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Introduction
Using the Guidelines

This is your guide to the Clinton College brand. Consistency in execution is critical to reinforcing our identity. The following pages will provide you with the guidelines and tools to properly implement the Clinton College brand identity system.

Within this document, you will find the proper guidelines for representing institutions and subbrands within the college, notes on tone for written communications and options for addressing the many audiences of Clinton College.

Policy requires that anyone creating communications for the college follows these guidelines.

For inquiry or questions relating to the Clinton College brand, please contact info@sababa.design

This book was created by Sababa Design LLC to ensure that anyone who communicates on behalf of Clinton College can create consistent, memorable work that accurately portrays the essence of the college’s brand and identity.

It should not be viewed as a set of limitations, but rather as an inspirational starting point to expressing Clinton’s story.

These guidelines will be revised as Clinton College expands and matures.
Clinton College views its strength in its intimate relationship with their students. Under a new administration, the college wished to unify its academic and community outreach initiatives under a clear brand. In the coming years, Clinton College plans to invest to upgrade its campus and facilities in order to transform the academic culture and environment to suit the modern student. Upcoming renovations and additions include a 62,000 sqft academic building that will house classrooms, labs, and administrative space. The campus also plans to add an athletic fitness center, and an auditorium to promote fine arts and culture. With the addition, Clinton College plans to double enrollment. The curriculum will focus on S.T.R.E.A.M. education.
Our Strategy
Our Position

A position statement is an internal statement: a clear understanding of what we do, who we serve, and why we do it.

“What: The oldest institution of higher education in Rock Hill, SC that fosters, grows, and develops overlooked people in a transitional state; Clinton College is where Carolinians look for affordable education in an intimate and familiar environment in order to better themselves in the modern era of strict job requirements, overwhelming choices, and highly competitive college standards.”

How: that fosters, grows, and develops

Who: overlooked people in a transitional state.

Where: Local communities in the Carolinas

Why: looking for an affordable education in an intimate and familiar environment to better themselves

When: in the modern era of strict job requirements, overwhelming choices, and highly competitive college standards.
Our Mission

A mission statement is how you do it... it sets priorities, guides business decisions and lets everyone know what you aim to achieve.

Clinton College was founded in 1894 by the African Methodist Episcopal (AME) Zion Church as a private liberal arts institution. The College is committed to facilitating students’ academic achievement, moral and spiritual growth, leadership development, and citizenship in a global society.
Our Tone

These are our key institutional tone words. They are to be considered when creating the college communications. As a brand communicator, it’s important that your copy, design, layout and composition fit the characteristics of these words so that our message and look remains consistent with the brand’s tone. These words were chosen by our college community. In preliminary brand discussions, students, faculty and staff selected these tone words from a variety of choices across a wide spectrum of adjectives to describe Clinton College.

Core Values

**Excellence** — reflected in distinction, effectiveness, efficiency, enthusiasm, passion, and quality

**Community** — reflected in social responsibility, teamwork, empathy, service, and collaboration

**Opportunity** — reflected in character, ethics, equality, diversity, and connection

**Heritage** — reflected in tradition, legacy, culture, convention, honor, and inclusivity
SECTION THREE

Logos
Academic Logo

Our logo

This mark is the embodiment of everything Clinton College. It represents our institution and assets. It stands for our shared history and future. It is crucial that use of this logo be consistent. The following rules concerning its application aim to ensure that we deploy the logo appropriately every time.
The new visual identity honors the rich legacy of Clinton College while modernizing the look-and-feel of the brand. The design utilizes educational archetypes that signal to the community that Clinton College is an institution of academic excellence.

The mark pays homage to the heritage of the community and the college. The mark is derived from the woven textile tradition; the Carolina region is world renowned for its textile production. The mark itself is a radial design where three C’s are stitched together culminating in a triangle. The mark celebrates a larger woven tradition from Carolina to Africa.

The triangle at the center represents Clinton’s roots as an African Methodist Episcopal Zion institution. The gold, maroon and beige colors represent intellect, action, and heritage respectively. The colors blend at the center to create a black triangle, which symbolizes how Clinton blends academics, tradition, and community to form a unique campus.
The college logo has two primary components – the shield and the wordmark. The shield is a custom illustrated representation of Clinton community. The wordmark is custom typography designed specifically for this use. No one should attempt to recreate the mark. Limiting its usage to the logo will give the mark strength.

**THE SHIELD**
The enclosure containing the representation of the Clinton College community.

**COLLEGE WORDMARK**
The Clinton wordmark is custom artwork based on a modified typeface. College communications should never use this original typeface for any reason unless otherwise approved.
Academic Logo

Primary Usage

It is encouraged to use the 2x2 stacked or 2x1 horizontal version of the academic logo. Other versions are only to be used when space is limited.

LOGO ON BACKGROUNDS

When the logo is placed on a light background, use the normal shield with black type to acquire maximum contrast and impact.

