

Oakton College District 535

Procurement Department, Room 1240
1600 E. Golf Rd., Des Plaines, IL 60016
847-635-1635

Invitation to Bid # 1204-23-09 Addendum #2

Issue Date: Monday, December 4th, 2023

**Bids will be received in the Procurement Office at the above address until
11:00AM on Tuesday, January 16th, 2024**

Bids will be publicly opened at this time. Late bids will not be accepted.

Oakton College Enabling and Critical Adjacencies Renovations

6,900 SF of interior office renovations on the 2nd floor of a 3-story group B Business building to enable critical adjacencies and an updated workplace. Scope of work to occur over two consecutive phases starting approximately in March 2024 and includes demolition of existing interiors and installation of new partitions and ceilings with mechanical, electrical, fire protection and fire alarm updates. Plumbing updates to be priced as a deduct alternate as noted on the Pricing Page. The original building construction date is 1977.

This bid consists of 4 documents:

- 1) Business Specifications and Supplemental Conditions (this document)
- 2) 20231113R2 Oakton - 100% CD Drawing Set.PDF
- 3) Oakton - 08 71 00 DOOR HARDWARE SPECIFICATION.PDF
- 4) Oakton - MEP Specifications - Divisions 21 22 23 26 27 28.PDF

A mandatory pre-bid meeting will be held on Tuesday, December 12th, 2023 starting at 10:00 am at the College's Des Plaines, 1600 E. Golf Rd, Des Plaines, IL 60016, Room 1275.

Only contractors who attend the pre-bid meeting will be allowed to submit a bid.

Any questions regarding this bid must be submitted in writing via email by 11:00 am on Friday, December 15th, 2023. All questions will be answered through an addendum and must be submitted to the following individuals:

Joe Scifo, Director of Facilities, jscifo@oakton.edu

Rich Schwass, Construction Manager at rschwass@oakton.edu

John Castro, Project Architect j.castro@woodtinarch.com

Trinh Than, Purchasing Manager at tthan@oakton.edu

Oakton College District 535 is exempt from all Federal, State, and Municipal Taxes.

I have examined the specifications and instructions included herein and agree, provided I am awarded a contract within 60 days of the bid due date, to provide the specified items for the sum shown in accordance with the terms stated herein. All deviations from the specifications and terms are in writing and attached hereto. I offer the following discount terms _____

Company Name: _____ Date: _____

Address: _____ City/St/Zip: _____

Name: _____ Title: _____

Phone #: _____ Fax #: _____

Signature: _____ E-mail: _____

The bid due date has been changed, and the new due date is:

TUESDAY, JANUARY 16, 2024 @ 11:00 AM

Questions and Answers submitted by Vendors:

1. I wanted to reach out to clarify a point that may have caused some confusion on our end. We were wondering if there might be a separate bid manual specifically for construction divisions 1-7 and 9-12. Ordinarily, we would expect to see a comprehensive bid manual that covers all construction divisions together.

Answer: No separate bid manual for divisions 1-7 and 9-12, see G1.3 for those divisions.

2. While reviewing the project specifications provided in the Drawing set G1.3, I noticed that certain elements, such as the graphics manual for signage, weren't included. Additionally, there seems to be a mention of plumbing being priced as an alternate, but without a corresponding alternate cost listed on the bid form. This has led us to the concern that we might have missed an attachment that provides further details on those specific construction divisions, or any specific pricing instructions for the proposal.

Answer: The graphics manual may be referring to the Oakton Brand Guide, please see attached PDF. Further signage specifications to be provided by the College. The entirety of Division 22 to be treated as a deduct alternate. Additional note on 1/A1.1.

3. Specifically, our team requires clarification on several aspects, including but not limited to, the preferred brands of elastomeric sealants (specific products), the required thickness of PVC edge banding for new millwork (College stipulated manufacturing specs), and the Oakton College's Graphics standard (for signage detailing). Access to this portion of the bid manual would greatly enhance our understanding and facilitate our preparation for a thorough and accurate bid.

Answer: See G1.3 for the specifications for divisions 1-7 and 9-12. Interior sealants to be paintable latex in compliance with ASTM C834. Acceptable products are as follows:

- BASF Corporation Masterseal NP 520.
- Pecora Corporation AC-20
- Tremco Commercial Sealants & Waterproofing Tremflex 834

Edge banding was not specified in the Architectural Woodwork section on G1.3. Provide 3mm PVC edge banding. Please refer to the Oakton Brand Guide for signage detailing, please see attached PDF. Further signage specifications to be provided by the College.

All other specifications, terms, and conditions noted in the original bid documents remain in effect and unchanged.

Please sign and return this addendum with your bid.



Oakton College

BRAND GUIDE





THE OAKTON EXPERIENCE

Rooted in equity, the Oakton Experience centers on intentional engagement by faculty and staff to support students as they successfully enter an individualized path, navigate college, grow academically and socially, and transition to their desired next step.

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INTRODUCTION TO BRAND

The Oakton College brand conveys the essence of who we are and what we stand for, as defined by our strategic plan. Combining powerful messages with compelling visuals, our brand reflects the College's mission, expresses our unique qualities and raises our visibility in the community. It is a tool we use to help our constituents understand our purpose and how we are relevant to their lives.

As a member of the Oakton College community, you play an important role in bringing our brand story to life. When the core brand is embraced by all faculty and staff, the rich variations of our individual programs, initiatives and goals can contribute to a consistent and trustworthy brand identity.

The brand foundation, outlined in the following guideline, will help us speak in a common voice as we all work together to empower and transform our students.

MESSAGE FROM THE PRESIDENT



President Joianne L. Smith, Ph.D.
Oakton College
January 2023

WHAT AN EXCITING TIME IT IS AT OAKTON COLLEGE!

Along with re-introducing Oakton College to the community as we implement a College name change and brand refresh – we are also working toward the goals of the College's strategic plan, "Vision 2030: Building Just and Thriving Communities," which took effect in July 2022.

Let's take this opportunity to help current, former and future students – and the broader community – better understand the life-changing impact of an Oakton education for everyone.

This updated brand identity guide is an excellent resource that will prepare you to effectively communicate the value of an Oakton education as you engage with individuals and groups on and off campus. Please familiarize yourself with this guide to ensure we maintain a consistent tone, written and in-person, incorporating appropriate visual elements that communicate the Oakton brand in the best way possible.

But please remember the Oakton brand is more than a logo; it's a lived experience we deliver daily as Oakton Ambassadors. In our daily interactions with students, community members and one another, I ask you always to remain true to the College's mission, vision and values – embodying the Oakton Experience. We must all work together, living our brand, as we seek to educate, empower and transform students, enabling them to become forces for creating just and thriving communities.

Sincerely,

A handwritten signature in black ink that reads "Joianne L. Smith".

Joianne L. Smith, Ph.D.
President
Oakton College

INCLUSIVE BRANDING

***A complete
Inclusive
Marketing Guide
is available in
myOakton.***

At Oakton, we strive to be an institution where all cultures and identities are celebrated. This principle guides our work every day in every way.

As communicators, we center diversity, inclusion and equity in the power that we hold as storytellers, creatives and information sharers. This daily work includes: questioning bias, eradicating stereotypes, including a diverse range of voices and understanding the difference between intent and impact in our creative process.

AT OAKTON, WE TELL REAL STORIES. This commitment to authenticity will help us break past stereotypes, build trust and contribute to the College's mission to create thriving and just communities.

The privilege of our work is continuous learning and evolution. These guidelines are flexible and will evolve with the College and with our community.

THE OAKTON COLLEGE BRAND FOUNDATION

**BRAND IS A LIVED EXPERIENCE.
IT IS MORE THAN A TAGLINE.
IT IS MORE THAN A LOGO.**

It is the place the College holds in the consciousness of those we serve.

Our constituents include:

- Prospective students
- Current students
- Alumni
- Donors
- Community partners

The College's mission is perceived by our constituents through our brand as expressed by the content on our website, social media channels, advertising, publications, emails, text messages and countless other formats.

Our brand foundation is composed of a brand promise statement and brand character which inspire five core messaging pillars. The goal of this structure is to intentionally focus Oakton College's complex brand in our institutional marketing and communications efforts to ensure that we prioritize the most impactful elements of who we are for each constituent group.

We work together to deliver on this promise every day through our interactions with students, their supporters and our community partners. We each have a role to play in living up to the expectations that our brand sets for our constituents.

