The colors and fonts shown are used in our various logos and to support our branding in all its variations.

The secondary fonts are for PC users who may not have the Arrus and Myriad Pro fonts available.

PMS and CMYK colors are shown as well as RGB equivalents for web use.

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**PMS Logo Colors**

![PMS 554](image1)

**CMYK Logo Colors**

![C78 M0 Y63 K67](image2)

**RGB Logo Colors**

![R0 G85 B61](image3)

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**Fonts**

Arrus BT Roman
Arrus BT Bold
Arrus BT Black
Myriad Pro Light
Myriad Pro Regular
Myriad Pro Semibold
Myriad Pro Bold

**Arrus BT Italic**
Arrus BT Bold Italic
Arrus BT Black Italic
Myriad Pro Light Italic
Myriad Pro Italic
Myriad Pro Semibold Italic
Myriad Pro Bold Italic

**Secondary Fonts**

Times New Roman
Times New Roman Bold
Arial Regular
Arial Bold
Arial Black

Times New Roman Italic
Times New Roman Bold Italic
Arial Italic
Arial Bold Italic

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Please contact the Marketing & Public Relations Department with questions at 815-825-2086, ext. 3710.
The official formal Kishwaukee College logo is shown here.

The logo and logotype are customized using versions of the font Arrus BT and should not be altered.

The lines contained in the logo should be reduced or enlarged proportionately with the logotype as a whole.

The logo should be used in the two-color formal logo combination whenever possible. In cases where it is not possible, the black version may be used. The one-color PMS 554 version of the logo is reserved for use by the Marketing & Public Relations Department for special promotional usage. The logo may also be reversed out of a black or dark color background when necessary. The black box showing the reversed logo is not part of the logo and should not be used as a ‘boxed’ item. The reversed logo is only available by special request from Marketing & Public Relations.

Please note the Safe Zone indicated around the logo. It is imperative to keep graphics and text at the Safe Zone distance from the College logo when producing materials.

Two-Color Formal Logo/Logotype *

One-Color Formal Logo/Logotype Variations

Reversed One-Color Formal Logo/Logotype Variation

Minimum Safe Zone Around Logo

*These marked logos may be accessed on the Marketing & Public Relations page within myKC.
The Kishwaukee College formal logo is shown here with division designation. There is a one-line or two-line version depending upon the length of each division name.

These division designations are used as shown only in correspondence graphics (i.e. letterheads and envelopes) to identify the particular division or department. Letterheads for printing as well as electronic letterheads are provided for each division for usage (shown later in this guide). Printed letterhead (may be ordered if necessary from Copy Services) and will be printed in PMS 554 and black on white paperstock. Microsoft Word® letterheads are available from division heads for electronic usage.

As with all Kishwaukee College logos, the logo and logotype are customized and should never be altered in any way on their respective letterheads.

The following are the divisions/departments that have designations for correspondence:

Access, Equity & Diversity Center  Finance & Administration
Admissions, Registration & Records  Financial Aid/Veterans Affairs
Adult Education & Transition Programs  Health & Education Division
Arts/Communications/Social Sciences Division  Human Resources
Art Gallery  Information Technology
Assistive Resources Center  Institutional Effectiveness
Athletic Department  Institutional Research
Board of Trustees  Library Services
Bookstore  Marketing & Public Relations
Business Office  Math/Science/Business Division
Campus Operations  New Student Connections
Career Center  Office of Instruction
Career Technologies Division  Office of the President
Center for Business Development  Student Activities
& Continuing Education  Student Services
Copy Center/Mail Services  Testing Services
Counseling & Student Development  Tutoring Services
Early Childhood Center  Wellness Center

See Correspondence Graphics section of this Style Guide for examples of how the logo is used for letterheads, business cards and envelopes.

Division designations are not department specific logos and should never be used as shown outside of the correspondence graphics.

Please contact the Marketing & Public Relations Department with questions at 815-825-2086, ext. 3710.
A division or department may want to identify their division or department on materials when not using letterheads or other correspondence graphics.

Some examples where this kind of usage might be applicable would be on internal flyers, forms, posters and local Chamber announcements, etc.

Minimum safe zone requirement applies and the fonts to be used are on page two of this Style Guide.

Using the Kishwaukee College Logo with a Division Name When Not Used as Correspondence Graphics

Using a Division Name with the Formal Logo

Please contact the Marketing & Public Relations Department with questions at 815-825-2086, ext. 3710.
The KC logo, derived from the Kishwaukee College logo, is an abbreviated version of our logo elements for casual usage.

