

# Style Guide 2016

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UNION  
COLLEGE

## Logo | *Why?*

The stylized "O" in "Union" has several meanings:

- Reflects Union's innovative, open environment
- Portrays a warm, caring family "embrace" that is part of the Union experience
- Shows the overlapping spirituality and learning that is central to Union's mission
- Expresses Union's global mission and the tradition of the Golden Cords

Using the "O" as an individual design element apart from the logo is not allowed.



## Logo | *Color*

In any media, print or website, only three colors are allowed for our logo:

- **Black**
- **Pantone 202**
- **White**

Black and PMS 202 or combination of both is used on a light background. When combined, “Union” should be red and “COLLEGE” should be black, not the other way around.

Reversed-out white logo may be used on a colored or dark background.



UNION  
COLLEGE



UNION  
COLLEGE



UNION  
COLLEGE

## Logo | Tagline

Our logo can be used alone for most general college documents and Enrollment Services' materials. However, there are times when we need to introduce who we are with our tagline "Experience the Spirit." Use this for promotional items when an audience doesn't know who we are yet.

These key words indicate that an experience at Union College is active and filled with spirit—most importantly the Spirit of God, but also the contagious enthusiasm of the spirited individuals who learn and work at Union.



## Logo | *Size*

For print, the Union College logo is best displayed at a minimum width of 1". There is no maximum reproduction size of the logo.

For websites, our logo should not appear at a width less than 100 px. The file should be formatted in png or svg.

### PRINT

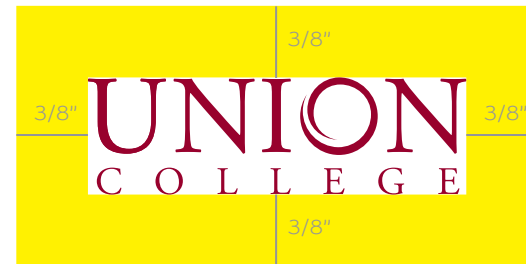


### WEB



## Logo | *Space*

Give the logo space to breath. Some white space around is necessary, so do not clutter. Minimum space around logo should be 3/8 inch for print.



# Logo | *Keep it right*

## ✓ DO'S



UNION  
COLLEGE



Do use the right color and proportions.

## ✗ DONT'S



UNION  
COLLEGE

Do not distort.



UNION  
COLLEGE

Do not use non-standardized colors.



We know it looks awesome. But separating elements of the logo is a no-no.



UNION  
COLLEGE

Not too tiny, please.



UNION COLLEGE

Do not rearrange the elements.



UNION  
COLLEGE

Do not outline.



UNION  
COLLEGE

Do not put effects or shadow.

## Logo | Placement

It is highly preferred to avoid placing our logo on top of photographs. In situations when you really have to, there are two things you can do:


1. Reverse-out the logo (meaning the logo has to be white against a dark background).
2. On light-colored photographs, add a faint drop shadow to make the logo stand out. When applying drop shadow behind the logo, Marketing Communications must approve the treatment for print.






# Color palette | *Corporate*

This is our primary color palette used for formal materials.



**PMS 202**  
**CMYK 31/95/72/31**  
**RGB 135/36/52**  
**HEX #98002E**



**PMS 4505**  
**CMYK 30/31/69/2**  
**RGB 45/43/71**  
**HEX #AD923C**



**WHITE**



**BLACK**

## Typeface | *Corporate*

Adobe Garamond Pro, which is used for the Union College logo, should generally be used for body copy, with only limited use in headlines and other applications.

### ADOBE GARAMOND PRO

Adobe Garamond Pro Regular

*Adobe Garamond Pro Italic*

**Adobe Garamond Pro Bold**

***Adobe Garamond Pro Bold Italic***

## Typeface | *Corporate*

A nice compliment to the Garamond typeface used in the Union College logo, Gill Sans provides a sans serif option with clean lines and classic appearance that works well for headlines and other uses that call for a contrasting typeface.

When used together with Garamond, use Gill Sans for accent text such as headings and captions.

Limit using Gil Sans for body copy. However, if you do choose to use it for a large amount of body text, make sure you increase the leading (space between lines). Your design should be approved by Visual Communications Director in Marketing Communications office before printing.

### GILL SANS

*Gill Sans Light Italic*

Gill Sans Light

*Gill Sans Italic*

Gill Sans Regular

**Gill Sans Bold**

***Gill Sans Bold Italic***

# Enrollment

UNION  
COLLEGE

## Enrollment branding

We believe that the values and quality education Union College offers could be the beginning of excellent future for many students. Our marketing materials are important tools for sending this message. They are the little pieces that tell our story and personality.

