ADRIAN COLLEGE

BRAND GUIDELINES

A COHESIVE GUIDE TO THE ADRIAN COLLEGE IDENTITY

adrian.edu

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LOGOS

PRIMARY LOGO

As the primary identity of Adrian College, this graphic should appear within all marketing materials for the College. It is available in two formats: horizontal and vertical. The logo may be displayed in black, white or Adrian College gold. This graphic should appear in its entirety as shown. The logos should not be recreated, altered or modified in any way.

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The Seal of Adrian College

The Adrian College Seal is a standalone mark for use on official college documents including diplomas, formal invitations, formal publications and communications. The historic seal has strategic use on marketing materials. It is recommended for use as a graphic element to support the primary logo. It may also be used as a watermark.

Seal Placed with Script Font

The seal is used with Edwardian Script. This version should be considered for all formal publications and communications.

Logo Placed on Imagery

The primary logo of Adrian College can be used as a layer over an image, maintaining that it is still legible. Color should be determined based upon readability and the flow of the design.

Seal Placed on Imagery

The seal can be used over top of an image, maintaining its legibility. The seal size and position should be clean and appear in any of the approved primary colors. Color should be determined by legibility and the flow of the design or composition.

Other Uses for the Seal

ADRIAN COLLEGE
110 South Madison Street,
Adrian, MI 49221
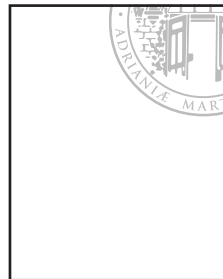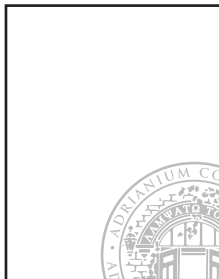1.800.877.2246
adrian.edu
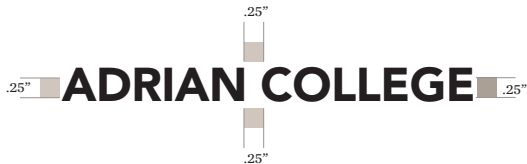
ADRIAN COLLEGE
Department of **Chemistry**

Corner Seal

For promotional materials, the seal can also be used as a corner element. It should be placed in the lower right or upper right corners of the layout to ensure recognition. Recommended watermark transparency for this design is 30%.

Logo Clear Space

When using the horizontal or vertical versions of the primary logo or seal, it should be kept clear of competing text, images and other graphic elements. To accomplish this, there should be at least a 0.25" of space around the graphic.

.25"

.25"   .25"

ADRIAN COLLEGE

.25"

ADRIAN COLLEGE

ADRIAN COLLEGE

Athletic Logo

Adrian College Athletics may still use the primary logo on marketing materials and publications. In addition, Athletics also maintains appropriate use for the 'Bulldog Leaning on the A.' The 'A' should not be replaced and no other alterations are permitted without written consent.

Additional Logos

Supporting brand identities include the 'AC' logo, the 'Bulldog Silhouette,' the 'Paw Print,' the 'Bulldog Head' and 'We Are Adrian College' block lettering. These graphic elements should be used in conjunction with the primary logo and should adhere to the guidelines.

Bulldog Silhouette

Bulldog Word Silhouette

Bulldog Head

Paw Print

'We Are Adrian College' Block Lettering

This brand element should be used in official admissions or recruitment materials when appropriate. It should not replace the official logo or seal of the College.

—— WE ARE ——
ADRIAN COLLEGE

—— WE ARE ——
ADRIAN COLLEGE

Characteristics of a Bulldog

The characteristics of a Bulldog include: Drive, Confidence, Loyalty, Spirit, Faith, Heart, Integrity, Commitment, Initiative, Moxie, Dedication and Inspiration. These are the primary words included in graphic elements and supporting materials for the 'We Are' campaign. Each word should remain in its corresponding font.

DEDICATION
FAITH
Loyalty
COMMITMENT
DRIVE **MOXIE**
Integrity
CONFIDENCE **HEART**

Paw Print Background

The Paw Print pattern is commonly used for marketing and recruitment materials. It should be designed with 30% to 60% transparency.

White Paw Prints 40%
Yellow Background

Yellow Paw Prints 60%
White Background

Black Paw Prints 40%
Yellow Background

White Paw Prints 40%
Black Background

Yellow Paw Prints 50%
Black Background

Black Paw Prints 60%
White Background

COLORS

The official colors of Adrian College are black and gold. Designers should be cognisant of how the color swatches will reproduce on various media.

Primary Colors

Black

PMS 123 C (Coated)
C 0
M 24
Y 94
K 0

PMS 121 U (Uncoated)
C 0
M 11
Y 69
K 0

Please note that the CMYK builds above are those noted in a PMS bridge book for the corresponding PMS color.

Gold Seal Metallic

PMS 8640 C
C 35
M 46
Y 93
K 13

Secondary/Highlight Colors

These colors should be
the first accent colors
considered for marketing
materials secondary to the
primary colors.

PMS 7472 U
C   49
M   0
Y   24
K   0

PMS Warm Gray 2 U
C   4
M   3
Y   6
K   9

PMS Warm Gray 7 U
C   11
M   15
Y   18
K   37

Additional Accent Colors

These colors should be
secondary accent colors
in support of the first set
of highlight colors.

