

# BRAND STANDARDS

AUGUST 2022



# ABOUT CENTRE COLLEGE

**At Centre College, students obtain an extraordinary liberal arts and sciences education, in a supportive community, leading to a meaningful life and career.**

Founded in 1819 and named for its location in the middle of the state, Centre College opened its doors with a single building, a faculty of two, and a student body of five. Today, there are approximately 1,400 students and 150 full-time faculty members in three divisions, Arts & Humanities, Social Studies, and Sciences & Mathematics.

Centre College's mission is to prepare students for lives of learning, leadership, and service.

The *Centre Experience* includes study abroad for all, participation in hands-on research or internships locally and around the world, and the chance to engage with alumni and industry leaders in Career Exploration Communities. Our 10:1 student-faculty ratio means students receive personal support and engagement. With more than 50 majors, minors, pre-professional, and dual-degree programs, students can find their passion from business to pre-med, psychology to history, and Chinese to data science.

The College awards more than \$41 million in scholarships and grants each year and more than 90 percent of students receive aid. Competitive mentored scholarship programs also provide full-tuition support plus funds for summer enrichment experiences or off-campus leadership opportunities.

Centre is one of the nation's premiere institutions for study abroad, with programs in Merida, Mexico to Bhutan to France, as well as study away programs in Washington, D.C., New York City, and Lake Tahoe. More than 85 percent of Centre students currently study abroad. The College will buy a passport for every student who doesn't have one as well as provide funding and support for study abroad and internships for first gen students or those with financial need.

On campus, students live and learn as a community, with more than 98 percent living in our residence halls. Residence directors and residence life staff provide fun, convenience, and safety in an environment that promotes respect and responsibility. Students participate in community engagement through clubs or as part of our liberal arts and sciences curriculum. There are more than 100 clubs and activities on campus, 42 percent of students participate in the arts, and 40 percent of students join a fraternity or sorority. Plus, there are dozens of performances, from Broadway shows to guest speakers, each semester.

Our brand-new and recently upgraded athletic facilities are remarkable, with new fields or facilities for baseball, football, men's and women's soccer, field hockey, softball, and lacrosse, indoor and outdoor facilities for track and field, including a 200-meter indoor track, an aquatics center with an Olympic-size pool, an upgraded gym for basketball and volleyball, and a multi-purpose field house. Home to 25 NCAA Division III men's and women's sports teams, Centre teams compete successfully for conference and national titles, and our new facilities make participating *and watching* these competitions even more exciting.

At Centre, students can follow their interests and explore activities they love while also discovering new and unexpected paths.

Centre alumni include two U.S. vice presidents, a chief justice, and an associate justice of the Supreme Court, at least 13 U.S. Senators, as well as business and civic leaders, teachers, medical professionals, and artists.

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## **Questions?**

If you're looking for resources,  
or simply have questions about  
the brand, please contact:  
[communications@centre.edu](mailto:communications@centre.edu)

# INTRODUCTION

This document is designed to help you tell our story so that our communications about Centre College are consistent, compelling, and accurate. There is a deeply informed rationale for everything included here—every visual and every sentence. These pages reflect market research, testing, and engagement with our audiences that went into developing the brand.

# WHAT IS A BRAND?

**It's more than a logo, a slogan, a mascot, or an ad campaign. It's long-lasting, with enduring strength.**

A brand is more than a logo or a tagline; it's an enduring platform that articulates our unique identity. It is how we want our constituents to think of us. It is the promise we make to our audiences, every day.

We communicate our brand by presenting an engaging and consistent graphic and editorial identity. It is in everything we do—from marketing materials to annual staff reviews to how we talk about ourselves. It's how we differentiate ourselves from our peers, and how we measure the impact we are making.

01

# STRATEGY

CENTRE COLLEGE •  
BRAND GUIDELINES

# ABOUT OUR STRATEGY

## **Our strategy is the foundation for the Centre College brand.**

It's a useful set of frameworks and resources for anyone who communicates on the College's behalf, so it's tailored for marketers and communicators.

The strategy is the blueprint for the ideas, stories, and messages that resonate with those who know us today — and those who will appreciate Centre College in the future.

## **OUR AUDIENCES**

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Categorizing who we're talking to, which helps to target our messaging.

## **OUR MESSAGE ARCHITECTURE**

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Organizing our key ideas into statements and supporting information that help us focus on the stories we are telling about ourselves.

## **OUR PERSONALITY**

Capturing our character and defining the tone of our brand.

# OUR AUDIENCES

Identifying and understanding our key audiences is the first step to implementing our brand.

## CENTRE COMMUNITY

- Current students and families
- Faculty
- Staff
- Board of Trustees
- Alumni
- Donors and foundations

### Goals

- Build alignment and pride for the Centre story
- Strengthen engagement and advocacy on behalf of Centre

### What do they need to know?

- They are an integral part of the Centre story.
- There is a united vision for Centre's future.
- They are Centre's most important ambassadors.
- Stories of people who make Centre great.
- Their support is critical to Centre's success.

## PROSPECTS AND PUBLIC

- Prospective students and families
- Prospective faculty and staff
- High school coaches and counselors
- Employers
- Danville and our region
- Kentucky and national leaders

### Goals

- Enhance and elevate Centre's reputation
- Attract and inspire prospects

### What do they need to know?

- The *Centre Experience* offers all students the opportunity for community engagement, experiential learning, including study abroad, and career readiness.
- Centre is a premier national liberal arts and sciences college.
- Stories of the significant accomplishments of Centre students and alumni.
- The value of a Centre degree and why it's worth the investment.



# OUR MESSAGE ARCHITECTURE

A message architecture defines the brand promise we want to be front of mind for our constituents.

This is a consistent set of core statements that help us focus on and prioritize the stories we are telling about Centre. None of these are tag lines. But they are formal ways of organizing our stories and our visual content so that we are developing constant and repetitive messages across all our channels and with all our colleagues across campus.

## HOW TO USE THE MESSAGE ARCHITECTURE

### What is your goal?

Who are you trying to reach and what action do you want them to take?

### Connect the brand promise to proof points:

How does the action that you want someone to take benefit them? How will we fulfill that brand promise to them? Add facts, data, examples.

### Make the ask:

Include what you want people to do, whether it is apply to the College, learn more about working here, or sign up for a newsletter. Then make sure that your call to action is focused and clear.

In the following pages, we provide specific examples.

