



BRAND GUIDELINES

August 2023

WHO we are.

OUR HISTORY

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.

VISUAL IDENTITY

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.

LOGO FORMATS

Primary Logo

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.



The dark version of the logo should be used on light backgrounds.



The light version of the logo should be used on dark backgrounds.



Black version of the logo may be used in black and white print materials

NOTE:

Every printed publication that 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.

LOGO FORMATS

Secondary 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 before using this logo.

The logo consists of the words "Keystone College" in a blue, serif font. A thin orange horizontal line is positioned directly beneath the text.

The dark version of the logo should be used on light backgrounds.

The logo consists of the words "Keystone College" in a blue, serif font.The logo consists of the words "Keystone College" in a black, serif font.

Black version of the logo may be used in black and white print materials

The logo consists of the words "Keystone College" in a white, serif font. A thin white horizontal line is positioned directly beneath the text.

The light version of the logo should be used on dark backgrounds.

The logo consists of the words "Keystone College" in a white, serif font.

NOTE:

The secondary logo **without the line** should only be used on apparel and branded items.

LOGO FORMATS

Office and Division Logos

Campus constituencies that need to identify collateral 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.



Keystone
College®

Office of Student Activities



Keystone
College®

Office of Admissions



Keystone
College

Office of Student Activities

Black version of the logo may be used in
black and white print materials

NOTE:

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

- The phrase "Keystone College" will always receive top placement in logo design as the department/program is under the Keystone College umbrella.
- Any text should be in the font Adobe Garamond, which most accurately represents the College logo.
- 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 on a dark background, then an all-white version should be used.

LOGO FORMATS

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.



The the full color version of the seal should be used on light backgrounds.



The single color version of the seal should be used on envelopes and other stationery



The block version of the seal may be used on black and white print materials.

ONLINE RESOURCES:

A variety of approved logos are available online for download here:

https://mykc.keystone.edu/ICS/Employee_Info/College_Communications.jnz

LOGO FORMATS

KC Athletics Logo

Many individuals experience the Keystone College brand through athletics. Therefore, it is important we maintain consistent brand messaging.



The original full color version of the logo should always be used

NOTE:

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.

LOGO FORMATS

Improper usage

For the sake of consistency across all departments and marketing materials, please respect the guidelines set forth in this brand guide and avoid these tactics.



Do not mix white logo with color elements

The image shows the word "Keystone" in blue serif font with a blue horizontal line above it, and the word "College" in blue serif font with a blue horizontal line below it. A red diagonal line is drawn across the logo from the bottom-left to the top-right, indicating it is an improper usage.

The image shows the word "Keystone" in orange serif font with an orange horizontal line above it, and the word "College" in orange serif font with an orange horizontal line below it. A red diagonal line is drawn across the logo from the bottom-left to the top-right, indicating it is an improper usage.

Do not replace logo colors (even if they are listed in this guide)

The image shows the word "Keystone" in blue serif font with an orange horizontal line above it, and the word "College" in blue serif font with an orange horizontal line below it. A red diagonal line is drawn across the logo from the bottom-left to the top-right, indicating it is an improper usage.

Office of Student Activities

Do not add department titles in wrong font

The image shows the word "Keystone" in blue serif font with an orange horizontal line above it, and the word "College" in blue serif font with an orange horizontal line below it. A red diagonal line is drawn across the logo from the bottom-left to the top-right, indicating it is an improper usage.

Do not add elements to the logo that are not part of the approved format

BRAND COLORS

Primary Colors

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.