That is why first impressions matter. Our goal is to create visually appealing marketing materials that not only stand out from the crowd, but also reflect who we are. Each piece is part of a family. While serving different purposes, they must be cohesive and speak in the same tone of voice.

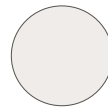
Open, warm, welcoming, supportive, approachable are some words that well describe Union College. Character and spiritual growth of our students is as important as their education. Friendly and Christ-centered atmosphere sets us apart from the other institutes. Remarkable stories from students and alumni has been and will always be part of what makes Union unique.

We want each major printed material to be so interesting, students are afraid to throw it away.

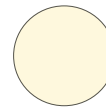
## Color palette | Enrollment

Twenty colors are available in Enrollment color set. They are bright, whimsy and fun. Use them for Enrollment materials targeting prospective students.

Please pick colors carefully. When used together, choose combinations that go well side by side. Don't put two primary colors next to each other and think about context as well. Also think about contrast—don't combine light hues with light-colored text and vice versa. These colors shouldn't be used with the corporate colors.



**PMS Warm Gray I**  
CMYK 11/9/12/0  
RGB 224/222/217  
HEX #EFE9E5



**PMS 7499**  
CMYK 7/5/26/0  
RGB 238/232/197  
HEX #FFF6DC



**PMS 100**  
CMYK 7/1/65/0  
RGB 243/235/123  
HEX #FFF797



**PMS 128**  
CMYK 4/12/80/0  
RGB 246/214/84  
HEX #FFDE75



**PMS 135**  
CMYK 0/24/78/0  
RGB 255/197/80  
HEX #FFD07B



**PMS 7417**  
CMYK 5/85/87/1  
RGB 227/78/53  
HEX #F26649



**PMS 032**  
CMYK 0/96/81/0  
RGB 243/40/55  
HEX #EF4135



**PMS 205**  
CMYK 6/87/25/0  
RGB 225/71/125  
HEX #EF5091



**PMS 649**  
CMYK 14/7/5/0  
RGB 215/224/232  
HEX #DEE6F3



**PMS 542**  
CMYK 61/27/8/0  
RGB 99/158/200  
HEX #56A0D3



**PMS 2925**  
CMYK 80/27/0/0  
RGB 0/150/219  
HEX #0096D6



**PMS 7452**  
CMYK 51/39/0/0  
RGB 127/147/220  
HEX #819CD1



**PMS 669**  
CMYK 83/91/34/26  
RGB 66/46/93  
HEX #362C66



**PMS 7471**  
CMYK 46/0/21/0  
RGB 123/221/216  
HEX #B5E1DD



**PMS 325**  
CMYK 56/0/25/0  
RGB 96/205/203  
HEX #68C8C6



**PMS 3125**  
CMYK 94/1/21/0  
RGB 0/174/203  
HEX #00B5CC



**PMS 367**  
CMYK 39/0/76/0  
RGB 163/216/105  
HEX #B4D88B



**PMS 360**  
CMYK 64/0/91/0  
RGB 92/193/81  
HEX #73C167



**PMS 576**  
CMYK 64/25/100/7  
RGB 105/145/59  
HEX #5C8727



**PMS Black 7**  
CMYK 67/63/63/57  
RGB 55/53/52  
HEX #54534A

## Typeface | Enrollment

Bryant Pro is well-suited for a range of tasks. The Bryant fonts are a warm and modern take on the geometric sans serif. While there are many members in the family, **use only the AltNo1, ItalicAlt, and SC** in all the materials.

The AltNo1 style should be used for headlines and subheads. Use the BoldSC style for section or sidebar headings.

Bryant Pro is available for purchase through [processtypefoundry.com](http://processtypefoundry.com).

The Director of Enrollment Marketing keeps track of how many licenses are available at any time, purchasing, and making sure Enrollment and Marketing Communication teams are on the same version of the font family.

Bryant Pro should be used whenever possible, however Gill Sans is an acceptable sans serif alternative.

### BRYANT PRO ALT

Bryant Pro LightAltNo1  
*Bryant Pro LightItalicAlt*  
Bryant Pro RegularAltNo1  
*Bryant Pro RegularItalicAlt*  
Bryant Pro MediumAltNo1  
*Bryant Pro MediumItalicAlt*  
Bryant Pro BoldAltNo1  
*Bryant Pro BoldItalicAlt*

### BRYANT PRO SC

BRYANT PRO LIGHTSC  
BRYANT PRO REGULARSC  
BRYANT PRO MEDIUMSC  
BRYANT PRO BOLDSC

## Typeface | Enrollment

Bryant Condensed Alt is the concised sibling of AltNo1. It is clean, modern, and easy-to-read. It pairs beautifully with Bryant Pro and is primarily intended for use in body copy.

