## Contents

1. Introduction ...................................................... p3–5
2. Logo Standards .................................................. p6–10
3. Color ............................................................... p11–16
4. Typography ....................................................... p17–23
5. Photography ...................................................... p24–27
6. Graphic Language .............................................. p28–33
7. Bringing It to Life .............................................. p34–47
1 Introduction
Who is Albion?

The world today is full of complex issues and challenges. The environment. The economy. Government and politics. Health care. Facing these challenges head on will require new thinking, unconventional ideas, and the willingness to take action and try new solutions.

We need people prepared to turn critical thought into action, solving problems in a hands-on way. People prepared to be thoughtful, but with a bias for action.

Albion College has carefully focused its resources to create a campus environment precisely for students like this: Thinkers. Doers. Leaders. Our robust liberal arts core provides the critical foundation. Our renowned institutes offer specialized expertise in business and management, healthcare, the environment, and public policy. Our rich and actively engaged alumni network represents leadership success. Together, they create a bias for action that will have an immediate impact in this century—and on a global stage.
Why are these guidelines important?

Our guidelines contain a set of core elements that come together to create an identity that is distinctly Albion. These are tools that can be used by all institutes, programs, departments, and offices to form recognizable and professional pieces of communication.

This document is not meant as a way to stifle creativity, but as a means to maintain consistency. Use these guidelines to create a consistent visual and verbal framework for everything we say, do, print, and photograph. This will ensure that everything we use to communicate with the world tells the same story.
2

Logo Standards
The Albion College logo is our main identifying mark. It’s a signature that represents our heritage and strong academic programs that drive us. Our logo is also a stamp of quality and must be present on all College-generated communications. Only reproduce the logo as shown in these guidelines.

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.

The shield may be used on its own as a graphic element. See page 33.

When possible, maintain a clear zone around the logotype, using the height of the shield as a guide. The logo must never appear smaller than 1.5 inches wide.
The two- or four-color versions of the logo are preferred. If a one-color application is necessary, the logo may be used as shown in PMS 518, PMS Warm Gray 11, or black. The logo may also be knocked out in white.

Avoid placing the logo over photos.
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, please contact the Office of Marketing and Communications.
3
Color
Our primary colors are purple and gold. These colors are a source of heritage and pride at Albion and should be a part of everything we create. Our Legacy Purple and Legacy Gold remain unchanged, but we’ve expanded our core palette to include Rich Purple and Rich Gold. These two colors add depth and dimension to our primary color palette.

To see how our colors are split based on audience, see page 14. When possible, spot colors should be used to maintain consistency. Only use the CMYK, RGB, and web values listed here. These colors should never be used as screen tints.

### Legacy Purple
Pantone 269

- **Process Color**: C80/M95/Y0/K35
- **RGB Color**: R75/G48/B106
- **Web Color**: #4B306A

### Legacy Gold
Pantone 124

- **Process Color**: C0/M27/Y100/K0
- **RGB Color**: R234/G171/B0
- **Web Color**: #FFBB00

### Rich Purple
Pantone 518

- **Process Color**: C70/M100/Y55/K25
- **RGB Color**: R89/G32/B65
- **Web Color**: #592041

### Rich Gold
Pantone 1245

- **Process Color**: C0/M28/Y100/K18
- **RGB Color**: R214/G157/B0
- **Web Color**: #D69D00
Our secondary palette consists of light blue and a family of warm grays. These are used to complement the primary colors of purple and gold, but should never overpower them.

While Warm Gray 2, 7, and 11 are shown here, the entire range of Warm Grays from 2–11 is available for use. Only use the CMYK, RGB, and web values listed here. These colors may be used as screen tints.

