C·S
1837

Colby·Sawyer College

Visual Style Guide and Graphic Standards Manual

Office of Marketing & Communications

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Introduction

Introduction

It is imperative that the Colby-Sawyer College logotype be implemented with consistency and care across all media: print and digital, as well as campus signage, vehicle graphics, logo merchandise, etc. It is for that reason that graphic standards manuals like this one are created. Signage and vehicle graphics will be covered in Graphic Standards Manual: Phase II. In support of the branding program, this manual contains guidelines — some very specific — for the consistent use of the college's logo. Inevitably, decisions will have to be made that are not covered here. The specifications in this manual, however, will serve as a guide in making those decisions.

What do all these words mean?

When we say "logo" or "logotype," we refer to the college name, or word mark, together with the cupola icon. We will refer to the latter simply as "the cupola," understanding that it refers specifically to the rectangular frame that encloses the cupola, mountains and founding year. So: word mark + cupola = logo or logotype.

In the context of this manual, the words "brand" and "identity" are used interchangeably and refer to the logo. "Branding program" refers to the big picture: messaging that supports the strategic vision and goals for the college; the consistent implementation of the logo across all media and in myriad other applications; a way of writing and designing for print and the web; etc. The branding program is what builds the impressions and feelings that constituencies have about Colby-Sawyer College. These include students, faculty and staff, prospective students and families, alumni/ae, donors, et al.

How can you be assured that you are using the logo correctly?

The approved versions of the logos discussed in this manual have been provided by the Office of Marketing & Communications and can be found online at:

colby-sawyer.edu/logos.zip

There is no question that this manual goes into great detail about the usage of the logo. In most instances, the files we have furnished will provide you with everything you will need. You will be aided in your decisions about spacing around the logo, which colors to use, which font or fonts to use, whether or not to use the tagline with the logo, etc., by the information provided herein.

One last thing ...

If any questions or issues arise while using this style guide, please feel free to contact the Office of Marketing & Communications. We're here to help!

Basics

Colby·Sawyer College

Colby·Sawyer College

The Logotype

To support Colby-Sawyer College's branding program, use of the logotype should adhere to the graphic standards outlined in this manual.

It is rare for just one version of a logo to be applicable in all situations. Our goal in this manual is to make the use of the identity as flexible and practical as possible. Sometimes, for example, a vertically oriented logo fits awkwardly in a horizontal space, and vice versa. Shown here, then, are the two approved configurations of the logo.

Please only use the approved versions shown on the left.

There will be times when you will want to use the cupola by itself, e.g., on note cards, logo merchandise, etc.

THERE IS NO NEED TO RECREATE THE LOGO
Approved versions are available at colby-sawyer.edu/logos.zip

Basics

The Word Mark

There may be times where spacing is limited, or only the college name is required. Use one of the two approved word marks demonstrated on the right.

Colby·Sawyer
College

Colby·Sawyer College

Basics

The Stamp

We call this the Colby-Sawyer stamp. It has enough of the essential elements of the full logotype to be clearly identifiable as belonging to Colby-Sawyer College.

Sample applications in which you would **not** use the stamp: On the main ID sign in front of Colgate Hall, or on college stationery.

Examples of where it might be appropriate to use just the stamp: On facilities equipment, or on apparel such as a baseball hat.

White, blue and black versions are provided.
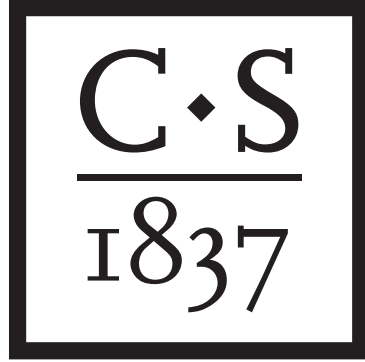
Basics

Spacing: Around Vertical Logo

Crowding things (e.g., addresses, other logos, website menu buttons, etc.) around the logo lessens its impact. A certain amount of isolation from other elements on the page, or in a web header, provides the necessary breathing room for the logo to be seen, identified, and understood.

Here we show the required spacing around the vertical configuration of the logo, represented as the gray areas around the logo.

