

CALUMET COLLEGE OF ST. JOSEPH

Brand Guidelines

A photograph of a multi-level library interior. The library has several floors with bookshelves and study areas. Students are seen on different levels, some standing and some sitting, engaged in reading or study. The lighting is warm and the atmosphere is quiet and academic. The image is partially obscured by a large red diagonal shape on the left side.

Calumet College
OF ST. JOSEPH

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Welcome to CCSJ



Seventy years ago, Calumet College of St. Joseph began offering higher education to families of the Calumet Region. Our mission has expanded and currently we welcome students from across the country and the world.

The complexity of that world means that our mission, vision and values must be reflected by branding and storytelling which is unified. We have done extensive work in the past year to refresh and create ownership of our brand. This Brand Style Guide includes tools that allow us to protect that brand and speak and write with a consistent and clear voice.

This voice will add strength to our mission as we continue to define who we are as we enter our eighth decade. Please review the guide. It will help all of us to create clarity and consistency across our communications making our mission even more clear as we enter our eighth decade.

A handwritten signature in black ink, reading "Amy McCormack".

President Amy McCormack

Calumet College
OF ST. JOSEPH

Brand Identity

HARD FACTS

NAME
Calumet College
of St. Joseph

NICKNAME
CCSJ

FOUNDED
1951

FACULTY
189

STUDENTS
587

WHO WE ARE

Calumet College of St. Joseph (CCSJ) is a private, four-year Catholic institution, accredited by the Higher Learning Commission, offering master's, bachelor's, and associate's degrees. We offer a vibrant and stimulating learning environment while remaining affordable and accessible to all students. Our committed faculty are able to connect with students through small class sizes and individualized attention. Our values-based approach, rooted in the Catholic tradition, grounds students in the importance of social justice, service, and community.

CCSJ's accepting, supportive, community environment empowers our unique student body to explore their passions, embrace their purpose and achieve their goals—be it in the classroom, with our competitive sports teams, among our robust student groups and beyond graduation.

OUR IDENTITY

Calumet College of St. Joseph's commitment to serving the under-served student is the brand's DNA. The college is focused on its students and its culture, cherishing the sense of social justice and making a difference that CCSJ has fostered and stood for since the beginning. Here, there is a place for everyone.

Official Logo

PRIMARY LOGO

The official Calumet College of St. Joseph logo is the primary element of the College's visual identity. It communicates our values, our products and sets the outward expectation of the experience one will have when interacting with the College.

Full Logo

The full logo is displayed within a thin grey rectangular border. It features the words "Calumet College" in a large, dark red, serif typeface. Directly beneath this, the words "OF ST. JOSEPH" are written in a smaller, dark grey, all-caps, sans-serif typeface.

Calumet College
OF ST. JOSEPH

RECOMMENDED FORMATS

eps | ai | pdf | psd | png | jpeg

Official Seal

OFFICIAL SEAL

The Official Seal identifies formal College occasions including Commencement and board matters. It is also used within the Office of the President and Business Office. It should not be cropped, obscured, or modified in any way. It can be reproduced in Crimson, Black, and White. Combining colors within the Seal is not allowed.

All use of the Seal requires permission from the Office of Marketing and Communication.



Logo Variations

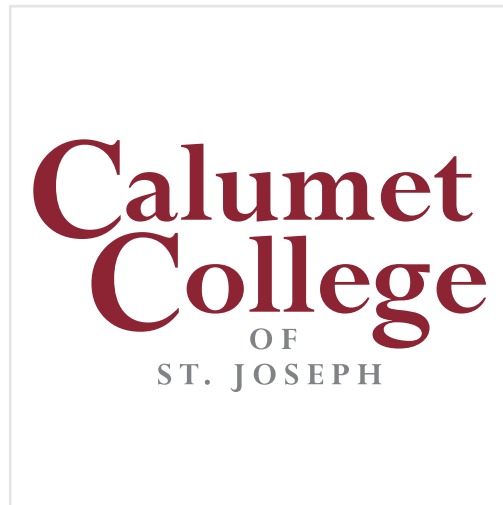
ALTERNATE LOGOS

Alternate logos are available for informal circumstances or those that must adapt to design constraints. This includes small, square or scaled-down spaces.

