



CARL SANDBURG COLLEGE

Branding Style Guide

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As Carl Sandburg College continues its commitment to excellence in the classroom, it’s important that we also commit to providing a consistent brand and image for the College. Doing so portrays a unified, professional identity that resonates with our district.

Think of corporations or franchises whose logos are recognized instantly because of their unique and unmistakable brands. Our goal is to make Carl Sandburg College’s brand the same. Achieving that goal requires a total team effort.

With that in mind, the College has developed this branding style guide to give clear direction and examples of graphic and writing style for Carl Sandburg College. Each item produced by the College is a depiction of what we do, how we represent ourselves and how others view us. Following this branding style guide will help give Carl

Sandburg College a unique, consistent and credible message through everything produced by the College. Each of us will play a vital role in those efforts.

College employees are asked to follow these guidelines, and I appreciate your support as we continue to work toward a consistent image and brand.

A handwritten signature in black ink that reads "Lori L. Sundberg". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Dr. Lori L. Sundberg, President



BRANDING

Branding is a promise, a pledge of quality. It is the essence of an experience, including why it is great, and how it is better than all competitors' offerings. It is an image. It is the intangible, but real, value of combinations of words, letters, symbols and colors that are associated with an experience. It is the process in which the character of an institution is communicated. It includes any experience that a potential student, employee, the community or business partner might have with the institution (from logo, signage, architecture or landscaping, to interaction with a website). The impression that is created in the mind of the public establishes a perception that should differentiate and set Carl Sandburg College apart from other academic institutions.

BRAND IDENTITY ATTRIBUTES

To be truly effective, Carl Sandburg College's messages and visual expressions of the messages must be all of the following:

MEANINGFUL: The messages and perceptions of Carl Sandburg College must be relevant to our audiences. The institution must provide true benefits to both potential students and prospective employees and speak directly to these audiences in a language they understand.

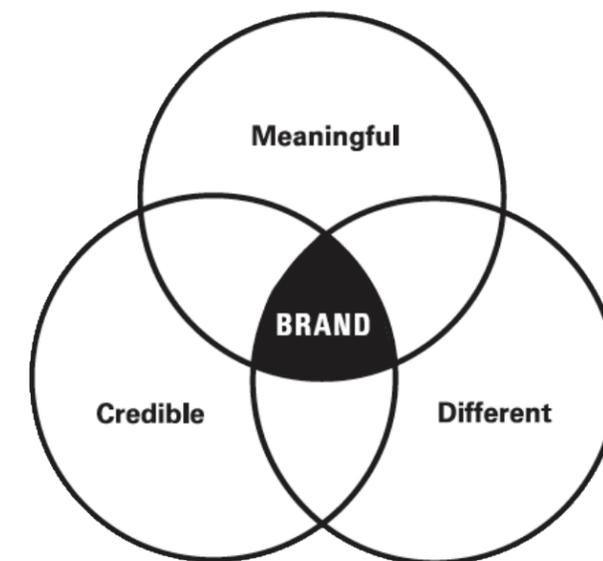
DIFFERENT: Carl Sandburg College must stand apart from its competitors and occupy a specific niche in the mind of our audiences. As the audience becomes more inundated with messages and claims, differentiation is critical for success.

CREDIBLE: The visual expression of messages is an outward reflection of internal qualities. The visual image presented at all points of contact must emphasize the greatest strengths of Carl Sandburg College and reinforce what our audiences may already know – without exaggerating.

In the same way that people are characterized by their attributes, specific qualities define Carl Sandburg College's brand personality. These characteristics describe the way Carl Sandburg College's brand should look, feel, sound and act whenever it is communicated to any audience. The following brand positioning statement was developed by the College's stakeholders who participated in the branding workshop in July 2011.

CARL SANDBURG COLLEGE'S BRAND POSITIONING STATEMENT

Carl Sandburg College is a supportive community resource providing diverse educational opportunities and connections for academic, professional and personal growth in a friendly environment. Our accomplished faculty and helpful staff are committed to enriching the lives of our students and the communities we serve.



Graphic Standards

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.

