EMMANUEL COLLEGE

1919

Emmanuel College Identity Guidelines

This Brand Standards Manual explains how to use the new Emmanuel College identity consistently across all communications. Accurate implementation of these brand identity elements will build brand equity and strengthen and unify the messages in communications.

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Clarity creates understanding.
Consistency builds loyalty.
Commitment instills pride.

A successful brand is authentic to an institution's essence: reflecting and reinforcing its mission, goals and core competencies. More than just a logo, a brand is your public face, with the power to create recognition, build trust and inspire confidence. It's an idea and image that both internal and external audiences can rally behind.

A brand identity that endures the test of time must be founded on the principle that good design is a balance of form and function backed by a clear understanding of purpose. Consistent representation of your brand makes it easy for your audience to understand who you are within an increasingly competitive – and increasingly noisy – marketplace. At the same time, a cohesive, flexible brand program allows for growth in a constantly changing media landscape.

Although only a small mark and a few words, Emmanuel's brand identity says a great deal about the College. The new shield is based on the Administration Building, an iconic architectural landmark on Emmanuel's campus, and is representative of the College's rich traditions and history. This image has been sensitively crafted into a formal logo that marries this history with a modern graphic intepretation that will move Emmanuel College forward into its second century.

Building a successful brand program requires the support of the entire Emmanuel community, and will help present Emmanuel College to the public with unity and pride.

Logo Elements

The Emmanuel College logo is made up of two components: the shield symbol and the Emmanuel College type treatments.

These are the only elements that should be used. The Emmanuel College type treatments are custom letterspaced and line spaced, and the letterforms have been adjusted to create stronger harmony with the graphic forms of the shield. They should never be typeset or re-created.

In certain cases where it is clear that a communication is associated with Emmanuel College, the Emmanuel College shield symbol may be used by itself as a graphic element.

The shield symbol may also be used as a graphic element for applications such as apparel and merchandise, signage, and as an extra graphic treatment for print and digital. See examples on page 28.

Shield symbol

Left-justified type

EMMANUEL
COLLEGE

Centered type

EMMANUEL
COLLEGE

Horizontal Logo (Primary Application)

The horizontal version of the logo is the primary and preferred application.

Centered Logo (Alternative Application)

The centered version of the logo is an alternative lockup solution of the Emmanuel College logo.

Standard shield size

Large shield size

Grid Structure: Horizontal Logo

The alignment of the primary logo (shield symbol, type treatment and their relationship to each other) has been carefully balanced and should not be adjusted in any way.

The top of the type treatment aligns horizontally with the apex of the spire within the logo drawing. The bottom of the type treatment aligns with the intersection of the shield and the exterior wall of the building. The shield and the type treatment are separated by the width of the capital letter N within the word "Emmanuel."

Grid Structure: Centered Logo

The alignment of the stacked logo (shield symbol, type treatment and their relationship to each other) has been carefully balanced and should not be adjusted in any way.
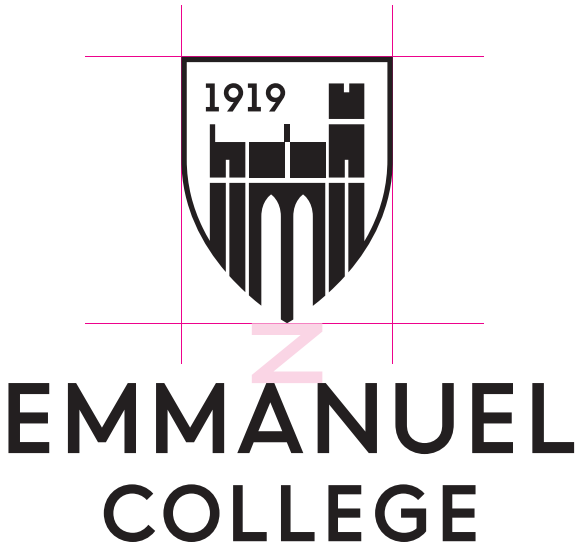
Logo Color Applications

There are three acceptable color applications of the Emmanuel College logo: blue (PMS 301), black and knockout/white.

