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MESSAGE FROM THE PRESIDENT

A key objective of the plan for Kalamazoo College’s future is to enhance the College’s prestige and visibility. In pursuit of this goal we have surveyed alumni and prospective students, held focus groups with students, talked with faculty, staff, trustees and donors. We have also sought the expert advice of higher education marketing professionals. We are now ready to implement the recommendations, and this cannot be accomplished without the support of every office and department on the campus—no exceptions. Consistency matters!

Consistency of visual identity and message is indispensable for Kalamazoo College to distinguish itself among its competitors in an environment where fewer prospective students have more options for college. Consistency will help the College build meaningful connections at a time when donors—alumni and others—have more choices for their philanthropic engagements.

This manual outlines the key principles and standards that will inform our current and future efforts at establishing a consistent institutional identity that is compelling to our key audiences. Uniform application of the standards in this manual is essential to our success.

Kalamazoo College has a legacy of educational innovation and progressivism built upon a fundamental commitment to the liberal arts. It has a history of doing more—and doing things differently—in the four undergraduate years. As a result, its graduates can do more with their lives. Consistency in visual identity and message, over time, becomes a powerful symbol for this essence of Kalamazoo College.
We know that campus units value their individual uniqueness and that uniformity is difficult. But we also know that working together to build the Kalamazoo College identity benefits us all. We expect every Kalamazoo College unit to comply with brand and visual standards. This manual explains how to do so.

We also require that campus units consult with the Brand Communication Team before working with outside vendors on graphic design, production, photography, video production or printing. Doing so helps the College implement the brand and identity program consistently.

Our future depends, in part, on how strongly we represent our presence and strength in a world that bombards individuals with multiple messages daily. Building our brand consistently will help ensure our future. Thank you for helping present and tell a story that is instantly recognizable as Kalamazoo College.
HOW TO USE THIS MANUAL

One key to enhancing the visibility and reputation of Kalamazoo College is a consistent and reliable approach to our marketing and communication. Consistency in the look and content of our communication material provides a recognizable and memorable presence for the College in the minds of the people and organizations with whom we seek to communicate.

Each department, office, concentration and program on campus will have varied needs and goals when producing marketing material for print, Web, advertising and promotions. But we also must be careful to consider, and not contradict, the overall messages and mission of the College. The BrandK Identity Manual outlines how to use the elements of the College’s brand, style and visual identity to achieve unit goals and, at the same time, clearly communicate that each unit of the College is part of a strong, cohesive and first-class institution of higher learning.

This manual contains standards governing the proper and consistent use of the College’s brand statement, key messages, identifiers, colors and typefaces. It explains how to apply these standards to print, websites, signage, stationery and other marketing and communication materials. A comprehensive brand identity manual ensures that written material is consistent and accurate. This manual is designed to be a useful reference book, so some key components are repeated in several of the sections. In addition, the text, identifiers and templates covered in the print edition of the manual can be found on the Web at kzoo.edu/BrandK.

Although this manual establishes a basic foundation for developing marketing and communication materials, it cannot address every situation that may arise. In such cases, please email BrandK@kzoo.edu with questions.

The standards outlined in this manual have to be followed for all communication and marketing materials conceived by all units of the College. A unit that produces material not conforming to these standards will be required to take corrective action.
PROJECT ASSISTANCE AND RESOURCES

College units must contact the Brand Communication Team (BCT) at BrandK@kzoo.edu before beginning projects in: photography; video; writing/editing of marketing material; design; printing (commercial printing and copy services); mailing (fulfillment and United States Postal Service); specialty items (T-shirts, pens, water bottles, etc.); web publishing; media relations (press releases, op-ed pieces); and social media. The sooner the BCT is contacted regarding the aforementioned projects, the more effective and cost efficient that project will be. Messages sent to BrandK@kzoo.edu will be answered within one business day.

The BCT professionals are eager to assist with such projects, and consistency throughout these projects strengthens the College’s market presence. Contact BCT members at BrandK@kzoo.edu, and contact them early for pre-production meetings that will include your needs and voices in brainstorming and concept development.
CHAPTER 1

Information and Resources

Brand manuals are used by colleges, universities, businesses and other organizations to achieve clear and consistent communication.

Kalamazoo College’s BrandK Identity Manual helps present the College’s messages in a manner that people will respect and remember. It does not inhibit creativity; it provides a foundation for consistent marketing and communication.

This manual is available to view, download and print (complete file or individual pages) at kzoo.edu/BrandK.

To ensure consistency with the standards in this manual, all designs for marketing and communication materials must be submitted to BrandK@kzoo.edu for review.

Brand Communication Team

The College has appointed a Brand Communication Team (BCT) to guide the implementation of the College’s integrated marketing plan.

The BCT is responsible for managing the College’s brand. The team sets branding identity policies and regulates the communication efforts of internal and external individuals and organizations that convey Kalamazoo College’s message and identity, including all academic, non-academic and administrative units, as well as commercial vendors.
The BCT develops and ensures compliance with the College’s branding standards, provides brand training resources and guidance, and encourages the creation and publication of stories that support the brand statement and appear in various print and online media.

All print, Web, advertising, media communication, mass emails and other marketing and communication items conceived by Kalamazoo College employees on behalf of the College must be reviewed for compliance with brand standards before being printed, produced, published or distributed. No unit should produce a print project, website, electronic display, mass email or news release without review. Seek approval sooner rather than later as marketing and communication materials not in compliance with the standards contained in this manual will need modification.

The BCT includes members from admission, alumni relations, athletics, communication, development, media relations and web services. Individual members from these areas could change from time to time. An updated list of current BCT members is available at kzoo.edu/brandK.

Direct questions on branding, marketing, media relations and usage of the Kalamazoo College’s brand identity to BrandK@kzoo.edu.
CHAPTER 2

Brand Statement

The Kalamazoo College brand statement is: We do more in four years so students can do more in a lifetime.

This statement articulates the fundamental character of the Kalamazoo College undergraduate experience. The stories alumni tell about their lives at K and their lives after graduation confirm the truth of this statement.

Disseminating the Kalamazoo College brand to the widest audience in the most effective manner requires that we consistently communicate the essential character of the College. The stories that communicate this essence are diverse; the brand statement asserts the unity in this diversity. Together, the stories and the brand statement differentiate Kalamazoo College from its top competitors.

Each unit of the College uses the brand statement as a guide to brainstorm effective marketing and communication, which often is gathering and sharing the stories that support the statement. Relevant aspects of the statement should be expanded and extrapolated, quantified and discussed in detail and illustrated with specific examples and photographs. Each unit of Kalamazoo College should find the appropriate way to elaborate the brand statement and to illustrate it with detailed examples.

How the brand statement is used will depend on the need and desire of a particular audience and the medium through which the statement is shown. The BCT will work with individual units to pinpoint relevant sections of the brand statement for particular target markets.

When used as a headline or tagline, the College brand statement can read as follows.

- We do more in four years so students can do more in a lifetime.
More in Four. More in a Lifetime.

More in four.

More in Four.

More in a lifetime.

More in a Lifetime.

The word “more” can be bolded and/or typed in all capitals when used in a sentence, but it cannot be used as a stand-alone word. Do not use acronyms for the brand statement, in writing or orally.

If you have any questions, please contact BrandK@kzoo.edu.

