Identification Style Guide
Guidelines for using the Roanoke College graphic identity
## CONTENTS

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong></td>
<td>Letter from the President</td>
</tr>
<tr>
<td><strong>2</strong></td>
<td>Roanoke College Logo</td>
</tr>
<tr>
<td><strong>3</strong></td>
<td>With Location Line</td>
</tr>
<tr>
<td><strong>3.1</strong></td>
<td>With Tagline</td>
</tr>
<tr>
<td><strong>3.2</strong></td>
<td>With Department Line</td>
</tr>
<tr>
<td><strong>4</strong></td>
<td>Minimum Size</td>
</tr>
<tr>
<td><strong>5</strong></td>
<td>Protected Area</td>
</tr>
<tr>
<td><strong>6</strong></td>
<td>Improper Use</td>
</tr>
<tr>
<td><strong>7</strong></td>
<td>Logo Colors</td>
</tr>
<tr>
<td><strong>8</strong></td>
<td>Logo Color Variations</td>
</tr>
<tr>
<td><strong>9</strong></td>
<td>Specialty Items</td>
</tr>
<tr>
<td><strong>10</strong></td>
<td>Specific Program Logos</td>
</tr>
<tr>
<td><strong>11</strong></td>
<td>Roanoke College Seal</td>
</tr>
<tr>
<td><strong>12</strong></td>
<td>Typography</td>
</tr>
<tr>
<td><strong>12.1</strong></td>
<td>Primary Typeface</td>
</tr>
<tr>
<td><strong>12.2</strong></td>
<td>Secondary Typeface</td>
</tr>
<tr>
<td><strong>12.3</strong></td>
<td>Leading</td>
</tr>
<tr>
<td><strong>13</strong></td>
<td>Stationery Guidelines</td>
</tr>
<tr>
<td><strong>14</strong></td>
<td>Typing Guidelines</td>
</tr>
<tr>
<td><strong>15</strong></td>
<td>Letterhead</td>
</tr>
<tr>
<td><strong>16</strong></td>
<td>Monarch Letterhead and Envelope</td>
</tr>
<tr>
<td><strong>17</strong></td>
<td>Number 10 Envelope and Mailing Label</td>
</tr>
<tr>
<td><strong>18</strong></td>
<td>A-6 Envelope</td>
</tr>
<tr>
<td><strong>19</strong></td>
<td>Business Card</td>
</tr>
<tr>
<td><strong>20</strong></td>
<td>Specific Program Stationery</td>
</tr>
<tr>
<td><strong>21</strong></td>
<td>Miscellaneous Samples</td>
</tr>
<tr>
<td><strong>24</strong></td>
<td>Collateral Color Palette</td>
</tr>
<tr>
<td><strong>24.1</strong></td>
<td>Collateral Cover Samples (Full Color)</td>
</tr>
<tr>
<td><strong>24.3</strong></td>
<td>Collateral Cover Samples (1- and 2-Color)</td>
</tr>
<tr>
<td><strong>24.4</strong></td>
<td>Collateral Interiors</td>
</tr>
<tr>
<td><strong>25</strong></td>
<td>Web Site &amp; E-mail Guidelines (Buttons)</td>
</tr>
<tr>
<td><strong>25.1</strong></td>
<td>Element Spacing</td>
</tr>
<tr>
<td><strong>25.2</strong></td>
<td>Web Font Format</td>
</tr>
<tr>
<td><strong>25.3</strong></td>
<td>E-mail Distribution Sample: Option 1</td>
</tr>
<tr>
<td><strong>25.4</strong></td>
<td>E-mail Distribution Sample: Option 2</td>
</tr>
<tr>
<td><strong>25.5</strong></td>
<td>E-mail Distribution Sample: Option 3</td>
</tr>
</tbody>
</table>
ROANOKE COLLEGE LOGO

Roanoke College's primary signature is composed of the wordmark “Roanoke College” and the stylized window, which includes Roanoke's founding year, 1842, and the rolling hilltops of the Blue Ridge Mountains.

