



PAINE COLLEGE

BRAND GUIDELINES

05/02/2025



IMPORTANCE OF VISUAL IDENTITY

The strength of our marketing communications relies on a strong, unified visual identity. By understanding and adhering to Paine College's graphic standards, you help project a clear and consistent image that supports the College's mission—both internally and externally. This also preserves the traditions of the College and fosters a sense of pride and respect.

This Graphic Standards Manual outlines the correct use of Paine College's official logos and visual elements. These standards were created to help you become familiar with the College's approved graphic symbols and to guide you in applying them accurately and consistently. A successful visual identity depends on the cooperation of the entire College community. By following a few simple guidelines, we can enhance communication and present a unified image.

For the purposes of this manual, college publications include any communications—such as advertisements, newsletters, catalogs, flyers, programs, invitations, posters, and more—that use the Paine College name and are produced using College funds. It is essential that all departments and programs present themselves under one cohesive visual identity. A unified brand allows every area of the College to benefit from the collective promotion of the institution.

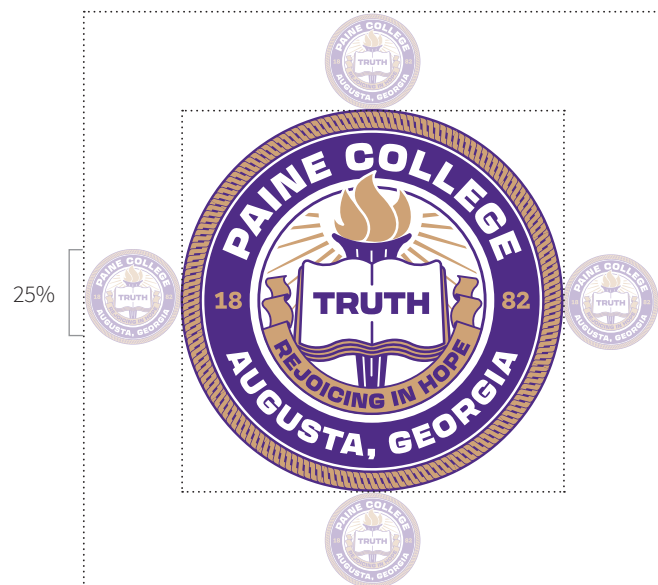
PAINE COLLEGE:

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PAINE COLLEGE: PRESIDENTIAL SEAL



Logo Clear Space

To maintain the logo's visual impact and ensure clarity, a minimum clear space should be kept around the logo at all times.

This clear space should be equal to 25% of the width of the logo icon.

In this example the seal is 2 inches wide, the clear space around the logo should be 0.5 inches on all sides. This space ensures that no text, images, or other graphic elements crowd or interfere with the logo's visibility and integrity.



Logo Variation

A logo lockup of the seal and Paine College logo type. The version of the seal is best used when the seal needs to appear smaller to ensure legibility of the college name.



Minimum Size Requirement

The following sizes represent the smallest size each variation of the Paine College primary mark should be reproduced.

BRAND GUIDELINES

The Paine College seal represents an important part of the institution's history.

It should be used exclusively by the Office of the President and only on official College documents that require the formal insignia, such as diplomas, class rings, and invitations to presidential events. The seal should rarely be used on general printed materials.

PAINE COLLEGE: PRIMARY MARK

Logo



Icon

PAINE
COLLEGE

Logotype

At the heart of the design is an icon inspired by the Gilbert-Lambuth Memorial Chapel—one of the College’s most historically significant and recognizable landmarks. This symbol honors the deep roots and proud legacy of Paine College.

While the steeple icon reflects the institution’s rich heritage, the logo’s clean lines and modern styling convey a forward-looking spirit. It represents Paine College’s ongoing commitment to academic excellence, innovation, and progress—bridging the past with a vision for a brighter future.

BRAND GUIDELINES

The Paine College logo serves as the institution’s official signature, capturing its unique identity and purpose. It should appear on all materials intended for both internal and external audiences.

