Holmes

COMMUNITY COLLEGE

BRANDING & STYLE GUIDE

WHAT IS THIS STYLE GUIDE, AND WHY SHOULD I USE IT?

Holmes' brand and style is a collection of specifications that help you present our visual brand consistently to the world. It's a road map to successfully promote Holmes Community College externally and internally. Our brand shows who we are as a college, and the standard to which we hold ourselves.

While we believe having a brand style guide is essential to building an effective marketing strategy, it also has a few more tangible use cases:

- Gives our employees, contractors, and partners a central place to access important documentation and visual assets to create more effective content.

- It helps establish recognition and trust with our customers and audience.

- It helps maintain consistency, particularly when sharing marketing duities with third party-vendors.

- It lets us define what and who our brand is, not someone else.

LOGOS
COLORS
TYPEFACES
PHOTOGRAPHY
TAGLINES
SOCIAL MEDIA
CONTACT MARKETING

OUR LOGOS

Holmes' logo has slowly evolved over our nearly 100-year history. Our institution seeks to remain true to our roots, while staying visually relevant to the design trends of tomorrow.

For this reason, we have developed primary and secondary logos to be used in situations when one may be more appropriate than the other. If you need advice about when one should be used over another, please inquire with the Holmes Community College Department of Marketing and Recruiting.

Please always scale our logos proportionally in vertical height and horizontal width. Do not "squeeze" our logo to make it shorter or wider.

(Do not scale disproportionately.)

ACCEPTABLE VARIATIONS *(Use solid white in reverse)*

UNACCEPTABLE VARIATIONS *(Do not use alternate color combinations)*

The secondary logo may be used when the primary logo is visually unappealing. For instance, if scaling smaller than one inch, reproduction cannot be guaranteed, or space does not allow.

In all cases, be sure to allow space around the logos.

Holmes
COMMUNITY COLLEGE

ACCEPTABLE VARIATIONS *(Use solid white in reverse)*

Holmes
COMMUNITY COLLEGE

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OUR COLORS

Holmes' colors are described as Cardinal, white, black, and gray. Please do not choose any color labeled as "maroon."
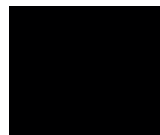
When reproduced in print and web please use the following colors:

Spot: *Pantone 201*
Process: *C: 24%, M: 99%, Y: 78%, K: 18%*
Web: *Hex: #a32136*

Spot: *Black*
Process: *C: 60%, M: 40%, Y: 40%, K: 100%*
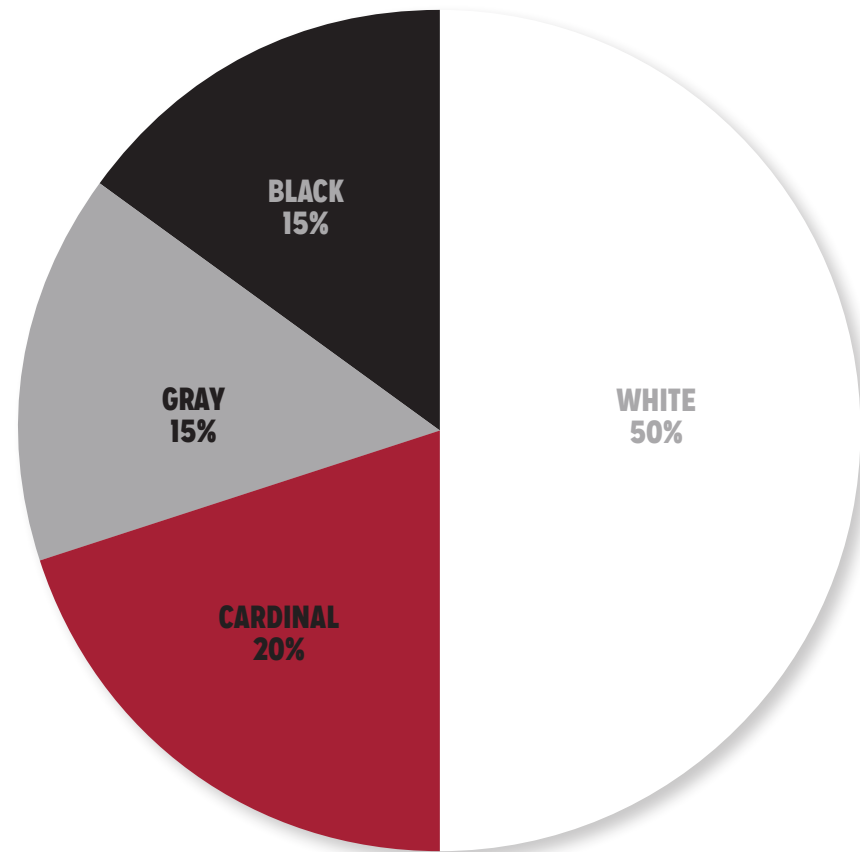**Web:** *Hex: #000000*

Spot: *Pantone Cool Gray 6*
Process: *C: 16%, M: 11%, Y: 11%, K: 27%*
Web: *Hex: #a7a8aa*

COLOR DISTRIBUTION *(Use our colors in this hierarchy)*

BLACK
15%

GRAY
15%

WHITE
50%

CARDINAL
20%

OUR TYPEFACES

Holmes' typefaces (or fonts) are to be used whenever possible. If unavailable, please try to match their appearance as closely as possible.

Primary Typeface:
Mission
Gothic

Variations:
Mission Gothic Light
Mission Gothic Light Italic
Mission Gothic Bold
Mission Gothic Bold Italic
Mission Gothic Black
Mission Gothic Black Italic

Secondary Typeface:
Calafia

Variations:
Calafia
Contextual
Alternates

DESIGNING WITH OUR TYPEFACES

Please keep horizontal and vertical scaling at 100%, ensuring not to squeeze the letters taller or shorter.

Body copy: Please use Mission Gothic with 130% leading when applicable. Please do not use Calafia in body copy.

Headlines:
MISSION GOTHIC: Please use 100% leading in headlines copy when applicable. All uppercase is recommended in headlines.

Calafia: Please do not uppercase entire headline; sentence case is desired.

PHOTOGRAPHY

We always try to portray our campuses, faculty, staff and students in the best light possible. The higher resolution photos you can take, the better.

TAGLINE

Our official tag line is "No Place Like Holmes." This should replace all previous mottos, taglines and slogans that may have been used previously.

SOCIAL MEDIA

Below are the official social media pages for Holmes Community College. Other departments that may have their own social media outlets are asked to tag the official pages whenever possible.

- 🅕 *@holmesccmississippi*
- 🅘 *@holmes_cc*
- 🅢 *holmes_cc*
- 🅥 *holmescc*
- 🅗 *#NoPlaceLikeHolmes*🐾

For Marketing inquiries, contact the Holmes Community College Department or Marketing and recruiting.

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