14

Spacing:
Around Horizontal Logo

The same spacing requirements dis-
cussed at left apply when using the hori-
zontal configuration of the logo.

Basics

Unacceptable Uses

Please refrain from altering the logo or any graphic elements* of the brand in any way that has not been approved by this style guide.

The examples to the right show some of the kinds of alterations that well-intentioned users make.

A. Do not stretch or distort any part of the logotype.

B. Do not change the color of the logotype.

C. Do not change the color of the logotype.

D. Do not alter the size relationship of the cupola to the word mark.

E. Do not change the typeface of the word mark.

F. Do not alter the placement of the logotype elements.

G. Never use a drop shadow.

H. Do not place a box around the logotype.

I. Do not crowd the logotype with other elements

*Applies to all instances of logo, logotype, and word mark.

A.

B.

Colby·Sawyer
College

C.

Colby·Sawyer
College

D.

Colby·Sawyer
College

E.

Colby·Sawyer
College

F.

Colby·Sawyer
College

G.

Colby·Sawyer
College

H.

Colby·Sawyer
College

I.

Colby·Sawyer
College

541 Main Street
New London, NH 03257

Basics

The Tagline logo lockup

There will be instances in which you choose to use the tagline with the logo — a logo lockup. Shown here is approved tagline placement for the horizontal logo configurations.

Please only use the approved versions shown on the right.

Colby·Sawyer College

EXPLORE. CONNECT. MAKE A DIFFERENCE.

Colby·Sawyer College

EXPLORE. CONNECT. MAKE A DIFFERENCE.

Colby·Sawyer College

EXPLORE. CONNECT. MAKE A DIFFERENCE.

Colby·Sawyer College

EXPLORE. CONNECT. MAKE A DIFFERENCE.

THERE IS NO NEED TO
RECREATE THE LOCKUPS
Approved versions are available
at colby-sawyer.edu/logos.zip

Basics

Spacing:
Around Logo Lockup

Crowding things (e.g., addresses, other logos, website menu buttons, etc.) around the logo lessens its impact. A certain amount of isolation from other elements on the page, or in a web header, provides the necessary breathing room for the logo to be seen, identified, and understood.

Here we show the required spacing around the vertical configuration of the logo, represented as the gray areas around the logo.

Spacing:
Around Wordmark Lockup

THERE IS NO NEED TO
RECREATE THE LOCKUPS
Approved versions are available
at colby-sawyer.edu/logos.zip

Color

Color

Primary Logo Colors

The colors in the primary logotype are Pantone® Process Blue and Black. We refer to the blue as **Colby-Sawyer Blue**.

When printing four color process, the CMYK equivalent of the blue should be used. For use in digital media, the RGB and HEX codes should be used.

PROCESS BLUE

BLACK

C: 100
M: 13
Y: 1
K: 2

R: 0
G: 133
B: 202

HEX: 0085CA
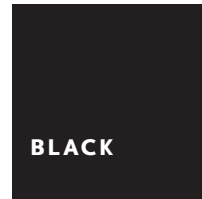
C: 0
M: 0
Y: 0
K: 100

R: 0
G: 0
B: 0

HEX: 000000

20% Colby-Sawyer Blue

50% Colby-Sawyer Blue

100% Colby-Sawyer Blue
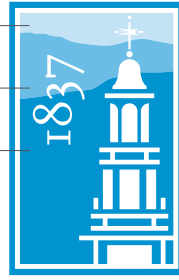
Black

Colby·Sawyer College

*   PANTONE® is a registered
    trademark of Pantone, Inc.
    The colors shown on this page
    and throughout this manual
    have not been evaluated
    by Pantone, Inc. for accuracy
    and may not match the PANTONE
    Color Standards.

Color

Primary Colors: Gradients

There may be instances when the design choice for a document may call for a gradient of Colby-Sawyer Blue.
When this occurs, please use one of the following approved Pantone colors.