# MESSAGE ARCHITECTURE INSIGHTS

 THIS SECTION IS INTENDED  
FOR INTERNAL USE ONLY.

|                          |  |   |
|--------------------------|--|---|
| <b>BRAND PROMISE</b>     | <p><b>What is it</b></p> <p>The most succinct definition of our brand, and why our stakeholders should care.</p>   | <p><b>How to use it</b></p> <p>The brand promise serves as a gut-check for storytelling, and as a guiding light for our brand. Every story we tell and every message we put out into the world should support this big idea, <i>while not spelling it out word for word.</i></p>  |
| <b>HOW WE SOUND</b>      | <p>The attributes that express our brand's style, tone, and attitude.</p>  | <p>Keep these characteristics in mind as we hone our voice. If Centre College were a person, this is how that person would sound.</p>   |
| <b>CREATIVE PLATFORM</b> | <p>The highest-priority target who will find our brand idea compelling, and the single-minded, aspirational promise that will motivate the desired behavior.</p> | <p>Remember that, at the most basic level, this is what we're providing, who we're providing it for, and the reason they should care.</p>   |
| <b>BRAND PILLARS</b>     | <p>The ideas that drive our unique promise and proposition in the marketplace and frame how we communicate and innovate.</p>                                     | <p>Every story we tell should fit (at least loosely) into one of these categories; that is, it should support one or more of these broad ideas. Use these pillars as a rubric for choosing compelling content. If it speaks to at least one of these ideas, it's probably a story worth telling. If not, see if you can find a way to connect your story to one of these pillars.</p> |

# OUR MESSAGE ARCHITECTURE

Organizing our key ideas into statements and supporting information that help us focus on the stories we are telling about ourselves.

## WHO WE ARE

Brand promise

At Centre, students obtain an extraordinary liberal arts and sciences education, in a supportive community, leading to a meaningful life and career.

## HOW WE DO IT

Brand pillars

### Student-centered community:

A supportive, student-centered community where you can thrive and feel that you belong.

### Professional success and personal fulfillment:

Structured to empower each student's path to professional success and personal fulfillment.

### Premier liberal arts education:

We are a long-time champion and ascendant national leader creatively fulfilling the enduring liberal arts and sciences mission.

## PROOF POINTS

Sample concepts that will be used to generate story ideas to support each pillar

- Student life & campus traditions
- Clubs & organizations
- Wellness & Athletics
- DE&I
  - Diversity advocates
  - Building Bridges
- JED Grant
- Spiritual health

- Community & civic engagement
- Experiential learning
  - mentored research
  - in the lab
  - on stage
- Career readiness
- CentreWorks
- Study abroad/away
- Internships

- Academic excellence
- General education curriculum
- Faculty scholarship
- Premier scholarship programs
- Alumni Network
- Majors & programs

In the following pages, we will break out more information about our message architecture.

# BRAND PROMISE

**At Centre, students obtain an extraordinary liberal arts and sciences education, in a supportive community, leading to meaningful lives and careers.**

## **Supporting Themes**

- Our high-quality education is delivered by engaged scholar-mentors
- Centre is a place for serious and curious students committed to immersive learning and exploration
- We activate the liberal arts through career communities, study abroad and study away opportunities, and community engagement.
- We prepare students to be nimble thinkers and engaged citizens in pursuit of meaningful lives.

# PILLAR 1

## Centre cultivates a **supportive student-centered community** where you can thrive and feel like you belong.

### Supporting Themes

- Our faculty & staff prioritize availability and support to students through their respective journeys.
- We value diversity and commit to becoming a more inclusive institution.
- It's okay to be who you are—we enthusiastically embrace the student's authentic self.
- We prioritize giving students space to play and have fun—to relieve stress, try new things, and build relationships.

### How the Student-Centered Community Pillar Is Conveyed

- Photography and video that show student life & campus traditions
- Stories and visual content about community events
- Wellness pages that include mental health, athletics, spiritual health, and recreation
- Inclusive excellence and stories about Building Bridges, diversity advocates, and other support for student access and opportunities

# PILLAR **2**

## **We are structured to empower each student's path to professional success and personal fulfillment.**

### **Supporting Themes**

- Our accountability to student success is comprehensive—from our own sense of integrity and fiscal responsibility to helping graduating students get a job and manage their financial obligations.
- We are responsive to student needs—listening, sharing information, taking action, acting efficiently to reduce friction around student success.
- We prioritize equitable approaches to providing a high quality education and student experiences.

### **How the Professional Success and Personal Fulfillment Pillar Is Conveyed**

- Career outcomes and student and alumni testimonials to demonstrate success
- Stories, videos, and photography of experiential learning including study abroad, study away, mentored research, CentreWorks, and arts engagement
- Community and civic engagement

# PILLAR 3

**We are a long-time champion and ascendant national leader creatively fulfilling the enduring liberal arts and sciences mission.**

## **Supporting Themes**

- We deliver a premier education that meets the needs of our market, our community, and our times.
- We build off of more than 200 years of experience and accomplishment.
- We aim to be recognized as one of the top liberal arts and sciences colleges in the nation, distinguished by our approach and boldly sharing our story as we forge ahead.

## **How the Enduring Liberal Arts and Science Mission Pillar Is Conveyed**

- Stories about the general education curriculum
- Earned and owned media about faculty scholarship and student fellowships
- Webpages and print materials about majors, minors, and other programs
- Alumni testimonials about the impact of a liberal arts education

02

# VOICE AND TONE





# HOW WE SOUND

Centre's tone and voice should be consistent across our communications. It should also highlight students as active subjects. It is important for members of this generation that are the driver of their own stories—exploring the opportunities that Centre College provides.

Our communications should reflect the high quality of our education. We are warm and welcoming, and we strive to be more diverse and inclusive. We are a place where you can pursue your passions and have fun with friends. We care deeply about each other.

## **We are Ambitious, Educated, Caring, Fun, Trustworthy**

**Ambitious & Educated:** As an elite academic institution we deliver an education that prepares you for a meaningful life and purposeful career.

**Caring:** We will support you, and our faculty mentors will empower you every step of the way as you seek your future.

**Fun:** We are a place where you can pursue your passions and have fun with friends—in clubs, athletics, Greek Life, resident life, and more.

**Trustworthy:** Our communications will be straightforward, practical, and transparent.

# WRITING TIPS AND BEST PRACTICES

Getting our story down clearly and compellingly takes a combination of instinct and discipline. Good writing feels purposeful, intentional, and above all, believable. Here are several principles to keep in mind when crafting communications.

## ALWAYS USE

### “Liberal arts and sciences”

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#### STATS, FAST FACTS, AND FIGURES

##### **Make data matter.**

Statistics, rankings, totals, and rates of success aren't the story: they exist to help make your case to the reader. Rather than putting a bunch of numbers front and center, use data sparingly and in a supporting role.

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#### HEADLINES AND HIERARCHY

##### **Make headlines work harder.**

A headline has to be more than just a label for the topic we're talking about. Since it may be the only thing our audience reads as they scan the copy, make sure it's interesting and informative.

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#### CALLS TO ACTION

##### **Make it motivational.**

Give the audience a clear call to action, so they know exactly what you want them to do (or know, or feel) with the information.

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#### GENERAL WRITING TIPS

##### **Make it easy to read and relate to.**

Vary the cadence of your writing. Mix short sentences with longer ones to avoid a repetitive feel. Check for rhythm and flow by reading aloud. We shouldn't be afraid to write like we speak.

##### **Avoid jargon.**

Don't use business jargon like optimize, leverage, synergistic. Be careful of terminology or abbreviations—does your audience know what you mean?

##### **Make it real.**

Back up your statements and proof points with real, human stories. Let students, faculty, and staff speak for themselves, showcasing their lives on and off campus, and their contributions.

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##### **Make it clear and powerful.**

Focus on one thing: the point you're trying to make. Every communication can't contain every detail, so highlight what's most important. Use bold, direct statements to capture attention, and get to the purpose of your communication as quickly as possible.