RECOMMENDED FORMATS

eps | ai | pdf | psd | png | jpeg

Stacked



Stamp



Logo Usage

DO

Our logo is composed of visual elements including our color and design.

The image shows the Calumet College of St. Joseph logo in its correct color and design. The words "Calumet College" are in a large, dark red serif font, and "OF ST. JOSEPH" is in a smaller, dark red serif font below it.

Calumet College
OF ST. JOSEPH

The image shows the Calumet College of St. Joseph logo in black, which is incorrect according to the guidelines. The words "Calumet College" are in a large, black serif font, and "OF ST. JOSEPH" is in a smaller, black serif font below it.

Calumet College
OF ST. JOSEPH

Logo Usage

DON'T

Do not stretch or compress the logo. Do not display the logo on an angle. Do not reproduce the logo in low resolution.

Stretched



Compressed



Image Quality



Logo Applications

DO

A. Crimson Background



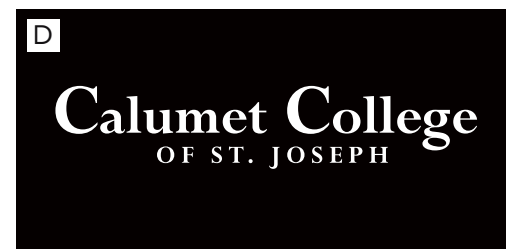
B. Light Gray Background



C. Blue Background



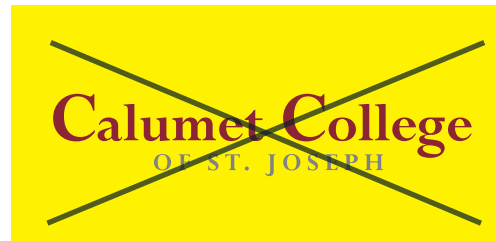
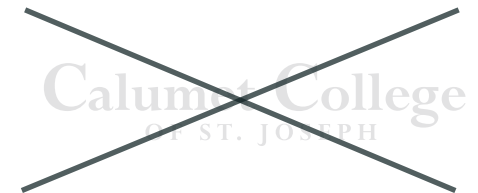
D. Black Background



Logo Applications

DON'T

Do not reproduce the logo in colors other than Crimson, Blue, Light Gray or Black. Do not place the logo on a complicated photographic background.



Additional Logos

THE CALUMET COMMITMENT

The Calumet Commitment logo is used when communicating or promoting the Calumet Commitment scholarship. The stacked logo is the primary logo. The emblem is available for informal circumstances or those that must adapt to design constraints.

Stacked



Emblem



Additional Logos

HISPANIC SERVING INSTITUTION

HSI

The HSI logo is used to visually communicate the College's HSI designation.



HSI STEM

The HSI STEM logo is used to communicate and promote the College's HSI STEM grant award, purposes, and on supporting materials.



Taglines

PRIMARY TAGLINE

The primary tagline of Calumet College of St. Joseph for formal College occasions.

**Be Known.
Be Successful.
Belong.**

ALTERNATIVE TAGLINE

Alternate taglines are available for informal circumstances and enrollment purposes, or those that must adapt to design constraints. This includes small, square or scaled-down spaces.

**A place where
you belong.**

You Belong!

Taglines

DON'T

Do not use any version with the Official seal. Do not anchor the College's website URL with the tagline.



You Belong!
ccsj.edu



You Belong!
ccsj.edu

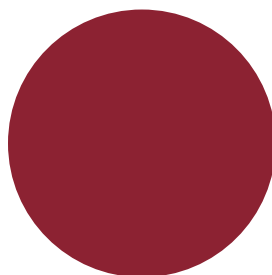


Your University of Choice

Color Palette

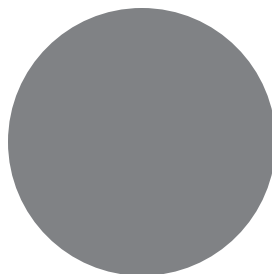
Crimson and Gray are the official colors of Calumet College of St. Joseph. Crimson represents the strong tradition of Calumet College of St. Joseph with connection to our founding religious community, the Missionaries of the Precious Blood (C.P.P.S.).

Along with Crimson and Gray, the brand identity includes a secondary color palette. These colors should not replace Crimson and Gray as primary colors; they are only to be used as accent colors.

