

IDENTITY STANDARDS MANUAL



KNOX
COLLEGE

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This manual has been prepared and distributed to ensure the success of our visual identity through consistency of use. Please read the Identity Standards and adhere to the guidelines.

This Identity Standards Manual contains approved standard graphic elements of the Knox College identity system. The guidelines presented here are fundamental yet flexible enough to allow for individual expression.

This Identity Standards Manual takes the form of an Adobe Acrobat 4.0 PDF file format for viewing on MAC or Windows PC platforms. In addition, the complete file or its individual pages can be printed on 8.5" x 11" (horizontal) paper, preferably with a color printer.

Installed fonts are NOT required to import, display, or to print out any of the Knox College graphic identity elements. All artwork components containing type are provided as art.

Fonts required for identity applications not contained within this manual are:

- Granjon (see page 3.1)
- Franklin Gothic (see page 3.2)

Graphic applications required for most uses:

- QuarkXPress, version 4.04 or higher,
- Adobe Illustrator, version 9 or higher
- Adobe Photoshop, version 5.5 or higher

Supplemental art and support graphic files provided include:

- Quark 4.0 templates of all stationery system component art
- Mark, logotype, and signature files in Adobe Illustrator 9.0 encapsulated PostScript (EPS) format

For further information regarding the Knox College Identity Standards or for updates to this manual please contact:
Knox College
Office of Public Relations
2 East South Street, Box K-233
Galesburg, IL 61401-4999
309-341-7337

BASIC STANDARDS FOR THE SIGNATURE

- 2.1 The Knox College Signature
- 2.2 The Logo Mark
- 2.3 The Signatures
- 2.4 Coloration
- 2.5 Color Reproduction Options
- 2.6 Minimum Space Requirements
- 2.7 Minimum Size Restrictions
- 2.8 Unacceptable Signature Treatments

The only acceptable logo mark is pictured on this page. It may not be reconstructed or altered in any way. It must be reproduced from reproduction-quality art or from high-resolution digital files. Refer to page 2.6 for the minimum size restrictions information.

The logo mark cannot be used without the logotype, except in special situations such as building signage. In these cases the logo mark and the Knox College name must remain consistent in proportion and position as described on pages 2.5 and 2.6.

Never crop any part of the logo mark.



The Knox College signature is the keystone of our visual identity and is used on all communications materials. Using it consistently will enhance the world's recognition of who we are.

Two elements make up the Knox College identity signature:

1. Knox College mark
2. Knox College typography

Color, typography, and reproduction specifications of the signature as well as details about the communications materials on which it will appear are provided on the following pages.

Primary signature



Secondary signature



For all print applications

Knox College Purple
PMS® 2617C or PMS® 2617U

For Web applications

Knox College Purple:
330066

Process Matching:

Cyan	87
Magenta	100
Yellow	0
Black	15



KNOX
COLLEGE

Adhering to the following color reproduction guidelines will help in creating a consistent image and maintaining the visual impact of the logos.

Full Color Reproduction

When printing over a white background, the signature should be reproduced in full color as shown on pages 2.4.



Single Color Reproduction

When appearing on a white or light background, the entire signature should be either black or PMS® 2617.



When appearing on a dark, black, or Knox College purple background, the entire signature should reverse out to white.



As a general rule, maintain a minimum distance between any part of the signature and any other elements appearing with it or the edge of the page.

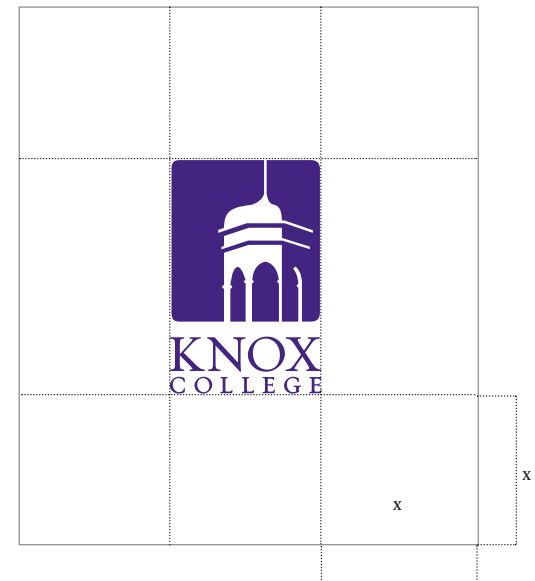


X = the width of the Knox College logo mark

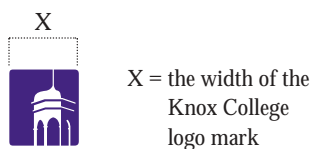
Primary signature



Secondary signature



The Knox College logo mark should not appear any smaller than 2p2 (3/8") "X" dimension.



A special small version of the mark was developed for applications smaller than a 2p2 (3/8") "X" dimension. The smaller version is designed so elements such as the spire and other details of the bell tower do not fill in during printing. When using the small version, the logo mark should not appear any smaller than 1p6 (1/4") and no larger than 2p2 "X" dimension.



