

# Visual Brand Standards

for Endicott's graphic identity & logo usage

2024-25

College Communications & Marketing





A distinctive identity communicates important information about an institution's stability, credibility, and strength. All publications or communications distributed off campus or to a reading public larger than an individual class or student group must adhere to the graphic standards listed here, as defined by College Communications & Marketing (CCM). Publications produced with private funds or to support student organizations are also subject to these guidelines if the College's name is used in any way to support or promote the organization or activity.

Official letterhead, business cards, and envelopes are ordered through the Fenway online collateral portal. Please use only the official letterhead, business cards, and envelopes for all College correspondence.

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### Primary Academic Logo

The primary logo is comprised of two elements: an icon and a wordmark. The icon showcases College Hall, which was deemed to be one the College's most iconic buildings, per survey responses from a diverse group of College constituents. The opening in the shield, leading to the drive up College Way, represents opportunity and promise. The shield surrounding College Hall replicates the shield present in Endicott's official seal.

The **primary logo is the preferred logo version**, and it should be your starting point in the creation of all marketing materials. Whenever possible, the primary logo should appear in the College blue. While the primary logo is the preferred logo version of the College, the logo elements can be used independently\*.

**The logo must be present on all College communications.** This includes, but is not limited to: brochures, stationery, business cards, signage, and the College website.

*\*The icon should only be used as a graphic element and should never stand alone as brand identifier without the primary logo.*



### Primary Athletic Logo

The primary athletic logo should be used to represent the athletics and recreation department, especially when recruiting. In all other instances, the primary academic logo is the preferred logo version.

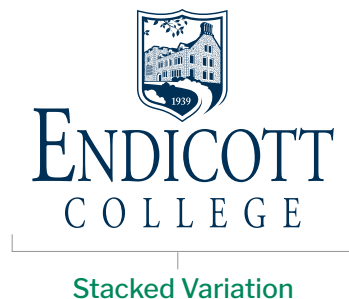
The athletic logo may be used in limited other scenarios, including marketing to current students and for student activities. Obtain approval from CCM before using the athletic logo in a publication or non-athletic related merchandise.

Athletic teams may not utilize the athletic logo on any merchandise (clothing, banners, stationery, etc.) if it has been altered in any way. This includes all items purchased/produced in-house or by third-party vendors.

Use of logos on apparel may require additional guidelines. Please contact the Director of Athletics.

### Secondary Academic Logos

Secondary logos are important for brand recognition and consistency. Use the location variation when city and state is an important, identifying detail. The stacked variation of the logo should be used **only for exceptional circumstances**, when space is constrained.



### Special-use Icon

Use of the College Hall icon, with the stonework of the building removed, is approved **exclusively** for merchandise and apparel items where the primary logo is the preferred logo mark but the fine detail of the stonework would not produce clearly (i.e. embroidery or etching).



### Sub-brand Academic Logos

Sub-brand logos distinguish the individual schools, offices, and other sub-entities while demonstrating a connection to the College. These logos complement, but do not replace, the primary logos.

Departments and programs may use the primary academic logo (with their department name written in Libre Franklin) on apparel, digital communications, and marketing materials upon approval of the Office of Communications & Marketing.

Sub-brand logos can be downloaded from the College's image gallery (Brand Logos) or requested from the Office of Communications & Marketing.



### College Seal

Use of the College seal is for formal use only and is not interchangeable with the academic logo. Use of the seal is restricted to projects associated with the College President, Board of Trustees, or official College documents and events such as Commencement.

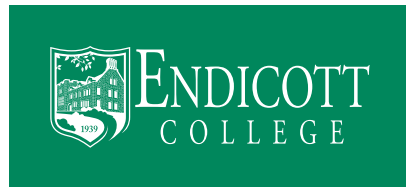


**Our academic logo may be produced in the College primary blue or reversed out in white on the primary blue or green.**

By restricting ourselves to these options, we will maintain brand consistency and credibility. Other graphic elements in a layout offer more creative freedom, but the logo itself should remain a singular, iconic identity.



