

IDENTITY  
STANDARDS



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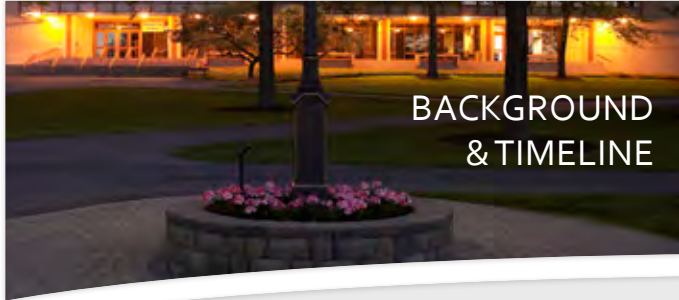
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## BACKGROUND & TIMELINE

In spring 2010 we issued a request for proposals seeking to partner with an outside agency to assist us with our branding initiative. In the summer of 2010 we awarded contracts to Mindpower Inc. for the brand identity and creative development and SimpsonScarborough for the market research and testing components.

In September 2010 Mindpower and SimpsonScarborough held 26 focus group sessions composed of students, faculty, staff, deans, vice presidents, and alumni. In October 2010 SimpsonScarborough administered our market research study, which was sent to 15,000 prospective students and just over 10,000 of our peers (faculty, staff, and administrators) in higher education. We also used findings from the 2009 alumni study administered by Performance Enhancement Group.

In December 2010 Mindpower and SimpsonScarborough presented their findings and new brand identity proposal to members of our campus community.

This is where “Ready” was born. Through these important conversations we further refined the concept and visual expression, and began preparation for the concept survey, which was administered in March 2011 to all alumni we had e-mail addresses for; all faculty, staff, and students; and a sample of higher education peers.

From April through August 2011 we continued to refine the expression of our brand identity—both in terms of the stories we would tell and the visual way we would express them—and finalized the College’s new logo and visual identity standards.

Every step of the way we sought feedback from our key constituencies, including the College Marketing Advisory Committee (CMAC), an important group with which we regularly shared updates and collected valuable feedback.

On August 31, 2011, we launched a new design for all [ithaca.edu](http://ithaca.edu) sites, launched our new identity internally, and began our comprehensive advertising campaign.



## WHY READY?

Ready: despite the saying, you're not born that way. Ready is a state you ascend to, with effort and determination. At Ithaca College, you will make yourself ready.

From the moment they arrive until the moment the mortarboard hat is flung into the air, our students prepare themselves for their future day by day, with lessons and experience gleaned from classes, internships, studies abroad, and other myriad opportunities. The rebranding of our identity is meant to convey that message to the world.

**Prospective students** will be inspired by a take-charge, realistic approach to getting a broad-based, professional education that will prepare them for whatever life brings.

**Current students** can feel proud of being part of a community of ambitious people who know how to achieve their goals without placing other people or the planet at a disadvantage.

**Faculty and staff** are the key to making students ready. How? By blending the liberal arts with professional programs. By developing innovative programs and courses. By offering research opportunities. By mentoring. By changing students' lives.

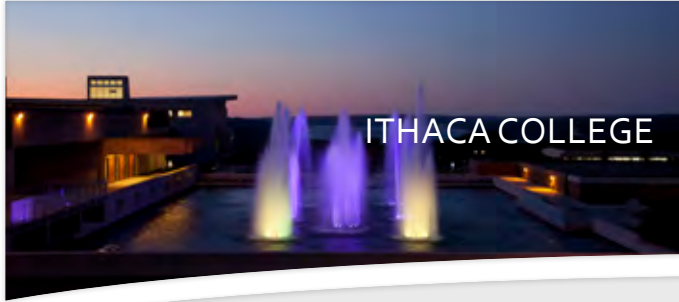
**Alumni** are living proof that Ithaca College graduates are ready, and they show it every day—in successful lives and careers. We want alumni to feel connected to the College and support the eager, confident spirit of the students who follow.

**Peers** think they know Ithaca College, but this campaign will clearly illustrate the focus of the College's collective programs and demonstrate its academic strengths.

**Employers** will know Ithaca College as a place where they can find people who are ready to be productive employees from day one.

## SOME WAYS WE SUPPORT READY:

- Music immersion
- Internships
- Trading room
- Clinics
- Ad lab
- Longview
- Theater productions
- Study abroad
- Los Angeles and London programs
- Research
- Presentations at conferences
- Exploratory Program (finding your path, not just being "undecided")
- Liberal arts paired with professional programs
- Interdisciplinary general education experience



The following description of Ithaca College was drafted and refined by the Office of Marketing Communications to act as a standard, generic description of the College. The description will be updated within this document as necessary to reflect the College's ever-evolving nature.

This description may be used wherever a short description of the College is necessary, including the following:

- Boilerplate for press releases
- Marketing brochures
- Association membership descriptions
- Award entry submissions
- Academic research submissions
- Grant or proposal submissions
- Conference attendance descriptions
- Visual presentation introductions or conclusions

*“From day one, Ithaca College (ithaca.edu) prepares students for personal and professional success through hands-on experience in the classroom and with internships, research opportunities, and study abroad. Its integrative curriculum builds bridges across disciplines with an unparalleled blend of liberal arts and professional study. Located in New York’s Finger Lakes region, the College is home to 6,100 undergraduate and 400 graduate students and offers over 100 degree programs in its Schools of Business, Communications, Humanities and Sciences, Health Sciences and Human Performance, and Music.”*



TRADEMARKS  
AND LICENSING

Ithaca College currently has one federally registered trademark, "Ithaca College" and in the summer of 2011 launched a licensing and trademark enforcement program in support of protecting this trademark. This program is a critical component of our overall branding initiative as Ithaca College seeks to ensure the high quality and consistent standard of excellence for which it is known.

For more information, please visit the licensing and trademark enforcement website at [ithaca.edu/licensing](http://ithaca.edu/licensing).





## BRAND ARCHITECTURE

The brand architecture is the structure for strategically managing how Ithaca College and its various divisions and units represent themselves in the marketplace and on campus.

### CORE BRAND

The core brand is the consistent expression of the College's brand identity, based on the use of its logo system, core messages, and Ready campaign.

### UNIT IDENTIFIERS

(also known as "logo lockups")

The Office of Marketing Communications has developed an identity system around the core brand that establishes an order of hierarchy and demonstrates a strong connection among the College's official units, divisions, schools, centers, departments, offices, as well as many programs and institutes.

### SUB-BRANDS

Having distinctive personalities and missions, sub-brands are prominently linked to the core brand while requiring differentiation because they provide significantly distinctive services.

### INDEPENDENT BRANDS

These brands represent a complete departure from the core brand, establishing an independent identity that clearly articulates their distinct relationship to Ithaca College.

### UNIT IDENTIFIERS

(also known as "logo lockups")



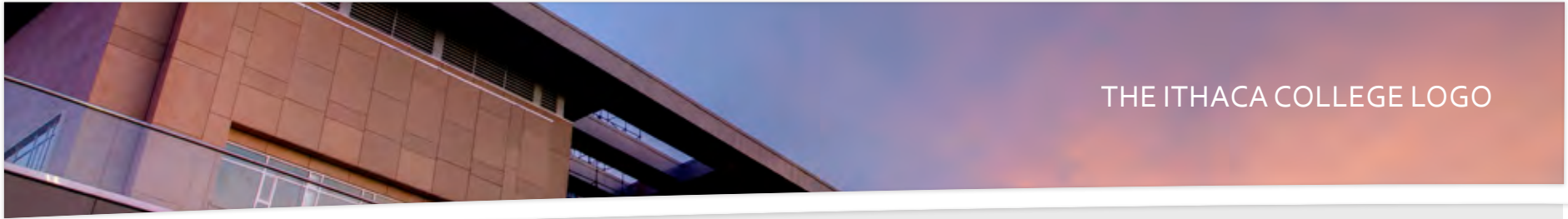
### SUB BRANDS



### INDEPENDENT BRANDS



Credit: Virginia Tech Identity Standards for some common descriptions.



THE ITHACA COLLEGE LOGO



# ITHACA COLLEGE

Launched on August 31, 2011, the traditional-yet timeless... typeface is capitalized to convey confidence, leadership, professionalism, and authority—attributes our students and alumni proudly associate with the College.

The shield-shaped emblem takes its cues from the official Ithaca College seal, giving it a sleek, simple style meant to transcend the decades.

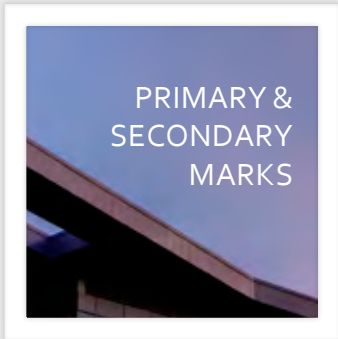
The I and C within the emblem are a nod to a common reference for our institution, recognizable to all our constituencies. The interlocked letters

represent the strong integration and collaboration among our academic departments, and more broadly, the integration of the College with the Ithaca community we call home.

The stylized design of the emblem offers a clean, 21st-century look while drawing influence from the traditional seal. The seal was not incorporated into the new logo treatment for practical reasons: it cannot be reproduced clearly at smaller sizes—for example, embroidery on clothing and other apparel, or small ads—and would therefore be unrecognizable for most applications.

