MITCHELL COLLEGE | VISUAL STANDARDS

MITCHELL COLLEGE

Visual Identity Standards
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PURPOSE

Mitchell College's visual identity system is a critical tool in achieving consistency and unity across all of the College's communications. Over time, this visual identity will become associated with the Mitchell College brand and thereby reinforce the institution's mission and messages. Materials presenting the logo in a clear and consistent manner help support the College's excellent reputation as a vital resource for southeastern Connecticut and beyond.

BACKGROUND

On the occasion of its diamond anniversary, the College honored its critical community role by commissioning Associate Professor Karen Ward to evolve the visual identity. For much of its history, Mitchell College employed the official seal as a graphic marker to communicate the college brand. Over time, Mitchell has adapted elements of the seal for the college logo. The most iconic of these, the lighthouse, symbolizes Mitchell's role as a beacon of knowledge and guidepost for students' journeys. Working from one of the college's most recognizable images, Professor Ward has crafted a fresh visual for a new era at Mitchell that honors the College's past while pointing to the bright future.

ELEMENTS

The Mitchell College identity includes the Mitchell College logo, Mitchell College colors, and authorized logo variations such as the wordmark.

Expressed in the College's official colors of red, black and white, the new Mitchell logo brings the lighthouse forward into a contemporary usage incorporating the College's initial “M.” Evoking our locale and our mission, the logo keeps the spirit of previous eras at Mitchell alive in a modern context that reflects the Mitchell of today.

The use of these elements is governed by the guidelines provided in these online pages of instructions and tools for using the new logo, along with password-protected links to camera-ready artwork for authorized visitors.

Questions regarding logo usage may be directed to the Marketing and Communications Office [communications@mitchell.edu].
HOW TO USE THE MITCHELL COLLEGE LOGO

The Mitchell College logo is the primary visual identity mark of the institution and is required to be used on all stationery, printed and electronic publications intended for off-campus audiences and official publications intended for on-campus audiences, as well.

Here are some rules to keep in mind when working with the Mitchell College logo:

► Use of the logo is reserved for official Mitchell College communications.

► The logo must always contain both the wordmark and the icon. A special use wordmark-only version of the logo has been created for use in unique conditions where size or other restrictions prohibit the reproduction of the graphic icon portion of the logo. Permission must be received from the Marketing and Communications Office [communications@mitchell.edu] before accessing the wordmark-only version.

► Whenever possible, the logo must be used in its color format. The one-color variant may be employed for black and white printing and instances where the logo appears on a solid or dark background.

► Approval for all logo usage, including apparel, promotional items and print, must be obtained from the Marketing and Communications Office [communications@mitchell.edu]

► All questions regarding logo usage must be directed to the Marketing and Communications Office [communications@mitchell.edu]
SIZE and SPACING

To ensure legibility and to heighten the visual impact of the logo, an area of isolation equal to at least the height of the word “MITCHELL” in the logo must be maintained on all sides of the mark.

Additionally, the logo should always have sufficient contrast with its environment and never be obscured by competing visual elements.
MITCHELL COLLEGE COLOR USAGE

The official Mitchell College colors are red, black, gray and white. One or more of these colors should be used frequently on publications, websites, apparel, etc. The college colors are an important tool in building school pride and awareness.

It is important that the colors are rendered accurately when they are used. The ultimate reference point is the Pantone color matching system (PMS), developed for offset printing. Vendors printing on a medium other than paper must use the PMS colors as a reference, though it is understood that different media use different means for reproducing colors.

Color mixes are also specified for the closest approximation of school colors in most contexts, such as four-color or digital design.

**Mitchell College Red**

PMS 185
CMYK = C 0 / M 100 / Y 100 / K 0
RGB = R 255 / G 0 / B 51
HTML = ff0033

**Mitchell College Black**

PMS = Pantone BLACK
CMYK = C 40 / M 0 / Y 0 / K 100
RGB = R 0 / G 0 / B 0
HTML = 000000

**Mitchell College GRAY**

PMS = Cool Gray 3  or  Black at 30%
CMYK = C 0 / M 0 / Y 0 / K 30
RGB = R 186 / G 186 / B 186
HTML = bababa
The Mitchell Seal represents the educational mission and vision of the college. The Latin inscription "scientia" and "libertas" signify the academic degrees in sciences and the liberal arts respectively. The lighthouse depicted in the center of the Seal pays tribute to Mitchell’s location on the Thames River at the mouth of Long Island Sound. The lighthouse and its beams of light symbolize both a beacon of guidance for students and their search for knowledge.

The Mitchell Seal is reserved strictly for use in the most formal of official settings (such as diplomas, college academic and service awards, and special communications from the President of the College). To access the artwork and use the seal, approval must be obtained from the Marketing and Communications Office [communications@mitchell.edu]
M ITCHELL COLLEGE STATIONERY

Letterhead - Recommended left and right margins are 1 to 1.25 inches.

Letterhead and Envelopes - Recommended fonts are Minion, Palatino and Georgia. These are all serif types that work best with the letterhead design. The size of the font can be 11 or 12 pt.

To order Mitchell College letterhead and envelopes, please contact Accounts Payable, Cynthia Thompson at 860.701.5169. To order business cards, please contact Purchasing Manager Jill Rakoff, 860.701.5111.

In addition, Word templates are available to authorized staff for the creation of digital letters and pdfs, and to print merged letters for mailings. The template is available for download via a password-protected link which can be found at: mitchell.edu/visualidentityguide.
EXAMPLES OF INCORRECT LOGO USAGE

Never reproduce the logo by progressive photocopying, redrawing, retracing or copying a web resolution version for use in print. These actions degrade the quality and introduce inconsistency, thus undermining the logo’s unifying function. While not every instance of possible misuse is depicted, the following examples are intended to provide a framework of the kinds of modifications to be avoided. Always consult with the Marketing and Communications Office [communications@mitchell.edu] if you are unsure about the treatment of the logo.
DO NOT change the proportions of the logo

DO NOT change the placement of the elements
EXAMPLES OF INCORRECT LOGO USAGE

DO NOT change color  DO NOT add a drop shadow

MITCHELL COLLEGE

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MITCHELL COLLEGE
DO NOT change the typefaces
LOGO TYPEFACE

The font used in the wordmark portion of the Mitchell College logo is a modification of Goudy Old Style.

Please note again that the wordmark-only version of the logo can only be used in special circumstances with permission from the Marketing and Communication Office [communications@mitchell.edu].

In no case should the wordmark be recreated simply as text.
FULL COLOR REPRODUCTION

Adhering to the following color reproduction guidelines will create a consistent image and maintain the visual impact of the logo.

When printing over a white or light background, the logo should be reproduced in full color. On a solid dark background, the logo should be represented in white.

White or Light Background

Black or Dark Background
SINGLE COLOR REPRODUCTION

Adhering to the following color reproduction guidelines will create a consistent image and maintain the visual impact of the logo.

When printing in single color over a white when tints can be used, the logo should be reproduced in black with the gray lighthouse beam printing as a 30% tint of black. When printing in single color over a white when tints cannot be used, the logo should be reproduced in black.

When printing on a dark color or black background, the knockout white logo should be used. Do not use the lighthouse beam in grey as a 30% tint of black.
OUTDATED LOGOS

Mitchell College has evolved its visual identity over its 75+ year history. While the college honors its past representations, it is critical to desist usage of previous logos and wordmarks to ensure a consistent presence.

What follows is a repository of previous logos that may be encountered in archival materials.