CHATFIELD COLLEGE

Brand + Graphic Identity Guide

Updated August 2021

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Who we are

Our vision

At Chatfield College, students obtain a solid foundation of knowledge and skills necessary for succeeding in a rapidly changing world. Through practical programs and student-college collaboration, Chatfield graduates are empowered to make the most of their abilities and achieve a better future for themselves and their families.

Who we are

Our mission

Chatfield College is an open-enrollment Catholic college, rooted in the Legacy of the Ursuline Sisters, believing in the potential of every person, and accepting of people of all faiths. We offer a small collaborative learning environment with a deep sense of community, and personalized support. Chatfield meets students where they are and empowers individuals to better themselves, their employability, and their futures.

Who we are

Our Core Values

Faith & Community

Create an academic community that fosters moral and spiritual development, along with educational success.

Empowerment & Accountability

Empower students to rely on their own skills and abilities to build productive, successful lives.

Learning & Growing

Inspire a lifelong commitment to learning, growing and succeeding in a changing world.

Brand overview

Our audience

Students

Students are defined as prospective and current students who want to better their current life through education. They want a caring and supportive environment and a college experience that inspires them to achieve more than they believed possible.

Alumni

Alumni and friends are graduates and supporters who value the life-changing opportunities Chatfield offers students. They seek out opportunities to engage with the College and offer their time, talent, and treasures to make a difference in the lives of students.

Brand overview

Our voice: How we talk to our audience

Knowledgeable
We specialize in providing an excellent private, faith-based education. With 50 years of experience, we are an authority on serving students who benefit from our academic experience.

Genuine
We are confident and comfortable with who we are. We speak honestly, stick to our promises, own our mistakes.

Empowering
We set clear expectations and boundaries. We ensure access to required resources and are open to feedback and change. We understand the need for flexibility and stay motivated by meeting goals.

Accepting
Leading with our Catholic values, we believe every person is a child of God and deserves our best in regards to respect, effort, communication, and collaboration. As an open-enrollment institute, we accept all people, regardless of faith or background.

MESSAGE MAP

Empowering Learning Experience

- Internships + Co-ops
- Tutors + Mentors
- Skills-based courses + certificates

Supportive Education

- Childcare + mental health support
- Personal attention
- 1:1 Financial aid support

Compassionate Environment

- Community Service
- Empathetic + accessible faculty/staff
- Welcoming community

Chatfield College provides...

A student-obsessed culture meeting students where they are academically, emotionally, and spiritually

→ Core value proposition

so that students gain...

confidence, new-found abilities, and are on track to achieve their dreams.

Benefits: What our students gain...

Enhanced potential

- Confidence in own skills
- Ability to build productive + successful life
- Lifelong commitment to learning + growing

Accredited degree with value

- Sensible investment
- Individual achievement
- New job, promotion, or acceptance to 4-year university

Authentic connections

- Support network
- Moral + spiritual development
- Home away from home

Logos

Primary College Logo

The shield represents stability, tradition, and credentialed. The cross represents our faith and is a nod to the history of the "cross in the wilderness." The fleur-de-lis represents the French heritage of the Ursulines.

Tagline

"Achieve a better future here."

Vertical Logo

The vertical logo can be used in place of the official logo when the need for a verticial design is deemed necessary.

Logotype/Wordmark

The name Chatfield College has a specific design and should not be altered when using it as a design. Logotypes are also often referred to as wordmarks or lettermarks. The logotype should not be used with any other logomark other than the approved shield. For questions regarding its use, please contact the marketing department.

Address Block + Department Logos

Address Block

The address block is a standard element that has been developed to accompany the logo. The address block must appear on the back of all brochures, pamphlets, or any formal mailing items.

The name Chatfield College must always be used as part of the address block and should not be replaced by an office or department name only.

If you need a specialized address block, please contact the marketing department for assistance.

CHATFIELD COLLEGE
St. Martin Campus
20918 State Route 251
St. Martin, Ohio 45118

CHATFIELD COLLEGE
Cincinnati Campus
1544 Central Parkway
Cincinnati, Ohio 45202

Department Logo

The department logos are considered secondary logos and should be used with specific department needs.

Department logos are built on the primary logo and must follow logo guidelines. The marketing department will assist in the creation and approval of department logos.

