



Spelman College

Revised 2005

OVERVIEW

The name of Spelman College has come to represent academic excellence, leadership, service and achievement. Our outstanding reputation is one of our most valuable assets, and the V for visibility in Spelman ALIVE reminds us to continue to build on this tradition – not rest on our laurels. To effectively communicate the Spelman story, our commitment to branding excellence is vital.

A major branding element in the marketing of Spelman College is its visual identity program, which consists of these guidelines and a workgroup in the Office of PR/Communications to advise on their use. The visual identity program has been designed to support the College's goals for producing clearly identifiable, high-quality marketing communications for the public. These guidelines provide general directions for using the College's official trademarks and symbols, and are by no means comprehensive. To allow for flexibility and creativity in the production of marketing material, the guidelines do not address every conceivable application of these trademarks. However, to ensure that the Spelman College brand is marketed in a consistent and intent manner, certain elements of its trademarks and visual identity must be used in a way that retains their graphic integrity.

The following pages elaborate on the significance of each of these elements and provide guidelines for their proper use.

The visual identity guidelines are designed for implementation in all internal and external publications, and both print and electronic communications.

MESSAGE FROM THE PRESIDENT

Spelman College has a solid foundation, and how we project our image to the world is important. As we work hard, our visibility will be further enhanced by a strong visual identity. On the following pages are specific guidelines and regulations as to the most accurate usage of the College's logo, seal and colors. Please adopt them in all facets of the College's communication – both internally and externally.

As you create communications on behalf of the College using these guidelines, contact Tomika DePriest or Renita Mathis in the Office of Public Relations/Communications for assistance with any questions. Through collective efforts, we will all help to position Spelman as a beacon in higher education.

Beverly Daniel Tatum
President

MESSAGE FROM THE DIRECTOR

The current version of the Spelman College logo was created in the 1990s, but the seal has been around for decades. Both are registered trademarks of the College, along with other symbols such as the jaguar, and help the public identify the institution. As the nation's leading liberal arts college for Black women, it is important that our visual image reflects our trademarks in a distinctive and consistent manner. The following visual identity guidelines share information on how to properly use the Spelman College logo and other trademarks and will help you ensure the College is projected with a unified image.

Key elements of the visual identity guidelines include:

- logo
- seal
- nameplate
- stationery
- school colors
- mascot

Please familiarize yourself with the information contained in this guide, and let us know if you have questions or need assistance with projects requiring our logo or other trademarks. Contact Tomika DePriest, (404) 270-5060, tdepriest@spelman.edu or Renita Mathis, (404) 270-5013, rmathis@spelman.edu in the Office of Public Relations/Communications.

To move our branding initiative forward, the College is asking that you retire use of the old logo. Please refrain from hanging banners, using signage or distributing marketing materials that reflect the old logo. If you have stationery with our old logo, consider using it as recycle paper. Old banners and signage can be donated to the Spelman archives.

Thank you so much for your assistance in helping to raise the visibility of the Spelman College brand by ensuring the image we present reflects the institution's longstanding tradition of branding excellence.

Tomika DePriest
Executive Director
Office of Public Relations/Communications

INTRODUCTION

The image below is the primary logo signature for Spelman College. This logo serves as the cornerstone of the visual identity program and is a signature to identify Spelman College.



The combination of the Sisters Chapel illustration and Spelman's name are referred to as the logo signature.

It may not always be possible, or necessary, to use the primary logo signature in its entirety in all applications; alternatives to the primary logo signature are presented and specified within. Guidelines for applying color to the logos are also included in the following pages.

The primary signature, the nameplate, and the vertical signature are available in electronic files and can be downloaded for reproduction at:

http://www.spelman.edu/about_us/news/logos



Spelman College

Primary Logo Signature:

This image used in its entirety is the primary logo of Spelman College. It is made up of the Nameplate and the Symbol of the College.

The logo is an integrated design unit and **should not be rearranged in any way.**

See page 7 for size and page 10 for color guidelines.

Spelman College

Nameplate:

This nameplate can be used in alternative applications to substitute for the primary logo above such as when the logo required must be smaller than ½" tall.

See page 8 of this manual for typographic and size guidelines, and page 10 for color guidelines.



Vertical Logo Signature:

This vertical arrangement of the College's symbol and wordmark can be used in print areas less than 4" wide.

See page 8 of this manual for typographic and size guidelines, and page 10 for color guidelines.



Sizing Guidelines:

The primary logo is very horizontal in nature and should be used only in situations designed for a horizontal logo to appear in legible size and with enough space surrounding the logo to preserve its distinctive nature. **As a rule of thumb, attempt to make the most powerful, or noticeable, visual statement possible with your choice of logo signature.**

The logo to the left is the minimum ½" height that is recommended for reproduction of this horizontal logo.

The logo to the left is smaller than the minimum height recommended. When less than a ½" height logo is needed, use one of the alternatives provided on the following pages.

