



DAWSON COMMUNITY COLLEGE

# BRAND & STYLE GUIDE





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# ABOUT DAWSON COMMUNITY COLLEGE

## Our College's History

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In 1940, citizens of Dawson County voted to establish a junior college as an extension of Dawson County High School, and the State of Montana approved the formation of the College. In 1966, the Dawson County High School Board passed a resolution to form a separate district for the junior college, and voters elected the first board of trustees to govern Dawson College. The College's campus has been located continuously on a 300-acre parcel in Dawson County purchased in 1967. In 1976, the College name was changed to Dawson Community College.

Since 1969, Dawson Community College has been accredited by the Northwest Commission on Colleges and Universities (NWCCU), an institutional accrediting body recognized by the Council for Higher Education Accreditation and/or the Secretary of the U.S. Department of Education.





**Learn Today.  
Lead Tomorrow.**

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DAWSON COMMUNITY COLLEGE TAGLINE





# DCC'S ROADMAP



## THE MISSION

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Dawson Community College fosters a culture of excellence in education, providing all students quality learning and opportunities for growth and partnership in local and global communities.

## CORE THEMES

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Excellence through Academics  
Excellence through Student Engagement  
Excellence through Community  
Excellence through Outreach  
Excellence through Recruiting  
Excellence through Financial Practices  
Excellence through Property and Learning Facilities



# Core Themes

## ■ Excellence through Academics

This objective provides quality curriculum and instruction through multiple learning pathways expanding opportunities in education adaptive to the needs of a changing student body.

## ■ Excellence through Student Engagement

This objective provides a student-centered focus through student and academic support services, quality faculty and staff, residence life, clubs and organizations.

## ■ Excellence through Community

This objective provides the greater community lifelong learning opportunities through open access to the College.

## ■ Excellence through Outreach

This objective provides opportunities for workforce development, apprenticeships and internships, continuing education, personal enrichment, and youth programming.

## ■ Excellence through Recruiting

This objective provides opportunities to invite all learners to be a part of DCC, maintain sustained growth with not only more applicants, but also better prepared students equipped with tools for success.

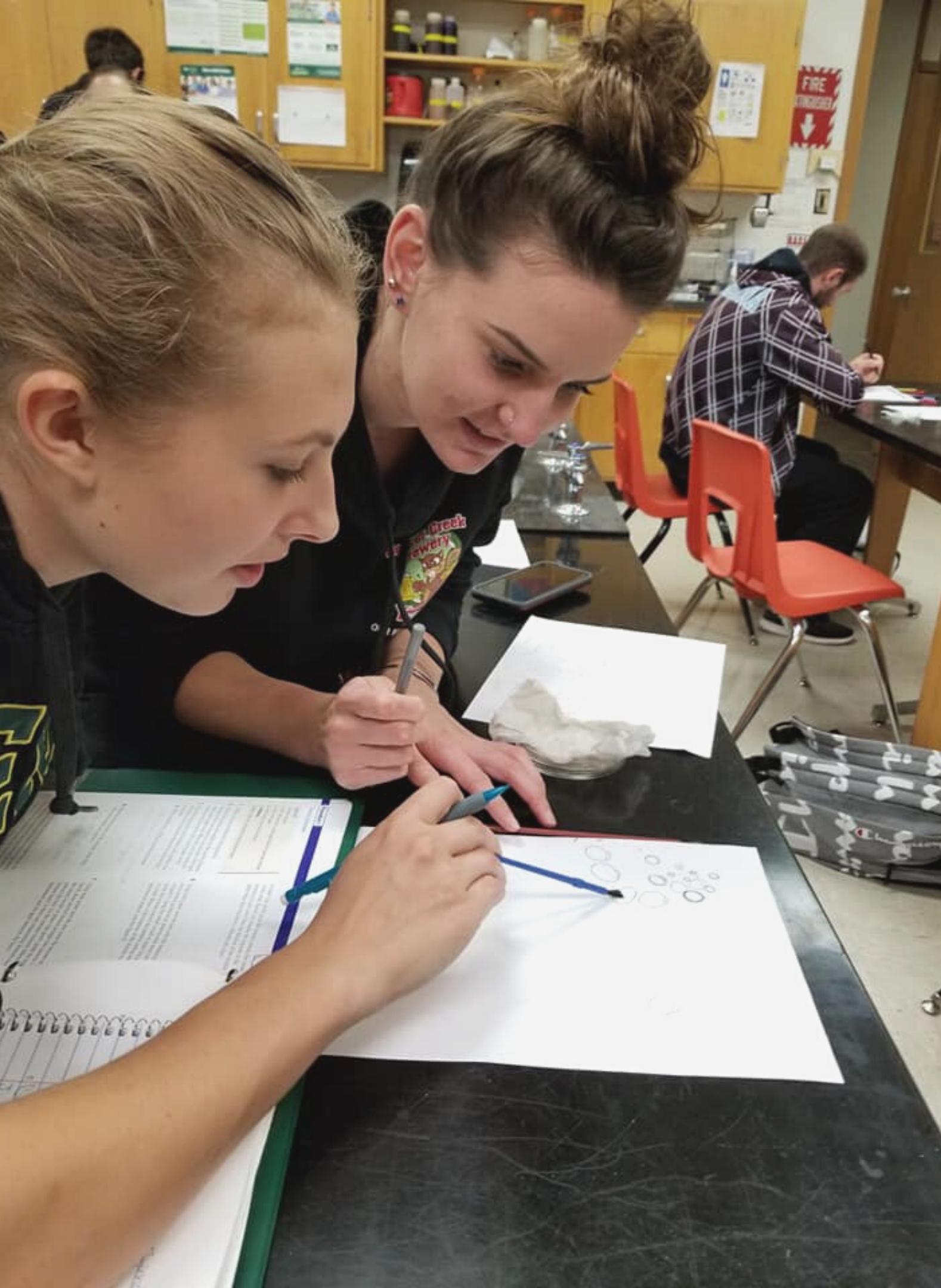
## ■ Excellence through Financial Practices

