SIENA

Graphic Style Guide 2015

SIENA*college*

The education of a lifetime

INTRODUCTION

Each member of the Siena community has a unique role to play in the College's brand story. A compelling, memorable and differentiating brand for Siena begins from within, and then grows to strengthen the College's reputation, resonance and unique place in the higher education landscape.

Our brand platform and the graphic style guidelines outlined in this document serve as a blueprint and common foundation for telling our story in a consistent manner, and govern our brand's visual elements, core messages and their implementation.

In order for the Siena brand to be successfully "lived," our College community must strive to deliver these elements of our brand identity across the full spectrum of the Siena College experience.

TABLE OF CONTENTS

Color Palette 4

Typography 5

Photography 6-8

Graphic Elements

- Icons 9
- The "Siena Angle" 10
- Silhouettes & The Siena Angle 11

Creative Examples 12-26

Who to Contact with Questions 27

COLOR PALETTE

Color plays a critical role in strengthening the overall impact of the Siena College identity. It is perhaps the most significant identifier that the College uses. The consistent use of color is a vital part of communicating the College's brand.

PRIMARY COLORS

The official green and gold are the College's Primary Colors. Secondary Colors are used to complement the green and gold, but should not be used as primary or stand-alone elements of the color palette.

PANTONE 342
C 100/ M 0/ Y 71/ K 43
R 0/G 107/B 84
Hex: 006B54

PANTONE 123
C 0/ M 24/ Y 94/ K 0
R 252/G 201/B 23
Hex: FCC917

This green gradient can be used in place of large fields of green to create depth

GREEN GRADIENT
Made up of PMS 342 to PMS 7736

PANTONE 115
C 0/ M 24/ Y 94/ K 0

*Replace PMS 123 with **PMS 115 when printing on uncoated paper stock***

SECONDARY COLORS

The Secondary Colors should be used as color accents for materials requiring a more vibrant palette. One or two Secondary Colors may be used in conjunction with the Primary Colors for headlines, pull-out type, quotes or solid color fields.

PANTONE 7736
C 84/ M 44/ Y 81/ K 48
R 27/G 73/B 50
Hex: 1b4932

BLACK
C 0/ M 0/ Y 0/ K 100
R 0/G 0/B 0
Hex: 000000

PANTONE 361
C 69/ M 0/ Y 100/ K 0
R 13/G 176/B 43
Hex: 0DB02B

PANTONE COOL GRAY 3
C 0/ M 0/ Y 0/ K 17
R 207/G 201/B 196
Hex: CFC9C4

PANTONE 7704
C 93/ M 4/ Y 8/ K 24
R 0/G 138/B 177
Hex: 008ab1

PANTONE 187
C 0/ M 100/ Y 76/ K 20
R 176/G 28/B 46
Hex: B01C2E

TYPOGRAPHY

Consistent use of typography, as with other graphic elements, helps to maintain a strong brand identity.

LARGE HEADLINES

Sullivan is a display font and is to be used sparingly and only when appropriate. It is reserved mainly for large headlines and should only be used in all capital letters.

Oswald is to be used either in conjunction with Sullivan as the subhead in large headlines, or separately as the large headline on its own and should only be used in all capital letters. To download for use, click here

Sullivan Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Oswald Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Oswald Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

SECONDARY TYPOGRAPHY

Gudea is to be used for smaller headlines, subheads within body copy and call outs. To download for use, click here

Merriweather is an easy-to-read serif font. It is to be used for all body copy. To download for use, click here

Gudea Regular

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Gudea Bold

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Merriweather Light

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Merriweather Regular

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Merriweather Bold

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

PHOTOGRAPHY

Whether used alone or in combination with logos and text, photography is an indispensable means of telling the Siena College brand story. Carefully chosen photography can provide a dominant contribution to the most immediate and lasting impressions that readers, viewers and web visitors form of an institution.

When choosing photographs, select imagery that illustrates the College's brand story and chapters — highlighting the strength of Siena's close community of students and faculty-mentors, active-learning environment and Franciscan mission.

