

**KING'S
COLLEGE**

TRANSFORMATION. COMMUNITY. *HOLY CROSS.*

Mission Mark Identity Guide

online
2017

Mission Mark

The Cross

The cross symbolizes King's Catholic and Holy Cross mission and the deeply rooted belief that, like Christ, all people are called to empty themselves in love for others.

The Anchors

The anchors are a symbol of hope. Hope is fostered and strengthened in King's students through volunteerism and service so when they graduate and go out into the world, they are inspired to serve others in tangible and meaningful ways wherever they may go.

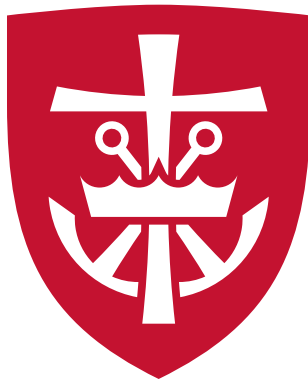
The Crown

The crown is a symbol of the royal authority of Christ, the King. The crown also symbolizes our responsibility to work to extend the reign of Christ in the world.

The Shield

A recognized mark of excellence and stature in higher education, the shield holds the elements of the identity together as one form. It also symbolizes refuge and protection, which help convey the sense that King's is a place where students engage freely in academic inquiry and explore deep intellectual questions with the support of those around them. The deep black Garamond semibold font suggests the College's connection to the region's coal mining heritage.

The new mark will be used on the College's website, institutional publications and digital materials but will not replace the traditional seal of King's College. Please direct questions about the use of the new Mission Mark to the King's College Office of Marketing and Communications at 570-208-8380 or email patrickfarrell@kings.edu.



**KING'S
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TRANSFORMATION. COMMUNITY. HOLY CROSS.

Please note: The Mission Mark is a graphic image. No alterations or substitution of fonts is permitted.

Mission Mark Formats

This Mark consist of three elements: The words King's College, The tag "Transformation. Community. Holy Cross." and the Shield with Cross and Anchors.

Figures 1, 2 and 3 are the official versions of the Mission Mark. Alterations are not are permitted.

Fig.1



Mission Mark Standard (*Fig. 1*)

This mark is to have preference with use whenever it is possible to identify King's College.

Fig.2



Header Logo (*Fig. 2*)

Fig.3



Stacked Logo (*Fig. 3*)

King's PMS colors

PMS 187 red



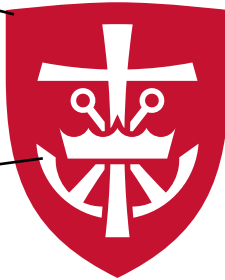
Process Formula
C- 0
M-100
Y- 79
K -20

Process Black



Process Formula
C- 1
M-1
Y- 1
K -100

Cross and Anchor
White



**KING'S
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TRANSFORMATION. COMMUNITY. HOLY CROSS.

Mission Mark Standard (correct color usage)

Three color



One color (black)



One color
PMS 187 red



One color
reversed white



Note: The grey in this example is for illustration purposes only.

Header Mark (correct color usage)

Three color



One color (black)



One color
PMS 187 red



One color
reversed white



Note: The grey in this example is for illustration purposes only.

Stacked Mark (correct color usage)

Three color



One color (black)



One color
PMS 187 red



One color
reversed white



Note: The grey in this example is for illustration purposes only.

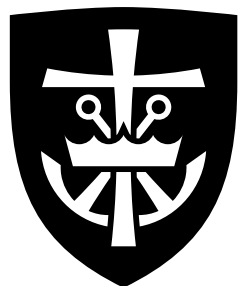
Official College email signature

The King's College email signature is a graphic image produced by The Office of Marketing and Communications in conjunction with the King's College Printshop. When an order for business cards is placed the email signature is automatically generated. You can request the email signature by contacting printshop@kings.edu.



