Central
College
— 1853 —

GRAPHIC STANDARDS GUIDE

Central
College
—1853—

In today's crowded marketplace, prospective students, potential donors and even professional colleagues see little that distinguishes one college or university from another. As we promote the college's brand and what makes it uniquely Central to their worlds, it is critical that the Central College graphic identity be used consistently and correctly in all applications. Any deviation results in watering down the Central brand.

One of the oldest colleges west of the Mississippi River, Central College has provided a personalized, transformational liberal arts education since 1853. It is traditional, solid and enduring. The college's graphic identity and the Central brand reflect those qualities. Like the college it represents, the graphic identity is timeless, not trendy, and evokes a sense of pride in Central's rich heritage.

BY ADHERING TO THE STANDARDS AND GUIDELINES IN THIS MANUAL, YOU WILL HELP US BUILD AND MAINTAIN CENTRAL'S BRAND FOR FUTURE GENERATIONS.

THANK YOU.

Central College Communications Office

If you have questions about Central's graphic identity or its applications, please contact brand and project manager Steffanie Bonnstetter at 641-628-5913 or bonnstetters@central.edu

LOGOS
COLORS
FONTS

Our new logo is Central College's graphic identity. It represents the college in the simplest form, so it is important to use it correctly and consistently. Doing so helps build Central's brand and protects its value.

This two-color, centered format is Central's primary logo. It should be the first choice for all applications. One-color options are also available.

Central College 1853

2 color centered

Central College 1853

1 color (red) centered

Central College 1853

1 color (gray) centered

Central College 1853

1 color (black) centered

In addition to the one- and two-color logo formats, it is acceptable to use the logo as reverse over dark colors or images. When the logo is used over an image please take care to place it over simpler areas, to protect readability and recognition.

In some applications, the addition of Central's city and state may be needed.

Central
College
— 1 8 5 3 —

Pella, Iowa

2 color centered

An address and zip code may be added for mailings.

Central
College
— 1 8 5 3 —

2 color centered

812 University, Pella, Iowa 50219

A department name can be added to the logo for communications specific to that area. The graphic identity below is provided as an illustration. Please contact the communications office if there is a need for a version for another department. Do NOT create your own version.

Central College
1853
ADMISSION

2 color centered

Use the C from College as a spacing guide

all cap Zurich Condensed, Cool Gray 11

Central College
1853
FACILITIES PLANNING AND MANAGEMENT

all cap Zurich Condensed, Cool Gray 11

For longer deparatment names use a small font size and less kerning so the title has a similar visual weight as a shorter name.

This logo was created to work on a large variety of applications. Size it appropriate to each specific use. The logo should have a balanced presence on the page in comparison to the other graphic elements. When positioning it close to other elements, make sure to give the logo spacing to maintain readability and integrity.

Use the C in Central as a guide for the minimum spacing, on all sides. This spacing applies to all formats of the logo.

The logo has been created with a specific balance and format as one unit that represents the brand. It should always be used consistently as it has been created. Do NOT alter the logo format or colors.

Do NOT distort the proportion of the logo.

Do NOT change the size relationship of the different elements.

Do NOT apply any effects

Do NOT change the colors.

Do NOT create your own version of the department name unit.

Use these colors consistently to maintain the brand.
It is acceptable to use screens of Cool Gray 11 and black,
but do NOT screen PMS 186 Red.

primary color

PMS 186

CMYK: 0, 100, 81, 4

RGB: 227, 24, 55

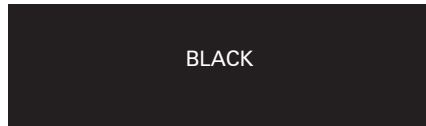WEB: #cb2026

primary color

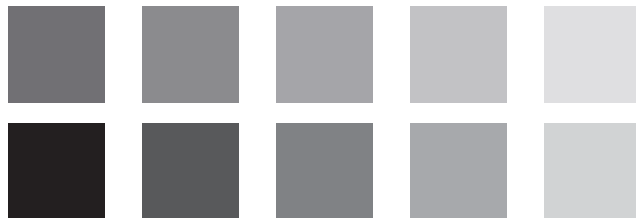Cool Gray 11

CMYK: 0, 2, 0, 68

RGB: 113, 112, 115

WEB: # 717073

SCREEN:55% Black

WHITE

secondary color

BLACK

secondary color

These typefaces have been chosen as Central's core fonts. All variations of each family (bold, semi bold, italic, etc.) can be used on materials. Use the variations with purpose for emphasis or separation from other elements.