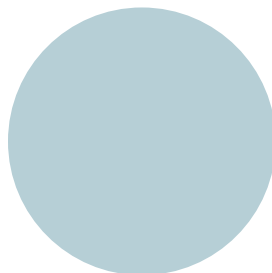


PRIMARY

Pantone 202
RGB (140, 34, 50)
CMYK (29%, 96%, 75%, 29%)
#8C2232



Pantone Cool Gray 9C
RGB (128, 130, 133)
CMYK (52%, 43%, 41%, 6%)
#808285



SECONDARY

Pantone 552C
RGB (182, 207, 214)
CMYK (28%, 10%, 12%, 0%)
#B6CFD6

Typography Standards

PRINT

Consistent typography provides visual unity to our messages. Perpetua offers a formal feel and reflects our academic personality. Avenir includes a family of weights that make it ideal for use in subheads, callouts, captions and emphasis within text.

Aa

Perpetua Bold

Headline

Aa

Avenir Book

SUBHEAD EXAMPLE

Body text example

WEB SAFE

Web equivalents will carry the style through in digital and electronic presentations.

Aa

Source Serif Pro

Headline

Aa

Lato

SUBHEAD EXAMPLE

Body text example

Icons

WEB & PRINT

Currently, the College does not provide a unified icon system across web and print communications.

SOCIAL

Social media icons are crimson or white, set on a transparent background.

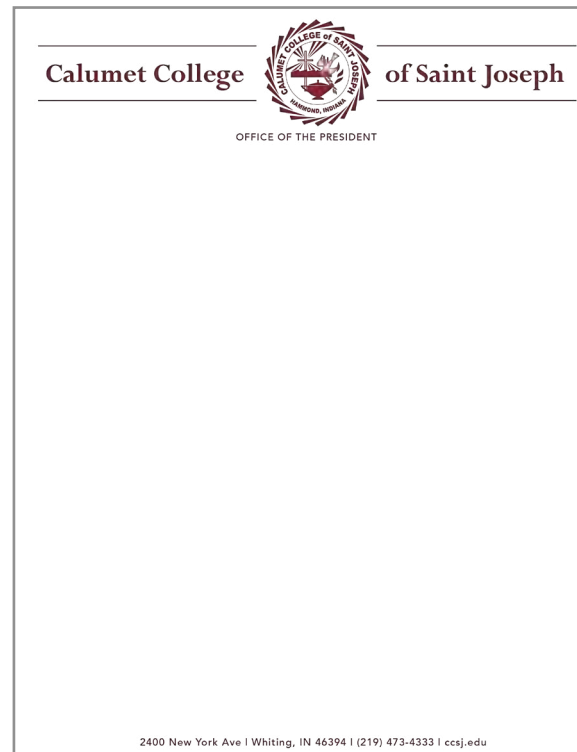


Communication Tools

STATIONERY

Letterhead, envelopes and business cards are the first contact many people have with Calumet College of St. Joseph. They are often the primary means of presenting the College's graphic identity clearly and consistently.

All departments and offices at CCSJ must conform to official stationery guidelines.



Communication Tools

ENVELOPES

Stationery must use official office names.

Legal

Calumet College
OF ST. JOSEPH
Office of the Registrar
2400 New York Avenue
Whiting, IN 46394

Communication Tools

BUSINESS CARDS

Business cards can only promote official employee titles.

General Front



General Back



Communication Tools

EMAIL SIGNATURES

Email signatures share contact information and help promote Calumet College of St. Joseph to external audiences.

Colors and fonts should follow brand colors outlined in this style guide.

Firstname Lastname

Title

Calumet College of St. Joseph
P. (219) 473-4323
C. (219) 616-9252

2400 New York Ave.
Whiting, IN 46394
ccsj.edu

Be Known. Be Successful. Belong.

Communication Tools

POWERPOINT TEMPLATES

PowerPoint is a powerful visual tool and a primary means of presenting the College's graphic identity clearly and consistently, to both internal and external audiences.

Colors and fonts should follow brand colors outlined in this style guide.

Front Page



Interior Pages



Communication Tools

ZOOM BACKGROUNDS

Zoom Virtual Backgrounds provide a professional look for a presentation consistent with the College brand.