Brand Promise to Prospective Students

To do more in a lifetime—in terms of understanding a diverse and increasingly interdependent world, living successfully within that world and providing leadership in that world—a Kalamazoo College graduate will do more in four years. She or he will:

- know at least one field of inquiry in depth
- have studied a variety of fields of inquiry
• be able to engage in various cultural contexts in informed, meaningful, responsible and respectful ways

• be able to learn effectively in a variety of settings

• be able to integrate theory and experiences through reflection

• respect personal and cultural differences

• be able to communicate effectively in both written and oral forms

• be proficient in at least one second language

• be able to think critically, reason analytically and solve problems skillfully.

**Brand Positioning**

Kalamazoo College has a unique story to tell. For its positioning strategy to be successful, we must:

• make clear the distinctions of a Kalamazoo College education

• relate them in a way that will differentiate K from its competitors

• offer specific evidence and proof points of the distinctiveness

• personalize the brand with powerful individual stories

• continually reinforce the brand.
Kalamazoo College Mission Statement

The mission of Kalamazoo College is to prepare its graduates to better understand, live successfully within, and provide enlightened leadership to a richly diverse and increasingly complex world.

Key Messages

Kalamazoo College’s messaging strategy is designed to shape and influence perceptions of external audiences. This strategy conveys how Kalamazoo College occupies a unique position among higher education institutions.

- Kalamazoo College is distinguished by a promise that can be described as more in four years for more in a lifetime. To fulfill this promise K integrates a combination of programs. The programs—liberal arts academics, service learning, social justice theory and practice, hands-on career exploration through internships and externships, and international and intercultural immersion—are broadly varied and individually characterized by a high degree of excellence. The broad variety of these programs, the high standard of excellence of each, and the integration of them through structured reflection distinguishes Kalamazoo College from its critical competitors, all of whom offer some of Kalamazoo College’s programs (often in imitation of the K-Plan). Occasionally an individual program from a competitor rises to a level of excellence matching its counterpart at Kalamazoo College; but none of our competitors match the variety of our programs, the high standards of excellence across that variety, and the integration of those programs.

- In addition, the Kalamazoo Curriculum allows for great flexibility and agency so students can customize their programs to match their interests and talents.

Other key messages to reinforce and support the brand statement follow. (Note: data accurate as of October 2015; please visit kzoo.edu/BrandK for current information.)
• Founded in 1833, Kalamazoo College is the oldest institution of higher learning in the State of Michigan and among the 100 oldest in the United States.

• The College’s K-Plan is a highly individualized, highly experiential curriculum that enables students to focus on and make the most of their unique interests and gifts.

• The Kalamazoo Curriculum offers great flexibility, allowing students to tailor their studies to their unique interests and goals.

• A K student combines rigorous learning in the liberal arts with experience, often engaging in at least one internship (or externship), undergraduate research, a service learning opportunity, social justice learning and practice, international and intercultural immersion and more.

• Approximately 66 percent of Kalamazoo College students participate in an internship or an externship.

• Kalamazoo College is the “gold standard” of study abroad programs, and has been since the oft-emulated K-Plan was established in 1962. During the past four years, more than 72 percent of K students participate in meaningful, immersive international and intercultural experiences—often characterized by home stays, an Integrative Cultural Research Project, and duration of three, six, or nine months—in some 41 programs in 24 countries.

• Leadership is integral to a Kalamazoo College education, and the College offers a very systematic program of development that provides multiple contexts in which students can practice leadership skills.

• Service learning, which integrates academic study and community service, is very much a part of the culture at K. More than 75 percent of students engage in service learning during their four years, either through a course or in a co-curricular program.
• As a culmination to their learning at K, students intensely explore a subject of their own choosing as part of their Senior Individualized Project (SIP), resulting in an in-depth, graduate-level research thesis, performance, or creative work.

• The College has an educationally optimal student-to-faculty ratio (12:1), which means students receive highly personalized attention.

• Kalamazoo College Guilds are “communities of practice” that connect students with alumni working in a common field of interest, offering invaluable opportunities for collaboration, mentoring and professional networking.

• Kalamazoo College is home of the Arcus Center for Social Justice Leadership, which trains leaders at all stages of learning and practice to promote social justice and advance human rights.

• The First-Year Experience at K is a nationally recognized program that helps students achieve success during their first year of college.

• K is a close-knit community where students are made to feel welcome, and where they find great support and encouragement from peers, faculty and staff.

• Campus life at K is for students and by students. K students are responsible for planning, organizing and implementing major campus events for students.

• The City of Kalamazoo is a diverse and progressive metropolitan area, home to more than 40,000 college students, numerous cultural opportunities and countless choices for fun and entertainment.
• Kalamazoo College has a major economic impact on the area. In 2010-2011, it contributed $32 million to the Kalamazoo area economy, according to the findings of an economic impact analysis conducted by the W.E. Upjohn Institute for Employment Research. The College impacts the economy through its operations, student expenditures and visitor expenditures. In that year the College employed 396 full- and part-time workers earning an annual payroll of approximately $19.6 million. Another 289 jobs and personal income of $6 million were indirectly generated by the presence of the College and the expenditures of students and visitors. Additionally, K students spent approximately $3.6 million in the local community, and out-of-area campus visitors spent approximately $2 million.

• Kalamazoo College students are well prepared for future learning. K is ranked 32nd among all institutions nationwide for graduates earning doctorates (Ph.D.); in life sciences (16), physical sciences (15), chemistry (9).

• Prestigious corporate, scientific and governmental employers seek out K graduates, citing their entrepreneurial spirit.

• Kalamazoo College is in the 99th percentile when it comes to adding value to a student's college education. In 2009, K administered the Collegiate Learning Assessment (CLA) to its seniors—the same class that took the exam as first-year students in 2005. The CLA measures the effect of a particular undergraduate curriculum on student improvement in critical thinking, analytical reasoning, problem solving, and written communication. The value added by a K education to the development of these skills was well above what was expected, and K students performed without peer among the more than 100 institutions that participated in the CLA.

• Kalamazoo College is among the top-ranked colleges in the country. Ranking methodologies vary—and some are controversial—but whether it’s Forbes, Princeton Review, U.S. News & World Report, or others conducting the rankings, K is perennially within the top-tier institutions. K also rates among the “greenest” colleges according to the Sustainable Endowments Institute, Sierra Club, and Princeton Review.
Among high school guidance counselors, one of the most highly respected college guides for prospective students and parents is *Colleges That Change Lives*, a book that profiles 40 liberal arts colleges that excel in developing students’ potential, values, initiative, and provide the foundation for success beyond college. K has been included in every edition of CTCL since its first publication in 1998.

**Core Values**

Kalamazoo College core values include:

- depth and breadth in the liberal arts and sciences
- learning through experience
- international engagement
- highly individualized, highly experiential curriculum
- a just world where power and resources are distributed equitably and individuals have the right and opportunity to thrive
- the vital importance of relationship, and the obligation of a great education to reveal and explore our interconnectedness and interdependence.
Chapter 3
CHAPTER 3

Standards

One of the central goals of the branding initiative, and this brand manual, is to establish a clear image of Kalamazoo College. Consistency is vital to the achievement of this goal.

To reach that consistency, the College brand identity standards outlined here must be followed for all internal and external visual communication. When in doubt about compliance, email the BCT at BrandK@kzoo.edu before production begins.

Kalamazoo College Identifiers
(Logos, Stamps, Seal, Hamo and Hana Hornets, and Social Media Avatars)

Kalamazoo College identifiers include approved logos, stamps, seal, Hamo and Hana hornets and social media avatars. They replace all other logos, symbols and icons used in the past. No other symbols may be used by College units to represent Kalamazoo College.

