

Style Guide

**Hello!** This booklet is to be used as a guide for the creation of materials for all Five College Consortium materials. The goal of this document is to create both a foundation and a map to appropriately incorporate our brand into materials in the interest of unifying and clarifying who we are as a whole as well as helping to build momentum and awareness for each of our many Five College Consortium programs. To help with this brand implementation, we have kept this guide as visual as possible with minimal text for easy reference. Should you have any questions about usage or for clarification on anything in this guide, please don't hesitate to contact the Communications Department at (413) 542-4015.

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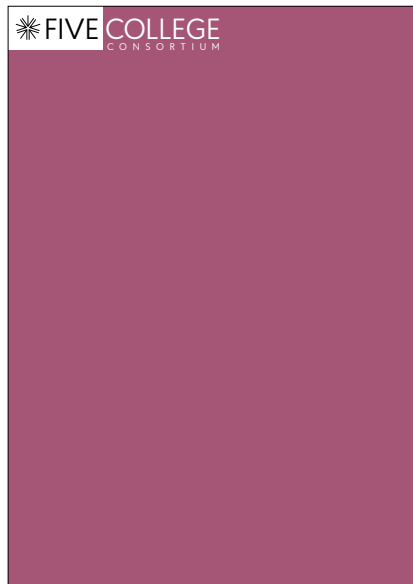
Logo, Icon, School Cluster

# Logo Use

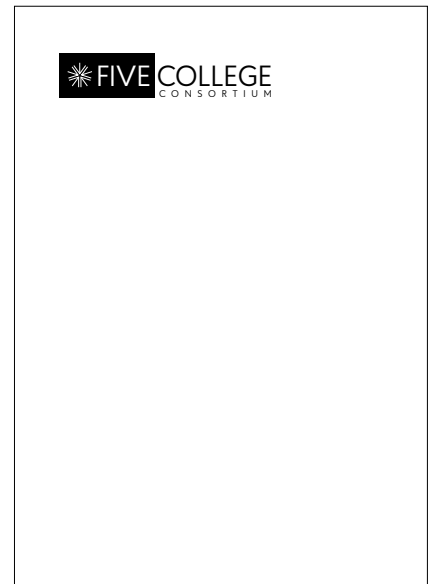
- \* Always in black and white.
- \* Always in upper lefthand corner.
- \* Box bleeds off page when a bleed is applied to design. Positioned -.125 out from the top and left.
- \* If there is no bleed, make sure that the logo is equidistant from top to left.
- \* Use the black box version when the background is light.
- \* Use the white box version when the background is dark.



