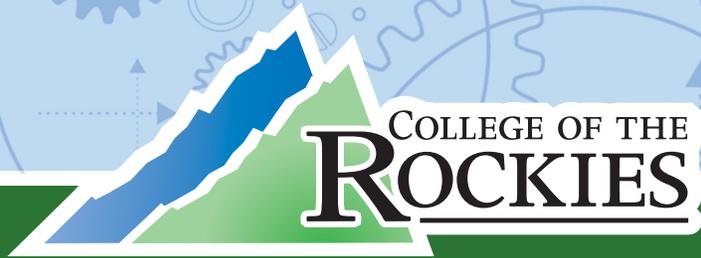
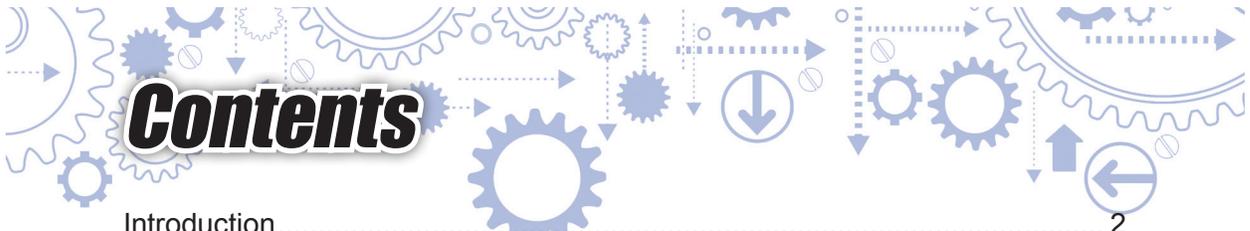


The Brand Book



Published by the External Communications and Marketing department.

A copy of this book can be found on College of the Rockies SharePoint at
<https://sps.cotr.bc.ca/Forms/Documents/Manuals/BrandBook-2013.pdf>



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Introduction

College of the Rockies produces a wide variety of publications, documents and forms to communicate with prospective and current students, alumni, parents, co-workers, governments, industry and our communities.

These materials attract students to the College, are used in the teaching process and communicate with our colleagues, communities and the public. They are also used to invite people to our events and to advertise our programs and services.

A consistent, professional image of the College is achieved through uniformity in design and use of the College logo, fonts, images and language. This book outlines best practices for logo use, font use, colour use and more.

Consistency and professionalism can be achieved even though we publish in two distinct media:

- 1) print - anything that is produced on paper, no matter the quantity or size
- 2) electronic - mostly on the web and in online learning environments but also in PowerPoint presentations, videos, USBs, CDs and other formats.

We all have a part to play in keeping our standards high. By following the standards in this guide all material should be attractive, easy to follow and easily recognizable as coming from College of the Rockies.

These standards were developed by College of the Rockies' External Communications and Marketing department.



External Communications and Marketing

The External Communications and Marketing department is responsible for...

- The creation and execution of printed marketing material including view books, brochures, display banners, posters, advertisements, vehicle graphics, billboards and more
- Maintaining a consistent look, feel and linguistic tone through all printed and web material
- Web marketing including online ads, web video, website content, social media engagement and managing our presence on third-party websites
- Media relations



How to order marketing material

Have a Marketing idea for your program or event?

1. Feel free to pitch your idea to the Graphic Designer assigned to your department, program or service area.
2. Your Graphic Designer will go over details of what is needed and will discuss potential marketing logistics with you.

Moving ahead with your Marketing Project?

1. Fill out a Marketing Requisition form for any poster, brochure, banner, electronic directory slide, etc.
2. Fill out the Advertisement Requisition form for any advertisements needed.
3. Forms can be found on SharePoint at <https://cotrsp.cotr.bc.ca/forms/Documents/Forms/AllItems.aspx> or in the Marketing department in Room 231 of Kootenay Centre.