LOGO ON DARK BACKGROUNDS

When placing logos on fields of color that are as dark or darker than the brand maroon, use this version of the mark. Ensure you do not simply reverse the original mark. This will cause the shield to display incorrectly.
Academic Logo

**LOGOS**

**Academic Logo**

**ACADEMIC SIGNATURE LOGO (4X1)**
This version of the logo should only be used when vertical space is extremely limited. The primary purpose of this logo is to be used for email signatures and on stationery.

**ACADEMIC WORDMARK LOGO (2X1)**
The wordmark may be used when color is not appropriate or the composition of the layout is better suited for this version. It is encouraged to use the wordmark for black and white compositions.

**SHIELD LOGO**
The use of the shield logo by itself is only allowed in specific instances such as, when the Clinton College name is self evident.

**SHIELD LOGO (B&W)**
This version of the logo should only be used in limited circumstances when color is not appropriate. Usage must be approved by Communications.

Secondary Usage

The college logo has variations to offer a wide range of utility when creating Clinton communications.
Academic Logo

The academic wordmark is used to connect entities and sub-brands back to our parent brand. It is not meant to be used as a singular graphic. The shield should always be used in standalone graphics.

CUSTOM TYPOGRAPHY

The typeset in the signature and wordmark has been customized to be unique to our institution. It is never appropriate to typeset anything in the original typeface for the purpose of recreation.
Academic Logo

Size and Proportion

When the logo appears on its own, it requires a fixed amount of clear space around it. Text, photos or other graphic elements should never encroach on this space. There are no standardized placement guidelines for the logo. Designers should use discretion and follow clear space guidelines.

All variations of the logo’s clear space are determined by the width of the shield.

It is also encouraged to follow these size guidelines when using the logo. If the logo is too small, it loses legibility. When too large, it overwhelms the design and loses graphic integrity.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact info@sababa.design

MINIMUM PRINT SIZE
1.25 in width

The stacked icon should at a minimum appear 1.25 in wide. At a minimum, the logo should be spaced apart from any content at least .5 in. The mark can be scaled up, keeping the same proportions.
Academic Logo

Size and Proportion

The horizontal logo should at a minimum appear .5 in tall. At a minimum, the logo should be spaced apart from any content at least .25 in. The mark can be scaled up, keeping the same proportions.

The signature logo should at a minimum appear 3 in wide when paired with the shield icon and 1 in wide sans wordmark. At a minimum, the logo should be spaced apart from any content at least .5 in. The mark can be scaled up, keeping the same proportions.
Academic Logo

Department Logos

Department logos carry the institutional look-and-feel. The type treatments are treated as artwork and follow the same clear space rules as the logo. Additional marks or colors are not permitted.
Academic Logo

Department Lockups

Department logos carry the institutional look-and-feel. The type treatments are treated as artwork and follow the same clear space rules as the logo. Additional marks are not permitted.

Each department has two versions of a lockup for use. Both the Department of Admissions and the Alumni Association have an additional lockup to use for promotional collateral.
College Seal

Our Seal

The Clinton College seal is the most formal graphic representation of the institution.

The torch represents a beacon of light for today’s scholars and tomorrows leaders. The light of the torch is the focal point of the seal just as education is the focus of Clinton College. The rays emanating from the torch signify a long standing history of Clinton College as a beacon for leaders.

Triangles are placed around the seal representing the heritage of the African Methodist Episcopal (AME) Zion Church and tradition of religious education.

The past and future of the college is represented by the library entrance, which will continue to serve as the hub of campus.

The date (1894) is the official date of the founding of Clinton College.
**Seal Usage**

The College Seal should only be used on formal and official items such as plaques, diplomas, and certificates as well as communications from the Office of the President.

The seal should be placed on white backgrounds in either Rock Hill Gray or black. When placing the logo on a background color, avoid reversing the mark in white. That creates too much contrast and compromises the integrity of the design.

The seal may be applied using a variety of printing techniques. For example, the mark may be gold foil embossed, printed using metallic PMS 871 or cast in metal. For these special circumstances, please contact the Office of Communications.
College Seal

Size and Proportion

The seal is the most formal graphic representation of the college. It’s important not to crowd the mark with photos, text or graphic elements.

The seal must appear at least 1 in. with a minimum of a .25 in whitespace when stand alone.

MINIMUM PRINT SIZE

1 in
College Seal

LOGOS

LOW CONTRAST OR OFF BRAND COLORS

DON’T USE EMBELLISHMENT

DON’T TILT OR ROTATE

DO NOT DISTORT

DO NOT CROP

DO NOT ATTEMPT TO RECREATE
College Seal

APPROPRIATE USAGE

Seal in Use

The college seal is only to be used in formal applications. The rendering to the left illustrates the look-and-feel of the seal when gold foil stamped on a college communication. This piece could be a graduation communication or formal stationery for the president.

METALLIC GOLD
SPOT: PMS 871C METALLIC
College Seal

Office of the President

The Office of the President lockup will carry the institutional look-and-feel. The type treatments are treated as artwork and follow the same clear space rules as the logo. Additional marks are not permitted.
Athletic Logo

Primary Usage

Clinton College mascot is the Golden Bear. Use this mark for all applications in association with Clinton Athletics.

