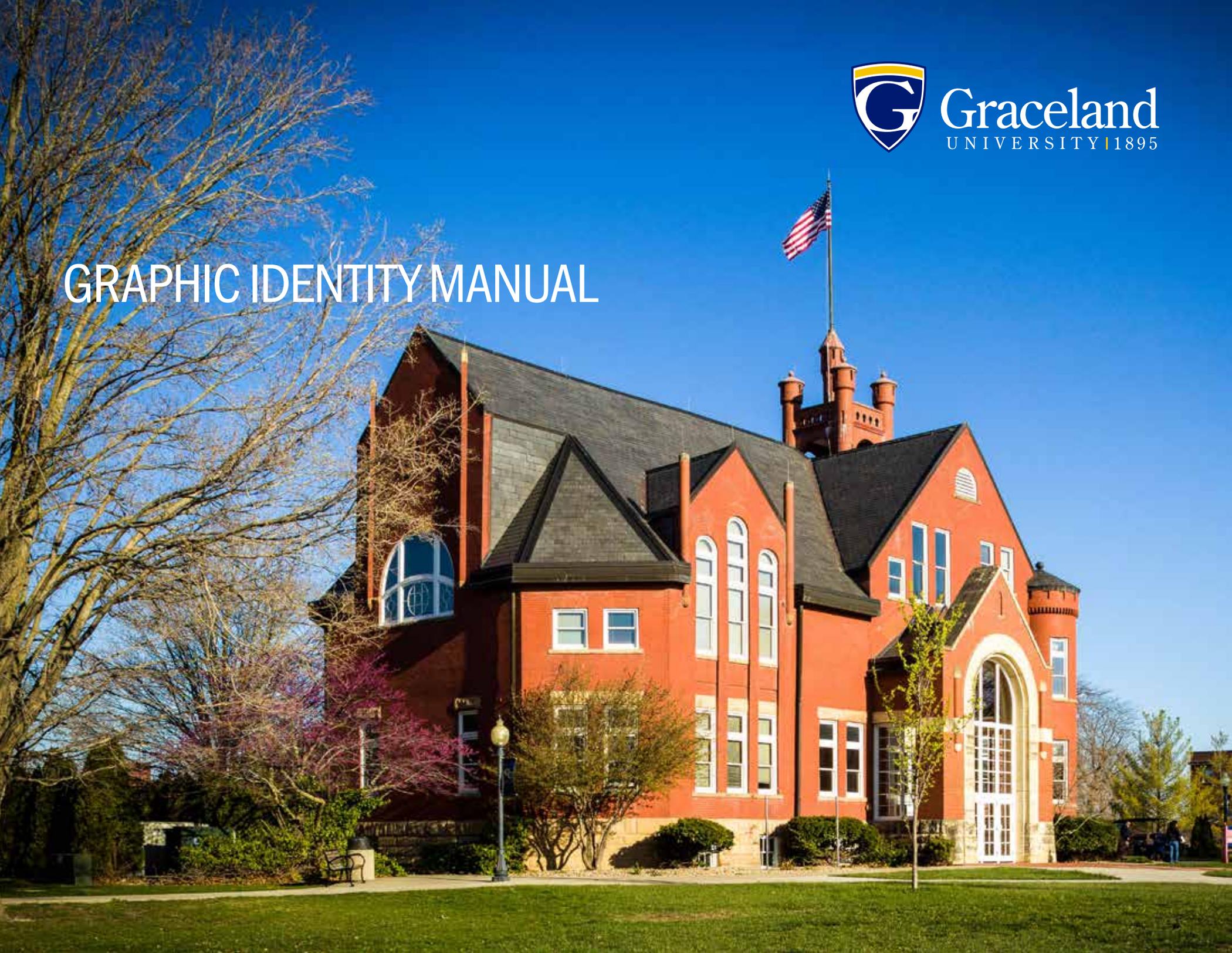




Graceland
UNIVERSITY | 1895

GRAPHIC IDENTITY MANUAL





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INTRODUCTION

The Graceland University Graphic Identity Standards Manual was created to provide all Graceland University employees and associates with the ability to maintain the college's visual identity through an easy-to-follow set of guidelines.

The success of the Graceland University Graphic Identity depends on the consistent use of these standards by everyone involved in the creation of Graceland University communications. This includes external suppliers such as advertising and design agencies and printers, as well as internal Graceland University communications and IT professionals. The Office of Communications staff will answer any questions related to the system and provide art and production assistance whenever needed.