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##### **Make it personal.**

When asking something of the reader, whether it's a prospective student or potential donor, be sure to engage on a personal level by using second-person “you” and “your.”

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##### **Make it appropriate for the platform.**

Writing for digital means content needs to be quick, easy to digest and actionable. Show, more than tell, on social. Keep SEO and character counts in mind. A long-form print piece can do more storytelling.

##### **Avoid passive voice and using a noun when a verb will do.**

Instead of: “He was involved in the development of...”  
Write: “He helped develop...”

# YOUR FUTURE, FRONT AND CENTRE.

## CREATIVE PLATFORM

You find your future at Centre College.

As an artist, a student, a scientist, a writer, an athlete, an activist, a scholar.

You experiment. You follow your interests and discover unexpected paths.

You find different perspectives and points of view. Your circles expand and so do your connections.

You gain strength, balancing ambition with inspiration. Confidence with caring. Centre College helps you find experience, education, and encouragement.

Self-discovery. To help you find where you want to go.

Vitality on campus and a vibrant social life.

Centre provides academic excellence. A prestigious education and a robust alumni network.

At Centre, students obtain an extraordinary liberal arts and sciences education, in a supportive community, leading to a meaningful life and career.

And an extraordinary future.

**YOUR FUTURE, FRONT AND CENTRE.**

# CREATIVE PLATFORM

## NARRATIVE AND KEY MESSAGES

More than just a tagline, our creative platform takes the form of a narrative. It puts a profound emphasis on looking forward, on students taking an active role; it inspires and identifies what our audiences want from us. It can tee up a range of headlines and body copy.

## NARRATIVE

**You find your future at Centre College.**

**As an artist, a student, a scientist, a writer, an athlete, an activist, a scholar.**

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**You experiment. You follow your interests and discover unexpected paths.**

**You find different perspectives and points of view. Your circles expand and so do your connections.**

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**You gain strength, balancing ambition with inspiration. Confidence with caring. Centre College helps you find experience, education, and encouragement.**

**Self-discovery. To help you find where you want to go.**

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**Vitality on campus and a vibrant social life.**

**Centre provides academic excellence. A prestigious education and a robust alumni network.**

## KEY MESSAGES

The narrative begins by establishing our subject: our Centre students.

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This is where they will be able to continue track and field or playing the clarinet—while also trying something new. They don't have to try everything, but they can try anything.

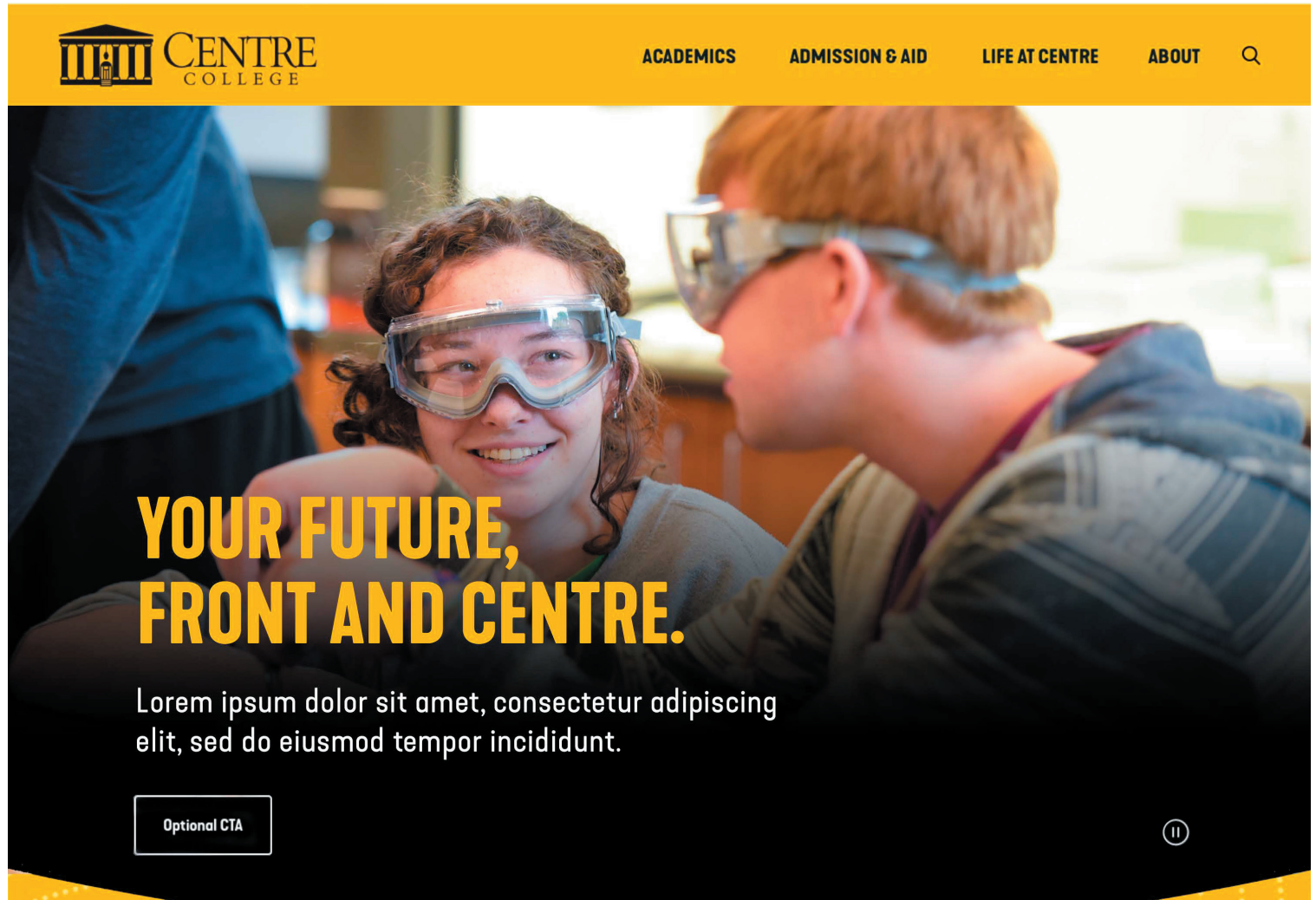
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Centre supports you as you take full advantage of opportunities, and challenges you to pursue new and different ones.

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Support comes from faculty members, fellow students, other members of our global community. You find enduring friendships, create successful outcomes, and make lasting impact on the world.