4. If you have a budget, please make sure you have your cost code ready.
If you don't have a budget and you would like Marketing to cover the costs, please make sure you have the approval of the Executive Director, College Relations and Marketing.
5. If you have material copy ready, please submit it with the form.
6. If you are requiring our External Communications Coordinator to write or edit your marketing copy, your Graphic Designer will discuss with you whether they will work directly with the writer or if you will. Every project is different.
7. The form can be submitted in person or electronically.
8. Your Graphic Designer will go over any specific details with you about copy content, photos, time lines and more.
9. Your Graphic Designer is able to give you advice as to what your best options are for your marketing material (ie price, distribution, design, and more). Please feel free to discuss ideas with them.

Things to know and consider for your projects...

- **You do not need to price out costs of material yourself.**
We prefer you don't discuss your ideas with external vendors before bringing your project to us because of Purchasing protocols of the College. Your Graphic Designer works with either the appropriate external vendor or the College's Purchasing Agent to calculate costs and establish the logistics of every project.
- **If the project requires the use of an external printing press** for mass production or for special production of material, the Purchasing Agent and the Marketing department require a minimum of three weeks to a month for the design, quoting and execution of the project.

NOTE: *This time line can vary depending on the project and the time of year.*



Many people believe a brand only consists of a few elements – some colours, some fonts, a logo, a tag line and maybe even some music in the form of a jingle. In reality, a brand is much more complicated than just the graphic elements. It is the personality of an organization.

A good quality brand is essentially a promise about the vision, value and quality of an organization, its products, services, image and culture. It tells customers what they can expect from your products and services and it differentiates your offering from that of your competitors.

A brand is made from who you are,
who you want to be
and who people perceive you to be.

Although the logo is the foundation of the brand and the graphic elements create the defined images which establish brand recognition, a brand also includes non-consumable items such as perceptions of the facilities and personal interactions with customers or clients. In College of the Rockies' case, this means our students and the public.

A brand's consistency of image and customers' core experiences are critical to its success. It is this consistency which drives a brand and shows what the organization stands for.

Objectives of a good quality brand include:

- Delivering the message clearly
- Confirming your credibility
- Connecting with your target prospects emotionally
- Motivating the customer
- Solidifying customer loyalty

A brand resides within the hearts and minds of all stakeholders including employees, students, partners and prospects.



Elements of a brand

- Logo
- Wordmark
- Colours
- Fonts
- Image styles
- Language style
- Symbols
- Business cards
- Stationary
- Marketing material
 - brochures
 - posters
 - advertisements
- Email signatures
- Voicemail messages
- Customer interactions
- Facilities
- Signage



The College Brand

College of the Rockies' community is diverse and dynamic. The College is a welcoming place where stakeholders freely interact and develop close friendships. Because of the natural playground which surrounds College of the Rockies, a key component of the brand is lifestyle opportunities - both in the form of activities and quality of life through our local communities' affordable cost of living and friendliness. The College is a place where people come to begin their futures, to develop skills and knowledge and have positive interpersonal interactions due to the College's small class sizes, exceptional faculty, knowledgeable staff and diverse campus life.

Key Points

- Quality education
- Personalized attention
- Student success
- Building friendships
- Ability to live an active life in addition to receiving quality education
- Life-long learning
- Connection to a global community
- Moving students forward
- A safe place to begin working toward a future

Our Mission

To enrich lives and engage communities through the power of education.

Our Vision

To be as spectacular as the mountains from which we take our name, inspiring and challenging learners to set and reach noble goals and become intellectually agile, socially engaged and empowered global citizens.

Tag Line / Positioning Statement

The idea behind a tag line (or positioning statement) is to create a memorable phrase that will sum up the tone and concept of a brand. The intent is to reinforce the client's memory of a product.

College of the Rockies' tag line sums up the overall educational and lifestyle experience of a student's time spent at the College.

Tag Line

Create Your Journey

Sub Tag Lines

...start here, get there

...we create success together

Logo - Visual Identity

College of the Rockies' logo is the single most important part of our brand image. It is the familiar symbol identifying the College to all of our internal and external audiences.

The College logo is made up of two integral parts: the mountains and the text (signature). They form a complete unit and are never separated under any circumstances.

In order to ensure the College logo is easily recognized, it should be used in a consistent manner.

Colour Version...



Grey Scale Version...



