CAPE FEAR COMMUNITY COLLEGE

BRAND IDENTITY AND STYLE GUIDE

COLOR PALETTE:
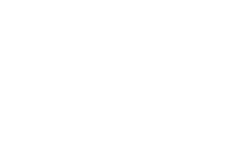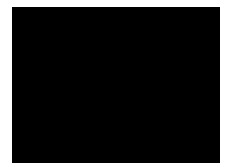
SEA DEVIL BLUE	CYAN	LIGHT GREY	CANARY YELLOW	WHITE	BLACK
RGB 0,71,127	RGB 0,173,239	RGB 173,175,178	RGB 255,190,54	RGB 255,255,255	RGB 0,0,0
HEX #00477F	HEX #00ADEF	HEX #ADAFB2	HEX #FFBE36	HEX #FFFFFF	HEX #000000

PRIMARY FONT(S):

PROXIMA NOVA LIGHT

PROXIMA NOVA REGULAR

PROXIMA NOVA SEMIBOLD

PROXIMA NOVA BOLD

PROXIMA NOVA BLACK

SECONDARY FONT:

CAVEAT

NAME VARIATIONS:

CAPE FEAR COMMUNITY COLLEGE
CFCC

SEA DEVIL BLUE LOGOS:

1A CAPE∓FEAR COMMUNITY COLLEGE

2A CAPE∓FEAR COMMUNITY COLLEGE

4A

CFCC

BLACK LOGOS:

1B CAPE∓FEAR COMMUNITY COLLEGE

2B CAPE∓FEAR COMMUNITY COLLEGE

3A CFCC

LIGHT GREY LOGOS:

1C CAPE∓FEAR COMMUNITY COLLEGE

2C CAPE∓FEAR COMMUNITY COLLEGE

WHITE LOGOS:

1D CAPE∓FEAR COMMUNITY COLLEGE

2D CAPE∓FEAR COMMUNITY COLLEGE

3B CFCC

4B

CFCC

LOGOS W/ BACKGROUNDS:

1E

1F

3C

3D

4C

DO NOT USE:

DON'T ALTER, CROP, SKEW,OUTLINE, DISTORT OR RECREATE THE LOGO IN ANY WAY.

DON'T USE THE FULL-COLOR LOGO ON A BUSY BACKGROUND OR LOW CONTRAST PHOTO.

DON'T DISPLAY THE LOGO NAME WITHOUT THE NAUTILUS.

DON'T USE THE FULL-COLOR LOGO ON THE PRIMARY COLOR BACKGROUND.

DON'T REARRANGE THE NAUTILUS FROM ITS ORIGINAL POSITION IN THE LOGO.

DON'T CHANGE THE LOGO COLOR.

SEA DEVIL/RAY VARIATIONS:

WHITE SEA DEVIL/RAY:

5A

5D

5B

5C

DO NOT USE:

SEA DEVIL SUMMER

SEA DEVIL/RAY USAGE:

DON'T ALTER, CROP, SKEW,OUTLINE, DISTORT OR RECREATE THE SEA DEVIL/RAY IN ANY WAY.

DON'T USE THE FULL-COLOR SEA DEVIL/RAY ON A BUSY BACKGROUND OR LOW CONTRAST PHOTO.

DON'T CHANGE THE SEA DEVIL/RAY COLOR.

DON'T ADD ACCESSORIES OR ELEMENTS TO THE SEA DEVIL/RAY.