ADRIAN COLLEGE

BRAND GUIDELINES

A COHESIVE GUIDE TO THE ADRIAN COLLEGE IDENTITY



adrian.edu

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THE IMPORTANCE OF BRAND GUIDELINES

Adrian College's brand guidelines establish the standards for the consistent use of the College's visual identity and messaging across all print and digital communications. Adherence to these guidelines is required for all materials representing Adrian College to ensure a unified, professional, and recognizable brand.

Consistent application of the brand guidelines strengthens the College's identity, reinforces credibility, and enhances recognition among prospective students, current students, alumni, employees, donors, and the broader community. All individuals creating or distributing materials on behalf of Adrian College are expected to follow these standards to maintain the integrity and reputation of the Adrian College brand.

A.I. USAGE POLICY

OVERVIEW

Artificial intelligence (AI) is a tool that can support creativity, efficiency and innovation while enhancing the work of the people who use it. When used thoughtfully, AI can assist with brainstorming, content development, research and other creative or administrative tasks while allowing individuals to remain at the center of the decision-making process. AI-generated content should align with Adrian College's brand standards, including its voice, values, visual identity and commitment to authenticity. AI should be used to strengthen and support our brand, not replace the human creativity, judgment and perspective that make Adrian College distinctive.

PLATFORMS

Selecting a trusted AI platform is an important part of using AI responsibly at Adrian College. Employees should understand how an AI platform collects, stores and uses information before entering College-related data or content. Confidential, sensitive, proprietary or personally identifiable information about students, employees or the College should never be entered into an unapproved AI platform. Using reputable and institutionally approved AI tools helps protect Adrian College data, maintain the privacy of our campus community and ensure AI is used securely and responsibly.

Approved platforms are as follows: Chat GPT, Google Gemini, Microsoft Co-Pilot.

PERMITTED USE

AI may be used to assist with brainstorming, writing, proofreading, and creating marketing materials such as posters, flyers, social media graphics, and other promotional content. AI-generated designs must follow the College's established branding guidelines, including approved colors, typography, imagery, messaging, and visual identity standards. Materials created entirely with AI should include a watermark or label identifying them as AI-generated. All AI-generated content must be reviewed by a marketing staff member before publication or distribution to ensure accuracy, professionalism, and brand consistency.

PROHIBITED USE

AI may not be used to create, alter, recreate, or modify any official College logos, wordmarks, seals, athletic marks, or other brand assets. Only approved logo files provided by the Marketing and Public Relations Department may be used. AI should not be used to generate unofficial branding, fabricate or misrepresent College information, or produce materials that do not align with the College's branding standards. If you have questions about appropriate AI use or need assistance with a design, please submit a project request to the Marketing and Public Relations Department through the form located on the department website before publishing or distributing your materials.

COLORS

PRIMARY COLORS

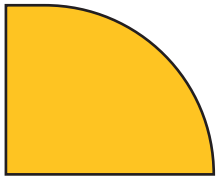
The official colors of Adrian College are black and gold. Designers should be cognizant of how the color swatches will reproduce on various media. Use HEX or RGB values for screen and video work, and CMYK values for print.



Black

C 0 R 0
M 0 G 0
Y 0 B 0
K 100

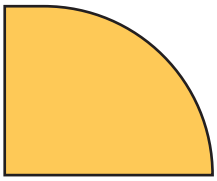
HEX: #000000



Bulldog Yellow
(Coated)

C 0 R 255
M 24 G 195
Y 94 B 37
K 0

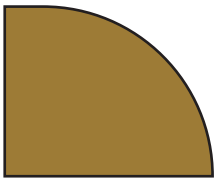
HEX: #FEC325



Bulldog Yellow
(Uncoated)

C 0 R 255
M 22 G 200
Y 76 B 88
K 0

HEX: #FFC858



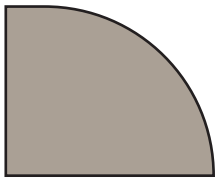
Gold Seal Metallic

C 35 R 156
M 46 G 123
Y 93 B 53
K 13

HEX: #9C7B35

SECONDARY/HIGHLIGHT COLORS

These colors should be the first accent colors considered for marketing materials secondary to the primary colors.