The core fonts may not always be available to use (ex. Powerpoint and emails). If not, then Times New Roman and Arial are acceptable substitutes. Use them in the same practice as outlined below for the core fonts.

ADOBE GARAMOND PRO REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ADOBE GARAMOND PRO ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Regular, Italic, Semibold, Semibold Italic, Bold, Bold Italic

ZURICH ROMAN

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ZURICH BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Light Extra Condensed through Ultra Black Extended

Headline and body copy usage: Font size can vary per situation, but always make sure the headline is a minimum of twice the body copy font size. Red 186 can be used in the headline or subhead as needed to call attention. Cool Gray 11 can be used in very large headlines, body copy and call outs. Black can be used on any of the type applications.

HEADLINE or Headline

Adobe Garamond Pro Regular

HEADLINE or Headline

Zurich Regular

Subhead: If the Headline font is Adobe Garamond then the subhead font should be Zurich and vice versa. The subhead font size should be a minimum of 5 points less than the Headline size. The larger the size of the headline the larger the size difference between it and the subhead. Semibold and Bold can be used to add a stronger visual separation if the situation calls for it.

Body copy: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Adobe Garamond Pro Regular

Callout:
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Adobe Garamond Pro Italic

Detail information, charts, facts, lists, etc. :
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Zurich Condensed

APPLICATIONS

Name card style two-sided business card.

Central College
— 1853 —

MARK L. PUTNAM

President

business card front

MARK L. PUTNAM

EMAIL: president@central.edu

TWITTER: @presidentPutnam   FACEBOOK: PresidentPutnam
BLOG: *Mark: My Words* http://blogs.central.edu/president/
WEBSITE: http://president.central.edu/

