



**WARREN COUNTY**  
**CAREER**  
**CENTER**

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BRAND STYLE GUIDE

# DEFINING OUR BRAND

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**Our brand isn't just a logo, it is everything our community thinks and feels about us.**

Every interaction, every message, every touchpoint and every experience with WCCC becomes a new contribution to our story. What we say and do creates meaningful and lasting impressions of who we are.

Together we'll be more intentional and proactive about what our brand conveys to others.

So let's get started, we've got memories to make!



# USING THIS GUIDE

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WCCC is a brand to be proud of, defining our brand allows us to universally and consistently shine the best light on the work we do.

This brand style guide serves as a practical reference for communicating the Warren County Career Center brand, both intentionally and naturally.

The examples in this document provide you specific practical executions that you can use as a launching point for great creative.

You'll find guidelines for elements such as color choices, typefaces and photography.

It is important to note that **consistency harmonizes the brand**, allowing all touch points to work together in concert to drive awareness and engagement.





# WCCC BRAND FOUNDATION

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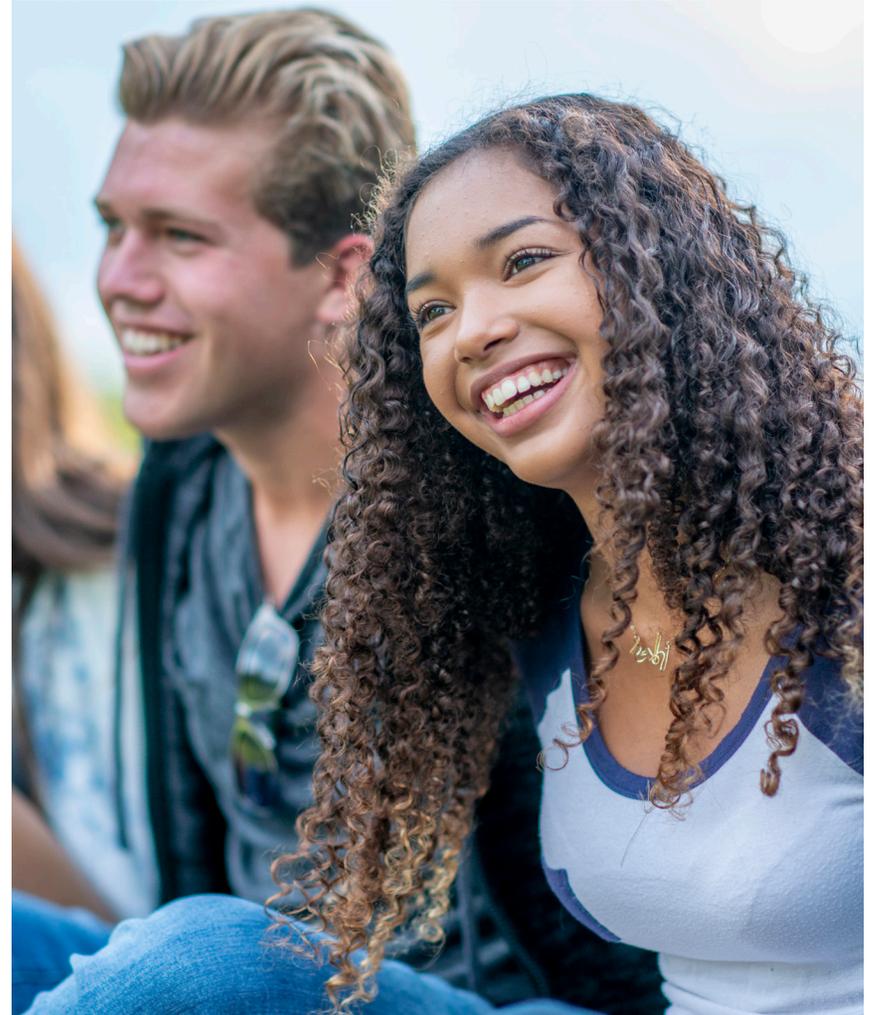
WCCC BRAND STYLE GUIDE

# BRAND VALUES

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**Warren County Career Center staff, students, parents and others will behave in ways that support and demonstrate the following values:**

- Treating each other with respect, dignity, trust and mutual value.
- Communicating openly and honestly.
- Taking ownership of personal actions and being held accountable for results.
- Upholding and demonstrating high ethical, educational and fiscal standards.
- Exhibiting high levels of professionalism.
- Providing high-quality instruction and highly-qualified staff to ensure success for all learners.
- Making quality customer service a high priority.
- Promoting partnerships and a team environment.
- Celebrating team and individual achievements.
- Using data to drive planning, decision making and actions.