Main Colors

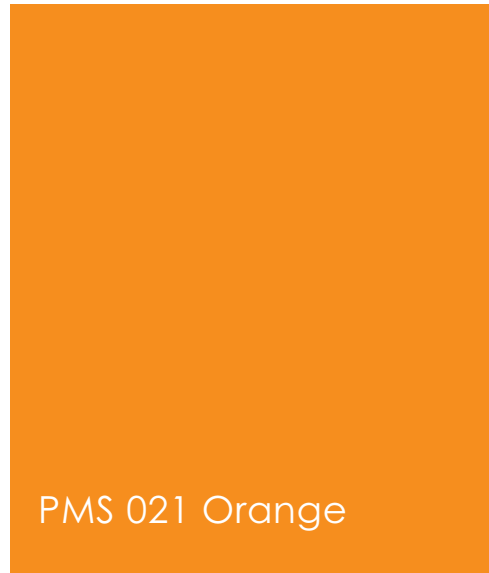


PMS Reflex Blue

#001680

C 100 M 70 Y 14 K 12

R 0 G 81 B 138



PMS 021 Orange

#F79239




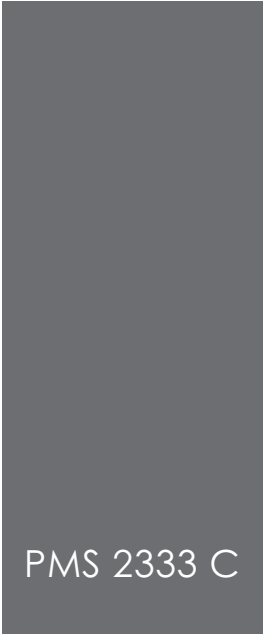
C 0 M 51 Y 87 K 0

R 247 G 146 B 255

BRAND COLORS

Secondary Colors

These colors are intended to complement the main color palette. Use them to draw attention to key areas of info and website call-to-action buttons. Use sparingly!

			
PMS 7744C	PMS 2201C	PMS 513 C	PMS 2333 C
#beba32	#009bdf	#9a258f	#000000
C 30 M 17 Y 100 K 0	C 100 M 15 Y 0 K 0	C 45 M 100 Y 0 K 0	C 0 M 0 Y 0 K 100
R 190 G 186 B 50	R 0 G 155 B 223	R 154 G 37 B 143	R 0 G 0 B 0

BRAND COLORS

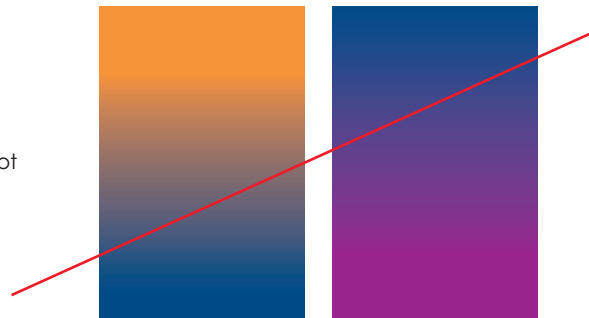
Gradients

Use of gradients to provide visual interest and depth are allowed in moderation in marketing and web pieces.

<p>#002957 C 100 M 60 Y 0 K 65 R 0 G 41 B 87</p>	<p>#c35d23 C 0 M 68 Y 92 K 23 R 193 G 93 B 35</p>	<p>#949c2d C 37 M 17 Y 100 K 17 R 148 G 156 B 45</p>	<p>#0070a2 C 100 M 15 Y 0 K 34 R 0 G 112 B 162</p>	<p>#6b1d7b C 62 M 100 Y 0 K 18 R 107 G 29 B 123</p>
<p>#001680 C 100 M 70 Y 14 K 12 R 0 G 81 B 138</p>	<p>#F79239 C 0 M 51 Y 87 K 0 R 247 G 146 B 255</p>	<p>#beba32 C 30 M 17 Y 100 K 0 R 190 G 186 B 50</p>	<p>#009bdf C 100 M 15 Y 0 K 0 R 0 G 155 B 223</p>	<p>#9a258f C 45 M 100 Y 0 K 0 R 154 G 37 B 143</p>

Do **NOT** blend different hues in one gradient



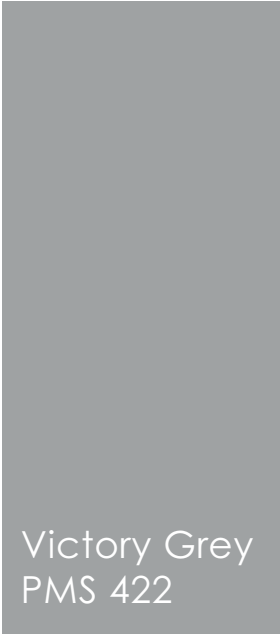

This will create “muddy” midtones that are not representative of the brand colors.