Spatial Guidelines:

Maintain **at least** as much white space around the logo in the areas shown to the left inside the dotted line

Do not obstruct the white space designated above with any type or other printed art, rules, borders, or color.

Spelman College

Sizing Guidelines:

The nameplate is very horizontal in nature like the primary logo but can be useful in situations where artwork cannot be used.

One example is on a fax transmission cover sheet where space is limited and reproduction poor. Another example is a small space black and white ad.

It can be reproduced successfully in sizes as small as the minimum size here.

Minimum size to use Nameplate is 10 Point type. —————> Spelman College

Spelman College

Typographic Guidelines:

the nameplate can be produced simply with typesetting. The official Upper and Lower Case Bodoni Book typeface must be used with 0 points of tracking.

Spelman College 

Spelman
College 

Spelman College 

Spelman College 

SPELMAN COLLEGE 

The nameplate must not be set: in any other typeface or font. The nameplate must not be broken into 2 lines. The nameplate must not be bolded, italicized, set in lighter type, or any other weight of Bodoni. The nameplate must not be set in all caps or small caps. The tracking must not be decreased or increased.



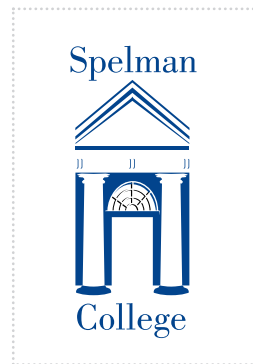
Sizing Guidelines:

The vertical logo should be used only in situations designed for a more square than horizontal logo. An example would be a static sticker, bookbag or sportswear applications such as a t-shirt or cap.



The vertical logo is problematic in sizes below that are shown at the left. At this size, the name of the College is still in the regulation 10 pt. minimum type size.

As a rule of thumb, attempt to make the most powerful, or noticeable visual statement possible with your choice of logo .



Spatial Guidelines:

Maintain a minimum amount of white space around the logo in the areas shown to the left inside the dotted line, depending on the size of the logo.



DO NOT obstruct the white space designated above with any type or other printed art, rules, borders, or color.



Spelman College



Spelman College



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Preferred Color Usage for Primary Logo Signature:

Whenever a 2-color opportunity in print arises, the preferred use of color is shown at left. The Nameplate and the Symbol of the College print PMS 2748 blue.

Additional type that appears on the page with the PMS 2748 blue logo, should print black. This allows the logo to stand apart visually as a unit.

However, the **Primary Logo Signature can be printed in any of the following** that will give maximum contrast, and therefore readability, to the background color used: black, white, PMS 283 blue or PMS 2748 blue.

Preferred Color Usage for Nameplate:

Same guidelines as the primary logo signature. **SEE above.**

Vertical Logo Signature: Same guidelines as the primary logo signature. **SEE above.**

Pantone 2748

Process Color Equivalent:

CMYK Values = C100 M76 Y0 K78

Closest approximation in WEB SAFE COLOR

for Internet and CRT display:

HTML = 330099 RGB = R=51 G=0 B=153

50% of Pantone 2748

20% of Pantone 2748

Pantone 283

Process Color Equivalent:

CMYK Values = C34 M6 Y0 K0

Closest approximation in WEB SAFE

COLOR for Internet and CRT display:

