Brand Identity Guidelines

2010

Clarkson College
The Clarkson College brand is everywhere in everything we do, say and touch as an institution.

The following pages outline the brand identity guidelines of Clarkson College. They are a guide to the usage and presentation of the elements and characteristics of our brand.

These guidelines are an essential tool in establishing and maintaining an identity that will properly communicate the Clarkson College brand across all audiences.

It is important to use the logo and logotype consistently and with consideration. It should be used to unify and strengthen all internal and external communications. The design of the logo and logotype has been carefully considered; its form is distinct and should not be altered in any way. It is the responsibility of each faculty and staff member to properly follow the standards in order to represent the Clarkson College identity with maximum impact.

Using the logotype incorrectly undermines the Clarkson College image. Therefore, it is very important that this manual be followed carefully. Any attempts to recreate this icon and logotype should be avoided. Always use the original, electronic files that are available through the Marketing department.
Mission:

Preparing students to professionally provide high quality, ethical and compassionate health care services.

Values:

LEARNING
The lifelong process of education through both structured and unstructured experiences.

CARING
An empowering relationship through an attitude of empathy, compassion and respect for those with whom we interact and serve.

COMMITMENT
Dedication to the shared mission of Clarkson College.

INTEGRITY
Adherence to moral and ethical standards in personal, professional and organizational actions.

EXCELLENCE
A level of performance in which all individuals strive for extraordinary quality.
Personality:

Founded in 1888, Clarkson College has a strong reputation for academic rigor and exceptional professional preparation. Students and alumni are serious and professionally focused in a breadth of health care service areas.
The Clarkson College signature is made up of three components: The icon, logotype and tagline. These three elements should always appear in relationship to one another as shown in these guidelines. The icon and logotype should always be used together, never separately. In certain instances when space is limited, the icon may be considered to be used separately after consulting with the Marketing department.
Signature

The Clarkson College primary signature is made up of three components: The icon, logotype and tagline. These three elements should always appear in relationship to one another as shown in these guidelines. The primary signature is to be used at all times unless a horizontal format is needed for a specific application.

**PRIMARY SIGNATURE**

- **CMYK Coated**
  - Clarkson College
  - Prepare to be the best.

- **CMYK Uncoated**
  - Clarkson College
  - Prepare to be the best.

- **1 Color Spot**
  - Clarkson College
  - Prepare to be the best.

- **Black**
  - Clarkson College
  - Prepare to be the best.

- **Reversed**
  - Clarkson College
  - Prepare to be the best.
The Clarkson College horizontal signature is made up of three components: The icon, logotype and tagline. These three elements should always appear in relationship to one another as shown in these guidelines. The horizontal signature is to be used only when the primary signature will not fit a specific application.
The Clarkson College primary logo is made up of two components: The icon and logotype. These two elements should always appear together and in relationship to one another as shown in these guidelines. The primary logo is to be used at all times unless a horizontal format is needed for a specific application. In certain instances when space is limited, the icon may be considered to be used separately after consulting with the Marketing department.
The Clarkson College horizontal logo is made up of two components: The icon and logotype. These two elements should always appear together and in relationship to one another as shown in these guidelines. The horizontal logo is to be used only when the primary logo will not fit the specific application.

### Horizontal Logo

<table>
<thead>
<tr>
<th>CMYK Coated</th>
<th>CMYK Uncoated</th>
<th>1 Color Spot</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Clarkson College" /></td>
<td><img src="image2" alt="Clarkson College" /></td>
<td><img src="image3" alt="Clarkson College" /></td>
</tr>
<tr>
<td>Black</td>
<td></td>
<td></td>
</tr>
<tr>
<td><img src="image4" alt="Clarkson College" /></td>
<td><img src="image5" alt="Clarkson College" /></td>
<td></td>
</tr>
</tbody>
</table>
The “Prepare to be the best” tagline states the brand promise made to all students enrolled at Clarkson College. The tagline always accompanies the logo on all materials unless it is used larger as a stand-alone element elsewhere within close proximity to the logo.

