

THE BRAND BOOK



THE COLLEGE
of IDAHO





**“LET THEM COME,
LET THEM ALL
COME, AND WE
WILL SEE WHAT
THEY CAN DO.”**

- Founding President William Judson Boone

TABLE OF CONTENTS

About Our Brand

Branding our College	2
The Importance of our Brand	4
Our Brand Voice	6
Our Brand Position	10
The Proof Behind our Brand Position	12
Our UVPs	14-35
Who we serve	36

Style Guide

Brand Colors	42
Paper Options	46
Logo Guide	48
Brand Typography	56
Brand Photography	66
Brand Videography	74
Ancillary Graphics	84

A photograph of two young adults, a man and a woman, sitting on a concrete surface outdoors. The man on the left is wearing a red and blue plaid button-down shirt and blue jeans, holding an open notebook and a pen. The woman on the right is wearing a bright yellow turtleneck sweater and dark pants, smiling and looking down at the notebook. They appear to be studying or working together.

BRANDING OUR COLLEGE

Since our founding in 1891 as the state's first private liberal arts school, The College of Idaho has been enriching the academic landscape of our region. We are a community where students can access exceptional academics, competitive athletics and a culturally-rich experience that molds them into successful, healthy and happy citizens of the world.

As times change and the landscape of higher education evolves, The College of Idaho is growing with and embracing this change. With countless opportunities on the horizon, it is time to develop our brand in order to build a sustainable marketing platform and define our voice.

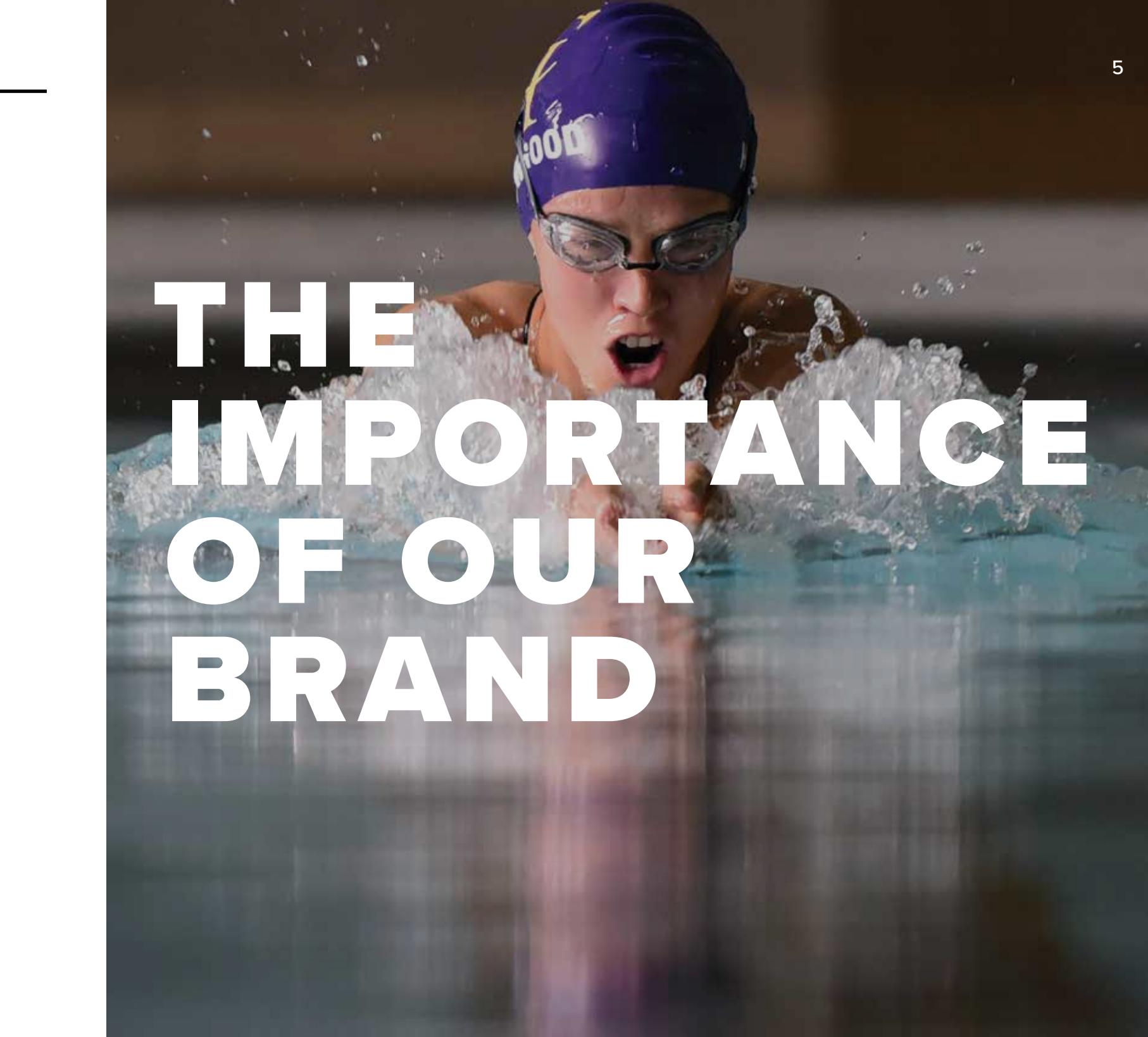
The following pages of this brand book share more about who we are, who we serve and how we use our newly defined brand and voice to tell our story, grow our college and continue to **MAKE SIGNIFICANT IMPACTS ON OUR WORLD**.

