BRAND GUIDELINES

2024

EMILY GRIFFITH
TECHNICAL COLLEGE

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How to Use
This Document

The Brand Guidelines introduce you to the logo, what it means, and how to use it properly in communications materials. This document presents flexible and easy tools that you can use to ensure the logo is presented with strength and consistency. These guidelines are the cornerstone of all communication efforts and must be followed to ensure a consistent style and quality of presentation. Please use these guidelines to ensure Emily Griffith's brand identity is always reflected in our integrated communications efforts.

Alert ⚠ All communication and branded items intended for external audiences, including current or prospective students and industry and community partners, must be reviewed and approved by the Communications team. Examples include: newsletters, flyers, welcome letters, or any other mass correspondence, outreach, signage, and swag items. We are here to support you!

Emily Griffith
Logo and Usage

The Emily Griffith logo
combines two elements:

The Emily Griffith logomark and the logotype. These elements should never be changed. Position, size and color, along with the spatial and proportional relationships of the Emily Griffith logo elements, are predetermined and should not be altered. Used consistently, they will reinforce public awareness of the college.

EMILY GRIFFITH TECHNICAL COLLEGE

Logomark

Vertical Logo

Logo

The logo utilizes circular and diagonal lines to create an icon that not only incorporates the name of the school, but also demonstrates the complexity of the programs offered by the school. The design emphasizes pathways to success that reveal a positive trajectory. In addition, the design captures the preferred brand traits (accessible, dynamic, friendly, progressive and realistic) that were identified in the most recent brand survey. **The logo should always be used in its complete form with the word mark "Emily Griffith Technical College."**

*If you need a co-branded logo, please contact Communications.

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Clear Space

The Emily Griffith Technical College logo requires separation from the other elements surrounding it. The space required on all sides is exactly half of the height of the logo. The logo must always fit into a clear space area and should never contain other graphical elements, which would hinder the brand.

Please note that text or pictorial figures that have strong impact or impression should not be placed near the logo even if you keep the isolation area blank.

Minimum Logo Sizes

For the logo mark, the minimum size is 1.25 inches wide. For the icon, the minimum size is .5 inches wide. Scale and proportion should be determined by the available space, function and visibility of the clear space.

Logo

1.25 inches

Logomark

.5 inches

Icon
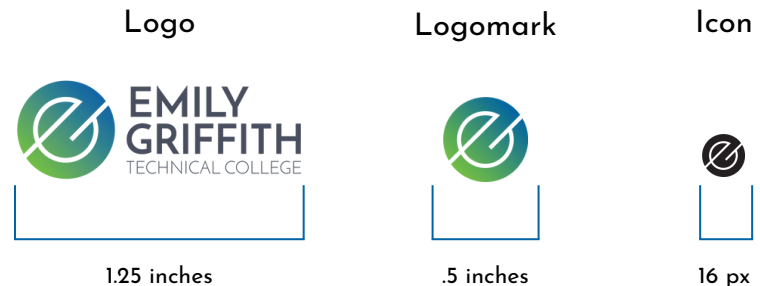
16 px

For digital uses the minimum size for the standard logo is 120 px. This is the smallest size apart from when using an ICO. The size for the ICOs is 16 px.

The two-color, gradient logo is the preferred logo. However, one-color variations can be used on colored backgrounds based on the expanded color palette or official photography. Backgrounds are required to provide sufficient contrast for logo legibility

One Color (Dark)

One Color (Light)

The logo must remain intact as described in this document and must not be manipulated in any way. This practice ensures brand integrity and consistency. Do not present the logos below the minimum sizes provided on the previous pages. Make sure to use the appropriate amount of spacing around the logos as well. If you are using the old logos in your department or office, please contact Communications@emilygriffith.edu to work on a plan to implement the current visual identity.