Size and Proportion

The athletic logo should appear at a minimum one inch tall with a clear space of .25 in. Never deviate from its original color scheme or proportions.
Sub-brand Logos

TRiO Logo

The TRiO Student Support Services mark is the official mark of the entity. It utilizes the college’s secondary color scheme. This mark should be used on all general communications and collateral promoting Student Support Services. Clinton College primary logo should appear with this mark.

Student Support Services
Sub-brand Logos

The Beacon

The Beacon Logo

The Beacon mark is the official mark of the alumni magazine. This mark should be used exclusively on the cover of all publications.

APPROPRIATE USAGE

THE BEACON
Magazine logo should be centered in the upper third of spread. The logo color should copy the accent color of the cover image.
Academic Logo

Logo in Use
Examples of Clinton College branding in use
Color
The official logo colors are gold (PMS 7403), maroon (PMS 194) and gray (PMS 7528). No other logo colors besides the extended palette are acceptable.

Address questions about approved colors to the office of Communications.
Color Palette

Using Color

Please use the appropriate balance of Clinton's brand colors in all communications. Use the grid to the left as a guide to understanding how to use color based on audience or communication type.
SECTION FIVE

Typography
Baskerville STD

**Font Usage**

Baskerville is the primary serif font used in communications. This font is preferred in headlines and used as the body copy for formal documents, such as an invitation.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 !@#$%^&*()
Font Usage

Proxima Nova is the primary sans-serif font used in communications. This font is preferred as the body copy for most communications to be used as headlines in casual documents.
Proxima Nova Condensed

Font Usage

Proxima Nova condensed can be used in limited circumstances to add higher contrast to typographical elements. The font should be used as a treatment to numbers in call outs such as brag facts.

ALTERNATIVE SANS-SERIF TYPEFACE

Proxima Nova Condensed

Light | Regular | Bold | Extra-condensed bold | Extrabold

NUMBERING
Font: Proxima Nova Extra Condensed
Bold Size: 76 pt
Kerning: optical
Tracking: 100

HEADING
Font: Proxima Nova Extra Condensed Bold
Size: 20/26 pt
Kerning: optical
Tracking: 100

MOST AFFORDABLE
BACHELOR’S GRANTING HBCU

SUBHEAD
Font: Proxima Nova Extra Condensed Bold
Size: 10/26 pt
Kerning: optical
Tracking: 100


Mauris accumsan posuere fermentum.

Morbi varius et turpis vitae faucibus. Aliquam ut eros vitae nisl viverra id at urna. Nam sed quam porttitor, euismod neque non, convallis sem Curabitur nibh ex, congue et luctus vitae,
Casual Type Hierarchy

DISPLAY

HEADER

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris accumsan posuere fermentum. Integer ultricies urna nec scelerisque iaculis.

Subhead

2018 DISTINGUISHED ALUMNI AWARD CEREMONY

LOREM IPSUM

DOLOR SIT AMET

Welcome
Dr. Lester A. McCorn
Acting President, Clinton College

Remarks
Raymond Corley,
Vice President of Institutional Advancement

Closing
Dr. Lester A. McCorn

Exterior Signage

Exterior Sign System

The Clinton College Campus sign system includes four distinct components. These sign types will take visual cues from the college’s overall brand standards.

The sign system has gone through a design evolution to illustrate and define the scale and location of campus amenities.

For inquiry or questions relating to the Clinton College brand, please contact the Office of Communications.
Exterior Signage

Campus Entrance Sign

Entrance Signs acknowledge major entrances, as well as new approach portals. These signs will delineate the “sense of entrance” and will provide “sense of place” at the proposed locations.

Structure: Black aluminum panels with LED message board cabinet below. Masonry foundation.

Graphics: Vinyl graphics printed on 3/16” solar grade Lexan polycarbonate, and fixed to 6’x4’ aluminum panel.

Color

- PMS 7403C
- PMS 194C
- PMS 7528C
Large Wayfinding

Pedestrian wayfinding helps visitors to navigate campus. Visitors are able to identify their location by a “You are Here” on a map and choose a way to get to their destination.

Structure: 5'x7' all Black aluminum panels with 3'x4' aluminum panel for map, and one 6"x4’ aluminum name panel with Clinton College signature logo. Structure stands 7 feet above ground

Graphics: Vinyl graphics printed on 3/16” solar grade Lexan polycarbonate a fixed to 50”x30” aluminum panel.

Color
Pedestrian wayfinding helps visitors to navigate campus. Visitors are able to identify their location by a “You are Here” on a map and choose a way to get to their destination.

**Structure:** 4’x5.5’ all Black aluminum panels with 2’x3’ aluminum panel for map, and one 3.5”x35” aluminum name panel with Clinton College signature logo. Structure stands 5.5 feet above ground.

