

# Visual Identity Guidelines



**Schoolcraft  
College**

Marketing and Advancement  
Department  
734-462-4583

Questions regarding these  
guidelines should be directed  
to the Marketing Department.

revised 10/2015

# Introduction

The purpose of these guidelines is to ensure that Schoolcraft College's visual identity is presented appropriately and consistently. This visual identity includes the College Seal, the Schoolcraft College logo and the Schoolcraft College Foundation logo. Although these visual marks take up little space, they are important representations of the college's image. By following these guidelines, college offices can successfully integrate these marks into print and electronic media.

Use of the seal requires permission from the Marketing Department. Please contact the Marketing Department at 734-462-4583 or [designers@schoolcraft.edu](mailto:designers@schoolcraft.edu) to request artwork. Digital art files for the logos can be downloaded from [www.schoolcraft.edu/marketing](http://www.schoolcraft.edu/marketing).





**Schoolcraft  
College**



**Schoolcraft  
College**  
FOUNDATION

# Color Palette

Critical to the success of the college identity is adherence to a standard color palette. With today's increase in print production processes and more mainstreamed digital applications, it is important to select the appropriate color formula to ensure accurate reproduction. The table below provides specifications in the most recognized color systems:

	BLUE	GOLD
		
Spot color on coated paper	Pantone 295	Pantone 131
Spot color on uncoated paper	Pantone 295	Pantone 124
Process color (CMYK) on coated paper	100c, 69m, 8y 54k	2c, 39m, 100y, 10k
Process color (CMYK) on uncoated paper	100c, 69m, 8y, 54k	02c, 30m, 98y, 8k
RGB color (Web)	0, 40, 85	204, 138, 0

A metallic gold ink, Pantone 465, gold foil and embossment printing processes may be used in selected applications; such a use requires approval by the Marketing Department.

## Typography

The college identity is designed to stand on its own within a broad variety of design styles. Therefore, especially with printed pieces, there are no restrictions on the typefaces that may be used in conjunction with the artwork provided. However, the artwork itself should use only the standard faces, and those pieces that are part of the core college identity (i.e. stationery, vehicles) should also be restricted to the standard faces.

The main typeface is Lucida Fax Demibold.

The secondary typeface is Avenir Light Standard.

# Schoolcraft College Seal

## About the College Seal

The seal includes a representation of the bell tower in front of a structure that captures the architectural style of the college's earliest buildings. The Latin motto "Semper Altius Aspicere" translates as "Look Ever Upward."

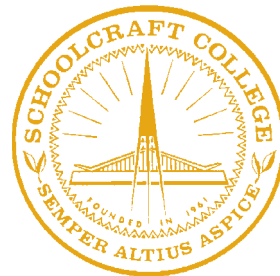
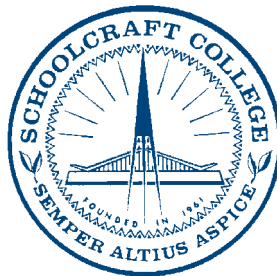
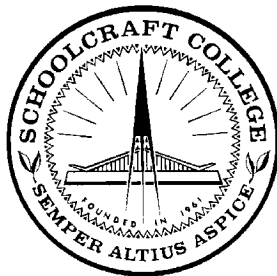
The seal is reserved as the institution's official ceremonial mark. Implementation of the seal is reserved for official documents, diplomas, and related commencement items, awards and special signature items.

To ensure consistency, the artwork and text inside the seal should not be altered in any way.

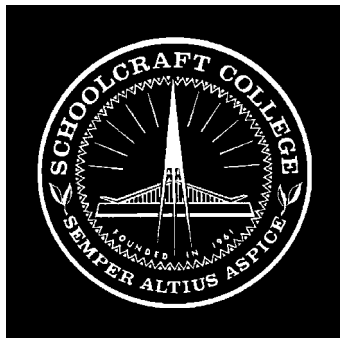
Use of the seal requires permission from the Marketing Department. Please contact Marketing at 734-462-4583 or [designers@schoolcraft.edu](mailto:designers@schoolcraft.edu) to request artwork.

