Colby

Identity Standards Manual

2015

Other
Signage
Website

Logotype and Seal
(proportions, color,
and relative position)

Stationery System
Business Card
Envelope
Folder
Mailing Label, etc.

Print Collateral
Brochures
Viewbook
Athletics
Apparel/Bookstore

Other
Theater and Arts
Student Organizations

No modification allowed

Strictly controlled

Considered deviation

Loosely controlled
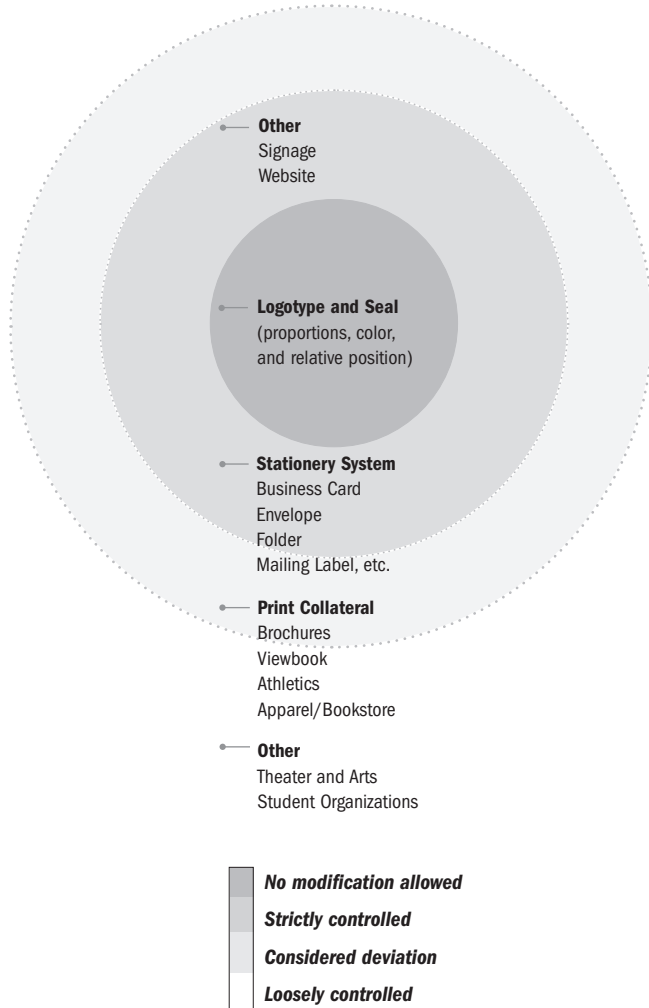
This style guide presents Colby's logotype, font family, and color palette; provides clear guidelines for how these elements are to be used; shows a range of sample applications; and gives users the tools they need to maintain the College's identity across all visual communications.

This style guide is comprehensive but not exhaustive. There will frequently be a need for design solutions that fall outside of given formulas. To help explain those decisions, we state the rationale for each rule and recommendation we make. No visual identity will survive long unless its users understand how it expresses the vision, mission, and personality of the College.

Every visual identity is a struggle between the overall institutional identity and the goals of each piece of visual communication. If the institutional identity is too strictly applied, the message is smothered by the system. If the rules are ignored, each piece of communication is isolated, and the overall effect is disorder.

The diagram on the left shows the gradation between the types of applications that require strict adherence to graphic standards (at the core) and those that offer the designer and client wider expressive scope (at the periphery). At the outset of each communications project, the creative team and the client should decide where the piece resides in this continuum.

Figure A: Logotype

Figure B: Seal

Figure C: Logotype and seal lock up

Colby's core identity consists of two elements: the Colby logotype (**Figure A**) and the Colby seal (**Figure B**). These elements are the foundation of the College's overall identity. The rendering, color, and position of the logotype and seal must be consistently applied to all levels of communications.

The Colby logotype and seal are set in the typeface Perpetua. This font is restricted to the logotype and seal. Because the logotype and seal are given their own unique typeface (Perpetua), they are less likely to be confused with other elements in the system or have their individuality diluted by Perpetua's overuse.

