# MONTREAT COLLEGE

CONDENSED BRAND GUIDE

Consistent and appropriate use of these guidelines will create a strong and consistent visual presence for the college holistically.

COLOR PALETTE

Our primary institutional color palette consists of the first row: 289C, 7503C and white. This will be the basis of all designs for Montreat College—from printed and digital publications to sports jerseys and other materials.

In addition, our secondary colors, 11C and 5315C, may be used as a neutral compliment to our primary palette.
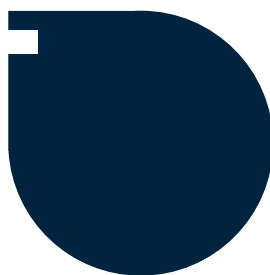
Pantone 7710C is our tertiary color, and may be used minimally within specific communications like new student recruitment pieces. This color is used only to provide emphasis and support the primary and secondary palette. It should never dominate a piece.
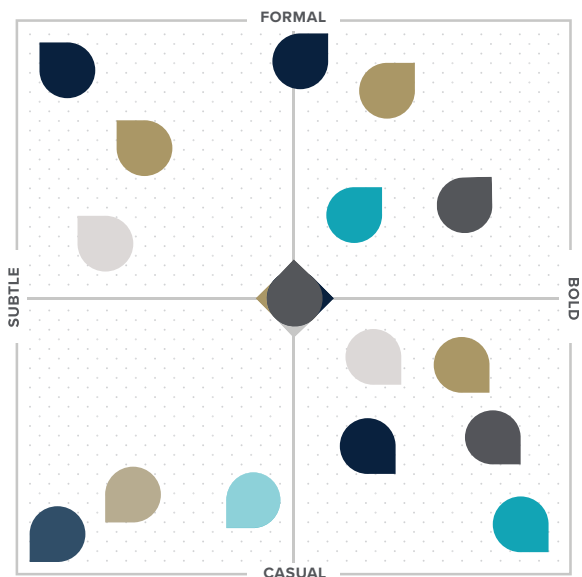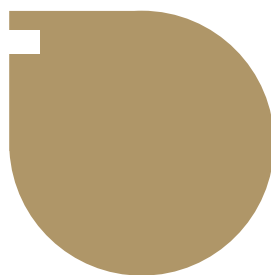
PRINT SAFE COLORS

PANTONE 289C
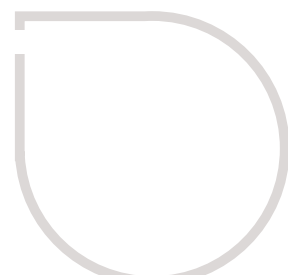C-99% M-84% Y-45% K-51%
R-10 G-34 B-64   #0a2240

PANTONE 7503C
C-34% M-35% Y-68% K-4%
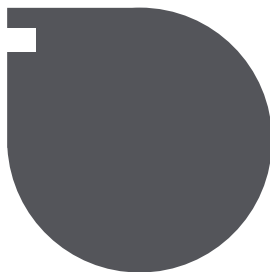R-170 G-151 B-103   #aa9767

WHITE
C-00% M-00% Y-00% K-00%
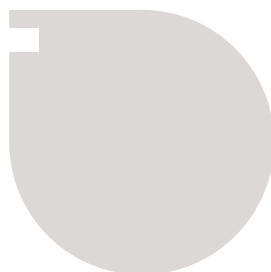R-255 G-255 B-255   #ffffff

PANTONE 11C
C-66% M-57% Y-51% K-29%
R-84 G-86 B-90   #54565a

PANTONE 1C
C-14% M-11% Y-12% K-0%
R-217 G-216 B-214   #d9d8d6

PANTONE 7710C
C-81% M-12% Y-29% K-0%
R-0 G-165 B-181   #00a5b5

WEB SAFE COLORS

0a90a3	0a2240	9b8657	54565a	89888c
0c5466	113f68	ceba88	262828	ffffff

FORMAL

SUBTLE

BOLD

CASUAL

For questions regarding Montreat College branding elements or composure, please contact the office of marketing and communications at:

communications@montreat.edu

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LOGO REPRODUCTION

The following colors may be used as best fits with the piece it is placed within. The logo may not be skewed or changed in any way outside of proportional resizing. The Montreat College logo must be a minimum size of 1" wide in print, and all text must be clearly legibly when used digitally. With special exceptions, the logo may be reduced to 0.5" wide.

TYPEFACES

Proxima Nova will be our primary typeface used for titles, headers and/or body copy for most communication pieces.

Our secondary typeface, ITC Slimbach, will be used selectively for more formal pieces, such as invitations, advancement office publications, President's office pieces, and some acadmic office pieces—based on the discretion of the marketing and communications office.

Aa

PROXIMA NOVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789£$?!<>{}[]#¢™®

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789£$?!<>{}[]#¢™®

Aa

ITC SLIMBACH

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789£$?!<>{}[]#¢™®

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789£$?! <> {}[]#¢™®

ICONS

Icons may occasionally be used to add value or further the message of a piece.

They must follow the consistent style of:
- thin lines
- easy to understand
- modern

Examples:

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