KING'S COLLEGE
WILKES-BARRE • PENNSYLVANIA

ACADEMIC BRAND GUIDELINES



INTRODUCTION

This document serves as a guide to ensure that the King's College academic brand is consistently applied across all communication platforms—from newsletters, website, and social media, to clothing, keepsakes, and decals.

This is *your* brand. Respect and protect it.

For additional information please contact:

King's College Office of College Marketing and Communications (OCMC)
Administration Building, Office 610
Phone: (570) 208-5900 • Email: marcomm@kings.edu • www.kings.edu/marcomm

DIGITAL FILE REQUESTS

The OCMC at King's College can provide you with the correct file(s) of the Mission Mark or Academic Seal for your project. Please email marcomm@kings.edu with your request or submit a project request form at www.kings.edu/marcomm.

The following information must accompany the request:

- **Project type** (web, print, promotional material, etc)
- **Number of colors** (applies to print and promotional items only)
- **Transparent or solid color background** - if choosing solid color, please include the hex code in your request (applies to web applications only)
- **Proof of layout -** If a rough draft or proof of the project already exists then a PDF must be provided and a description of how the logos are intended to be used.
- **Final proof approval** - The OCMC must approve final usage of the logos. If approval has not been satisfied with "Proof of Layout" then a Final Proof may be required.
- **Third party information** - If you are working with a vendor to produce your project and require the OCMC to provide files directly to them, then the following information is required:
    - **PO or Job number**
    - **Representative contact information**
    - **Date of material needed**

Please allow 2-5 business days for your request.

MISSION MARK

The Mission Mark is used on the College's website, institutional publications, and digital materials but does not replace the traditional seal of King's College.

The Cross

The cross symbolizes King's Catholic and Holy Cross mission and the deeply rooted belief that, like Christ, all people are called to empty themselves in love for others.

The Anchors

The anchors are a symbol of hope. Hope is fostered and strengthened in King's students through volunteerism and service so when they graduate and go out into the world, they are inspired to serve others in tangible and meaningful ways wherever they may go.

The Crown

The crown is a symbol of the royal authority of Christ, the King. The crown also symbolizes our responsibility to work to extend the reign of Christ in the world.

The Shield

A recognized mark of excellence and stature in higher education, the shield holds the elements of the identity together as one form. It also symbolizes refuge and protection, which help convey the sense that King's is a place where students engage freely in academic inquiry and explore deep intellectual questions with the support of those around them.

Typography

The Mission Mark's typography consists of two display typefaces: Garamond and Gill Sans.

Garamond Semibold
A deep black serif font that suggests the College's connection to the region's coal mining heritage.

Gill Sans Semibold
A sans serif typeface used as a secondary supporting font for the "TRANSFORMATION. COMMUNITY. *HOLY CROSS.*" supporting line in the lockup.



Please note: The Mission Mark is a graphic image. No alterations or substitution of fonts is permitted.

MISSION MARK FORMATS

This mark consists of three elements: The words King's College, The tag "Transformation. Community. *Holy Cross*." and the Shield with Cross, Anchors, and Crown. An alternate version uses "Wilkes-Barre • Pennsylvania" in place of the standard tag. Figures 1, 2, and 3 are the official versions of the Mission Mark.

Fig. 1 Mission Mark Standard Logo

Version A.



Version B.



Fig. 2 Header Logo

Version A.



Version B.



Fig. 3 Stacked Logo

Version A.



Version B.



SIZE RESTRICTIONS

There is a minimum size restriction for use of the Mission Mark Standard, Header, and Stacked Logos, as illustrated in figures 4, 5, and 6. As the size of the logos decreases, the legibility of the tag becomes more difficult. In some instances, such as use on smaller items or screen printed clothing, it may be necessary to exclude the tag. This requires a revised version of the logo with the text adjusted to compensate and is available from the OCMC. No one other than the OCMC should attempt to remove the tag.

There is no maximum size restriction. Care should be taken when resizing to ensure that the logo is scaled proportionally.