COLLEGE MARKETING RESTRICTED-USE LOGOS

The Carl Sandburg College logos are registered with the United States Patent and Trademark Office. Actual images and color and usage guidelines are found in Docushare on *mySandburg*.

The following logos are federally registered with the U.S. Patent and Trademark Office and require a circle R (®) designation.

(Seal Only Logo)



(Stacked Logo)



The following wordmarks are considered protected and require a TM (™) designation:

(Flush Left Logo)



Permission to utilize restricted-use logos must be obtained from the Office of Marketing and Public Relations. For further information or to request the use of College logos, contact **Robin DeMott** at 309.341.5221 or rdemott@sandburg.edu. or **Christina Diaz** at 309.341.5324 or cdiaz@sandburg.edu

Graphic Standards



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).

TWO-COLOR PRINTING

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.

FOUR-COLOR PROCESS PRINTING (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

Graphic Standards

INCORRECT USAGE OF LOGOS

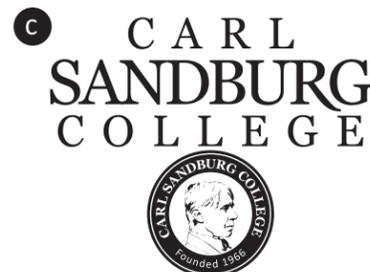
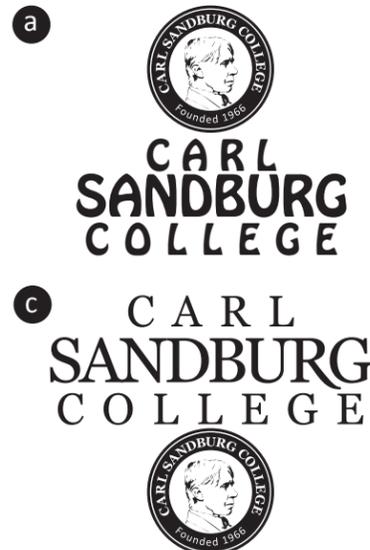
Although a logo may be printed on a variety of backgrounds, no words or images should overlap or merge with it. It should never be integrated into an illustration, cartoon, or other symbol or logo. In order to establish and maintain consistent and effective use of the Carl Sandburg College brand identity, 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.

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.

INCORRECT

- a) Different typeface: Georgia is the only typeface that 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).



Athletic/Student Life Mascot

CARL SANDBURG COLLEGE ATHLETIC/STUDENT LIFE MASCOT

The Charger logo is used by Athletics and Student Life. All other departments should use the Sandburg logos or seal.



Four-Color Process Builds



100% Red & Navy Blue



100% Navy Blue



Navy Blue with Screen Tints

PANTONE MATCHING SYSTEM® (PMS)

A popular color matching system used by the printing industry to print spot colors. Most applications that support color printing allow you to specify colors by indicating the Pantone name or number. This assures that you get the right color when the file is printed, even though the color may not look right when displayed on your monitor. PMS works well for spot colors but not for process colors, which are generally specified using the CMYK color model.

FOUR-COLOR PROCESS

Short for Cyan-Magenta-Yellow-Black and pronounced as separate letters. CMYK is a color model in which all colors are described as a mixture of these four process colors. CMYK is the standard color model used in offset printing for full-color documents. Because such printing uses inks of these four basic colors, it is often called four-color printing.

RGB

Stands for Red-Green-Blue. One of the most difficult aspects of desktop publishing in color is color matching properly converting the RGB colors into CMYK colors so that what gets printed looks the same as what appears on the monitor.

SOLID

Any portion of a publication printed at 100 percent of a given ink color.

SPOT COLOR

Refers to a method of specifying and printing colors in which each color is printed with its own ink. In contrast, process color printing uses four-color process printing (cyan, magenta, yellow, and black) to produce all other colors. Spot color printing is effective when the printed matter contains only one to three different colors, but it becomes prohibitively expensive for more colors.

TWO-COLOR PRINTING

A process by which a publication or other communication piece is printed in only two colors, usually a choice of any two PANTONE (PMS) colors and/or black.