The logo should only be reproduced in these colors.

Blue (PMS 301)

Black

Knockout

Logo Clear Space

The "clear space" is a margin that surrounds the Emmanuel College logo, providing a visual buffer to separate the logo from any other graphic elements. The clear space should remain free of trim edges, graphic elements, typography, rules or distracting imagery.
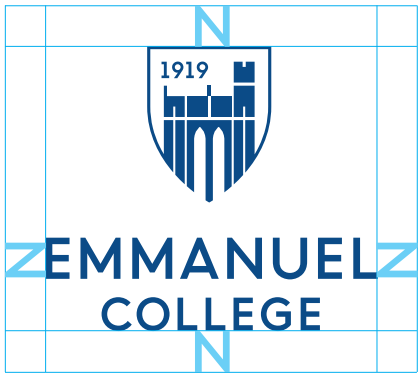
The clear space is based on the height of the capital "N" found within each respective Emmanuel College logo. This is the minumum amount of clear space allowed.

Whenever possible, a wider margin of separation is strongly encouraged.

horizontal (primary application)

centered (alternative application)

Logo Minimum Size

In some cases, the logo may need to print at a small size, making the name of the college difficult to read and reproduce. To maintain legibility at small sizes, the width of the shield symbol should never be less than .25 inches.

horizontal (minimum size)

.25"

centered (minimum size)

.25"

Adding Department Name

Logo for use with department, office or center name.

Space between logo, vertical divider line and department name is a square based on the cap height of "EMMANUEL" placed on both sides of the divider line.

Department name should be set in Akkurat Normal, upper and lowercase. For the correct point size; align the baselines and the top of the lowercase "ff" with the cap height of "EMMANUEL." (See fig. a)

1919

EMMANUEL COLLEGE | **Office of Admissions**

fig. a

1919

EMMANUEL COLLEGE | **Office of Admissions**

Logo Don'ts

example 1
Don't put the logo into another shape.

example 2
Don't distort or stretch the logo in any way.

example 3
Don't change the color of the logo.

example 4
Don't change proportions or layout positions between the shield symbol and type treatment.
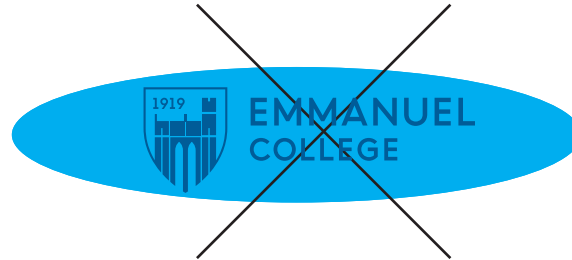
example 5
Don't put the logo over a photo where it is illegible. Proper contrast is needed to be read appropriately.
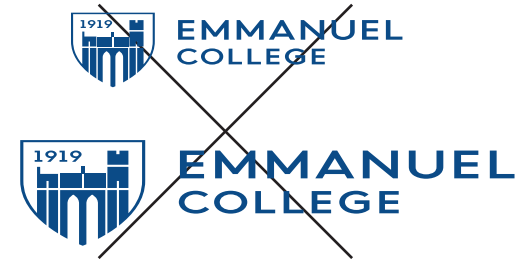
example 6
Don't run type vertically on the side of the logo.
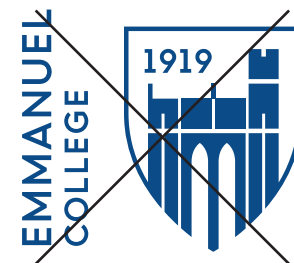

example 1

example 2

example 3

example 4

example 5

example 6

Traditional Seal

The traditional seal will still be used in the following cases:

> materials associated with official and ceremonial occasions, such as diplomas and graduation announcements

> special materials and communications from the Office of the President

> special communications regarding the history, founding principles or core messages of the College

> specialty memorabilia sold by the Emmanuel College Bookstore or approved by the Office of Marketing and Communications

Furthermore, the traditional seal:

> is not interchangeable with the College's main logo and should not be used alone for marketing purposes

> may be reproduced in black, PMS 301 blue, or knocked out

Traditional Seal

The alignment of the traditional seal (shield symbol, type treatment and their relationship to each other) has been carefully balanced and should not be adjusted in any way.