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone Code</th>
<th>Process Color</th>
<th>Web Color</th>
<th>RGB Color</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Light Blue</strong></td>
<td>297</td>
<td>C51/M0/Y1/K0</td>
<td>R140/G200/B230</td>
<td>8CC8E6</td>
</tr>
<tr>
<td><strong>Warm Gray</strong></td>
<td></td>
<td>C4/M5/Y7/K10</td>
<td>D5D2CA</td>
<td>R213/G210/B202</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C14/M19/Y21/K38</td>
<td>988F86</td>
<td>R152/G143/B134</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C23/M32/Y631/K64</td>
<td>675C53</td>
<td>R103/G92/B83</td>
</tr>
</tbody>
</table>
It’s important to maintain a sense of balance and hierarchy when using color in our design. Use this diagram and the diagrams on the following pages as guides to using color proportionately within a layout.

**Color Balance**
**Admission**

For admission communications, only Rich Purple and Rich Gold are used. Color is heavily used because these pieces are primarily emotional and sales-based materials.

Although percent values are given, this is intended as a guide and not as a strict ratio.

---

**Primary Rich Colors—50%**

---

**White Space—40%**

---

**Secondary Colors—10%**
Color Balance

**Current Students, Faculty, and Staff**

For current students, faculty, and staff, a mixture of Legacy Purple and Legacy Gold and Rich Purple and Rich Gold is used. Rich Purple and Rich Gold should be used in the majority of situations, such as all newly created marketing materials. Legacy colors should be used in more visible and long-term situations, such as signage and wayfinding. Since these pieces are more logical and information based, we use more white space and few heavy areas of color.

Although percent values are given, this is intended as a guide and not as a strict ratio.

**Primary Rich Colors—40%**

![Primary Rich Colors](image)

**White Space—50%**

![White Space](image)

**Secondary Colors—10%**

![Secondary Colors](image)
Color Balance

Alumni and Development

Alumni materials are emotional and informative at the same time. Because of this, we use a lot of white space mixed with Legacy Purple and Legacy Gold. No Rich Purple or Rich Gold are used for this audience. Also note that no light blue is used within the secondary color palette.

Although percent values are given, this is intended as a guide and not as a strict ratio.
4 Typography
Consistent typography is one of the best ways to make our design professional and recognizable. Having a defined type style is vital to our graphic identity. Our primary typeface family is Tiempos. It’s clean, sophisticated, and comes in a variety of weights and styles. There are two main versions: 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 at point sizes 30 and below.

The Tiempos family can be used for headlines, body copy, captions, callouts, and figures. Its wide range of styles allows it to be toned up or down depending on voice.
Tiempos Headline works best with tighter leading, kerning set to optical spacing, and slightly negative tracking. For example, body copy could be set at 68 points over 72 points of leading with -10 tracking.

Italic fonts are also available for all weights of Tiempos Headline.
Tiempos Text works best with generous leading, kerning set to optical spacing, and slightly negative tracking. For example, body copy could be set at 11 points over 14 points of leading with -10 tracking. Never use Tiempos Text at sizes above 30 points.

Italic fonts are also available for all weights of Tiempos Text, as well as old-style figures and proportional small caps.
Our supporting typeface is Bureau Grotesque. Bureau is bold and full of character. There are some very specific ways in which we use it.

We mainly use Bureau in large, arresting statements placed over photography and inside callout boxes. It can also be used in smaller headlines, captions, or short body copy when visual contrast from Tiempos is needed.
We use three styles of Bureau Grotesque. Bureau Compressed Black should only be used for large, bold statements placed over images inside callout boxes, but can also be used as a headline. Use in all capitals with tight leading and tracking.

BUREAU GROTESQUE COMPRESSED BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Bureau Book should only be used for shorter body copy and captions. It works best with generous leading, kerning set to optical spacing, and slightly negative tracking. For example, body copy could be set at 11 points over 14 points of leading with -10 tracking.

Bureau Grotesque Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bureau Bold should only be used for smaller headlines, either within body copy or supporting Tiempos. Never use in all capitals.

