



# TRI-C<sup>®</sup> TRICERATOPS™

## LOGO USAGE QUICK REFERENCE GUIDE

Cuyahoga Community College (Tri-C<sup>®</sup>) has introduced a mascot: the Triceratops. A recognizable symbol that will strengthen feelings of pride, loyalty and belonging among our students, alumni and faculty, it also serves as a strong visual identity for the College's athletics programs.

To ensure brand consistency, accuracy and relevance, use of the Tri-C Triceratops logo, as well as its variants and typography, will be managed by the Integrated Communications Department (ICD). Any use of the Triceratops must be approved by ICD.

The logo's initial rollout includes merchandise produced and distributed through the College bookstores as well as giveaway items that support student engagement for the institution and its various departments and initiatives.

The next phase will include updated athletic uniforms and campus gymnasiums. Any materials or communications that are academic in nature and/or intended for distribution outside of the College may use the mascot logo but must also include the College's rectangular logo to ensure its relevance to the institution. Communications focused on athletics, entertainment or similar topics may forgo the Tri-C rectangular logo for the Tri-C Triceratops logo.

Broader use of the Triceratops logo may be permitted after the logo is established. Usage requests will undergo review to ensure appropriateness of both the application and the accompanying message.

### Questions regarding use of the Triceratops logo?

Ask your campus marketing manager or contact Creative Services director Eric Wheeler at [eric.wheeler@tri-c.edu](mailto:eric.wheeler@tri-c.edu).

### ATHLETICS

Athletics will have full use of the mascot logos and typography to promote and market the teams. Designs must be created and/or approved by ICD.

### ACADEMIC COMMUNICATION

Academic programs may use the mascot logo to enhance communications but must also include the College's rectangular logo. Designs must be created and/or approved by ICD.

### DEPARTMENTS, GROUPS AND INITIATIVES

College departments, groups and initiatives that wish to include the Triceratops in their branding may use the single-color version of the logo for tangible items such as T-shirts, signage, pennants and flyers. The full-color version is approved for web use only (e.g., email headers, website graphics). *After the athletics teams have branded their uniforms, this rule will likely be relaxed.*

### BOOKSTORE

All bookstore merchandise will be designed by ICD. Proofs from vendors must be approved by ICD before production. For wearable items, the only fabric colors on which the logo should appear are black, white, teal, gray or pink.

### GIVEAWAYS

College-wide or campus-wide giveaway merchandise (e.g., flash drives, decals, lunch bags) will likely be approved as long as it does not conflict with bookstore merchandise. Art must be designed by ICD.



## TRI-C TRICERATOPS

### IMPROPER USAGE EXAMPLES



DO NOT CREATE ADDITIONAL OUTLINES.



DO NOT ADD DROP SHADOWS.



DO NOT REMOVE WHITE OUTLINE WHEN USING LOGO ON COLORED BACKGROUNDS.



DO NOT STRETCH, CONDENSE OR OTHERWISE CHANGE PROPORTIONS.



DO NOT SKEW.



DO NOT ROTATE.



DO NOT ADD, DELETE OR OTHERWISE CHANGE ANY ELEMENTS.



DO NOT USE ANY UNOFFICIAL OR UNAUTHORIZED COLORS.



DO NOT CREATE "NEGATIVE" (INVERTED) VERSION OF ONE-COLOR MARK.

When applying the logo, whether internally or through an outside vendor, please be sure the art is used properly. The above images show several ways the logo could be intentionally or inadvertently misused.

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