**Graphics:** Vinyl graphics printed on 3/16” solar grade Lexan polycarbonate a fixed to 35”x24” aluminum panel.

**Color**

- PMS 7403C
- PMS 173C
- PMS 2587U
- PMS 7421C
- PMS 194C
- PMS 7486C
- PMS 7528C
- PMS 7541C
Environmental Graphics

Exterior Signage

Building Signs

Building signs identify buildings on the Clinton College campus.

Structure: 30”x30” all aluminum panel structure with aluminum panel for building name and aluminum name panel with Clinton College signature.

Graphics: Vinyl graphics printed on 3/16” solar grade Lexan polycarbonate a fixed to 27.5”x18” aluminum panel.

Color

- PMS 7403C
- PMS 202C
- PMS 194C
- PMS 1955C
- PMS 7421C
- PMS 4975C
Exterior Signage

Residential Signs

Building signs identify Residence Halls on the Clinton College campus.

**Structure:** 3’x4.5” all Black aluminum panels with 2.5”x30’ aluminum name panel with Clinton College signature logo. Structure stands 4.5 feet above ground.

**Graphics:** Double side dVinyl graphics printed on 3/16” solar grade Lexan polycarbonate, and fixed to 30”x18” aluminum panel.

Color

- PMS 7403C
- PMS 194C
- PMS 7421C
- PMS 202C
- PMS 1955C
- PMS 4975C
SECTION SEVEN

Photographic Style
Types of Shots

Clinton Photography

Photography is a crucial element of the Clinton College brand. Our photography should not only be beautiful, but should reflect a sense of community and scholastic growth.

Please contact the office of Communication for an approved folder of campus photography.
Types of Shots

The Hero

Our goal for portrait photography is to convey action, purpose, and responsibility within our students, faculty, and alumni. Our images are bold, clear and singular. The subject should be the main focus of the composition. The eye should immediately be drawn to them.
Types of Shots

Still life

A photo of an inanimate object or objects may be used to highlight a specific research initiative, discovery, or opportunity at Clinton College. Consider the point of view of the shot. Often, either a bird’s eye view or a drop down shot can capture a dynamic composition. The photograph must provide room for headlines and other typography.
Types of Shots

Photography

Landscapes

Landscape photography is used as background imagery. The composition should be vibrant, wide panning, and dynamic.
Photography Strategies

TELL A STORY USING A PHOTOGRAPH.

Use Singular Images

Different types of marketing collateral will require branded photography. Here are some tips and strategies to utilize in order to capture on brand imagery.

Make sure the image has a clear purpose. Focus on a singular subject and avoid the use of formal group portraits wherever possible.

AVOID FORMAL GROUP PORTRAITS
Photography Strategies

**Photography**

**Reduce Visual Clutter**

Extraneous objects and visual textures can confuse viewers and detract from the story your photo is telling.

**DO FAVOR CLEAN, UNCLUTTERED COMPOSITIONS.**

**DON’T LET THE SUBJECT GET LOST AGAINST A BUSY BACKGROUND.**
Photography Strategies

CROP IMAGES
focus on the subject without losing a sense of context.

Reduce Visual Clutter

Extraneous objects and visual textures can confuse viewers and detract from the story your photo is telling.

DON'T OVER EXPOSE SCREENS
or shoot in poor light conditions.
Photography Strategies

Image-making

In the image-making process, pay close attention to lighting and vantage point. When appropriate, use specific special effects, such as light leaks and double exposure.

Avoid overly lit, static, corporate-type, artificially posed photos. All imagery should have a photojournalist quality.

LOW SHUTTER SPEED
A great use of contrast and light

AVOID OVER DOING POST PROCESS OF IMAGERY.
Brand in Action
Stationery

The stationery system is the most widely used communications tool available to the college and presents an opportunity to convey a positive image every time it is used. Each component, from business cards to letterhead and envelopes, represents Clinton College and works to strengthen the visual identity of the institution. Please use each stationery system in its appropriate use.

SCALE
Components shown here at 40 percent of actual size.
Dear Student,

Thank you for your interest in Clinton College. You may submit an application by applying online at www.clintoncollege.edu. As an applied student, you are able to check the status of your application by going to http://records.clintoncollege.edu/cafeweb/login website and entering the user ID and password that will be emailed to you once you have completed your application. Clinton College is a private institution and offers programs to a wide range of students who show academic promise. The college is dedicated to preparing future leaders as we support our students in upholding the college’s legacy of intelligence, integrity, and creativity.

The college has an Open Admissions Policy and does not require your SAT or ACT scores as an admissions requirement. Clinton College offers a Bachelor of Science degree in Business Administration and a Bachelor of Art degree in Religious Studies while still continuing to offer Associate degrees in Business Administration, Liberal Arts, Early Childhood Education, Religious Studies and Natural Science.

STUDENTS MUST SUBMIT THE FOLLOWING REQUIRED DOCUMENTS IN ORDER TO BE ACCEPTED.