BRAND PROMISE STATEMENT

A brand promise statement speaks to how we want Oakton College to be perceived in the hearts of our target audiences. This is not an organizational mission or vision statement. It is a compass we use when developing key messages and communication and marketing materials.

The following brand promise statement was developed in collaboration with stakeholders from across the College and informed by our strategic plan.

OAKTON COLLEGE IS AN EXCEPTIONAL EQUITABLE AND SUPPORTIVE LEARNING ENVIRONMENT FOR EVERYONE WHO SEEKS A RELEVANT, LIFE-CHANGING EDUCATION TO FURTHER THEIR OPPORTUNITIES.

“exceptional”

Oakton strives to be a first-choice institution for our communities by creating purposeful and powerful learning experiences for everyone we have the privilege to enroll.

“equitable and supportive”

We are proud to be a human-driven education dedicated to equity and inclusion and alive with purposeful energy and connection in and beyond the classroom.

“for everyone”

Our students come from many backgrounds and every possible back-story with diverse motivations, goals and dreams represented.

“relevant, life-changing”

Our students are well prepared for success. They apply the knowledge and skills they gain at Oakton to their own lives every day. The impact of a student’s Oakton education will ripple outward to their families, employers, organizations, communities and beyond.

“furthers their opportunities”

Our reason for being is to prepare students for professional and personal success—however defined. Achieving results—by any measure—is an Oakton commitment.

THE OAKTON COLLEGE BRAND CHARACTER

If Oakton College were a person, how would our personality be perceived? These characteristics inspire our voice and tone in all content and communication.

Inclusive

Purposeful

Skilled

Committed

Inspiring

Life-changing

Empowering

Partner

MESSAGING PILLARS

Oakton's messaging pillars demonstrate how, specifically, Oakton delivers the brand promise to our constituents. These pillars will guide the development of our marketing and communication campaigns. They help us strengthen our messaging around focused benefits of an Oakton education that are relevant to our audiences.

The messaging pillars that follow are written directly to the audience. Try to bring at least one of these brand pillars to life in each piece of content you create. You will find examples here for how to illustrate the pillars for audiences such as prospective students, employees and community partners.

ENGAGED EMPLOYEES FOSTER STUDENT SUCCESS

A COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION

INTENTIONAL PATHWAYS WITH SKILLS-BASED RESOURCES

AN EXCEPTIONAL VALUE

OUR DISTRICT IS YOUR EXTENDED CLASSROOM

MESSAGING PILLAR

ENGAGED EMPLOYEES FOSTER STUDENT SUCCESS

A note about the phrase “student-centered.”

Although Oakton is proudly known for our commitment to student success and support, most every college and university considers themselves “student-centered.” Why else would we be here? Instead, look for creative ways to show how we go above and beyond in our commitment to our students.

Our dedicated faculty and staff are the driving force of Oakton College. In our teaching-first and customer-service-focused community, they give emphasis and direction to your life-shaping education. In Oakton’s engaging online and campus learning spaces, faculty have the invaluable chance to get to know you as an individual and discover your distinct goals and dreams. Our focus on student success allows us to work with you one-on-one. The result: Not only a successful future, but the right future.

- Oakton is committed to empowering students to succeed by developing skills and strategies for learning and career readiness.
- Oakton students learn from experts who share the experience they have gained in the professional and academic fields in which they teach.

Example Message: Prospective adult students

“As an Oakton student, we’ll get to know you and understand your goals by working with you one-on-one. You will learn from a team of faculty who bring professional experience to the classroom every day. They’ll teach you the specific skills you need to reach your goals. The result: Not only a successful future, but the right future for you.”

MESSAGING PILLAR

A COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION

Oakton engages, welcomes, supports and advances all people. We are dedicated to providing a just and equitable learning environment. This is a significant promise: Our district is incredibly varied, with populations that range across every possible descriptive as defined by any possible metric. To this end, Oakton is committed to:

- Diversity by every definition.
- Equity by promoting justice within our procedures, processes, and distribution of resources.
- Inclusion so that all feel welcomed and participate in the decision-making processes and development opportunities at Oakton.

Example Message: Prospective traditional students

“You’re seeking a learning environment where you feel welcome and supported. Oakton is proud to be an incredibly diverse college with a vibrant campus culture. You will thrive in an inclusive community where everyone is encouraged to join in and where equity is a shared goal.”

MESSAGING PILLAR

INTENTIONAL PATHWAYS WITH SKILLS-BASED RESOURCES

At Oakton College, learning experiences are purpose-built to help you explore your potential and chart your path. Our approach is invigorated by relevant learning opportunities such as hands-on clinical training and course concentrations that let you dive deep into a specific subject.

All paths are intended to lead to future career success, no matter the details—even those that begin in high school or require a bachelor's degree. We fulfill our promise of a career-focused education by providing the hands-on learning you need for your profession in state-of-the-art facilities. And, we design many of our career programs to build on one another so that you can earn short-term certificates that stack like blocks into an associate degree.

For those aiming for a bachelor's degree, our transfer pathways with four-year institutions ensure that you'll use your time at Oakton wisely. We will help you select the area of study that interests you and chart your educational journey to a bachelor's degree and beyond.

We're committed to continuously evolving our educational offerings to meet the workforce needs of today and tomorrow. We create programs in collaboration with our region's industry leaders, including unprecedented fields like cannabis cultivation.

Example Message: Employees (faculty and staff)

"From day one, every student you meet is on their own unique path. It is our privilege to help guide them toward the future they envision. This work is the work. Your commitment to our students impacts lives and our communities."

MESSAGING PILLAR

AN EXCEPTIONAL VALUE

A note about the word “affordable.”

In your writing, avoid using the adjective affordable to describe the benefits of an Oakton education. Affordability is relative; what is affordable to one student may not be affordable to another. Instead, seek specific proof points that illustrate the College’s value.

Oakton’s value starts with setting tuition lower than most other college options. This is coupled with a dedication to helping you find financial resources. Measuring your return on this investment is twofold. First is professional success: Being Oakton College-prepared means you get a better chance at a desired career by taking relevant skills with you into life.

Second is your personal success: the empowerment that comes from growing and succeeding as a person by meeting the challenges we offer.

By either definition of success, Oakton College is time well spent.

Example Message: Family/influencers of prospective students

“Not all investments in education are the same. Illinois is home to some of the best community colleges in the nation. We lead the pack in terms of educational outcomes and transfer opportunities. With some of the lowest costs in the state, your student will gain an exceptional education at a fraction of the cost. Less than one percent of our students graduate with student loan debt. But all of our students graduate with college credentials that set them up for life-long personal and professional success.”

MESSAGING PILLAR

OUR DISTRICT IS YOUR EXTENDED CLASSROOM

An Oakton education reaches far beyond the classroom. Our district is located in the heart of Chicagoland, brimming with diverse neighborhoods, businesses and communities all humming with the passion of people from every possible background. Our location and connections in the community will help you gain hands-on, real-world experiences to prepare you for what's next in technology, business and culture.

Area business leaders and influencers value Oakton College's role as a talent engine. We are a trusted partner to the communities we serve as an education resource that fosters connections across our community.

Example Message: Local business leaders

"We are proud to be part of a vibrant community where we make an impact through the contributions of every Oakton graduate. We are excited to partner in training citizens for next-generation jobs. In turn, their success will drive the success of our region."

WRITING FOR OAKTON

The Oakton Story

Writing about Oakton gives you the opportunity to tell compelling stories and reinforce our key messages. Here are some general principles to follow when telling the Oakton story.

Be Clear and Direct

Keep both paragraphs and sentences short, and use conversational language rather than unnecessarily complex words or academic jargon.

Use an Active Voice

Begin with the subject, then describe the action.

Instead of: “The student was given an award”

Try: “The student received an award”

Or: “The College gave the student an award”

Speak Directly to the Reader

Use engaging language (“you” rather than “students,” “us” instead of “Oakton College”) to draw the reader in and welcome them to our community.

Tell Engaging Stories

Personal stories about our impact on students or faculty members are the best way to convey our message, especially when paired with images or videos.

Voice and Tone

When we speak with one voice, we are stronger as an institution. All written communications at Oakton, whether print or digital, should align with our brand personality and reflect Oakton’s distinctive character and identity. All messaging should reflect the following voice attributes:

Warm and welcoming: As the community’s college, Oakton has a place for everyone.

Confident: We know who we are, and we speak with confidence about our impact in the world.

Practical: We’re grounded in the real world, and we’re committed to helping you achieve your goals.

Inspiring: We inspire our students to dream big, and we empower them to transform their lives.