The logotype may appear without the seal, but the seal (**Figure B**) should not be used alone. Special consideration for the use of the seal without the wordmark is given for unique projects. Whenever the logotype and seal appear together in the same treatment, they must assume the position and scale relationship shown in **Figure C**. This combination of logotype and seal will be referred to in this style guide as the logo/seal unit or lock up.

It is important to note that both the logotype and seal are outlined artwork, so there is no need to load the Perpetua font onto a computer in order to print. This also means that the logotype cannot be kerned or reset in type—it is finished artwork and should not be manipulated.

FRANKLIN GOTHIC

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Book
Book Italic
Demi
Demi Italic
Book Condensed
Book Condensed Italic
Demi Condensed
Demi Condensed Italic

JANSON TEXT

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Roman
Italic
Bold
Bold Italic

Colby's typographic palette consists of two type families: the sans serif font ITC Franklin Gothic and the serif font Janson. These fonts should be used for all print materials.

All correspondence should be set in Janson (see page 9 for formatting details). Either Janson or ITC Franklin Gothic may be used on any publications or papers you are producing. The two fonts are complementary and can be used in the same publication. For example, a brochure may have its main text set in Janson, while a sidebar containing additional information may use Franklin as a means of setting it off from the main text. This guide is an example of how the typographic palette can be used.

As mentioned on page 3, the Colby logotype and seal are set in the typeface Perpetua. This font is restricted to the logotype and seal.
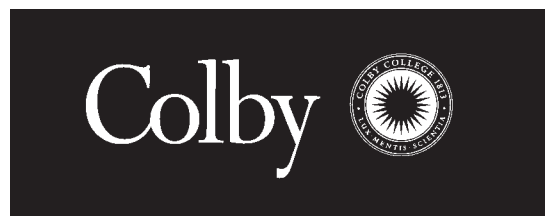
The black-and-white logo should only be used when
color is not an option, such as in a newspaper ad.
In these cases, if on a white background, the logo/seal
unit should be 100% black.

Screening the seal back is not an option. Please do not
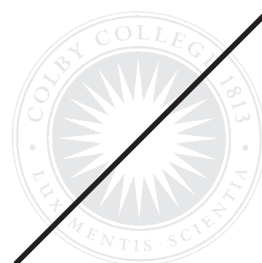use the seal as a watermark or screen behind or over text
or images.

**On white =
100% Black**

**On black =
100% White**

No screened seal

The identity's palette consists of a *primary color palette* and a *secondary color palette*.

The *primary color palette* represents the color that the logotype and seal will always appear in. Although the logotype and seal should never appear in colors other than PMS 280, black, or white (reversed out), the use of PMS 280 for other graphic elements is optional.

The *secondary color palette* is intended to accent the primary color palette and give variety and creative latitude to communications outside of the core materials (the two innermost spheres on page 2).
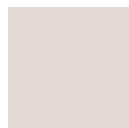
Primary Color =

PMS 280

Always PMS 280

Secondary Colors =

| **PMS Warm Gray 2** | **PMS 277** | **PMS 7741** | **PMS 7597** | **PMS 142** | **PMS 7663** |

The following is a translation of solid PMS colors into process colors when the logo needs to be printed as part of a full-color publication in CMYK (Cyan, Magenta, Yellow, and Black.)
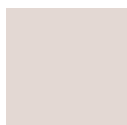
PLEASE NOTE: Due to the limitations of printing in CMYK, color will not identically match the PMS palette.

Primary Color =

Secondary Colors =

PMS 280
C= 100
M = 72
Y = 0
K = 18

Warm Gray 2
C = 0
M = 6
Y = 6
K = 11

PMS 277
C = 27
M = 7
Y = 0
K= 0

PMS 7741
C = 71
M = 11
Y = 83
K= 20

PMS 7597
C = 1
M = 80
Y = 89
K= 5

PMS 142
C = 2
M = 25
Y = 74
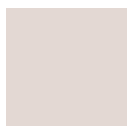K= 2

PMS 7663
C = 69
M = 89
Y = 2
K= 4

Web Palette

The following is a translation of solid PMS colors for web use.

Primary Color =

Secondary Colors =

PMS 280
Hex: #002878

Warm Gray 2
Hex = e3d7d1

PMS 277
Hex = b7d4f1

PMS 7741
Hex = 428d50

PMS 7597
Hex = e15630

PMS 142
Hex = f1bd5b

PMS 7663
Hex = 6a3e90

The Colby stationery system consists of letterhead, second sheet, business card, mailing label, and envelope. The logotype and address information have been treated consistently across all applications both in composition and in color.

