



BRAND GUIDELINES

Rev. 2018

The Official Brand Guideline for Erskine College and Theological Seminary

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INTRODUCTION

This guide helps the Erskine community and its partners speak with a consistent voice in images and in print. A strong graphic presence allows the College & Seminary to convey a professional and distinctive identity across all our communications. This brand identity guide includes standards for logo usage, colors, typefaces, and photography along with the key themes of our brand story.

Questions? Contact the Communications Office at communications@erskine.edu or 864-379-6682.

MISSION STATEMENTS

Institutional Mission

Erskine College exists to glorify God as a Christian academic community where students are equipped to flourish as whole persons for lives of service through the pursuit of undergraduate liberal arts and graduate theological education.

College Mission

The mission of Erskine College is to equip students to flourish by providing an excellent liberal arts education in a Christ-centered environment where learning and biblical truth are integrated to develop the whole person.

Seminary Mission

The mission of Erskine Theological Seminary is to educate persons for service in the Christian Church.

BRAND PROMISE

ERSKINE COLLEGE AND SEMINARY IS A

Christian

A faithful community seeking solid answers.

Academic

A small place to ask life's big questions.

Community

A distinct setting with distinct advantages.

Our brand values lay the foundation for explaining Erskine's institutional mission and vision.

BRAND THEMES

Size	Erskine is small. On purpose.
Location	Our rural location of Due West creates a distinctive atmosphere.
Process	Rigorous liberal arts academics parallel meaningful relationships.
Experience	Erskine's family-like learning community anchors students.
Result	Our alumni are successful in their careers.
Heritage	Erskine represents over 175 years of Christ-centered higher education in partnership with the ARP Church.

Erskine's publications and messaging should incorporate all six brand themes via appropriate, engaging stories that connect to the audience in view (students, prospective students, alumni, donors, friends, or the wider community).

LOGO STANDARDS

Selecting the Right Logo

Erskine is a single institution comprising an undergraduate college and a seminary. When representing the institution as a whole, use the Erskine “Towers” logo. For more help selecting the right logo file for your situation, see the following pages.

Institutional

See page 8



College

See page 9



ERSKINE
C O L L E G E



ERSKINE
C O L L E G E

Athletics



Seminary

See page 10



ERSKINE
THEOLOGICAL SEMINARY



ERSKINE

Institutional Logos

Use the institutional marks to represent the College and Seminary as a unified institution.

Institutional Seal

Used by the President's Office and on specific institutional publications like diplomas and catalogs



Do not use the Erskine seal without permission

Towers Logo



DO NOT pair College and Seminary logos side-by-side to represent the institution as a whole. Use the above Towers logo unless given permission from Communications Department.

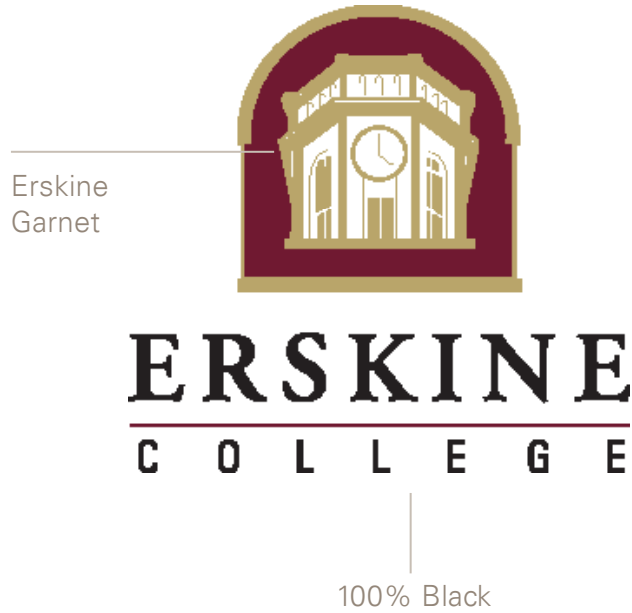
Wordmark

100% Black

ERSKINE
COLLEGE

College Logos

The vertical orientation is the primary logo. Use the horizontal orientation only when it is required by certain design contexts or space restrictions.



One-Color Logos



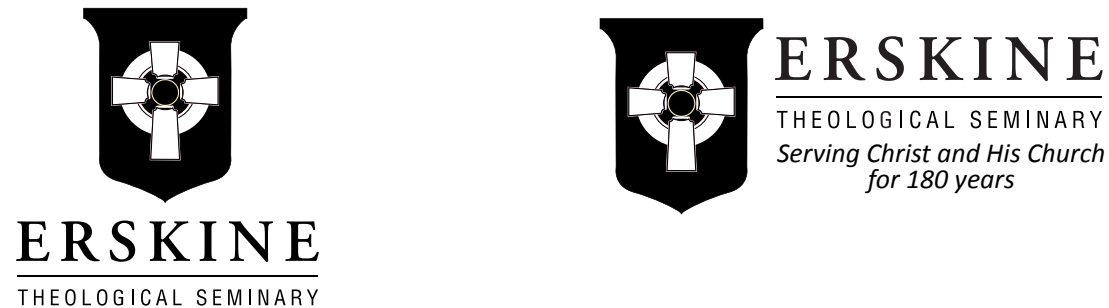
One-color logos should only be used for black and white printing methods. **DO NOT USE** color logos in black and white documents.

