

SIENNA

Graphic Style Guide 2015



SIENNAcollege
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.

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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



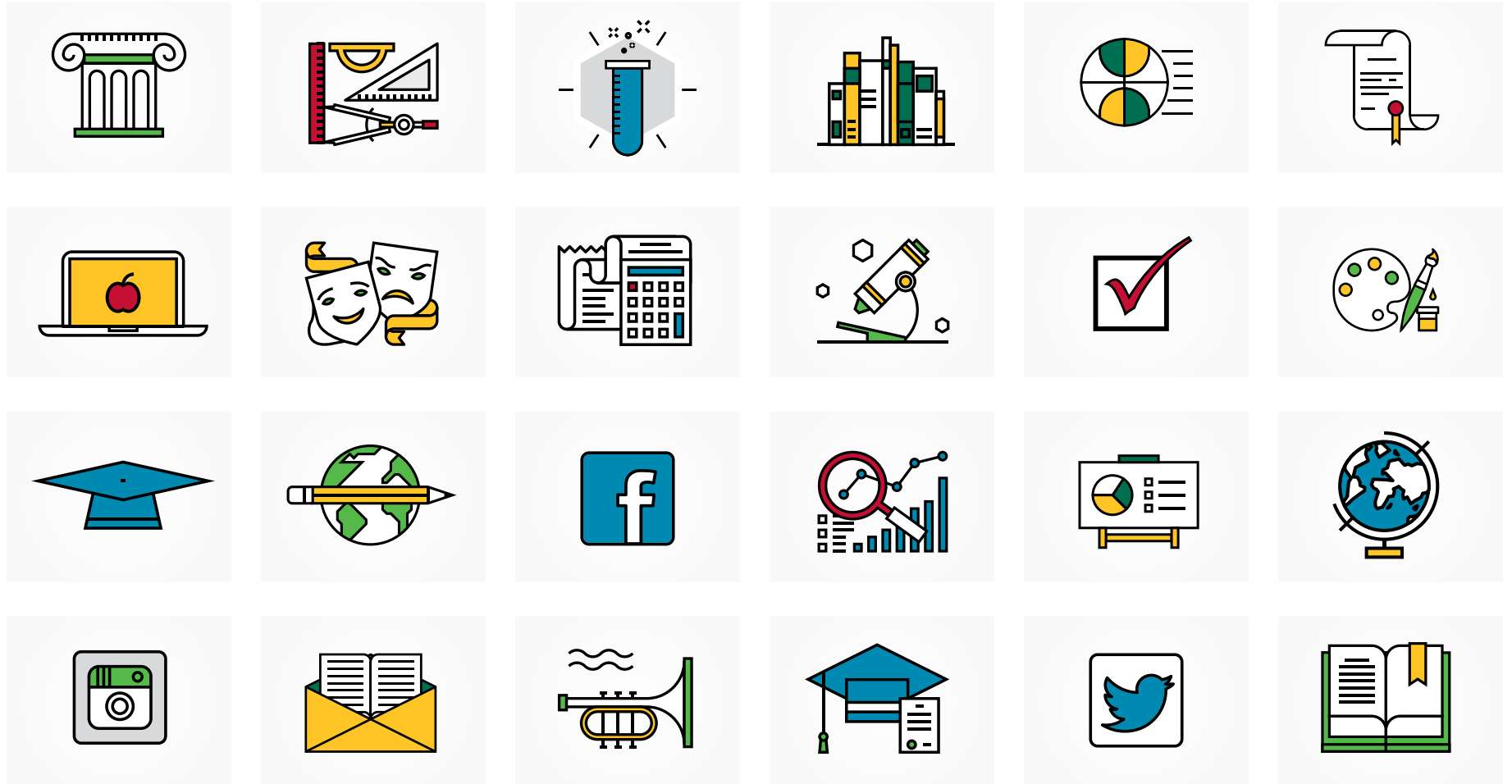
PHOTOGRAPHY EXAMPLES - *Continued*



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



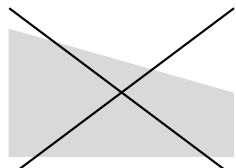
GRAPHIC ELEMENTS

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.



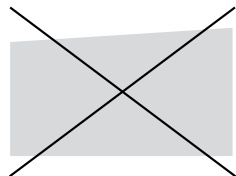
Angle should never...



