

Albion College

Visual Identity Guidelines & Strategy



Albion College

Contents

1.	Introduction	pp. 3-5
2.	Primary Identity	pp. 6-12
3.	Affinity Identities	pp. 13-17
4.	Color	pp. 18-20
5.	Typography	pp. 21-27
6.	Photography & Videography	pp. 28-29
7.	Social Media	pp. 30-34
8.	Additional Resources	pp. 35-36

1. Introduction

Visual Identity Guidelines & Strategy



Introduction

Boldness, tenacity and passion in the pursuit of public purpose: this is Albion College.

At Albion, we believe in education with purpose.

Our students pursue an Albion education in order to apply their multi-disciplinary learning to the complex challenges of today's world. Our alumni live out lives of purpose in pursuit of a better future. Our staff and faculty are drawn to Albion out of a desire to be part of something bigger.

Purpose can only be realized in a space where different views and perspectives are approached with empathy and respect. We embrace not just diversity, inclusion and equity, but true belonging. We are committed to building

a campus where every member of our community to feel like they belong at Albion, and Albion belongs to them.

Purpose breeds action. The experiential, hands-on learning that Albion champions engages students beyond the classroom. At Albion, students and faculty collaborate to put concepts into action and apply learning to real-world problems.

At Albion, we live the values of purpose, belonging and action every day.

Just as we use particular language to communicate about the work we do at Albion, we also use a cohesive visual system in everything we create. Color, texture, fonts and graphic language help to communicate Albion's bold mission and vision so that our audience instantly understands that everything we do is connected.

Why Visual Identity Matters

This visual identity guide was created to help you tell Albion's story in a consistent, compelling and meaningful way.

Albion's visual identity incorporates the visual components that are uniquely Albion: the colors, fonts, logos and graphics. These components communicate who we are visually, instilling a sense of pride and belonging. They also ensure that materials produced by the College are recognizable and consistent.

This document contains our core visual elements. These are tools that can be used by all divisions, institutes, programs, departments and offices within Albion College

to create recognizable and professional marketing and communications materials. This document is a resource to support you in maintaining clarity and consistency in your design work.

Use these guidelines in conjunction with Albion's editorial guide and messaging strategy to create a visual and verbal framework for everything we say, do, print and photograph. This will ensure that everything we use to communicate tells the same overarching story.

Visual communications best practices continue to evolve and not every situation may be represented in this document. For questions regarding Albion's visual identity guidelines, contact the Office of Communications: communications@albion.edu.

2. Primary Identity

Visual Identity Guidelines & Strategy

Primary Identity

Albion College's primary visual identity is our main identifying mark. Our visual identity, or logo, is a signature that represents our heritage of academic excellence within the liberal arts tradition.

When used consistently and properly with the other elements of the College's visual identity, the logo projects a clear, memorable identity that builds recognition for Albion.

This logo is the primary element of Albion's visual identity. It anchors the College's branding, and, together with the color palettes, typefaces and graphic elements laid out in this document, forms our visual identity. Only reproduce the logo as shown in these guidelines.



Logo Compositions

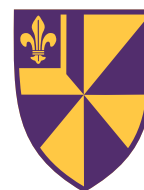
There are two logo compositions for the Albion College primary identity: horizontal and stacked.

Horizontal

The horizontal logo composition is the primary expression of Albion's visual identity. The Albion College logo consists of two parts: the shield and the wordmark. The wordmark must always be locked up with the shield, with a distance between the two that is equivalent to the shield's width. This composition is ideal for horizontal banners, mastheads, footers and landscape compositions.

Stacked

The stacked composition, which features the shield and the wordmark, is ideal for vertical or square compositions, such as covers, clothing, graphic icons and other square or narrow treatments.



ALBION
COLLEGE



Albion College

Shield

The Albion College shield is a mark of our history and identity. It speaks to our strong academic heritage and is a source of pride.

On printed and digital materials, the shield should only be used as a replacement for Albion's logo when "Albion College" appears prominently in an adjacent treatment, such as in the masthead of a website or a publication.

When separated from the Albion College logotype, the shield can be used as a graphic element.

Spacing & Sizing

The wordmark in Albion College's horizontal logo must always be locked up with the shield. In the horizontal composition, it is locked with a distance between the two that is equivalent to the shield's width.



In order to ensure legibility, the Albion College logo must appear at a size that retains its details. The horizontal logo has a minimum size of 1.5 inches wide, and the stacked 1 inch.



