



BRAND GUIDELINES MANUAL

UPDATED SEPT. 2024



CLINTON
COLLEGE | EST. 1894

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SECTION ONE

Introduction



A Tool for the Future

Using the Guidelines

This is your guide to the Clinton College brand. Consistency in execution is critical to reinforcing our identity. The following pages will provide you with the guidelines and tools to properly implement the Clinton College brand identity system.

Within this document, you will find the proper guidelines for representing institutions and subbrands within the college, notes on tone for written communications and options for addressing the many audiences of Clinton College.

Policy requires that anyone creating communications for the college follows these guidelines.

For inquiry or questions relating to the Clinton College brand, please contact info@sababa.design

This book was created by Sababa Design LLC to ensure that anyone who communicates on behalf of Clinton College can create consistent, memorable work that accurately portrays the essence of the college's brand and identity.

It should not be viewed as a set of limitations, but rather as an inspirational starting point to expressing Clinton's story.

These guidelines will be revised as Clinton College expands and matures.

Brand Development Background

Our Process

This guide is the result of a strategic process that began with a broad understanding of the college's communication challenges and opportunities.

Clinton College views its strength in its intimate relationship with their students. Under a new administration, the college wished to unify its academic and community outreach initiatives under a clear brand. In the coming years, Clinton College plans to invest to upgrade its campus and facilities in order to transform the academic culture and environment to suit the modern student. Upcoming renovations and additions include a 62,000 sqft academic building that will house classrooms, labs, and administrative space. The campus also plans to add an athletic fitness center, and an auditorium to promote fine arts and culture. With the addition, Clinton College plans to double enrollment. The curriculum will focus on S.T.R.E.A.M. education.

SECTION TWO

Our Strategy



Position

Our Position

A position statement is an internal statement: a clear understanding of what we do, who we serve, and why we do it.

“Clinton College is the oldest institution of higher education in Rock Hill, SC that fosters, grows, and develops overlooked people in a transitional state; Clinton College is where Carolinians look for affordable education in an intimate and familiar environment in order to better themselves in the modern era of strict job requirements, overwhelming choices, and highly competitive college standards.”

WHAT: The oldest **institution of higher education** in Rock Hill, SC

HOW: that fosters, grows, and develops

WHO: **overlooked** people in a **transitional** state.

WHERE: Local communities in the Carolinas

WHY: looking for an affordable education in an **intimate** and familiar environment to **better themselves**

WHEN: in the modern era of strict job requirements, overwhelming choices, and highly competitive college standards.

Mission

Our Mission

A mission statement is how you do it... it sets priorities, guides business decisions and lets everyone know what you aim to achieve.

Clinton College was founded in 1894 by the African Methodist Episcopal (AME) Zion Church as a private liberal arts institution. The College is committed to facilitating students' academic achievement, moral and spiritual growth, leadership development, and citizenship in a global society.

Tone

Our Tone

These are our key institutional tone words. They are to be considered when creating the college communications. As a brand communicator, it's important that your copy, design, layout and composition fit the characteristics of these words so that our message and look remains consistent with the brand's tone. These words were chosen by our college community. In preliminary brand discussions, students, faculty and staff selected these tone words from a variety of choices across a wide spectrum of adjectives to describe Clinton College.

Core Values

- Excellence** — reflected in distinction, effectiveness, efficiency, enthusiasm, passion, and quality
- Community** — reflected in social responsibility, teamwork, empathy, service, and collaboration
- Opportunity** — reflected in character, ethics, equality, diversity, and connection
- Heritage** — reflected in tradition, legacy, culture, convention, honor, and inclusivity

EXCELLENCE

HERITAGE

COMMUNAL

SCHOLARLY

OPPORTUNISTIC

RELIGIOUS

SUCCESSFUL

DIVERSE

SECTION THREE

Logos



Academic Logo



1894

CLINTON
COLLEGE

Our logo

This mark is the embodiment of everything Clinton College. It represents our institution and assets. It stands for our shared history and future. It is crucial that use of this logo be consistent. The following rules concerning its application aim to ensure that we deploy the logo appropriately every time.

Academic Logo



Construction

The new visual identity honors the rich legacy of Clinton College while modernizing the look-and-feel of the brand. The design utilizes educational archetypes that signal to the community that Clinton College is an institution of academic excellence.

Academic Logo



THE SHIELD

The enclosure containing the representation of the Clinton College community.

1894

CLINTON
COLLEGE

COLLEGE WORDMARK

The Clinton wordmark is custom artwork based on a modified typeface. College communications should never use this original typeface for any reason unless otherwise approved.

Logo Components

The college logo has two primary components – the shield and the wordmark. The shield is a custom illustrated representation of Clinton community. The wordmark is custom typography designed specifically for this use. No one should attempt to recreate the mark. Limiting its usage to the logo will give the mark strength.

Academic Logo



Primary Usage

It is encouraged to use the 2x2 stacked or 2x1 horizontal version of the academic logo. Other versions are only to be used when space is limited.



LOGO ON BACKGROUNDS

When the logo is placed on a light background, use the normal shield with black type to acquire maximum contrast and impact.



LOGO ON DARK BACKGROUNDS

When placing logos on fields of color that are as dark or darker than the brand maroon, use this version of the mark. Ensure you do not simply reverse the original mark. This will cause the shield to display incorrectly.

Academic Logo



ACADEMIC SIGNATURE LOGO (4X1)

This version of the logo should only be used when vertical space is extremely limited. The primary purpose of this logo is to be used for email signatures and on stationery.



SHIELD LOGO

The use of the shield logo by itself is only allowed in specific instances such as, when the Clinton College name is self evident.



ACADEMIC WORDMARK LOGO (2X1)

The wordmark may be used when color is not appropriate or the composition of the layout is better suited for this version. It is encouraged to use the wordmark for black and white compositions.



SHIELD LOGO (B&W)

This version of the logo should only be used in limited circumstances when color is not appropriate. Usage must be approved by Communications.

Secondary Usage

The college logo has variations to offer a wide range of utility when creating Clinton communications.

Academic Logo



The Wordmark

The academic wordmark is used to connect entities and sub-brands back to our parent brand. It is not meant to be used as a singular graphic. The shield should always be used in standalone graphics.

The wordmark "CLINTON COLLEGE" is displayed in a yellow, serif, all-caps font, centered within a solid black rectangular background.

CLINTON COLLEGE

CUSTOM TYPOGRAPHY

The typeset in the signature and wordmark has been customized to be unique to our institution. It is never appropriate to typeset anything in the original typeface for the purpose of recreation.

Academic Logo



MINIMUM PRINT SIZE

1.25 in width

The stacked icon should at a minimum appear 1.25 in wide. At a minimum, the logo should be spaced apart from any content at least .5 in. The mark can be scaled up, keeping the same proportions



Size and Proportion

When the logo appears on its own, it requires a fixed amount of clear space around it. Text, photos or other graphic elements should never encroach on this space. There are no standardized placement guidelines for the logo. Designers should use discretion and follow clear space guidelines.

All variations of the logo's clear space are determined by the width of the shield.

It is also encouraged to follow these size guidelines when using the logo. If the logo is too small, it loses legibility. When too large, it overwhelms the design and loses graphic integrity.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact info@sababa.design

Academic Logo

Size and Proportion

The horizontal logo should at a minimum appear .5 in tall. At a minimum, the logo should be spaced apart from any content at least .25 in. The mark can be scaled up, keeping the same proportions.

The signature logo should at a minimum appear 3 in wide when paired with the shield icon and 1 in wide sans wordmark. At a minimum, the logo should be spaced apart from any content at least .5 in. The mark can be scaled up, keeping the same proportions.



Academic Logo

LOW CONTRAST OR
OFF BRAND COLORS



DON'T USE EMBELLISHMENT



DON'T TILT OR ROTATE



DO NOT DISTORT



DO NOT ALTER SCALE



DO NOT ATTEMPT TO RECREATE



Academic Logo



CLINTON
COLLEGE | EST 1894
School of Business

Department Logos

Department logos carry the institutional look-and-feel. The type treatments are treated as artwork and follow the same clear space rules as the logo. Additional marks or colors are not permitted

SHIELD



COLLEGE WORDMARK

CLINTON
COLLEGE | EST 1894
School of Business

SCHOOL OR DEPARTMENT

Baskerville semibold

Academic Logo



ADMINISTRATIVE DEPARTMENT LOCKUP



ALTERNATIVE DEPARTMENT LOCKUP



ALUMNI AND ADMISSIONS LOCKUP

Department Lockups

Department logos carry the institutional look-and-feel. The type treatments are treated as artwork and follow the same clear space rules as the logo. Additional marks are not permitted.

Each department has two versions of a lockup for use. Both the Department of Admissions and the Alumni Association have an additional lockup to use for promotional collateral.

College Seal



Our Seal

The Clinton College seal is the most formal graphic representation of the institution.

The torch represents a beacon of light for today's scholars and tomorrow's leaders. The light of the torch is the focal point of the seal just as education is the focus of Clinton College. The rays emanating from the torch signify a long standing history of Clinton College as a beacon for leaders.

Triangles are placed around the seal representing the heritage of the African Methodist Episcopal (AME) Zion Church and tradition of religious education.

The past and future of the college is represented by the library entrance, which will continue to serve as the hub of campus.