Light background, bleed



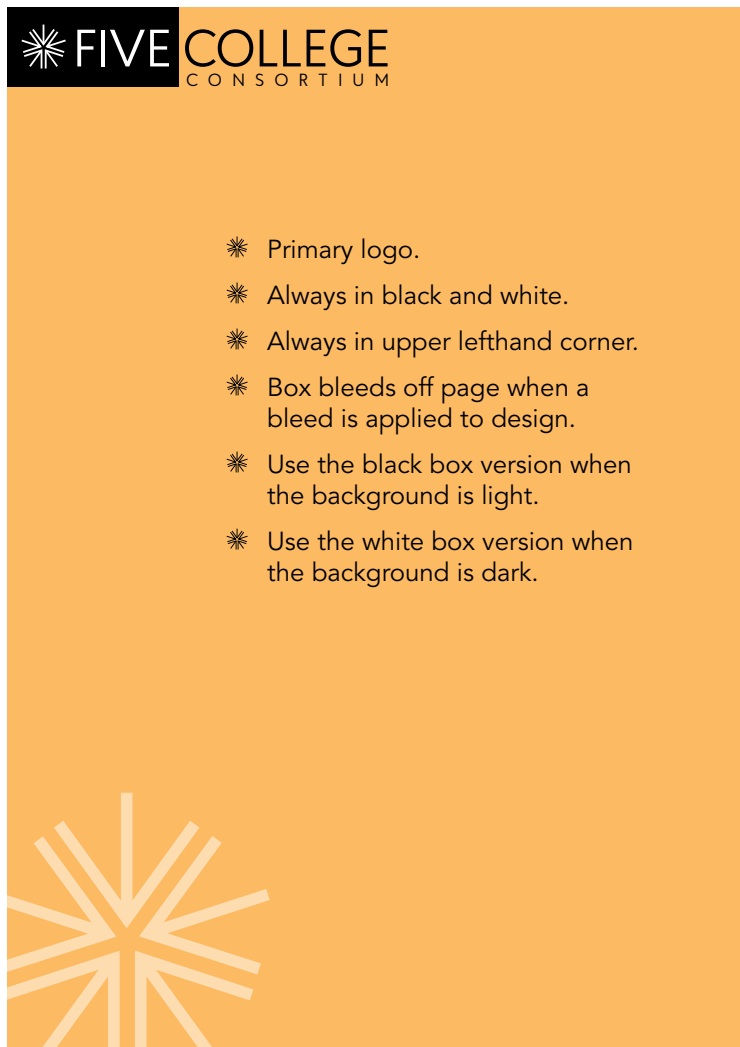
Dark background, bleed



No bleed

# Icon Use

- \* Do not use by itself. It has to be apparent this is Five Colleges.
- \* A good way to tie the brand together is to use the icon as a visual element.
- \* Do not over use it or make materials busy with it.
- \* Use as a bullet or in a space that may need something.



# Logo File Types

- \* **EPS** is the best version to use for print. Can be sized any way and will retain the quality  
Always send this version to vendors such as a print shop.
- \* **JPEG** is best for web use. It is also ok for in-house use in Word documents.  
Do not place it larger than 100%. (only available in black version)
- \* **PNG** is also best for web use. Unlike a JPEG, a png has a transparent background.  
It is also ok for in-house use in Word documents.  
Do not place it larger than 100%.

# Logo Don'ts

- \* Don't stretch the logo vertically or horizontally.
- \* Don't make it so small that it is illegible.
- \* Don't place it wherever you want (see page 2 for placement).
- \* Don't add color to the logo.
- \* Don't crowd the logo with other type. Give room for it to breath.



Don't crowd the logo with other type. Give room for it to breath.

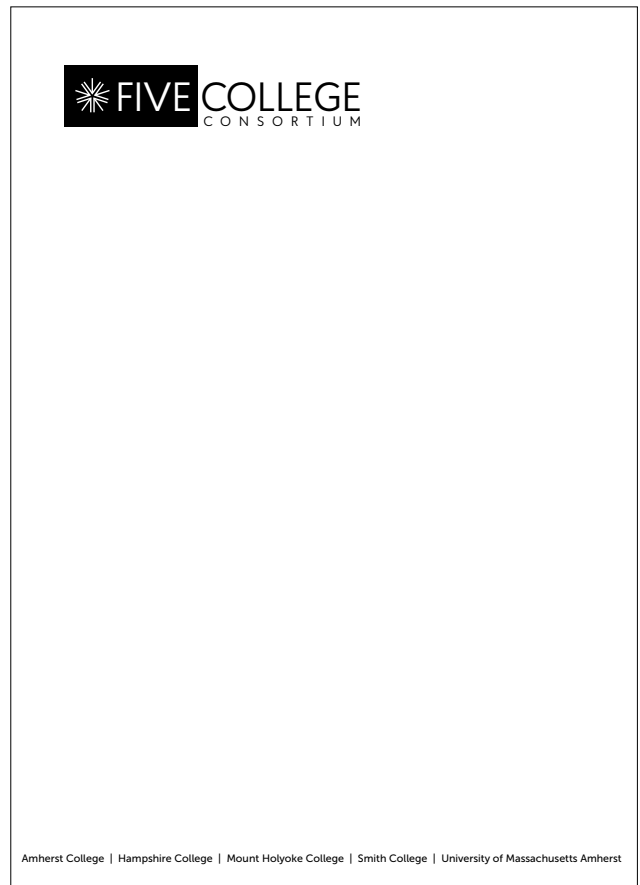
# School Cluster

- \* Must be on all materials.
- \* Must be in alphabetical order.
- \* Must be in Proba Pro Regular.
- \* Place at the bottom of each piece.
- \* If it's hard to read on its own, add a block of color behind it.
- \* Type should either be black or white.

Amherst College | Hampshire College | Mount Holyoke College | Smith College | University of Massachusetts Amherst



Dark background, bleed



No bleed

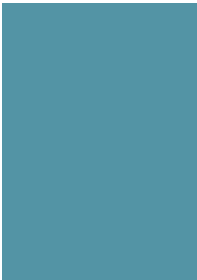




Color Palette

# Color Palette and Mix Values

Always use these colors in your materials to keep your brand cohesive. The use of all colors at once is not necessary to achieve this and is not advised. The addition of black, white and gray is welcomed.