		FOUR COLOR PROCESS	**WEB USAGE**
2767 C		C: 100 M: 90 Y: 10 K: 77	R: 19 G: 41 B: 75 HEX: 13294B
654 C		C: 100 M: 71 Y: 10 K: 47	R: 0 G: 58 B: 112 HEX: 003A70
7692 C		C: 100 M: 45 Y: 0 K: 45	R: 0 G: 85 B: 135 HEX: 005587
PROCESS BLUE		C: 100 M: 13 Y: 1 K: 2	R: 0 G: 133 B: 202 HEX: 0085CA
291 C		C: 38 M: 4 Y: 0 K: 0	R: 155 G: 203 B: 235 HEX: 9BCBEB
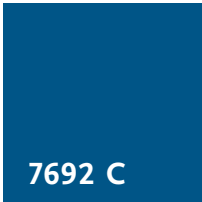
Color

Supplementary Color Palette: Bright

A supplementary Pantone color palette has been selected to complement the blue and black of the logotype.

These colors are recommended for general use in web and print. You may use other colors at your discretion.

These supplementary colors may appear with the logo, and be used with the primary palette, as well as the neutral palette (see page 26 – 27).

		FOUR COLOR PROCESS	WEB USAGE
3305 C		C: 92 M: 25 Y: 70 K: 68	R: 0 G: 78 B: 66 HEX: 004E42
363 C		C: 76 M: 3 Y: 100 K: 18	R: 76 G: 140 B: 43 HEX: 4C8C2B
2298 C		C: 33 M: 0 Y: 72 K: 0	R: 183 G: 219 B: 87 HEX: B7DB57
128 C		C: 0 M: 7 Y: 75 K: 0	R: 243 G: 213 B: 78 HEX: F3D54E
158 C		C: 0 M: 62 Y: 95 K: 0	R: 239 G: 118 B: 34 HEX: E87722
7627 C		C: 5 M: 94 Y: 88 K: 22	R: 167 G: 43 B: 42 HEX: A72B2A
240 C		C: 20 M: 80 Y: 0 K: 0	R: 197 G: 41 B: 155 HEX: C5299B
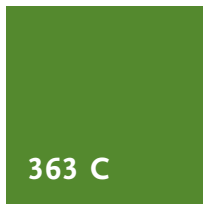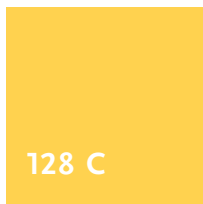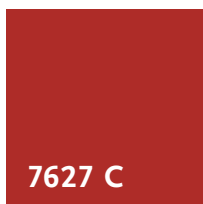
Color

Supplementary Color Palette: Neutrals

As with the supplementary primary color palette, this neutral Pantone color palette has been selected to complement the blue and black logos.

The neutral color palette provides a more muted appearance, and has the advantage of being versatile for many applications.
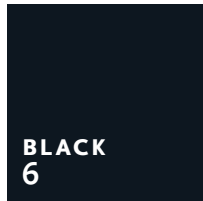
BLACK 6		**COOL GRAY** 11		**COOL GRAY** 5	
C: 100	R: 16	C: 44	R: 83	C: 13	R: 177
M: 79	G: 24	M: 34	G: 86	M: 9	G: 179
Y: 44	B: 32	Y: 22	B: 90	Y: 10	B: 179
K: 93		K: 77		K: 27	
	HEX: 101820		HEX: 53565A		HEX: B1B3B3
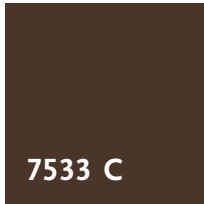
		FOUR COLOR PROCESS	WEB USAGE
363 C		C: 76 M: 3 Y: 100 K: 18	R: 76 G: 140 B: 43 HEX: 4C8C2B
7533 C		C: 37 M: 53 Y: 68 K: 83	R: 71 G: 55 B: 41 HEX: 473729 C
4545 C		C: 5 M: 6 Y: 30 K: 4	R: 213 G: 203 B: 159 HEX: D5CB9F
103 C		C: 5 M: 5 Y: 100 K: 16	R: 197 G: 169 B: 0 HEX: C5A900
2020 C		C: 0 M: 68 Y: 100 K: 22	R: 190 G: 84 B: 0 HEX: BE5400
7624 C		C: 0 M: 97 Y: 87 K: 60	R: 128 G: 47 B: 45 HEX: 802F2D
2425 C		C: 40 M: 100 Y: 10 K: 26	R: 131 G: 0 B: 101 HEX: 830065
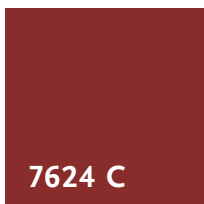
Color

One-Color Reproduction

These variations of the logotype
are provided for use when one-color
printing is preferred.