Our word mark and emblem embody the grounded, forward-looking education Ithaca College provides students in the 21st century while simultaneously reflecting the proud tradition of its nearly 120-year history. “College” made its way back into the logo to avoid confusion with the city, town, and other local institutions that share the Ithaca moniker, while, “Ithaca” is emboldened to both draw the eye and emphasize our deep roots within the community.





PRIMARY &  
SECONDARY  
MARKS

We have one primary mark. This mark is to be used in every possible instance to ensure brand consistency.

To accommodate a wide range of applications, we have four secondary marks as shown on the right. These marks have been carefully designed and tested. Different marks should be used in different instances, as noted on the right.

The marks may not be altered, modified, or changed. Always use approved artwork when reproducing any Ithaca College mark.

Whenever possible, the primary or secondary marks should be produced in Ithaca blue (see page 20).



PRIMARY MARK  
IC PRIMARY LOGO

SECONDARY MARKS

ICTWO-LINE  
LEFT LOGO



This is the preferred secondary mark whenever the primary mark cannot be used.

ICTWO-LINE  
CENTERED LOGO



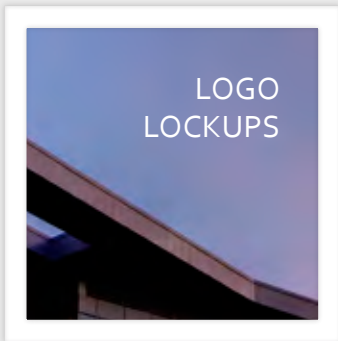
IC ONE-LINE  
CENTERED LOGO



ICTWO-LINE LARGE  
EMBLEM LOGO



The large IC emblem with the word mark below it is used only when the emblem needs to be prominent, while keeping the word mark at a clear and legible size, e.g., embroidery for apparel.

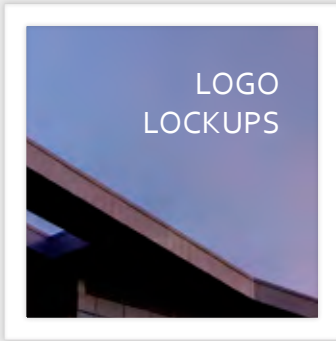


The Ithaca College logo lockup system is intended for the college's official units only and promotes the Ithaca College name first and foremost. The next level in the lockup is the official unit that is responsible for the message or publication.

Examples of the lockup and how it may be used are depicted on this and the following page.

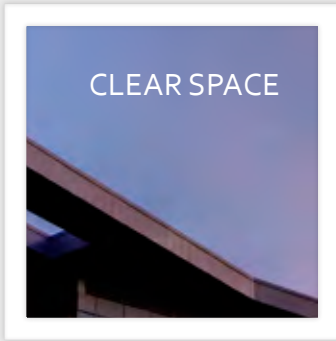
Wherever possible, the lockup system should be used in the primary color set: Ithaca blue for the primary mark and gray for the unit name(s). This full-color version must always be used in appropriate online applications.





Examples of the lockup and how it may be used are depicted on this and the previous page.





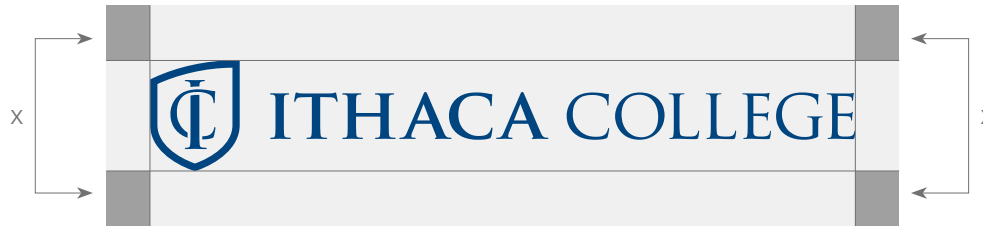
Clear space is the area of isolation that maintains a minimum distance between the logo and any other creative elements and/or the edge of a printed piece or web page.

Always surround the Ithaca College logo with the amount of clear space shown to ensure that the logo is positioned clearly and prominently.

The clear space around the logo is equal to one quarter the size of the IC emblem. Do not position any text, graphic elements, or other visual design inside this clear space.

Refer to the samples shown for the amount of clear space needed depending on the mark being used.

NOTE: Please refer to page 18 for clear space information as it applies to our athletics logos.

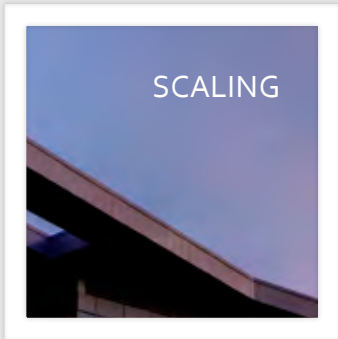


In the case of the primary mark, the lockup is positioned along the same line as the bottom of the IC emblem and flush left with the "I" in Ithaca. The clear space from the bottom of the lockup is shown as X.



In the case of the secondary marks, the lockups are positioned at  $\frac{1}{2}X$  from the bottom of the IC emblem or "Ithaca College" or "College" depending on the mark and centered left to right under the entire mark.





In order to best reproduce while continuing to protect the integrity of the Ithaca College marks, minimum width scales are provided on the right.

\* The use of the 1.0" size is to be used when absolutely necessary and not as a standard. For example, the 1.0" width would be appropriate for use on pens or other small layouts.



←→  
1.0" minimum width\*



←→  
1.75" minimum width  
when using a lockup

The preferred minimum width for the primary Ithaca College logo is 2.0



←→  
1.0" minimum width



Roy H. Park School  
of Communications  
←→  
1.25" minimum width  
when using a lockup



.75"  
minimum  
width ←→



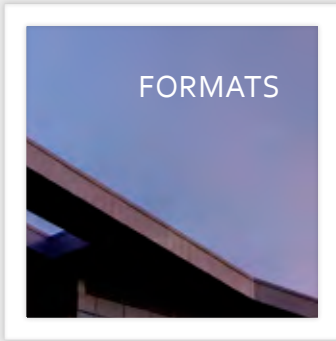
Roy H. Park School  
of Communications

.85"  
minimum  
width ←→  
when using a lockup



ITHACA  
COLLEGE

←→  
.5"  
minimum  
width



Use EPS format logos for any professionally printed piece (digital or traditional press applications). EPS files are vector, so they can be scaled larger and smaller without losing quality. EPS is the preferred file format for use in print, banners, and merchandise such as stickers and mugs.

RGB logo files are provided in JPG file format in 2.5" sizes and are used for all web, desktop, and on-screen applications such as PowerPoint and Word documents. These JPG format logos are never used for high-resolution printing, and they are never scaled to larger sizes.

Additionally, use PNG format logos when transparent backgrounds are required, such as for websites and when placing the logo on a background that is not white.

Use TIFF format logos for higher-quality laser print reproduction (Word and PowerPoint), screen, and web applications where a higher quality logo may be needed. They can be scaled down in size, but they are never scaled to larger sizes.



Vector EPS files can be scaled to larger and smaller sizes without losing integrity or quality. This format and is the preferred file format for print projects.

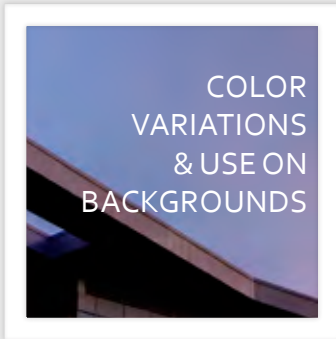


Screen-ready RGB JPG files are not to be scaled to larger sizes and are not suitable for print projects. This format is designed for web, Microsoft Word, and PowerPoint documents.



Screen-ready RGB PNG files are intended for use when transparent backgrounds are required. This format is not to be scaled to larger sizes and is not suitable for print projects.





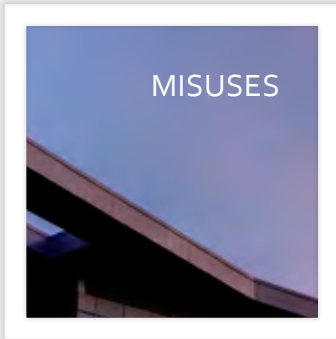
The Ithaca College logo must stand out clearly. Use the Ithaca College blue version when a simplified mark is required for premium items, silkscreen, etc. Use the black version when the use of color is not an option.

The lockup text below the "Ithaca College" word mark should always be gray unless it is used in a reverse style at which time the word mark and lockup text are both white.

When using the logo over a photograph, place it over an area that provides good contrast and has minimal distracting elements.

There are, however, conditions where the use of color is impractical or where the Ithaca College logo will not stand out from confusing or color backgrounds. In these cases, use a blue or white version of the logo, whichever provides the most contrast. The IC emblem and the "Ithaca College" word mark must be all blue or all white in this case.





## MISUSES

The Ithaca College logo must not be altered in any way.

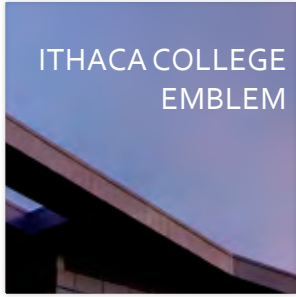
- Do not change the colors.
- Do not rotate the mark.
- Do not rearrange the mark elements.
- Do not change the typography.
- Do not alter the typestyle (e.g., from all caps to cap/lowercase).
- Do not apply perspective.
- Do not apply any effects such as "Word art."
- Do not crop any portion of the mark or lockups.
- Do not alter the alignment of any elements of the mark or lockups.
- Do not violate the minimum clear space requirements by attaching any other design elements such as type or graphics.
- Do not use drop shadows on dark versions of the logo.
- Do not use multiple versions of the IC logo or athletics logo combined into a single montage.