# BRAND PROMISE

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A Brand Promise is a value or experience our audience can expect to receive every single time they interact with someone from the Warren County Career Center family. The more we can deliver on that promise, the stronger the brand value is in the mind of our audience.

## **Our Promise:**

To make a difference in the life of every student who enters the doors of a Warren County Career Center campus or classroom, **validating who they are, fostering their passions and encouraging their dreams.**



# BRAND VOICE

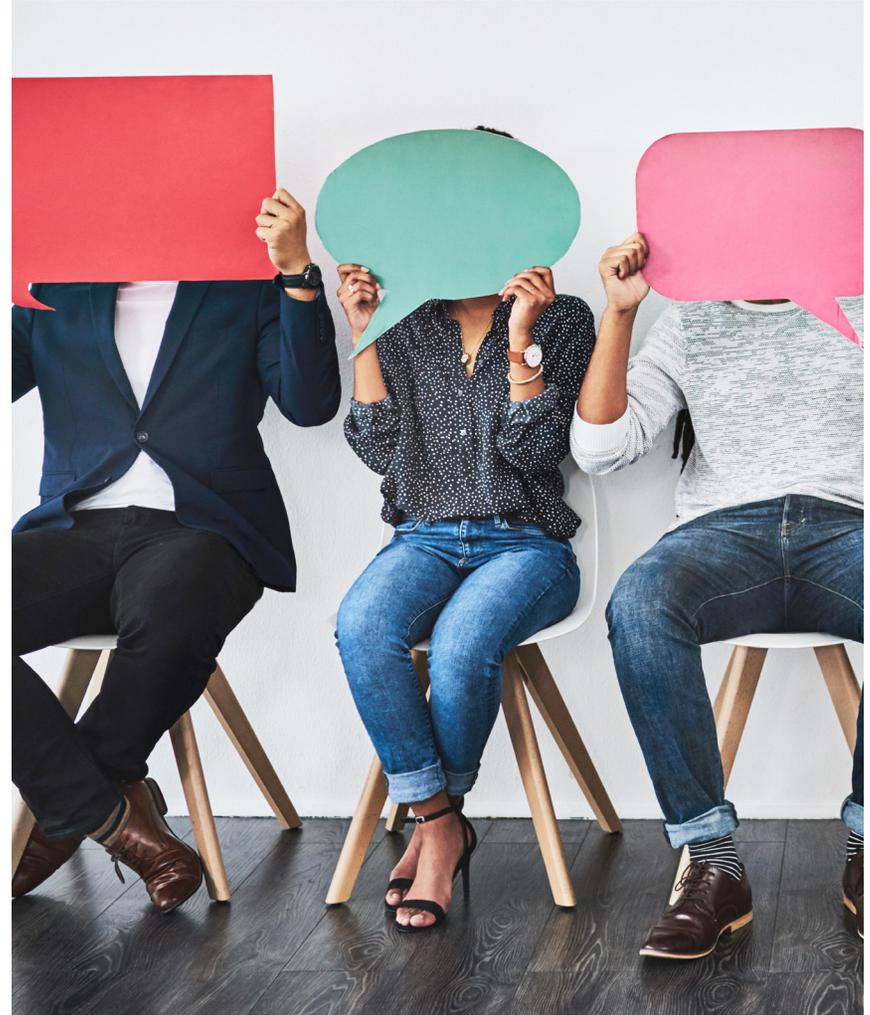
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**Our communications should always come across as a blend of authentic, honest, helpful, optimistic, and caring.**

That is who we are, so that is how we should speak. While we offer career-ready programs at Warren County Career Center, we're more than a typical education alternative, so we should strive to balance advanced professional jargon with **conversational language that is approachable and inviting.** We should focus on always being genuine, with a student-first approach.

**Our tone is filled with aspirational possibilities for the bright futures ahead of our current and prospective students.** We openly embrace the diverse perspectives of our collective body of students and staff of all ages and seek to represent them well with our unified voice. To achieve this we must also:

- Avoid ego-driven messaging
- Avoid terms that sound elite or exclusive
- Avoid generalizing student desires/needs
- Avoid defining success through performance metrics alone



# BRAND POSITIONING

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Brand Positioning describes how a brand is different from its competitors and where, or how, it sits in the audience's mind. A Brand Positioning strategy therefore involves creating brand associations that make an audience perceive the brand in a specific way.