The Albion College logo should be surrounded by clear space that does not contain text or graphic elements. The minimum clear zone around the logo should be equal to the height of the shield in the horizontal logo or the height of the text in the stacked logo, each rotated 90 degrees.

Color Applications

To allow for broad and flexible use, each Albion College logo composition is available in four different applications: four-color, two-color, one-color, grayscale and knockout (white).

In general, the two- or four-color versions of the logo are preferred. Logo files should be selected based on contrast with the background color, clarity and unity with the other colors used in the design. Avoid placing the logo over photos or busy backgrounds.



Albion College



Albion College



Albion College



Albion College



Albion College



Albion College

Proper Use of Logo

The Albion logo is our primary identifying mark, and, as such, it should be presented in a way that communicates the quality and consistency of our brand.

The Albion College logo may not be altered in any way. This includes, but is not limited to, redrawing, recoloring, altering the aspect ratio (stretching or compressing), adding additional colors, text or typefaces, trimming, isolating, cropping or using all or part of the logo within a new logo or design.

The file resolution should be high enough that the file appears clear and crisp.

The logo should appear fully and not be obscured: no part of the logo may be obscured by design elements. It may not be altered with the use of shadows or tint screens that change its colors and/or color contrast.



Do not stretch horizontally or vertically.



Do not break apart, crop, cover, or alter logo.

Do not edit text or typeface.



Do not recolor.

Avoid busy backgrounds.



Do not apply drop shadow.

Do not alter colors or apply tint screen.

Accessing and Using Logo Files

To access the Albion College logo files, including affiliate logos for departments and centers, contact the Office of Communications: communications@albion.edu.

Resolution

To print correctly, high-resolution graphics must be at least 300 ppi (pixels per inch) at the actual size at which they will appear. On-screen resolution for digital presentation, such as for web and email, is much lower, and the logo should be at least 72 ppi at the actual size it will appear on the screen.

File Type

- When working in Adobe InDesign, Adobe Illustrator, and Adobe Photoshop, EPS OR PDF logo files should be used.
- When working in MS Office or the Google Suite, PNG or JPG logos files should be used.
- When working on the web in email or on social media, PNG or JPG logo files should be used.

3. Affinity Identities

Visual Identity Guidelines & Strategy

Affinity Identities

The Albion logo can be integrated with the names of the programs, centers, institutes, and departments that make up the College.

These lockups consist of adding a rule below “Albion College” with the name of the program, center, institute, or department set in Tiempos Text Medium. The same color, size, and spacing guidelines apply to these lockups as the main Albion College logo.

Shown here are the logo lockups for the institutes, centers, and other special programs at Albion College.

For help obtaining other Albion lockups, contact the Office of Communications. communications@albion.edu.



Albion College

Office of Enrollment Management



Albion College

Office of Institutional Advancement



Albion College

Prentiss M. Brown Honors Program



Albion College

Gerald R. Ford Institute for Leadership
in Public Policy and Service



Albion College

Foundation for Undergraduate Research,
Scholarship, and Creative Activity

The Presidential Seal

The presidential seal features the Albion College motto, “Lux Fiat” (“let there be light”), and is used in presidential communications and for events hosted by the Office of the President, such as matriculation and the presidential inauguration.

The presidential seal should only be used with permission from the Office of the President and the Office of Communications.

For more information about when and how to use the presidential seal, contact the Office of Communications: communications@albion.edu.



Albion Athletics

Albion Athletics has a unique visual identity that compliments the branding of Albion College. The Albion Athletics brand includes fonts, colors, logo and graphic elements, including Brit, the Albion College mascot.

Athletics branding should only be used in conjunction with official Albion Athletics communications.

Permission should be obtained from Albion Athletics before using the Athletics logo or other elements of their brand. These elements should not be mixed with Albion College branding.

For more information about when and how to use Albion Athletics branding, contact the Office of Communications: communications@albion.edu.



The Philadelphia Center

The Philadelphia Center, an off-campus experiential learning program managed by Albion College, is designed to provide college students from across the country with an independent living and learning experience while earning college credit.

The Philadelphia Center has a unique visual identity that sits separately from that of Albion College. It is

managed by the Albion College Office of Marketing and Communications.

The Philadelphia Center logo should only be used in conjunction with official Philadelphia Center communications.