Bulldog Gray

C 35 R 169
M 33 G 159
Y 39 B 148
K 1

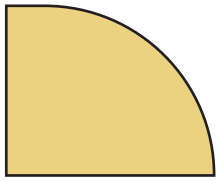
HEX: #A99F94



Dark Gray

C 65 R 64
M 60 G 62
Y 65 B 56
K 51

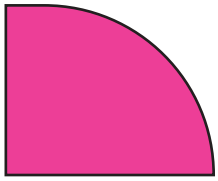
HEX: #3F3D38



Light Gold

C 8 R 236
M 14 G 210
Y 59 B 129
K 0

HEX: #EBD280



Petunia Pink

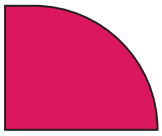
C 0 R 237
M 89 G 64
Y 0 B 151
K 0

HEX: #ED4097

RIBBONS OF EXCELLENCE

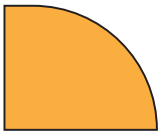
THE RIBBONS

The academic community at Adrian College adopted the Ribbons of Excellence to represent its standards of academic achievement supporting the College's mission statement. The Ribbons of Excellence colors are also available for use as secondary/highlight colors.



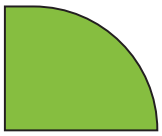
C 9 R 218
M 100 G 26
Y 48 B 93
K 0.42

HEX: #D91A5C



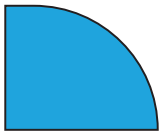
C 0.22 R 250
M 36 G 174
Y 85 B 64
K 0

HEX: #FAAD3F



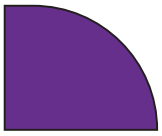
C 53 R 134
M 3 G 190
Y 100 B 64
K 0

HEX: #86BE40



C 72 R 32
M 18 G 165
Y 0 B 222
K 0

HEX: #1FA4DD



C 75 R 101
M 98 G 48
Y 6 B 138
K 0.69

HEX: #652F89



Developing Creativity

Engaging in creative arts; developing creative talents and skills; recognizing and employing figurative expressions.

Caring for Humanity and the World

Making socially responsible decisions; providing service to local and global communities; interacting positively with persons of diverse cultures and backgrounds.

Thinking Critically

Developing critical habits of mind; exploring multiple points of view; raising thoughtful questions, identifying problems and solutions.

Crossing Boundaries and Disciplines

Developing literacy in multiple fields; personifying the liberal arts experience; making connections across disciplines.

Learning Throughout a Lifetime

Continuing to ask important questions; pursuing knowledge in each new age; remaining open to new learning experiences.

LOGOS

PRIMARY LOGO

As the primary identity of Adrian College, this graphic should appear within all marketing materials for the College. It is available in two formats: horizontal and vertical. The logo may be displayed in black, white or Bulldog Yellow. This graphic should appear in its entirety as shown. The logos should not be recreated, altered or modified in any way.



ADRIAN COLLEGE SEAL

The Adrian College Seal is a standalone mark for use on official college documents including diplomas, formal invitations, formal publications and communications. The historic seal has strategic use on marketing materials. It is recommended for use as a graphic element to support the primary logo. It may also be used as a watermark.



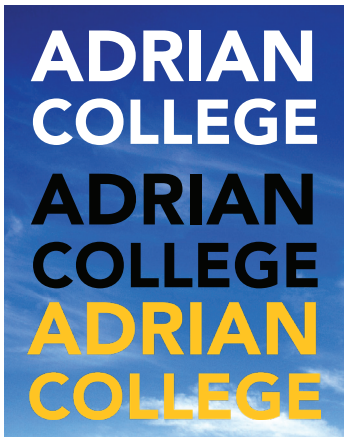
The seal is used with Edwardian Script. This version should be considered for all formal publications and communications.



LOGO PLACED ON IMAGERY

The primary logo of Adrian College can be used as a layer over an image, maintaining that it is still legible. Color should be determined based upon readability and the flow of the design.





SEAL PLACED ON IMAGERY

The seal can be used over top of an image, maintaining its legibility. The seal size and position should be clean and appear in any of the approved primary colors. Color should be determined by legibility and the flow of the design or composition.