Incorrect color usage

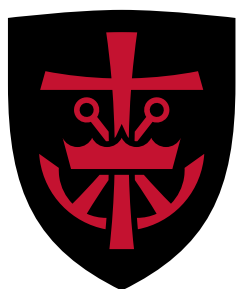
The following are just a few examples of improper color usage. (Please refer to correct color use guide on pages 5, 6 and 7)



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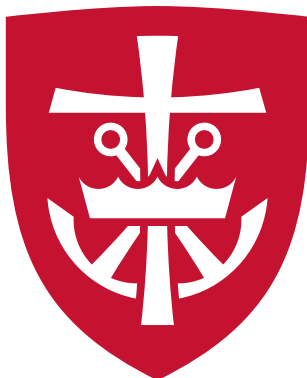
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Incorrect format usage

The following are just a few examples of improper format usage. (Please refer to Mission Mark Formats on page 2)



Use of the shield by itself is strictly prohibited. The identifying mark KING'S COLLEGE must accompany the Shield. Refer to page 2 of this document for the proper use of the Mission Mark.

Digital file requests

The Office of Communications and Marketing at King's College can provide you with the correct file(s) of the Mission Mark for your project. E-mail patrickfarrell@kings.edu with your request.

The following information must accompany the request.

Project type (web, print, promotional material, etc)

Number of colors (applies to print and promotional items only)

Proof of layout - If a rough draft or proof of the project already exists then a PDF must be provided and a description of how the Mission Mark is intended to be used.

Final Proof approval - The Office of Communications and Marketing must approve final usage of the Mission Mark. If approval has not been satisfied with "Proof of Layout" then a Final Proof may be required.

Third party information - If you are working with a vendor to produce your project and require the office of Communications and Marketing to provide files directly to them, then the following information is required.

PO or Job number

Representative contact information

Date of material needed

Please allow 2-5 business days for your request.



Athletic Brand Identity Guide

online
2017

This document serves as a guide to ensure that the King's Athletics brand is consistently applied across all communication platforms—from our newsletters and website to our uniforms and vehicle decals. We take pride in our teams, and our teams take pride in the brand they help to build year after year.

This is your brand. Respect it and protect it.

For additional information please contact:
King's College, Office of College Marketing and Advertising
(570) 208-8380

Color

The King's Athletics color palette consists of two institutional colors, two secondary accent colors, and black and white. When used in any of the Athletic marks, these colors are used at 100% density. These colors define the mark as being the unique and ownable domain of King's Athletics.

