

# Brand Guidelines

---

Antioch College

*Updated: August 2015*



ANTIOCH COLLEGE

# **Introduction**

Use of Antioch College trademarks for merchandise and other branded items must be consistent with Antioch College's Brand Guidelines. All official internal and external documents, marketing pieces, merchandise and other artifacts produced by the College and contracted vendors must meet these minimum standards.

## The Antioch Brand

The Antioch Brand celebrates the past and boldly goes forward. The Antioch Brand supports the College's vision to provide a distinct, world-class, artisan education experience that denies the classic separation of classroom learning and work-experience. The Antioch Brand means strong academics and independent thinking. The Antioch Brand celebrates problem solving and going forth into the world to do and make.

### Key words to guide branded pieces:

Heritage

Artisan

Integrity

Craft

Experiential

Applied Learning

## Why We Have Branding and Style Standards

Branding is not easy and the Antioch brand has seen its share of complications. Antioch is a history-rich, four-year, residential, liberal arts college that has re-created itself. This re-creation has included shifts—both positive and negative—in branding. For example, at closure in 2008, the school colors were navy and gold. Today, they are crimson, white and black. The “Vitruvian A” or “Circle Square Triangle” logo has been slimmed down in recent years with little explanation. There have been many examples of loose branding, lack of continuity and weak brand communications. This lack of fidelity to the Antioch brand confuses our stakeholders (students, potential students, alumni, and the greater Antioch community including residents of Yellow Springs) and erodes the integrity that the College is built upon.

This guide signals an intentional break from past branding mistakes and a re-commitment to our classic logos and branding with a modern twist. The College must promote integrity in everything it does. Lack of clear identity standards signal a deficiency of not just brand integrity, which has challenged the College over the years, but erodes the academic integrity of the institution in the eye of the stakeholder or potential stakeholder. Unified branding across all College platforms is important and successful branding can only occur when the College presents itself consistently over time.

Logos and other symbols are the visual representation of the Antioch brand. They visually link all of the many unique elements that make Antioch great—its rich history, academics, co-op, shared governance model, and historic re-creation.

By adopting common standards and rigorously enforcing them, we strengthen the academic experience at Antioch and create a stronger linkage to our Community.

## How to Use These Guidelines

The College's reputation, like that of any institution, is delicate. Each official communication from the College to its stakeholders has the potential to either elevate or degrade the reputation of the College. A unified visual representation that does not distract from the goals of the College, but instead amplifies the College's vision is a basic component of a strong institutional image.

This document will serve as a guide to using the College's logos in print and in other forms of media. It is not a static document. It will grow and evolve with the College. The basic hope is that it makes it easier for all facets of the college to uniformly communicate the identity of this great institution. It is a resource document—a go-to reference—to access logo information and other resources such as fonts.

The following pages represent a new, simplified branding guide. Please use it as reference when producing any official Antioch College document—both public-facing and internal. All official, public-facing communications need be to cleared by the Office of Communications

If you have any questions, please reach out to the Office of Communications at [communications@antiochcollege.org](mailto:communications@antiochcollege.org) or 937-319-6139 x2411.

This document will live online and be updated at [www.antiochcollege.org/news/office-communications](http://www.antiochcollege.org/news/office-communications)

Downloadable logos will also be available at that location. Please do not use any logos found on other web pages.

## Minimum Design Standards Required for Publications

The following requirements are necessary for publications or items intended to promote Antioch College (including all official College-sponsored events) to the public and for use of all Antioch College logos. This includes publications promoting the cultural and institutional assets of Antioch College—WYSO 91.3, the Wellness Center, the Foundry Theater, Herndon Gallery, Olive Kettering Library, the Antioch Review, and Glen Helen Nature Preserve. Please contact the Antioch College Office of Communications if you have any questions.