The examples shown on the right demonstrate some incorrect uses of the logo.





## ITHACA COLLEGE EMBLEM



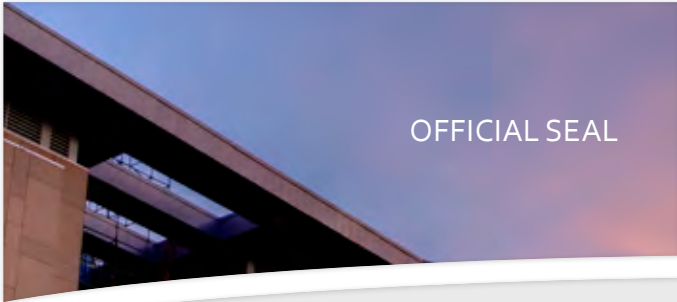
The upward sweep at the top of the Ithaca College emblem evokes the trajectory of its students as they rise to meet their future; it is also evocative of the stone marker that bears the College's name at the main entrance.

There are very limited occasions when it is appropriate to use the Ithaca College emblem alone as a visual icon. Any such use needs to be confirmed with the Office of Marketing Communications.

Whenever the Ithaca College emblem is used by itself, the full logo must appear somewhere on the same item or page, or, in the case of a moving sequence, resolve into the full logo in order to reaffirm the logo as a complete unit.



0.5"  
minimum  
width



## OFFICIAL SEAL

The Ithaca College seal represents the history, tradition, and mission of the College. The seal does not have a distinct visual presence and is not immediately identifiable as representing Ithaca College, particularly when reproduced at smaller sizes. Therefore, the seal should not be used interchangeably with the College logo.

Use of the College seal is limited to the following:

- Formal College documents, such as diplomas, certificates, legal documents, and contracts
- Communications from the board of trustees, the alumni relations board of directors, the Office of the President, the executive officers of the College, and the deans
- Official three-dimensional displays such as on podiums and Commencement medallions

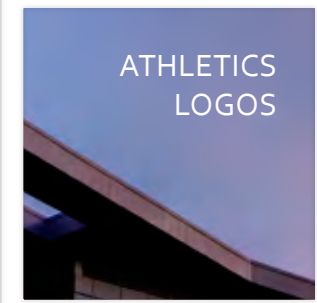
The College seal should not be used on promotional materials, banners, general stationery, business cards, napkins, cups, College vehicles, or most campus signage. The seal may be used in certain architectural inlays in buildings, similar to the lobby of the Peggy Ryan Williams Center, when approved and authorized by the President's Council.

The seal should be clear and readable when reproduced. As a guideline, the seal should be no smaller than 0.5" and no larger than one-third the width of the printing surface (that is, the surface area of the official document being used). Reversing or knocking out the seal on a colored background, or embossing or foil stamping it on paper, requires a modified version of the seal available through the Office of Marketing Communications to ensure quality reproduction.



0.5"  
minimum  
width

ATHLETICS  
LOGOS



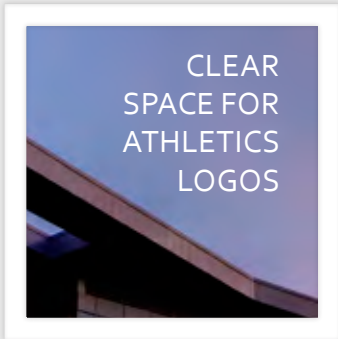
The athletics logos should be used only in conjunction with marketing materials directly related to the activities of the athletics office and teams.

The words "Ithaca" and "Bombers" must be in the same color and should not be screened back or outlined. When the athletics logo is reproduced in two colors, the colors must be Ithaca blue and Ithaca gold (see Primary Color Palette, p. 20) with the words "Ithaca" and "Bombers" in blue and the swoosh in gold with a blue outline. When the athletics logo is reproduced in one color, the color should be Ithaca blue or black, and the swoosh may be outlined or screened to separate it from the word "Ithaca."

The interlocking "IC" logo should appear in either blue, gold, black, or white and should have a white rule around the logo when used on a background other than white.

The athletics logos and team/sports names should not be used in conjunction with the College logo or seal.



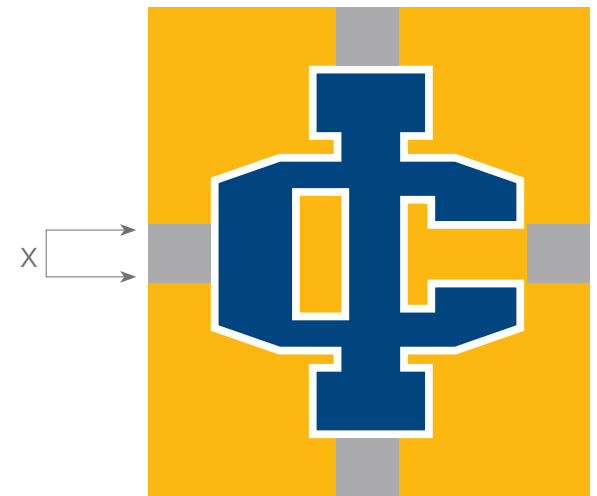
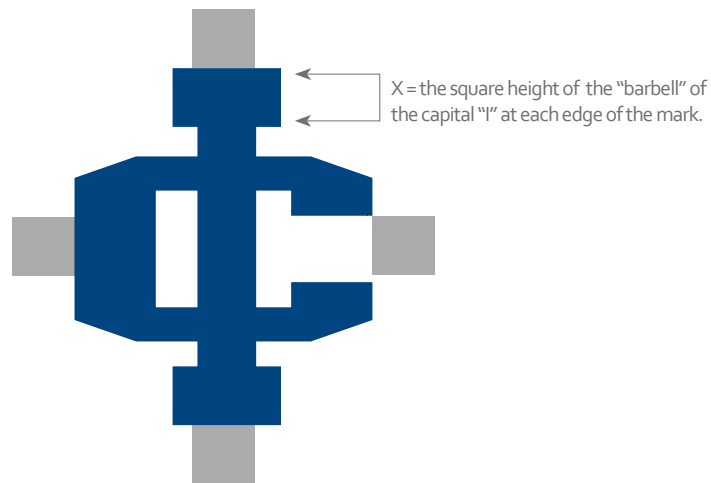
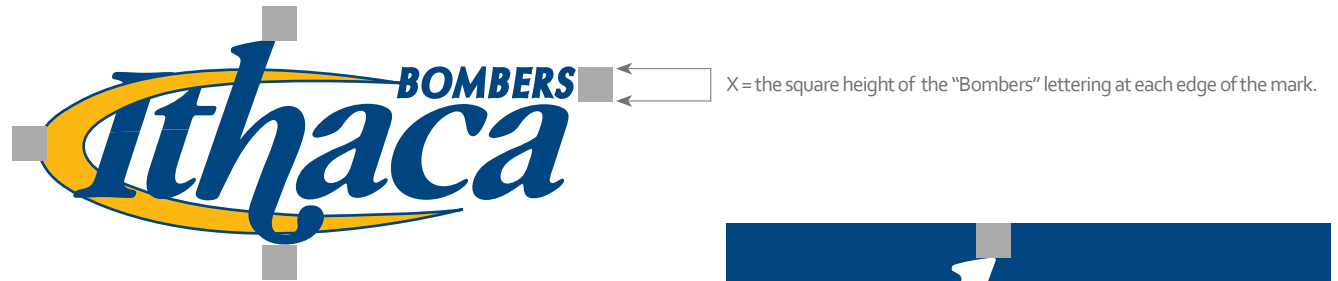


Clear space is the area of isolation that maintains a minimum distance between the logo and any other creative elements and/or the edge of a printed piece or web page.

Always surround the Ithaca College athletics logos with the amount of clear space shown to ensure that the logos are positioned clearly and prominently.

When using the Ithaca Bombers logo, the clear space equals the square height of the "Bombers" lettering. When using the interlocking "IC" logo, the clear space is equal to the square height of the "barbell" of the capital "I". Do not position any text, graphic elements, or other visual design inside this clear space.

Refer to the samples shown for the amount of clear space needed depending on the mark being used.





## PRIMARY COLOR PALETTE

### ITHACA COLLEGE BLUE AND GOLD

Blue and gold have been reborn to represent a richer, more classic blue and a deeper, bolder gold. These are the primary colors that identify Ithaca College.

Pantone, CYMK, HEX, and RGB values are provided for each color depending on application.

Note that both colors have coated and uncoated PMS values.

### IC BLUE



Coated:

Pantone 541C  
C100 M62 Y0 K38

Uncoated:

Pantone 294U  
C100 M53 Y2 K21

Web:

R1 G49 B88  
HEX 013158

Pantone tints for  
our coated and  
uncoated versions  
of IC Blue are:

**PMS**  
**646**  
**75%**

**PMS**  
**645**  
**50%**

**PMS**  
**644**  
**25%**

**PMS**  
**643**  
**10%**

### IC GOLD



Coated:

Pantone 130C  
Co M30 Y100 K0

Uncoated:

Pantone 129U  
Co M30 Y100 K0

Web:

R255 G183 B0  
HEX FFB700



Standards screens apply for each of the spot colors and do not require a special pantone assignment.



## SUPPORTING COLOR PALETTE

Two supporting palettes have been developed to accentuate the primary colors when used in context with either warm or cool colors. Palette and color selection should be based on the overall design of the piece in addition to the warm or cool tones of the supporting photography.