CONTENTS

3	THE LOGO
4	APPROPRIATE USE
5	SIZE AND PROPORTION
6	ALTERNATIVE LOGOS
7	GRACELAND UNIVERSITY BLUE AND GOLD
8	COLOR PALETTE
9	CONTROL AREA
10	LEGIBILITY
11	TYPOGRAPHY
12	SPECIAL PROGRAMS
13	STATIONERY
16	CLOTHING



THE LOGO

The basis of the Graceland University Identity is the logo. The logo is made up of two components; the shield and the wordmark. Within the shield is a large “G” reminiscent of the “G” found on campus. The wordmark consists of two parts, “Graceland University” and “1895” the year of the university’s founding. The typeface used for the wordmark has been customized and is unique. Do not attempt to recreate the wordmark; art can be obtained from the Office of Communications.

FIG. A



FIG. B



INCORRECT COLORS

FIG. C



GRACELAND UNIVERSITY BLUE (PMS 281)

FIG. D



INCORRECT WORDMARK

APPROPRIATE USE

The Graceland University logo may only be used to identify the University's identity, its programs, and its services (See figure A). The development and use of any other logo, mark and/or symbol is prohibited. The Graceland University logo may not be combined with any other feature – including, but not limited to other logos, words, graphics or symbols. The shape, proportion or color of the Graceland University logo may not be altered in any way. The logo may not be redrawn or altered (See figure B).

The Graceland University logo should never be printed using any other colors than Graceland University Blue, Gold, black or white (See figures B, C and D).

FIG. E



FIG. F



SIZE AND PROPORTION

To ensure legibility, the Graceland University logo should never be reproduced at sizes smaller than 1.5 inches wide (See figure E).

The Graceland University logo's proportions should never be altered.

Do not condense or extend the logo (See figure F).

FIG. G



FIG. H



FIG. I



FIG. J



FIG. K



ALTERNATIVE LOGOS

The Graceland University Graphic Identity is flexible. Four variations of the logo have been created to fulfill almost any need.

ALTERNATIVE 1: GOLD G

Graceland University logo with a Gold G (figure G).

ALTERNATIVE 2: "STACKED"

The Graceland University logo in a vertical (figure H) should only be used in situations where there is insufficient space for use of the logo at its minimum standard size.

ALTERNATIVE 3: 1895 SHIELD

The "stand alone" shield (figure I) is to be used primarily for merchandising purposes such as decals, key chains, tee-shirts and other similar paraphernalia. The words "Graceland University" should still appear on the same item as the shield. Exceptions to this policy require the approval of the VP of Enrollment. Please consult with the Office of Communications before using this version.

ALTERNATIVE 4: WORDMARK

The wordmark (figure J) may be used without the shield when there is insufficient room for the shield. Please consult with the Office of Communications before using this version.

INAPPROPRIATE ALTERNATIVES

The wordmark should never be paired with the "stand alone shield".

FIG. K

PMS 7406

PMS* 281



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PMS 281

PMS 7406

FIG.L

C: 0
M: 20
Y: 100
K: 00

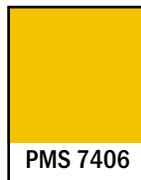
C: 100
M: 85
Y: 5
K: 36



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C: 100
M: 85
Y: 5
K: 36

C: 0
M: 20
Y: 100
K: 00



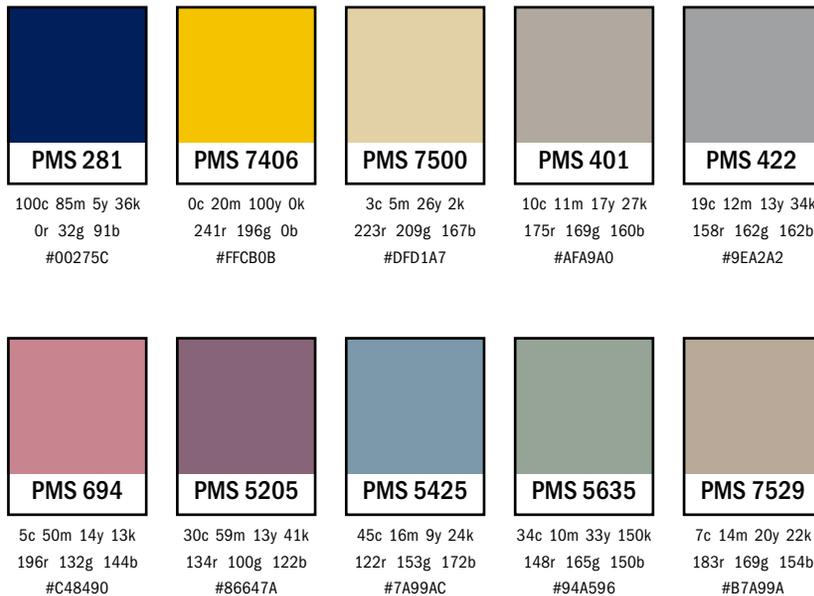
* PMS stands for Pantone Matching System. Pantone Color Standards is the system of ink colors used by printers worldwide to guarantee color consistency.