## Proper Seal Usage

- See page 3 for color specifications.
- One-color: black, blue or gold.



- May be reversed as white out of a background of black or blue; may be reversed as gold out of a background of blue.



- The seal should not be reproduced in other colors, nor should it be reversed out of other colors.
- The seal may be embossed on paper.
- The seal should appear only once on a document page.

# Schoolcraft College Logo

## About the College Logo

The function of the logo is to identify print pieces and digital media as being from Schoolcraft College. The logo is not intended to serve as the primary design element in a layout. And like the college seal, the logo should not be used as a graphic element within a larger design. It should stand alone, serving as the college's identifying mark.

Bell  
Tower  
icon

Schoolcraft College name in  
Lucida Fax Demibold



**Schoolcraft  
College**

Taken together, the icon and the college name in  
Lucida Fax Demibold constitute the college logo.

## Proper Logo Usage

- See page 3 for color specifications.
- The logo may be reproduced in two colors, using blue and the gold in the bell tower icon. See example above.
- If you are printing/copying in black and white, do not use the two-color logo. Use the solid one-color version.
- The one-color logo may be black or blue.



**Schoolcraft  
College**



**Schoolcraft  
College**

- May be reversed as white out of certain solid color backgrounds (blue, yellow, white or black only). No other solid backgrounds are acceptable.



**Schoolcraft  
College**



**Schoolcraft  
College**

- The logo should not be reproduced in other colors.
- Special printing processes may be used, including gold foil stamping, metallic gold printing ink, or thermography (raised lettering).
- The logo should appear only once on a document page.
- Care should be given to ensure that the logo reproduces cleanly.
- **Only use art provided by Marketing, which is available for download at [www.schoolcraft.edu/marketing](http://www.schoolcraft.edu/marketing).** Do not attempt to re-create the logo using an available version of Lucida Fax Demibold. Not all versions reproduce the same and the use of other versions of the font is considered a violation of these guidelines.



# Schoolcraft College Logo Horizontal

## About the College Logo

There is another logo configuration, a horizontal version, that was created specifically to have greater flexibility in a variety of logo applications. The horizontal logo configurations should not be altered in any way. The goal is visual consistency in all logo applications.

Bell  
Tower  
icon

Schoolcraft College name in  
Lucida Fax Demibold



Taken together, the icon and the college name in  
Lucida Fax Demibold constitute the college logo.

## Proper Logo Usage

- See page 3 for color specifications.
- The logo may be reproduced in two colors, using blue and the gold in the bell tower icon. See example above.
- If you are printing/copying in black and white, do not use the two-color logo. Use the solid one-color version.
- The one-color logo may be black or blue.



- May be reversed as white out of certain solid color backgrounds (blue, yellow, white or black only). No other solid backgrounds are acceptable.



- The logo should not be reproduced in other colors.
- Special printing processes may be used, including gold foil stamping, metallic gold printing ink, or thermography (raised lettering).
- The logo should appear only once on a document page.
- Care should be given to ensure that the logo reproduces cleanly.
- **Only use art provided by Marketing, which is available for download at [www.schoolcraft.edu/marketing](http://www.schoolcraft.edu/marketing).** Do not attempt to re-create the logo using an available version of Lucida Fax Demibold. Not all versions reproduce the same and the use of other versions of the font is considered a violation of these guidelines.

## Improper College Logo Usage

- The bell tower icon is not to appear separately from the name of the college without permission from the Marketing Department.



- Do not use color tints.



Schoolcraft  
College

- Do not use anything other than the specified colors for reproducing the logo.



Schoolcraft  
College

- Do not distort the logo horizontally.



Schoolcraft  
College

- Do not distort the logo vertically.



Schoolcraft  
College

- Do not obscure the logo with type or images.