A department or office that produces material that does not conform to the standards will be required to take corrective steps, including disposing of a project that does not follow the branding identity standards. Initiating a review in advance of production will save time and money. Please contact BrandK@kzoo.edu.

Using Kalamazoo College Identifiers

The appropriate Kalamazoo College identifier must appear on all print and online materials produced by all units of the College.

Individual units may not create their own identifiers or alter the wording, configuration or appearance of the College identifiers. This includes breaking apart an identifier into its component parts.
Doing so diminishes the College’s efforts to present a coordinated and professional appearance and creates confusion in the public mind about whether an entity is part of Kalamazoo College.

Unit stamps, the College logos, and Hamo/Hana figures meet the visual identifier needs of College units and, by reducing the proliferation of other visual identifiers, strengthen the marketplace presence of Kalamazoo College, to the benefit of the entire organization and all of its parts. Therefore, non-unit entities such as programs, causes, events and websites may only create typographical identifiers (with BCT assistance) using the College’s brand compliant color palette and fonts. Units may decorate specialty items with artwork—such as T-shirts and water bottles—but the artwork may be used only once. Specialty items must include the unit stamp or College logo incorporated in the artwork.

The athletic logo (the K combined with the KHornet) is reserved for use by the athletics department. However, all units may use the hornet by itself (without alterations) when the context of Kalamazoo College is plainly evident.

To download Kalamazoo College identifiers visit kzoo.edu/BrandK. The absence of any unit’s stamp on the aforementioned website is most likely an oversight. Simply contact BrandK@kzoo.edu and a design will be uploaded if appropriate.

**Proper Configuration of Kalamazoo College Identifiers**

The College identifiers must be used in the authorized configurations shown in this manual. The appropriate identifier must appear on all marketing and communication materials produced by all units of the College. All communication and marketing materials must be reviewed and approved by contacting BrandK@kzoo.edu before production. Following are the authorized versions.
Our primary logos are found on page 23 and 24. Use them predominantly. Secondary logos are found on pages 25 through 30. Use them sparingly.
College Logos - Secondary

Kalamazoo College

K 1 Line Below 2C

K 2 Line Left 2C

K 1 Line Below 1C

K 2 Line Left 1C

K 1 Line Below GS

K 2 Line Left GS

K 1 Line Below Wht

K 2 Line Left Wht
Please do not alter or change the file names of these logos. It helps the College prevent unauthorized use of its hornet.
College Unit Stamps
KALAMAZOO COLLEGE
DEPARTMENT OF BIOLOGY
*More in Four. More in a Lifetime.*

TWO COLOR (2C)

KALAMAZOO COLLEGE
DEPARTMENT OF BIOLOGY
*More in Four. More in a Lifetime.*

ONE COLOR (1C)

KALAMAZOO COLLEGE
DEPARTMENT OF BIOLOGY
*More in Four. More in a Lifetime.*

GRAYSCALE (GS)

KALAMAZOO COLLEGE
DEPARTMENT OF BIOLOGY
*More in Four. More in a Lifetime.*

WHITE (Wht)
College Level Two Stamps

KALAMAZOO COLLEGE

KO

WELLNESS PROGRAM

Office of Human Resources
Division of College Business and Finance

KALAMAZOO COLLEGE

KO

WELLNESS PROGRAM

Office of Human Resources
Division of College Business and Finance

KALAMAZOO COLLEGE

KO

WELLNESS PROGRAM

Office of Human Resources
Division of College Business and Finance

KALAMAZOO COLLEGE

KO

WELLNESS PROGRAM

Office of Human Resources
Division of College Business and Finance
College Level Three Stamps

Kalamazoo College®
EDUCATION GUILD
Center for Career and Professional Development

TWO COLOR (2C)

Kalamazoo College®
EDUCATION GUILD
Center for Career and Professional Development

ONE COLOR (1C)

Kalamazoo College®
EDUCATION GUILD
Center for Career and Professional Development

GRayscale (GS)

Kalamazoo College®
EDUCATION GUILD
Center for Career and Professional Development

WHITE (Wht)
College Athletic Logos - Primary

Our primary logos are found on page 31 and 32. Use them predominantly. Secondary logos are found on pages 33 through 38. Use them sparingly. When using the hornet figure with the orange “K,” the three thorax stripes should be gray (see above). When using the hornet figure alone, the three thorax stripes should be orange (see khornet 2C on page 34).
College Athletic Logos - Secondary

KALAMAZOO COLLEGE
KH 1LineBelow 2C

KALAMAZOO COLLEGE
KH 1LineBelow 1C

KALAMAZOO COLLEGE
KH 1LineBelow GS

KALAMAZOO COLLEGE
KH 2LineLeft 2C

KALAMAZOO COLLEGE
KH 2LineLeft 1C

KALAMAZOO COLLEGE
KH 2LineLeft GS

KALAMAZOO COLLEGE
KH 2LineLeft Wht
Please do not alter or change the file names of these logos. It helps the college prevent unauthorized use of its hornet.
College Sport Stamps

KALAMAZOO COLLEGE

INTERCOLLEGIATE ATHLETICS

More in Four. More in a Lifetime.

TWO COLOR (2C)

ONE COLOR (1C)

GRAYSCALE (GS)

WHITE (Wht)
KALAMAZOO COLLEGE

BASEBALL
Intercollegiate Athletics

TWO COLOR (2C)

ONE COLOR (1C)

GRAYSCALE (GS)

WHITE (Wht)
College Athletic Logos—Secondary

Kalamazoo College
Hornets

Kalamazoo College
Hornets

Kalamazoo College
Hornets

Kalamazoo College
Hornets

Kalamazoo College
Hornets

Kalamazoo College
Hornets
College Wordmark

KALAMAZOO COLLEGE®
KWordmark 2C KO

KALAMAZOO COLLEGE®
KWordmark StackedCenter 2C

KALAMAZOO COLLEGE®
KWordmark 1C

KALAMAZOO COLLEGE®
KWordmark StackedCenter 1C

KALAMAZOO COLLEGE®
KWordmark GS

KALAMAZOO COLLEGE®
KWordmark StackedCenter GS

KALAMAZOO COLLEGE®
KWordmark Wht

KALAMAZOO COLLEGE®
KWordmark StackedCenter Wht
Kalamazoo College Seal

The Kalamazoo College seal is reserved for specific official documents such as diplomas and donor agreements, certain merchandise, and other limited materials. Do not use the seal without prior authorization.
Hamo and Hana Hornets

These two characters, created to personify fun hornets, can be used by all College units. Hamo (Ha-mо) and Hana (Ha-nah) can be customized to hold items, wear different attire, and strike a desired pose. No College unit is authorized to alter either character on their own. Contact BrandK@kzoo.edu to discuss the creation and purchase of a custom character. If a character has associated text, the text may not be used as a stand alone identity.
Social Media Avatars

Web use only. May not be used in print.
Unacceptable Usage of Kalamazoo College Identifiers

Correct usage of Kalamazoo College identifiers is important for building recognition. College identifiers may not be altered.

• Do not outline any part of an identifier without written permission from BrandK@kzoo.edu.

• Do not change the size relationships among the elements of an identifier without written permission from BrandK@kzoo.edu.

• Do not rearrange the elements of an identifier without written permission from BrandK@kzoo.edu.

• Do not use the identifier as part of a sentence without written permission from BrandK@kzoo.edu.

• Do not use the identifier in place of the letter “K” in a word without permission from BrandK@kzoo.edu.

• Do not change the proportional dimensions of an identifier.