Do not print the signature in black over a dark background.



Do not print the reversed out signature onto a light or white background.



Do not change any colors of the signature.



Do not place signature over heavily patterned background.



Do not change the color of the signature typography.



Do not screen any of the signature colors.



Never configure the elements into a different signature.
Use individual elements with extreme care.



Do not distort the signature.



Never crop any part of the signature.



Never surround signature with other competing shapes.



Do not alter the proportions of the signature typography.



Never tilt the signature in any direction.



Do not recreate the Knox College type or substitute another typeface.



Do not duplicate any part of the signature to create a pattern.



TYPOGRAPHY

3.1 Primary Font

3.2 Secondary Font

The font in the Knox College signature is Adobe Granjon.

No substitutions are permitted.

Granjon Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Granjon Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Granjon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Franklin Gothic was chosen as a secondary font to compliment the primary font and to allow for creative flexibility and enhanced readability.

Franklin Gothic Book	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
<i>Franklin Gothic Book Oblique</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890</i>
Franklin Gothic Demi	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
<i>Franklin Gothic Demi Oblique</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890</i>
Franklin Gothic Heavy	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
<i>Franklin Gothic Heavy Oblique</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890</i>

STATIONERY SYSTEM

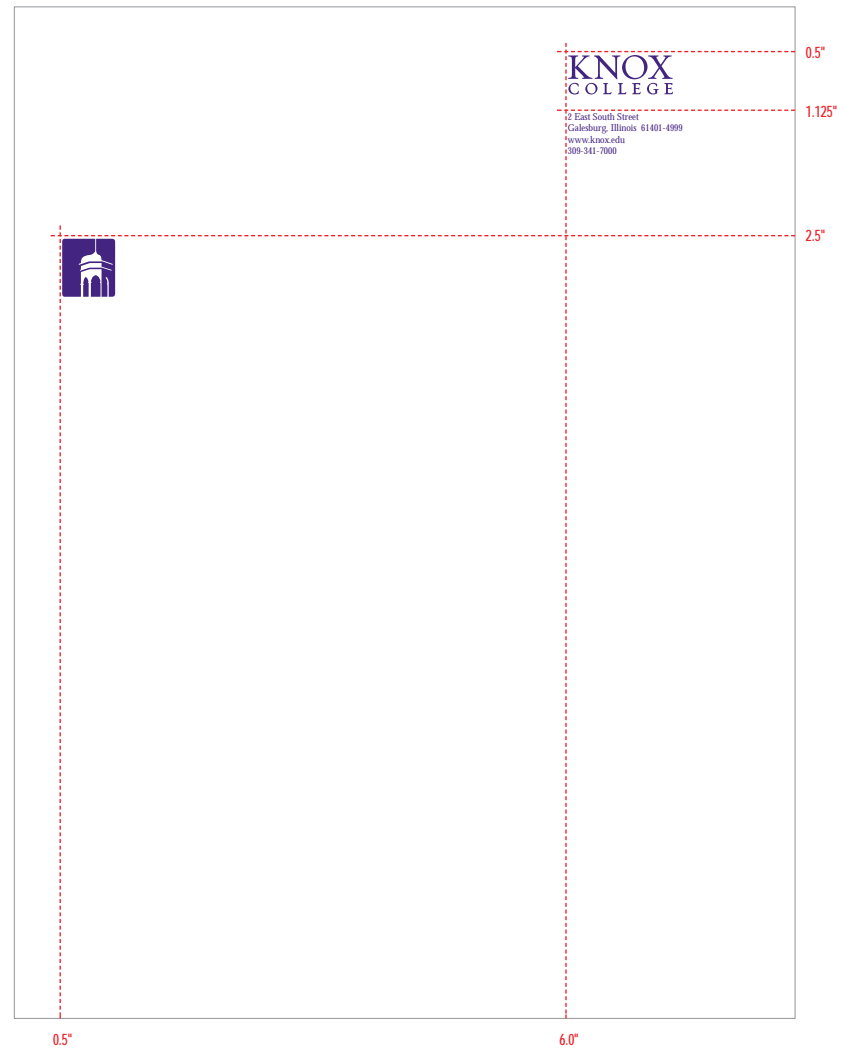
- 4.1 Standard Letterhead
- 4.2 Department Letterhead
- 4.3 Standard and Department Letter Formats
- 4.4 Fax Cover Memo
- 4.5 #10 Envelopes
- 4.6 Business Cards
- 4.7 Monarch Letterhead
- 4.8 Monarch Letter Format
- 4.9 Monarch Envelope
- 4.10 Mailing Label
- 4.11 9" x 12" Envelope

Size
8.5" x 11"

Typography
Granjon
7.5 pt. over 9 pt.

