



CLARK STATE COLLEGE
BRANDING GUIDE | VERSION 1.0



INTRODUCTION

This Branding Guide, Version 1.0, is a resource for current implementation of the Clark State College brand. These guidelines describe the primary elements of the brand and basic instruction for how they should be used.

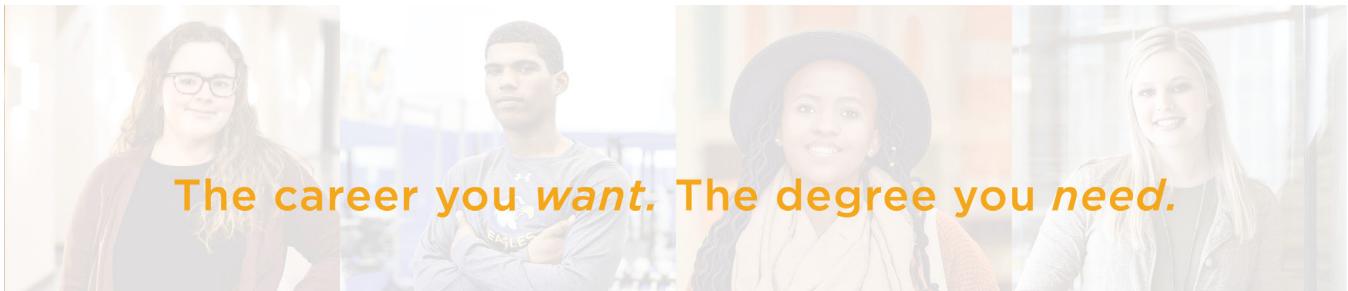
It is essential that every Clark State employee conveys the same sentiment. Following to these guidelines ensures consistency and recognition of our brand. When the overarching Clark State brand is recognized, it results in cohesive name recognition which benefits individual programs more than highlighting each individually.

This initial guide is subject to change and evolve over time. Elements, treatments, effects and uses are open to change. Periodically, the Marketing Office will review and assess this Branding Guideline and make any updates necessary.

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WHAT IS A BRAND?

At the heart of a brand is a story and an identity of an organization—what it delivers every day as well as what it stands for in the minds of its audiences.

An effective brand will connect with what their audience's value. Positioning is key to this connection. It's important to communicate the story and personality of a brand in order to connect with audiences and set it apart.

It's important to remember that a brand is not a logo, a mission statement or a set of core values. They are not what the brand is. These items simply reinforce and inform the brand identity that is being communicated.

A BRAND IS WHO YOU ARE.

When a brand's look, feel, tone and messaging are consistent throughout all communications—email, print, web, social media, etc.—a brand can have enormous power. This can only be achieved when everything an organization does supports its brand in a cohesive manner.

OUR BRAND

The Clark State College brand embodies who we strive to be. Our brand is created with our student body in mind—our story is for them and about them. They are Clark State. We are driven to work with our students to help them reach their goals and succeed (whatever that may mean for them). **We are Clark State.**

Our tagline **The career you want. The degree you need.** supports our brand. The tagline should always be set in medium Tisa Pro, with the words “want.” and “need.” in medium italic Tisa Pro.

Our brand evokes a feeling through its application. Whether design or editorial, the Clark State brand expresses who we are and who we aspire to become.

PRIMARY COLORS

Clark State blues (Pantones 2955 C and 3015 C) and yellow (Pantone 130 C) are the main representation in our brand primary color palette. These colors can be complimented with a lighter blue (CMYK | 35, 20, 5, 3) and a couple shades of grey.



Pantone 2955 C
C100 M78 Y36 K28
R12 G60 B97
#003763



Pantone 130 C
C2 M38 Y100 K0
R245 G168 B28
#F7A700



Pantone 3015 C
C95 M64 Y13 K1
R0 G97 B157
#0065AO



C60 M51 Y51 K20
R102 G102 B102
#58595B



Pantone 427 C (25%)
C18 M12 Y13 K10
R207 G210 B211



C35 M20 Y5 K3
R159 G179 B206
#9FB4CE

SECONDARY COLORS

The addition of a secondary color palette helps add variety and fun, and is used to compliment the primary palette.