This objective provides budget oversight and expanded opportunities in education for both transfer and career and technical education and workforce development, as well as personal enrichment for our faculty, staff, students, and community.

## ■ Excellence through Property and Learning Facilities

This objective provides the management of all grounds and facilities to help provide the best learning environment possible.





# MAIN BRANDING GUIDELINES

STYLE RULES AND REGULATIONS



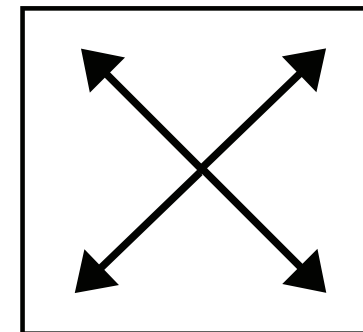
# REMINDERS FOR OUR BRAND

Don't Forget

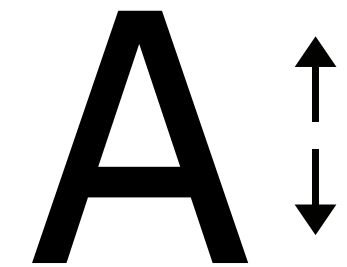
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Color Palette



Symbol Size and Spacing



Font Size and Spacing



# LOGO VARIATIONS

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Retain proportionality when resizing logos.

Hold shift while clicking and dragging corner of logo to maintain proportionality.

VERTICAL



HORIZONTAL



ICON





# LOGO'S DOS AND DON'TS

## Correct logo usage with examples

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Retain proportionality when resizing logos.

Hold shift while clicking and dragging corner of logo to maintain proportionality.



**DO NOT** change the color. Use only the colors in the palette.



**DO NOT** crop the logo.



**DO NOT** add special effects or shadows.



**DO NOT** rotate the logo.



# OUR COLOR SCHEME

## Approved Color Values

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### White

RGB - 255, 255, 255

CMYK - 0, 0, 0, 0

#ffffff

### Bucanneer Red

RGB - 174, 22, 43

CMYK - 0, 87, 75, 32

#ae162b

### Black

RGB - 0, 0, 0

CMYK - 0, 0, 0, 100

#000000



# FONT AND TEXT

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Utilize the fonts as embedded and placed in the templates, including size and spacing.

Calibri, 11pt, single-space, double-space between paragraphs, do not tab-indent paragraphs

**Aa**

**Calibri**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn**

**Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

**1 2 3 4 5 6 7 8 9 0**



# QUICK REFERENCE

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## Font

Utilize the fonts as embedded and placed in the templates, including size and spacing.