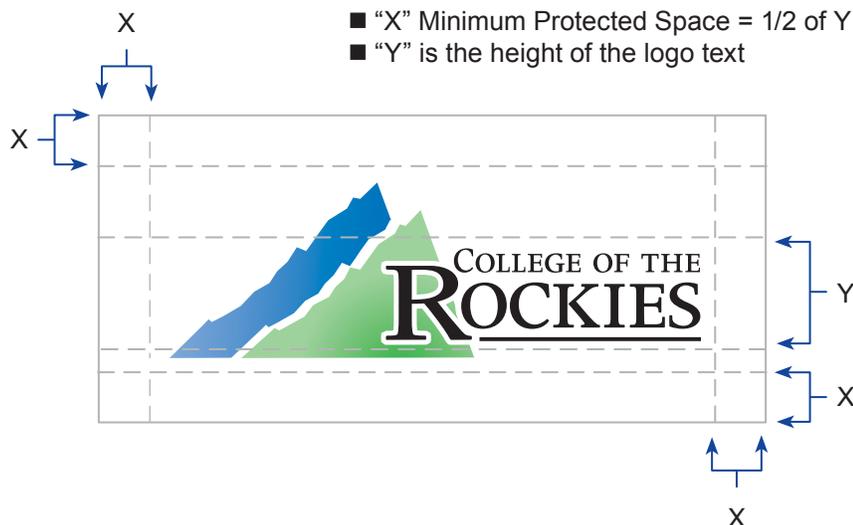
Black and White Version...



Minimum Protected Space

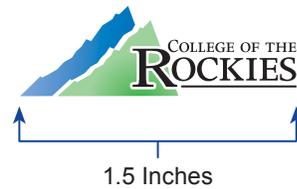
A minimum amount of protected space should always surround the logo in order to separate it from headlines, body text, call-outs, images, graphics and the outer edge of a document.

Minimum protected space is no less than "X" all the way around unless a web address, department or campus name is directly below (see example on page 11)



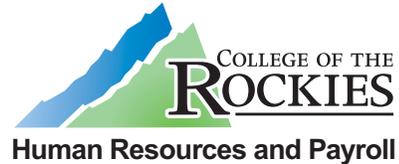
Minimum Size

To protect the integrity and clarity of College of the Rockies' logo, it should be no smaller than 1.5 inches wide.



Logo With Campus and Department Name

- Campus and department names should be located below the College logo in the font Arial Bold
- Campus and department names should not be wider than the College logo. If necessary, they can be on two lines



Improper Use of Logo

- College of the Rockies' logo should never be distorted in any way.



- Logo colours can not be altered or switched around.

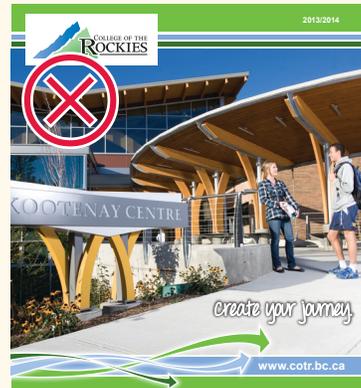


- No graphics, icons or characters can be added to the logo.

- The mountains and the signature should never be separated.



- When placed over images or coloured backgrounds, there should not be a square white bounding box behind the logo.



Logo Use in Partnerships

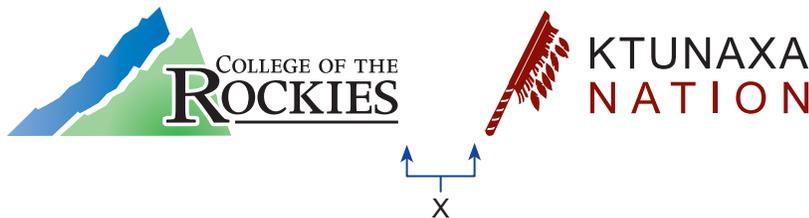
- A new logo should not be created using any part of College of the Rockies' logo
- Protected space and minimum size of College of the Rockies' logo must be maintained (see page 10)
- Ideally, a horizontal placement is best for two or more logos

Minimum Protected Space Between logos

- "X" Minimum Protected Space between logos = the height of Y
- "Y" is the height of the logo text



Example of Protected Space between logos...



