VISUAL IDENTITY GUIDELINES

Consistency is key when looking to apply Spelman College marks. This brief guide will help in the general application of these marks.
The name of Spelman College represents academic excellence, leadership, service and achievement. Our outstanding reputation is one of our most valuable assets, and allows us to build on this tradition – not rest on our reputation. 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 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 intentional 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 marketing materials, including publications, electronic communications and applications.
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, Spelman’s name, and the tagline 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 logo type/nameplate, vertical and rectangular signatures are available in electronic files and can be downloaded for reproduction at www.spelman.edu/about-us/logos.

**Primary Logo Signature:**
This image used in its entirety is the primary logo of Spelman College. It is made up of the nameplate, tagline, and the symbol of the College.

The logo is an integrated design unit and should not be rearranged in any way. See page 8 for size and page 12 for color guidelines.

**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 1/2” tall.

See page 9 of this manual for typographic and size guidelines, and page 12 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 10 of this manual for typographic and size guidelines, and page 12 for color guidelines.

**Rectangular Logo Signature:**
This configuration may be used as an alternative for the primary logo above such as when space does not permit use of a horizontal logo. See page 11 of this manual for typographic and size guidelines, and page 12 for color guidelines.
Sizing Guidelines:
The primary logo is 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 distinct 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 right is the minimum 1/2” height that is recommended for reproduction of this horizontal logo.

The logo to the right is smaller than the minimum height recommended. When less than a 1/2” 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 right inside the dotted line. The protective area of the logo is defined according to the height module of the “n”.

The logo must always fit into the protective area, which cannot be obstructed by other graphic elements that could hinder legibility of the brand.

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

Typographic Guidelines:
The official Upper and Lower Case Bodoni typeface must be used with 0 points of tracking.

The nameplate must not be set: in any other typeface or font. The nameplate must not be be bolded, italicized, 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.

Spelman College®

Minimum size to use Nameplate is 10 Point type.

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 of 10 point type.

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.

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 name of the College on the vertical logo should always meet the regulation 10 point 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 right inside the dotted line, depending on the size of the logo. The protective area of the logo is defined according to the height module of the "n".

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

---

**Sizing Guidelines:**
The rectangular logo signature may only be used in applications when the primary logo is unable 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 right is the minimum 1/2" height that is recommended for reproduction of this horizontal logo.

The logo to the right is smaller than recommended. When less than a 1/2" height logo is needed, use one of the alternatives provided.

**Spatial Guidelines:**
Maintain at least as much white space around the logo in the areas shown to the left inside the dotted line. The protective area of the logo is defined according to the height module of the "n".

Do not obstruct the white space designated above with any type or other printed art, rules, borders, or color. Do not place the logo too close to a fold or edge of a printed document.
Preferred Color Usage for Primary Logo Signature:
Whenever a two-color opportunity in print arises, the preferred use of color is shown at right. 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 right.

Vertical Logo Signature:
Same guidelines as the primary logo signature. See right.

Rectangular Logo Signature:
Same guidelines as the primary logo signature. See below right.

Refer to previous page in this manual for proper application of color to the logo.
Stationery Guidelines ■ Institutional Letterhead

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 logo mark 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 should be made into the paper itself. No paper with a custom watermark can be printed only on the specified paper stock.

Institutional letterhead and stationery are limited to Ultimate White 70 lb. with custom Spelman localized watermark. No additional watermarking is allowed. This includes salutation, etc. Set between paragraphs to indicate a new paragraph. Add one extra linespace before and after paragraphs. Use one extra linespace before and after paragraphs. Keep rag right margins. No paragraph should not exceed 1" from bottom trim of page without continuing letter on a second sheet.

Effective typewritten format of letter on institutional letterhead

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 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.

The Contact Information

Bodoni Book font, 10 point

Address Line

Baseline of address line is 1/2” from bottom trim of page. Typeset in Bodoni Book, 8 point.

Paper Stock

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

Size of a Document

8.5 x 11 in. (Standard US Letter)

Position of Logo

Baseline of wordmark is 1” from top trim of page. Logo is flush left at 9/16” from left trim of page.
Stationery Guidelines

Example of Administrative Office Letterhead

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 logmark and wordmark 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.

Stationery Guidelines

Office of the President Letterhead

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 logmark and wordmark 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.
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.

Position of Logo on #10 envelope:
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.

Position of Logo on Mailing Label:
Baseline of wordmark is 7/8” from top trim of page. Logo is flush left at 11/16” from left trim of page. Typographic style follows letterhead.

#10 Envelope Paper Stock:
Strathmore Writing Label Wove Virgin Ultimate White. #10 envelope with standard flap. 70 lb. (virgin is defined as a sheet of paper with no watermark).

Mailing Label Paper Stock:
Strathmore Writing Label Wove Virgin Ultimate White. 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 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.
Stationery Guidelines ■ Miscellaneous Envelopes

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.

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.

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

Paper Stock if Converting:
Strathmore Writing Ultimate White Wove 28 lb.
Paper Stock if above envelope not available: Standard White wove 28 lb. prefabricated envelope.

Reproduction Quality Documents ■ Fax Cover Sheet

To obtain a facsimile cover sheet, go to www.spelman.edu/communications-office.

FAX TRANSMITTAL

Fax Transmittal (This form accompanies a fax that contains confidential and/or legally privileged information intended for use only by the recipient(s) named above. Anyone other than the intended recipient(s) is strictly prohibited from making a copy, reproducing, distributing, or taking action on the information.)

Confidentiality Notice:
The document(s) accompanying this fax contains confidential and/or legally privileged information intended for use only by the recipient(s) named above. Anyone other than the intended recipient(s) is strictly prohibited from making a copy, reproducing, distributing, or taking action on the information.
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 Trademarke symbol.

Full Color Separations
PMS 297 Blue

Full Color Separations
Black
This guide is also available for download and printing at:
http://www.spelman.edu/about-us/administration/communications