1. $25.00 APPLICATION FEE – certified check, money order, or credit/debit card
2. HIGH SCHOOL TRANSCRIPT – stating diploma and graduation date, or a GED
3. COLLEGE TRANSCRIPT – if applicable please mail, fax or email to:
   Laveria Wynn, Registrar
   email: lwynn@clintoncollege.edu
   fax: 803.327.3261

New students are required to take the ASSET placement test which will be held on campus during registration. As an alternative, you may complete the COMPASS test in your area and have the results sent to me when completed. If you are a transfer student, you are not required to take this test. You are encouraged to take the practice test online at www.asset-test-practice.com.

Fees required are a $150.00 registration fee and $100.00 room fee which are due on or before the day of registration. Please note that books and fees are not covered by financial aid.

Please forward the required documents, so that your information may be processed in a timely manner. If you have any questions or concerns, feel free to contact me at 803-327-7402, ext. 8166. The fax number is 803-328-6318. Clinton College looks forward to having you as a student.

In Regards,

Kim Shepard
Admissions Department

Casual Stationery

Casual stationery should be used for internal communications and non formal applications. This business system shows off the personality of Clinton College.

SCALE
Components shown here at 40 percent of actual size.
Dear Student,

Thank you for your interest in Clinton College. You may submit an application by applying online at [www.clintoncollege.edu](http://www.clintoncollege.edu). As an applied student, you are able to check the status of your application by going to [http://records.clintoncollege.edu/cafeweb/login](http://records.clintoncollege.edu/cafeweb/login) website and entering the user ID and password that will be emailed to you once you have completed your application.Clinton College is a private institution and offers programs to a wide range of students who show academic promise. The college is dedicated to preparing future leaders as we support our students in upholding the college’s legacy of intelligence, integrity, and creativity.

Clinton College
1029 Crawford Road
Rock Hill, SC 29730

P. (803) 327-7402
F. (803) 327-3261
www.clintoncollege.edu
Casual Stationery

Jane Doe
Associate Professor

(803) 327-7402
jane@clintoncollege.edu

Clinton College
1029 Crawford Road
Rock Hill, SC 29730

BUSINESS CARD FRONT

BUSINESS CARD BACK
Casual Stationery

CLINTON COLLEGE

1029 Crawford Road
Rock Hill, SC 29730

NUMBER 10 ENVELOPE
Visual Assets

Supporting Elements

Secondary Graphic elements support the principles already established by the logo, color palette and typography. Each element provides hierarchy in the presentation of information within a composition.

Please contact the Office of Communications for templates.
Visual Assets

The Swoosh

The swoosh is a secondary graphic element of the Clinton College visual identity. Derived from the woven interior of the shield logo. This graphic an abstract representation of a flash from a beacon of light. The swoosh is used to ground the academic logo or anchor important information to the page.
Visual Assets

Size and Proportion

In order to maintain the integrity of supporting graphic elements, please use the correct placement and proportions of the swoosh system.

The Clinton College logo must be spaced at least .25 in away from any content. The swoosh should not extend past 2/3 the length and 1/2 the height of the composition.
Variations

The swoosh is a secondary graphic has many variations depending on the document size and needs of the composition.

Color

All colors in the Clinton College palette is available to use in swoosh graphic.
Visual Assets

Aperture

The aperture secondary graphic is used to highlight a focal image or graphic. Consider pairing with a hero shot from the photography catalog.

The aperture is derived from the center of the shield logo where the woven “C” culminates around a black triangle. The aperture graphic replaces the triangle with a background image.
Visual Assets

Size and Proportion

In order to maintain the integrity of supporting graphic elements, please use the correct placement and proportions of the aperture system.

The Clinton College logo must be spaced at least .25 in away from any content. The aperture graphic is set at the bleeds of the composition.

APERTURE OPACITY
set forground opacity between 80-100%

LOGO BLOCK
In horizontal compositions, place logo and title text block in lower fifth of composition.
Variations

The aperture is a secondary graphic has many variations depending on the document size and needs of the composition.

Color

The aperture system must only use the primary gold, maroon, and Rock Hill Gray in the Clinton color palette. The color must match the color order in the shield logo. Set the opacity of the aperture graphic between 80-100%.
Visual Assets

Patterns

Use the approved vector pattern to add depth to your composition.

PATTERN 1

PATTERN 2

PATTERN 3

PATTERN 4
Examples, Do's

**PATTERNED BACKSIDE**
The use of pattern type one adds depth to print.

**USE OF COLOR**
Correct use of color for formal collateral.

**TYPOGRAPHY**
Only approved typography is used (baskervile and Proxima Nova)

**WHITE SPACE**
There is a generous amount of white space/ negative space so that the text is easy to read.
Examples, Do's

**USE OF SWOOSH**
The use of the Swoosh helps to reinforce the Clinton College Brand on the cover.

**USE OF COLOR**
Correct use of extended color palette for casual collateral.

**TYPOGRAPHY**
Only approved typography is used (baskervile and Proxima Nova).

**PHOTOGRAPHY**
Good use of images that follows the photographic style and complements the subject topic.
Examples, Do's

OPEN ADMISSIONS APPLICATION

ALL ARE WELCOME TO APPLY.

please submit the following documents as soon as possible to complete your application:

☐ Completed Application Form
  Clinton College application.