• Do not alter the colors of an identifier. (See the following section for color variations.)
Color Variations

College identifiers can vary their areas of color using a limited color palette (orange, black, and white). When the background of a project is the same color as part of the identifier, you may request permission to receive an altered identifier by contacting BrandK@kzoo.edu. (The outline of the K must always be visible and cannot be the same color as the background.)
Minimum Size and Proportions

When sizing identifiers, please consider both proportion and readability. The size of an identifier should be appropriate in context and legible. For assistance with sizing identifiers, contact BrandK@kzoo.edu.

Marketing and Publications

To ensure brand standards, all projects that require printing by an outside vendor must be processed through the BCT. Please schedule a pre-production meeting to discuss concepts by emailing BrandK@kzoo.edu.

- K2012 (measuring from the K outline from top to bottom) minimum: 1/4” or .25 inch

- KH2012 (measuring from the K outline from top to bottom) minimum: 1/2” or .5 inch

- KHornet (measuring from the top of the antenna outline to the bottom of the body outline) minimum: 3/8” or .375 inch

- Wordmark (measuring from the top of the K to the bottom) minimum: 3/32” or .09375 inch
Specialty Items Embroidery

To ensure brand standards, all specialty item projects requiring embroidery by an outside vendor must be processed through the BCT. Please schedule a pre-production meeting to discuss concepts by emailing BrandK@kzoo.edu.

- K2012 (measuring from the K outline from top to bottom) minimum: 5/8” or .625 inch

- KH2012 (measuring from the K outline from top to bottom) minimum: 1 3/4” or 1.75 inch

- KHornet (measuring from the top of the antenna outline to the bottom of the body outline) minimum: 1 1/4” or 1.25 inches

- Wordmark (measuring from the top of the K to the bottom) minimum: 3/16” or .1875 inch
Specialty Items Silk Screening

To ensure brand standards, all specialty item projects requiring silk screening by an outside vendor must be processed through the BCT. Please schedule a pre-production meeting to discuss concepts by emailing BrandK@kzoo.edu.

- K2012 (measuring from the K outline from top to bottom) minimum: 3/8” or .375 inch

- KH2012 (measuring from the K outline from top to bottom) minimum: 1 3/8” or 1.375 inch

- KHornet (measuring from the top of the antenna outline to the bottom of the body outline) minimum: 1” or 1.0 inch

- Wordmark (measuring from the top of the K to the bottom) minimum: 1/8” or .125 inch


Web and E-communication

To ensure brand standards, all projects requiring design by an outside vendor must be processed through the BCT. Please schedule a pre-production meeting to discuss concepts by emailing BrandK@kzoo.edu. For best results on websites, resize the graphic first and then upload and embed it in the page, rather than resizing via HTML. Identifiers should never be made too small to read on screen. Do not alter the height/width ratio when resizing.

- K2012 (measuring from the K outline from top to bottom) minimum: 20 pixels

- Wordmark (measuring from the top of the K to the bottom) minimum: 20 pixels

- K2012 Stack Center (measuring from the top of the K outline to the bottom of the word College) minimum: 60 pixels

- Unit Avatar (measuring from the top of the K logo to the bottom of the unit name) minimum: 50 pixels
  A unit avatar may only be used on the Web for social media.

- Unit Stamp (measuring from the top of the wordmark to the bottom of the K logo) minimum: 100 pixels
Alternate Marks and Symbols

The brand identity system described here replaces all past identifiers created by any unit of the College; Kalamazoo College identifiers will be the only identifiers used on Kalamazoo College communication and marketing items. Kalamazoo College units may not create their own logo or brand identity nor alter the wording, configuration or appearance of approved Kalamazoo College identifiers.

Request for Exemption

Kalamazoo College identifiers must be prominently placed on all forms of communication created by or in support of the College’s units, as well as on all advertisements, invitations and educational materials. If there are extreme mitigating circumstances, apply for an exemption by contacting BrandK@kzoo.edu. A response to the request will be received within 30 days.

Before applying for exemption, consider these questions.

• Can your unit use the unit stamp? Explain how using the unit stamp inhibits your program or group from achieving its goals.

• Can you use the overall graphic look (photos, design) of the marketing and communication materials to project a unique identity for the program, and include a College identifier? If no, explain why using a College identifier would be a problem.

• Is your unit funded, in whole or in part, by Kalamazoo College? If yes, explain why the College’s overall identity and position is not diminished by a separation of your unit from the College’s brand identity.

• Does including the College identifier violate laws, contractual agreements or regulations imposed by an external agency?

• Does your program involve other agencies or external interests that would not be adequately represented by the College identifier?
In deciding whether to approve the exemption, the BCT will consider:

- whether your unit’s mission is consistent with and a part of the College’s core mission;
- whether your target audience is the same as a key College audience;
- whether public perception would clearly be enhanced by your unit’s separation from the College; and/or
- whether your dean, director or department head supports the request to use a separate identity.

To apply for an exemption from the brand identity standards, please email BrandK@kzoo.edu.

**Student Organizations and Brand Identity Consistency**

Student organizations are encouraged to comply with the brand identity standards in the College’s *BrandK Identity Manual*. In fact, the BCT will pay for a student organization’s identity stamp that complies with the brand standards. Brand compliant unit stamps for student organizations will include the words “STUDENT ORGANIZATION” above the name of the student organization and will use the second line, “More in Four. More in a Lifetime.” below the name of the student organization.

However, if student organizations choose to develop their own visual identity artwork they must adhere to two requirements below.

- Student organizations may not use the College identifiers.
- When an organization’s project/design is ready, the organization must contact BrandK@kzoo.edu in order to ensure adherence to the aforementioned bullet and, if applicable, to find an appropriate vendor to produce a specialty product. The student organization and/or advisor may only use the BCT recommended vendor.
It is safer and less expensive to ensure that visual identity artwork complies with the standards above before paying for a project twice. Direct all questions to BrandK@kzoo.edu.

**Co-branded Communication**

Partnerships or legal agreements between outside organizations and Kalamazoo College units increase the College’s exposure and build brand equity for the College. It is therefore important to maintain brand consistency in the marketing and promotion of these partnerships. When producing a co-branded communication piece involving the use of a Kalamazoo College’s identifier and another organization’s identifier on the same material, each organization’s identifier should be of equal size. The Kalamazoo College identifier should appear first and follow the usage standards in this manual. Use of identifiers of partnering organizations should follow their guidelines. For questions about when and how to co-brand materials, and for review of co-branded materials going to be produced by other organizations, contact BrandK@kzoo.edu.

**Trademark**

Kalamazoo College identifiers are registered trademarks. Please use the registration symbol ® whenever you use an identifier to help the College defend its exclusive rights to its logos and to maintain their integrity.
Color Standards

Color Palette  The use of color is a subtle tool for projecting the image of an institution. Kalamazoo College's integrated color system was designed to be flexible, yet consistent, and to add vigor to every aspect of the College's communication. These colors should be used to highlight and delineate different aspects of campus life and courses of study.

College Colors  Consistent use in publications of the College's color palette (or integrated color system) strengthens K's marketplace presence. This strength grows over time. Our official colors (orange and black) should be used the vast majority of the time. The ratio of orange and black and secondary colors should be 80-20. Brand compliant secondary colors should be used sparingly. There may be exceptions. Such exceptions are fine with two caveats. Please make the use of colors other than those in the integrated color system very rare. And please consult with BCT before doing so.