The colors shown are never to overpower the colors of the primary palette and are the only colors to be used when developing communications pieces for the College.

With the exception of Cool Gray 11, the warm color palette is the sole supporting palette for ithaca.edu web design.

Pantone (PMS), CYMK, RGB, and HEX values are provided for each color depending on application. Some colors have both coated and uncoated PMS values.

NOTE: This palette applies specifically to College collateral and website. There is a separate and unique palette of College-approved colors for merchandise. To learn more about Ithaca College merchandise and our licensing program, visit [ithaca.edu/marcom/licensing](http://ithaca.edu/marcom/licensing).

### WARM COLOR PALETTE



Warm Gray 9  
Co M8Y11 K47  
R129 G127 B106  
HEX 817F6A



Pantone 1817C  
Pantone 7642U  
Co M90Y100 K66  
R60 G35 B31  
HEX 3C231F



Pantone 575C  
Pantone 377U  
C48 MoY100 K53  
R58 G85 B36  
HEX 3A5524



Pantone 5473C  
Pantone 3155U  
C82 MoY28 K52  
R13 G67 B57  
HEX 0D4339

### COOL COLOR PALETTE



Cool Gray 11  
Co M2Y0 K68  
R82 G80 B82  
HEX 525052



Pantone 7421  
Co M100Y30 K61  
R99 G0 B70  
HEX 630046



Pantone 5545  
Pantone 554U  
C59 MoY50 K52  
R50 G122 B61  
HEX 327A3D



Pantone 3165C  
Pantone 322U  
C100 MoY28 K65  
R62 G120 B0  
HEX 817F6A



#### Minion Pro

Minion Pro was inspired by classical, old style typefaces of the late Renaissance, a period of elegant, beautiful, and highly readable type designs. Minion Pro exhibits the aesthetic and functional qualities that make text type highly readable, yet it is also suitable for display settings.

#### Corbel

Corbel is designed to give an uncluttered, clean appearance. The letter forms are open with soft, flowing curves. It is legible, clear, and functional at small sizes. At larger sizes the detailing and style of the shapes is more apparent resulting in a modern sans serif type with a wide range of uses.

#### SOURCES

Minion Pro  
[adobe.ly/pylfNG](https://adobe.ly/pylfNG)

Corbel  
[www.ascenderfonts.com/font/corbel-family.aspx](https://www.ascenderfonts.com/font/corbel-family.aspx)

## MINION PRO

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890

### *Regular Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890

### Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890

### *Medium Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890

### Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890

### *Semibold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890

### *Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890

## CORBEL

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890

### *Regular Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890

### *Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890



### Crimson

Crimson is classic and collegiate and serves as an @font-face font for web purposes in header styles only. This font should be used sparingly for accent.

### Cantarell

Modern, flexible, easy to read, open, and accessible, Cantarell is suited primarily for body copy.

### SOURCES

Crimson

[www.fontsquirrel.com/fonts/Crimson](http://www.fontsquirrel.com/fonts/Crimson)

Cantarell

[www.fontsquirrel.com/fonts/Cantarell](http://www.fontsquirrel.com/fonts/Cantarell)

## CRIMSON

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890

*Roman Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890*

**Semibold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890**

*Semibold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890*

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890**

*Bold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890*

## CANTARELL

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890

*Regular Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890*

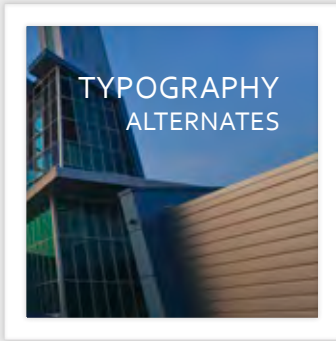
**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890**

*Bold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890*





Georgia  
*Minion Pro/Crimson Alternate*  
Verdana  
*Corbel/Cantarell Alternate*

Georgia and Verdana typefaces are provided prepackaged on virtually all word processing systems and should be used when the primary print and web fonts are not available.

For web use, Georgia should be used primarily for header styles, whereas Verdana should be used primarily for body copy.

## GEORGIA (Minion Pro & Crimson Alternates)

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890

*Regular Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890*

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890**

***Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890***

## VERDANA (Corbel & Cantarell Alternates)

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890

*Regular Italic*

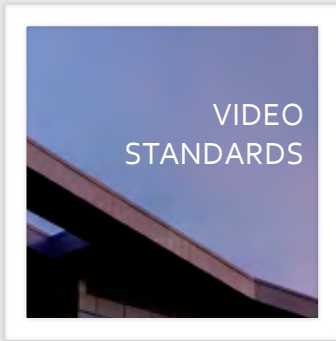
*ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890*

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890**

***Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ · abcdefghijklmnopqrstuvwxyz · 1234567890***



This section is a reference for all video work done by and for Ithaca College. For guidelines for overall visual identity elements, please refer to the other sections within these Identity Standards.

## LOGO USE

The Ithaca College institutional logo must be present on all official college communications and may be used primarily as a signature for video production. To ensure the legibility of all Ithaca College logos, they must be surrounded with a minimum amount of clear space. The clear space separates the logos from competing elements such as photography, text, or background patterns that may detract from and lessen the overall impact of the logo. For more information on clear space requirements, refer to page 12.

Using the logos in a consistent manner across all applications helps to establish and reinforce immediate recognition of the institutional and athletic brands. The Ithaca College institutional logo must appear in either IC blue, white, or black. Additionally, context and contrast with regard to background color and surrounding imagery as well as production parameters should be considered.

### WHAT TO AVOID

- Too much copy appearing on-screen at one time
- Heavy drop shadows, outlines, and other text effects

## USE OF COLOR

Color is an essential part of the Ithaca College identity. The College's primary colors should be used on all videos produced. Secondary palettes should only be used to support the primary colors when necessary. For imagery that is more complicated, these secondary colors can help communicate content more clearly. The College's primary and secondary color palettes can be found on pages 26-27.

## TITLE TREATMENTS

### TYPEFACES

When choosing a font for video, avoid small fonts with thin serifs. The thin lines can become distorted and distracting to the viewer. In general, sans-serif fonts will display best. Different fonts will have different relative sizes, and format and viewing distance of the final piece should be taken into account when choosing a typeface.

### COLORS

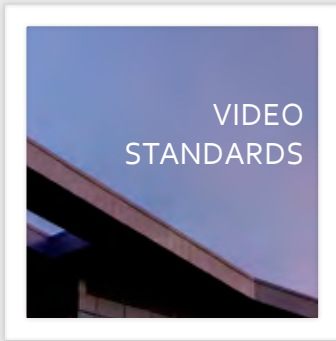
On-screen text should be readable above all else. Type color should have sufficient contrast with the background. Using black text for lighter backgrounds and white text for darker backgrounds is recommended and preferred.

### ANIMATION

Words that fly into the frame or appear as if they are being typed onto the screen can add to the dynamic nature of a video production. However, these effects should never take away from the readability of the copy and should be used sparingly and consistently.

### WHAT TO AVOID

- Too much copy appearing on-screen at one time
- Heavy drop shadows, outlines, and other text effects



This section is a reference for all video work done by and for Ithaca College. For guidelines for overall visual identity elements, please refer to the other sections within these Identity Standards.

## VIDEO SPECIFICATIONS

### ASPECT RATIO

Wide-screen televisions have become the norm, and producing video for these sets requires some extra attention to backgrounds and shot framing. Current videos are created in a 16:9 format, which is more rectangular than square. All new video material should be in 16:9 format. If older footage must be used in a new video, it should be scaled to 16:9 when possible.

### HIGH DEFINITION

In addition to the aspect ratio changes, most newer videos are being produced in high definition (HD). Current televisions, computers, and projectors are usually HD-capable and produce images that are of significantly better quality than previous standard definition (SD) videos. Whenever possible, videos for Ithaca College should be produced in HD (a frame size of 1920x1080), even if the final deliverable will be converted to SD or Web format.

### LOCATION

Video footage shot within the context of the subject's natural environment (on location) adds credibility to the information being presented. Whenever possible, interview videos should be shot where the subjects normally work or study, rather than in empty meeting rooms or classrooms. Many times, location helps to communicate the message as much as the interview itself.

### INTERVIEW BACKDROPS

If it is not possible to film subjects in their natural environment, use a solid backdrop for interviews. Subjects should wear colors that contrast with the background and be far enough away from camera lighting and the background to avoid casting heavy shadows.

### SAFE TITLE AREAS

Ensure that banner copy (and any other text that appears in a video) resides in a safe title area to avoid accidentally cutting off important information due to differences in aspect ratios.

*Ithaca College has a step and repeat backdrop available by request for appropriate situations. Please contact the media relations group in the Office of Marketing Communications at (607)274-1440 for more information.*

## WHAT MAKES AN ITHACA COLLEGE VIDEO?

### A CONVERSATIONAL FEEL

Videos should be conceived in a conversational style. Short sentences, phrases, and even one-word statements can give a presentation punch. Avoid complex sentences full of commas and clauses that can clutter the message. Keep it simple, clear, and concise. Determine the audience and how and where the video will be viewed. It's OK to be informal. Too much formality can alienate viewers, particularly students.

