

CLARK STATE COLLEGE

AT A GLANCE BRAND STYLE GUIDE

INTRODUCTION

This *at a glance brand style guide* provides a quick reference to the College's logos, color palettes, typefaces and elements that are to be used for current implementation of the Clark State College brand. For detailed instruction and more in depth information about our brand please see the full Clark State Brand Guide.

BRAND CONSISTENCY

- Clark State College 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.*

REQUESTS

- Advertisers and corporate sponsors interested in using Clark State's logo must email the request to Marketing at marketing@clarkstate.edu.
- The Marketing Office reserves the right to review all material prior to production.
- Please email requests with all details (*Example: pertinent information, date, time, intended audience, where it will be used, etc.*) to the Marketing Office at least two weeks prior to the date the item is needed.
 - It is preferred if you send your request three-four weeks early to ensure your item is completed on time.

QUESTIONS? WE'RE HAPPY TO HELP!
marketing@clarkstate.edu

OFFICIAL COLLEGE 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.

PRIMARY

Minimum size requirement: 1.5" wide



HORIZONTAL

Minimum size requirement: 2" wide



WORDMARK

Minimum size requirement: 0.75" wide



TYPOGRAPHY

Print: Tisa Pro | Gotham

Online/Digital: Merriweather | Merriweather Sans

All variations for each are acceptable.

SUPPORTING ELEMENTS

Supporting elements for the Clark State brand are created and monitored by the Marketing Office. Clip art and stock photography are never to be used when representing Clark State, unless approved by the Marketing Office.

OFFICIAL COLLEGE ATHLETICS LOGOS

PRIMARY

Minimum size requirement: 1.5" wide



EAGLE HEAD WORDMARK

Minimum size requirement: 0.75" wide



PRIMARY COLOR PALETTE



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
#0065A0



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

The following uncoated colors should be used only when the primary coated colors are printing incorrectly. These should be used as a last resort.



Pantone 2945 U



Pantone 3005 U



Pantone 116 U