



Paine College Graphics Standard Manual

Effective January 2009

New brand. New promise. Same strong tradition.

Paine College
Office of Public Relations
1235 Fifteenth Street
(706) 342-0947

WWW.PAINE.EDU

Importance of Visual Identity

The strength of our marketing communications is dependent upon a strong, unified visual identity. By understanding and complying with the college's graphic standards, you project a clear, consistent image that promotes the mission of Paine College to internal and external audiences. You also safeguard the traditions associated with the college and in doing so, instill a sense of pride and respect.

The graphic standards manual explains the proper use of Paine College's logos. The standards were developed to familiarize you with the college's official graphic symbols and assist you in implementing these symbols easily and accurately. The success of any visual identity depends on the cooperation of all members of the college community. Adherence to a few simple rules will result in improved communications and a unified image.

For the purpose of this manual, college publications are defined as any communications (brochures, ads, newsletters, catalogs, flyers, programs, invitations, posters, etc.) using the college's name, and are produced with a college-funded budget. It is vitally important that all Paine College departments and programs be presented under one common visual identity. Maintaining a singular brand allows all areas to benefit from the promotion of the institution as a whole.

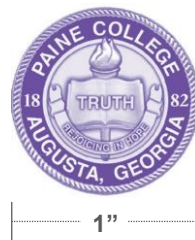
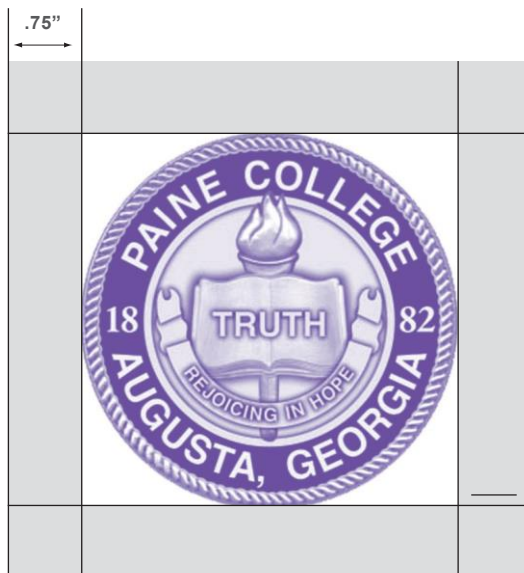
This policy is current. No surplus printed materials with old logos or identities should be in use. Preprinted material with old logos, including business cards, letterhead, envelopes and brochures should be discarded, recycled and replaced with materials incorporating the current logo.

Paine College Official Logos

Presidential Seal

The seal represents an important part of Paine College's history. The seal should only be used by the President's Office and on official college documents requiring the official insignia, such as invitations to presidential events, diplomas and class rings. The seal is rarely used on general printed material.

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Spacing & Minimum Size Requirements

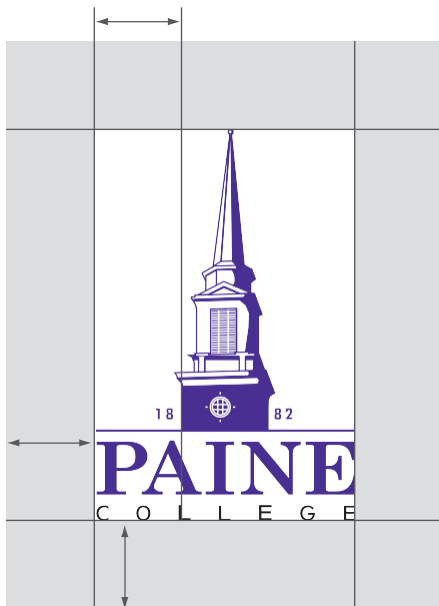
The clear area around the seal, athletic, mascot and spirit logos is always going to be .75". The Paine College family of logos may not be reproduced any smaller than one inch inwidth.

Institutional Logo

Think of the logo as the college's signature. Just like your own personal signature, it conveys the college's unique identity. The logo should be utilized on all publications targeted to external and internal audiences.

The design elements in this logo have been selected for a variety of reasons. First and foremost, the steeple has been selected to represent the historical background of the college. The steeple provides a recognizable, visual element that is memorable and unique to Paine College. Secondly, the importance of the founding date of the institution has been incorporated on both sides of the steeple, providing evidence that Paine College has a long history of providing a quality education. The font selected for "Paine" is Century Schoolbook. This type face was selected because it provides a sense of power and knowledge. The font selected for "College" is Spartan LT and more contemporary to demonstrate, Paine's dedication to moving forward and its focus to the future. Together, this logo provides a strong visual representation of where Paine College has been and where Paine College plans to go in the future.