Please **do not print** the logo in any
color other than what is shown in
this manual.

20% Colby-Sawyer Blue

50% Colby-Sawyer Blue

100% Colby-Sawyer Blue
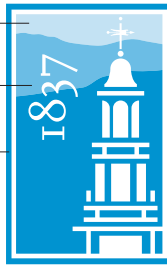
Colby·Sawyer
College

20% Black

50% Black

100% Black

Colby·Sawyer
College

Please feel free to use the solid version of the logo as well.

These versions of the logotype also may be reversed out of colored backgrounds.

Colby-Sawyer Blue

1837 Colby·Sawyer College

Black

1837 Colby·Sawyer College

Color

Variations of Logos

There may be times when you would like to use a dark background, and the logo must be altered. When this situation arises, white versions of the stamp, wordmark and solid logos are provided by the Office of Marketing & Communications.

C·S
1837

2425 C
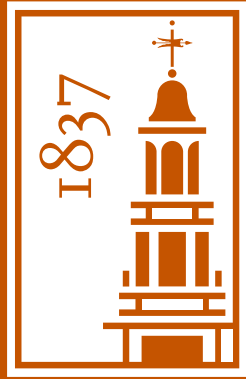
2020 C

654 C

Color

Variations of Logos (continued)

The Colby-Sawyer stamp may appear in variations from the approved color palettes within this style guide. **Please send your design to the Office of Marketing & Communications for approval, if using alternative color variation.**

2020 C

7624 C

363 C

2767 C

240 C

2298 C

7692 C

158 C

7627 C

291 C

Typography

Typography

Typefaces for Print

Serif Font: Cambria (available on both Microsoft and Macintosh)

Cambria Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Cambria Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Cambria Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Cambria Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Primary Typeface

Scala (a licensed font) is reserved for the use of the Office of Marketing & Communications. It is used for the logo and wordmark. The typefaces in this section are recommended for web and print use throughout the college community.

Typefaces for Print

Sans Serif: Calibri (available on both Microsoft and Macintosh)

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography

Typefaces for Web

Sans Serif: Lato

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typefaces for Web

Serif: Merriweather

Merriweather Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Merriweather Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Merriweather Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Merriweather Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Merriweather Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary
Programs

Secondary Programs

Department Logos

It is important to keep the identity consistent within and beyond the Colby-Sawyer community. For this reason, the Office of Marketing & Communications asks that you please contact them for any logo design your department might need at communications@colby-sawyer.edu.

The logo on the right is a good example of a secondary logo for your department. The Colby-Sawyer stamp will always appear blue from the approved colors on page 22. The color of the accompanying text is chosen from the approved secondary color palettes (page 23 – 26.) Though the color of the text may be altered, the fonts cannot be changed.

Please contact Communcations for a Logo
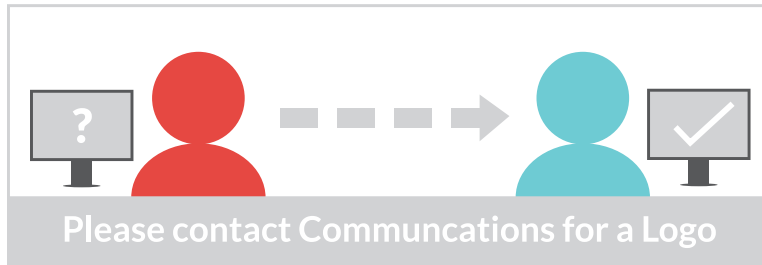
Blue 654 c

Gil Sans: Light

Gil Sans: Bold

C·S
1837
ACCESS
RESOURCES

example of an internal department logo

Stationery

Stationery

General Letterhead

The typing format shown here is an important component of the stationery system. In order to communicate a professional, consistent image, all correspondence should adhere to this format.

