PAUL SMITH'S COLLEGE VIC

BRAND STANDARDS GUIDE

Guidelines for Logo Styling, Usage, Sizing + Reproduction

TABLE OF CONTENTS

THE VIC AT PAUL SMITH'S COLLEGE

The VIC at Paul Smith's College is striving to convey its high quality outdoor recreational facility to a wider audience, strengthen its position within the recreational competitive set and create a memorable mark. In doing so, the VIC has established a new brand identification in 2012 to help achieve those goals.

The new brand is reflective of its northern, outdoor location in the Adirondacks and its relationship to Paul Smith's College. Bright colors, stylized typography, and shapes all are a nod to the early days and creation of the national park.

Consistent use of the new family of marks will be an effective way in managing communication efforts while reinforcing a high-quality perception of the VIC and its offerings. Repeated use and proper use of the brand identity within the new system is recommended across all forms of media. There are many varieties included in the family of logos, including 4c, 2c, 1c, grayscale and black and white, each having different purposes in various applications.

LOGO SYSTEM

The main logo consists of a shield, outlined by both white and dark green strokes, rounded at their apexes. Topographic lines are the biggest difference between the other logos within the system. The tree and colors echo the Paul Smith's College logo. The main Interior text has been outlined to eliminate any modification from third party vendors. The secondary logo is the same as the main, but without the topo lines. It generally can be used smaller than the main because of less detail. The tertiary is a basic, reversed logo for use in smaller, limited color applications. Sizing requirements are listed within this document. In addition to the top tier of logos, a subset family has been established to call out specific activities and seasons at the VIC. It also introduces a new set of Pantone colors, also listed within this document. The vector-based format makes for easy sizing. Any modification, manipulation or disproportionate sizing are discouraged.

Main Logo: Topo Shield

Secondary Logo: Fade Shield (non-topo)

Tertiary Logo: Basic (non-shield, reverse)

Subset logos: Activity-based system

TYPEFACE USAGE

Although the typeface chosen has been set as outlines, eliminating post-production printing and reproduction issues, it should be noted that it was chosen for its boldness, legibility, and narrow positioning within the shield. Consistent use of Big Noodle Titling (Sentinel Type) is important in establishing a bold, easy-to-read look. While it's been proportionally used with the College name, the letters in VIC use a custom-manipulated typeset, based on Big Noodle.

BIG NOODLE TITLING*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $#!%-+=.,·

Big Noodle Titling is available from Sentinel Type at www.myfonts.com
*Please note that the typeface for 'VIC' is a customized font treatment and not reproducable in a regular font.

BIG NOODLE TITLING

Note that typeface is skewed upward proportionally, and not within an angled box.

PRIMARY + SECONDARY COLOR PALETTE

The primary color palette, first established in the Paul Smith's logo, is used to create a relationship between the two. With a prominent focus on the brighest color for attention at a distance, the darker colors are used for legibilty. It is important to maintain the color tones by referring to the Pantone® Color System, seen below. Please refer to the charts below for color information and use as a tool for communicating with third parties and printers.

SPOT (PANTONE PLUS)	4CP	RGB	HTML
PMS 5747c	C: 50 M: 27 Y: 98 K: 76	R: 61 G: 68 B: 30	#3d441e

All dark green graphics

	4CP	RGB	HTML
PMS 398c	C: 14 M: 6 Y: 100 K: 24	R: 173 G: 164 B: 0	#ada400

All topographic lines

PMS 398c 100%-60%

Gradient value is Pantone 398c, from 100% to 60% (radial)

SUBSET COLOR PALETTE

The subset family of logos introduce both the brown and bright palette of colors. Please maintain brand consistency by referring to the charts included here. Depending on an expansion of activities within the four seasons, additional colors may be introduced in the future.

SPOT (Pantone Plus) | 4CP | RGB | HTML

PMS 732c

C: 16
M: 69
Y: 100
K: 71

R: 98
G: 52
B: 18

#623412

All dark brown graphics

SUMMER HIKING AT THE VIC

WINTER XC-SKIING AT THE VIC

AUTUMN WORKSHOPS AT THE VIC

SPRING THEATER AT THE VIC

SPOT (Pantone Plus)

PMS 7621c

4CP
C: 15
M: 100
Y: 90
K: 20

RGB
R: 173
G: 26
B: 39

HTML
#ad1a27

SPOT (Pantone Plus)

PMS 631c

4CP
C: 74
M: 0
Y: 13
K: 0

RGB
R: 62
G: 177
B: 200

HTML
#3eb1c8

SPOT (Pantone Plus)

PMS 715c

4CP
C: 0
M: 54
Y: 87
K: 0

RGB
R: 246
G: 141
B: 46

HTML
#f68d2e

SPOT (Pantone Plus)

PMS 7744c

4CP
C: 18
M: 0
Y: 98
K: 10

RGB
R: 186
G: 188
B: 22

HTML
#babc16

SPOT + 4-COLOR (CMYK) PROCESS COLOR REPRODUCTION

2-color spot vs. 4-color process have been explained above. But as both versions look identical, it may be necessary to use the proper version where applicable. Talk to your printer for further information on their specific needs. For instance, while the 2-color spot version is used specifically for 2-color jobs, it can be modified to a cmyk format for print in digital print platforms. The logo comes as a 2-PMS color spot, but can be formatted within Adobe Illustrator CS6.