The wordmark “Roanoke College” is set in Goudy type and is a customized arrangement of letters. No substitute may be used for this wordmark.

The window, with its distinctive keystone, is also customized for Roanoke College. No substitute may be used for this.

Logo — Standard Version

This is the primary and preferred version of the Roanoke College logo.

The exception to this configuration is where unique conditions such as strong horizontal applications (ex. pens and pencils) might require an alternate version. You must contact the Public Relations Office of Roanoke College for more information.
ROANOKE COLLEGE LOGO — WITH LOCATION LINE

Occasionally there will be opportunities to use the primary signature in conjunction with the “Salem, Virginia” address.

No substitutions may be used in this format.

Logo with location

Location line should be placed outside of the “protected area” and centered under the Roanoke College logo. The protected area equals half the height of the smaller letters in the word “COLLEGE.”

The “Salem, Virginia” location line should be typeset in Meta Book using all capital letters. The size of the location line should be approximately half the height of the word “COLLEGE.” Color should be gray (PMS 431).
When incorporating the College tagline with the RC logo, Goudy Book Italic (upper and lower case) should be used. The tagline should be centered under the RC logo and run in gray (PMS 431) when used with the maroon and gray RC logo.

When the tagline is used with the Roanoke College logo, the location line of “Salem, Virginia” should NOT be used.

LOGO WITH TAGLINE

Tagline goes here.

LOGO WITH OFFICIAL COLLEGE TAGLINE

Tagline should be typeset in Goudy Italic. The size of the tagline should be approximately half the height of the word “COLLEGE.” Color should be gray (PMS 431).

Only the official College tagline may be used.
When incorporating a College department line with the RC logo, Goudy Book Italic (upper and lower case) should be used. The department line should be centered under RC logo and run in gray (PMS 431) when used with the maroon and gray RC logo.

When the department line is used with the Roanoke College logo, the location line of “Salem, Virginia” should NOT be used.

Logo with department identifier line
Department lines should be placed outside of the “protected area” and centered under the Roanoke College logo. The protected area equals half the height of the smaller letters in the word “COLLEGE.”

The department line should be typeset in Goudy Italic. The size of the department line should be approximately half the height of the word “COLLEGE.” Color should be gray (PMS 431).
ROANOKE COLLEGE LOGO — MINIMUM SIZE

The logo has been created for maximum readability and clarity. The minimum acceptable size of each component is shown below. Please do not attempt to recreate or adjust the size or configuration of any logo component.

Logo — Minimum Size Examples

The variations of the Roanoke College logo are shown here at their minimum acceptable size.
PROTECTED AREA

The protected area ensures that the logo is always readable. The purpose is to prevent other graphic images or words from getting too close to our signature. No other type or images should appear in the space indicated.

Protected Area Size

The protected area equals half the height of the smaller letters in the word 'COLLEGE.'
IMPROPER USAGE

The logo was designed especially for Roanoke College. Please do not attempt to recreate any components of the design or alter the position or configuration of the elements in relation to one another. You can obtain digital files of the signature from the Publications Office.

Improper Usage

Do not alter the Roanoke College logo in any way.

1. It is unacceptable to stack the Roanoke College logo with other program logos. Correct program logos can be found on page 10.

2. Never delete, add, or replace the information inside the window with any other text or object.

3. Do not try to typeset any of the typography comprising the logo.

4. The mountains inside the window should never be altered.

5. Do not use screens of the maroon (PMS 208) and grey (PMS 431). The maroon turns into pink.

6. Never alter the size relationship of the logo from its original format.
COLOR

Color plays a critical role in ensuring the overall impact of the Roanoke College identity. The logo is to appear in two colors: maroon (PMS 208) and grey (PMS 431), or as one color, in either maroon (PMS 208) or black. Use the two-color version whenever possible. Maroon (PMS 208) or black are preferred colors for one-color reproduction. If printing with one color other than maroon (PMS 208) or black, the logo needs to be reversed. When reversing the logo, please see acceptable color variations on page 8. Never substitute other colors. Use these two colors on both coated and uncoated paper.