POSITIVE

The reproduction of a dark image or graphic on a white or light-colored background.

REVERSE

Artwork or type that appears as the color of the paper on which it is printed as a result of being “reversed out” of a dark background.

PRIMARY COLORS - IDENTITY / INSTITUTIONAL USE



***Navy Blue (PMS 281C)**
 RGB, 0, 38, 100
 CMYK, 100, 85, 5, 20
 HTML # 002664

*Enriching, Accomplished,
 Connected/Connection*

Deep Red (PMS 187C)
 RGB, 167, 25, 48
 CMYK, 5, 100, 71, 22
 HTML # A71930

*Enriching, Connections/
 Connected, Accomplished*



SECONDARY COLORS

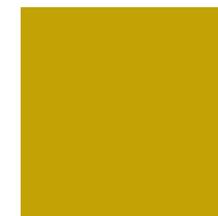


***Medium Blue (PMS 3015C)**
 RGB, 0, 102, 161
 CMYK, 100, 31, 5, 20
 HTML # 0066A1

*Friendly, Connections,
 Connected*

Red (PMS 185C)
 RGB, 224, 0, 52
 CMYK, 0, 92, 76, 0
 HTML # E00034

*Connected, Connections,
 Helpful*



Gold (PMS 457C)
 RGB, 177, 148, 1
 CMYK, 6, 23, 97, 26
 HTML # B19401

Accomplished, Enriching

Medium Green (PMS 7482C)
 RGB, 0, 165, 81
 CMYK, 95, 0, 90, 0
 HTML # 00A551

Resource, Accomplished



Red Violet (PMS 2613C)
 RGB, 99,29,118
 CMYK, 74, 98, 2, 12
 HTML # 631D76

*Enriching, Accomplished,
 Diverse*

Primary colors are the 3 main colors (red, blue, yellow)
Secondary colors are the colors made from the primary colors (green, purple, orange)
Tertiary colors are the colors that can be made from any of those colors (pink, orange-red, etc.)

TERTIARY COLORS



Warm Red (PMS C)
 RGB, 247, 164, 58
 CMYK, 0, 86, 80, 0
 HTML # F7403A

Diverse, Helpful

Orange Yellow (PMS 7409C)
 RGB, 238, 175, 0
 CMYK, 0, 33, 98, 0
 HTML # EEAFO0

Helpful, Friendly



Yellow (PMS 102C)
 RGB, 250, 231, 0
 CMYK, 0, 0, 95, 0
 HTML # FAE700

Opportunities, Friendly

*The only two colors allowed any opacity change is **Navy Blue** and **Medium Blue**. The opacity can be either 10% or 20%. The rest of the color palette can not be changed.

Templates

To assist faculty and staff members with general communication needs, flyer and PowerPoint templates that incorporate the College's brand styles are available. The templates have been developed in Microsoft applications for easy usage.

Directions for using the Carl Sandburg College templates:

1. Contact the Marketing Office to request a template, or to use a template already created please visit: <http://sandburg.edu/about-us/marketing-department>
2. The corresponding Microsoft application should be installed on the computer being used.
3. Save the template to your computer desktop or document folder.
4. Double click on the file; the template will open as a new document. This method will create a new file and keep the original template from being changed. You can then save the file with a new name.
5. Once open, you will see blocks of text that you can replace with your own information. General directions are listed within this text for your guidance only. The text is set with the College's approved fonts and styles. To retain the styles, select the header, then type in your information; select the body copy, then type your body information. Sizes can be adjusted as needed. Colors may be adjusted if used in accordance with the College's official colors (page 12). The College logo should remain in the lower right corner. The paragraph style should remain left aligned.
6. Whenever possible, the College's styles will be saved in the style menus of the template for ease of use. They may not always be available, however, as style options vary within applications and versions of applications.
7. If using one of the College's templates, forward to Aaron Frey at afrey@sandburg.edu for copy approval then you may proceed with a direct print request.
8. For internal events, posters and flyers can be designed with flexibility. As for external community audience, branding of the College should be taken into account.

