

ADRIAN COLLEGE PUBLICATION AND IMAGE GUIDELINES

June 2006



Adrian College has implemented guidelines that shall be followed to maintain the integrity of its image. The Publication and Image Guidelines pertain to publications, uniforms, and the use of Adrian College images. The consistent application and usage of our images will help us build a strong and identifiable brand.

Publications include, but are not limited to: brochures, forms, self-mailers, posters, postcards, news releases, and programs.

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DETERMINING APPROPRIATE GUIDELINES

1) Who is initiating the publication or use of an image?

College office or department – go to question # 2.

Student group – student groups are not required to use approved college images, however, if they choose to use those images, they shall adhere to the Image Guidelines (see page 6.)

2) What is the destination of the publication or use of an image?

Solely on-campus – publications designed solely for students and/or staff are not required to include approved college images, however, if those images are used, they shall adhere to the Image Guidelines (see page 6.)

Both on- and off-campus – go to question #3.

Solely off-campus – go to question # 3.

3) Who is/are the intended audience(s) of the publication or use of an image?

Please note the following definition:

prospective student or prospective parent – students at the beginning of the admissions cycle through the first day of Welcome Week, and their parents

off-campus audience – includes, but is not limited to: trustees, donors, alumni, current parents, local businesses and schools, etc.

Solely prospective students and/or parents – follow Publication Guidelines A (see page 3.)

A broad audience that will include prospective students and/or parents – follow Publication Guidelines B (see page 4.)

Any other off-campus audience - follow Publication Guidelines C (see page 5.)

Publication Guidelines A
(Publications intended solely for prospective students and/or parents)

For brochures:

“Adrian College” or “Adrian” shall appear on the cover in approved colors of black (or a screen of black), white, PMS 8640 metallic gold, PMS 123 gold (uncoated stock), or PMS 1235 gold (coated stock) and in Times New Roman.

The college seal in any approved format and color shall appear on the cover. If the cover is/has a full-color photographic image, the seal in any approved format and color shall appear on the back.

For other publications:

“Adrian College” or “Adrian” shall appear on the front in approved colors of black (or a screen of black), white, PMS 8640 metallic gold, PMS 123 gold (uncoated stock), or PMS 1235 gold (coated stock) and in Times New Roman.

The college seal in any approved format and color shall appear on the outside of the publication.

When a return address is used, it shall be the Adrian College seal, College name, and address (as it is printed on College envelopes) and may be printed only in Times New Roman font.

For all publications:

The college colors of black and gold should always be the first choice. Any decision to use alternate colors shall be made with the knowledge that certain colors will confuse us with other institutions.

In addition to these specific guidelines, all publications should strive to reflect an integrated approach.

Publications that shall follow Guidelines A include, but are not limited to:

admissions materials, financial aid materials for freshmen, athletic recruitment materials, and orientation materials.

Publication Guidelines B
(Publications intended for a broad audience that will include prospective students and/or parents)

For brochures:

“Adrian College” or “Adrian” shall appear on the cover.

The college seal in any approved format and color shall appear on the cover. If the cover is/has a full-color photographic image, the seal in any approved format and color shall appear on the back.

For other publications:

“Adrian College” or “Adrian” shall appear on the front.

The college seal in any approved format and color shall appear on the outside of the publication.

When a return address is used, it shall be the Adrian College seal, College name, and address (as it is printed on College envelopes) and may be printed only in Times New Roman font.

For all publications:

The college colors of black and gold should always be the first choice. Any decision to use alternate colors shall be made with the knowledge that certain colors will confuse us with other institutions.

Publication Guidelines A should be followed in full, where possible.

In addition to these specific guidelines, all publications should strive to reflect an integrated approach.

Publications that shall follow Guidelines B include, but are not limited to:

student handbook, academic catalog, campus security publications, academic services publications, materials for college-sponsored camps and conferences

Publication Guidelines C **(Publications intended for any other off-campus audience)**

For brochures:

“Adrian College” or “Adrian” shall appear on the cover.

The college seal in any approved format and color shall appear on the cover. If the cover is/has a full-color photographic image, the seal in any approved format and color shall appear on the back. If the publication is athletic in nature, the seal may be replaced with an approved Bulldog image; however, the seal should be used whenever possible.