GRACELAND UNIVERSITY BLUE AND GOLD

Blue and Gold are the Graceland University colors. Through the years, many versions of blue and gold have been used. To create consistency a specific blue and gold have been selected for the use as the Graceland University Blue and the Graceland University Gold: PMS 281* and PMS 7406 respectively (figure K).

Since Graceland University Blue and Gold are an integral part of the Graceland University Graphic Identity it is important to have the logo appear in these colors as often as possible, given the production methods available. When the production method will not permit the use of the custom colors, an allowable alternative has been provided. A process color equivalent has been assigned for each of the PMS* colors for use when printing in CMYK (Cyan, Magenta, Yellow and Black, the four colors used in process printing): PMS 281 (CMYK: 100C 85M 5Y 36K) and PMS 7406 (CMYK: 0C 20M 100Y 0K) (figure L).

NOTE: The colors shown on this page and throughout the guidelines are representations of the Pantone Color Standards. Only PMS inks can match the Pantone Color Standards. Pantone® is a registered trademark of Pantone, Inc.



Please note that the colors depicted are only representational of the actual PMS colors, please refer to a PMS color guide for accurate color.

COLOR PALETTE

Additional colors have been selected for use with Graceland University Blue and Gold. These selected colors are meant to complement or accent Graceland University Blue and Gold. It is *preferred* that Graceland University Blue, Gold or black be used on all communication materials, however, their use is not mandatory.

As Graceland University Blue and Gold are strong and vibrant colors they should be used carefully. An athletic brochure with Graceland University Blue as the *dominant* color is an appropriate use of Graceland University Blue. Using Graceland University Blue or Gold as an *accent* color and not as the dominant color would be appropriate for a literary magazine.

