

The world needs visionaries

Claflin University

Graphic Standards Guide



Claflin University – Office of Communications and Marketing
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Developed and Prepared for Claflin University

August 2008 by
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Reproduction of this guide may alter the appearance of University colors in this document. When in doubt, contact the Office of Communications and Marketing.

Claflin University Graphic Standards Guide

August 2008 Edition



A Message from President Henry N. Tisdale

As a widely recognized premier liberal arts institution, Claflin University has attained a truly global reach. As such, hundreds of University messages – letters, business cards, publications or Web sites – are downloaded, mailed or presented to the outside world every day from departments across our campus.

It is important that these messages project a coherent, immediately identifiable look and feel that is consistent with the quality of our institution. The tools included here – visual icons, official colors, fonts and more – reflect Claflin’s strong tradition, as well as its dynamic future.

Consistent use of the elements contained within these guidelines is an important part of the ongoing enhancement of Claflin’s brand and reputation. Adopt and use these guidelines set forth in this Graphic Standards Guide with pride and enthusiasm.

Sincerely,

Dr. Henry N. Tisdale
President
Claflin University

August 1, 2008

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Development and Purpose

The purpose of the Claflin University Graphic Standards Guide is to govern and facilitate the proper and consistent use of official University icons. It will facilitate the creation of more visually consistent and effective communications that will elevate and strengthen Claflin University's image and reputation on the campus, in the community, across the State of South Carolina, nationwide and around the globe.

Implementation Strategy

The visual effectiveness of Claflin University communications will increase proportionally as these guidelines are implemented throughout the Claflin community by everyone who generates a Claflin message in a visual context. It is expected that this implementation will take place over time under the guidance of priorities set by the administration. However, the general preference is to migrate to as many of these guidelines as possible at the first feasible opportunity to do so.

This Graphic Standards Guide is intended to provide the visual foundation upon which all Claflin communications are built. It is not meant to be a box in which everything must perfectly fit, but rather a box that, when opened, will provide the tools with which to create more visually consistent and effective communications.

It has been created as a “living document” – meaning that by itself, it has no effect; its effectiveness results only from the ongoing thoughtful and careful implementation of its guidelines. As the institution continues to grow and evolve, these guidelines will be periodically reviewed and amended, as needed, to be sure that Claflin communications continue to represent the quality and breadth of its rich and engaging history.

How To Use This Guide

The CD included with this guide contains the basic computer files necessary to implement the guidelines. These four folders are found on the CD:

- **Graphic Standards Guide** contains an Adobe Acrobat file (PDF) that facilitates printing additional copies for distribution.
- **Icons for Reproduction** contains individual icon files in various formats to be used in accordance with the guidelines when creating Claflin University communications.
- **Install These Fonts** contains screen and printer fonts used in this guide and recommended for most Claflin communications. If the Book Antiqua typeface font is not already installed on your computer, you will need to install these fonts BEFORE you can access the files on the CD.
- **Templates** contains Adobe InDesign and Adobe Acrobat templates to be used by commercial printing professionals for the production of a few common Claflin communication pieces.

If you are creating a new Claflin communication, and are unsure about how to interpret these guidelines, please contact:

Vivian A. Glover
Assistant Vice President
Communications and Marketing
vglover@claflin.edu
803.535.5668

Jason Darby
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Visual Icons

The Claflin University icons (seal, logo and mascot) are the visual focal points of the institution's public image. The thoughtful and careful use of these key elements will provide a consistent visual signature for all Claflin communications.

The power of 21st century computer technology and its effect on the creation and exchange of information place strong demands on those charged with producing timely, effective and memorable communications for and about Claflin University.

The Claflin icons included in this guide continue to honor important Claflin traditions by embracing a design strategy that preserves the best of the past and provides the best for the future of Claflin communications.

The icons have been designed specifically to work well in today's world of electronic media. Variations in file format are included to accommodate a wide range of applications and provide considerable design versatility.

The following three pages display the various icons with notes pertaining to their historical reference and preferred usage.