☐ Pay $25.00 application fee
  Students can submit payment online or mail a check to:

☐ Send high school transcript
  Submit your official high school transcript to the Office of Admissions:

Office of Admissions
Clint College
1029 Crawford Rd.
Rock Hill, SC 29730

www.clintoncollege.edu/admissions/apply-online-now/

SUPPORTING GRAPHICS
Key information is highlighted by approved secondary graphic elements.

USE OF COLOR
Correct use of color for admissions collateral.

TYPOGRAPHY
Only approved typography is used (baskerville and Proxima Nova). Type is clear and bold, font weights are skipped for higher contrast.

WHITE SPACE
There is a generous amount of white space / negative space so that the text is easy to read.

USPS BLANK SPACE
A mailable postcard needs to have a .75” toner free margin at the bottom of the backside of the card.
Examples, Don'ts

NEVER USE EMBLISHMENTS
never use emblishments on text such as 3D effects or outline strokes.

TYPOGRAPHY
All External collateral must use approved fonts only. Use high contrast font weights. See section 5 for an approved list of typefaces.

LOGO
The Clinton College Logo must adhere to .25 in margin on all sides. When possible, set the logo to the corners of the composition.

NEGATIVE SPACE
Use larger margins to allow for more negative space in the composition. A good rule of thumb is to use atleast .5” margin.
Examples, Do's

**LOGO**
Center logo in upper 3rd of composition. Use signature logo to conserve space. Follow clear space guidelines.

**HEIRARCHY**
Create hierarchy in text to draw the reader's attention.

**TYPOGRAPHY**
Typography changed to College approved typeface. Skip weights when attempting to bold text.

**WHITE SPACE**
Changed outer margins to 0.5 in on top and sides and 0.25 on bottom. This creates more negative space while making the text more legible.
Examples, Don'ts

LOGO
The Clinton College Logo must adhere to .25 in margin on all sides.

TYPOGRAPHY
All External collateral must use approved fonts only. Use high contrast font weights. See section 5 for an approved list of typefaces.

SMALL CAPS
Never use small caps.

NEGATIVE SPACE
Use larger margins to allow for more negative space in the composition. A good rule of thumb is to use at least .5” margin.
Examples, Do's

**LOGO**
The Clinton College Logo must adhere to .25 in margin on all sides.

**LEFT ALIGNMENT**
align text to the left to strengthen internal grid.

**DRAW ATTENTION**
box out important information such as dates, address, and call to action.

**NEGATIVE SPACE**
Set outer margin to .5 in on top and sides and .25 on bottom. This creates more negative space while making the text more legible.
Examples, Don'ts

**TYPOGRAPHY**
All External collateral must use approved fonts only. Use high contrast font weights. See section 5 for an approved list of typefaces. Avoid low contrast, dark on dark type.

**PHOTOGRAPHY**
Only use approved photography. Avoid the use of stock photography whenever possible.

**COLOR**
Only use college approved color palette. Gold must always match PMS 7403C.

**NEGATIVE SPACE**
Use larger margins to allow for more negative space in the composition. In order to be mailed, USPS requires a .75 in tonor free margin on the bottom backside of postcards.
Examples, Do's

Thinking about enrolling next semester?

APPLY TODAY!

ALL ARE WELCOME TO APPLY.

please submit the following documents as soon as possible to complete your application:

☐ Completed Application Form

Complete your Clinton College application. A login ID and password will be provided for students to check the status of an application submitted.

☐ Pay $25.00 application fee

Students can submit payment online or mail a check to:

Office of Admissions
Clinton College
1029 Crawford Rd.
Rock Hill, SC 29730

☐ Send high school transcript

Submit your official high school transcript to the Office of Admissions. For more information, contact Admissions at 803-327-7402 ext. 8166

Office of Admissions
Clinton College
1029 Crawford Rd.
Rock Hill, SC 29730

www.clintoncollege.edu/admissions/apply-online-now/

PHOTOGRAPHY

Use images of our students. Crop image for best use in its intended purpose.

HEIRARCHY

Use a secondary graphic element to create hierarchy of text and image. Take advantage of negative space.

TYPOGRAPHY

Only use approved typefaces found in section five. Left align text so that it is easy to read.

RETURN ADDRESS

Set the return address as shown.

INFORM YOUR AUDIENCE

Provide relevant information on the back of the postcard. Include a call to action.

USPS SPACE

Leave at least .75 in of white space at the bottom of the backside of USPS requires that space so that they can scan and mail card.
Brand in Action

Experience What It Means To Be #ClintonMade

The Beacon Center
A REALITY

AIMING HIGHER:
The Beacon Center will transform the physical campus. This LEED certified silver building will be a gymnasium, with a wellness center. It will serve as a connector to the College's new Library (built in 2004), on vacant land. A central courtyard designed for student/faculty programs. The "U" shaped structure is sited adjacent to the College's new Library, so that is highly visible from Heckle Boulevard.