It is important that a $^3/_4$" left margin be maintained for the entire letter. The right hand margin should be set at $^1/_2$".

The letter begins with the date 2 $^1/_2$" from the top of the page. Recommended line spacing is shown by an "X."

There is room for individual judgment and personal preference when it comes to the vertical spacing of the typed letter.

All copy is flush left/ragged right (not justified), with one return between paragraphs.

This sample letter is set in Times New Roman. Personal preference plays a role. Whatever font is selected for use on the letterhead should be consistent on all Colby-Sawyer correspondence.

2 1/2"

Colby·Sawyer College

Colby-Sawyer College
541 Main Street
New London, NH 03257-7835
t: 800.272.1015
f: 603.526.3452

June 9, 2016
X
X
X
Hope Furaletter
123 Main Street
Town, USA 01234
X
Dear Ms. Furaletter,
X
Faceped quodi nimet fugia delicae. Nam reribus ut ab ipieniam dionsent, que et et mincia do-
lupta ssitaere, utasi ut modis et enis sequam re nonseris esecati struptia conse voluptiae volupta
ecupta ea sa dolorio quate net erias que est, utem dolorunt et que natibus re, sum, quis ut unt
ipsapit volorere doluptur, qui id eaque landele cestio.
X
Nempedi sincid eatia consequi autecae ctionseque lacepudi omnis essed qui omnimped essimus
rehentur sitae et fugitemodio. Itas accab imporrorest, ommodi diant evenis secatur? Uri ilitature
nonsequianis eri dolupta sincimoles doloreror sumquis et as dolor aute voluptas el illorrum fugia
volorrunt adit pelluptate vernat aditame nihici sust quis molori dolorio nsequam apiti.
X
Best wishes,
X
X
X
X
X
Chris Anthemum
Director of Sunny Days at Colby-Sawyer College

Stationery

Business Cards

All business cards and other stationery components should be produced by the same printer. This will afford the greatest chance for consistency of quality and color.

If only one printer is used, it will have the original files which can be easily updated. This is the best way to ensure consistency.

1 ¹³/₁₆"

¹/₄"

Chris Anthemum
Director of Sunny Days
Colby-Sawyer College
canthemum@colby-sawyer.edu

541 Main Street
New London, NH 03257
t: 603.526.3878
f: 603.526.3990
www.colby-sawyer.edu

1837

Colby·Sawyer
College

front of card

Stationery

#10 Envelope

As with the letterhead, the typing format shown on this #10 envelope is an important part of the design, and it should be followed consistently when addressing all #10 envelopes.

The mailing address should be formatted 3 $\frac{1}{2}$" from the left edge of the envelope as shown.

The first line of the mailing address begins approximately 2 $\frac{1}{4}$" from the top of the envelope.

Office of Admissions

Colby-Sawyer College
541 Main Street
New London, NH 03257-7835
t: 603.526.3700
    800.272.1015
f: 603.526.3452
admissions@colby-sawyer.edu

3/4"

1/2"

2 1/2"

Colby·Sawyer
College

June 9, 2016
X
X
X
Hope Furaletter
123 Main Street
Town, USA 01234
X
Dear Ms. Doe,
X
Faceped quodi nimet fugia delicae. Nam reribus ut ab ipieniam dionsent, que et et mincia do-
lupta ssitaere, utasi ut modis et enis sequam re nonseris esecati struptia conse voluptiae volupta
ecupta ea sa dolorio quate net erias que est, utem dolorunt et que natibus re, sum, quis ut unt
ipsapit volorere doluptur, qui id eaque landele cestio.

ssed qui omnimped essimus
evenis secatur? Uri ilitature
te voluptas el illorrum fugia
io nsequam apiti.

3 1/2"

2 1/4"

Colby·Sawyer
College

541 Main Street
New London, NH 03257-7835

Hope Furaletter
123 Main Street
Town, USA 01234

Departmental Stationery

Stationery for specific departments
follows the same guidelines used on
the general stationery.

Logo Applications

Logo Applications

Apparel

The examples shown are possible applications of the Colby-Sawyer logo and stamp on various items. Designs are not restricted to the examples shown in this guide.

Contributors

Logo, Stamp and Original Language
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