The Campaign for CMC:
Responsible Leadership
Logo Style Guide

A guide to the logos, graphic elements, treatments, rules, and application of the CMC Campaign branding.
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The Campaign for CMC: Responsible Leadership

We are at a critical inflection point in our world, our country, higher education, and the trajectory of Claremont McKenna College. CMC’s strength derives from staying true to our mission. Founded in 1946, CMC has always held a unique place in academia, distinguished by our founding commitment to prepare students for thoughtful and productive lives and responsible leadership in business, government, and the professions.

CMC embarks on a targeted campaign, rooted in our commitment to responsible leadership, building on recent investments in integrated sciences and transformational student opportunities, and focused on developing future leaders.
Logo
Campaign Logo

The logo treatment for the CMC Campaign is comprised of three logo options that highlight specific messages. The preferred use for each of the logo options is highlighted at right.
Alternate Versions of the Logo

**HORIZONTAL APPLICATIONS**

Alternate versions of the Campaign logo have been developed for use in horizontal applications such as website or email headers or footers. These versions should only be used when the space allotted does not allow for adequate staging of the main Campaign logo.
The Campaign for CMC
Responsible Leadership

Occasionally, full-color use of the Campaign logo art may not be possible. In those situations, it is acceptable to use a single-color version of the campaign logo, or a two-color option.

The two-color version uses a combination of CMC Honor Maroon and CMC Dark Gray. It may not be used in any other color combination.

The single color version may be used in whatever color is available, provided it allows for sufficient contrast with the background it is placed on.

Examples are displayed to the right.
Campaign Pillar Logos

Logos have been designed to highlight the three pillars of the Campaign:

- Honoring Our Leadership Mission
- Preparing Leaders Through Integrated Sciences
- Expanding Student Opportunities

Each Pillar Logo relates to the Campaign Logo through color and typography and have been designed with the intent of creating a clear path between Pillar messaging and materials. The Pillar Logos can be used as stand-alone elements, or in conjunction with the Campaign Logo. Examples are shown on page 18 of this document.
Campaign Color Palette

A unique color palette has been developed for Campaign applications. This palette includes the traditional CMC colors of maroon and gold but adds accent colors to expand the color family for added emphasis and impact. Logo color callouts are highlighted at right. Detailed color specs are indicated below each color block.
Campaign Gradient

A unique color gradient has been developed for Campaign applications. The linear gradient includes the traditional CMC colors of maroon and gold but adds additional colors for emphasis and impact. The gradient can be used as a stand-alone graphic element to tie Campaign-related materials together. Color callouts are highlighted at right as well as a breakdown of the gradient structure.
Campaign Pillar Logos Color Palette

A unique color palette has been developed for Campaign Pillar logos. This palette is extracted from the Campaign Color Palette and are designated with both palettes by their pillar name. Logo color callouts are highlighted at right. Detailed color specs are indicated below each color block.

The Pillar logos have been designed in unique 2-color setups but may be used as a single-color when the application dictates, or in reverse (white) when contrast or conflicting colors are an issue.
Typography
Campaign Typefaces

SERIF FONT
The preferred serif typeface for use in Campaign applications is the Arno Pro Type Family. This font contains a broad spectrum of weights to suit a variety of applications. The font is available through Adobe Fonts and Adobe Typekit for Creative Cloud subscribers.

ALTERNATES
When Arno Pro is not available, the following serif fonts may be substituted:

• Times New Roman
• Palatino
• Adobe Caslon Pro
• Merriwether (Google Font)

HEADLINES
Responsible Leadership

SUBHEAD
Responsible Leadership

BODY COPY
For 75 years, Claremont McKenna College has held a unique place in academia, distinguished by our commitment to prepare students for thoughtful and productive lives and responsible leadership in business, government, and the professions. Our Campaign is a special time for everyone to come together, engage with the College, and explore the past, present, and future of CMC.
Campaign Typefaces

**Sans Serif Font**
The preferred sans serif typeface for use in Campaign applications is the Roboto Type Family. This font contains a broad spectrum of weights to suit a variety of applications. The font is available through Adobe Fonts, Adobe Typekit for Creative Cloud subscribers, and Google Fonts.