Paper Stock and Colors:

Letterhead:
70# text, Neenah Environment PC100
Bright white, smooth
Size: 8^1/$_2$" x 11"
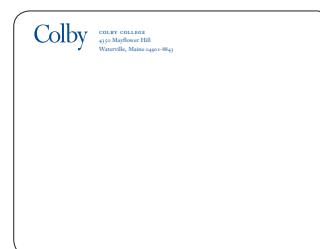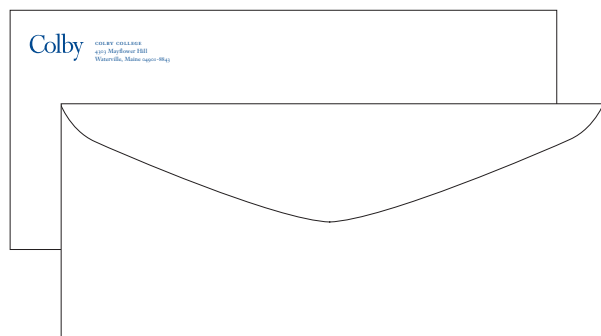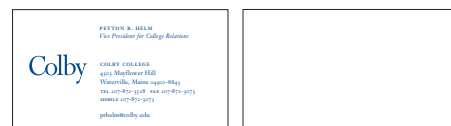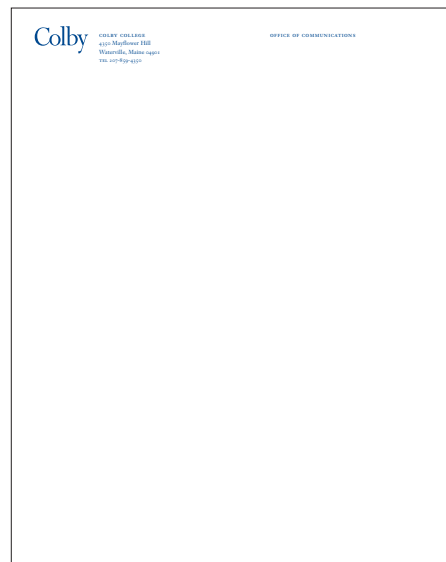
Second Sheet:
70# text, Neenah Environment PC100
Bright white, smooth
Size: 8^1/$_2$" x 11"

Business Cards and Compliments Cards:
80# cover, Neenah Environment PC100
Bright white, smooth
Size: 2" x 3^1/$_2$"