LOCATION, LOCATION, LOCATION

The Complex is sited adjacent to the College's new Library, so that is highly visible from Heckle Boulevard. The new building is a multifunctional structure housing facilities, and move the college more aggressively into the competitive world of 21st Century of higher education. It will provide a much needed upgrade to the current investment of $15,000,000 in the 63,000 S.F. building environment of the Clinton College Campus. The Beacon Center will transform the campus.

This LEED certified silver building will be a gymnasium, with a wellness center.

The 62,000 sq. ft. "Beacon Center" will house classrooms, science laboratories, administrative offices, an auditorium, and the general community of Rock Hill.

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LOCATION, LOCATION, LOCATION

The College is now engaged in a new capital campaign to raise funds for the new Beacon Center. Alumni, friends, businesses, and foundations will be asked to contribute to this exciting project. Early donors of $50,000 or more to the project will be invited to a special groundbreaking ceremony on campus. If you are ready to help make the Beacon Center a reality, contact:

Mr. Raymond Corley, Vice President Institutional Advancement
803.327.7402, ext. 238  |  rcorley@clintoncollege.edu

HOW YOU CAN HELP

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SECTION NINE

Editorial
Editorial Standards

EDITORIAL STYLE

Clinton College uses the Associated Press stylebook with select exceptions. Those exceptions, along with other commonly asked questions regarding editorial style, are noted below. For more information, contact the Office of Communications.

Degrees—Other than in lists and business cards, do not follow a name with “letter” degrees. Establish credentials in the body of copy, if necessary: “John Doe earned a master’s degree in nursing from The Ohio State University.”

Academic Programs—“Program” is capitalized if it is part of the official name of the program:

• the Study Abroad Program
• the Honors Program

Acronyms—Readily understood and approved acronyms are acceptable on subsequent reference, HBCU, AME Zion, TRiO, SC, etc.), but in general, avoid alphabet soup and do not place these readily understood acronyms in parentheses after a first reference. However, do place acronyms that your audience would not quickly recognize in parentheses after the first reference. Offices, institutes, foundations, associations, departments, etc., can often be shortened in subsequent references as “the office,” “the foundation,” etc. These shortened references should not be capitalized.

Addresses—Spell out all generic parts of street names (avenue, north, road) when no specific address is given. When a number is used, abbreviate avenue (Ave.), boulevard (Blvd.), street (St.) and directional parts of street names.

Bullet Points—Make bullet points consistent in structure: All should be full sentences or fragments, not a combination of both. However, if you have two sets of bullet points in a document, you do not need to make them consistent with each other — just within themselves. Punctuate bullets consistently. That is, if one bullet ends with a period, end all with a period, following these rules:

• If all bullets are sentences, end each one with a period or question mark.
• If all bullets are phrases or fragments, use no end punctuation. Avoid using semicolons between bullets.

Campus—Campus is capitalized when preceded by Clinton College

• Clinton College Campus

Capitalization—Capitalize formal names: the South Carolina Historically Black Colleges and Universities Economic Impact and Competitiveness Conference. Lowercase informal references: the college, the business school, the department, the section, etc. Email addresses and websites should be lowercase.

Clinton College—Is the enterprise consisting of five degree paths. Always use “Clinton College” on first reference. Refer to as “Clinton” or “CC” on second and subsequent references. Informal references such as “the college” are acceptable. Never use “Clinton Junior
Commas in a Series—Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: The flag is red, white and blue. He would nominate Tom, Dick or Harry. Put a comma before the concluding conjunction in a series, however, if an integral element of the series requires a conjunction: I had orange juice, toast, and ham and eggs for breakfast.

The comma may be omitted after short introductory phrases if no ambiguity would result: During the night he heard many noises. But use the comma if its omission would slow comprehension: On the street below, the curious gathered.

Compound Modifiers—When a compound modifier precedes a noun, use hyphens to link all the words in the compound except the adverb “very” and all adverbs that end in -ly:

- a first-quarter touchdown
- a bluish-green dress
- a full-time job
- a well-known man
- a know-it-all attitude
- a very good time
- an easily remembered rule.

But when a modifier that would be hyphenated before a noun occurs instead after a form of the verb “to be,” the hyphen usually must be retained to avoid confusion:

- The man is well-known.
- The woman is quick-witted.
- The children are soft-spoken.
- The play is second-rate.
- All our employees are full-time.

Courtesy Titles—The only courtesy titles used are “Dr.” and formal titles, such as “President” or “Provost,” and then only on first reference. “Mr.,” “Mrs.,” “Miss” and “Ms.” are not used. The courtesy title “Dr.” is used for any kind of doctor (MD, PhD, DMD, EdD, etc.), an exception to Associated Press style. The title precedes the full name in the first reference but is not used on subsequent references. Examples:

- Dr. John Smith has been named director of the African Methodist Episcopal Zion Church Board of Bishops. Smith, a 1988 graduate of Clinton College.
Editorial Standards

- Dr. Mary Smith has been named chair of the National Society of Dentists. Smith, a 1988 graduate of The Natural Sciences Program at Clinton College.