**Alternates**
When Roboto is not available, the following sans serif fonts may be substituted:
- Arial
- Helvetica
- Frutiger

**Headlines**

![Roboto](image)

**Responsive Leadership**

**Subhead**

**Responsible Leadership**

**Body Copy**

For 75 years, Claremont McKenna College has held a unique place in academia, distinguished by our commitment to prepare students for thoughtful and productive lives and responsible leadership in business, government, and the professions. Our Campaign is a special time for everyone to come together, engage with the College, and explore the past, present, and future of CMC.
Using the Logo
Minimum Clear Space Guidelines

In order to maintain clarity and legibility, a minimum of 1/2 logo width of space should be used around the logo art, as shown at right. However, given the strong graphic nature of the logo, it is acceptable to allow the photo to butt up against the logo in a collage or panel setting as long as legibility is not impaired.

For example:
• On the Campaign website, photos abut the logo art in the main image panel.
• In print applications, the logo art could be used as a centerpiece in a collage of images.

Minimum Size Recommendations

In order to ensure legibility, minimum size requirements have been assigned to each logo configuration. The minimum allowable size is indicated at right. It is recommended that the Years version of the logo art be used for small-use applications such as lapel pins, tie tacks, and other similar items.
Minimum Clear Space Guidelines: Pillars

In order to maintain clarity and legibility, a minimum of 1x logo width of space should be used around the logo art, as shown at right.

Minimum Size Recommendations: Pillars

In order to ensure legibility, minimum size requirements have been assigned to the Pillars logo. The minimum allowable size is indicated at right.
Unacceptable Alterations

CAMPAIGN LOGO
The examples at right show a cross-section of potential errors or manipulations that are unacceptable modifications to the Campaign logo art. Outside of the acceptable variations featured in this style guide, no manipulation of the logo art is permissible. Great care has been taken to develop a system that tries to meet all anticipated needs.

The same rules apply to the Pillar Logos.
Colors, Patterns, and Imagery

The Campaign logo works well in many conditions but there are limits. When using the logo on background colors, patterns, or imagery, be sure to select options that complement the logo art and don’t impede its visibility. The examples at right highlight situations to avoid.

A Don’t place the logo over colors that match logo colors.
B Don’t place the logo over colors that conflict with the logo colors.
C Don’t place the logo over patterns that conflict with the logo or impede visibility.
D Don’t place the logo over photos that conflict with the logo or impede visibility.

In any of these, or similar conditions, use the Block Version of the Campaign Logo, with or without a drop shadow to ensure impact and readability.

The same rules apply to the Pillar Logos.
Layouts
APPLICATIONS

Print Examples

PRINT APPLICATIONS
Campaign-related print material has been developed to support the Campaign and its pillars. Examples of the Campaign Case Statement and Student profiles are shown at right. These items can be used as guides when developing additional material. Digital versions of these items are also available.
Print Examples

**NOTECARDS**

We have developed Campaign notecards that can be tailored for various uses to stay in touch, as a thank-you note, and other similar applications. We are printing modest quantities to avoid waste but please let your manager know if additional quantities are needed and we can provide within five working days.
#CMCResponsibleLeadership

CMC’s founding mission guides our distinctive model for residential, undergraduate education through:

• Intellectual Rigor
  – At the core of the College’s success is a world-class faculty—one that is dedicated to intellectual depth and growth through the classroom and undergraduate research opportunities, as well as our distinctive institutes and centers.

• The Open Academy
  – CMC is dedicated to cultivating a culture of respectful dialogue and debate through our commitment to freedom of expression, viewpoint diversity, and constructive dialogue. Co-teaching, the Athenaeum, and the Presidential Initiative on Anti-Racism and the Black Experience in America are core components of this work.

• Leadership Development
  – Through a self-authorship framework that requires the individual to view themselves in relation to others, we develop and support student leaders with the capacities to write their own life stories and strive to create conditions that allow students to amplify their powerful academic learning through a range of co-curricular and residential experiences.

• Realizing our Campus Master Plan
  – CMC will build improvements in the central and eastern areas of the CMC campus, including an additional 75 acres known as The Roberts Campus.

• CMS Athletics
  – We support CMS Athletics as the most competitive athletic program for scholar-leader-athletes.

Other Examples

**GRAPHIC PANELS**

Graphic panels illuminating the Campaign pillars have been developed for events and other uses. The most recent examples are available here.

We will also install a new series of public banners, on lampposts and construction site perimeters, which will be in place prior to the beginning of the academic year.