# NEW WEBSITE WITH MESSAGING

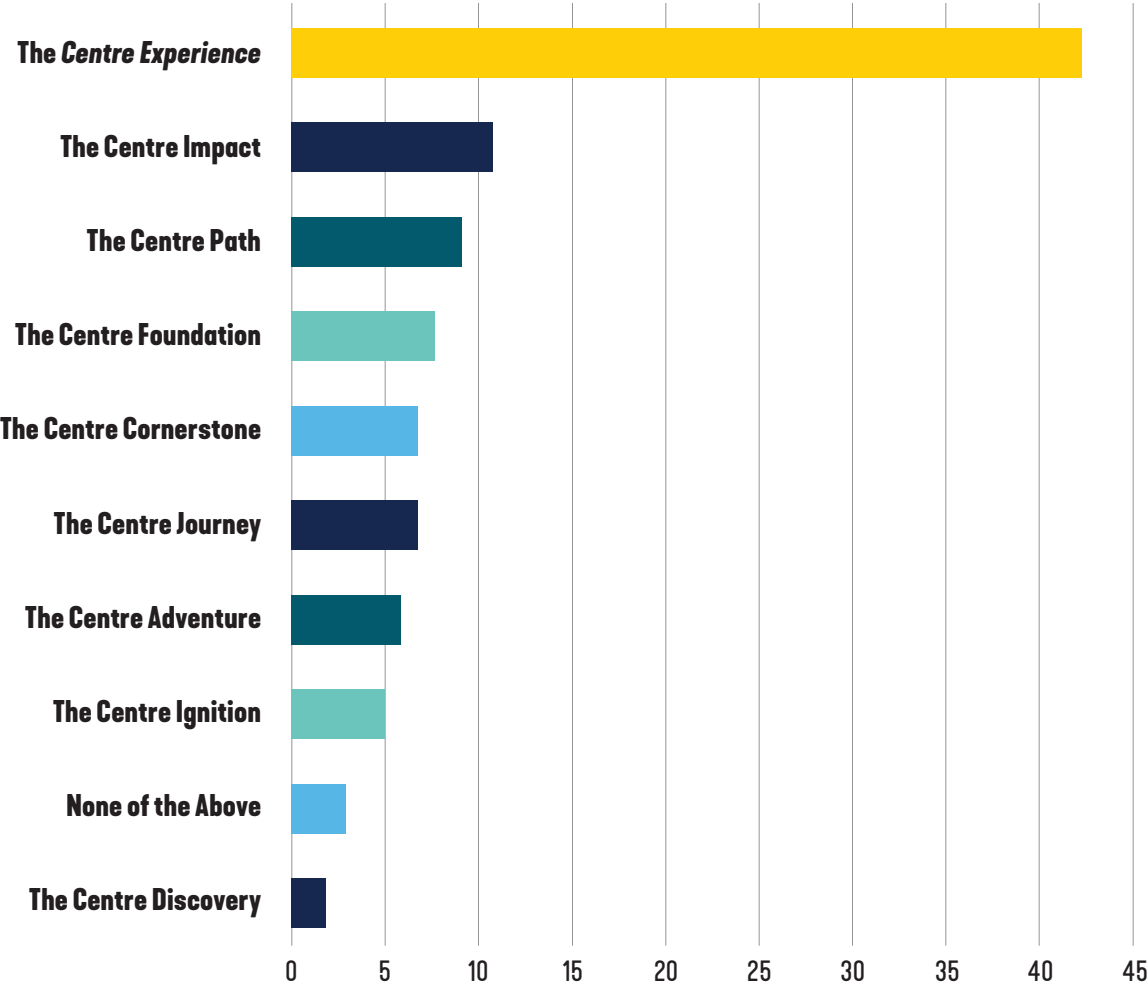


# BRAND CAMPAIGN

The College engaged the Art & Science Group to survey prospective students and college counselors to find what individual initiatives would most influence applications and yield.

After extensive market research, Art & Science Group noted that the College should seek to be able to say that **every student has the opportunity for community engagement, experiential learning, and career readiness.**

We surveyed different names for this new campaign.



# THE *CENTRE* EXPERIENCE

**Community engagement, experiential learning, and career readiness are part of the *Centre Experience* for all students.**

**The *Centre Experience*** helps us to talk about our promise to incoming students that they will all have a chance to participate in community engagement, experiential learning, and career readiness programs. You can see our overall message architecture reiterated in this platform.

- Community engagement creates opportunities for Centre students to immediately make a difference in the world.
- Experiential education, including mentored research, study abroad, and the new gen ed curriculum, are preparing students for meaningful lives and purposeful careers.
  - Study abroad and study away are available for all students at Centre, regardless of major or co-curricular commitments.
- Career communities demonstrate that Centre is prioritizing ways for students to explore future options, create strong outcomes, and realize a return on their college investment.
- Student success includes all these opportunities, driven by caring faculty who will support and challenge students.

**It's all part of the *Centre Experience*.**



**Community Engagement**



**Experiential Learning**



**Career Readiness**

# TOPICS FOR CONVERSION

Market research shows that the following topics are compelling at different stages.

## FOR INQUIRERS

- **Career development and placement**, a critical component of the *Centre Experience* positioning strategy, includes Career Exploration Communities
- State-of-the-art **campus facilities and technology**
- Articulations and examples of Centre's **sense of fun and school spirit on campus**
- **Affordability/Value** and better communicating current price
- **International opportunities** including study abroad or study away for all
- For athletic inquirers, emphasize the new sports complex with details specific to their sport
- Overall, **quality academics, hands-on learning, internship opportunities, and a diverse and inclusive environment** are other opportunities

## FOR ADMITTED STUDENTS

- **Affordability and value** for all audiences, but out-of-state residents view Centre as more affordable than in-state residents
- High levels of student **participation in extracurricular activities**
- **Career development and Career Exploration Communities**
- **International opportunities**
- The **strength of academic programs**
- For in-state residents, emphasize **prestige and alumni connections**, as well as **fun** and social activities on campus and diversity and inclusion (including out-of-state population)
- For out-of-state residents, emphasize **quality academics, diversity and inclusion, and career opportunities**



03

# LOGO



# OVERVIEW

Centre College has three marks that identify our institution: the primary logo, the wordmark, and the Centre seal. One of these three marks should appear on all Centre communications, but which one you use depends on the audience and context. In most instances, the primary logo will be the default choice.



**PRIMARY LOGO**



**WORDMARK**



**CENTRE SEAL**

# PRIMARY LOGO

The primary logo is the main identifier for the College. It consists of the Centre wordmark, paired with an icon of Old Centre.

It is suitable for all audiences and occasions, and should be used on almost all Centre communications, especially marketing materials for prospective students and their parents.

Please note that the single-line horizontal version should be used only in cases where space is extremely limited.

Never attempt to alter or recreate the logo. Always use the official logo files, available for download at [centre.edu/brandstandards](http://centre.edu/brandstandards).

## STACKED



## HORIZONTAL



## SINGLE LINE – FOR USE IN EXTREMELY LIMITED SPACES ONLY



# WORDMARK

The wordmark is a more informal logo, to be used with internal audiences and others who are extremely familiar with Centre College. It is also suitable for situations where space is limited.

Never attempt to alter or recreate the wordmark. Always use the official logo files, available for download at [centre.edu/brandstandards](http://centre.edu/brandstandards).

USE BLACK WORDMARK ON CENTRE GOLD OR WHITE BACKGROUNDS



USE WHITE WORDMARK ON BLACK OR OTHER DARK BACKGROUNDS



USE CENTRE GOLD WORDMARK ONLY ON BLACK BACKGROUNDS



# CENTRE SEAL

The Centre seal is reserved for use on official College documents. Any other application requires the express written consent of the Office of Strategic Marketing and Communications.

In instances where a more high-end touch is desired, the Centre seal can be pressed in Metallic Gold foil. See page 46 for more details.