*The logo may appear in black or on a black background only when printed in black and white.*



**In most cases, the academic logo should not be the dominant design element on a page but should serve as a key branding mark.**

There is no maximum size limit, but use discretion when sizing the logo. Never reproduce the logo at widths smaller than 1.5”.

**When space is limited, the wordmark is the preferred mark.**

When there is more than 1.5” inch of space available, use the primary academic logo. For areas where space is very limited, or the details of the icon would fill in, the word mark is the preferred identity.



1.5-inch minimum



Use under 1.5”  
(minimum size 1”)

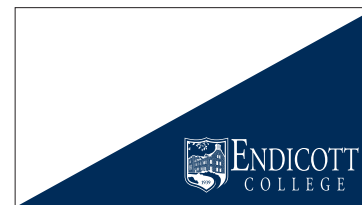
**Clear Space**

To ensure visibility and legibility, sufficient white space should surround the logo. As a rule, use the height of the “N” in Endicott as a measuring tool for proper clearance.



**Logo Tab**

When the background of a design has a lot of visual elements, a logo tab must be utilized to support the logo and give it prominence against the backdrop of the page. The logo tab must be in the Endicott blue, green, or white. The logo may appear on a black background only when printed in black and white.



## Never manipulate the logo in any way.

Do not create secondary (sub) logos to represent a school, college, center, institute, program, or event. Do not add elements to the logo, draw or retype the logo, change the proportion of the logo, change the spacing between the individual elements or characters, or change the color of the logo to a non-brand color.



Do not condense or change the proportions of the logo.



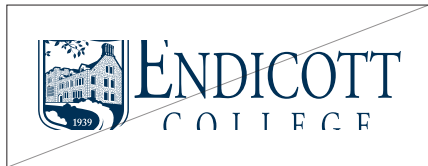
Do not condense or change the proportions of the logo.



Do not rearrange the logo elements.



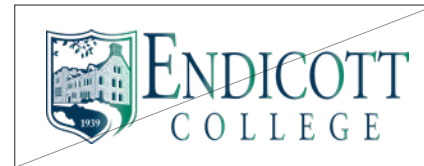
Do not skew, bend, or rotate the logo in any way.



Do not crop the logo.



Do not use drop shadows or other visual effects with the logo.



Do not use gradients, overlays, or other color effects.



Do not remove any words within the logo.



Do not use other logos with the logo.



Do not alter or add colors to the individual elements.



Do not outline the logo.

Use	Primary Logo	Wordmark	Icon	Sub-logo	College Seal
Recruitment Marketing (print & digital)	✓	✓*	⊘	⊘	⊘
Signage	✓	⊘	✓***	✓	⊘
Retail / apparel & merchandise	✓	✓	⊘	✓	✓**
Giveaways & promotional items	✓	✓	⊘	✓	⊘
Formal stationery or business cards	✓	⊘	⊘	⊘	⊘
Replacement for official Endicott College logo or identity	✓	⊘	⊘	⊘	✓**

\* Follow wordmark usage guidelines on page 5.

\*\* Follow College Seal usage guidelines on page 4.

\*\*\* The icon should only be used as a graphic element and should never stand alone as brand identifier without the primary logo.



**The translucent wave element adds a graphic brand to our communications.**

Place the translucent wave into the background of a solid color block. The opacity can be lowered when copy is heavy, to increase legibility, but do not lower opacity more than 50%. The translucent wave may also be used as the background of a triangular logo tab.

**Identity graphics can help create a visual brand for annual events and programs on campus.**

These secondary graphics should only be used in conjunction with the primary logo and **should never replace an official Endicott logo or identity.** Graphics must be designed by CCM and their use approved by CCM.



**Use an angle on the side of photos, color blocks, and/or triangular tabs when marketing to an outward-facing audience.**

The use of consistent elements, such as an angle, strengthens a brand and creates a visual connection to Endicott.



Angled logo tab



Angled blocks of color



Angled photography

## Secondary Athletic Logos

Secondary logos are important for brand recognition and consistency, and a few variations have been established to support the graphic needs of Endicott athletics. While the primary logo is the preferred logo version, secondary logos may be used upon approval from CCM. **They should never replace an official Endicott College logo or identity.** See page 9 for approved uses.