The date (1894) is the official date of the founding of Clinton College.

College Seal



Seal Usage

The College Seal should only be used on formal and official items such as plaques, diplomas, and certificates as well as communications from the Office of the President.

The seal should be placed on white backgrounds in either Rock Hill Gray or black. When placing the logo on a background color, avoid reversing the mark in white. That creates too much contrast and compromises the integrity of the design.

The seal may be applied using a variety of printing techniques. For example, the mark may be gold foil embossed, printed using metallic PMS 871 or cast in metal. For these special circumstances, please contact the the Office of Communications.

College Seal



MINIMUM PRINT SIZE

1 in

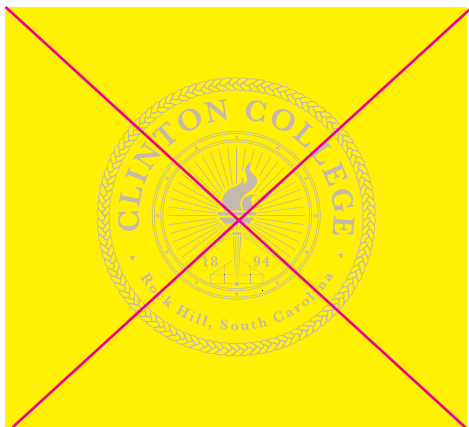
Size and Proportion

The seal is the most formal graphic representation of the college. It's important not to crowd the mark with photos, text or graphic elements.

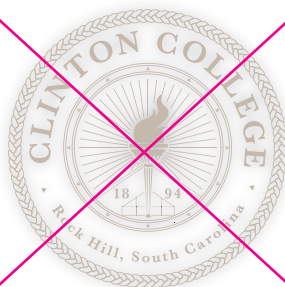
The seal must appear at least 1 in. with a minimum of a .25 in whitespace when stand alone.

College Seal

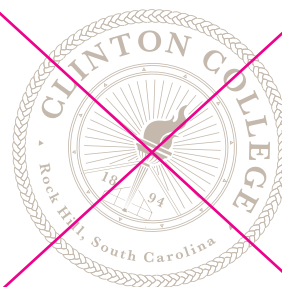
LOW CONTRAST OR
OFF BRAND COLORS



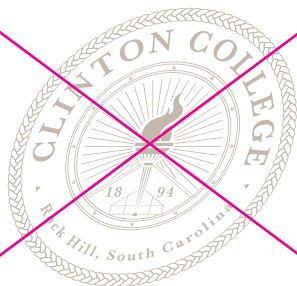
DON'T USE EMBELLISHMENT



DON'T TILT OR ROTATE



DO NOT DISTORT



DO NOT CROP



DO NOT ATTEMPT TO RECREATE



College Seal

APPROPRIATE USAGE



Seal in Use

The college seal is only to be used in formal applications. The rendering to the left illustrates the look-and-feel of the seal when gold foil stamped on a college communication. This piece could be a graduation communication or formal stationery for the president.

METALLIC GOLD

SPOT: PMS 871C METALLIC

College Seal



CLINTON
 COLLEGE | EST. 1894
 Office of the President

OFFICE OF THE PRESIDENT LOCKUP

Office of the President

The Office of the President lockup will carry the institutional look-and-feel. The type treatments are treated as artwork and follow the same clear space rules as the logo. Additional marks are not permitted.

COLLEGE WORDMARK

SEAL



CLINTON
 COLLEGE | EST. 1894
 Office of the President

OFFICE OF THE PRESIDENT

Baskerville semibold

Athletic Logo



Primary Usage

Clinton College mascot is the Golden Bear. Use this mark for all applications in association with Clinton Athletics.

Size and Proportion

The athletic logo should appear at a minimum one inch tall with a clear space of .25 in. Never deviate from its original color scheme or proportions.

CLINT THE GOLDEN BEAR

Sub-brand Logos



Student Support Services

TRiO Logo

The TRiO Student Support Services mark is the official mark of the entity. It utilizes the college's secondary color scheme. This mark should be used on all general communications and collateral promoting Student Support Services. Clinton College primary logo should appear with this mark.

Sub-brand Logos

The Beacon

The Beacon Logo

The Beacon mark is the official mark of the alumni magazine. This mark should be used exclusively on the cover of all publications.

APPROPRIATE USAGE



THE BEACON

Magazine logo should be center in the upper third of spread. the logo color should copy the accent color of the cover image.

Academic Logo



Logo in Use

Examples of Clinton College branding in use



SECTION FOUR

Color



Approved Color Palette

PRIMARY



Bear Black

PMS Black
 CMYK 0 0 0 100
 RGB 0 0 0
 HEX #000000



Clinton Gold

PMS 7403
 CMYK 8 16 61 0
 RGB 236 206 123
 HEX #ECCE7B



Marquee Maroon

PMS 194 C
 CMYK 26 100 74 22
 RGB 154 27 55
 HEX #9A1A37



Rock Hill Gray

PMS 7528
 CMYK 19 20 24 0
 RGB 207 195 186
 HEX #CEC3B9

Primary Use

The official logo colors are gold (PMS 7403), maroon (PMS 194) and gray (PMS 7528). No other logo colors besides the extended palette are acceptable.

Address questions about approved colors to the office of Communications.

EXTENDED PALETTE



Innovation Orange

PMS 173
 CMYK 13 73 65 1
 RGB 211 101 89
 HEX #D26458



Sustainable Green

PMS 368 C
 CMYK 52 0 100 0
 RGB 135 97 64
 HEX #87C440



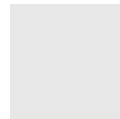
Modern Blue

PMS 542
 CMYK 66 25 2 0
 RGB 79 158 210
 HEX #87C440



Heritage Purple

PMS 2587 U
 CMYK 48 68 0 0
 RGB 79 158 210
 HEX #9067AC



Cool Gray

PMS 7541
 CMYK 8 6 7 0
 RGB 230 230 230
 HEX #E6E6E5



Beacon Brown

PMS 1255 U
 CMYK 29 41 78 7
 RGB 174 140 79
 HEX #AE8C4F

ATHLETIC PALETTE

Color Palette

FORMAL



CASUAL



EXTENDED



ATHLETIC



Using Color

Please use the appropriate balance of Clinton's brand colors in all communications. Use the grid to the left as a guide to understanding how to use color based on audience or communication type.

SECTION FIVE

Typography



Baskerville STD

PRIMARY SERIF TYPEFACE

Baskerville STD

Regular | **Semibold** | **Bold**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz 0123456789 !@#\$\$%^&*()

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz 0123456789 !@#\$\$%^&*()

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz 0123456789 !@#\$\$%^&*()

Font Usage

Baskerville is the primary serif font used in communications. This font is preferred in headlines and used as the body copy for formal documents, such as an invitation

Proxima Nova

PRIMARY SANS-SERIF TYPEFACE

Proxima Nova

Light | Regular | Medium | **Bold** | **Black**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#\$%^&*()

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#\$%^&*()

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#\$%^&*()

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#\$%^&*()

Font Usage

Proxima Nova is the primary sans-serif font used in communications. This font is preferred as the body copy for most communications to be used as headlines in casual documents.

Proxima Nova Condensed

ALTERNATIVE SANS-SERIF TYPEFACE

Proxima Nova Condensed

Light | Regular | **Bold** | **Extra-condensed bold** | **Extrabold**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 !@#\$\$%^&*()

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 !@#\$\$%^&*()

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 !@#\$\$%^&*()

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 !@#\$\$%^&*()

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 !@#\$\$%^&*()

Font Usage

Proxima Nova condensed can be used in limited circumstances to add higher contrast to typographical elements. The font should be used as a treatment to numbers in call outs such as brag facts.

NUMBERING

Font: Proxima Nova

Extra Condensed

Bold Size: 76 pt

Kerning: optical

Tracking: 100

HEADING

Font: Proxima Nova Extra

Condensed **Bold Size:** 20/26 pt

Kerning: optical **Tracking:** 100

2

MOST AFFORDABLE

BACHELOR'S GRANTING HBCU

SUBHEAD

Font: Proxima Nova Extra Condensed Bold

Size: 10/26 pt **Kerning:** optical **Tracking:** 100

Formal Type Hierarchy

LOREM IPSUM DOLOR SIT

Lorem ipsum dolor sit amet, consectetur.

Mauris accumsan posuere fermentum.