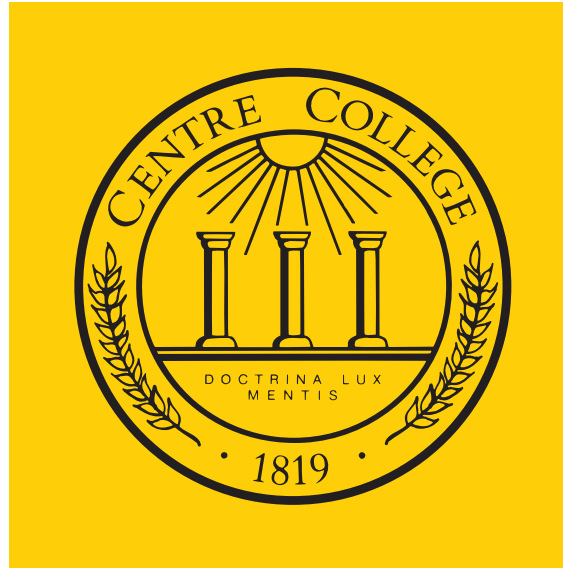
Never attempt to alter or recreate the Centre seal. Always use the official logo files, available for download at [centre.edu/brandstandards](http://centre.edu/brandstandards).

## WAX SEAL

For some more formal applications, you may use this version of the Centre seal, whose border is reminiscent of the excess wax from a pressed seal.



USE BLACK SEAL ON CENTRE GOLD OR WHITE BACKGROUNDS



USE GOLD-FOIL SEAL ON FORMAL APPLICATIONS ON BLACK



USE CENTRE GOLD SEAL ONLY ON BLACK BACKGROUNDS



USE WHITE SEAL ON BLACK OR OTHER DARK BACKGROUNDS



# MINIMUM CLEAR SPACE AND SIZING

It is of the utmost importance that all of our identity marks be reproduced cleanly and legibly. One way to do this is to always give the logo proper surrounding clear space. Another way is to never place the mark at a size smaller than the examples shown on this page.

Please contact the Office of Strategic Marketing and Communications if you have further questions about proper implementation.

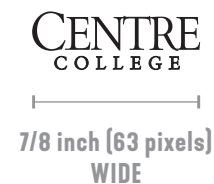
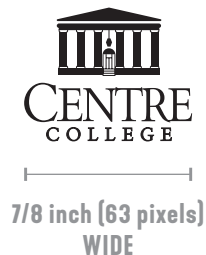
## MINIMUM CLEAR SPACE

While more breathing room is always better, the absolute minimum amount of clear space around any of our logos should be no less than the height of the "C" in "Centre." Always measure from the widest, tallest, and lowest points of the logo.



## MINIMUM SIZES

When the logo or wordmark is too small, it becomes hard to read and the icon becomes less recognizable. Never reproduce the logo at a size smaller than shown here.



# IMPROPER USAGE

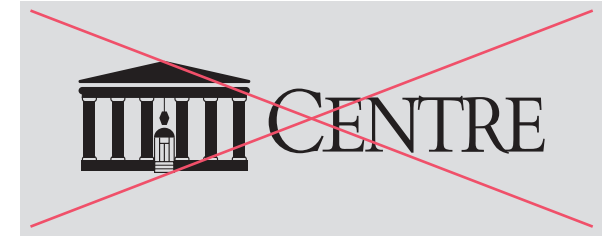
Again, in the interest of maintaining the highest level of legibility and prominence, the practices on this page are forbidden. While the examples shown here only use the primary logo, the same principles apply to the wordmark and seal as well.

Remember to always use the official logo files provided by the Office of Strategic Marketing and Communications. Never attempt to recreate or otherwise alter any portion of our identity marks.

**DO NOT DISTORT ANY PORTION OF THE LOGO**



**DO NOT CROP ANY PORTION OF THE LOGO**



**DO NOT CHANGE THE FONT OF THE LOGO**



**DO NOT ROTATE THE LOGO**



**DO NOT REARRANGE COMPONENTS OF THE LOGO**



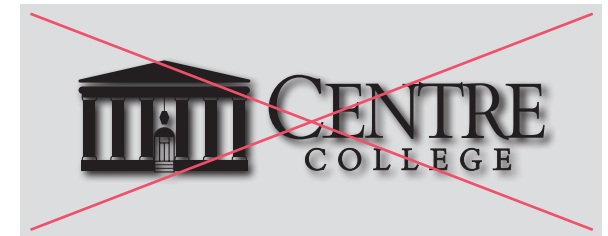
**DO NOT ADD GRAPHIC ELEMENTS TO THE LOGO**



**DO NOT USE COLORS BESIDES OUR PRIMARY COLORS**



**DO NOT ADD DROP SHADOWS OR OTHER EFFECTS**



# LOGO ARCHITECTURE

## DEPARTMENT, OFFICE, AND PROGRAM LOCKUPS

Offices, departments, programs, special committees, clubs, and organizations may occasionally desire a logo or graphic identity that differs from Centre College's existing brand identity. However, building brand recognition is difficult; other logos, wordmarks, and graphic elements may add to name confusion and ultimately dilute the equity of the Centre College brand.

For logo lockups, we take a unified approach that fosters a strong, consistent institutional image for both internal and external audiences and that provides recognition that a department or organization is part of the College.

Please contact the Office of Strategic Marketing and Communications at [communications@centre.edu](mailto:communications@centre.edu) to have the wordmark or logo produced for your office or program.

## CAMPAIGN MARKS

On occasion, a unique graphic mark may be developed for a broad institutional goal, such as a capital campaign. This is approved on a case-by-case basis, however, and is done at the discretion of the Office of Strategic Marketing and Communications.

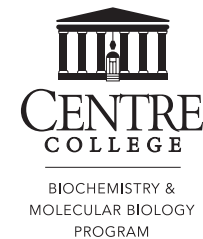
### WORDMARK WITH DEPARTMENT, OFFICE, OR PROGRAM NAME



### LOGO WITH DEPARTMENT, OFFICE, OR PROGRAM NAME (HORIZONTAL)



### LOGO WITH DEPARTMENT, OFFICE, OR PROGRAM NAME (STACKED)





04

# TYPOGRAPHY

CENTRE COLLEGE  
BRAND GUIDELINES

# OUR TYPEFACES

We employ a few versatile typefaces to cover all our typographic needs. Each has its own personality and serves a specific purpose — they are not equally suited for the same tasks. The following pages outline the best uses for each font, and how to combine them in ways that are both beautiful and effective.

If you are producing Centre-branded materials and require the typefaces below, please contact the Office of Strategic Marketing and Communications at [communications@centre.edu](mailto:communications@centre.edu).

## KAPRA NEUE

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**PRIMARY DISPLAY**

## KAPRA NEUE CONDENSED

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**SECONDARY DISPLAY / SMALL TAGS**

## Kapra Neue Expanded

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**UTILITY / SMALLER COPY**

## Galaxie Copernicus

**ALL-PURPOSE**

# KAPRA NEUE

Aa Bb Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz

## OVERVIEW

Kapra Neue is a strong yet approachable font that is our primary display font. It works best for headlines, circular type constructions, subheads, numbers, statistics, and other callouts. This font can be used in all-caps or sentence case. Use it in combination with the condensed and expanded versions of Kapra Neue to create exciting typographic compositions. Avoid using it for body copy.

