

Juniata College

Branding
Guidelines for
Clubs & Organizations

Introduction

In this booklet, you'll find comprehensive branding guidelines for Juniata College's copyrighted logos and stylistic attributes, such as fonts and colors. This guide is intended to **help you use the College's logos correctly** if you choose to use them for your clubs and organizations' advertising and fundraisers. You are not required to use the marks of the College, however if you wish to stay consistent with the established Juniata brand, using the logos correctly and consistently is important.

For more information visit the Office of Student Engagement located in Ellis Hall or the Marketing Office located in the Pennington House.



Primary College Logo Placed on Light Backgrounds



Primary Reverse College Logo Placed on Dark Backgrounds

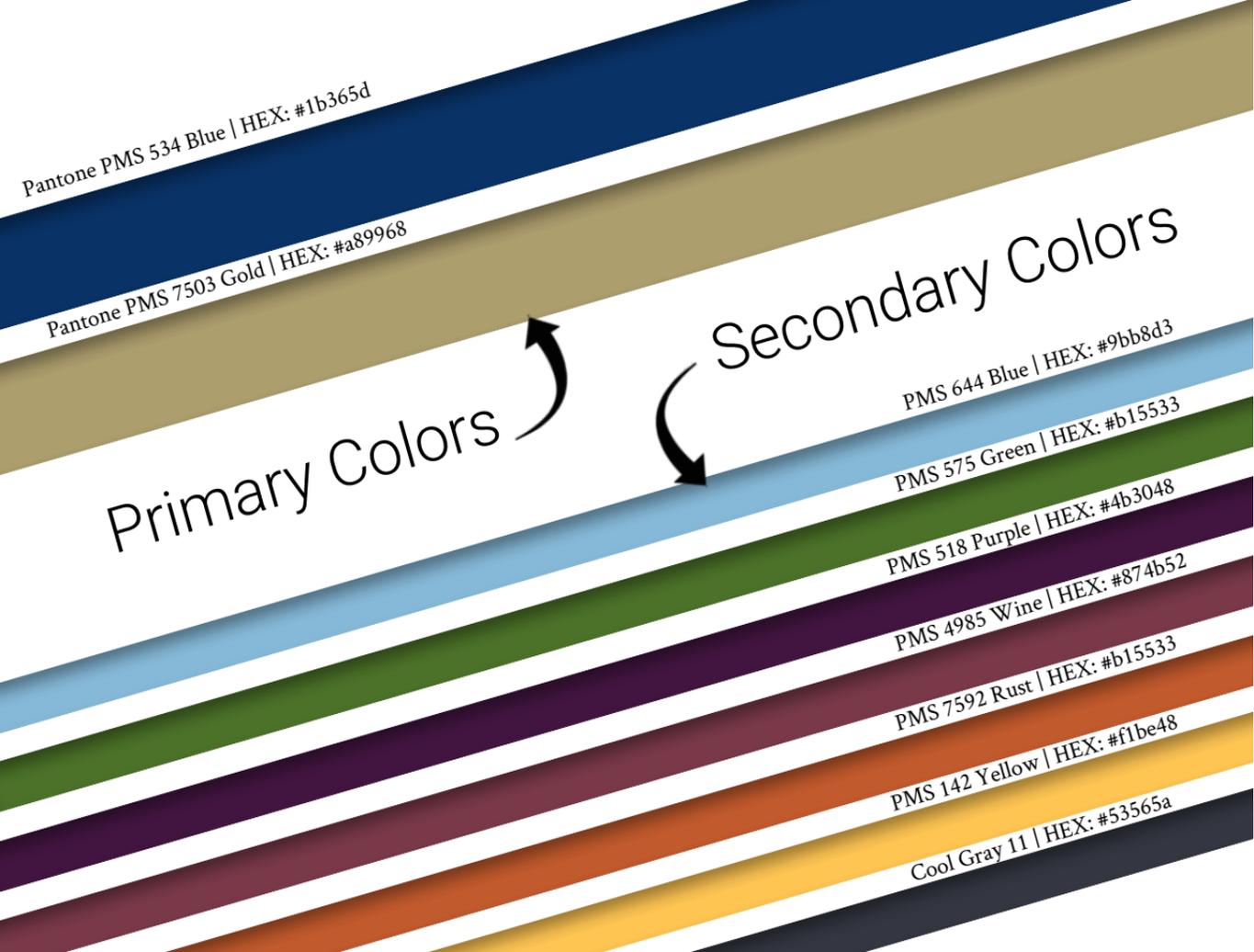


Athletics Logos Logos for Varsity Sports Only



*If you have further questions about using athletic logos, please contact Greg Curley, athletic director, at curleyg@juniata.edu.

See pages 11–12 for details on how to download.



Primary Colors

Secondary Colors

The Roboto and Roboto Slab families of typefaces are open-source Google fonts. Both typefaces, in any weight, can be used for headlines. Only Roboto Regular can be used for small blocks of body copy.