Logo Color Applications

There are three acceptable color applications of the Emmanuel College seal: blue (PMS 301), black and knockout/white.

The logo should only be reproduced in these colors.

Blue (PMS 301)

Black

Knockout

Seal Don'ts

example 1
Don't put the seal into another shape.

example 2
Don't distort or stretch the seal in any way.

example 3
Don't change the color of the seal.

example 4
Don't change proportions or layout positions between the seal symbol and type treatment.
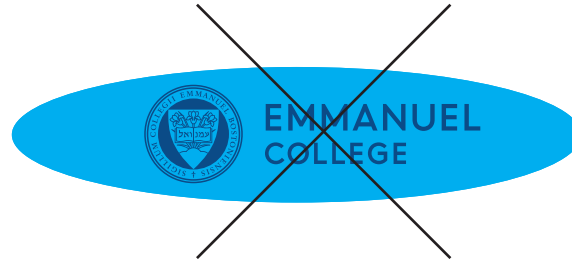
example 5
Don't put the seal over a photo where it is illegible. Proper contrast is needed to be read appropriately.
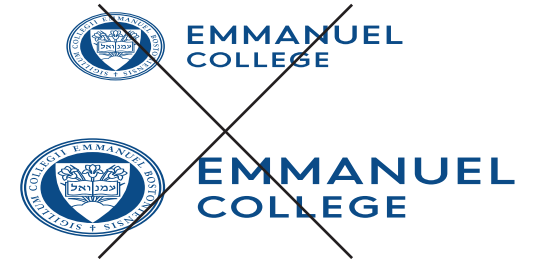
example 6
Don't run type vertically on the side of the seal.

example 1

example 2

example 3

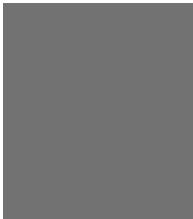

example 4

example 5

example 6

Primary Color Palette

The primary color palette contains the main colors for Emmanuel College publications. Not every primary color needs to be used in every piece, but using them consistently will build brand awareness and help identify each piece as an Emmanuel College communication.

Because the Dark Blue is used in the Emmanuel logo, this will serve as the defining color for the College.
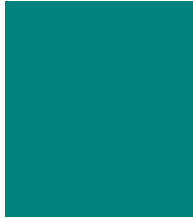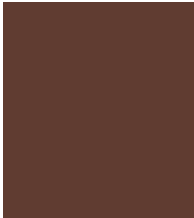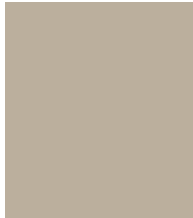
	DARK BLUE	BRIGHT BLUE	BRIGHT YELLOW	GREY
coated	PMS 301 C CMYK 100 / 53 / 4 / 19	Process CYAN CMYK 100 / 0 / 0 / 0	PMS 7408 C CMYK 0 / 29 / 100 / 0	PMS 424 C CMYK 30 / 20 / 19 / 58
uncoated	PMS 301 U CMYK 100 / 30 / 2 / 24	Process CYAN CMYK 100 / 0 / 0 / 0	PMS 7548 U CMYK 0 / 17 / 98 / 1	PMS 425 U CMYK 25 / 18 / 15 / 51
web	RGB 0 / 75 / 135 Hex #004B87	RGB 0 / 174 / 239 Hex #00AEEF	RGB 246 / 190 / 0 Hex #F6BE00	RGB 112 / 115 / 114 Hex #707372

COLOR GUIDE TERMS

PMS U	when printing spot color Ink on Uncoated paper
PMS C	when printing spot color Ink on Coated Paper
CMYK U	when translating a spot color to a four color process on Uncoated paper
CMYK C	when translating a spot color to a four color process on Coated paper
RGB	for use on digital media (screen)
HEX	is the HTML code number for the color

Secondary Color Palette

These colors are to be used in conjunction with the primary colors.

