FRANKLIN&MARSHALL COLLEGE

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This document provides the style guidelines for Franklin & Marshall College's visual identity.

A consistent visual identity ensures that the messaging, mission and core values of Franklin & Marshall College are aligned consistently throughout the institution through a cohesive visual framework that represents who we are.

Adhering to a consistent and cohesive visual identity for all of the College's electronic and print publications is critical to sustaining and building Franklin & Marshall's "brand" recognition. It ensures that the strengths of all the Colleges academic and programmatic initiatives area appropriately affiliated with Franklin & Marshall, benefitting every member of the community—whether you are recruiting students or faculty, engaging in alumni or philanthropic outreach, or collaborating with business, research, civic or policy partners.

The elements of the visual identity system are:

- Franklin & Marshall College logo and all authorized variations

- Franklin & Marshall College colors

- Franklin & Marshall College typefaces

Given the evolving nature of print and multimedia communications, **cases may arise that are not covered by this manual.** If you have questions, please contact the following individuals in F&M's Office of College Communications:

Jason Klinger, senior director of creative and brand strategy
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or

Mike Fink, graphic designer
mfink@fandm.edu

FRANKLIN&MARSHALL
C O L L E G E

The Franklin & Marshall College logo is a reflection of the institution: strong, proud and enduring.

The words "Franklin" and "Marshall" are set on the same line, joined by a low-hanging ampersand. The word "College" is below and flushed to the right of the word "Marshall" in smaller text.

The "Franklin & Marshall" wordmark has been in use since 1993. The word "College" was added to the mark in 2012 to clarify the identity and mission of the institution in markets where the College is less established.

The logo must appear in a prominent position on all print and electronic communications intended for external audiences—prospective students and their parents, alumni, donors, news media, community groups and institutions, foundations, corporations, etc.

All posters produced by the Office of College Communications will include the logo and the words "Produced by the Office of College Communications." The logo is not required on internal communications, such as fliers, club announcements and internal departmental communications.

SPACING REQUIREMENTS

To preserve the logo's integrity, always maintain the scaled minimum of indicated clear space around the logo and the logo symbol. This clear space isolates the logo from competing graphic elements such as other logos, text copy, photography or background patterns that may cause visual confusion or divert attention.

The minimum clear space for the Franklin & Marshall logo is defined as the width of the "C" in the wordmark.

MINIMUM SIZE

The Franklin & Marshall logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced in print too small, it is no longer legible and its readability and impact are diminished. The minimum size of the logo for print is determined by the width of the wordmark, which should not be reproduced in a size smaller than 1" in width.

◀----- 1" -----▶

INCORRECT USAGE

Do not use the logo without the word "College."

Do not stretch the logo horizontally or vertically. It must be used proportionately at all times.

Do not use the word "and" instead of the ampersand.

Do not use unapproved color schemes.

Do not outline the logo.

Do not tilt the logo.

Do not reposition, resize, or seperate any components of the logo.

Do not add any graphic elements to the logo.

Do not overlap other logos or marks.

Do not add words or images to create a composite logo treatment.

F&M MARK

The short form of the Franklin & Marshall College logo was introduced in 1993, the same time that the longer form was adopted. It was developed for use in cases when the full logo is either too lengthy or too formal for the medium.

Some examples include:

- Square social media buttons (Facebook, Twitter, et al)

- Merchandise (stickers, water bottles, pens, et al.)

- Athletic apparel and headwear

COLLEGE SEAL

The Franklin & Marshall College seal is for College use only on formal documents (diplomas and official communications from the Office of the President or the Board of Trustees) and on materials related to a limited number of official ceremonial functions (Convocation and Commencement).

The seal is not the College logo and is not be used in lieu of the "Franklin & Marshall College" logo on stationery, brochures, apparel, glassware, etc.

Any office or individual requesting use of the seal as a design element must contact the Office of College Communications to secure approval.