TAGLINE

<table>
<thead>
<tr>
<th>CMYK Coated</th>
<th>CMYK Uncoated</th>
<th>1 Color Spot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepare to be the <strong>best</strong>.</td>
<td>Prepare to be the <strong>best</strong>.</td>
<td>Prepare to be the <strong>best</strong>.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Black</th>
<th>Reversed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepare to be the <strong>best</strong>.</td>
<td>Prepare to be the <strong>best</strong>.</td>
</tr>
</tbody>
</table>
Signature & Logo Use

RESIZING
Hold the “shift” key to keep proportion whenever the signature or logo needs to be resized within a document.

SPATIAL RELATIONSHIPS
When placing the signature or logo, there is a set amount of surrounding space that should not have anything placed in it. Refer to “Spatial Relationships” on page 13.

WHAT FILE TYPE TO USE
When creating a document that will be printed, always use an EPS file. EPS files provide greater clarity on printed pieces compared to a JPEG.

When creating something that will never be printed (PowerPoint presentation, e-mail signature), use a JPEG file. Never use a JPEG file if the document will be printed. Use an EPS file instead.

HOW TO PLACE AN EPS
An EPS file is inserted in Microsoft Office programs just like a picture is inserted into these programs. Since most computers do not have the appropriate software to open an EPS file, users are not be able to double-click to open an EPS like they can with a JPEG file.

Using the Clarkson College signature and logo properly is essential to maintaining our brand. These guidelines serve as a referencing point to help ensure the College signature and logo are used properly in various applications.

For more information on the brand identity guidelines for Clarkson College, please contact the Marketing department.
Spatial Relationships

The spatial relationship surrounding the signature or logo should equal a minimum of “X,” the height of the icon used. This provides the logo with the appropriate spacing needed to easily communicate across all mediums.
The Clarkson College brand has a limited color palette to provide consistency and recognition. Colors are important to our visual identity; consistency is essential. Our colors are specified as Pantone colors, and these colors are our “ideal colors.” All colors should match the value for “Pantone coated” as much as possible to ensure identical color in all uses and media.
By using different script variations of the same font, we can optimize legibility and help the reader obtain a better overview. At the same time, we establish consistent expression throughout our communications. The Garth Graphic font has a lot of flexibility. The different script variations should be chosen carefully, and the condensed versions of this font should never be used in pieces relating to Clarkson College.

**Garth Graphic Regular**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*

Typically used for subheads and body copy

**Garth Graphic Italic**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*

Typically used for subheads and emphasis in body copy

**Garth Graphic Bold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*

Typically used for headings and emphasis in body copy

**Garth Graphic Bold Italic**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*

Typically used for subheads and emphasis in body copy

For more information on the brand identity guidelines for Clarkson College, please contact the Marketing department.
Typefaces

Since Garth Graphic is a licensed, purchased font, it is not available on all computers both on and off campus. Calisto MT and Book Antiqua are approved substitutions to be used when Garth Graphic is not available. These are generic fonts that are installed on most computers.

Calisto MT

- Regular
  - Typically used for subheads and body copy

- Italic
  - Typically used for subheads and emphasis in body copy

- Bold
  - Typically used for headings and emphasis in body copy

- Bold Italic
  - Typically used for subheads and emphasis in body copy

Book Antiqua

- Regular
  - Typically used for subheads and body copy

- Italic
  - Typically used for subheads and emphasis in body copy

- Bold
  - Typically used for headings and emphasis in body copy

- Bold Italic
  - Typically used for subheads and emphasis in body copy

For more information on the brand identity guidelines for Clarkson College, please contact the Marketing department.
While Garth Graphic is to be used as the primary font of Clarkson College, Avenir can be used as secondary font to provide variation and flexibility. Avenir is a clean, modern font with excellent legibility.