Color
Signature: PMS® 2617
All typography: PMS® 2617

Paper Stock
Fox River® Starwhite Tiara,
Hi-tech
24# Writing



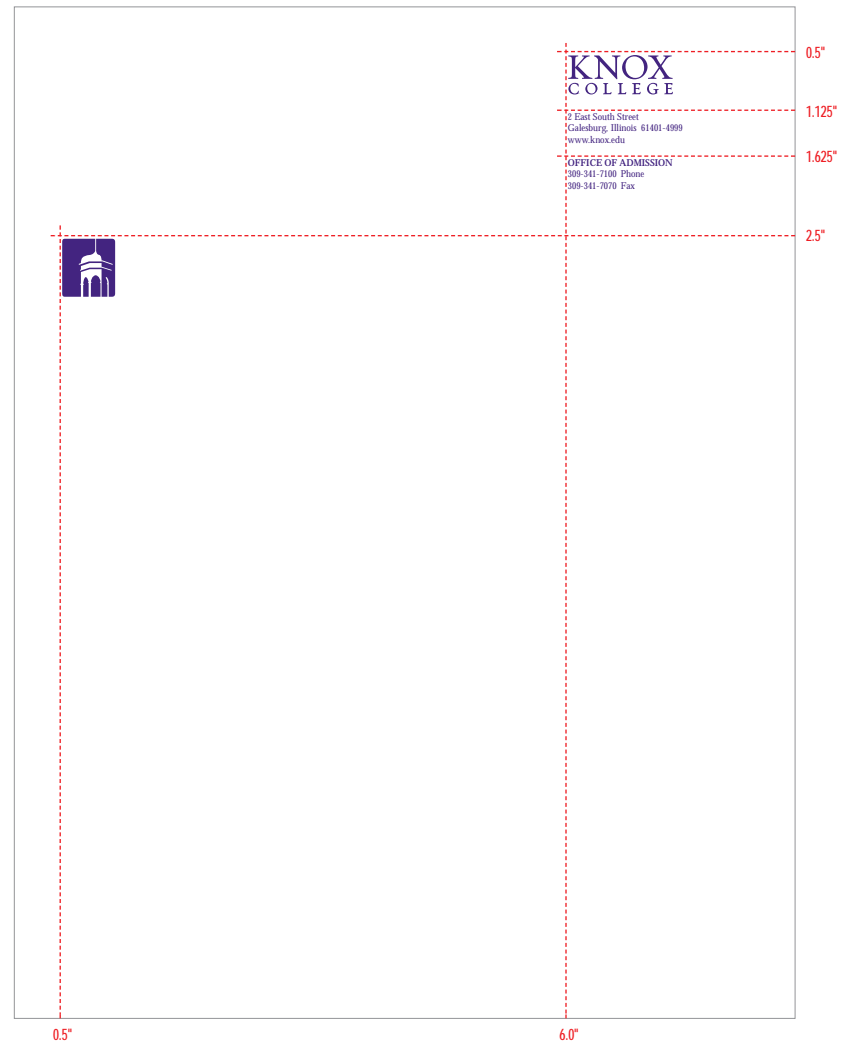
Size
8.5" x 11"

Typography
Department Name:
Granjon Bold
7.5 pt. over 9 pt.

Address and other
contact information:
Granjon
7.5 pt. over 9 pt.

