SANDBURG STYLE GUIDE

IDENTITY & GRAPHIC STANDARDS

ABOUT THE GRAPHIC STYLE GUIDE
Use this style guide cheat sheet as a reference to ensure any communications you create are consistent and appropriate for college use.

OUR GRAPHIC STYLE GUIDE
This graphic style guide is a snapshot of the full comprehensive branding style guide. Any deviation from the style guide must be approved by Marketing.

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.

Vertical and horizontal versions of the logo accommodate different layout compositions. The image is the 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
When the logo is reduced or enlarged, it should always be treated as one unit, meaning, all elements should be sized proportionately. Do not enlarge in a way that skews the look/proportion of the existing logo. 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 Marketing.

LOGO COLOR
Acceptable logo color is outlined below. No other color options/color combinations may 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 Marketing).*

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 Marketing.

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

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
Primary and complementary colors 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 Marketing 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

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.

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. 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 that may be used in the logo format.

b) **Improper proportion:** In the logo format, the size of the symbol in 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 (e.g., slanting, stretching, twisting, skewing or curving).
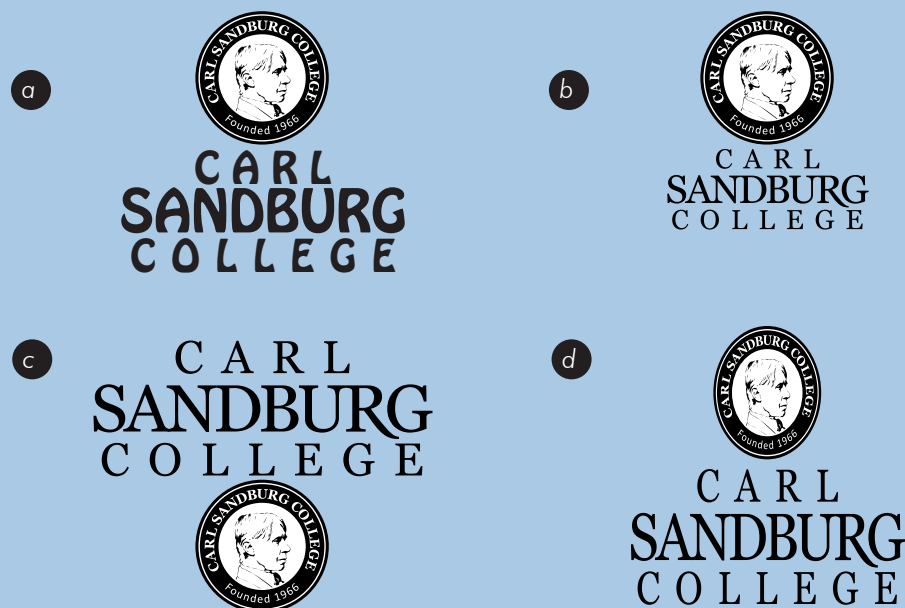
TYPOGRAPHY

Two typeface families are used in Sandburg materials.

FONT: GEORGIA

A serif font used for headings and subheads.
Personality: Accomplished, committed, resource, connected/connections, academic and collegiate looking, traditional but not stodgy, formal but not overdone

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910

FONT: CALIBRI

This sans-serif font used for body text.
Personality: Helpful/supportive, friendly, opportunities, diverse, neat, clean, easy to read, approachable/ welcoming

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910

Additional fonts may be used for headlines and text on special event marketing pieces created by Marketing. 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.

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.

- The Sandburg logo should be placed in the lower right-hand corner.

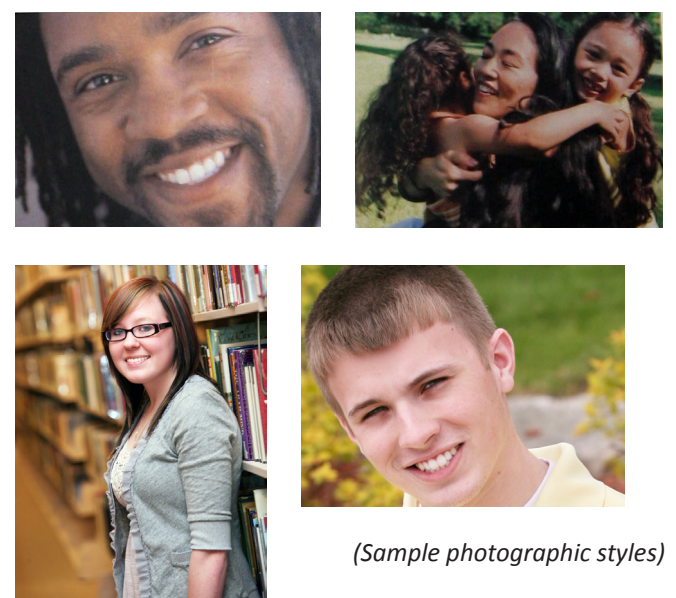- All contact information must be included at the bottom of all layouts.

(Sample poster layout/composition)
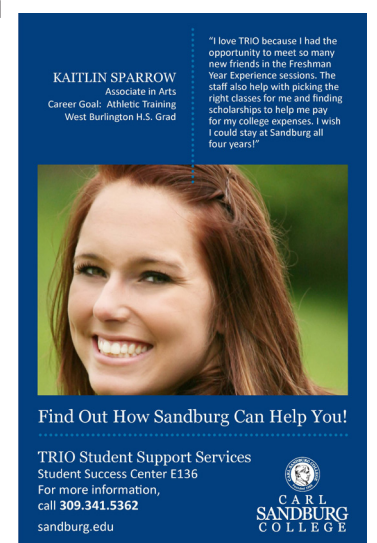
PHOTOGRAPHIC DIRECTION

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.

- 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)