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FIG.M



FIG.N



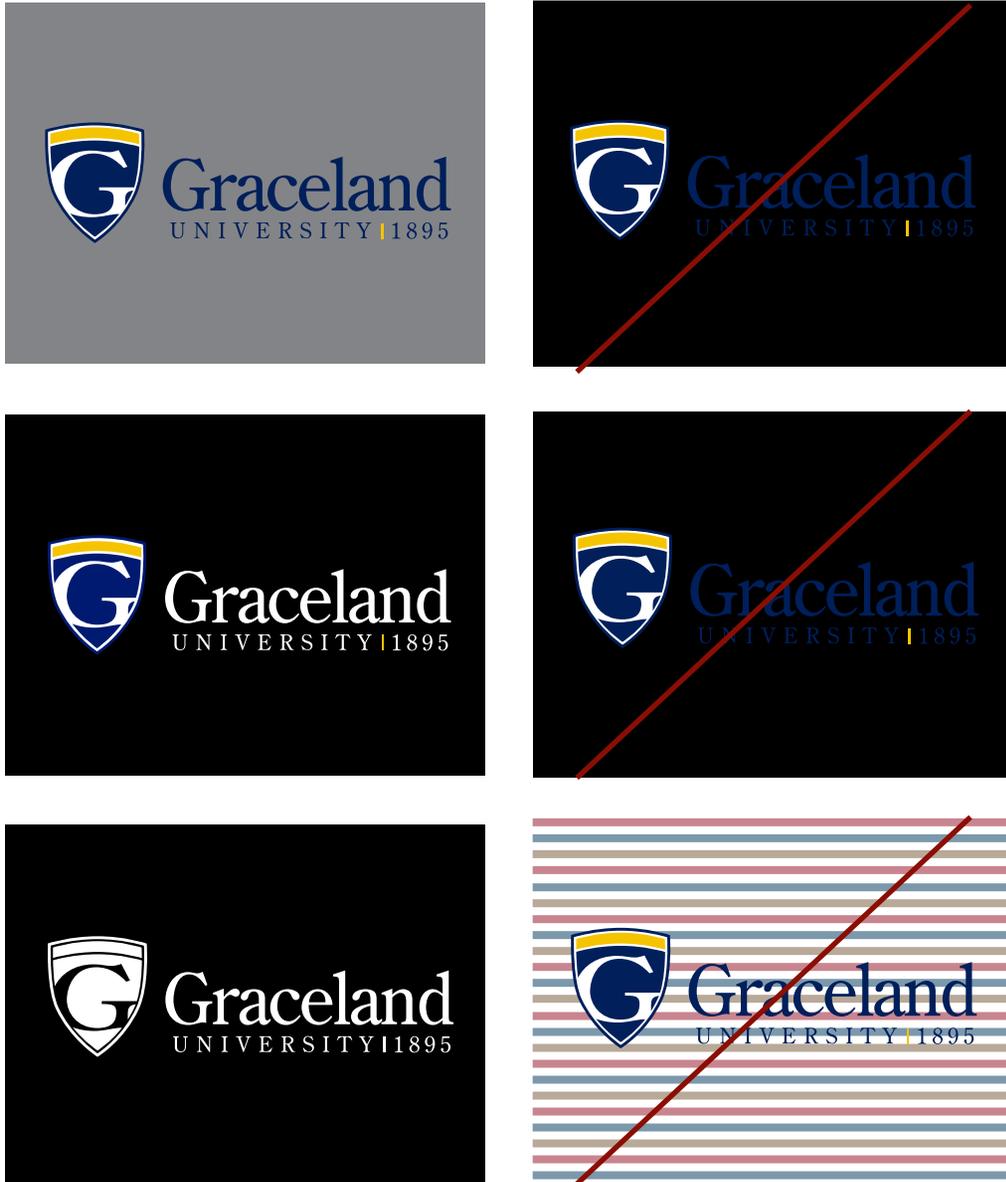
CONTROL AREA

To be visually effective, the Graceland University logo requires an open area around it.

This open area is called “the control area” in this manual. No other visual elements may appear in the control area. The control area is a box of empty space around the logo. The exception to this rule are the College and Program names (see page x). The control area is determined by a distance from the edges of the logo that is equal to the height (x) of the letter “d” in the Graceland University wordmark (figure M).

Photographs and illustrations can be used behind the logo, though care should be taken to ensure the logo is free from clutter and is easy to read (figure N).

FIG. 0



LEGIBILITY

Clarity and readability are key to the overall strength of the Westminster logo. Do not place the logo on patterned backgrounds that impair the readability of the mark. Colored backgrounds are acceptable, however, it is important to use care in selecting the correct version of the logo to use in these situations (figure. 0).

In situations where the logo is used on a color of similar value to any of the PMS colors, the logo should be reversed (white) from the color or if there is enough contrast, printed in black.

CENTURY OLDSTYLE REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 &

CENTURY OLDSTYLE ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 &

FRANKLIN GOTHIC URW CONDENSED BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 &

FRANKLIN GOTHIC URW CONDENSED MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 &

FRANKLIN GOTHIC URW CONDENSED DEMI

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 &

ALFA SLAB ONE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 &

TYPOGRAPHY

A consistent approach to typography reinforces the effectiveness of the Graceland University Graphic Identity. With consistent use, these typefaces, also known as fonts, will create a strong and recognizable identity for Graceland University.

FIG. P



SPECIAL PROGRAMS

It is essential that the visual identities of Graceland University's special programs and centers reflect the graphic identity of the University while still retaining a certain level of visual distinction. Therefore, separate logos have been created for all such programs. Each retains key elements of the Graceland University graphic identity (shield, colors, typography) but the name of the individual program is used in conjunction with the Graceland University wordmark (figure P).

FIG. Q HORIZONTAL BUSINESS CARD SHOWN ACTUAL SIZE (3.5 IN. X 2 IN.)



FIG. R VERTICAL BUSINESS CARD SHOWN ACTUAL SIZE (3.5 IN. X 2 IN.)



STATIONERY

Stationery is the most visible and prominent representation of Graceland University includes business cards, envelopes and letterhead. (See figures Q, R, S, T, U and V). As part of the objectives of the Graceland University Graphic Identity, all stationery must have the same appearance. The look of the Graceland University stationery is based on a system of color, typefaces, type positions and margins. The Creative Media Center produces stationery items using templates outlined in this manual. Contact the Office of Communications for information about ordering stationery and business cards.

Graceland business cards have a large logo on the back of the card on either a blue or white field. The shield may use either the white G or the gold G but should be consistent with the letterhead and envelopes ordered by the department.

NOTE: No tag lines, slogans, promotional information, or other images or wording not addressed in these standards should be included on any stationery item.

FIG. S #10 GENERAL ENVELOPE SHOWN ACTUAL SIZE (4.125 IN. X 9.25 IN.)



FIG. T LETTERHEAD OPTION 1 (ACTUAL SIZE IS 8.5 IN. X 11 IN.)



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www.graceland.edu



FIG. U LETTERHEAD OPTION 2 TOP & BOTTOM SHOWN ONLY (ACTUAL SIZE IS 8.5 IN. X 11 IN.)

