

Graphic Standards Style Guide

Office of Marketing and Communications | 2020

CURRY COLLEGE

Dear Colleagues,

Welcome to the Curry College Graphic Standards Guidelines. All of us in the Office of Marketing and Communications are excited to share these guidelines, which include logos, colors, and design recommendations, with the entire Curry community.

In this document, you will find information about the Curry College wordmark, our graphic seal, color palette, fonts and typography, photography, and the Curry College Athletics graphic identity. The listed logo files can be found and downloaded on the Curry Marketing and Communications webpage at Curry.edu/MarComm.

The Marketing and Communications Department is responsible for ensuring that all Curry College electronic and print publications project a consistent, highly professional brand image. By adhering to very specific institutional identity and editorial standards, we consistently create work that supports student recruitment, retention, alumni communication and fundraising, and outreach to the business community.

Our mission for each project is twofold: Meeting your specific communication objectives while also upholding the broad graphic design and editorial standards that ensure Curry's strengths and reputation are clearly and consistently communicated. A strong collaboration between the Marketing and Communications staff and your department can help achieve both aims. Please visit Curry.edu/MarComm to submit a project request. We look forward to discussing your goals and needs with you!

Finally, please keep in mind that the graphic standards will be periodically updated. You can expect to see any updates reflected on the Marketing and Communications website.

— Michelle Adams O'Regan
Vice President of Marketing and Communications
Curry College

GRAPHIC IDENTITY

Logos

Seal	5
Wordmark	7
Department logos	9

Color Palette

Publications.	11
-----------------------	----

Typography

Fonts	14
-----------------	----

Photography.	15
-----------------------------	-----------

Athletics.	17
---------------------------	-----------

Business Cards.	18
--------------------------------	-----------

Downloadable Assets.	19
-------------------------------------	-----------

Graphic Identity

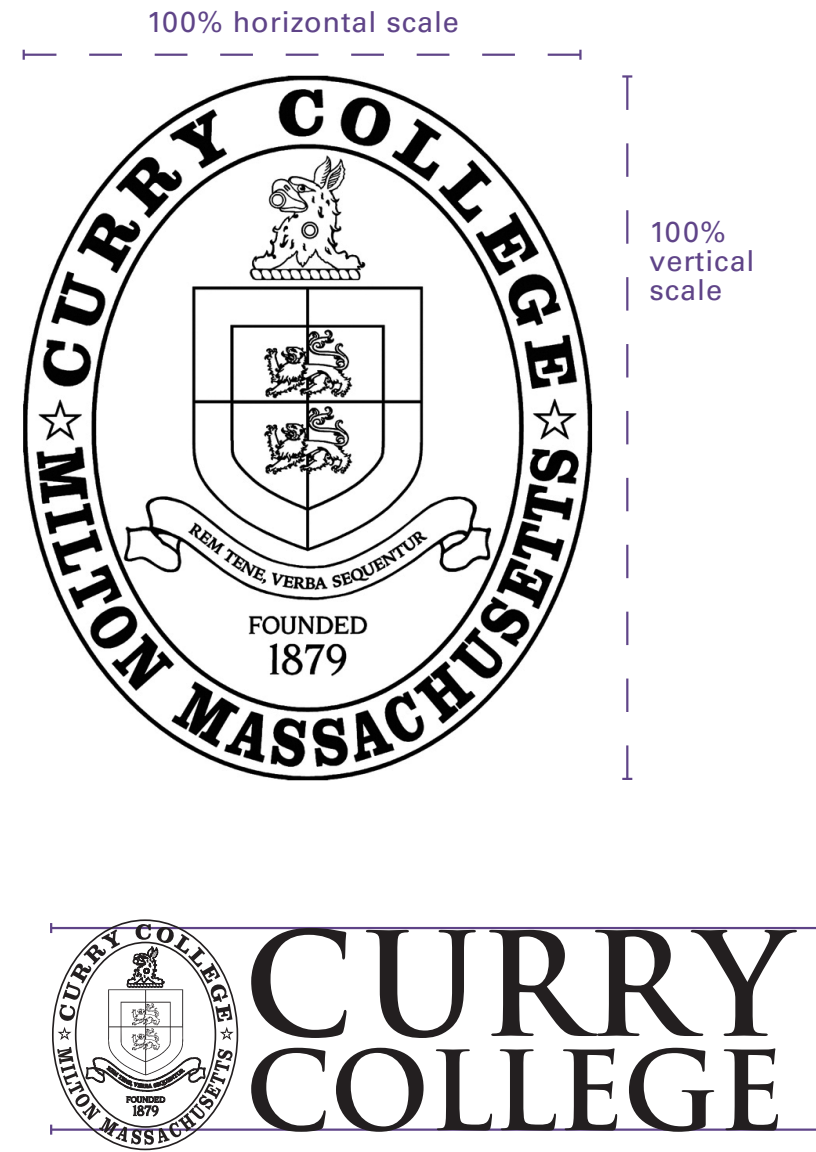
Use of College Seal

Seal

The Curry College seal is reserved for letterhead, stationary, and/or other **official** documents and publications approved by the Office of Marketing and Communications. Traditionally the use of the seal is reserved for the President's Office and Institutional Advancement.