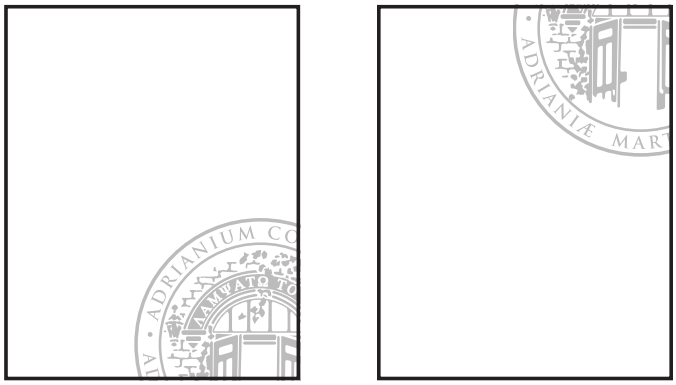
OTHER USES FOR THE SEAL

ADRIAN COLLEGE
110 South Madison Street,
Adrian, MI 49221
1.800.877.2246
adrian.edu

ADRIAN COLLEGE
Department of Chemistry

Corner Seal

For promotional materials, the seal can also be used as a corner element. It should be placed in one of the corners of the layout to ensure recognition. Recommended watermark transparency for this design is 30%.



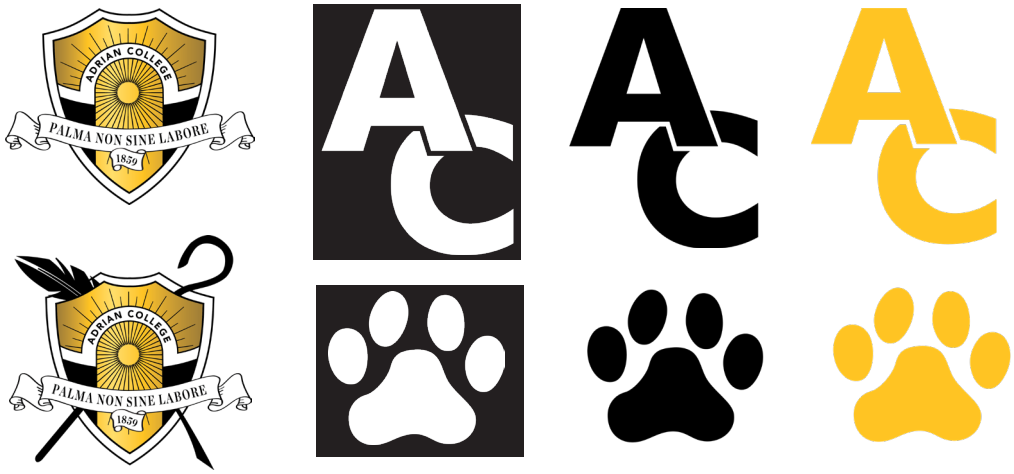
LOGO CLEAR SPACE

When using the horizontal or vertical versions of the primary logo or seal, it should be kept clear of competing text, images and other graphic elements. To accomplish this, there should be at least a 0.25" of space around the graphic.



ADDITIONAL LOGOS

Supporting brand identities include the “Victory Logo,” “AC Logo,” and the “Paw Print.” These graphic elements should be used in conjunction with the primary logo and should adhere to the guidelines.



DEPARTMENT LOGOS

Each department has an official logo provided by the Office of Marketing and Public Relations featuring the Adrian College and department names. This logo should be the primary identifier for all departmental communications and materials to maintain a consistent institutional brand. Any alternate or custom logos must be approved by the Marketing and Public Relations Department before use.





ADRIAN COLLEGE

Institute for Education



ADRIAN COLLEGE | Institute for Education

TYPOGRAPHY

PRINT USE

Adrian College's official typefaces are Avenir and Chronicle. It is recommended to use Avenir font for headlines. For body text: 11 pt. Chronicle Roman with 13 pt. leading; 10 pt with 12 pt. leading is acceptable. Fonts should never appear smaller than 6.5 pt. Other approved and commonly used stylized and decorative fonts can be selected for the headline or support type. Arial and Georgia are approved alternatives for electronic communication.

Fonts are available on the adrian.edu, Marketing and Public Relations webpages, under branding. Contact the Marketing and Public Relations Department if you have any questions.