Authentic: All communications should remain true to who we are as an institution — in facts and in spirit.

While our voice should remain constant regardless of audience and medium, the tone you use will vary. A fundraising letter, for example, might use a more formal, professional tone, while an email to prospective students would take a livelier, more conversational approach.

Across all channels, however, all Oakton communications should convey a tone that is:

APPROACHABLE
CONVERSATIONAL
SUPPORTIVE
ENGAGING
ENERGETIC
ACTIVE

STYLE GUIDE

Marketing maintains an editorial style guide to ensure that constituents across campus communicate in a clear, consistent way. Our style guide is based on editorial guidelines of *The Associated Press Stylebook*, with some exceptions. Here are a few examples:

Name of the College

On second reference, use Oakton or the College. Never use OC, or Oakton Community College..

Advisor (Not adviser)

See an academic advisor prior to registration.

Board of Trustees, Oakton College

Use Board of Trustees of Oakton College on first reference; on second reference use Trustees.

An alternate reference can be the Board.

Comma

There should be no serial comma, unless the sentence could be interpreted differently without the serial comma: Monday, Wednesday and Friday.

Office Names

Capitalize the formal names of offices at Oakton:

- Division of Liberal Arts
- Office of Student Affairs

Phone Numbers

Use periods, not dashes, parentheses, or slashes:
847.635.1600

Titles (Person/Position)

- Mary Baker, director of Student Recruitment and Outreach
- Patrick Joseph, professor of humanities and philosophy

The title “Dr.” is not used, unless the individual is a medical doctor.

The type of degree follows the name:

Jack Stewart, Ph.D.

Capitalize academic titles when they precede the name. On second reference to a person, use the last name only:

Professor William Johnson teaches the class.

Johnson has a master’s degree in journalism.

Degrees

Write the names of degrees, when referred to in general terms, in lowercase:

- doctorate in psychology or doctoral degree
- associate (not associate’s) degree in liberal arts; associate in arts degree in English
- associate in science degree; associate in applied science degree
- bachelor’s degree in finance; bachelor of arts degree in business
- master’s degree in marketing; master of science degree in marketing

Use capitals and periods (with no spaces between) for abbreviations of all degrees:

A.A., A.S., A.A.S., B.S., M.F.A.

The word “degree” does not follow an abbreviation: He has an A.A.S. in Nursing.
(Not He has an A.A.S. degree in nursing.)

When an academic degree or accreditation follows a name, set it off with commas:

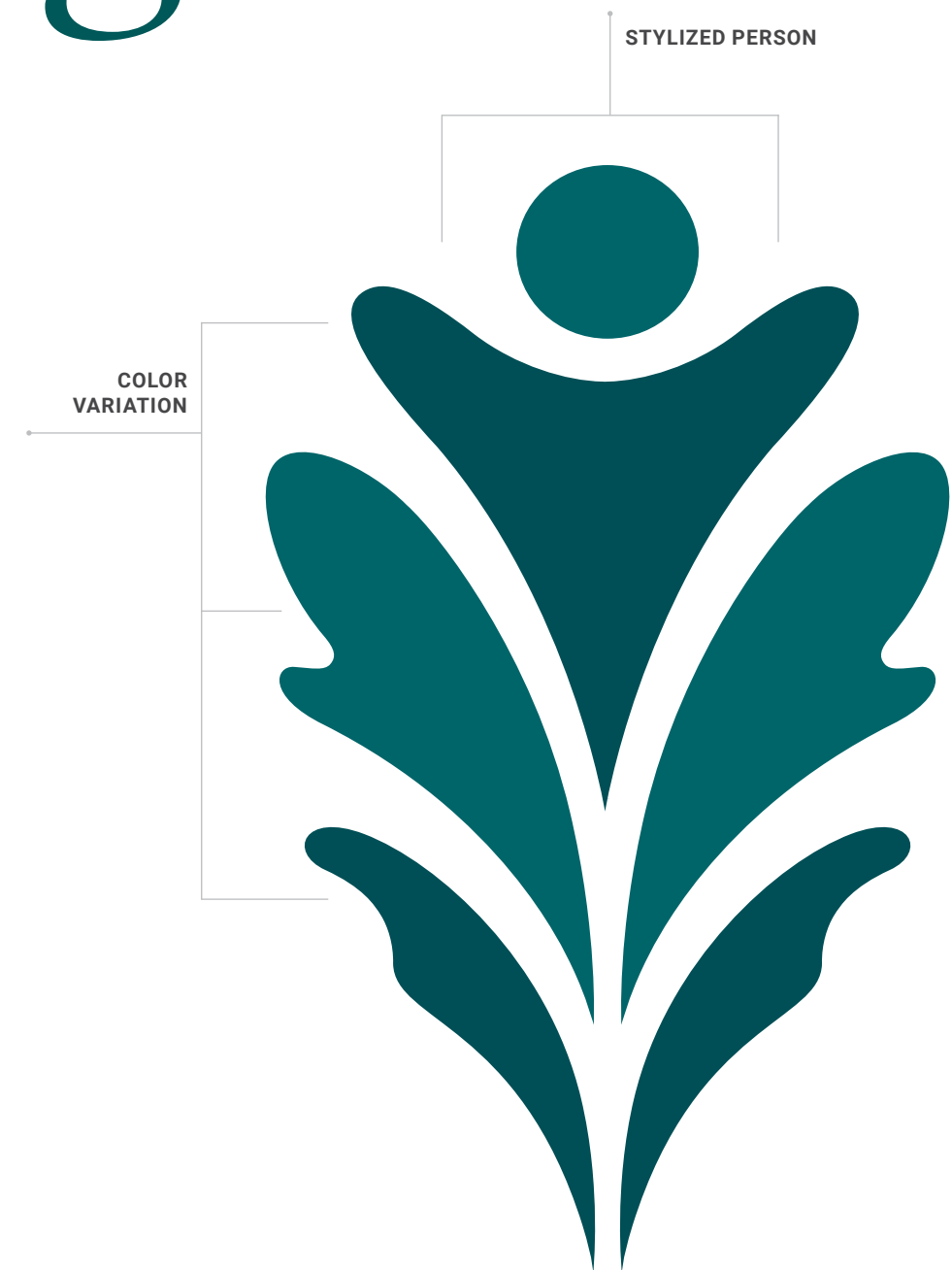
Jane Adams, Ed.D., taught the advanced class.



THE OAKTON COLLEGE LOGO

Oakton's new logo underscores the College's continued commitment to inspiration, growth, equity and community. Beginning with the oak leaf symbol, the ends of the leaf have been redrawn to form crisp points for a sharper, more modern feel while retaining its well-identified essence of excellence and purpose. The stylized person at the crown of the leaf reflects our focus on our students and broader community. To add depth and better represent the College's clear commitment to diversity, a slight color variation has also been introduced in the oak leaves. And typographically, the collegiate feel of the elegant yet modern serifed font Classica reflects the College's strong academic focus and the resulting transformation and empowerment of our students.

Together, the updated symbol and customized typography combine for a visual impression that is both familiar and ameliorated, perfectly representing Oakton College's past and optimistic future.



LOGO VERSIONS

The Oakton College logo must appear on all printed materials, signage, digital media, and other communications, regardless of audience. The oak leaf symbol must always be used with the Oakton logotype. Additionally, it can also be used as a design element as long as the logo is prominently displayed elsewhere in the publication.



Primary Logo *Horizontal*



Primary Logo *Stacked*

Special Case Logo (Leaf Above Version)

The primary logos, with the symbol to the left of the logotype, is the preferred format and should be used in most applications. When horizontal space is restricted, a stacked version may be used instead. Please do not re-proportion the logo in any way.



Logo *Special Case*

OAKTON LOGO SPACING AND SIZE GUIDELINES

CLEAR SPACE RESTRICTIONS AND MINIMUM REPRODUCTION SIZE LIMITATION

In order to set the Logos apart from other surrounding elements, leave space clear of any significant elements equal to the size of the cap "O" around all sides of the logo.



1.25" minimum reproduction width



1" minimum reproduction width



1.25" minimum reproduction width

OAKTON SYMBOL USE GUIDELINES

CLEAR SPACE RESTRICTIONS AND MINIMUM REPRODUCTION SIZE LIMITATION



In order to set the symbol apart from other surrounding elements, leave space clear of any significant elements equal to the symbol circle element around all sides of the symbol. Note: This does not apply when symbol is used as a screened watermark.