**Avenir**

**Avenir LT Std 35 Light**

- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- abcdefghijklmnopqrstuvwxyz
- 1234567890!@#$%

Typically used for subheads and body copy

**Avenir LT Std 35 Light Oblique**

- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- abcdefghijklmnopqrstuvwxyz
- 1234567890!@#$%

Typically used for subheads and emphasis in body copy

**Avenir LT Std 85 Heavy**

- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- abcdefghijklmnopqrstuvwxyz
- 1234567890!@#$%

Typically used for headings and emphasis in body copy

**Avenir LT Std 85 Heavy Oblique**

- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- abcdefghijklmnopqrstuvwxyz
- 1234567890!@#$%

Typically used for subheads and emphasis in body copy

For more information on the brand identity guidelines for Clarkson College, please contact the Marketing department.
Typefaces

Since Avenir is a licensed, purchased font, it is not available on all computers both on and off campus. Corbel is the approved substitution to be used when Avenir is not available. It is a generic font that is installed on most computers. While Garth Graphic or its approved substitutions are to be used as the primary font of Clarkson College, Corbel can be used as secondary font to provide variation and flexibility.

**Corbel**

*Corbel Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*

Typically used for subheads and body copy

*Corbel Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*

Typically used for subheads and emphasis in body copy

*Corbel Bold*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*

Typically used for headings and emphasis in body copy

*Corbel Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*

Typically used for subheads and emphasis in body copy

For more information on the brand identity guidelines for Clarkson College, please contact the Marketing department.
Photography

Photography is a universal medium used to tell stories and make human connections. In our brand expression, we use imagery to communicate in a compelling and immediate way to make a meaningful connection with our audience. Desaturated color photographs are used to attract attention. White backgrounds should be used to communicate an open, contemporary feeling.

Begin with color (RGB) photograph.

To achieve the correct style, use the following edits as a starting point for each image: Saturation -80, Contrast +20. The levels of these edits will vary with each image as the correct desaturated look is achieved.
The “ribbon” graphic device is a visual addition to the brand, and its angles are based off of the angles in our icon, the Maltese cross. Whenever possible, the size proportions shown below should be used. When the logo is placed in the ribbon, the baseline of our tagline should be flush with the bottom of the spring green ribbon. To use the ribbon graphic element, contact the Marketing department.
Part of maintaining the Clarkson College brand is the consistent use of writing styles, references and abbreviations. These guidelines serve as a referencing point to help maintain the brand in various applications.

REFERENCING THE COLLEGE
When referencing Clarkson College, “Clarkson College” or “the College” should be used. The College should never be referred to in the possessive tense such as “Clarkson’s” or “Clarkson College’s.”

ADDRESS
Whenever the Clarkson College return address is used, it should be styled and punctuated as follows: 101 South 42 St. Omaha, NE 68131-2739

ALUMNI
Alumni refers to a group of male and female graduates or a group of male graduates. Alumnus is a single male graduate, and alumna is a single female graduate. Alumnae refers to a group of female graduates.

DEGREES
Degrees should be listed as follows: diploma, certificate, Associate of Science in..., Bachelor of Science in..., Master of Science in..., Associate’s degree, Bachelor’s degree, Master’s degree and Post-Master’s degree. Certificate is capitalized when referencing the formal name of the certificate earned, such as “Post-Masters Certificate in Business.”

HEALTH CARE
Health care is spelled as two words.

MISSION & VALUES
Capitalize when referencing the Clarkson College Mission and Values. The Values of Learning, Caring, Commitment, Integrity and Excellence.

PHONE NUMBERS
When listing phone numbers, periods should replace dashes between the numbers as follows: 402.552.3100

PROGRAM NAMES
Clarkson College programs should always be capitalized and never referenced as schools, such as “School of Nursing” or “School of Allied Health.”

SERVICE
Should be referenced as “Service at Clarkson College” or “Service.”

TITLES
Titles should be capitalized when a name is associated with the title. If a title appears without a name, it should not be capitalized.

WEBSITE
Spell as one word with a lowercase “w” unless beginning a sentence. When listing the URL for our site, it should be listed as follows: ClarksonCollege.edu
For more information on the brand identity guidelines for Clarkson College, contact the Marketing department.

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