C18 M100 Y91 K8
R190 G30 B45
#BE1E2D



C0 M68 Y78 K0
R255 G116 B67
#FF7443



C70 M29 Y18 K1
R77 G148 B180
#9FB3CE



C29 M0 Y82 K0
R192 G217 B90
#COD95A



C60 M90 Y0 K0
R127 G63 B132
#99258D

TYPOGRAPHY

Gotham is Clark State's primary sans-serif typeface. Tisa Pro is the primary serif typeface. All variations of both are acceptable. Generally, Tisa Pro is used as accent typeface for headlines or the tagline.

GOTHAM BOOK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789

Thin
Thin Italic
Extra Light
Extra Light Italic

Light
Light Italic
Book
Book Italic

Medium
Medium Italic
Bold
Bold Italic

Black
Black Italic
Ultra
Ultra Italic

TISA PRO REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789

Light
Light Italic
Regular
Regular Italic

Medium
Medium Italic
Bold
Bold Italic

TYPOGRAPHY APPLICATION: EXAMPLES

Additional typography examples can be provided upon request.

BE BOLD. BE YOU.

FIND SUCCESS.

YOU ARE
CLARK STATE

The career you want. The degree you need.

BRAND ELEMENTS

Additional examples of brand elements can be provided upon request.

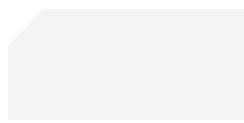
PATTERN

Patterns are used to add an element of fun and excitement. The primary pattern is diagonal lines, but additional accent patterns may be added and vary for specific items. Placement of patterns is open. Main placements include: bleed off the page, accent in open areas of white space, overlap on edge of photos, etc.



BORDER

An open border or solid color shape is used to highlight a headline or basic text. This allows a clean, modern graphic element to work with text in a way that emphasizes its meaning.



ICONS AND INFOGRAPHICS

To enhance bulleted lists simple, graphic icons may be created or found to represent the line of text. There are no set icons in place. To ensure cohesiveness new icons must feel unanimous with previous icons used. Clean, simple infographics may be used when necessary to represent information.



BRAND ELEMENTS: EXAMPLES

Open yourself up to a world of possibilities as you meet and attend class with students from all over the globe.

COST SAVINGS

Leaving more money in your wallet!



Reduced Tuition at Clark State:
\$2,240.10 a year *or* \$74.67 per credit hour
Total amount to earn your degree:
\$4,480.20

Questions? Ask us! financialaid@clarkstate.edu

YOU CAN'T DENY FACTS.

Take a look at our stats and see how you already fit in!

For more information about Clark State, visit www.clarkstate.edu.



GET SOCIAL

@clarkstate
#ClarkStateSuccess



Why get involved?

Why not? Studies show that students who are engaged in extra-curricular activities in college have greater opportunities for networking, career growth, building friendships, enhancing academic and leadership development as well as overall student success!



LOGOS

Altering the Clark State College or Athletics logo is prohibited. Our logos are not for public use. Please contact the Marketing Office for approval to use a logo.

COLLEGE

The Clark State College logo has three versions: full color, all black and all white. Any variations to the logo no approved by the Marketing Office are strictly prohibited.

PRIMARY

Minimuim size requirement: 1.5" wide



WORDMARK

Minimuim size requirement: 0.75" wide



HORIZONTAL

Minimuim size requirement: 2" wide



ATHLETICS

The Clark State College Athletic logo has three primary versions: full color, all navy and all white. Any variations to the logo no approved by the Marketing Office are strictly prohibited.

PRIMARY

Minimuim size requirement: 1.5" wide



EAGLE HEAD WORDMARK

Minimuim size requirement: 0.75" wide



PHOTOGRAPHY

Photography is used to visually represent Clark State, our community and our students. All individuals in photos are Clark State employees, community members or students. No stock photos are used unless approved by the Marketing Office. This ensures the authenticity of our brand. Photos may be shared via our social media channels, like Facebook, Instagram, Twitter and YouTube.

