



BRAND GUIDELINES

April 2023

BRAND GUIDELINES

For more than 150 years, Keystone College has provided an outstanding education in a caring and supportive environment to our students. Given our dynamic environment, it is important to establish a unified set of guidelines that results in a strong visual identity for the College as a whole.

These resources provide the basic standards for the College's brand identity system. It has been carefully designed to ensure a balance of consistency and flexibility. Adhering to these guidelines will guarantee that all materials produced with the Keystone College name will represent our brand consistently, resulting in a unified, professional appearance.

BRAND FOUNDATION

The following outlines the foundation of the Keystone brand, based on research conducted with all Keystone constituencies. The overwhelming message from this research is that Keystone provides support and nurtures students to find their true passion, resulting in them becoming their best self.

LOGO AND IDENTITY

The Keystone College logo is the banner under which we meet our public. Therefore, it must be used consistently and correctly to prevent a disorganized representation of the College. The logo is registered with the United States Office of Patent and Trademark as a service mark logo.



NOTE: Every printed publication represents Keystone College and bears the College logo must be approved by the Office of College Communications prior to going to print. This ensures a consistent visual brand is maintained, regardless of which area is producing the material.

OFFICE AND DIVISION LOGOS

Campus constituencies that need to identify communications with their office, department or program name can request a customized logo similar to the formats shown below. To request an office or division logo, contact the Office of Communications.



ONE-LINE LOGO

This logo is not our primary logo, however there are times when this logo is used instead of the primary logo due to design constraints. Please check with the Office of College Communications when using this logo.



LOGO GUIDELINES

When creating new logos, the Office of College Communications uses the following guidelines:

- All fonts, colors, and overall look begin with the official approved Keystone College logo.
- Logo designs will consist of a font similar to the typeface featured in the College logo. The font Adobe Garamond, most accurately represents the College logo.
- The phrase, “Keystone College” will always receive top placement in logo design as the department/program is under the Keystone College umbrella.
- Keystone College’s official colors (Pantone Reflex Blue and Pantone 021 orange) will be used when representing the College. The only exception to this rule is if the logo/typeface is white on a Pantone Reflex Blue or Pantone 021 background.
- Secondary orange and blue color combination used for print is Pantone 138 orange and Pantone 280 blue. This orange and blue is used in most printed pieces because Pantone 021 orange and Pantone Reflex Blue appears neon and not as sophisticated as a recruiting piece should look.

Groups may incorporate unique attributes into a logo; Example: Concerts and Lectures Series:



The Office of College Communications reserves the right to alter logos to adhere to branding standards. All logos must be approved prior to inclusion on publications. *All requests for different or new logos must be made through the Office of Communications to ensure compliance with these requirements.*

THE SEAL

Keystone College was founded in 1868. The official keystone College seal conveys a strong sense of rich history, including “Progress Through Effort.” Use of the seal is most often used on materials whose message is primarily academic, historical or distributed by the President’s Office.



ONLINE RESOURCES

A variety of approved logos are available online (https://mykc.keystone.edu/ICS/Employee_Info/College_Communications.jnz) for download.

ATHLETICS LOGO

Many individuals experience the Keystone College brand through athletics. Therefore, it is important we maintain consistent brand messaging. The official Keystone College logo is not required to appear with athletic logos. The Athletic graphic identity may only be used with apparel/gear/signage/materials associated with the Keystone College Athletics Department. It may not be used by another other academic or administrative campus office or organization.



COLOR PALETTE

The colors shown below are the approved color palette for all Keystone College marketing pieces. The palette denotes energy and vibrancy which aligns with our brand message.

Keystone College's official Pantone (PMS) colors are:

PRIMARY COLORS



PMS Reflex Blue
CMYK = C 100, M 93, Y 14, K 12
RGB = R 0, G 22, B 137
Hex/HTML = 001680

Admissions Office
substitutes for blue and orange



PMS 280 Blue
CMYK = C 100, M 60, Y 0, K 30
Coated Paper,
CMYK = C 100, M 72, Y 0, K 18
Creme Uncoated Paper,
CMYK = C 100, M 72, Y 0, K
RGB = R 0, G 34, B 105
Hex/HTML = 002269



PMS 021 Orange
CMYK = C 0, M 51, Y 87, K 0
RGB = R 247, G 146, B 57



PMS 138 Orange
CMYK = C 0, M 76, Y 100, K 0
Creme Coated Paper,
CMYK = C 0, M 50, Y 100, K 0
Creme Uncoated Paper,
CMYK = C 0, M 40, Y 80, K 0
RGB = R 255, G 96, B 9
Hex/HTML = ff6000

ATHLETICS COLOR PALETTE

The colors shown below are the Athletics color palette.