Color
Signature: PMS® 2617
All typography: PMS® 2617

Paper Stock
Fox River® Starwhite Tiara,
Hi-tech
24# Writing

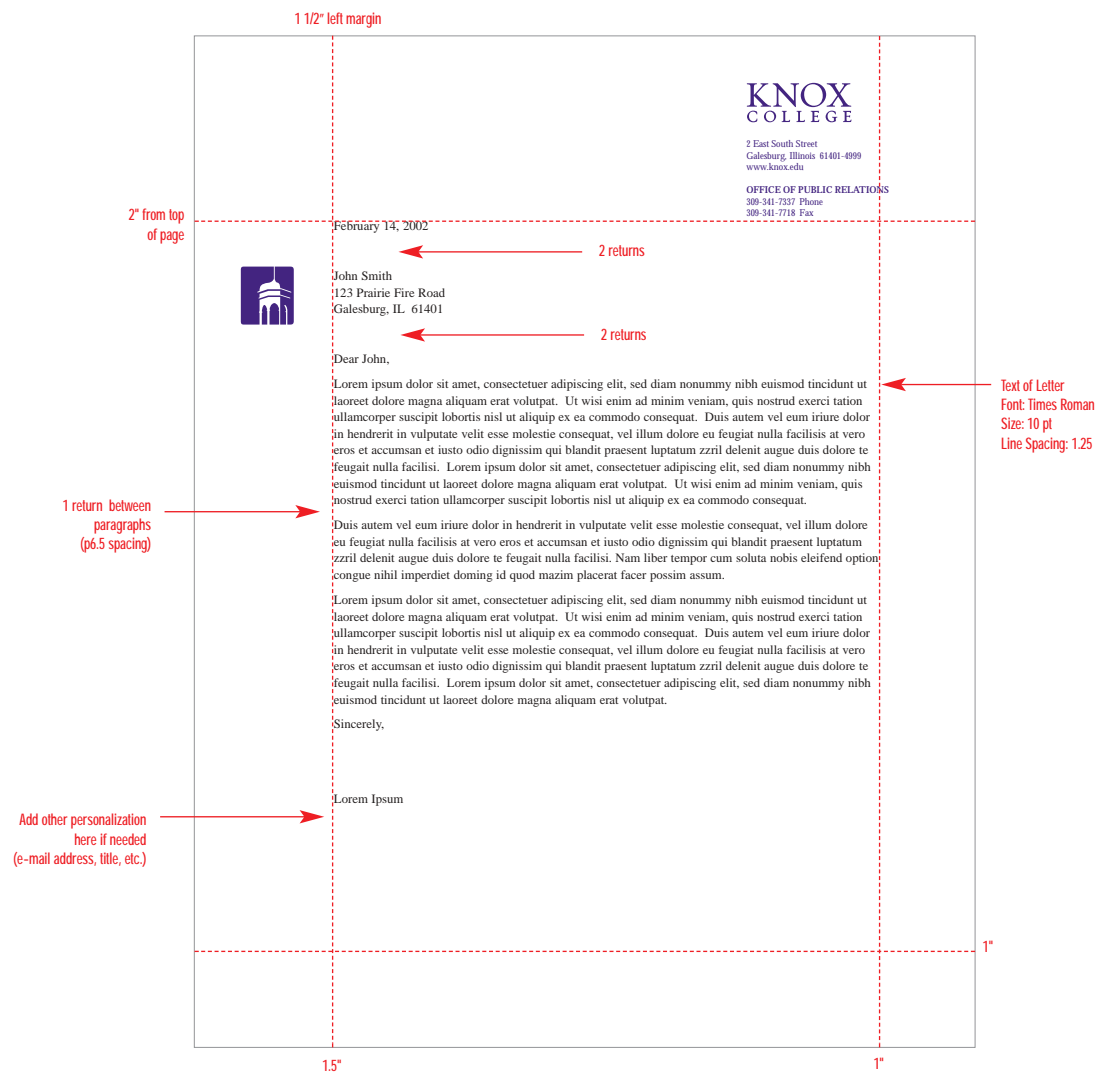


Margins

Top: 2"
 Bottom: 1"
 Left: 1.5"
 Right: 1"

Body Text

Times Roman
 10 pt. over 13 pt.
 p6.5 spacing between paragraphs



Size

9.5" x 4.125"

Typography

Department Name:

Granjon Bold

7.5 pt. over 9 pt.

Address and other
contact information:

Granjon

7 pt. over 8.5 pt.

Color

Signature: PMS® 2617

All typography: PMS® 2617

Paper Stock

Fox River® Starwhite Tiara,

Hi-tech

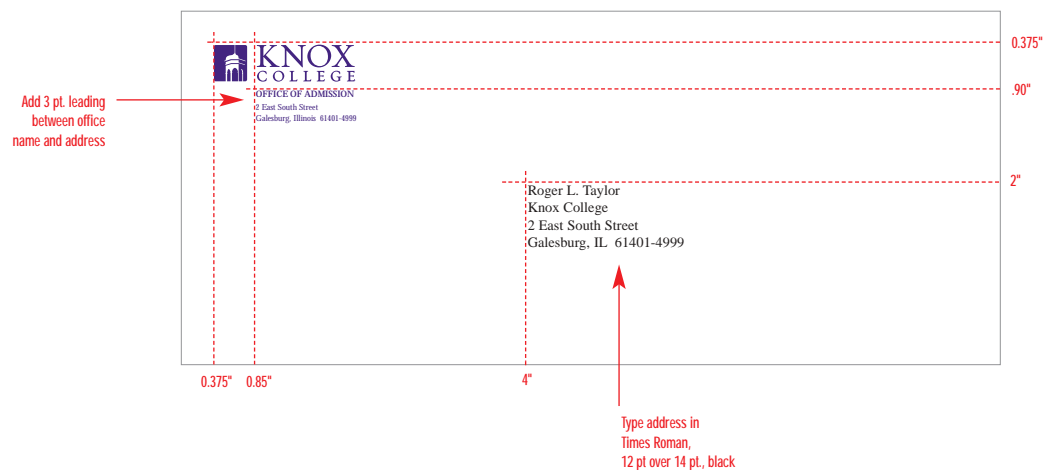
24# Writing

Body Text

Times Roman

12 pt. over 14 pt.

black



Size
3.5" x 2"

Typography
Name:
Granjon Bold
8.5 pt. over 9 pt.

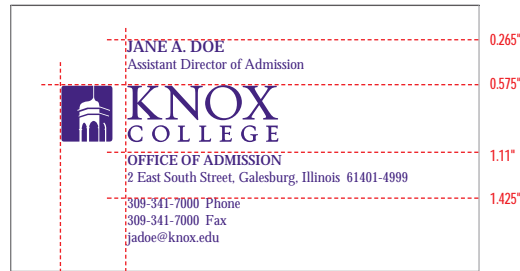
Department Name:
Granjon Bold
7.5 pt. over 9 pt.