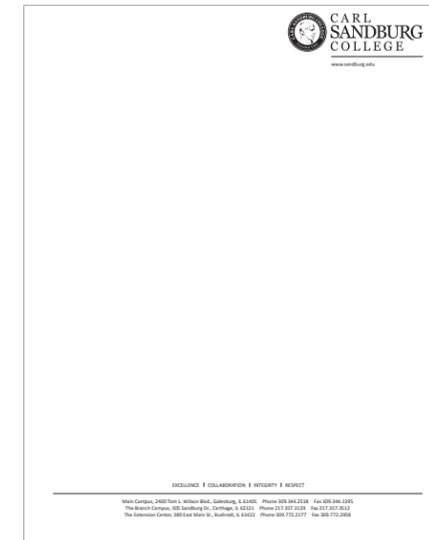
For more information or questions, please contact:
Christina Diaz at Ext. 5324 or cdiaz@sandburg.edu

For Internal Audience

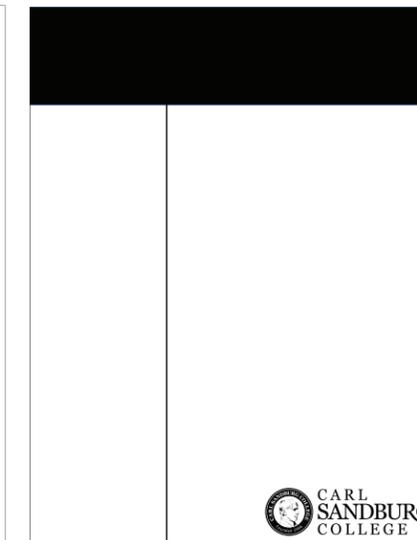


Templates

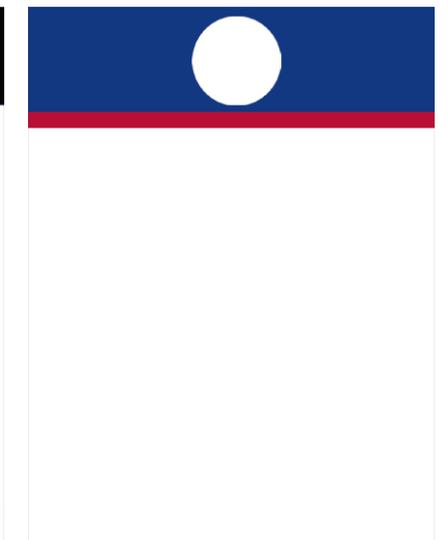
Official Letterhead



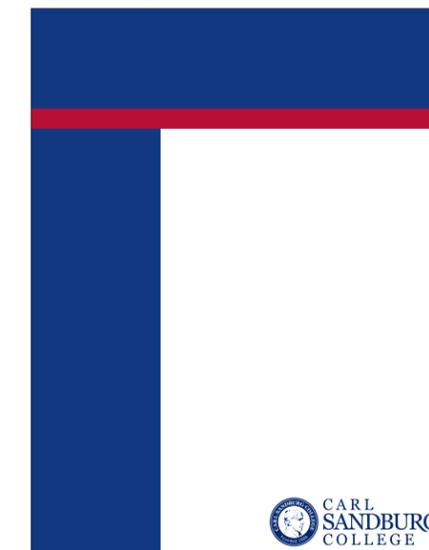
Flyer Template Black & White



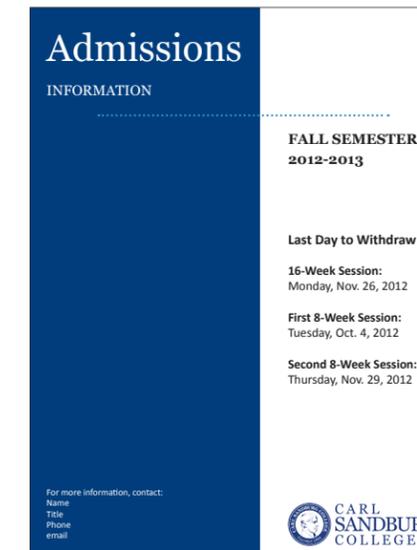
Flyer Template 1 Blue & Red



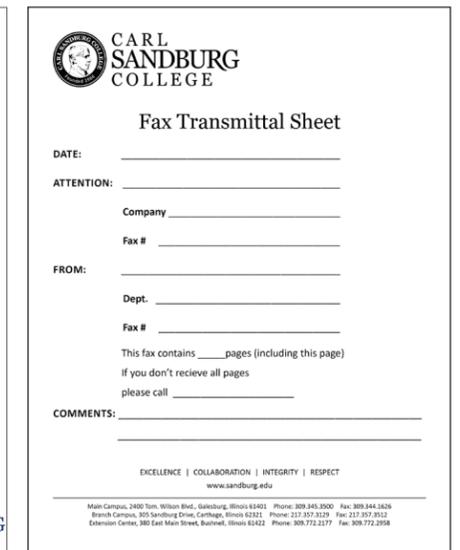
Flyer Template 2 Blue & Red



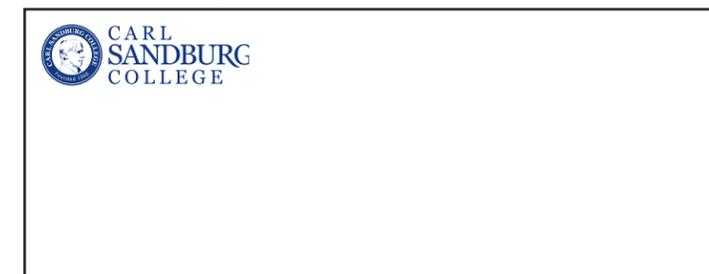
Admissions Template



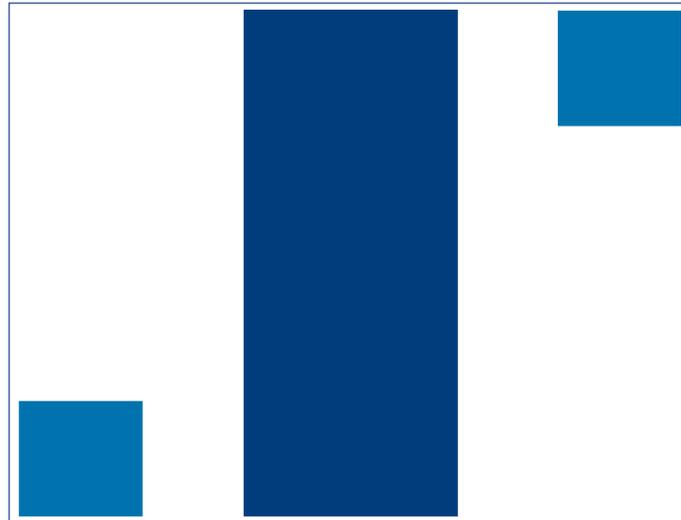
Fax Template



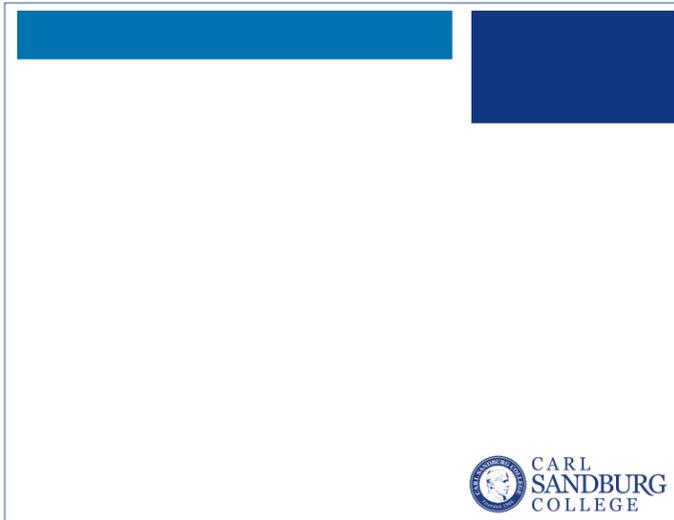
Official Envelope



Brochure Template Inside



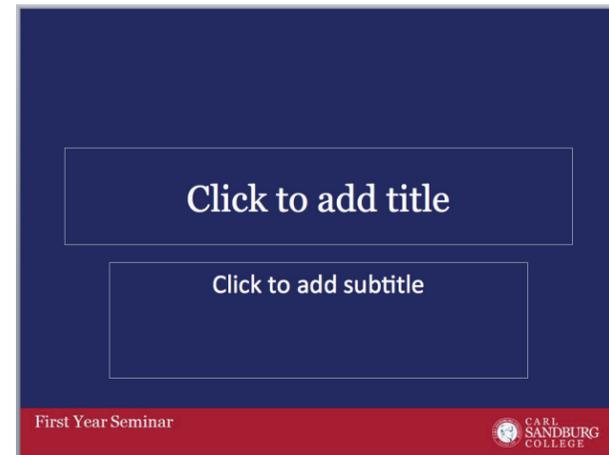
Brochure Template Cover/Outside



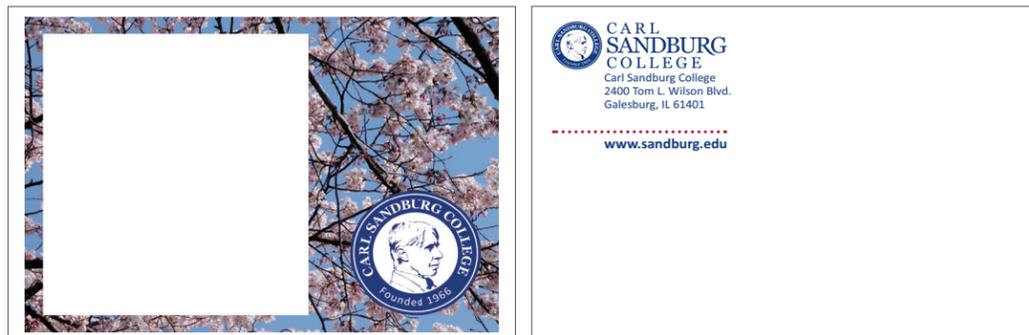
Poster Template



Power Point Template