Please advise before reproducing these for other uses; content is continually updated and will be available on this page.

APPLICATIONS

CMC recruits emerging leaders who are committed to meeting the challenges of our complex world, regardless of their financial background, on a need-blind, meet-all-need basis. Recognizing that the full CMC experience requires resources beyond tuition and fees, CMC aims to level the playing field through:

• Kravis Opportunity Funding
  – A growing fund that provides a variety of support for students on financial aid, such as:
    ° Up to $5,000 in summer internship and experiential funding for first year students
    ° Family travel to visit campus
    ° Health insurance grants
    ° Funding for sudden emergencies

• Soll Center for Student Opportunity
  – A student-focused hub that partners with the entire CMC community to assist students in recognizing, cultivating, and translating their interests and strengths into meaningful, real-world experiences. Today, over 96% of CMC graduates have defined plans, with a median starting salary of $73,000, in top industries of technology, financial services, and consulting.

• Gifts made to the Annual Fund benefit all CMC students. These gifts support priorities large and small, including faculty-student research, student scholarships, research centers and institutes, athletics programs, and other essential CMC student experiences.

Rooted in CMC’s foundational leadership mission, the new Kravis Department of Integrated Sciences will prepare future leaders with the computational and scientific skills necessary to tackle the world’s socio-scientific challenges, and focus on:

• Health
  (Genomics, Systems Biology, and Health)

• Brain
  (Brain, Learning, and Decision)

• Planet
  (Climate, Energy, and the Environment)

The department will be housed in the Robert Day Sciences Center, designed by world-renowned architects at BIG-Bjarke Ingels Group. The Center will foster transparent and dynamic interaction between students, faculty, and staff, and is a metaphor for conversations between core disciplines and CMC College’s innovative development of undergraduate education.
Electronic Applications

**EMAIL SIGNATURES**

Campaign-branded email signatures have been designed for use during the course of the Campaign. Examples are shown at right. If you are building custom versions, please try to capture the spirit of the options shown here. Outlook versions of these formats can be provided on request.
Photography

PORTRAITURE
All images should tell a story and reflect the spirit of the College and CMCers — a top liberal arts institution, where students enjoy the intimacy and tight-knit community of a small residential college paired with the resources of a research university. Portraits should be authentic, genuine, and expressive, not cookie-cutter or standard headshots. For example, a student working in a lab demonstrates CMC’s commitment to the integrated sciences, a professor with his best-selling book emphasizes the caliber of the faculty. Images should also reflect the rich diversity of CMC faculty, students, and alumni. All images need to be high-resolution.

For questions regarding photography or for requests for materials, please contact: Anibal Ortiz, Photographer and Videographer.

aortiz@cmc.edu
Photography

CAMPUS LIFE
Images depicting life on campus should capture the dynamic, interactive environment of CMC. Student interaction and engagement happens indoors and out, with a picturesque campus, a vast array of outdoor sculpture, snowcapped mountains, and endless sunny days.

PHYSICAL CAMPUS
Images of buildings should include CMCers to emphasize the energy and vitality of the campus.

For questions regarding photography or for requests for materials, please contact: Anibal Ortiz, Photographer and Videographer.

aortiz@cmc.edu
Online Guidelines
Website Design

Elements of the Campaign graphic identity program and some of its supporting elements will be used throughout CMC communications. This includes use on the Campaign website, including the Campaign color palette and variations of the Campaign logo art like the version specifically designed for use on the Campaign site. Examples of the Campaign Website are shown at right.

For questions regarding website guidelines, please contact: Evie Lazzarino, Senior Advisor of Communications, Digital Marketing.

Evie.Lazzarino@claremontmckenna.edu
Campaign Messaging
Messaging Themes

Today’s global challenges call for responsible leaders to contribute effective solutions to the greatest problems we face, and CMC’s distinctive model for undergraduate education has provided a powerful path for the pursuit of this mission.

CMC’s founders aspired to create the most effective model for educating students for responsible leadership. From our earliest days, we have maintained small class sizes and recruited a cadre of excellent teacher-scholars; CMC’s humble beginnings, focused on a practical, results-driven education, have contributed to the CMC of today and beyond.

Honoring Our Leadership Mission

CMC’s founding mission guides our distinctive model for residential, undergraduate education through:

- Intellectual Rigor – At the core of the College’s success is a world-class faculty—one that is dedicated to intellectual depth and growth through the classroom and undergraduate research opportunities, as well as our distinctive institutes and centers.