CHATFIELD COLLEGE
OFFICE OF THE PRESIDENT

CHATFIELD COLLEGE
OFFICE OF ADMISSIONS

The College Seal + Special Occasion Logos

The College Seal

The college seal symbolically represents Chatfield's foundation in Brown County, Ohio with the (type) tree rooted in the rolling foothills of Appalachia. The backdrop of the seal symbolizes the college's expansion to the urban areas of southwest Ohio.

Surrounding the seal are the Latin words service, truth, opportunity.

Permission to use the College seal must be obtained from the marketing department.

Special occasions logo

There may be times a special occasion logo is needed, such as Chatfield's 50th anniversary. All requests for special occasions logo must go through the marketing department for design and approval.

Improper Logo Use

Improper logo use

The following list outlines basic rules for working with the logo.

- When altering, the logos should always be sized proportionally.
- Do not obscure any part of the logo.
- Do not add a drop shadow or any other special effects to the log.
- Do not change the typeface or font.
- Do not alter approved color rotations (such as flipping green for purple or purple for green).

No tilting or flipping.

Do not cutoff parts of the logo

Do not put logo inside shapes.

Do not change logo colors or add other elements or words.

Do not place logo over non-solid images.

Logo Files

Logo Files

EPS - Vector format. The crispest and most versatile version of the logo, but requires knowledge of Adobe Illustrator or another vector editor program. Send this version to any external designer, printer, or swag manufacturer.

JPG - Best for all-around use. May become pixilated if resized up or down. If significant resizing is necessary, use the .EPS.

PNG - Transparent background. Best for use on the web and/or on colored backgrounds.

The Chatfield logo is a uniquely drawn set of typographic characters. Treat the logo as artwork. Do not create your own version of our logo.

Resizing Logos

If you need to resize a JPG or PNG file but do not own any photo editing software, please contact the marketing department for assistance.

Reverse Logos

If you need to reverse a logo (all-white) to stand out on a solid color and do not have the proper editing software, please contact the marketing department for assistance.

Color Palette

Primary Colors

The primary Chatfield College color palette is made up of colors integral to the core of the graphic identity. The primary logo is made up of PMS 349C green, and PMS 669C purple.

Chatfield Green

CMYK:	87/31/100/22
RGB:	22/112/0
HEX:	#006225

Chatfield Purple

CMYK:	87/100/29/20
RGB:	67/34/99
HEX:	#432263

Accent Colors

Accent colors do not appear in the primary logo, though PMS 408C does compliment department logos and the anniversary logo. These colors can be used in marketing communications when color is needed to highlight or strengthen a message.

CMYK:	21/0/94/23
RGB:	155/196/12
HEX:	#9bc40c

CMYK:	43/35/35/1
RGB:	153/153/153
HEX:	#999999

Typefaces + Email Signatures

Lexend Deca

This is the primary typeface used in all marketing communications, including website design. Bonnie Shaver-Troup, EdD, the creator of the Lexend project, is focused on making reading easier for everyone. As an educational therapist, Bonnie created the first Lexend typeface in early 2001 aiming to reduce visual stress and to improve reading performance for those with dyslexia and other struggling readers.
https://www.lexend.com/

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CHATFIELD COLLEGE
1971-2021 | 50th Anniversary

Substitute typefaces

If a person does not have access to Lexend Deca, they may use Arial.

ITC Galliard Pro

The primary typeface in the primary logo is ITC Galliard Pro. The only time this font is used is in the primary logo and wordmark, Chatfield College.

Email Signatures

Email signatures should be consistent across the college. Do not link to outside organizations, use divisive quotes or quotes that are contrary to Chatfield's mission.

Using Lexend typeface, use the following layout:
Name in PMS 349C green
Professional Title in 408C gray
Phone numbers in 408C gray
Address (optional) in 408C gray
Chatfield Anniversary Logo
Social media assets linked to social media accounts in PMS 669C purple (optional)

The marketing department can assist in making your email signature.

Photography

Photography

Photography used in communication materials should be natural and inspiring. The viewer should feel the emotion of the photo. When possible, group shots should represent the diversity of Chatfield College (gender, race, age, etc.). Subjects of the photo should be interacting with classmates, school work, events, etc. Staged and unnatural shots are not ideal for marketing projects. When possible, the background of the photo should include identifiable areas of the campus.

Photos should show the best of our community. Backgrounds should not contain inappropriate images, clutter, eyes closed, unflattering shots, etc.

