



Castleton

Brand & Identity Guide

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Brand & Identity Overview

About this Guide

A brand identity is about much more than just the logotype itself. To truly build a consistent brand identity, the brand must be implemented with consistency and care across all media and platforms, including photographic choices, typographic styles, all print materials, and merchandising. This document outlines the graphic standards for implementation of the logotype and brand elements along with example usage for stationery, banners, and basic merchandise.

Questions?

If you have any questions regarding the rules outlined in this guide or to seek approval for an exception to these rules, please contact:

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SECTION 1

Logo & Wordmark

Primary Logo

In order to promote Castleton's brand initiative, use of the Castleton logo should strictly adhere to the standards outlined in this guide.

An official logo must be used on all marketing materials including printed pieces, visual presentations, and advertising.



Logo Spacing

The spacing around the logo should never be less than the size of the capital “C” in the Castleton logo.



Official Treatments

The Castleton logo may appear on white, green, black or other neutral-toned colors such as ivory or gray. It may never appear on any other color.

The graphic may be used to the left of the wordmark or nested above the “ast” in the wordmark. Additionally, the graphic may be used by itself in special cases as approved by the Office of Marketing & Communications. The primary use case for the standalone graphic pertains to its application on College Store merchandise. No other graphic is allowed with or in place of the logo.



Wordmark

The wordmark-only version of the logo can be used without restriction on web, print, and merchandise applications.



Castleton



Castleton



Castleton

Logo & Image

The Castleton logo may be used over an image provided it meets the established spacing requirements. The white version of the logo may only be used over darker images to ensure that it is clearly legible. Conversely, the green version of the logo may only be used over lighter images. These examples show the lightest acceptable dark background for the white version, and the darkest light background acceptable for the green version.

Image guidelines can be found on page 22 of this guide.



Logo & Tagline

The use of the logo with the “Vermont’s First College” tagline is approved for Admissions recruiting only. This logo with “Vermont’s First College” beneath it in Whitney Book Small Caps is the only allowed version of the logo with tagline option.



Castleton

VERMONT'S FIRST COLLEGE



Castleton

VERMONT'S FIRST COLLEGE

Logo Extensions

Logo extensions, such as a center, club, or department, should be added below the logo in Whitney Book when deemed appropriate by the Office of Marketing & Communications. Using the logo version with the graphic above the wordmark is not allowed.



Castleton

College Activities Board



Castleton

College Activities Board

Detailed Graphic

On larger marketing and print materials, such as banners, apparel, and merchandise, any of these detailed graphic alternatives may be used.

This graphic option should never be printed smaller than 3" x 3" and should also never be used on the web.



Incorrect Usage

The Castleton logo should never be manipulated using editing software and should only appear as outlined in this guide.

Some examples of incorrect usage are outlined here, including:

- A. Do not stretch the logotype.
- B. Do not change the color of the wordmark.
- C. Do not change any colors in the graphic.
- D. Do not move the placement of the graphic.
- E. Do not shrink the text of the wordmark.
- F. Do not change the font of the wordmark.



Incorrect Usage

G. Do not add any drop shadows.

H. Do not outline the logo.

I. Do not place the green logo on a dark image.

J. Do not place the white logo on a light image.

K. Do not change the font of the wordmark logo extension.

L. Do not move the placement of the graphic when using the workmark logo extension.

G.



H.



I.



J.



K.



L.



SECTION 2

Typography

Typefaces

Clarendon

Clarendon should only be used for headlines. Due to its intricate look, it should never be used for body copy as it would create readability issues. Bold and italic versions of the typeface should never be used.

Clarendon Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Typefaces

Whitney

Whitney has a wide variety of typefaces in its family and can be used for headlines, subheads, and body copy.

Whitney Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Whitney Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITNEY BOOK SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Whitney Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECTION 3

Colors

Primary Colors

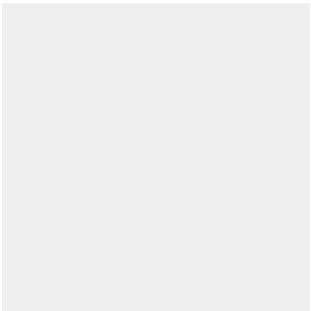
Below are the primary colors of the Castleton brand. They should be the most widely used colors in any printed or digital marketing material, with secondary colors acting as accents.