	BRIGHT RED ORANGE	BRIGHT GREEN	BRIGHT ORANGE	BRIGHT TEAL
coated	PMS 179 C CMYK 0 / 87 / 85 / 0	PMS 382 C CMYK 28 / 0 / 100 / 0	PMS 144 C CMYK 0 / 51 / 100 / 0	PMS 3282 C CMYK 100 / 4 / 56 / 8
uncoated	PMS 179 U CMYK 0 / 75 / 87 / 0	PMS 380 U CMYK 23 / 0 / 100 / 0	PMS 130 U CMYK 0 / 33 / 90 / 0	PMS 3285 U CMYK 88 / 0 / 57 / 0
web	RGB 239 / 65 / 36 # EF4124	RGB 196 / 214 / 0 # C4D600	RGB 255 / 146 / 15 # FF920F	RGB 0 / 137 / 124 # 00897C

	DEEP PURPLE	DEEP RED	BROWN	LIGHT GREY
coated	PMS 269 C CMYK 80 / 98 / 5 / 27	PMS 194 C CMYK 8 / 100 / 55 / 37	PMS 7596 C CMYK 28 / 79 / 90 / 76	PMS 7535 C CMYK 10 / 11 / 23 / 19
uncoated	PMS 269 U CMYK 64 / 89 / 12 / 7	PMS 201 U CMYK 8 / 89 / 59 / 22	PMS 7596 U CMYK 20 / 38 / 43 / 56	PMS 7535 U CMYK 16 / 14 / 22 / 2
web	RGB 89 / 38 / 108 # 59266C	RGB 155 / 39 / 67 #9B2743	RGB 92 / 61 / 49 # 5C3D31	RGB 183 / 176 / 156 # B7B09C

Typefaces: Sans Serif

Typography is a critical tool in creating materials that reflect the dynamic character of the Emmanuel brand.

Akkurat is the primary sans serif typeface. It should be used in most cases for headlines, body copy and captions.

Akkurat Pro Light
Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0213456789

Akkurat Pro Light Italic
Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0213456789

Akkurat Pro Regular
Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0213456789

Akkurat Pro Regular Italic
Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0213456789

Akkurat Pro Bold
Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0213456789

Akkurat Pro Bold Italic
Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0213456789

Typefaces: Serif

Typography is a critical tool in creating materials that reflect the dynamic character of the Emmanuel brand.

Sabon is the primary serif typeface. The serif typefaces are for formal uses only.

Sabon Roman

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0213456789

Sabon Italic

Aa *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz 0213456789

Sabon Bold

Aa **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz 0213456789

Sabon Bold Italic

Aa ***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
abcdefghijklmnopqrstuvwxyz 0213456789

Sabon Small Caps and Oldstyle Figures

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0213456789

Typefaces: Headlines/Display and System Equivalents

Homestead is a serif typface that can be used for headlines and display type. There is no lowercase version of Homestead.

Homestead Regular

AB

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0213456789

Homestead Inline

AB

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0213456789

Homestead Display

AB

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0213456789

System Equivalents
Arial is the recommended sans serif typeface and Times is the recommended serif typeface when the primary typefaces are not available.

Arial

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0213456789

Times

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0213456789

Photography Style

Then new Emmanuel Photography should embody the following elements:

• Stylized and Energetic

• Moments

• Unique Perspectives

Editorial Style Guide: Academic Terms

Emmanuel Marketing has developed this style guide to aid Emmanuel College in adapting a consistent grammatical style. It is intended for use by writers of Emmanuel College documents and publications, not for use by students for academic papers.

The following is a list of frequently occurring style issues and the preferences to which Emmanuel will adhere, based on the Associated Press Stylebook and Libel Manual and Emmanuel College preferences. Please contact Emmanuel Marketing if you have any questions while using this style guide.