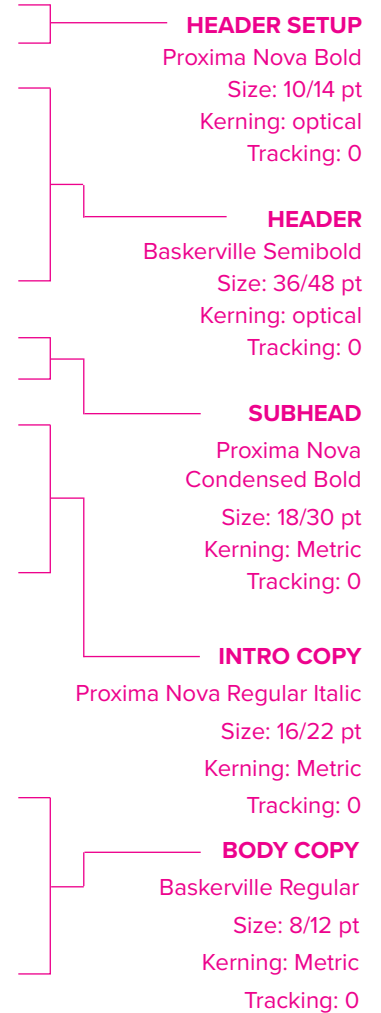
Morbi varius et turpis vitae faucibus. Aliquam ut eros vitae nisl viverra id at urna. Nam sed quam porttitor, euismod neque non, convallis sem Curabitur nibh ex, congue et luctus vitae,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam pretium ac nibh id egestas. Ut velit metus, suscipit ut metus lacinia, cursus porta nisi. Suspendisse pharetra fringilla justo in dictum. Aliquam tempor lectus sit amet tristique sollicitudin. Curabitur nibh ex, congue et luctus vitae, fringilla sed erat. Morbi varius et turpis vitae faucibus. Aliquam ut eros vitae nisl aliquam .

Vestibulum commodo urna convallis, molestie nisl vitae, cursus velit. Aliquam at convallis diam. Maecenas quis mi aliquam, sodales erat in, gravida libero. Mauris at nunc a

elit elementum luctus sed et augue. Etiam condimentum tincidunt nisi suscipit convallis. Praesent eu ligula orci. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Cras dictum porttitor ipsum. Nunc posuere finibus tortor. Donec eu eros vel nibh maximus varius. Nunc ornare lectus ex, nec sollicitudin neque iaculis vel. Pellentesque a luctus libero. Nullam iaculis vestibulum sem, quis pretium ligula scelerisque ac. Praesent gravida augue cursus maximus cursus. Nulla pulvinar feugiat euismod.



Casual Type Hierarchy

DISPLAY

HEADER

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris accumsan posuere fermentum. Integer ultricies urna nec scelerisque iaculis.

Subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris accumsan posuere fermentum. Integer ultricies urna nec scelerisque iaculis. Aenean eleifend ipsum sed leo laoreet gravida. Suspendisse tempus ipsum est, eget hendrerit ligula dictum ac.

HEADLINE
 Proxima Nova Extra
 Condensed Bold
 Size: 100/120 pt
 Kerning: optical
 Tracking: 100

HEADER
 Baskerville Semibold
 Size: 35/70 pt
 Kerning: Metric
 Tracking: 300

INTRO COPY
 Proxima Nova Semibold
 Size: 15/30 pt
 Kerning: Metric
 Tracking: 0

SUBHEAD
 Proxima Nova bold
 Size: 25/30 pt
 Kerning: Metric
 Tracking: 10

BODY COPY
 Proxima Nova Light
 Size: 10/19 pt
 Kerning: Metric
 Tracking: 0

Invitation / Program Type Hierarchy

2018 DISTINGUISHED ALUMNI AWARD CEREMONY

LOREM IPSUM
DOLOR SIT AMET

Welcome

Dr. Lester A. McCorn

Acting President, Clinton College

Remarks

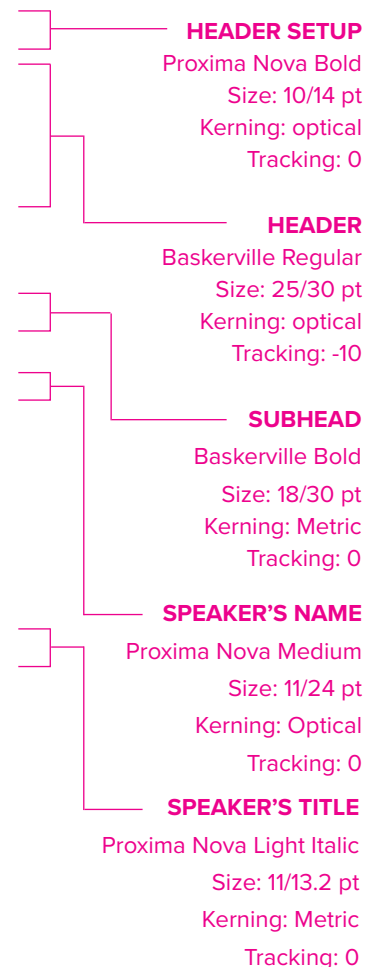
Raymond Corley,

Vice President of Institutional Advancement

Closing

Dr. Lester A. McCorn

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam pretium ac nibh id egestas. Ut velit metus, suscipit ut metus lacinia, cursus porta nisi. Suspendisse pharetra fringilla justo in dictum. Aliquam tempor lectus sit amet tristique sollicitudin. Curabitur nibh ex, congue et luctus vitae, fringilla sed erat. Morbi varius et turpis vitae faucibus. Aliquam ut eros vitae nisl aliquam



SECTION SIX

Environmental Graphics



Exterior Signage



Exterior Sign System

The Clinton College Campus sign system includes four distinct components. These sign types will take visual cues from the college's overall brand standards.

The sign system has gone through a design evolution to illustrate and define the scale and location of campus amenities.

For inquiry or questions relating to the Clinton College brand, please contact the Office of Communications.

Exterior Signage



NOT TO SCALE

Campus Entrance Sign

Entrance Signs acknowledge major entrances, as well as new approach portals. These signs will delineate the “sense of entrance” and will provide “sense of place” at the proposed locations.

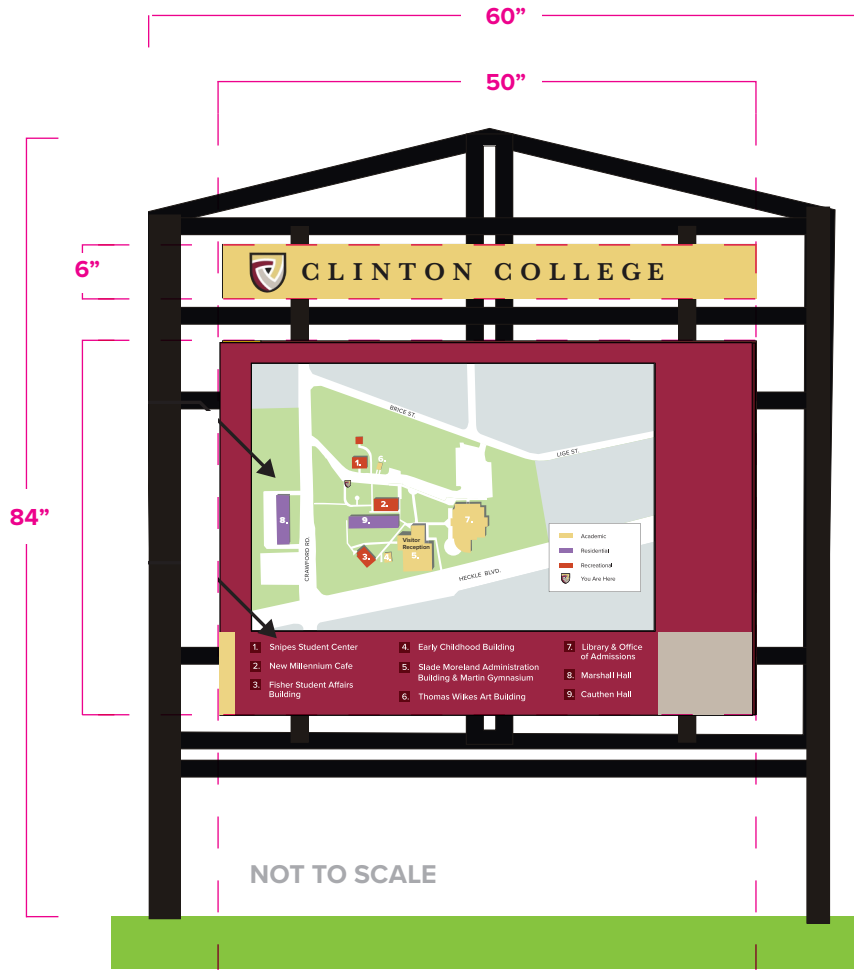
Structure: Black aluminum panels with LED message board cabinet below. Masonry foundation.

Graphics: Vinyl graphics printed on 3/16” solar grade Lexan polycarbonate, and fixed to 6’x4’ aluminum panel.

Color



Exterior Signage



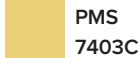







Large Wayfinding

Pedestrian wayfinding helps visitors to navigate campus. Visitors are able to identify their location by a “You are Here” on a map and choose a way to get to their destination.