## **Our Positioning:**

For students looking for a change of pace from the rigid, test-driven atmosphere of traditional schools, Warren County Career Center is a breath of fresh air. Here, students can find a robust array of hands-on programs that cater to their unique interests and propel them to a successful future, all while building strong relationships as a member of the WCCC family.



# BRAND TRUTH

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## Warren County Career Center IS...

- **We Are** Hands-On Learning
- **We Are** Authentic
- **We Are** Future-Focused
- **We Are** Making Lasting Connections
- **We Are** Flexible
- **We Are** Accepting
- **We Are** Life-Changing Experiences
- **We Are** Optimistic
- **We Are** Caring

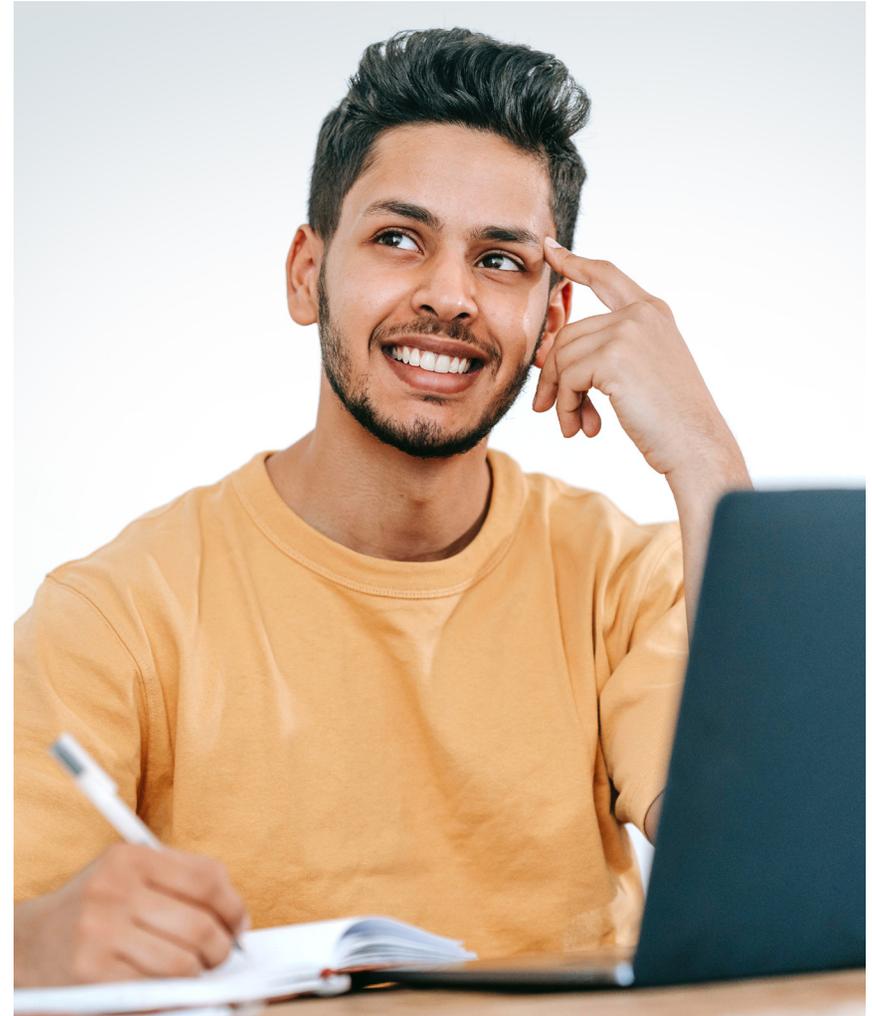
## What Warren County Career Center Is NOT

- **We Are Not** Typical
- **We Are Not** Impersonal
- **We Are Not** Outdated
- **We Are Not** Rigid
- **We Are Not** Close-Minded
- **We Are Not** Conformists
- **We Are Not** Routine
- **We Are Not** A Last Resort
- **We Are Not** Indifferent

# BRAND MESSAGE

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Warren County Career Center is a career tech school like no other, advancing teens and adults directly toward their career and life goals. With real-world workspaces, hands-on labs, and a flexible learning environment, we provide our students with the valuable skills they need to launch directly into the workplace or advance into college. We are different from other schools because we don't force a one-size-fits-all framework, but instead we tailor our instruction to fit each individual student and the way they learn. That's how our students so successfully pursue their passions, and why so many companies and colleges are ready to recruit our graduates. We are proud to be WCCC.





