The following guidelines for color and logo usage were set by the Public Information Office.

Please contact 515-574-1055 if you have questions.
Iowa Central's primary color is PMS 281.

PMS 282 may be used if there is a need for a slightly darker blue.

CMYK and Web Color formulas are also listed.

**PMS 281**

**For Print**
- Cyan: 100
- Magenta: 72
- Yellow: 0
- Black: 32

**For Web**
- #002868

**PMS 282**

**For Print**
- Cyan: 100
- Magenta: 68
- Yellow: 0
- Black: 54

**For Web**
- #002654
The following secondary colors may also be used: PMS 278, PMS 282, PMS 428, black, and white.

For Print
Cyan - 39
Magenta - 14
Yellow - 0
Black - 0

For Web
99BADD

For Print
Cyan - 0
Magenta - 0
Yellow - 0
Black - 18

For Web
D1CEC6

For Print
Cyan - 0
Magenta - 0
Yellow - 0
Black - 100

For Web
000000

For Print
Cyan - 0
Magenta - 0
Yellow - 0
Black - 0

For Web
FFFFFF
This is Iowa Central’s accepted logo. It should not be altered in any way and must be reproduced from high-resolution digital files.

Downloadable logo files can be found at www.iowacentral.edu/logos
The font used in our logo is Arial. This font should be used whenever possible to help with consistent branding efforts.

**Arial**

abcdefghijklmnopqrstuvwxyz  1234567890
ABCDEFGHJKLMNPQRSTU VWXYZ

**Arial Bold**

abcdefghijklmnopqrstuvwxyz  1234567890
ABCDEFGHJKLMNPQRSTU VWXYZ

For serif font needs, Times New Roman or Garamond should be used if available.
Logo variation #1 includes the text “Iowa Central Community College” to the right of the logo.
Logo variation #2 includes the text “Iowa Central” to the right of the logo.
Logo variation #3 that includes the text “Iowa Central Community College” below the logo.

IOWA CENTRAL COMMUNITY COLLEGE

IOWA CENTRAL COMMUNITY COLLEGE

IOWA CENTRAL COMMUNITY COLLEGE

IOWA CENTRAL COMMUNITY COLLEGE
Logo variation #4 that includes the text “Iowa Central” below the logo.
The Presidential Seal is used on/in formal academic materials (Commencement, Night of Excellence, President’s Report, etc...).

Use of the Seal needs to be approved by the Public Information Office.
This is a logo variation that may be created for departments/programs on campus.

These logos are created by the Public Information Office.
Keeping a consistent look with our logo is essential to our branding efforts.

Here are examples of things that should not be done with the logo.

- Do not distort the logo in any way.
- Do not change the colors of the logo.
- Make sure high resolution logo files are used.
- Do not recreate the type or change typefaces of the logo.
These following guidelines need to be followed in all written material about Iowa Central.

**Do Use:** Iowa Central Community College, Iowa Central

**Do Not Use:** ICCC, IC
These are the basic guidelines for completing our departmental program shells.

Front: Program Description/Career & Employment Outlook/Scholarship Opportunities/Placement & Salaries

Front Right Column: Picture/Staff and Instructors (names/titles/contact#/email)

Back: Program of Study

Back Right Column: Picture/Other info you have to have included (accreditation, etc…)

Fonts:
- All text – Arial font
- Headings – 24 pt. type
- Major Subheadings – 16 pt. type
- Subheadings – 11 pt. type
- Body Copy – 10 pt. type
- Column Body Copy – 9 pt. type

Program of Study Copy – no larger than 11 pt. type - this could be smaller depending on how much info is necessary
These are the two options to choose from for business cards.

If something else is needed on the back of your card, approval must come from the Public Information Office before ordering.

**Option #1**

MEGAN GROVE  
Admissions Representative  
grove_m@iowacentral.edu  
515-574-1004 - office  
515-123-4567 - cell  
515-576-7724 - fax  
Iowa Central Community College  
One Triton Circle  
Fort Dodge, Iowa 50501

**Option #2**

MEGAN GROVE  
Admissions Representative  
grove_m@iowacentral.edu  
515-574-1004 - office  
515-123-4567 - cell  
515-576-7724 - fax  
Iowa Central Community College  
One Triton Circle  
Fort Dodge, Iowa 50501

GO TRITONS!  
Follow us on Facebook at  
“Iowa Central Community College”  
Follow us on Twitter at  
@IowaCentral

GO TRITONS!  
Follow us on Facebook at  
“Iowa Central Community College”  
Follow us on Twitter at  
@IowaCentral
Our official social media sites can be found at:

- www.facebook.com/iowacentral
  or “Iowa Central Community College”

- www.twitter.com/IowaCentral
  or @IowaCentral

If individual departments would like to start their own social media accounts, they must be created by the Public Information Office. Administrative rights will then be given to the appropriate department personnel.
The same logo/color specifications used by the College should also be used by all Triton Athletic programs.

Usage of unapproved mascots, graphics, symbols, etc...is not allowed.