### VISUAL ELEMENTS

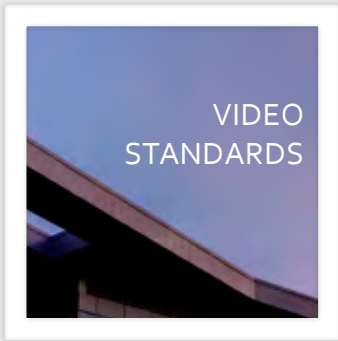
Some things are better shown on-screen rather than being described by interviewees or by voice-overs. If interviews are back-to-back, break them up with full-screen graphics. Use B-roll or still images to better explain the story.

### CANDID

Candor helps build trust. Let viewers know you've got their best interests in mind by being open and transparent in the way you share information.

### CORE MESSAGES

Please consult with the Office of Marketing Communications regarding core messages that support the College's brand identity.



This section is a reference for all video work done by and for Ithaca College. For guidelines for overall visual identity elements, please refer to the other sections within these Identity Standards.

## TALENT

### CLOTHING AND ACCESSORIES

On-camera talent and interviewees should dress appropriately for the filming location: business casual for academic environments and casual wear for student shots. Shirts should contrast with background colors. Patterns on fabric can be distracting and should be avoided. If safety equipment (such as goggles or gloves) is appropriate for the filming location, it should be worn on camera.

### COACHING

For many people, being interviewed on camera can be nerve wracking. Remind interviewees to smile and relax. They should avoid fidgeting and maintain eye contact with the interviewer or camera. Prompt interviewees to frame their comments as complete thoughts and sentences for better sound bites.

### VOICE-OVERS

When voice-over talent is used for a video, suggest that the person reading the copy be as conversational as possible.

## TEMPLATES AVAILABLE



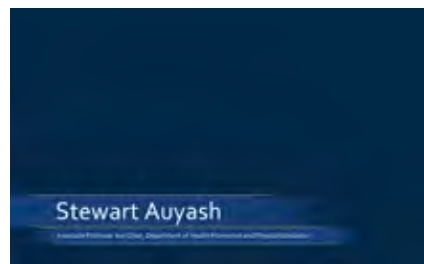
### PRE-ROLL/INTRO

Insertion is before content and should have a 5-second fade into content.



### TITLE-SAFE

Use this as a guide when designing custom text, lower thirds, or other graphics.



### LOWER THIRD

In video and television, the lower third refers to the lower portion of the frame, which contains graphical information, name/title keys, etc. Please note that the full Ithaca College logo needs to appear somewhere in any video.

## SOCIAL MEDIA BRAND IDENTITY STANDARDS

Many departments, organizations, and individuals use Facebook, Twitter, and other social networking websites as communication vehicles for sharing information with their audiences. As all communication mediums, including social media, represent the College to the public, it is important to maintain the College brand identity across all of them.

To help you show your IC pride and properly represent the College, the Office of Marketing Communications has created standards for official schools, departments, offices, programs, and centers, and a number of pride templates for use as Twitter backgrounds and Facebook timeline cover photos.

For questions regarding applying these social media standards, contact Rob Engelsman at [rengelsman@ithaca.edu](mailto:rengelsman@ithaca.edu).

## OFFICIAL ENTITIES

For Official IC Departments, Offices, and Schools

TWITTER AND FACEBOOK AVATARS, PROFILE PHOTOS, AND TIMELINE COVER PHOTOS AND HEADERS

We encourage you to use your official IC logo lockup to clearly represent your unit as an official entity of the College. You should select one of your stacked, secondary logo lockups to best fit the avatar or profile dimensions or choose a photo of your own that best represents your organization. For Twitter headers, we encourage you to showcase a photo or collage of photos that complement your avatar and help represent who you are. Note that Twitter overlays text on the headers and adds a gradient to make text legible so you should choose a simple image.



*The Ithaca College Alumni Association uses its stacked logo as its Facebook profile photo. The timeline photo the association uses is one of the template options available for download.*



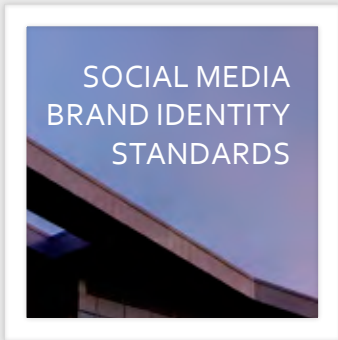
*The Ithaca College School of Business uses its stacked logo as its Twitter avatar. The Twitter header and background they use are template options available for download.*

## FACEBOOK TIMELINE COVER PHOTO

Select a photo of your own that showcases your organization and displays well horizontally, or download a pre-sized photo selected by the Office of Marketing Communications. **View the Facebook options.**

## TWITTER HEADERS AND BACKGROUNDS

The Office of Marketing Communications provides several templates of campus photos for use as Twitter backgrounds and headers. **View the Twitter Header and Background options.** You may also use a photo that represents your department, office, or school. You may NOT use any of the official College logos as your background.



The social media brand identity standards listed apply to student organizations, alumni, students, individual faculty, staff members, and fans of IC.

## UNOFFICIAL ENTITIES

The social media brand identity standards listed below apply to student organizations, alumni, students, individual faculty, staff members, and fans of IC.

### TWITTER AND FACEBOOK AVATARS, PROFILE PHOTOS, AND TIMELINE COVER PHOTOS AND HEADERS

You may choose a personal photo of yourself or your group, or an image that represents what you're all about. Please note, however, that the College's official logo marks may not be used.



The student organization IC Slow Food uses its stacked logo as its Facebook profile photo. The timeline photo used by IC Slow Food is one of the template options available for download.

### FACEBOOK TIMELINE COVER PHOTO

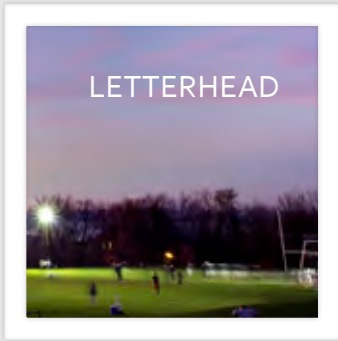
Select a photo of your own that showcases your organization and displays well horizontally, or download a pre-sized photo selected by the Office of Marketing Communications. **View the Facebook options.**



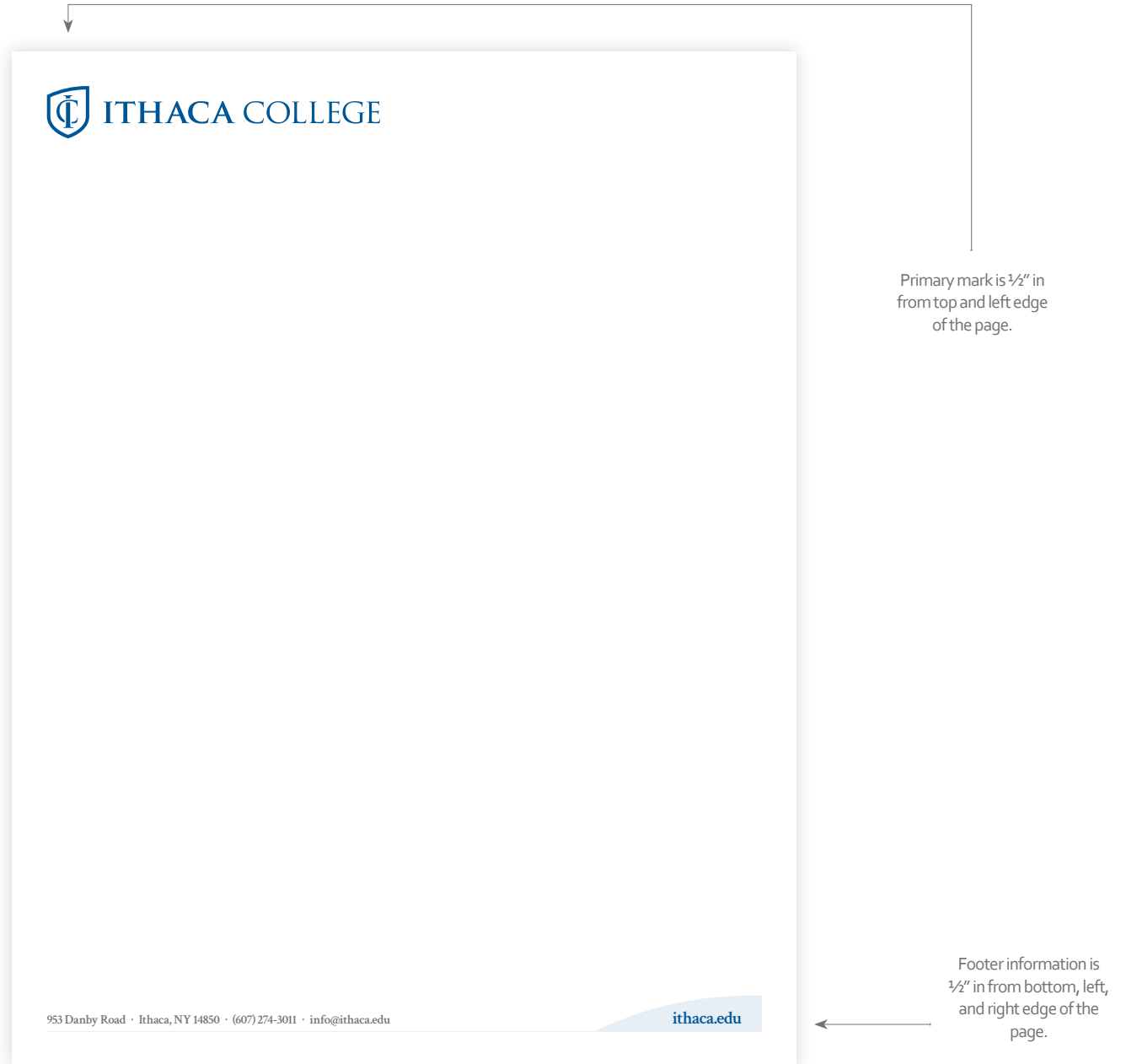
A fan of the College who is also a staff member uses a self-portrait for her Twitter avatar. The Twitter header and background she uses are template options available for download.