.25" minimum reproduction width

LOGO COLOR

The official color of the Oakton College logo is PMS 3292 (green). The logo may not be reproduced in any color except Pantone (PMS) 3292, black, or white.

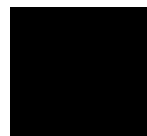


PMS 3292
CMYK: 100.40.65.29
RGB: 0.88.80
HEX: #005850



PMS 3292 - 82% Tint
CMYK: 91.44.52.21
RGB: 0.101.105
HEX: #006569

LEAF AND CIRCLE



Black
CMYK: 0.0.0.100
RGB: 0.0.0
HEX: #000000



White
CMYK: 0.0.0.0
RGB: 255.255.255
HEX: #FFFFFF

Full-Color Logo Reproduction

When printing the logo against a light or tinted background, the background must be 40 percent value or less to allow sufficient contrast. If you are printing the logo against a dark background, use the reversed version of the logo, which has the logotype and symbol in white. When reversing the logo, the background should be 50 percent value or more.



Single-Color Logo Reproduction

When printing the logo in a black-and-white publication, print it in black when it appears against a light or white background. Against a dark or black background, reverse the logo and print it in white.



LOGO ON PHOTOGRAPHIC BACKGROUNDS

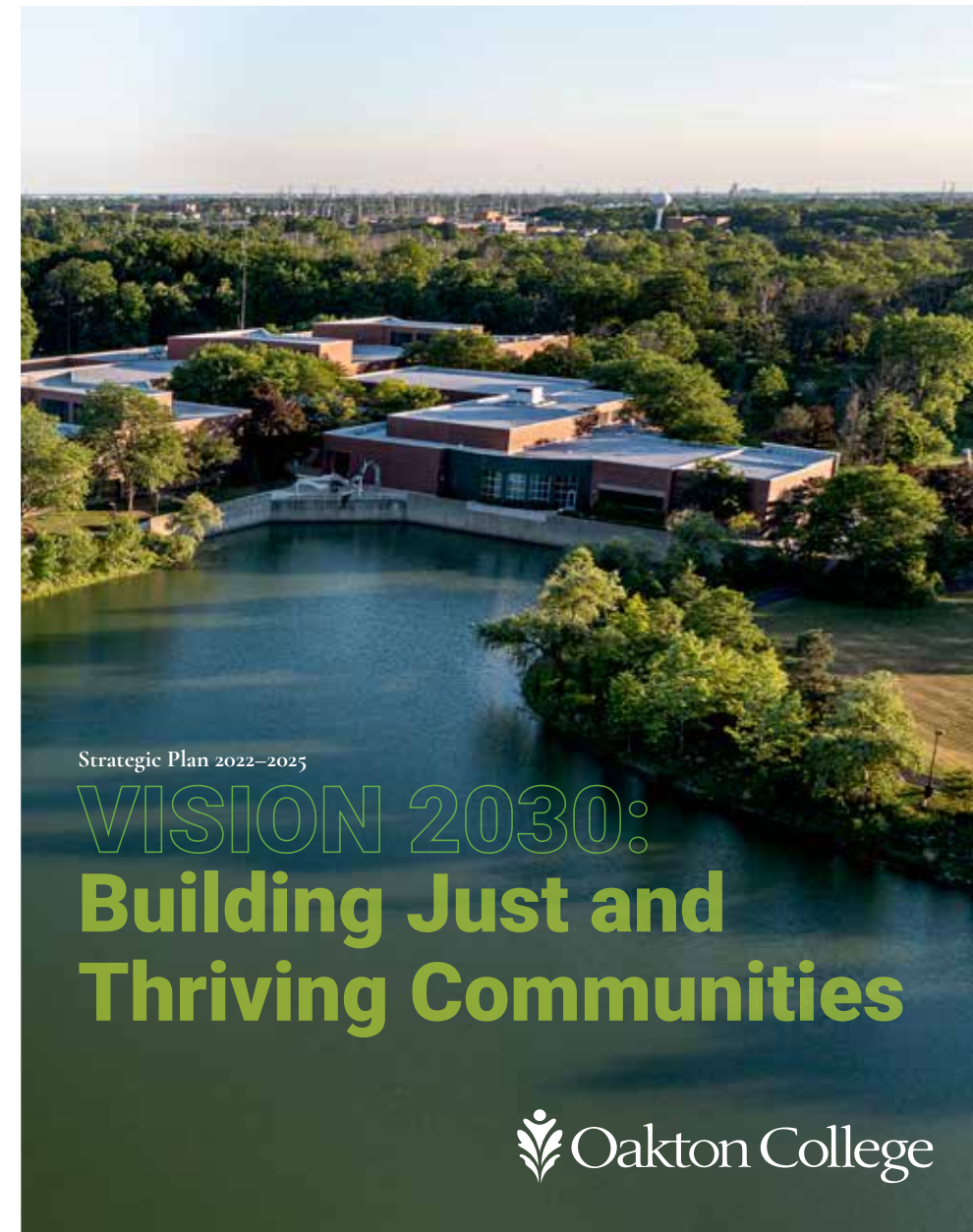
When appearing on a photo background, the following rules should be applied:

Printing on Light Photographs

On light photographs, a PMS core-color or CMYK logo should be placed in a light untextured area for maximum legibility. It is recommended that the background be no darker than 40 percent in value.

Printing on Dark Photographs

On dark photographic backgrounds the reversed white logo should be placed in the darkest area of the image for maximum contrast.



UNACCEPTABLE LOGO MODIFICATIONS

THESE GENERAL RULES APPLY TO ALL OAKTON LOGOS AND SYMBOLS

VERTICAL OR HORIZONTAL LOGO DISTORTION



LOGO COLORIZATION



LOGO SHADOWING THAT EFFECTS READABILITY



LOGO ROTATION



LOGO REARRANGEMENT



LOGO RECREATED WITH INCORRECT TYPEFACE



LOGO IN SHAPE AND ILLEGIBLE COLOR COMBINATION



LOGO WATERMARKING
(ACCEPTABLE USE FOR SYMBOL ONLY)



LOGO OVER DISTRACTING BACKGROUND



USE OF LOGO WITH DEPARTMENT NAMES

Departmental and Office Sub-Brands

Academic and administrative departments may not create their own logos. To ensure consistency and strengthen brand awareness, we have created a sub-branding template that allows departments to tap into the College's brand identity by combining the official College logo with the name of their department.

Please adhere to these guidelines when combining your department name with the College logo.



Oakton College

Center for Campus Inclusion and Diversity



Oakton College

Marketing and Communications

Logo

DEPARTMENT NAME

Roboto Light
100% PMS 446 Grey

SPACING

The distance between the Primary Logo and Department Name is equal to the height of the letter "O" in College.

USE OF LOGO WITH CO-BRANDS

Co-Branding With Our Partners

Co-branded communications are designed to recognize our partnerships with other institutions and organizations. By placing Oakton's logo side by side with a partner's logo, these co-branded solutions create unity and provide a visual sense of identity.

The co-branded template places equal visual importance on both logos, with a rule line between the two – highlighting that the two entities are separate institutions but share a commitment to the same purpose and goals.





THE OAKTON COLLEGE SEAL

The College seal celebrates Oakton's history while looking to the future. A majestic oak tree serves as a symbolic representation of our institution, past and future:

- Visible roots symbolize a rich and deeply shared history
- A sturdy yet twisted trunk symbolizes the growth that has made Oakton stronger
- Mature and sprawling branches represent both established core programs and expansion into contemporary course offerings
- A multitude of oak leaves embody Oakton's diverse and growing student population

Three words from our mission statement were incorporated into the seal:

EDUCATE: Oakton's reason for being, engaging students with knowledge and experiences

TRANSFORM: We change lives for a changing world

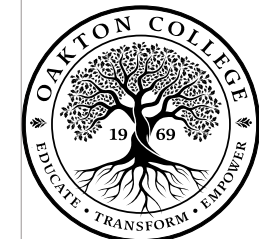
EMPOWER: We inspire people to make a difference in their lives and those of others

OAKTON SEAL USE GUIDELINES

CLEAR SPACE RESTRICTIONS AND MINIMUM REPRODUCTION SIZE LIMITATION



In order to set the seal apart from other surrounding elements, leave a space clear of any significant elements equal to the height and width of "19 69" around all sides of the seal.



1.25" minimum reproduction width

The official Oakton seal is generally used for official academic or administrative purposes, however, as long as use guides are followed, it may also be used for appropriate branded bookstore applications.