Typefaces

Roboto | Crimson

Roboto Slab

Fonts

Roboto Thin
Roboto Thin Italic
 Roboto Light
Roboto Light Italic
Roboto Italic
 Roboto Regular
 Roboto Medium
Roboto Medium Italic

Roboto Bold
Roboto Bold Italic
Roboto Black
Roboto Black Italic
 Roboto Slab Thin
 Roboto Slab Light
 Roboto Slab Regular
Roboto Slab Bold

Crimson Roman
Crimson Italic
 Crimson Semibold
Crimson Semibold Italic
Crimson Bold
Crimson Bold Italic

As a serif font, Crimson should be used for longer blocks of body copy and for communications of a more formal nature. Crimson italic also works well for captions.

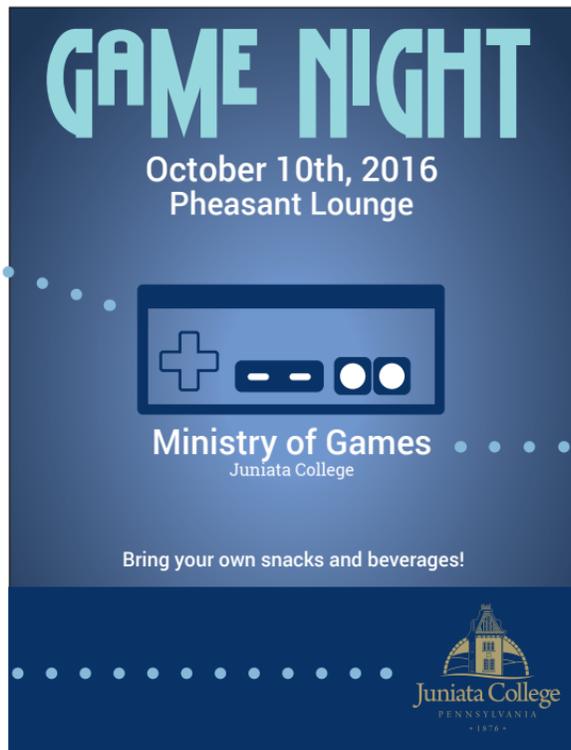


See pages 11–12 for details on how to download.

Correct Example Poster

Juniata colors are not required for your poster or logo design, however if you wish to use them stick to the official colors.

First, decide if it is necessary to have the logo in your poster design. If you want to use the Juniata College logo, it should be positioned away from the main graphic, off to a corner.

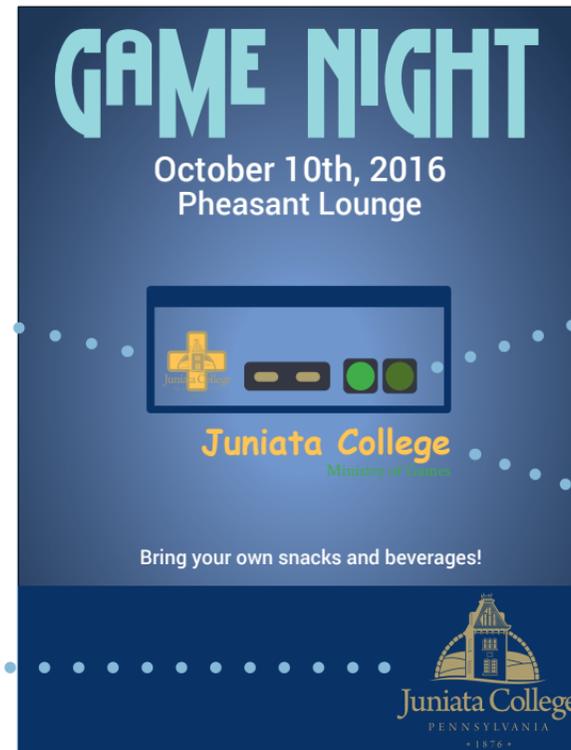


Good organization of the primary and secondary heading. It's not the Juniata College Ministry of Games, but instead the Ministry of Games at Juniata College. There's a difference!

Incorrect Example Poster

The College logo should not be in the graphic! The logo is also overlapping the graphic.

The logo is not only reused again, but the colors are reversed incorrectly. The face of founders must always be bright!



These are secondary colors, use the primary colors! Also avoid using dark colors on dark backgrounds.

Juniata College should not be the primary focus! Comic Sans is not a good font choice, aim to use official fonts.

Social Media Logos



Good Logos

Bad Logos



The top four logos are good examples because they show consistency while still having their own personal look. The text is also easy to read and will show on small image sizes. The lower four logos are bad examples due to issues such as not maintaining the logo's aspect ratios, having small text that's hard to read, cutting the sides of images off, and not clearly communicating what the logo represents. Note that you have the freedom to choose a logo design of your own, and that these are just some tips to help you out.