If printing the logo via four-color process, use the process build percentages detailed below to match as closely as possible the Roanoke College maroon and grey.

<table>
<thead>
<tr>
<th>Maroon</th>
<th>Grey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyan</td>
<td>30%</td>
</tr>
<tr>
<td>Magenta</td>
<td>100%</td>
</tr>
<tr>
<td>Yellow</td>
<td>50%</td>
</tr>
<tr>
<td>Black</td>
<td>15%</td>
</tr>
</tbody>
</table>

If the colors are to appear on the Web, use the hexadecimal values detailed below to match as closely as possible the Roanoke College maroon and grey.

<table>
<thead>
<tr>
<th>Maroon</th>
<th>Grey</th>
</tr>
</thead>
<tbody>
<tr>
<td>#8F2140</td>
<td>#636B70</td>
</tr>
</tbody>
</table>

Note About Colors

Due to production limitations in the printing of this manual, the colors shown to the left may not match exactly the actual PMS colors specified. Please see the PMS swatches included in this notebook or consult a PMS color guide for accurate color representation.
Acceptable Color Variations

When printing with one color other than maroon (PMS 208) or black, the logo needs to be reversed. Please note that the background of the window will be white in all but the version that is reversed to white.
SPECIALTY ITEMS

Specialized Reproduction Requirements

Reproduction of the logo by screen process, enameling, etching, blind embossing, foil stamping, etc., requires specialized treatment to differentiate the elements within the window. This example demonstrates blind embossing. Work with a qualified vendor and feel free to consult the Publications Office for production advice.

Printing on Color Backgrounds or Colored Paper

When printing on light backgrounds select a logo from the Acceptable Color Variations on page 8.

When printing a darker background color on white paper use the black logo or the reversed option in order for the logo to appear as white.

When printing on a darker paper (such as red or blue) use the logo in black with the window transparent as shown below.

If the project requires that you print the logo in white ink on a darker colored paper, make sure that your printer is willing to do multiple hits of white to ensure opacity of the logo.
SPECIFIC PROGRAM LOGOS

The logos for the specific programs of Roanoke College are illustrated below for use in conjunction with the Roanoke College affiliation line. Do not attempt to recreate these logos. Digital files are available from the Public Relations Office.

Roanoke College Affiliation Line:

**FONT:** Goudy Oldstyle Book (ALL CAPS)

**SIZE:** Should be approximately half the size of the text used in the program logo.

**COLOR:** Black or maroon (PMS 208)
ROANOKE COLLEGE SEAL

The seal is used as the academic symbol of the College. It is used on College stationery, for official publications, and academic occasions such as convocation and commencement. **You must contact the Public Relations Office for permission to use the seal.** It is to appear in two colors: blue (PMS 662) and yellow (PMS 7409) or by using a printing technique such as blind embossing or gold foil stamping. Never substitute other colors. Use these recommendations for use on both coated and uncoated paper.

If printing the seal via four-color process, use the process build percentages detailed below to match as closely as possible the Roanoke College seal blue and yellow.

<table>
<thead>
<tr>
<th></th>
<th>Blue</th>
<th>Yellow</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyan</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Magenta</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>Yellow</td>
<td>0%</td>
<td>95%</td>
</tr>
<tr>
<td>Black</td>
<td>12%</td>
<td>0%</td>
</tr>
</tbody>
</table>

If the colors are to appear on the Web, use the hexadecimal values detailed below to match as closely as possible the Roanoke College seal blue and yellow.

<table>
<thead>
<tr>
<th></th>
<th>Blue</th>
<th>Yellow</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>#0F1F7A</td>
<td>#E8B012</td>
</tr>
</tbody>
</table>

Note about colors

Due to production limitations in the printing of this manual, the colors shown to the left may not match exactly the actual PMS colors specified. Please consult a PMS color guide for accurate color representation.