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Spacing Requirements

Clear areas or control margins have been established for the Paine College family of logos, and should be maintained around the logos in all reproductions. The clear area around the institutional logo is the width from left edge of chapel to left edge of "P" (the clear area will change as the logo is scaled).

The Paine College family of logos should never be enclosed within any graphic shape or border for the purpose of enclosure or reversing, as this would be mistaken as part of the identity. Printing the logo over a coarse screen or highly textured background is discouraged, as it might impede readability. Care should be taken when using other graphic shapes or elements near to or in conjunction with the Paine College logos. It is important that no other elements are perceived to be a part of the logos.



Minimum Size Requirements

The Paine College family of logos may not be reproduced any smaller than one inch in width except for special branded merchandise, such as pens and pencils.

Logo Variations

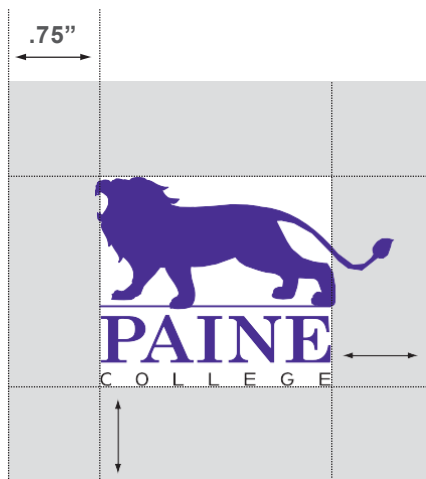
To provide flexibility to the standard two-color logo, here are one-color options that can be used.



Athletic Logos

Paine College's athletics department uses specifically designed images and graphics. Following is a summary of the images and graphics approved for use by the Paine College sports teams and the athletics department. These graphics and standards can ONLY be used by Paine College athletics, except by special permission. All uses and variations must be pre-approved by the Athletics Department.

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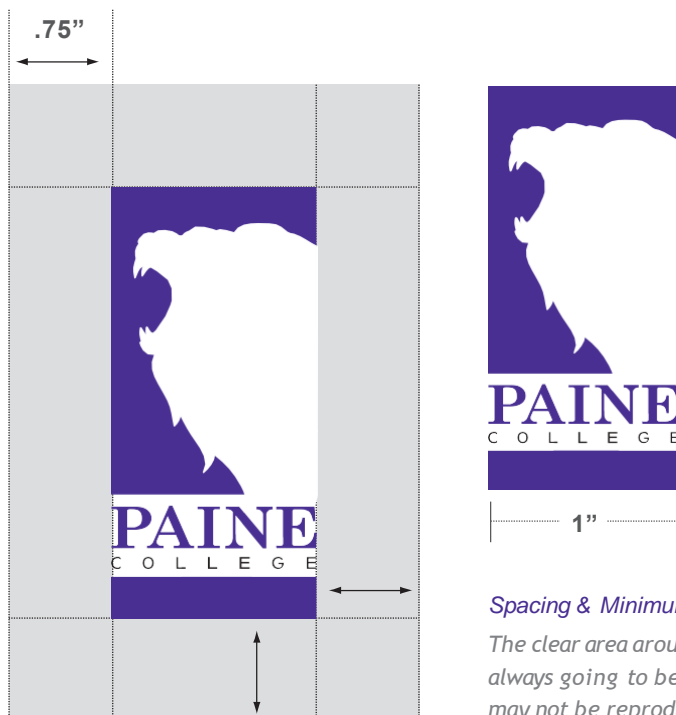
Spacing & Minimum Size Requirements

The clear area around the athletic, mascot and spirit logos is always going to be .75". The Paine College family of logos may not be reproduced any smaller than one inch in width.

Mascot Logo

Paine College is proud of our lion mascot. Athletic activities have special needs and representations of the lion combined with the college name, and other variations are provided for those applications. Others throughout the institution may from time to time wish to use the lion graphic. This is permitted providing all guidelines, such as colors, are followed. Do not combine the lion with the primary college logo.

