

BLUEFIELD
C O L L E G E

VISUAL IDENTITY GUIDELINES



The Logo

This mark was inspired by the campus steeple, which is a recognizable landmark that speaks to Bluefield College's foundation in faith and academics. The steeple is cleanly and minimally stylized to communicate the prestige of the school as well as an attitude of optimism toward the future. ITC Slimbach was chosen as the primary typeface for its stable characters and formal quality and Gotham is used as a modern secondary font.



Logo Proportions

The logo should primarily be presented vertically with all supporting elements placed along the axis that runs vertically or horizontally through the mark. Spacing of logo elements should be “open” and comfortable with the relative spaces kept similar throughout the elements (see diagram). This open spacing should also be maintained when the logo is applied to a design, keeping the area around the logo free from graphics or images.



Logo Variations

In different applications, both internal and external to the school, it may be necessary to include or edit the information given with the logo mark. Here are some acceptable variations of the logo mark given different applications.

Secondary Text

Secondary text such as department specific headers should be treated in the fonts provided in similar proportions and flush-aligned to the mark.



The mark can be used by itself in certain applications where the school name is unnecessary.



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Athletic Mark

The athletic Ram logo can also be used with the logo type. It is important to keep the space between the mark and logo type comfortable and consistent.



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OFFICE of the PRESIDENT

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Official Bluefield College Seal

The Bluefield College Seal may be used in place of the official steeple logo mark only in rare cases for academic or executive purposes.





Logo Mistakes

Please do not vary from the logo design that has been provided. Spacing, color, placement, font etc. are important and should remain consistent as the logo is translated to different projects. Please do not stretch the logo, stack the logo, vary the fonts or colors provided, or apply unnecessary effects. Also, any treatment that impedes the recognition or legibility of the logo should be avoided. Examples of improper use of the logo are provided (see left).



a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

ITC Slimbach

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Gotham medium

Headline

Ignis num niam eum numsandre faccum non vendigna
feu facillam aut iliquat. Ut ad erostie magna feu facipisis
auguer in ex exer alis ad tem dolore elent ea adiam dolobore
veniamcon vullan ullamcorero dolor sed dolor ipis ercip ex
exercin er.

Headline

Ignis num niam eum numsandre faccum non vendigna feu
facillam aut iliquat. Ut ad erostie magna feu facipisis au-
guer in ex exer alis ad tem dolore elent ea adiam dolobore
veniamcon vullan ullamcorero dolor sed dolor ipis ercip ex
exercin er.

Typography

ITC Slimbach and Gotham
are the official typefaces that
compose the Bluefield identity.
Remember to set any body copy
with comfortable spacing between
lines (leading) and paragraphs.



Color Formats

Black and White

The logo can be printed in black and white when needed as shown.

Reversed Out

The logo can be reversed out of a solid color. Logo colors are recommended for the solid background.