No EC



Endicott Gulls Typography\*



Gulls Typography with Logo



Gulls Typography without Endicott\*



Endicott Typography with Logo



Endicott Gulls Typography on Dark\*



Cursive Gulls\*



Cursive Gulls on Dark\*

## Sub-brand Athletic Logos

Sub-brand logos distinguish the various athletic teams and programs. Athletic teams may use the sub-brand logo on apparel, digital communications, and marketing materials upon approval of the CCM. See page 9 for approved uses.



Sub-brand Athletic Logo

## Legacy Logo\*

Use of the legacy mascot character requires approval from CCM. It should only be used in conjunction with a primary logo mark. **The mascot character logo should never replace an official Endicott College logo or identity.** See page 9 for approved uses.



\* Version **must** be used in conjunction with the primary athletic logo.

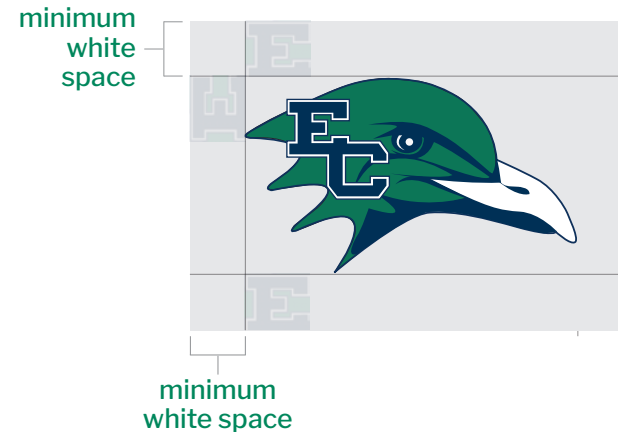


Our athletic logos may appear in black, white, Endicott blue, or two color with a white outline.



## Clear Space

Maintain sufficient white space around the primary athletic logo for legibility and prominence. Photos, text, and graphic elements must follow this guideline. Use the height of the “E” as a measuring tool for proper clearance.



## Athletic Logo Uses

The athletic logo includes one primary logo, eight approved secondary logos, individual sub-logos, and one legacy logo. In general, their use is limited to the following chart. **All uses must receive prior approval from CCM and Athletics before going into production.**

Use	Primary Logo	Secondary Logo	Sub-Logo	Mascot Character	Gulls Graphic
Club sports / team marketing	✓	✓	✓	⊘	⊘
Recruitment Marketing	✓	✓	✓	⊘	⊘
Retail / fan apparel & merchandise	✓	✓	✓	✓	✓*
Giveaways & promotional items	✓	✓	✓	✓	✓*
Spirit-focused events (new student orientation, move-in day, etc.)	✓	✓	✓	✓	⊘
Replacement for official Endicott College logo or identity	⊘	⊘	⊘	⊘	⊘
Formal stationery or business cards	⊘	⊘	⊘	⊘	⊘
Signage	✓	✓	⊘	⊘	✓*

\* Version **must** be used in conjunction with the primary athletic logo.