- The Open Academy – CMC is dedicated to cultivating a culture of respectful dialogue and debate through our commitment to freedom of expression, viewpoint diversity, and constructive dialogue. Co-teaching, the Athenaeum, and the Presidential Initiative on Anti-Racism and the Black Experience in America are core components of this work.

- Leadership Development – Through a self-authorship framework that requires the individual to view themselves in relation to others, we develop and support student leaders with the capacities to write their own life stories and strive to create conditions that allow students to amplify their powerful academic learning through a range of co-curricular and residential experiences.

- Realizing our Campus Master Plan – CMC will build improvements in the central and eastern areas of the CMC campus, including an additional 75 acres known as The Roberts Campus.

- CMS Athletics – We support CMS Athletics as the most competitive athletic program for scholar-leader-athletes.

Preparing Leaders Through Integrated Sciences

Rooted in CMC’s foundational leadership mission, the new Kravis Department of Integrated Sciences will prepare future leaders with the computational and scientific skills necessary to tackle the world’s socio-scientific challenges, and focus on:

- Health (Genomics, Systems Biology, and Health)
- Brain (Brain, Learning, and Decision)
- Planet (Climate, Energy, and the Environment)

the department will be housed in the Robert Day Sciences Center. Designed by world-renowned architects at BIG-Bjarke Ingels Group, the Center will foster transparent and dynamic interaction between students, faculty, and staff, and is a metaphor for conversations between core disciplines and the College’s innovation of undergraduate sciences education.

Expanding Student Opportunities

CMC recruits emerging leaders who are committed to meeting the challenges of our complex world, regardless of their financial background, on a need-blind, meet-all-need basis. Recognizing that the full CMC experience requires resources beyond tuition and fees, CMC aims to level the playing field through:

- Kravis Opportunity Funding – A growing fund that provides a variety of support for students on financial aid, such as:
  - Up to $5,000 in summer internship and experiential funding for first year students°
  - Family travel to visit campus
  - Health insurance grants
  - Funding for sudden emergencies

- Soll Center for Student Opportunity – A student-focused hub that partners with the entire CMC community to assist students in recognizing, cultivating, and translating their interests and strengths into meaningful, real-world experiences. Today, over 96% of CMC graduates have defined plans, with a median starting salary of $73,000, in top industries of technology, financial services, and consulting.

- Gifts made to the Annual Fund benefit all CMC students. These gifts support priorities large and small, including faculty-student research, student scholarships, research centers and institutes, athletics programs, and other essential CMC student experiences.
**ROBERT DAY SCIENCES CENTER**

The Robert Day Sciences Center, with construction beginning this summer, is designed to foster transparent and dynamic interaction between faculty, staff, and experts, as well as across disciplines and applied research and learning opportunities. Designed by renowned architects of BIG-Bjarke Ingels Group, the Robert Day Sciences Center will make the scientific process visible to students through a stunning, transparent design offering views into classrooms and research spaces from a soaring central atrium at all levels.

At a current estimate of 120,000 square feet and LEED Gold certified, the Center will:

- Facilitate collaboration;
- Expand research opportunities;
- Engage disciplines beyond the natural sciences and promote interdisciplinarity;
- Create adaptable and reconfigurable spaces;
- Facilitate student-centric and hands-on learning environments; and
- Emphasize the integration of computation and data analytics in the sciences.

The current “hashtag” design—a metaphor for the way in which the College is reorienting science education—calls for inspiration, filled with examples of historical breakthroughs and student research. Each individual volume is expressed as a triangulated truss facade on the long edges and a floor to ceiling glass facade on the short sides. The continual rotation of each floor creates a structural logic of large-scale girders resting on top of one another and forms a sky lit, vertical atrium space at the heart of the building. The stacking logic results in a series of indoor terraces overlooking the atrium on all floors, as well as eight outdoor terraces offering sweeping views of the mountains in the North.

In recognition of a lead gift from the W.M. Keck Foundation and investments from foundations affiliated with the Day family, the new center honors CMC alumnus, fifty-year trustee, and W.M. Keck Foundation chair and chief executive officer Robert Day ’65 P’12.