Postcard Template (selection of different postcards available in Docushare)



FONT: GEORGIA

Sandburg (Georgia Regular) Sandburg (Georgia Bold)

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

ABCDEFGHIJKLMNPOQRSTUVWXYZ

12345678910

FONT: CALIBRI

Sandburg (Calibri Regular) Sandburg (Calibri Bold)

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

ABCDEFGHIJKLMNPOQRSTUVWXYZ

12345678910

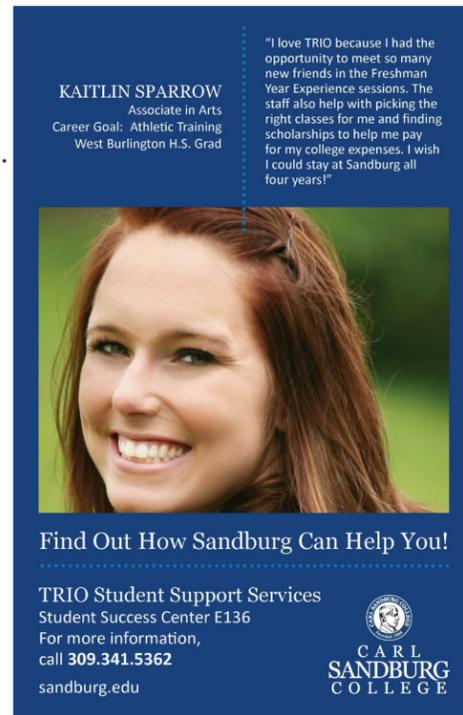
Additional fonts may be used for headlines and text on myriad special event marketing pieces done by the Marketing staff. However, when official marketing materials are created for the College (website, viewbook, etc.), the traditional fonts of Georgia and Calibri remain the prevalent fonts for each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

LAYOUT/COMPOSITION

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

- Type should either be flush left 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 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.
- 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)

EMAIL SIGNATURE GUIDELINES

For your email signature use your name and information in the Calibri font in black, name in 11 point size in bold and the rest of the information in regular font 10-point size – all in black. The information should appear in the following order:

Name

Position Title

Email address

Phone number with periods (dots) separating the area code and prefix followed by the word "Phone"

Fax number with periods separating the area code and prefix followed by the word "Fax" Address abbreviating Blvd., Dr., and St. We ask that you abbreviate as that is how we will have it listed on the business cards and stationery due to space limitations. (College website using www. rather than just sandburg.edu for consistency with our business systems).

