



2026 | BRAND STANDARDS

MISSION STATEMENT

The mission of The Commission on Colleges and Universities is to assure the educational quality and improve the effectiveness of its member institutions.

Accreditation by The Commission signifies that the institution (1) has a mission appropriate to higher education, (2) has resources, programs, and services sufficient to accomplish and sustain that mission, and (3) maintains clearly specified educational objectives that are consistent with its mission and appropriate to the degrees it offers, and that indicate whether it is successful in achieving its stated objectives.

VISION STATEMENT

To serve as the premier model for shaping and ensuring the quality of higher education throughout the world.



LOGO USAGE

The Commission logo is the primary element of our brand identity. Specific guidelines must be followed to maintain the integrity of the brand.



Full color logo – Horizontal



Reverse color logo – Horizontal

(Always use the reverse logo over dark backgrounds)



One-Color Logo - Horizontal *(Can be used in any of the branded colors)*



Full color logo – Round



Reverse color logo – Round

(Always use the reverse logo over dark backgrounds)



One color logo – Round

(Can be used in any of the branded colors)

MINIMUM SIZE REDUCTION

Logo must not be reproduced at a size smaller than 2.0" wide.

Any reduction below this minimum size will cause the secondary text to become illegible and compromise brand readability.

LOGO CLEAR SPACE

The minimum exclusion zone margin for The Commission logo is based on the square dimension of the vertical height of the "H" in the word "The."

With all logos, a clear space of this dimension must be maintained on all sides.



RULES OF LOGO USAGE

The consistent and correct use of The Commission logo is essential. It builds consistency and credibility when applied correctly across different materials.

These rules apply to all formats of our logo.

NEVER allow the logo to appear pixelated.



NEVER let the logo appear on its side or at an angle.



NEVER distort the shape of the logo.



NEVER add elements inside the logo.



NEVER substitute font type or redraw the logo.



NEVER change the color of the logo.



NEVER use the logo in a headline or in text.



NEVER outline the logo.



NEVER use the logo over a busy background that disrupts its visibility.



ALWAYS use the logo over a background that has no visual disruption.



COLOR PALETTE

These are our corporate colors for our logo, text and headers.

The corporate color palette includes a blue and gold theme. Where possible, the logo should be reproduced in the CMYK color process. Also included are the references for RGB and HEX values for consistency across different media. Pantone® references are included to ensure accuracy when reproducing the palette.

CMYK for offset and digital printing: used for physical, printed materials like business cards and brochures. **RGB for onscreen:** used for digital displays, TVs, monitors, and illuminated signs. **HEX for onscreen:** used for web design, CSS, and digital screens. **Pantone (PMS) for offset printing:** a standardized system used by printers for highly accurate, color critical, spot-color matching. Often used in one or two-color jobs, as spot colors on specialty items, and premium brochures in addition to CMYK printing.



BLUE

HEX: **#003A5D**

C: **100** | M: **74** | Y: **40** | K: **33**

R: **0** | G: **58** | B: **93**

PANTONE: **302C**



GOLD

HEX: **#CC9F53**

C: **20** | M: **37** | Y: **79** | K: **1**

R: **204** | G: **159** | B: **83**

PANTONE: **7407C**



WHITE

HEX: **#FFFFFF**

C: **0** | M: **0** | Y: **0** | K: **0**

R: **255** | G: **255** | B: **255**

NO INK OR OPAQUE WHITE

TYPOGRAPHY

The Montserrat font family is to be used as body copy and headlines in collateral and digital pieces. All weights may be used to cleanly and easily solve hierarchy issues.

Montserrat Extra Light

ABCDEFGHJKLMNOP
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Extra Light Italic

ABCDEFGHJKLMNOP
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Thin

ABCDEFGHJKLMNOP
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Thin Italic

ABCDEFGHJKLMNOP
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Light

ABCDEFGHJKLMNOP
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Light Italic

ABCDEFGHJKLMNOP
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Regular

ABCDEFGHJKLMNOP
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Italic

ABCDEFGHJKLMNOP
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Medium

ABCDEFGHJKLMNOP
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Medium Italic

ABCDEFGHJKLMNOP
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat SemiBold

ABCDEFGHJKLMNOP
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat SemiBold Italic

ABCDEFGHJKLMNOP
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Bold

ABCDEFGHJKLMNOP
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Bold Italic

ABCDEFGHJKLMNOP
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Extra Bold

ABCDEFGHJKLMNOP
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Extra Bold Italic

ABCDEFGHJKLMNOP
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Black

ABCDEFGHJKLMNOP
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Black Italic

ABCDEFGHJKLMNOP
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PROMOTIONAL ITEMS

These examples demonstrate proper brand usage across promotional items.

Utilize the logo file (full color, one color, or reverse) best suited for the specific medium and space.

For the sharpest result, supply your printer with a vector file (such as an .EPS, .AI, or .PDF) rather than a raster file like a .JPEG. Vector files can be scaled to fit any item without losing clarity.





QUESTIONS

For questions about The Commission Logo and support material,
please email sabrina@cirlot.com.



CommissionCU.org

1866 Southern Lane | Decatur, GA 30033