

# BERKSHIRE COMMUNITY COLLEGE MARKETING GUIDELINES

For BCC Employees



# LOGO

The BCC logo is a building block of our brand. Using it consistently according to our guidelines is integral to building brand consistency.

Logos can be downloaded at [www.berkshirecc.edu/marketing](http://www.berkshirecc.edu/marketing).

**BERKSHIRE** BLACK



WHITE

TWO COLOR  
Green (PMS 348), Blue (PMS 293)

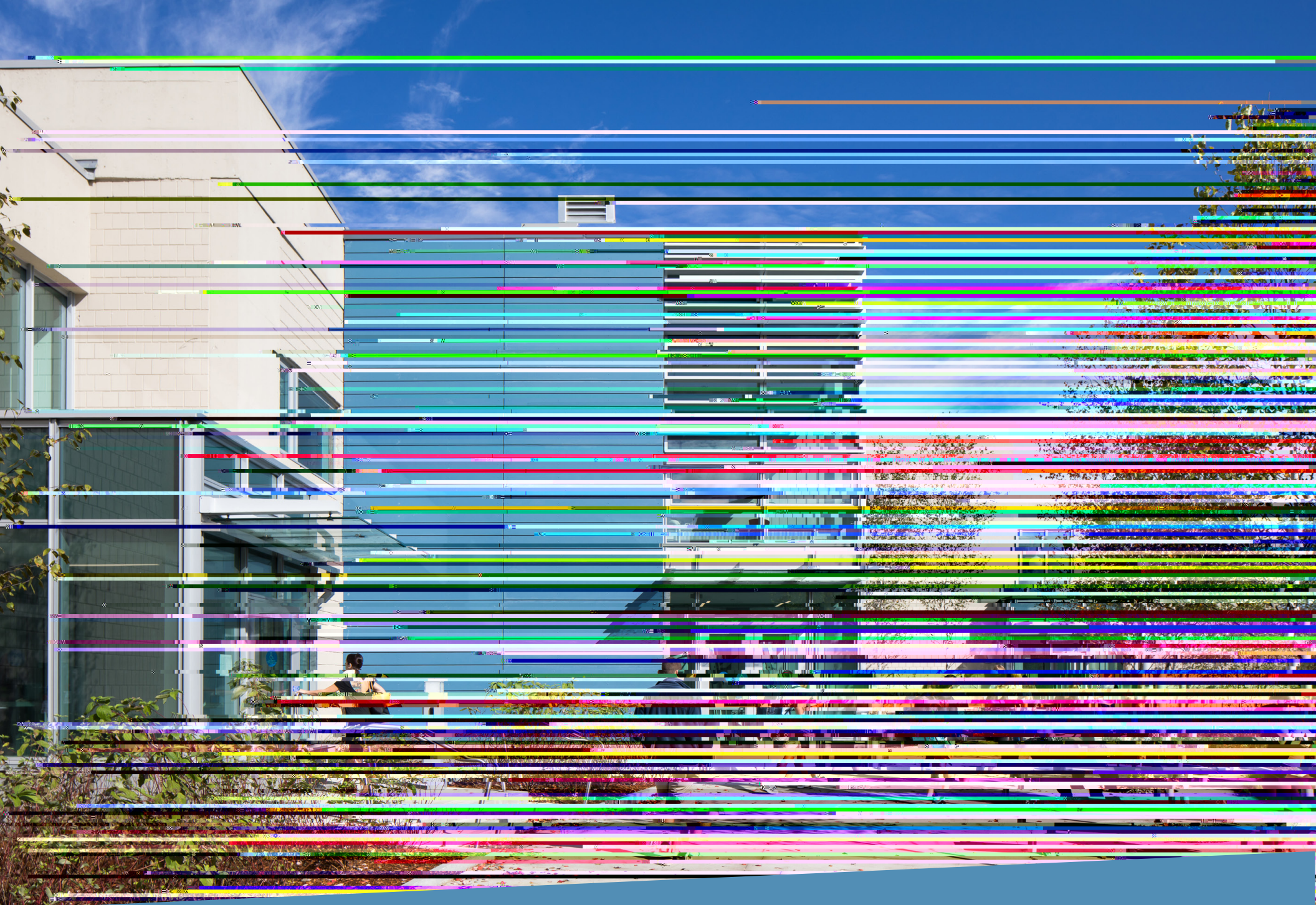


# SWAG SHOP

Want to show your school spirit? Looking for your own BCC branded clothing items? Check out [www.bccswag.com](http://www.bccswag.com) where you can order a variety of customized BCC apparel including, t-shirts, polos, sweatpants, hoodies, hats and outerwear. All items are created by the local 413Shirts organization situated on East Street in Pittsfield, MA. Apparel can even be customized to include your departmental logo!

Contact Marketing to order on-brand items at the lowest prices.





**BERKSHIRE**  
COMMUNITY COLLEGE