

KING'S COLLEGE
WILKES-BARRE • PENNSYLVANIA

ACADEMIC AND ATHLETIC BRAND GUIDELINES



INTRODUCTION

This document serves as a guide to ensure that the King's College academic and athletic brands are consistently applied across all communication platforms—from newsletters, website and social media, to clothing, uniforms and decals. We take pride in our academics and teams and they, in return, take pride in the brand they help to build year after year.

This is your brand. Respect and protect it.

For additional information please contact:

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

DIGITAL FILE REQUESTS

The Office of Marketing and Communications at King's College can provide you with the correct file(s) of the Mission Mark, Athletic Marks or Academic Seal for your project. Please email marketing@kings.edu with your request.

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 Office of Marketing and Communications 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 Office of Marketing and Communications 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 (ACADEMIC 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 and Anchors. And 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. Alterations are not are permitted.

Fig. 1 **Mission Mark Standard Logo**
This mark is to have preference with use, whenever it is possible, to identify King’s College.



Fig. 2 **Header Logo**



Fig. 3 **Stacked Logo**



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.

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

Fig. 4

Minimum size

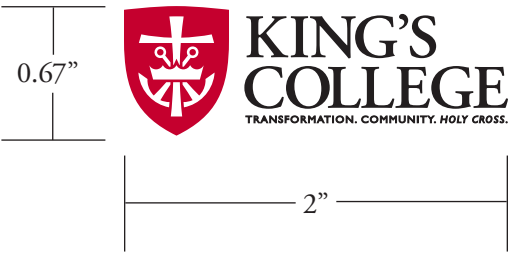


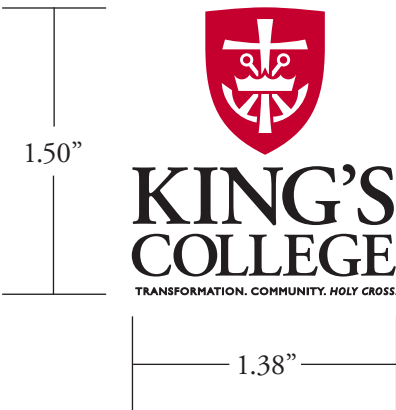
Fig. 5

Minimum size



Fig. 6

Minimum size




MISSION MARK COLORS

The Mission Mark consists of three colors: White, Black, and C=0, M=100, Y=79, K=20 Red (which equates to solid coated PMS 200C). In most cases, the CMYK mix should be used.

Fig. 7

Shield


PMS 200C Red



Formula
C=0
M=100
Y=79
K=20

Cross and Anchor


Process White



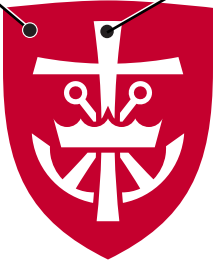
Formula
C=0
M=0
Y=0
K=0

Text

Process Black



Formula
C=1
M=1
Y=1
K=100



**KING'S
COLLEGE**
TRANSFORMATION. COMMUNITY. HOLY CROSS.

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



**KING'S
COLLEGE**
TRANSFORMATION. COMMUNITY. HOLY CROSS.





**KING'S
COLLEGE**
TRANSFORMATION. COMMUNITY. HOLY CROSS.



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 beholden to the same color, size and format requirements as the standard Mission Mark Logo. Logos are available upon request from the Office of Marketing and Communications. Departments should never take it upon themselves to create a logo.