The KC logo is often used in College premium imprinted promotional materials such as water bottles, t-shirts, small notepads, etc. The use of the KC logo is designated by the Marketing & Public Relations Department.

If you are using this logo on a flyer or any other format to communicate information about a College event, etc. – please identify the full name of the College somewhere in the content of your piece.

The KC logo is used in PMS 554, black and may be reversed in white.

The KC logo should be reduced or enlarged proportionately and not manipulated in any way from this representation.

*These marked logos may be accessed on the Marketing & Public Relations page within myKC.*
The Kishwaukee College seal is a specialized version of our logo elements used to designate an official formal relationship with the College. The College seal should not be substituted for the College logo/logotype.

The College seal may be used on degrees, diplomas, certificates and transcripts from the Registrar’s Office. The use of the seal is designated by the Marketing & Public Relations Department.

The Seal is used in PMS 554, black and as an outlined version. There are also special circumstances where the dimensional gold or silver versions are used.

As with all logos, the Seal should be reduced or enlarged proportionately and not manipulated in any way from this representation.

Special Use Kishwaukee College Seal – Shown in PMS 554, Black and Outline Version

Special Use Kishwaukee College Seal – Dimensional Gold and Silver
Some divisions of Kishwaukee College require an identity of their own within the College brand.

The Kishwaukee College Foundation logo and logotype is also customized using versions of the Arrus BT and should not be altered.

The lines contained in the logo should be reduced or enlarged proportionately with the logotype as a whole.

The Foundation logo is mainly used in PMS 554 and black, but reversed and black variations of the logo are available upon request from the Marketing & Public Relations Department.

For Athletic branding and logos, please contact the Athletic Department.
When using any of the logos for the College provided on myKC, please be respectful of their form.

All logos should be reduced or enlarged proportionately and not manipulated in any way from their original form.

If any logo is needed for larger usage — where enlargement would degrade the logo quality — please contact Marketing & Public Relations. We have vector files available for all logos that can be enlarged to infinite sizes for excellent reproduction quality.

Shown to the right are some examples of what ‘not to do’ in regards to College logos. Please also note that the ‘Real Opportunity’ tagline and blue logo is no longer being used.

Please delete any old or manipulated logos from your archives.

Please contact the Marketing & Public Relations Department with questions at 815-825-2086, ext. 3710.
Kishwaukee College promotional items are purchased by the Marketing & Public Relations Department. Below is just a sampling of items available.

Departments wishing to purchase specific items for promoting the College are asked to visit the Marketing & Public Relations portal page for guidelines.
It is important for employees of the College to maintain continuity with our branding by having consistent email signatures for emails sent via College email accounts.

Please use the format shown for your Kishwaukee College email.

The signature text should be set at 12 pt. with your name and the name of the College in Arial Bold. The remainder of the text is Arial.

Please do not add additional backgrounds, other logos, borders or quotes to your email signature.

Step-by-step instructions on how to set-up your email signature can be accessed on the Marketing & Public Relations portal page.

**Kishwaukee College Standardized Email Signature Format for Outlook Web App (OWA)**

Jane Smith  
Position Title, Department  
Kishwaukee College  
21193 Malta Road  
Malta, Illinois 60150  
815-825-2086, ext. 0000  
jane.smith@kishwaukee.edu  
www.kishwaukee.edu

**Kishwaukee College Standardized Email Signature Format for Desktop Outlook with College Logo**

Jane Smith  
Position Title, Department  
21193 Malta Road  
Malta, Illinois 60150  
815-825-2086, ext. 0000  
jane.smith@kishwaukee.edu  
www.kishwaukee.edu
Correspondence graphics are used for communications within the College and externally. Artwork for letterheads (for printing and electronic usage), business cards and no. 10 envelopes, have been created to specific graphic standards by the Marketing & Public Relations Department.

Artwork for letterheads, business cards and no. 10 envelopes is available at the Copy Center should you require printed versions of these items. For continuity, all letterheads, business cards and envelopes are printed on the same white paperstock specified by the Marketing & Public Relations Department. Contact Copy Center/Mail Services for printing prices.

An electronic version of the College letterhead is available for internal and email usage to help save on printing costs. These electronic letterheads are also customizable with the person’s name and information at the top across from the logo. Electronic letterheads are available from Department heads. A general Kishwaukee College electronic letterhead is also available.

