

CATAWBA



Graphic Standards Manual and Brand Guidelines

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The Catawba “Brand”

Introduction

The **symbols** and **brand** of Catawba College have a **significant impact** on how it is perceived by prospective students, parents, alumni, and the public at large. The purpose of this manual is to introduce and explain Catawba's **visual identity (brand) program** to the college community and to outline the procedures necessary for the implementation of a strong and consistent visual identity.

All materials printed or produced by Catawba College, or in the name of Catawba College, **must** follow this Graphic Standards Manual. Written requests for departure from this manual should be directed to the Public Relations Office.

WHY DO GRAPHIC STANDARDS MATTER?

ALL printed and electronic pieces (brochures, flyers, posters, signs, videos, web pages, presentations, multimedia, etc.) speak for the college and communicate a brand message. This messaging ultimately contributes to the reputation of Catawba College. **Consistent application** of these Graphic Standards helps preserve the “brand” (and reputation) of the college.

WHO'S RESPONSIBLE FOR GRAPHIC STANDARDS?

All of us. Everyone at Catawba is responsible for maintaining brand consistency. We must all deliver the same message and speak the same “brand.”

ARE THERE EXCEPTIONS?

Very rarely. There may be rare occasions where very unique circumstances will require a slight deviation from Catawba's Graphic Standards. In those rare cases, the changes must be approved by the Office of Public Relations.

Logos

Using the College Logos

THE COLLEGE LOGOS:

Catawba College has **three** main logos:

- 1) The College Wordmark
- 2) The College Seal
- 3) The Feathered “C” Logo (Athletics ONLY)

Refer to this manual for guidelines on how the logos are to be used.

OTHER LOGOS and SYMBOLS:

There are other logos and symbols that represent different centers or programs on campus. The guidelines explained in this manual should be followed when using these symbols.

LOGO REQUESTS:

If you need a high-resolution logo for printed materials or embroidered items, please contact **Tracy MacKay-Ratliff**, Director of Graphic Design Services & Photographer.

Logos

The College Wordmark

This logo is Catawba College's **official logo**. It is preferred for most standard usages. The typeface used is Times New Roman.

Vertical/Stacked

CATAWBA
COLLEGE

Horizontal

CATAWBA COLLEGE

Times New Roman typeface (ALL CAPS)

CATAWBA COLLEGE

Logos

The College Wordmark (cont.)

Reverse Application — On occasion, the logo will need to be printed in **reverse** (white logo on dark background, shown on right). The appropriate artwork may be obtained from Public Relations.



Reverse Application

Size — The college logo must never be reproduced smaller than the **minimum size** of 1 $\frac{3}{8}$ inches across. If this is not possible, the type should be used as a stand-alone, using Times New Roman in ALL CAPS as shown on the previous page.

Color Reproduction — The college logo must be printed in black or PMS 280 (Catawba Blue). Any other colors must be authorized by the Public Relations Office.

To obtain an authorized copy of this logo, please contact **Tracy MacKay-Ratliff**, Director of Graphic Design Services & Photographer, at tratliff@catawba.edu.

Logos

“Do’s & Don’ts”

When using the Catawba logo, there are a **few simple rules** to follow that will help ensure correct and consistent usage:

The logo should **never** be:

- recreated or modified in any way
- used within a design or with visual treatments (effects, filters, borders, etc.)
- used as a background with text or elements on top of it
- used with other trademarks, except when indicating a collaboration or sponsorship, provided that any such use is approved in advance.

DON'T

Stretch – Squash – Recreate – Alter – Watermark

CATAWBA
COLLEGE

CATAWBA
COLLEGE

CATAWBA
COLLEGE

Welcome to Catawba!

CATAWBA
COLLEGE

CATAWBA
COLLEGE

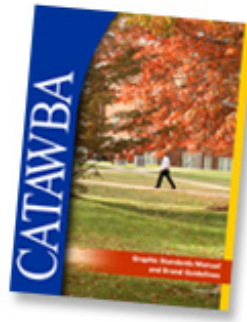
CATAWBA
COLLEGE
Clubs

Logos

“Do’s & Don’ts” (cont.)