PAINE COLLEGE: PRIMARY MARK



BRAND GUIDELINES

Logo Clear Space

To maintain the logo's visual impact and ensure clarity, a minimum clear space should be kept around the logo at all times. **This clear space should be equal to 25% of the width of the logo icon.**

Logo Layout Variations

Along with the horizontal logo, the Paine College mark can also be used stacked or as just the icon. The stacked version works well in vertical spaces, while the icon is ideal for favicons or merchandise.

Minimum Size Requirement

The following sizes represent the smallest size each variation of the Paine College primary mark should be reproduced.

PAINE COLLEGE: STUDENT GOVERNMENT ASSOCIATION

BRAND GUIDELINES

The Paine College Student Government Association (SGA) logo serves as a bold representation of student leadership and spirit. It should be used on all official SGA communications, events, and materials.

Logo



Icon

PAINE
SGA

Logotype

The logo features a stylized lion's head—the College's mascot—symbolizing courage, pride, and the strength of the student body. Subtly embedded within the lion's face is the iconic Paine College steeple, connecting student leadership to the College's rich history and values.

PAINE COLLEGE: STUDENT GOVERNMENT ASSOCIATION



1.5"



1"



.5"

BRAND GUIDELINES

Logo Clear Space

To maintain the logo's visual impact and ensure clarity, a minimum clear space should be kept around the logo at all times. **This clear space should be equal to 25% of the width of the logo icon.**

Logo Layout Variations

Along with the abbreviated horizontal logo, the SGA mark can also be used as a bug/seal—which spells out the full SGA name—or as just the icon. The bug/seal is ideal for formal documents or certificates, while the icon works well for social media, apparel, or small-scale branding.

Minimum Size Requirement

The following sizes represent the smallest size each variation of the Paine Student Government Association logo should be reproduced.

PAINE COLLEGE: BRAND TYPOGRAPHY



FONT: MOKOKO
WEIGHT: BLACK

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#\$%^&*()

PAINE
COLLEGE

Font: Transducer
Weight: Extended Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890!@#\$%^&*()

BRAND GUIDELINES

USE MOKOKO FOR HEADINGS

Mokoko is available [here](#).

If Adobe Fonts is unavailable substitute with Roboto Slab which is available from Google Fonts [here](#).

Use Transducer for Subheaders

Transducer is available [here](#).

If Adobe Fonts is unavailable substitute with Saira which is available from Google Fonts [here](#).

Use Source Sans for all body copy. The font size for the body copy should be no smaller than 9pt, except in cases where legal or fine print requires a smaller size.

Source Sans can be downloaded from Adobe Fonts [here](#) or via Google Fonts [here](#).

PAINE COLLEGE: BRAND COLOR VARIATIONS

Primary Color



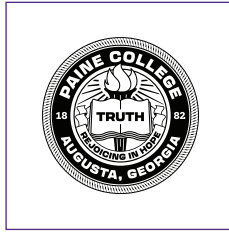
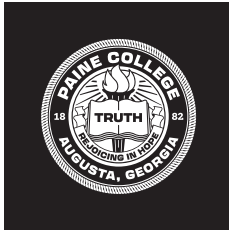
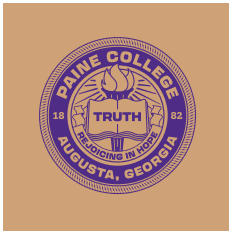
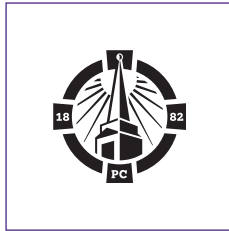
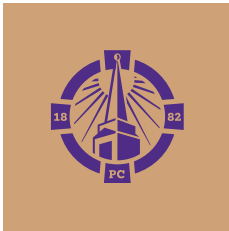
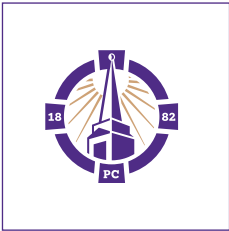
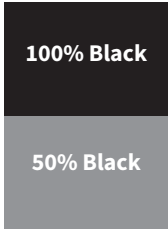
C: 33% **R:** 78
M: 49% **G:** 0
Y: 0% **B:** 142
K: 14% **Hex:** #4E008E