Permission should be obtained from The Philadelphia Center or the Albion College Office of Communications before using the logo.

For more information about when and how to use The Philadelphia Center logo, contact the Office of Communications: communications@albion.edu.



4. Color

Visual Identity Guidelines & Strategy



Primary Palette

The colors associated with Albion College are a key element of our visual identity. They speak to our bold mission and vision and our rich legacy.

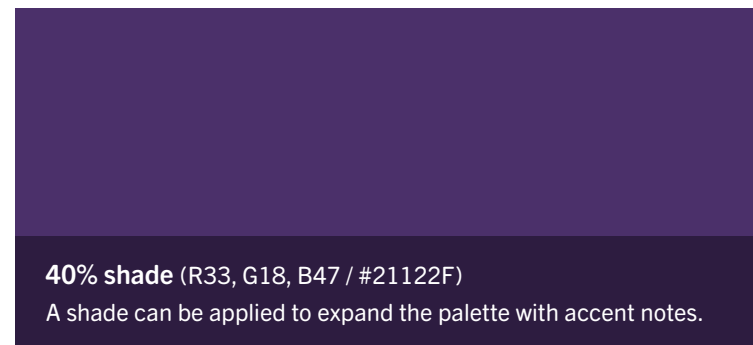
Our primary colors are purple and gold. These colors make our materials instantly recognizable. They are a source of pride and identity at Albion and should be used in all print and digital design work.

Use the PANTONE, RGB, CMYK and Hexadecimal reference numbers listed here to ensure consistency in color use.

PANTONE is the industry standard color guide for printing and design work. CMYK is used for four-color printing, RGB for computer and electronic displays and HEX for web design.

Legacy Purple

PANTONE: 269
CMYK: C80, M95, Y0, K35
RGB: R75, G48, B106
HEX: #4B306A



Legacy Gold

PANTONE: 1225
CMYK: C0, M19, Y79, K0
RGB: R255, G200, B69
HEX: #FFC845

Secondary Palette

Our secondary palette consists of colors that compliment our primary palette and can be used for supporting elements like accents, backgrounds and text.

The colors in our secondary palette have been selected for their ability to work in harmony with our primary purple and gold. They allow for broader expression of our visual identity. Our secondary colors should never be used in a way that overpowers our primary palette.

The full range of grays between CMYK 0/0/0/0 and CMYK 0/0/0/100 may be used as part of our secondary palette. In general, pale grays should be used for backgrounds and dark grays should be used for text.

Teal

PANTONE: 322
CMYK: C100, M6, Y35, K32
RGB: R0, G116, B122
HEX: #00747A



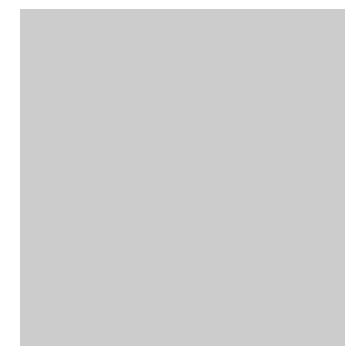
Light Blue

PANTONE: 297
CMYK: C51, M0, Y1, K0
RGB: R140, G200, B230
HEX: #8CC8E6



Dark Gray

CMYK: C0, M0, Y0, K80
RGB: R51, G51, B51
HEX: #333333



Light Gray

CMYK: C0, M0, Y0, K20
RGB: R204, G204, B204
HEX: #CCCCCC

5. Typography

Visual Identity Guidelines & Strategy



Standard Typefaces

Consistent typography is one of the best ways to make our design professional and recognizable. Having a defined type style is vital to Albion College's visual identity.

Tiempos is Albion College's primary serif typeface family and is used Albion College logo. It is bold, sophisticated, and comes in a variety of weights and styles. There are two variations: Tiempos Headline and Tiempos Text.

Tiempos Headline is specifically designed for use at point sizes 30 and above. Tiempos Text has slightly less stroke contrast and should be used as body copy at point sizes 30 and below, and at a minimum of point size 10.

Trade Gothic Next is Albion College's primary sans serif typeface family. It is contemporary, clean and comes in a breadth of weights and styles. It can be used for headlines and body copy, at a minimum of point size 10.

Having multiple typeface options allows for flexibility and creative expression. Serif typefaces work best for body copy in print materials, and sans serif typefaces work best for body copy on screens.

On the following pages are a few examples of the typeface options that are available within each family. Where these typefaces are unavailable, use the alternate typefaces on Page 27.