Seminary Logos

The vertical orientation is the primary logo. Use the horizontal orientation only when it is required by certain design contexts or space restrictions.



One-Color Logos



One-color logos should only be used for black and white printing methods. **DO NOT USE** color logos in black and white documents.

Athletic Logos



Alternative Logos



Size & Space

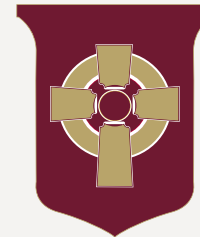
The Erskine College, Seminary and Athletic logos should be sized so the elements of the marks are legible and correctly rendered in accordance with the original design.

In addition, adequate space should be allowed around all official logo versions. This ensures that copy, photography, or other graphical elements does not impede the presentation of the logos in any given medium. The graphics to the right illustrates the method by which to achieve the minimum space requirements. In most cases, it is best to allow more space than the minimum requirements.

The method of measurement shown to the right applies to all official Erskine College, Seminary and Athletic logos in any application and size.



ERSKINE
C O L L E G E



ERSKINE
THEOLOGICAL SEMINARY
*Serving Christ and His Church
for 180 years*



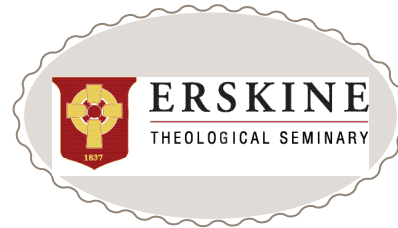
ERSKINE
FLYING FLEET

Improper Usage

Do not alter Erskine logos, use retired logos, print in non-standard colors, or otherwise change official logo files. Contact the Communications Office for advice or design files for special situations.



Do Not Stretch or Alter Proportions



Do Not Place in a Shape or Combine with Other Elements



Do Not Use Unapproved Color Combinations



Do Not Touch or Ghost Behind Other Elements



Do Not Use the Fleet Logo as an "E"



Do Not Create Departmental Adaptions

Questions? Contact the Communications Office at communications@erskine.edu or 864-379-6682.

Retired Logos

The following legacy logos, retired logos, and wordmarks should **NO LONGER BE USED**. Please provide updated art files to vendors and printers.

College



ERSKINE
COLLEGE | *Forever Connected*
CHRIST | LEARNING | LIFE



Seminary



ERSKINE
THEOLOGICAL SEMINARY

For Christ and His Church



ERSKINE
SEMINARY



ERSKINE
THEOLOGICAL SEMINARY
For Christ and His Church



ERSKINE
SEMINARY

Questions? Contact the Communications Office at communications@erskine.edu or 864-379-6682.

COLORS

College Brand Colors

These colors form the official standard for Erskine College print and online applications. Please give proper color formulas to printers and designers.

Primary

Erskine Garnet

Pantone
PMS 195 C

Print
C=19, M=90, Y=50, K=55

Screen
R=120, G=47, B=64

Web
782F40

Erskine Gold

Pantone
PMS 466 C

Print
C=6, M=14, Y=55, K=27

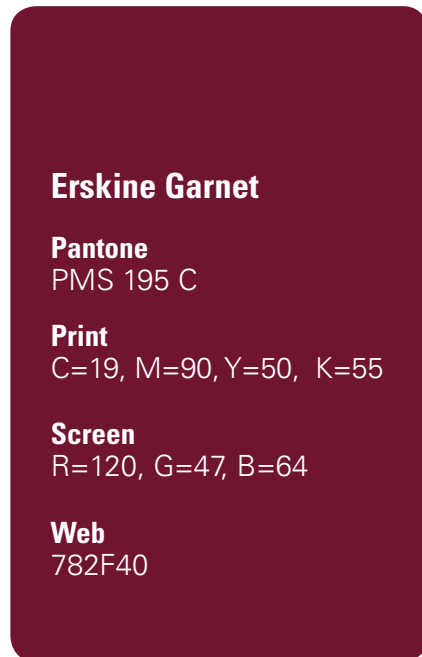
Screen
R=184, G=164, B=106

Web
CEB888

Athletics Brand Colors

These colors form the official standard for Erskine Athletics print and online applications. Please give proper color formulas to printers and designers.