Typefaces Used:
Janson Text and Janson Oldstyle Figures

Figure B shows how the body of the letter aligns with the axis of the logotype.
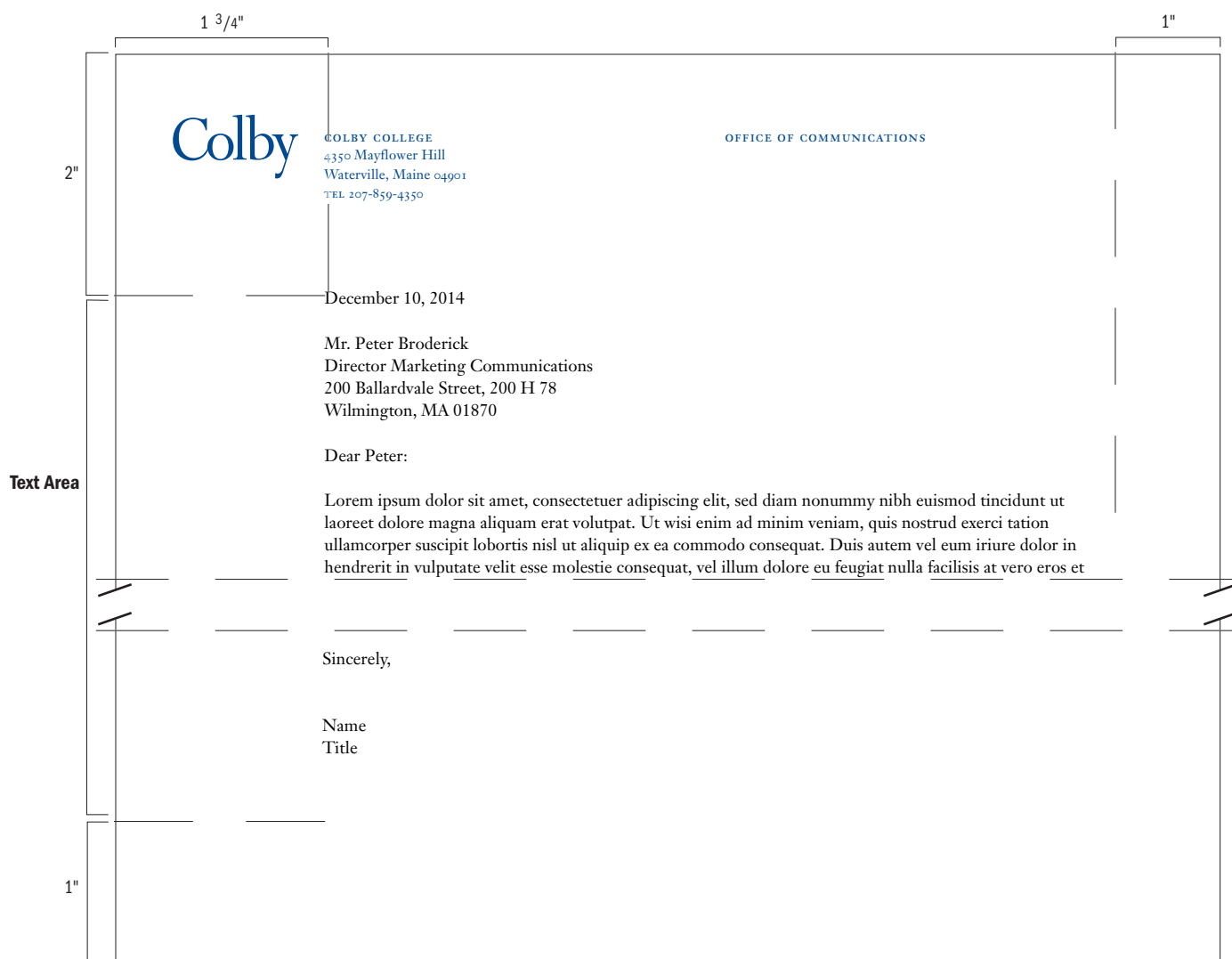
The Text Area

The beginning of the text area aligns with the left edge of the blue Colby College text box and is located 2" from the top of the page. The bottom of the text area is 1" from the bottom of the page. Second sheet margins are the same left, right, and bottom, **but you will need to set the top margin to 1"**. If you need assistance, call the Help Desk at x4222. Preformatted templates are available atcolby.edu/communications.

Correspondence Text Specifications
ITC Franklin Gothic
Text size: 9 pt. or 10 pt. *(letters may use up to 12 pt. if deemed necessary)*
Single space

1 3/4"

1"

2"

Colby

COLBY COLLEGE
4350 Mayflower Hill
Waterville, Maine 04901
TEL 207-859-4350

OFFICE OF COMMUNICATIONS

Text Area

December 10, 2014

Mr. Peter Broderick
Director Marketing Communications
200 Ballardvale Street, 200 H 78
Wilmington, MA 01870

Dear Peter:

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et

Sincerely,

Name
Title

1"

Figure B: Correct placement of letter copy.

The Colby logotype works best when appearing as white on a color block or over a dark, continuous-tone image. (**Figure A**). When possible PMS 280 (Colby blue) is the preferred color, especially if you are creating a Tier 1 introductory publication. Colors in, or related to, the Colby color palette may be judiciously used as well. The logotype should appear in the top left corner or the bottom right corner of the cover or first page. The consistent placement of the logotype reinforces the Colby brand as our audiences will recognize the logo placement as part of the Colby visual representation. The logotype may be used in other locations on a communications vehicle with careful design consideration. When placing the logotype on a photograph (**Figure B**), it should always be located over an area of the image with flat color and little detail for maximum legibility.