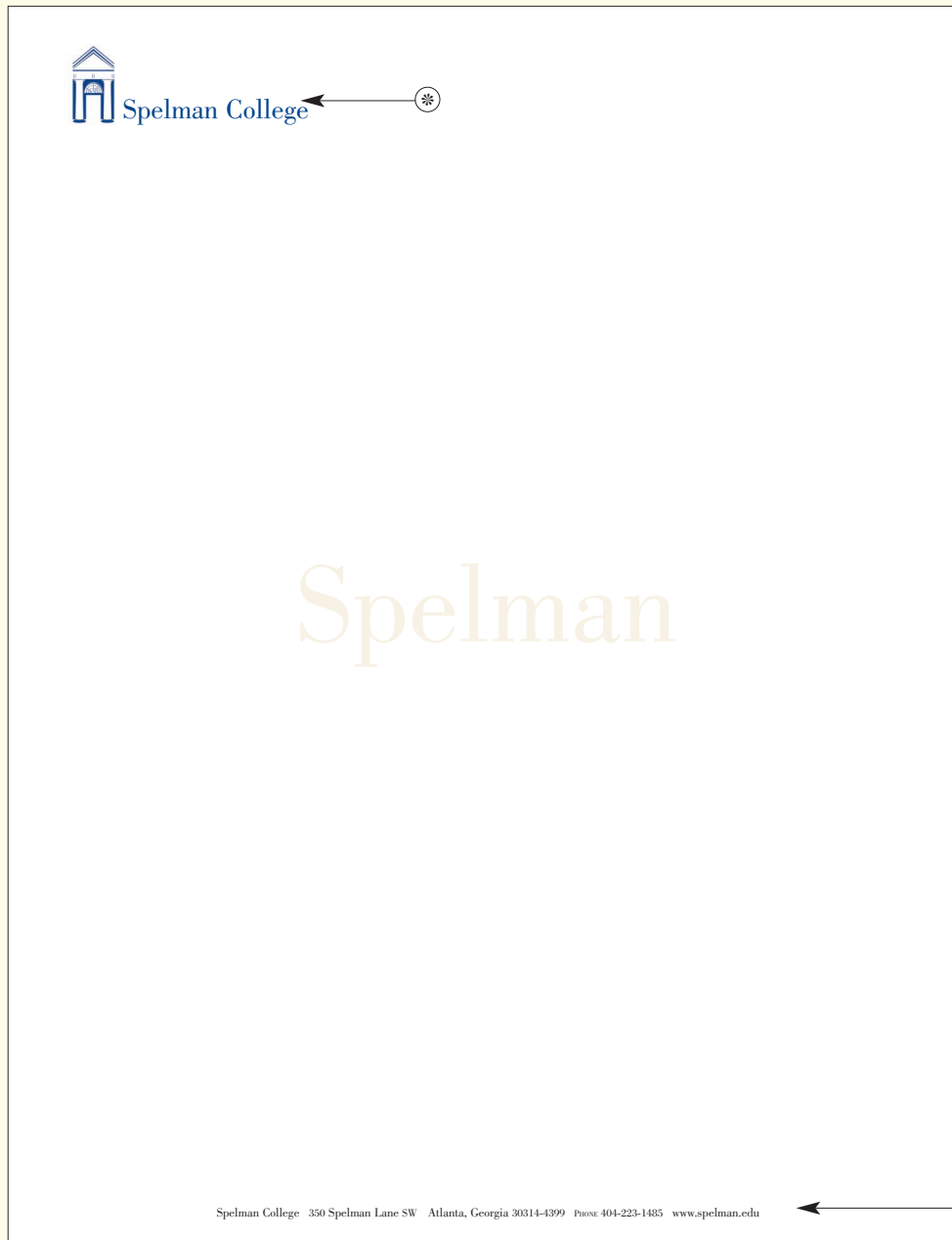
HTML = 6699FF

RGB = R=102 G=153 B=255

50% of Pantone 283

20% of Pantone 283

Refer to previous page in this manual for proper application of color to the logo.



Paper Stock

Strathmore Writing Wove
 Ultimate White 70 lb.
 standard US letter size sheet
 (8.5 x 11 inches) with
 custom Spelman localized
 watermark.

⊛ Position of Logo: Baseline of
 Wordmark is 1" from top trim
 of page. Logo is flush
 left at 1/16" from left trim
 of page.

Address Line: Baseline of
 address line is 1/2" from
 bottom trim of page. Typeset
 in 8 pt. Bodoni Book.

The Institutional stationery features a two-color version of the stationery program and must be used for all of the College's general external communications, and official documents only. Quantities of this letterhead can be ordered through the College's purchasing department.

The layout, typography, and ink color should be specified to printer exactly as the guidelines appear on this page.

The logomark and wordmark print in Pantone 2748 blue. All other type appearing on the various stationery pieces (letterhead, or envelope, or business card) prints in black.

All institutional stationery must be printed only on the specified paper with a *custom watermark* made into the paper itself. No substitutions of any other paper may be made for letterhead printing.

STATIONERY GUIDELINES | effective typewritten format of letter on institutional letterhead
*letterhead shown at 75% of actual size



May 10, 2005

Ms. Alice Smith
Any School
1234 Any Street
Anytown, USA 12345

Dear Alice:

The public rarely sees a letterhead without a typewritten message on it. In a sense, when a letter is typed on the institutional letterhead, the design of the letterhead is completed. The format, or style, of the letter is an important part of the overall design of a college's stationery. For instance, this letterhead design takes into account user-added elements such as the salutation, the signature, the date, and the paragraph format.

This is an example of an effective typewritten format on Spelman College's institutional stationery. As you can see, all of the typewritten elements are aligned 1 inch from the left margin of the page. The line breaks within the body of the letter maintain a 1-inch margin on the right side of the page as well. Inset from the logomark at the top of the letter, and beginning with the date typed 2 inches from the top of the page's edge, the typewritten copy is easily identified as such, and its orientation creates generous margins that allow the reader to hold the page without obscuring the contents of the letter.

This text format uses double-spacing between paragraphs, but single-spacing within the paragraph. There are no paragraph indentions. The date, salutation, and close are aligned flush left with the paragraphs. There is no extra letterspace before the start of each new sentence. The font used is one available to any word processor, and often used in corporate communications: 10-point Bodoni MT with 16-point leading (or line space).

Additionally, this letterhead is designed to be written on, signed and folded. A business letter is customarily folded in thirds, usually to fit a No. 10 envelope. Printing vital information in the top panel ensures that it will be immediately visible when the letter is unfolded.