# WCC BRAND MARK

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WCC BRAND STYLE GUIDE



# BRAND MARK

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The 'emergence' of the C from the W represents the emergence of our students into the workforce, armed with a well-rounded, skillset and many talents to offer.



Color palette of blue, green and yellow represents the diversity of our campuses, programs, and the new horizons upon which our students embark.

**WARREN COUNTY**  
**CAREER**  
**CENTER**

This layer effect symbolizes the layers of enrichment the students will develop with us, while also subtly denoting the "CCC" for which it stands.

# LOGO USAGE

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## PRIMARY FULL-COLOR LOGO

The following guidelines should always be followed in order to accurately represent the approved WCCC brand.

Preserving the integrity of our logo is integral to creating and maintaining a consistent brand image.

Use the full-color version whenever possible. Other approved versions are available for use in specific circumstances.



**WARREN COUNTY  
CAREER  
CENTER**

PRIMARY FULL-COLOR LOGO

# LOGO USAGE

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WARREN COUNTY  
CAREER  
CENTER



WARREN COUNTY  
CAREER  
CENTER  
ATRIUM CAMPUS



WARREN COUNTY  
CAREER  
CENTER  
ADULT EDUCATION



WARREN COUNTY  
CAREER  
CENTER



WARREN COUNTY  
CAREER  
CENTER  
ATRIUM CAMPUS



WARREN COUNTY  
CAREER  
CENTER  
ADULT EDUCATION

## PRIMARY

Use the primary logo for overall messaging.

## ATRIUM CAMPUS

Use the Atrium Campus logo for messaging specific to this campus.

## ADULT EDUCATION

Use the Adult Education logo for messaging specific to these programs.

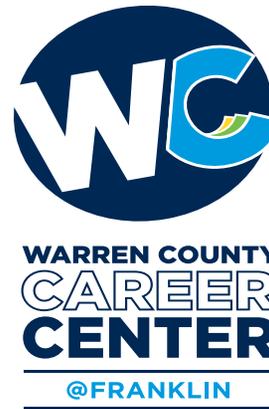
# LOGO USAGE

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## SATELLITE

Each Satellite district has their own version in both standard and horizontal.

Co-branding is important for the relationships with our partner districts. We want to be sure that it is always clear that satellites programs are WCCC offerings made possible through collaboration with local districts.



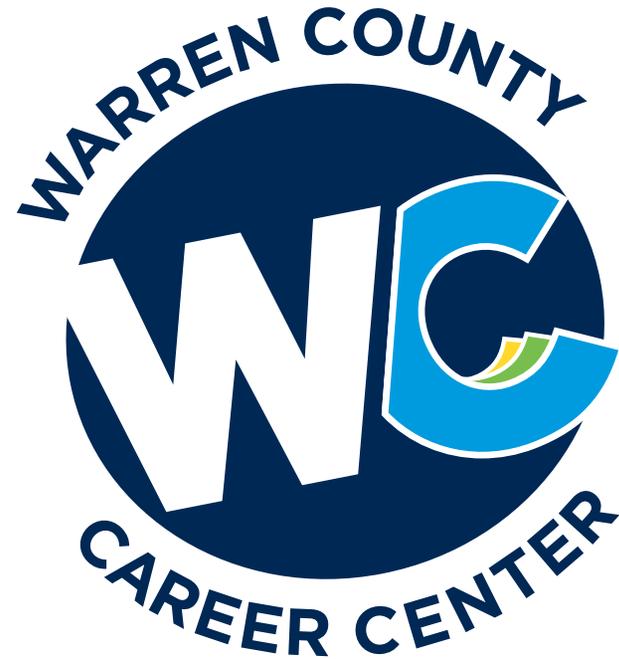
# LOGO USAGE

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## FULL-COLOR LOGO BADGE

The logo badge is a simplified version of the Primary Logo. This mark has been created for use in small applications like: as an icon, for silkscreening/embroidery or an enamel pin. In some instances the title text can be cropped out for other uses, especially to allow for Micro-Size applications (see example).

**Any use of this logo must first be approved by the Director of Marketing.**



FULL-COLOR LOGO BADGE



## MICRO-SIZE BADGE EXAMPLE

Do not use the badge logo with the text at any size less than .57". It is recommended to not use the micro-size badge logo at less than .25".

# LOGO USAGE

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## MINIMUM 4-COLOR LOGO SIZE

Readability is key for any brand logo. The full-color WCCC logo should not be printed on anything under .75" in size.