About Our Brand

Young students (and their parents) in our region have a multitude of higher education options to explore. What many fail to realize is that they can experience a superb, liberal arts education right here in their own backyard at The College of Idaho. In order to become more top-of-mind with our primary audience, we must develop our brand.

If developed well, a brand is unique. It has a personality with emotions, behaviors and characteristics.

Every time our brand speaks, it needs to be consistent and recognizable. Every word, every message and every visual asset should articulate our unique values as much as our actions do. For a higher education institution, it's our brand that connects potential students and current stakeholders (students, parents, alumni, donors) to our value. As high school students (our primary audience) look for their college—*their next chapter in life*—they are searching for a school that reflects their own values and evokes an emotional connection. Chances are, The College of Idaho is the right fit, and our brand nurtures that connection.



THE IMPORTANCE OF OUR BRAND

OUR BRAND VOICE



About Our Brand

As a highly esteemed higher education institution that empowers our students, faculty and staff to be their best, it is in our nature to be **HEROES** for one another and champion what matters to us. Therefore, we're . . .

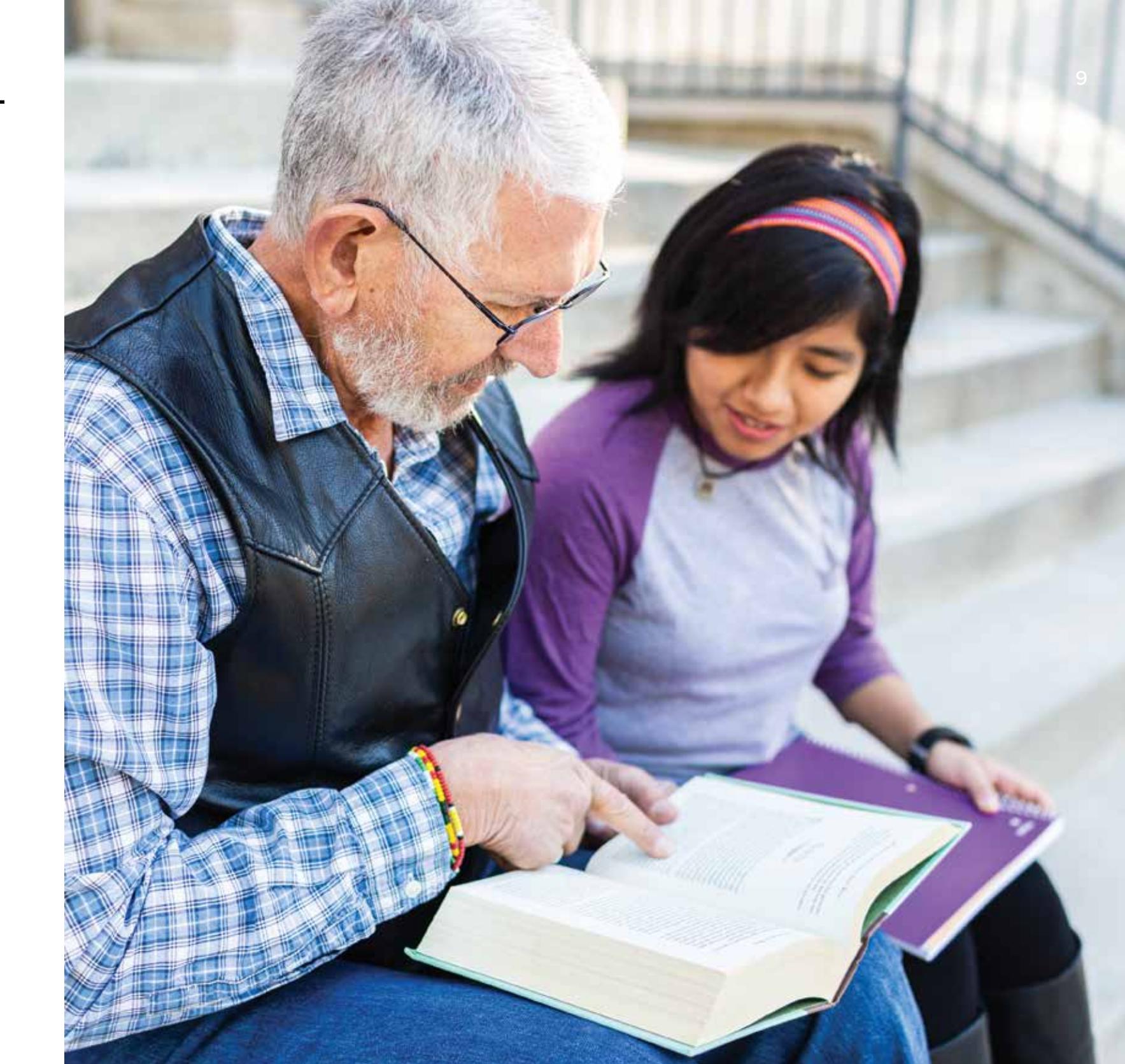
INCLUSIVE
ENERGETIC
PROUD
DRIVEN
AMBITIOUS
HELPFUL
ENCOURAGING

We are all about rising to a challenge and instinctively seeking to inspire others. We are determined to leave a positive mark on the world, often at the risk of self-sacrifice. We feel "called" to overcome barriers and obstacles together in order to right a wrong.

About Our Brand

WHAT IS A BRAND POSITION?

A brand position statement is probably the most important sentence an organization and its people can rally around. It succinctly articulates what sets us apart from our competition and serves as a foundation from which all marketing decisions are made and strategies are built.