Primary



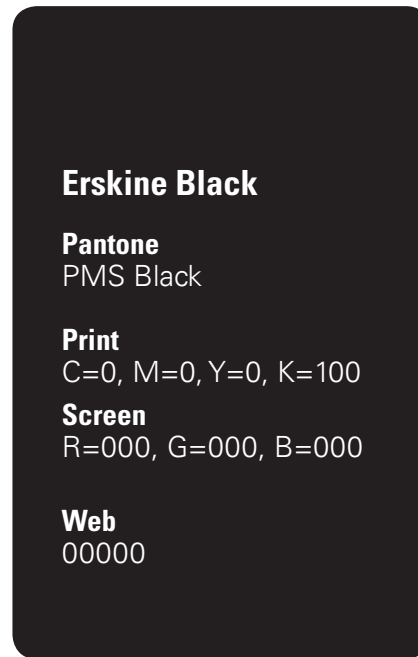
Erskine Garnet

Pantone
PMS 195 C

Print
C=19, M=90, Y=50, K=55

Screen
R=120, G=47, B=64

Web
782F40



Erskine Black

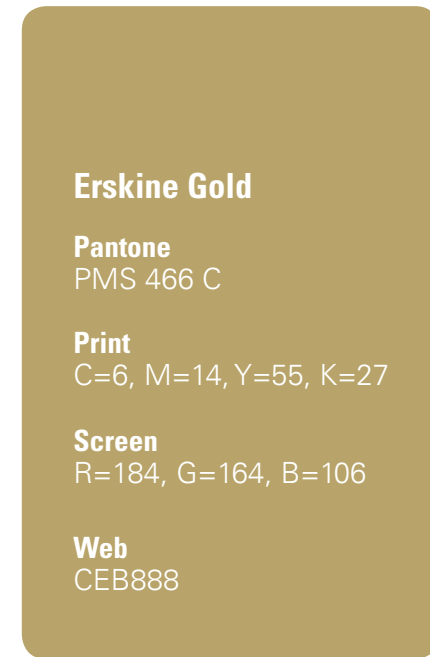
Pantone
PMS Black

Print
C=0, M=0, Y=0, K=100

Screen
R=000, G=000, B=000

Web
000000

Secondary



Erskine Gold

Pantone
PMS 466 C

Print
C=6, M=14, Y=55, K=27

Screen
R=184, G=164, B=106

Web
CEB888

Erskine Theological Seminary Brand Colors

These primary and secondary colors serve as the official colors of the Erskine Theological Seminary for print and online publication. Please give proper color formulas to printers and designers.

Primary

Erskine Garnet

Pantone
PMS 195 C

Print
C=19, M=90, Y=50, K=55

Screen
R=120, G=47, B=64

Web
782F40

Erskine Gold

Pantone
PMS 466 C

Print
C=6, M=14, Y=55, K=27

Screen
R=184, G=164, B=106

Web
CEB888



TYPOGRAPHY

College & Athletics Typography

Headlines and Sub-Headings

67 Univers Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy

Primary { Garamond Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Secondary { Univers Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Theological Seminary Typography

Headlines and Sub-Headings

Trade Gothic Bold Condensed #20
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy

Primary { Garamond Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
{ abcdefghijklmnopqrstuvwxyz1234567890

Secondary { Trade Gothic Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
{ abcdefghijklmnopqrstuvwxyz1234567890

GUIDELINES FOR EMAIL SIGNATURES

Guidelines for College Email Signatures



only use college logo
sized for email signatures

Jill Jones _____ **Arial Bold/ 14 pt/Garnet**
 Communications Coordinator _____ **Arial Reg 12 pt/Black**
Erskine College & Seminary _____ **Arial Bold 12 pt/Garnet**

P.O. Box 338
 Due West, SC 29639 _____ **Arial Reg 12 pt/Black**
 (864) 555-5555
 jones@erskine.edu
erskine.edu _____ **Arial Bold 12 pt/Garnet**

Guidelines for Athletic Department Email Signatures



only use Fleet logo
sized for email signatures

Jo Jones _____ **Arial Bold/ 14 pt/Garnet**
 Head Men's Volleyball Coach _____ **Arial Reg 12 pt/Black**
Erskine College Flying Fleet _____ **Arial Bold 12 pt/Garnet**

P.O. Box 338 _____
 Due West, SC 29639 _____ **Arial Reg 12 pt/Black**
 (864) 555-5555
 jones@erskine.edu
erskine.edu _____ **Arial Bold 12 pt/Garnet**

Guidelines for Seminary Email Signatures

Standards for Seminary Email Signatures



only use seminary logo
sized for email signatures

Jack Jones _____ **Arial Bold/ 14 pt/Garnet**
 Adminstrative Assistant _____ **Arial Reg 12 pt/Black**
Erskine Theological Seminary _____ **Arial Bold 12 pt/Garnet**

P.O. Box 338
 Due West, SC 29639 _____ **Arial Reg 12 pt/Black**
 (864) 555-5555
 jones@erskine.edu _____ **Arial Bold 12 pt/Garnet**
seminary.erskine.edu