

# SANDBURG STYLE GUIDE

## IDENTITY & GRAPHIC STANDARDS

### ABOUT THE GRAPHIC STYLE GUIDE

The Marketing Department has created a style guide as a reference that helps campus communicators adopt a style that is consistent and appropriate for College use.

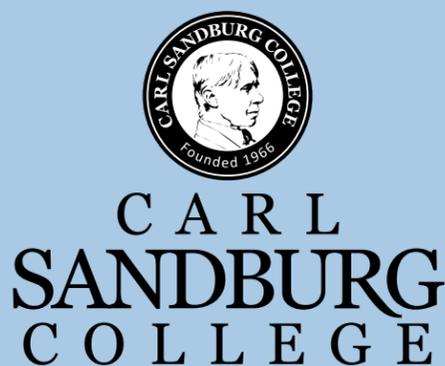
### OUR GRAPHIC STYLE GUIDE

This graphic style guide is not intended to be comprehensive, although we have tried to address some of the most frequently troublesome graphical issues. Sandburg's guide is also a living document. It can be updated as the College grows, evolves, and changes to meet the educational and workforce needs of its service area. Any deviation from the style guide must be approved by the Sandburg Marketing Department.

### OFFICIAL CARL SANDBURG COLLEGE LOGO

The term "logo" refers to the joining of two primary elements in the graphic identity system — the stylized image and the logotype. The logotype consists of the words, "Carl Sandburg College," and is set in the Georgia font integrating unique ligatures. Both vertical and horizontal versions of the logo have been created to accommodate different layout compositions. The image is the updated College seal incorporating an illustrated profile of Carl Sandburg with a more pronounced treatment to the outer rings and typography.

(Vertical Logo)



(Horizontal Logo)



### PROPER LOGO PROPORTIONS

The logo has a unique proportion and must not be altered. When the logo is reduced or enlarged, it should always be treated as one unit, meaning, all elements should be sized proportionately. Enlarge to any size that is practical and necessary, but do not reduce the logo so that the seal portion is less than 1/2" from the top to the bottom.

It is essential that only the authorized reproduction art or authorized electronic files be used. The use of third-generation art is not allowed. The logo should not be recreated. The logo can be copied from DocuShare and pasted into a document that will be printed. You can access the high resolution logo art in DocuShare, in Administrative Collections, in the Marketing & PR folder. For logos incorporating your department name, contact the Marketing Department.

### LOGO COLOR

Acceptable logo color is outlined below. No other color options/color combinations should be used.

#### ONE COLOR USAGE

The only acceptable one-color logo usages are black, white, Navy Blue PMS 281, or Deep Red PMS 187. The logo may not be recreated in any other single color with the possible exception of a special print technique, which may include foil stamping or metallic ink (special permission required from the Marketing Department).

#### SPOT COLOR (2)

The preferred colors are Navy Blue (PMS 281C) and Deep Red (PMS 187C). Any deviation from these colors must be approved by the Marketing Department.

#### PROCESS (CMYK)

The preferred colors are Navy Blue (PMS 281C) and Deep Red (PMS 187C). Any deviation from these colors must be approved by the Marketing Department.

The CMYK equivalent for Navy Blue PMS 281C is:

C/100 M/85 Y/5 K/20

The CMYK equivalent for Deep Red PMS 187C is:

C/5 M/100 Y/71 K/22

#### WEB

The HEX equivalent for Navy Blue PMS 281C is: 002664

The HEX equivalent for Deep Red PMS 187C is: A71930

### COLOR PALETTE

Participants of the Brand Positioning Workshop developed a palette of primary and complementary colors that correspond to the current personality attributes of Carl Sandburg College. The primary use of a richer navy blue and deep red will further provide the visual messaging for the accomplished and committed academic institution Sandburg is.