Title, Address, and
contact information:
Granjon
7.5 pt. over 9 pt.

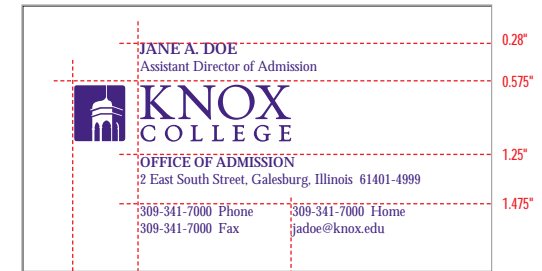
Color
Signature: PMS® 2617
All typography: PMS® 2617

Paper Stock
Fox River® Starwhite Tiara,
Hi-tech
80# Cover

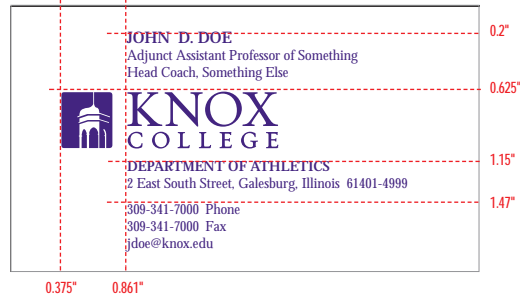
1 line title, 3 lines of contact information



1 line title, 4 lines of contact information



2 line title, 3 lines of contact information



2 line title, 4 lines of contact information



Size

7.25" x 10.5"

Typography

Department Name:

Granjon Bold

7.5 pt. over 9 pt.

Address and other

contact information:

Granjon

7.5 pt. over 9 pt.