DO

READ - FOLLOW – ASK



READ the Graphic Standards Manual



FOLLOW the Rules



ASK if You’re Not Sure!

QUESTIONS?

If you have a question about using the college logo, do not hesitate to contact **Tracy MacKay-Ratliff**, Director of Graphic Design Services & Photographer, at tratliff@catawba.edu.

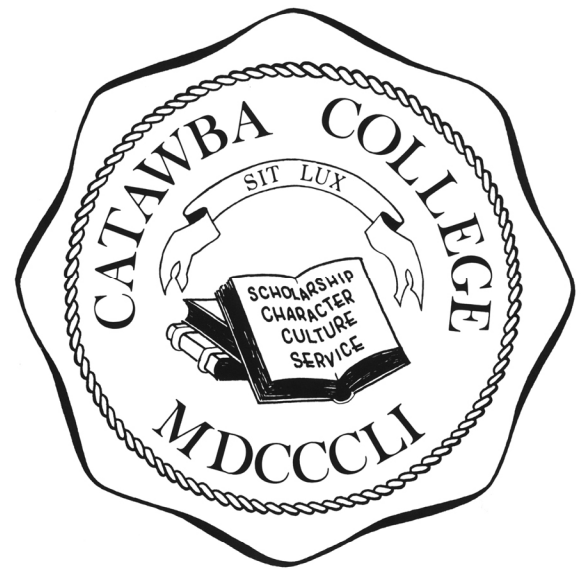
Logos

The College Seal

The Catawba College Seal represents:

Scholarship, Character, Culture and **Service**.

The seal is to be used for **official documents** such as certificates, diplomas, convocation and commencement programs, announcements, invitations and other formal publications. **Any exception** should be approved by the Public Relations Office.



Reverse Application — On occasion, the seal will need to be printed in **reverse** (white logo on dark background). The appropriate artwork may be obtained from the Public Relations Office.

Size — The seal must never be reproduced smaller than the **minimum size**, 1" round.

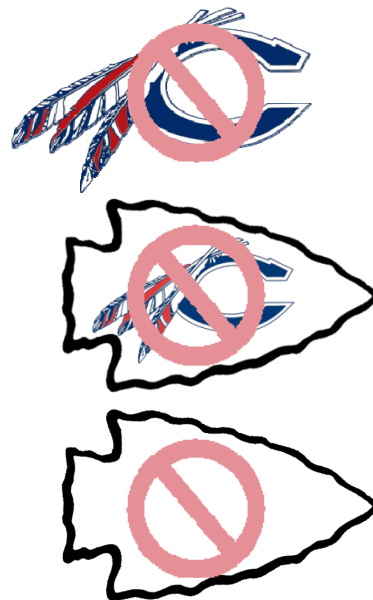
Color Reproduction — The seal must be printed in black or PMS 280. Any other colors must be authorized by the Public Relations Office.

To obtain an authorized copy of this logo, please contact **Tracy MacKay-Ratliff**, Director of Graphic Design Services & Photographer, at tratliff@catawba.edu.

Logos

The Feathered “C” Logo (Athletics)

The "C" with the feather is the official Catawba College athletics symbol and should be used **ONLY** on materials related to **athletics** in conjunction with the text “Catawba”, “Catawba Chiefs”, “Catawba Athletics”, or with sport names (i.e. “Catawba Lacrosse”) using the **Times New Roman** and **Collegiate** fonts. It can be used as a stand-alone object as long as the appropriate text as mentioned in the previous sentence appears on the same product or item. For example, the “C” can be used on the front of a baseball cap by itself while the text, “CATAWBA” in Times New Roman can be on the back of the cap. It should *never* be used by itself or with the text “Catawba College” as it is NOT the college logo as such a usage would indicate. *NOTE: The **arrowhead** is NO longer being used as an athletics symbol. Don't use it!*



Reverse Application — On occasion, this logo will need to be printed in **reverse** (white logo on dark background). The appropriate artwork may be obtained from the Public Relations Office.

