



BRAND GUIDELINES

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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 Erskine to convey a professional and distinctive identity across all our communications. This brand style guide includes standards for logo usage, colors, and typefaces.

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

MISSION & VISION STATEMENTS

Mission

The mission of Erskine College is to glorify God as a Christian academic community where students integrate knowledge and faith, equipped to flourish as whole persons prepared for lives of service, leadership, and influence through the pursuit of undergraduate liberal arts, graduate, and seminary education.

Vision

Erskine College exists to equip students for lives of service and leadership, building Christ's Church and influencing society for God's glory.

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



College



Athletics



Seminary



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

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 the Marketing & Communications Department.

Wordmark



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

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.



Erskine
Gold

100% Black

ERSKINE
COLLEGE

Erskine
Garnet

One-Color Logos



DO NOT USE color logos in black and white documents.

Seminary Logos

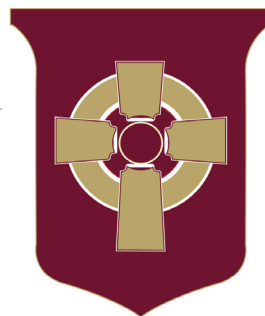
The vertical orientation is the primary logo. Use the horizontal orientation only when it is required by certain design contexts or space restrictions.



Erskine
Garnet

ERSKINE
THEOLOGICAL SEMINARY

Erskine Gold



100% Black

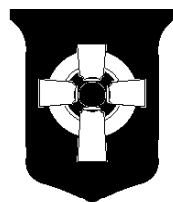
ERSKINE

THEOLOGICAL SEMINARY

*Serving Christ and His Church
for 180 years*

Erskine Garnet

One-Color Logos



ERSKINE
THEOLOGICAL SEMINARY



ERSKINE

THEOLOGICAL SEMINARY

*Serving Christ and His Church
for 180 years*

DO NOT USE color logos in black and white documents.

Athletic Logos

Erskine
Garnet



100% Black

100% Black



Erskine
Garnet

Alternative Logos

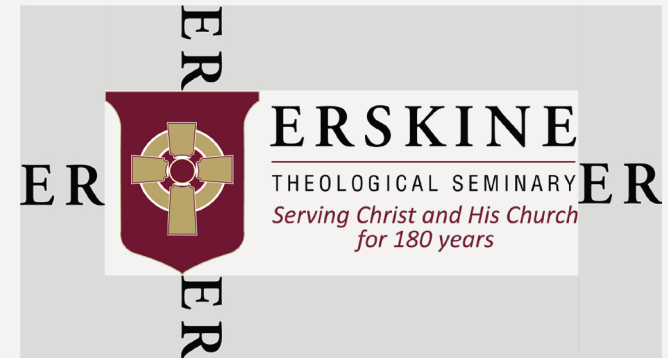


Size & Space

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 do not impede the presentation of the logos in any given medium. The graphics to the right illustrate 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 Athletics logos in any application and size.



Improper Usage

Do not alter Erskine logos, use retired logos, print in non-standard colors, or otherwise change official logo files. Contact the Marketing & Communications Office for help with 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 Place the Tower on a Gold Background



Do Not Create Departmental Adaptations

Questions? Contact the Marketing & 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



Seminary



For Christ and His Church



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

COLORS

Erskine 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

GARNET

Pantone
PMS 195 C

Print (CMYK)
C=19, M=90, Y=50, K=55

Screen (RGB)
R=111, G=25, B=41

Web (HEX)
6F1931

Embroidery
1385 (Madeira)
2496 (Robinson-Anton)

GOLD

Pantone
PMS 466 C

Print (CMYK)
C=6, M=14, Y=55, K=27

Screen (RGB)
R=184, G=164, B=106

Web (HEX)
B8A46A

Embroidery
1305 (Madeira)
2570 (Robinson-Anton)

Secondary

BLACK

Pantone
PMS Black

Print (CMYK)
C=0, M=0, Y=0, K=0

Screen (RGB)
R=0, G=0, B=0

Web (HEX)
000000

Erskine 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

GARNET

Pantone
PMS 195 C

Print (CMYK)
C=19, M=90, Y=50, K=55

Screen (RGB)
R=111, G=25, B=41

Web (HEX)
6F1931

Embroidery
1385 (Madeira)
2496 (Robinson-Anton)

BLACK

Pantone
PMS Black

Print (CMYK)
C=0, M=0, Y=0, K=0

Screen (RGB)
R=0, G=0, B=0

Web (HEX)
000000

Secondary

GOLD

Pantone
PMS 466 C

Print (CMYK)
C=6, M=14, Y=55, K=27

Screen (RGB)
R=184, G=164, B=106

Web (HEX)
B8A46A

Embroidery
1305 (Madeira)
2570 (Robinson-Anton)

TYPOGRAPHY

Erskine Typography

Headlines and Sub-Headings

67 Univers Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy

Primary
┌ Garamond Premier Pro
└ ABCDEFGHIJKLMNOPQRSTUVWXYZ
└ abcdefghijklmnopqrstuvwxyz1234567890

Secondary
┌ 47 Univers Light Condensed
└ ABCDEFGHIJKLMNOPQRSTUVWXYZ
└ abcdefghijklmnopqrstuvwxyz1234567890

GUIDELINES FOR EMAIL

Guidelines for College Email Signatures



only use college logo
sized for email signatures

Jill Jones _____ **Arial Bold/11 pt/Garnet**
 Communications Coordinator _____ **Arial Reg 10 pt/Black**
Erskine College _____ **Arial Bold 10 pt/Garnet**

P.O. Box 338
 Due West, SC 29639 _____ **Arial Reg 10 pt/Black**
 (864) 555-5555
 jones@erskine.edu
erskine.edu _____ **Arial Bold 11 pt/Garnet**

Guidelines for Athletic Department Email Signatures



only use Fleet logo
sized for email signatures

Jo Jones _____ **Arial Bold/ 11 pt/Garnet**
 Head Men's Volleyball Coach _____ **Arial Reg 10 pt/Black**
Erskine College Flying Fleet _____ **Arial Bold 10 pt/Garnet**

P.O. Box 338
 Due West, SC 29639 _____ **Arial Reg 10 pt/Black**
 (864) 555-5555
 jones@erskine.edu
erskinesports.com _____ **Arial Bold 11 pt/Garnet**

Guidelines for Seminary Email Signatures

Standards for Seminary Email Signatures



only use seminary logo
sized for email signatures

Jack Jones _____ **Arial Bold/ 11 pt/Garnet**
 Adminstrative Assistant _____ **Arial Reg 10 pt/Black**
Erskine Theological Seminary _____ **Arial Bold 10 pt/Garnet**

P.O. Box 338
 Due West, SC 29639 _____ **Arial Reg 10 pt/Black**
 (864) 555-5555
 jones@erskine.edu
seminary.erskine.edu _____ **Arial Bold 11 pt/Garnet**

For additional information, files, and Flying Fleet brand guide, please visit [**www.erskine.edu/marketing-communications**](http://www.erskine.edu/marketing-communications)