Fig. 12 Standard Logo



Fig. 13 Header Logo

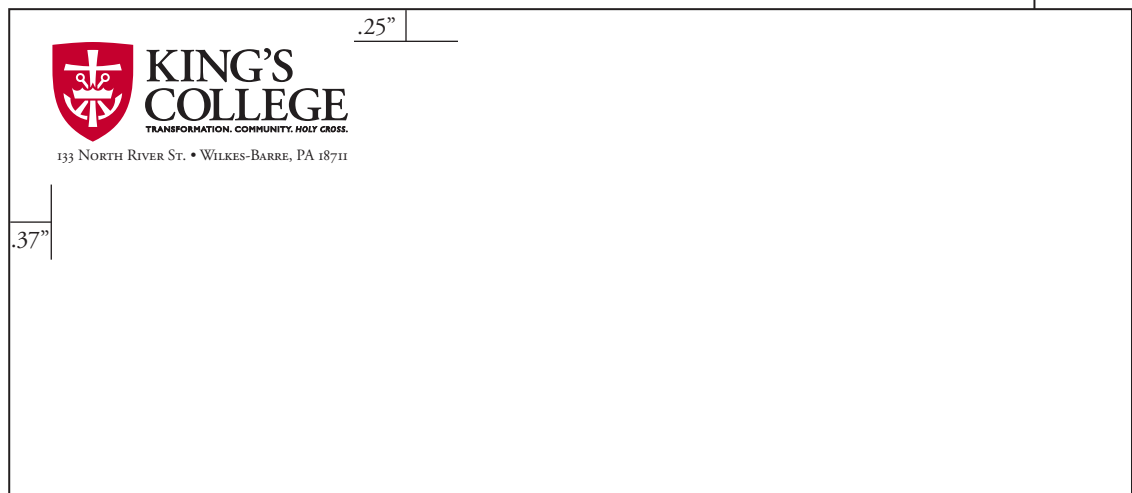


Fig. 14 Stacked Logo



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.

#10 Envelope



G

OFFICIAL COLLEGE EMAIL SIGNATURE

The King's College email signature is a graphic image produced by The Office of Marketing and Communications in conjunction with the King's College Printshop. You can request the email signature by contacting printshop@kings.edu.



ATHLETIC MARKS

Leo

This image is a stylized representation of the King's College mascot, Leo the Lion. In the first years of the College, the football team took the name the "Lions" based on the analogy between Christ the King, and the lion as king of the jungle. The lion mascot was eventually named Leo. Originally depicted as the "Leaning Leo" in the College Yearbook, the *Regis*, the iconic sculpture of Leo stands boldly in O'Connor Park.

Typography

King's Athletics typography consists of three display typefaces: Choplin, Galano Grotesque and Helvetica Neue.

Choplin Extra Bold

A slab serif typeface, has been selected for the "King's" and "Monarchs" nameplates. While available in several weights, Extra Bold was chosen for primary use by King's Athletics due to its prominent and eye-catching appearance. Although based on Choplin, the logo text has been slightly modified for use in the branding marks. As such, the words KING'S and MONARCHS used in the lockups must be a fixed art file. No attempt to reproduce and set the font is permitted.

Galano Grotesque Bold

A sans serif typeface used as a secondary supporting font for the "KING'S COLLEGE • WILKES-BARRE, PA" supporting line in the lockup.

Helvetica Neue 93 Black Extended

A sans serif typeface used as a tertiary supporting font for the names of college athletics teams, departments, and clubs.

These fonts should be used in all King's Athletics display applications. Alternate fonts dilute our athletics brand. Adherence to these typefaces will help create a consistent and strong identity for King's Athletics.



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

PRIMARY ATHLETIC MARK FORMATS

The following represent the official versions of the athletic logos used by the college. The KING'S and MONARCHS Leo logos are to include the tag "King's College • Wilkes-Barre, PA," (Figures 15 and 16). The Horizontal Leo Logo should include only "Wilkes-Barre • Pennsylvania," (Figure 17). No alterations are permitted.

Fig. 15 Athletic KING'S Leo Logo



Fig. 16 Athletic MONARCHS Leo Logo



Please Note: The Athletic KING'S and MONARCHS marks are to have preference with use, whenever it is possible, to identify King's College.

Fig. 17 Athletic Horizontal Leo Logo



Fig. 18 Athletic Leo Head Only Logo



Fig. 19 Athletic Block K Logo



PRIMARY ATHLETIC TEXT FORMATS

Figures 20 through 23 represent the official versions of the athletic text lockups used by the college. No alterations are permitted.

