TCCS Branding

As a member of The Claremont Colleges Services (TCCS), you belong to an organization that delivers exceptional services to The Claremont Colleges. When developing materials, the key to good branding is adhering to a set of guidelines. This reinforces your affiliation with the larger organization and establishes credibility.

1. Why is branding important?
TCCS departments and services work hard to provide exceptional services to The Claremont Colleges community, making TCCS a recognized brand to those we serve. While we provide services as individual departments and services, we collectively do so as TCCS. Promoting our services, activities, and programs as a TCCS entity is crucial for building trust and loyalty with our community, creating a strong reputation, and maximizing our brand’s value. By working together toward a consistent brand message, we can create a more cohesive and effective TCCS culture. Thank you for doing your part in reinforcing the same brand message to build a stronger and more successful organization.

2. Color Palette
Brands and color are indistinguishably linked because color conveys meaning and message without words and is the visual component people remember most about a brand. When designing flyers or other materials, be sure to incorporate TCCS purple and grey.

3. Logos
TCCS has an organizational logo and departmental logos. All logos come in two versions, line and stacked. The main logos are in our brand colors, while black and white options are available. It’s essential to include a TCCS or TCCS department logo on all your materials.

4. Writing Style
Follow our brand’s writing style for all written materials. Pay attention to language and style for consistency and professionalism. Properly identify our company, The Claremont Colleges Services (TCCS), the Administrative Campus Center (ACC), and The Claremont Colleges (TCC) by spelling out the full name on the first reference and then using the appropriate abbreviation or acronym in parentheses. Subsequent references can be abbreviated. Notice that The is always included and capitalized when writing The Claremont Colleges and The Claremont Colleges Services.

Our seven institutions should always be listed in founding order: Pomona College, Claremont Graduate University, Scripps College, Claremont McKenna College, Harvey Mudd College, Pitzer College, and Keck Graduate Institute. TCCS Communications is available to assist with review and comments on your department materials. Please reach out to Communications@claremont.edu for assistance.

5. Materials
TCCS letterhead, memo, agenda, and PowerPoint presentation templates are available for staff communications. The templates utilize our organization’s branding in a professional and attractive way. The templates are user-friendly, making ‘staying on brand’ and the start of any communication intuitive. TCCS templates are ready to use and available for download on Clare.

6. Fonts
Fonts play a crucial role in identifying a brand. At TCCS, our primary typeface is Arial, while Avenir Next and Trajan Pro serve as our secondary typefaces. In addition, we use Gotham as our alternate typeface. Please note that the full font family, including bold, regular, and italic variations, may be used.

To simplify the process, our brand fonts are embedded in TCCS templates. However, if these fonts are not available on your computer, please reach out to Information Technology to gain access to them.

Thanks for staying on brand!