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**Aa**

## Calibri

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

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1 2 3 4 5 6 7 8 9 0

## Colors

### White

RGB - 255, 255, 255  
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### Bucanneer Red

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### Black

RGB - 0, 0, 0  
CMYK - 0, 0, 0, 100  
#000000

## Logos





# COMPREHENSIVE TEXT GUIDELINES

**01**

## ALLOWED FONTS

Calibri, 11pt

**02**

## ALLOWED SPACING

Single-Space

Double-Space Between Paragraphs

**03**

## OTHER RULES

Do Not Tab-Indent Paragraphs



# OUR BRAND IN ACTION

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EXAMPLES & TEMPLATES



# MAILED CORRESPONDENCE & CONTRACTS

## Contracts, letters and other mailed correspondence

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Contracts, letters, and other mailed correspondence should be sent on official letterhead. An electronic version of the letterhead is available in the public relations toolbox.



# PRINT MATERIALS

## Flyers, brochures, and other print materials announcing a program, event, etc.

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Flyers, brochures, and other print materials announcing a program, event, etc. should include the following:

- Horizontal, two-color logo
- Website
- Contact information: Name, phone number (including area code- (406.377.XXXX), email address

Use the approved shade of red (above). Contact the Director of Marketing and Public Relations if you would like assistance with proofreading, editing, etc. or distribution.



# NEWS RELEASES

## News or Press release regarding a program, event, announcement etc.

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Any staff/faculty member may request to distribute a news release regarding a program, event, etc. Contact the Director of Marketing and Public Relations to confirm and set a date for distribution.

- Utilize the template in Public Relations Toolbox to prepare the release, and send the draft to the Director of Marketing and Public Relations.
- Please give the Director of Marketing and Public Relations at least 3 business days to review and finalize news release drafts. The final news release will be sent back to you.
- Distribution will take place through the Director of Marketing and Public Relations' office; please provide contact information (email address) for specific locations, individuals, etc. that should receive the release.
- New releases will be sent to all DCC employees, local media outlets, and posted on DCC website and social media unless otherwise noted.

# PUBLICATION GUIDELINES

## for Dawson Community College as of November 29, 2021

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**ACADEMIC CALENDAR:** a system by which DCC defines the landmark dates that drive much of the day-to-day business. The calendar contains cancel, withdrawal, and drop deadlines along with other landmark dates that vary.

**BOARD POLICIES:** All Board policies will be reviewed on a rotating basis by the Board of Trustees Policies Sub-committee and made available electronically. A schedule for review assures that all policies are reviewed every three years. Examples of content include: board policies, personnel policies, student rights and responsibilities, institutional effectiveness policies, and financial policies.

**COLLEGE POLICIES:** will be reviewed every other year by each pertaining department and made available electronically. Examples of content include: administrative rule procedure, use of college facilities, college records, nondiscrimination statements, enrollment policy, instructor qualifications, associated student funding, and release of student information.

**DCC CATALOG:** The official catalog is maintained on the College website. The catalog will contain the College's mission and core themes, academic calendar, admission requirements and procedures, financial aid requirements, student affairs policies and procedures, academic affairs policies and procedures, academic program requirements, course listing and descriptions, personnel, Board of Trustee information and other usual information contained in a college catalog.

**SCHEDULE OF CLASSES:** A schedule of classes will be published every term and posted to the website. The database will be prepared and updated under the guidance of the Office of the Dean of Academic and Registrar. It will contain a complete listing of scheduled offerings of the College and is linked to the class registration process.

**STUDENT HANDBOOK:** A student handbook will be updated every year and made available electronically. It will be prepared under the guidance of the Office of the Dean of Student Services. Examples of content include: students' rights and responsibilities, student conduct, grievance policy, Student Right-to-Know information, advising information, student government, and other information relating to student activities.

**VIEWBOOK AND BROCHURES:** The View book is a recruitment tool shared with prospective students and is updated on a yearly basis. Brochures will be produced as needed to encourage college recruitment and public information efforts and in accordance with the College Style Guide.

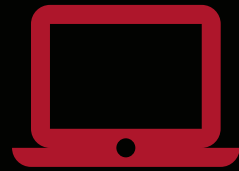
**WEBSITE:** Dawson Community College website is kept up-to-date as academic information changes on a yearly basis, as new policies and procedures are developed, personnel changes, and as other pertinent information comes available.





# QUESTIONS?

## CONTACT MARKETING:



### EMAIL ADDRESS

[news@dawson.edu](mailto:news@dawson.edu)



### PHONE NUMBER

406-377-9444