The Meaning of the Seal

The Roanoke College seal was redesigned by Professor Guy A. Ritter and approved by the Board of Trustees in April 1964. It shows a blue shield emblazoned with a gold cross, representing the College’s relationship with Christian values and the Lutheran Church. The lamp above the shield symbolizes the lamp of knowledge. The white dogwood flower represents the Commonwealth of Virginia. The motto on the ribbon beneath the shield honors academic achievement and reads “PALMAM QUI MERUIT FERAT,” translated to mean, “Let him who earns the palm wear it.” The palm is symbolic of the palm leaf given in honor of excellence in ancient Greece.
TYPOGRAPHY — PRIMARY TYPEFACE: META

A simple, clean and consumer-friendly typeface expresses the correct brand voice and provides a clarity of tone to all consumer touch points.

The most important aspect of the typographic brand element is consistency and evenness of typographic “color.” Color in typography refers to the manner in which the type is set. Size, differentiation of weight and shifts in leading all contribute to the color. See page 12.3 for more on how to achieve the proper color in typography setting.

Meta Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $&%@  

Meta Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $&%@  

Meta Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $&%@  

Meta Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $&% @

Meta Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $&%@  

Meta Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $&% @

Please contact the Public Relations Office for instructions on how to obtain the correct versions of these fonts.
TYPOGRAPHY — PRIMARY TYPEFACE: PRIORI REGULAR

Priori Serif Regular is Roanoke College's primary headline and sub-headline typeface.

It should be used in conjunction with other Roanoke College primary typefaces (Meta and Berkeley). It should not be used at a point size smaller than 14pt. Priori can be used for “pulled quotes” that run at 14pts. or larger but should not be used as body copy.

Priori Serif Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $&%@

Headline and subhead examples:

Priori should be used for headlines
And for Subheads

Pulled quote example:

They built houses, planted trees, tended gardens and cleared riverbanks. They served the hungry, tutored children and cared for strays. With a spirited enthusiasm, Roanoke College students have poured their energies into the valley and the world beyond.

With a spirited enthusiasm, Roanoke College students have poured their energies into the valley and the world beyond.

Whether it’s a Spanish major translating for new immigrants at the Bradley Free Clinic, a creative writing student leading a poetry workshop at the West End Center for Youth or a budding political scientist learning firsthand about the problems of poverty with the hope to one day help solve them, our students are out there — giving themselves to the community and in turn taking back lessons of a lifetime.

Please contact the Public Relations Office for instructions on how to obtain the correct versions of this font.
TYPOGRAPHY — SECONDARY TYPEFACE: BERKELEY

The Berkeley typeset family is Roanoke College's secondary body copy typeface.

The serifs and tall “x” height make Berkeley easy to read in long blocks of copy. When a story runs more than one page, Berkeley Book is recommended for the body copy.

The Berkeley family should be used in conjunction with the other Roanoke College primary typefaces.

Berkeley Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $&%@  

Berkeley Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $&%@  

Berkeley Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $&%@  

Berkeley Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $&%@  

Berkeley Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $&%@  

Berkeley Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $&%@  

Berkeley Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $&%@  

Berkeley Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $&%@  

Please contact the Public Relations Office for instructions on how to obtain the correct versions of these fonts.
Roanoke College explores bringing community service into the curriculum

They built houses, planted trees, tended gardens and cleared riverbanks. They served the hungry, tutored children and cared for strays. With a spirited enthusiasm, Roanoke College students have poured their energies into the valley and the world beyond. Whether it’s a Spanish major translating for new immigrants at the Bradley Free Clinic, a creative writing student leading a poetry workshop at the West End Center for Youth or a budding political scientist learning firsthand about the problems of poverty with the hope to one day help solve them, our students are out there — giving themselves to the community and in turn taking back lessons of a lifetime.
STATIONERY GUIDELINES

Stationery is the most common and most visible use of the graphic identity. Stationery includes letterhead, envelopes, mailing labels, business cards and note cards. To ensure consistency across all forms of stationery, the following pages show examples of approved letterhead, envelopes, business cards and mailing labels.