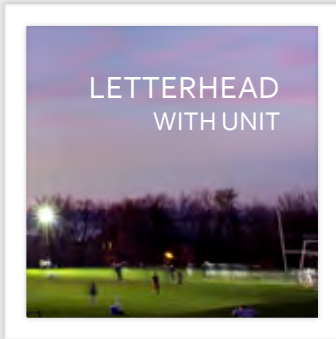
### TWITTER HEADERS AND BACKGROUNDS

The Office of Marketing Communications provides several templates of campus photos for use as Twitter backgrounds and headers. **View the Twitter Header and Background options.** The College's official marks may not be used in any way.



The letterhead layout with the primary mark is shown on the right. The College's postal address will always be left justified opposite the web address element. This layout cannot be modified in any way.





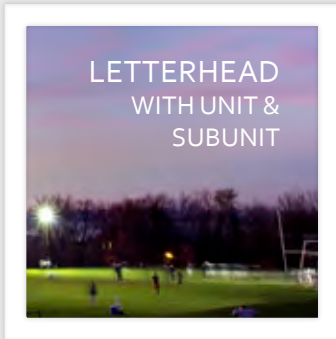
The letterhead layout with the primary mark and unit lockup is shown on the right. The College's postal address will always be left justified opposite the web address element with the department or program name directly above the address. This layout cannot be modified in any way.



Primary mark and unit lockup is 1/2" in from top and left edge of the page.

The address is 1/2" in from bottom, left, and right edge of the page.





The letterhead layout with the primary mark and unit lockup is shown on the right. The College's postal address will always be left justified opposite the web address element with the department or program name directly above the address. This layout cannot be modified in any way.

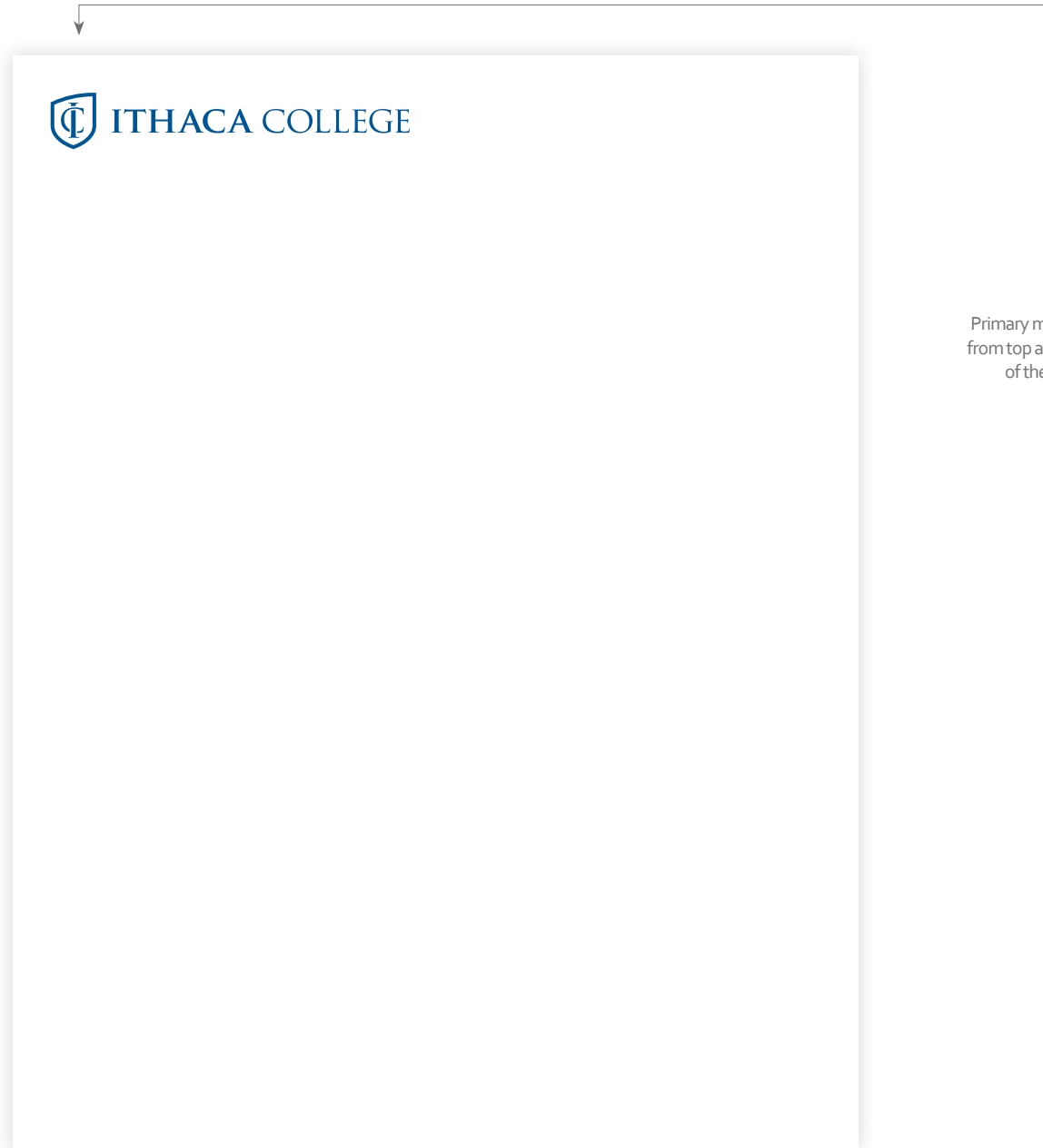


Primary mark and unit lockup is 1/2" in from top and left edge of the page.

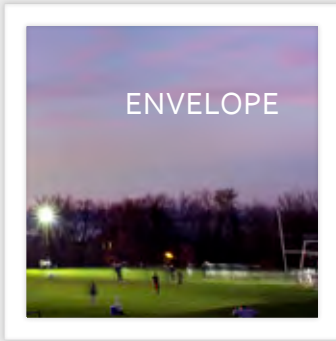
The secondary unit classification (if needed) resides directly above the address in the footer and is 1/2" in from bottom, left, and right edge of the page.



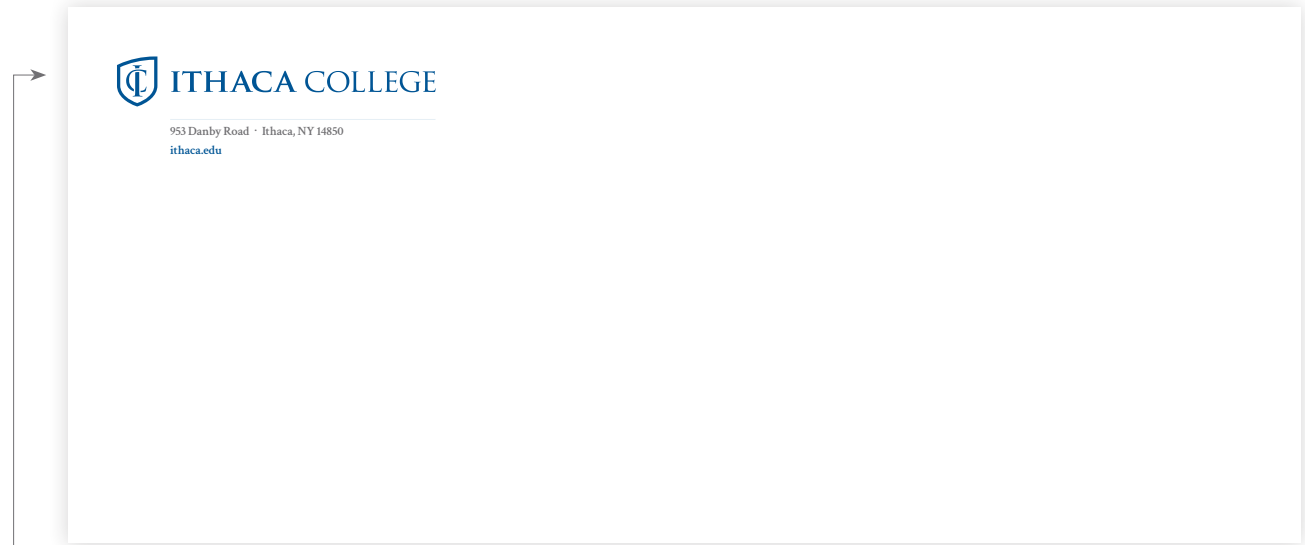
Second sheet stationery is available through Printing Services and showcases simply the Ithaca College logo at the top left portion of the page.



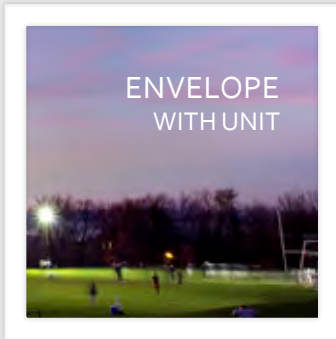
Primary mark is 1/2" in from top and left edge of the page.



