CLAREMONT McKENNA —COLLEGE—

Introduction

Today's academic environment is an increasingly competitive one. Rankings, ratings, the internet — all give potential students, faculty, parents, and donors more options to evaluate our institution than ever before. The implementation of the new Leadership Signature identity program for CMC is one avenue of the experience over which we have direct control. The updated visual identity blends CMC's current style and character with its traditions, strengths, and values. The new identity and corresponding guidelines have been developed to help CMC create a stronger external posture and a more cohesive look and feel for touchpoints with all of our constituents.

Communication is one of the keys to the success of Claremont McKenna College. Whenever a brochure, newsletter, web site, signage, or other communication piece is created, it represents the entire institution. It is important that we present a consistent look, feel, and level of quality in all of our communications. This document provides guidelines for any communication vehicle that impacts the College's reputation — be it print, electronic, or other visual media.

Careful execution of the identity program as it has been designed will ensure a successful rollout and long-term implementation.

Contents

The Claremont McKenna College Identity

The Leadership Signature

The Leadership signature is the updated visual identity for Claremont McKenna College. The signature is comprised of the new Leadership symbol and new logotype.

Within the horizontal and vertical configurations, the size and position of the symbol and the logotype are fixed (as shown at right) and must not be reconfigured or altered in any way.

These guidelines are designed to protect the Claremont McKenna College brand image. Careful execution of the identity program as it has been designed will ensure a successful rollout and long-term implementation.

The signature is available in Pantone (PMS), 4-color process, RGB, and 1-color versions.

Vertical signature

Symbol

Logotype

Horizontal signature

The College Seal

The Claremont McKenna College seal is reserved primarily for use on documents of an official nature (such as diplomas). Limiting the use of the seal to only official documents helps establish the seal as the imprimatur of Claremont McKenna College.

The seal should not be cropped or used as a decorative element of a page design.

The seal may appear in black, white, gold, or gold metallic on a field of dark color or dark paper color.

Alternate Versions of the Identity

Monogram Leadership Signatures

A version of the Leadership signature has been created using the Claremont McKenna College monogram (CMC). Please limit these signatures to communications that are focused on CMC faculty, students, staff, parents, and alumni.

Monogram version

Special Use Signatures

Special use versions of the Leadership signatures have been created for use in unique conditions such as applications for embroidery, jewelry, and other promotional materials. Please check with Creative Services before using any of these special use versions.

Solid monogram versions

Solid special use version

Special Use Logotypes

A special use logotype-only version of the signature has been created for use in unique conditions where size restrictions prohibit the use of both the symbol and logotype in their lockup form. Please check with Creative Services before using this special use logotype-only version.

Logotype-only special use version

Logotype-only special use version – Single line

The Claremont McKenna College Color Palette

CMC Color Palette

CMC's official identity colors are maroon and black. When using the Pantone® Matching System (PMS), the standard inks for these colors are PMS 202 (maroon) and Black.

In addition to the two primary colors, a secondary palette of three compatible colors is also available for use in publications.

Black and PMS 202 (maroon) are recommended for publications in two colors. On occasion, it may be preferable to use black and another color from the palette.

A series of six accent colors have also been selected for use in print and online applications. Consistent use of these colors will act as an additional layer of cohesiveness among all CMC print and online communications.

Primary Identity System Colors

CMC Maroon

Pantone Colors:
PMS 202
Process Colors:
C0, M100, Y61, K43
RGB Colors:
R152, G26, B49

CMC Black

Pantone Colors:
Black
Process Colors:
C0, M0, Y0, K100
(Rich Black: C63, M52, Y51, K100)
RGB Colors:
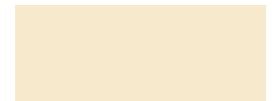R35, G31, B32

Secondary Identity System Colors

CMC Gold
Pantone Colors:
PMS 132
Process Colors:
C0 M28 Y100 K30
RGB Colors:
R158, G124, B10

CMC Gray
Pantone Colors:
PMS Warm Gray 11
Process Colors:
C0 M17 Y34 K62
RGB Colors:
R124, G106, B85

CMC Cream
Pantone Colors:
PMS 155 (80%)
Process Colors:
C0 M5 Y20 K3
RGB Colors:
R255, G225, B186

Accent Color Palette

CMC Orange
Pantone Colors:
PMS 173
Process Colors:
C0 M69 Y100 K4
RGB Colors:
R209, G68, B20

CMC Yellow
Pantone Colors:
PMS 143
Process Colors:
C0 M35 Y85 K0
RGB Colors:
R224, G170, B15

CMC Green
Pantone Colors:
PMS 371
Process Colors:
C43 M0 Y100 K56
RGB Colors:
R86, G107, B33

CMC Blue
Pantone Colors:
PMS 3025
Process Colors:
C100 M17 Y0 K51
RGB Colors:
R0, G84, B107

CMC Purple
Pantone Colors:
PMS 261
Process Colors:
C48 M100 Y0 K40
RGB Colors:
R94, G33, B84

CMC Dark Maroon
Pantone Colors:
PMS 202 + 20% Black
Process Colors:
C0 M100 Y61 K63
RGB Colors:
R116, G0, B28

Preferred Typefaces

Typefaces

Consistent use of a specifically selected family of typefaces will result in a visual style that is more recognizable to our external audiences. Although not required in every instance, such as email and correspondence, we strongly recommend these typefaces for your publications.

