Colby Sweyer College

Graphic Standards Manual: Phase I
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Introduction

It is imperative that the new 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 new branding program, this manual contains guidelines — some very specific to be sure — for the consistent use of the new logo. Inevitably, there will be instances in which specific decisions will have to be made that are not covered here. The specifications in this manual, however, will serve as a guide to the user in making those decisions.

What do all these words mean?

When we say “logo” or “logotype,” we are referring 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 also used (interchangeably), and refer, in the more narrow sense of the words, to the logo. “Branding program” refers to the big picture: messaging that supports President Galligan’s strategic vision and goals for the College; the consistent implementation of the logo across all media and in myriad other applications; a new way of writing and designing for print and the web; etc. The branding program, in all its forms and applications, is what builds the impressions and feelings that various constituencies have about Colby-Sawyer College. These include students, faculty and staff, prospective students and families, alumni/ae, donors, et al.

“Tagline” refers to the words, inside • outside • planetwide. The logo may be used with or without the tagline, depending on the context; and there may be times when the tagline appears on its own. When and when not to use the tagline are at the discretion of the user. This manual, however, will offer a few examples.

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

All of the approved versions of the logo that are discussed in this manual will be provided on a CD (attached to the inside back cover), as well as in digital form (EPS, JPG, PNG). Files for repeat use, e.g., for stationery, will be under the bailiwick of Helen Sieburg.

There is no question that this manual goes into great—sometimes excruciating—detail about the usage of the logo. In most instances, the files we have furnished will provide you with everything you will need. And 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.

Play it safe!

If questions arise, we suggest that you err on the side of caution and contact us at Harp and Company Graphic Design. We do this sort of thing for a living; chances are you, the end user, do not. We can be reached by phone at 603.643.5144, or by email at info@harpandcompany.com.
Basics

The Logotype

In order to support Colby-Sawyer College’s new branding program, use of the CSC logotype should strictly 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 new 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.

Only use the approved versions shown on the left.

THERE IS NO NEED TO RECREATE THE LOGO. Approved versions have been provided digitally and on a CD.
Basics

The Logotype & Tagline

There will be instances in which you choose to use the tagline with the logo. Shown here are approved tagline placements for both the vertical and horizontal configurations.
Basics

The Word Mark by itself

There may be times where spacing is limited, or only the College name is required. Use one of the two approved word mark configurations shown here.

Never say to yourself, “Hmmm... this typeface looks pretty close, I will just use it instead.”

NEVER!

There is no need to recreate the logo. Approved versions have been provided digitally and on a CD.
Basics

The Cupola and Tagline by themselves

There will undoubtedly be many instances, e.g., on note cards, logo merchandise, etc., where you will want to use the cupola by itself. Same goes for the tagline.

Remember, as with all of the other graphic elements of the new brand, the approved tagline is included on the enclosed CD and provided in digital form. The spacing, bullets between the words and typeface must not be altered!

THERE IS NO NEED TO RECREATE THE LOGO. Approved versions have been provided digitally and on a CD.

inside · outside · planetwide
Basics

The Colby-Sawyer Stamp

We are calling this the Colby-Sawyer stamp. Its use may be rare, but there will likely be cases where this is just what is needed: not the full logo; not the tagline; not even the cupola—just this abbreviated 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 perhaps on a baseball hat.

White, blue and black versions are provided.

THERE IS NO NEED TO RECREATE THE LOGO. Approved versions have been provided digitally and on a CD.
Basics

Spacing around the Logo

Crowding things (e.g., addresses, other logos, website menu buttons, etc.) around the logo only serves to lessen its impact. A certain amount of isolation from other elements on the page, or in a web header—breathing room, really—is necessary to ensure that the logo is seen, identified and understood.

To ensure ample space—we’ll call it a no-print zone—we use a unit defined by the width of the cupola, denoted as ‘A’.

Here we show the required spacing around the vertical configuration of the logo. Note that when the tagline is used, the no-print zone is two full units below the descender of the ‘p’ in the tagline.

Confusing? Don’t print anything in the gray area!
Basics

Spacing around the Logo, continued

The same spacing requirements apply when using the horizontal configuration of the logo.
Do not do these things!

With the technology available to us, it is sometimes tempting to alter the logo to fit a particular circumstance. Or perhaps you feel, for example, that just this once, you’d like to print the logo in a different color. Please don’t: do not alter the logo or any graphic elements of the brand in any way!

The examples on pages 10 – 12 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 word mark.
C. Do not change the color of the cupola.
D. Do not alter the size relationship of the cupola to the word mark.
E. Do not change the font of the word mark.
Basics

Do not do these things!, continued

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 logo with other elements (see pages 8 and 9)
Basics

Do not do these things!, continued

J. Do not alter the placement of the tagline.
K. Do not change the color of the tagline.
L. Do not alter the size of the tagline.
M. Do not change the font of the tagline.
Color

Primary color palette

The colors in the logotype are Pantone® Process Blue and Black.