### BRYANT CONDENSED ALT

Bryant LightCondensedAlt

Bryant RegularCondensedAlt

Bryant MediumCondensedAlt

**Bryant BoldCondensedAlt**

**This is an example of a paragraph.** Ique derum im  
quas mollitas pla non pero is adio ducimus dandae  
omnit aute nam ut lab ium, volores exerisimil  
mod quis pe volorestis ad et quo berum que  
moloresequam fugiti consequ aessimus nobitectiur  
sum, secerun tionsed quiatia dolorum resti omnis.



## Typeface | Enrollment

Galaxie Copernicus is a workhorse typeface, more sturdy than graceful, and with a nice wide stance. It pairs beautifully with Bryant Pro and is primarily intended for use of enlarged blocks of copy to provide visual contrast.

Galaxie Copernicus is available for purchase through [vllg.com](http://vllg.com).

### GALAXIE COPERNICUS

Galaxie Copernicus Book

*Galaxie Copernicus Book Italic*

Galaxie Copernicus Medium

*Galaxie Copernicus Medium Italic*

Galaxie Copernicus Semibold

*Galaxie Copernicus Semibold Italic*

Galaxie Copernicus Bold

*Galaxie Copernicus Bold Italic*

Galaxie Copernicus Extrabold

*Galaxie Copernicus Extrabold Italic*

Galaxie Copernicus Heavy

*Galaxie Copernicus Heavy Italic*

## Typeface | Enrollment

Whitney Index is used for numerals only, highlights steps in a process or matching buildings on the campus map.

There are two versions of this font, the round and the square. Use the round version only. When applying 'Whitney Index Black Round', try to avoid using 'Whitney Round Light' since the text tend to be really hard to read especially in a small scale.

### WHITNEY INDEX BLACK ROUND

WHITNEY      ROUND      LIGHT  
WHITNEY      ROUND      MEDIUM  
WHITNEY      ROUND      BOLD

### WHITNEY INDEX WHITE ROUND

WHITNEY      ROUND      LIGHT  
WHITNEY      ROUND      MEDIUM  
WHITNEY      ROUND      BOLD

**This is an example on how to use Whitney font.**

Use this font for numbered list only just like this one below:

- 1 This is the first sentence on the list.
- 2 This is the second sentence on the list.
- 3 This is the third sentence on the list.

# Typeface | *Keep it right*

**Headline**  
Bryant Pro BoldAltNo1 | 35-48pt



**Section heading**  
Bryant Pro BoldSC | 8-12pt

SC stands for Small Caps, meaning in this style all the letters are capitalized. Keep your letters lowercase when using this font.

**Body copy**  
Bryant CondensedAlt (regular or bold) | 9-10pt

We prefer to keep our paragraphs nice and clean. Avoid using drop cap to start out a paragraph.

## THE JOB HUNT

Apply at [www.ucollege.edu/student-employment-application](http://www.ucollege.edu/student-employment-application) and peruse jobs at [www.ucollege.edu/student-jobs](http://www.ucollege.edu/student-jobs)

If you get a job on campus, you'll need to provide the **original or copy of your birth certificate and social security card**. Your earnings are directly deposited into your bank of choice, so bring the bank account and routing number with you.

## SPORTS

More info at [www.ucollege.edu/athletics](http://www.ucollege.edu/athletics)

### Varsity Sports

The varsity teams do not belong to any athletic organizations or divisions, but they do have full-season schedules of both home and away games against other independent colleges in our region. Players can also earn an elective class credit.

### Intramurals

Intramural sports have a high degree of participation from athletes of all skill levels. The schedule also includes class tournaments that require less time commitment. Sign up at registration.

### Gymnares

Union's acrobatic gymnastics team travels throughout the Midwest and internationally performing at churches, high schools and other venues. Acro has less in common with the artistic gymnastics seen at the Olympics and is more closely related to cheerleading and circus acrobatics.

## CLUBS

When you are enrolled as a full-time student, you are automatically a member of ASB (Associated Student Body) and able to join two other clubs for free. If you join more groups after that you'll get charged per additional club.

See all the clubs and choose your favorites to join on Sunday, Aug. 23.

## UNION SCHOLARS

Apply to join at [www.ucollege.edu/honors](http://www.ucollege.edu/honors)

Through specialized classes, projects and a course abroad, Union Scholars inspires academically gifted students to excel in learning, spirituality and service.