Victory Navy 289
CMYK= C 100, M 70, Y 6. K 65
HEX/HTML: #00214E



Victory Orange 172
CMYK= C 0, M 80, Y 94. K 0
HEX/HTML: #F1592A



Victory Grey 422
CMYK= C 40, M 31, Y 32. K 0
HEX/HTML: #9FA1A1



Victory White
CMYK= C 0, M 0, Y 0. K 0
HEX/HTML: #FFFFFF

TYPOGRAPHY

To ensure a consistent brand image in all materials, the College uses specific typefaces.

When sending correspondence, individuals should use the Garamond font.

PRINT FONTS

Garamond Font

(Example: The quick brown fox jumps over the lazy dog.)

Century Gothic Font

(Example: The quick brown fox jumps over the lazy dog.)

WEB FONTS

Headings: Comfortaa

Body Font: Lato Light

Menu Fonts: Roboto Light

PHOTOGRAPHY

Photographs are an important part of Keystone’s visual brand and images should be selected carefully. Cartoons, line drawings, clip arts, etc. are not appropriate in the College’s visual system.

The College prefers to use a style of emotive photography that underscores the brand distinction of “personal” and leverages the human element and emotions.

- All photos (including those of campus assets) should have a human element in the photo since so much of the brand is centered around community and emotion. This emotion will be subtle and refined and suggested stock photography (if needed) will avoid the use of stereotypes, cliches, and other tactics that distract from the authenticity that we are looking to achieve.
- It is preferred to have small groups to highlight the one-on-one attention we provide.
- Secondary benefits to highlight:
 - Athletic programs and opportunities
 - Extra Curricular and Co-curricular programs and opportunities
 - Successful and notable alums

ADVERTISING/MARKETING

All advertising and marketing should be coordinated the Office of College Communications and the College’s ad agency.

WEB URLS

All printed pieces should include a web URL, do not include the http:// portion of the URL. Vanity (shortened) URLs can be provided for printed pieces if the existing URL is too long for print. Remember to check that URLs included in printed pieces are still in existence prior to printing. Contact the Web Marketing and content Manager in the Office of Communications with any questions.

WEBSITE

This branding initiative extends to web pages and web sites that represent the College and its activities. Changes to the Keystone College website on ANY web page, must be consistent with these guidelines. Changes may be requested through the Office of College Communications, or anyone who has been granted access to update website pages.

Anyone wishing to create a new web site that is affiliated with, or represents Keystone College in any way, must submit an application to the Office of Communications. Approval must be obtained prior to any website launch, even if the web site is not going to be part of the Keystone College website.

MAILING INFORMATION

Keystone College maintains two mailing permits. The permits are typically used by Admissions and Institutional Advancement. Additional offices that need to send a large mailing should contact the Keystone College Postmaster for instructions.

GENERAL INFORMATION

Address

One College Green
PO Box 50
La Plume, PA 18400-0200

Phone Numbers

Main Line: 570-945-8000
Toll-Free: 1-800-824-2764 or 1-877-426-5534

EDITORIAL GUIDELINES

The College Communications Office uses the Associate Press (AP) Stylebook as its primary style reference. As a result, this guide is not intended to be comprehensive. Please note that style for academic writing may differ from this guide.

academic degree

Preferred style is to avoid abbreviations: John Smith earned a bachelor’s degree at Keystone College and a master’s degree at the Pennsylvania State University.

Use abbreviations (with periods) — B.A., M.A., M.B.A., and Ph.D. — only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. When used after a name, set off by commas: John Smith, Ph.D., spoke at the conference. Lowercase when degrees are spelled out: bachelor of arts degree in history.

Use an apostrophe in bachelor’s degree, master’s degree. However, there is no apostrophe in associate degree.

academic titles, programs

Capitalize titles when they precede a name; do not capitalize when they follow a name: Keystone College Interim President John F. Pullo, Sr. ’69, or John F. Pullo, Sr ’69, Keystone College interim president.

Refer to professors and by full name, rank and affiliation (not capitalized, unless a proper noun): John Smith, professor of biology or Mary Doe, associate professor of English,

In general, the AP Stylebook uses “doctor” only in first reference to individuals who hold the degree of doctor of dental surgery, doctor of medicine or doctor of veterinary medicine.