The Colby seal is not the logo and should not be used in place of the logotype to represent Colby. When the seal is to be reproduced in the same manner as the logotype it should appear and the logo/seal unit as shown on page 3. The seal may not be used as an additional element that is screened back to add detail to the piece.
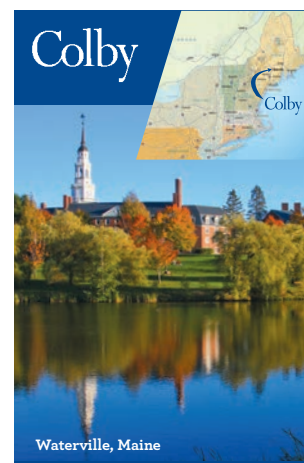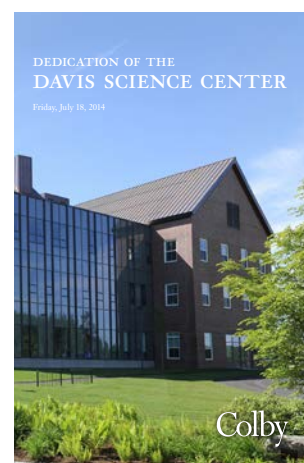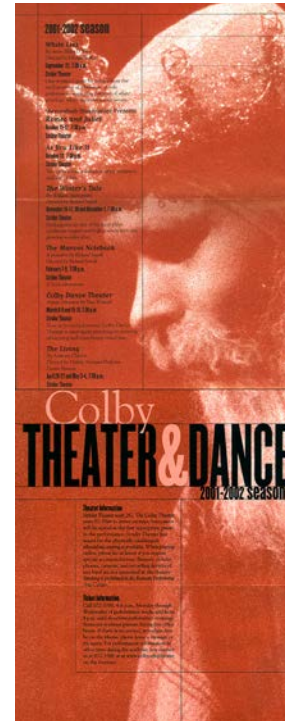

Figure A

Figure B

Sub-brands should be fashioned from elements of the Colby typographic palette (Janson and ITC Franklin). Sub-brands should *never* incorporate the Colby logotype or the type face Perpetua. In other words, the sub-brand "Colby Theater & Dance" should all be set in Janson or ITC Franklin.

Figure A shows the sub-brand with an old logo incorporated into the typography. **Figure B** shows how the current logotype should be treated: integrated into the composition but not incorporated into the sub-brand identity itself.

The Athletics Department has its own font, Vitesse, which is used solely to represent Athletics (**Figure C**) and Athletic teams. The Bookstore sells Colby Athletics apparel using Vitesse, which supports the Colby Athletics sub-brand and therefore reinforces the Colby brand. The Athletics Style Guide is available on page 16.

NO

Figure A

Figure C

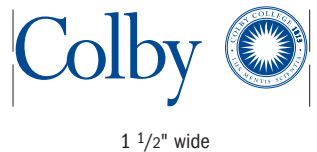

YES

Figure B

The rules that follow ensure proper display of Colby's brand identity.

1. Minimum size:

    Logotype: 1" wide

    Seal: .5" wide
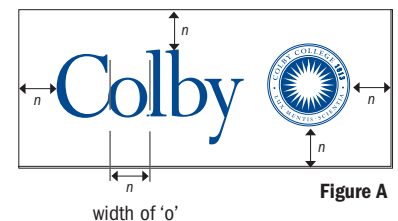
    Logotype with seal: 1.5" wide

2. Maximum logo size: No limit. When using the logo at a large size, consideration should be made for the surrounding space to ensure the logo is easily read from a distance but does not overwhelm the space. The space around the logo as outlined below (4.) may need to be expanded beyond the standard recommendations.
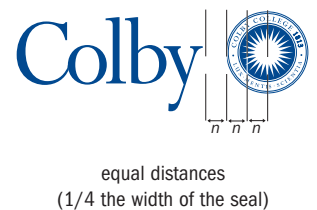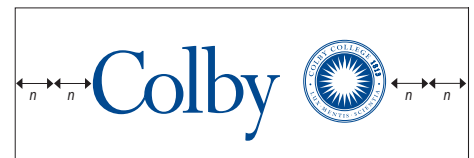
3. Space between name and mark: The space is equal to one quarter the width of the seal.

4. Ideal white space: When the logo is placed on a page with other elements, there needs to be white space around it in order to ensure its full impact. The space around the logo in all four directions should be no less than the full width of the letter 'o' of the Colby logotype (**Figure A**).