Alumni

The correct terms referring to graduates of Emmanuel College are:

Alumnus - an individual male
*Alumni - a group of males
Alumna - an individual female
Alumnae - a group of females

Note: The use of alumni when referring to a group of both men and women is now standard vocabulary for Emmanuel College.

Classes

Freshman, sophomore, junior and senior may be capitalized for emphasis, except when used as an adjective.

The senior class will sponsor a blood drive next week.
The Sophomores are planning an event.
First-year student is the preferred term for Emmanuel College freshmen.

When accompanied by the year of graduation, the word class should be capitalized.

Class of 2002

When referring to the year of graduation of an alumna/us of Emmanuel College, a space, an apostrophe and the year follows the name:

Mary Smith '85

Note: The apostrophe should face left prior to a date.

Coed

Coeducation, coeducational or the abbreviation coed is not hyphenated.

Degrees

Avoid abbreviations of degrees whenever space allows. Use the preferred form:

bachelor's degree
master's degree
Bachelor of Arts
Master of Science
Bachelor of Arts in history

Note: the area of study is not capitalized

If abbreviations must be used, the correct abbreviations are:

B.A., B.S. or B.F.A.
M.A., M.S. or M.Ed.
Ph.D.
M.B.A.

Departments

When referring to specific academic departments at Emmanuel College, acceptable references are:

Department of History
history department

Capitalization is used when citing an individual's title or a department's official title:

Professor of History Alice Smith is facilitating the meeting.
Department of English

Departments that are proper nouns should always be capitalized as well:

English department

Majors/Disciplines

Majors and disciplines should be lowercase unless the word is a proper noun:

She is an art major.
Mary Jones is a professor of English. Alice Smith is a professor of history.

Editorial Style Guide: Buildings, Offices and Titles

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Buildings

The proper names of buildings on the Emmanuel College campus should be used in documents. The names of buildings should be capitalized:

Administration Building

Alden Trust Lab (Maureen Murphy Wilkens Science Center, Room 202)

Avenue Commons

Cardinal Cushing Library

Connors Atrium (Maureen Murphy Wilkens Science Center, 3rd Floor Atrium)

Daley Family Classroom (Maureen Murphy Wilkens Science Center, Room 102)

Emmanuel College Gymnasium

Fenway Room (Administration Building, Room 232)

Finney Reception Room (Administration Building, Room 237)

Janet M. Daley Library Lecture Hall

Jean Yawkey Center

The Joanne DiGeronimo Migliaro '88 and Anthony Migliaro Classroom (Administration Building, Room 156)

Julie Hall

JYCCL Conference Room

Loretto Hall

Marian Hall

Marian Hall Dining Room

Maureen Murphy Wilkens Atrium

Maureen Murphy Wilkens Science Center

Merck Research Laboratories-Boston

Muddy River Café

Notre Dame Campus

Roberto Clemente Field

St. Ann Hall

St. Joseph Hall

Note: St. Joseph should always be spelled out (avoid St. Joe's).

College

The word College, when referring specifically to Emmanuel College, should generally be capitalized.

The College is located in the Fenway neighborhood of Boston

Sister

Using Sr. to abbreviate Sister is acceptable.

Sisters of Notre Dame de Namur may be abbreviated with SND (without periods).

Titles

Official titles are generally capitalized when they precede a name, but in lowercase when the title follows the name. For emphasis, however, uppercase is acceptable.

Professor of English John Brown or John Brown, professor of English

Use two words for Vice President, without a hyphen.

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Title Capitalization

We follow the AP Style Guide's rules for title capitalization: Capitalize the first word of any title. Capitalize all words that are four letters or longer. Do not capitalize the articles "a," "an" and "the." Do not capitalize conjunctions or prepositions, unless they are four letters or longer.

Examples: The Elements of Style; Opening Doors Through Internships at Emmanuel ("through is a preposition, but it is capitalized because of the four-letter rule)

Bulleted Lists

Items in a bulleted list should only contain end marks if the item is a complete sentence.