Secondary Color



C: 0% **R:** 205
M: 20% **G:** 161
Y: 37% **B:** 119
K: 17% **Hex:** #CDA177

Tertiary Colors



BRAND GUIDELINES

Color plays a vital role in reinforcing the visual identity of Paine College. Consistent use of the College’s official color palette helps create a unified and recognizable brand across all materials and platforms.

Pantone Medium Purple

This signature color represents the spirit and legacy of Paine College. It should be the dominant color in all branded materials and is central to the College’s visual identity. Use it prominently in headers, backgrounds, and key design elements.

Pantone 728C

This warm, complementary tone adds depth and contrast to the primary color. It may be used in supporting elements, accents, and backgrounds to enhance visual balance.

Black and Medium Gray

Neutral tones used for text, backgrounds, and supporting elements.

Tints of the approved Paine College brand colors are also acceptable for use as accents or background elements.

PAINE COLLEGE: UNACCEPTABLE USAGE

The following set of rules applies to all logos and variations with the Paine College family of brands



DO NOT

Alter the layout of the logo lockup in anyway



DO NOT

Squish, stretch, or warp the logo in anyway



DO NOT

Alter the logo font or brand colors



DO NOT

Place the logo on busy backgrounds, use the full-color logo on dark backgrounds, or place the logo on any background color not approved in this guide.

PAINE COLLEGE: STATIONERY



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BRAND GUIDELINES

Using Paine College's official stationery consistently helps present a unified and professional image. These materials often serve as the first point of contact with external audiences, so it's essential they reflect the College's identity accurately. A cohesive look across all stationery builds recognition, reinforces credibility, and supports the College's mission and values in every interaction.

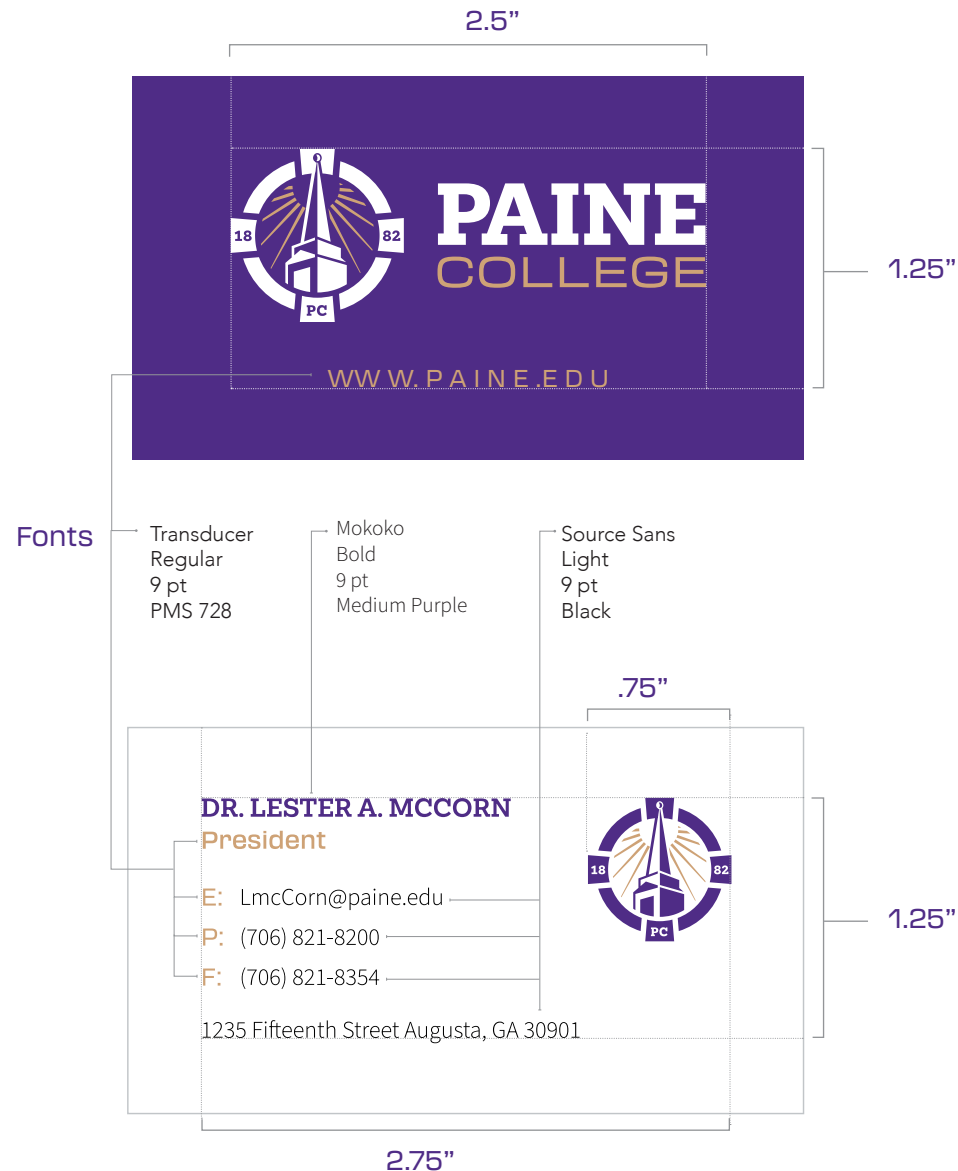
Paine College stationery consists of the following components:

Business Cards: 2" x 3.5"

Letterhead: 8.5" x 11"

#10 Envelope: 4.125" x 9.25"

PAINE COLLEGE: STATIONERY - BUSINESS CARD

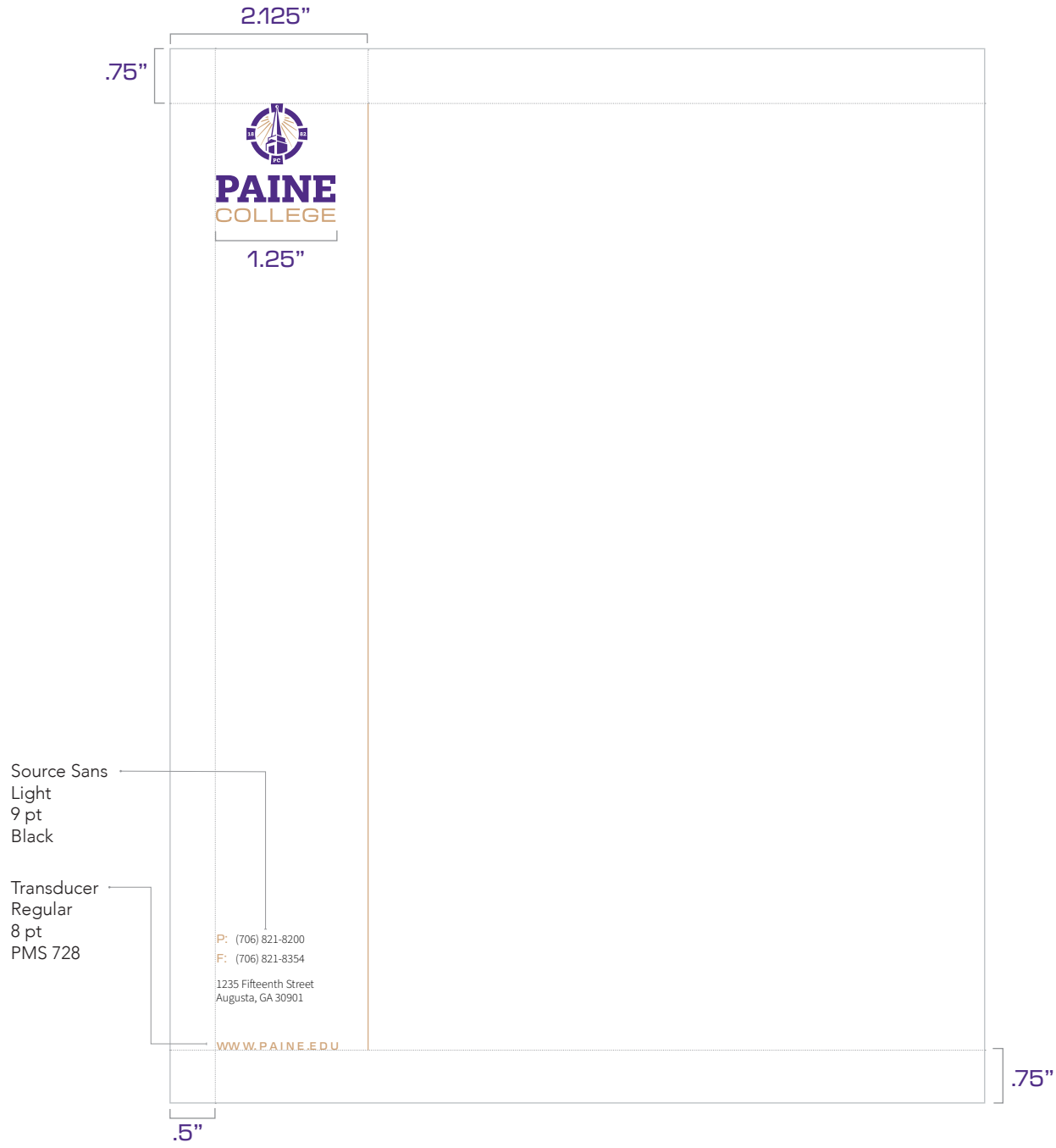


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The business card shown represents the preferred layout for Paine College staff and faculty. It reflects a clean, professional design that aligns with the College's visual identity. While the overall layout should remain consistent, slight adjustments to spacing may be made to accommodate longer names, titles, phone numbers, or email addresses.

All business cards must use the official Paine College logo, approved fonts, and brand colors to ensure a cohesive and recognizable look. No additional graphics, logos, or design elements should be added.