Size — The athletics logo must never be reproduced smaller than the **minimum size**, 1¾ inches across. If it is not possible to reduce to this size, the type should be used as a stand alone, using the Collegiate font.

Color Reproduction — The color choices for reproducing these logos are:

One color: Black or PMS 280 (Catawba Blue)

Two-color: PMS 280 (Blue) and PMS 186 (Red)

To obtain an authorized copy of this logo, please contact **Tracy MacKay-Ratliff**, Director of Graphic Design Services & Photographer, at tratliff@catawba.edu.

Four Words for Life

Catawba's Four Words

Scholarship. Character. Culture. Service. These four words, seen in the College Seal, tie in with the college's mission statement and may be used in e-mail signatures and on publications. Please contact Public Relations if you are unsure whether or not to include the four words on your piece.

CORRECT:

Calibri Typeface

Scholarship. Character. Culture. Service. (acceptable)

Scholarship. Character. Culture. Service. (acceptable)

INCORRECT:

Scholarship, Character, Culture, Service. (commas)

Scholarship Character Culture Service (missing punctuation)

Scholarship, Character, Culture, Service. (non-standard font)

Scholarship. Character. Culture. Service. (non-brand color)

Typefaces

The College Fonts

Typography — The typeface used in the main Catawba College logo is Times New Roman (ALL CAPS). We recommend using Times New Roman minimally and only for main headings (brief phrases displayed in large text) and Calibri for all other headings and copy for optimal readability and a crisp, clean look. If you do not have these fonts, contact Public Relations.

For **Athletics-related** pieces, we recommend using the Collegiate typeface (headings) and Calibri for copy text.

TIMES NEW ROMAN

Calibri

COLLEGIATE

SAMPLES:

History of the College

A Strength of Tradition

The vitality of Catawba College lies in its tradition of strong academic programs; sensitive, concerned but demanding faculty; diverse students who share a seriousness of purpose; successful, loyal graduates and informed, committed trustees...

CATAWBA FOOTBALL

Join Us at Shuford Stadium

Don't miss the opportunity to watch the Catawba Indians play! Join us on campus as Catawba takes on Lenoir-Rhyne...

Typefaces

The College Fonts (cont.)

Kerning — Kerning is applying a special setting to the default spacing between letters. The kern that most programs have set as default sometimes results in not having the most ideal spacing between the letters. In order to optimize the appearance of the college name when using typeface (instead of the logo), we recommend applying the following kerning to the word “CATAWBA”:

Recommended kern between the letters (place cursor between the two letters or select only those two letters to set):

- C & A** = -20 kerning
- A & T** = -5 kerning
- T & A** = -10 kerning
- A & W** = -40 kerning
- W & B** = NO KERNING NECESSARY
- B & A** = -20 kerning

Horizontal Scaling for “CATAWBA COLLEGE”: **88%**

KERNED & HORIZONTALLY SCALED:
CATAWBA COLLEGE

DEFAULT:
CATAWBA COLLEGE

Colors

The College Colors

Catawba's brand (visual identity) includes the use of an established color palette that represents the college. This palette includes primary (dominant) colors and secondary (highlight/accent) colors. Usage of the college colors is outlined below.

PRIMARY (DOMINANT) COLORS:

BLUE and WHITE are the official college colors. They are the primary and **dominant** colors of the Catawba College brand. Blue is the dominant color of usage, while white is typically reserved for text used on top of the blue and/or the page color on which the logo and graphic elements appear. Background colors can be blue or white, but you should *never* use a secondary color (below) as a background color.

50%

Catawba Blue — PMS 280 (Print); #003366 (Web)

To be used as the dominant or background color as shown in the samples above.

30%

White

To be used for text on top of the blue and/or the page color on which the logo and graphic elements appear.

SECONDARY (HIGHLIGHT/ACCENT) COLORS:

These should be used **ONLY** to **accent** the primary brand colors in a proportion **NO GREATER** than what is shown in the samples above. *Less red and yellow may be used if desired.* Accent colors should be used **very minimally** in relation to the primary brand color and should **never** be used as the background or main color in your materials.