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone (PMS)</th>
<th>CMYK*</th>
<th>RGB**</th>
<th>Hexadecimal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary Colors</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KOrange</td>
<td>Custom Mix</td>
<td>*</td>
<td>**</td>
<td>#EA6820</td>
</tr>
<tr>
<td>Black</td>
<td>Black</td>
<td>*</td>
<td>**</td>
<td>#000000</td>
</tr>
<tr>
<td>Warm Gray 8</td>
<td>Warm Gray 8</td>
<td>*</td>
<td>**</td>
<td>#837870</td>
</tr>
<tr>
<td>White</td>
<td>White</td>
<td>*</td>
<td>**</td>
<td>#FFFFFF</td>
</tr>
<tr>
<td><strong>Secondary Colors</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green</td>
<td>7496</td>
<td>*</td>
<td>**</td>
<td>#6A7F10</td>
</tr>
<tr>
<td>Lime</td>
<td>390</td>
<td>*</td>
<td>**</td>
<td>#A2B500</td>
</tr>
<tr>
<td>Yellow</td>
<td>142</td>
<td>*</td>
<td>**</td>
<td>#EFBD47</td>
</tr>
<tr>
<td>Red</td>
<td>1807</td>
<td>*</td>
<td>**</td>
<td>#9DDB4E</td>
</tr>
<tr>
<td>Aqua</td>
<td>315</td>
<td>*</td>
<td>**</td>
<td>#006983</td>
</tr>
<tr>
<td>Olive</td>
<td>3985</td>
<td>*</td>
<td>**</td>
<td>#978700</td>
</tr>
<tr>
<td>Purple</td>
<td>2597</td>
<td>*</td>
<td>**</td>
<td>#580162</td>
</tr>
<tr>
<td>Off White</td>
<td>7501</td>
<td>*</td>
<td>**</td>
<td>#DBCEA0</td>
</tr>
</tbody>
</table>

* Varies from press to press and type of material. Please contact BrandK@kzoo.edu.
** Varies depending on media equipment. Please contact BrandK@kzoo.edu
Primary Colors

- **KOrange** Custom Mix
- Black
- **Warm Gray 8** PMS–Warm Gray 8
- **White**

Secondary Colors

- **Green** PMS–7496
- **Lime** PMS–390
- **Yellow** PMS–142
- **Red** PMS–1807
- **Aqua** PMS–315
- **Olive** PMS–3985
- **Purple** PMS–2997
- **Off White** PMS–7501
Type Families for Print

Kalamazoo College has chosen typefaces to be used in all commercially printed material, including brochures, flyers, advertisements, billboards and downloadable PDF’s.

**Berkeley Family**
- Berkeley Book abcdeabcde12345
- Berkeley Italic ABCDEabcde12345
- Berkeley Medium ABCDEabcde12345
- Berkeley Medium Italic ABCDEabcde12345
- Berkeley Bold ABCDEabcde12345
- Berkeley Bold Italic ABCDEabcde12345

**ITC Berkeley Family**
- ITC Berkeley Book abcdeabcde12345
- ITC Berkeley Italic ABCDEabcde12345
- ITC Berkeley Medium ABCDEabcde12345
- ITC Berkeley Medium Italic ABCDEabcde12345
- ITC Berkeley Bold ABCDEabcde12345
- ITC Berkeley Bold Italic ABCDEabcde12345

**Gotham Family**
- Gotham Book ABCDEabcde12345
- Gotham Book Italic ABCDEabcde12345
- Gotham Medium ABCDEabcde12345
- Gotham Medium Italic ABCDEabcde12345
- Gotham Bold ABCDEabcde12345
- Gotham Bold Italic ABCDEabcde12345

**Gotham Bold Italic** ABCDEabcde12345
**Gotham Black** ABCDEabcde12345
**Gotham Black Italic** ABCDEabcde12345
**Gotham Ultra** ABCDEabcde12345
**Gotham Ultra Italic** ABCDEabcde12345

Gotham is big and bold and easy to read and will work well for a quick read to draw the viewer in. (Kerning is optical and tracking is -60 to -66.)

**News Gothic Family**
- News Gothic Medium ABCDEabcde12345
- News Gothic Italic ABCDEabcde12345
- News Gothic Bold ABCDEabcde12345

**Trade Gothic Family**
- Trade Gothic Light ABCDEabcde12345
- Trade Gothic Italic ABCDEabcde12345
- Trade Gothic Medium ABCDEabcde12345
- Trade Gothic Medium Italic ABCDEabcde12345
- Trade Gothic Bold ABCDEabcde12345
- Trade Gothic Bold Italic ABCDEabcde12345

*Note: Berkeley, Gotham, News Gothic and Trade Gothic will not be provided for personal computers at the College.*
Kalamazoo has adopted secondary typefaces. Times, Times New Roman, Palatino and Georgia are traditional serif fonts that should be used for all letters and long-reading text. If a sans serif font is desired, Arial or Helvetica can be used. These are simple typefaces that are generally available on all College computers. The italic or bold form may be used for emphasis.

**Times Family**
- Times ABCDEabcde12345
- *Times Italic* ABCDEabcde12345
- **Times Bold** ABCDEabcde12345

**Times New Roman Family**
- Times New Roman ABCDEabcde12345
- *Times New Roman Italic* ABCDEabcde12345
- **Times New Roman Bold** ABCDEabcde12345

**Georgia Family**
- Georgia ABCDEabcde12345
- *Georgia Italic* ABCDEabcde12345
- **Georgia Bold** ABCDEabcde12345

**Palatino Family**
- Palatino Regular ABCDEabcde12345
- *Palatino Italic* ABCDEabcde12345
- **Palatino Bold** ABCDEabcde12345

**Arial Family**
- Arial Regular ABCDEabcde12345
- *Arial Italic* ABCDEabcde12345
- **Arial Bold** ABCDEabcde12345

**Helvetica Family**
- Helvetica Regular ABCDEabcde12345
- *Helvetica Italic* ABCDEabcde12345
- **Helvetica Bold** ABCDEabcde12345
Type Families for Web

Until font-downloading technology is perfected, the website will use fonts that are available on most personal computer systems. Sans serif fonts are easiest to read online. The most common sans serif fonts are Arial and Helvetica. Sidebars and pull-quotes, typically shorter in length, can use a serif font. Georgia and Palatino are the closest commonly available matches to Berkeley and News Gothic. (See print families for font examples.)

**Body Text, Headlines, Subheads, Captions**

font-family: Arial, Helvetica (sans serif)

**Sidebars, Pull-Quotes, Secondary Body**

font-family: Georgia, Palatino (serif)

The use of image-based text in order to use a certain font is prohibited. The web template will use the official fonts (Gotham, Berkeley, and News Gothic), and employ alt-tags for accessibility and search engine optimization.

Business Identity System Standards

The College’s business identity system includes the traditional stationery package of business cards, envelopes, letterheads, and nametags as well as the electronic equivalent of e-letterheads, email signatures, and graphic rich/mass email templates. PowerPoint and web templates also are available.

**Business Card, Envelope, Letterhead and Nametag**

These items can be ordered at kzoo.edu/BrandK.
E-letterhead

Official Kalamazoo College e-letterhead is to be used for electronic correspondence. E-letterhead is intended for email. It is not a substitute for printed letterhead or hard-copy official College documents.

E-letters published to the Web on behalf of the College must use the appropriate e-letterhead and be saved in a PDF format.

E-letterhead is formatted according to the College’s graphic identity standards and is subject to the same policies as printed letterhead. Users may not alter letterhead templates nor add extraneous symbols. The default font for letter copy is automatically set to Times New Roman and the left and right margins are set at 1.25 inch.