Wordmark

College of the Rockies' wordmark is a text-only typographic identity for use in marketing materials, on the intranet and on the web. Its primary use is in a masthead on posters and in advertisements.

- Apollo Regular (Not Bold)
- Always in Small Caps
- Kerned -10 pts
- Kerning set on "Optical" (Not "Metric")

Colour knock-out example...

COLLEGE OF THE ROCKIES

Black and white example...

COLLEGE OF THE ROCKIES

↑ Cap Small caps ↑ Cap Small caps



Secondary Visual Identity Logo

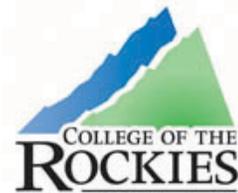
In today's age of technology, social media such as Twitter, FaceBook, YouTube and Pinterest have had a profound effect on the way organizations, customers and the public communicate. It is the fastest growing form of communication in the world. With that in mind, College of the Rockies has had to grow and develop strategies to work well in this medium.

Most social media outlets require square shaped icons for display. The official College logo did not translate well into that situation. In response to this, College of the Rockies' External Communications and Marketing department has developed a secondary visual identity logo for use within social media platforms.

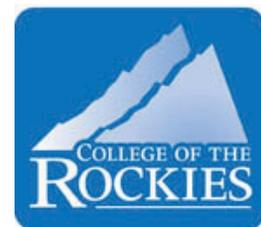
For full Social Media brand guidelines please see page 22.

Logo for use with Social Media

Full colour option



One colour reverse option





Crest

Use of the crest as a graphic treatment is restricted to official publications of the Board of Directors or the President's office and for uses in which a formal and ceremonial image is appropriate such as convocation programs, awards ceremonies documents, certificates, diplomas and degrees.

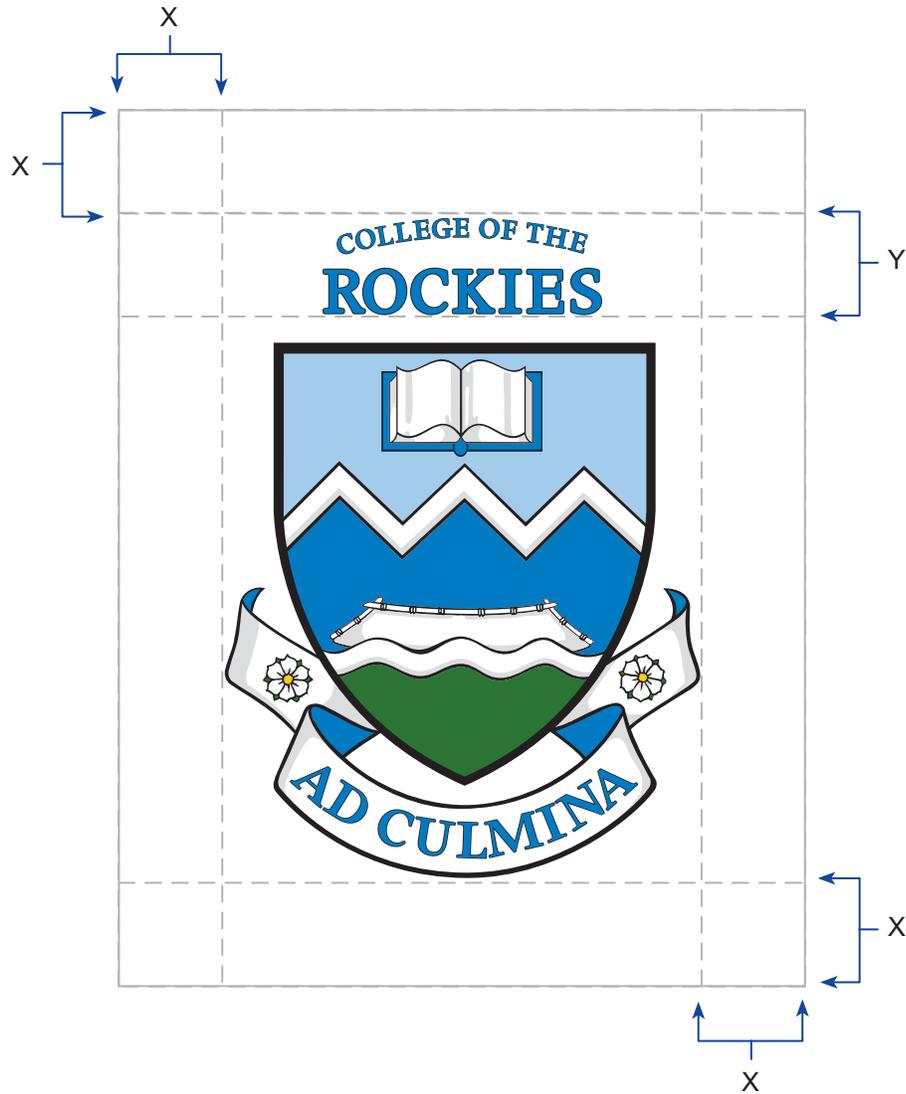
The crest is not to be used on marketing or promotional material such as brochures, posters, display banners, merchandise or general information pieces.