Chatfield maintains an exclusive image gallery. Any person or organization not affiliated with Chatfield College may not use, copy, alter, or modify photographs, graphics, or videos without advance written permission from the marketing department.
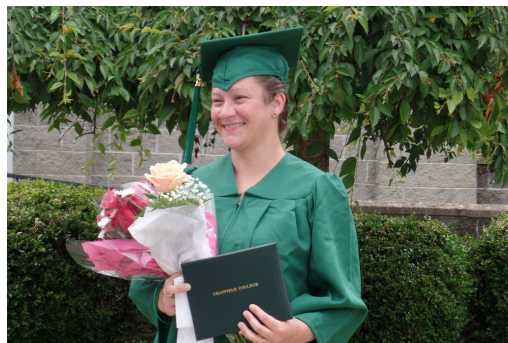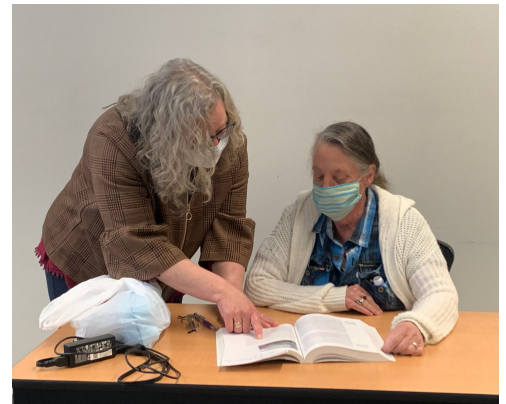
Websites, External Services, Applications

Website

The Chatfield web presence should convey a modern, clean, and easy-to-navigate experience for prospective students and other users. The primary focus of the institutional website is for external marketing/recruitment. Visitors need to quickly access the information they need while being exposed to the best benefits of Chatfield College.

External services

External services such as student information systems, learning management systems, human resource services, library services, etc. should conform, to the extent possible, to current brand standards.

Graphic applications

Chatfield graphic standards must be maintained in all print and digital materials, including advertising campaigns, invitations, flyers, spirit wear, giveaways, etc.

The marketing department must approve all external materials. Please consult the deparment before attempting to apply the graphic standards on any project.

Social Media

Social media

It's important that social media followers and prospective students have a consistent experience with the Chatfield brand while using a variety of social media channels.

The marketing department must approve any social media accounts for official offices, departments, and programs. Upon approval, the marketing department will provide branded social media profile images. Those requesting social media accounts must be full-time employees of the department in which they are requesting an account. A member of the marketing department will also act as an official second person on the account.

Accounts that do not comply with Chatfield guidelines will not be supported by the Chatfield social media channels (i.e. retweets, shares, regrams, mentions, etc.).

All official Chatfield accounts should have at least three pieces of original content per month. Original content includes photos, links to chatfield.edu, graphics, and video. Retweets and regrams do not count as original content.

All official Chatfield accounts should link back to chatfield.edu in their bio or about section.

Preferred social media channels for Chatfield audiences are Facebook and Instagram.

Editorial Guidelines

Editorial guidelines

As an academic institution, Chatfield College follows editorial standards to maintain consistency in written materials. If you have any questions, please contact the marketing department for clarification. The following items are a few standards you may use regularly. This is not an exhaustive list.

Academic degrees

If the use of academic degrees is necessary to establish credentials, it's preferred that it be used in sentence form after the name.

- Jane Doe, who earned her doctorate in psychology, teaches the class.
- John Smith, who earned his associate degree at Chatfield, just completed his bachelor's degree.

If the degrees are abbreviated, capitalize in the following manner. Do not use periods.

- MS, BS, MBA, EdD, MEd

If abbreviating Doctor of Philosophy, the English language allows with or without periods.

- PhD, Ph.D.

Use an apostrophe and lowercase when citing the degree in a general sense.

- He earned his master's degree in accounting. She earned her bachelor's degree in chemistry.

Capitalize, but don't use an apostrophe when citing a specific degree.

- She received her Master of Business Administration. He received his Associate of Applied Science in Human Services.

Capitalize the name of the degree program only when the full degree name is spelled out and the discipline is included. If abbreviating a degree, the discipline should be lowercase.