OUR BRAND POSITION

We are an inclusive
community of
exceptional learning that
challenges the ambitious
and forges pathways to
success and purpose.

About Our Brand

Knowing we do a lot well, we underwent a market research effort to clearly identify what we do *exceptionally* well. These qualities (commonly referred to as unique value propositions) are what make us stand out from other colleges and universities in our region. We can confidently say that none of our competitors offer all these values at the same time.

A large, modern building with a curved glass facade, possibly a stadium or arena, is shown against a backdrop of a sky filled with orange and pink clouds at dusk or dawn. The building's reflection is visible in the water in front of it.

THE PROOF BEHIND OUR BRAND POSITION

OUR UVPs

Consistently highlighting our UVPs at all marketing touchpoints ensures we stay true to our brand position and convey the best, most unique qualities of our college.

01

**EXCEPTIONAL
ACADEMICS**

02

**SMALL,
CLOSE-KNIT
FAMILY**

03

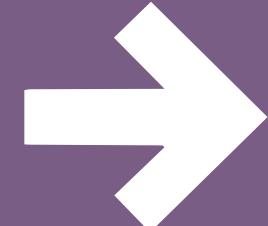
**LIBERAL ARTS
FOUNDATION**

04

**GLOBAL
MINDSET**

05

HIGH ROI





BRING IT, COLLEGE.

01

EXCEPTIONAL ACADEMICS



- We offer 26 majors and 58 minors in the fine arts and humanities, natural sciences and mathematics, social sciences and history and professional fields.
- College of Idaho graduates include seven Rhodes Scholars, 14 Marshall, Truman and Goldwater Scholars, three governors, a Pulitzer Prize-winning historian, an Academy Award-winning composer, the co-discoverer of Vitamin B12 and the co-founder of Patagonia Outerwear.
- The College has earned four Carnegie Foundation Idaho Professor of the Year awards.
- We are ranked No. 1 in Idaho - *Wall Street Journal/Times Higher Education U.S. College Rankings*.