Fig. 20 KING'S COLLEGE Horizontal Text Lockup

KING'S COLLEGE

Fig. 21 MONARCHS Text Lockup

MONARCHS

Fig. 22 KING'S Text Lockup

KING'S

Fig. 23 KING'S COLLEGE Stacked Text Lockup

**KING'S
COLLEGE**

SIZE RESTRICTIONS

There is a minimum size restriction for use of the Athletic Logos, as illustrated in figures 24, 25 and 26. 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 omit the tag, which requires a separate lockup design with the border adjusted to compensate. This altered logo is available from the Office of Marketing and Communications. Simply removing the tag from the existing logo is strictly prohibited.

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

Fig. 24

Minimum size

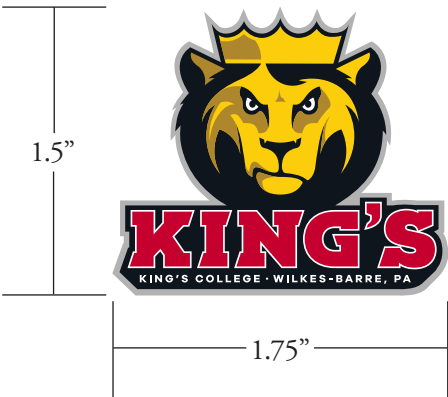


Fig. 25

Minimum size

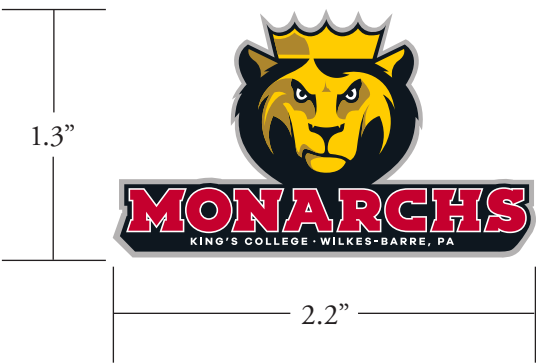
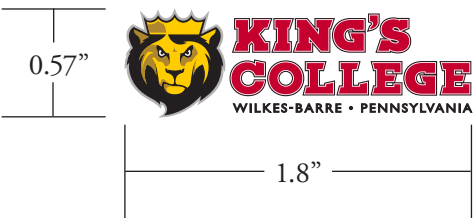


Fig. 26

Minimum size



ATHLETIC MARK COLORS

The King’s Athletics color palette consists of two institutional colors, two secondary accent colors, and black and white. When used in any of the Athletic marks, these colors are used at 100% density. These colors define the mark as being the unique and ownable domain of King’s Athletics.

Fig. 27

PMS 116C
C=0, M=12, Y=100, K=0
HEX FFCD00


PMS 118C
C=0, M=28, Y=100, K=30
HEX AC8400

Process White
C=0, M=0, Y=0, K=0
HEX FFFFFFFF

PMS COOL GRAY 5C
C=7, M=5, Y=5, K=27
HEX B1B3B3

PMS 200C
C=0, M=100, Y=79, K=20
HEX BA0C2F

PANTONE BLACK 6C
C=100, M=79, Y=44, K=100
HEX 000000



The diagram illustrates the color palette for the King's College Athletics logo. On the right, a large portion of the logo is visible, featuring a stylized lion's head in yellow and brown, wearing a crown, and the word 'KING' in large red letters with white outlines. Below this, the text 'KING'S COLLEGE • W' is partially visible. On the left, six color swatches are listed with their corresponding color names, CMYK values, and HEX codes. Lines connect each swatch to a specific part of the logo: the yellow swatch points to the lion's face, the brown swatch points to the lion's mane, the white swatch points to the lion's eye, the gray swatch points to the lion's ear, the red swatch points to the letter 'K' in 'KING', and the black swatch points to the text 'KING'S COLLEGE • W'.

15

SECONDARY ATHLETIC MARK FORMATS

The following logos remove the “King’s College • Wilkes-Barre, PA” text in favor of the sport, club or department name. It is important to note that the “S” is removed from the MONARCH logo when the sport, club or department name is added. For illustration purposes, Basketball will be used as an example.

Fig. 28 KING’S Leo Sport Logo



Fig. 29 MONARCH Leo Sport Logo



SECONDARY ATHLETIC TEXT FORMATS

The secondary text lockups add the name of the sport, club or department below the standard lockup. It is important to note that the “S” is removed from the MONARCH logo when the sport, club or department name is added. For illustration purposes, Basketball will be used as an example. Other color options are available upon request.