15%

Red — PMS 186 (Print); #990000 (Web)

To be used to accent the primary brand colors in an amount **NO GREATER** than what is shown above. Less red may be used.

5%

Yellow — PMS 116 (Print); #ffcc00 (Web)

To be used to accent the primary brand colors in an amount **NO GREATER** than what is shown above. Less yellow may be used. Accent colors should be used very minimally in relation to the primary brand color.

50% BLUE
30% WHITE
15% RED
5% YELLOW



Other College Symbols

Other Institutional Symbols & Trademarks

The following institutional symbols are available for use on special publications and events and are to be used only under the direction of the Public Relations Office – they are shown here in black and white, but color versions are available:



NEW Logos — Although the official college logo is *preferred* in most cases, if a new logo is desired for a specific purpose or program, it **must** be developed under the oversight of the Public Relations Department.

College Stationery, Business Cards and Nametags — All departments and offices are **required** to order these items from the Assistant to Public Relations to maintain consistency. It is inappropriate to copy official college stationery onto white copy paper. Official college stationery is printed on **cream-colored paper**.

The official Catawba College permanent nametags are Catawba Blue with engraved type. If you do not have a new permanent nametag, you can purchase paper nametags from the Business Office for *temporary* use. Please **do not order any of these items from outside vendors**, as the Public Relations office coordinates this for the college.

If your department has stationery with **old, retired logos** (any version of the “Lantern” logo, Ketter window logo, or quill logo), you can bring these to Public Relations to have notepads made or use them for **internal** campus use only. While we do encourage frugality, it is **not acceptable** to use these old stationery items for off-campus correspondence.

Licensing for use of Logos — Members of the Catawba College community who wish to use any college logos on merchandise intended for resale must follow the provisions of current, official institutional licensing agreements. Please contact the Public Relations Office for more information.

Other Brand Applications

E-mail Signatures

Another great opportunity for the Catawba community to apply the college brand is with the use of custom e-mail signatures. It's a quick and easy way to "brand" your outgoing e-mail messages and for college employees to establish a consistent, branded look for electronic communications. This is particularly important for those who often interface with prospective students and/or members of the external, public community (not on campus).

The Office of Public Relations recommends the following sample for the community to adopt campus-wide in order to achieve a consistent "brand" for e-mail signatures.

SAMPLE:

John Doe

Title/Position



Calibri 16pt (Bold)

Calibri 10pt (Bold)

CATAWBA COLLEGE

Scholarship. Character. Culture. Service.



TIMES NEW ROMAN 14pt (ALL CAPS)

Calibri 12pt (Regular Italics)

2300 W. Innes St. Salisbury, NC 28144

704-637-NNNN

username@catawba.edu



Calibri 10pt

To Create YOUR Signature:

- 1) Open your e-mail program (i.e. Outlook, Webmail, etc.)
- 2) In the top menu, go to "Tools" and select "Options"
- 3) In *Microsoft Outlook*, choose the "Mail Format" tab and click on the "Signatures" option at the bottom.

Click on "New" to create your signature and start a blank template. Use the options provided to format the text using colors (navy, red, and black), bold, and font sizes as shown above.

In *Webmail*, select the "Composing Mail" option, then "Edit Signature". Use the options provided to format the text using colors (navy, red, and black), bold, and font sizes as shown above. Arial should be used when Calibri is not available.

Policies

Public Relations Policies

Publications — The Public Relations Office is committed to helping you produce professional, practical, attractive, well-written publications. In assisting you, we also have the responsibility to maintain a **consistent design** and **literary style** for the presentation of Catawba College to all external publics. To ensure quality and consistency, Public Relations must prepare or examine all materials that incorporate the Catawba College logo. The staff is responsible for seeing that such items meet high-quality writing, editing and design standards, and comply with graphics requirements. If you are planning a publication that is targeted to, or could reach, the external public, you must work with the Public Relations Office to ensure that the finished project best represents you, your department, and Catawba College.

