DAVIS COLLEGE

Brand Guidelines

January 2023

Table of Contents

Logo

*This is the original and preferred
logo for all applications.*

In order to maintain consistency and professionalism in
the way we use our logo, a few simple guidelines should
always be followed.

Several versions of our logo exist for use in different
situations and with different printing requirements.

**The preferred version of our logo is 4-color.
CMYK: 89, 100, 0, 0**

All print and Social Media items need to be branded with
the appropriate Davis College logo to maintain brand
recognition.

Shown here are the approved orientations of the Davis
College logo.

Horizontal version

Mark alone version

Mark alone, one-color version

LOGO

These color setups can be used with any of the Approved Orientations.

The logo can appear on color, illustration, or photographic backgrounds, as long as the legibility and integrity of the logo are not diminished.

The full-color version should always appear on a white, light color or neutral background. Make sure there is enough contrast so that the logo is easily readable.

It is not permissible to apply any color not found within the branding guidelines to any Davis College logo. There may be the occasional exception, but such exceptions will be evaluated on a case-by-case basis. Please contact your project manager/branding manager for evaluation before applying any unapproved colors to logos.

This is the original and preferred logo for all applications.

*This is the one-color version shown in Black.*

This is the reversed logo shown White on Black.

LOGO

The minimum amount of clear space is equivalent to half the height and width of the logomark on every side of the logo. This amount changes depending on which Approved Orientation of the logo is used.

To ensure the legibility of the logo, it must be surrounded with a minimum amount of clear space. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact.

Using the logo in a consistent manner across all applications helps both to establish and reinforce immediate recognition of the Davis College brand.

clear space
clear space
clear space
clear space

clear space
clear space
clear space
clear space
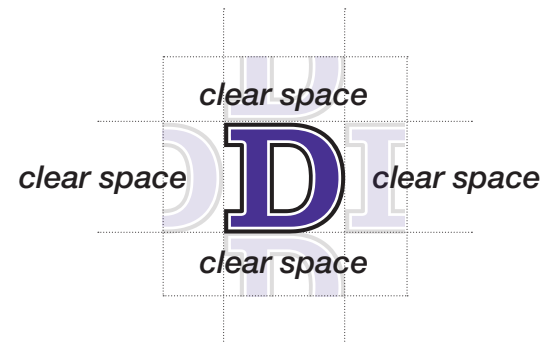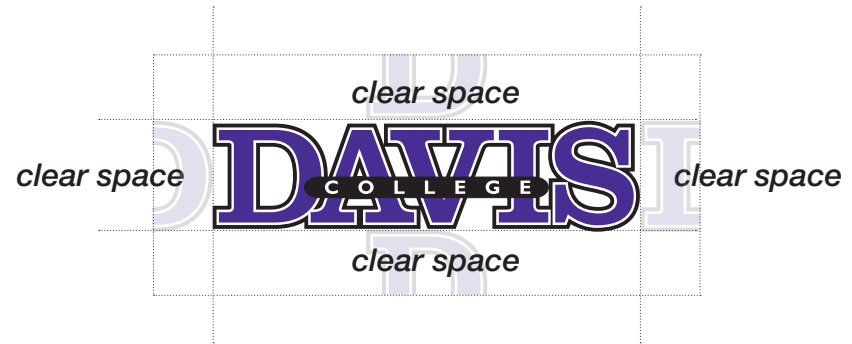
Not all Davis College logos are represented on the following pages, but the preferred Davis College logo is to be used as an example of how to treat all our logos. All Davis College logos are to be used as they are in the approved setups, orientations, and color arrangements.

Do **not** change the color of the logos from the approved versions, take apart the logos or alter the logos in any way.

The following break branding and are not to be done to any Davis College logo.