Bureau Grotesque Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890
Alternate Fonts
Georgia may be used as an alternate typeface in presentations, Word documents, and on the web if Tiempos is not available.

Georgia

\[
\text{ABCDEFGHIJKLMNOPQRSTUVWXYZ}\quad \text{abcdefghijklmnopqrstuvwxyz}\quad \text{1234567890}
\]

Impact may be used as an alternate typeface in presentations, Word documents, and on the web if Bureau Grotesque is not available.

Impact

\[
\text{ABCDEFGHIJKLMNOPQRSTUVWXYZ}\quad \text{abcdefghijklmnopqrstuvwxyz}\quad \text{1234567890}
\]
5
Photography
At Albion College, we face challenges head on to create an impact not only in our communities, but in the world. We have a strong photography style that reflects this boldness in an immediate and engaging way.

Whether you’re shooting our campus or the people on it, our primary style of photography is bold, straight on, and striking. Photos are slightly desaturated and warm.
Albion College has a complex story to tell, and supporting photography is sometimes needed to help tell it. It should be unposed, keeping the camera at natural angles to the subject.

These shots should be used to add depth and meaning to what we’re saying, whether we’re talking about our research, our community, or our student life.
With photography coming from a variety of sources and photographers, we need to create visual consistency within our library. The best way to do that is through color correction. Use this process as a guide to achieve consistent color in photos.

First, adjust the Hue/Saturation. Press `U` and set the Saturation to -15 and the Lightness to +5.

Next, go to Image>Adjustments>Brightness/Contrast and set the Brightness to +10 and the Contrast to +20.

Lastly, add a color overlay of C5/M5/Y15/K0 and set it to Multiply at 35% opacity.

Make sure to check skin tones and other important colors to make sure they still appear natural.
6

Graphic Language
In addition to our typefaces and photography, we have several graphic devices available to add vibrancy to the page and make our design recognizable.
Background Textures

Background textures can add depth to a layout. They should be used sparingly and should never be placed over photos or make text difficult to read. The background texture is meant to be just that: a background.

Layering Shapes, Textures, and Photos

Layering shapes, textures, and photos using the Multiply filter can also add depth. This effect can be used for pacing or navigation, or just to highlight important information. When overlapping photos, only overlap the edges (usually about \( \frac{1}{16} \) of an inch).
Rule Lines With a Shield Element

Combining the point of the Albion shield with a thick rule line creates a shape that can be used to emphasize type and direct the eye on the page.

Umqui ut id ut quis as cipsam nes asimusae

Acculpar chicatus et aut eataspici velenih ictur, sa se accus.
Bold Statements and Callout Boxes

We can use Bureau Grotesque to make bold statements. We either place them over an image or within a callout box. Always use an em dash at the end of the statement to add emphasis and closure.

THIS CLASSROOM HAS LEATHER SEATS.

OUR INSTITUTES, CENTERS, AND PROGRAMS GIVE YOU EIGHT DISTINCT OPPORTUNITIES TO DIG DEEP, GET YOUR HANDS DIRTY, AND MAKE A REAL IMPACT IN THE WORLD.

FROM FURSCA TO PHYSICIST

The following keyboard command is used to create an em dash:

Macintosh OS X
Shift + Option + - (Dash)
The Shield

Our shield stands for the history and heritage of Albion. It speaks to our strong academics and is a source of pride. When separated from the Albion College logotype, it can be used as a graphical element.

Only use the shield separate from the logotype. Never use the official Albion logo lockup as a graphical element.
7
Bringing It to Life
Example: Viewbook Covers

What happens inside the classroom changes everything.

Tiempos Headline

One-color logo lockup

Use of texture for a background

This is our standard signoff that should appear on the back of each piece (note that the phone number and e-mail address will change depending on who has created the piece)
From thought to action. From idea to impact. From inspiration to reality. From who you are to who you’ll become.