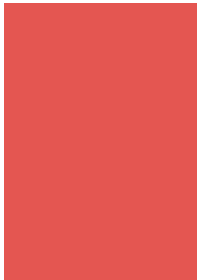
**PMS 632**  
C 70 M 30 Y 30 K 0  
R 83 G 148 B 166



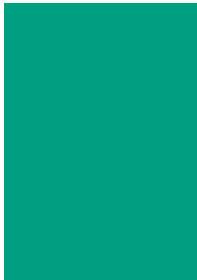
**PMS 676**  
C 40 M 80 Y 40 K 0  
R 165 G 85 B 117



**PMS 122**  
C 0 M 30 Y 70 K 0  
R 253 G 186 B 99



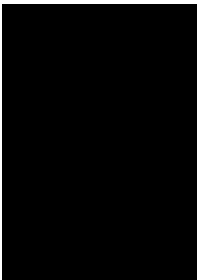
**PMS Warm Red**  
C 0 M 80 Y 65 K 5  
R 228 G 86 B 81



**PMS 3278**  
C 90 M 0 Y 60 K 10  
R 0 G 159 B 130



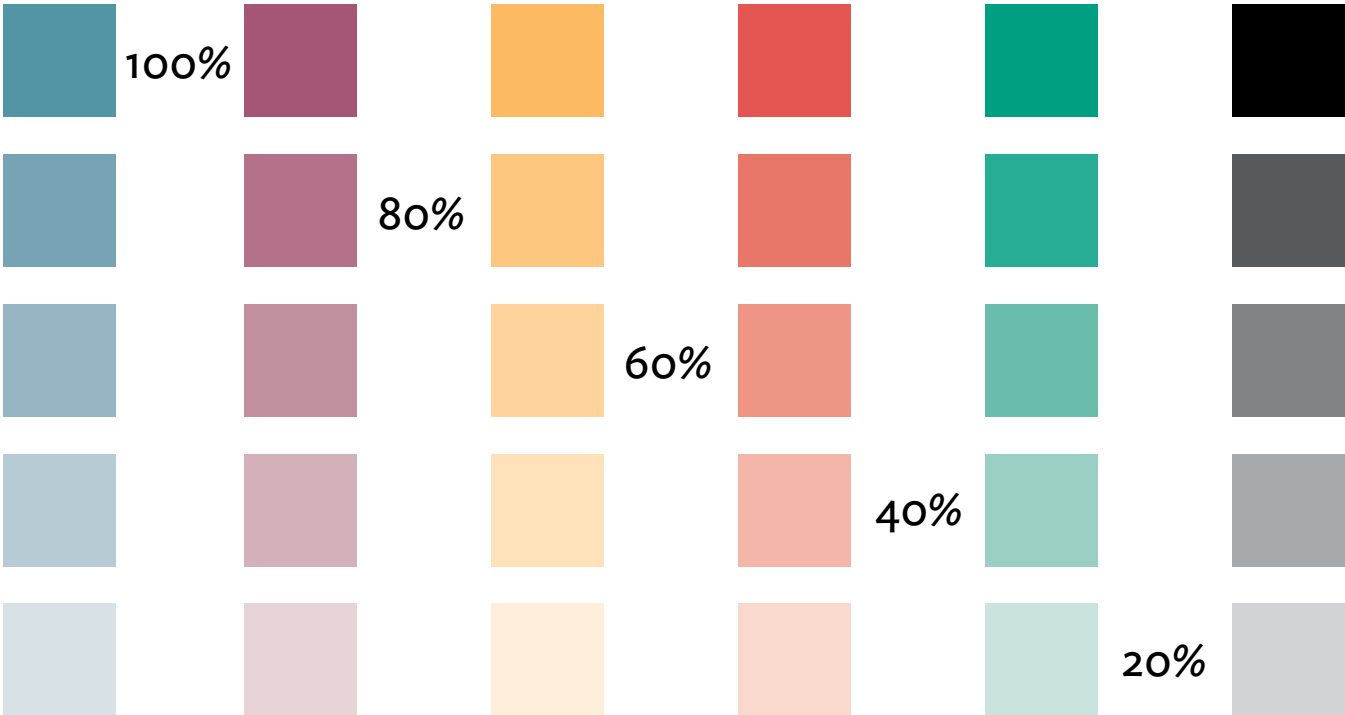
**C 70 M 0 Y 0 K 0**  
R 255 G 255 B 255



**C 0 M 0 Y 0 K 100**  
R 0 G 0 B 0

# Color Palette Tints

Using tints is a great way to switch up your color palette without losing your brand. It is also a good way to add dimension on a one- or two-color print job.