## ALL-CAPS

|             |               |
|-------------|---------------|
| THIN        | <i>ITALIC</i> |
| EXTRA LIGHT | <i>ITALIC</i> |
| LIGHT       | <i>ITALIC</i> |
| REGULAR     | <i>ITALIC</i> |
| MEDIUM      | <i>ITALIC</i> |
| SEMIBOLD    | <i>ITALIC</i> |
| BOLD        | <i>ITALIC</i> |
| BLACK       | <i>ITALIC</i> |

## SENTENCE CASE

|             |               |
|-------------|---------------|
| Thin        | <i>Italic</i> |
| Extra Light | <i>Italic</i> |
| Light       | <i>Italic</i> |
| Regular     | <i>Italic</i> |
| Medium      | <i>Italic</i> |
| Semibold    | <i>Italic</i> |
| Bold        | <i>Italic</i> |
| Black       | <i>Italic</i> |

## NUMERALS

0123456789  
0123456789  
0123456789  
0123456789  
0123456789  
0123456789  
0123456789  
0123456789

# KAPRA NEUE CONDENSED

Aa Bb Cc Dd Ee Ff  
 Gg Hh Ii Jj Kk Ll Mm  
 Nn Oo Pp Qq Rr Ss Tt  
 Uu Vv Ww Xx Yy Zz

## OVERVIEW

Kapra Neue Condensed is ideal for circular type constructions, subheads, labels, and other secondary information. Be careful using it at small sizes, where the condensed letterforms become more difficult to read. While this font looks best in all-caps, it may be used in sentence case on some occasions. Never use this font for body copy.

## ALL-CAPS

|             |               |
|-------------|---------------|
| THIN        | <i>ITALIC</i> |
| EXTRA LIGHT | <i>ITALIC</i> |
| LIGHT       | <i>ITALIC</i> |
| REGULAR     | <i>ITALIC</i> |
| MEDIUM      | <i>ITALIC</i> |
| SEMIBOLD    | <i>ITALIC</i> |
| BOLD        | <i>ITALIC</i> |
| BLACK       | <i>ITALIC</i> |

## SENTENCE CASE

|             |               |
|-------------|---------------|
| Thin        | <i>Italic</i> |
| Extra Light | <i>Italic</i> |
| Light       | <i>Italic</i> |
| Regular     | <i>Italic</i> |
| Medium      | <i>Italic</i> |
| Semibold    | <i>Italic</i> |
| Bold        | <i>Italic</i> |
| Black       | <i>Italic</i> |

## NUMERALS

0123456789  
 0123456789  
 0123456789  
 0123456789  
 0123456789  
 0123456789  
 0123456789  
 0123456789

# Kapra Neue Expanded

Aa Bb Cc Dd Ee Ff  
 Gg Hh Ii Jj Kk Ll Mm  
 Nn Oo Pp Qq Rr Ss Tt  
 Uu Vv Ww Xx Yy Zz

## OVERVIEW

The expanded weight of Kapra Neue acts as more of a utility font than the regular or condensed weights. It helps to fill in the gaps where other typefaces aren't suitable. It should be used infrequently for headlines, but it's ideal for body copy, numbers, and other small callouts.

## ALL-CAPS

|             |               |
|-------------|---------------|
| THIN        | <i>ITALIC</i> |
| EXTRA LIGHT | <i>ITALIC</i> |
| LIGHT       | <i>ITALIC</i> |
| REGULAR     | <i>ITALIC</i> |
| MEDIUM      | <i>ITALIC</i> |
| SEMIBOLD    | <i>ITALIC</i> |
| BOLD        | <i>ITALIC</i> |
| BLACK       | <i>ITALIC</i> |

## SENTENCE CASE

|             |               |
|-------------|---------------|
| Thin        | <i>Italic</i> |
| Extra Light | <i>Italic</i> |
| Light       | <i>Italic</i> |
| Regular     | <i>Italic</i> |
| Medium      | <i>Italic</i> |
| Semibold    | <i>Italic</i> |
| Bold        | <i>Italic</i> |
| Black       | <i>Italic</i> |

## NUMERALS

0123456789  
 0123456789  
*0123456789*  
 0123456789  
**0123456789**  
***0123456789***  
**0123456789**  
***0123456789***

# Galaxie Copernicus

Aa Bb Cc Dd Ee  
 Ff Gg Hh Ii Jj Kk  
 Ll Mm Nn Oo Pp  
 Qq Rr Ss Tt Uu  
 Vv Ww Xx Yy Zz

## OVERVIEW

Galaxie Copernicus is an all-purpose typeface that is primarily used for body copy — especially long-form text — but it can also be used for headlines, subheads, tags, numbers, and callouts. It feels more classic and academic than our other typefaces, but still friendly and approachable. It should be used for speaking to more formal audiences, like alumni or potential donors. It is also great for balancing the bold nature of Kapra Neue.

## SENTENCE CASE

|           |               |
|-----------|---------------|
| Book      | <i>Italic</i> |
| Medium    | <i>Italic</i> |
| Semibold  | <i>Italic</i> |
| Bold      | <i>Italic</i> |
| Extrabold | <i>Italic</i> |
| Heavy     | <i>Italic</i> |

## NUMERALS

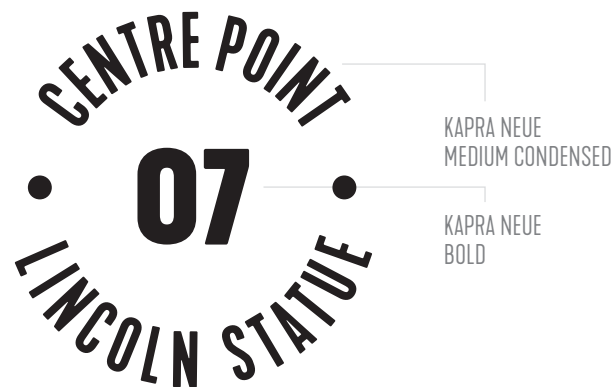
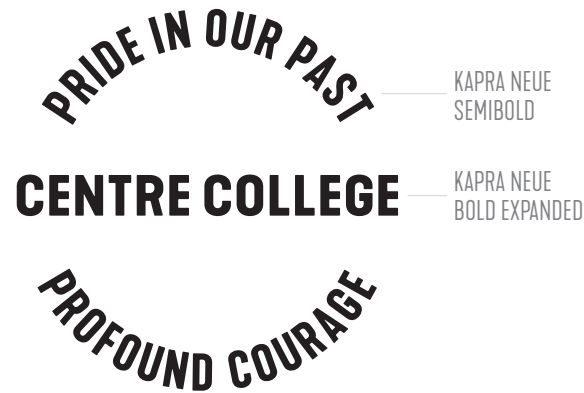
0123456789  
 0123456789  
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 0123456789

# CIRCULAR TYPESETTING EXAMPLES

Circular type constructions are a big part of our visual brand. The structure plays well with the language of our creative platform. This element can be used for a variety of scenarios, from headlines to statistics. They can even be used to frame photos.