A customized version of a font called Trajan is the typeface used in the Leadership signature logotype. It should only be used for headlines or titles. It is a *caps only* font and is not suitable for text conditions. For headlines, titles, and text use, Janson or Frutiger are recommended. Examples are shown at right.

Fonts specifically selected for use by CMC are Janson Text which is a serif font excellent for text as well as headline use and Frutiger, a sans serif font which comes in a wide variety of weights and styles and works well in signage, headline, and text conditions. If Janson is not available, Times New Roman is an acceptable serif alternative. If Frutiger is not available, Helvetica or Arial are acceptable sans serif alternatives.

Leadership Signature typeface

TRAJAN 1234567890

TRAJAN BOLD 1234567890

Serif typefaces

Janson 55 Roman 1234567890

Lesequae volorit, coriaerempos explaudis qui ate soloriaspero voluptioria sam, iscium voluptat. Ebit, quo ent. Ficiur, qui occum arumquatur? Fugitiat eatempo ssinusanduci

Janson 56 Italic 1234567890

Lesequae volorit, coriaerempos explaudis qui ate soloriaspero voluptioria sam, iscium voluptat. Ebit, quo ent. Ficiur, qui occum arumquatur? Fugitiat eatempo ssinusanduci te Ga. Itaturi

Janson 65 Bold 1234567890

Lesequae volorit, coriaerempos explaudis qui ate soloriaspero voluptioria sam, iscium voluptat. Ebit, quo ent. Ficiur, qui occum arumquatur? Fugitiat

Janson 66 Bold Italic 1234567890

Lesequae volorit, coriaerempos explaudis qui ate soloriaspero voluptioria sam, iscium voluptat. Ebit, quo ent. Ficiur, qui occum arumquatur? Fugitiat eatempo ssinusan

Sans serif typefaces*

Frutiger 55 Roman 1234567890

Lesequae volorit, coriaerempos explaudis qui ate soloriaspero voluptioria sam, iscium voluptat. Ebit, quo ent. Ficiur, qui occum arumquatur? Fugitiat eatempo

Frutiger 56 Italic 1234567890

Lesequae volorit, coriaerempos explaudis qui ate soloriaspero voluptioria sam, iscium voluptat. Ebit, quo ent. Ficiur, qui occum arumquatur? Fugitiat eatempo

Frutiger 65 Bold 1234567890

Lesequae volorit, coriaerempos explaudis qui ate soloriaspero voluptioria sam, iscium voluptat. Ebit, quo ent. Ficiur, qui occum arumquatur? Fugitiat

Frutiger 66 Bold Italic 1234567890

Lesequae volorit, coriaerempos explaudis qui ate soloriaspero voluptioria sam, iscium voluptat. Ebit, quo ent. Ficiur, qui occum arumquatur? Fugitiat
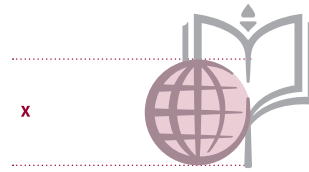
* A wider variety of Frutiger typefaces are available than shown

Staging the Signatures

Minimum Staging for the Signatures
On all visual communications—online or print—it is vital that the Leadership signature be distinctly positioned so that it always stands apart from other copy or visual elements. To ensure this visual separation, the signature must be surrounded by a clear "staging" area that is free of any graphic intrusions that may diminish its visual presence and impact.

Always try to surround the signature with a minimum of 1X of free space, as shown at right ("X" being the diameter of the globe element of the symbol). This clear staging area should be free of any competing graphic intrusion, typography, photographic, or illustrated image.

- The basic unit of measurement for determining clear space is identified as "X" and is defined as the diameter of the globe element of the symbol.

- A minimum of 1X must remain clear on all four sides of the signature, regardless of the signature size.

- The edge of a printed or web page should ideally use a minimum of 2X space.