PAINE COLLEGE:
STATIONERY - LETTERHEAD



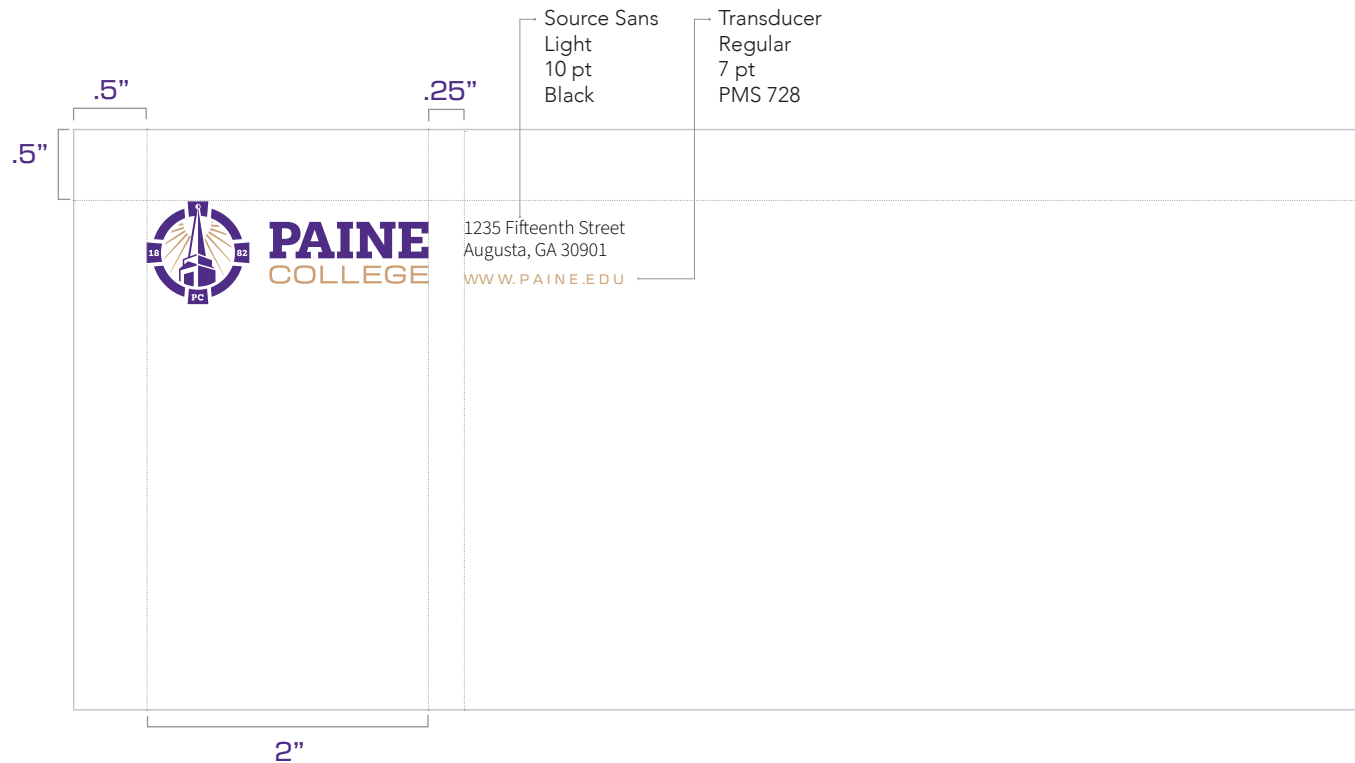
BRAND GUIDELINES

The Paine College letterhead serves as an official document and must reflect the institution’s visual standards with consistency and professionalism. The logo must be positioned exactly as shown in the approved template, and all address or contact information should align with the specified layout.

Personalization of the letterhead is not permitted. The name of a department, office, or individual should appear only in the body of the letter or in the signature block—never in the header, footer, or margins. This ensures a consistent institutional identity across all College correspondence and prevents brand dilution.

Only the official letterhead template provided by the Office of Communications may be used. Modifications to design elements, fonts, or layout are not allowed.

PAINE COLLEGE: STATIONERY - ENVELOPE



BRAND GUIDELINES

The envelope design follows a simplified, professional layout consistent with Paine College's brand identity. The official logo should be placed in the upper left corner, as shown in the approved template. The return address should be aligned with the logo and use the designated font and formatting.

Envelopes may not be personalized with the name of an individual or department. All Paine College correspondence should present a unified identity, and customized versions of the envelope are not permitted. Always use the standardized template to maintain consistency and brand recognition.

PAINE COLLEGE: EMBROIDERY ONLY



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COLLEGE

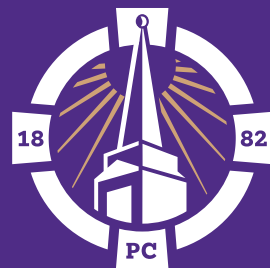


BRAND GUIDELINES

A simplified version of the Paine College logo is available for use in embroidery applications where small details may be lost or distorted. This version maintains the core identity of the logo while removing or adjusting fine elements to ensure clarity and legibility when stitched onto fabric.

The simplified logo should be used only in contexts where reproduction limitations—such as thread density or fabric texture—make the standard logo impractical. Common examples include apparel, bags, or caps. All other uses should continue to feature the primary logo.

To maintain brand integrity, do not attempt to recreate or modify the logo yourself. Always use the approved embroidery version provided by the Office of Communications or the brand team.



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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.