All artwork and digital files of the College's crest are maintained and managed by the External Communications and Marketing department.

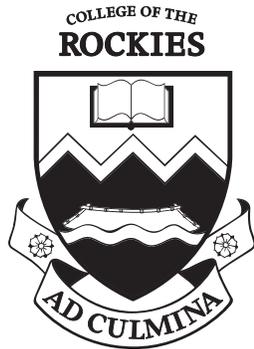
Minimum Protected Space

Full colour example...

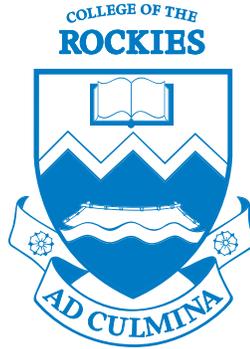
- "X" Minimum Protected Space = the height of Y
- "Y" is the height of the logo text



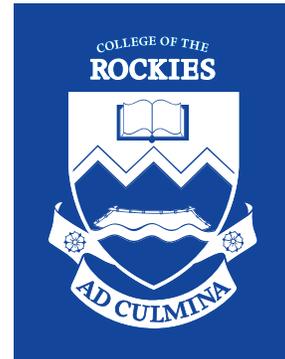
Black and white example...



Single colour example...



Single colour reversed example...



Colours

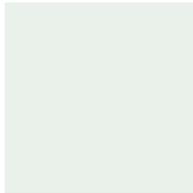
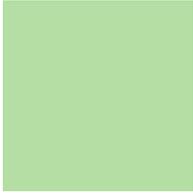
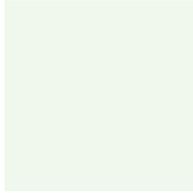
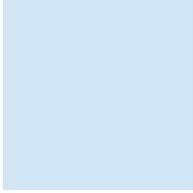
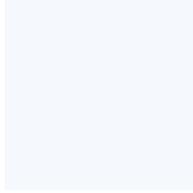
Colours are an important part of any brand. They create a quick recognizable visual identity that stakeholders can quickly connect with.

A core component of our brand is our location in the naturally vibrant Kootenay Rocky Mountains. The colours chosen for College of the Rockies' brand are pulled from the natural environment that surrounds us.

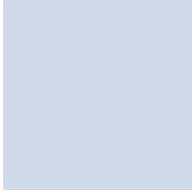
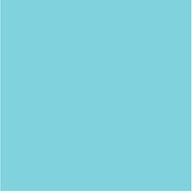
It's important to remember that colour conveys a message - even if you don't realize it. For example, the vibrancy of the College colours convey youthful energy, optimism and growth. Green is subconsciously associated with renewal, growth, youthfulness and success. Blue is subconsciously associated with peace, relaxation, calmness, orderliness and security. Both of these colours play an important role in having our students and stakeholders establish an emotional connection to College of the Rockies.

There are three colour palettes for the College brand.