Welcome to  
Schoolcraft  
College

- Gradations should not be used on the bell tower icon or the type.



Schoolcraft  
College

- If you are printing in black and white, do not use the two-color logo. Use the solid one-color version.



Schoolcraft  
College

- Do not use the logo as a repeatable design element.



- Do not reverse the logo out of a photographic or an illustrated background.



# Clear Space



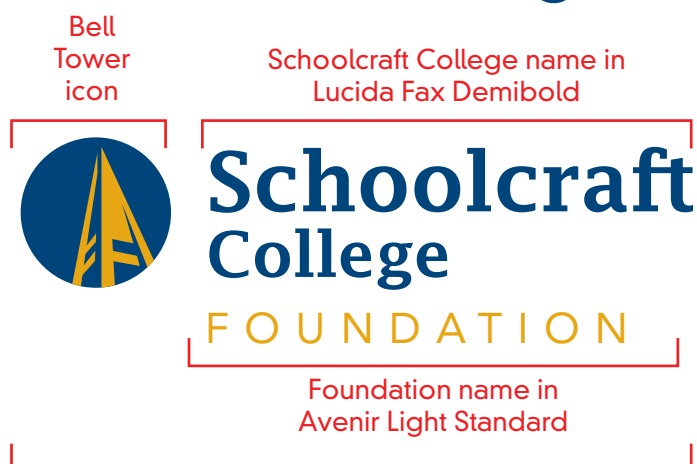
To create greater visual impact, keep the area around the Schoolcraft logo uncluttered. The minimum clear space around the logo should be equal to half the logo's height.



# Schoolcraft College Foundation Logo

## About the Foundation Logo

The identifying mark of the Schoolcraft College Foundation is created by adding the word 'Foundation', rendered in the Avenir Light Standard font, to the college logo.



Taken together, the icon, the college name in Lucida Fax Demibold and the Foundation name in Avenir Light Standard constitute the Foundation logo.

## Proper Logo Usage

- See page 3 for color specifications.
- The logo may be reproduced in two colors, using blue and the gold in the bell tower icon. See example above.
- If you are printing/copying in black and white, do not use the two-color logo. Use the solid one-color version.
- The one-color logo may be black or blue.



- May be reversed as white out of certain solid color backgrounds (blue, yellow or black only). No other solid backgrounds are acceptable.



- The Schoolcraft College logo guidelines presented in this document also apply to the Foundation logo. These guidelines include proper and improper logo usage; clear space; and the prohibition against using the bell tower icon by itself without permission from the Marketing Department.
- The logo should appear only once on a document page.
- **Only use art provided by the Marketing Department.** Care should be given to ensure that the logo reproduces cleanly.

# Service Marks

At Schoolcraft, service marks are differentiated from logos. This section describes these differences and offers guidance on the creation and use of service marks.

## Logo vs. service mark

The college has an official logo, which is described elsewhere in these guidelines. College departments and offices are not allowed to have their own distinct logos that contain the department or office name. Instead, rules have been developed that allow for a department or office name to be visually associated with the college logo using a specific typeface. An example of this can be seen in the section on stationery. There are exceptions to the rule prohibiting departmental or office logos (see below).

Although departments are not allowed to have their own logos, they are allowed to create visual identities for the services, activities and events that they offer to the campus and the community. These visual identities are known as service marks. A service mark might be a visual treatment of type only, or it might be a combination of type and illustration. Examples include the service marks for Kids on Campus, the Schoolcraft International Institute, and Pageturners.

## Suggestions regarding service marks

Service marks are not controlled by the Marketing Department in the same manner that usage of the college logo is controlled. Departments and offices can create their own service marks. However, the following guidelines are provided to protect the integrity of the college logo and to help departments make decisions about service marks:

- **A service mark should not incorporate the college logo or any part of the logo into its design.** Logo guidelines call for the elements of the logo to be presented together and for the logo itself to be surrounded by sufficient clear space. Putting all or part of the college logo into a service mark violates these guidelines.
- **Departments and offices should take care to create a quality design.** Graphics software has made it easy for anyone to create visual designs. And it is tempting to assume that some type of visual mark is better

than none. But a poorly designed mark can do more harm than good. Before creating a service mark, staff should consider if they have access to the resources necessary to create a quality design.