General Stationery Guidelines

• The College has selected Strathmore® paper for all stationery elements. To ensure consistency, all stationery should be ordered through the College Print Shop.

• The recommended College stationery typing format is shown on the following page. We strongly encourage everyone to follow this style for consistency.

• The recommended typeface for body copy on stationery is Times New Roman. If your word processor does not have this font as part of its software package, please contact the Public Relations Office. The point size (height of the letters) for the typeface is 11pt.

• All College stationery must be ordered through the Public Relations Office or the Print Shop because both offices are well versed in the style guidelines for the College’s graphic identity. Do not attempt to create your own stationery from the examples shown in this guide. The College will not pay for stationery that does not conform to the guidelines contained in this style manual.

The examples on pages 14-20 should be used as guidelines for creating all business cards, envelopes, letterhead and labels. The files can be obtained from the Public Relations Office or the Print Shop.

*Paper Specifications for Stationery:

Letterhead and Envelopes:
Strathmore Recycled Bright White
80 lb. Text, Wove finish

Business Cards:
Strathmore Recycled Bright White
80 lb. Cover, Wove finish

NOTE:
All other Roanoke College collateral should print on Cougar Opaque.
Dear Colleagues:

There are many styles of typing formats. This example illustrates the preferred typing style for all communications on the College’s stationery.

The recommended typeface for body copy on stationery and letterhead is Times New Roman. The point size for the typeface is 11 pt.

The left margin should line up one and one quarter (1 1/4") inches from the left edge of the page, and the right margin should not extend past one and one quarter (1 1/4") inches from the right edge of the page.

When a letter is longer than one page, use plain white matching stock for the second page.

Remember, correspondence portrays the image of the College. How your letters look often say as much about Roanoke College as the words on the page.

Sincerely,

Jane Doe
Director of Communications
Roanoke College
Dear Colleagues:

Roanoke College Letterhead

8.5” x 11”
(not shown in actual size)

Body Copy

Font: Times New Roman
Point Size: 11 pt.
(not shown in actual size)

Address

Typeface: Meta Light
Point size: 7 pt.
Address is centered horizontally on page
(not shown in actual size)

Roanoke College Letterhead

8.5” x 11”
(not shown in actual size)

Body Copy

Font: Times New Roman
Point Size: 11 pt.
(not shown in actual size)

Address

Typeface: Meta Light
Point size: 7 pt.
Address is centered horizontally on page
(not shown in actual size)
**MONARCH LETTERHEAD AND ENVELOPE**

---

**Monarch Letterhead**

7.25” x 10.5”

(not shown in actual size)

Logo, Department Identifier, Body Copy and Address are the same measurements as shown on page 15

---

**Monarch Envelopes**

4” x 7.5”

(not shown in actual size)

In logo, ‘Roanoke’ is 1.25” in width

Address and department identifier are centered below logo

Shown here with and without a department identifier.

---

Logos and style guide available at www.roanoke.edu/logos
NUMBER 10 ENVELOPE AND MAILING LABEL

Number 10 Envelope

4.125” x 9.5”

In logo, ‘Roanoke’ is 1.25” in width

Department Identifier: See page 3.2 for guidelines

Address is centered horizontally below logo

Mailing Label

4” x 5.5”

In logo, ‘Roanoke’ is 1.25” in width

Address is centered horizontally below logo
A6 ENVELOPE

A-6 Envelope
4.75” x 6.5”

In logo, ‘Roanoke’ is 1.25” in width

Department Identifier: See page 3.2 for guidelines

Address is centered horizontally below logo

Shown here with and without a department identifier
Illustrated below is the design for all Roanoke College business cards. The business cards should include only information related to Roanoke College. Do not attempt to recreate this file as it is for illustrative purposes only.