THE "SIENA FILTER"

To keep imagery from all resources consistent, apply the "Siena Filter" to all photography. The Siena Filter increases saturation and clarity and warms the overall tone of the photo.

Please contact [TBD] for access to the custom Adobe Lightroom preset and the Adobe Photoshop action.

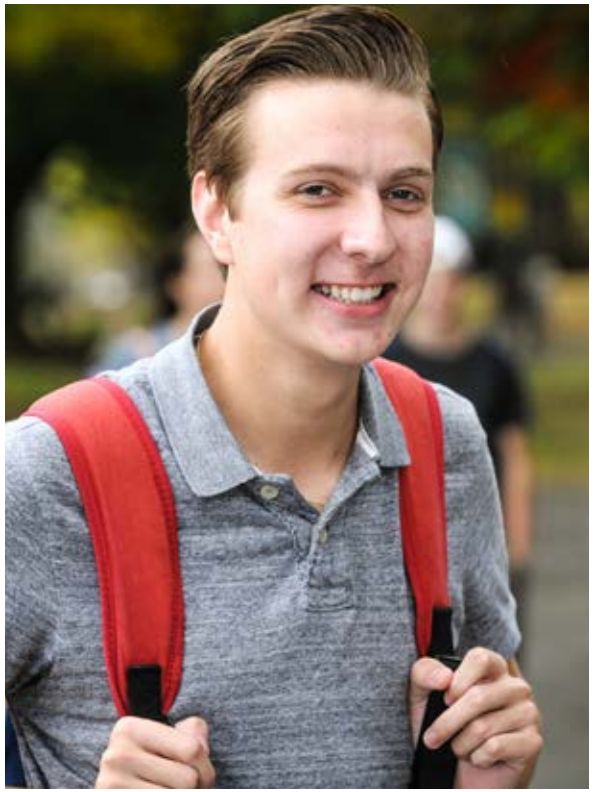
As every photo is slightly different, be sure to adjust and color correct images as necessary after applying the Siena Filter.