Primary Colour Palette

			100%	50%	10%
CMYK	RGB	Pantone			
C-73	R-66	364			
M-9	G-119				
Y-94	B-48				
K-39					
CMYK	RGB	Pantone			
C-63	R-105	368			
M-0	G-190				
Y-97	B-40				
K-0					
CMYK	RGB	Pantone			
C-34	R-161	2717			
M-10	G-193				
Y-0	B-230				
K-0					

Secondary Colour Palette

			100%	50%	10%
CMYK	RGB	Pantone			
C-100	R-0	300			
M-42	G-101				
Y-0	B-189				
K-0					
CMYK	RGB	Pantone			
C-100	R-0	2738			
M-84	G-27				
Y-0	B-150				
K-2					
CMYK	RGB	Pantone			
C-100	R-0	320			
M-9	G-154				
Y-66	B-166				
K-41					
CMYK	RGB	Pantone			
C-3	R-233	4545			
M-5	G-223				
Y-25	B-188				
K-5					
CMYK	RGB	Pantone			
C-0	R-255	7401			
M-4	G-242				
Y-18	B-212				
K-0					

Support Colours

CMYK	RGB	Pantone		This colour is to be only used in small amounts.
C-0	R-198	186		
M-100	G-12			
Y-75	B-48			
K-4				
CMYK	RGB	Pantone		
C-0	R-30	Black		
M-0	G-30			
Y-0	B-30			
K-100				



The use of consistent fonts is an important component of College of the Rockies' branding efforts. This improves the effectiveness of College communications and the recognition of College materials in the marketplace. Standard fonts have been selected for use on printed and electronic materials. These fonts were specifically chosen for ease of readership by all prospects and demographics, for their ability to communicate content with a certain tone and for their distinctness.

Aa Serif fonts have a small line at the end of a stroke in the letter. An example of this is Times New Roman. The College uses one serif font and it is Apollo. Serif fonts are more formal in tone and are more difficult to read for some demographics. As a result, the College only uses Apollo for certain applications in small doses.

Aa Sans serif fonts are fonts which lack the small line at the end of a stroke. An example of this is Helvetica or Arial. The College uses two sans serif fonts - Arial and Impact. Both are easier to read for all demographics. Arial is used for all copy body for ease of readership.

Impact

A powerful font to relay important information and grab attention.

- Used for ■ Headlines
- Text in bursts
 - Web addresses on ads, posters, covers and postcards

NOTE: *Almost always skewed at 10 degrees*

Arial

Arial Bold

Arial Italic

Clear and easy to read.

- Used for ■ Sub-heads
- Body text in Course Calendar, View Book, advertisements, posters, rack cards and any marketing material
 - Charts and graphs
 - Web address under logo on merchandise

Apollo

Apollo Bold

Apollo Italic

A more formal font.

- Used for ■ Logo signature
- Wordmark
 - Web masthead
 - Quotes
 - Call outs

NOTE: *Apollo isn't web friendly so Times New Roman is used for web/cross media platforms.*

Throw My Hands Up
in the Air

**Throw My Hands Up
in the Air Bold**

A fun and welcoming font that looks like handwriting, this font is used to create a personal connection.

- Used for ■ Headlines
- Sub-heads
 - Call outs
 - Quotes



Photographs and Images

Photos and images tell an instant story. They can convey joy, peace, connections and friendship with one quick look.

College of the Rockies' photos and images are an important part of communicating our brand. They tell a story of personal quality instruction, friendship, enjoyable lifestyle activities and quality facilities with state of the art technologies.

Things to look for

- Personal interactions
- Relaxed and smiling subjects
- Beautiful scenery
- Uncluttered backgrounds
- Diversity in subjects

Things to look avoid

- Crude body language
- Other logos on clothing
- Too revealing clothing

Photographs/Images for Print

- Magazine Ads
- View Book
- Displays
- Posters
- Billboards

Submission Specifications Required for Use

- Owned photograph with permission to use
- Photo subjects must have signed photo release form
- Preferably a raw, unedited photo
- DPI: 300 or greater, preferably 600
- Colour: CMYK or RGB