Improper Logo Treatments

DON'T CHANGE THE COLOR

DON'T ADD A DROP SHADOW

DON'T STRETCH THE LOGO

DON'T CHANGE THE TYPOGRAPHY

DON'T REARRANGE THE LOGO

Emily Griffith Typography

Typefaces provide visual "voices," each with a different personality, density and texture, which can help promote and advance the Emily Griffith Technical College brand.

Aa

AaBbCcDdEeFfGg
HhIi0123456789
+;%@*

Primary Typeface | Josefin Sans

Is an elegant, geometric, vintage typeface meant to be used at larger sizes. It pairs well with Cardo, Abril Fatface, Yeseva One, Lato (see page 9) and Playfair.

Josefin Sans is available to download for free via fonts.google.com and emilygriffith.edu/identity. In print, Josefin Sans SemiBold is used for headlines and Josefin Sans Light is used for body text. On the web, Josefin Sans SemiBold is used for headings, but Lato is preferred for body text. The system alternative typeface for Microsoft Office programs is Century Gothic. To create a more unified brand, departments and offices are required to adopt the new typography for primary communications.

Primary Typeface Weights

Light	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 (&?!/,;:-_*")	Light (Body) Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as.
Regular	**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 (&?!/,;:-_*")**	Regular (Body/Sub-heads) Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as.
SemiBold	**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 (&?!/,;:-_*")**	**SemiBold (Headings) Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as.**

Aa

AaBbCcDdEeFfGg
HhIi0123456789
+;%@*

Secondary Typeface | Lato

Lato is a humanist sans-serif typeface designed by Łukasz Dziedzic. The name "Lato" is Polish for "summer."

Lato is available to download for free via fonts.google.com and emilygriffith.edu/identity. Lato's primary use is on the web and digitally. It is only used in place of Josefin Sans in print for large sections of text when legibility is a concern. The system alternative typeface for Microsoft Office programs is Calibri Light. To create a more unified brand, departments and offices are required to adopt the typography for primary communications.

Secondary Typeface Weights

Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789
(&?!/,.:;-_*")

Light (Body)
Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as.

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789
(&?!/,.:;-_*")

Regular (Body/Sub-heads)
Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as.

SemiBold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789
(&?!/,.:;-_*")**

SemiBold (Headings)
Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as.

Emily Griffith
Color Palette

Color Palette

Primary Color System

The following palette has been selected for use at Emily Griffith Technical College. Lighter tints of these colors are also allowed, but the logotype + background may only be used with a 100% tint.

A comprehensive color palette provides flexibility while creating a unified, recognizable appearance across all communications.

Gradient

The diagonal movement of the gradient within the logo exemplifies progress, showing that attending Emily Griffith Technical College transforms students' lives. When utilizing the gradient, it's important to maintain the same diagonal direction from green to blue at 45 degrees, with the middle of the gradient coinciding as closely with the middle of the shape as possible.

BLUE	**GREEN**	**GRAY**	**BLACK**
CMYK C-94 M-63 Y-7 K-0	CMYK C-60 M-0 Y-100 K-0	CMYK C-25 M-15 Y-0 K-75	CMYK C-0 M-0 Y-0 K-100
R-0 G-100 B-165	R-115 G-191 B-68	R-72 G-79 B-93	R-0 G-0 B-0
HTML #0064A5	HTML #73BF44	HTML #484F5D	HTML #000000

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Tints

Tints can be used as necessary

When using the Emily Griffith Technical College color palette, tints enable versatility and cohesiveness. A variety of shades can be used to achieve flexibility while staying true to the brand.