COLOR PALETTE

Primary (Core) Color

Oakton's color palette is built around PMS 3292, the color of the Oakton College logo. The core color must always be used at 100 percent and never screened, unless it is being used to create a watermark.



PMS 3292
CMYK: 100.42.67.33
RGB: 0.88.80
HEX: #005850



PMS 3292 - 82% Tint
CMYK: 90.40.50.25
RGB: 0.101.105
HEX: #006569

Complementary Colors: Print and Digital

Encompassing light, mid and dark tones, Oakton's complementary colors support the spirit and architecture, while supporting the signature green and enhance visual interest. These color choices are for use on digital applications as well as in print.

For added flexibility, complementary colors may be screened.



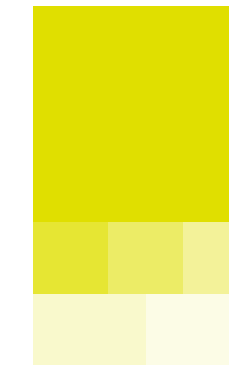
PMS 362
CMYK: 74.15.100.2
RGB: 76.156.46
HEX: #4c9c2e



PMS 376
CMYK: 56.3.100.0
RGB: 128.188.0
HEX: #80bc00



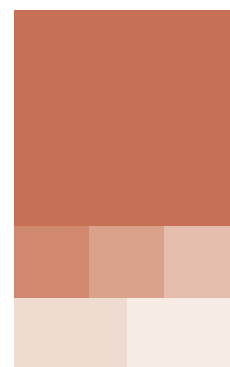
PMS 382
CMYK: 30.1.100.0
RGB: 194.213.0
HEX: #c2d500



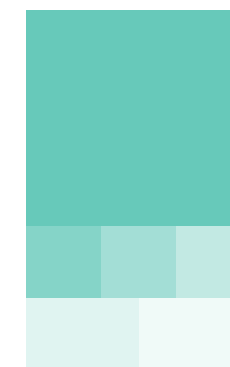
PMS 396
CMYK: 17.1.100.0
RGB: 224.223.0
HEX: #e0df00



PMS 143
CMYK: 3.32.91.0
RGB: 245.179.53
HEX: #f5b335



TERRA COTTA
CMYK: 18.64.70.2
RGB: 202.115.86
HEX: #ca7356



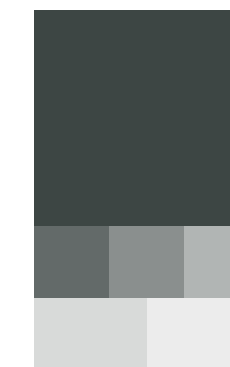
PMS 570
CMYK: 57.0.34.0
RGB: 102.201.186
HEX: #66c9ba



PMS 2915
CMYK: 58.14.0.0
RGB: 94.179.228
HEX: #5eb3e4



PMS 2935
CMYK: 100.68.4.0
RGB: 0.85.184
HEX: #0055b8



PMS 446
CMYK: 71.57.61.44
RGB: 61.69.67
HEX: #3d4543

AREAS OF INTEREST

Each image was carefully selected to represent each area of interest and should be used when representing them in both print and digital applications.



Computer and Information Technology



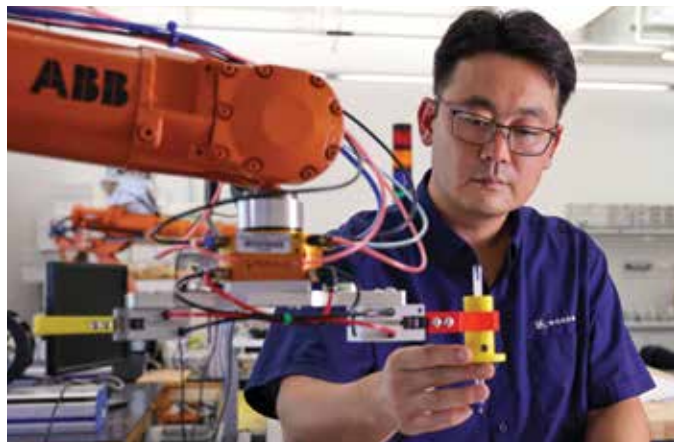
Fine, Performing, and Applied Arts



Health Careers and Nursing



Humanities and Languages



Manufacturing, Facilities, and Automotive



Public and Professional Business Services



Science, Technology, Engineering, and Math



Social and Behavioral Science and Education

SANS SERIF FONT

These fonts are utilized as both headline font as well as body copy text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Roboto

Roboto Thin *and Thin Italic*

Roboto Light *and Light Italic*

Roboto Regular *and Italic*

Roboto Medium *and Medium Italic*

Roboto Bold *and Bold Italic*

Roboto Black *and Black Italic*

SERIF FONT

These fonts are utilized primarily as body copy text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Cormorant Garamond

Cormorant Garamond *Light and Light Italic*

Cormorant Garamond *Regular and Italic*

Cormorant Garamond *Medium and Medium Italic*

Cormorant Garamond *SemiBold and SemiBold Italic*

Cormorant Garamond *Bold and Bold Italic*

SPECIAL CASE SCRIPT FONTS

These fonts are utilized for formal communications like invitations or certificates.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789