Color

Signature: PMS® 2617

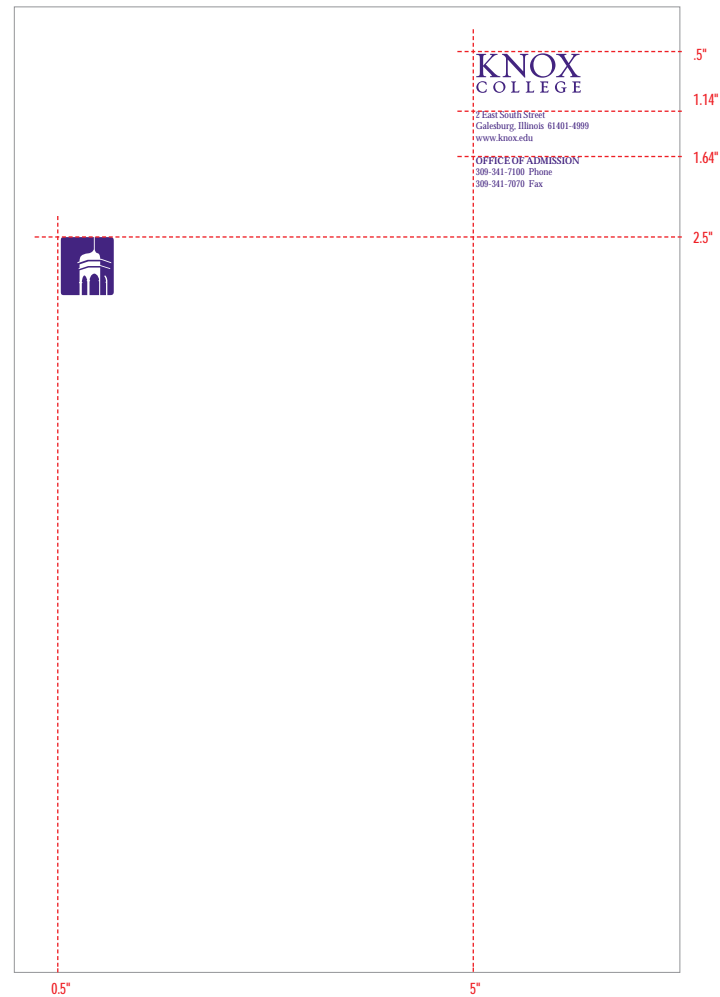
All typography: PMS® 2617

Paper Stock

Fox River® Starwhite Tiara,

Hi-tech

24# Writing

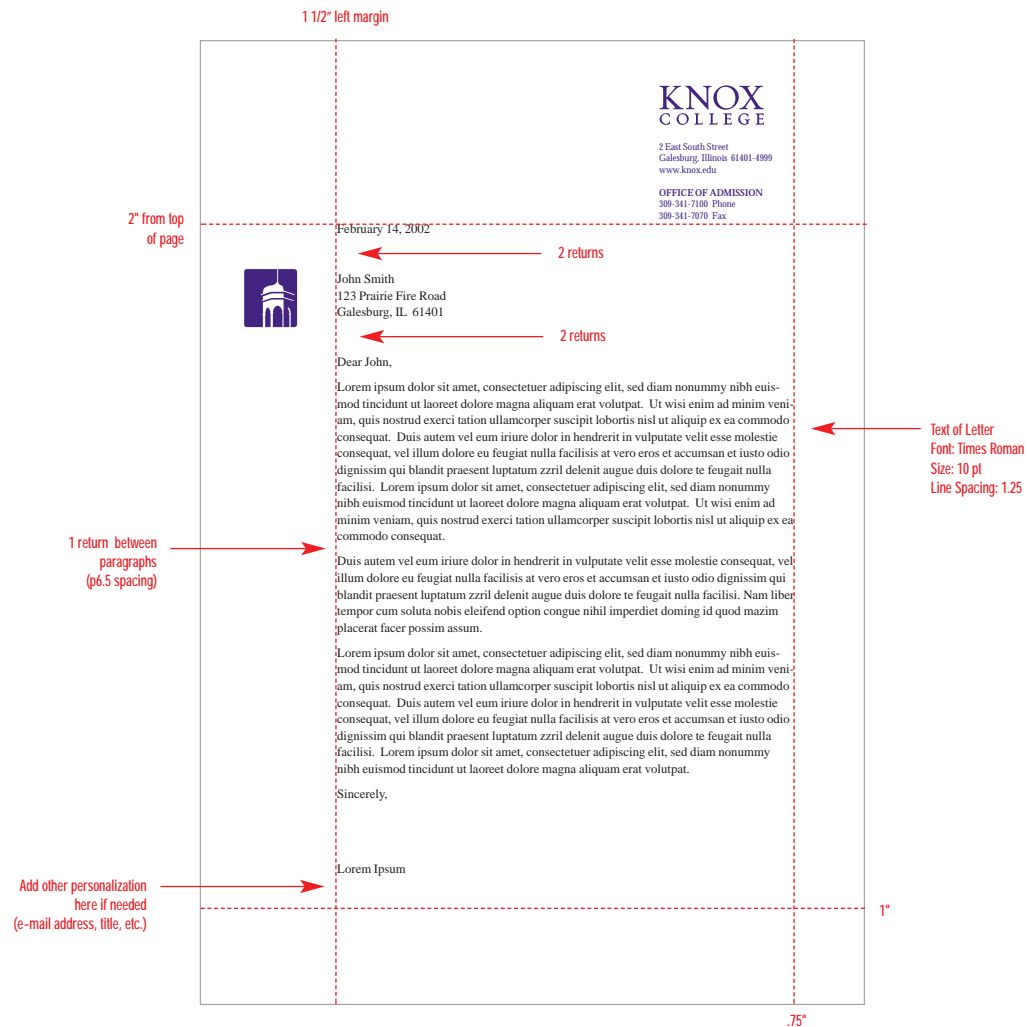


Margins

Top: 2"
 Bottom: 1"
 Left: 1.5"
 Right: 0.75"

Body Text

Times Roman
 10 pt. over 13 pt.
 p6.5 spacing between paragraphs



Size

7.5" x 3.875"

Typography

Department Name:

Granjon Bold

7.5 pt. over 9 pt.

Address and other

contact information:

Granjon

7 pt. over 8.5 pt.

Color

Signature: PMS® 2617

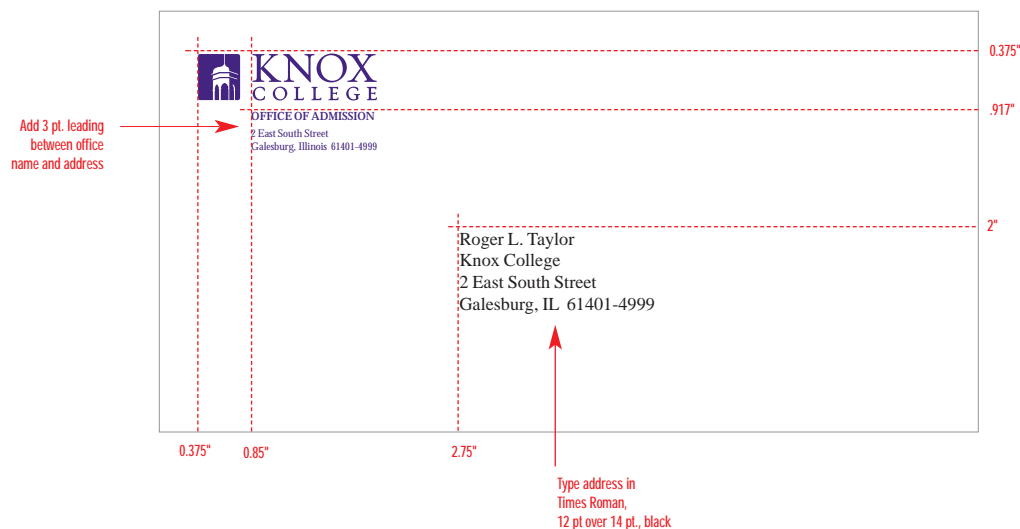
All typography: PMS® 2617

Paper Stock

Fox River® Starwhite Tiara,

Hi-tech

24# Writing



Size

5" x 3.5"

Typography

Department Name:

Granjon Bold

7.5 pt. over 9 pt.