- **Departments and offices should be selective in the creation of service marks.** Before creating a new service mark, staff should ask these questions: Do we really need a service mark? Do we want to be locked in to this design for the long run? Some events or activities happen infrequently or might have a short life span. It might not make sense to create a service mark for these. Other activities are ongoing and would benefit from a service mark.

## Review process for service marks

The Marketing Department will not create service marks for departments and offices. The Department does, however, review new service marks. This review has two purposes. One is to ensure that the college logo is not being used in the mark. The other is to offer the department suggestions on how to make the mark as effective as it can be.

New service marks should be submitted to Marketing for review. Submissions should be in an electronic format (jpg, eps, tif or PDF files acceptable) and sent to [cbazylew@schoolcraft.edu](mailto:cbazylew@schoolcraft.edu) and copied to [designers@schoolcraft.edu](mailto:designers@schoolcraft.edu). Marketing will review the service mark and provide input within 7 working days.

## Exceptions to the rule

These visual identity guidelines were implemented in 2011 in conjunction with the redesign of the college logo. At that time, there were in existence department and office logos, as well as service marks, that are in violation of the new guidelines. Many of these logos and marks have existed for decades and are well recognized by employees, students, alumni and the community. Rather than enforcing an across-the-board elimination or revision to these logos and marks, the Marketing Department is taking a more deliberate approach. The department will be working with departments and offices individually to explore ways to evolve their visual identities so that they align with the guidelines and serve the long-term needs of the department or office.

# Merchandise and Apparel

## Merchandise

The college presents a wide variety of merchandise to students and alumni. The primary hub for Schoolcraft College merchandise is the College Bookstore, which has developed strategies for incorporating the college's visual identity into its merchandise.

Campus departments, offices and program areas may order merchandise for the audiences that they serve. Most suppliers are capable of preparing customized items to match Schoolcraft College's visual identity. While additional production costs may sometimes result, vendors must always reproduce our official visual identity marks as designed and match our colors exactly (for printed materials) or as closely as possible for other merchandise where PMS matching capabilities do not exist.

There may be cases that require special sizes or clear space allowances. Some items, such as pens, are too small to provide an adequate reproduction of the bell tower icon portion of the logo. In these situations, use only the words "Schoolcraft College" which can be rendered in the same type size with the recommended font Lucida Fax Demibold. The secondary typeface is Avenir Light Standard. If unavailable use Arial or a similar sans serif. Merchandise without the official logo may use any color and typeface.



If the logo doesn't fit your application, or if a vendor suggests that you alter the logo to accommodate their production methods, please contact the Marketing Department to work with you and the vendor to find a solution. Departments that would like to purchase promotional merchandise should start by contacting the Purchasing Department at ext. 5354 to assist with pricing and selections. The Marketing Department will provide appropriate art to the vendor.

Vendors that produce uniforms, branded attire, and specialty items for college offices should:

- 1) be registered with Purchasing; and
- 2) use the logo in a manner consistent with the guidelines presented in this document.

## Apparel

Uniforms and branded attire may include the name of an office, department or division in conjunction with the college logo. That name is strongly suggested to be rendered in the specified secondary font, Avenir Light Standard. If unavailable use Arial or a similar sans serif. The size of the type that is used and the name's placement relative to the college logo are to be strictly controlled—please work with the Marketing Department for approved art.

Use of the logo is not required on apparel. In these situations, the words "Schoolcraft College" can be the same type size. The font Lucida Fax Demibold is strongly recommended, however any font is acceptable in this case. In no instance can the bell tower icon be used in any other orientation or by itself.