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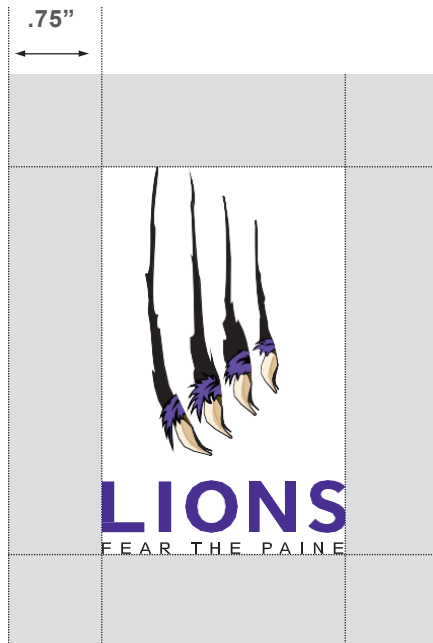
Spacing & Minimum Size Requirements

The clear area around the athletic, mascot and spirit logos is always going to be .75". The Paine College family of logos may not be reproduced any smaller than one inch in width.

School Spirit Graphic

The school spirit graphic is to be used only in association with Paine College athletics. Exceptions to this rule must be approved by the Athletics Department. It may be used in the formats shown below. The lion claws should never be used without the text “LIONS.” Redrawn or altered versions are unacceptable.

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Spacing & Minimum Size Requirements

The clear area around the athletic, mascot and spirit logos is always going to be .75". The Paine College family of logos may not be reproduced any smaller than one inch in width.

Tagline

The official athletic tagline for Paine College is “Fear the Paine.” This tagline should be used in conjunction with the school spirit graphic.

Typography

Century Schoolbook is the official typeface used with the Paine College logo and the suggested typeface for advertising and print material. When used for headlines or body copy, Century Schoolbook is versatile. To maintain a consistent image, use the Century Schoolbook family of fonts as the standard text whenever possible.

Example:

About Paine

Paine College is a beautiful 57-acre campus located in the heart of Augusta, Georgia. At Paine College, we are blessed with access to important cultural and economic centers. The campus is located one hour away from Columbia, the capital of South Carolina, and it is an easy two-hour drive from Atlanta, the capital of Georgia.

Identity Colors

The official PMS color for Paine College is 267



Palette
PMS267 & Black



Supplemental Color Palette
50% Black

Unacceptable Usage

These examples demonstrate some possible misuses of the College's graphic identity and logo. Please avoid these violations.

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Surrounding the logo with a border or outline.



Reproducing the logo in any configuration other than those specified in this manual.



Altering or distorting any element of the graphic identity. "Scaling" of the graphic elements should always be done proportionally.



Reproducing the logo or icons in any color other than the official College colors or in Black and White.



Reproducing the logo on textured or decorative backgrounds.



Rotating or slanting the logo.

Stationery Set

Stationery plays an important role in representing the College. Adhering to the guidelines in this manual will help the College maintain a consistent image. The following pages contain diagrams to aid in the production of these three pieces.