Filtered Example

"Unfiltered" Example

PHOTOGRAPHY EXAMPLES

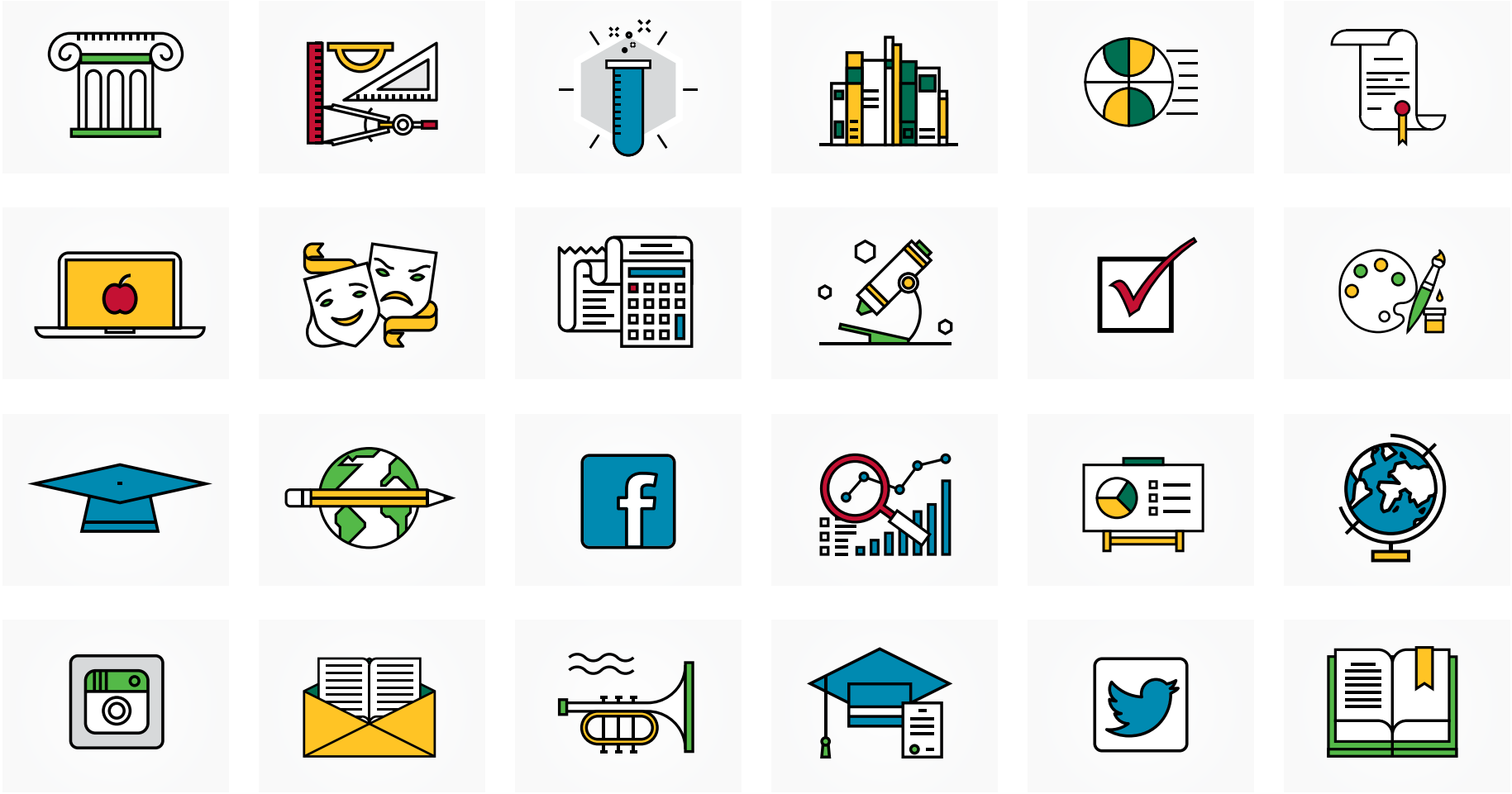
PHOTOGRAPHY EXAMPLES - *Continued*



GRAPHIC ELEMENTS

The use of a consistent ***custom icon set*** is an effective means of reinforcing a cohesive look in all Siena College materials. The icons are styled with a black outline and colors from the Siena color palette. ***Please contact [TBD] for access to the full library of icons.***

CUSTOM ICON EXAMPLES

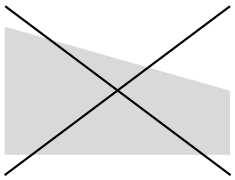


GRAPHIC ELEMENTS

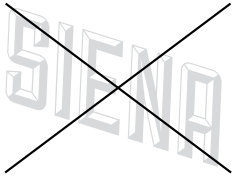
THE SIENA ANGLE

The Siena Angle is created along an incline of 15 degrees and can be used to create dynamic movement within a composition and call out large headlines. The Siena Angle evokes metaphors of "looking beyond" and "moving upward" and conveys a sense of overall optimism and vitality.

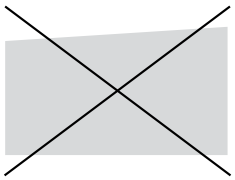
Angle should never...



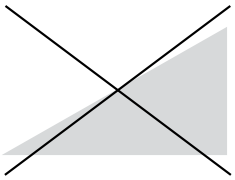
point downward in tone



point downward in text



be less than a 15 degree slant



be more than a 15 degree slant

GRAPHIC ELEMENTS

SILHOUETTES & THE SIENA ANGLE

Photographic elements may be silhouetted and placed in front of The Siena Angle to draw attention to foreground subjects and visually separate them from busy or narratively less significant backgrounds.

By literally placing the power of the College's branding behind the subject of a photo, this treatment can be used to shine a metaphorical spotlight on the subject and convey ideas of institutional support, individual attention and differentiation.