Colors in the secondary palette and tertiary accent palette are complementary to the primary colors and are to be used for visual acuity. Please consult the Marketing Department for the appropriate use of the secondary and tertiary colors. Consistent use of these colors will contribute to the cohesive and unique look of Carl Sandburg College across different media.

#### PRIMARY PALETTE OF COLORS

**Navy Blue (PMS 281C)** — demonstrates enriching, accomplished, connected/connections

**Deep Red (PMS 187C)** — demonstrates enriching, connected/connections, accomplished



PMS 281C



PMS 187C

#### SECONDARY PALETTE OF COLORS

**Medium Blue (PMS 3015C)** — demonstrates friendly, connections, connected

**Red (PMS 185C)** — demonstrates connected, connections, helpful

**Gold (PMS 457C)** — demonstrates accomplished, enriching

**Medium Green (PMS 7482C)** — demonstrates resource, accomplished

**Red Violet (PMS 2613C)** — demonstrates enriching, accomplished, diverse



PMS 3015C



PMS 185C



PMS 457C



PMS 7482C



PMS 2613C

#### TERTIARY ACCENT PALETTE OF COLORS

**Yellow (PMC 102C)** — demonstrates opportunities, friendly

**Orange Yellow (PMS 7409C)** — demonstrates helpful, friendly

**Warm Red (PMS Warm Red C)** — demonstrates diverse, helpful



PMS 102C



PMS 7409C



PMS Warm Red C

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### THE INCORRECT USAGE OF LOGOS

Although a logo may be printed on a variety of backgrounds, no words or images should overlap or merge with it. It should never be integrated into an illustration, cartoon, or other symbol or logo. In order to establish and maintain consistent and effective use of the Carl Sandburg College brand identity, it is essential to follow these standards. The samples illustrated below demonstrate common errors. Such misuses will undermine the College's effort to present a strong and unified image and will alter the perception and meaning of the logo.

#### INCORRECT

##### a) Different typeface:

Georgia is the only typeface which may be used in the logo format. Others are not allowed.

##### b) Improper proportion:

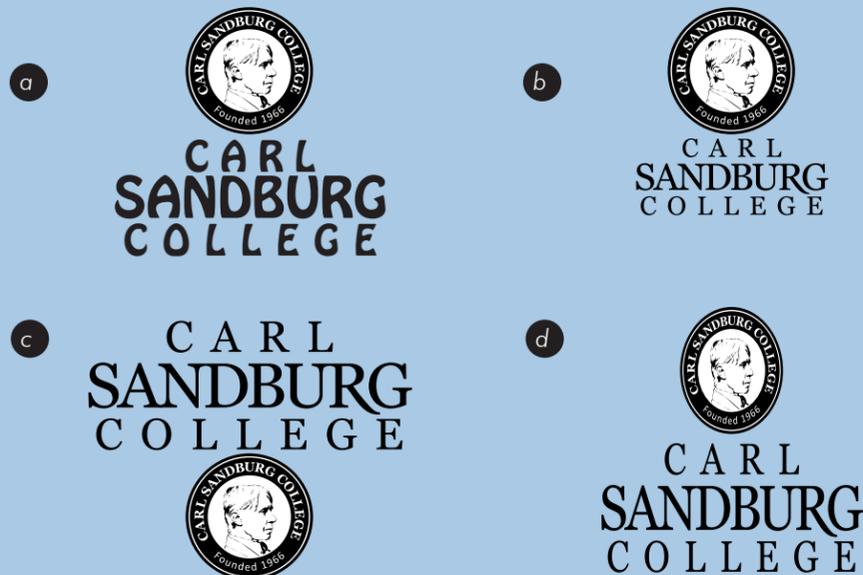
In the logo format, the size of the symbol in the relationship to the typography should not be altered.

##### c) Improper symbol placement:

In the logo format, the placement of the symbol relative to the typography should not be altered.

##### d) Distortion:

The seal and the logo should not be subject to distortion or manipulation (i.e. slanting, stretching, twisting, or curving).