Address and other
contact information:

Granjon

7 pt. over 8.5 pt.

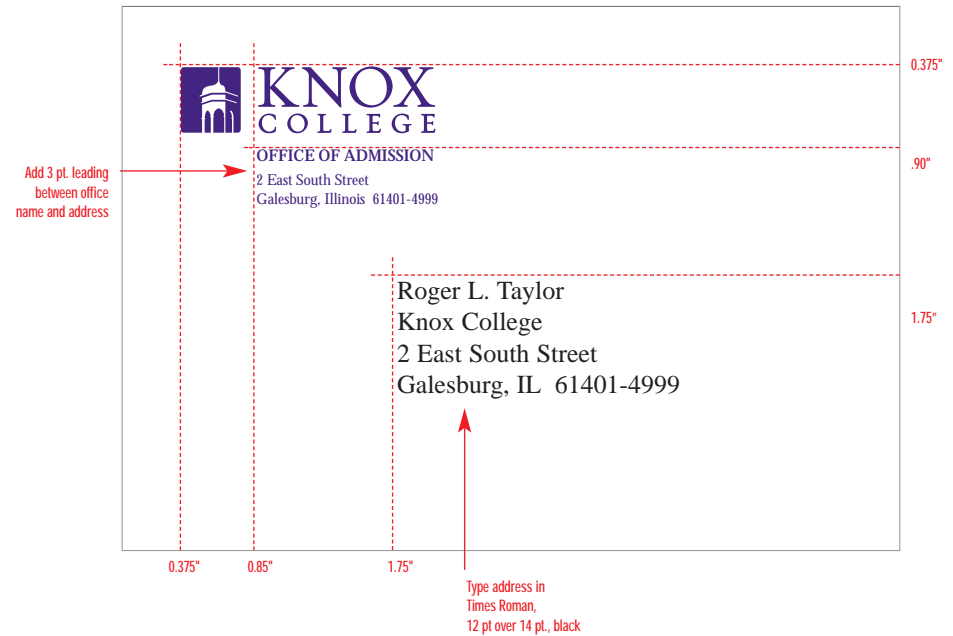
Color

Signature: PMS® 2617

All typography: PMS® 2617

Paper Stock

24# Writing, white



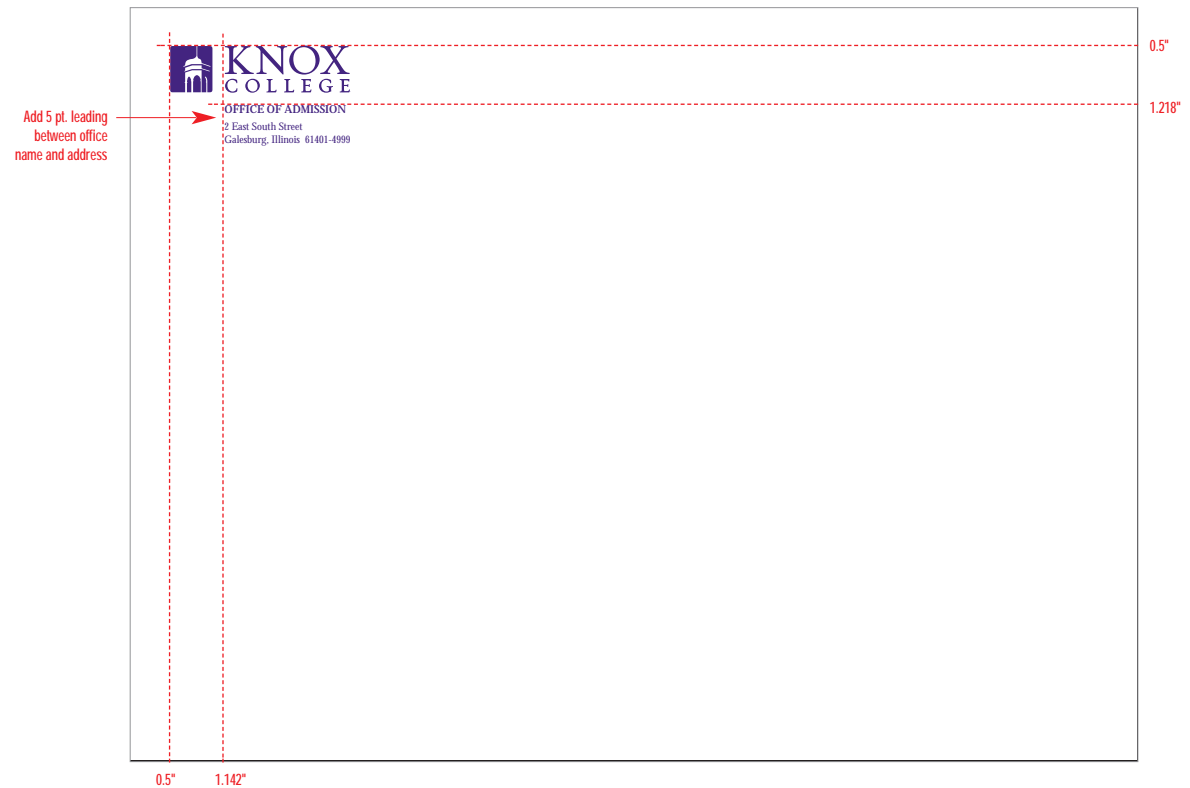
Size
12" x 9"