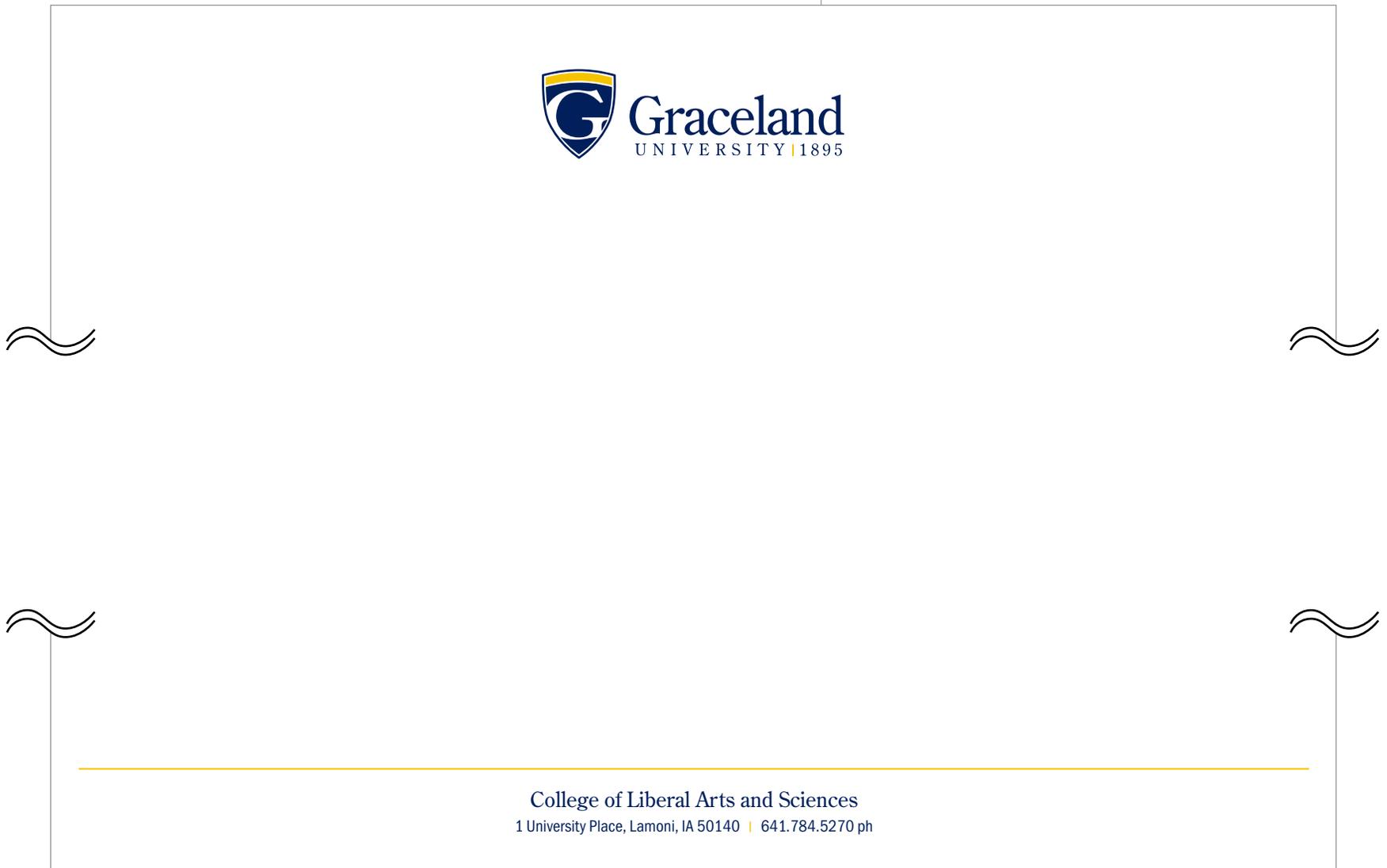


FIG. V APPROVED CLOTHING COLORS



CLOTHING

Clothing is one of the most visible and prominent representations of Graceland University. (See figure V). As part of the objectives of the Graceland University Graphic Identity, all official Graceland clothing (which includes any clothing item paid for with Graceland funds) must meet these color requirements.

Colors combinations used by other regional colleges and universities should not be used. Even though gold is one of Graceland's primary colors, use of black and gold together or red and gold together should be avoided.

Graceland clothing should include the logo and/or the name Graceland University. Exceptions will be rare and must be approved through the Office of Communications. Prior to producing your desired item, contact the Office of Communications to ensure your desired clothing color and design falls within Graceland's Graphic Identity.

