

Graphic Standards Manual

A graphic identity program helps an organization distinguish its print publications and electronic media from those of other institutions by conveying a look that is easily recognizable, particularly among sets of materials destined for the same audience. When such graphic elements as symbols, typefaces and colors are coordinated in a consistent manner, they convey a unified, “family” image and enhance an organization’s ability to communicate effectively with its publics.

However, since different audiences have varying needs, and design is a creative endeavor in which visual surprise and appropriateness to audience play an important role, uniform graphic standards, when carried to an extreme, can also hamper creativity and result in a look that is too uniform to be effective or to hold its appeal over time. Accordingly, Pomona College’s graphic standards are not intended to apply equally to all types of visual design or to prescribe all aspects of a look, but rather, to ensure that the use of certain unifying elements is coordinated in such a way as to create a clear “family” look within sets of materials destined for the same general audience, as well as a coordinated look between all sets of College materials. For example, all publications designed to be sent to prospective students or their families should meet a specific set of graphic standards. Publications designed to promote events with the general public should meet a slightly less stringent set of standards. And publications with their own specific identity, such as periodicals or Campaign publications, should still fit within the broadest definition of Pomona’s graphic standards while possessing special, individual elements.

This Graphic Standards Manual has been developed as a guide for members of the Pomona College community who produce College communications. It includes recommended typefaces and approved versions of the College mark, design guidelines for a range of materials; and a glossary of frequently used publishing terms and proofreading marks. To assist those engaged in producing printed or electronic materials on behalf of the College, this site also offers downloadable graphics and a number of templates in Quark XPress and PageMaker for print publications, and in HTML format for Web pages.

Offices planning to produce a printed piece or Web site designed to market the institution, a program or an event to external audiences should consult the Public Affairs Office for design assistance and suggestions prior to the completion of a design. In many cases, the Public Affairs Office can offer assistance or helpful suggestions.

All questions relating to the Pomona College graphic identity program and the production of publications should be addressed to the Office of Public Affairs, 247 Alexander Hall, Pomona College.

Recommended Typefaces

The Galliard (serif) and Arial (sans-serif) typefaces are highly recommended for use as primary fonts in all publications destined for outside audiences. In Web sites, Times New Roman is recommended in place of Galliard. The screen versions of these fonts are available for download from this site, and the printing fonts are widely available for both Macintosh and PC platforms. Contact the Public Affairs Office if you need to obtain these printing fonts.

PRIMARY SERIF FONT (PRINT)

Galliard
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
Abcdefghijklmnopqrstuvwx**yz** 1234567890

Galliard Italic
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
*Abcdefghijklmnopqrstuvwx**yz** 1234567890*

Galliard Bold
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
Abcdefghijklmnopqrstuvwxyz** 1234567890**

Galliard Bold Italic
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
Abcdefghijklmnopqrstuvwx**yz** 1234567890

PRIMARY SANS-SERIF FONT (PRINT & WEB)

Arial
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
Abcdefghijklmnopqrstuvwx**yz** 1234567890

Arial Italic
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
*Abcdefghijklmnopqrstuvwx**yz** 1234567890*

Arial Bold
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
Abcdefghijklmnopqrstuvwxyz** 1234567890**

Arial Bold Italic
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
Abcdefghijklmnopqrstuvwx**yz** 1234567890

Arial Black
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
Abcdefghijklmnopqrstuvwxyz****
1234567890

PRIMARY SERIF FONT (WEB)

Times New Roman
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
Abcdefghijklmnopqrstuvwx**yz** 1234567890

Times New Roman Italic
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
*Abcdefghijklmnopqrstuvwx**yz** 1234567890*

Times New Roman Bold
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
Abcdefghijklmnopqrstuvwxyz** 1234567890**

Times New Roman Bold Italic
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
Abcdefghijklmnopqrstuvwx**yz** 1234567890

The College Mark

The College mark, adopted by the College in 1988, is the identifying symbol for most official College graphic communications. Its form cannot be altered, and it may be reproduced only in its single-color or four-color process versions (see color guidelines below). EPS and JPEG files of these two versions of the mark are available for download from this site.

The EPS versions of the mark may be enlarged or reduced in size, but can only be used in the colors in which they are offered (4-color process and black). The JPEG versions of the mark may not be enlarged, but may be reduced in size. The black JPEG version can be converted to an appropriate spot color when used in a pagination software like Quark XPress or PageMaker.