Contact the Public Relations Office for a printer-ready file.
SPECIFIC PROGRAM STATIONERY

Number 10 Envelope

4.125" x 9.5" (not shown in actual size)

Program Logo: See page 10 for specific guidelines

Address is centered horizontally below logo

Program Letterhead

8.5" x 11"
(not shown in actual size)

Program Logo: See page 10 for specific guidelines

Logo and address are centered horizontally on the page

Logos and style guide available at www.roanoke.edu/logos
MISCELLANEOUS SAMPLES

Vehicle

Baseball Cap

Note Pad

Signage

Window Decal

Notice the underprinting in white behind the window.
Please Note

Special permission must be given by the Public Relations Office to use the wordmark without the window design.
COLLATERAL — COLOR PALETTE

Color is a key communicator of the Roanoke College brand personality. All of our communications should use the color palette and tint guidelines below with strong focus given to reinforcing the primary palette in the minds of constituents.

The accent color palette (Dark & Light) should be used only in conjunction with the primary palette colors.

NOTE: Each color swatch contains Pantone (PMS) number, process screen values and hexadecimal match.

PRIMARY PALETTE:

<table>
<thead>
<tr>
<th>Color Swatch</th>
<th>Pantone (PMS)</th>
<th>Process Screen</th>
<th>Hexadecimal</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 208</td>
<td>208</td>
<td>0c 100m 36y 37k</td>
<td>#8F2140</td>
</tr>
<tr>
<td>Reverse text only</td>
<td>0c 100m 36y 37k</td>
<td>hexadecimal: #8F2140</td>
<td></td>
</tr>
</tbody>
</table>

ACCENT PALETTE (DARK):

<table>
<thead>
<tr>
<th>Color Swatch</th>
<th>Pantone (PMS)</th>
<th>Process Screen</th>
<th>Hexadecimal</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 145</td>
<td>145</td>
<td>0c 47m 100y 8x</td>
<td>#C7F600</td>
</tr>
<tr>
<td>Reverse text</td>
<td>47m 100y 8x</td>
<td>hexadecimal: #C7F600</td>
<td></td>
</tr>
<tr>
<td>Black text</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS 469</td>
<td>469</td>
<td>0c 52m 100y 62x</td>
<td>#61331B</td>
</tr>
<tr>
<td>Reverse text only</td>
<td>52m 100y 62x</td>
<td>hexadecimal: #61331B</td>
<td></td>
</tr>
<tr>
<td>PMS 5825</td>
<td>5825</td>
<td>0c 2m 87y 59k</td>
<td>#7D762F</td>
</tr>
<tr>
<td>Reverse text only</td>
<td>2m 87y 59k</td>
<td>hexadecimal: #7D762F</td>
<td></td>
</tr>
<tr>
<td>PMS 3435</td>
<td>3435</td>
<td>0c 81y 66k</td>
<td>#0D4731</td>
</tr>
<tr>
<td>Reverse text only</td>
<td>81y 66k</td>
<td>hexadecimal: #0D4731</td>
<td></td>
</tr>
<tr>
<td>PMS 647</td>
<td>647</td>
<td>0c 100c 56m 0r 23k</td>
<td>#11568B</td>
</tr>
<tr>
<td>Reverse text only</td>
<td>100c 56m 0r 23k</td>
<td>hexadecimal: #11568B</td>
<td></td>
</tr>
</tbody>
</table>

ACCENT PALETTE (LIGHT):

