# BLACKFEET
## COMMUNITY COLLEGE
# **Brand** guidelines

# BCC Color Pallet

## PRIMARY PALETTES

Primary colors should be used for the majority of your media releases. The four colors represent the brand identity of bcc and should be easily identifiable as media released by Blackfeet Community College.
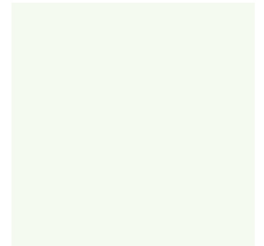
**Prussian Blue**
#003d77

**Milano Red**
#993235

**Montana**
#424343

**Panache**
#f5faf0

## SECONDARY PALETTES

Secondary colors are used to add highlights to your design. They are not intended as the main focus and should be exercised with restraint.

**Grandis**
#ffcb65

**Grain Brown**
#c9b9a5

**Very Light Grey**
#cccccc

**Cork**
#5e4c43

# **BCC** Typography

## THE BOLD FONT

The bold font is used for headings and impact sections.

# ABCDEFGHIJKLMNOPQRS TUVWXY Z

## Minion Pro

Minion pro is used for paragraph and run on sections.

# Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Ya Zz

## BEBAS NEUE

Bebas Neue is a secondary font and should be used only for marketing headings.

# ABCDEFGHIJKLMNOPQRSTUVW XYZ

## Wolf in city lights

This font should only be used when styalzing the BCC slogan "Remember our past... Build our future".

# Aa Bb Cc D d Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

# **BCC** Logo

## ——— BLACKFEET COMMUNITY COLLEGE LOGO ———

This is the current BCC Logo and should be the only logo used when releasing any media that represents Blackfeet Community College. Both logos use the primary color palette and work best when centered or justified left.
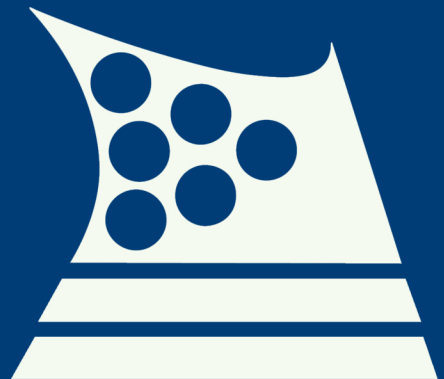


## ——— COLOR OPTIONS ———

Due to the colors in the logo. It can sometimes be hard to see when placed on a dark background. In this situation you are allowed to use this alternative logo.

Panache
#f5faf0

# **BCC** Phrases

## SLOGAN

### The BCC Slogan is

# "Remember our past... Build Our future"

It's important to note that the three dots "..." are always used in this slogan. Be sure to spell it out just as it's written here. When using this slogan under the BCC logo use the "wolf in the city light" font

## *Remember our past...Build our future*

## SPELLING OF PIIKANI

In order to stay consistent and uniform, BCC has elected to ensure all spellings of "Piikani" don't alternate. This means we don't use spellings such as "Pikuni" or "Pikanii".

# BCC Societies

## ANIMAL SOCIETIES LOGOS

When promoting a Division of the college, remember each division is represented by an
Animal Society and should use the current logo designated to that particular society.
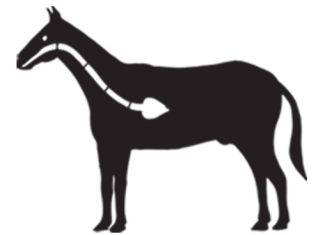
**GRIZZLY SOCIETY**
*liberal arts*

**EAGLE SOCIETY**
*Education*

**BEAVER SOCIETY**
*Piikani Studies*

**ELK SOCIETY**
*Math and Science*

**HORSE SOCIETY**
*Workforce Development*

**WOLF SOCIETY**
*Nursing*

**WHITETAIL DEER SOCIETY**
*Human Services*

**BUFFALO SOCIETY**
*Business /
Information Technology*

# **BCC** Correspondence

## CORRESPONDENCE MATERIALS

Attached to this document are items used to represent BCC when corresponding with outside entitles. For non-email based corresponding please use the BCC Letter head, if needed you can work with me on ordering printable BCC letterhead paper stock. On another note, all faculty and staff are to use the same formated BCC Business Card. Customization is allowed to be added on the back such as the BCC Mission Statement, Society Logo, etc. To request a business card contact the media communications office via email with the information listed on the card (First and last name, job title, email, extension and optional customization for the back).

**BLACKFEET**
COMMUNITY COLLEGE

504 SE Boundary St | PO Box 819 | Browning, MT 59417 | t: 406.338.5441 | f: 406.338.3272 | www.bfcc.edu

## FIRST AND LAST NAME
*Job Title*

email@bfcc.edu
p: 406.338.5421, ext. 1234

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## MISSION STATEMENT

The purpose of Blackfeet Community College is to provide the Blackfeet Nation and our "universal community" access to quality educational programs that prepare students for achievement in higher education, meaningful employment, basic skills instruction, and community education, while integrating the Blackfeet culture and language

# **BCC** Media Request

## MEDIA REQUEST FORM

**Attached to this document is the media request form that should be filled out when requesting any service desired by the media communications office. This includes all graphic design, photography, videography, web development, equipment checkout and social media requests. Notice that all requests require a week's notice, but if you believe your request will take longer then a week turn around (such as any video production) please contact the media office a head of time to set an appropriate turn around time).**

**Blackfeet Community College**
**Media Project Request Form**

**Media Specialist Office**

The primary purpose of the Media Communications office is to provide assistance to staff, faculty and students to promote Blackfeet Community College in a professional and efficient manner through media, and other information systems electronic and hard copy. Under most circumstances where the Media Specialist will be requested to complete a project this form will be used to provide clear communication, planning assistance, and efficient timelines. All requirements of this procedure must be met when projects are requested to be initiated from the Media Specialist office.

**General Requirements**

All project requests must be completed and signed by all parties' one week prior to deadlines. **All requests shall be submitted to the media office at least one week prior to the expected date of completion.** Each request form shall be completed thoroughly.

**Department:**

**Account # (PSA's, Articles):**

**Contact Person:**                                   **Phone:**

**Location:**

**Date(s) to be completed:**

**Project Description:**

**Please check one:**

| | | | |
|---|---|---|---|
| flier | ☐ | event coverage | ☐ |
| article | ☐ | facebook boosted posts | ☐ |
| banner/backdrop checkout | ☐ | website information updates | ☐ |
| event filming | ☐ | press release template | ☐ |
| pictures | ☐ | film project | ☐ |

*Content:*

On behalf of the above named department, I acknowledge, understand and accept the terms of this procedure.

_____
Signature of Requestor                              Date

_____          _____