Branded Merchandise



Photography

Our visual story is captured in real-life moments. Our photography should tell the story of Calumet College of St. Joseph. All official photography should:

- Feel authentic and relevant
- Capture the vibrancy of campus and student life
- Convey warmth, empathy and experience
- Represent the diverse population of faculty, staff and students

Criteria:

- Shoot in as high resolution as possible
- Nikon D610 shoots in full frame (6016x4016 px)

Web/Social vs Print

- Print assets will be exported in highest resolution possible
- Social/Web will be exported 2500px wide

How are they organized?

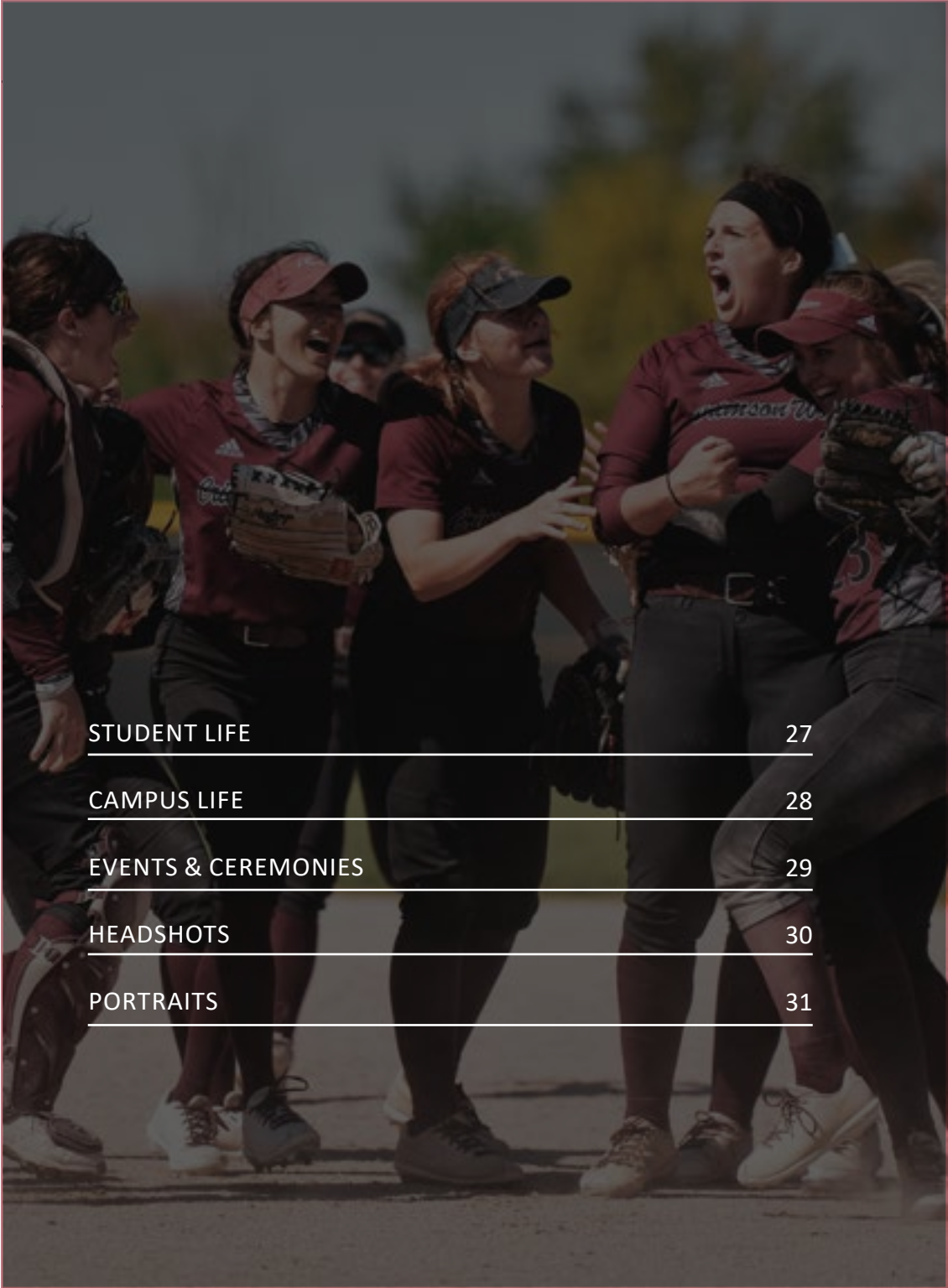
- Once edited, a folder of new photos will be saved in four places :
 1. Orange Lacie Back Up Drive
 2. Shared Marketing Server
 3. Shared OneDrive “Master list” folder
 4. Individually shared link in Trello organized by event

