

Branding Elements

The HCC wordmark, monogram, seal, brand colors, and typography are the basic elements of the HCC brand.

The HCC seal is the official, legal seal of Hillsborough Community College. It appears on diplomas, academic certificates, and other legal documents or products where authenticating signatures and authorizations are required. It may be used at formal academic events and on regalia.

The seal may be used with the monogram. It is preferred that the seal not be used with the wordmark.

The font used in the seal is Bernhard Modern Standard in the roman version. A similar Windows font that may be used along with the seal is Palatino.

The fonts used in the wordmark are Avant Garde bold and Avant Garde Book. The monogram uses Avant Garde heavy bold.

Avoid reducing any of the branding elements to an illegible size.

Seal



Two-color seal

HCC_SEAL_2757_118

Font: Bernhard Modern Standard



One-color seal

HCC_SEAL_2757

The one-color seal option can be printed in dark blue, black, gold, or white.

Wordmark

HILLSBOROUGH
Community College

HCC_Name_2757

The wordmark must be all one color. It may be shown with the campus below.

Fonts: Avant Garde (bold small caps)
Avant Garde Book (regular)

Monogram

HCC

HCC_black

The monogram must be all one color. It may be shown with the campus below.

Font: Avant Garde (heavy bold)
The wordmark and the monogram can be printed in dark blue, black, gold, or white.

HCC Colors



Dark Blue

Pantone® 2757
CMYK 100/82/0/30
RGB 6/53/122
HEX 06357a



Gold

Pantone® 117
CMYK 0/18/100/15
RGB 222/180/8
HEX deb408



Black

Pantone® Black
CMYK 0/0/0/100
RGB 0/0/0
HEX 000000



White

CMYK 0/0/0/0
RGB 255/255/255
HEX FFFFFFFF

Graphic Files

To obtain an electronic file of HCC branding graphics

Staff: Please go to My Computer \shared on 'ybf2' (\$:)\Marketing & PR\HCC Branding Graphics.

Visitors: Please contact Pat Brown, pbrown@hccfl.edu, to request files.

Seal with Monogram



HCC

Seal_and_HCC_black

The one-color seal with monogram can be printed in dark blue, black, gold, or white.



HCC

Seal_and_HCC_2757_118

Further Information

If you have any questions regarding the application of the HCC branding graphics, please contact the Marketing and Public Relations Department, 813-253-7158.