**KRAVIS DEPARTMENT OF INTEGRATED SCIENCES**

Breakthroughs in genomics, neuroscience, and renewable energy come with increasingly complex societal, economic, political, legal, and ethical implications. Tomorrow’s legal experts, policymakers, consultants—not to mention CEOs—will need fluency to participate in a science-rich discourse that increasingly touches every decision.

The key lies in integrated sciences. When everything is connected to science and big data, a siloed model of undergraduate education rooted in the 19th century no longer works. Rooted in CMC’s foundational liberal arts and leadership mission, the Kravis Department of Integrated Sciences is unique in its approach to organizing science education around grand socio-scientific challenges, leveraging computation as a powerful vehicle for discovery and systematic solutions, and integrating CMC’s core strengths in the social sciences and humanities.

The Kravis gift has allowed the College to develop an expansive vision for integrated science, with its focus on three grand interdisciplinary, socio-scientific challenges:

- **Health** (Genomics, Systems Biology, and Health)—the exploration of molecular data to understand the function and regulation of genes, the biological systems that they control, and the development of predictive models that ultimately contribute to improving human health;
- **Brain** (Brain, Learning, and Decision)—the investigation of mental processes, behavior, and decision making, including aspects of neuroscience, cognitive science, artificial intelligence, and machine learning; and
- **Planet** (Climate, Energy, and the Environment)—the examination of atmospheric processes and the chemical, physical, and biological aspects of climate change, and the interactions of human activities and the natural and built environments.

This next-generation program honors philanthropist, trustee, and alumnus Henry Kravis ’67 and his wife, Marie-Josée, who have made a transformative commitment of up to $215 million in support of CMC’s vision for integrated sciences. The gift will support the appointment of 25 world-class liberal arts faculty, including 12 Kravis Chairs in Integrated Sciences.
A gift of $140 million from alumnus and Trustee George R. Roberts’66 P’93, co-founder and co-executive chairman of the global investment firm KKR & Co., will allow the College to expand and fully develop the eastern half of the CMC campus.

From our founding, CMC has always been a residential college, investing in the intersection of academic and social experiences. With the opportunity to double our campus size, we will continue to envision and reimagine how we live, work, and play as a community, while retaining the defining CMC characteristics in our residential and co-curricular experiences.

Through the gift, which will provide funding and leverage further investment by creating matching grants to attract additional donors, CMC will double the footprint of its residential Claremont campus to over 150 acres to prepare current and future generations of leaders in business, government, and the professions. The plan includes new academic facilities and student housing, recreation and playing fields, and enhanced pedestrian walkways and gathering spaces to encourage engagement and interaction.

The gift will build improvements in the central and eastern areas of CMC, including 75 acres east of Claremont Boulevard across from the new Robert Day Sciences Center. This new development area is bounded by Foothill Boulevard on the north, Arrow Route on the south, Claremont Boulevard on the west, and Monte Vista Avenue on the east.

This expansion creates the opportunity for CMC to realize all its future academic, social, and residential opportunities. Initiatives supported by the Roberts gift include:

- Development of eight athletic and practice fields, a new aquatics center, golf practice range, and recreational area, as well as a pedestrian bridge across Claremont Boulevard;
- Three pedestrian malls created to encourage interaction, engagement, and public art; and
- Construction of academic and administrative buildings, expanded student apartments, and a Commencement Green.

In September 1946, 86 students and seven faculty members opened a new “undergraduate school of men” in Claremont, California, incorporated in 1947 as Claremont Men’s College. Many of the first students, including the College’s first president, George Benson, were returning World War II GIs. The new college’s mission was clear: to prepare future leaders of private and public enterprise through a distinctive liberal arts curriculum, rather than train students for specific careers in government and industry, the College sought to prepare graduates through lessons not only from business and government, but the study of history, philosophy, literature, the arts, and sciences, as well. Women were admitted in 1976, and the College was renamed Claremont McKenna College in 1981, recognizing the role of founding benefactor and Trustee Donald McKenna. The third college within The Claremont Colleges and currently celebrating its 75th Anniversary year, CMC is home to approximately 1400 students and among the top liberal arts colleges in the nation, reflecting its mission “to educate its students for thoughtful and productive lives and responsible leadership in business, government, and the professions.”
Questions?

For questions regarding this document or for requests for materials, please contact: Evie Lazzarino, Senior Advisor, Office of Public Affairs & Communications.

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