<table>
<thead>
<tr>
<th>Color Swatch</th>
<th>Pantone (PMS)</th>
<th>Process Screen</th>
<th>Hexadecimal</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 143</td>
<td>143</td>
<td>0c 35m 85y 0k</td>
<td>#EFAA22</td>
</tr>
<tr>
<td>Reverse text</td>
<td>35m 85y 0k</td>
<td>hexadecimal: #EFAA22</td>
<td></td>
</tr>
<tr>
<td>Black text</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS 465</td>
<td>465</td>
<td>0c 32m 58y 0k</td>
<td>#B99C6B</td>
</tr>
<tr>
<td>Reverse text</td>
<td>32m 58y 0k</td>
<td>hexadecimal: #B99C6B</td>
<td></td>
</tr>
<tr>
<td>Black text</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS 618</td>
<td>618</td>
<td>0c 3m 87y 30c</td>
<td>#B4A851</td>
</tr>
<tr>
<td>Reverse text</td>
<td>3m 87y 30c</td>
<td>hexadecimal: #B4A851</td>
<td></td>
</tr>
<tr>
<td>Black text</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS 624</td>
<td>624</td>
<td>0c 35y 20k</td>
<td>#78A095</td>
</tr>
<tr>
<td>Reverse text</td>
<td>35y 20k</td>
<td>hexadecimal: #78A095</td>
<td></td>
</tr>
<tr>
<td>Black text</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS 645</td>
<td>645</td>
<td>0c 55c 24m 0y 9k</td>
<td>#7498BF</td>
</tr>
<tr>
<td>Reverse text</td>
<td>55c 24m 0y 9k</td>
<td>hexadecimal: #7498BF</td>
<td></td>
</tr>
</tbody>
</table>

For Metallic Ink: PMS 877  For Foil Stamping: Use silver foil

COLOR TINTS:

To keep the color palette consistent and to place proper limits on tinting, use only 20%, 50% and 80% tints of each color.

NOTE: DO NOT TINT THE ROANOKE COLLEGE MAROON (PMS 208) LESS THAN 80%

<table>
<thead>
<tr>
<th>Tint</th>
<th>Aa</th>
<th>Aa</th>
<th>Aa</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>Aa</td>
<td>Aa</td>
<td>Aa</td>
</tr>
<tr>
<td>50%</td>
<td>Aa</td>
<td>Aa</td>
<td>Aa</td>
</tr>
<tr>
<td>80%</td>
<td>Aa</td>
<td>Aa</td>
<td>Aa</td>
</tr>
</tbody>
</table>

Logos and style guide available at www.roanoke.edu/logos
COLLATERAL — COVERS: FULL COLOR

For optimal visual impact, it is recommended that a single image be used on all brochure covers.

If multiple images are necessary, see grid options below.

• No more than three photos should be used on documents smaller than 4” x 9”.
• No more than four photos for document larger than 4” x 9”. (See page 24.2 for grid options)
Get Involved
The Roanoke College Maroons
1-COLOR (BLACK OR PMS 208)

Get Involved
The Roanoke College Maroons
2-COLOR (BLACK & PMS 208)

Get Involved
The Roanoke College Maroons
2-COLOR (PMS 431 & 208)

HEADLINE:
The last line of the main header should “sit” on the halfway mark of the solid color block.

Get Involved!

Get Involved!

Get Involved Today!

Opportunities for students.

Opportunities for students.

Opportunities for students.
Although document content will vary, it is important to maintain a consistent look for the interiors of College collateral.

The examples below illustrate basic interior layouts for an 8.5” x 11” tri-fold brochure that contains photos and for a brochure that is exclusively text.

**PHOTO GRID MARGIN:**
Spacing around photos in grid should be half the size of the margin around text.

**MARGIN:**
Maintain an equal margin around all elements.

**PULLED QUOTES:**
Make use of pulled quotes to add “visual breaks” in documents that are exclusively text.

**ELEMENTS ON FOLDS:**
It is acceptable to run photographs across interior folds. Do not run text across folds.

**MARGINS:**
Maintain an equal margin around all elements.

**BIOCHEMISTRY MAJOR**

- **Subhead here**
- **Loremipsum, ut vina, poemata reddid, scire velim, chartis pretium quoatus arroget annus, scriptor abhinc annos centum qui decidit, inter perfectos vetereque referent debet an inter vili atque novos?**
- **Excludat iurgia finis, “Est vetus atque probus, centum qui perfect annos.”**
- **scrip tor abhinc annos centum qui decidit, inter perfectos vetereque referent debet an inter vili atque novos?**
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**MYSTERIES OF SCIENCE**