- Newspapers

Submission Specifications Required for Use

- Owned photograph with permission to use
- Photo subjects must have signed photo release form
- Preferably a raw, unedited photo
- DPI: 120 or greater
- Colour: Greyscale, CMYK or RGB

NOTE: *Due to copyright laws, please remember that photos, images and graphics found on the Internet that are not currently on College of the Rockies' website will not be used in any form without explicit written consent from the image owner and signed photograph waivers from any subjects contained within. For the purposes of print use, the original photograph, image or graphic will need to be obtained from the owner in a raw, unedited format.*

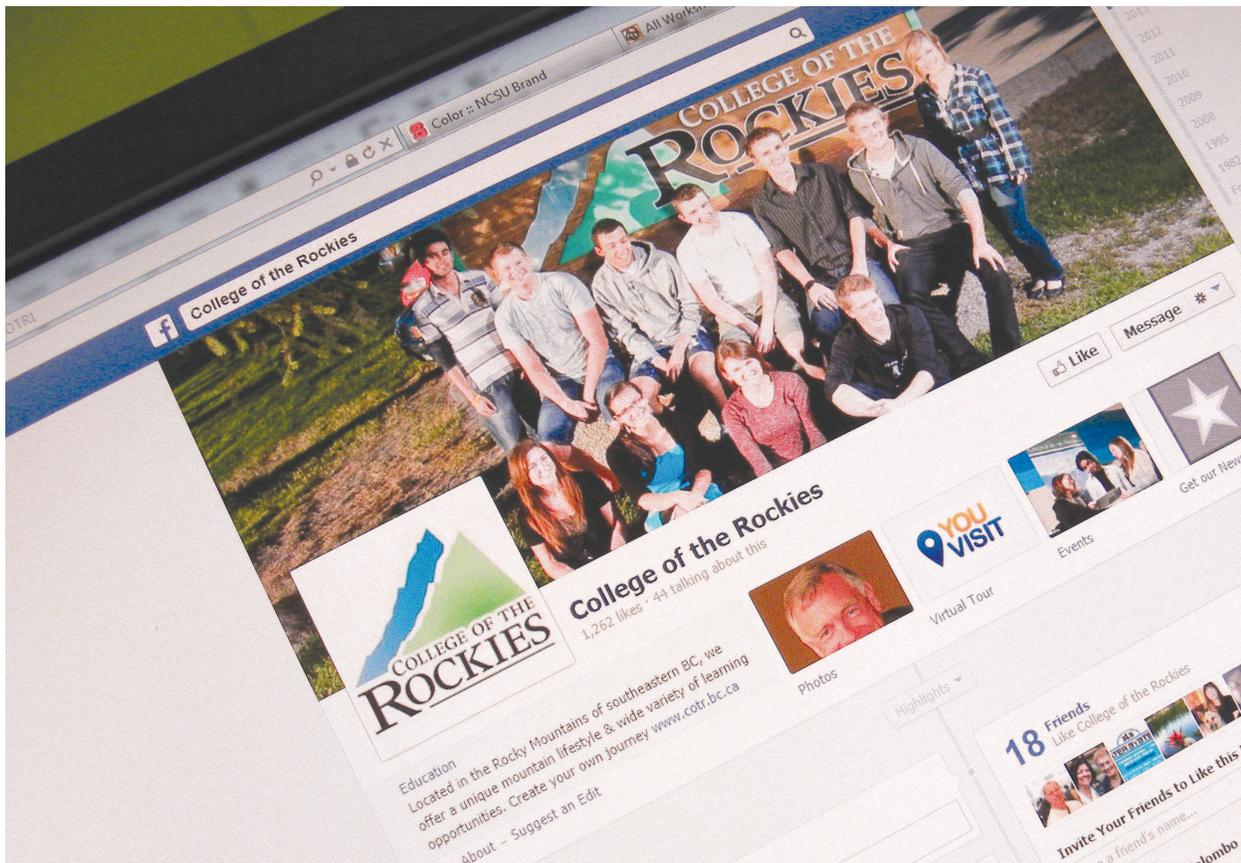
Photographs/Images for Web, Social Media and Video

- Intranet
- Website
- Online News Sites
- Facebook
- Twitter
- Pinterest
- YouTube
- Videos