Ephesis Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789

Monte Carlo

GENERAL AND DEPARTMENTAL LETTERHEAD

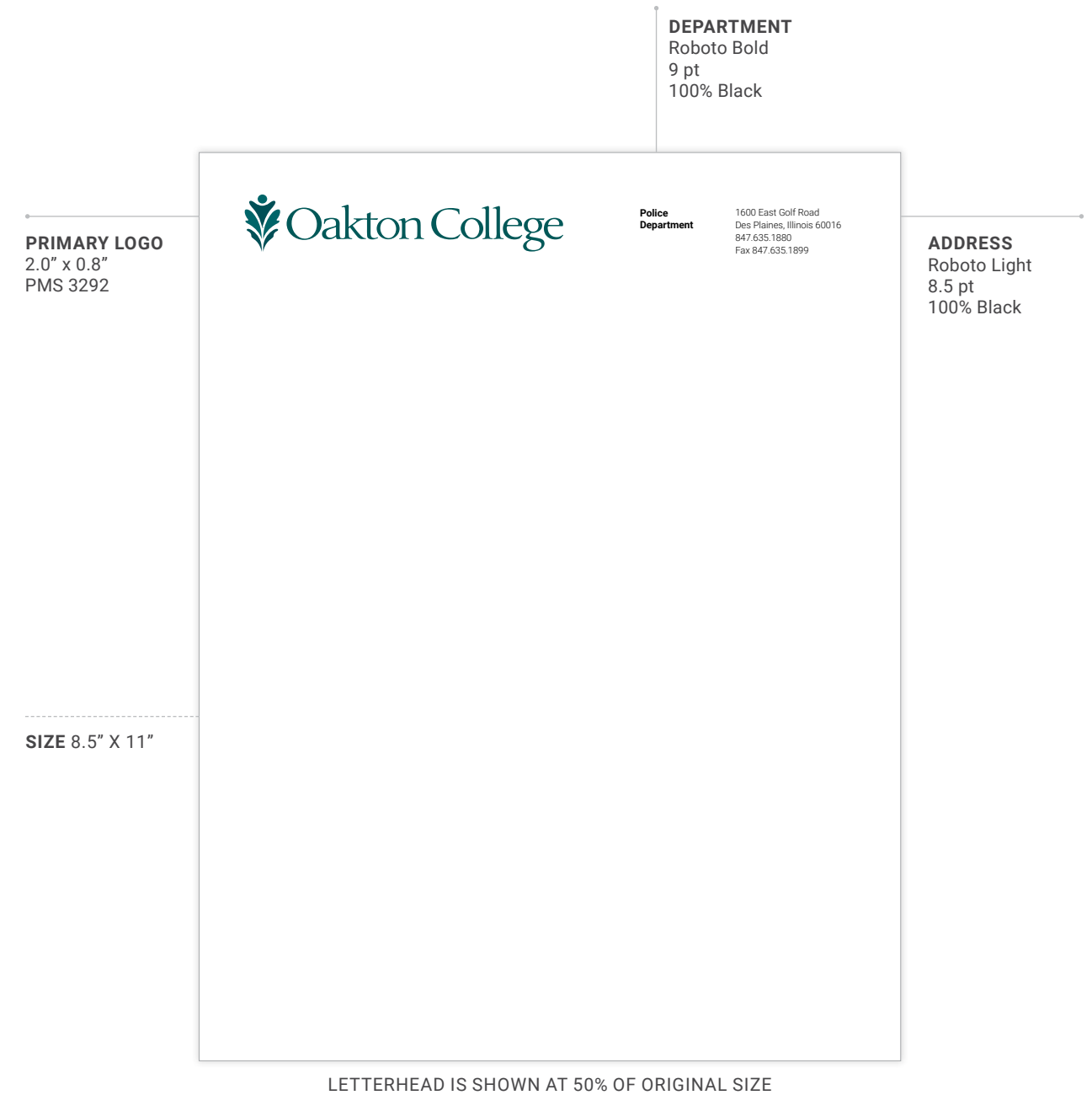
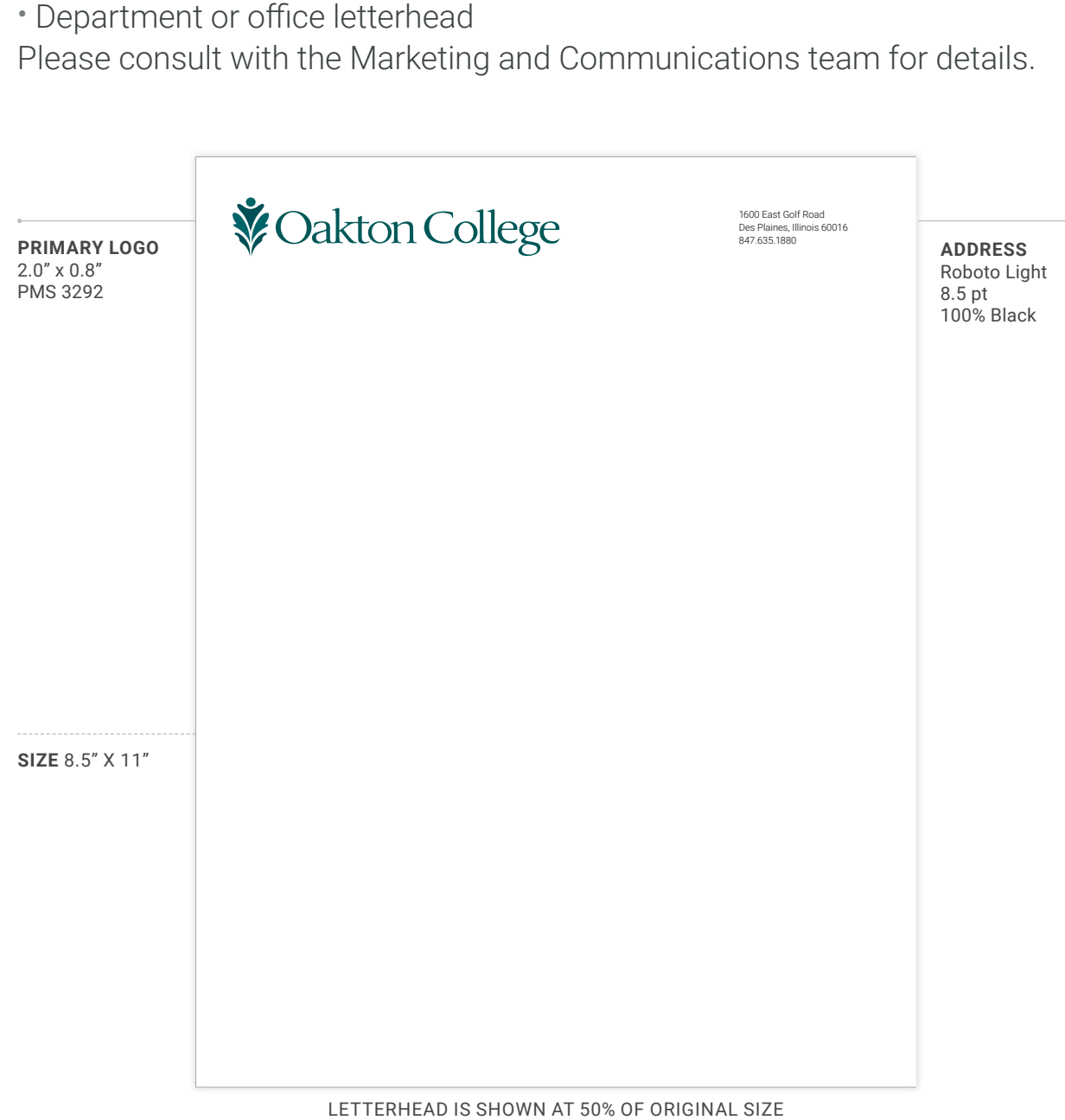
Use the official letterhead shown here for all Oakton communications.

The letterhead can be customized with the name of your department or office, or you may use letterhead that's specific to one of Oakton's campuses.

The options available include:

- Campus-specific letterhead
- Department or office letterhead

Please consult with the Marketing and Communications team for details.

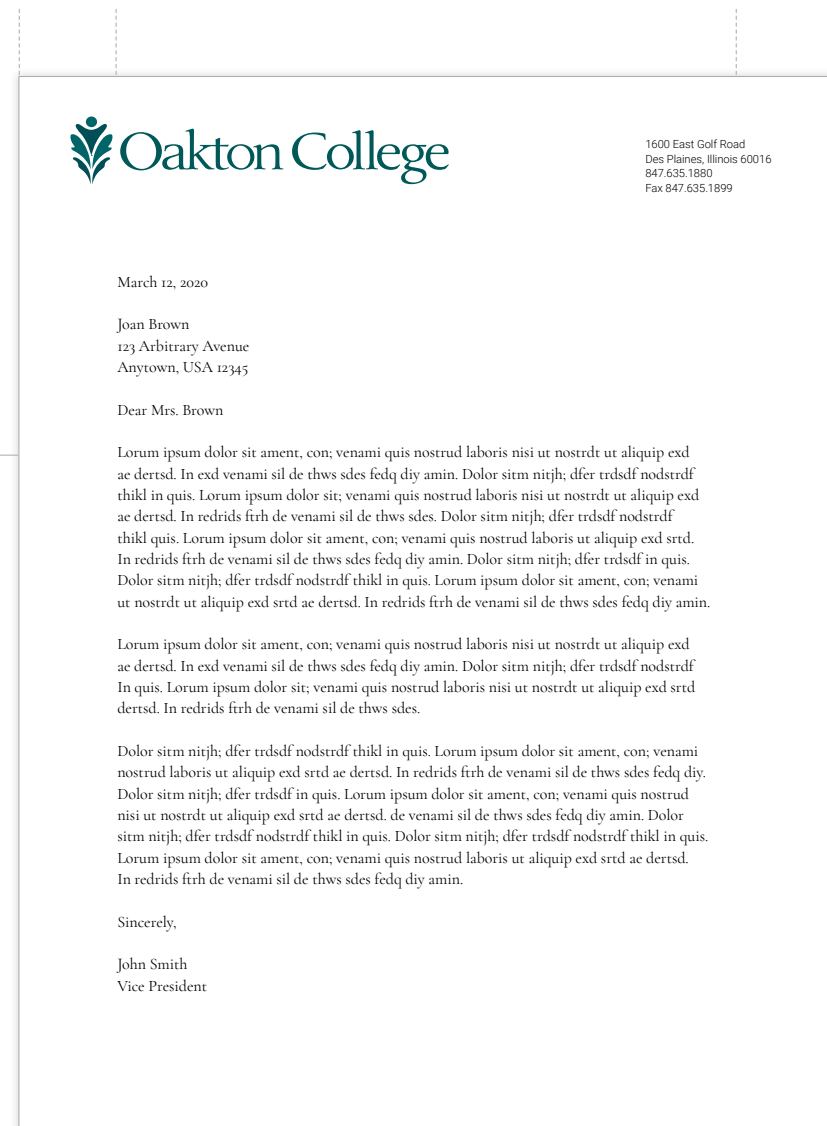


SAMPLE COLLATERAL

LETTER FORMAT

Use the Cormorant Garamond Regular font when printing letters on Oakton letterhead. If you don't have access to Cormorant Garamond, you may substitute Times New Roman. Follow the example for margins and formatting.