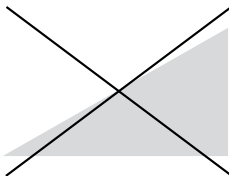
*point downward
in tone*



*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*



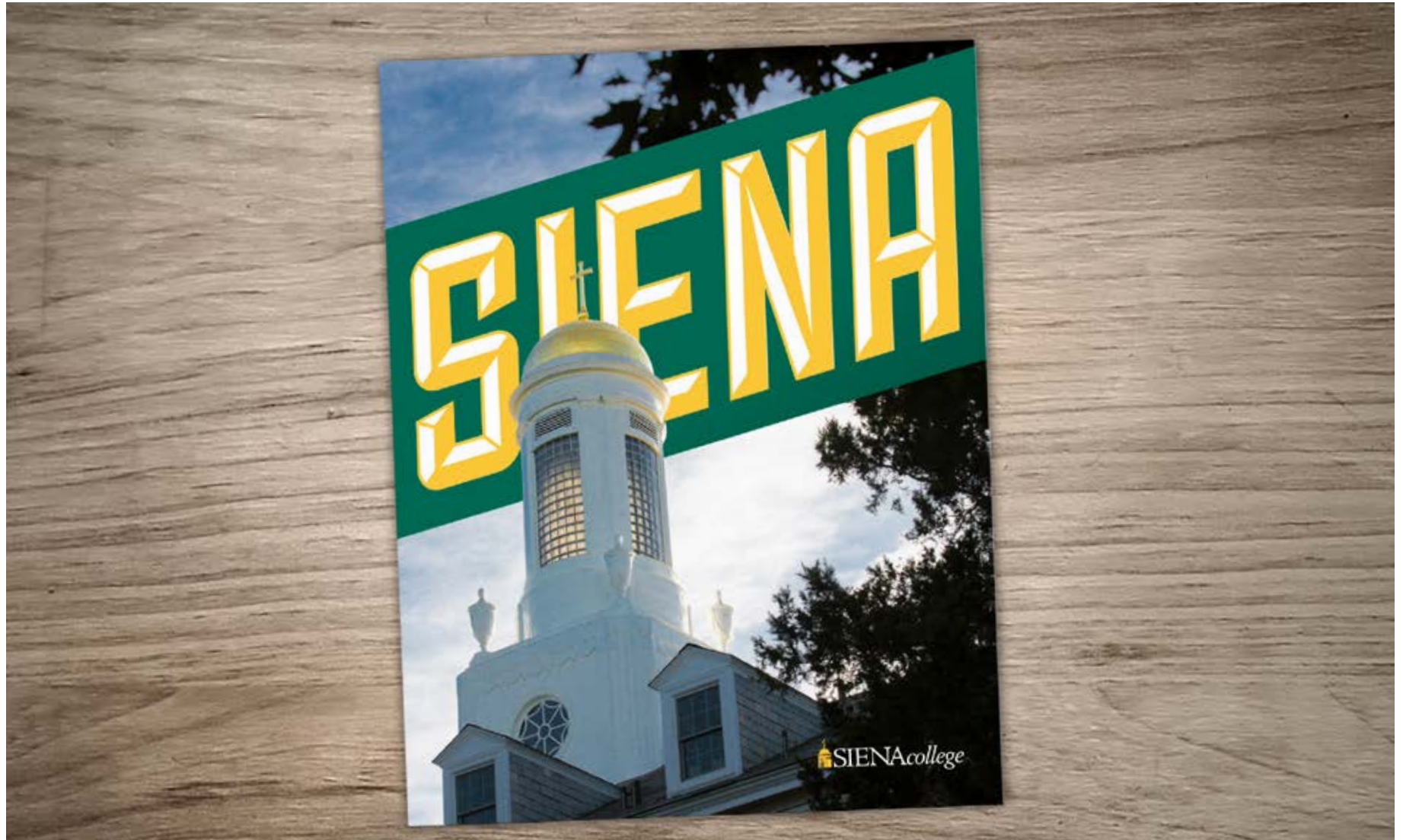
CREATIVE EXAMPLES - *Headline Treatments Continued*



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)