FAQ

- How do I create a poster? I don't have any Adobe products installed in my computer.**
The TSC and Integrated Media Arts building have computers with the entire Adobe Suite installed including InDesign. If you need specific help on how to use these programs, training is available at the TSC.
- Where can I have access to all the logos, fonts, and colors?**
All the resources you need can be found in the arch. See pages 11-12 for details on how to access them.
- Does the marketing office need to approve my design?**
Students do not have to submit their designs for approval but are encouraged to do so if you think there may be an issue. For more information visit the Office of Student Engagement in Ellis Hall or the Marketing Office in the Pennington House.*
- Do we have to use the College's logos, fonts, and colors?**
Using the College's logos, fonts, and colors are not required, however they can help your club look official and legitimate. We encourage the use of these because they can help keep a consistency with the campus.
- Can I use my own logos, fonts, colors, and designs?**
Custom club logos, fonts, and colors can be used in the promotional material's primary graphic. Juniata copyrighted logos cannot be customized in any way. When using Juniata's logos, rules about logo placement should be followed.
- Do we have to change our existing posters now?**
If a design for a poster is finalized or is in the process of being made, you can still use those posters. Just keep these guidelines in mind for the next time you design a poster for your club.

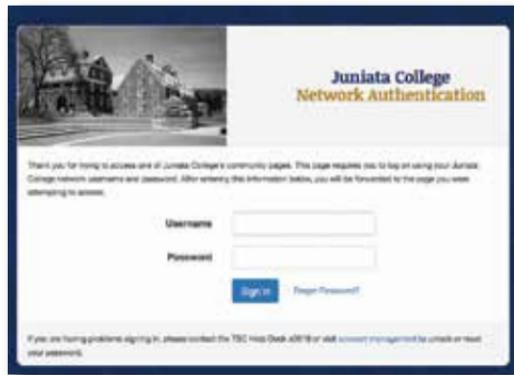
*If you have further questions please contact Erin Paschal, Director of Student Engagement, at paschae@juniata.edu or Angie Ciccarelli, Graphic Designer, at ciccara@juniata.edu.

How to Download the Logos, Fonts, and Other Materials

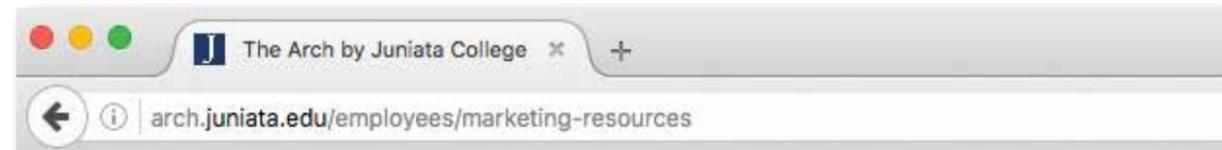
[Log In](#) [Webmail](#) [Kronos](#)



1 Go to the Juniaata Arch web page at arch.juniata.edu.



2 Click the "Log In" button on the top right part of the screen and then type in your student log-in information.



Alternatively, you can type arch.juniata.edu/employees/marketing-resources into the address bar.



3 You will be brought back to the main page after log in. Hover the mouse over the "Employees" tab and click the "Marketing Resources" tab.



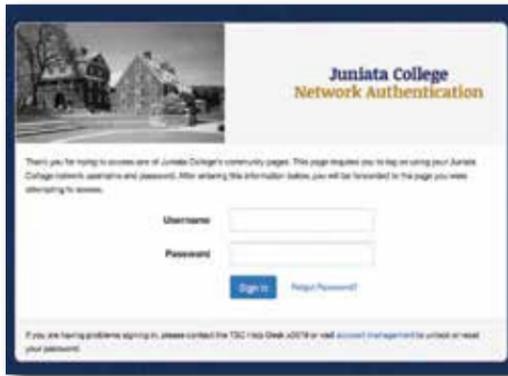
4 This is the page that contains all the materials you need to make a club poster and other advertising.

How to Advertise Digitally on Campus

[Log In](#) [Webmail](#) [Kronos](#)



1 Go to the Juniaata Arch web page at arch.juniata.edu.



2 Click the "Log In" button on the top right part of the screen and then type in your student log-in information.

3 Once logged in, six new buttons will appear below the website tabs. These will allow you to advertise digitally in various ways.

4 Click the desired means of advertising and follow the directions on the web page it leads you to.

The Arch at Juniata College

Today @ Juniata

Employees ▾

Students ▾

Applications ▾

Campus Services ▾

Directory ▾

[Your Submissions](#)

[Submit Announcement](#)

[Submit Daily Feature](#)

[Submit Ad for Digital Signage](#)

[Submit Event for Campus Calendar](#)



Announcements

Posts below the Daily Feature that take you to a page with more information. These can be posted alongside other announcements.



Daily Feature

Highlighted post that appears above all the announcements. Only one can be scheduled per day.



Digital Signage

Image you may upload that can appear in any Ad TV on campus. Must be at least 1920w X 1080h landscape!



Campus Calendar

Schedule your event on any date on the campus calendar. The dates are also visible on the side of the website.

Branding Designers

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Integrated Media Arts



Paul Anthony Alicea '20
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