Every step you take at Albion is a step forward. A step toward a better career, a better life, and a better world. Toward bigger ideas and smarter solutions. Toward the you you always knew you could be. Take a stand. Follow your path. And make your move.

Bureau Grotesque Book

Thick line/shield element

One-color shield used as a graphic element

Use of texture for a background
This is how you’ll do even more.

The classroom is only the beginning. Your Albion experience will take you further than you ever imagined: off campus, into the field, across the country, and around the globe. Because we think that the best way to prepare for the world is to actually go out into it.

**BY DIGGING DEEP**
You’ll come to Albion with big questions. And through the Foundation for Undergraduate Research, Scholarship, and Creative Activity (FURSAC), you’ll have the means to find the answers: you’ll investigate, you’ll explore, and you’ll create. And that isn’t limited to the science lab; FURSAC is for anyone with a burning drive to know more. It’s hands-on. It’s original. And it’s all up to you.

**BY GETTING REAL CAREER EXPERIENCE**
You’ll want to participate in at least one internship while you’re here. It’ll give you firsthand knowledge of the field you’re interested in, a feel for day-to-day operations, and potential access to future job opportunities.

**BY GOING (WAY) OFF CAMPUS**
Albion’s international studies programs offer 100 distinct opportunities in 40 countries on six continents (the warmer-than-Antarctica ones). You’ll have immersive, once-in-a-lifetime (not to mention credit-granting) experiences to explore environmental research in Costa Rica, Buddhist studies in India, studio art in Florence, or wildlife management in Kenya. And we’ve got 96 others just like these.

Spread leads with Tiempos Headline and Bureau Grotesque

Overlapping photo collage

Bureau Grotesque as a subhead
In creating a four-year individualized career plan, you’ll discover your strengths, sharpen your focus, and build a solid strategy for college success. Through our liberal arts curriculum, you’ll have a strong educational foundation. You’ll be supported by academic and career advisors who will help you develop marketable skills.

Identify your goals.

At Albion, your learning will take you off campus, into the field, and across the globe, for real-world experience. Student internships will give you firsthand knowledge about your chosen field, opening the door to future job opportunities. Research, through our Foundation for Undergraduate Research, Scholarship, and Creative Activity (FURSCA), will introduce you to new ideas and empower you to add to our body of knowledge. You’ll explore global issues through our off-campus and international programs in 40 countries.

Explore your world.

Our students go on to the nation’s top graduate and professional schools and to leadership roles in the sciences, medicine, business, law, education, the arts, and social services. When you graduate, you’ll become part of the extended network of 23,000 Albion alumni. With faculty and staff dedicated to your education and success, you’ll be fully prepared to make an impact on the world. Throughout your life and your career, we’ll be behind you every step of the way.

Make your mark.

The Albion Advantage:
Get the most out of your future.

The real advantage of an Albion education goes beyond liberal arts. It’s where you’ll find the practical knowledge, the hands-on skills, and the purposeful direction that will fully equip you to succeed.

Headline treatment with thick rule line and Tiempos Headline

Bold statements and callout boxes with Bureau Grotesque Compressed Black

Texture lays in background without interfering with the photography or text
FIRST, WE WANT TO KNOW ABOUT YOU.
Bring your talents, your strengths, and your accomplishments. And we’ll use those to uncover the types of aid for which you are eligible. The funds are out there, and we’ll do everything we can to ensure that you have access to them.

WE’LL WALK YOU THROUGH THE PROCESS.
All you’ll have to do is complete the FAFSA. We’ll work with you from there to develop your individual financing plan, then help you determine your eligibility for any number of available federal, state, and Albion financial aid programs. We can introduce you to other options, too, such as outside scholarships, payment plans, and alternative loans.

The tremendous value of an Albion education (and the totally manageable cost).

300+
the number of endowed need- and merit-based Albion scholarships

OVER $25 MILLION
total institutional resources awarded to students every year

$25,300
awarded on average to each incoming first-year student

You know you have what it takes. We’ll do what it takes to make it possible.