PANTONE	PMS 343
CMYK	90/40/83/38
RGB	0/86/59
WEB	#00563B



PANTONE	PMS 419
CMYK	76/62/64/65
RGB	36/45/44
WEB	#242C2C



PANTONE	PMS 1
CMYK	5/3/3/0
RGB	239/239/239
WEB	#EFEFEF

Secondary Colors

Secondary Colors

Each secondary base color has an accompanying brighter hue. These brighter hues could only be used on top of the base as accent hues and not by themselves.

PANTONE	PMS 343	PANTONE	PMS 382
CMYK	90/40/83/38	CMYK	47/0/91/0
RGB	0/86/59	RGB	147/206/75
WEB	#00563B	WEB	#93CE4B

PANTONE	PMS 110	PANTONE	PMS 3935
CMYK	23/36/99/1	CMYK	3/0/57/0
RGB	200/158/46	RGB	255/248/135
WEB	#C89E2E	WEB	#FFF887

PANTONE	PMS 3282	PANTONE	PMS 635
CMYK	81/31/52/8	CMYK	44/0/21/0
RGB	44/131/125	RGB	133/220/214
WEB	#2C837D	WEB	#85DCD6

PANTONE	PMS 173	PANTONE	PMS 7411
CMYK	27/81/100/24	CMYK	9/50/67/0
RGB	153/64/8	RGB	226/145/98
WEB	#994008	WEB	#E29162

SECTION 4

Photography

Photography Usage

Strengthening the Castleton College brand identity through photography is an imperative part of telling the real Castleton College story.

Campus, People, and Story Based Imagery

The photography used throughout printed and electronic marketing materials must always feel authentic and never staged. Photography should be used to tell the Castleton College story, emphasizing the strong academics, warmth and activity of the community, and impressive natural surroundings.

Campus should only be represented through photographs showcasing people interacting with the buildings and spaces, highlighting the activity and energy of the College.

Mood and Background Imagery

The impressive natural beauty of the surrounding region should be featured throughout mood and background imagery. Photographs of the mountains, lush greens, and crisp aired settings will help create a visual language that has strong ties to the logotype and Castleton College brand identity.

Photography Examples



Photography Examples (Continued)



SECTION 5

Example Usage

Banners

Displayed to the right is an example of the logo on a banner. Because the logo will appear much larger than a piece of marketing material or website, it is recommended to use the detailed graphic option, as seen on page 12.

Additionally, with this application, it is allowed to remove the bounding border to give a more open feeling to the logotype.



Stationery

Internal documents and messaging are just as important as external facing marketing materials. Displayed to the right are recommendations for official Castleton College stationery and business cards.



Firstname Lastname
First Line of Title
Second Line of Title

March 10, 2014

Mr. John Doe
Company Name
1234 Street Name
City, ST 12345

Dear John,

Lorem ipsum dolor sit amet, nibh vestibulum nec lorem posuere nisl, nulla nullam a sed magna luctus consectetur, congue morbi cras sem, id in sodales donec lectus nibh non. Vel quis ligula, vestibulum ligula sunt, neque tincidunt et platea ante nec congue, donec in in cursus lectus vivamus mollis, pellentesque turpis ullamco lorem risus suscipit. Taciti duis, vivamus libero in, orci ullamcorper congue mi malesuada cursus auctor, donec non beatae pellentesque faucibus rutrum amet, hendrerit eget vel quis mus et velit. Aenean lacinia nisl vestibulum, consequat voluptate, non non sed quis, luctus sociosqu quaerat, turpis eu quam. Luctus nibh pede vitae sed sem, in ut viverra. Penatibus sollicitudin purus adipiscing est, commodo libero venenatis.