Font Palette

# Body Font: **Adobe Garamond Pro**

- \* Adobe Garamond Pro will be used for your body copy.
- \* It is a widely available font.
- \* If that isn't available, use Garamond.

Regular for body copy. Regular  
for body copy. Regular for body copy. Regular for body copy.  
Regular for body copy. Regular  
for body copy. Regular for body copy. Regular for body copy.  
Regular for body copy. Regular  
for body copy.

**Bold: Used to  
emphasize**

***Bold Italic: to emphasize and for grammatical  
reasons in emphasized type***

*Italic: to emphasize and for  
grammatical reasons*

# Header Font: **Proba Pro**

- \* Proba Pro will be used as your heading type.
- \* Any heading, subheading or accent text should be a version of this type.

Proba Pro

*Proba Pro Italic*

**Proba Pro Bold**

***Proba Pro Bold***

# Alternative Heading Font: **Gill Sans**

- \* If you do not have access to Proba Pro, use Gill Sans as your heading type.
- \* Gill Sans is widely available.

Gill Sans Regular

*Gill Sans Italic*

**Gill Sans Bold**

***Gill Sans Bold Italic***

# Text Example

- \* Body copy leading should always have a 3 pt difference, for example 11 pt type/14 pt leading.
- \* Heading type should not exceed a 10 pt difference from the body text. If the body text is 11 pt then the heading should not be larger than 21 pt.
- \* Heading type should only use two differentiators. For example, if the type is all capitalized and it is the largest type, do not bold it. If it is a smaller heading and bolded, do not use all caps.
- \* All alike headings should be the same size and color and the hierarchy should be clear.
- \* Use both all capitalization and lowercase for headings.
- \* Make sure you are consistent with how different headings are treated.

## MAIN HEADING

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### Sub Heading

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Do Not

All caps, bold, excessively large

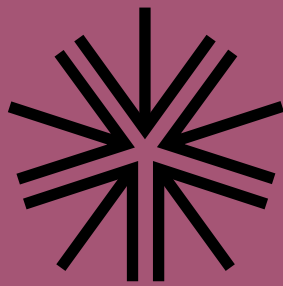
## ~~MAIN HEADING~~

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Sub head just as large as main head

## ~~Sub Heading~~

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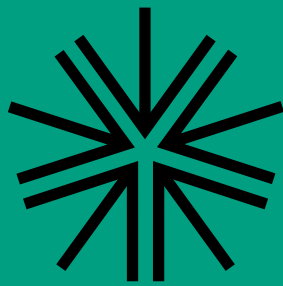


Paper Stock



# Paper Stock

- \* Use uncoated paper.
- \* If budget permits, use a recycled or a percentage of post consumer stock.
- \* Use bright white.



Design Examples

# Design Examples

- ✱ Here are the same elements used in four different ways.
- ✱ Logo and school cluster in correct spots.
- ✱ Using color palette differently.
- ✱ Using font palette differently.

**FIVE COLLEGE CONSORTIUM**

**MAIN HEADING**

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Amherst College | Hampshire College | Mount Holyoke College | Smith College | University of Massachusetts Amherst

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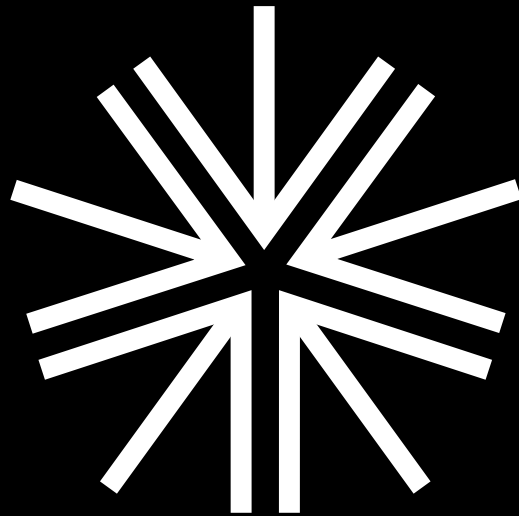
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**Thanks!** We hope that this guide has been clear and helpful and we appreciate your role in making the Five College Consortium the vibrant, growing education hub that it is.

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