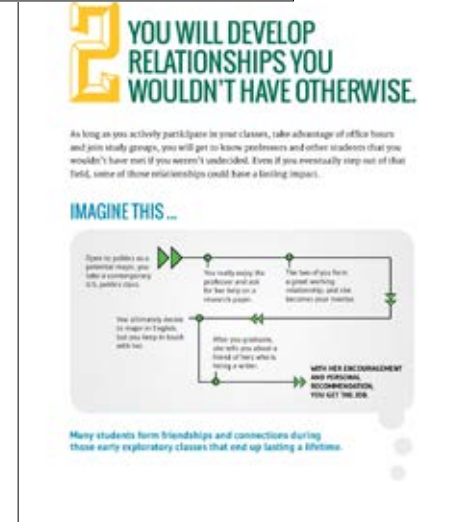
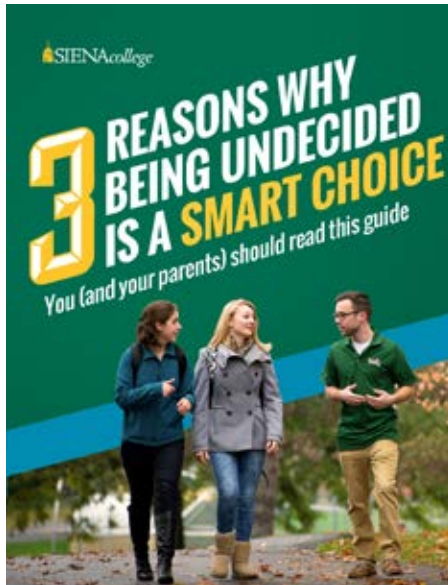
CREATIVE EXAMPLES - Parent Postcard



CREATIVE EXAMPLES - Athletic Postcard



CREATIVE EXAMPLES - Downloadable ebook



CREATIVE EXAMPLES - Downloadable ebook Continued

3 YOU'LL GAIN AN ARRAY OF SKILLS THAT EMPLOYERS WANT.

In each class you take during your time of exploration—even if you don't end up majoring in that topic—you'll build knowledge, personal values and professional skills that you'll be able to refer to in interviews and job interviews. Employers look for a well-rounded, hardworking prospect who can prove their worth.

IN THOSE TWO EXPLORATORY YEARS ALONE, YOU COULD DEVELOP EXCELLENT SKILLS IN...

<input checked="" type="checkbox"/> VERBAL AND WRITTEN COMMUNICATIONS	<input checked="" type="checkbox"/> MULTITASKING
<input checked="" type="checkbox"/> TEAMWORK	<input checked="" type="checkbox"/> RESEARCH
<input checked="" type="checkbox"/> PROBLEM-SOLVING	<input checked="" type="checkbox"/> ANALYSIS
<input checked="" type="checkbox"/> BRAINSTORMING	<input checked="" type="checkbox"/> AND MUCH MORE

WHAT IT'S LIKE TO BE UNDECIDED AT SIENA COLLEGE

YOU WILL JOIN THE RANKS OF SUCCESSFUL ALUMNI
Sienna graduates who were initially undecided are now enjoying careers in a wide variety of professions such as:

- scriptwriter/coordinator at Sony Pictures Television
- special agent at the U.S. Department of Commerce
- management consultant at Cap International
- associate scientist at Pfizer/Co.
- physician at Florence Hospital and the list goes on...

DID YOU KNOW?
97% of recent graduates who started out undecided were hired at their first full-time job within one year of graduating.

40% of participants in our survey plan to receive a graduate, professional, medical or other postgraduate degree.

WANT TO KNOW MORE ABOUT SIENA COLLEGE?

Located in Loudonville, New York, Siena is more than a liberal arts college. It's a learning community that prepares students for a successful life filled with compassion and drive, service and responsibility.

VISIT OUR WEBSITE HERE

WHO TO CONTACT FOR MORE INFORMATION

Thank you for reading our guide to entering college as undecided. If you still have questions, or would like to find out if Siena is the right fit for you, contact us—no matter what we do for you. We're here to help you navigate the application process from start to finish.

- ▶ FIND YOUR ADMISSIONS COUNSELOR BY REGION
- ▶ CALL US AT 2-888-AT-SIENA
- ▶ EMAIL US AT ADMISSIONS@SIENA.EDU
- ▶ CHECK OUT OUR ADMISSIONS BLOG
- ▶ SCHEDULE A CAREER MEET

SIENAcollege
101 Loudon Rd.
Loudonville, NY 12111-1410

WHAT IT'S LIKE TO BE UNDECIDED AT SIENA COLLEGE

Like we said earlier: if you're entering college as undecided, the right school for you should see that as a great thing. Some colleges discourage students from not declaring a major. At Siena College, we wholeheartedly embrace it. Here at Siena, undecided means open to exploration. And we've got a lot for you to explore.

YOU WILL:

- GET RIGHT IN**
About half of our freshmen in the School of Business, School of Liberal Arts and School of Science enter as undecided.
- HAVE PLENTY OF TIME TO EXPLORE**
Siena College doesn't require you to declare a major until the end of your sophomore year. And even if you waited until then, you'd still have time to graduate in four years.
- HAVE ASSISTANCE IN FINDING THE RIGHT MAJOR**
We encourage our undecided students to speak with their advisors, faculty members and other peers. A career center consultation can also help you pave the way to a specific career based on your interests, values, skills and more.
- HAVE LOTS OF OPTIONS TO CHOOSE FROM**
What does Siena have to offer in terms of academics? 27 majors and 27 minors and certificate programs resulting in over 1,200 unique program choices in liberal arts, science and business.