Best Regards,
Kim Smith

Castleton

Firstname Lastname
Title of the Person

P: 123-456-7890
F: 000-000-0000
E: info@castleton.edu

Castleton



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Apparel

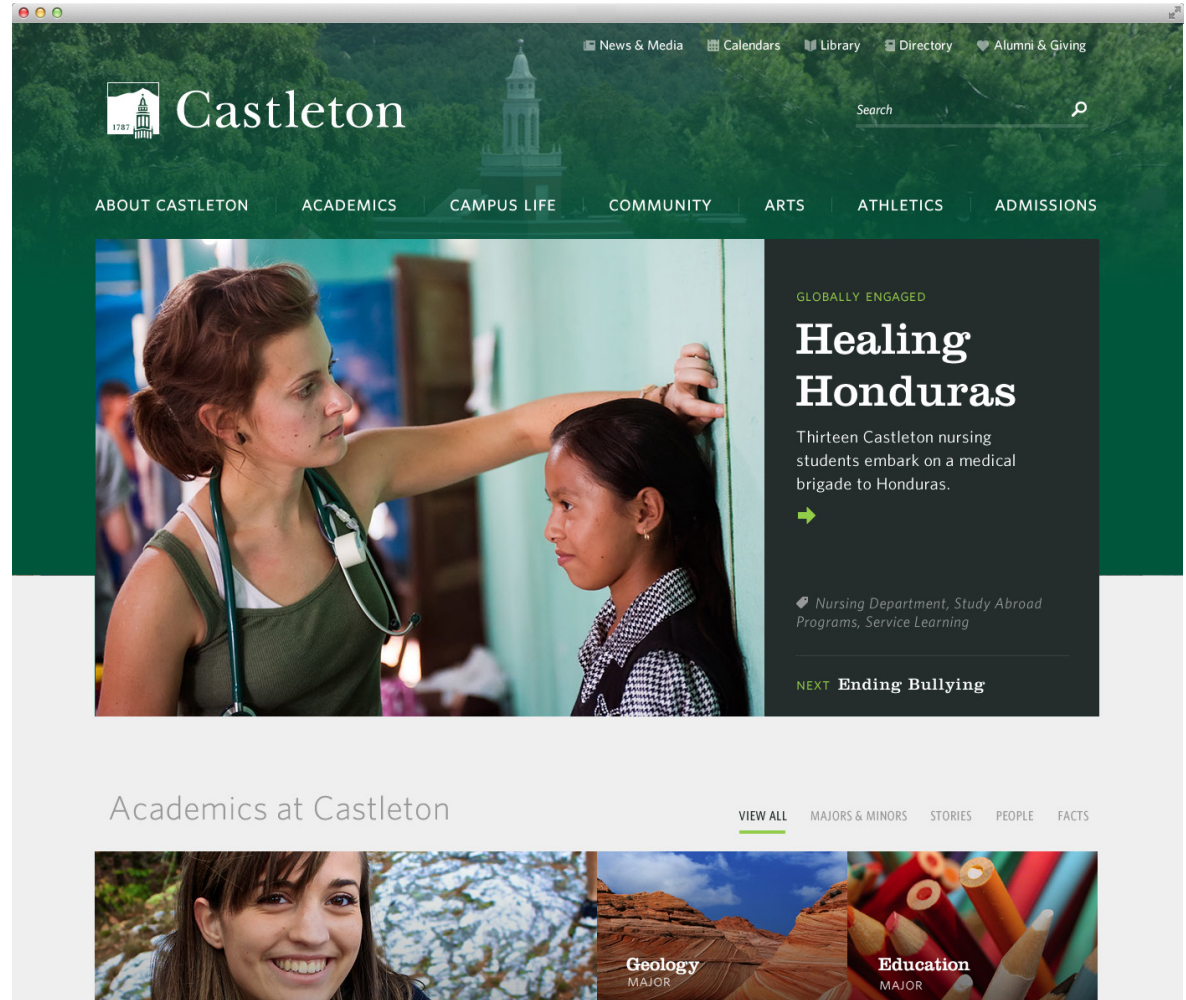
The Castleton logo and wordmark may be used on apparel as long as it meets the official spacing requirements outlined in this document.

In special cases, apparel and other specialty merchandise may be used in merchandising applications on “fashion colors” that are outside the official color palette within this guide. These applications are subject to final approval by the Office of Marketing & Communications. Overall, the legibility of the logo must stay intact.



Website

The graphic and Castleton wordmark must always appear together when used on the web.





Castleton

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