Graphic Standard Guidelines
2011-2012
King’s PMS colors

King’s College Red

![Red Color]

Process Formula
C- 0
M-100
Y- 79
K -20

King’s College Gold

Our gold can be represented in one of three variations depending on the usage and reproduction process.

PMS 871 is gold metallic is used for formal material and better suited for offset printing, stamping or silk screening.

![Gold Color]

PMS 465 is used when gold metallic is not possible such as four color process printing where a fifth color is not available.

![Gold Color with Process Formula]

PMS 3945 Yellow is used for two color applications and primarily on the Leo logo. This is used for silk screening, decals, or any other printing process where gold metallic will not reproduce well.

![Yellow Color with Process Formula]

Optional gold use: Gold foil stamping is an option for formal material such as invitations, gifts, custom pocket folders, etc.
Masthead

KING’S COLLEGE
WILKES-BARRE, PENNSYLVANIA

The King’s College masthead is to be used on all college publications.

KING’S COLLEGE font is Adobe Garamond Semibold.

Wilkes-Barre, Pennsylvania font is Optimum Bold.

King’s College and the bar containing Wilkes-Barre, Pennsylvania are always PMS 187 red with Wilkes-Barre, Pennsylvania in reverse white type.
Shield Logo

The King’s College shield is used on all college letterhead, envelopes, business cards, stationary and mailing panels.

Full Color Shield Logo

The King’s College logo consists of:
• KING’S COLLEGE in Garamond Semibold
• A line or rule in PMS Red 187
• The symbol of the Congregation of Holy Cross in white, contained in a PMS 187 block
• The address of the College in black.

The shield logo is typically used in full color, however it can also be used in black and white and in two colors.

Black and White Shield Logo

Black and white is used when printing in color is not an option such as in program books.
Two Color Shield Logo
The two color version is used on specialty products such as silk screening, shirts, mugs, bags, etc.

Incorrect Usage of the Shield Logo
All elements must be contained within the logo for authorized use. These illustrations show improper usage of the college logo. The shield may not stand alone. The name of the College must be present with the shield, but it can not go above and/or below the shield. Portions of the shield may not be deleted. No artwork of any kind may be substituted inside of the shield out of respect for the religious traditions they represent.

There are a number of post-secondary institutions in the United States and abroad that share the name “King's College.” For this reason, the logo should be accompanied by the city of its location, Wilkes-Barre, Pennsylvania.
A Catholic College Sponsored by the Congregation of Holy Cross
Tag Line

A Catholic College Sponsored by the Congregation of Holy Cross should appear on the back of all college publications. The font style is optimum roman and the size should be a minimum of 9 pt. but no larger than 12 pt. If the back of the publication is a mailing panel, then it should appear centered at the top of the piece and not interfere with postal regulations for mailing.

Example of a mailing panel:
Example of a non-mailing brochure:

For additional information please contact

The Center for Lifelong Learning

(570) 208-5865
clll@kings.edu
kings.edu/clll

Statement of Non-Discrimination
King’s College is committed to equal opportunity in the admission of students, the administration of its educational programs and activities, and for employees and applicants for employment without discrimination based on race, national or ethnic origin, religion, gender, marital status, sexual orientation, age or disability in accordance with applicable laws.

A Catholic College Sponsored by the Congregation of Holy Cross
Font Usage

Head Fonts:
Helvetica Neue (T1) font family
Heads larger than 60 pts: 33 Thin Extended
Heads less than 60 pts: 43 Light Extended

Body Copy Fonts:
Helvetica Neue (T1) 53 Extended
Certain publications will use Gill Sans regular depending on the amount of copy.

Helvetica Neue (T1) 53 Extended
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

cdefghijklmnopqrstuvwxyz

Helvetica Neue (T1) 43 Light Extended
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

cdefghijklmnopqrstuvwxyz

Helvetica Neue (T1) 33 Thin Extended
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

cdefghijklmnopqrstuvwxyz

Gill Sans regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

cdefghijklmnopqrstuvwxyz
Seal

English Seal
The English version is used on official college documents such as commencement brochures, board and president’s reports and at the President’s discretion. The seal may be used in black and white, in red and white (two color) or in its full color version using PMS Red 187 and PMS Gold 465.
Latin Seal

The Latin version is used on official college documents such as diplomas and at the President’s discretion. The seal may be used in black and white, in red and white (two color) or in its full color version using PMS Red 187 and PMS Gold 465.

All full color publications should use the full color seal. The black and white version of both the English and Latin seal can be used when printing in color is not an option. The two color version can be used for silk screening, shirts, mugs, bags, etc. Please contact the Office of College Marketing and Advertising as to which version is appropriate to send to an outside vendor.
Special Artwork

While the Leo the Lion graphic is not an official logo of King’s College, it is a symbol or mascot often associated with alumni relations, sports, and student activities at the College. It can be used in both full color or black and white.

Incorrect usage of Special Artwork

When Leo appears next to the words, KING’S COLLEGE, the word “KING’S” written in the “K” would be superfluous and is discouraged.

Often, such as in the case of a celebration or special occasion, artwork is created in order to fill a particular artistic need or purpose. Such artwork or logos are developed under the guidance of the Office of College Marketing and Advertising. As each piece is created for a specific purpose, guidelines appropriate to the use of the piece will be developed and communicated.
King’s College
Office of College Marketing and Advertising
133 North River Street
Wilkes-Barre, PA 18711
kings.edu/marketing