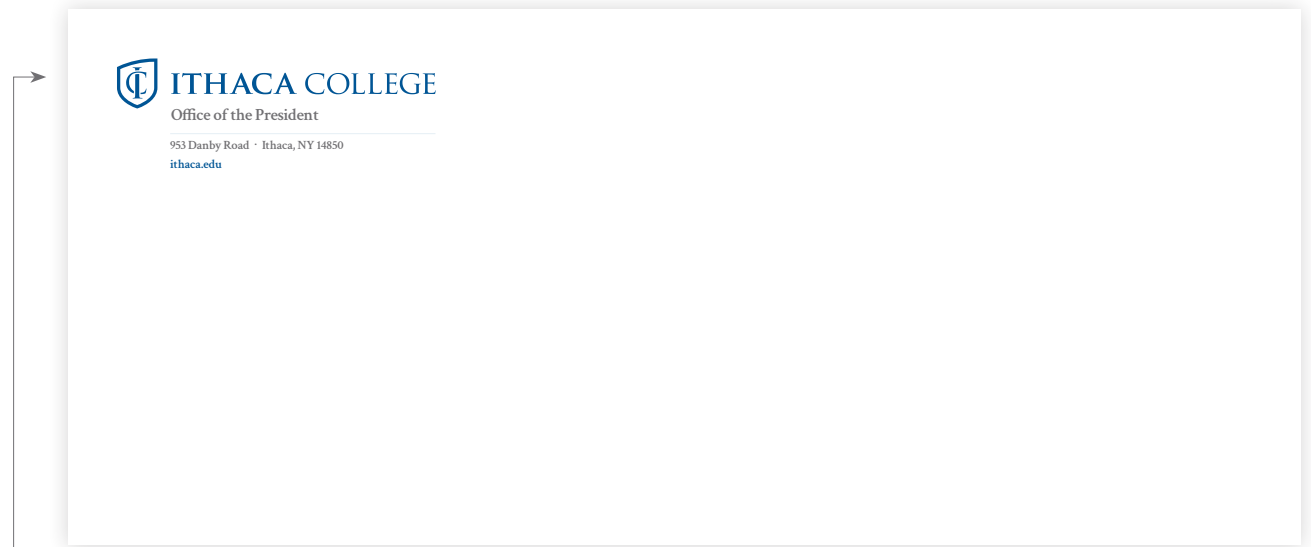
The envelope layout with the primary mark is shown on the right. The College's postal and web address will always fall just below the blue rule line. This layout cannot be modified in any way.



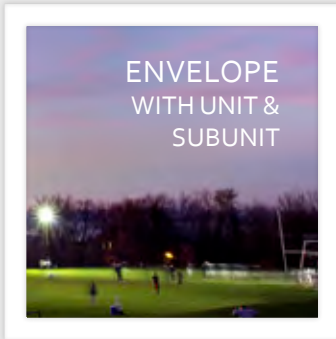
Primary mark is 1/2" in from top and left edge of the envelope.



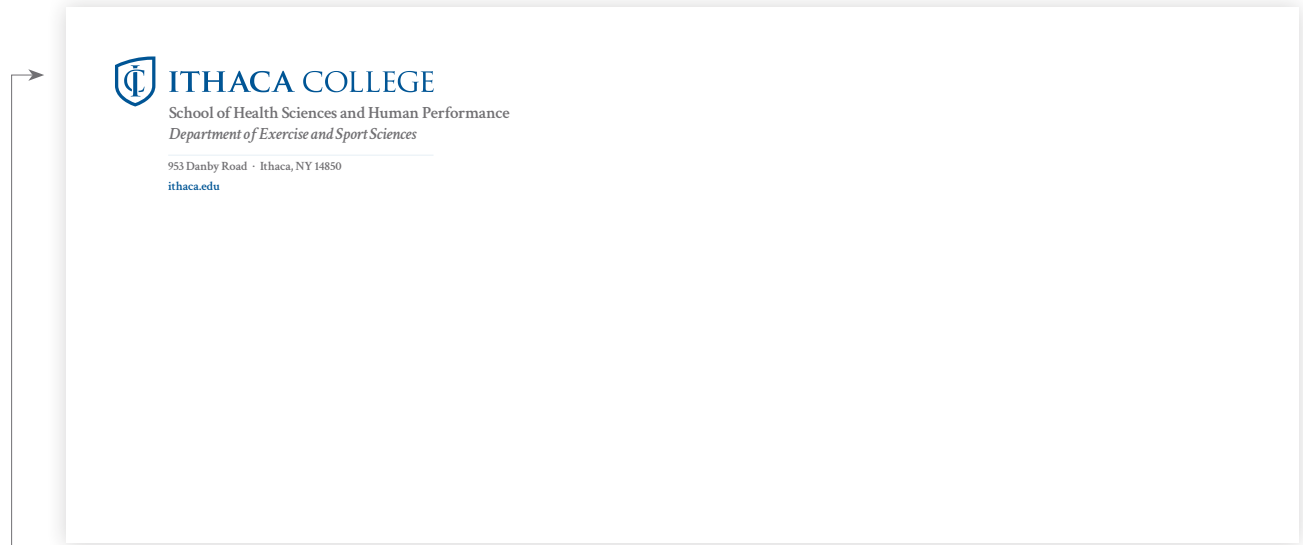
The envelope layout with the primary mark and unit is shown on the right. The College's postal and web address will always fall just below the blue rule line. This layout cannot be modified in any way.



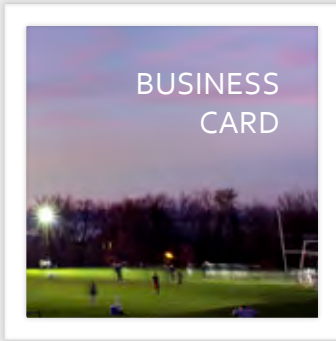
Primary mark and unit is 1/2" in from top and left edge of the envelope.



The envelope layout with the primary mark, unit, and subunit is shown on the right. The College's postal and web address will always fall just below the blue rule line. This layout cannot be modified in any way.



Primary mark, unit, and subunit is 1/2" in from top and left edge of the envelope.



The business card layout with the primary mark and unit is shown on the right. This layout cannot be modified in any way.



**ITHACA COLLEGE**

**Thomas R. Rochon**

*President*

953 Danby Road · Ithaca, NY 14850

(607) 274-3111 · (607) 274-1500 fax

[president@ithaca.edu](mailto:president@ithaca.edu)

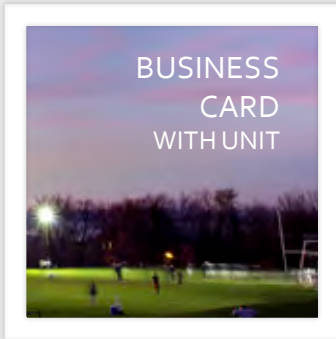
[ithaca.edu](http://ithaca.edu)

Primary mark is 1/8" in from top and left edge of the card.

The College web address is 1/8" in from the bottom and right of the card. The web address will not include "www" at the start of the URL or include any additional links (e.g., [ithaca.edu/bookstore](http://ithaca.edu/bookstore)). Ancillary URLs may reside on the back of the card (see page 34 for example).

The name on the card and all contact information reside 1/8" from the left and bottom of the card above the blue rule line. All contact information must fit in this area or be moved to the back side of the card. The area above the web address is to remain blank.

The e-mail address is always directly above the blue rule line preceded by the phone/fax information and postal address.



The business card layout with the primary mark and unit is shown at right. The e-mail address is always directly above the blue rule line preceded by the phone/fax information, postal address, department or program, title, and the name. This layout cannot be modified in any way.

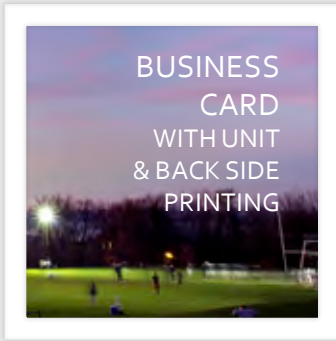


Primary mark, is 1/8" in from top and left edge of the card.

The College web address is 1/8" in from the bottom and right of the card. The web address will not include "www" at the start of the URL or include any additional links (e.g., [ithaca.edu/bookstore](http://ithaca.edu/bookstore)). Ancillary URLs may reside on the back of the card (see page 34 for example).

The name on the card and all contact information reside 1/8" from the left and bottom of the card above the blue rule line. All contact information must fit in this area or be moved to the back of the card. The area above the web address is to remain blank.

The e-mail address is always directly above the blue rule line preceded by the phone/fax information and postal address.



The business card layout with the primary mark and unit is shown at right. The e-mail address is always directly above the blue rule line preceded by the phone/fax information, address, department or program, title and lastly the name. This layout cannot be modified in any way.

The web address treatment remains on the back of the card, less the blue rule line.

The remainder of the card is available for ancillary information such as: additional contact information (including additional URLs), appointment cards, and additional messaging.



