

# RED HAWK NATION





## CVCC Brand Assets Folder

Click this icon to open the CVCC brand asset One Drive folder. This folder contains all logos and assets contained within this style guide.

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**In development of a refreshed logo, Red Hawk Communications considered CVCC's past achievements, present reputation, and future vision.**

As our campus mascot, the Red Hawk is a prominent feature of this logo. The transition to the Red Hawk fosters the college spirit, complements existing campaigns, and reflects environmental elements such as the bronze hawk statues. The wings were pulled from the redesigned Athletic Hawk to remain consistent and cohesive across all branded material.

Mountain peaks are outlined underneath the Red Hawk to connect the refreshed logo with our local Catawba Valley landscape. Placing the "Valley" underneath our mascot and above our college name serves as a visual reminder of our legacy.

## PRIMARY LOGO HORIZONTAL

The CVCC logo may be produced in full color or black.

These options allow flexibility while retaining a singular, iconic identity.



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## PRIMARY LOGO VERTICAL

In some instances, the horizontal logo may be impractical. In these cases, the vertical CVCC logo may be used.



**CVCC Brand Assets Folder**

## SECONDARY LOGO TAB

This option is to be used when graphic elements and photography interfere with both of CVCC's Primary logos.



## WORD MARK

The Word Mark can be used as a secondary logo and additional college identifier.



CVCC Brand Assets Folder 

## LOCATION LOGO LOCK-UP

Our college consists of many parts, and each location plays a role in our brand identity. We want our students and staff to feel comfortable as they navigate campus. To promote equality, the title of each location must be locked up with the college logo. Please refer to this vertical style when displaying location titles.

**Final appearance and usage of all lock-up styles is under the discretion of Red Hawk Communications.**



## SCHOOL LOGO LOCK-UP

School lock-ups are intended to unify our college while providing each area its own identity.

The title of every school must lock up with the college logo to allow easy identification of each area. Please refer to this horizontal style when displaying school titles.



## DEPARTMENT LOCK-UP

Department lock-ups are intended to promote college programs and represent the hierarchy of our unity.

The title of each department must lock-up underneath the college logo to allow easy identification of each unit. Please refer to this horizontal style when displaying department titles.



**Final appearance and usage of all lock-up styles is under the discretion of Red Hawk Communications.**

## LOGO USAGE

We are one college. We have one voice. Cohesive logo use across all applications helps establish and reinforce the college brand.

To ensure legibility, the logo must be surrounded with a minimum amount of clear space so it doesn't compete with other background elements.

Please use the capital "C" to verify appropriate clearance.

The minimum height requirement for the Primary Logo is 0.5 inches, the requirement for the Secondary Logo is 1.25 inches and 1.5 inches for the Secondary Tab Logo.



Maintain a minimum height of 0.5 inches.



Maintain a minimum height of 1.25 inches.



Maintain a minimum height of 1.5 inches.

# ANATOMY OF A LOGO

**The brand refresh incorporates the Red Hawk as a prominent design element within the new college identity.**

Not only does this complement existing campaigns but it reflects our unique North Carolina wildlife and terrain, reflects environmental elements such as our bronze hawk statues, and acts as a subtle bridge to our athletic branding.

**The logomark embodies our college spirit. The hawk's wingspan is fully outstretched to represent the raptor in mid-flight.**

The head is firmly looking forward and is preparing to land. This position reflects the in-progress journey of our students and the educational preparation for their future.



**The logomark features an implied circle that carries through the hawk and into the valley region.** The circle centers around a fixed point and remains continuous.

Similarly, we believe education does not stop with the classroom and Catawba Valley strives towards continuous progress and innovation.

**The circle also creates a horizon as it intersects the valley region.** This implied horizon evokes feelings of future and hope.

**Mountain peaks and implied valleys connect to our local Catawba Valley landscape and is a nod to our previous brand identity.** By incorporating the Valley, it serves as a visual reminder of our past and present legacy.

## LOGO RETIREMENT

These logo configurations are retired. Please remove them from all marketing and communication material. Please refrain from continued use of old materials which display these logos.



*Your Solution Starts Here!*



## LOGO MISUSE

Our brand is upheld through consistent use of approved college logos. These logo styles are not approved.

Please refrain from using these styles or adding elements to college logos.



