Crafton Hills College Graphics Standards Manual 2015

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Introduction

The objectives of this graphics standards manual are to provide guidelines for implementing and maintaining the Crafton Hills College branding program. It is important to follow these standards so the value and integrity of our identity are maintained.

Philosophy

Successful brands articulate a strong vision through verbal and visual traits that are consistent with the brand's image and relevant to the audience. A great brand is more than simply a great marketing campaign or product or service. Brands reflect the deeper personalities, culture, and behaviors of the academic institution. By using a more powerful approach to brand perceptions and using cues that automatically trigger perceptions that are relevant to your audience, true brand identity is established that differentiates your academic institution from the competition.

The following brand positioning statement, developed by the college constituents, will guide the graphic design and branding for Crafton Hills College:

> Crafton Hills College is a **growing** regional **resource** for **life-changing** educational and career **opportunities.** Our **beautiful** hilltop campus is home to **supportive** faculty and staff who are dedicated to the continued success of our students and the **diverse** communities we serve.

Policy

Crafton Hills College conveys its identity as a leader in education through printed and visual materials that **must** follow the specific graphics standards set forth in this manual. All communications intended for external audiences must use the logo and brand as specified in this manual.

Procedures

Procedures are explained in specific sections of the Graphics Standards Manual. The Crafton Hills College Marketing Director and the SBCCD Print Shop have been designated to assist others in applying the graphics standards as described in this manual.

Implementation of the branding program will be administered by the CHC Marketing Office, with assistance by the SBCCD Print Shop. Questions concerning the branding or this graphics standards manual should be directed to the marketing director at 389-3209.

COLLEGE NAME

The legal name of the college is Crafton Hills College. It is also proper to use Crafton or Crafton Hills as a secondary reference. The acronym CHC can also be used in subsequent references.

OFFICIAL LOGO

The Crafton Hills College logo is a direct link between Crafton and the people we serve. Consistent use of the logo increases brand awareness and recognition of the college. The logo must be used according to these standards and be placed prominently on all external materials, preferably in the lower right hand corner.

Please allow a ¼ inch spacing around the logo, with no other elements infringing on that space. The logo must not be redrawn, re-proportioned, or modified in any way. To avoid a stretched appearance, please maintain the aspect ratio when re-sizing the logo.

The logo is meant to have a transparent background, not a white box around it. If your background is too dark for the color version, please use a reverse option (white, gold or green).
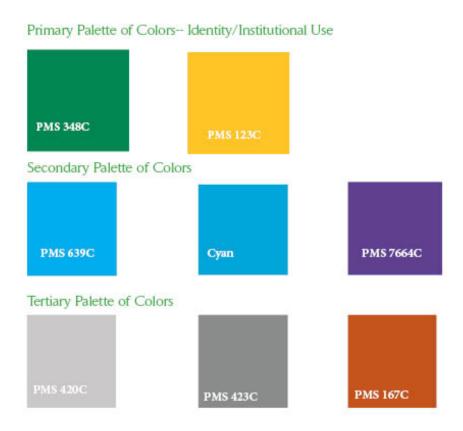
OFFICIAL COLORS

The official Crafton Hills College logo colors are green (PMS 348) and gold (PMS123). To complement the logo, primary and secondary palettes of colors are indicated. These colors represent an updated and clean look for CHC that correlate with the brand positioning statement.

Primary Palette of Colors-- Identity/Institutional Use

PMS 348C

PMS 123C

Secondary Palette of Colors

PMS 639C

Cyan

PMS 7664C

Tertiary Palette of Colors

PMS 420C

PMS 423C

PMS 167C

Please note that these colors may look different on a computer screen and the actual Pantone colors may look different on different color printers. When working with a vendor, always ask to see a print-out that has been calibrated to the right colors.

OFFICIAL FONTS

The following fonts are used to communicate our brand:

Serif: (Jaeger) Daily News Regular

Daily News Bold

Daily News Italic

Additional fonts from the Daily News family

Sans Serif: Gill Sans MT - Regular

Gills Sans Bold

Gill Sans Italic

Additional fonts from the Gills Sans family

These fonts should remain a constant in all communications. However, there are two additional fonts s, and a script font can be used for pull quotes and phrases.

Serif

Minion Pro

Minion Pro Bold

Minion Pro Italic

Minion Pro Med

Minion Pro Condensed

Additional fonts from Minion Pro family

Sans Serif

Optima Roman

Optima Medium

Optima Medium Italic

Additional fonts from Optima family