

# Branding Guidelines + Graphic Standards

It's up to us to build our brand and make it a strong presence throughout Limestone College. This means using our brand elements thoughtfully and consistently. A brand is much more than a logo. It is the experience. Our brand guidelines are the tools we use to reinforce that experience. Please follow these brand guidelines and ask questions when you have them.

- All new internal, external, and digital materials must be submitted for approval to the Office of Academic Information before they are produced and released.

## PRIMARY LOGO

The logo is made up of two components: the image and the wordmark. The image is the 1845 cupola on the Curtis Administration entrance, the historic home of Limestone College. Within the image is the date of the founding of Limestone College, 1845. The typeface used for the wordmark has been customized and is unique.

- Do not attempt to recreate the wordmark using standard typeface; art can be obtained the Office of Academic Information.
- The Limestone College logo should be used on all college publications, program and department materials, printed materials, and web pages, and must be displayed in a prominent location.



# Limestone College

## Brand Colors

The official Limestone College brand colors are Blue and Gold.



### Blue

CMYK 100/60/0/6  
RGB 0/56/168  
Hex# 224282  
Pantone 286

### Gold

CMYK 0/0/79/0  
RGB 255/244/83  
Hex# F9E526  
Pantone 107

## SECONDARY LOGO FORMATIONS

### Logo Stacked

To offer maximum flexibility when applying the identity to different communications, a few variations of the logo have been created.



# Limestone College

### Logotype With Unit Signature

A Limestone College horizontal logotype with unit signature will be provided for each department by the Office of Academic Information.



# Limestone College

DEPARTMENT OF MUSIC

## Brand Voice

Our brand voice defines our identity and tells our story. Visiting the Limestone College campus is like stepping into the past and future at the same time. Amidst the historic architecture and small town Southern charm is a flourishing campus. Our story is one of tradition and is grounded in our heritage of providing access to higher education for those who otherwise would not have enjoyed that access.

- Our voice reflects our values.
- We are down-to-earth.
- We speak from the heart, using straightforward language to communicate complex ideas.
- We are sociable and engaging.
- We don't just offer degree programs; we offer opportunities for students to grow and be prepared for responsible citizenship, successful careers, and graduate study.

### 1845 College Mark Icon

The 1845 mark captures the College's rich history with the use of the cupola situated on the historic Curtis Administration Building. The mark forms the foundation upon which the entire identity system is built.



The "stand alone" 1845 brand icon is to be used primarily for merchandising purposes such as decals, key chains, tee-shirts, etc. Please consult with the Offices of Communications and Academic Information before using this version.

### Reversed

If the logo appears over color backgrounds, the logo should be reversed to white. Any of the approved secondary logos may be reversed in white when placing the logo over dark colors or photographs.



**ACCESSIBLE**  
**AUTHENTIC**  
**ASPIRATIONAL**  
**CONVERSATIONAL**  
**HISTORIC**  
**STUDENT-CENTERED**

## SIZE + PROPORTION

To ensure legibility, the Limestone College logo should never be reproduced at sizes smaller than 1.5 inches wide.



The minimum size usage for the secondary Limestone College logo is 1 inch wide.



The minimum size usage for the 1845 College Mark is .5 inch.



## BRAND FONTS

### Primary Typeface

Adobe Caslon Pro

Aa

Aa  
TITLES Titles

Bb  
TITLES Titles

Cc  
TITLES Titles

Aa

Aa  
Body body

Bb  
Body body

Cc  
Body body

### Secondary Typeface

Interstate

Aa

Aa  
TITLES Titles

Bb  
TITLES Titles

Cc  
TITLES Titles

Aa

Aa  
Body body

Bb  
Body body

Cc  
Body body

## CONTACT INFORMATION

Any new materials using the Limestone College brand identity must be approved by Karen Nichols: [knichols@limestone.edu](mailto:knichols@limestone.edu) or 864.488.8303



**Mission**

The mission of Limestone College is to educate students from diverse backgrounds in the liberal arts and selected professional disciplines. By providing degree programs throughout South Carolina and by way of the Internet, Limestone College offers opportunities for personal and professional growth to individuals who may find access to higher education difficult. In a nurturing, supportive environment based on Christian ideals and ethical principles, students are challenged to become critical thinkers and effective communicators who are prepared for responsible citizenship, successful careers and graduate study.



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