A more in-depth tutorial for creating circular type can be found on the following pages, but here's a few general rules to follow when creating your own circular type:

- The effect works best with any of the weights of Kapra Neue, set in all-caps. Mix and match various weights for the best results.
- While Copernicus can be used for text across the middle, it should never be used for text on the circular edges.
- Be sure that the break across the two lines of text feels natural and can still be read with ease. Short lines work the best.

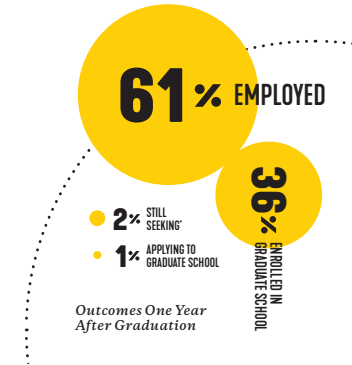
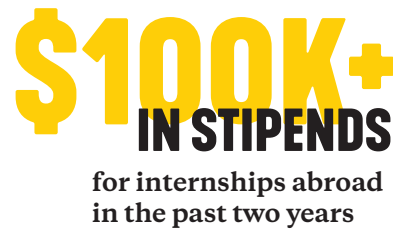


# STATS AND NUMBERS

There are many ways we can depict important statistics and numbers through typography and graphic elements. The samples on this page show just a few ways this can be done.

Be sure to prioritize the most important piece of information, and let other copy be secondary. Vary the sizes, weights, and fonts of your text, but try not to use more than a few treatments per statistic. Use color, layering, and circular elements to add depth and extra emphasis in some cases. Circular type constructions may be used as well, but make sure that the text is always easy to read. Always prioritize legibility and clear communication over clever design.

Lastly, keep in mind that these numerical callouts have more impact when they're used infrequently. Avoid creating layouts that are filled with only stats and numbers. Instead, sprinkle them throughout your content, paired alongside other relevant information.





05

# COLOR

CENTRE COLLEGE  
BRAND GUIDELINES

# PRIMARY COLORS

The official College colors are Centre Gold and white. However, for optimal contrast and legibility, we also use black heavily. This combination is bold and energetic, and sets us apart from our primary competitors. It's important to make sure these colors are prominently used in everything we create, especially marketing materials.

## CENTRE GOLD

|      |                  |
|------|------------------|
| CMYK | 0   14   100   0 |
| RGB  | 255   205   0    |
| HEX  | #FFCD00          |
| PMS  | 116 C   115 U    |

## BLACK

|      |                    |
|------|--------------------|
| CMYK | 60   40   40   100 |
| RGB  | 0   0   0          |
| HEX  | #000000            |

## WHITE

|      |                 |
|------|-----------------|
| CMYK | 0   0   0   0   |
| RGB  | 255   255   255 |
| HEX  | #FFFFFF         |

# SECONDARY COLORS

While Centre Gold, white, and black will always be the predominant colors used in our materials, it is sometimes necessary to use other colors. For these purposes, we draw from the secondary palette shown here. Try to limit yourself to a few colors at a time, as too many colors at once can be overwhelming. Keep basic color principles in mind and avoid combinations that "vibrate" or lack sufficient contrast.

The CMYK, RGB, and Hex values listed here are derived from the formulas listed in the Pantone Color Bridge Coated. Always use the values defined on this page.

|  |  |   |   |   |
|--|--|---|---|---|
| <p><b>PMS COOL GRAY 1</b></p> <p><b>CMYK</b> 4   2   4   8</p> <p><b>RGB</b> 217   218   214</p> <p><b>HEX</b> #D9D9D6</p> | <p><b>PMS 545</b></p> <p><b>CMYK</b> 21   2   0   1</p> <p><b>RGB</b> 198   218   231</p> <p><b>HEX</b> #C6DAE7</p>  | <p><b>PMS 351</b></p> <p><b>CMYK</b> 27   0   23   0</p> <p><b>RGB</b> 162   228   184</p> <p><b>HEX</b> #A2E4B8</p>  | <p><b>PMS 600</b></p> <p><b>CMYK</b> 2   0   39   0</p> <p><b>RGB</b> 241   235   156</p> <p><b>HEX</b> #F1EB9C</p>   | <p><b>PMS 523</b></p> <p><b>CMYK</b> 16   33   0   0</p> <p><b>RGB</b> 201   177   208</p> <p><b>HEX</b> #C9B1D0</p>  |
| <p><b>PMS 2176</b></p> <p><b>CMYK</b> 34   15   12   0</p> <p><b>RGB</b> 167   186   203</p> <p><b>HEX</b> #A7BACB</p>     | <p><b>PMS 292</b></p> <p><b>CMYK</b> 59   11   0   0</p> <p><b>RGB</b> 105   179   231</p> <p><b>HEX</b> #69B3E7</p> | <p><b>PMS 563</b></p> <p><b>CMYK</b> 54   0   29   2</p> <p><b>RGB</b> 107   187   174</p> <p><b>HEX</b> #6BBBAE</p>  | <p><b>PMS 1245</b></p> <p><b>CMYK</b> 6   35   99   18</p> <p><b>RGB</b> 198   146   20</p> <p><b>HEX</b> #C69214</p> | <p><b>PMS 7647</b></p> <p><b>CMYK</b> 31   88   18   0</p> <p><b>RGB</b> 168   61   114</p> <p><b>HEX</b> #A83D72</p> |
| <p><b>PMS 432</b></p> <p><b>CMYK</b> 78   57   39   56</p> <p><b>RGB</b> 51   63   76</p> <p><b>HEX</b> #333F4C</p>        | <p><b>PMS 4145</b></p> <p><b>CMYK</b> 87   73   15   57</p> <p><b>RGB</b> 47   51   81</p> <p><b>HEX</b> #2F3351</p> | <p><b>PMS 5473</b></p> <p><b>CMYK</b> 86   20   23   51</p> <p><b>RGB</b> 17   94   103</p> <p><b>HEX</b> #115E67</p> | <p><b>PMS 2014</b></p> <p><b>CMYK</b> 0   51   100   26</p> <p><b>RGB</b> 185   112   0</p> <p><b>HEX</b> #B97000</p> | <p><b>PMS 209</b></p> <p><b>CMYK</b> 20   97   40   58</p> <p><b>RGB</b> 111   38   61</p> <p><b>HEX</b> #6F263D</p>  |

# CREATING A COLOR PALETTE

While this is not an exact science, keep these basic principles in mind when creating a color palette for your own work. Centre Gold should always be present, and black or white should usually be present as well, but not always. Limit yourself to three or four colors from the secondary palette; using fewer is okay, too.

## CENTRE GOLD



## 3 OR 4 SECONDARY COLORS



## WHITE OR BLACK



When using secondary colors, use more white space and less black.



OR



OR



## UNIQUE COLOR PALETTE

The relative ratios of these colors can vary, depending on your intended mood or audience. A flood of gold will feel very different from a flood of the dark blue or white. Play with different ratios for different effects.