If the space surrounding the logo is greater than n but less than 2n, the logo should rest centered (**Figure B**); however, if the space is greater than 2n, the logo should align to the edge of the area with an n width from the closest edge (**Figure C**).

The Colby Identity Online
Some Web, graphic, and navigation standards have been instituted to visually unite all of the Colby sites. This includes an official Colby header. Consult Communications (x4350) for more information.

$1 \ ^1/_2$" wide

equal distances
(1/4 the width of the seal)

width of 'o'

Figure A

Figure B

Figure C

Because the two outer circles of Colby's seal tend to merge optically at smaller sizes, giving the illusion of a single heavier line, two slightly different versions of the seal have been designed: **Figure A** (file name Colby_unitLRG.tif) for use of the seal larger than 3/4 of an inch, and **Figure B** (file name Colby_unitSM.tif) for use of the seal at smaller than 3/4 of an inch. Contact Communications if you do not have the correct version.
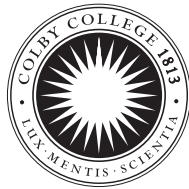
Figure A

Figure B

3/4"

Colby's logotype and seal are the center of the College's identity system. By using the system consistently and in accordance with guidelines for its implementation, we will sharpen the profile of the College by distinguishing Colby materials from those of other colleges and universities. The rules that follow ensure proper display of the identity. The logo must never be distorted or altered in any way.

Creation of Colby departmental logos is not permitted at any time.

Questions

If you have any questions or want a consultation on how to apply this identity system to your publications, please contact Communications at 859-4350.

Examples of Incorrect Usage

1. **Do not** stretch, distort, or alter the logotype or seal; do not cover the seal with type or other images; do not remove or add items from the logotype or seal.

1.

2. **Do not** use the logotype without the ligature.

2.

3. **Do not** stack the logotype and seal.

3.

4. **Do not** change the placement of the seal in relationship to the logotype.

4.

5. **Do not** add special effects such as drop shadows or three-dimensional treatments to the logotype.
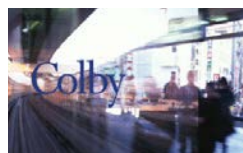
5.

Examples of Incorrect Usage

5. **Do not** put the logotype or seal in different colors.

5.

6. **Do not** place the logotype or seal on a busy photo making it illegible.

6.

7. **Do not** integrate the logotype into other typography.

7.

8. **Do not** rotate the seal or use it tinted as a background detail.

NO

YES

8.

9. **Do not** use the seal on any personal webpages, posters, or other publications.

9.

Any symbols that you wish to use in your publications should be done so in consultation with Communications.

Vitesse

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Book
Bold

Colby Athletics' only typographic palette consists of one type family: the slab serif font Vitesse. This font should be used for all all Athletics materials. Vitesse should not be used to represent any other department or group, thereby strengthening the Colby Athletics brand on and off campus.

As with other College materials, all correspondence should be set in ITC Franklin Gothic (see page 9 for formatting details). The two fonts are complementary and can be used in the same publication. For example, a brochure may have its main text set in ITC Franklin Gothic, while a headline or call-out may be set in Vitesse.

COLBY MULES

COLBY

Figure A: Vitesse Bold

Colby

Figure B: Vitesse Bold

COLBY
ATHLETICS

Figure C: Correct relationship between Colby and Athletics on the second line

COLBY
MULES

Figure D: Correct relationship between Colby and Mules on the second line

Colby's athletics font, Vitesse, is a strong representative of the Colby Athletics program. Therefore it is important to use it in a manner that reinforces the strength and unity of the College's teams.

When representing Colby or Colby Athletics, Vitesse Bold should be used. Vitesse Bold, all caps, makes a strong statement and is the preferred style when using "Colby" alone (**Figure A**). Colby in upper and lower case is not as strong and should only be used in a headline, sentence, or other instance where it is not standing alone (**Figure B**).