Sincerely,
Jan Tischold, Typographer
JT/jt

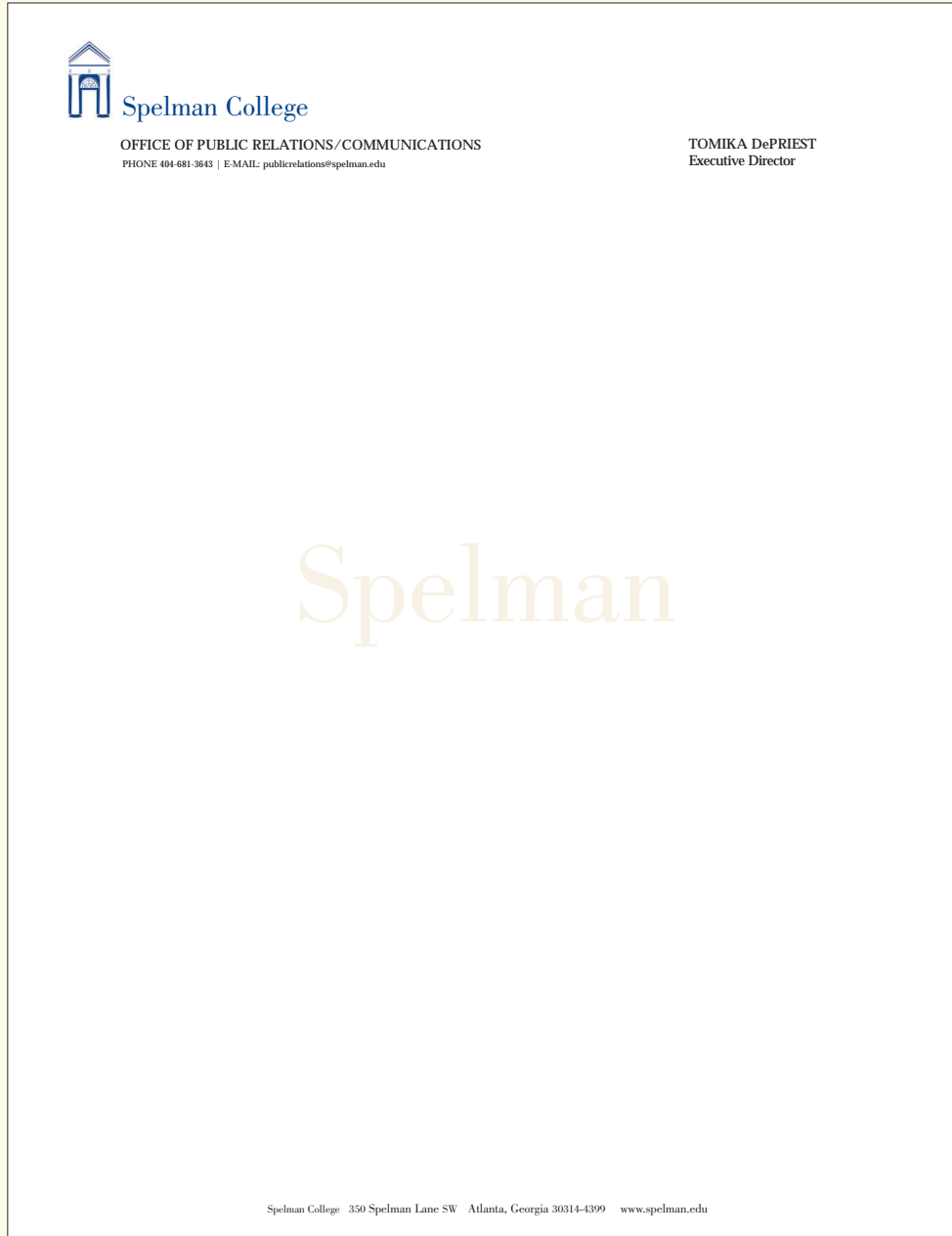
Spelman College 350 Spelman Lane SW Atlanta, Georgia 30314-4399 www.spelman.edu

Position of body of letter:
Left margin of letter is aligned with Logo wordmark at 1" from left trim of page. Maintain 1" right margin for correspondence. Baseline of typeset date of letter begins 2"

from top trim of page.
Baseline of last line of letter should not exceed 1" from bottom of trim of page without continuing letter on a second sheet.

Style of type in Body of Letter: This includes salutation, etc. Set in 11 point Bodoni Book with 16 points of linespace or leading. 0 points of tracking. Flush left, rag right margins. No paragraph indent. Use one extra linespace between paragraphs to indicate a new paragraph.

*letterhead shown at 60% of actual size



Paper Stock

Strathmore Writing Wove
Ultimate White 70 lb. with
custom Spelman localized
watermark.