MARGINS 1.0"

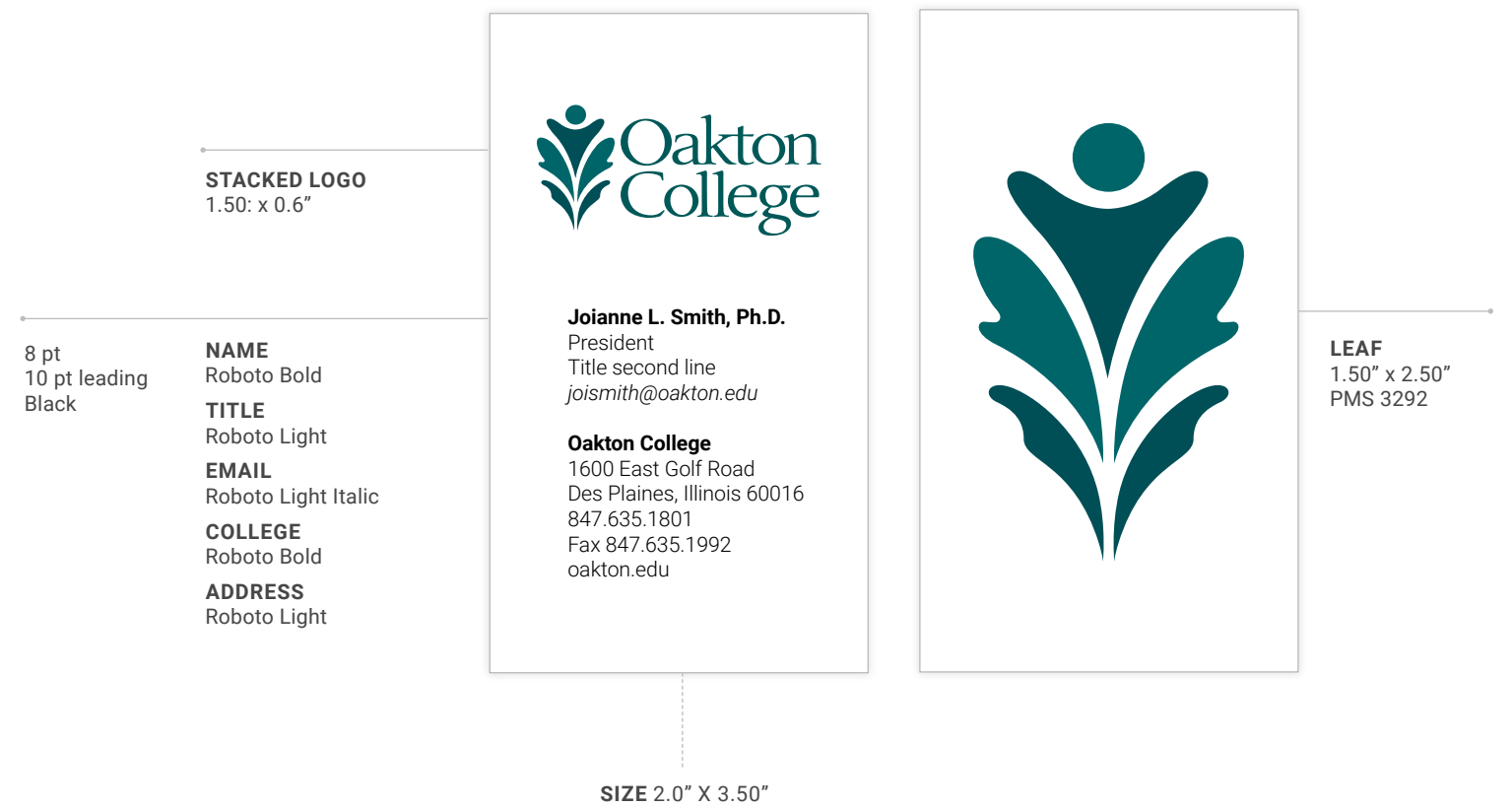


BODY COPY
Cormorant Garamond
12 pt
16 pt leading

LETTERHEAD IS SHOWN AT 50% OF ORIGINAL SIZE

BUSINESS CARDS

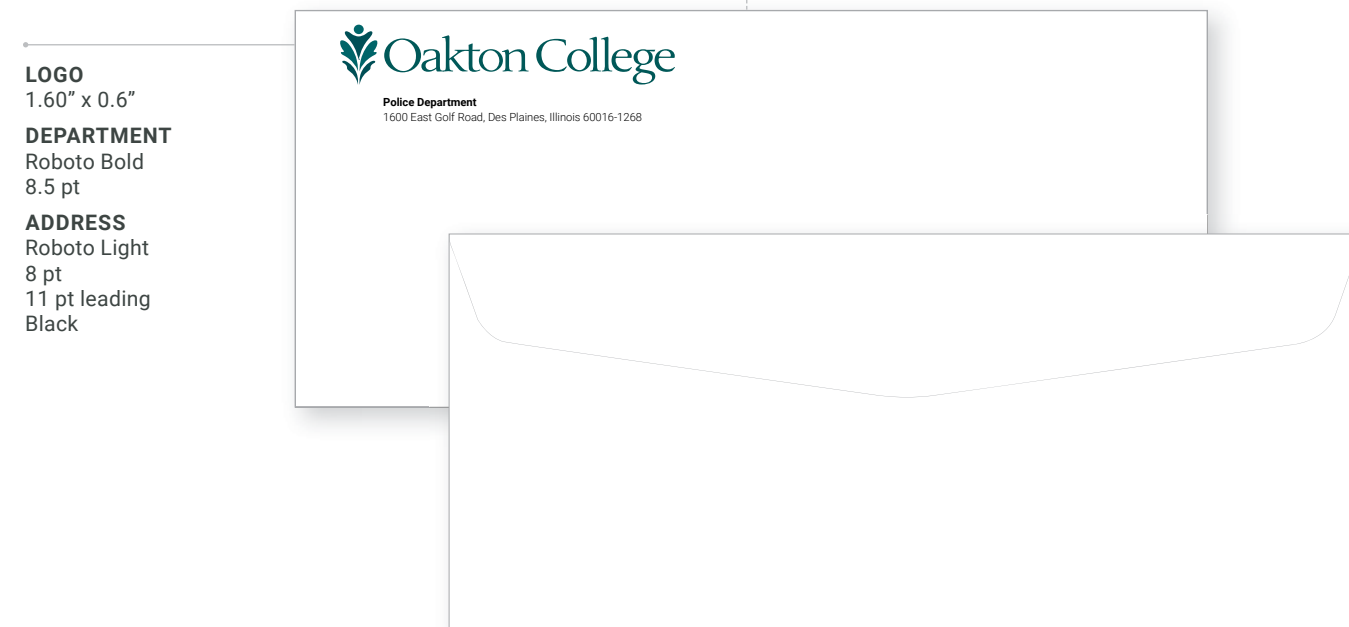
Business cards for Oakton administrators, staff and faculty follow the same format and the same editorial guidelines, including the use of periods in academic degrees and in phone numbers. To order business cards, see the order form in myOakton.



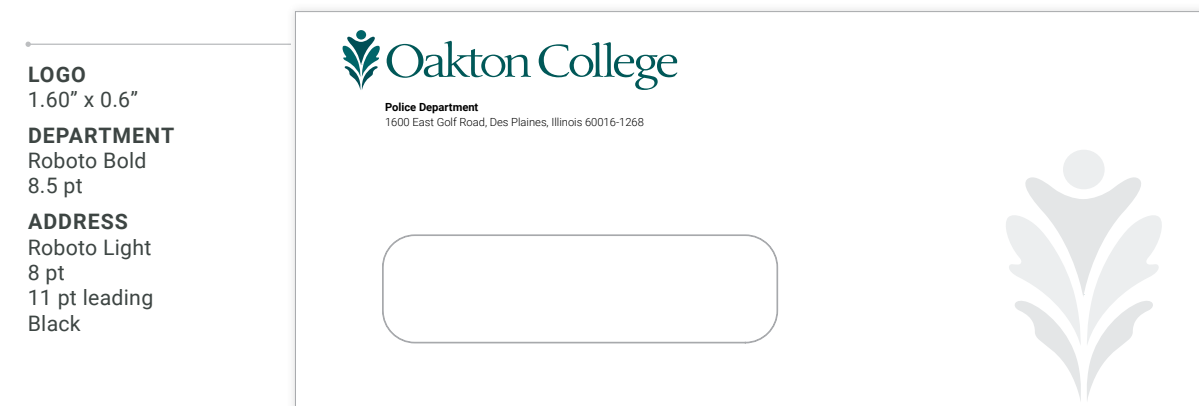
ENVELOPES

#10 Envelopes Use these approved templates when printing envelopes. If you need a size not shown here, contact Marketing and Communications.