preferred placement



poor placement



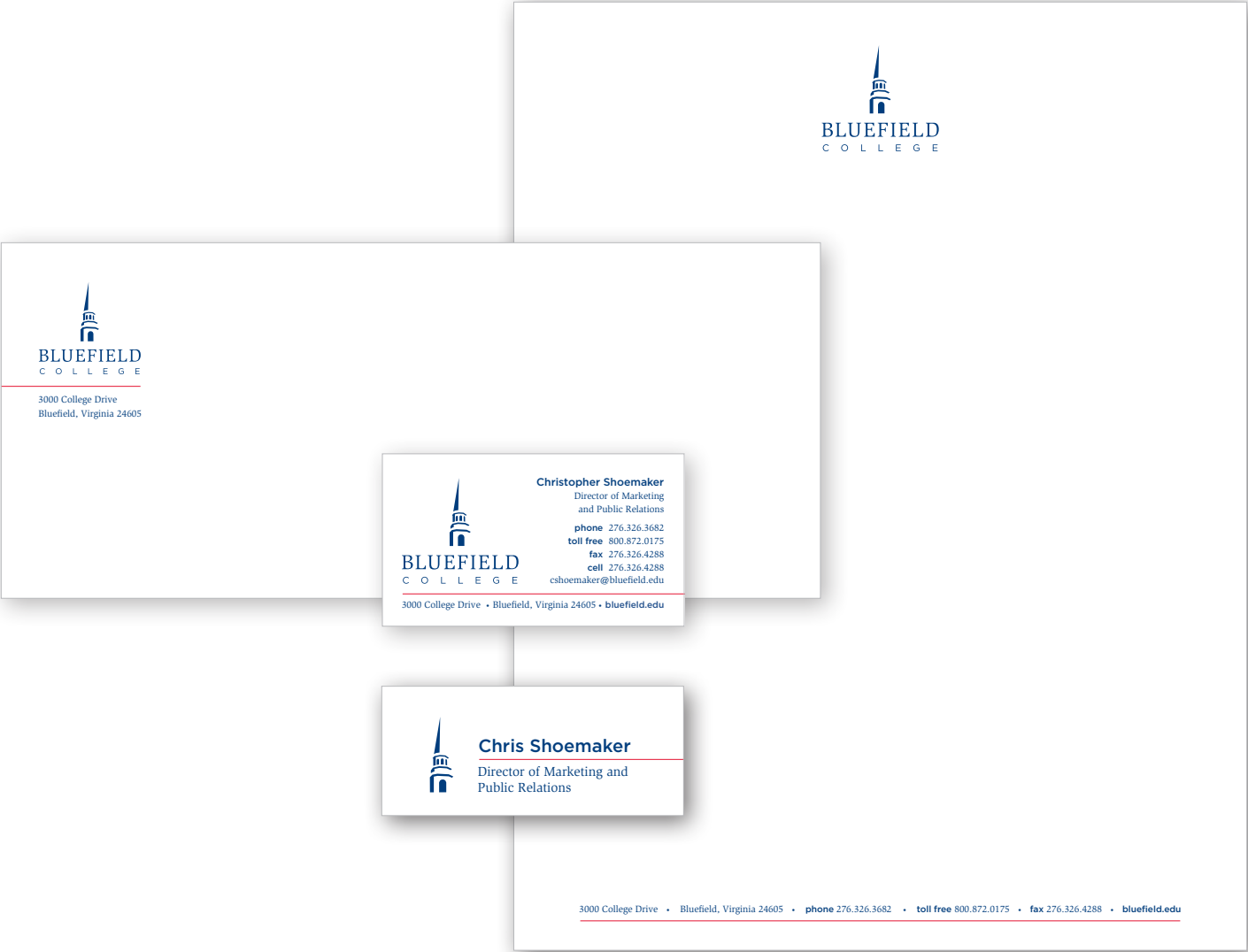
Logo Application

Over Images

The logo can be used over a broad range of media. The logo should always be placed over an area where visibility is high. In use over dark photos, the logo should be reversed out in white. Over light backgrounds or photos, the logo should be used in its original color scheme.



Visual Identity Applications





Visual Identity Applications: Letterhead

Font Typeface:

ITC Slimbach or Georgia

Use the system font Georgia for body copy whenever ITC Slimbach is not available.

Size: 9 pt

Leading: 13 pt

Align: Left Justified

Margins:

Top: 2"

Left: 1.125"

Right: 0.875"

Bottom: Variable, but not to exceed .876" from the bottom



Visual Identity Applications: Envelope

Font Typeface:

ITC Slimbach or Georgia

Size: 10 pt

Leading: 14 pt

Align: Left Justified

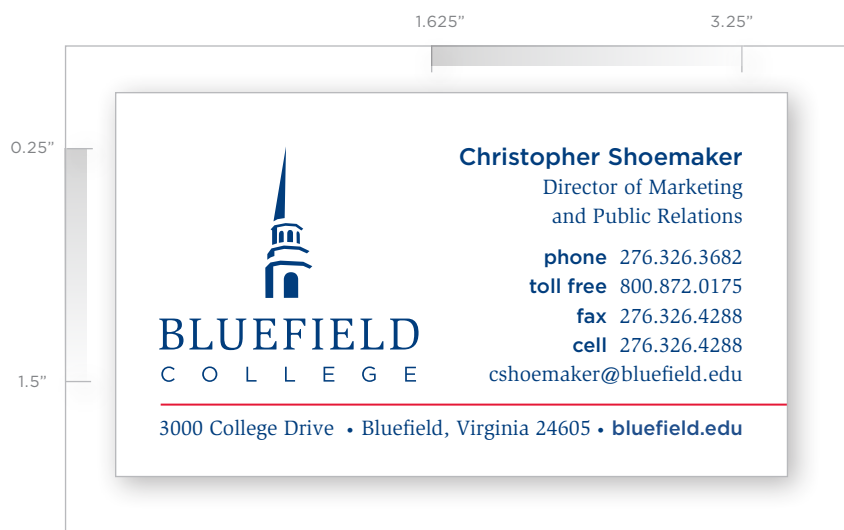
Margins:

Top: 2"

Left: 4.25"

Right: variable

Bottom: variable



Visual Identity Applications: Business Card

Font Typeface:

ITC Slimbach and Gotham

Size: 8 pt

Leading: 11 pt

Align: Right Justified

Margins:

Top: 0.25"

Left: 1.625"

Right: 3.25"

Bottom: 1.5"

Recommended Pantones Spot Color Inks



Pantone 281



Pantone 186

Four-Color Process (CMYK)



cyan = 100
magenta = 72
yellow = 0
black = 32



cyan = 0
magenta = 100
yellow = 81
black = 4

RGB (web applications)



red = 0
green = 62
blue = 126



red = 277
green = 25
blue = 55

HTML (web safe color)



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Official School Colors

Two-Color Pantone Matching System

For one-color or two-color printing jobs, the logo should be printed with official pantone inks (PMS 281 blue and PMS 186 red).

Four-Color Process

The logo can also be printed with the four ink process colors cyan, magenta, yellow, and black (using the CMYK ratios in the diagram to the left).

RGB

When the logo is used for digital applications or graphics, the colors will need to be converted to ratios of red green and blue (see diagram).

HTML

When the logo colors are used in web designer programming languages, they will need to be converted to hex. colors (see diagram).



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