Fig. 30 KING’S COLLEGE Sport Text Lockups



Fig. 31 MONARCH Standard Sport Text Lockups



Fig. 32 MONARCH Arched Sport Text Lockups Ver. 1



Fig. 33 MONARCH Arched Sport Text Lockups Ver. 2



Fig. 34 KING’S Standard Sport Text Lockups



Fig. 35 KING’S Arched Sport Text Lockups



COLOR USAGE AND RESTRICTIONS (ATHLETIC MARK)

It is encouraged to use the full six-color lockup of the primary and secondary Athletic marks. However, this is not always possible, particularly when there are budget or print vendor constraints. The three color version will work best when it is possible to take advantage of the substrate color where that color would exist in the full-color logo, as seen in figure 36. This is only permissible when the substrate colors are red, black or yellow.

Fig. 36 Three-Color Options for Red, Black or Yellow Substrates

a. PMS 6C, PMS 116C and White

b. PMS 200C, PMS 116C and White

c. PMS 200C, PMS 6C and White



Figure 37 illustrates the different color combinations possible using the positive two-color version of the athletic mark for light-colored underlying layers. The colors used should be the same Pantone or CMYK mixes used for the full color logo. It is important to note the difference in the shape of the crown on the positive version of the logo.

Fig. 37 Two-Color (Positive) Options for Light Substrates

a. PMS 6C and White

b. PMS 6C and PMS 116C

c. PMS 200C and White

d. PMS 200C and PMS 116C



Figure 38 illustrates the different color combinations possible using the reversed two-color version of the athletic mark.

Fig. 38 Two-Color (Reversed) Options for Dark Substrates

a. PMS 6C and White

b. PMS 6C and PMS 116C

c. PMS 200C and White

d. PMS 200C and PMS 116C



A one-color version of the logo exists and will mostly apply to silk screening, pad printing or vinyl cut images. However, the one-color version of the logo is only acceptable on substrates that are tints or shades of colors present in the full-color logo, i.e. red, yellow, white, black and gray. Figures 39 and 40 show examples of the different options for each color logo. Exceptions may be necessary, depending on the brightness of the substrate color.

Fig. 39 One-Color (Positive) Options for White, Yellow or Light Gray Substrates



Fig. 40 One-Color (Reversed) Options for Red, Black or Dark Gray Substrates



COLOR USAGE AND RESTRICTIONS (ATHLETIC TEXT)

It is encouraged to use the full, three-color lockup of the primary and secondary Athletic text marks. However, one and two-color options are available when this is not possible. The two-color variants are depicted in figure 41 below. These are usable on any substrate color.

Fig. 41 Two-Color Options



The one-color variants depicted in figure 42 are subject to the same color restrictions as the logos in figures 39 and 40. The variants depicted in figure 43 are usable on any appropriate color background.

Fig. 42 One-Color Options With Stroke



Fig. 43 One-Color Options Without Stroke



INCORRECT COLOR USAGE

The following are just a few examples of improper color usage. *(Please refer to correct color use guide on pages 15, 18 and 19)*



INCORRECT FORMAT USAGE

The following are just a few examples of improper format usage. (Please refer to the Athletic Mark and Athletic Text Formats on pages 12, 13, 16 and 17)



Note: The logo should always be displayed in full. However, exceptions are made if the full logo is displayed nearby.



Note: Incorrect shape of the crown



Use of the previous "Leaning Leo" or "Block K" logos is strictly prohibited. These logos have been retired and no longer represent the college.

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 Office of Marketing and Communications.

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."



Please note: 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.

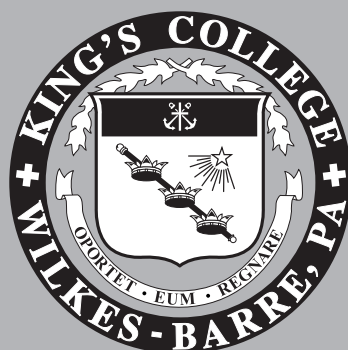
Fig. 44 King's College English Seal

Fig. 45 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





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