Fig. 4 Minimum size

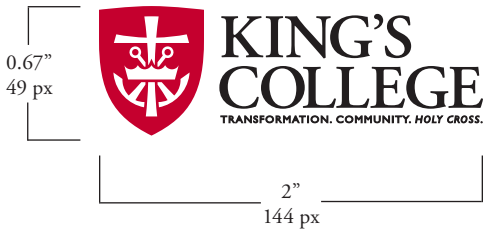
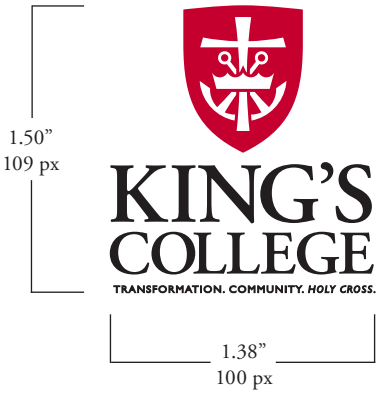


Fig. 5 Minimum size



Fig. 6 Minimum size



MISSION MARK COLORS

The Mission Mark consists of three colors: Pantone 200C, Process White, and Process Black.

Fig. 7

Shield
PANTONE 200C
C=0, M=100, Y=79, K=20
R=186, G=12, B=47
HEX BA0C2F

Cross, Anchors, and Crown
Process White
C=0, M=0, Y=0, K=0
R=255, G=255, B=255
HEX FFFFFF

Text
Process Black
C=1, M=1, Y=1, K=100
R=0, G=0, B=0
HEX 000000



When full color printing is not an option, a two color, black and white version of the logo should be used. Use of a grayscale copy of the full color logo is not permitted.

Fig. 8





COLOR USAGE AND RESTRICTIONS

Figures 9 through 11 represent the different color combinations possible using the Mission Mark and their corresponding background color requirements. These same requirements also apply to the Header and Stacked versions of the logo.

Fig. 9

Three-Color Logo

Red, White, and Black
(For use on light-colored backgrounds)



Fig. 10

Two-Color Options

Red and White
(For use on light-colored backgrounds)



Black and White
(For use on light-colored backgrounds)



White and Red
(For use on dark-colored backgrounds)



White and Black
(For use on dark-colored backgrounds)



Fig. 11

One-Color Options

Black
(For use on white, light gray, or yellow backgrounds ONLY)



Red
(For use on white, light gray, or yellow backgrounds ONLY)



White
(For use on black, red, or dark gray backgrounds ONLY)



INCORRECT COLOR USAGE

The following are just a few examples of improper color usage. *(Please refer to correct color use guide on pages 4 and 5)*



















Note: While the colors are correct, the one-color white version of the logo works best on this color substrate



Note: The one-color version of the logo is only permissible on certain substrate colors as seen in figure 11

INCORRECT FORMAT USAGE

The following are just a few examples of improper format usage. *(Please refer to Mission Mark Formats on pages 2 and 3)*









Note: Exceeds minimum size restriction











Use of the Shield by itself does not represent the brand, and is strictly prohibited. The identifying mark KING'S COLLEGE must accompany the Shield. Refer to pages 1-3 of this document for the proper use of the Mission Mark.

DEPARTMENT LOGOS

Figures 12 through 14 illustrate the proper format for college offices, majors and academic departments or clubs. The logos are subject to the same color, size, and format requirements as the standard Mission Mark Logo. Logos are available upon request from the OCMC. Departments should never take it upon themselves to create a logo.

Fig. 12 Standard Logo



Fig. 13 Header Logo



Fig.14 Stacked Logo



ACADEMIC STATIONARY

The following is the official King's College academic stationary package. All stationary is produced through the King's College print shop. Contact printshop@kings.edu for information on how to place an order.

Letterhead

.44"

KING'S COLLEGE
TRANSFORMATION. COMMUNITY. HOLY CROSS.

.44"

Business Card

KING'S COLLEGE
TRANSFORMATION. COMMUNITY. HOLY CROSS.