“ The College is a small community focused on the success of its students, both in academics and personal experiences. We take our grades and classes seriously, but we also recognize the importance of fun. ”

– STUDENT

A photograph of a young man and woman smiling. The man, on the left, has short brown hair and is wearing a plaid shirt. The woman, on the right, has long blonde hair and is wearing glasses and a dark top. They are standing in front of a building with a tree in the background.

LEAVE HOME
FOR HOME.



02

SMALL, CLOSE-KNIT FAMILY

- We boast a 9:1 student-to-faculty ratio and high student-faculty interaction.
- Approximately 960 students attend The College of Idaho.
- The First Year Experience creates a sense of family and prepares students for lifelong learning. It includes a community-building retreat in McCall, a first-year theme and book, first-year seminars, and first-year living communities and mentors.
- We have America's Happiest Students (No. 12), Best Health Services (No. 14) and Most Accessible Professors (No. 16) —*The Princeton Review's The Best 378 Colleges*.

“ You definitely have to come visit the campus and interact with the people here. You'll think they're putting on a show to impress you, but these people really are so genuine. They really care about you and want you to succeed, which is crucial for a healthy college experience.

— STUDENT

REACH YOUR
PEAK.

A close-up photograph of a person's hands playing a cello. The person has short brown hair and is looking down at the instrument. The cello is made of light-colored wood and has a dark neck. The background is a warm, out-of-focus yellow.

03

LIBERAL ARTS FOUNDATION

- Our PEAK Curriculum is special - one major, three minors, four years.
- We help students find their place in the world and prepare them for life, work and leadership.
- We are ranked Top 150, Best National Liberal Arts Colleges – *U.S. News & World Report*.
- More than one-third of our students compete for 20 varsity sports teams.
- The College of Idaho students also participate in club sports, intramurals, outstanding performing arts programs in music, theatre and art, an active Greek life and 50+ student clubs on campus. The College of Idaho funds up to \$200 of qualifying student club startup costs.

“ The College of Idaho is a school where you can study what interests you, not just having to focus on one specific thing. You can be involved in everything you want to be, and people will help to support you.

— ALUMNI

A photograph showing a group of people from behind, walking up a set of wide stone steps. They are moving away from the viewer towards a large, traditional Chinese building with a dark tiled roof. On the building's facade, there is a plaque with Chinese characters. The background features a range of mountains under a clear sky.

CHANGE THE WORLD.



04

GLOBAL MINDSET

- 14% of students are international, representing 73 countries.
- Nearly 30% of students are Hispanic, African-American, Asian-American, American Indian or multi-ethnic.
- Students come from 22 different states.
- Numerous off-campus and study-abroad programs are available, including regular trips to London, Paris, China, Australia, Ecuador, Belize, Mexico and Idaho's Sawtooth Mountains.

“ The College of Idaho is the best option for someone wanting a new experience and viewpoint on the world, as well as a deep breadth of education. **”**

— ALUMNI

A black and white photograph of a young man with short hair, wearing a plaid shirt, sitting at a desk in a library. He is looking down at his laptop computer, which is open on the desk in front of him. The background shows rows of bookshelves filled with books.

**REALIZE
YOUR VALUE.**



05 **HIGH ROI**

- The College of Idaho has the highest graduation rate in Idaho and is in the top 3 for highest starting salaries.
- 99% of students are on scholarship.
- We have an 85% medical school acceptance rate for College of Idaho alumni.
- And a 100% law school acceptance rate over the last five years.
- We are ranked:
 - America's Best Value Colleges (No. 5 in the U.S.) – *USA Today*
 - America's Best College Values (No. 4 in Pacific Northwest) – *Kiplinger's Personal Finance*
 - Idaho's top school for job placement – *Zippia*
 - No. 1 in Idaho for graduation rate, freshman retention rate, alumni giving percentage and highest percentage of freshmen in the top 10 percent of their high school class – *U.S. News & World Report*
 - Top Accounting Bachelor's Program in Idaho – *AccountingEdu.org*

“ It’s not about the price tag. There are a lot of scholarships available, and it’s worth it. The opportunities and experiences students can and will gain are priceless. ”

– ALUMNI

WHO DO WE SERVE?