Letterhead shown at 60%

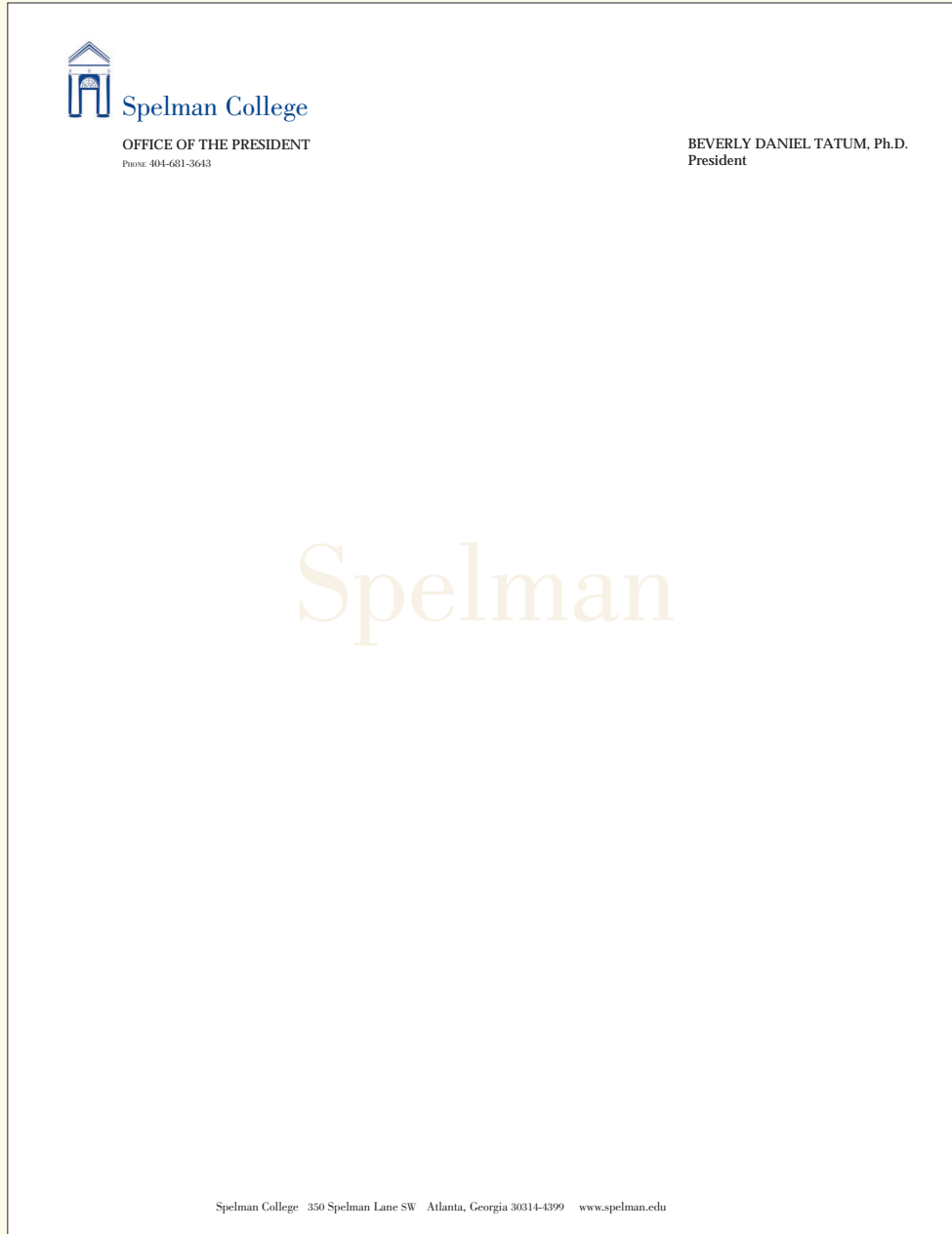
The administrative office stationery features a two-color version of the stationery program and must be used for all of the College's general external communications, and official documents only. Additional quantities of this letterhead can be ordered by the College's purchasing department.

The layout, typography, and ink color should be specified to printer exactly as the guidelines appear on this page.

The only typesetting change when ordering administrative office stationery is the name of the office, the name of the person in the office, and the title and phone number of that person.

The logomark and word-mark print Pantone 2748 blue. All other type appearing on the printed letterhead prints black.

All administrative office stationery must be printed only on the specified paper with a *custom watermark* made into the paper itself. No substitutions of any other paper may be made for letterhead printing.



Paper Stock

Strathmore Writing Wove
Ultimate White 70 lb. with
custom Spelman localized
watermark.

Letterhead shown at 60%

The Office of the President's stationery features a two-color version of the stationery program. Additional quantities of this letterhead can be ordered by the College's purchasing department by authorized personnel.

The layout, typography, and ink color should be specified to the printer exactly as the guidelines appear on this page.

The logomark and word-mark print Pantone 2748 blue. All other type appearing on the printed letterhead prints black.

