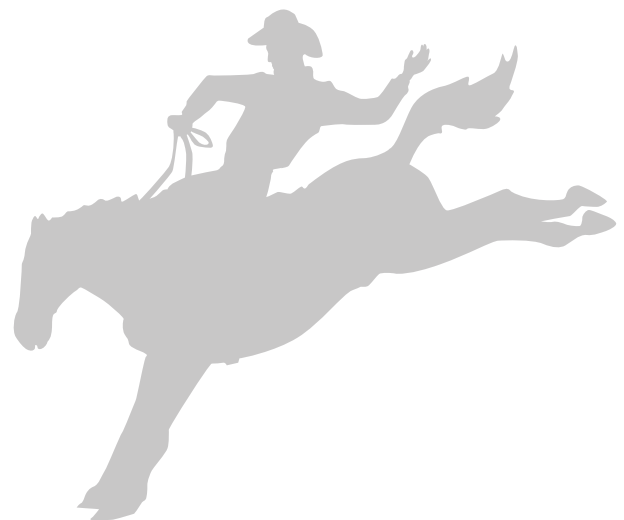


CONNORS STATE COLLEGE

# STYLE

# GUIDE





In this style guide, you will find guidelines and examples of Connors' identifying marks intended for stationery, external publications, electronic presentations, and recruiting purposes. You can download electronic versions of the CSC graphics from the website at [www.connorsstate.edu](http://www.connorsstate.edu).

We look forward to sharing the benefits of a cohesive CONNORS STATE COLLEGE identity program. Thank you for doing your part to communicate Connors' success in "BUILDING FUTURES....ONE AT A TIME".

Anything representing the college should be branded. This applies to any collateral intended for public consumption display or internal distribution. If its purpose is to represent Connors State College, then it must bear the CSC brand. Not only does this support the brand and mission of CSC, but is the most efficient use of the college's branding dollar.

The three seminal components of the CSC brand are the College's color palette, logos, and font families. The CSC Marketing and Communications staff creates, edits, and approves official communications and marketing materials intended to represent CSC to the public.

## COLLEGE NOMENCLATURE (FONT)

The official nomenclature is the phrase CONNORS STATE COLLEGE in Trajan Pro. It is always used with the official college logo. The tagline “Building Futures...One at a Time” is in Gill Sans. The only color is black. The official nomenclature and tagline should not be combined with any other type face, symbol, and/or reproduced in any other than a right angle. Unless approval is given, it should not be overprinted on top of photographs, texture designs, or on any other type face. The typography should never be condensed, extended, or slanted, as alterations hamper the legibility and contradict the purpose of a uniform design.

### TRAJAN PRO

AA, BB, CC, DD, EE, FF, JJ, KK, LL, MM, NN, OO, PP, QQ, RR, SS, TT, UU, VV, WW, XX, YY, ZZ

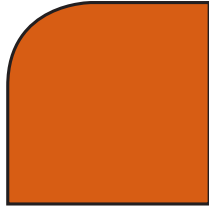
### Gill Sans

Aa, Bb, Cc, Dd, Ee, Ff, Jj, Kk, Ll, Mm, Nn, Oo, Pp, Qq, Rr, Ss, Tt, Uu, Vv, Ww, Xx, yy, Zz

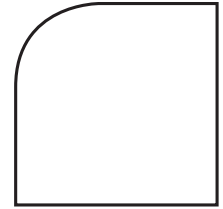




CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
HEX: 000000  
Pantone: Process Black

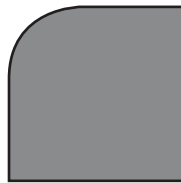


CMYK: 1, 72, 100, 7  
RGB: 203, 96, 21  
HEX: CB6015  
Pantone: 159 C



CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: FFFFFFFF  
Pantone: Paper

### ACCENT



CMYK: 1, 72, 100, 7  
RGB: 203, 96, 21  
HEX: 898D8D  
Pantone: 423 C

## COLLEGE COLORS

Color plays an important role in keeping all materials consistently recognizable. The CSC logo uses three colors: CSC Orange (Pantone 159), CSC Black (Process Black), and CSC White (Paper). These are referred to as the institution's primary colors. The accent color can be used to refresh a brand. The accent color is CSC Gray (Pantone 423).



## SEAL

The seal of the college is reserved for use on diplomas, scholarship certificates, legal documents, and the Office of the President. It is not intended as a design element for college communications or any other college publication.

## COLLEGE MARKS LOGO

The Connors State College logo consists of the bronco rider. The actual logo has been customized and is a Connors' trademark. The use of any other typographical treatment of the logo does not substitute for the actual logo and does a disservice to the college and your organization. The logo should stand alone and should not be over burned with any type or ghost-printed on any official Connors State college document, including stationery, letterhead, envelopes, etc.