The Claflin University Seal

The Official Seal of Claflin University is not a logo, but a symbol reserved for use by the President and Board of Trustees for items such as official documents, diplomas and certificates. University offices should not substitute the use of the University Logo for the use of the Official Seal. Requests for use of the Official Seal should be directed to the Office of the President.

This icon has been updated and should be substituted for all older copies. Older copies include the words "Orangeburg, SC"; Current copies include the words "South Carolina."





The Claflin University Logo

The Claflin University Logo is the primary icon for identifying the institution. It was created by Dr. Leo F. Twiggs, a Claflin alumnus, world-renowned artist, and Claflin Distinguished Artist-in-Residence.

The Logo has been designed and graphically updated for maximum reproduction quality and readability as a vector image, even when reproduced in very large or very small sizes.

In addition to the preferred two-color version (shown above), there are one-color and black and white versions of the logo for use when Orange and Maroon or full-color reproduction is not possible or practical.

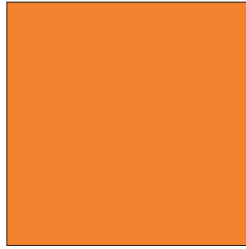




The “Panther” Mascot

The Claflin University **Panther** Mascot embodies the spirit of the Claflin community. The Panther icons were developed primarily for use by Claflin University varsity athletic teams and the Department of Athletics, but may be incorporated into non-athletics designs.

NOTE: The combination of the letters “CU” should not be used as a Claflin University icon in any situation. The University wants to be known as Claflin, represented by the “C,” and not “CU,” which could represent any number of institutions.



PMS 158 Orange



PMS 209 Maroon

Claflin University
Typeface: Book Antiqua

The Claflin University Colors and Typefaces

The Claflin University Colors and Typefaces serve as icons even though they are not self-contained symbols. As such, the thoughtful and careful use of these key elements plays a significant role in maintaining a consistent visual signature for all Claflin communications.

The Claflin colors, Orange and Maroon, are best represented in print using **Pantone 158 (Orange)** and **Pantone 209 (Maroon)** or equivalents in full-color printing. Those equivalents employ a four-color (CMYK) and three-color (RGB) printing process, respectively.

The CMYK color combinations are **Orange (C0, M61, Y97, K0)** and **Maroon (C0, M100, Y34, K53)**. The RGB color combinations are **Orange (R198, G66, B0)** and **Maroon (R89, G9, B23)**.

The Typefaces

The typeface is **Book Antiqua**. Copies of this font are included on the CD included with this guide and should be installed on any computer used to create Claflin University communications.

Book Antiqua

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Claflin University Stationery Guidelines

A Claflin University Stationery package, including appropriate letterhead, envelopes and business cards, is necessary to maintain a uniform presentation of communications from the University to its external constituencies.

Because the items in the Claflin University stationery package use exact color combinations and two of the items (i.e., letterhead and business cards) have “bleeds” on three sides, printing requires the services of a commercial business.

The recommended commercial printers are:

Centrex Promotions (Attn: Mark Brown)
(803) 539-9765
centrex@bellsouth.net

Williamson Printing
(803) 533-0361
williamsonprint@bellsouth.net

However, if you elect to use another commercial printer, please provide the following information:

- Use process colors (not spot colors) for Orange (PMS 158) and Maroon (PMS 209).
- The letterhead and business cards have “bleeds” (i.e., colors run off the page/card) on three sides.
- Presidential stationery and envelopes shall be printed on 24 lb. Solar White (Neenah Paper, Classic Cotton Papers); Presidential business cards shall be printed on 80 lb. Solar White.
- Claflin University and Athletic Department stationery and envelopes shall be printed on 24 lb. Ultra Bright White (Neenah Paper, Environment Papers); Claflin University and Athletic Department business cards shall be printed on 80 lb. Ultra Bright White.

No individual names shall appear on any University stationery items, with the exception of business cards.

Examples of Letterhead, Envelopes and Business Cards are included as Adobe InDesign templates in the templates folder of the CD that accompanies this Graphic Standards Guide.

Questions regarding the proper use and creation of University stationery may be submitted to the Office of Communications and Marketing.