With few exceptions:

1. Antioch College should be prominently identified on the front cover or panel of each publication with an official Antioch College mark as identified in this guide.
2. A current year should be on the front cover of a publication containing content relating only to that year. Alternatively, the publication can be updated in subsequent versions or the production date can be listed on the back cover.
3. Antioch College logos and wordmarks can vary in size, but as a rule, they cannot be otherwise altered. Independently created logos should not be used except in rare situations that must be approved by the Office of Communications.
4. The College seal can be used as an alternative logo with permission from Communications, but is best used for ceremonial documents, documents originating in the President's office, items of distinction, and official academic documents such as diplomas and transcripts. It should only be used in appropriate versions.

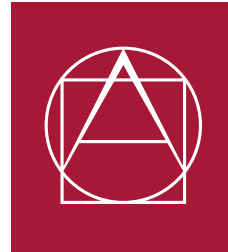
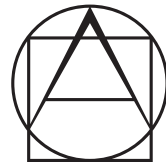
## **Minimum Design Standards Required for Publications (cont.)**

5. The back panel of any publication should contain the College “A” logo or seal, equal opportunity statement, the date the publication was produced, and by whom (department). This information conveys to the reader that it is an official College publication and enables for tracking and archiving.
6. In textual content, the full name Antioch College should be used on first reference, with Antioch or the College (capitalized) acceptable for subsequent references. That said, it is strongly encouraged to use “Antioch College” to distinguish our institution from other institutions with similar names.
7. Please submit designs in advance to [communications@antiochcollege.org](mailto:communications@antiochcollege.org) or, if you need design assistance, you are strongly encouraged to submit the Graphic Design Request Form available. Please allow four to six weeks for all original graphic design. However, Communications can usually produce promotional posters within a week. Communications is available to assist in document review and copy editing including searching for typos and other errors. Please allow one week for approval. All public-facing documents must be approved by Communications.
8. Communications reserves the right to disallow publications that do not meet minimal standards.



# **Brand Elements**

---



## Primary Logo Mark

### Logo History (from the Antiochiana):

The “A,” “Vitruvian A” or “Circle Square Triangle” as it was originally known, was created in 1950 by local designers Read Viemeister and Budd Steinhilber. Commissioned by the Board of Trustees to create a new modern logo for the college, they superimposed the shapes over a famous drawing by Leonardo Da Vinci from 1490 called “Vitruvian Man,” an illustration of the human body inscribed in a circle and a square derived from a passage about geometry and human proportions in the Roman architect Vitruvius’ writings. When it was presented to the Board, they loved everything about it except for the nude figure that appears in the Da Vinci original. Rather than alter anything by Da Vinci, the designers took out the human figure, which left three geometric shapes, and a distinctly Antiochian logo.

### Overall Usage Guidelines:

- The logo is composed of the “A” and the “Antioch College” wordmark. The official colors of Antioch College are crimson, white and black.
- The wordmark should never appear in this typographical arrangement without the “A.”
- The “A” can appear as a stand-alone graphic when used in internal College collateral, but should never be used without the “Antioch College” wordmark in external marketing pieces.
- All College offices and organizations may use these logos and only these logos.
- Secondary official office or organization text may only go below the name “Antioch College”
- The Antioch logo can appear in a vertical or horizontal (one-line or two-line) orientation. The orientation of the logo depends on the context, amount of available space, and other design elements being used in the collateral.

### Two-Line Horizontal Logo



0.19" Tall



### Vertical Logo



0.5" Tall



### One-Line Horizontal Logo



0.15" Tall



## Primary Logo Mark (cont.)

- The logo should primarily appear in the Antioch crimson, although there are instances where the black or white logo may be more appropriate (i.e. in B&W collateral, on top of dark images). Use your best judgment and always make sure the logo is very legible.
- The logo must be front-facing with nothing appearing over the top of the mark.
- No mark should be distorted, stretched, rotated, or drop-shadowed at any time.
- Any variations of these marks for special/unique circumstances use must be reviewed and approved by the Office of Communications.
- When using the logo over images, always use the white logo and ensure there is sufficient contrast and no interfering elements.