## MUSIC

Contact Division of Fine Arts [402.486.2553](tel:402.486.2553) to find out about audition times.

Union has many music groups, and every semester is a little different depending on the talent on campus. You don't have to be a music major to join a group, but most require auditions.

# The Dots

These circles have been part of our branding, connecting our materials together. As the name suggests, they are dots outlining a circle. They are not an eclipse, a rectangle, or any other shapes, but a circle. Our dots don't like to be the center of attention, so always adjust the opacity down to 30% (opacity percentage not tint).

Under normal circumstances, dots should be placed in one corner of the page, showing only part of the circle.

It may sound easy, but to be good, a little practice is needed. Scroll down to see what to do and what to avoid.

## HOW TO CREATE THE DOTS?




- Create a circle using ellipse tool (L) while holding Shift
- On control panel on top of your screen, select 'Japanese Dots' line style and adjust line width (preferably 4px - 7px depending on the design)



- Create a circle using ellipse tool (L) while holding Shift
- Go to stroke panel (if it's inactive go to 'Window' - check 'Stroke')
- Put 6 for stroke weight. Select 'Round Cap' and 'Round Join' corner.
- Check 'Dashed Line'. Put 0.1 pt for 'Dash' and 13 pt for 'Gap'. You only need to fill the first two boxes.
- Adjust as needed



- Click the 'Ellipse Tool' on the tool panel
- On the control panel or properties panel, make adjustments below:  
Fill: No Fill      Stroke: Pick color as desired  
Stroke width: 7 pt
- Select dotted line as 'Stroke Options' and check 'Dashed Line'
- Put 0 for 'Dash' and 2 for 'Gap'
- 
- Make the circle

## Using “The Dots” the right way



- ✓ Dots form a circle
- Only part of the circle shows on the page
- The circle attached to the edge of the page
- Nicely spaced around the headline
- 30% opacity
- Text and dots are the same color from Union’s color palletes

- ✓ Dots form a circle
- Dots are incorporated with the body copy to highlight short, important information
- Nicely spaced around the text
- 30% opacity
- Text and dots are the same color from our color pallete

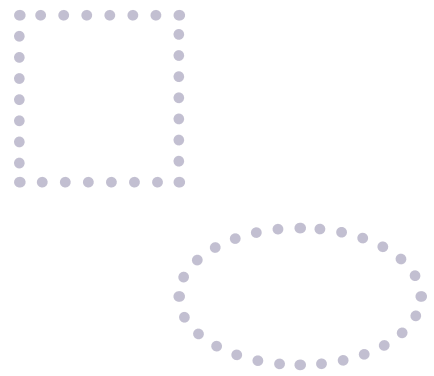
- ✓ Dots form a circle
- 30% opacity
- Used as a decorative element on the layout
- Using color from our color pallete

# Using "The Dots" the wrong way

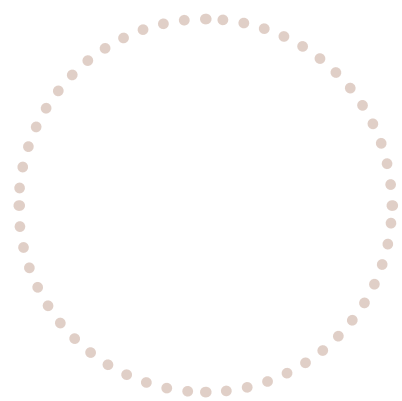
- ✘ Dots form an ellipse
- Dots and text are using different colors
- Dots are too small and too close to each other



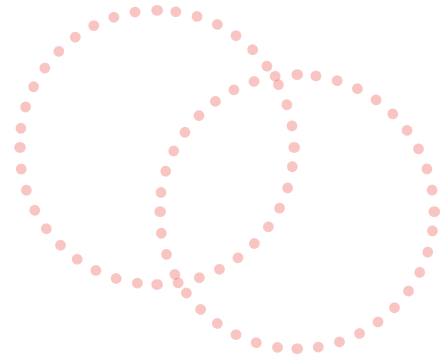
✘ Do not use "The Dots" to frame body copy



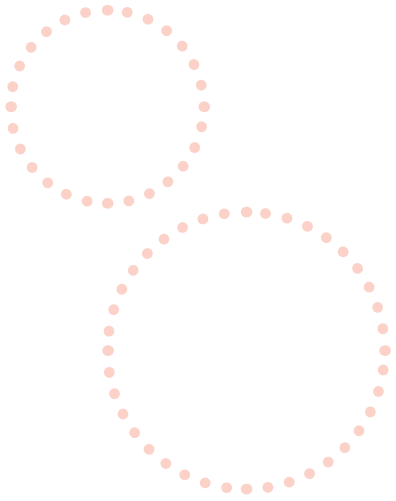
✘ "The Dots" are not to make other shapes