Do not –
add drop shadows

Do not –
apply outlines

Do not –
apply gradations

Do not –
add stroke

Do not –
change font

Do not –
change orientation

Do not –
add special effects

Do not –
stack logos

Do not –
invert logo colors

Do not –
rearrange logo elements

Do not –
fill with unapproved colors or patterns

Do not –
skew, rotate, stretch or distort

The Davis College logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced too small in print and digital mediums, it is no longer legible and its impact is diminished. The minimum size of the logo for print/digital mediums should follow these guidelines:

The smallest version of the complete logo should never exhibit the words "Davis College" smaller than 1" wide and 1/8" tall typography.

The smallest version of the mark alone should never exhibit the circular mark smaller than 0.35" wide.

Logos shown here are approximate sizes, not exact.

Minimum width 1 inch

Minimum width .35 inch

Typography

Typography and its consistent use is a fundamental way to create an effective brand experience for Davis College. The Davis College brand and its sub-brands use the same typefaces for core purposes.

Primary

The Helvetica Family of Typefaces

Typography and typeface options
are specific to the sub-brands to which
they will be applied.

Helvetica

Helvetica is a broad type family that allows for great flexibility. Helvetica is our core font and can be used for most purposes: headlines, introductory copy, body copy, call-outs, as well as captions.

Do not use "Helvetica Rounded" or any of its correlated typefaces.

HELVETICA NEUE LT STD
45 LIGHT
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

HELVETICA NEUE LT STD
46 LIGHT ITALIC
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

HELVETICA NEUE LT STD
55 ROMAN
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

HELVETICA NEUE LT STD
56 ROMAN ITALIC
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

HELVETICA NEUE LT STD
75 BOLD
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

HELVETICA NEUE LT STD
76 BOLD ITALIC
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

When Helvetica is not available, use Nimbus Sans instead.

Color

Primary

Purple

PMS 2104c
CMYK = 89 / 98 / 1 / 0
RGB = 73 / 47 / 146
Hex# 492f92

Secondary

Tan

CMYK = 20 / 30 / 65 / 0
RGB = 209 / 172 / 111
Hex# ceac6f

Photography

Visual trends

Photography plays a central role in Davis College's visual brand. The rich library of photography that Davis College is building is one of its most powerful testaments to the dynamic experiences and deep legacy that the organization needs to portray.

Color Overlays

Some photography for Davis College uses Color Overlays. More often than not these Overlays will be applied to photography using the Adobe software. The photo must be black and white and the solid color block placed on top of it with an opacity of 70% and a layer style of "normal." The Color Overlays may be in either of the Primary Brand colors.

Choosing photos

Flickr Account:
Word of Life Fellowship > Collections > Davis College

When choosing photos for Davis College, keep the following in mind:

- Diversity in nationality, gender, interests
- Preferably show people's faces rather than backs
- Avoid any questionable/inappropriate poses/touching
- Avoid photos that aren't flattering of the individual (middle of blinking/talking, poses, etc.)
- Avoid duplicate appearances of the same individual in the same design
- Limit/avoid stock photos as much as possible

Stock Photos

At times, it might be necessary to use stock photos. When this is the case, DO NOT PULL IMAGES FROM GOOGLE. Only pull from this website: **www.unsplash.com**.

If you still can't find what you need, ask your supervisor for their opinion for purchase or different photo option.

Apparel

Apparel

When placing orders and designing new pieces of apparel, please use the following guidelines.

Each piece must have either a form of the Davis College logo or one of the sub-brand (or their branches) logos on the apparel. It is up to the designer or person ordering the apparel to decide which form and color version of the logo should be used. This will vary because of the different colors of the apparel.

For each type of apparel piece we would like to use the logo in the same spot each time. This will ensure that the logo is used while still allowing the designer to be creative. Below is the location of where we would like to use the logo. As we inform our vendors - they should begin to learn where the logo should be placed each time. See the list below for specifics:

All upper body apparel without a hood (t-shirts, long sleeve, tank top, etc.) – Tag line on back collar, below the seam

- All upper body apparel with a hood (hoodie, zip-up, jacket, etc.) – sleeve, either at shoulder or near wrist seam
- Shorts – side, bottom left seam
- Pants – side, left near pocket or side seam
- Hats – back, bottom or above snapback