E-letterhead templates for each unit are available for download at kzoo.edu/BrandK. Users will have to enter the correct phone and fax number. Never send a letter as a Word document; always save and send the letter as a PDF.

Email Signature

All College emails are to include a pre-formatted signature that contains the following information.

- Name
- Title
- Unit name
- Kalamazoo College
- 1200 Academy Street, Kalamazoo, MI 49006
- Phone number(s)
- Email address
- Office address (if applicable)

Do not add graphics or images to email signatures.

Joan C. Hawxhurst
Director, Center for Career and Professional Development
Kalamazoo College
1200 Academy Street
Kalamazoo, MI 49006
p 269.337.7384
f 269.337.7182
joan.hawxhurst@kzoo.edu

More in Four. More in a Lifetime.
**Graphic Rich Email**

All graphic rich email developed by internal units of the College and by outside vendors must use Kalamazoo College templates.

Units that use EMMA for mass email will be able to select from approved templates. Template choices are available at kzoo.edu/BrandK. The EMMA program allows links to be underlined and rendered in orange.

To obtain templates for use with other mass email vendors, download the low-resolution image and email it as an attachment to the address on the sample template. Include the information that is to be placed on the header and footer such as the unit name or event, phone number, email address, web address, etc. (Remember to attach photos if a “photo” template is selected.) Within three working days of receiving the email and information, a proof will be generated. After final approval is received, a template will be emailed within three working days.

College website generated email (e.g. registration confirmation, gift acknowledgement) must use Kalamazoo College templates.

**Attachments to Official Email Correspondence**

Documents emailed as an attachment must be saved in a PDF format. The appropriate identifier must appear on all PDF’s that are attached in official email messages, with the exception of facsimiles of original historical documents. The name of the publishing unit must be clearly visible on the document.

**PowerPoint Presentations**

PowerPoint presentations must reflect and maintain the College’s visual identity. Use the following standards when putting together a presentation. Templates are available at kzoo.edu/BrandK.
**PowerPoint Templates**

Four templates are available for Kalamazoo College faculty, staff and students to use. All templates are for general-purpose use. Choices include:

- a template with primarily black elements
- a template with primarily orange elements
- a template with both black and orange elements
- a template with black, orange and other color elements.

**Using PowerPoint Templates**

These templates simplify the creation of PowerPoint presentations and maintain the brand integrity of the College. Template use reinforces visual standards to internal and external audiences. All templates are designed on the PC platform with cross-platform compatibility in mind.

**Master Slides**

As with any PowerPoint presentation, there is a set of master slides for each of the College’s templates. The elements on the master slides are designed to maintain brand standards and preserve the integrity of the PowerPoint document. Do not adjust the position or appearance of the color, large boxes of color, text box and logos. Questions? Contact BrandK@kzoo.edu.
**Text and Colors**

The default font is either Arial or Helvetica depending on the computer platform. The recommended point size is set in the templates at: titles 40 pt and 36 pt, subtitles 32 pt, and body text 32 pt. The minimum point size for body text is 24 pt.

Below are approved Red, Green, Blue (RGB) colors for PowerPoint presentations.

- Orange: R234, G104, B32
- Green: R109, G141, B36
- Lime: R193, G205, B35 (accent color, used over green background)
- Red: R181, G18, B27
- Aqua: R0, G114, B143
- Aqua Light: R178, G212, B221 (accent color, used over aqua background)
- Purple: R131, G120, B112
- Warm Gray 8: R138, G138, B141

**Websites**

Kalamazoo College brand standards ensure the College’s web presence is consistent throughout. All units must adhere to the web standards. Standards include such elements as College-approved templates, fonts, identifiers, photography, color palette and key words. Contact BrandK@kzoo.edu for guidance before creating a new site.

Documents posted on official Kalamazoo College websites for the purpose of being downloaded must be published in PDF format. The appropriate logo must appear on all PDFs that are linked for download, with the exception of facsimiles of original historical documents. Limit the use of PDFs on the Web. PDFs are a way of delivering print content using the Web as a distribution channel, but must not be used when creating content specifically for the Web.

**Administrative and Academic Units**

Websites and pages built within one of the College’s official web content management systems (Reason, WordPress, SharePoint and Moodle) already include the official templates, global navigation, required page elements, color palette
and fonts. For this reason, units are strongly encouraged to use official content management systems for official websites. Official websites that use different content delivery systems must adhere to College visual identity standards and work with the BCT to maximize the brand message. Web presences hosted outside the kzoo.edu domain—including social media sites representing the College or College units—must adhere to College visual identity standards.

**Student Organizations**

Student Organizations are required to use the standard template in a content management system. Websites not hosted by kzoo.edu cannot use the College name or College visual identity elements. Student organizations may place their custom identity stamps and artwork within the editable areas of the standard template. No custom templates will be developed or permitted in order to accommodate custom visual identities or design.

**Social Media Standards**

Social media is any facility for online publication and commentary including blogs, wiki’s, and social networking sites such as Facebook, LinkedIn, Twitter, Flickr, YouTube, and Pinterest. Kalamazoo College employees are free to publish or comment via social media in accordance with College policy when identifying themselves as a Kalamazoo College employee. Adherence to College policy does not apply to incidental mention of Kalamazoo College as one’s place of employment.

Units are encouraged to utilize social media only if they have the resources to maintain consistent, frequent, and relevant content that engages their audience and promotes the K brand message.

**Setting Up Social Media**

Before beginning new work-related social media, employees must obtain the permission of the BCT. Team members will confirm that a new social media initiative meets a need, avoids redundancy and is an appropriate tool for the objective it seeks. The team can provide assistance in setting up work-related social media accounts.

Social media identities, log-on IDs and user names may not use Kalamazoo College’s name without prior approval from the BCT. Kalamazoo College logos and avatars may not be used for personal accounts.

Profiles/accounts associated with social media sites that represent a Kalamazoo College program or department must be created using official Kalamazoo College email accounts. On sites that permit more than one administrator, at least one member of the BCT or the team email, BrandK@kzoo.edu, must be designated as a co-administrator. On sites that do
not permit multiple administrators, the profile should be created using a Kalamazoo College email distribution list. At least one member of the BCT must be a member of that list. The login credentials must be registered with the BCT.

Student organizations are exempt from these requirements. Student organizations may not use “Kalamazoo College” at the beginning of the group or page name. “Group-name at Kalamazoo College” is acceptable.

**Acceptable Use**

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary, including compliance with the brand standards detailed in the College’s *BrandK Identity Manual*.

All uses of social media must follow the same ethical standards that Kalamazoo College employees must otherwise follow. These standards include confidentiality, copyright, respect, honesty and authenticity.

**Social Media Terms of Service Agreements**

Units are responsible for complying with the terms of service of the social media site or service they are using. If these terms compromise the College or its ownership of material, the service must not be used.

**Disclaimers**

The BCT can provide applicable disclaimer language and assist with determining proper usage.

A social media policy for the College is near completion and will be published in this document after President Staff approval.

**Photography Standards**

Photography is a critical component of Kalamazoo College publications and marketing material. The images chosen to portray the College are just as important as the words chosen to convey the brand. Photography helps to tell stories powerfully.
**Photo Libraries**

**Current Photography**

The College’s archive of recent photographs resides in the Office of College Communication located in the Mandelle Administration Building, Room 336. First time users must schedule an appointment. Once familiar with proper procedures returning users are welcome to stop in and browse without an appointment.

**Historical Photography**

The College’s archive of historical photographs is located on the third floor of Upjohn Library Commons. Contact the College archivist to set up a viewing appointment. Most historical images may be checked out.