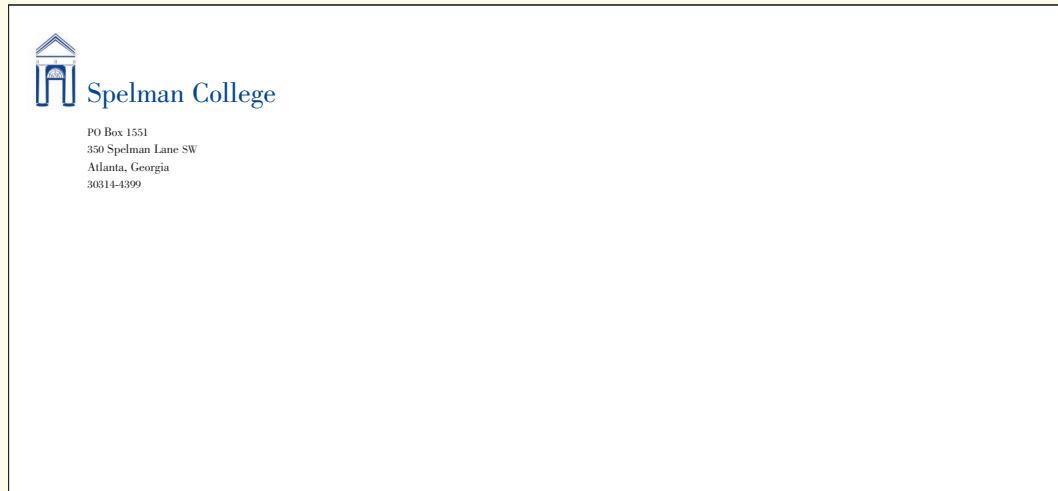
All institutional stationery must be printed only on the specified paper with a custom watermark made into the paper itself. No substitutions of any other paper may be made for letterhead printing.

NOTE: *This is not to be confused with the President's personal stationery program*

STATIONERY GUIDELINES | Institutional #10 envelope, mailing label

*Envelope and mailing label shown at 60% of actual size

*Business Card shown at 100% of actual size



Position of Logo on

#10 envelope:

Baseline of Wordmark is $\frac{3}{4}$ " from top trim of page.

Logo is flush left at $\frac{1}{4}$ " from left trim of page.

Typographic style follows letterhead.

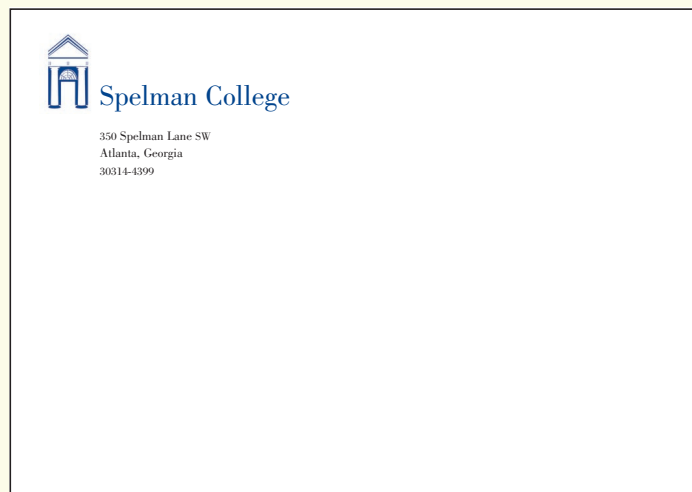
#10 Envelope Paper Stock:

Strathmore Writing

Wove Ultimate White

#10 envelope with standard flap.70 lb.

virgin stock. (*virgin is defined as a sheet of paper with no watermark*).



Position of Logo on

Mailing Label:

Baseline of Wordmark is $\frac{7}{8}$ " from top trim of page.

Logo is flush left at $\frac{11}{16}$ " from left trim of page.

Typographic style follows letterhead.

Mailing Label Paper Stock:

Strathmore Writing Label

wove virgin Ultimate

White. This is 70 lb.

pressure sensitive, permanent adhesive stock

with crack and peel-off backing. (*virgin is defined*

as a sheet of paper with no watermark)