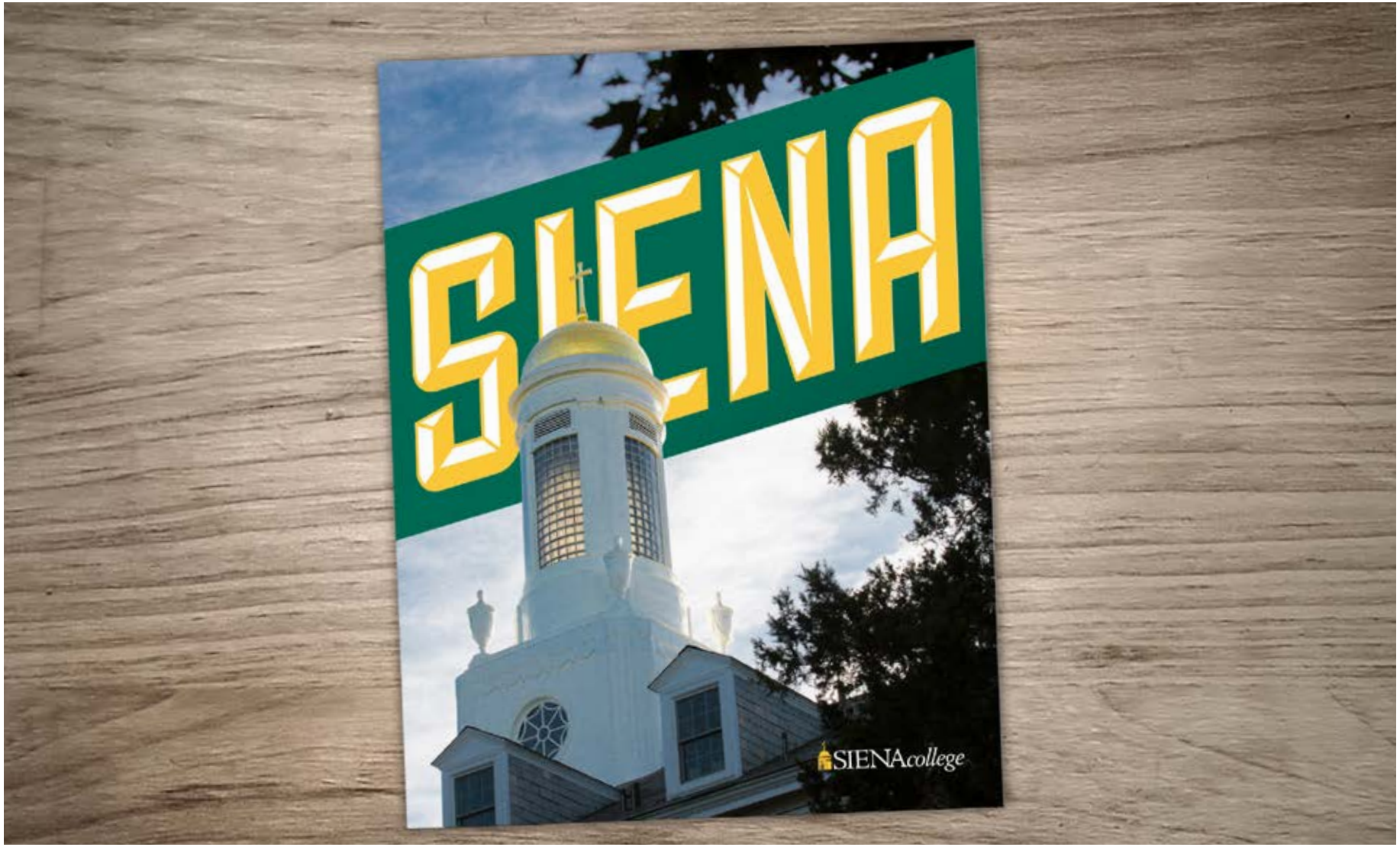
Silhouettes should only be used in combination with the Siena Angle.