**New Photography Requests**

To ensure proper usage rights, all professional photographers must be scheduled through the Office of College Communication. The communication unit works with many photographers and will assist in matching the one best suited for a specific project.

**Selecting Photography**

Kalamazoo College is a dynamic place with a diverse population. Select images that accurately express the College’s energy, diversity (including race/ethnicity, gender, and age) and exceptional campus.

**File Types**

Print: use files saved as TIF or JPG. PNG files should not be used for print.

Web: PNG should be used for line art and logos. JPEG is the best format for photography. Do not use JPEG for logos.
Resolution

Print: The resolution of an electronic image is very important to a printed image. The higher the resolution, the better the chance for good print reproduction. The best standard operating procedure is to locate the original image file and send it to BrandK@kzoo.edu for an evaluation of its suitability for print publication.

Web: Optimize photographs for web viewing by sizing them to the exact height and width at which they will be displayed. Contact BrandK@kzoo.edu for assistance.

Scaling an Image

The proportions of the photograph must be kept the same (in other words, the width and length should be the same percentage); otherwise the image will appear stretched and distorted.

Images from the Web

Do not download, save or copy images from websites to use in print. Web images are unsuitable for reproduction in print. Generally, web images are not licensed for College use.

Web Photograph Captions

Image captions are important because they are one of the most well-read pieces of content on a website. Photo captions should be no more than two concise sentences.

Search Engine Optimization (Photographs)

For best search engine results:

• always add Alt text to images as alt is mandatory for user accessibility;
• optimize the image, balancing quality and file size;
• save image files with a descriptive filename, such as “StetsonChapel.jpg” rather than “untitled.jpg;”
• use captions.
Video Standards

To ensure consistency with the standards in this manual, all marketing and communication video projects developed by internal units of the College and by outside vendors must be submitted to the BCT at BrandK@kzoo.edu for approval. These submissions should occur during the project’s pre-production concept phase.

Below are several ways to integrate the Kalamazoo College brand into video.

- **Full Logo:** Use of the full logo during an introduction or closing is one way to integrate the brand into video.

- **K Logo:** The Kalamazoo College K can be used in video for the duration of the piece. Full color, semi-transparent or watermark versions are available in both standard-definition (SD) and high-definition (HD) versions. The K must be used at the size that is provided.

- **Lower-third Graphic:** A Kalamazoo College lower-third graphic element is available for individual or location identification. It covers (approximately) the lower third of the screen. Text can be added to the lower third to identify a person, location or other relevant information. Standard-definition (SD) and high-definition (HD) versions are available.

Signage Standards

To ensure brand standards, all signage projects must be processed through the BCT. Please schedule a pre-production meeting to discuss concepts by emailing BrandK@kzoo.edu.

Approved fonts for College signs are: Berkeley, Berkeley Old Style, and ITC Berkeley—depending on the weight of letter you may use medium, bold or black. Signage required to meet Americans with Disabilities Act Accessibility Guidelines (ADAAG) must use Helvetica medium, bold or black.

Specialty Items Standards

To ensure brand standards, all specialty item projects requiring imprinting or embroidery by an outside vendor must be processed through the BCT. Please schedule a pre-production meeting to discuss concepts by emailing BrandK@kzoo.edu.
Media Relations Standards

The Office of College Communication (OCC) is the contact for print and broadcast news media and media-related issues. OCC advises the administration on policy issues that affect public perception of the College and develops appropriate communication strategies. OCC is responsible for disseminating news, responding to requests for expert commentary and providing information to the media about Kalamazoo College people, programs, events and activities.

OCC must be contacted before any information is released to the media concerning internal or external matters that affect the College. Please write to BrandK@kzoo.edu.

News Releases

All news releases, statements on behalf of Kalamazoo College and media notifications must be released through the OCC unless otherwise authorized by OCC. OCC works with media outlets on a daily basis and has established relationships with reporters and editors. It is more effective for the media to work with OCC as a central campus contact.

A request to write and issue a news release for an event or announcement must be made at least two weeks (one month preferred) prior to the event date or announcement date. Email BrandK@kzoo.edu with the details.

When requesting a news release, please include as much information as possible: details of date, time, place, program content and background information for speakers. Include the type of audience you are trying to attract to the event. If you have a special publication you would like to see your story/event sent to, please submit the name of the publication and contact information if you have it.

When submitting an idea, remember the five W’s: who, what, when, where, why. Answering the five W’s will provide OCC with a good start in developing the background and story pitches to the media. If submitting photographs, the names of everyone appearing in the image and a photographer credit must be included (for example: photo by Jane Smith ’15).

All news releases issued through the OCC are written according to the New York Times Manual of Style and Usage. (Refer to page 73 for specific style instructions regarding Kalamazoo College idioms.) All news releases will end with the following standard Kalamazoo identifier or boilerplate paragraph:
Founded in Kalamazoo, Michigan, in 1833, Kalamazoo College (www.kzoo.edu) is a nationally recognized liberal arts college and the creator of the K-Plan, which emphasizes rigorous scholarship, experiential learning and both international and intercultural engagement. Kalamazoo College has approximately 1,400 students from approximately 30 states and 25 countries; 20 percent self-identify as students of color. At Kalamazoo College, we do more in four years so students can do more in a lifetime.

Opinions, Editorials and Letters to the Editor

Opinions, editorials, viewpoints (often called “op-ed” pieces) and letters to the editor of a publication or other news media outlet serve many roles. They can be informative, serious or light-hearted; they can spark a debate, highlight a neglected point of view, offer a new perspective on a current issue of interest or clarify the College’s position on a particular issue.

A timely, well-written and provocative piece can establish the writer as an expert on a particular topic and gain media recognition for the author and Kalamazoo College. Editors at large newspapers and magazines receive hundreds of submissions each week, and must weigh several factors when choosing which to publish. The criteria include the article’s quality, timeliness, freshness of viewpoint and the number of articles already published on the topic. Priority is often given to a publication’s regular columnists.

Letters to the editor are much shorter—a few paragraphs instead of several hundred words. Writers often express a personal viewpoint and may not be writing as experts or as representatives of institutions. If what you have to say is short, or offers another view of the newspaper’s coverage of an issue, you may consider submitting a letter to the editor. Letters to the editor must be submitted with your name, address and phone number.

Your Kalamazoo College title or affiliation should be included only if your academic credentials or position at the College is pertinent to the letter’s subject.

Writing Style Standards

To ensure consistency, use this manual to resolve questions about grammar and style specific to Kalamazoo College idioms. Otherwise, use the New York Times Manual of Style and Usage. Check kzoo.edu/BrandK for updates.

News releases or publications that are mainly directed toward publication in the media must follow the New York Times Manual of Style and Usage standards and be submitted to BrandK@kzoo.edu for review.
Kalamazoo College Name, K-Plan, Senior Individualized Project, Alumni Class Years

First mention of the College’s name in text must be: Kalamazoo College. Thereafter, references may be the College or K. Do not use K College or K-College. The K-Plan is hyphenated, italicized (or roman in italicized text), and written with an uppercase K and P. Senior Individualized Project is capitalized, and the first mention is spelled out. Subsequent referrals can use SIP. Use John Smith ’73, not John Smith K’73.

Kalamazoo College Descriptive Text

Founded in Kalamazoo, Michigan, in 1833, Kalamazoo College (www.kzoo.edu) is a nationally recognized liberal arts college and the creator of the K-Plan, which emphasizes rigorous scholarship, experiential learning, and both international and intercultural engagement. K has approximately 1,400 students from approximately 40 states and 30 countries; nearly 27 percent are students of color. At Kalamazoo College, we do more in four years so students can do more in a lifetime.