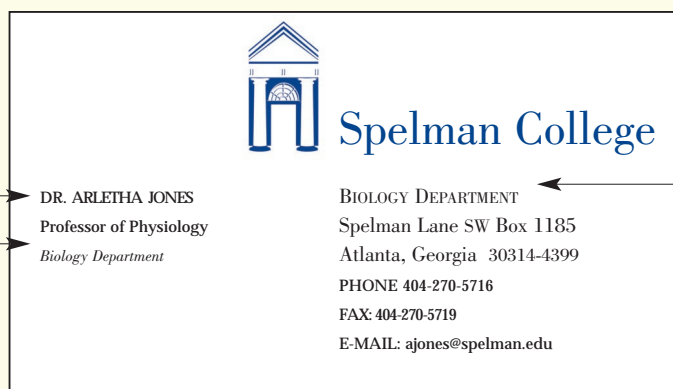
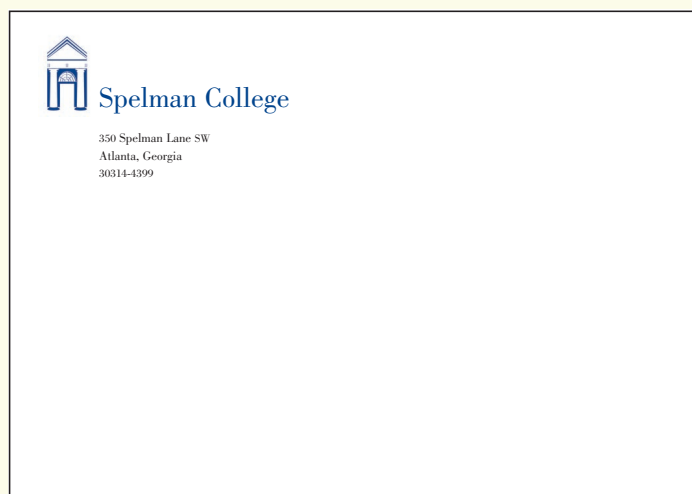
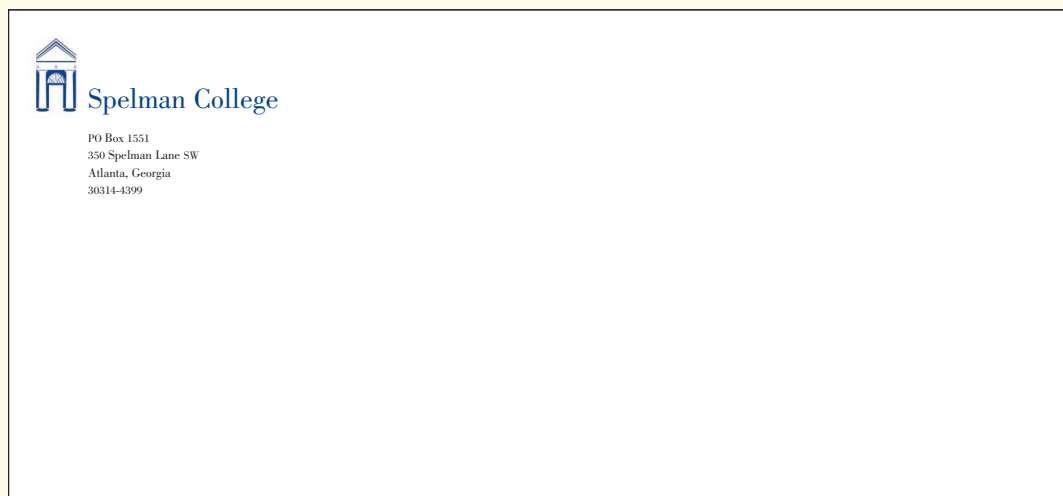
The general Institutional mailing label and #10 envelope will be used for all of the College's external communications.

The logomark and wordmark print in Pantone 2748 blue. All other type appearing on the envelope, and mailing label print in black.

STATIONERY GUIDELINES | Academic Departmental #10 envelope, mailing label, and business card

*Envelope and mailing label shown at 60% of actual size

*Business card shown at 100% of actual size



Business Card Paper Stock:

Strathmore Writing
Wove Ultimate White
80 lb. Cover virgin
stock. (*virgin is defined as
a sheet of paper with no
watermark*).

The Institutional business card, mailing label and #10 envelope will be used for all of the College's academic departmental external communications. Business cards, however, will bear individual department names, academicians' names and titles.*

The logomark and wordmark print in Pantone 2748 blue. All other type appearing on the envelope, mailing label and business card print in black.

Follow these type specs for a person's name, title and department when ordering:

☼ **Style of type for Personal Name and Academic Department identification:** Set in 8 point Bodoni Book, small caps with large initial caps, with 11 points of linespace or leading. 0 points of tracking.

☼ **Style of type for Person's Title:** Set in 6 point Bodoni Book Italic, Upper and lower case, with 11 points of linespace or leading. 0 points of tracking.

**Business cards can be ordered from Purchasing Department.*



Spelman College

PO Box 1551
350 Spelman Lane SW
Atlanta, Georgia
30314-4399



Position of Logo on all miscellaneous envelopes:
Baseline of Wordmark is 3/4" from top trim of page.
Logo is flush left at 1/4" from left trim of page. Typographic style follows letterhead.

All Envelopes other than the standard #10 size should print with the same color break, logo, address and typographic style as the institutional #10 envelope.

Paper Stock if Converting:
Strathmore Writing Ultimate White wove 28#.

Paper Stock if prefabricated envelope available:
Strathmore Writing Ultimate White wove 28#.

Paper Stock if above envelope not available:
Standard White wove 28# prefabricated envelope.