10%	10%	10%	10%
20%	20%	20%	20%
30%	30%	30%	30%
40%	40%	40%	40%
50%	50%	50%	50%
100%	100%	100%	100%
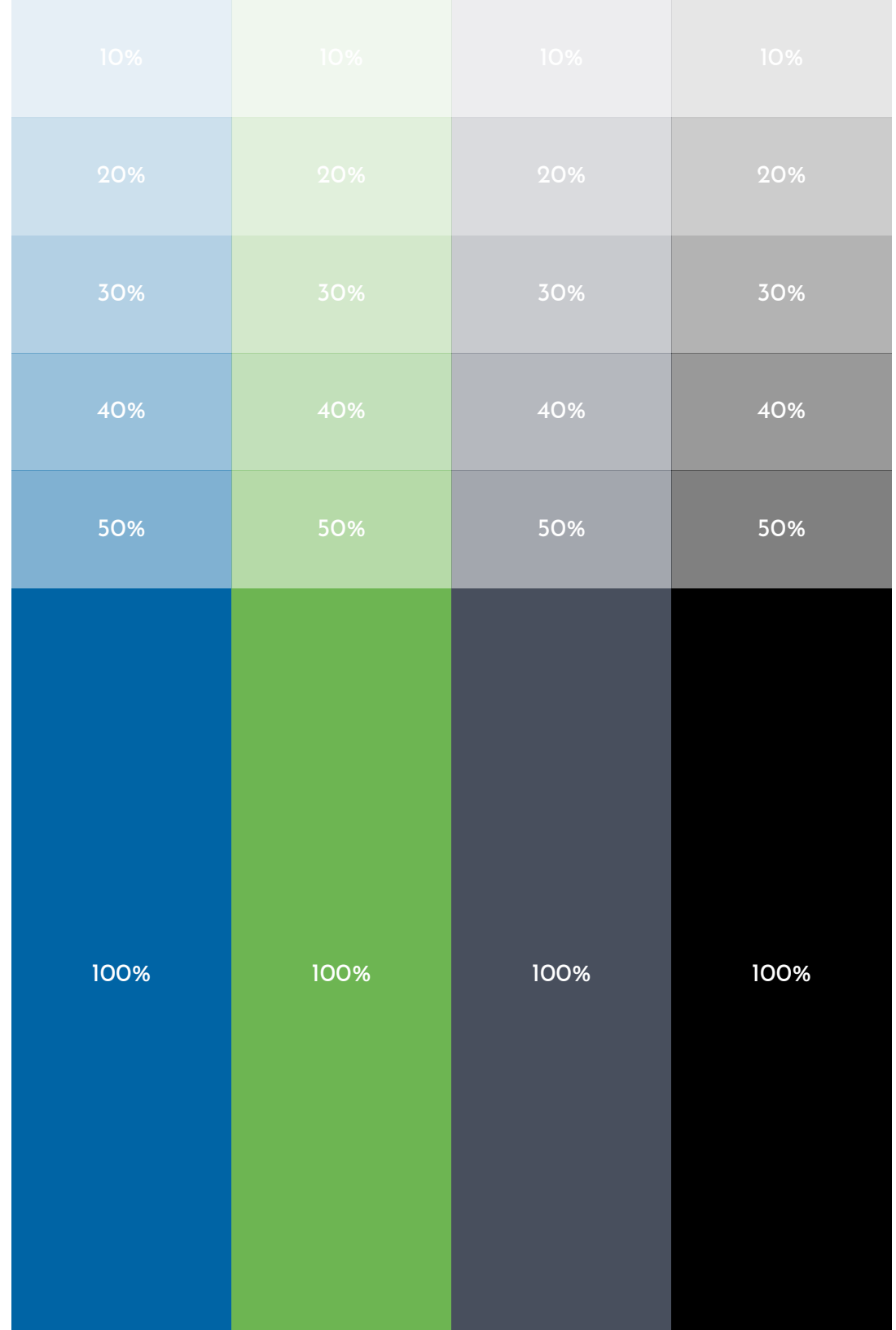
Emily Griffith
Sample Collateral

Sample Collateral

New collateral may be ordered through the Communications and Marketing Department.