OFFICE OF INSTITUTIONAL ADVANCEMENT



1235 Fifteenth Street | Augusta, GA 30901
WWW.PAINE.EDU



WWW.PAINE.EDU

Your name
Your Title

1235 Fifteenth Street
Augusta, GA 30901

Phone (706) 821-8200
Fax (706) 821-8354

FLastName@PAINE.EDU

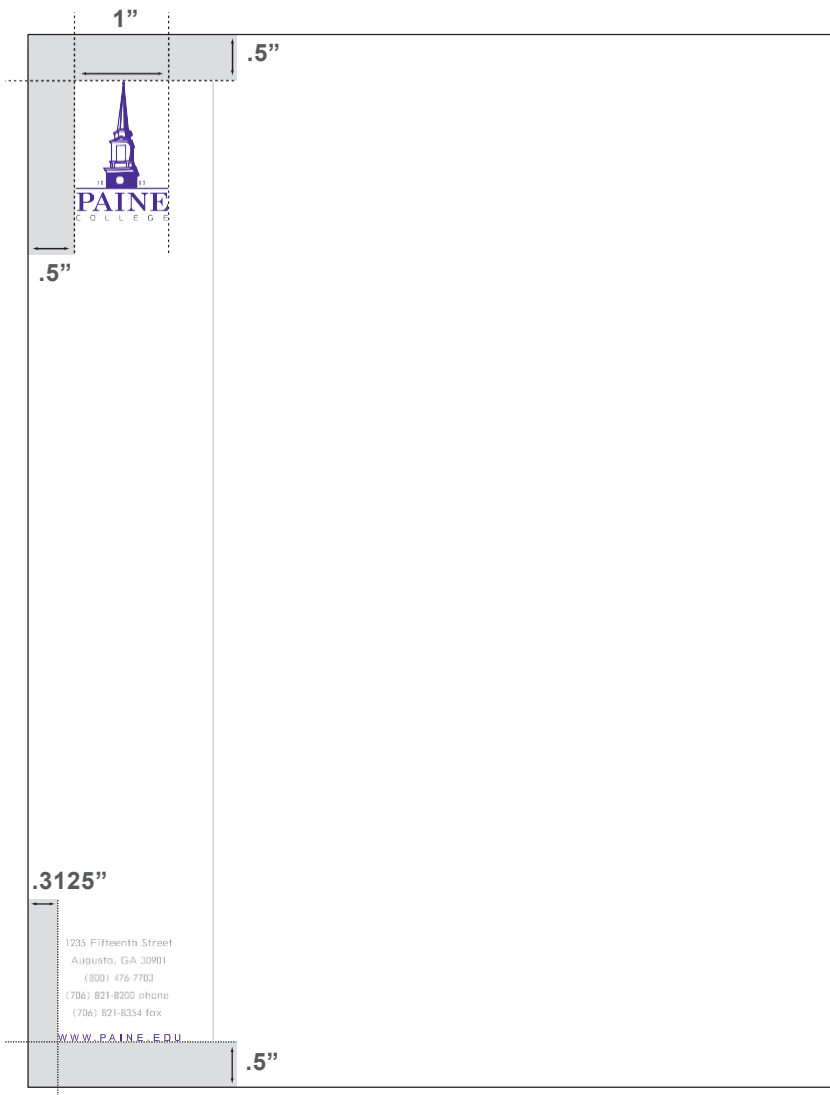
1235 Fifteenth Street
Augusta, GA 30901
(800) 476-7703
(706) 821-8200 phone
(706) 821-8354 fax

WWW.PAINE.EDU

Generic Letterhead

The logo is to be positioned as shown and printed in two colors. Any copy or address line should line up as specified below. It is not permissible to personalize Paine College letterhead. Under no circumstances shall the name of an office or person from whom the letter is sent appear anywhere other than the signature block.

Questions about stationery may be directed to the Office of Public Relations.



Size

8.5 x 11

Paper

Will be determined
by the Office of Public
Relations

Type

Address text:

Minion 7.5pt.