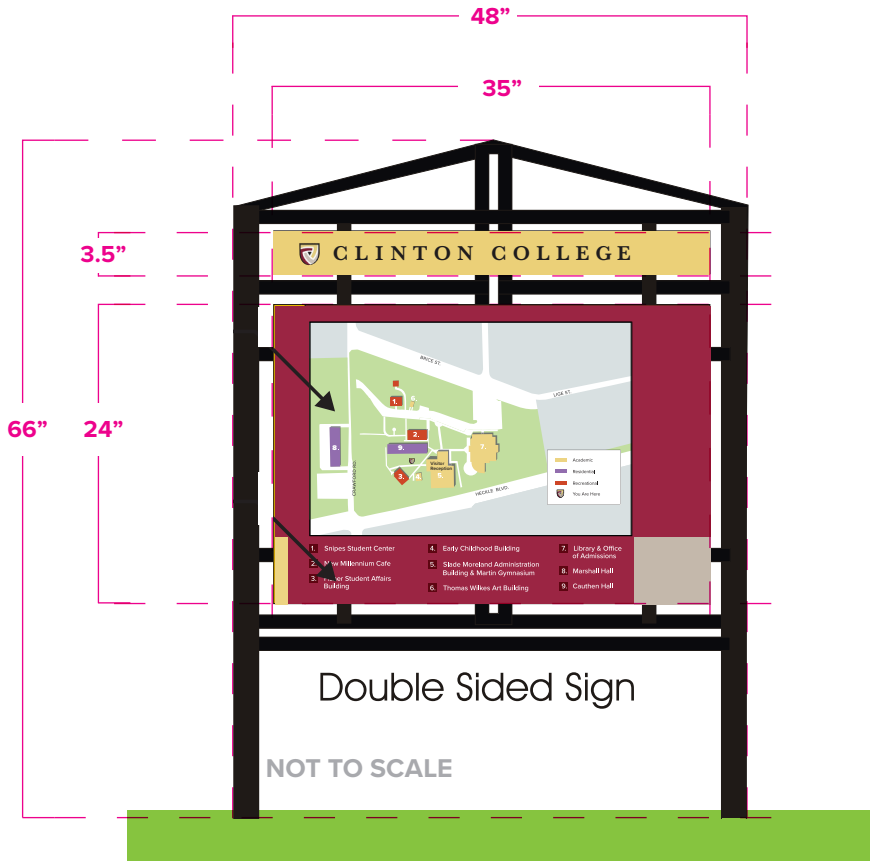
Structure: 5’x7’ all Black aluminum panels with 3’x4’ aluminum panel for map, and one 6”x4’ aluminum name panel with Clinton College signature logo. Structure stands 7 feet above ground

Graphics: Vinyl graphics printed on 3/16” solar grade Lexan polycarbonate a fixed to 50”x30” aluminum panel.

Color

	PMS 7403C		PMS 194C		PMS 7528C
	PMS 173C		PMS 2587U		PMS 7486C
	PMS 7421C		PMS 7541C		

Exterior Signage











Medium Wayfinding

Pedestrian wayfinding helps visitors to navigate campus. Visitors are able to identify their location by a “You are Here” on a map and choose a way to get to their destination.

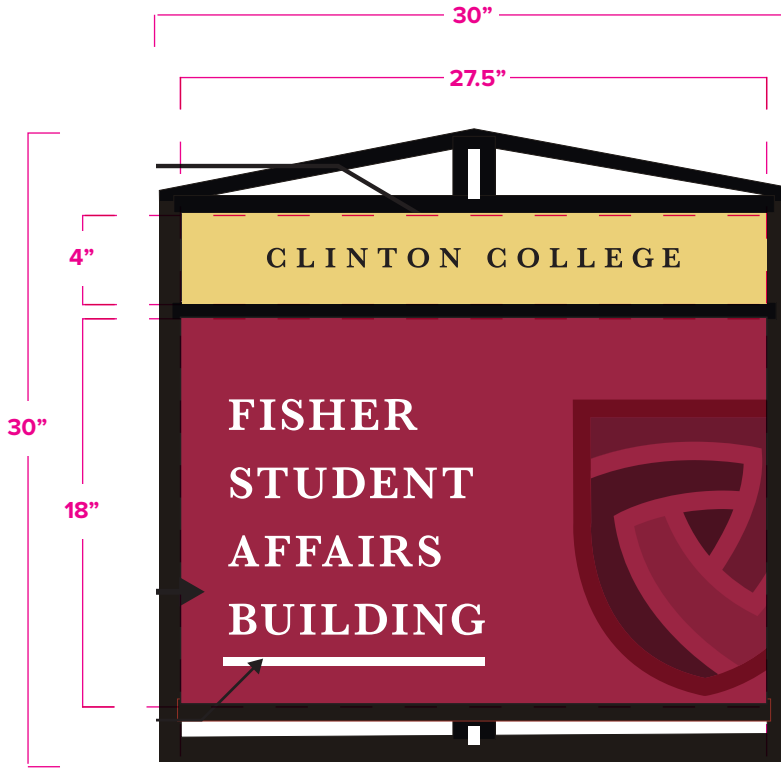
Structure: 4’x5.5’ all Black aluminum panels with 2’x3’ aluminum panel for map, and one 3.5”x35” aluminum name panel with Clinton College signature logo. Structure stands 5.5 feet above ground.

Graphics: Vinyl graphics printed on 3/16” solar grade Lexan polycarbonate a fixed to 35”x24” aluminum panel.

Color

	PMS 7403C		PMS 194C		PMS 7528C
	PMS 173C		PMS 2587U		PMS 7486C
	PMS 7421C		PMS 7541C		

Exterior Signage



NOT TO SCALE







Building Signs

Building signs identify buildings on the Clinton College campus.

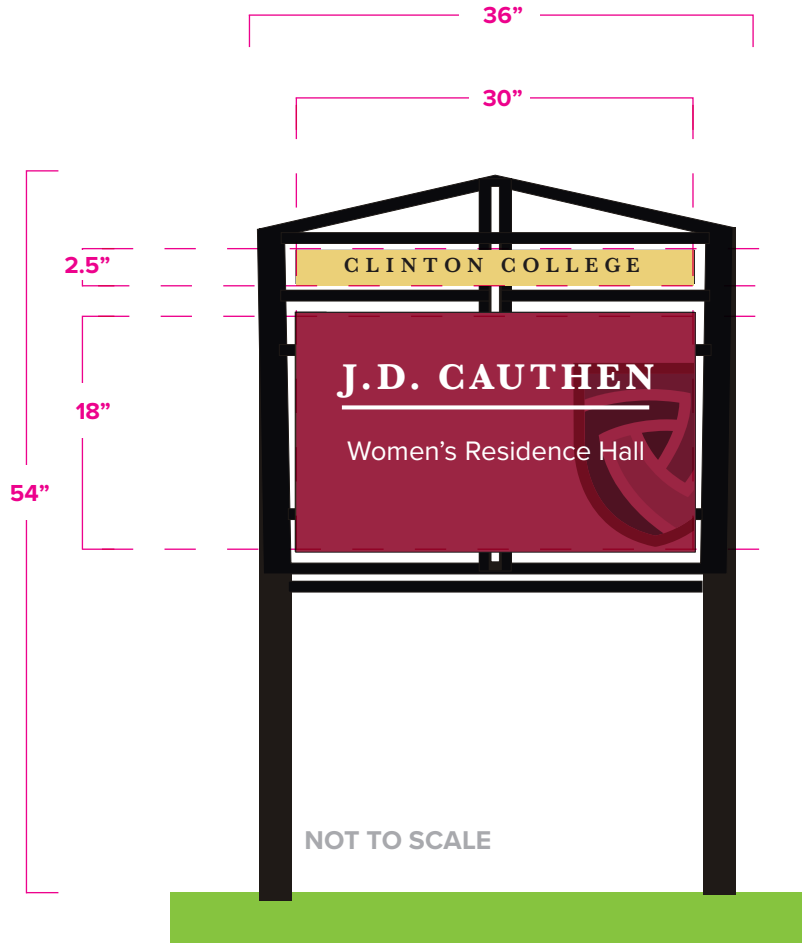
Structure: 30"x30" all aluminum panel structure with aluminum panel for building name and aluminum name panel with Clinton College signature.

Graphics: Vinyl graphics printed on 3/16" solar grade Lexan polycarbonate a fixed to 27.5"x18" aluminum panel.

Color

	PMS 7403C		PMS 194C		PMS 7421C
	PMS 202C		PMS 1955C		PMS 4975C

Exterior Signage









Residential Signs

Building signs identify Residence Halls on the Clinton College campus.

Structure: 3'x4.5" all Black aluminum panels with 2.5"x30" aluminum name panel with Clinton College signature logo. Structure stands 4.5 feet above ground

Graphics: Double side dVinyl graphics printed on 3/16" solar grade Lexan polycarbonate, and fixed to 30"x18" aluminum panel.

Color

	PMS 7403C		PMS 194C		PMS 7421C
	PMS 202C		PMS 1955C		PMS 4975C

SECTION SEVEN

Photographic Style



Types of Shots



Clinton Photography

Photography is a crucial element of the Clinton College brand. Our photography should not only be beautiful, but should reflect a sense of community and scholastic growth.

Please contact the office of Communication for an approved folder of campus photography.

Types of Shots



The Hero

Our goal for portrait photography is to convey action, purpose, and responsibility within our students, faculty, and alumni. Our images are bold, clear and singular. The subject should be the main focus of the composition. The eye should immediately be drawn to them.



Types of Shots



Still life

A photo of an inanimate object or objects may be used to highlight a specific research initiative, discovery, or opportunity at Clinton College. Consider the point of view of the shot. Often, either a bird's eye view or a drop down shot can capture a dynamic composition. The photograph must provide room for headlines and other typography.



Types of Shots



Landscapes

Landscape photography is used as background imagery. The composition should be vibrant, wide panning, and dynamic



Photography Strategies



TELL A STORY USING A PHOTOGRAPH.