✘ Do not use color outside our color palette



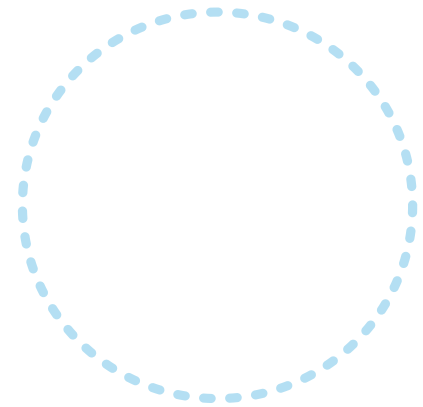
✘ Do not overlap



✘ Do not randomly place circles on the page as decorative elements.



✘ Uneven spacing between the dots



✘ There is a huge difference between "The Dots" and "The Dashes"

## Illustrations

While text can do a good job delivering information to our audience, good is not enough. We strive for greatness. That is why we introduced illustrations. They are flat, fun, and colorful, adding visual pleasures to any space they occupy. That's why we love them. Don't you love this page already?





## Illustrations | *Style and color*

Our illustrations will always be reflections of who we are. They are friendly, bright, fun, and positive. We recommend creating them in Adobe Illustrator. Here's a catch, they have to be flat, no outline, and no negativity allowed. Stay away from that drop shadow or outer glow. Try to combine basic shapes as much as possible instead of drawing the objects loosely for clean results and to avoid a wiggly line. We've built a set of illustrations you can freely use. You can always make new ones if you need to.

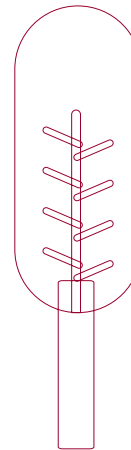
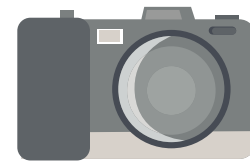
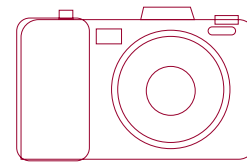
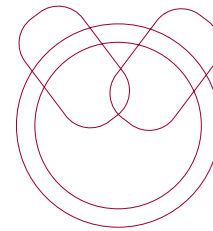
### Find the vector set under:

Projects >> Enrollement Services >> Style Guide >> UC\_VectorSet

Don't worry about picking colors. We have provided a special color palette for our illustrations. These colors go well with our standard colors, so don't use any random hues.

### Find the pallate under:

Projects >> Enrollement Services >> Style Guide >> Color Pallate >> UC\_IllustrationPallate



# Illustrations | *Keep it right*

## ✓ DO'S



Do use the right color and proportions.



Portay positivity

## ✗ DONT'S



Do not use random colors.



Do not use drop shadow



Do not outline



Do not let your objects caged-in the circle



Do not distort



# This is an example of a well-designed layout

For illustrations accompanying headlines, they always be on the left, a little larger than the text. Object will always be placed inside a circle, slightly offset. It's looking great, but something's still missing. What's it? It's the dots! You need to add them behind the circle and let the two be bestfriends.



## THIS IS A SIDEBAR

"This is a sample of a very awesome quote from nobody."

—Nobody, class of '18, Somewhere



"This is another sample of a very awesome quote from somebody."

—Somebody, class of '18, Nowhere



### Noob

Itatis quidus abore debisDucillecae ad es quid ex et et et et restore volor a de electas sumque estrum ipicates sequistotam, oditatur serit accus,Tae consequassi sus doluptatur as aliqumolorepr escimag nisquam aceat.



### Pirate

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### Superhero

Itatis quidus abore debisDucillecae ad es quid ex et et et et restore volor a de electas sumque estrum ipicates sequistotam, oditatur serit accus,Tae consequassi susEptiur, se dit, volor re perest officia con con prae.Ehenihil laborpor



### Ninja

Itatis quidus abore debisDucillecae ad es quid ex et et et et restore volor a de electas sumque estrum ipicates sequistotam, oditatur serit accus,Tae consequassi susOffic tem qui optatus daerovi dicimpore dit reperatem as ullabor atistiis.

# Templates

Exploring and trying out new things is a wonderful thing to do. However, please don't do that with our materials. We have created a set of templates for you to use.

## Find our templates under:

Public >> Visitors >> Projects >> Enrollment Services  
>> Style Guide >> Templates