Some common size envelopes that would fall in this category are listed below:

Monarch Envelope
Catalogue #10 1/2 (9x12)
Booklet #9 1/2 (9x12)
Business Announcement Size
#10 Peel and Seal
#10 Window Envelope
Monarch Window Envelope

To Obtain a Facsimile Cover Sheet:

Photocopy the Following Page Or Download and print out the PDF file located at the following Web address:

http://www.spelman.edu/about_us/news/pdf/StandardsManual.pdf

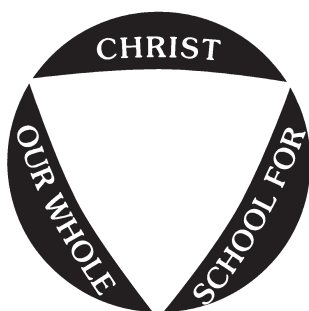
Proper Use of the Spelman College Seal

The seal of a college or university is intended to signify an official document from the institution. Its use should be limited to diplomas, honorary degrees, transcripts, awards and citations from the Board of Trustees and the President, as well as for publications that are produced for formal events (such as Commencement or Presidential Inauguration). It should not be used as a decoration nor should it be printed on paraphernalia, unofficially amended or changed in any way.



The Spelman Seal is a Registered Trademarked symbol.

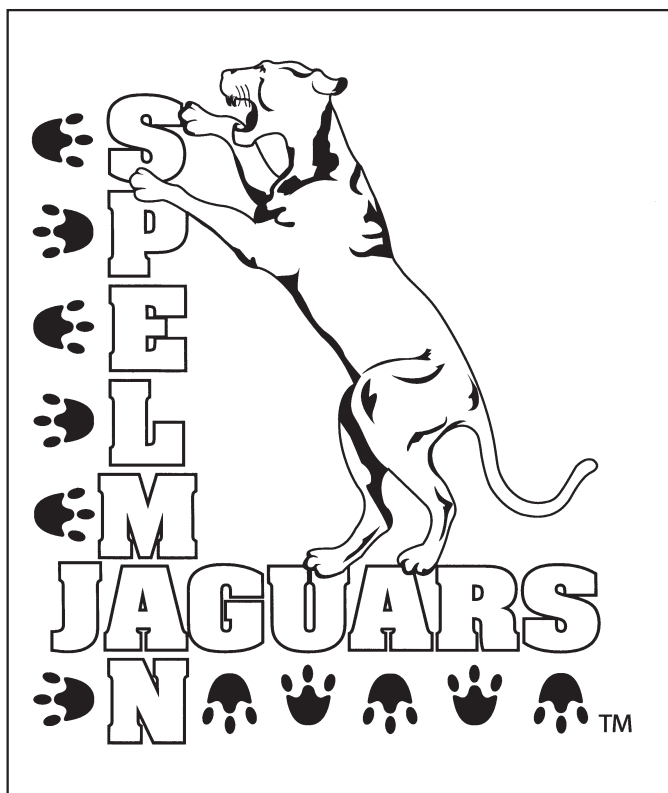
Full Color Separations



PMS 297 Blue



Black



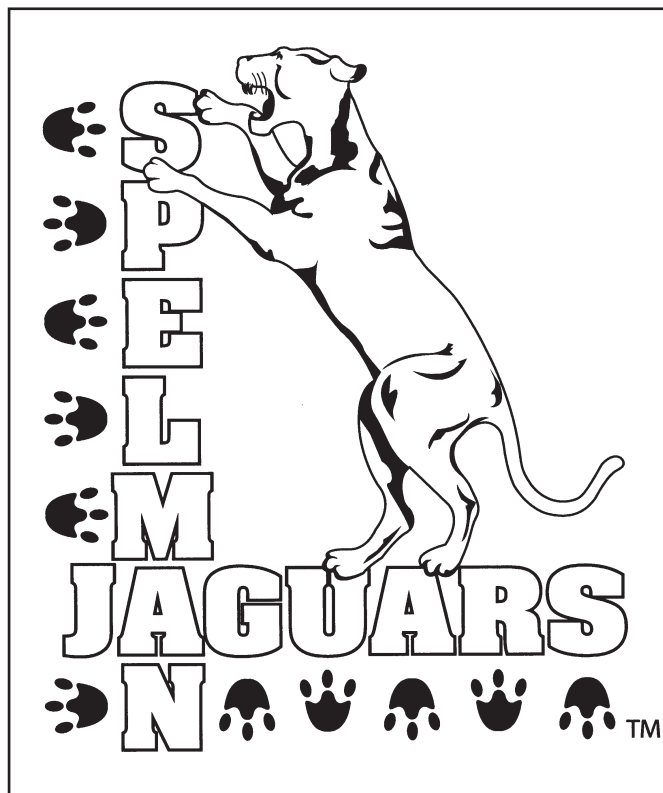
The College Mascot

The Jaguars Mascot artwork and name is a Registered Trademark of Spelman College and may not be used in any form without permission from Spelman College or its agents.

Full Color Separations



PMS 297 Blue



PMS 287 Deep Royal



This guide is also available for download and printing out in PDF form on the Web at: http://www.spelman.edu/about_us/news/pdf/StandardsManual.pdf