AVOID FORMAL GROUP PORTRAITS



Use Singular Images

Different types of marketing collateral will require branded photography. Here are some tips and strategies to utilize in order to capture on brand imagery.

Make sure the image has a clear purpose. Focus on a singular subject and avoid the use of formal group portraits wherever possible.

Photography Strategies



DO FAVOR CLEAN, UNCLUTTERED COMPOSITIONS.



Reduce Visual Clutter

Extraneous objects and visual textures can confuse viewers and detract from the story your photo is telling.



DON'T LET THE SUBJECT GET LOST AGAINST A BUSY BACKGROUND.

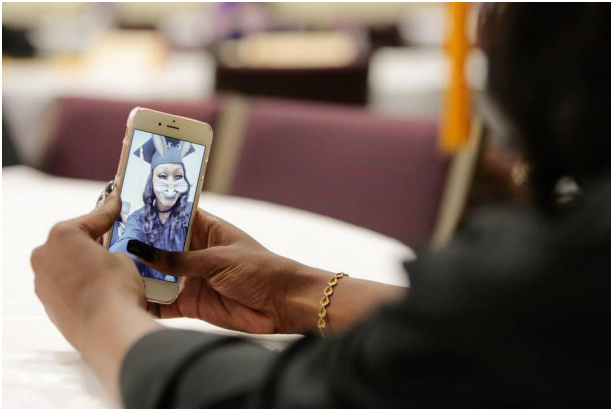


Photography Strategies



CROP IMAGES

focus on the subject without losing a sense of context.



Reduce Visual Clutter

Extraneous objects and visual textures can confuse viewers and detract from the story your photo is telling.



DON'T OVER EXPOSE SCREENS

or shoot in poor light conditions.



Photography Strategies



LOW SHUTTER SPEED

A great use of contrast and light



Image-making

In the image-making process, pay close attention to lighting and vantage point. When appropriate, use specific special effects, such as light leaks and double exposure.

Avoid overly lit, static, corporate-type, artificially posed photos. All imagery should have a photojournalist quality.



AVOID OVER DOING POST PROCESS OF IMAGERY.

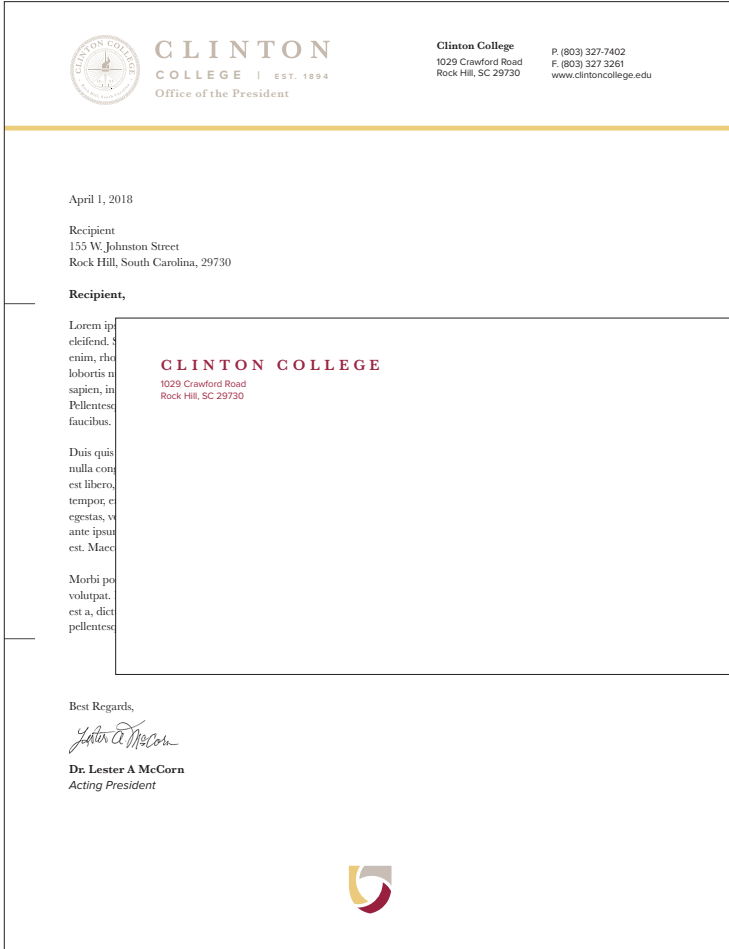


SECTION EIGHT

Brand in Action



Formal Stationery



Stationery

The stationery system is the most widely used communications tool available to the college and presents an opportunity to convey a positive image every time it is used. Each component, from business cards to letterhead and envelopes, represents Clinton College and works to strengthen the visual identity of the institution. Please use each stationery system in its appropriate use.

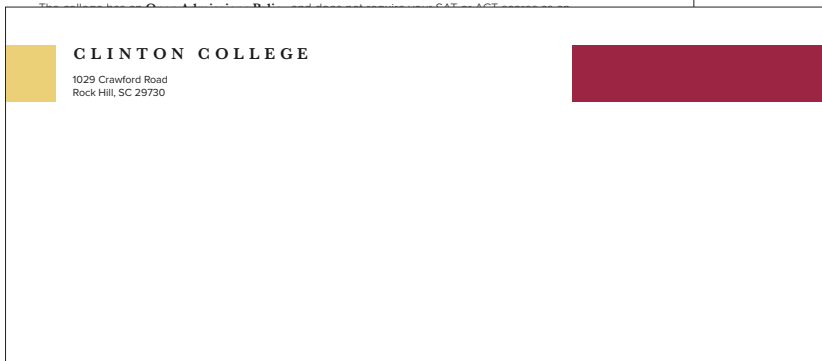
SCALE
Components shown here at 40 percent of actual size.

Casual Stationery



Dear Student,

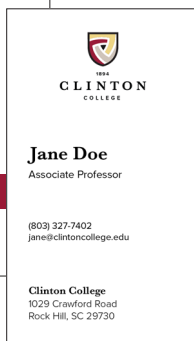
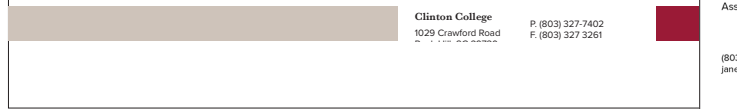
Thank you for your interest in Clinton College. You may submit an application by applying online at www.clintoncollege.edu. As an applied student, you are able to check the status of your application by going to <http://records.clintoncollege.edu/cafeweb/login> website and entering the user ID and password that will be emailed to you once you have completed your application. Clinton College is a private institution and offers programs to a wide range of students who show academic promise. The college is dedicated to preparing future leaders as we support our students in upholding the college's legacy of intelligence, integrity, and creativity.



Have any questions or concerns, feel free to contact me at 803-327-7402, ext. 8165. The fax number is 803-328-6318. Clinton College looks forward to having you as a student.

In Regards,

Kim Shepard
Admissions Department



Stationery

Casual stationery should be used for internal communications and non formal applications. This business system shows off the personality of Clinton College.

SCALE
Components shown here at 40 percent of actual size.

Casual Stationery

HORIZONTAL LOGO



Dear Student,

Thank you for your interest in Clinton College. You may submit an application by applying online at www.clintoncollege.edu. As an applied student, you are able to check the status of your application by going to <http://records.clintoncollege.edu/cafeweb/login> website and entering the user ID and password that will be emailed to you once you have completed your application. Clinton College is a private institution and offers programs to a wide range of students who show academic promise. The college is dedicated to preparing future leaders as we support our students in upholding the college's legacy of intelligence, integrity, and creativity.

Kim Shepard
Admissions Department

DEPARTMENT

CONTACT BLOCK

Clinton College
1029 Crawford Road
Rock Hill, SC 29730

P. (803) 327-7402
F. (803) 327 3261
www.clintoncollege.edu

Casual Stationery



BUSINESS CARD FRONT



BUSINESS CARD BACK

Casual Stationery



NUMBER 10 ENVELOPE

Visual Assets

 **CLINTON Admissions**

Clinton College
1029 Crawford Road
Rock Hill, SC 29730
P: (803) 327-7402
F: (803) 327-3261

 **CLINTON**
COLLEGE | EST. 1894

Applying online at
of your application
g the user ID and
Clinton College is a
ademic promise. The
holding the college's

ACT scores as an
Business Administration
ociate degrees in
s and Natural Science.

NEED TO BE ACCEPTED.

debit card
e, or a GED

ampus during registration.
ults sent to me when
encouraged to take the

or before the day of

a timely manner. If you
the fax number is 803-

A **BEACON**
FOR **LEADERS**

Supporting Elements

Secondary Graphic elements support the principles already established by the logo, color palette and typography. Each element provides heirarchy in the presentation of information within a composition.

Please contact the Office of Communications for templates.