The Presidential Stationery

There are common elements of the letterhead that are to appear in exactly the same size, position and colors throughout the University community. These elements are the two-color Claflin University Seal at the upper right corner, the horizontal maroon bar at the top of the sheet that separates the primary identifier (above) from the specific contact information (below) and the universal contact information that appears in maroon at the lower right of the sheet.

The variable element of the letterhead that is unique to each department is the primary identifier (i.e., department name) and the department's specific contact information. This information is to be imprinted in black, as needed, by each department.

Office of the President

Tingley Memorial Hall
Tel +1 803.535.5412
Fax +1 803.535.5374



OFFICE OF THE PRESIDENT

Claflin University
400 Magnolia Street
Orangeburg, SC 29115-4498
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Claflin University

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Orangeburg, SC 29115 USA

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President
president@claflin.edu

Tel +1 803.535.5412
Fax +1 803.535.5374

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www.claflin.edu

The Claflin University Stationery

There are common elements of the letterhead that are to appear in exactly the same size, position and colors throughout the University community. These elements are the two-color Claflin University Logo at the upper right corner, the horizontal maroon bar at the top of the sheet that separates the primary identifier (above) from the specific contact information (below) and the universal contact information that appears in maroon at the lower right of the sheet.

The variable element of the letterhead that is unique to each department is the primary identifier (i.e., department name) and the department's specific contact information. This information is to be imprinted in black, as needed, by each department.

Division of Institutional Advancement

Tingley Memorial Hall
Tel +1 803.535.5347
Fax +1 803.535.5371



DIVISION OF INSTITUTIONAL
ADVANCEMENT

Claflin University
400 Magnolia Street
Orangeburg, SC 29115-4498

Address Service Requested

Claflin University

400 Magnolia Street
Orangeburg, SC 29115 USA



Rev. Whittaker V. Middleton
Vice President for Institutional Advancement
wmiddleton@claflin.edu

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Fax +1 803.535.5371

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Athletic Department Stationery

There are common elements of the letterhead that are to appear in exactly the same size, position and colors throughout the athletic community. These elements are the three-color “Panther” mascot at the upper right corner, the horizontal maroon bar at the top of the sheet that separates the primary identifier (above) from the specific contact information (below) and the universal contact information that appears in maroon at the lower right of the sheet.

The variable element of the letterhead that is unique to the department is the primary identifier (i.e., department name) and the department’s specific contact information. This information is to be imprinted in black, as needed, by the department.

Department of Athletics

Jonas T. Kennedy Center
Tel +1 803.535.5549



DEPARTMENT OF ATHLETICS

Claflin University
400 Magnolia Street
Orangeburg, SC 29115-4498
Address Service Requested

Claflin University

400 Magnolia Street
Orangeburg, SC 29115 USA



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Compliance Issues

The contents of the CD included with this guide shall be made available (downloadable) to all authorized personnel in the Claflin community via the campus intranet with the authorization and guidance of the Information Technology Department.

Selected contents of the CD included with this guide shall be made available to authorized users outside the Claflin community (news organizations, spirit wear vendors, bookstore suppliers, etc.) with clear reproduction and legal guidelines that reserve approval rights for Claflin University.

The Claflin University icons included in this guide are registered with the U.S. Patent and Trademark Office.

The effectiveness of the Claflin University Graphic Standards Guide depends on sustaining thoughtful and careful implementation and monitoring of its guidelines.

By following the guidelines set forth in this guide, you are working as brand ambassadors and are enhancing the Claflin University brand, image and reputation.



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Claflin University

Ranked as one of "America's Best Colleges" for ten straight years (1998-2008), Claflin University prepares students as leaders in a global and technological society.

Claflin University offers educational opportunities, on-campus and abroad, proudly preparing students like Aundreta Conner (*above*) to become Fulbright Scholars, and the Claflin University Concert Choir (*below*) to perform across China in a choral salute to the 2008 Beijing Summer Olympics.

Whether you dream of traveling the globe, or making a difference in your own community, at Claflin University you can transform your dream into a vision.

The world needs visionaries. Become one at Claflin University.

*Ranked #10 in the Top Tier Among Baccalaureate Colleges in the South
Find out why - 1 (800) 922-1276 or www.claflin.edu*

