, color scheme, or placement of words within the logo or letterhead. All aspects of the logo and letterhead design are part of CCA's brand identity and any modifications may create confusion or weaken our brand equity. Templates are designed to provide more editing flexibility, however, font types, layout standards, and logo use should be kept consistent with the template design.

#### **Communications Office Assistance**

For assistance with creating official documents or using standardized, CCA-branded communications resources, staff members should contact College Communications or submit a *Communications Work Request Form*. The Work Request Form is available on the *Resources tab of MyCCA in the CCA College Communications section*.