Visual Assets

SWOOSH GRAPHIC



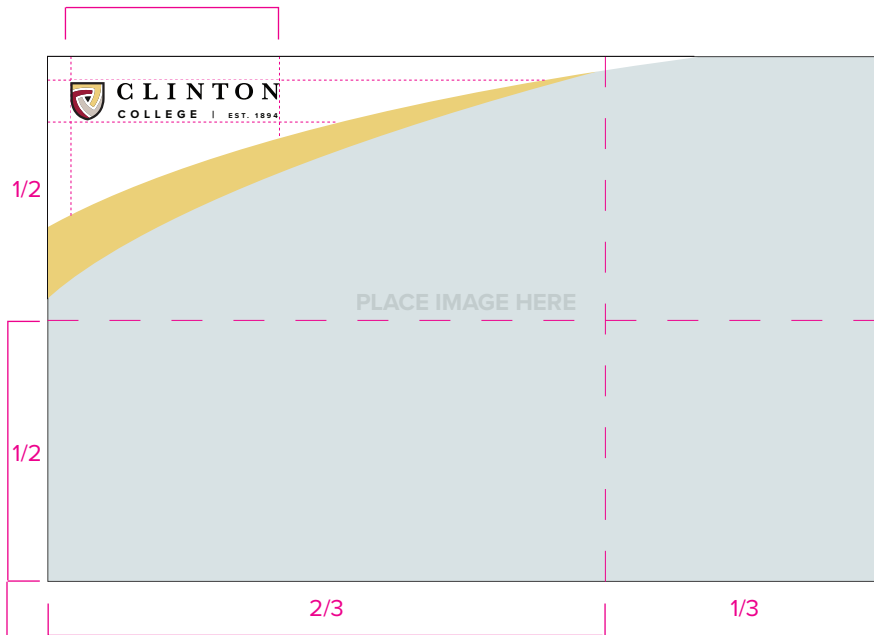
The Swoosh

The swoosh is a secondary graphic element of the Clinton College visual identity. Derived from the woven interior of the shield logo. This graphic an abstract representation of a flash from a beacon of light. The swoosh is used to ground the academic logo or anchor important information to the page.

Visual Assets

CLEAR SPACE

Logo must be spaced .25 in from content.



HORIZONTAL PLACEMENT

Swoosh should not extend past 2/3 of composition.

VERTICAL PLACEMENT

Swoosh should not extend past 1/2 of composition.

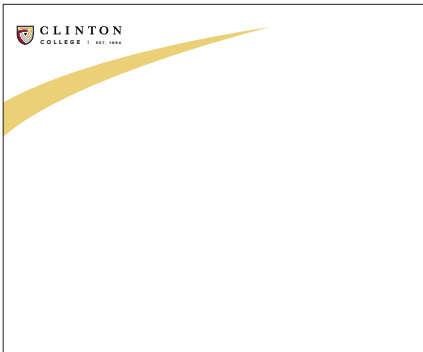
Size and Proportion

In order to maintain the integrity of supporting graphic elements, please use the correct placement and proportions of the swoosh system.

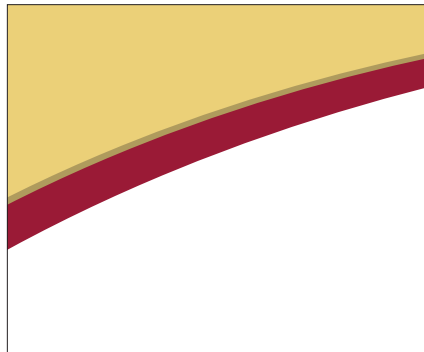
The Clinton College logo must be spaced at least .25 in away from any content. The swoosh should not extend past 2/3 the length and 1/2 the height of the composition.

Visual Assets

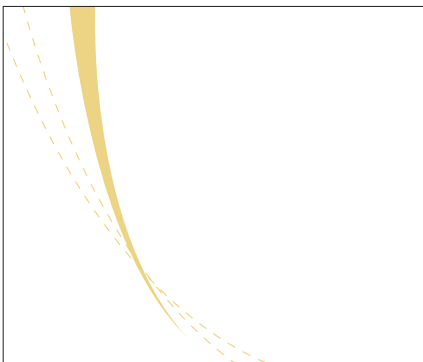
ONE-COLOR TOP



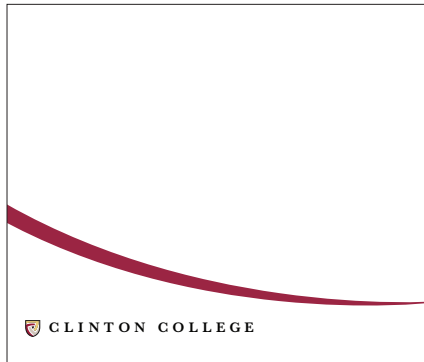
TWO-COLOR SWOOSH



SWOOSH AND LINES



ONE COLOR BOTTOM



Variations

The swoosh is a secondary graphic has many variations depending on the document size and needs of the composition.

Color

All colors in the Clinton College palette is available to use in swoosh graphic.

Visual Assets



Aperture

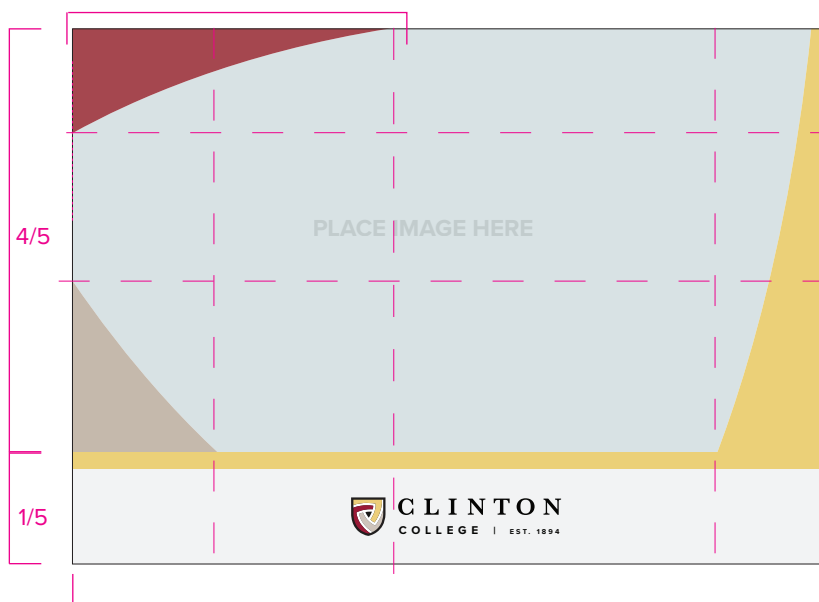
The aperture secondary graphic is used to highlight a focal image or graphic. Consider pairing with a hero shot from the photography catalog.

The aperture is derived from the center of the shield logo where the woven “C” culminates around a black triangle. The aperture graphic replaces the triangle with a background image.

Visual Assets

APERTURE OPACITY

set foreground opacity between 80-100%



LOGO BLOCK

In horizontal compositions, place logo and title text block in lower fifth of composition.

Size and Proportion

In order to maintain the integrity of supporting graphic elements, please use the correct placement and proportions of the aperture system.

The Clinton College logo must be spaced at least .25 in away from any content. The aperture graphic is set at the bleeds of the composition.

Visual Assets

SOCIAL MEDIA



VERTICAL ORIENTATION



IN THE SHEILD



POSTCARD



Variations

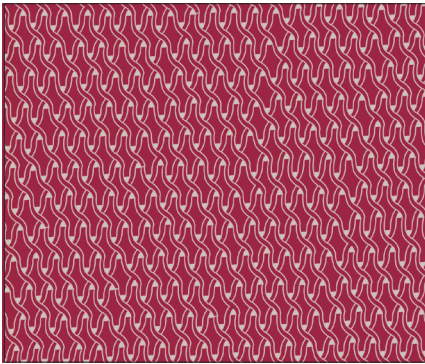
The aperture is a secondary graphic has many variations depending on the document size and needs of the composition.

Color

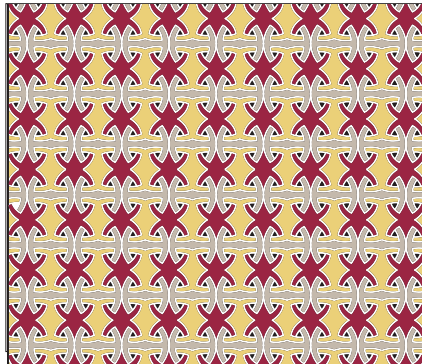
The aperture system must only use the primary gold, maroon, and Rock Hill Gray in the Clinton color palette. The color must match the color order in the shield logo. Set the opacity of the aperture graphic between 80-100%

Visual Assets

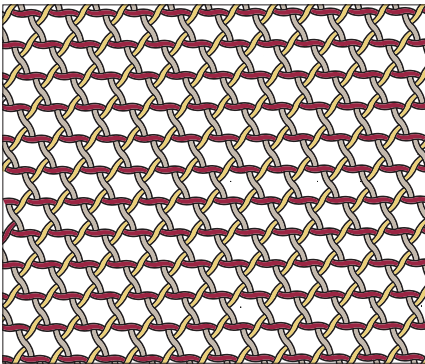
PATTERN 1



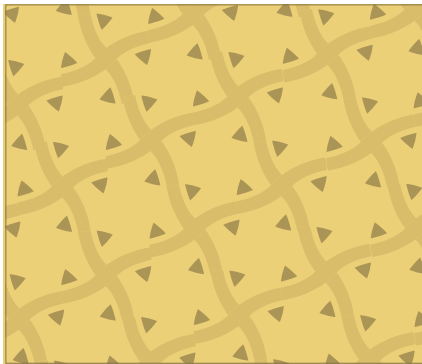
PATTERN 2



PATTERN 3



PATTERN 4



Patterns

Use the approved vector pattern to add depth to your composition.