Photo Guidelines

- Straight on, direct
- Saturated and bright

Headshots

- 500x500px for web



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Photography

STUDENT LIFE



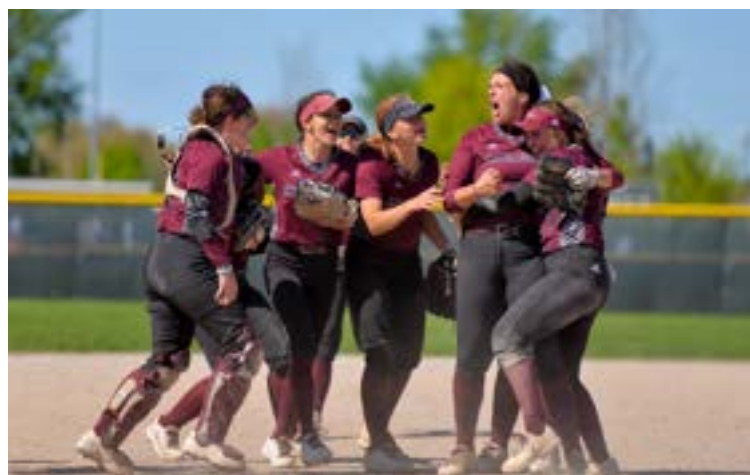
Photography

CAMPUS LIFE



Photography

EVENTS & CEREMONIES



Photography

HEADSHOTS



Photography

PORTRAITS



Video

Our videography should tell the story of Calumet College of St. Joseph. All official videography should:

- Feel authentic and relevant
- Capture the vibrancy of campus and student life
- Convey warmth, empathy and experience
- Represent the diverse population of faculty, staff and students

Criteria:

- Shoot in highest possible resolution
- Nikon D610: Full HD, 1920x1080
- Canon Camcorder: Full HD 1920x1080
- Blackmagic 6K Pocket Cinema Camera: 6144x3456

Graphic Design:

- Colors and fonts should follow brand colors outlined in this style guide

Export:

- Web: Full HD 1920x1080
- Kiosk: 1080x1920 (when applicable)
- All exports must include CCSJ tail-slate slide

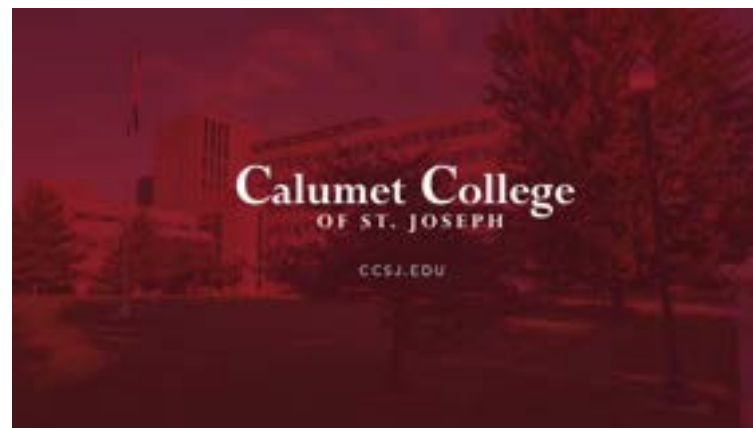
Publishing:

- Publish original content on YouTube using a custom thumbnail created from Photoshop template
- LinkedIn, Facebook, and Twitter will be linked directly to YouTube Video
- InstagramTV will have a direct upload

THUMBNAIL



END SLIDE



Digital Signage

Digital signage is placed within campus buildings and is used to communicate welcome messages, announcements and events.

Video Resolution Criteria:

- Kiosk: 1080x1920
- Digital TV Screen: 1920x1080
- All files should be formatted specifically for resolution; not be simply resized

Design Criteria:

- Colors and fonts should follow brand colors outlined in this style guide