80%
of our students each receive a merit award of at least $25,500 which is renewable for four years.

98%
of Albion students receive aid (including federal and state dollars) totaling $40 million.

Albion.edu/financialaid
Example: Campus Life Brochure Covers

What happens outside the classroom changes everything.

One-color logo lockup

Use of texture for a background

This is our standard signoff that should appear on the back of each piece (note that the phone number and e-mail address will change depending on who has created the piece)
THIS IS WHAT A WORLD CHANGER LOOKS LIKE.


Large typography over image

Rule lines above and below highlight text

Tiempos Text as supporting copy
WHATEVER YOU’RE INTO, YOU BELONG HERE.

AT ALBION, WE’RE INTO EVERYTHING. PRETTY MUCH OUR FAVORITE THING TO DO IS DANCE, ACT, DISCUSS FAITH, DJ, SHOOT PICTURES, PREPARE FOR OUR FUTURE CAREERS, RIDE HORSES, VOLUNTEER, MAP THE STARS, CHECK OUT ROCKS, DEBATE, CONNECT WITH OTHER STUDENTS WITH SIMILAR INTERESTS, AND PLAN FUN CAMPUS EVENTS THAT COMBINE SOME OR ALL OF THESE THINGS. INTERESTED? JOIN THE CLUB. WE’VE GOT MORE THAN 100 OF THEM.

CHECK OUT OUR ATTENDANCE SHEET.

LOOKING FOR SOMETHING TO DO AROUND CAMPUS? LOOK AT THE SHEET. STUDENT ORGANIZATIONS POST THEIR EVENTS ON THESE PAINTED BEDSHEETS. THERE’S SO MUCH GOING ON AROUND HERE, YOU’LL HARDLY HAVE TIME TO SLEEP ANYWAY.

The Rock is a one-year tradition on campus. It’s painted—in the middle of the night, under cover of darkness—by students and groups who want to speak out, make an announcement, or post an event. Walk across the Quad, and you can’t miss it, even under a century’s layers of paint.

Experience four years’ worth of the best day ever.

Briton Bash. The Eat Shop at the KC. Festival of the Forks. Finally moving into the Mae. Concerts at the Stack. Getting lost in the Tiers. Day of Woden. Just some of the things you’ve never heard of, which one day you’ll never forget.

Want to know what else is happening?
Talk to the Rock.

The Rock is a 100-year tradition on campus. It’s painted—in the middle of the night, under cover of da-kness—by students and groups who want to speak out, make an announcement, or post an event. Walk across the Quad, and you can’t miss it, even under a century’s layers of paint.

Experience four years’ worth of the best day ever.

Briton Bash. The Eat Shop at the KC. Festival of the Forks. Finally moving into the Mae. Concerts at the Stack. Getting lost in the Tiers. Day of Woden. Just some of the things you’ve never heard of, which one day you’ll never forget.

Want to know what else is happening?
Talk to the Rock.

The Rock is a 100-year tradition on campus. It’s painted—in the middle of the night, under cover of da-kness—by students and groups who want to speak out, make an announcement, or post an event. Walk across the Quad, and you can’t miss it, even under a century’s layers of paint.
You'll read together. All first-year students take part in the Common Reading Experience. One book related to a social or cultural issue is selected, and everyone reads it—to challenge assumptions, share perspectives, and see beyond stereotypes.

You'll learn together. The Learning Strategies programs cover issues such as study skills, time management, wellness, diversity, sustainability, and communication.

You'll succeed together. With thoughtful advising and support, you'll be confident as you transition from high school to college. You'll feel right at home and immediately connected to your first-year classmates. It's the first step toward complete college success.
Example: Campus Visit Cards

More to do.
More to create.
More to become.
32 essential Albion College experiences.