Typographic structure can be used to emphasize the strength of the message. Here (**Figure C**), "Colby Athletics" is stacked and manually justified to create a block of text. "Colby" is in caps above "Athletics," which is the same width as "Colby." Colby takes the primary emphasis, with Athletics closely aligned beneath. When creating this association in Vitesse, make the leading (spacing) between the two lines two points greater than the point size of the second line. For example, the text to the left is sized as follows: COLBY is 35 pt., ATHLETICS is 20 pt., and the leading (space) between the two lines is 22 pt. The leading is 2 pts. greater than the second line. This keeps the relationship strong and does not allow one line to become separated from the other, thereby weakening the message. The relationship may be replicated for all Colby athletic teams.

Communications will provide artwork files for this and all team names.

Colby Athletics and athletic teams should make use of the typographic relationship described on the previous page on all representative apparel, signage, and communications materials. The T-shirt samples to the right show how Vitesse looks in use.

The hat uses the Vitesse Bold "C" alone. If a team should want to customize the hat, the team name text can be stitched on the back. Helmets should reflect the same layout.

Please contact Communications for assistance in creating new uniform and apparel artwork.

Please do not outline, use a drop shadow, or use any other type of embellishment on any item. If you feel an outline or some other type of emphasis is necessary, please contact Communications at 859-4355. We can help determine the best solution for your needs.

Colby College's official colors are PMS 280 and PMS Warm Gray 2, otherwise referred to as Colby Blue and Priscilla Gray. When selecting color combinations, refer to the guide on the below for the best color combinations.
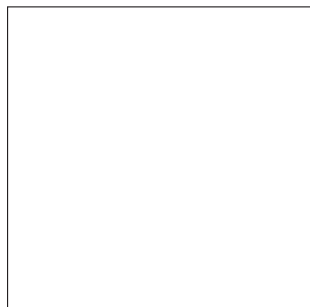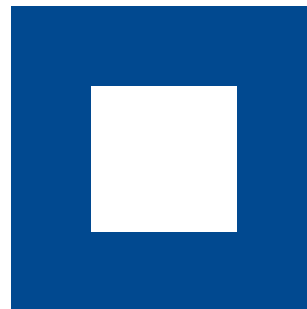
Color

Primary Use

Secondary Use

**Colby Blue
PMS 280**

White on blue background

Gray on blue background

**Priscilla Gray
Warm Gray 2**

Blue on gray background

White on gray background
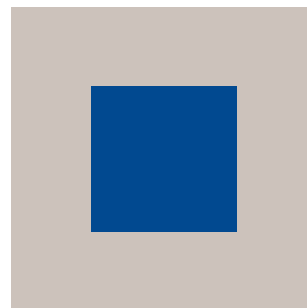
**White
*(Outlined box is to show white. It is not a suggested use of outlines on white)***

Blue on white background
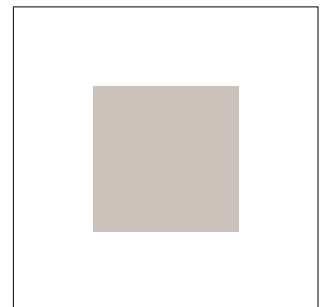
Gray on white background

You can build on your brand by combining elements.

When pairing the Mule logo with the text, be sure to use the stacked treatment with Colby on the first line and the team name, Mules (**Figure A**), or Athletics (**Figure B**) on the second line.

Allow the space of one Vitesse Bold C between the Mule logo and the C in Colby. By using the C as your measurement (**Figures A and B**), you will maintain consistent spacing across all uses and sizes of the logo and text combinations. Please align the logo and the text on the horizontal center line.

Similarly, if you need to use the logo in a vertical orientation instead of horizontal, use the same measuring convention (**Figure C**). Be sure to center the logo over the text too.

Figure A: Colby Mules with Mule Logo

Figure B: Colby Athletics with Mule Logo

Figure C: Vertical Colby Athletics with Mule Logo

Strong, high-resolution photography paired with the Mule logo and team name creates a simple and memorable recruiting piece. A short, descriptive text block on the back, or inside a folding piece, is more powerful than long text passages.

Here are some quick tips to help you.

· Use one image and not a montage

· Use an image that is powerful

· Use color images

· Minimize text

· Direct recipients to the Colby Athletics webpages

· Include the standardized Colby Athletics social media block (available as a JPG file)

· Use "Go Mules" or "Mule Pride"

· Be consistent, be strong, be concise

· Use social media hashtags #ColbyCollege, #GoMules, or #MulePride when posting to Twitter or Instagram