- Never condensed, it is always at 100% horizontal scale and 100% vertical scale.
- Please note the differences in the examples on the facing page.
- Latin Motto:
Rem Tene, Verba Sequentur
Grasp the matter, and the words will follow

Seal is slightly taller than the total cap height of the name logo

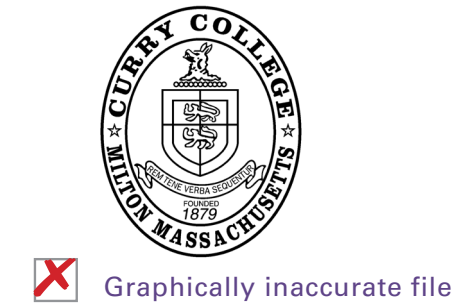


The Curry College seal can appear in PMS Medium Purple, black, or white. When the seal is on a color, that color **must be** black or Medium Purple. No other color background is permitted.

Approved



Not Approved



History of the seal:

The seal is a symbolic representation of the ideals to which the College is dedicated. The Curry Family Coat-of-Arms forms the major portion of the inner part of the oval.

The Latin motto “Rem Tene, Verba Sequentur,” the preferential translation thereof being “Get the essence and the rest will follow” comes very close to the philosophy of expression of the Founders who insisted upon “Impression before Expression” in a day when imitative speech was in vogue.

The seal was designed by President Donald Wilson Miller in 1943.

Graphic Identity

Curry College Wordmark

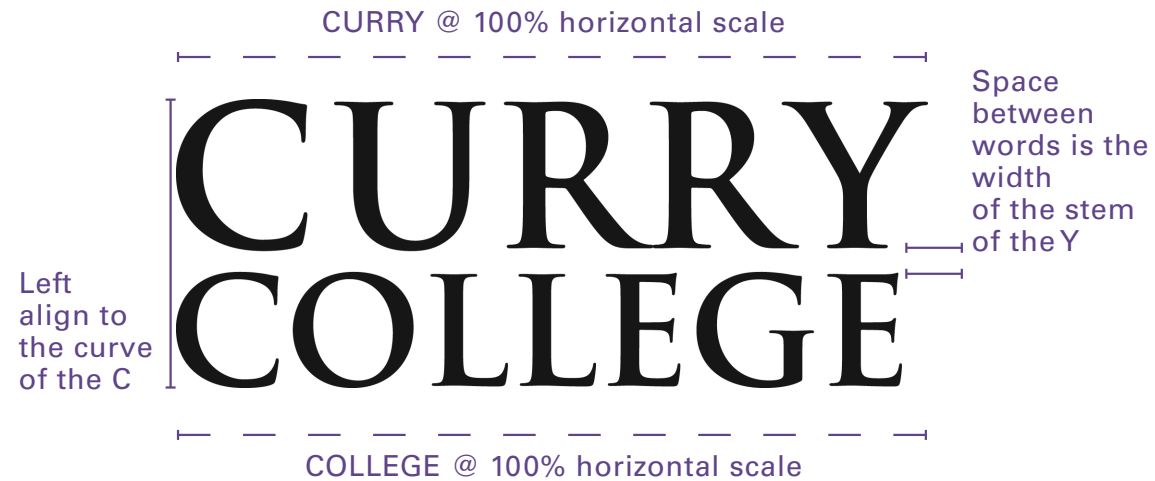
Name Wordmark

The wordmark is bold and eye catching.

- Curry College when used as a Wordmark must be set in the font Trajan BOLD.
- Please use the downloadable graphic file. Do not attempt to typeset the wordmark yourself.
- Can appear as a 1- or 2-line logo.
- Type is never condensed, it is always at 100% horizontal scale.
- CURRY is four points larger than COLLEGE on 2-line logo; again, please use the downloadable graphic file.
- The Curry College logo can appear in PMS Medium Purple, black, or white. When the wordmark is on a color, that color must be black or Medium Purple. No other color background is permitted.