#10 ENVELOPE SIZE 9.50" X 4.125"



ALL ENVELOPES ARE SHOWN AT 50% OF ORIGINAL SIZE



SCREENED LEAF
2.0" x 3.4"
PMS 3292

NAME TAGS

Shown here is an example of an approved name tag.



NAME TAG SHOWN AT ACTUAL SIZE

EMAIL SIGNATURE

Use this formatting to create your email signature and include it in all of your email communications. Consistency of use across campus provides a sense of cohesion and unity. Do not alter the template in any way without consulting with Marketing.

All text should appear in black

NAME
San Serif - Bold
Size Normal

TITLE, DEPT., ADDRESS, PHONE
San Serif
Size Normal

OPTIONAL QUOTE
San Serif Italic
Size Normal

PRONOUNS
San Serif
Size Normal
Parentheses begin and end separated by comma

New Message [Close] [Maximize] [Refresh]

To [Cc] [Bcc]


Subject

--

First Name Last Name (pronouns)

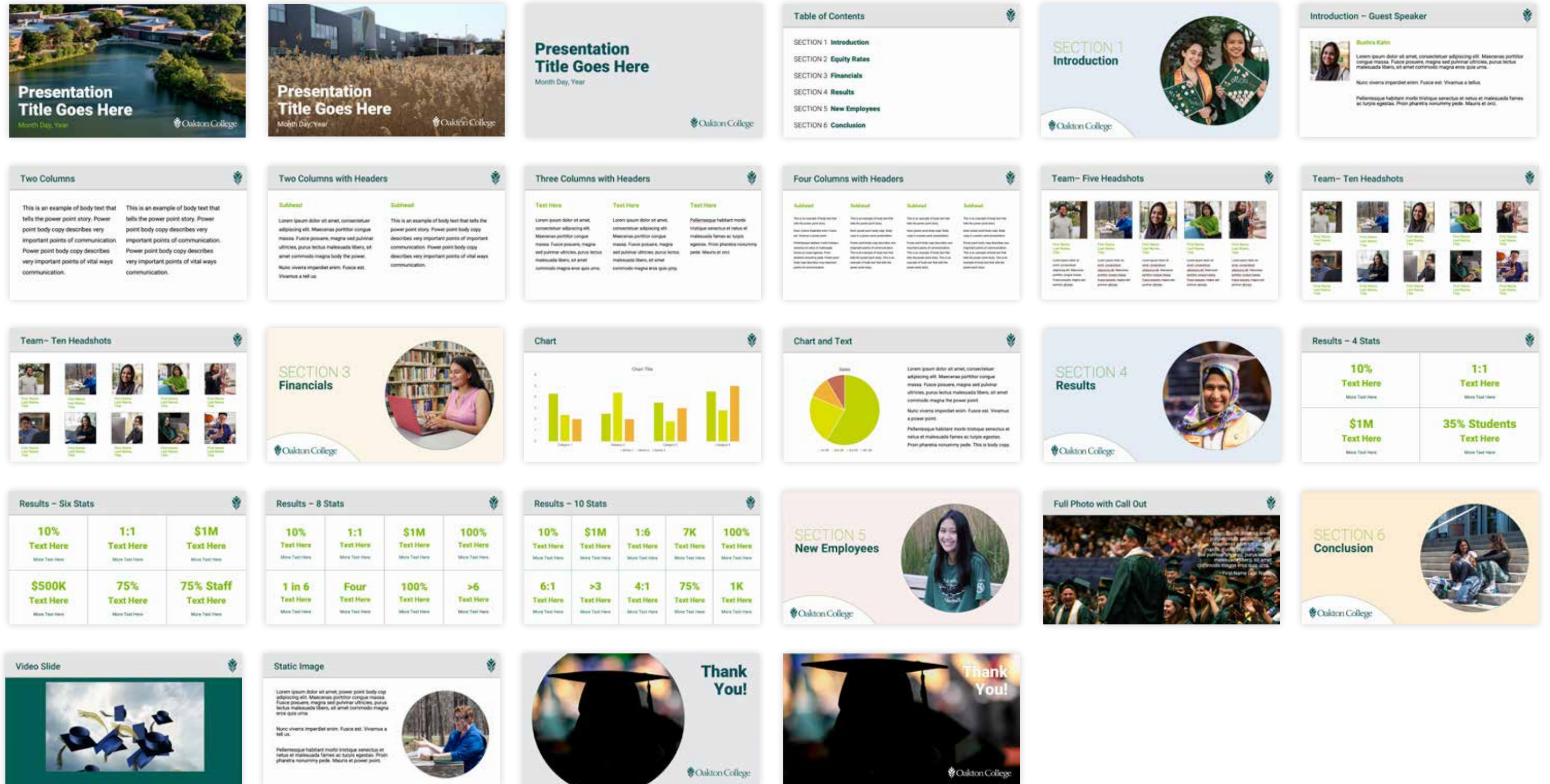
Title
Additional Titles (if applicable)
Department
Street Address
City, State Zip Code
Phone Number

Optional quote or links

 Oakton College

POWERPOINT TEMPLATE

Use this Powerpoint template to create your Oakton College presentation communications. Below you will find three branded cover options as well as examples of several different master slides that you can incorporate into your presentation. Please do not alter the template in any way without consulting with Marketing.



SOCIAL MEDIA ICONS

Leaf Icon

BACKGROUND

20% PMS 464

SPACING

The negative space around the symbol is minimally equal to the circle of the symbol.



FACEBOOK



LINKEDIN



TWITTER



INSTAGRAM

PHOTOGRAPHY AND VIDEO OVERVIEW

Authenticity is key for both still photography and video. Natural light, natural expression and energetic participants make for dynamic images and videos. A consistent look and feel to all Oakton photography and video products is important to sustain the brand. Use of stock photography and stock video without permission and exclusive managed rights is not permitted. Non-rights managed music or unlicensed music is also not permitted.



Photography

Photography is at the forefront of the public persona that Oakton College wishes to command. The unique ability of a photographic image to capture the essence of a moment in time, with all its emotion, detail and implied editorial meaning is unsurpassed. Therefore, it is critical that the quality of the photography represent the quality of the institution itself. It is critical that the intended communication of the photography represent an accurate portrait of Oakton's brand and messaging.

Video

Like photography, video can also capture the Oakton brand with the added dimensions of sound and motion. These aspects heighten the ability of video to communicate the brand and messaging, and they also make for more complex decisions about how to uphold the brand. When people speak on camera it is more influential than still images, and therefore more critical to get right. Video can help to delineate the Oakton environment and give a greater sense of reality to the brand and messages.

Photo and Media Release Form

When using any photography or video media of students, employees, faculty, alumni or representations of Oakton College, for any official use by the College, it is required that a photo, media and rights release be obtained prior to publication in any manner.

A photo/video release form can be downloaded in myOakton.



ABOUT THE ATHLETICS IDENTITY

The mascot for Oakton Athletics is the Oakton Owl. Maintaining a consistent visual identity for the owl strengthens both the Oakton Athletics brand and the Oakton College brand.

Oakton Owls logos are approved for use by the Department of Athletics. Where appropriate, we encourage other departments on campus to embrace the Oakton Owls spirit with the approval of Marketing. Do not use any image of an owl to represent academic or administrative units and programs of the College.

To learn more about how to use the Oakton Athletics identity marks, see the Athletics Brand Identity Guide, available in the shared drive, or contact Marketing.



LOGO COLOR

Full Color Reproduction

The primary colors of the Oakton Owls are PMS 3292 (green), PMS 3282 (light green) and black. In addition, the accent color PMS 1235 (orange) may be used to highlight the owl's eyes and beak. Oakton Owls logos may not be reproduced in any other colors. In full color, use a background that offers maximum contrast and legibility.

Single Color Reproduction

When printing the logos in a single color, you may use black or PMS 3292.

Web and Digital Reproduction

If you would like to reproduce the Oakton Athletic logo on any digital channel, please contact Marketing.



PMS 3292
CMYK: 100.40.65.29
RGB: 0.88.80
HEX: #005850



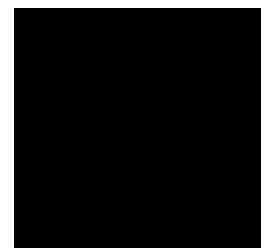
PMS 3282
CMYK: 100.22.57.6
RGB: 13.132.124
HEX: #0D847C



Black
CMYK: 0.0.0.100
RGB: 0.0.0
HEX: #000000



PMS 1235
CMYK: 0.33.97.0
RGB: 255.182.15
HEX: #FFB60F



Black



PMS 3292