Units of measurement for proper staging

Vertical and horizontal signature staging Staging for the signature = 1 X
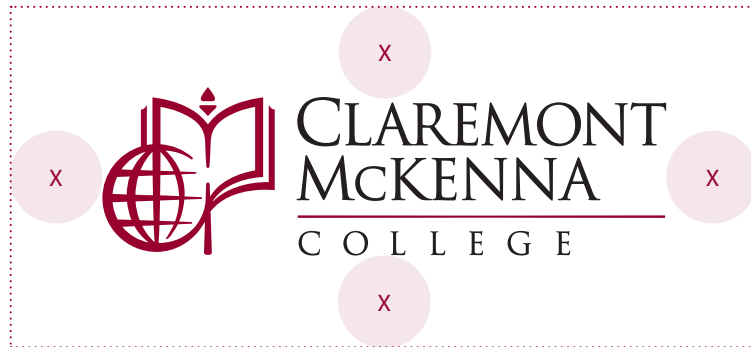
Minimum size
The Leadership signature has been designed to work at a wide variety of sizes and in a wide variety of conditions. However, there are times when it is not practical to reproduce the signature below a certain size. The minimum reproduction size allowed for print is displayed at right. If a smaller version is required, please see the special use logotype-only version. For other special circumstances, please contact Creative Services.

3/4"

3/8"

Unacceptable Uses of the Signatures

Unacceptable uses

The signature must always be reproduced exactly as it appears in the digital masters. The size and position of the symbol and the logotype are fixed, and must not be altered. Shown at right are some examples of misuse of the Leadership signature. These types of errors must be avoided at all times. The examples use the horizontal version but these rules apply to all versions of the signature.

DO NOT use colors other than CMC Maroon for the symbol and the logotype.

DO NOT substitute a different font for the logotype when using with the symbol.

DO NOT alter or create a new size relationship between the symbol and the logotype.

DO NOT create new configurations of the signature.

DO NOT create new configurations of the signature or use the symbol or logotype as a backdrop.

Claremont McKenna College Institute and Masters Program Identities

The College's 10 research institutes are a critical part of CMC's image. The new graphic standards bring the visual identities of the institutes in line with CMC's visual identity.

The size and position of the symbol and the institute logotypes are fixed, and must not be altered. Shown at right are examples of the institutes' new identities incorporating the Leadership signature and the Claremont McKenna College name.

SALVATORI CENTER
FOR THE STUDY OF INDIVIDUAL FREEDOM
CLAREMONT MCKENNA COLLEGE

ROSE INSTITUTE
OF STATE AND LOCAL GOVERNMENT
CLAREMONT MCKENNA COLLEGE

LOWE INSTITUTE
OF POLITICAL ECONOMY
CLAREMONT MCKENNA COLLEGE

KECK CENTER
FOR INTERNATIONAL AND STRATEGIC STUDIES
CLAREMONT MCKENNA COLLEGE

BERGER INSTITUTE
FOR WORK, FAMILY AND CHILDREN
CLAREMONT MCKENNA COLLEGE

GOULD CENTER
FOR HUMANISTIC STUDIES
CLAREMONT MCKENNA COLLEGE

ROBERTS ENVIRONMENTAL CENTER
CLAREMONT MCKENNA COLLEGE

With institutes as well as the Robert Day School that have previously established an independent mark and where changes to their logo may be detrimental to ongoing programs, we have developed variations to their existing identities that incorporate the new logotype treatments.

KRAVIS LEADERSHIP
INSTITUTE
CLAREMONT MCKENNA COLLEGE

CENTER FOR
HUMAN RIGHTS LEADERSHIP
CLAREMONT MCKENNA COLLEGE

FINANCIAL ECONOMICS
INSTITUTE
CLAREMONT MCKENNA COLLEGE

THE ROBERT DAY SCHOOL
OF ECONOMICS AND FINANCE
CLAREMONT MCKENNA COLLEGE

Stationery

Stationery carries the most official and often the most personal of CMC's communications. Letters will most always represent individuals speaking on behalf of the College and will often carry legal commitments or representations. For these reasons, it is critical that the visual and written content maintain the highest level of quality in preparation and production. With that in mind, a stationery system has been designed that incorporates the identity program using both the vertical and horizontal versions of the signature for specific items. Please avoid inclusion of unauthorized graphic elements or copy including slogans, unofficial symbols, photographs, etc. that will deter from the message and the impact of the Leadership signature.

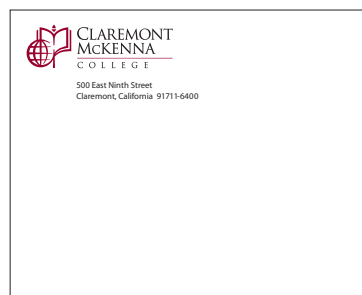For information on ordering stationery or business cards, please contact Creative Services.

Letterhead and #10 Envelope
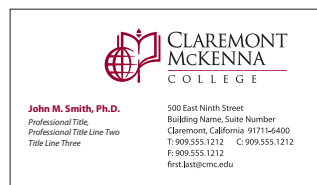
Business Card

Business Card back

Mailing Label