CURRY COLLEGE

Trajan Bold



CCURRY COLLEGE

When using the Curry College wordmark, surround it with the required clear space to ensure visibility and impact. To ensure accuracy and consistency, we've established the following calculation: use the height of the capital "C" in the wordmark. Place the "C" at the edge of the wordmark and find the correct margin.

The Curry College wordmark can appear in PMS Medium Purple, black, or white. When the wordmark is on a color, that color **must be** black or Medium Purple. No other color background is permitted.

Approved

✓ CURRY COLLEGE

✓ CURRY COLLEGE

✓ CURRY COLLEGE

✓ CURRY COLLEGE

Not Approved

✗ CURRY COLLEGE
scaled horizontally

✗ CURRY COLLEGE
wrong color

✗ CURRY COLLEGE
wrong font and not lined up correctly

✗ CURRY COLLEGE
scaled vertically

CURRY COLLEGE

✗ CURRY COLLEGE
Outlined

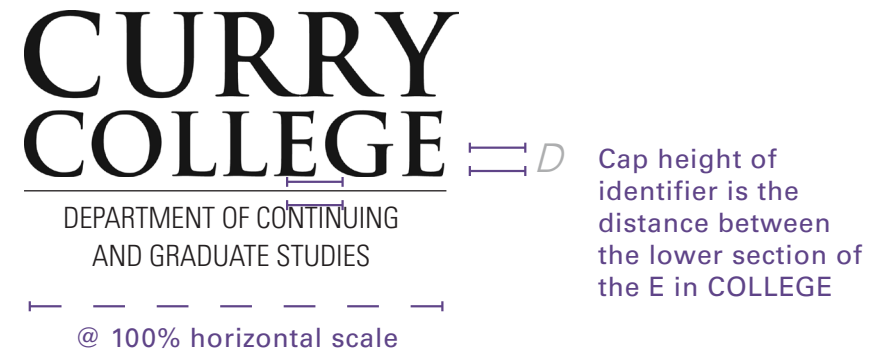
Graphic Identity

Departments and
Administrative Offices

College Logo Identifiers

Departments and Administrative Offices may use logo identifiers in conjunction with the College logo

- Always use Department of, Office of, or School of before the name.
- Located under a .5pt. rule directly below the Curry College logo.
- See diagram to the right for placement.
- Identifier can appear under a 1- or 2-line logo.
- Font: Univers Light Condensed
- Departments or offices should never attempt to construct the logo themselves.
Please contact the Office of Marketing and Communications with logo requests.



Sample Department and Administrative Office Logo Identifiers

CURRY COLLEGE
OFFICE OF INSTITUTIONAL ADVANCEMENT

CURRY COLLEGE
OFFICE OF INSTITUTIONAL ADVANCEMENT

CURRY COLLEGE
SCHOOL OF NURSING

CURRY COLLEGE
SCHOOL OF NURSING

CURRY COLLEGE
OFFICE OF MARKETING AND COMMUNICATIONS

CURRY COLLEGE
OFFICE OF MARKETING AND COMMUNICATIONS

CURRY COLLEGE
DEPARTMENT OF STUDENT AFFAIRS

CURRY COLLEGE
DEPARTMENT OF STUDENT AFFAIRS

Graphic Identity

Color Palette

Pantone (PMS) / CMYK / Web

The Curry College colors are Pantone Medium Purple and White.

- There are two secondary colors, gold and black, to be used in conjunction with, but not instead of, the main college colors.
- There are three supporting colors. The supporting colors should be used sparingly in layouts. The main college colors should comprise the majority of the design.
- For the brand color purple use the correct color makeup for the various printing options. Please ask your printer which option they prefer. **If you are printing at the College Copy Center please use the CMYK makeup.**
- For the secondary and supporting colors please use the CMYK color makeup in print publications. The supporting colors can be used as tints of the color.

Primary Colors

Pantone Color (PMS)	PANTONE MEDIUM PURPLE U	WHITE
CMYK Makeup	C 85 M 100 Y 0 K 0	
Digital Makeup	C 85 M 100 Y 0 K 0	
Web Hex #	#654389	

Secondary Colors

80% 60% 40% 20%	80% 60% 40% 20%
Black	GOLD (PMS 115 U) C 0 M 30 Y 90 K 0

Supporting Colors

80% 60% 40% 20%	80% 60% 40% 20%	80% 60% 40% 20%	80% 60% 40% 20%
TEAL BLUE C 85 M 100 Y 0 K 0	COOL GREY C 34 M 27 Y 26 K 0	BURNT ORANGE C 10 M 75 Y 90 K 10	LIME GREEN C 33 M 0 Y 97 K 0

Graphic Identity

Paper

Paper

Whenever possible Curry College uses Accent® Opaque uncoated paper for all printed materials.