OUTLINING LOGO ELEMENTS



STRETCHING, CONDENSING, OR CHANGING LOGO PROPORTIONS



ADDING DROP SHADOW/VISUAL EFFECTS TO LOGO



REARRANGING AND/OR RESIZING LOGO ELEMENTS



ADDING/CHANGING COLOR TO LOGO ELEMENTS



LOCKING-UP ANY OTHER ELEMENTS WITH THE LOGO



USING COLORS OTHER THAN THOSE SPECIFIED IN THIS DOCUMENT



ROTATING THE LOGO

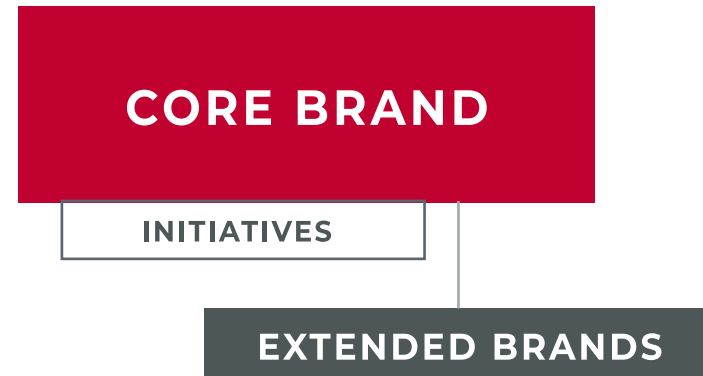
## CVCC BRAND ARCHITECTURE

The brand architecture will help ensure each of Catawba Valley Community College's affiliate departments, programs, and organizations are recognized within a diverse community.

The use of subordinate logos weakens the college brand, and a well-defined architecture is necessary to maintain visual consistency and uphold college standards.

CVCC's architecture is divided into three distinct categories: **Core Brand, Initiative, and Extended Brand.** Each category has guidelines to assist you in defining your unique visual identity while keeping you connected to Catawba Valley.

**The creation and/or use of subordinate logos is under the sole discretion of Red Hawk Communications.**



# BRAND ARCHITECTURE

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## CORE BRAND

The Core Brand upholds one voice for one college. It exemplifies the college mission & vision, reaches our target audience, and implements our strategic messages.

**Ex: Departments; Schools; Salon and Dental Services; SOAR Magazine**



## INITIATIVES

Funding is housed within the college, the mission & vision aligns with the Core Brand, and the target audience aligns with the Core Brand. Logos must lock up with the college logo and follow all brand standards.

**Ex: K-64; Red Hawk Publications**



Initiative logos must be locked-up with the college word mark when material is used for CVCC, material not intended for CVCC must include the phrase: "An Initiative of Catawba Valley Community College."

## EXTENDED BRANDS

Funding is housed both within and outside of the college, the mission & vision may vary from the Core Brand, and the target audience is more niche than the Core Brand. Logos may be displayed individually and/or lock-up with the college logo.

**Ex: CVCC Foundation; Small Business Center; Catawba Apprenticeship Network; MTIN**



# COLOR PALETTE

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## PRIMARY & SECONDARY

The Primary and Secondary Color schemes are intended to reflect our college legacy as well as point to the possibilities of our future.

Each Pantone color maintains our classic appearance while allowing creative tones to move and enliven our educational environment.

## PRIMARY COLORS



**CVCC Classic Red:**  
Familiar and warm,  
reflecting our campus  
environment

**Red Hawk Red:**  
Bold and influential,  
representing our  
commitment to  
student empowerment

**CVCC Classic Grey:**  
Intentional and lasting,  
resembling our impact  
in the community

**CVCC Light Grey:**  
Classic and independent,  
recognizing our  
Catawba Valley roots

## SECONDARY COLORS



**BE Blue:**  
Engaging and  
energetic, driven  
by innovation

**BE Yellow:**  
Loud and proud,  
aligned with our  
campus spirit

**BE Navy:**  
Inviting and dependable,  
encouraging academic  
excellence

# COLOR CONVERSIONS

## COLOR CONVERSIONS

Pantone, CMYK, RGB and HEX values are provided for each color, depending on application