Altering Clark State Photography in any way (cropping, color adjustment, etc.) is prohibited. Please contact the Marketing Office with all photography inquiries.

TREATMENT

All Clark State photos are professionally and minimally edited (brightness, contrast, etc.) to keep all photos as genuine as possible. In some cases, duotones are applied to add a modern, unexpected edge. Black and white images are also used to incorporate a more minimal and subdued feel.

OWNERSHIP

Clark State College is the owner and copyright holder of all photos. Upon request and approval, the Clark State Marketing Office can supply a copyright release form to those who wish to use our photographs for their own personal use.



VIDEOGRAPHY

Video is used to visually tell the story of Clark State, our community, students, programs and more. All individuals in the videos are Clark State employees, community members, students or volunteered/paid actors. No stock video is used unless approved by the Marketing Office. This ensures the authenticity of our brand.

Video can be in the form of high resolution advertisements, commercials or social media/phone stories and videos.

TREATMENT

All Clark State videos are professionally edited and may include animated elements, gradients, light effects, etc. Videos are edited based on the proposed story, script and message of the individual video.

OWNERSHIP

Clark State College is the owner and copyright holder of all videos. Anyone outside of the Clark State Marketing Office does not have permission to sell these videos, enter them for submissions into any contest or publish them commercially. You do not have permission to make any edits (including but not limited to cropping, color adjustment, etc.) to the videos.

Videos may be shared via our social media channels, like Facebook, Instagram, Twitter and Youtube.

EXAMPLES

Student Testimonials:

<https://www.youtube.com/watch?v=k9gU7GOYQcc&t=1s>

<https://www.youtube.com/watch?v=WbuRqeJL43Q>

https://www.youtube.com/watch?v=_a4g2hdCSRg

2018 Recap:

<https://www.youtube.com/watch?v=CuKgsOGObek>

Be Bold Short Video:

<https://www.youtube.com/watch?v=pzhzt55Z314>

Clark State Partnership with the Springfield Air National Guard:

<https://www.youtube.com/watch?v=3uDcxzJl6G0&t=23s>

WRITING STYLE

Clark State should be convey in an approachable and down to earth tone in all copy. All text is written in AP style, regardless of where it is going (web, social media, print, etc.). It's important to keep copy that is written for students concise (brevity is encouraged). Any other writing related questions may be directed to the Marketing Office.

KEY POINTS

- Clark State Community should not be abbreviated as CSC or CS (except by special permission).
- Phone numbers should use periods, not parenthesis or dashes.
- All text is in AP Style.
 - Dates should be listed as week day, month, day, year.
Example: Wednesday, October 3, 2018 or 10/3/2018 if using numbers only.
 - Time should be represented as 10 a.m. – 3:30 p.m. or 10 – 11 a.m.
 - Do not use an oxford comma before the last item in a simple series. Example: In art class, they learned that red, yellow and blue are primary colors.
- All links, including the Clark State homepage, should include www. Example: www.clarkstate.edu.

PRESS RELEASES

When writing on behalf of Clark State College, writers should follow the basic rules of journalism and Associated Press Style guidelines.

Texts should represent the Inverted Pyramid writing style:

- Most Newsworthy Information first: Who? What? When? Where? Why? How?
- Important details
- Other general or background information

Texts should close with the most recent Clark State informational paragraph (*available from the marketing team*):

About Clark State College

Founded in 1962, Clark State College has campuses in Springfield, Beavercreek, Xenia and Bellefontaine, Ohio. Clark State offers the latest degree and certificate options in more than 125 professional fields. The total economic impact of Clark State on Champaign, Clark, Greene and Logan Counties reached approximately \$161 million in 2016. Registration is open year-round, and financial aid is available for those who qualify.

Texts should always be edited for content by a member of the Marketing Office for content and errors, prior to publication.

QUESTIONS? CONTACT US TODAY!

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