When sharing our brand, it's important to know who we serve in order to define our target audience and better determine how we tell our story and engage our audience in a meaningful way.

The College of Idaho's education offerings *and brand* are designed to serve:

CURRENT STUDENTS

WHAT MATTERS MOST:

- Athletic opportunities
- Scholarships
- PEAK curriculum
- Treasure Valley location
- Class size/student-faculty ratios
- Academic opportunities

PROSPECTIVE STUDENTS

WHAT MATTERS MOST:

- Majors offered
- Scholarships
- Academic reputation
- Social opportunities
- Small community, access to faculty
- Treasure Valley location

PARENTS

WHAT MATTERS MOST:

- Affordability
- Safety
- Counselor/faculty/peer support
- Academic reputation
- Cutting edge facilities and equipment
- Small community and class size

ALUMNI / DONORS

WHAT MATTERS MOST:

- Staying connected
- Academic reputation
- Growth and sustainability
- Social opportunities
- Small community
- Yote pride

INFLUENCERS

(TEACHERS, GUIDANCE COUNSELORS)

WHAT MATTERS MOST:

- Affordability
- Academic reputation
- Location
- Variety of degree programs
- Career opportunities
- Access to research/hands-on learning opportunities

STAFF / FACULTY

WHAT MATTERS MOST:

- Affordability
- Academic reputation
- PEAK curriculum
- Small community
- Research support
- 9:1 student/faculty ratio
- Celebrating the past, growing into the future

A close-up, horizontal photograph of four young people of diverse ethnicities and styles. From left to right: a woman with dark skin and curly hair wearing a red and blue plaid shirt; a woman with dark skin and curly hair wearing a yellow ribbed sweater; a man with dark skin and glasses wearing a maroon t-shirt and a gold chain necklace; and a man with dark skin and curly hair wearing a light-colored t-shirt. They are all smiling broadly, suggesting a sense of community and shared joy.

WE ARE THE VOTES.

STYLED GUIDE

In addition to message and voice, The College of Idaho's brand guidelines include a unique set of visual standards. Basic elements, like logo, color palette, imagery and fonts, make up the look and feel of our brand identity. They are designed to help communicate who we are and what we do in a consistent manner.

BRAND COLORS

PRIMARY COLOR

YOTE PURPLE

Usage 75%

We are purple. Let's own it. Layouts should always contain the primary color.

When using color, the ratio of purple to other colors should be dominant.

YOTE PURPLE

RGB: 131 96 134

HEX: #836088

CMYK: 57 69 25 7 (if coated, have printer match PMS coated color)

PMS UNCOATED PAPER: 520 U

PMS COATED PAPER: 7661 C



SECONDARY COLORS

Usage 25%

Secondary colors can provide variability. Yote Purple must always be present when using a secondary color. Never use more than two secondary colors at a time. Suitable for a background color or an accent color.

When using the red/purple duotone, it is acceptable to have a 50/50 color split. See page: 69.

AMBITIOUS YELLOW

RGB: 255 233 42

HEX: #ffe92a

CMYK: 1 3 91 0

PMS UNCOATED PAPER: 102 U

PMS COATED PAPER: 102 C

GOLD METALLIC

PMS: 871 C or

GOLD FOIL

When a formal feel is preferred and budget allows, the use of metallic ink or foil may be appropriate. Gold is only to be used as a metallic ink on a coated stock or a gold foil.

BOONE BLUE

RGB: 73 76 90

HEX: #494c5a

CMYK: 72 64 47 31

PMS UNCOATED PAPER: 5395 U

PMS COATED PAPER: 5395 C

SCARLET

ALWAYS USE SCARLET IN DIGITAL EXECUTIONS, NOT NEON RED.

RGB: 240 81 85

HEX: #f05155

CMYK: 0 84 63 0

PMS UNCOATED PAPER: 032 U

PMS COATED PAPER: 032 C

NEON RED

ONLY USED IN OFFSET PRINTING.

PMS UNCOATED PAPER: 805 U

PMS COATED PAPER: 805 C

Neon Red ink should be used in place of Scarlet when offset printing.

PURE BLACK

RGB: 0 0 0

HEX: #000000

CMYK: 75 68 67 100

PMS UNCOATED PAPER: BLACK 6 U

PMS COATED PAPER: BLACK 6 C

PAPER OPTIONS



DIGITAL

Mohawk Everyday Digital: Bright White



OFFSET

Mohawk Options: Navajo Smooth, Brilliant White

SPECIAL PROJECTS

Please contact the Office of Marketing & Communications for help with choosing paper that will best fit your needs.