Examples, Do's



PATTERNED BACKSIDE

The use of pattern type one adds depth to print.

USE OF COLOR

Correct use of color for formal collateral.

TYPOGRAPHY

Only approved typography is used (baskerville and Proxima Nova)

WHITE SPACE

There is a generous amount of white space/ negative space so that the text is easy to read.

Examples, Do's



USE OF COLOR

Correct use of extended color palette for casual collateral

TYPOGRAPHY

Only approved typography is used (baskerville and Proxima Nova).

PHOTOGRAPHY

Good use of images that follows the photographic style and complements the subject topic.

USE OF SWOOSH

The use of the Swoosh helps to reinforce the Clinton College Brand on the cover.].

Examples, Do's



<p>ALL ARE WELCOME TO APPLY.</p> <p>please submit the following documents as soon as possible to complete your application:</p> <ul style="list-style-type: none"><input type="checkbox"/> Completed Application Form Click Apply Today to start your Clinton College application. A login ID and password will be provided for students to check the status of an application submitted.<input type="checkbox"/> Pay \$25.00 application fee Students can submit payment online or mail a check to: Office of Admissions Clinton College 1029 Crawford Rd. Rock Hill, SC 29730<input type="checkbox"/> Send high school transcript Submit your official high school transcripts to the Office of Admissions. For more information, contact Admissions at 803-327-7402 ext. 8166 <p>www.clintoncollege.edu/admissions/apply-online-now/</p>	<p>Office of Admissions Clinton College 1029 Crawford Rd. Rock Hill, SC 29730</p>
--	--

SUPPORTING GRAPHICS
Key information is highlighted by approved secondary graphic elements.

USE OF COLOR
Correct use of color for admissions collateral.

TYPOGRAPHY
Only approved typography is used (baskerville and Proxima Nova). Type is clear and bold, font weights are skipped for higher contrast

WHITE SPACE
There is a generous amount of white space / negative space so that the text is easy to read.

USPS BLANK SPACE
A mailable postcard needs to have a .75" toner free margin at the bottom of the backside of the card.

Examples, Don'ts



ORIGINAL

NEVER USE

EMBLISHMENTS

never use embellishments on text such as 3D effects or outline strokes.

TYPOGRAPHY

All External collateral must use approved fonts only. Use high contrast font weights. See section 5 for an approved list of typefaces

LOGO

The Clinton College Logo must adhere to .25 in margin on all sides. When possible, set the logo to the corners of the composition.

NEGATIVE SPACE

Use larger margins to allow for more negative space in the composition. A good rule of thumb is to use atleast .5" margin.

Examples, Do's



LOGO

Center logo in upper 3rd of composition. Use signature logo to conserve space. Follow clear space guidelines

HEIRARCHY

Create heirarchy in text to draw the readers attention

TYPOGRAPHY

Typography changed to College approved typeface. Skip weights when attempting to bold text.

WHITE SPACE

Changed outer margins to .5 in on top and sides and .25 on bottom. This creates more negative space while making the text more legible.

REVISED

Examples, Don'ts

LOGO

The Clinton College Logo must adhere to .25 in margin on all sides.



ORIGINAL

TYPOGRAPHY

All External collateral must use approved fonts only. Use high contrast font weights. See section 5 for an approved list of typefaces.

SMALL CAPS

Never use small caps

NEGATIVE SPACE

Use larger margins to allow for more negative space in the composition. A good rule of thumb is to use at least .5" margin.

Examples, Do's

LOGO

The Clinton College Logo must adhere to .25 in margin on all sides.

REVISED

LEFT ALIGNMENT

align text to the left to strengthen internal grid.

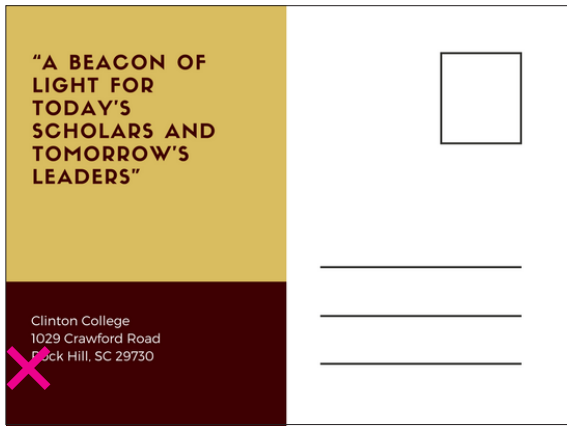
DRAW ATTENTION

box out important information such as dates, address, and call to action.

NEGATIVE SPACE

Set outer margin to .5 in on top and sides and .25 on bottom. This creates more negative space while making the text more legible.

Examples, Don'ts



ORIGINAL

- TYPOGRAPHY**
All External collateral must use approved fonts only. Use high contrast font weights. See section 5 for an approved list of typefaces. avoid low contrast, dark on dark type
- PHOTOGRAPHY**
Only use approved photography. Avoid the use of stock photography whenever possible.
- COLOR**
Only use college approved color palette. Gold must always match PMS 7403C
- NEGATIVE SPACE**
Use larger margins to allow for more negative space in the composition. In order to be mailed, USPS requires a .75 in tonor free margin on the bottom backside of postcards.

Examples, Do's



PHOTOGRAPHY

Use images of our students. Crop image for best use in its intended purpose.

HEIRARCHY

Use a secondary graphic element to create heirarchy of text and image. Take advantage of negative space.

TYPOGRAPHY

Only use approved typefaces found in section five. Left align text so that it is easy to read.

<p>ALL ARE WELCOME TO APPLY.</p> <p>please submit the following documents as soon as possible to complete your application:</p> <ul style="list-style-type: none"><input type="checkbox"/> Completed Application Form Click Apply Today to start your Clinton College application. A login ID and password will be provided for students to check the status of an application submitted.<input type="checkbox"/> Pay \$25.00 application fee Students can submit payment online or mail a check to: Office of Admissions Clinton College 1029 Crawford Rd. Rock Hill, SC 29730<input type="checkbox"/> Send high school transcript Submit your official high school transcripts to the Office of Admissions. For more information, contact Admissions at 803-327-7402 ext. 8166 <p>www.clintoncollege.edu/admissions/apply-online-now/</p>	<p>Office of Admissions Clinton College 1029 Crawford Rd. Rock Hill, SC 29730</p>
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REVISED

RETURN ADDRESS

Set the return address as shown.

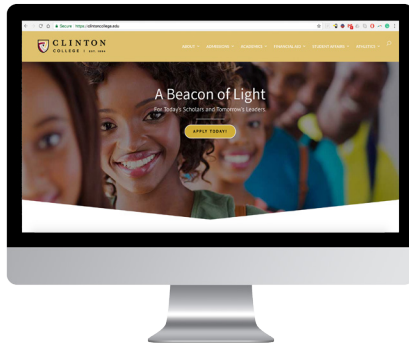
INFORM YOUR AUDIENCE

provide relevant information on the back of the postcard. Include a call to action.

USPS SPACE

Leave atleast .75 in of white space at the bottom of the backside of. USPS requires that space so that they can scan and mail card.

Brand in Use



OCT 11	Ridgeview Prep *	7 p.m.	JAN 13	@Johnston CC	3 p.m.
OCT 21	Black & Gold Game **	3:30 p.m.	JAN 17	SMC	7 p.m.
OCT 24	Columbia International *	7 p.m.	JAN 20	@Dorham	3:30 p.m.
OCT 27	Southern Wesleyan *	7 p.m.	JAN 21	Pie CC	3 p.m.
NOV 1	@Richard Bland	7 p.m.	JAN 24	Cape Fear	7 p.m.
NOV 4	Johnston CC	4 p.m.	JAN 26	Burienick	3:30 p.m.
NOV 8	@Davidson County	7 p.m.	JAN 27	Durham	3:30 p.m.
NOV 11	Barber Scotia *	4 p.m.	JAN 31	@Caldwell	7 p.m.
NOV 17	Baltimore City CC *	8 p.m.	FEB 3	@Barber Scotia	4 p.m.
NOV 18	Chesapeake College *	3 p.m.	FEB 10	USC SoW	7 p.m.
NOV 19	Harcum *	1 p.m.	FEB 14	Combine Charlotte	8 p.m.
NOV 29	Combine Atlanta **	6 p.m.	FEB 21	@USC SoW	7 p.m.
DEC 1	Combine Challenge **	8 p.m.	FEB 23	Caldwell	7 p.m.
DEC 2	Stauford University **	1 p.m.	FEB 24	Lenoir ***	3 p.m.
DEC 5	Liberty Heights	7 p.m.	FEB 28	@Cape Fear	7 p.m.
DEC 8	@SMC	7 p.m.	MAR 1	@Dorham	5 p.m.
JAN 6	@Louisburg CC	3 p.m.	MAR 6	Region X Tournament	7 p.m.
JAN 10	@Pfeiffer	6 p.m.			