CREATIVE EXAMPLES – *Headline Treatments*

CREATIVE EXAMPLES – *Headline Treatments Continued*

CREATIVE EXAMPLES *– Headline Treatments Continued*

CREATIVE EXAMPLES – *Brochure Cover*



CREATIVE EXAMPLES *– Spread Layout*

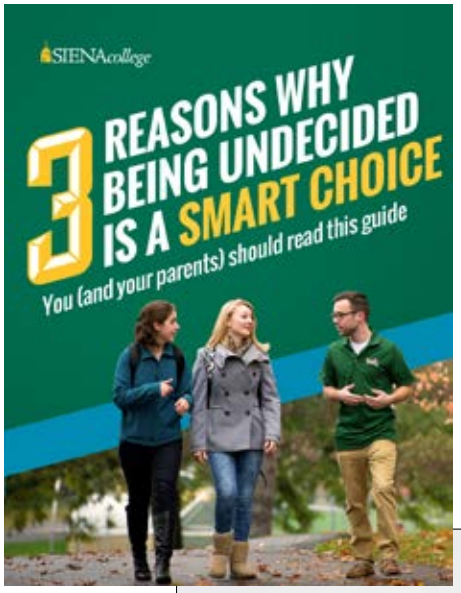
CREATIVE EXAMPLES *– Spread Layout (Case Study)*