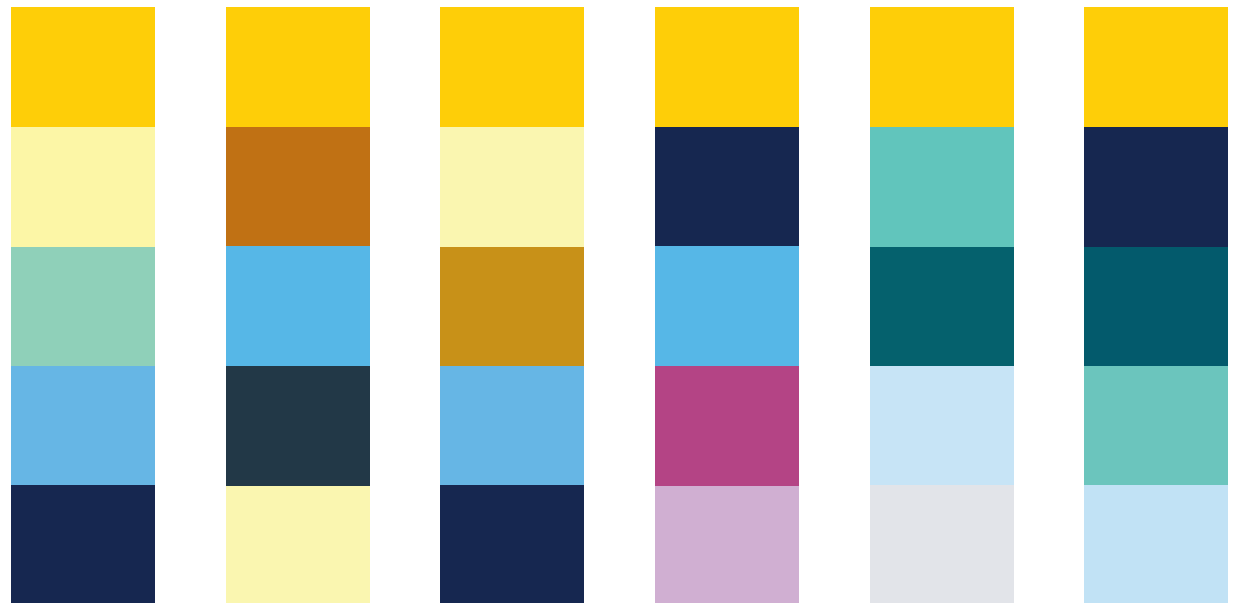
# SAMPLE COLOR PALETTES

The examples on this page illustrate some of the many ways we can combine Centre Gold, white, and black, with colors from our secondary palette. Keep in mind that our secondary palette works better with plenty of white space, and not as well with heavy black floods. Experiment with the relative ratios of the colors within each palette to achieve different effects.

## CENTRE GOLD + 3 SECONDARY COLORS



## CENTRE GOLD + 4 SECONDARY COLORS



# SPECIAL COLORS

With some special applications, certain limitations make it necessary to use an alternative to Centre Gold. The colors listed on this page are the only acceptable alternatives for such instances.

## METALLIC GOLD INK

PMS 871

## METALLIC GOLD FOIL

INFINITY FOIL METALLIC GOLD 80

## FABRIC

BRAND GILDEN OR CHAMPION

COLOR GOLD

PMS 1235 C

## THREAD

COLOR GOLDENROD

PMS 1235 C

07

# PHOTOGRAPHY



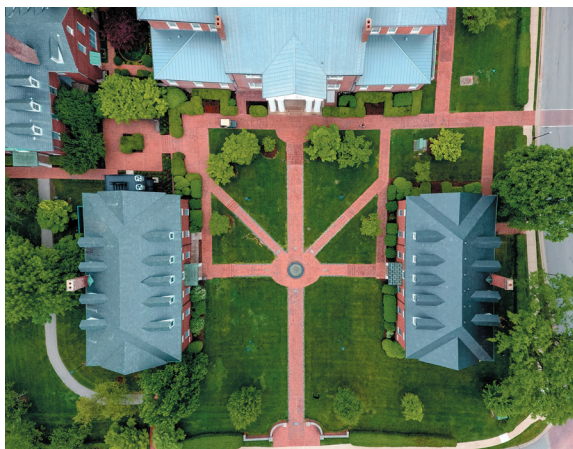
# OVERVIEW

The photos we choose are just as important as the words we say. There should always be some synergy between the two elements — we don't want to say one thing and show another. Our photo styles fit into three major categories, as shown below. Mix and match photos from these groups to create a more dynamic, informative experience.

## GENERAL PHOTOGRAPHY



## CENTRE POINT PHOTOGRAPHY



## PORTRAIT PHOTOGRAPHY





# PHOTOGRAPHY

## GENERAL PHOTOGRAPHY

This is the category from which most of our photography is sourced. It covers everything from academics, to student life, to campus scenery.

When possible, choose photos that feel bright and welcoming. Look for compositions that are interesting or dynamic, but avoid dramatic angles or camera lens effects.

Try to show candid, authentic engagement, rather than posed scenes. Look for synergy between students and their peers, students and faculty, or students and their subject matter. It is important for the strong sense of community to come through in our photography whenever possible.



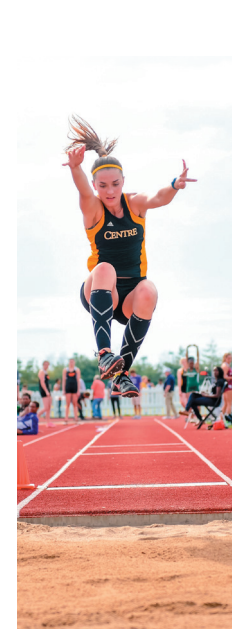
# PHOTOGRAPHY

## CENTRE POINT PHOTOGRAPHY

This style of photography can be used with any subject matter, but the key is that each photo has a strong central focal point. These images pair well with circular type constructions, where the type can focus on and frame the photo's focal point. This might be a person, their work, a location, or something else. These photos work best for feature stories, capturing details, wide landscapes, and big moments.

These photos should feel more art directed and less candid than our general photography. Pay special attention to the composition of the scene — look for symmetry and balance between the two sides, with clear space for circular type to live. Avoid backgrounds with a lot of distracting elements.

Never use a curved lens (like wide-angle or fish-eye lenses) for photos in this category.



# PHOTOGRAPHY

## PORTRAIT PHOTOGRAPHY

While it is important to show photos of our students and faculty active and engaged, portraiture allows us to focus more on the spirit of the individual.

Our portrait style is loose and candid, with whatever expression feels most natural to the subject. For some, this may be an authentic laughing smile, while for others it may mean a more serious expression with folded arms.

Most portraits should be shot in an environment that is relative to the subject or topic at hand. Some portraits may be shot on a light, neutral background, as shown here. This can be done in studio or against a solid wall.

When shooting a large number of portraits at once, do your best to get a variety of poses from each subject. We don't want to create a series of portraits where everyone is in the same location, looking the same direction, in the same pose.





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### **Questions?**

If you're looking for resources, or simply have questions about the brand, please contact the Office of Strategic Marketing and Communications.

**Email:** [communications@centre.edu](mailto:communications@centre.edu)

**Web:** [www.centre.edu/communications](http://www.centre.edu/communications)