We will refer to the blue as Colby-Sawyer Blue.

When printing four color process, the CMYK equivalent of Process Blue should be used. For use in digital media, the RGB and HTML number should be used.

* 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.
A supplementary 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, however, you may use other colors at your discretion.

Remember, the logo may only appear in Colby-Sawyer Blue and black, or reversed (white) as shown on page 18. These supplementary colors are for other design elements such as heads, sidebars, etc. If a more muted palette is desired, any of these colors may be printed as screen values, e.g., as 70% of green, 50% of burgundy, etc.

* 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

One-color reproduction

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

One-color versions of the logo in blue and black are provided on the CD.

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

THERE IS NO NEED TO RECREATE THE LOGO. Approved versions have been provided digitally and on a CD.
One-color, continued

There will be times when reproducing the color screens (the hills beyond the cupola) will be impossible. In these instances, either of the one-color variations on the left may be used.

These versions of the logotype also may be reversed out of colored backgrounds, as shown on page 18.

There is no need to recreate the logo. Approved versions have been provided digitally and on a CD.
When placing the logo on a colored background, it is preferable to use the original logotype as shown in A.

However, when placing the logotype on a blue or black background, the one color logotype may be used as shown in B and C.

A. The original logotype
B. One-color reproduction, Colby-Sawyer Blue with white type
C. One-color reproduction, black
Color

Colored backgrounds, continued

When it is not possible to print the screens of the logotype, the variations on the left are acceptable:

D. One-color reproduction, solid black
E. One-color reproduction, solid Colby-Sawyer Blue
F. One-color reproduction, solid white
Typography

Primary typefaces

The “official” typefaces for the new Colby-Sawyer brand are:

- Scala

Within this family there are Scala Regular (the word mark), Scala Italic (the tagline), and Scala Bold (for occasional use for emphasis, for heads, etc.).

- Scala Sans (see page 20)

This family is comprised of Scala Sans Regular, Scala Sans Italic, Scala Sans Bold and Scala Sans Bold Italic.

While it is not mandatory to use the Scala family in all print publications, in certain flagship pieces (e.g., the Admissions search piece and viewbook), we recommend using either Scala Regular or Scala Sans (next page) for the text and heads.

THERE IS NO NEED TO RECREATE THE LOGO. Approved versions have been provided digitally and on a CD.
Scala Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Scala Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Scala Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Scala Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography

Primary typefaces, continued

Scala Sans Regular is a handsome, legible, contemporary font, and is a good choice for the text of printed materials.
Typography

Typefaces for the web

It is important when designing for the web to use web-safe fonts. For this we recommend the typeface family Arial, or Verdana (not shown).

Please note, Arial and Verdana should only be used in web applications, not in print.
Secondary programs

Specific program logos

It is important to keep the identity consistent within and beyond the Colby-Sawyer community. If campus bulletin boards, posters, flyers and email in-boxes become flooded with various organizations’ and clubs’ own logos, suddenly the impact and importance of the Colby-Sawyer logo becomes diminished.

When using a specific program or club name with the logo, the following guidelines apply:

• The program name should align flush left with the wordmark.

• The program name should be half the distance of A from the logo.

• The color of the program name should be chosen from supplementary color palette.

• The typeface used should be Scala Italic. To ensure that the program name is the correct size, simply type the desired name over the example (Fall Festival) in the file provided to the left.
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 \( \frac{3}{4} \)“ left margin be maintained for the entire letter. The right hand margin should be set at \( \frac{1}{2} \)“.

The letter begins with the date \( \frac{2}{3} \)“ from the top of the page. Recommended line spacing is shown by an “X.”

There is room for individual judgement 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 here, of course. Whatever font is selected for use on the letterhead, in a perfect world it would be consistent on all Colby-Sawyer correspondence.
Business cards

To the extent possible, 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, he will have the original files which can be easily updated. This is the best way to ensure consistency.

NB: Exceptions may have to be made as far as spacing around the logo is concerned. The business card is an example where there is not enough room to use the spacing described on page 8.
As with the letterhead, the typing format shown on this #10 envelope is an important part of the design, and should be followed consistently when addressing all #10 envelopes.

The mailing address should be formatted 3 1/2” from the left edge of the envelope as shown.

The first line of the mailing address begins approximately 2 1/4” from the top of the envelope.
Stationery

Departmental stationery

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

Apparel

Pages 27–29 show possible applications of the Colby-Sawyer Logo and Stamp on various items.
Logo applications

Apparel
Logo applications

Other items