**MINIMUM SIZE (.75" WIDE)**

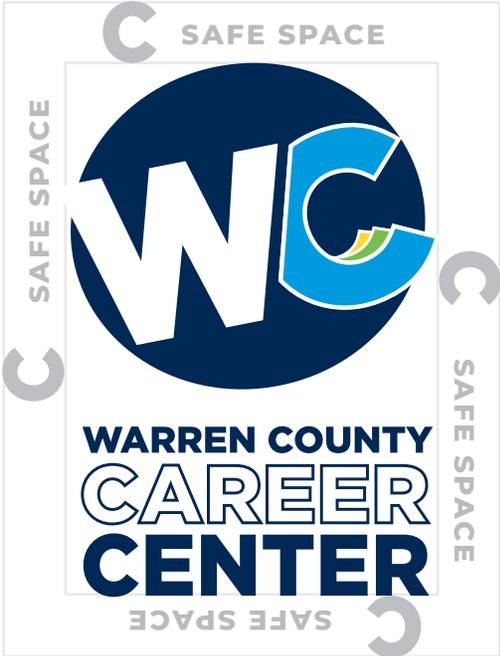
# LOGO USAGE

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## SAFE AREA

Do not crowd the WCCC logo with other logos, text or graphics.

For general applications, use the basic area of the logo's "C" from the word CENTER (at the size the logo is used) as a spacing guide.



LOGO SAFE SPACE

# LOGO USAGE

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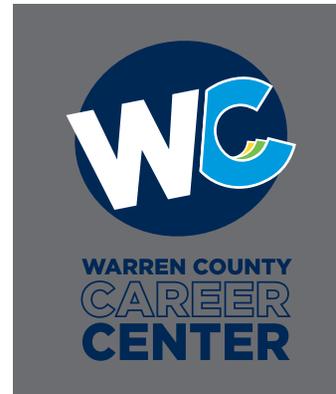
## LOGO BEST PRACTICES

DO:



Only use the approved logo as it's been defined in this guide.

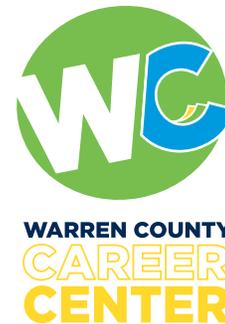
DON'T:



Don't place logo on dark backgrounds.



Don't stretch or scale disproportionately.



Don't alter logo colors.



Don't place images or graphics in front of logo.

# LOGO USAGE

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## LOGOS ON A BACKGROUND

You may use the logo on a background as long as it is light and uncluttered. Try adding a light highlight or blurring photo backgrounds when needed.





# WCCC BRAND STYLE

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WCCC BRAND STYLE GUIDE



# BRAND PALETTE

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**C** 100      **R** 15  
**M** 84      **G** 45  
**Y** 36      **B** 82  
**K** 39

**PANTONE** 295C  
**HEX** #0f2d52



**C** 1      **R** 253  
**M** 12      **G** 217  
**Y** 94      **B** 36  
**K** 0

**PANTONE** 115C  
**HEX** #fdd924



**C** 77      **R** 1  
**M** 25      **G** 153  
**Y** 0      **B** 214  
**K** 0

**PANTONE** 2925C  
**HEX** #0199d6



**C** 54      **R** 126  
**M** 36      **G** 147  
**Y** 25      **B** 167  
**K** 1

**PANTONE** 2164C  
**HEX** #7e93a7



**C** 61      **R** 109  
**M** 0      **G** 190  
**Y** 96      **B** 75  
**K** 0

**PANTONE** 360C  
**HEX** #6dbe4b



**C** 13      **R** 218  
**M** 7      **G** 224  
**Y** 4      **B** 233  
**K** 0

**PANTONE** 649C  
**HEX** #dae0e9

# BRAND FONTS

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**Montserrat** has been chosen to be the lead font because of its bold display and its ability to work when space is a premium. The font family provides many different weights which can be used throughout all marketing materials.

## Montserrat ExtraBold

Use in all caps for headlines.

**A B C D E**  
**F G H I J K**  
**L M N O P**  
**Q R S T U**  
**V W X Y Z**  
**1 2 3 4 5**  
**6 7 8 9 0**

## Montserrat Bold

Use in all caps for subheads.

**A B C D E**  
**F G H I J K**  
**L M N O P**  
**Q R S T U**  
**V W X Y Z**  
**1 2 3 4 5**  
**6 7 8 9 0**

## Montserrat Regular

Use in sentence case for body copy.