## PRIMARY COLORS



C 23  
M 100  
Y 88  
K 15

R 170  
G 24  
B 44

HEX  
#A6192E



C 69  
M 54  
Y 54  
K 30

R 77  
G 88  
B 88

HEX  
#505759



C 17  
M 100  
Y 87  
K 7

R 193  
G 2  
B 48

HEX  
#ba0c2f

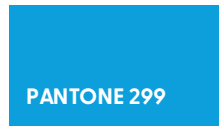


C 38  
M 27  
Y 27  
K 0

R 162  
G 169  
B 173

HEX  
#a2a9ad

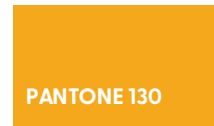
## SECONDARY COLORS



C 81  
M 18  
Y 00  
K 00

R 00  
G 160  
B 223

HEX  
#00a3e0



C 02  
M 38  
Y 100  
K 00

R 245  
G 168  
B 00

HEX  
#f4aa00



C 100  
M 87  
Y 42  
K 52

R 01  
G 30  
B 65

HEX  
#041e42

Typography is a vital element of our day-to-day communication. The use of defined, consistent fonts will reinforce visual brand across all print and digital material.

## PRIMARY FONTS

**Greycliff** and **Montseratt** are the fonts used to build our logo. Montseratt should be used in headlines, subheads, and body copy of our core messaging.

**Meta Serif Pro** is also a primary display font which may be used in body copy when a variety of weights are necessary.

**GREYCLIFF CF BOLD**  
GREYCLIFF CF REG

**MONTSERRAT BOLD**  
MONTSERRAT REG  
MONTSERRAT LIGHT

**Meta Serif Pro Black**  
*Meta Serif Pro Black Italics*  
**Meta Serif Pro Extra bold**  
*Meta Serif Pro Extra bold Italics*  
**Meta Serif Pro Bold**  
*Meta Serif Pro Bold Italic*  
**Meta Serif Pro Medium**  
*Meta Serif Pro Medium Italic*  
**Meta Serif Pro Book**  
*Meta Serif Pro Book Italic*  
**Meta Serif Pro Light**  
*Meta Serif Pro Light Italic*

## SECONDARY & SUBSTITUTE FONTS

**Look Script** is a secondary display font which is used sparingly and with discretion. It gives the college a contemporary and relevant voice when highlighting select phrases in graphic communications.

**Frutiger** is also a secondary display font which may be used in body copy when a variety of weights are necessary.

**Times New Roman** is a substitute font which may be used in the headlines, subheads, and body copy of our core messaging when official primary college fonts are unavailable.