### Minimum Size and Clear Space:

- The logo should never appear smaller than the dimensions pictured here.
- Using the height of the letter A in ANTIOCH as a reference, the minimum clear space should be 1 A all around.



**DON'T:** Use the logo with the slim Vitruvian "A."



**DON'T:** Use the crimson logo over a dark background or image.



**DON'T:** Rotate the logo.

## Incorrect Usage

1. The version of the "A" with slim hands is unacceptable. The only **version** of the "A" that can be used is the articulated compass hands design ("A" is wider at top and then slims as it descends).
2. Only the white Antioch College logo should be used on black/dark gray backgrounds, or backgrounds with images. Never use the crimson or black logos on dark backgrounds.
3. The logo should never be rotated, stretched, warped, or distorted in any way, and low-resolution logo files should be avoided. Any distortion of the brand mark reduces the integrity of the brand.
4. Do not add any special effects to the logo, including, but not limited to: drop shadows, bevels, gradients, transparencies, or blurring.
5. The logo should never appear in anything other than the Antioch crimson, black, or white, and should not be used on background colors other than those specified in the brand guidelines.
6. Secondary official office or organization text may only go below the name "Antioch College"
7. The "A" and "Antioch College" text must all be the same color. No mixing of the crimson logo with black text and vice versa.
8. The "Antioch College" wordmark should never appear in this typographical arrangement without the "A."
9. Do not change the proportions of the logo elements. For example, the "A" should not be made larger separately in relation to the wordmark, and vice versa. The two elements may only be scaled larger or smaller to the same degree.



**DON'T:** Stretch or warp the logo.



**DON'T:** Add drop shadows, gradients, or other effects.



**DON'T:** Use the logo in colors not specified in the brand guidelines.



**DON'T:** Use multiple colors within the logo.



**DON'T:** Use the wordmark without the Vitruvian "A."



**DON'T:** Change the proportions of the logo elements.



## Secondary Mark: College Seal

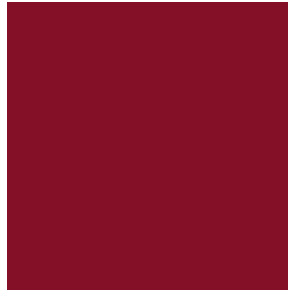
- There are limited restrictions on the use of the seal, but its use must be cleared with Communications.
- It can be used as a secondary logo in the case of repeat use of the primary logo, but the two logos can never appear on the same page.
- The seal should be placed on all official academic documents, ceremonial documents and can be included on documents originating from the President's office.
- There is a crimson version and a black/white version of the seal.

**ANTIOCH CRIMSON**

CMYK: 7 94 65 31  
RGB: 165 34 56  
Hex: #A52238

**TINT (75%)**

CMYK: 4 56 39 19  
RGB: 196 115 112  
Hex: #C47370

**SHADE**

CMYK: 7 94 65 50  
RGB: 131 20 40  
Hex: #831428

## Brand Colors

The primary color to identify Antioch College is crimson. It is a color that matches our strong academics, progressive heritage and new vision for what it means to be a liberal arts college. It is paired with black and white for institutional communications.

Updated Pantone color guidelines will be provided in the future.

**Alright Sans Thin**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 WXYZ

abcdefghijklmnopqrstuvwxyz

1234567890%

!@#\$%^&\*()\_+{}":?'

*Alright Sans Thin Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 WXYZ

abcdefghijklmnopqrstuvwxyz

1234567890%

!@#\$%^&\*()\_+{}":?'

**Alright Sans Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 WXYZ

abcdefghijklmnopqrstuvwxyz

1234567890%

!@#\$%^&\*()\_+{}":?'

*Alright Sans Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 WXYZ

abcdefghijklmnopqrstuvwxyz

1234567890%

!@#\$%^&\*()\_+{}":?'

**Alright Sans Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 WXYZ

abcdefghijklmnopqrstuvwxyz

1234567890%

!@#\$%^&\*()\_+{}":?'