OFFICIAL TYPEFACES

Official Font:

Avenir Light
Avenir Book
Avenir Roman
Avenir Heavy
Avenir Black

Text Font:

Chronicle Roman
Chronicle Semibold
Chronicle Bold
Chronicle Italic
Chronicle Semibold Italic
Chronicle Bold Italic

Headline/Banner/Decorative Fonts:

Edwardian Script Wingman Crown Ford Marion TOMMASO

GOBOLD COLLEGEBLOCK 2.0 JAWBREAK *LEGACY*

ATHLETIC BRANDING

PRIMARY LOGOS

Adrian College Athletics may use the primary logo on marketing materials and publications. In addition, Athletics also maintains appropriate use for the "Bulldog Leaning on the A" and the "Bulldog Head." The "A" should not be replaced and any other alterations may be submitted to the Sports Information Department and processed by Marketing and Public Relations Department.





LOGO VARIATIONS







TYPOGRAPHY

Adrian College Athletics primarily uses Gobold, College Block 2.0, Legacy and Jawbreak to create a bold, recognizable athletic identity. These typefaces are recommended for headlines, graphics and other prominent athletic applications. Adrian College's official typefaces may also be used when appropriate to maintain consistency with the College's overall brand.

Fonts are available on the adrian.edu, Marketing and Public Relations webpages, under brand guidelines and downloads. Contact the Marketing and Public Relations Department if you have any questions.

GOBOLD COLLEGEBLOCK 2.0

LEGACY JAWBREAK

APPAREL

All Adrian College athletic apparel, including uniforms, jerseys, warm-ups and team apparel, should clearly represent the Adrian College brand. Approved athletic logos and marks should be used consistently and in accordance with established brand standards. All apparel must also include "Adrian College" in a visible location to ensure clear identification with the institution. Logo placement, sizing, color and overall design should maintain a cohesive and professional appearance across all athletic programs.

GRANDFATHERED IN

The "**NCAA MICHIGAN ST. SPARTANS**" font has been grandfathered in for continued use by athletic teams that have previously incorporated the typeface into their established branding, including jerseys, athletic facilities, apparel, and other official materials. This exception is intended to maintain consistency with existing athletic identities while recognizing the historical use of the font.

This exception applies exclusively to athletic teams with an established history of using the typeface. No additional athletic teams are permitted to adopt or incorporate the font into their branding or materials. This policy will remain in effect until further notice to support a more consistent and unified visual identity across Adrian College Athletics.

PERMITTED TEAMS

The following teams are permitted to continue use of the NCAA Michigan St. Spartan font until further notice.

- NCAA Men's Hockey
- ACHA MD1
- ACHA MD2
- ACHA MD3
- Acrobatics & Tumbling
- Men's Golf
- Women's Golf
- Men's Tennis
- Women's Tennis
- eSports
- Dance
- Men's Basketball
- Cornhole
- Baseball
- Strength and Conditioning

A full list of athletic teams allowed to continue to utilize this font can be found on the AC Brand Download Drive through the adrian.edu website.

ACTV BRANDING

PRIMARY COLORS

ACTV uses three brand colors: black, Bulldog Yellow, and white. Use HEX or RGB values for screen and video work, and CMYK values for print.

Black

C 0 R 0
M 0 G 0
Y 0 B 0
K 100

HEX: #000000

Bulldog Yellow
(Coated)

C 0 R 255
M 24 G 195
Y 94 B 37
K 0

HEX: #FEC325

White

C 0 R 255
M 0 G 255
Y 0 B 255
K 0

HEX: #FFFFFF

PRIMARY LOGOS

The ACTV logo has three approved versions. Use the main logo whenever possible, and switch to the secondary or third version when the background or layout calls for it. Main logo: Bulldog Yellow background, all text in black, and the T in white. Secondary logo: White or transparent background, all text in Bulldog Yellow, and the T in black. Third logo: Black background, all text in Bulldog Yellow, and the T in white.



TYPOGRAPHY

ETHNOCENTRIC - RG ITALIC

Ethnocentric Rg Italic is used only for the ACTV logo and should not be used for any other text. Adjust the tracking until the C and the T connect. Text colors follow the three logo versions listed previously.

GoBold

Go Bold is the ACTV title font. Use it for titles, intros, and any other prominent text, and always set it in all caps. The standard style is GoBold High Bold Italic. The Uplow and Extra 1 styles may only be used with approval from the Streaming Coordinator or a member of the Adrian College Marketing Department.