### Navy Blue

PMS 540

HEX #00325D

RGB: 0, 50, 93

CMYK: 100, 53, 0, 65

### Green

PMS 341

HEX # 007C57

CMYK: 95, 1, 75, 26

RGB: 0, 124, 87

### White

HEX #FFFFFF

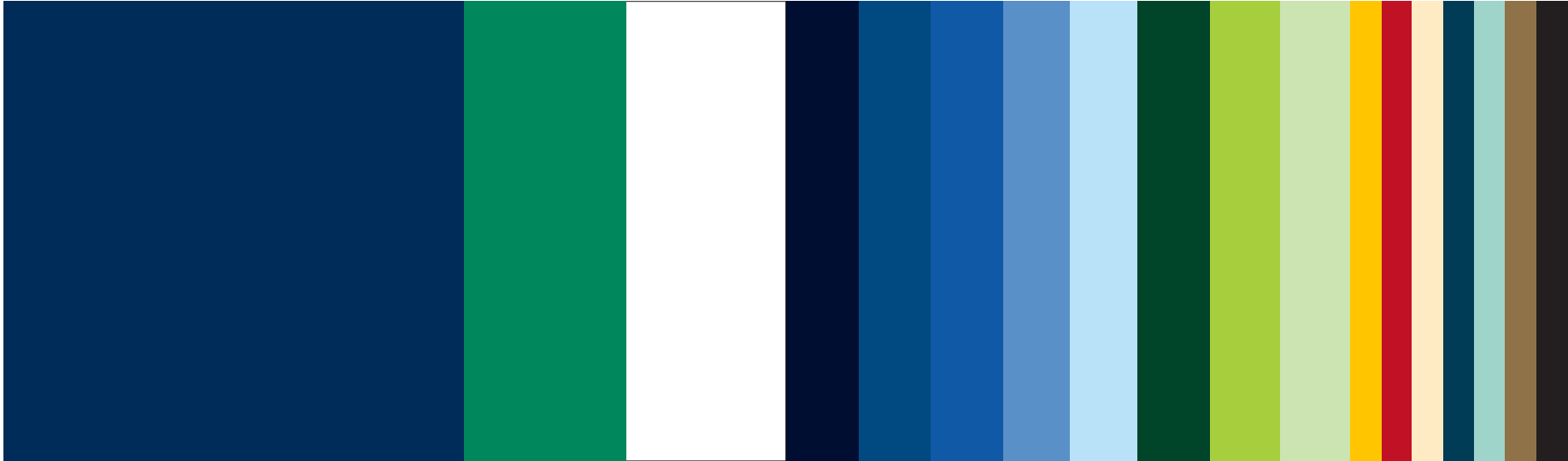
CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

**These are the official colors of Endicott College. They distinguish the College to those on campus and to our broader community.**

Using these colors as a prominent part of our communications helps to ensure that our materials reflect a cohesive Endicott brand, especially to audiences less familiar with us.

White space can be an important element in our visual identity. It can focus greater attention on color, typography, and graphic elements within the layout; and we urge designers to avoid the temptation to “fill in” every space in a layout.



Core Palette

Expanded Core Palette

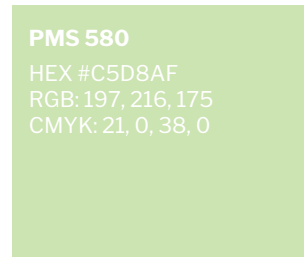
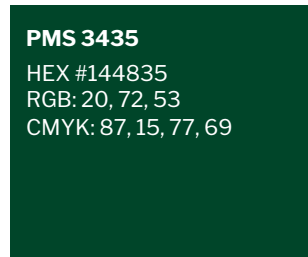
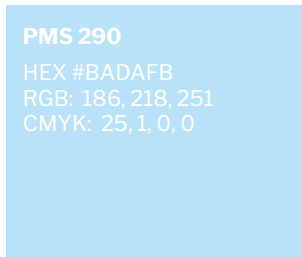
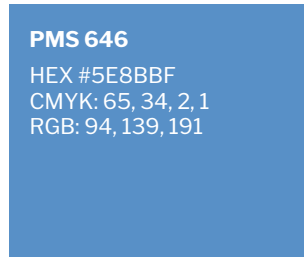
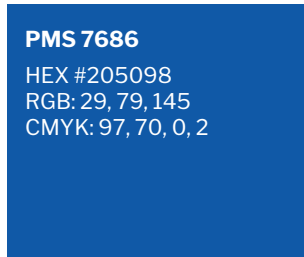
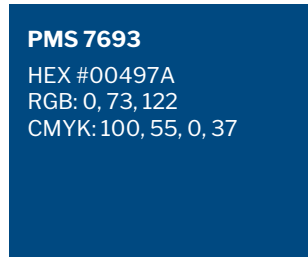
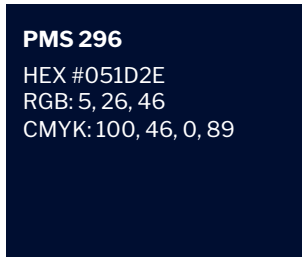
Tertiary Palette

**Navy blue, green, and white are important brand elements, and the colors we choose in our communications should support our efforts to create outreach that is instantly recognizable as Endicott.**

To keep the Endicott brand fresh and vibrant, a larger palette of colors—based largely in blues and greens with a few accent tones—has been created. These colors should be used to complement our core colors, and should not replace them.