Central College, Campus Box 6300, 812 University, Pella, IA 50219
OFFICE: 641-628-5269   FAX: 641-628-7614   www.central.edu
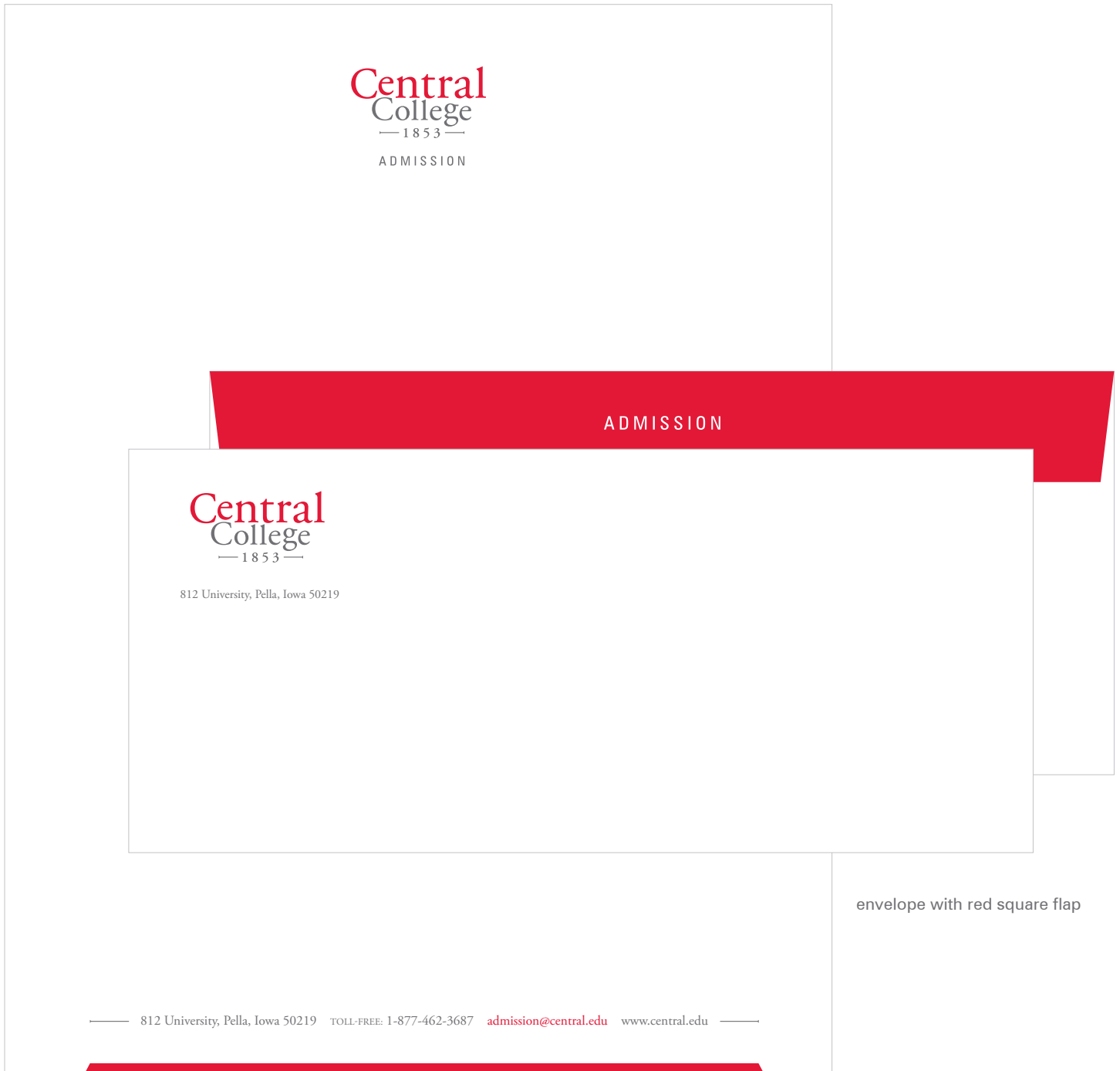
business card back

SUGGESTED IDENTITY PAPER SPECS:

Business Card: 100 lb Accent Smooth Cover
Envelope: No. 10 square flap 60lb text
Letterhead: 60 lb Accent Vellum Opaque Offset
Folder: 130 DTC (Double Thick Cover)

Other Neenah paper colors that fit the Central Brand:
        Red Pepper (red) and Pewter (gray)

        Besides white these colored stocks could be used on items
        like folders and special pieces.

Departmental version example.

Central
College
——1853——
ADMISSION

ADMISSION

Central
College
——1853——

812 University, Pella, Iowa 50219

envelope with red square flap

812 University, Pella, Iowa 50219   TOLL-FREE: 1-877-462-3687   admission@central.edu   www.central.edu

LOGO USAGE: SOCIAL MEDIA

The college's graphic identity can be adapted for social media use, but with some restrictions. Please contact brand and project manager Steffanie Bonnstetter in the Central College Communications Office at 641-628-5913 or bonnstetters@central.edu for additional information and assistance.

A less expensive alternate envelope option may be used. For price information, please contact Janine Fontana in the Facilities, Planning and Management Office at 641-628-5229 or fontanaj@central.edu.

Central
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—1853—

FACILITIES PLANNING
AND MANAGEMENT

letterhead

Central
College
—1853—

812 University, Pella, Iowa 50219

FACILITIES PLANNING
AND MANAGEMENT

envelope with red square flap

812 University, Pella, Iowa 50219   TOLL-FREE: 1-877-462-3687   admission@central.edu   www.central.edu

Standard letterhead example.

Central
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letterhead

Central
College
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812 University, Pella, Iowa 50219

envelope with red square flap

812 University, Pella, Iowa 50219   TOLL-FREE: 1-877-462-3687   admission@central.edu   www.central.edu

Central College has an official seal. It will only be used on official college documents such as transcripts and diplomas. It is NOT to be used without the permission of the Central Communications Office.