This Essex County College Logo Guidelines document is intended to help you understand the use of the official ECC logos. The mission and academic purpose of Essex County College can be supported and reinforced by earnestly working together to demonstrate a consistent use of logos and messaging that when repeated over time, will lead to a distinguishable and prominent brand for the College.

Everyone at ECC is responsible for maintaining brand consistency. Every brochure, letter or business card that Essex County College distributes is an opportunity to build value-added visual recognition for the College. When the printed materials are consistently designed, it strengthens the College’s visual identity and can contribute positively to the strength of our institutional image as a whole.

Despite various preferences among users, it is critical that the College and its Areas adopt a stronger, more consistent use of Essex County College’s official logo, and that the College limits the number and type of variations of the logo used by its departments. All guidelines in this document apply to print and electronic applications, unless otherwise specified.

Unauthorized use of the College seal and/or logo via standard print, video or electronic publications is not permitted. Unauthorized use is considered using the College's logo or seal to promote a website not linked through the College's home page (essex.edu) or in a video, brochure or flyer that does not meet the College's branding and logo guidelines as set forth in this document. Area Heads and Division Chairs will determine authorized use in conjunction with the Department of Marketing & Communication.

The use of departmental logos/seals is not permitted; i.e. areas, departments and institutes should not have or develop their own logos. It deteriorates the College brand. During the 2012 calendar year, ECC will undergo an extensive branding project, and the end-product will include alternate logos that departments will be able to use. These to-be-developed departmental logos will be tied to the overall College logo, so that the overall College brand is upheld and not deteriorated.

These guidelines will be reviewed periodically to keep them current and relevant to the College. If you have questions regarding these guidelines, suggestions for additions or changes, please contact the Department of Marketing & Communications.
LOGO USAGE

COLLEGE SEAL: The 1968 College seal is to be used as ECC’s temporary logo on the following materials:

- official College documents such as letters and diplomas
- communications from the Board of Trustees, President, areas, divisions and departments
- brochures, publications, periodicals and other types of marketing materials
- banners, flyers and posters
- campus signage
- pages on the College website
- other official and historical materials
- limited and appropriate merchandise

You can use the 1968 College seal in green and white, two-tone or black and white (Pictured Right)

The College seals can be used independently without wording

Graphics has access to these three logos, and can provide the three College seals that can be used. Please contact them at: 973-877-3280

When you would like to use a logo that includes the words "Essex County College" use any one of these in black or dark green.
The College’s seal and “Essex County College” copy is to be used in conjunction with each other. They have been created together to give consistency to the logo. Examples are to the right, and cannot be altered in any way.

Communications that represent the College (i.e. letters, brochures, flyers) must use the official seal. It must be featured prominently and follow these standards.

Companies, organizations, groups and individuals who cosponsor events with Essex County College must use the 1968 College seal.

The “We Are Essex” Logo is to be used for institutional student-focused advertising (recruitment/retention) and student-related activities including student recruitment, open houses, student retention and student events.

The ECC Wolverine logo can be used internally for student events, as well as for athletic events.

Student organizations are not required to follow all aspects of the Essex County College Logo Guidelines; but they are encouraged to do so. However, if a student organizations chooses to use a College logo, they must adhere to the design and color specifications contained in this guidelines booklet.
SECONDARY / DEPARTMENTAL LOGOS

The use of departmental logos/seals is not permitted; i.e. areas, departments and institutes should not have or develop their own logos. It deteriorates the College brand. During the 2012 calendar year, ECC will undergo an extensive branding project, and the end-product will include alternate logos that departments will be able to use.

EXCEPTION: As there is a need to establish an identity that is consistent with law enforcement agencies so as to quickly be identified as emergency personnel and first responders, the following logos have been created for the Essex County College Police Academy and Essex County College Police Department and are approved secondary logos for the College.

DO NOT CREATE YOUR OWN DIVISION/DEPARTMENT LOGO

CREATING ECC FLYERS ON CAMPUS

- Remember to include the appropriate College logo.
- Keep it simple - Provide the who, what, where, when - and the "why" should be a simple phrase to promote your program
- Do not provide "too much information" - the reader will be overwhelmed and stop reading.
- Make every word count - Once you have written the message, re-read it and remove or condense any unnecessary words.
- Please make sure that the font is legible.
• Remember, when creating comprehensive publications or handbooks that cross areas or disciplines, the specific material that is 'managed from outside of your department' must be distributed to the respective other department(s) for fact-checking and review prior to publication.

• Provide contributing departments with at least two weeks lead time for review, and provide a deadline so your production timeline stays on track.

• Certain institutional publications are required to include specific information within its text to be in compliance with NJ State mandate 9A: 1-1.12 for additional information.

If at any time you are uncertain if your flyer or publication abides by the aforementioned style recommendations, please contact a member of the Graphics Department to review your completed flyer 973-877-3280.

If you have any questions on logo usage please contact the Department of Marketing & Communications at 973-877-1907.
THE DO’S AND DON’TS OF USING ECC LOGOS

**DO NOT COMPRESS OR STRETCH THE LOGOS.**

**DO NOT ADD SHAPES BEHIND LOGOS**

When using a background shade behind the ECC Seal, make sure the logo is clear and visible.

**Do** Ask questions if you are not sure!  
**Do** refer to the ECC logo guide often!