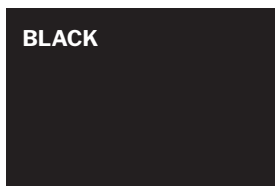
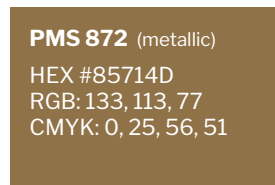
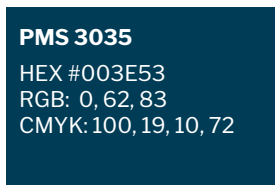
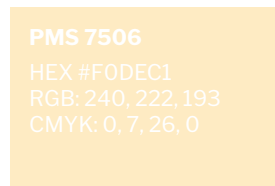
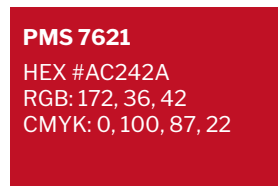
The colors in our expanded and accent palettes may be used in various combinations, depending on the purpose and audience of each communications piece.

Use of these colors should evoke a sense of hierarchy, balance, and harmony. While our palettes are flexible, colors outside our core palettes should be used only with approval from CCM.



**The expanded core palette should complement, not replace, the core palette.**

Use these colors in combination with our core colors. A color from the primary palette must always appear in any design.



**Tertiary colors add richness and brights add vibrancy to our communications.**

Designed to be supplemental components of our primary palette, these colors should be used when multiple color tones are needed (charts and graphs) and for contrast and dramatic affect.

**Content, color, and graphic design help us convey different messages.**

**Equally important is our choice of typeface, which can have a profound impact on our messaging.**

Use of the College's official primary and secondary fonts strengthens and reinforces our brand.

### Primary Font

# Utopia

**Utopia is Endicott's modern serif font.**

It should be most prominent on the website, social media, email, and printed publications. Use Utopia in lowercase for headers and headlines.

Utopia Regular

*Utopia Italic*

Utopia Semibold

*Utopia Semibold Italic*

Utopia Bold

*Utopia Bold Italic*

Utopia is approved to use in a variety of weights, as shown above. CCM can provide this font, as requested, for uses specific to Endicott. The font can also be linked to Adobe Creative Cloud via Adobe Fonts.

**If Utopia is unavailable, substitute Georgia (web safe font).**

### Secondary Font

# Libre Franklin

**Libre Franklin is our sans serif font.**

It should be used for subheads and supporting copy. Never use it as a main head or headline.

Libre Franklin Regular

*Libre Franklin Italic*

Libre Franklin Medium

*Libre Franklin Medium Italic*

Libre Franklin Semibold

*Libre Franklin Semibold Italic*

Libre Franklin Bold

*Libre Franklin Bold Italic*

Libre Franklin Extra Bold

*Libre Franklin Extra Bold Italic*

Libre Franklin is available to use in a variety of weights, as shown above. It can be downloaded from [Google Fonts](#).

**If Libre Franklin is unavailable, substitute Arial (web safe font).**

# Loren Ipsum Dolar Sit Nectorum

**Nem aliqui simi, sin porem.  
Ra inctis unt laut debig.**

*Sedi delest que pariber ferumentur ad ut illum  
re deles eniendus rerferferovit*

Met a es ma volendunt aut esseque  
prat reume inciasinci officiam et  
modisquiaes pliquam aut et re  
exerorumet fugit ut aut experchic  
totatium vel ipsum nonsequatem  
assi omnis rem quat.