BRAND COLORS

Athletics Colors

These colors should ONLY be used in athletics marketing materials where the KC Athletics logo appears. Do not mix Victory Orange and the primary brand Orange.

 <p>Victory Navy PMS 289</p>	 <p>Victory Orange PMS 172</p>	 <p>Victory Grey PMS 422</p>	 <p>Victory White</p>
#00214E C 100 M 70 Y 6 K 65 R 0 G 33 B 78	#F1592A C 0 M 80 Y 94 K 0 R 241 G 90 B 42	#9FA1A1 C 40 M 31 Y 32 K 0 R 0 G 84 B 164	#FFFFFF C 0 M 0 Y 0 K 0 R 255 G 255 B 255

TYPOGRAPHY

Print Fonts

When sending correspondence, individuals should use the Garamond font.

Primary Title

CENTURY GOTHIC BOLD CAPS

**AA BB CCDD EE FF GG HH II JJ KK LL MM
NN OO PP QQ RR SS TT UU VV WW XX YY ZZ
0123456789**

Body Copy

Poppins Light

Aa Bb CcDd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Secondary Title

Century Gothic Reg

Aa Bb CcDd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Correspondence Body Copy

Adobe Garamond Regular

Aa Bb CcDd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

TYPOGRAPHY

Font Emphasis Rules

When using contrasting fonts for emphasis, a mix of the primary brand colors is also recommended.

Century Gothic usage in titles

BECOME
a giant!

This should be used to call out and emphasize certain elements, especially regarding the words Believe, Belong, and Become.

Zooja usage in titles

welcome
TO KEYSTONE

This hand-written font should be used sparingly to add an emotional and human element to enrollment materials.

TYPOGRAPHY

Tagline Rules

The tagline should always appear with this formatting. You may mix thickness and color of the words for emphasis, but DO NOT change the font.

Century Gothic all caps

BELIEVE. BELONG. **BECOME.**

BELIEVE.
BELONG.
BECOME.

Do **NOT** change fonts:

BELIEVE. BELONG. *BECOME.*

BELIEVE. BELONG. **BECOME.**

TYPOGRAPHY

Web Fonts

All web fonts are sans-serif formats that provide ease of reading.

Primary Title

Comfortaa Bold

AA BB CCDD EE FF GG HH II JJ KK LL
MM NN OO PP QQ RR SS TT UU VV
WW XX YY ZZ
0123456789

Body Copy

Lato Light

Aa Bb CcDd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Secondary Title

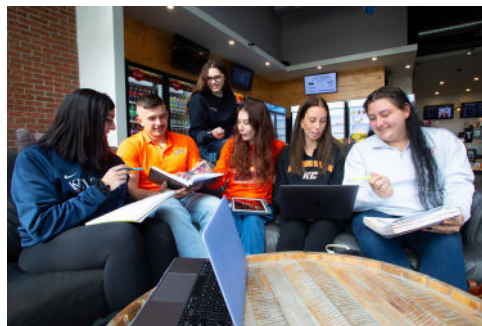
Roboto Regular

Aa Bb CcDd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

IMAGERY

Photos

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.



NOTE:

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.

Benefits to highlight:

- Show small groups to highlight the one-on-one attention we provide.
- Athletic programs and opportunities
- Extra curricular and co-curricular programs and opportunities
- Successful and notable alums

IMAGERY

Icons

Icons should be simple line outlines in single colors.



IMAGERY

KC mascot illustration

The main pose should be used unless approved by marketing team.



Alternate poses