### TYPOGRAPHY

Workshop participants chose two typeface families for use in Sandburg materials.

#### FONT: GEORGIA

This serif font is to be used for headings and subheads.

*Reasoning:* Words workshop participants used to describe this font were "accomplished, committed, resource, connected/connections, academic and collegiate looking, traditional but not stodgy, formal but not overdone."

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
12345678910

#### FONT: CALIBRI

This sans serif font is to be used for body text.

*Reasoning:* Words workshop participants used to describe this font were "helpful/supportive, friendly, opportunities, diverse, neat, clean, easy to read, approachable/welcoming."

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
12345678910

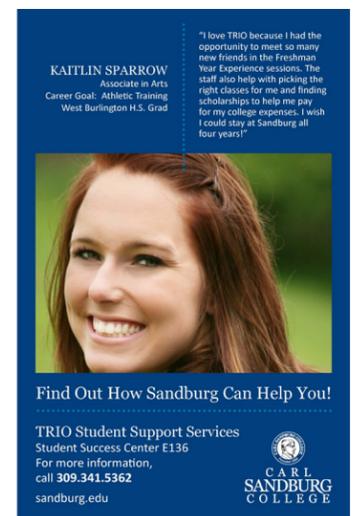
Additional fonts may be used for headlines and text on a myriad of special event marketing pieces done by the Marketing staff. However, when official marketing materials are created for the College (website, viewbook, etc.), the traditional fonts of Georgia and Calibri remain the prevalent fonts for each piece created.

### LAYOUT / COMPOSITION

A consistent approach to layout and composition will follow these directives:

- Type should either be flush left or flush right, or a combination of both. Center on center should be avoided whenever possible.
- Full bleed or large, fractional full color photography needs to be the dominant visual.
- All individuals featured in main photographs must be accurately identified.
- Copy should be kept minimal and should be segregated from the photography.
- Sandburg logo should be placed in the lower righthand corner.
- All contact information must be included at the bottom of all layouts.

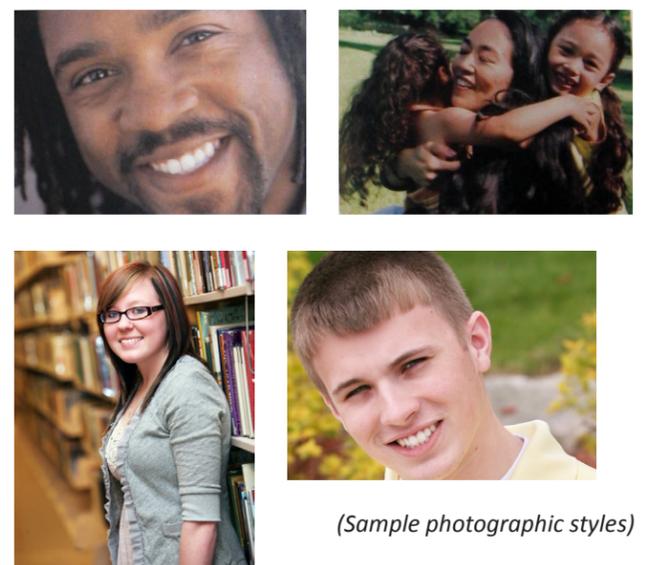
(Sample poster layout/composition)



### PHOTOGRAPHIC DIRECTION

Photographic styles need to be consistent, producing quality images that feature students, alumni, faculty, and staff engaged in Carl Sandburg College experiences. All images must be captured with the following set of directives:

- Photography must be cropped from the waist up with groups and cropped more closely on the faces of individuals.
- Subjects must be looking into the camera to draw the viewer in.
- Images must capture a genuine moment or interaction between people on location.
- Use soft play of light and shadow.
- Use select focus to keep the subject sharp and clear.
- Backgrounds need to be kept simple.



(Sample photographic styles)