## Logo for embroidery only

The embroidered logo can be reproduced using blue with gold for the bell tower icon. See example.




## Facilities Operations

When that is not possible, it may be reproduced in blue (closest match to PANTONE 295), white or black with the bell tower icon stitched with the closest possible thread color to match the item it is being embroidered on. The department name should be in the same color as the logo used: PMS 295 (blue), black or white. Choose the best option for good contrast.

# Stationery

Sample letterhead:



# Schoolcraft College

18600 Haggerty Road  
Livonia, MI 48152-2696  
[www.schoolcraft.edu](http://www.schoolcraft.edu)

Stationery is a primary means of establishing the Schoolcraft image at a personal level. Standards for college stationery are set by the Marketing Department. Orders for notepads, generic or departmental letterhead, notecards and envelopes should be placed with the Purchasing Department, ext. 5353.


A form for ordering business cards is located in the Business & Finance folder on the Forms (V) drive. Print the completed form, and send to Purchasing with the appropriate signatures and account number. See the following page for business card guidelines.

Special-use stationery may be created with the assistance of the Marketing Department. In no case should additional copy or art be added to the college's standard design.

## Electronic Stationery


A Word document has been created using the generic college stationery that allows users to craft documents on electronic stationery for documents that are sent electronically. In no instance should this format be printed and used as regular stationery as it would lack the required paper and color quality. This document is located in the Marketing folder on the Forms (V) drive.

Sample envelope:

**Schoolcraft**  
College

**Counseling Center**  
18600 Haggerty Road  
Livonia, MI 48152-2696

# Sample notecard:

**Schoolcraft**  
College

Admissions and Enrollment Center

Sample business card:

 **Name**  
Job title  
Department Name  
734/462-4400  
734/462-4553 Cell  
email@schoolcraft.edu

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Schoolcraft College | 18600 Haggerty Road  
Livonia, MI | 48152-2696 | [www.schoolcraft.edu](http://www.schoolcraft.edu)

# Business Cards

**THE BUSINESS CARD ORDER FORM CAN BE FOUND ON THE FORMS (V) DRIVE  
IN THE BUSINESS AND FINANCE FOLDER**

Business cards are divided into three sections. The top section is the identifier, the middle section includes the mailing address and main college website, and the bottom section includes contact information.

## Personal Business Cards

1. Business cards may contain the following employee information:

- Name
- Academic and professional credentials, qualifications and affiliations
- Title
- Department or office
- Schoolcraft College office telephone
- Schoolcraft College office fax
- Schoolcraft College email

	<b>Name</b> Job title Department Name 734/462-4400 734/462-4553 Cell email@schoolcraft.edu
<hr/> Schoolcraft College   18600 Haggerty Road Livonia, MI   48152-2696   www.schoolcraft.edu	

**SAMPLE**

2. Each line is allotted a character count including spaces. The top section can include 3 lines of type.

- The first line should be your proper name; maximum 28 characters.  
If space allows you may add your degree/credentials.
- The next line should be your job title; maximum 36 characters.
- The third line should be your department name; maximum 36 characters.  
This line is optional if your job title has the department name in it.
- Option: if you will not be using the department line, you may use the second line for credentials that will not fit on the first line. In this case the third line will be your job title.

3. All business cards must adhere to the following style standards:

- No courtesy titles (Dr., Mr., Mrs., Ms., Miss, Professor)
- Use working titles (i.e., Secretary or Administrative Assistant, not Administrative Assistant II; Bookstore Assistant, not Bookstore Assistant B; Professor, Mathematics; Adjunct Faculty, English)
- Credentials and affiliations may follow after one's name if space allows.
- List the highest degree earned without preceding degrees. Use degree designations without periods (MS, MA, MFA, MBA, EdD, PhD, JD, etc.).
- Use affiliations and credentials without periods (APR, CPA, CPP, etc.)
- Use only descriptors that are relevant to one's employment at Schoolcraft College (i.e., no military ranks, unrelated professional credentials, etc.)
- Only Schoolcraft College-related information such as mailing address, email, and web addresses may appear on business cards, with the exception of telephone numbers. Campus office telephone number(s) must appear first, although cellular phone or pager numbers may appear as secondary contact numbers. Personal contact information should be included on syllabi or other course-specific information distributed to students.