- Clinton College President John Smith has been named chair of the National Society of Educators. Smith, who earned a doctorate in education from the University of ....

- Jane Williams has been named chair of the National Society of Wordsmiths. Williams, who earned a bachelor’s degree in journalism...

**Dates**—Use Arabic figures, without st, nd, rd or th.

**Dates in Body Text**—AP style is “event time date place”:

The Jazz Extravaganza will be held at 7 p.m. on Saturday, Oct. 31, 2015, in the Maxwell Theatre.

**Degrees and Fellowships**—Clinton College style does not place periods in “letter” degrees or fellowship acronyms.

**NOTE:** Other than in lists and business cards, do not follow a name with “letter” degrees. Establish credentials in the body of copy, if necessary: “John Doe earned a master’s degree in nursing from The Ohio State University.”

**Departments, Divisions and Sections**—When referring to a specific department or section, capitalize it.

Examples:

- Department of Natural Sciences
- Section of Pediatric Cardiology
- Department of Art
- Art Department (an exception to AP style)

- Dr. John Smith, professor of natural sciences, said .... (job title after the name)

- Dr. John Smith, professor in the Department of Natural Sciences, said .... (department name used, not part of his title)

**Event Programs** (lists in)—(Ex: Distinguished Alumni Ceremony program):

- Jack Jones, AIA
- Angela Williams, MD, PhD

**First Names**—First names are acceptable on every reference for children (age 18 and younger). The same is occasionally true of adults referred to in feature stories. The tone of the story should dictate first-name usage in these cases. When in doubt, use last names on second and subsequent references.

**Nicknames**—Use as part of a first reference only if subject prefers it and is commonly called by it. If preference is unclear, use formal name (William rather than Bill).

**Numerals**—Spell out one through nine and first through ninth; starting with 10 and 10th, use figures. Exceptions: Always use figures for ages (“She is 2 years old”) and percentages (“9 percent”), and spell out a numeral at the beginning of a sentence (“Twelve committee members attended...”)
Editorial Standards

**Temporary Titles**—The title-holder’s preference applies: interim or acting.

**Tenses**—Articles should be written in the past tense, except for occasional feature articles that may be written in the present tense, depending on the tone of the story. The tense should be consistent throughout the article. (Example of present tense: “CLinton College is a great place to work,” says John Doe, vice president in the Department of Wordsmithing.)

Headlines and photo captions are written in the present tense.

**Titles— Academic and General**— When a formal job title appears before a person’s name, capitalize it.

When it appears after a person’s name or alone, do not capitalize it.

Examples:

- President Mary Smith said ....

- Dr. Mary Smith, president of Clinton College, said ....

- John Smith, vice president for marketing and communications, said .... (This is his job title; therefore, “marketing and communications” is lowercase.)

- John Smith has been named vice president for communications and marketing at Clinton College. (Again, “vice president for communications and marketing” is his job title; therefore, “marketing and communications” is lowercase.)

- John Smith holds the position of vice president in the Office of Communications and Marketing at Clinton College (“Office of Communications and Marketing” is not being used as part of his job title; therefore, it is capitalized.)

- Dr. Mary Smith, professor of history, said.

- Dr. Mary Smith, professor in the Department of Religious Studies ....

- President John Smith said ....

- Dr. John Smith, President of Clinton College, said .... (The name of the college will always be capitalized.)

- Vice President for Enrollment and Student Affairs Mary Smith, said ....

- Dr. Mary Smith, vice president for enrollment and student affairs, said .... (This is her job title; therefore, “enrollment and student affairs” is lowercase. However, Dr. Mary Smith holds the position of vice president in the Office of Student Affairs.)

**Capitalized and spell out formal titles such as professor or dean when they precede a name. Lowercase elsewhere.**

Examples:

- Professor Mary Smith said ....

- Dr. Mary Smith, professor emeritus of theology, said ....
Editorial Standards

- Dr. Mary Smith, professor emeritus in the Department of Religious Studies, said ....

Titles following names in lists or on business cards are capitalized.

**Presidential Signature**—The presidential signature is the only exception any guidelines previously stated.

Lester A. McCorn, PhD
Acting President, Clinton College

**Web Addresses**—When placing a web address on promotional material, such as posters, verify that the address works. If the address works without the use of the protocol “http://” do not use it. Always use the abbreviation for World Wide Web (www). Example: The web address for Clinton College is written www.clintoncollege.edu (an exception to Associated Press style). If a web address occurs at the end of a sentence, end punctuation is used. All urls should be lowercase.

**BOILERPLATE**

Clinton College is South Carolina’s innovation center for education, training the next generation of innovators, leaders and professionals in classrooms and labs. Groundbreaking research at Clinton is dedicated to improving and enriching the human experience as we seek to create a diverse, more prosperous nation. Nearly 200 students choose Clinton for experiential learning that blends arts and application, humanity and the natural sciences. Clinton is home to the Rock Hill’s oldest institution of higher education, where an intimate learning environment educate students to be a beacon of light for tomorrow. Learn more at www.clintoncollege.edu