- Either say "bachelor of arts" or "master of arts" (no apostrophes), or bachelor's degree or master's degree (not bachelor's or master's of arts).
- Associate degree has no apostrophe or "s"
- When the degree mentioned is specific: Master of Business Administration, both the degree and the field are capitalized.
- If the word "degree" is used, then it is not capitalized: master of arts degree in business administration
- If abbreviating a degree, the discipline should be lowercase: MA in history.

Examples:
- He has a Bachelor of Arts in Communication Arts.
- She will receive her BS in accounting.
- She earned an associate degree in liberal arts.
- Twenty percent of the company hold master's degrees.
- He has a Master of Science in Biology.
- She will receive a MA in English (notice English is capitalized because it is a proper noun).
- She will receive a MA in history.
- He earned a master's degree in physics.
- She has a PhD in chemistry.
- He received his doctorate in chemistry.

The word "degree" should not follow a degree abbreviation:
- Correct: She has a BA in communication arts.
- Incorrect: She has a BA degree in communication arts.

Academic majors
Lowercase all majors except those that are proper nouns: a country (European History), a language (German, French, English, Spanish), etc. when used with the word "degree."
- She has an associate degree in early childhood education.
- She has an associate degree in liberal arts.
- He has an associate degree in human services.

If the major accompanies a specific degree, it is capitalized.

- Associate of Applied Science in Human Services.
- Associate of Applied Science in Early Childhood Education
- Associate of Arts in Liberal Arts

Acronyms

In general, avoid using acronyms for identity. Some readers, especially those outside the realm of our institution, find unfamiliar acronyms confusing. Therefore, when writing for the community, use acronyms sparingly. Think of them as an option, not a requirement.

- When the choice is made to use an acronym, the first mention of a proper noun is spelled out: The Integrated Postsecondary Education Data System
- If there is a subsequent reference to it in the remaining text, the acronym follows the full phrase: The Integrated Postsecondary Education Data System (IPEDS). The acronym, IPEDS, may then be used consistently in place of the words.
- However, if a proper noun is followed by minimal or no additional reference in the remaining text, there is no point in including the acronym.
- Never use an acronym on the first reference. Even common acronyms.

Afterward/Backward

- Sorry, there is no "s" after these words.

Alumnus, alumni, alumna, alumnae, alum

- Alumnus: a graduate of a specific school, college, or university.
- Alumni: plural for alumnus.
- Alumna: a woman who is a graduate of a specific school, college, or university.
- Alumnae: plural for alumna.
- Alum: the shortened, informal version of an alumnus or an alumna.
  Alumnus: a graduate or former student of a specific school, college or university

a.m. or p.m.: lowercase with periods.

Board, board of directors, board of trustees: Capitalize only when part of a proper name.

- The Chatfield Board of Directors voted unamiously for the new college president.
- The board of directors approved the budget.
- It is important to inform the board of that decision.

Certificate program names

- Capitalize specific certificate program names: Forensic Science Certificate Program. Do not capitalize certificate when using it in a generic manner: Amy will receive her certificate from Chatfield College.

Class years
In general, write out the class year in the text.

- George TenEyck, a member of the Class of 2007...
- Alex Eby, a 2019 graduate...

Uppercase "Class" when referring to a specific class year.

- She was a member of the Class of 1996.

Lowercase "class" when referring to a stage of study or classification of a student.

- She was a member of the 1977 graduating class.
- Members of the senior class took a tour of Chatfield College.

For lists or large bodies of text, class years may be abbreviated
- For undergraduate degrees only: Kaleb Blust '19
- For undergraduate and graduate degrees: Christina Mullis '00, '22MBA

Department and Program Names

Always capitalize when referring to a specific program or department. Always spell out the full program name first, then use acronyms in parenthesis for each reference after that: Early Childhood Education program (ECE).

All offices or services areas should be referred to as "Office of."

- The Office of Admissions
- The Office of Marketing and Communications
- The Office of the Registrar
- The Office of the President

Editorial Guidelines

Fax: Not an acronym, therefore it is not capitalized.

Federal: Not capitalized unless part of a proper noun.
- The Federal Department of Housing and Urban Development.
- The program is offered through the federal government.

Full-time vs. full time; Part-time vs. part time: Hyphenate only when used as an adjective preceding a noun. Linda is a full-time instructor. We considered having an intern full time, but four days worked better.

Government: Always lowercase and never abbreviated. The exception is proper nouns. State government, U.S. government, federal government. The government raised taxes. The Government Accountability Office issued a report on community college funding.

Preregistration, preregistered: written as one word, no hyphens