Incidit ut re pliam, sin core liquia dolo  
et rehenist, etus et ex est, si blaut  
adio eos quid moluptus aut fugit qui  
blabore cuptatur? Num, ommolorite  
perspero mincti suntio. Sumque  
reperferi acipsus, explab inus.  
Rat odis ea doloribus etus, omnitem  
oloribu sapisit iaeriaerum fugia cor  
soluptaque plabor sit aut odis apiet  
lab id maiorum raepudae vel.  
Rovit omnistiis solum, sit ame  
nobis nossum fugit atem voluptat  
qui con nonsequis rescias nos que  
nonse molore velique volupta quia  
quo voluptatet volo min explibusae

rectis nusam quis andion nonesen  
imuscimus erspienis quis es eic te  
porem volore vidempore velessim  
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eriamet escia quamus prenimin con  
reriam quae a quodios anisque nos  
debit quat

Verunte veribustrum sitiostotam  
faccum in perorerferum eles eos  
denet lam, cumquae volestiorit  
quia nimod quaspid est pos imperio  
nsedis mostotat aut que expedisita  
alibere sum quas imaximus, ad quiat  
es eseritis recto est accatus, et aut  
et lam illupta eremolestiae cullut  
inum quistiasi ut la nonse vellabo.  
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eium, ommo bea et, is as volorenimi,  
aligent prem faciliq uibusam illaut

## HEADLINE

Utopia Bold

## SUBHEAD

Libre Franklin Bold

## INTRODUCTORY COPY

Utopia Italic

## BODY COPY

Libre Franklin Regular

## Endicott has a standard stationery template for letterhead, envelopes, and business cards.

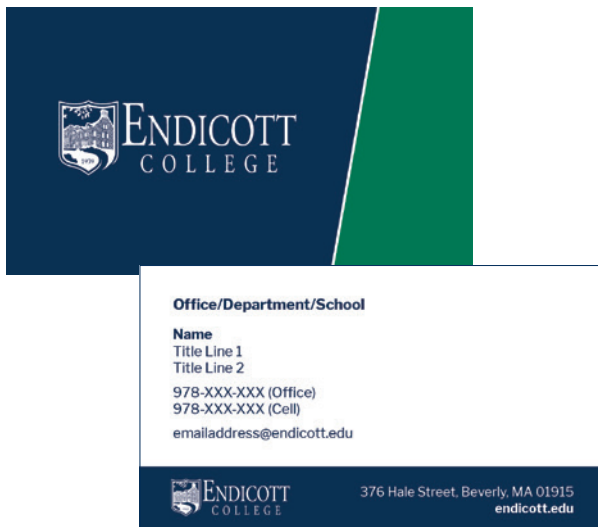
Using these templates ensures consistency across the brand. Stationery templates may not be altered in any way, including rearranging information, changing abbreviations for office/cell phone/fax numbers, changing colors, and adding additional design elements to the header or footer. In order to maintain consistency, logo usage is limited to the primary logo. Schools and departments can include their sub-group name information as part of the text fields. All orders for printed letterhead, business cards and envelopes may be placed online through the Fenway portal at [endicott.fenwayprint.com](http://endicott.fenwayprint.com).

### The business card template is a two-sided design with the Endicott logo on the front and a locked logo, address, and URL on the back.

The following information may be customized:

- Department name/office/school
- Name and title
- Gender pronoun (not required)
- Phone
- Email address

Please do not attempt to format customized business cards.



### When ordering official stationery, the following information may be customized:

- Department name/office/school
- Phone
- Website URL

Please do not attempt to format customized letterhead or envelopes.

- Customized Letterhead:
  - Department name/office/school
  - Phone
  - Website URL

Format body copy to Arial, 10 pt, non-bold.



- Customized envelope:
  - Department name/office/school

### Electronic versions of official letterhead are available in Endicott's asset library.

The electronic letterhead is a Microsoft Word document with a locked header and editable body. Please do not attempt to format customized electronic letterhead. Body copy should appear in Arial, 10 pt, non-bold.

Download them at [endicott.photoshelter.com/Common Assets/Letterhead](http://endicott.photoshelter.com/Common Assets/Letterhead)



[endicott.edu/communications](https://endicott.edu/communications)