Administrative and Professional Titles

Capitalize titles before the name: Professor of Biology John Smith is correct. Use lower case when the title follows the name: John Smith, professor of biology, is correct. Always use (and capitalize) the full name of endowed chairs: Mary Smith, the Margaret and Roger Scholten Professor of International Studies, is correct.

Names of Departments, Programs, and Offices

Capitalize “Department of…” and “Office of…” such as Department of Physics, Office of Admission. Lower case for physics department, admission office; languages are an exception—Spanish department, English office. The word program is capitalized when it is part of a title’s name—LandSea program is correct; LandSea Program is not. Use theatre arts, not theater arts.
Names of Buildings and Campus Landmarks

Proper names of buildings and campus landmarks are capitalized: Stetson Chapel, Upjohn Library Commons. But the chapel, the library, the quad are lower case. The physics building is lower case; Olds and Upton Science Hall is upper case. Mandelle Administration Building, Hoben Hall, Mary Trowbridge House are all correct.

Common Grammar and Style Terms

Academic degrees use periods: B.A., M.A., Ph.D., M.B.A., M.F.A., J.D.

Italicize the title of books, magazines, newspaper, songs and movies such as Moby Dick.

Spell out whole numbers smaller than 10—one, two, three…nine, 10, 11, 12, 13….

Use an apostrophe (’) to mark the omission of the first two digits of a year—‘62 for 1962. Do not us an apostrophe before the s when designating decades and centuries—1800s or ’60s.

Do not insert spaces before, after or between periods of ellipsis within same sentence—three…nine.

Use em dash without spaces within sentences—as shown here.

Do not underline words/sentences unless referring to a link.

Use one space after a colon. Use one space after a period that ends a sentence, including end stop punctuation marks.

Headlines can be all uppercase, all lower case or a combination of upper and lower case.

U.S. may be used to abbreviate United States.

Use periods in phone numbers: 269.337.7291

Writing for the Web

Writing for the Web is not the same as writing for print because people read differently on the Web. Guidelines:

- Be concise. Web writing should be clear and direct. Keep sentences short. Remove words or descriptions that do not add value to the content. Limit paragraphs to 70 words.
• Make content scannable. Use bulleted lists whenever possible. Other elements that enhance scanning include headers, links, highlighted text, graphics, captions and pull-quotes.

• Write meaningful headings. A user relies on headings to navigate content. Choose words that clearly describe the content introduced.

• Use active voice. Writing in the active voice is clearer and more conversational and engaging than writing in the passive voice.

• Use common language. For ease of user discovery and search engine optimization it is essential to use the same words and phrases users do.

• Use a conversational tone. Avoid jargon and buzzwords like “cutting-edge” or “leverage.” Users are turned off by content that talks at them instead of with them.

**Links**

Link to useful, relevant and appropriate content elsewhere on the Web, but do not overdo it—stop before links become a visual distraction. For search engine optimization use no more than 100 links on a page.

Use descriptive link text that indicates where the link goes (“click here” is not helpful, but the title of the destination page is useful).

Make links visually scannable, short (four words max) and relevant.

Do not make every reference of a web resource into a link. Only link the first reference within the body of a page. If a link on a page must be repeated, use the same link text in both links.

Do not use the same link text to link to different destinations.

Use the link title attribute to elaborate on link text. Do not duplicate link text in the title attribute, which hinders accessibility.

When linking to a PDF file, include “PDF” and the size of the download in the link text—for example: “Instructions (PDF, 3MB).”
Copyrights and Permissions Standards

No photographs, drawings, images, video, sound clips or copyrighted or trademarked materials may be used on Kalamazoo College marketing material without the permission of the holder of reproduction rights.
Chapter 4
CHAPTER 4

Frequently Asked Questions

What is a brand?

A brand is a statement of shared beliefs about who we are, how we are different and why we are special. We use that statement to form the basis for marketing and communication. A strong brand demonstrates common purpose and identity. It enhances the College’s reputation, sets us apart from competitors, creates awareness and establishes our relevance to our audiences. Our brand is our promise to our constituents and stakeholders about the experience they will have when they engage with Kalamazoo College.

But “brand” is a term that makes me bristle. Isn’t it too corporate for college and higher educational language?

Branding is the words, the stories and the facts the College uses to set its learning experience apart from those of other colleges and universities. Higher education is an incredibly crowded and noisy marketplace. Branding and marketing are ways to strengthen the presence of K in that marketplace so that more students, alumni and friends will commit to K. But strengthening our presence in the marketplace DOES NOT MEAN infusing marketplace values into the College’s work of providing an excellent liberal arts education! The former is okay, and K will do it through the integrated marketing and branding described in this manual. The latter is not okay, and the College will not do it.
Why are we branding the College?

Branding is the process of using marketing and communication to influence perceptions. Everyday thousands of people see communication and marketing materials from Kalamazoo College: business cards, correspondence, brochures, admission material, reports, magazines, websites, presentations, event invitations, posters, forms, applications, building and vehicle signs, apparel and specialty items. These items represent the College and contribute to attitudes and opinions about the College. These opinions affect actions—whether an excellent prospective student chooses us, whether a world-class scholar decides to join the faculty, whether a foundation awards a major grant or whether a donor funds a facility or endows a scholarship. The consistent application of the brand differentiates Kalamazoo College from its top competitors and expresses its unique qualities in a way that creates a clear, positive and memorable impression.

How do we select the elements of the Kalamazoo College brand?

The brand statement, brand attributes, identifiers, colors, fonts and visual identity derive from a rigorous, campus-wide process of research, discussion and collaboration. Based upon those research findings, the College made decisions regarding its desired institutional image and reputation, key messages and graphic identity. For information about this process, please contact BrandK@kzoo.edu.

What is the BrandK Identity Manual?

The BrandK Identity Manual provides procedures for achieving an effective, high-quality and consistent presentation of Kalamazoo College’s print and electronic materials. These standards encompass proper use of the College logos, official fonts and colors and best-practice design standards for the College’s marketing and communication.
Why does Kalamazoo College need the BrandK Identity Manual?

Marketing and communication materials provide particular information and project an overall image of Kalamazoo College. Brand standards unify our communication and help make our image clear, consistent, and intentional. These standards increase the quality of the visual materials produced and make the production of these items more efficient. Consistency strengthens the power of our market presence. Inconsistency dilutes our presence.

What role do I have in the College’s brand?

Kalamazoo College community members either strengthen or weaken the College’s public image with the words and materials they use to communicate about the College. For Kalamazoo College to be recognized as a first-rate institution, its marketing and communication materials must be of the highest quality. Each of us is responsible for maintaining the high standards and consistency of our brand.

How do we build a strong public image?

The key to a strong image is clarity and consistency. When communication from different areas of the College conveys the same message, the message is amplified. Communication and marketing projects from many units reinforce one message: We do more in four years so students can do more in a lifetime. When communication is visually integrated, it presents a diverse institution as a well-organized, singularly focused whole. High-quality communication suggests a high-quality educational experience.

Can I continue to use an existing logo, mark, or graphic; can I create one of my own?

No. Units are not permitted to develop visual identity systems, marks, logos or graphics. Instead, they will work with the BCT to meet their graphic needs.
How does the brand manual help each unit?

If everyone at Kalamazoo College communicates clearly and consistently, the College’s recognition increases, which strengthens the institution as a whole and its individual programs. This recognition and positive public image benefits all.