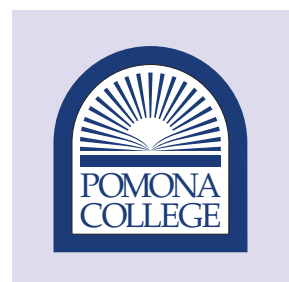
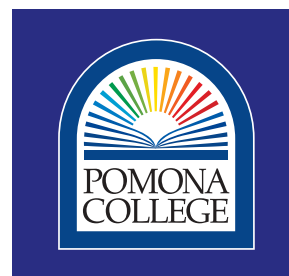
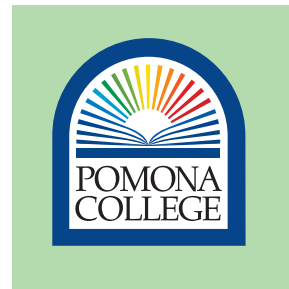
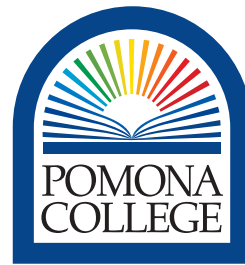
Colors and Reverses

The four-color mark can be used without an outline on any background that is light or dark enough to provide appropriate contrast. The version that includes a white outline should be used whenever there is insufficient contrast between the mark and its background.

The single-color mark can be used against any light-colored background. The version that includes a white outline should be used whenever it is used against a dark background.

Preferred colors for the single-color mark are Pomona College Blue (PANTONE 287) and black, but the mark may be reproduced in other dark colors in some instances.

For four-color matches, the blue in the border of the four-color mark is C100%, M80%, Y10%, K10%.

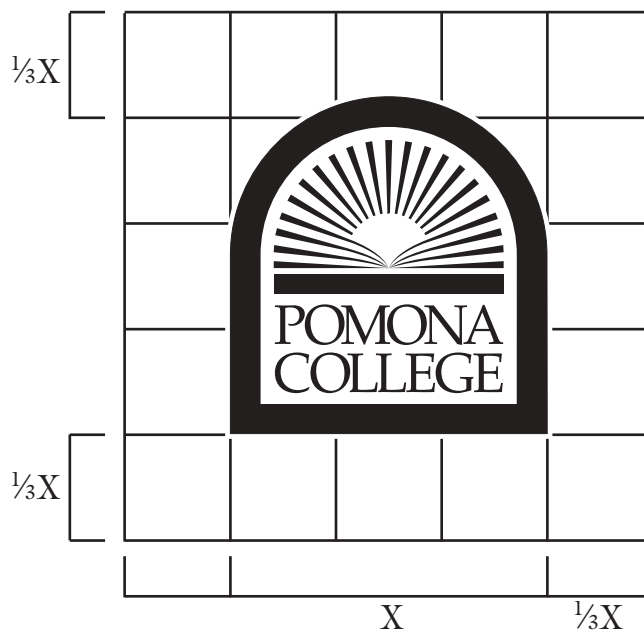


Staging the Mark

With rare exceptions, the College mark should be properly “staged” when used in graphic communications. This means that adequate clear space or “staging area” should be maintained on all sides of the mark, free of graphic intrusions. This clear area will ensure a distinct visual impact for the mark.

In most instances, a minimum one-third ($1/3$) X staging distance (X being the width of the mark) should be maintained on all sides, clear of other visual elements or the edge of the printed surface.

Exceptions to this rule include the horizontal line on stationery and business cards, and the College’s return address when the mark is used as part of a mailer.



The Partial Mark

Use of the “rainbow book” portion of the College mark as an individual design element is restricted to the header of the Pomona College Website only. Use of the partial mark in printed publications is not permitted except in illustration of the approved Web use.