Business Cards

Card Dimensions
3.5 x 2 Inch
Paper Weight
260 gram white
Print Color Format
CMYK

FIRST AND LAST NAME
Title
Department
email@emilygriffith.edu
303.000.0000

1860 Lincoln St.
Denver, CO 80203

emilygriffith.edu

FIRST AND LAST NAME
Title
Department
email@emilygriffith.edu
303.000.0000

1205 Osage St.
Denver, CO 80204

emilygriffith.edu

FIRST AND LAST NAME
Title
Department
email@emilygriffith.edu
303.000.0000

2101 Arapahoe St.
Denver, CO 80205

emilygriffith.edu

EMILY GRIFFITH TECHNICAL COLLEGE

Lorem ipsum dolor sit amet

Turpis massa tincidunt dui ut ornare lectus sit. Eget nulla facilisi etiam dignissim. Commodo ullamcorper a lacus vestibulum sed arcu non odio euismod. Enim sit amet venenatis urna cursus. Dapibus ultrices in iaculis nunc sed augue. Non pulvinar neque laoreet suspendisse interdum consectetur libero id faucibus. Eget aliquet nibh praesent tristique magna sit.

Tristique senectus et netus et malesuada fames. Turpis in eu mi bibendum neque egestas congue quisque egestas. Non diam phasellus vestibulum lorem sed risus ultricies. Tortor dignissim convallis aenean et. Et netus et malesuada fames ac turpis. Parturient montes nascetur ridiculus mus mauris vitae ultricies leo. Id cursus metus aliquam eleifend mi in nulla posuere sollicitudin. Amet justo donec enim diam vulputate ut. Iaculis at erat pellentesque adipiscing commodo.

Mauris rhoncus aenean vel elit scelerisque mauris pellentesque pulvinar pellentesque. Vitae nunc sed velit dignissim sodales. Vitae aliquet nec ullamcorper sit amet.

Sit amet nisl purus in mollis. Nulla porttitor massa id neque aliquam. Lacinia quis vel eros donec ac odio. Adipiscing elit duis tristique sollicitudin nibh sit amet commodo. Viverra tellus in hac habitasse platea dictumst vestibulum. Pretium aenean pharetra magna ac placerat vestibulum. Nibh venenatis cras sed felis eget velit aliquet. Tortor pretium viverra suspendisse potenti nullam ac. Turpis massa sed elementum tempus egestas sed sed. In hac habitasse platea dictumst quisque sagittis. Eget sit amet tellus cras adipiscing enim eu turpis egestas. Vestibulum sed arcu non odio euismod lacinia at quis. Mauris rhoncus aenean vel elit scelerisque mauris pellentesque.

Letterhead

Dimensions
8.5 x 11 inches

Paper Weight
120 gram white

Print Color Format
CMYK

Sample Collateral

New collateral may be ordered through the Communications and Marketing Department.
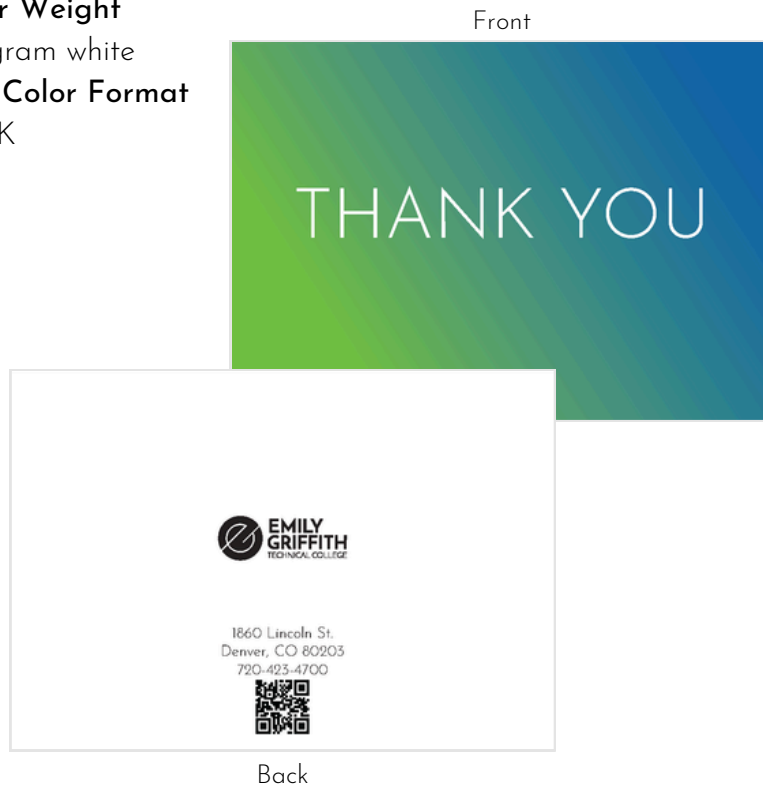
Thank You Cards