Name
Title
Department

o: 555.555.5555 • c: 555.555.5555 • f: 555.555.5555
Email: name@kings.edu

133 North River St. • Wilkes-Barre, PA 18711 kings.edu

#10 Envelope

.25"

KING'S COLLEGE
TRANSFORMATION. COMMUNITY. HOLY CROSS.
133 North River St. • Wilkes-Barre, PA 18711

.37"

133 North River Street • Wilkes-Barre • Pennsylvania 18711

ACADEMIC SEAL

The King's College Seal is reserved **only** for use on official academic materials. Acceptable uses include, but are not limited to, diplomas and other commencement materials, collegiate/scholarship certificates, and correspondence from the president of King's College. The Mission Mark or Athletic Marks should be used in all other instances. Use of the seal is only permissible with consent from the OCMC.

Since the College bears the name and is dedicated to Christ the King, the emblems associated with the Divine Ruler form the central motif of that portion of the seal devoted to the coats of arms.

The Cross and Anchors

The chief (upper compartment) displays the coat of arms of the Congregation of Holy Cross which founded and sponsors the College. The red field, the liturgical color of Charity, has been chosen to indicate the great love of Christ the King for the human race.

The Sceptre and Crowns

The regal sceptre with a mound at the top is a symbol of His divine power. This figure is accentuated by the three crowns to represent the triple Kingship of Christ: Potestas Ministerii (ministerial power), Potestas Magisterii (magisterial power), Potestas Legislativa (legislative power). The tincture chosen is gold, a precious metal associated with royalty, but the crowns are simple and not ornate to emphasize the humility of Jesus Christ the King.

The Comet

The comet with the thirteen streamers is taken directly from the coat of arms of Leo XIII, the Champion of Labor, the emphasize the dignity of the laboring classes. This illustrious pontiff in his encyclical "Rerum Novarum" explained the rights and duties of Labor in accordance with the rules laid down by Christ the Teacher (Potestas Magisterii) and Legislator (Potestas Legislativa).

Latin Motto – "Oportet Eum Regnare"

"It is fitting that He should reign."



<u>Please note</u>: The King's College Seal is a graphic image. No alterations or substitution of fonts is permitted.

ACADEMIC SEAL FORMATS

The following depict the official versions of the seal used by the college. Alterations are not are permitted.

Fig. 15 King's College English Seal

Fig. 16 King's College Latin Seal

a. **Full (Four) Color**





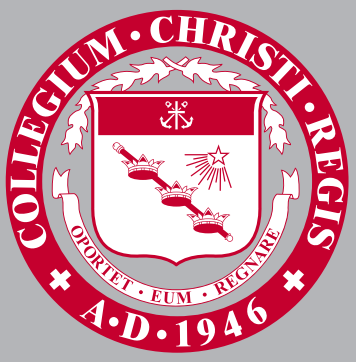
b. **Two Color Black and White**





c. **Two Color Red and White**





d. **One Color White**





ACADEMIC SEAL COLORS

The Academic Seal consists of four colors: Pantone 200C, Pantone 466C, Process White, and Process Black.

Fig. 17

Red
PANTONE 200C
C=0, M=100, Y=79, K=20
R=186, G=12, B=47
HEX BA0C2F

Gold
PANTONE 466C
C=0, M=14, Y=40, K=22
R=198, G=170, B=118
HEX C6AA76

White
Process White
C=0, M=0, Y=0, K=0
R=255, G=255, B=255
HEX FFFFFF

Black
Process Black
C=1, M=1, Y=1, K=100
R=0, G=0, B=0
HEX 000000



INCORRECT COLOR USAGE

The following are just a few examples of improper color usage. *(Please refer to correct color use guide on page 12)*







INCORRECT FORMAT USAGE

The following are just a few examples of improper format usage. *(Please refer to Academic Seal Formats on page 11)*













KING'S COLLEGE

TRANSFORMATION. COMMUNITY. *HOLY CROSS.*

133 North River St. • Wilkes-Barre, PA • 18711