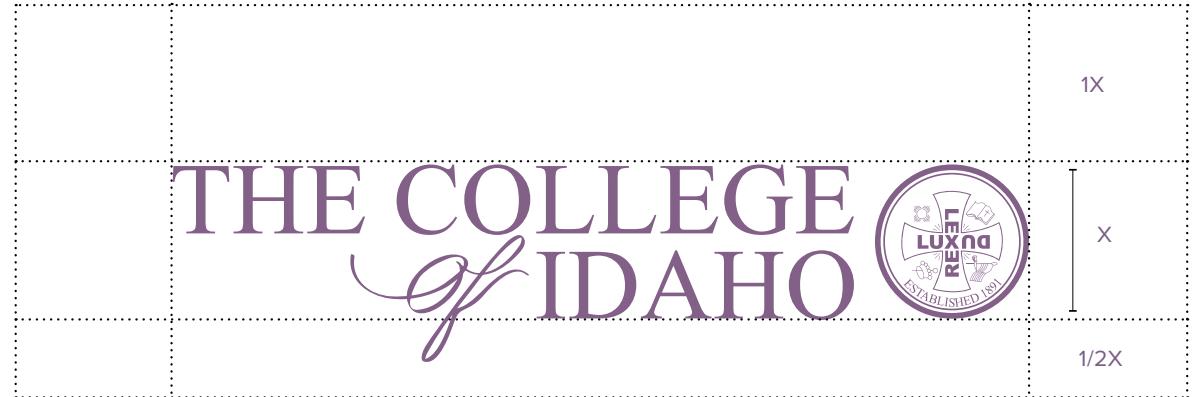
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LOGO GUIDE



LOGOMARK CLEAR SPACE

Always separate the logo from other accompanying text and graphic elements by the minimum specified distance of clear space.

- The amount of clear space depends on the size of logo used.
- Minimum clear space is expressed in terms of a specific measurement called X, which is determined by the height of the seal in the logo.
- Using more than the minimum clear space is acceptable.

APPROVED LOGO COLORS

The College of Idaho colors are Yote Purple, black and white. Greyscale logos should never be used.

ADDRESS

If an address must be placed near the logo, as with envelopes, the clear space required is the height of the seal.

MINIMUM SIZE

The minimum acceptable print size for the logo is based on the height of the seal, which must be at least 1/4 inch high. For digital media, the minimum size of The College of Idaho logo should be no smaller than 1/4 inch which is 18h x 77w pixels.



MASTER LOGO

HORIZONTAL LOGO. Use this version whenever possible.

**SECONDARY LOGOS**

STACKED LOGO. The stacked version of The College of Idaho logo is to be used only if the primary logo will not fit the allotted space.



WORDMARK LOGO. The wordmark version of The College of Idaho logo is to be used only if the primary logo will not fit the allotted space.



TERTIARY LOGOS

CI LOGO. The CI logo is only to be used on apparel and College swag.



SEAL LOGO. The Seal logo can be used in formal communication from the presidents or event invitations. When it is used without the official word mark, "The College of Idaho" must be placed along the upper arch of the seal.



YOTES LOGO. The Yotes logo can be used in and for YoteFam communication.



DO NOT move logo elements.



DO NOT stretch the logo.



DO NOT change the color of the logo.



DO NOT move logo elements.



DO NOT change the fonts.



DO NOT compress the logo.



DO NOT use logo elements as a pattern.



DO NOT rotate the logo less than 90°. The only acceptable rotation options for the logo are 0° (primary) and 90° (vertical layout).



DO NOT use drop shadows or special effects on the logo.



DO NOT use the logo over a photo without proper contrast.



DO NOT use the logo over a photo without proper contrast.

WHAT NOT TO DO

BRAND TYPOGRAPHY



ROBOTO SLAB BOLD

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

ROBOTO SLAB REGULAR

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

ROBOTO SLAB LIGHT

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

ROBOTO LIGHT ITALIC

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz



PROXIMA NOVA BLACK

**AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz**

The typeface, Proxima Nova is the main headline font. Headlines use Proxima Nova Black in all caps with 100pt tracking between characters.