Card Dimensions
3.5 x 4.875 Inch
Paper Weight
260 gram white
Print Color Format
CMYK

Front

THANK YOU

EMILY GRIFFITH
TECHNICAL COLLEGE

1860 Lincoln St.
Denver, CO 80203
720-423-4700

Back

EMILY GRIFFITH
TECHNICAL COLLEGE

1860 Lincoln St. Denver, CO
80203 | 720-423-4700

WWW.EMILYGRIFFITH.EDU

Notepad

Dimensions	Paper Weight	Print Color Format
4 x 6 inches	120 gram white	CMYK

Email Signature

The required email signature template is available in the Staff Resources folder. It is important to use this to create consistency in digital communications.

Image Email Signature

First and Last Name: Arial Bold 10pt
Color Green #73BF44

Title: Arial Regular 10pt
Color Gray #484F5D

Pronouns (optional): Arial Regular 10pt
Color Gray #484F5D

Phone Numbers: Arial Regular 10pt (Bold for o: and c:)
Color Gray #484F5D

Address: Arial Regular 9pt
Color Gray #484F5D

Social: Arial Regular 9pt
Color Gray #484F5D

Emily Griffith
Imagery and Color Effects

Imagery

Use official photos for creating materials that reflect the authentic Emily Griffith Technical College brand. Our official photos help create effective and compelling messages, and ensure that our visual identity and communications are consistent. You can obtain photos from the Communications and Marketing Department.

The imagery direction should follow these guidelines:

- Be in first-person perspective
- Have compelling storytelling
- Demonstrate the heart and soul of the institution
- Show humanity
- Always demonstrate diversity, inclusivity and equity

Our preferred image treatment is to use 85% transparency on the gradient pattern of the photo.

If you use a color photo, make sure the photo is not oversaturated. Ideally, the saturation should be reduced by 10-15%.

Another photo treatment is to use our gray color layer at 90% transparency.

Emily Griffith
Social Media Guidelines

Social Media Guidelines

Social Media Specialist will:

- Post on-brand and on-message.
- Always post with authentic and compelling video or imagery, never with text alone (unless it is an actual written post that does not require imagery).
- Post on our social media platforms as it is relevant. It is okay to post the same post on different platforms, but you may need to adjust the caption/images depending on the platform's character/image limits.
- Tailor posts to be relevant to the target audience and encourage engagement.
- Post using our hashtags #emilygriffithtechnicalcollege #emilygriffith

Best Practices for Emily Griffith faculty & staff:

- Posts should include real-time as well as curated content.
- User Generated Content (UGC) is highly encouraged. UGC will showcase the student's view of our college while leveraging their own influence and creativity. Be sure to ask the original creator for permission to share and tag the creator on all platforms.
- Posts should be creative, fun, and interactive, while maintaining the brand voice.

Sample Social Media Imagery

Our preferred treatment for social media images that require a text overlay is to place the gradient over the photo at 75% transparency to provide contrast. Alternatively, a photo can be used without the gradient overlay if there is enough contrast to keep the text legible.

Please use our FULL vertical or horizontal logo, the logomark, or gradient as the image allows. Please note, that not all imagery requires our gradient or the full logo. In some cases, the logomark itself will suffice.