13 pt. leading

Align center

Spartan LS

Book Classified

Printing Inks

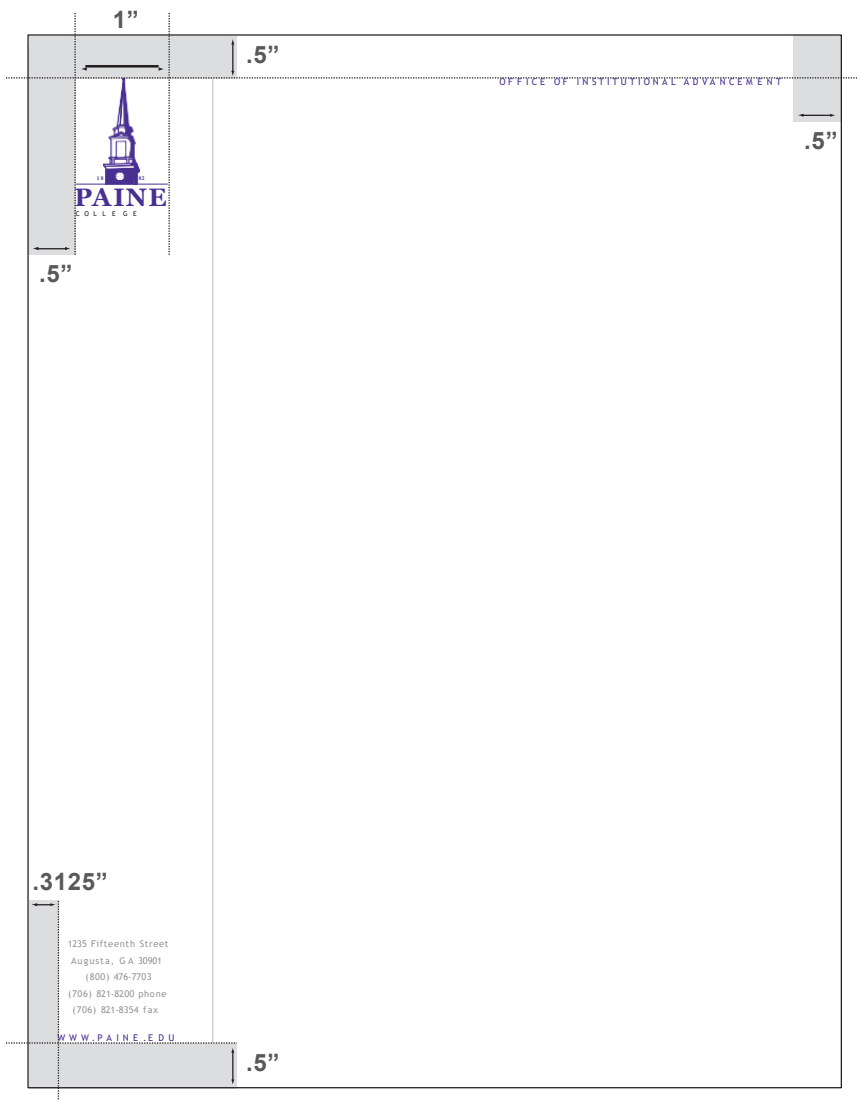
PMS 267

Black (50%)

Department/Office Letterhead

The logo is to be positioned as shown and printed in two colors. Any copy or address line should line up as specified below.

Questions about stationery may be directed to the Office of Public Relations.



Size

8.5 x 11

Paper

Will be determined
by the Office of Public
Relations

Type

Department text:

Minion 7 pt.
200 Tracking
Spartan LS
Book Classified
ALL CAPS

Address text:

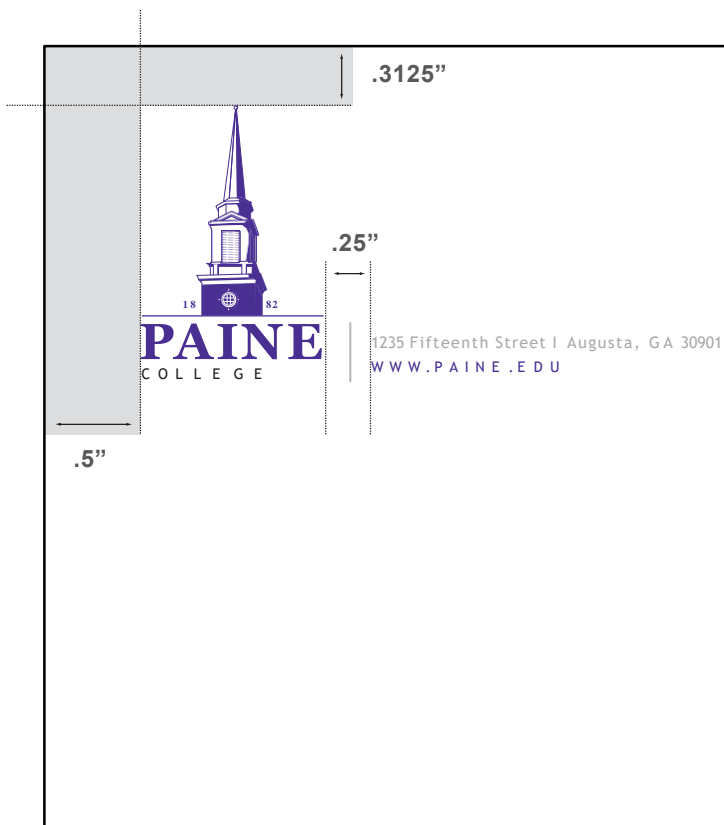
Minion 7.5pt.
13 pt. leading
Align center
Spartan LS
Book Classified

Printing Inks

PMS 267
Black (50%)

Envelope

The logo is to be positioned as shown and printed in two colors: PMS 267 and 50% Black. Any copy or address line should line up as specified below.



Envelope Style
#10 Official

Size
4.125 x 9.25

Paper
Will be determined
by the Office of Public
Relations

Printing Inks
PMS 267
Black (50%)

Type
Address text:
Minion 6.5pt.
13 pt. leading
9 pt. leading
Left justified

Business Card

The standard Paine College business card is 3.5 inches by 2 inches in a vertical orientation. The logo is to be positioned as shown and printed in two colors. The individual name and related information will be printed in PMS 267 to match the specifications below.



Dr. George C. Bradley
President

1235 Fifteenth Street
Augusta, GA 30901

Phone (706) 821-8200
Fax (706) 821-8354

BRADLEY@PAINE.EDU

Business Card Size
3.5 x 2

Paper
Will be determined by
the Office of Public Relations

Printing Inks
PMS 267
Black (50%)

Type
Minion 8.5pt.
15 pt. leading
Left justified

Assistance

Do not attempt to create or alter the logo. Copies of all graphic files are available from the Office of Public Relations. If you need assistance with implementing any of the school logos, creating communication materials or stationery, please call (706) 432-0947.