*Look Script Bold*

*Look Script Regular*

*Look Script Light*

**FRUTIGER BOLD**

***FRUTIGER BOLD ITALIC***

**FRUTIGER ROMAN**

***FRUTIGER ITALIC***

**FRUTIGER LIGHT**

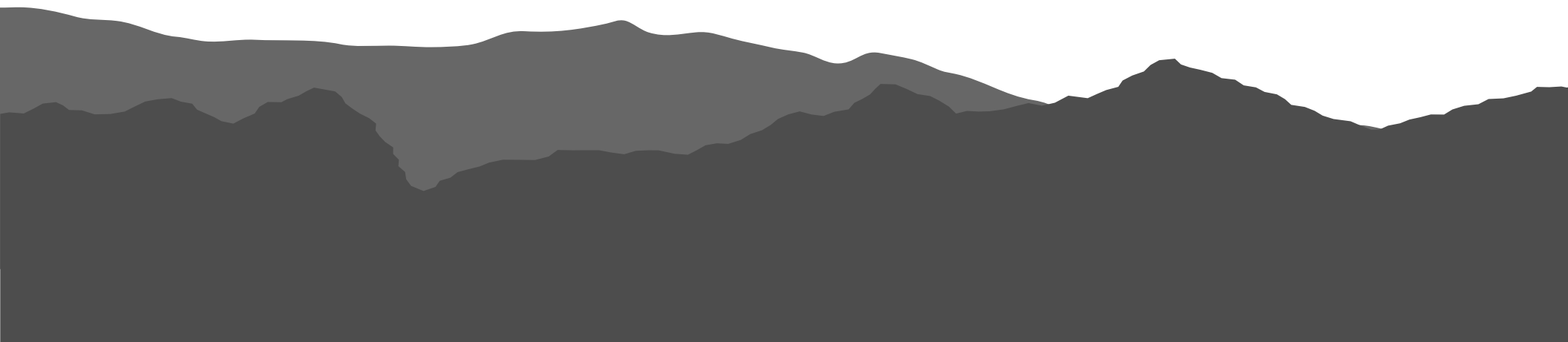
***FRUTIGER LIGHT ITALIC***

**TIMES NEW ROMAN BOLD**

***TIMES NEW ROMAN BOLD ITALIC***

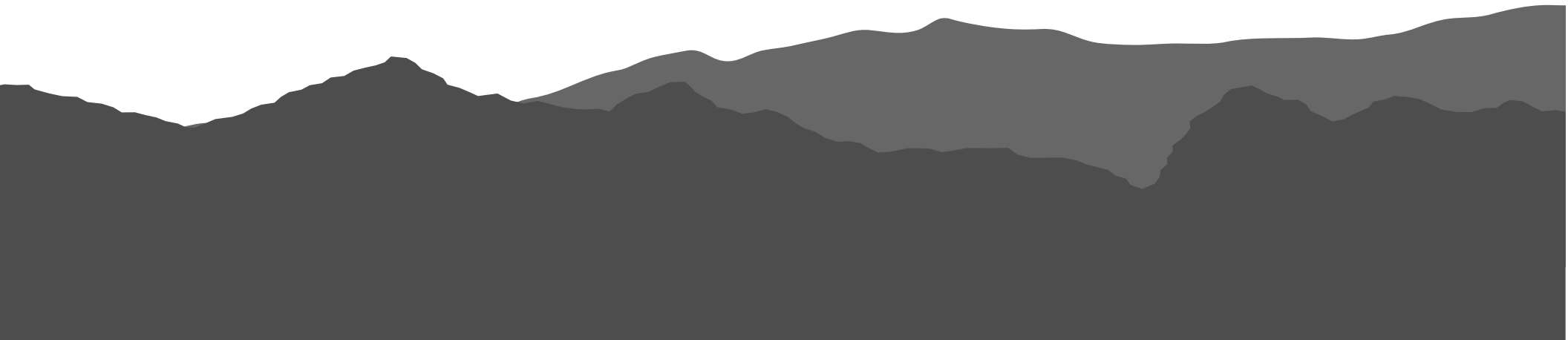
**TIMES NEW ROMAN REGULAR**

***TIMES NEW ROMAN ITALIC***





## OTHER BRANDED ASSETS



# STATIONERY ASSETS

## STATIONERY PACKAGE

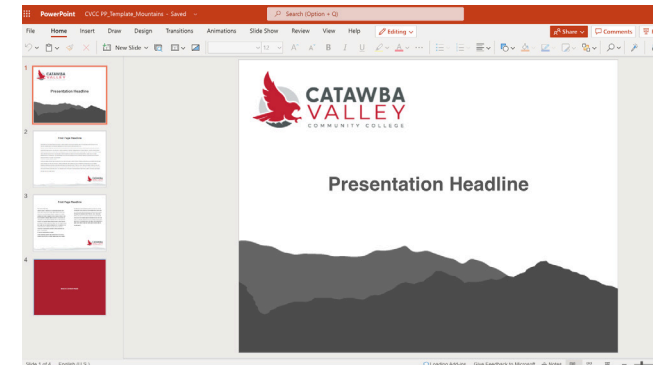
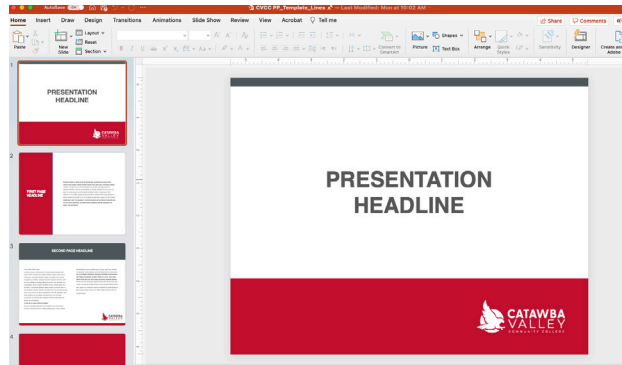
This stationery package is for official college use by areas other than the Office of the President