Samples of Correspondence Graphics are shown on subsequent pages.
Letterhead (for Printing)
Example
No. 10 Envelope (9.5” x 4.125”)
Example

No. 10 Envelope (9.5” x 4.125”)
with No. 3 Bulk Mail Postage Indicia
Example
eLetterhead
Example
Notepad (5.5” x 8.5”)
Examples
Available in Non-Personalized and Personalized Versions
Two-Color (PMS 554 Green & Black)
or Available in Black Only
The Marketing & Public Relations Department creates a myriad of different types of marketing materials to meet the needs of our customers throughout the College for the specific purpose of marketing the College, its programs, services and events to serve our students, staff, faculty and the community.

Please contact the Marketing & Public Relations Department to discuss timeframes, materials costs and other planning for future marketing material needs.

Please contact the Marketing & Public Relations Department with questions at 815-825-2086, ext. 3710.
For situations where one might want to create a simple flyer for a program or service or event, we have provided template examples that may be used as guides to start your flyer. These template examples represent the College’s branding appropriately.

For internal flyers advertising an event, it is not necessary to use the College logo, but you should identify the name of the College on the flyer. A few examples are shown below right.

When creating a flyer, keep simplicity in mind: use simple easier to read fonts (we suggest Arial and/or Times New Roman if you are a PC user, and the Arrus and/or Myriad Pro families if you have those fonts available); make sure your content is direct and to the point; use photos and clip art that are good quality and complement the content; and last but not least, keep the College logo(s) intact for brand continuity.

You can find flyer template examples on the Marketing & Public Relations portal page.

Kishwaukee College
Flyer Template Examples

Kishwaukee College
Previously Produced Flyers

Please contact the Marketing & Public Relations Department with questions at 815-825-2086, ext. 3710.
We have provided a couple PowerPoint templates that may be used as guides for your own presentations. These template examples are meant to represent appropriate College branding.

The key to any good presentation is concise, easy to read information. We suggest not using too many fonts. We recommend using Arial and/or Times New Roman if you are a PC user and the Arrus and/or Myriad Pro families if you have those fonts available. Please use clip art and photos that are good quality. Maintain good grammar and spelling practices for your presentations. Our goal is to have all materials that represent the College do so in the most professional manner.

You can find these template examples on the Marketing & Public Relations portal page. Use them as idea starters for your own presentation. Care should be given to keep logos and font usage intact for brand continuity.
This guide of frequently used words, abbreviations, etc. is used by the Marketing & Public Relations department to maintain consistency among publications and other items produced by this office.

**Standard formatting**
- Phone number: 815-825-2086 (no periods or parentheses)
- Extension: ext. 1234
- Website: www.kishwaukeecollege.edu (all lowercase)
- Address: 21193 Malta Road
  Malta, Illinois 60150
- Email: firstname.lastname@kishwaukeecollege.edu (all lowercase)
- Room: B2325 (no dashes)
- Time: Informal 7-9 am, Formal 7:00 am-9:00 am

**Degrees**
- Associate in Arts (A.A.)
- Associate in Science (A.S.)
- Associate in Engineering Science (A.E.S.)
- Associate in Fine Arts (Fine Arts emphasis) (A.F.A.)
- Associate in Fine Arts (Art Education emphasis) (A.F.A.)
- Associate in Applied Sciences (A.A.S.)

Use an apostrophe (possessive) with bachelor’s degree and master’s degree, but not in Bachelor of Arts or Master of Science. Do not use an apostrophe (possessive) with associate degree or doctoral degree.

- Capitalize the A in Associate (the M in Master and B in Bachelor) when the entire name of the degree is used.

**Course Information**
- Semesters: Informal – SU14; Formal – Summer 2014 (only capitalize when talking about a specific semester)
- Course: The material covered in such a curriculum – English 103
- Class: Specific section of a course

**Misc.**
- Email: No hyphen
- Website: Lowercase, no hyphen
- Log in: Two words
- Login (noun): Refers to login screen
- Log in to (verb): Act of logging in to a system

*associate degree, bachelor’s degree, master’s degree are lowercase in general reference, upper case in reference to college-specific degrees: He earned an associate degree. He earned an Associate in Arts.
We have attempted to think of most situations where brand identity is important, but some situations might arise where you may have questions.

Marketing & Public Relations is here to help. If you have questions, please don’t hesitate to give us a call.

We are, after all, a team and our goal is to promote our College, to our current students, prospective students and our community in the best way possible.

Thanks for your cooperation!