1-COLOR REPRODUCTION

1-color spot may be necessary to use in limited 1-color print pieces, merchandise or collectible items. Talk to your printer for further information on their specific needs. It is meant to replace a black and white version if possible. The logo comes as a 1-PMS color spot (both colors, seen below).

PMS 5747c

PMS 398c

The colors shown here should not be used for visual color matching; please use Pantone® approved color chips and reference numbers above for accurate color matching. Pantone® is a registered trademark of Pantone, Inc.

GRAYSCALE REPRODUCTION

It may be necessary to use the grayscale version in certain print applications such as bw newsprint, 1-color print pieces, and merchandise. In most cases you may not be able to use on certain collectible items because of the limited line screen capability of that type of printing process (e.g. pens, mugs, stickers, etc.). Talk to your printer for further information on their specific needs. It is recommended to use before the black and white line art version if possible.

100% BLACK

60% BLACK

100%-60% BLACK

BLACK + WHITE LINE ART REPRODUCTION

It may be necessary to use the line art version (no halftone) in certain print applications such as merchandise and collectible items because of the limited line screen capability of that type of printing process (e.g. pens, mugs, stickers, etc.). Talk to your printer for further information on their specific needs. Although lacking color, it is important to note that these versions are actually the most versatile forms of the logo, having the ability to be reversed, look bold and remain simple in detail. The reverse versions seen below can also be set against color or photographic backgrounds.

SETTING UP FOR SIZE, SPACE, AND POSITIONING

LOGO MINIMUM SIZE REQUIREMENT: The VIC logos may be enlarged or reduced in size as required by its given application. As illustrated here, the various logos have variations in detail, thus different minimum size limitations. Use of the VIC logos below these minimum sizes should be avoided so visibility, legibility and reproduction qualities are not compromised, especially in newsprint, magazine, and trade publications.

TOPO SHIELD
.875" wide

SHIELD
.75" wide

BASIC
.625" wide

LOGO MINIMUM CLEAR SPACE REQUIREMENT: Clear space refers to clearance around the logo. As illustrated here, clear space sizing refers directly to the letters 'VIC' (used at the same size within the logo) around the perimeter. To ensure the VIC logo's maximum impact and clarity, no marks, graphic elements or text of any kind should interfere or appear within the clear space.

POSITIONING REQUIREMENT: In applications where other logos will appear, the VIC logo should be positioned far enough away from other logos, text or graphic elements. This helps to ensure clarity and maximizes visual impact. It also eliminates confusion when competing elements can potentially appear close by and constitute a single, unified element. Similar to the MINIMUM CLEAR SPACE REQUIREMENT above, non VIC logos should be spaced evenly, as shown here.

OTHER LOGO

OTHER LOGO

LOGO VIOLATIONS AND INCORRECT USAGE

The following applies to the entire VIC logo system, including main, secondary, and tertiary versions: Consistent and proper usage for the VIC logo is essential for proper brand perception. This includes its **INTEGRITY** (always display logo in its entirety, not separate or modified parts), **PROPORTION** (keep specific height and width ratio), **RESOLUTION/FIDELITY** (do not display logo in roughened or poor quality form), and its **COLORING** (do not modify colors in any way). Misuse of the VIC logo devalues the brand and confuses the audience. Improper usage of the VIC logo can affect legal protection and threatens loss of copyright. Unauthorized use and manipulation is prohibited.
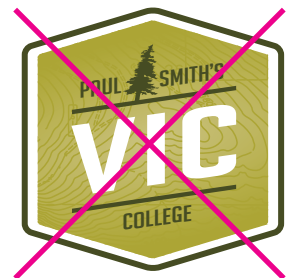
Do NOT change fonts

Do NOT outline

Do NOT compromise proportion

Do NOT tilt or cut off

Do NOT reverse colors or erase frame
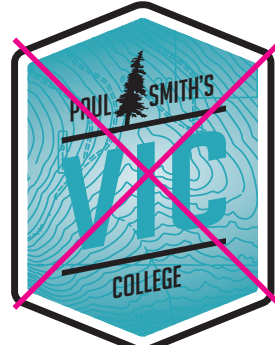
Do NOT use on same color background

Do NOT straighten interior text

Do NOT fill in white shield stroke

Do NOT reverse colors of topo lines

Do NOT change colors

Do NOT eliminate artwork or allow graphics to enter frame stroke