- As part of the brand, uncoated paper stock represents sophistication and polish.
- Coated and glossy paper stocks are not indicative to the Curry brand but may be used in selective instances.
- The official paper of the college is Accent® Opaque. It is stocked by the College Copy Center so please ask for it by name.

Accent® Opaque is a premium uncoated sheet, ideal for invitations, greeting cards, catalogs, business cards, brochures, direct mail, tent cards, menus, posters, financial reports, marketing materials and more!

- 4 basic weights (65, 80, 100 and 120 lb. text and cover)
- 3 finishes (Smooth, Super Smooth and Vellum)
- Available in 2 white colors (an enhanced white with 97 brightness and Warm White)
- Coordinates with Accent Opaque Text
- Available in 30% post-consumer fiber
- Acid-free for added archival quality that extends the life of the document
- Electronic Imaging Guaranteed for Digital Cover items
- Guaranteed to run on equipment that accepts cover weight papers
- Stock sheets are Forest Stewardship Council® (FSC®) certified

Graphic Identity

Typography

Font

- **Trajan Bold**
Used for the Curry College name Wordmark.
- **Garamond**
Secondary font used in body copy.
- **Univers Condensed**
Secondary font used for headlines and subheads.
Graphic identity font for Department and Administrative Office logos.
- **Meriweather**
Graphic identity font for website and online usage.

Font Family Sets

TRAJAN
AABBCc
TRAJAN BOLD

Garamond
AaBbCc
Garamond Regular
Garamond Bold
Garamond Italic

Univers Condensed
AaBbCc
Univers Condensed Light
Univers Condensed
Univers Condensed Bold

Meriweather Regular
AaBbCc
Meriweather Light
Meriweather Regular
Meriweather Bold

Graphic Identity

Photography

Our imagery is warm, friendly, active, and represents the vitality and diversity of the Curry community.

Use thoughtful image cropping to highlight details to convey a visual message.

Portraits:

- Warm and friendly
- Taken in natural light
- Close-up
- Clear
- Colorful; clothing is not corporate or stiff

Classrooms:

- Warm and friendly
- Diverse
- Taken in natural light
- Active
- Colorful
- Clear

Campus Imagery:

- Seasonal
- Active
- Colorful
- Naturally lit
- Iconic
- Architectural



Graphic Identity

Athletics

Curry Athletics teams are the Curry Colonels.

At this time, only the interlocking CC logo should be used.

For individual team logos please contact the Athletics Department.

The CC stands alone and is not to be used with the Curry Wordmark (CURRY COLLEGE).

Athletic imagery is:

- Dynamic
- Taken in natural light
- Clear



Approved



Not Approved



Graphic Identity

Business Cards

Business Cards are printed at Fenway printers using their self serve online ordering system.

Please contact Rosemarie Valentino in the Office of Marketing and Communications at rvalenti@curry.edu to obtain the username and password.

<https://currycollege.fenwayprint.com>

Electronic letterhead is available by contacting Rosemarie Valentino.

Employees may choose from two business card layouts.



Graphic Identity

Downloadable Assets

On the Office of Marketing and Communications website, Curry.edu/MarComm, you will find:

Logos and seal available in .eps and .jpeg format in purple, black and white.

Two options for branded Power Point templates.

Additional department information and assets.

NAMING CONVENTION

The official name of our institution is Curry College. You should always refer to the institution by its official name upon first mention in both headlines and body text. For example, in a headline, the institution should always be Curry College, never just Curry. First mention in body text should also be Curry College, even if the headline also uses the full name of the institution. Subsequent mentions in body text, however, may use the shortened Curry.

EMAIL SIGNATURES

We strongly recommend that no images be used in signatures. Any Curry College logos and taglines should be removed from your email signatures.

Individual employees should use their discretion in choosing phone(s), fax, email, or websites to be included in the signature. Similarly, in situations where there may be multiple titles, departments, or administrative offices, employees should use their discretion in choosing title order.

[NAME]

[TITLE]

[ADMINISTRATIVE OFFICE NAME, SCHOOL/DEPARTMENT, PROGRAM]

1071 Blue Hill Avenue

Milton, MA 02186-2395

[PHONE]

[FAX]

[EMAIL]

[WEBSITE]

[OPTIONAL: GENDER PRONOUNS]