Submission Specifications Required for Use

- Owned photograph with permission to use
- Photo subjects must have signed photo release form
- Preferably a raw, unedited photo
- DPI: 72 or greater
- Colour: CMYK or RGB

NOTE: *Due to copyright laws, please remember that photos, images and graphics found on the Internet that are not currently on College of the Rockies' website will not be used in any form without explicit written consent from the image owner and signed photograph waivers from any subjects contained within.*



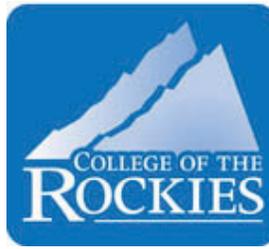
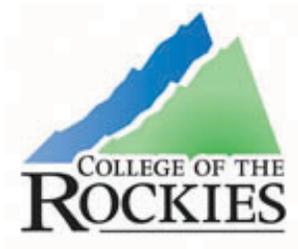
Social Media

College of the Rockies welcomes the responsible use of social media technologies to support engaged learning and to reach out effectively to our broader community. Our rich and diverse use of social media also allows us to share, in a public way, the many qualities and strengths of our institution. We intentionally use social media to advance the institution and build relationships with important constituencies like prospective and current students, parents, alumni, employees, industry, governments and our communities.

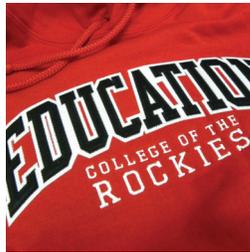
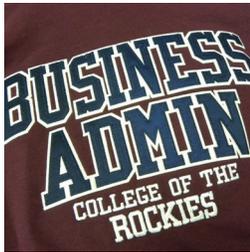
The College recognizes the open nature of social media which is often used for both personal and professional purposes. Social media can also create a sense of role ambiguity. It may not always be clear when one is speaking on behalf of the College, sharing facts, or sharing personal/professional opinions. It is important to remember that we are subject to the same laws, professional expectations, and guidelines when interacting online as we would in-person.

For further details and information, please refer to the Social Media Policy (4.4.9) available on SharePoint.

Icons for Social Media Use



Examples of Program or Department Icons for Social Media Use



When interested in creating a social media presence for your department or program area, please work with the External Communications and Marketing department's Web Marketing Specialist. A social media icon can be developed specifically for you that will meet the College's brand standards.



Stationary and Business Cards

College of the Rockies has established a standard format for business cards and stationery to present a consistent College identity. Branded letterhead and envelopes are available for College employee use.

Business cards, letterhead and envelopes can be ordered through College of the Rockies' Purchasing Agent.

When using College letterhead, envelopes and business cards employees must remember they are representing the College and must adhere to College communication standards. Use of College letterhead and envelopes is reserved exclusively for College business and must not be used for personal correspondence.

Letterhead and Letter Layout



June 2, 20013
(four returns)

Davy Jones
Jones Corporation
1100 Maple St.
(two returns)

Dear Davy:
(two returns)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempo ior incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea Fommodo consequat.
(two returns between paragraphs)

OLLIS aute irure dolor in reprehenderit in voluptate velit esse cillum dolore bu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, unt in culpa qui officia deserunt mollit. anim id est laborum.
(two returns)

Yours truly,
(two returns)

Signature
(two returns)

John Doe
Manager, Letterhead
(two returns)

DJ:sb

Cranbrook Main Campus, 2700 College Way, PO Box 8500, Cranbrook, BC V1C 5L7
Phone: 250-489-2751 Toll Free: 1-877-2687 Fax: 250-489-1790 email: info@cotr.bc.ca

Business Cards



Fran Brown, BA, MA
Instructor, Business Administration
Box 8500, Cranbrook BC Canada V1C 5L7
Tel: (250) 489-2751 ext. 555
Fax: 250-489-1790 Toll Free: 1-877-489-2687
email: fbrown@cotr.bc.ca www.cotr.bc.ca



Occasionally there is a need to add a QR Code to certain business cards.

The QR Code can not be smaller than 1/2-inch square for device readability. The QR Code is then placed in the upper right corner of the business card.