Lowercase academic disciplines: The grant will support students interested in biology, psychology and business. Exceptions, of course, are areas such as English, Asian studies, French, etc.

academic years

Lowercase first-year, sophomore, junior, senior, e.g., senior John Doe, or John Doe ’08.

advisor/adviser

Internal publications will use advisor; external publications will use adviser in accordance with Associate Press guidelines.

alumni

Singular vs. plural: One man is an alumnus; one woman is an alumna; several men — or a group of men and women — are alumni; several women are alumnae. Casual references to “alums” should be avoided.

alumni names, class years

To designate an individual as an alumnus/a of Keystone College, use the name followed by a backward apostrophe ’ and the last two digits of the graduation year: Shelly Clark ’82. On a PC, hold down the CTRL button and press the apostrophe key twice for the backward apostrophe: ’.

If the alumna is married, include her maiden name (name used as a student) followed by her married name: Shelly Jones Clark ’82 (Jones is maiden name).

When referring to a couple, only one of whom is an alumnus/a, place the class year next to the name of the alumnus/a to avoid confusion. In this case, Doug Smith is the alumnus and his wife is not: Susan and Doug Smith ’88. This is preferable to Doug ’88 and Susan Smith where the alumnus’ first and last names are quite separated. It is equally acceptable in prose to use: Doug Smith ’88 and his wife, Susan, attended the event.

building names

Capitalize the names of the Keystone’s buildings: Hibbard Campus Center, Harris Hall, Miller Library. However, lowercase string of halls: Hollinshead, Moffat and Tewksbury halls.

Board of Trustees

Capitalize as a formal noun when referring specifically to Keystone’s Board of Trustees, otherwise lowercase: The Board of Trustees voted to approve the budget. Lowercase “board” on second reference: The board will meet in Harris Hall.

class years

Numerically present class years with apostrophe preceding last two digits of year and no comma between last name and class year, e.g., John Smith ’08. In cases of graduates from previous centuries, give full year: John Smith 1908.

co-

Use a hyphen when forming nouns, adjectives and verbs that show occupation status: co-author, co-chair, co-worker. Omit the hyphen in other combinations: coeducation, coexist, cooperative.

composition titles

Put quotation marks around book titles, movie titles, song titles, play titles, poem titles, television program titles, and titles of lectures, speeches and works of art.

dates

Spell out months alone or with a year alone: November; December 2015. Abbreviate months when together with dates (except March, April, May, June, July): Nov. 7, 2015; June 25, 2013. Do not use ordinals in dates: Nov. 7, not Nov. 7th. For date spans, use en dash with no spaces between dates, e.g., Dec. 15–20.

Avoid using last or next when listing a date, instead include the specific date: Friday, June 10 not tomorrow.

Keystone College

Use the institution's full name on first reference, Keystone College. On second reference the word "Keystone" can stand alone. When referring to Keystone as "the College" on second reference, use a capital "C."

numerals

Spell out numerals one through nine, use numerals for 10 and above.

office names

Uppercase in formal form: Office of Admissions. Lowercase in informal form: admissions office.

online

Lowercase, no hyphen.

ordinals

Spell out first through ninth, use numerals for 10th and above. Do not use ordinals in dates, e.g., Nov. 10, not Nov. 10th.

percent

Spell out when used in body text: 10 percent. Don't spell out numerals, even when less than 10 percent: 8 percent. Use decimals, not fractions: 8.5 percent. Use only numerals and % symbol within tables and graphs.

seasons

Lowercase spring, summer, winter, fall.

spacing

After a period, only one space is needed.

states

Spell out names of the U.S. states when they stand alone. Eight states are never abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

Use AP style, not postal abbreviation, in abbreviating the other 42 states when they are used with a city name: John Smith '08 lives in Scranton, Pa., with his wife, Marie, and their two children.

student-athlete

Hyphenate.

times

Times should use a.m. or p.m. with periods; no caps and no zeros: 3 p.m.

Do not use 12 in front of noon or midnight: The concert was scheduled for noon–2 p.m., not 12 p.m.–2 p.m.

Do not repeat a.m. or p.m. when giving a time range: The meeting was scheduled for 3–5 p.m.

URLs

Lowercase website addresses. Unless necessary, no http:// preceding: www.keystone.edu. Do underline web links: Click on [Admissions](#).

web, website

Lowercase "w" for web (shorthand for world wide web). The web and web page are two words; website, webcam, webcast, webmaster are one word.

www.keystone.edu—no underline and no http://

SOCIAL MEDIA GUIDELINES

Social media has changed the way we communicate — both as an institution and as individuals. Social media has given the College the opportunity to engage in conversations, extending the Keystone community to the world.

Please visit

<http://www.keystone.edu/policies/detailed.dot?id=208910&crumbTrail=Social%20Media%20Protocol&pageTitle=Social%20Media%20Protocol> for Keystone College's social media protocol.

Please direct any questions regarding these branding guidelines or their use to the Office of College Communications at Keystone College.