Unacceptable Applications of the Mark



Embellishing the mark



Uneven background

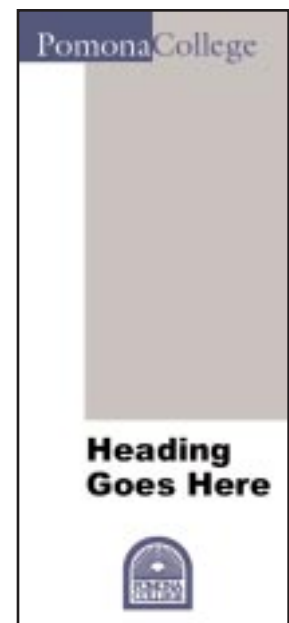
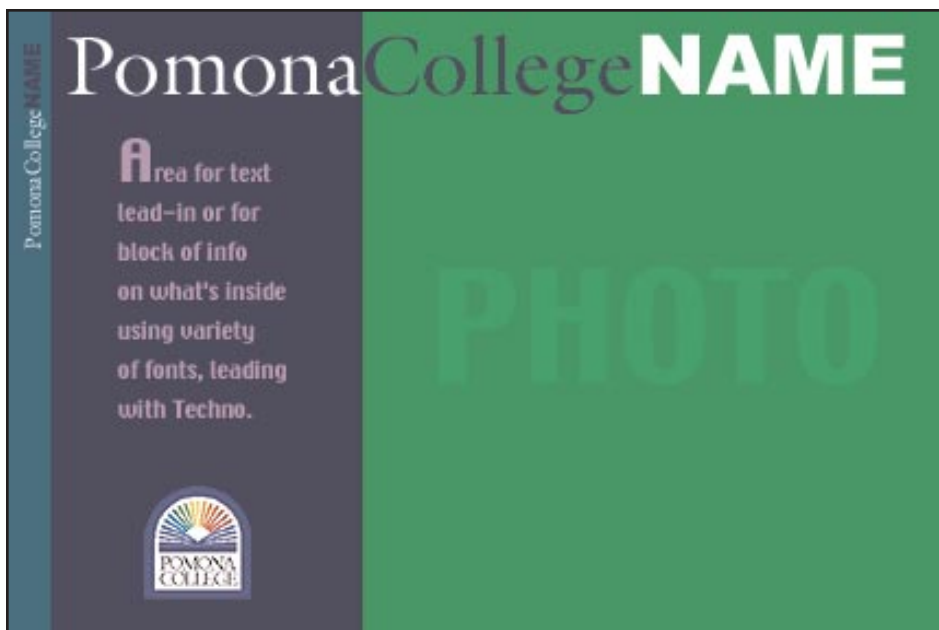


Inadequate contrast with background

Publications Aimed Primarily at Students and Parents

All materials designed primarily to market the institution or some aspect of the institution to students and parents should be headed with the College bar. This design element may also be used in any other publication, but is not required. In four-color process publications, the bar color is a dark blue (C100% M75% Y18% K55%). In single-color or two-color printing, it is PANTONE 287 (both for coated and uncoated stocks). In four-color printing of booklets, the vertical use of the bar should be accompanied by a thin bluegreen bar on the left margin (C94% M25% Y25% K45%), including a vertical nameline for ease of recognition in a bookshelf. (The coordinating spot color is PANTONE 5473, for both coated and uncoated stocks.)

Below are some examples of both horizontal and vertical uses. Templates for one- and two-color brochures, fliers and posters are available at this Web site. For four-color designs, please contact the Office of Public Affairs.



Publications Aimed at Other Audiences

Use of the College bar is not required for publications not aimed primarily at students or their parents. However use of the bar is especially encouraged for publications that are not professionally designed and that are aimed at off-campus constituencies.

Templates using the College bar are available on this Web site for one- and two-color brochures, fliers and posters, in both Quark XPress and PageMaker formats. Graphics to accompany these may be obtained from the Office of Public Affairs. These templates may be used by staff members or given to a professional designer for use.

If a template is not used, the following guidelines should be provided to the designer:

- Design of Pomona publications should be clean and elegant, with ample white space and a preference for the use of a single, large graphic element on the cover in combination with type treatments.
- If the College bar is not used, the College mark should be used on the front of the publication if possible. If neither the bar nor the mark is used on the front, the mark should be used on the reverse.
- Creative design variations on the College bar are permitted -- indeed, encouraged -- but all such variations should be reviewed and approved by the Public Affairs Office prior to publication. No variations on the College mark are permitted except those expressly mentioned in this manual. (See College Mark above.)
- Use of the Galliard font is strongly encouraged in publication headings, particularly for the name "Pomona College," and use of Arial and its variants is encouraged as a secondary font. (See Recommended Typefaces above.)
- If blue is used as a primary spot color, the color should be PANTONE 287 or one of its immediate family of colors (PANTONE 286 to 289).

Stationery System

All orders for stationery, envelopes, business cards, note cards and mailing labels should be directed to the Office of Public Affairs. Variations on the official stationery or business card style or recreations of those designs by an outside design or printing firm without the approval of the Office of Public Affairs are not permitted. Specific standards for various sizes of stationery and envelopes are maintained by and available through the Public Affairs Office.

Web Pages

New Web pages designed to represent administrative offices or to provide information about the College or its programs on the Pomona College Web are required to fit the design standards of the Pomona Web. The best way to do this is to use the templates provided by the Office of Public Affairs or to contact the office for assistance in creating an attractive and coordinated Web design.

Academic departments are encouraged to work with the Public Affairs Office to coordinate their official presence on the Pomona Web with the site's overall design. Web templates are also available for academic departments, individual faculty pages and class pages.

A range of templates and instructions for their use are available for download from this Website. Anyone working with a Pomona Web template should limit all changes to the portion of the page illustrated here in white. The areas here shown shaded in blue are not to be altered in any way without the assistance of the Public Affairs Office

Fonts used in the templates should not be altered without the permission and assistance of the Public Affairs Office.