For other publications:

“Adrian College” or “Adrian” shall appear on the front.

The college seal in any approved format and color shall appear on the outside of the publication.

When a return address is used, it shall be the Adrian College seal, College name, and address (as it is printed on College envelopes) and may be printed only in Times New Roman font.

For all publications:

In addition to these specific guidelines, all publications should strive to reflect an integrated approach.

Publications that shall follow Guidelines C include, but are not limited to:

alumni materials, fund-raising materials, news releases, events announcements and programs (athletic events, convocations, theatrical productions, musical concerts, award ceremonies, chapel services, etc.)

IMAGE GUIDELINES

The Adrian College Seal



The seal is the primary mark of Adrian College. It is the most formal and dignified image of the College and must be protected from inappropriate use. It is registered with the States of Michigan and Ohio. Any inappropriate use should be reported to the Vice-President for Business Affairs.

The seal should be chosen when only one image can be used to represent the College (i.e. College signs, advertisements, etc.)

The Adrian College seal shall appear in one of the following approved colors: Black (or a screen of Black), White, PMS 8640 Metallic Gold, PMS 123 “Adrian” Gold (uncoated stock), or PMS 1235 Adrian” Gold (coated stock).



The corner seal is an approved variation of the seal. The corner seal must either bleed off the page or be bordered by a rule and the word “Adrian” must appear in its entirety.

The seal encircled by the mission statement is an approved variation of the seal. It may only be used with the approval of the President’s Office.

No alterations or additions other than those noted above are permitted. Any variation in the design will compromise the integrity of Adrian College’s identity.

The “AC”



The AC is a primary mark of Adrian College. It is a more casual image of the College, but still must be protected from inappropriate use. Any inappropriate use should be reported to the Public Relations department.

The AC may be used by any campus group.

The AC shall appear in the following approved colors: Black (or screens of Black), White, PMS 123 “Adrian” Gold (uncoated stock), PMS 1235 Adrian” Gold (coated stock), or “Adrian” Gold with White outline.

The AC may be used without the words “Adrian College.” All other alterations or additions must be approved by the Public Relations department.

The Adrian College Bulldog leaning on the “A”



The Bulldog leaning on the “A” is a secondary mark of Adrian College. With the exception of the groups listed below, it should not be used when only one image can represent the College (i.e. College signs and advertisements should not use this image.) It is registered with the States of Michigan and Ohio. Any inappropriate use should be reported to the Vice-President for Business Affairs.

The Bulldog leaning on the “A” is only to be used by student groups, Alumni Association, for athletic purposes, and for commercial use by the Adrian College bookstore.

The “A” may not be replaced by any other object. No other alterations or additions are permitted.

The Bulldog leaning on the “A” shall appear in the following approved colors: Black, Gray, White, PMS 123 “Adrian” Gold (uncoated stock), or PMS 1235 Adrian” Gold (coated stock). Color breakdown is as follows: for one-color image – solid imprint in any approved color. For two-color image – printed with “Adrian” gold for sweater and inner portion of the A. For three-color image – printed with “Adrian” gold sweater and inner portion of the A, white teeth and eyes, and gray body.

The Adrian College Bulldog leaning on “Adrian Bulldogs”



The Bulldog leaning on “Adrian Bulldogs” is a secondary mark of Adrian College. With the exception of the groups listed below, it should not be used when only one image can represent the College (i.e. College signs and advertisements should not use this image.)

The Bulldog leaning on “Adrian Bulldogs” is only to be used by student groups, for athletic purposes, and for commercial use by the Adrian College bookstore.

The “Adrian Bulldogs” may not be replaced by any other object and/or words. No other alterations or additions are permitted.

The Bulldog leaning on “Adrian Bulldogs” shall appear in the following approved colors: Black, Gray, White, PMS 123 “Adrian” Gold (uncoated stock), or PMS 1235 “Adrian” Gold (coated stock). Color breakdown is as follows: for one-color image – solid imprint in any approved color. For two-color image – printed with “Adrian” gold for sweater. For three-color image – printed with “Adrian” gold sweater, white teeth and eyes, and gray body. The words “Adrian Bulldogs” must always be printed in solid Black.