Marketing and Communications must approve ALL color configurations and can require changes based upon overall effectiveness for design. The logo is to be reproduced so that it is easily seen and recognized. Always place the logo on a solid, contrasting background. Do not place the logo on a busy or complicated background. Use only the color combinations illustrated here. No other colors are acceptable for the logo.





CONNORS

— STATE COLLEGE —

Building Futures One At A Time Since 1908



CONNORS

— STATE COLLEGE —



CONNORS

— STATE COLLEGE —

## CUSTOM LOGOS FOR STUDENT ORGANIZATIONS AND ATHLETICS

President Dr. Ron Ramming and the OSU Board of Regents understand that the athletic teams and student organizations may want to create their personalized logos. This will be allowed, but all personalized logos must be approved by the Marketing and Communications Staff and President prior to printing.



BASEBALL



BASKETBALL



ATHLETICS



SHOOTING SPORTS



JUDGING





CAMPUS LIFE



SOFTBALL



RODEO

## COLLEGE STATIONERY

College policy and the economics of printing require that letterhead stationery, envelopes, business cards, mailing labels, memo forms, and other materials to be printed for college departments and official college at the lowest cost available.

## NEWSLETTER, NEWSPAPERS, MAGAZINE, ALUMNI ORGANIZATIONS

Use of the Connors' logo and nomenclature are encouraged in all college publications (examples being magazines, newspapers, newsletters, brochures, alumni publications, etc) and all CSC websites. Neither should be altered in any way.

The logo may not be reproduced in a size smaller than one-half inch. The exact placement of the logo with CONNORS STATE COLLEGE (right, left, and center) is left to discretion. The name of the publication, organization, or department is to appear directly below or beside the logo, and set in Trajan Pro type unless otherwise approved by the college president or his designee.

## EDITORIAL GUIDELINES

Editorial copy for most publications should adhere to the guidelines set forth in the Chicago Manual of Style, 13th edition. News releases, newsletters, magazines, and newspapers should follow the Associated Press Stylebook. Spelling and hyphenation are determined by Webster's New World Dictionary.

These guidelines deal only with publications and printed materials produced within the college. Policies and procedures pertaining to athletic designs, uniforms, etc., and CSC merchandise sold in the CSC bookstore or provided for recruitment will be determined by the Marketing and Communications Staff prior to printing.

## APPROVAL

The college's graphic identity policies were reviewed by a CSC committee made-up of CSC staff and students. Final approval was made September 17, 2018, by Dr. Ron Ramming, President, and Connors State College.

## STATE AND FEDERAL STATEMENT

Publications such as brochures, booklets, newsletters, posters, magazines, college catalogs, view books, newspapers, and pamphlets which bear the College name and are produced for external audiences must carry the following statements:

### **1) Notice of federal compliance:**

Connors State College in compliance with Title VI and VII of the Civil Rights Act of 1964, Executive Order 11246 as amended, Title IX of the Education Amendments of 1972, Americans with Disabilities Act of 1990, and other federal laws and regulations, does not discriminate on the basis of race, color, nation origin, sex, age, religion, disability, or status as a veteran in any of its policies, practices or procedures. This includes but is not limited to admissions, employment, financial aid, and educational services. Title IX of the Education Amendments and Connors State College policy prohibit discrimination in the provision of services or benefits offered by the College based on gender. Any person (student, faculty or staff) who believes that discriminatory practices have been engaged in based upon gender may discuss their concerns and file informal or formal complaints of possible violations of Title IX with the CSC Title IX Coordinator, Nicole Mote, Director of Human Resources, Connors State College, Warner, OK 74469 (918) 463-6206. This publication is issued by Connors State College as authorized by the Board of Regents for Oklahoma A&M Colleges. It was printed electronically at no cost to the Oklahoma taxpayers.

### **2) Notice of printing cost (can be included as part of federally mandated disclaimer):**

This publication, issued by Connors State College as authorized (originator), was printed by (printer) at a cost of \$ (cost of printing only). (number printed) / (month printed) / (year printed).

### **Or if non-state funds are used:**

This publication was printed at no cost to the taxpayers of Oklahoma. (number printed) / (month printed) / (year printed).

Figure 6 is an example of the federal statement in 6 point type as required by law.

For North Central Statements required on academic-type publications (catalogs, student handbooks, view books, schedules, etc.), contact the Office of the Vice President of Student Services.

### **Questions/Requests**

Questions concerning the college's graphic identity policies can be addressed to the Marketing and Communication Coordinator. To request CSC photography, stationery, video, or design elements contact the Marketing and Communication Coordinator.

# CONNORS STATE COLLEGE **STYLE GUIDE**

UPDATED DECEMBER 2025