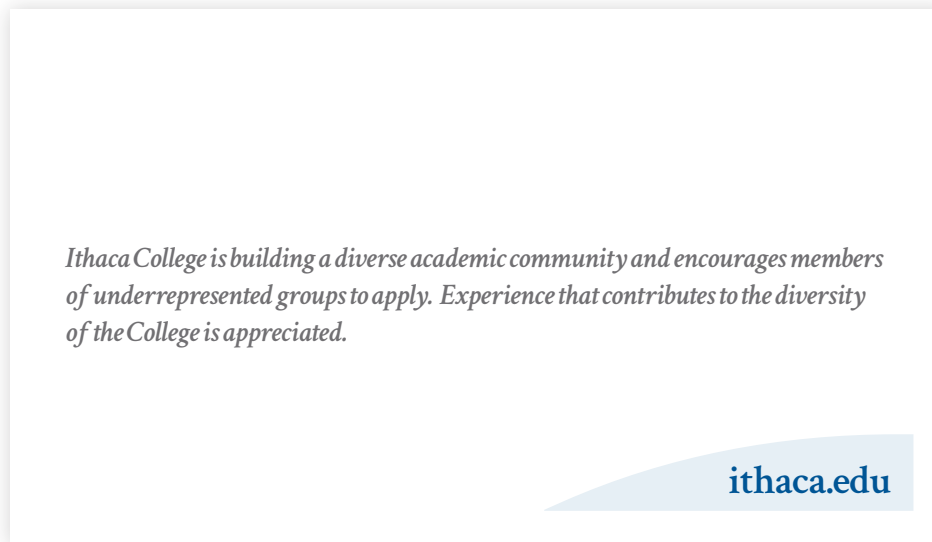
Primary mark is 1/8" in from top and left edge of the card.

The College web address is 1/8" in from the bottom and right of the card. The web address will not include "www" the start of the URL or include any additional links (e.g., ithaca.edu/bookstore) Ancillary URLs may reside on the back side of the card (see page 34 for example).



The name on the card and all contact information reside 1/8" from the left and bottom of the card above the blue rule line. All contact information must fit in this area or be moved to the back of the card. The area above the web address is to remain blank.

The e-mail address is always directly above the blue rule line preceded by the phone/fax information and postal address.

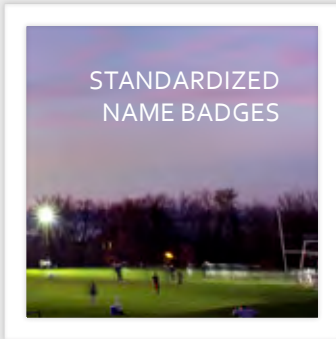


The web address treatment remains on the back of the card, without the blue rule line.

The remainder of the card is available for ancillary information such as additional contact information, appointment cards, and additional messaging.







Name badges worn by employees are part of the College's visual identity system. Consistency and uniformity across the campus and across various events are important in projecting a positive image of the institution and in the Ithaca College brand. To ensure consistency across the college, we have developed a unified badge ordering system for faculty and staff.

An online order form and process to place orders for name badges can be found at [ithaca.edu/businessandfinance/centerforprintproduction/namebadges](http://ithaca.edu/businessandfinance/centerforprintproduction/namebadges). The name badges are brushed metal with a magnetic backing. There are two types of name badges, both of which display the primary institutional logo:

If you have any questions about these name badges, please contact Wendy Fonder at [wfonder@ithaca.edu](mailto:wfonder@ithaca.edu) or call 607-274-3220.

## STANDARDIZED NAME BADGES



Imprinted badges that allow for up to three lines of text for name, title, and department or school (There is a limit of 36 characters per line including spaces, so it may be necessary to abbreviate titles or department names.)

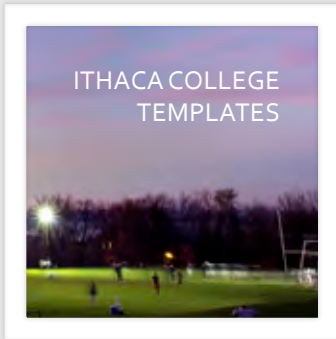


Blank, slotted badges that can be reused with laser printed inserts (A template and perforated sheets for the inserts will be provided.)

## CLINICAL BADGES

We have developed a template for those who work in a clinic setting at Ithaca College. Please be sure to note that you are a clinic staff person or student when ordering clinic badges.





We have and continue to develop standardized templates for college use. These templates will provide you with a simple way to create attractive, well-branded documents. When appropriate, the use of these templates help visually define the institution in a strong, consistent manner, thereby supporting the overall strength of the college's identity.

Shown to the right are a few of the many templates that are available including:

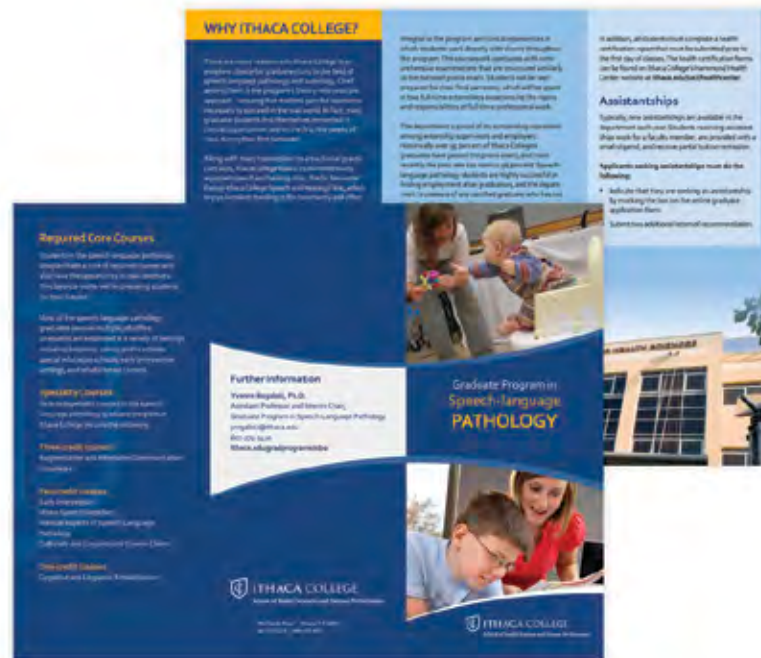
- Advertising templates for various local media outlets
- Brochure
- Keynote and Powerpoint
- Letterhead (electronic)
- Newsletter
- Postcard
- Poster
- Signage

New templates will continue to be added. Existing templates can be requested through Jill Fisher in Creative Services (jfisher@ithaca.edu).

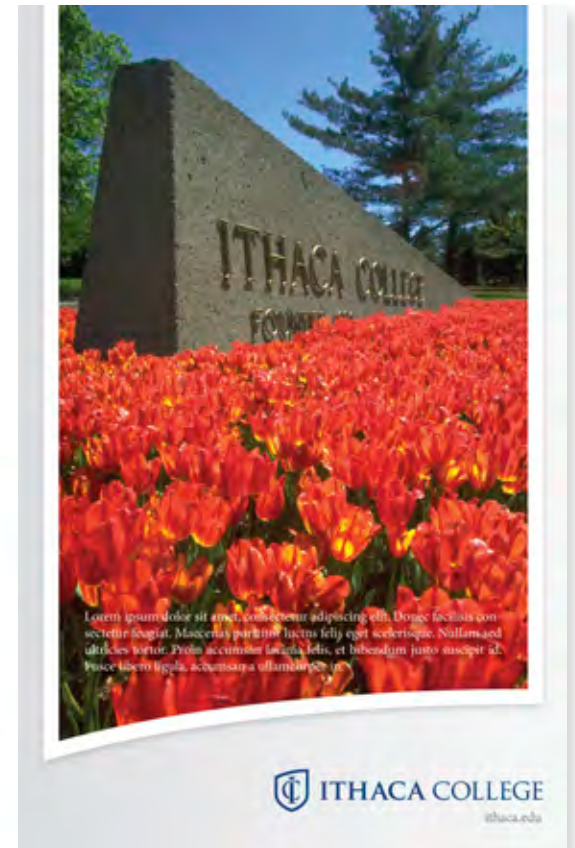
## OFFICIAL TEMPLATES



POSTCARD TEMPLATE



TRI-FOLD TEMPLATE



POSTER TEMPLATE



## CONTACTS

Rachel Reuben  
Associate Vice President for Marketing Communications  
rreuben@ithaca.edu  
(607) 274-3830

Kris Miller  
Director, Creative Services  
kmmiller@ithaca.edu  
(607) 274-3830

## OFFICE OF MARKETING COMMUNICATIONS

The Office of Marketing Communications is your partner and resource for Ithaca College brand management. Divided into four areas, our client marketing services, communication, creative services, and recruitment marketing groups serve different functions for various audiences, and work together across units on project teams to ensure brand consistency, both visually and contextually.

Our client marketing services team works with schools and departments across the campus to manage their strategic marketing and communication efforts. Individuals on campus will have the most interaction with this group. To see who your representative is, please see the Finding Your Marketing Communications Manager page at [ithaca.edu/marcom/services/mcm](http://ithaca.edu/marcom/services/mcm).

The communication group is composed of writers, editors, media relations professionals, social media evangelists, and web communication strategists. The College's alumni magazine is primarily project managed out of this group.

Our creative services team is a strategic unit dedicated to visual design for all media for the Division of Enrollment and Communication. The team produces all undergraduate recruitment materials, brand awareness campaigns, the design for the College's primary website, multimedia productions for undergraduate admission, and College-wide strategic initiatives.

The recruitment marketing team is a group dedicated to the marketing and communication efforts for undergraduate recruitment, including the Offices of Admission and Student Financial Services. They work with the enrollment planning office to set and implement strategy, manage our internal prospective student social network, and write, research, and edit for all undergraduate recruitment materials.



IDENTITY STANDARDS  
Version 2.0 • March 2013

Office of Marketing Communications  
953 Danby Road • Ithaca, NY 14850 • [ithaca.edu](http://ithaca.edu)