CREATIVE EXAMPLES *– Spread Layout (Case Study)*

CREATIVE EXAMPLES – *Parent Postcard*

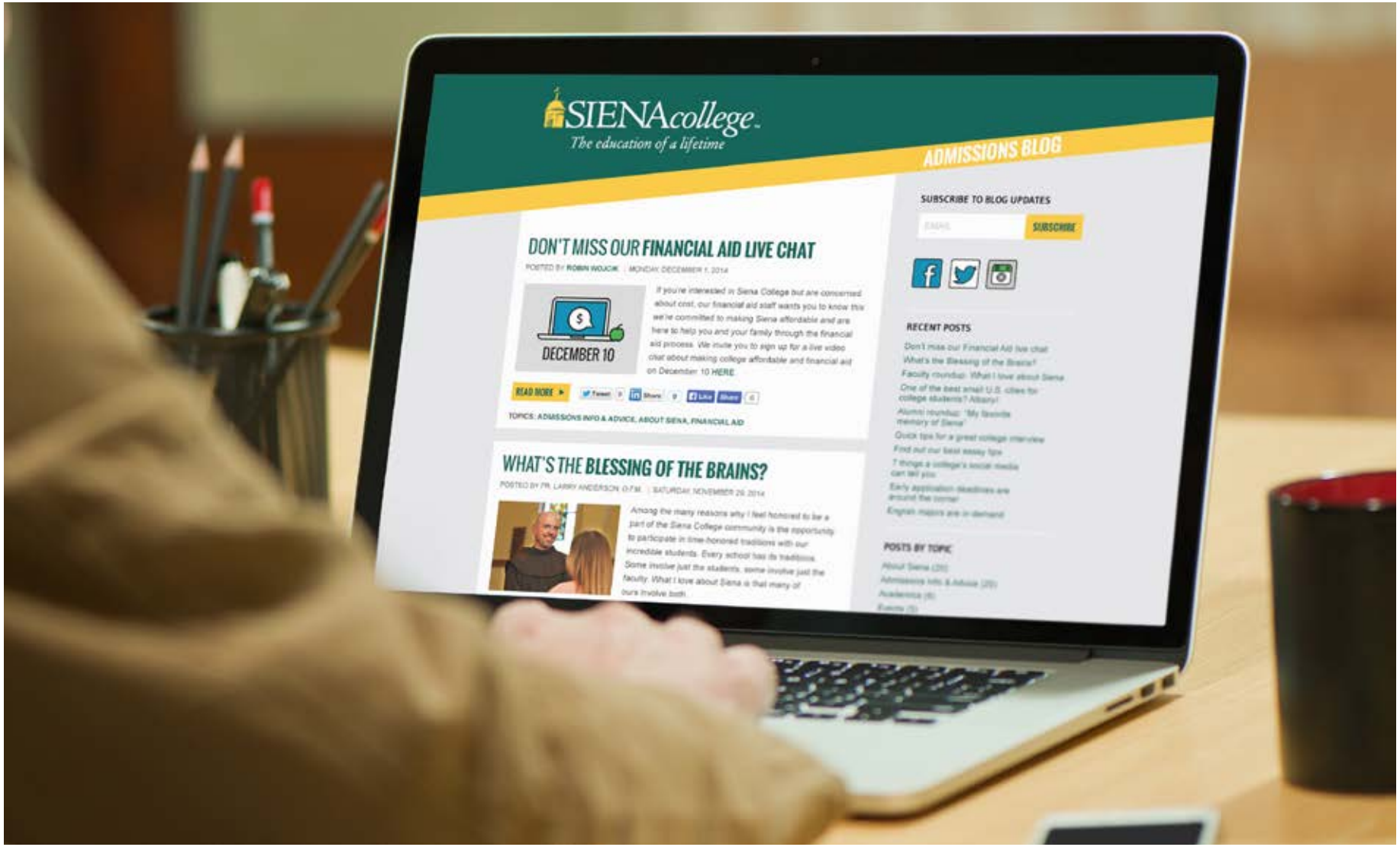
CREATIVE EXAMPLES – *Athletic Postcard*

CREATIVE EXAMPLES – *Downloadable ebook*



CREATIVE EXAMPLES – *Downloadable ebook Continued*