PMS 321 U
C   100
M   1
Y   40
K   7

PMS 381 U
C   25
M   0
Y   83
K   0

PMS 171 U
C   0
M   51
Y   52
K   0

TYPOGRAPHY

PRINT USE

Adrian College's official typefaces are **Avenir** and **Chronicle**. It is recommended to use Avenir font for headlines. For body text: 11 pt. Chronicle Roman with 13 pt. leading; 10 pt with 12 pt. leading is acceptable. Fonts should never appear smaller than 6.5 pt. Other approved and commonly used stylized and decorative fonts can be selected for the headline or support type.

Arial and Georgia are approved alternatives for electronic communication.

Fonts are available by contacting the Office of Public Relations.

Official Typefaces

Avenir Light   *Avenir Light*
Avenir Book   *Avenir Book*
Avenir Roman   ***Avenir Heavy***
Avenir Heavy   ***Avenir Black***
Avenir Black

Text Font

Chronicle   *Chronicle*
Chronicle   ***Chronicle***
Chronicle   ***Chronicle***

Headline/Banner/Decorative Fonts

Great Vibes
Lavanderia

Mission Script
Abraham

Univers
TOMMASO

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CO-BRANDING

DEPARTMENTAL LOGOS

Departments within the College should not create their own logo; this deters from the consistency and cohesive appearance of the overall brand. Recommended use for Institutes and academic departments should appear with the primary logo as shown below.

Horizontal Co-Branding

ADRIAN COLLEGE | Institute *for* Education

ADRIAN COLLEGE | Institute for Education

Vertical Co-Branding

ADRIAN COLLEGE

Institute *for* Education

ADRIAN COLLEGE

Institute for Education

CORRESPONDENCE

DIGITAL | EMAIL SIGNATURE

Recommended email signature layout should include: name, title, department, mailing address, office phone number and either a link to the Adrian College homepage or your individual department, institute or department web page.

Sender Name   **(10 pt Arial Bold, color: black)**
Title   (9 pt Arial, color: black)
Department | **Adrian College**   (9 pt Arial, color: black

110 S. Madison St.
Adrian, MI 49221
Office: 517.264.XXX
Fax: 517.XXX.XXXX
adrian.edu

Examples of optional elements

Cell phone: XXX.XXX.XXXX   (9pt Arial, color: black)
College-related award or social media

Print | Return Address:

When developing envelopes, information should include
the official seal, department name and mailing address.

Two color printing option

ADRIAN COLLEGE
Office of the President
110 S. Madison St.
Adrian, MI 49221

(10 pt Avenir Black, ALL CAPS, color: black)
(9 pt Chronicle Italic, color: black, leading 11 pt)
(9 pt Chronicle Roman, color: black, leading 11 pt)

One color printing option

ADRIAN COLLEGE
Office of the President
110 S. Madison St.
Adrian, MI 49221

(10 pt Avenir Black, ALL CAPS, color: black)
(9 pt Chronicle Italic, color: black, leading 11 pt)
(9 pt Chronicle Roman, color: black, leading 11 pt)

PRINT DESIGN

Adrian College maintains a contemporary, modern feel to its promotional and print design. External publications consist of clean lines and strict grid layout. Examples of the existing Adrian College brand in print are outlined below.

Publication Design
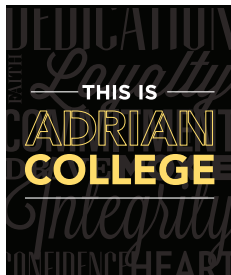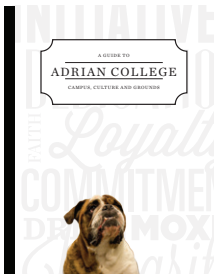
Flyer/Poster Design

When creating a poster or flyer, the style should remain simplistic.
The following are examples of preferred design:

T-Shirt Design

PHOTOGRAPHY

Photography requests can be made through the Office of Public Relations or Media Production House. Photos should portray the Adrian College experience through academic, athletic and campus life. Use of photography should be limited to appropriate and approved images.

Campus

Images of campus should have depth to showcase the beauty of the grounds and buildings. Photos using distinctive angles and dramatic lighting are preferred.

Student Life

Students are a key aspect on campus and their daily activities and events should be photographed. It is important to portray a modern and positive attitude as well as the depth of the relationships that students have with their faculty and peers.

Academic

These shots should be done in interesting academic environments that will showcase the campus and academic departments. Capturing the student and professor relationship is equally important.

RIBBONS

The academic community at Adrian College adopted the Ribbons of Excellence to represent its standards of academic achievement supporting the College's mission statement.

	#EC0080
	#DA1C5C
	#00AEEF
	#662D91
	#8CC63F
	#FBB040
	#000000

Ribbon Definition

Caring for Humanity and the World
Making socially responsible decisions; providing service to local and global communities; interacting positively with persons of diverse cultures and backgrounds.

Learning Throughout a Lifetime
Continuing to ask important questions; pursuing knowledge in each new age; remaining open to new learning experiences.

Thinking Critically
Developing critical habits of mind; exploring multiple points of view; raising thoughtful questions, identifying problems and solutions.

Crossing Boundaries and Disciplines
Developing literacy in multiple fields; personifying the liberal arts experience; making connections across disciplines.

Developing Creativity
Engaging in creative arts; developing creative talents and skills; recognizing and employing figurative expression.

SOCIAL MEDIA

Listed below are the official Adrian College social media sites. To discuss strategy or appropriate use of any affiliate social media platform, please contact the Office of Public Relations.

TWITTER
@AdrianCollege

VIMEO
Adrian College

FACEBOOK
Adrian College

YOUTUBE
Adrian College Bulldogs

INSTAGRAM
Adrian College

LINKEDIN
Adrian College

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For questions regarding appropriate use or additional
guidelines, please contact the Office of Public Relations.