To assist you in a *timely fashion* we ask that you **schedule an appointment** with the Public Relations staff as soon as you are aware of your publication needs. You will need to bring the following items with you to your appointment:

- 1) Content on disk or electronic format
- 2) Completed Design Request Form
(available at www.catawba.edu/administrative/publicrelations)
- 3) Photographs or special graphics required
- 4) Quantity needed
- 5) Delivery locations
- 6) Date needed (see note below)

NOTE: If you are not able to provide all pertinent information at the time of your meeting, the date of your finished piece **will be delayed**.

Timeframe: 4-COLOR (full color) pieces take a minimum of two weeks to design and 2 to 3 weeks for proofing, prepress and printing; One- and two-color pieces take a minimum of one week to design and 2 weeks for proofing, prepress and printing; In-house printing - black ink on colored paper (runs of 50 or less) or color printer (runs of 25 or less) will take same amount of time to design as stated above and 1 week to print.

Other items such as stationery, nametags and business cards take 2-3 weeks for production and printing. In rare cases, work volume may make it impossible for Public Relations to guarantee completion of a job within the necessary time frame. Should this occur, the department will assist in making an outside referral, and retain rights of final approval, based on the image considerations outlined above.

Policies

Public Relations Policies (cont.)

Website — Catawba's public website (www.catawba.edu) and any information that is presented directly from it or its affiliated sites (GoCatawbaIndians.com, etc.) serves the purpose of **promoting Catawba** and providing **up-to-date information** about the College. The role of the Web Designer/Developer who resides in the Office of Public Relations is to maintain a **positive image** of the college via the website while providing current and accurate information in a timely manner both to visitors outside the college community and to members of the internal Catawba community.

Content from campus departments should be provided **electronically** to the webmaster (e-mail, Word Document, etc.) to post to the website. This method of keeping content updated within a centralized and consistent presentation ensures success in providing a unified product.

In addition to the main website, Catawba also maintains a web presence on external **social media networks** (Ning, Facebook, MySpace, Twitter, YouTube, iTunes U, etc.). Although these websites are administrated by the Web Designer/Developer, most of the social network sites are public and by nature populated by members or fans of those pages. We frequently check these pages for inappropriate or slanderous remarks, but we cannot guarantee the nature of content such as comments, posting, photos, etc. on most of the social network sites.

The primary function of websites maintained and hosted by Public Relations, therefore, is **marketing for the global Internet audience**, – in essence, the public sector. For online solutions on the Catawba network (BlackBoard, CatLink, Event Calendar, etc.), please contact Computer Services which provides on-campus (private sector) technology solutions. Public Relations does currently offer some intranet functions on the public college website but these may be eventually housed on or linked from an intranet website when that solution has become available.

Disclaimer: *The information available on the Catawba College Website is provided as is and without any representations or warranties of any kind. Official Catawba College web pages may contain links to other pages not sanctioned by Catawba. The college website includes both official and unofficial pages. Official pages are those sanctioned by Catawba College; unofficial pages are those pages that are not sanctioned by the college, including, but not limited to personal pages of faculty, students and student organizations. Catawba College is not responsible for the accuracy or completeness of the contents of any unofficial page. The views and opinions expressed on any unofficial page are strictly those of the page author.*

Policies

Public Relations Policies (cont.)

Photography — Public Relations can assist you by taking photographs of special events or happenings in your area if it is newsworthy for either the website or campus publications. Although some events can be accommodated on short notice, we strongly prefer a **minimum of one week's notice** if photography is needed at an event.

LOANER CAMERAS:

The Office of Public Relations does have several cameras that are available to the entire campus community for checking out. As a courtesy and to ensure a camera is properly charged and prepped for you, please allow **at least 1-2 days notice** before the date the camera is needed.

Press Releases — If you have a newsworthy item, please schedule an **appointment** with the Chief Communications Officer. Although some things can be accommodated on short notice, we ask that we be given **at least a one week time frame** from the initial meeting to the time of the release. After the release is written and approved, we will distribute it to the appropriate media outlets, including the website. Release of news should be a collaborative effort between your department or area and the Public Relations Office to ensure consistency of message and image.