- Example 1
- Example 2

OR

- This is Example 1.
- This is Example 2.

Comma

A comma is used to separate items in a series, but should not be placed before the conjunction.

The Muddy River Café serves drinks, salads and sandwiches.

A comma may be omitted following an introductory clause in a sentence, but should be included for clarity when necessary.

In the fall of 2001 Emmanuel admitted its first coeducational undergraduate class.

When the Saints basketball team reached the NCAA Final Four, a rally was organized.

Dates

An academic year should be written as 2004–2005, for example. The plural of a year is formed without an apostrophe. When referring to a decade (1990s, 1980s), no apostrophe is used.

"America Since the 1960s" is a popular history course among students.

When referring to a month and a year only, do not use commas.

The Jean Yawkey Center opened in September 2004.

Always use numbers without st, nd, rd or th.

Emmanuel's enrollment deadline is May 1. The FAFSA priority filing date is February 15, 2017.

When a phrase lists only a month and year, do not include commas.

Emmanuel will celebrate Founders Week in February 2017.

When a phrase refers to a month, day and year, set the year off with commas.

Submit your Entrance Health Form by August 15, 2017, to waive the College's insurance premium.

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Hyphens and Dashes

A hyphen (-) is used between words to avoid ambiguity or to form a single idea or adjective from two or more words.

> He has a full-time job.
> She lives off campus.
> He lives on-campus housing.
> She works full time.

Use an en dash (–) to represent a span or range of numbers, dates or times. Do not include spaces around the en dash.

> The 2016–2017 Academic Catalog is now available.
> Join us for Alumni Weekend, June 2–4, 2017.

The em dash (—) can be used in place of commas or parentheses. Do not include spaces around the em dash.

> Emmanuel's mission—to provide a dynamic education in the liberal arts and sciences within an inclusive learning community shaped by strong ethical values—remains as powerful and relevant as ever.

Time

References to times should be consistent with the AP Stylebook. Figures should be used, except for noon and midnight. Abbreviations of a.m. and p.m. should be lowercase and separated by periods.

> Commencement will begin at 11:00 a.m.
> A reception will be held at 3:30 p.m.

Numbers

Numbers less than 10 should be written out. Numerals may be used for figures 10 and greater. Hyphens are used to separate telephone numbers. No parentheses are needed around the area code, since it is now required for dialing.

> Emmanuel College has four on-campus residence halls.
> A group of 10 students attended the meeting.

Print (no hyphen between area code and phone number)

> Contact the Admissions Office at 617 735-9715 to schedule a tour.

Web (hyphen between area code and phone number to create a clickable link on mobile devices)

> Contact the Admissions Office at 617-735-9715 to schedule a tour.

Any number that begins a sentence should be expressed in words.

> Twelve participants answered the question.

Editorial Style Guide: Web Terms

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Web Addresses/URLs

Web addresses, or URLs, are frequently used in text which the reader may refer to for more information. Our preferences seek to eliminate any confusion between the writer and the reader.

In print, it is not necessary to include the http:// at the beginning of the web address, unless it begins with something other than the universally recognized www. For example:

> The Emmanuel College website, www.emmanuel.edu, was launched with a new design.

> Online, web addresses should be turned into descriptive links. Instead of directing someone to http://www.pin.ed.gov/PINWebApp/pinindex.jsp for their FAFSA pin number, direct them to the FAFSA PIN website.

If a web address does not fit on one line, and it is not possible to move the web address to a new line, it is acceptable to break the address before a period or after a forward slash. Do not add punctuation or a hyphen to the address, except for necessary punctuation at the end of the sentence.

In print, web addresses for the Emmanuel website should be kept to text-based directions whenever possible. For example:

> For more information about a PLUS loan, call the Office of Student Financial Services or visit our website: www.emmanuel.edu and click on "Admissions and Aid."

Additional Terms

The term website is one word. The terms web page and home page are two words. Web should be capitalized when referring to the World Wide Web, but lowercase when used as an adjective.

A hyphen is used in e-mail. It is lowercase.