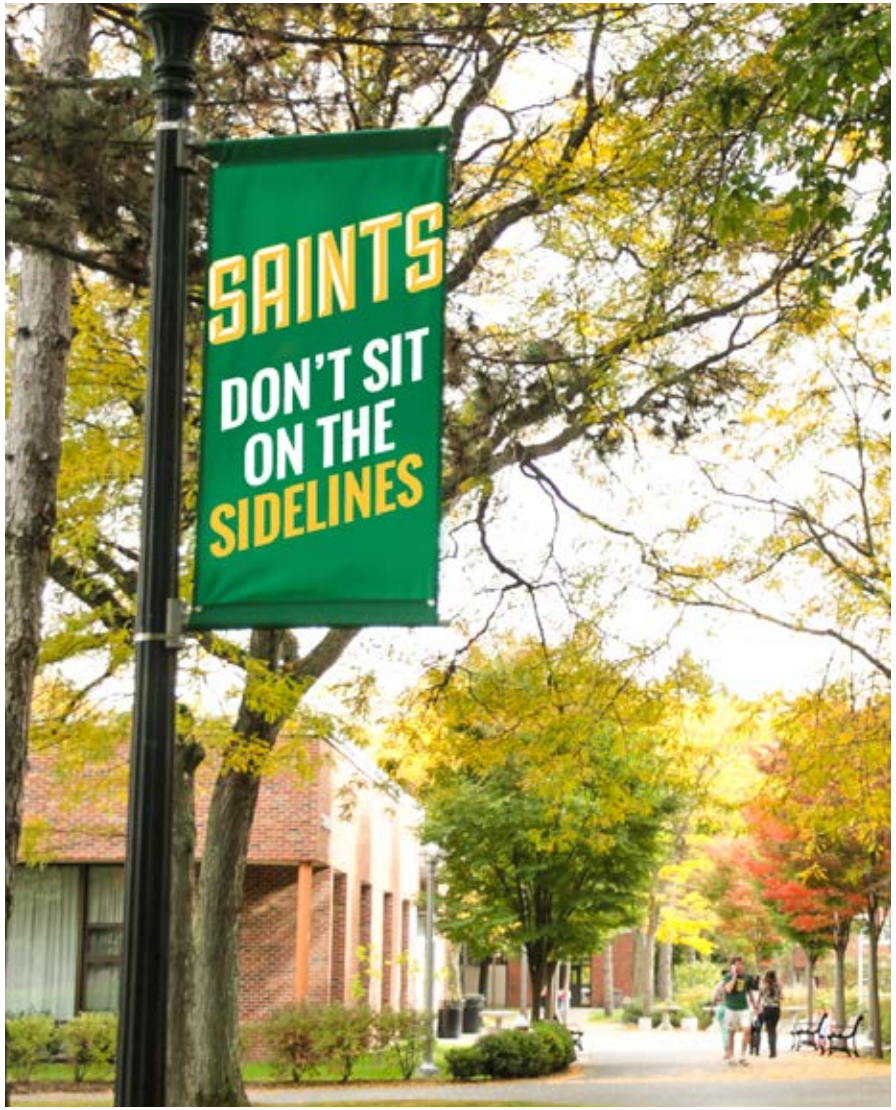
CREATIVE EXAMPLES *– Admissions Blog*

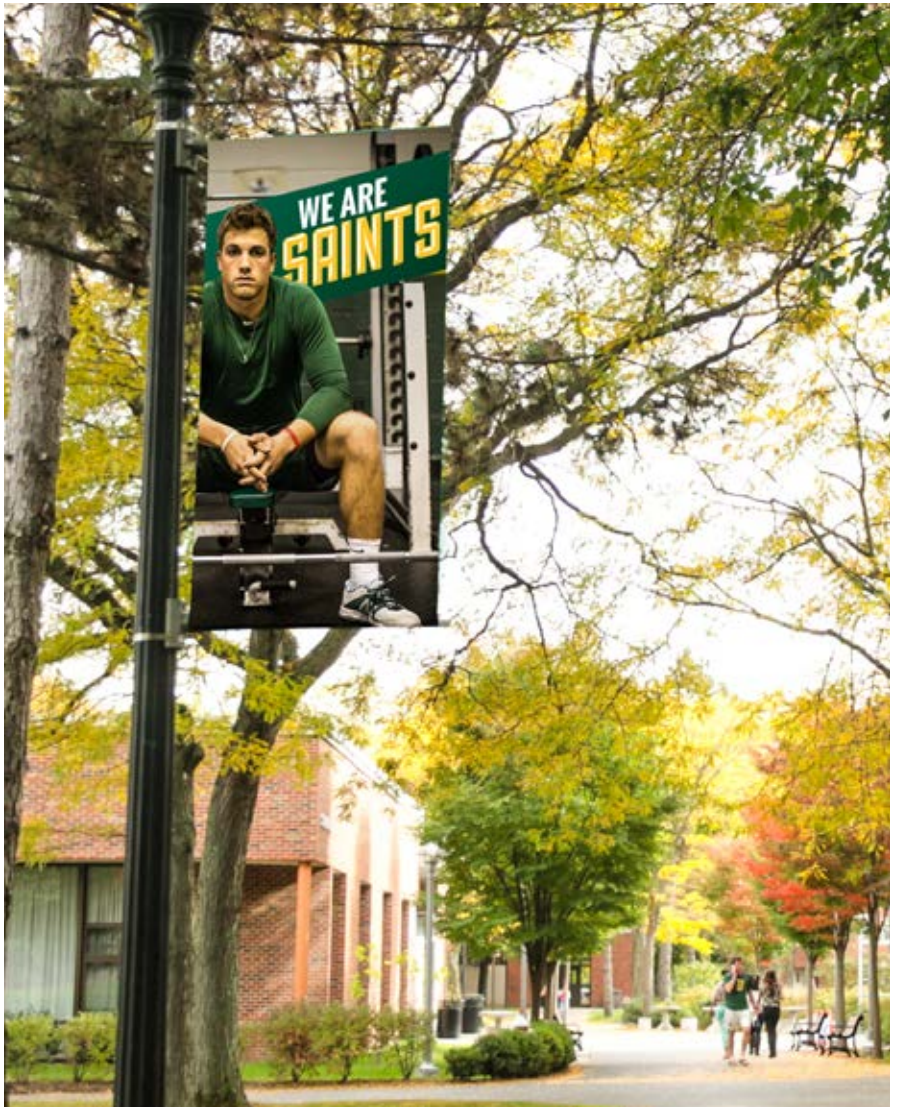


CREATIVE EXAMPLES *– Pandora Skin*

CREATIVE EXAMPLES *– Wearable*

CREATIVE EXAMPLES – *Campus Banners*





QUESTIONS?

CONTACT [TBD]
[tbd]@siena.edu

SIENA college