Trade Gothic Next

Tiempos Text

Tiempos Headline

Tiempos Headline

Tiempos Headline, our header serif font, lives within the Tiempos family. It is available in light, regular, medium, semibold, bold and black weights. Tiempos Headline should be sized at 30 points and above. It should not be used for body copy; instead, use Tiempos Text.

LIGHT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

MEDIUM

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890



Tiempos Text

Tiempos Text, our body serif font, lives within the Tiempos family. It is available in regular, medium, semibold and bold weights. Tiempos Text should not be used at sizes above 30 points; instead, use Tiempos Headline.

REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

REGULAR ITALIC

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890*

MEDIUM

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

BOLD

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Trade Gothic Next Lt Pro

Trade Gothic Next Lt Pro is the standard font family within our sans serif typeface, Trade Gothic Next. It has a classic, clean look and is available in a broad range of weights and variations.

LIGHT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

ITALIC

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890*

BOLD

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Trade Gothic Next Sr Pro

Trade Gothic Next Sr Pro lives within the Trade Gothic Next typeface family. It's edges are rounded, unlike the more angular Trade Gothic Next Lt Pro. It is available in compressed, condensed, regular and heavy variations.

REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

CONDENSED

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

BOLD
CONDENSED

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Alternate Typefaces

Alternate typefaces may be used in MS Office and on the web if Tiempos and Trade Gothic Next are not available. Georgia may be used in place of Tiempos. Roboto may be used in place of Trade Gothic Next in the Google Suite, and Arial in MS Office.

GEORGIA

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

ROBOTO

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

GEORGIA
BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

ARIAL

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890



6. Photography & Videography

Visual Identity Guidelines & Strategy

Photography & Videography

Images and video are a compelling and impactful way to tell Albion's story.

Whether designing marketing materials or sharing a post on social media, photos and videos make your message lively and accessible. When selecting visual assets for print or digital materials, professionally taken photos make the best impression. The Office of Communications maintains an archive of professionally shot photos, videos and b-roll. Use one or two larger images to clearly communicate your points, rather than several small images.

If you don't have access to professionally-shot photo or video, ensure that your materials are well-lit, the image is crisp and clear, the horizontal and vertical line up and the composition focuses on the central subject.

Accessibility

When using photos and videos in a digital environment it is important to ensure that they are presented in a way that is accessible for all. Albion's social media policy provides more information about digital accessibility, and can be found at albion.edu/community-guidelines.



Ensure you have permission from all featured individuals before publishing photos and videos. To request photo or video content for a project, or to inquire about professional services, contact the Office of Communications: communications@albion.edu.

7. Social Media

Visual Identity Guidelines & Strategy

Social Media

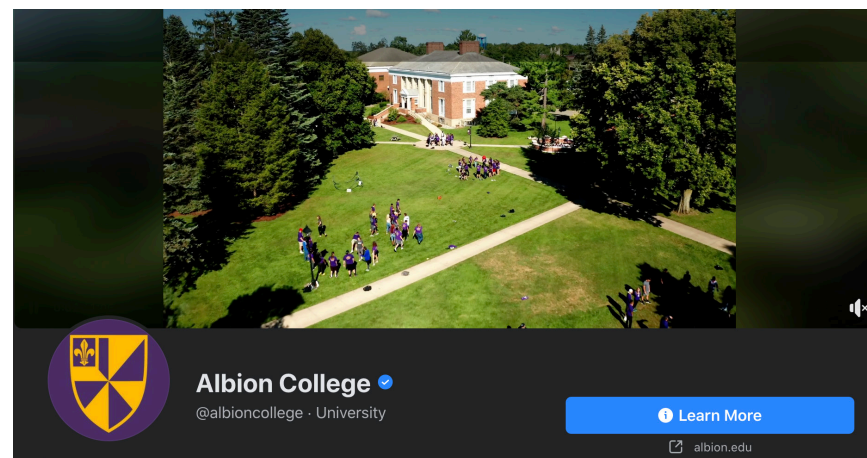
Social media offers unique opportunities to build community and share the work of your department, division, team or campus center.

To help build recognition for account, your visual and text identifiers should be as uniform as possible, and should communicate your unique role within the College.

Cover Image

Cover images or videos should be good quality, relevant and engaging. Keeping these consistent across platforms, especially when you are starting out, will help your audience immediately recognize your platform. Avoid using text in your cover photo - instead, let a strong visual do the talking.