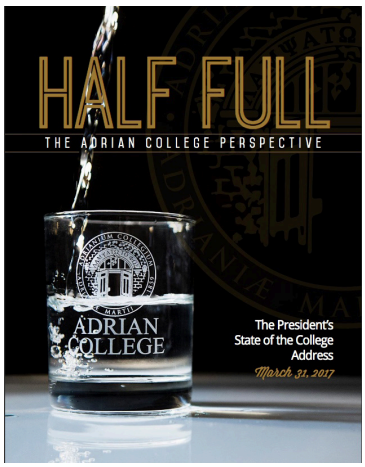
Avenir

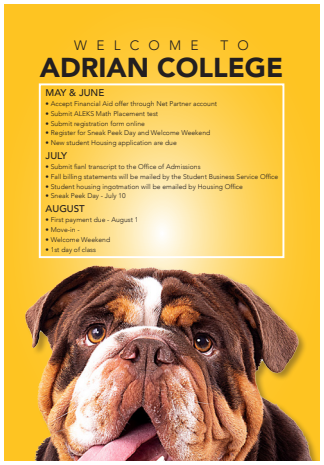
Avenir is the main Adrian College font and can be used for any body text. For academic video endings, including web addresses and social media handles, use Avenir Book in all lowercase (for example, adrian.edu or @adriancollege).

PRINT DESIGN

PUBLICATION DESIGN

Adrian College maintains a contemporary, modern feel to its promotional and print design. External publications consist of clean lines and strict grid layout. Examples of the existing Adrian College brand in print are outlined below.







PRINT | RETURN ADDRESS

When developing envelopes, information should include the official seal, department name and mailing address.

Two color printing option

ADRIAN COLLEGE **(10 pt Avenir Black, ALL CAPS, color: black)**
Department *(9 pt Chronicle Italic, color: black, leading 11pt)*
110 S. Madison St.
Adrian, MI 49221
(9 pt Chronicle Roman, color: black, leading 11pt)

One color printing option

ADRIAN COLLEGE **(10 pt Avenir Black, ALL CAPS, color: black)**
Department *(9 pt Chronicle Italic, color: black, leading 11pt)*
110 S. Madison St.
Adrian, MI 49221
(9 pt Chronicle Roman, color: black, leading 11pt)

CORRESPONDENCE

DIGITAL | EMAIL SIGNATURE

The recommended email signature layout includes: name, title, department, office phone number, email, with either a link to the Adrian College homepage or your individual departent, institute or department web page, and mailing address.

Optional elements may include a college-related award or college related social media.

Sender Name
Title
Department
Office: 517-264-XXXX
Email: @adrian.edu
adrian.edu
110 S. Madison St, Adrian, MI 49221

POWERPOINT | FLYER/POSTER DESIGN

When creating a PowerPoint, please reach out to the Marketing and Public Relations Department for the branded template.

When creating a poster or flyer, the style should remain simplistic. Please reach out to the Marketing and Public Relations Department for assistance in creating your design to maintain brand consistency.



PHOTOGRAPHY

PHOTOGRAPHY REQUESTS

Photography requests can be made through the Marketing and Public Relations Department. Submitted photos should portray the Adrian College experience through academic, athletic, and campus life. Use of photography should be limited to appropriate and approved images.



Campus:

Images of campus should have depth to showcase the beauty of the grounds and buildings. Photos using distinctive angles and dramatic lighting are preferred.



Student Life:

Student photography should capture daily campus life while portraying a modern, positive atmosphere and the meaningful relationships students share with faculty and peers.



Academic:

These shots should highlight engaging academic environments, campus departments and the meaningful relationships between students and professors.

SOCIAL MEDIA

ACCOUNTS | POSTING

Listed below are the official Adrian College social media sites. Please submit any photos for social media posts to Marketing and Public Relations department through the "Submit a Photo" form.

To discuss strategy or appropriate use of any affiliate social media platform, contact the Marketing and Public Relations Office.

FACEBOOK
Adrian College

VIMEO
Adrian College

INSTAGRAM
@AdrianCollege

YOUTUBE
AdrianCollegeTV

TIKTOK
@AdrianCollege

LINKEDIN
Adrian College

X
@AdrianCollege

FLICKR
AdrianCollege

THREADS
@AdrianCollege

ADRIAN COLLEGE