- **Subhead here**
- **Loremipsum, ut vina, poemata reddid, scire velim, chartis pretium quoatus arroget annus, scriptor abhinc annos centum qui decidit, inter perfectos vetereque referent debet an inter vili atque novos?**
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WEB SITE & E-MAIL GUIDELINES — BUTTONS

The Roanoke College Web site and E-news “blasts” are primary communication vehicles for our many audiences. As such, a clear and consistent application of the College’s graphic identity is important to communicate effectively.

Primary Buttons:

Schedule a Campus Tour

Space between edge of button and text line should equal the width of single text character.

Schedule a Campus Tour

Space between edge of button and text line should equal the height of lower case text character.

Primary Buttons / Time-sensitive Call to Action:

Register by August 15

Apply for Early Action September 30

SECONDARY BUTTON TEXT:

Meta Book, all upper case, PMS 208

SECONDARY BUTTON TEXT:

PRIMAR Y BUTTON TEXT:

Priori Regular, upper and lower case, PMS 208
WEB SITE & E-MAIL GUIDELINES—SPACING

MARGINS:
Maintain consistent margins around Web site text, boxes and graphics.

All microsites and landing pages must clearly appear to be extensions to the Roanoke College Web site. This can be done by replicating the header elements from the site. Microsites and landing pages that are visually consistent strengthen the brand presence and prevent visitor confusion.
WEB SITE & E-MAIL GUIDELINES — WEB FONT FORMAT

Verdana is Roanoke College's primary headline, sub-headline and body copy typeface for Web.

Web site major heading sample: Verdana Bold

What People Say About Roanoke

Web site subhead sample: Verdana Bold

Faculty & Staff

Web site second subhead sample: Verdana Bold Italic

Faculty & Staff

Web site body text sample: Verdana and Verdana Bold to reinforce points

Apply to Roanoke College

Deadline: September 30

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ut tellus at turpis pharetra ullamcorper sit amet id est. Nullam ultrices, libero at imperdiet lacinia, urna nunc blandit quam, vitae vestibulum purus dolor at tortor.

Apply for Early Action

September 30

Si meliora dies, ut vina, *poemata reddit*, scire velim, chartis pretium quotus arroget annus. *scriptor abhinc* annos centum qui decidit, inter perfectos veteresque estreferri debet a *inter vilis atque novos?* Excludat iuriga finis, "Est vetus atque probus, centum qui perfecti annos."

*P.S.* Minor uno *mense vel anno* inter quos referendus erit. Vetereae poetas, an quos et praesens et.

- Lste quidem *veteres inter ponentur* honeste
- Mene brevi vel toto est iunior anno." Utor permissio, caudaeque pilos ut equinae paulatim vello
- Etiam unum, dum cadat elusus ratione ruentis
- Acervi, *qui redit in fastos* et virtutem aestimat annis miraturque nihil nisi quod Libitina sacravit.


We obtained your e-mail address from our applicant/inquiry pool. You can unsubscribe anytime you like.

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Roanoke College, Office of Admissions, 221 College Lane, Salem, VA 24153
540-375-2270 or Toll Free 800-388-2276

Logos and style guide available at www.roanoke.edu/logos
January 1, 2007

Dear {First Name},


P.S. *Feliora die, poemata reddit, scire velim, chartis pretium quatos* arroget annus. Scriptor it minor uno mense vel anno, inter quos referendus erit? Vetersesne poetas.

Sincerely yours,

Jane Doe

Roanoke College, Office of Admissions, 221 College Lane, Salem, VA 24153
540-375-2270 or Toll Free 800-388-2276

We obtained your e-mail address from our applicant/inquiry pool.
You can unsubscribe anytime you like.

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May the *spirit* of the season warm you now and throughout the year.

Happy Holidays from Roanoke College Admissions!