Attached is the link for you to make your email signature aligned with our institutional branding identity or you can copy the attached BLUE jpg and place it into your signature. It is preferred the logo be blue rather than black for consistency.

<http://docushare.sandburg.edu/dsweb/Get/Document-72963/BlueEmailLogo.jpg>.

Please keep in mind that this specific jpeg attached and on the link is only for this email logo. The resolution will not be high enough for other applications.

You are welcome to keep your personalized quotes, "green," and confidentiality information for your own personal touch. We would ask that you avoid references to your personal faith.

Robin DeMott

Director

Marketing & Public Relations

rdemott@sandburg.edu

309.341.5221 Phone

309.368.7786 Mobile

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www.sandburg.edu



CARL
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Tracy Engstrom

Coordinator of Career Resources

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CARL
SANDBURG
COLLEGE

Business Correspondence

1. BUSINESS CARDS

Business cards are printed in-house on white cover stock with navy blue ink. They can be ordered at any time at no cost to your department. New employees will be contacted by the Marketing and Public Relations Office about ordering business cards after monthly board meetings. To reorder, contact **Nicky Smith at ext. 5328 or nsmith@sandburg.edu**.

2. DOOR SIGNS CAN BE REQUESTED

3. NAME BADGES

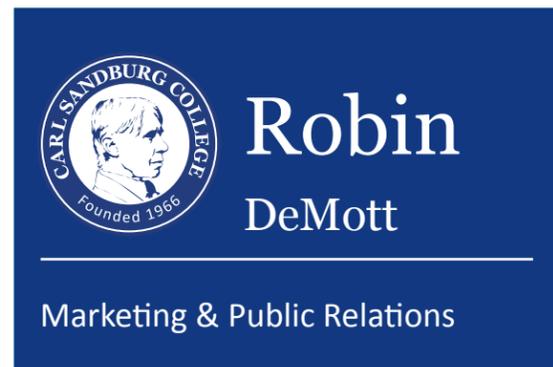
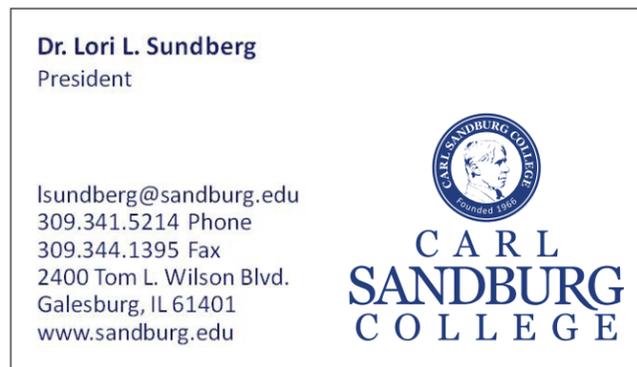
Sandburg name badges are ordered through the Marketing and Public Relations Office and paid for by your department. The name badges are blue with white lettering and include the employee's name and department. They come with a choice of a magnetic or pin back. Name badges are ordered monthly. Current new employees can order a name badge by contacting **Nicky Smith at ext. 5328 or nsmith@sandburg.edu**. Please provide an account number when ordering. Magnetic back badge costs \$8.59 and for a pin back costs \$7.59.

4. NOTE CARDS

Sandburg note cards and envelopes are available at no cost to your department. The cards are printed on white linen card stock with navy blue ink and have the Sandburg logo on the front. Envelopes are printed with a return address on the back flap, and are available for all three campus addresses. To order, contact **Nicky Smith at ext. 5328 or nsmith@sandburg.edu**.

