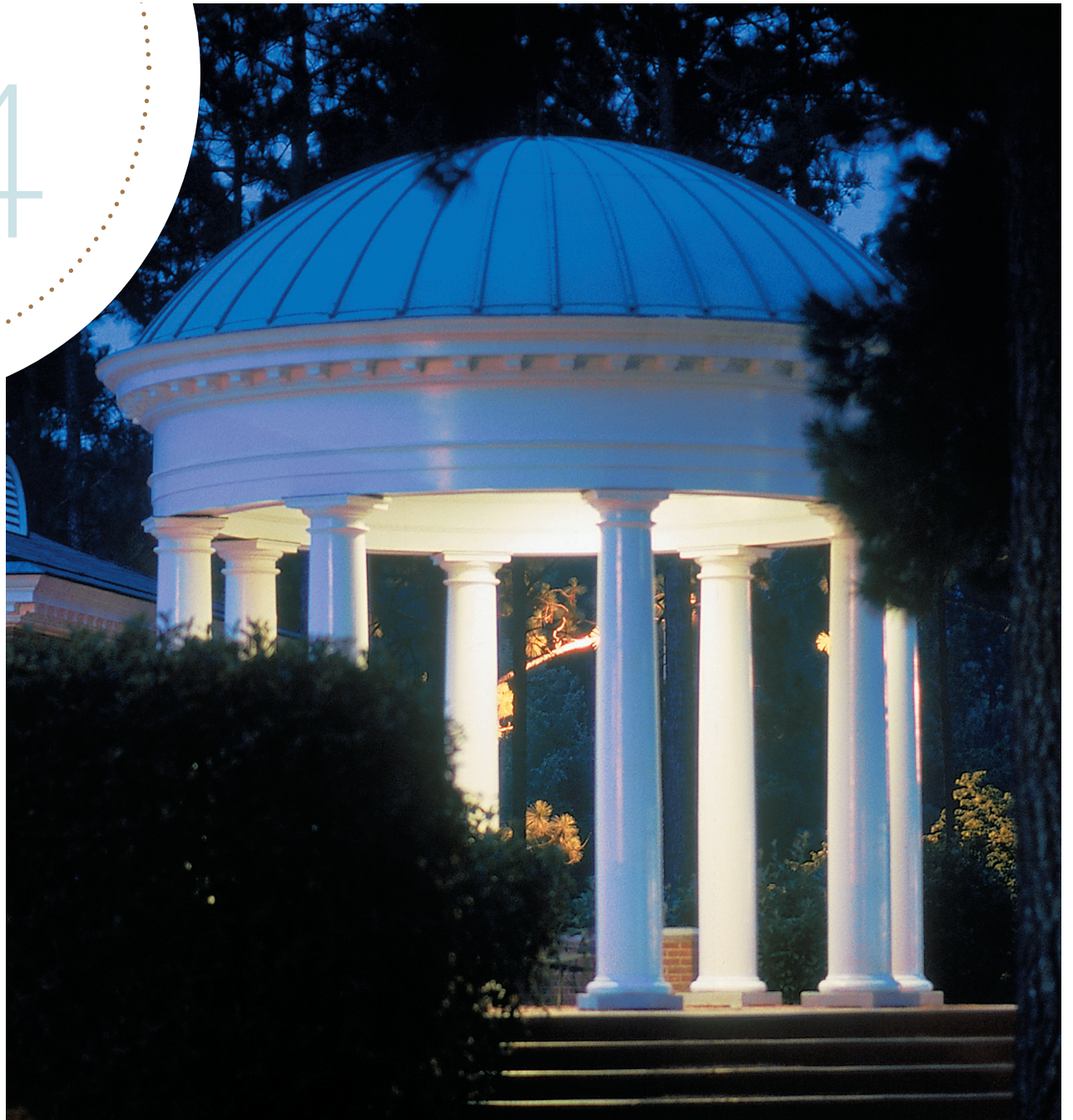


54



Graphic Standards and Guidelines

# STYLEGUIDE



## 1

Graphic Standards and Guidelines

**STYLEGUIDE**

# Introduction

Since its founding in 1954, Coastal Carolina University has positioned itself as a dynamic, public comprehensive liberal arts institution, committed to excellence in higher learning. Quality communications with a consistent graphic approach, enhance the University's image and help relate Coastal's mission and identity more effectively.

Graphic standards and guidelines provide a foundation for clear and consistent communication of the institution's identity. Adhering to common standards ensures that a unified and correct brand appears on all University communications. The Office of University Communication has developed the following style guide to assist all members of the University community, both on- and off-campus, in the development of all mediums that represent the University.

University logos are available to faculty and staff at [coastal.edu/ucomm/CreativeServices](http://coastal.edu/ucomm/CreativeServices). All questions or requests for University logos by students or outside parties can be emailed to [CCUbrand@coastal.edu](mailto:CCUbrand@coastal.edu). Logo requests must include a brief explanation of the intended use of the University brand.

\* Coastal Carolina University's logo, name and abbreviation are registered and fully protected trademarks, and their use is protected by law.