Typography
Department Name:
Granjon Bold
9.5 pt. over 11 pt.

Address:
Granjon
9 pt. over 11 pt.

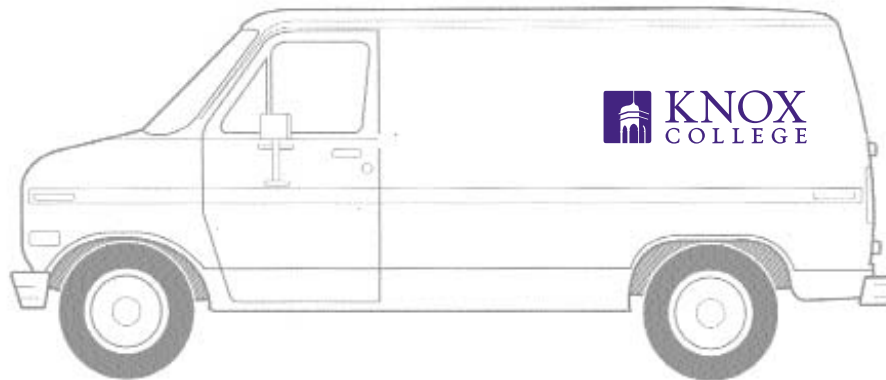
Color
Signature: PMS® 2617
All typography: PMS® 2617

Paper Stock
24# Writing, white



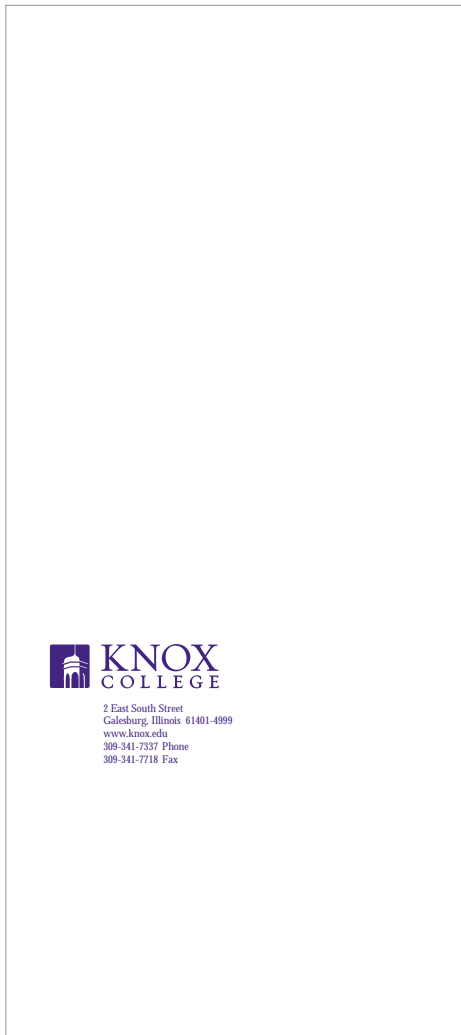
SAMPLE APPLICATIONS

- 5.1 Vehicle Signage
- 5.2 Merchandising
- 5.3 Address Block for Back Cover of Publications
- 5.4 Alternative Print Color Palettes



All college branded merchandise shall conform to the use of the Knox College signatures shown in this manual.





 **KNOX**
COLLEGE
2 East South Street
Galesburg, Illinois 61401-4999
www.knox.edu
309-341-7337 Phone
309-341-7718 Fax

BASIC STANDARDS FOR REPRODUCIBLE MATERIALS

- 6.1 Reproducible Materials
- 6.2 The Primary Signature
- 6.3 The Secondary Signature
- 6.3 Knox College Logo Mark

Hard copy of the Knox College logo artwork is provided in this section for reproduction in most communications materials.

The signature can be reproduced photomechanically and should not be changed or redrawn in any way. If a size is required that has not been included, the next larger size should be reproduced to the exact size desired.

Electronic versions of the various sizes in black, white and color are available in the Office of Public Relations.



Smallest size for regular signature (see page 2.6)



Largest size for smaller signature (see page 2.6)



Smallest size for smaller signature (see page 2.6)



Smallest size for regular signature (see page 2.6)

Largest size for smaller signature (see page 2.6)

Smallest size for smaller signature (see page 2.6)

