

Website Prior to Branding Standards

Camden County College Homepage



Camden County College Library Homepage

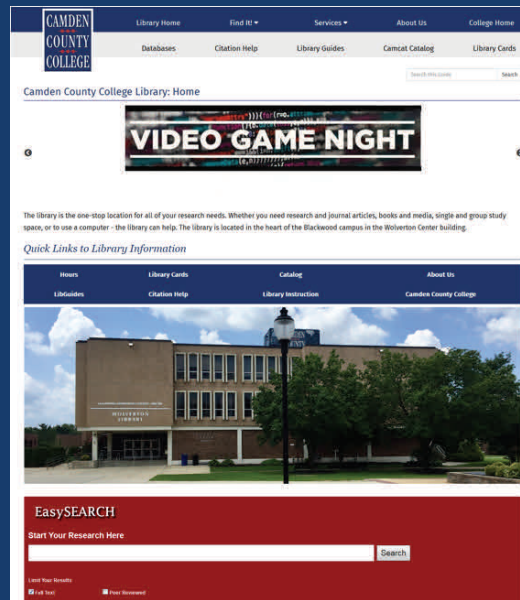


HOW & WHY CODING NEEDED IN SPRINGSHARE

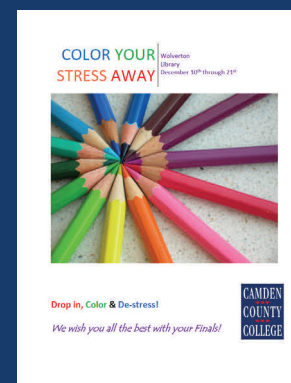
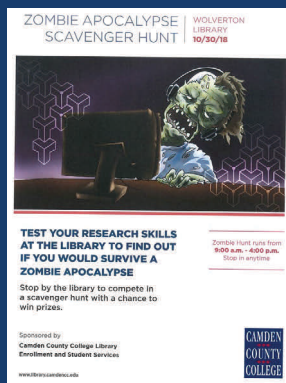
Using **springshare** to Create Camden County College Library Following Branding Standards

Does this really look like a SpringShare LibGuide? It is! By using CCS (Custom Style Sheets) we were able to mimic the Camden County College's homepage and follow the College's Branding Guidelines.

A brand is much more than a logo. Our brand is the very essence of our organization, the way we connect with our students, our employees, and the public. In many ways, our brand is our reputation—the overall experience we promise to deliver. Schools that have a strong reputation often have a strong brand. This is why we all need to work together to maintain our brand.

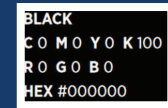
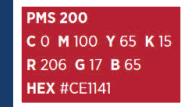
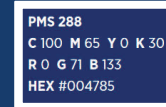


SAMPLES OF USED CODE

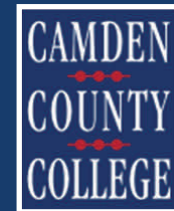


Branding Standards

Color Palette



Official College Logos



Fonts

Gotham is the recommended typeface for all documents. Calibri can be used as an alternate typeface when Gotham is not available.

Calluna is an alternative typeface to be paired with Gotham. It is best used within body copy. Cambria can be used as an alternate typeface when Calluna is not available.

Photography

CCC strives to capture events with professional photography and catalogue events for internal use. Using the CCC photography is the preferred representation. Representing our demographics is essential connecting with our students, employees and community.