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  
! @ # \$ % ^ & \* ( )

Montserrat is a free font and is available in most Google applications. This font has been made available to all WCCC staff.

However, if Montserrat is not available, please use a non-serif font such as Arial, Avenir, Futura, Latos, etc. Never use decorative fonts such as Comic Sans, Papyrus, Jokerman, etc. on district documents.

# PHOTOGRAPHY STYLE

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Images should be bright, in-focus, well lit and should have an authentic look. They should capture interaction of students and instructors, engagement within the classroom, campus life or on-the-job activity.

They should represent the types of programs WCCC offers its students, both teens and adults. Shown here are acceptable example images to use in any layout.



Use images that show activities highlighting the students point of view.



Look for activity or emotion in photo selection. Choose images that show diversity to represent the variety of backgrounds and ages of our students.



Images that represent free-thinkers, rebels and dreamers help to characterize the non-traditional aspect of our students and mission.

# CREATE SOMETHING AMAZING

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For questions, creative direction or approvals about logo and brand usage...

## PLEASE CONTACT

Melissa Boggs  
Director of Marketing, Communications  
& Student Recruitment

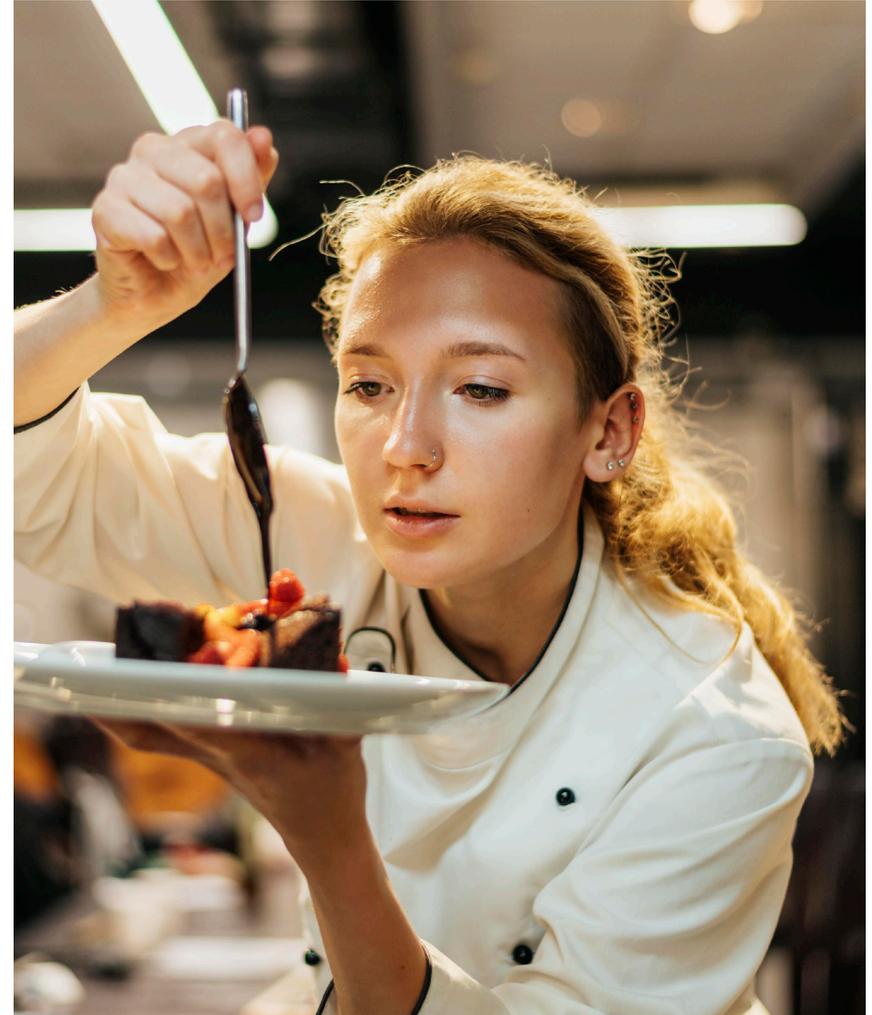
E: [melissa.boggs@mywccc.org](mailto:melissa.boggs@mywccc.org)  
P: 513.932.5677 Ext. 5381

Warren County Career Center  
3525 N. State Route 48  
Lebanon, OH 45036

## RESOURCES

District staff can go [HERE](#) to find logos and other assets.

External partners can assess logo files [HERE](#).



# RESOURCES

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