FAQS FROM PARENTS

You've almost at the end of our guide! Hopefully you feel better about not having to choose a major right away. Now we suggest handing this over to your parents—who might have questions of their own. We rounded up what our Admissions team and your guides get asked most often from parents when it comes to students entering college as undecided.

Q. Can my student still graduate in four years, even if they don't choose a major until junior year?
A. Yes! Our on-high, research-intensive, liberal arts curriculum provides flexibility for students who enter with a minor degree or who are undecided on their first two years, so they don't get behind.

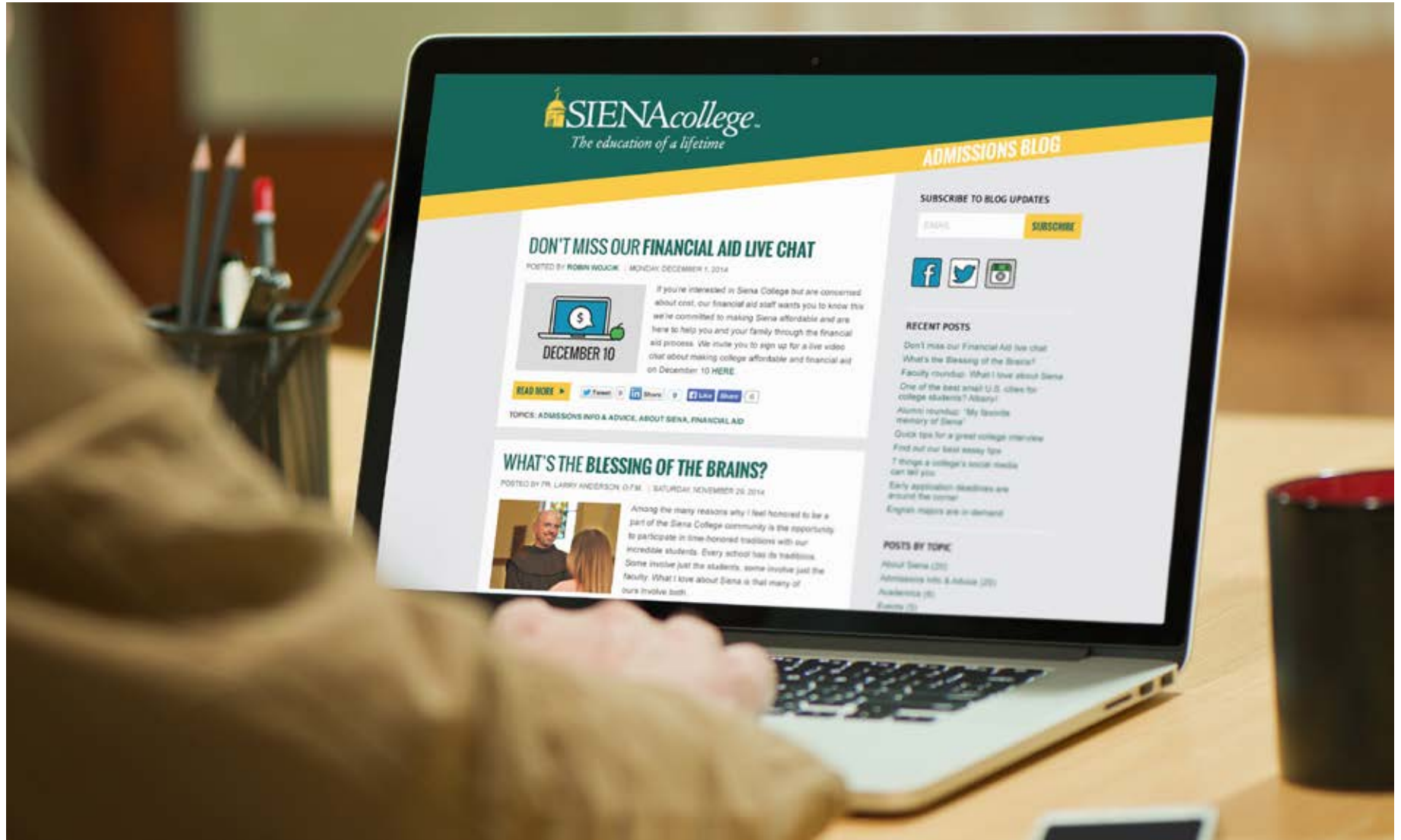
Q. What are some ways my student can explore what to study next?
A. Students talk with their advisor or a career counselor. Join a variety of clubs or organizations with diverse members and meet with faculty. We also try to engage our students in different ways that highlight why students study that major.