* Exhibition
 ** Homecoming
 *** Rock Hill Night

* Baltimore Class
 ** Open Class
 *** Sophomore Night



SECTION NINE

Editorial



Editorial Standards

EDITORIAL STYLE

Clinton College uses the Associated Press stylebook with select exceptions. Those exceptions, along with other commonly asked questions regarding editorial style, are noted below. For more information, contact the Office of Communications.

Degrees—Other than in lists and business cards, do not follow a name with “letter” degrees. Establish credentials in the body of copy, if necessary: “John Doe earned a master’s degree in nursing from The Ohio State University.”

Academic Programs—“Program” is capitalized if it is part of the official name of the program:

- the Study Abroad Program
- the Honors Program

Acronyms—Readily understood and approved acronyms are acceptable on subsequent reference, HBCU, AME Zion, TRiO, SC, etc.), but in general, avoid alphabet soup and do not place

these readily understood acronyms in parentheses after a first reference. However, do place acronyms that your audience would not quickly recognize in parentheses after the first reference. Offices, institutes, foundations, associations, departments, etc., can often be shortened in subsequent references as “the office,” “the foundation,” etc. These shortened references should not be capitalized.

Addresses— Spell out all generic parts of street names (avenue, north, road) when no specific address is given. When a number is used, abbreviate avenue (Ave.), boulevard (Blvd.), street (St.) and directional parts of street names

Bullet Points—Make bullet points consistent in structure: All should be full sentences or fragments, not a combination of both. However, if you have two sets of bullet points in a document, you do not need to make them consistent with each other — just within themselves. Punctuate bullets consistently. That is, if one bullet ends with a period, end all with a period, following these rules:

- If all bullets are sentences, end each one with a period or question mark.
- If all bullets are phrases or fragments, use no end punctuation. Avoid using semicolons between bullets.

Campus—Campus is capitalized when preceded by Clinton College

- Clinton College Campus

Capitalization—Capitalize formal names: the South Carolina Historically Black Colleges and Universities Economic Impact and Competitiveness Conference. Lowercase informal references: the college, the business school,, the department, the section, etc. Email addresses and websites should be lowercase.

Clinton College—Is the enterprise consisting of five degree paths. Always use “Clinton College” on first reference. Refer to as “Clinton” or “CC” on second and subsequent references. Informal references such as “the college” are acceptable. Never use “Clinton Junior

Editorial Standards

College” unless for historical reference.

Commas in a Series—Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: The flag is red, white and blue. He would nominate Tom, Dick or Harry. Put a comma before the concluding conjunction in a series, however, if an integral element of the series requires a conjunction: I had orange juice, toast, and ham and eggs for breakfast.

Use a comma also before the concluding conjunction in a complex series of phrases: The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude to compete.

Commas with Introductory Clauses and Phrases—A comma is used to separate an introductory clause or phrase from the main clause: When he had tired of the mad pace of New York, he moved to Dubuque.

The comma may be omitted after short introductory phrases if no ambiguity would result: During the night he heard many noises.

But use the comma if its omission would slow comprehension: On the street below, the curious gathered.

Compound Modifiers— When a compound modifier precedes a noun, use hyphens to link all the words in the compound except the adverb “very” and all adverbs that end in -ly:

- a first-quarter touchdown
- a bluish-green dress
- a full-time job
- a well-known man
- a know-it-all attitude
- a very good time
- an easily remembered rule.

Many combinations that are hyphenated before a noun are not hyphenated when they occur after a noun:

- The team scored in the first quarter.
- She works full time.

But when a modifier that would be hyphenated before a noun occurs instead after a form of the verb “to be,” the hyphen usually must be retained to avoid confusion:

- The man is well-known.
- The woman is quick-witted.
- The children are soft-spoken.
- The play is second-rate.
- All our employees are full-time.

Courtesy Titles—The only courtesy titles used are “Dr.” and formal titles, such as “President” or “Provost,” and then only on first reference. “Mr.,” “Mrs.,” “Miss” and “Ms.” are not used. The courtesy title “Dr.” is used for any kind of doctor (MD, PhD, DMD, EdD, etc.), an exception to Associated Press style. The title precedes the full name in the first reference but is not used on subsequent references. Examples:

- Dr. John Smith has been named director of the African Methodist Episcopal Zion Church Board of Bishops. Smith, a 1988 graduate of Clinton College.

Editorial Standards

- Dr. Mary Smith has been named chair of the National Society of Dentists. Smith, a 1988 graduate of The Natural Sciences Program at Clinton College.
- Clinton College President John Smith has been named chair of the National Society of Educators. Smith, who earned a doctorate in education from the University of
- Jane Williams has been named chair of the National Society of Wordsmiths. Williams, who earned a bachelor's degree in journalism...

Dates—Use Arabic figures, without st, nd, rd or th.

Dates in Body Text—AP style is “event time date place”:

The Jazz Extravaganza will be held at 7 p.m. on Saturday, Oct. 31, 2015, in the Maxwell Theatre.

Degrees and Fellowships—Clinton College style does not place periods in “letter” degrees or fellowship acronyms.

NOTE:*Other than in lists and business cards, do not follow a name with “letter” degrees. Establish credentials in the body of copy, if necessary: “John Doe earned a master’s degree in nursing from The Ohio State University.”*

Departments, Divisions and Sections—When referring to a specific department or section, capitalize it.

Examples:

- Department of Natural Sciences
- Section of Pediatric Cardiology
- Department of Art
- Art Department (an exception to AP style)
- Dr. John Smith, professor of natural sciences, said (job title after the name)
- Dr. John Smith, professor in the Department of Natural Sciences, said (department name used, not part of his title)

Event Programs (lists in)—(Ex: Distinguished Alumni Ceremony program):

- Jack Jones, AIA
- Angela Williams, MD, PhD

First Names—First names are acceptable on every reference for children (age 18 and younger). The same is occasionally true of adults referred to in feature stories. The tone of the story should dictate first-name usage in these cases. When in doubt, use last names on second and subsequent references.

Nicknames—Use as part of a first reference only if subject prefers it and is commonly called by it. If preference is unclear, use formal name (William rather than Bill).

Numerals—Spell out one through nine and first through ninth; starting with 10 and 10th, use figures. Exceptions: Always use figures for ages (“She is 2 years old”) and percentages (“9 percent”), and spell out a numeral at the beginning of a sentence (“Twelve committee members attended

Editorial Standards

Temporary Titles—The title-holder’s preference applies: interim or acting.

Tenses—Articles should be written in the past tense, except for occasional feature articles that may be written in the present tense, depending on the tone of the story. The tense should be consistent throughout the article. (Example of present tense: “CLinton College is a great place to work,” says John Doe, vice president in the Department of Wordsmithing.)

Headlines and photo captions are written in the present tense.

Titles— Academic and General— When a formal job title appears before a person’s name, capitalize it.

When it appears after a person’s name or alone, do not capitalize it.

Examples:

- President Mary Smith said
- Dr. Mary Smith, president of Clinton College, said

- John Smith, vice president for marketing and communications, said (This is his job title; therefore, “marketing and communications” is lowercase.)
- John Smith has been named vice president for communications and marketing at Clinton College. (Again, “vice president for communications and marketing” is his job title; therefore, “marketing and communications” is lowercase.)
- John Smith holds the position of vice president in the Office of Communications and Marketing at Clinton College (“Office of Communications and Marketing” is not being used as part of his job title; therefore, it is capitalized.)

Capitalize and spell out formal titles such as professor or dean when they precede a name. Lowercase elsewhere.

Examples:

- Professor Mary Smith said

- Dr. Mary Smith, professor of history, said.
- Dr. Mary Smith, professor in the Department of Religious Studies
- President John Smith said
- Dr. John Smith, President of Clinton College, said (The name of the college will always be capitalized.)
- Vice President for Enrollment and Student Affairs Mary Smith, said
- Dr. Mary Smith, vice president for enrollment and student affairs, said (This is her job title; therefore, “enrollment and student affairs” is lowercase. However, Dr. Mary Smith holds the position of vice president in the Office of Student Affairs.)

Emeritus:

- Professor Emeritus Mary Smith, said.
- Dr. Mary Smith, professor emeritus of theology, said

Editorial Standards

- Dr. Mary Smith, professor emeritus in the Department of Religious Studies, said

Titles following names in lists or on business cards are capitalized.

Presidential Signature—The presidential signature is the only exception any guidelines previously stated.

Lester A. McCorn, PhD
Acting President, Clinton College

Web Addresses—When placing a web address on promotional material, such as posters, verify that the address works. If the address works without the use of the protocol “http://” do not use it. Always use the abbreviation for World Wide Web (www). Example: The web address for Clinton College is written www.clintoncollege.edu (an exception to Associated Press style). If a web address occurs at the end of a sentence, end punctuation is used. All urls should be lowercase.

BOILERPLATE

Clinton College is South Carolina’s innovation center for education, training the next generation of innovators, leaders and professionals in classrooms and labs. Groundbreaking research at Clinton is dedicated to improving and enriching the human experience as we seek to create a diverse, more prosperous nation. Nearly 200 students choose Clinton for experiential learning that blends arts and application, humanity and the natural sciences. Clinton is home to the Rock Hill’s oldest institution of higher education, where an intimate learning environment educates students to be a beacon of light for tomorrow. Learn more at www.clintoncollege.edu

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