NOTE: Proxima Nova is an Adobe Typekit font.

PROXIMA NOVA EXTRABOLD

**AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz**

PROXIMA NOVA REGULAR

**AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz**

PROXIMA NOVA LIGHT

**AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz**



ARIAL BLACK

**AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz**

Only use if you do not have access to the main typefaces. The typeface, Arial is the main headline font for Microsoft. Headlines use Arial Black in all caps with 100pt tracking between characters.

ARIAL BOLD

**AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz**

ARIAL REGULAR

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

ARIAL ITALIC

*AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz*

A large, abstract graphic element on the left side of the page. It consists of several overlapping yellow shapes of different sizes and orientations, all outlined in a thick purple color. The shapes include a large triangle pointing upwards, a smaller triangle pointing downwards, and various irregular polygons and circles.

CAMBRIA BOLD

**AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz**

Only use if you do not have
access to the main typefaces.
The typeface for Microsoft,
Cambria is the main body copy
font. Most body copy should use
Cambria Regular.

CAMBRIA REGULAR

**AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz**

CAMBRIA ITALIC

*AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz*

BRAND PHOTO- GRAPHY



PHOTOGRAPHY GUIDE

Photography should engage the audience and support our brand position of being an inclusive community of exceptional learning that challenges the ambitious and forges pathways to success and purpose.

AUTHENTIC

Imagery should be honest and believable. Lighting should come from a natural light source, whenever possible. People engaged in activities should be candid and unposed, capturing genuine moments as they happen.

OWNABLE

Photos should be licensed exclusively to The College of Idaho, whenever possible. Use royalty-free stock images in moderation. Hero shots are always rightsmanaged or fully owned.

SIMPLE

All photography should be simple and uncomplicated in composition.

BOLD

Imagery should be warm with punched contrast to create energy.

SPLIT DUOTONE

50/50 SPLIT

The 50/50 vertical duotone split should always be used with red on the left, purple on the right and a white headline over the top. It can be centered or left aligned. The logo should always be placed on the purple side.

When using the red/purple duotone, it is acceptable to have a 50/50 color split.



CREATING A DUOTONE IMAGE IN PHOTOSHOP

- Open image.
- Create a new adjustment layer > gradient map.
- Click on the gradient in the properties dialogue box.
- When the gradient dialogue box opens, change the black and white colors to the CMYK values listed below.

PURPLE DUOTONE

Black to 81/74/53/59
White to 54/69/25/4

RED DUOTONE

Black to 68/86/34/21
White to 0/84/63/0



PURPLE DUOTONE

The purple duotone should be used with a white or yellow headline.

PHOTO RESOLUTION REQUIREMENTS



PRINT

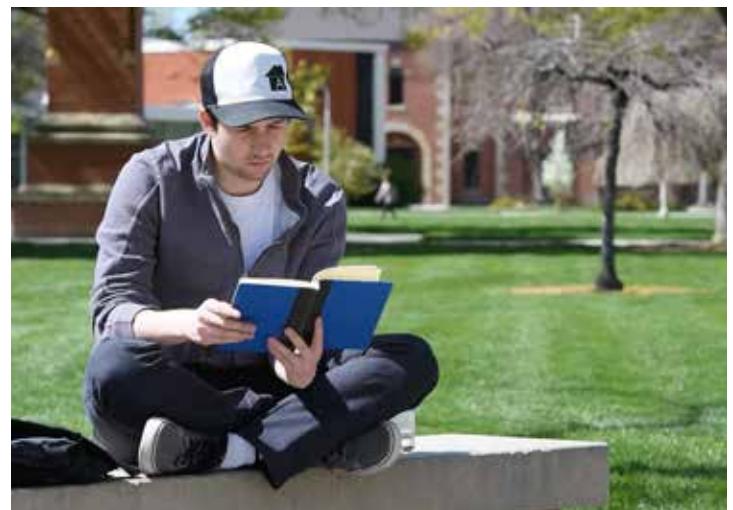
Images intended for use in print should be 300dpi.

DIGITAL

Be sure the quality is not diminished when using or enlarging images used in a digital space like social media, web, etc.



BRAND VIDEO- GRAPHY



VIDEOGRAPHY GUIDE

Through the mix of audio and visual elements, video can be an impactful way to immerse the audience in a genuine Yote experience.