## Contents

- 1.1 Introduction
- 2.1 University Colors
- 3.1 University Mark
  - 3.1 History
  - 3.2 Primary & Secondary Marks
  - 3.3 Typeface
  - 3.4 Logo Usage
  - 3.5 Color Usage
  - 3.6 Incorrect Usage
  - 3.7 Department Usage
  - 3.8 Department Marks

# 2

## Graphic Standards and Guidelines STYLEGUIDE




### Color

UNIVERSITY COLORS		
Spot Color	Four-Color Process (print)	RGB / Web Safe Hex (digital)
 Pantone 322	C 100 / M 0 / Y 33 / K 35	R 0 / G 111 / B 113 # 006f71
 Pantone 875	C 37 / M 53 / Y 79 / K 7	R 162 / G 119 / B 82 # a27752
 Process Black	C 0 / M 0 / Y 0 / K 100	R 17 / G 17 / B 17 # 111111

The official colors for Coastal Carolina University are Pantone 322 (teal), Pantone 875 metallic (bronze) and Pantone process black. Equivalent color formulas for four-color printing and digital media are provided to the left.

#### SECONDARY OPTIONS

When printing on uncoated paper, Pantone 322 (teal) may have a darker tonal value that appears to be green rather than teal. This will depend on the porous nature of the selected paper. The use of Pantone 321 is suggested in these cases.

SECONDARY COLORS		
Spot Color	Four-Color Process (print)	
 Pantone 321 (uncoated)	C 100 / M 0 / Y 30 / K 24	Suggested use on uncoated paper
 Pantone 4645 (coated)	Use only when metallic ink is not an option or unavailable. <b>Approval from the Office of University Communication is required.</b>	
 Pantone 730 (uncoated)	Use only when metallic ink is not an option or unavailable. <b>Approval from the Office of University Communication is required.</b>	

In a situation where Pantone 875 metallic (bronze) is unavailable, the use of Pantone 4645 for coated surfaces and Pantone 730 for uncoated surfaces is suggested.

Please seek the advice and approval of the Office of University Communication before deviating from the University's primary colors of Pantone 322 (teal) and Pantone 875 (bronze).

[CCUbrand@coastal.edu](mailto:CCUbrand@coastal.edu)



Graphic Standards and Guidelines  
**STYLEGUIDE**

History



Coastal Carolina College

The identifying symbol and architectural heart of Coastal Carolina University is the Atheneum, which was constructed on the campus in 1966. Based on its origins in Ancient Greece, the Atheneum is a recognized architectural symbol of a meeting place for persons engaged in literary and scientific pursuits.



1993 - 2009

The CCU logo comprises an Atheneum with four visible columns, each representing one of the four initial colleges (business, education, humanities and science). The logo was updated in 1993, when CCU was established as an independent, public institution of higher education. The visual element of waves was added to represent both its independence and coastal location. The current logo was developed in 2009. The design simplifies the previous elements providing a look that is both contemporary and easy to reproduce.

COASTAL CAROLINA  
UNIVERSITY



Current

COASTAL CAROLINA  
UNIVERSITY

3

Graphic Standards and Guidelines  
**STYLEGUIDE**

University Mark

Primary Mark



Secondary Marks



Wordmark



Icon



The Coastal Carolina University logo is the primary element of the University's visual identity system and must appear on all non-athletic communications.

**SECONDARY OPTIONS**

Three secondary marks have been established in order to maintain ideal University branding over a wide range of applications. The size and shape of the area where the logo is to be placed should be taken into consideration when selecting a logo variation. The selected format should offer the strongest visual statement of the logo.

The **horizontal mark** is ideal for the vast majority of applications that require a more horizontal form. The mark places the icon to the left of the wordmark.

The **stacked horizontal mark** incorporates a larger icon size in ratio to the wordmark. This format is best for applications requiring extreme reduction.

The **stacked mark** offers a squared option.

**WORDMARK & ICON**

The Coastal wordmark and icon may be used alone in some situations. When either is used alone, the other element should also appear somewhere within the design.

3

Graphic Standards and Guidelines  
**STYLEGUIDE**

Typeface



COASTAL CAROLINA  
UNIVERSITY

Optima

abcdefghijklmnop  
qrstuvwxyz  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
WXYZ  
1234567890

The Coastal Carolina University wordmark is in the typeface Optima.

Although classified as a sans-serif, Optima has subtle stroke flares at the terminals, suggest the feel of a glyphic serif. The humanistic typeface has a classical feel while maintaining functionality in both print and digital mediums.

**RECOMMENDED SOURCES**

[adobe.com/products/type.html](http://adobe.com/products/type.html)

[linotype.com](http://linotype.com)

# Logo Usage

## Primary Mark



Minimum width = 1.25 inches  
*(as shown to left)*  
Protected area equals  
width of icon.

## Horizontal Mark



Minimum width = 1.45 inches  
*(as shown to left)*  
Protected area equals  
width of icon.

## Stacked Mark



Minimum width = .65 inches  
*(as shown to left)*  
Protected area equals  
width of icon.