# CVCC BRANDED TEMPLATES

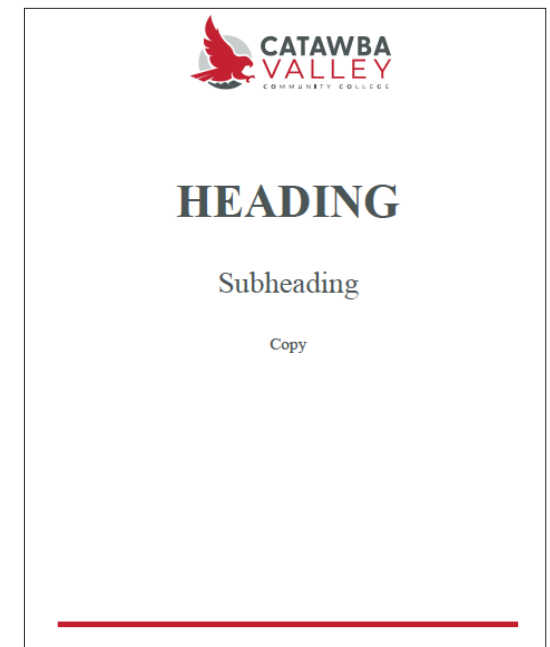
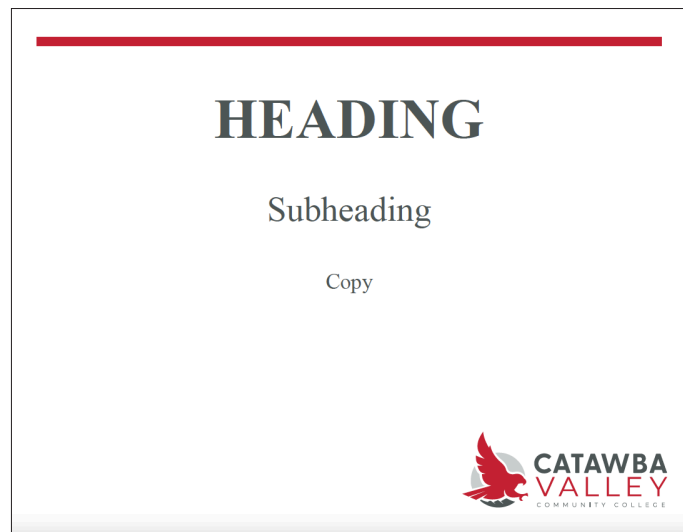
## POWERPOINT

PowerPoint templates are available to download to use for CVCC presentations.



## SIGNAGE

Templates to use for CVCC temporary signage or instructions.



[CVCC Brand Assets Folder](#)

# EMAIL SIGNATURE GUIDELINES

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E-mail is an essential component of day-to-day communication. It's how we reach our colleagues and reach out to our audiences. When we communicate electronically, we must create and present a professional persona. We act as representatives of our departments and organization. We reflect the values of Catawba Valley Community College.

Respect, professionalism, thoughtful word choice and careful proofreading can help us put our best foot forward. To ensure consistency of the college image and maintain branding standards in emails sent to both internal and external audiences, email signature lines are to be restricted to the following:

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<b>Name</b>	> <b>Required</b> (Font, 12 pt., Red, Bold)
<b>Official Title, Department</b>	> <b>Required</b> (Font, 11 pt. Gray, Regular) Title, Dept (Italic)
<b>Other Link   Other Link</b>	> <b>Optional</b> (Font, 11 pt. Gray, Bold, Link) ex. Calendar/Bookings, Teams, Department Link, CVCC Web Page, etc.
<b>Space</b>	
<b>College Name</b>	> <b>Required</b> (Font, 12 pt., Red, Bold)
<b>Physical Address</b>	> <b>Optional</b> (Font, 11 pt., Gray, Regular)
<b>Phone with ext.   www.cvcc.edu</b>	> <b>Optional</b> (Font, 11 pt., Gray, Regular)
<b>Logo</b>	> <b>Optional</b> (Must be horizontal main college logo)

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## Formatting Information:

**Red:** #ba0c2f | **Gray:** #505759

**Fonts:** Approved Fonts in Microsoft Outlook: Century Gothic, Verdana, Arial

**Other Links:** Should be program-specific or pertain to official college business

**Logo:** Only the provided graphic is allowed (horizontal main college logo)

**Copy and Paste:** For help in formatting, please copy and paste your signature using this template.

Please note that signatures will have to be modified separately on each individual device (i.e. phones, iPads, Outlook on the web, and Outlook desktop). Please click this link for instructions on setting up your signature in Outlook.

Pronouns can be listed after your name, if preferred. No credos, mottos, quotations, outside links, or other individual statements should be used as an addendum to the email signature. No borders or backgrounds are to be used. No decorative/script font or stationery are to be used. Account profile pictures should contain a head shot that is professional in appearance. If you are unable to obtain a current photo, opportunities will be available in Red Hawk Communications.

## A Confidentiality Statement may be used but are not required. Sample below.

"This e-mail message, including any attachments, is for the sole use for the intended recipient and may contain confidential and privileged information. Any unauthorized review, use, or distribution is prohibited. If you are not the intended recipient, please destroy all copies of the message."