DELIBERATE

Capturing authentic moments and bringing them to life in video requires planning. Clearly identify the audience and goal before beginning production. Outline specific shots, talent, location, and appropriate equipment in advance.

HONEST

If possible, lighting should be from a natural source. People engaged in activities should be candid and unposed, capturing genuine moments as they happen. Scenes should be simple and uncomplicated in composition.

APPROACHABLE

Camera movements should evoke the same experience as walking through campus, welcoming and supportive. Keep in mind during production that audio can engage the audience deeply, and careful attention should be taken when considering surrounding noises and how we capture voices.

COMFORTABLE

Proper use of microphones and audio gear will ensure the voices of speakers are crisp and their messages heard as sharply as possible, with minimal background noise.

VIDEO LOWER THIRDS

Use brand fonts when typesetting. There are two styles of lower thirds that are interchangeable.

- 1] A white line slides across as the headline builds out of the top.
- 2] Purple duotone slides up from the bottom with text.



VIDEO END CARDS

Video end cards should be kept simple and branded to ensure clear communication that it is a video produced by The College of Idaho. There are two options available; use should be determined by the video's content. A URL should accompany the logo, if the intent of the video is to drive the audience to an online action.

- 1] Purple background with a white logo and yellow URL.
- 2] White background with a purple logo and URL.

NOTE: To access end card graphics, please contact The College of Idaho's Office of Marketing and Communications.



COLLEGEOFIDAHO.EDU



COLLEGEOFIDAHO.EDU

When referring to **The** College of Idaho in written communication, “**The**” should always be capitalized. When referencing **the** College, “**the**” should be lower case.

Do not use The C of I. Always write out The College of Idaho.

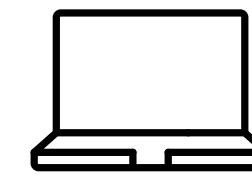
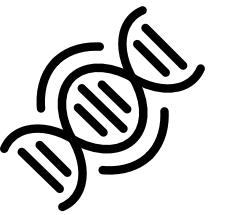
WRITING STYLE

The College of Idaho uses the Associated Press Style for all public-facing communications, including blogs, magazine articles, social media posts, content in marketing collateral, press releases, etc. Combining our “Hero” brand voice with AP Style will ensure we’re developing consistent messaging that is smart, simple and clear.

ANCILLARY GRAPHICS

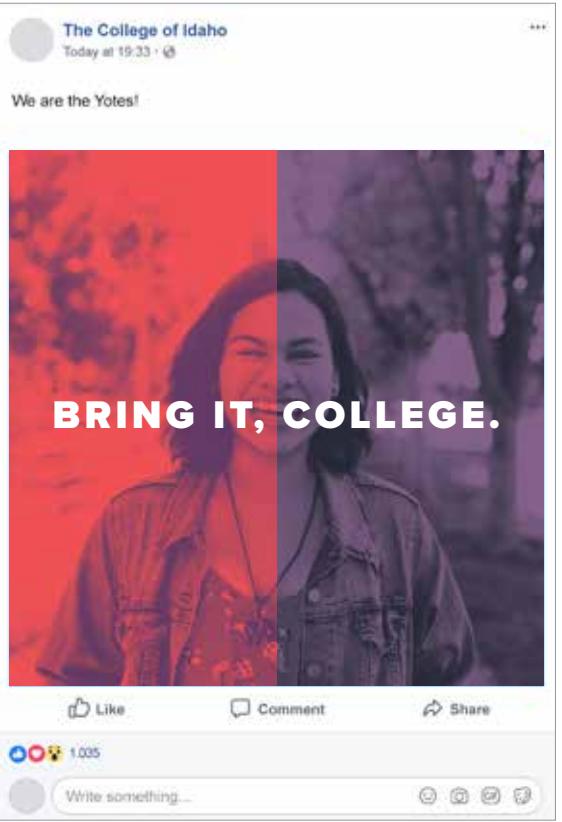
ILLUSTRATION STYLE

The icon style is a simple, monoline illustration. It is important that the line width remains the same when showing multiple icons on one document.



SOCIAL MEDIA

Social media posts can include full color images or video, split duotone images or all purple duotone images using a left aligned or centered, all caps headline when appropriate.



BRAND QUESTIONS

For questions about The College of Idaho branding, please contact the Office of Marketing & Communications.

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