## Departmental Business Cards

Departments may order business cards for the office.

The name of the department appears in the name field instead of an individual's name.

# Board of Trustees

## When to include the trustees list in college communications

**Printed programs** handed out to attendees at college-sponsored events should include the trustees list. Unless there is a compelling reason to place it elsewhere, the list should be placed on the inside front cover, inside back cover, or outside back cover.

**In addition, the list should be included in communications where all three of these conditions are met:**

1. The communication is solely sponsored by Schoolcraft College.
2. The communication will be viewed by audiences beyond Schoolcraft faculty and staff, such as prospective and current students and their families, or members of the general public.
3. The communication is a multi-page publication or a single-sheet folded brochure.

**Multi-page publications** include the catalog, bulletin, viewbook, annual report, booklets and newsletters. Unless there is a compelling reason to place it elsewhere, the list should be placed on the inside front cover, inside back cover, or outside back cover.

**Single-sheet folded brochures** should include the trustees list on the back panel. If the piece is designed as a self-mailer, the list should be presented on the bottom left of the mailer panel, aligned with the return address, keeping the right side of the mailer panel free for the address label, postage indicia and Post Office bar codes for automated scanning.

## The trustees list is not required in these communications:

- Advertisements in newspapers, magazines and other printed publications
- Flyers (Single sheet, printed or emailed as an attachment)
- Forms
- Invitations to college-sponsored events. However, the program distributed at the event should include the list.
- Letterhead
- Postcards
- Posters

Designers are not prohibited from using the trustees list in these communications but they are not required to do so.

## The trustees list should never appear on the following items:

- Banners, produced for multiple uses both indoors and outdoors
- Digital communications, such as emails
- Displays, including tabletop displays, banner stands and other forms of movable presentations
- Exams, syllabi and supplemental course material
- Imprinted promotional items (apparel, business supplies, tote bags, water bottles, etc.)
- Webpages on the college website, with the exception of [www.schoolcraft.edu/info/board.asp](http://www.schoolcraft.edu/info/board.asp) managed by the Office of the President



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# How to display the trustees list in college communications

The list should be presented in a type size and font style that is readable but does not visually dominate the message. It should otherwise be consistent with design and typography throughout the publication. Clear space should be maintained around the list so that it is visually distinguishable from surrounding content. In situations where the designer determines that available clear space is minimal, the text can be inclosed in a boxed border in order to visually distinguish it from other content.

Trustees with officer titles are listed first and in this order: Chair, Vice Chair, Secretary, Treasurer. Trustees without officer titles are listed next, **in alphabetical order by last name**. The college president is listed last.

## Two presentations of the list are acceptable:

### Stacked list (titles lined up flush right)

**BOARD OF TRUSTEES**  
Name ..... Chair  
Name ..... Vice Chair  
Name ..... Secretary  
Name ..... Treasurer  
Name ..... Trustee  
Name ..... Trustee  
Name ..... Trustee  
Name, President

The current list can be found at  
<http://www.schoolcraft.edu/board>

### Continuous lines

**BOARD OF TRUSTEES**  
Name, Chair | Name, Vice Chair | Name, Secretary | Name, Treasurer  
Name, Trustee | Name, Trustee | Name, Trustee | Name, President

### Continuous lines with boxed border

**BOARD OF TRUSTEES**  
Name, Chair | Name, Vice Chair | Name, Secretary | Name, Treasurer  
Name, Trustee | Name, Trustee | Name, Trustee | Name, President

The vertical lines, or ‘pipes’, used to separate individuals in the continuous line presentation are created by pressing the SHIFT key and the forward slash (/) key on the keyboard.