Front of box:
One-color logo lockup
Bureau Grotesque Compressed Black with photography

SOME STUDENTS RUSH TO CLASS.
SOME JUST RUSH.

Dow Analytical Science Laboratory
We believe in making sure our students are well-equipped for their futures. Our classrooms, too.

We are continually updating the instrumentation in our science classrooms. The interdisciplinary Dow Lab includes:

- Gas Chromatography-Mass Spectrometer
- Fluorescence Spectrometer
- Nuclear Magnetic Resonance Spectrometer
- High-Performance Liquid Chromatography Liquid
- Chromatography-Mass Spectrometer
- Multi-Cell Ultraviolet-Visible Spectrometer
- Ion Chromatography-Mass Spectrometer
- X-Ray Fluorescence Spectrometer
- X-Ray Diffractometer
- Ion Chromatography-ICP Spectrometer
- Gamma-Ray Spectrometer

And our departmental labs offer even more, including atomic force and electron microscopes. So you don’t need to leave campus to conduct high-powered research. You’ve got what you need right here.

Fraternities and sororities
Meet your new brothers and sisters.

Forget what all those bad frat movies told you. Greek life isn’t about...well, all the stuff those movies told you it was about. Just like everything else at Albion, our traditions set us apart, and that’s especially true for our Greek life. For over 130 years, Albion fraternities and sororities have offered student leadership roles, service opportunities, and academic support in a close-knit environment. Interested? Find a house, and you might just find a home.

6 SORORITIES
ALPHA CHI OMEGA
ALPHA KAPPA ALPHA
ALPHA XI DELTA
DELTA GAMMA
KAPPA ALPHA THETA
KAPPA DELTA

6 FRATERNITIES
ALPHA TAU OMEGA
DELTA SIGMA PHI
DELTA TAU DELTA
SIGMA CHI
SIGMA NU
TAU KAPPA EPSILON

Our Classrooms are State of the (Liberal) Art.

Our classrooms are State of the (Liberal) Art.

Our Classrooms are State of the (Liberal) Art.

Use of texture for a background
A variety of typographic treatments keeps things organized in a tight space
Thick line with a shield element
Example: Outcomes Brochure

Layering of color and images holds visual interest in a content-heavy design.

Note the use of ample white space in a content-rich piece. This helps present the information in an easy-to-understand, uncluttered way.

Use of texture for a background

Two-color logo lockup
Dear Mr. Smith:

Congratulations. It’s my pleasure to announce your acceptance to the Albion College class of 2015. We’ve carefully reviewed your application and your accomplishments, and it’s clear that you have the skills, the knowledge, and the commitment to succeed at Albion. I am proud to be the first to welcome you. Along with [COUNSELOR NAME], your admission counselor, and on behalf of the rest of Albion College, we can’t wait for you to get here.

This is the moment where everything changes.

After you’ve spent four years discovering your strengths, reaching your goals, hanging out with friends, being inspired by your professors, finding new passions, and exploring your world, you’ll look back to this day as a defining moment in your life.

During your time on campus, you will be surrounded by a network of professors, peers, and faculty mentors who will ensure that you have what it takes to thrive in your career, your post-graduate studies, and your life. At Albion, you will have every advantage.

And four years from now, in that new defining moment when you walk across the Quad at commencement, you’ll emerge fully prepared to make your mark on the world.

In just a few months, you’ll feel the excitement of stepping onto campus as an official Albion Briton. You can probably already feel it. We can feel it, too. For now, though, we want to help make sure you’ve got everything in order. The first thing you’ll want to do is submit the enclosed enrollment deposit form with your $300 deposit. This holds your place at Albion. Then look out for more information about housing, registration, and important upcoming dates.

Once again, I’d like to congratulate you on all your hard work and this incredible achievement. I have complete confidence that you will excel at Albion, and I’m truly looking forward to welcoming you to campus. See you soon.

With my best wishes,

Amanda Dubiel
Interim Director of Admission