Q. My student is interested in study abroad and internship opportunities. Will doing experiential work be difficult to participate?
A. Not at all. We encourage each student to gain experience outside the classroom. Those who enter as undecided are asked to declare a major by the end of their sophomore year, allowing ample time to complete program requirements and gain valuable experience. Plus, many experiential opportunities are available to students who enter as undecided. Our career advisor can help with planning to make these personal goals possible.

Q. I have to admit, I was skeptical at first regarding my student becoming a Liberal Arts major. I've since learned there are diverse careers and later choices. However, parents and other careers I wanted to be sure they would have the skills necessary to compete with other graduates. If my child does the highly competitive field of Journalism, do you still have any advice for how to prepare my student for those that go in and "preparing them for life?"
A. We encourage our students to explore all options and to be open to changing their mind. We're here to help them navigate the process.



CREATIVE EXAMPLES - Admissions Blog



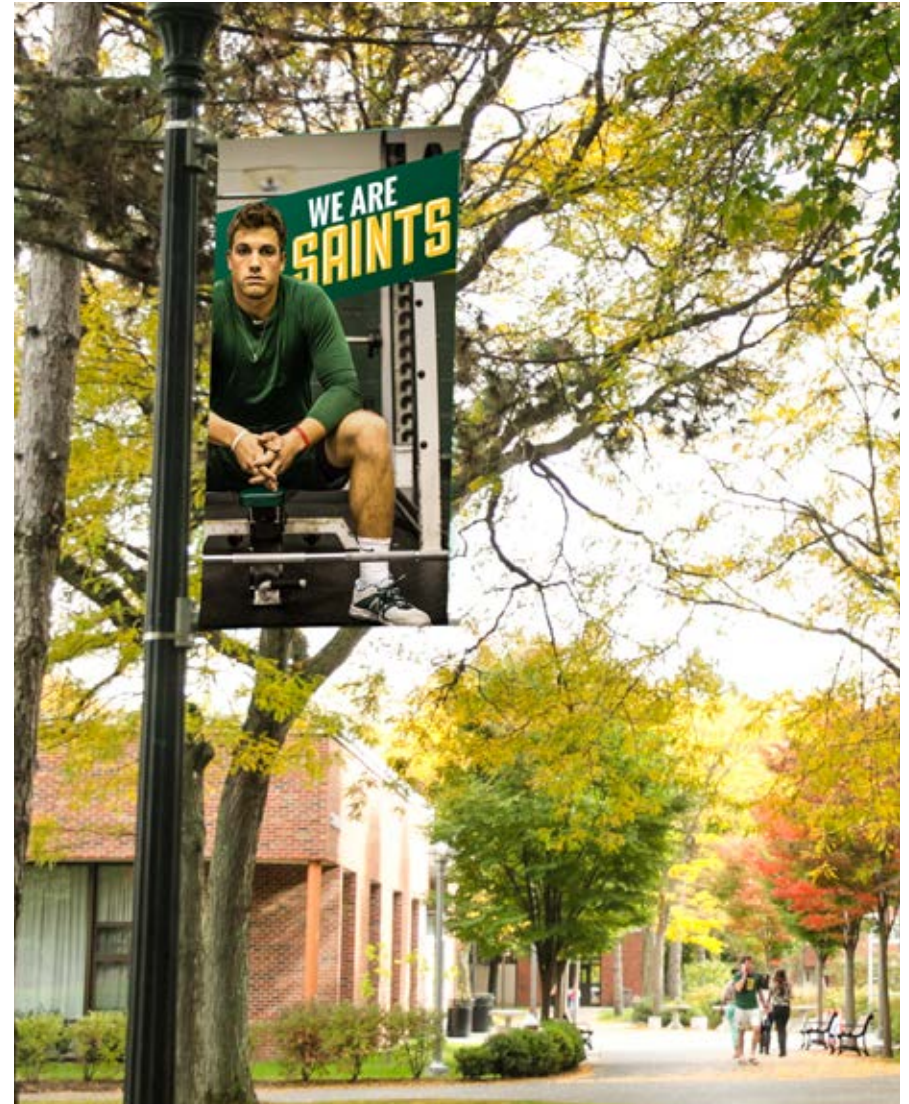
CREATIVE EXAMPLES - Pandora Skin



CREATIVE EXAMPLES - Wearable



CREATIVE EXAMPLES - Campus Banners



QUESTIONS?

CONTACT [TBD]

[tbd]@siena.edu