Please note the importance of adhering to the guidelines outlined in this branding guide without waiver as we must represent the institution with consistency and unity across all facets of our identity. A unified Calhoun Community College identity serves as a powerful tool, communicating our mission, values, and vision with clarity and impact. It fosters recognition, trust, and loyalty among our stakeholders, including students, faculty, staff, alumni, and the broader community. A unified brand enables us to present a strong, cohesive image that resonates across various platforms and strengthens our presence in an ever-evolving landscape.

IDENTITY COLORS

Royal Blue
PMS 661 C
#003594
C: 100 M: 80 Y: 0 K: 6
R: 0 G: 53 B: 148

Gray
PMS 421 C
#B2B4B2
C: 13 M: 8 Y: 11 K: 26
R: 178 G: 180 B: 178

White
White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

*Pantone Uncoated shares the same PMS numbers as Pantone Coated.
The colors shown on this page have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate colors. PANTONE® is a registered trademark of PANTONE, Inc.

FONTS

PRIMARY COLLEGE FONT
Roboto

ABCDEF GH IJKLM NOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz
1234567890

PRIMARY ATHLETICS FONT
Atletico Bold

ABCDEF GH IJKLM NOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz
1234567890
This brand guide provides a framework that promotes consistency and outlines the standards for use of Calhoun Community College logos. We recommend all parties utilizing any element of our brand identity to meet the specifications outlined within this manual to help establish brand consistency.
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