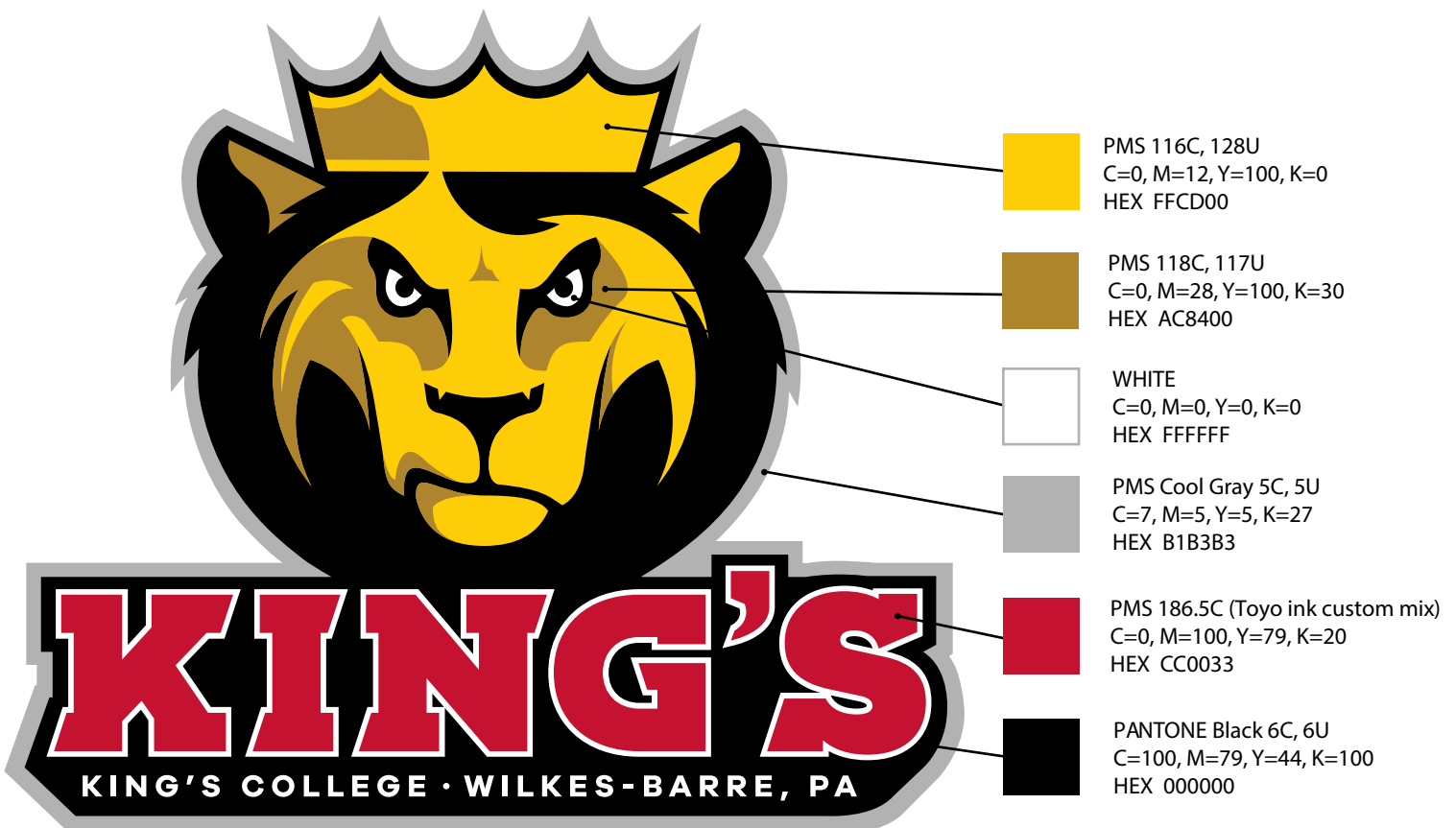
Process printing

The KING'S Athletic lockup consists of five colors. Once each PMS has been properly converted to PROCESS then it can be printed as a 4 color process.

Spot color printing

For white substrate:

The KING'S Athletic lockup consists of five colors. Once each PMS has been properly converted to PROCESS then it can be printed as a 4 color process.



Typography

King's Athletics typography consists of three display typefaces: Choplin, Galano Grotesque and Helvetica Neue 93 Black Extended. Adherence to these typefaces will help create a consistent and strong identity for King's Athletics.

Choplin, a slab serif typeface, has been selected for the "King's" and "Monarchs" nameplates. This font is available in several weights; however the Extra Bold has been chosen for primary use by King's Athletics. Although based on Choplin Extra Bold, the "King's" and "Monarchs" text has been slightly modified for use in the branding marks. Therefore the KING'S and MONARCHS used in the lockups must be used as a provided art file and no attempt to reproduce and set the font will be accepted.

Galano Grotesque Bold is to be used as a secondary supporting font. This font is used for the "KING'S COLLEGE • WILKES-BARRE, PA" supporting line in the text lockup.

These fonts should be used in all King's Athletics display applications. Alternate fonts dilute our athletics brand, and we ask that you contact the King's College Office of College Marketing and Advertising to use them.

The King's athletic logo uses modified versions of two fonts, Choplin Extra Bold and Helvetica Neue. Please contact the King's College Office of College Marketing and Communication for assistance when using this font.

Primary Athletic Brand Lockups



KING'S COLLEGE

MONARCHS

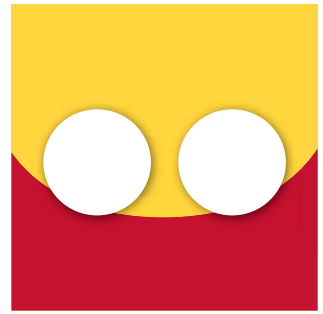
Sport/Department Brand Lockups



Sport/Department Word Lockups



Social Media Icons



The Office of Communications and Marketing at King's College can provide you with the correct file(s) for social media icons. E-mail patrickfarrell@kings.edu with your request.



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