If you need support obtaining professionally-shot images for social media, contact the Office of Communications: communications@albion.edu.



Account Name

Your account name or handle should match across platforms, for instance:

- facebook.com/AlbionCollege - “Albion College”
- twitter.com/AlbionCollege - “Albion College”

Include Albion College in the name of your page and handle. This makes your page instantly recognizable and easily searchable. For instance:

- [@AlbionPhysics](#) - “Albion College Department of Physics”

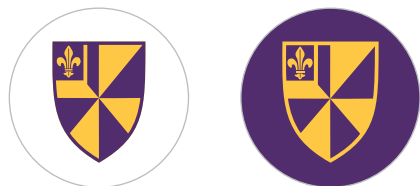
Avatars

To support brand recognition across College social media accounts, Albion offers avatar guidelines for institutional accounts.

Profile pictures, or avatars, are visual identifiers for social media accounts. To build recognition, use the same avatar across all social media platforms. Ensure that your avatars are unique to accounts to help your audience differentiate between different Albion-affiliated social media presences.

College Umbrella Channels

The Albion College umbrella channels use the full color shield on a white background, or the gold shield on a purple background. To maintain consistency and clarity, these avatars should be reserved for the College's umbrella channels.

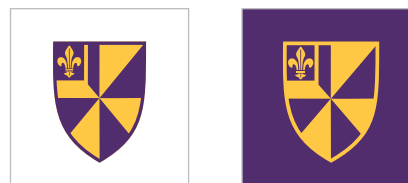


Social Media Policy

The Office of Communications leads College-wide social media strategy. All institutional social media accounts (those representing a department, division, team, campus center or location within Albion) must conform to the College's social media policy, which can be found at albion.edu/community-guidelines.



Avatars should have sufficient negative space around them that the whole graphic is visible within the frame. The graphic should be centered.



Athletics Avatars

Albion College Athletics has its own distinct identity that should be reflected in social media avatars for Athletics-affiliated accounts. **Athletics branding should only be used in conjunction with official Albion Athletics communications.**

Athletics Umbrella Channels

The Albion College main social media channels use the block “A” or the Brit shield. To maintain consistency and clarity, these avatars should be reserved solely for the College’s main athletics channels.



Athletics Affinity Channels

Team and athletic group accounts should use their designated block “A” logo with their team name, or the Brit graphic created for the team/group.

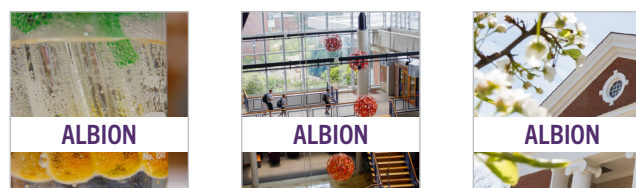


Affiliate Avatars

Albion offers branded avatars for social media accounts representing divisions, departments and campus centers within the College. These help to maintain consistency while communicating the unique purpose of each account. To obtain a new branded avatar or discuss a custom avatar, email communications@albion.edu.

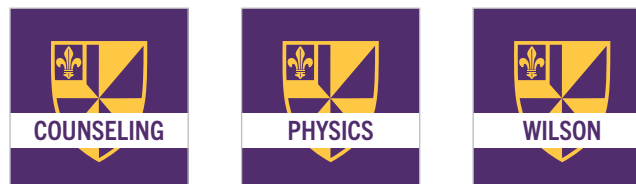
Photo Option

An photo representing the scope/purpose of the division department or campus center with the Albion name in a horizontal band.



Shield Option

The gold Albion College shield with the name of the division department or campus center in a horizontal band.



8. Additional Resources

Visual Identity Guidelines & Strategy

Additional Resources

Albion College's communications and marketing team is here to support internal and external community members and vendors in realizing our visual identity.

For more information on:

- The College's visual identity guidelines and strategy
- Accessing new logo files
- Requesting a new lockup or social media avatar
- Accessing graphics, fonts, photos or videos
- Approving new graphic work or design collateral
- Developing signage or initiating a new creative project

Contact

The Albion College Office of Communications:
communications@albion.edu.



Thank you for partnering with us to tell Albion's bold story. Together, we can the share the purpose, belonging and action that characterize the Albion experience in a way that resonates with our audience and builds recognition and pride in our local and global communities.



albion.edu