5. PRESENTATION FOLDERS

Two-pocket presentation folders that hold 8-1/2" x 11" sheets and are available for departmental use. The folders have a similar look as other College publications. Cost may vary depending on quantity ordered. Approximate cost is \$.55 cents each. To order, call **Nicky Smith at ext. 5328 or nsmith@sandburg.edu**.



Business Correspondence



6. ORDER LABELS ENVELOPES

Large white envelopes are recommended when mailing the folders especially as a student inquiry packet with the label shown here. Mailing labels are available in the mailroom or Marketing form by contacting **Nicky Smith at ext. 5328 or nsmith@sandburg.edu**.

7. PROMOTIONAL ITEMS

A variety of promotional items with the Sandburg logo are available from the Marketing and Public Relations Office. Items may be used for class speakers and College visitors. Items available include Sandburg pens, coffee mugs, reusable/recycle bags, umbrellas and gift bags. To order or to see sample items, call **Nicky Smith at ext. 5328 or nsmith@sandburg.edu**. You will need to give an account number when ordering.

CARL SANDBURG COLLEGE COPY CENTER PRICES

I. Prices for College Jobs:

| | |
|-----------------------------|-------------------------|
| Regular Copies | \$0.04 |
| Regular Copies Duplexed | \$0.07 |
| Black/White on Color Copier | \$0.07 |
| Color Copies | \$0.20 |
| Card Stock | \$0.06 |
| Card Stock Duplexed | \$0.09 |
| Color Paper | 25% above cost per copy |

II. Prices for all other job requests:

| Size | Color | Black & White |
|--------------|--------|-----------------|
| 8-1/2" x 11" | \$0.59 | \$.11 (Letter) |
| 8-1/2" x 14" | \$0.69 | \$.12 (Legal) |
| 11" x 17" | \$0.98 | \$.20 (Tabloid) |

Spiral Binding

| | |
|-------|--------|
| 3/8" | \$0.14 |
| 1/4" | \$0.10 |
| 5/16" | \$0.08 |

All prices are per original. No discount given for duplexing. All prices subject to change.

III. Timeline on printing jobs:

- Jobs requiring padding solutions: 1-2 days
- Spiral binding jobs (25-50 small-medium books): 1-2 days
- Spiral binding jobs (50+ books): 3-5 days
- Booklet folding & stapling by hand (50-200 books): 3-5 days
- Machine booklets (1,000 booklets on 8.5x11): 2-3 days
- Brochure printing/folding 250 brochures: 1-2 days
- Brochures 250-500: 2-3 days
- Brochures 500+: 3-5 days
- Postcards (500+): 3-5 days

OUTSOURCING PRINT JOBS

Please contact Marketing and Public Relations Office for with any questions about outsourcing print jobs. This will help maintain the branding standards of the College.

MARKETING & PUBLIC RELATIONS OFFICE

STATEMENT OF PURPOSE

The purpose of this document is to provide procedure and design guidelines to assure that there is a consistent, high-quality, public image of Carl Sandburg College. It is meant as an aid to help identify visual elements and procedures and encourage appropriate use and process. This document establishes or reinforces standards for logo usage, production timelines, proofreading, advertising and public information. It also outlines procedures for marketing services job requests, marketing action plans and news releases. If there are any questions regarding its content or suggestions to make this more useful, please forward them to the Director of Marketing & Public Relations, rdemott@sandburg.edu.

Department of Marketing & Public Relations

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Vacant

Student Information Assistant
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Natalie Malone

Public Relations Assistant
nmalone@sandburg.edu
309.345.8513 Building D Info. Desk

Eric Thatcher

Web Programmer
Room E152
ethatcher@sandburg.edu
309.341.5275 Office

The Marketing & Public Relations Office provides services and expertise in event planning, advertising, promotion support, print production, graphic design, photography, videography, social media, webpage design and public relations. While all projects are important, priority will be given to projects such as major media advertising campaigns, new programs, projects funded by individual department budgets/grant dollars and initiatives to increase enrollments and revenue. Unless otherwise noted, contact Robin DeMott for questions or information as appropriate.