CORE COLOR   SECONDARY COLOR LIBRARY

PMS 541	CYAN	LT BLUE	TEAL	PERIWINKLE	PMS 286
C: 100 M: 78 Y: 32 K: 21	C: 70 M: 0 Y: 0 K: 0	C: 33 M: 0 Y: 0 K: 12	C: 100 M: 12 Y: 20 K: 0	C: 70 M: 41 Y: 6 K: 17	C: 100 M: 83 Y: 6 K: 1
R: 0 G: 59 B: 113	R: 0 G: 192 B: 243	R: 146 G: 199 B: 223	R: 0 G: 157 B: 193	R: 72 G: 116 B: 162	R: 0 G: 53 B: 173
#003B70	#00C0F2	#91C6DF	#009CC1	#4873A2	#0035AD

When possible, use the PMS value of F&M Blue, which is 541. When working with 4-color process, designers may not always have the option of using a spot color. The above color mixes provide the closest approximation of F&M Blue in most contexts. The

College also employs five accent colors in its design, all complimentary blues: Cyan, Light Blue, Teal, Periwinkle, and Diplomat Blue. Their CMYK and RGB values are provided here.

COLOR AND THE FRANKLIN & MARSHALL LOGO

The "Franklin & Marshall College" and "F&M" wordmarks may be printed only in F&M blue (PMS 541), black or white. When choosing a color to assign the logo, always use the 1-color application that will deliver the wordmark in its most readable form. If either blue or black may be used, always give preference to blue. The white version—also referred to as reverse—is reserved for use on a dark field (typically blue or black).

INCORRECT COLOR APPLICATION

It is not permissible to print the logo in any multi color combination.

CORRECT 1-COLOR APPLICATIONS

CORRECT 1-COLOR REVERSE APPLICATION

To further encourage consistency in communications, F&M uses two typefaces in print: Gotham, a friendly, readable sans serif; and Adobe Caslon Pro, a refined, elegant serif. Because type faces on the Web are limited, the sans serif alternative is Arial, and the serif alternative is Georgia.

SANS-SERIF TYPEFACES

GOTHAM FONT FAMILY

Gotham Extra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Extra Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Ultra Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SANS-SERIF TYPEFACES ON THE WEB

Substitute requirements for any online/Web communication

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SERIF TYPEFACES

ADOBE CASLON PRO FONT FAMILY

Adobe Caslon Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Caslon Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Caslon Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Caslon Pro Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Caslon Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Caslon Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SENTINEL FONT FAMILY

Sentinel Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sentinel Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sentinel Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sentinel Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sentinel Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sentinel Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SERIF TYPEFACES ON THE WEB

Substitute requirements for any online/Web
communication

Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Georgia Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Georgia Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DEPARTMENT/AFFINITY LOGOS ········▶

Franklin & Marshall College as a policy encourages offices and departments to use the College logo and identity to maintain the clear affiliation between Franklin & Marshall and its programs and initiatives.

In rare cases in which there are strategic or marketplace advantages for a program or initiative to establish a long-term, consistent brand or identity with audiences external to the institution, programs or offices may seek to develop their own logo or identity. Programs or offices that demonstrate the long-term benefits of establishing a consistent identity independent of the College—and that demonstrate that such an identity will not lead to disassociation with the College or confusion—should work with the Office of College Communications to review logo treatments. The intent should be to retain program logos for a number of years to establish and sustain program identity.

Program logos should ideally include the College's name to establish affiliation with the College, though it is not necessary to incorporate the College logo, and the College logo must not be manipulated or altered to be incorporated into a program or office logo. In cases in which the College name is not included in the logo, the Franklin & Marshall College logo or wordmark should appear elsewhere on any print or electronic communication bearing the logo.

FRANKLIN & MARSHALL COLLEGE

Affinity organizations may use the Franklin & Marshall College name in their word marks or logos to reflect affinity with the College, but all uses of the trademarked Franklin & Marshall College name must be reviewed in advance by the Office of College Communications.

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