*Alright Sans Regular Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 WXYZ

abcdefghijklmnopqrstuvwxyz

1234567890%

!@#\$%^&\*()\_+{}":?'

**Alright Sans Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 WXYZ

abcdefghijklmnopqrstuvwxyz

1234567890%

!@#\$%^&\*()\_+{}":?'

*Alright Sans Medium Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 WXYZ

abcdefghijklmnopqrstuvwxyz

1234567890%

!@#\$%^&\*()\_+{}":?'

**Alright Sans Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 WXYZ

abcdefghijklmnopqrstuvwxyz

1234567890%

!@#\$%^&\*()\_+{}":?'

*Alright Sans Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 WXYZ

abcdefghijklmnopqrstuvwxyz

1234567890%

!@#\$%^&\*()\_+{}":?'

**Alright Sans Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 WXYZ

abcdefghijklmnopqrstuvwxyz

1234567890%

!@#\$%^&\*()\_+{}":?'

**VENEER**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890%

!@#\$%^&\*()\_+{}":?'

## Brand Typefaces

The Alright Sans family of typefaces brings consistency and an approachable professionalism to our brand identity. Thin, Light, Regular, Medium, Bold and Black weights are appropriate. It is the preferred typeface.

In instances where Alright Sans cannot be used due to technical constraints, Arial is an acceptable substitute. These circumstances may include email, Internet, and office communications.

Recommended size for text in a body of copy is 10pt with 12pts from line to line, known as line leading. The text in this paragraph is set 10/12, for example. The first number is the type size and the second is the line leading. Size of text can be scaled up for easier reading. For example, many marketing documents may require larger text.

When selecting a typeface for a particular application (headline, body copy, etc.), care should be taken to ensure that, in context, the copy is easily legible, the combination of faces used work well together, and there is a clear hierarchy of communication.

Veneer is a header option for messages that need to stand out. It has the look of ink-stamped type and is used in more informal settings.

## Harriet Display Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 XYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890%  
 !@#%^&\*()\_+{}":?'

## Harriet Display Thin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 XYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890%  
 !@#%^&\*()\_+{}":?'

## Harriet Display Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 XYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890%  
 !@#%^&\*()\_+{}":?'

*Harriet Display Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 XYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890%  
 !@#%^&\*()\_+{}":?'

## Harriet Display Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 XYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890%  
 !@#%^&\*()\_+{}":?'

*Harriet Display Regular Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 XYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890%  
 !@#%^&\*()\_+{}":?'

## Harriet Display Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 WXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890%  
 !@#%^&\*()\_+{}":?'

*Harriet Display Medium Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 XYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890%  
 !@#%^&\*()\_+{}":?'

## Harriet Display Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 WXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890%  
 !@#%^&\*()\_+{}":?'

*Harriet Display Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 XYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890%  
 !@#%^&\*()\_+{}":?'

## Harriet Display Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 WXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890%  
 !@#%^&\*()\_+{}":?'

*Harriet Display Black Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 WXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890%  
 !@#%^&\*()\_+{}":?'

## Brand Typefaces (cont.)

A main secondary typeface, Harriet Display, has been selected to bring an additional element of formality to the Antioch brand. As with Alright Sans, the acceptable weights for Harriet include Thin, Light, Regular, Medium, Bold and Black.

In the event that Harriet is unavailable for use, Baskerville is a suitable replacement.





**The Wellness Center**



**WYSO**



**The Coretta Scott King Center**

## Institutional Asset Logos

These are the logos for the major institutional assets of Antioch College. All asset logos must originate from the Office of Communications. Assets cannot design their own logos independent of Communications.

These logos should be used with the same basic parameters and restrictions that guide the core Antioch College logos and wordmarks.

Asset logos should always appear with an Antioch logo.



**Glen Helen Outdoor Education Center**



**Olive Kettering Library**



**The Foundry Theater**



**Antiochiana**



**The Antioch Review**