# EMAIL SIGNATURE EXAMPLES

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## Jennifer Cobb

Executive Director, *Red Hawk Communications*

[Marketing Request Form](#) | [CVCC Brand Standards](#)

## Catawba Valley Community College

2550 US Highway 70 SE, Hickory, NC 28602

828.327.7000 x 4020 | [www.cvcc.edu](http://www.cvcc.edu)



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## Athena L. Smith (she/her/hers)

Director, *Educational Technology and Online Learning*

[Schedule a Meeting](#) | [Chat Now!](#) | [VidGrid Videos](#) | [EdTech KB](#)

## Catawba Valley Community College

2550 US Highway 70 SE, Hickory, NC 28602

828.327.7000 x 4020 | [www.cvcc.edu](http://www.cvcc.edu)



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## Daniel Clanton

Vice President, *Technology and Innovation*

**Catawba Valley Community College**



### Email Template Folder

Click the above link to access a MS Word document with this template that you can cut and paste into your email signature.

Download the logo [here](#).

For more information on how to format your email signature in Outlook, please [click here](#).

# BUSINESS CARD ARCHITECTURE



Example of all fields.

⑦

⑧



Example of minimal fields.

⑦

⑧

## CARDHOLDER INFORMATION

This area contains pertinent card information about the cardholder and is customizable:

1. Name
2. Credentials (optional)
3. Official HR Title
4. Official HR Title Second Line (Optional)
5. Department or Location
6. Department or Location Second Line if Needed
7. CVCC Email Address
8. Campus Location Phone + CVCC Ext.

## COLLEGE INFORMATION

This area contains pertinent contact information about the college and may not be changed:

9. Line 1 Address (Determined by campus)
10. Line 2 Address (Determined by campus)
11. College web address (Standard)
12. College phone number (Determined by campus)
13. College Logo (Standard)

## APPROVED BUSINESS CARD ORDERING CONTACTS:

### Teaching and Learning:

School of General Education: Kim Kelly  
College and Career Readiness (Basic Skills): Jean Spencer  
School of Health Education: Leslie Alderman  
School of Career and Technical Education: Deb Meyers  
School of Community Development and Public Services: Sonya King  
Academic Management and Teaching and Learning Admin: Savann Lombardi

### K-64 and Talent Development:

LAC, LRC, and Red Hawk Help: Amanda Higgins  
Student Services: Sia Vang  
Corporate Development Center: Cindy Ly

### Office of Diversity and Engagement:

Juli Byrd

### President's Office, Foundation, Business Office, Technology and Innovation, Auxiliary Services, and Red Hawk Communications:

Taylor Willis

# BUSINESS CARD ORDERING PROCESS



LOGIN



Main Campus



Alexander Campus

← CHOOSE YOUR LOCATION (Drop Down Menu) →

DROP DOWN MENU #1 OPTIONS  
 •Main Campus  
 •Alexander Campus

INPUT INFORMATION



Example of all fields.



Example of minimal fields.

CARD ANATOMY

## CARDHOLDER INFORMATION

This area contains pertinent card information about the cardholder and is customizable:

1. Name
2. Credentials (optional)
3. Official HR Title
4. Official HR Title Second Line (Optional)
5. Department or Location
6. Department or Location Second Line if Needed
7. CVCC Email Address
8. Campus Location Phone + CVCC Ext.

## COLLEGE INFORMATION

This area contains pertinent contact information about the college and may not be changed:

9. Line 1 Address (Determined by campus)
10. Line 2 Address (Determined by campus)
11. College web address (Standard)
12. College phone number (Determined by campus)
13. College Logo (Standard)

### DROP DOWN MENU #2 OPTIONS

- Teaching and Learning
- School of General Education
- School of Career and Technical Education
- School of Health Education
- School of Community Development and Public Services Education
- K-64 and Talent Development
- Diversity and Engagement
- Technology and Innovation
- Athletics
- < Blank >

**PROOF GENERATED**

**PROOF MUST BE APPROVED BY:**

**CVCC REPRESENTATIVE**  
*(Ordering the Card)*

**HUMAN RESOURCES**  
*Juli Byrd  
jbyrd@cvcc.edu*

**SUPERVISOR**

**SUCCESS! CARDS ARE SUBMITTED FOR PRINT**

*(1 Week Lead Time)*



THE OFFICE OF

# RED HAWK COMMUNICATIONS

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**Marketing  
Request  
Form**

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