## Stacked Horizontal Mark



Minimum width = .92 inches  
*(as shown to left)*  
Protected area equals  
width of icon.

## Wordmark



Minimum width = 1.25 inches  
*(as shown to above)*  
Protected area equals  
width of "TAL" in "COASTAL".

## Icon



Minimum width = .1825 inches  
*(as shown to above)*  
Protected area equals  
width of icon.

Maintaining the integrity of the University logo requires an awareness of clear space needed around the mark in which the logo should be displayed.

### MINIMUM SIZE

A minimum width for each mark is indicated. Reducing a logo further would compromise the legibility and integrity.

### PROTECTED AREA

The protected area indicated on each mark shows the distance of clear space that should be maintained between the University logo and other visual elements as well as the edges of the piece.

3

Graphic Standards and Guidelines  
**STYLEGUIDE**

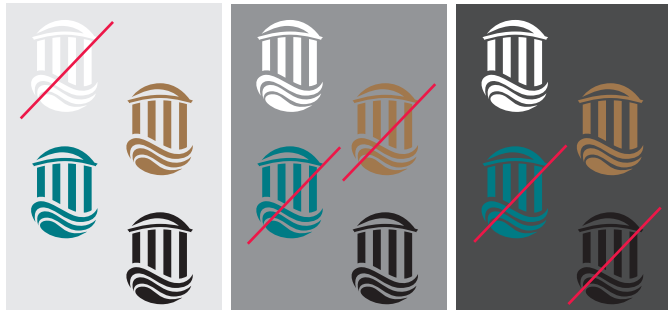
Color Usage



Single Color Use



Background Use



The full color variation of the University logo consists of teal and bronze.

**SINGLE COLOR USE**

When used in a single color format, the University logo may appear in teal, bronze, black or white.

Avoid screening logos or converting to grey scale.

If the product specifications limit use to a non-university accepted color(s), the logo must be reversed out of a solid color field and appear white.

**BACKGROUND USE**

Background color should have a variation of at least 50 percent lighter or darker than the University logo color.

**UNIVERSITY COLORS**

Pantone 322 (teal)

c 100; m 0; y 33; k 35

r 0; g 111; b 113 / # 006f71

Pantone 875 metallic (bronze)

c 37; m 53; y 79; k 7

r 162; g 119; b 82 / # a27752

Process Black

c 0; m 0; y 0; k 100

r 17; g 17; b 17 / # 111111

*\*see page 2.1 for additional color information*



## Incorrect Usage



To ensure visual consistency and to promote recognition, the CCU logo must not be altered in any way. To the left are examples of some common incorrect usages.

**A**

Do not rotate.

**B**

Do not alter individual elements.

**C & D**

Do not skew or distort.

**E**

Do not substitute wordmark with another font.

**F**

Do not use symbol as substitute in copy.

**G**

Do not bevel, emboss, or add effects.

**H**

Do not overlap with other graphics.

**I**

Place logos over image areas that provide good contrast and have minimal distracting elements in background.

**SPECIAL USES**

Email [CCUbrand@coastal.edu](mailto:CCUbrand@coastal.edu) for permission of unique or special uses of CCU marks. Please include a brief explanation of the intended use of the University brand.

# 3

## Graphic Standards and Guidelines STYLEGUIDE

### Department

center point



center point

Consistency is key to the success of the identity program and the overall University brand recognition. The graphic standards and guidelines should be maintained by all departments and their units in order to clearly identify programs and services.

When used in conjunction with other department titles, the mark should consist of the CCU logo with the department identified below, set in the Optima typeface. The size of the department name should equal the height of "UNIVERSTIY" from baseline to cap height. The space between the department name and CCU logo should also equal the height of "UNIVERSITY." Department names are to be centered to the CCU logo center point, identified to the left. Please note that the center point is based on the width of the wordmark only.

Requests for the development of logo package with department title may be emailed to **CCUbrand@coastal.edu**.

# 3

Graphic Standards and Guidelines

# STYLEGUIDE

## Department



EDWARDS COLLEGE OF  
HUMANITIES AND FINE ARTS  
COASTAL CAROLINA UNIVERSITY

Color Variations



EDWARDS COLLEGE OF  
HUMANITIES AND FINE ARTS  
COASTAL CAROLINA UNIVERSITY



EDWARDS COLLEGE OF  
HUMANITIES AND FINE ARTS  
COASTAL CAROLINA UNIVERSITY



EDWARDS COLLEGE OF  
HUMANITIES AND FINE ARTS  
COASTAL CAROLINA UNIVERSITY



Minimum width = 1.8125 inches  
(as shown to above)

Protected area equals width of icon.

A complementary system of unit identification for colleges and upper level departments has been established. The mark maintains the look and feel of the University mark, incorporating the primary icon and Optima typeface, but the visual emphasis has been shifted from the University to the college or department.

This secondary mark may not be used to replace the University mark on letterhead, envelopes or business cards. All uses of the unit identification brand require the approval of the Office of University Communication.

Requests for the development of a unit identification logo may be emailed to **CCUbrand@coastal.edu**.