The word “Bulldog” must always be spelled correctly in this application. The word “Dawgs” may not be used on any uniforms or other official team equipment or apparel.

In keeping with historical traditions and collegiate spirit, the use of the word "dawg(s)" or "Dawg(s)" may be used as slang to refer to "Bulldog athletic teams or the athletic facilities/complex" for informal use. This includes alumni publications and unofficial apparel.

The Adrian College Bulldog Face



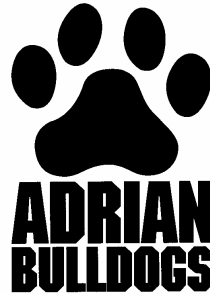
The Bulldog Face is a secondary mark of Adrian College. With the exception of the groups listed below, it should not be used when only one image can represent the College (i.e. College signs and advertisements should not use this image.)

The Bulldog Face is only to be used by student groups, Alumni Association, for athletic purposes, and for commercial use by the Adrian College bookstore.

No other alterations or additions are permitted.

The Bulldog Face shall appear in the following approved colors: Black, Gray, White, PMS 123 “Adrian” Gold (uncoated stock), or PMS 1235 Adrian” Gold (coated stock).

The Bulldog Paw Print



The Bulldog Paw Print is a secondary mark of Adrian College. With the exception of the groups listed below, it should not be used when only one image can represent the College (i.e. College signs and advertisements should not use this image.)

The Bulldog Paw Print is only to be used by student groups, for athletic purposes, and for commercial use by the Adrian College bookstore.

The Bulldog Paw Print shall appear in the following approved colors: Black, White, PMS 123 “Adrian” Gold (uncoated stock), PMS 1235 Adrian” Gold (coated stock), or Black with “Adrian” Gold outline.

The Bulldog Paw Print must be four-toed without claws and have a smooth outline.

The Bulldog Paw Print may be used without the words “Adrian Bulldogs,” however, no other alterations or additions are permitted.

The “A”



The A is a secondary mark of Adrian College. It should not be used when only one image can represent the College (i.e. College signs and advertisements should not use this image) to an off-campus audience.

The A may be used by any campus group.

The A shall appear in block font only in the following approved colors: Black (on screens of Black), White, PMS 123 “Adrian” Gold (uncoated stock), PMS 1235 Adrian” Gold (coated stock), or “Adrian” Gold with White outline.

No variations of this mark are approved.

Alternate College Images

College offices or departments shall not develop their own logos or images. The decision to use clip art or images other than those approved shall be made with the knowledge that the audience will perceive them as logos when used repeatedly.

UNIFORM GUIDELINES

For student uniforms worn by groups that represent the College to external audiences (i.e. athletic teams and cheerleading squad):

All uniforms (including caps, helmets, bags, and bad-weather gear) shall be in “Adrian” Gold, Black, White, or Gray and shall use images that are approved for athletic use.

Alternate images may not be substituted or developed.

The words “Bulldogs,” used on any part of a uniform, shall be spelled correctly. The word “Dawgs” is not approved for official use in relation to Adrian College.

For student uniforms worn by groups that represent the College and remain on campus (i.e. dance team, safety officers, residence life staff, musical ensembles, and orientation leaders):

Uniforms should be in “Adrian” Gold, Black, White, or Gray.

Any decision to use alternate colors shall be made with the knowledge that certain colors will confuse us with other institutions.

AVAILABILITY OF IMAGES

All approved Adrian College images are available at alogo on “Samba 2.2.8a (asa).”

APPROVAL PROCESS

For publications:

Any publication that is intended for an external audience (not solely students or staff) shall be approved the Director of Publications.

For uniforms:

All uniforms will be approved using the existing purchasing approval process. All uniforms (including caps, helmets, bags, and bad-weather gear) shall comply with the guidelines.

There may be instances where deviation from these guidelines is in the best interest of the College. In those instances, the office or department wishing to deviate from the guidelines shall request a review by the Publication and Image Guidelines Committee. Reviews may be scheduled by speaking with the Director of Publications.

RENEWAL OF PUBLICATION AND IMAGE GUIDELINES

The Adrian College Publication and Image Guidelines will be reviewed once every two years by a committee consisting of representatives from the Offices of Public Relations, Alumni Affairs, Student Affairs, Business Affairs and Athletics.