DALTON STATE

BRAND GUIDELINES

Fall 2019

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INTRODUCTION

In 2016, sparked by significant strategic shifts at the college, stakeholders at Dalton State recognized the need for an overhaul of the school's brand system. Through an inclusive and collaborative approach, a number of brand components were readdressed, including the College's brand story; brand pillars and attributes; and a refined visual mark. This revised brand system has been designed to serve the brand, marketing and communications needs of Dalton State well into the future.

This brand guidelines document should be used as the go-to resource for learning about and using the updated Dalton State brand. Via consistent usage of the brand elements, the College's brand and its reputation will be strengthened not only with external audiences, but within our own internal community as well. No matter what position you hold, you have the power to protect and uplift the Dalton State brand. Adhering to these guidelines is more than a responsibility; it's an opportunity.

THE BRAND:
FOUNDATIONAL COMPONENTS

Our brand is more than a logo.

Dalton State's brand is what people say, feel and think about our institution. It manifests itself in everything from our visual identity (logo, colors, design treatments, etc.), to the voice and tone of our content, to the way we give a tour to a prospective student and beyond.

The following pages provide a fundamental understanding of the true spirit of the Dalton State brand. The subsequent sections offer guidelines for how to communicate that brand consistently to your audience.

Brand Pillars focus on what the College delivers and are typically more about benefits and differentiators.

OUTSTANDING VALUE

We are one of the nation's top value colleges, offering students a proven, quality education at one of the most affordable tuition rates in the country. We are committed to keeping costs as low as possible while delivering an outstanding educational experience and to proclaiming that value proposition boldly and with confidence.

INCLUSIVITY

At Dalton State, our commitment to inclusivity runs deeper than just our friendly atmosphere or our competitive tuition. We work hard to make sure a Dalton State education is not only accessible to everyone, but also to foster a true sense of welcome and belonging for those who choose to join the Dalton State family, regardless of race, ethnicity, religious perspective, sexual orientation, family situation or worldview. It's safe to be yourself here, and our sense of community emerges through our differences, not despite them.

STUDENT-CENTERED

Every program, every initiative, every meeting, every decision is focused on doing what is best for Dalton State students. We work to understand our students deeply, to serve their needs and interests and to give them every opportunity to reach beyond their perceived limitations and discover something new about their capacity to achieve and succeed.

ENGAGING EXPERIENCE

A college degree from Dalton State is not a credential to be purchased. It's not a spectator sport or a onesize-fits-all commodity. It's an experience, a journey of becoming, a relational endeavor that sharpens students' minds, hones their sense of identity and shapes their perspective and worldview. At Dalton State, students don't just attend, they engage in their education, invited and guided by professors who are experts at reaching and motivating individual students to take an active role in their educational journey.

CHALLENGING ACADEMICS

While we strive to make it easy to begin your Dalton State journey, the journey itself won't be without its challenges. It should be challenging – any worthwhile educational endeavor is. We want to push our students precisely because we're so confident they can not only handle it, they can thrive in the challenge. When our students graduate, they'll walk across the stage with a powerful and deserved sense of accomplishment.

CONFIDENCE AND BELIEF

There is at least one characteristic that all Dalton State faculty and staff share in common – a palpable, unwavering sense of confidence in our students' capacity to achieve. Sometimes, that enduring confidence sustains them even when they don't believe in themselves. No matter the odds to overcome, we believe in them always, and they come to sense, trust and borrow that belief until it eventually becomes their own.

BRAND ATTRIBUTES

Brand Attributes can be seen as the College's personality traits. Typically words or short phrases, the attributes are the basic elements for establishing a brand identity. They help define the personality and culture of the College and should be applied to all marketing and communications initiatives.

GENUINELY CARING

The friendly, welcoming atmosphere at Dalton State is rooted in something deeper than just wellmannered politeness or "Southern hospitality." It's a culture of sincerity, rooted in the fact that we genuinely care about one another. Some say we are a community, but we think of ourselves as a family, and we treat one another accordingly.

SUPPORTIVE

Because we genuinely care, we also make a sincere effort to support one another at Dalton State. Professors come alongside students as mentors and partners, supporting them through their educational experience. Staff members rally to support one another, setting aside personal interest to serve the greater good.

OPTIMISTIC

At Dalton State, we view challenges as opportunities, cultivating a belief that any problem can be solved. Far more than a passive positivity, ours is a cultivated optimism, a choice to search out and focus on the positive possibilities and a belief that those possibilities are attainable.

COLLEGIATE

As we continue our transformation into an established, reputable four-year institution, we are cultivating both an atmosphere and attitude that are increasingly collegiate. Building residence halls, nurturing the on-campus experience, exploring and launching new four-year degree programs and chronicling the success of our graduates – all of these are evidence of our institutional maturation, and we strive to own that identity with consistency and confidence heading into the future.

THE BELL TOWER - A VISUAL REPRESENTATION OF THE BRAND STORY

The Burran Bell Tower at Dalton State is more than just a beautiful architectural structure. It's a symbol of the college itself. It stands as the central focal point on a growing campus, just as our students are the center of an engaging, challenging experience at Dalton State.

Its music is composed of 25 unique, individual bells, each striking and discovering its own note of purpose, made clearer in concert with others. In the same way, Dalton State is inclusive of many unique individuals, all with their own goals and personalities, coming together to form our vibrant college community. In that sense, the bell tower unifies us as Dalton State.

In moments of significant change or tremendous achievement in the life of our college – like inaugurations and commencements – the bell tower chimes our celebration. But it also tolls every hour, on the hour, with unwavering confidence and belief in what we are achieving.

As bell towers always do, the Burran Bell Tower draws us together, now and forever. As graduates go on to lives of purpose, the bell tower will always be here, pacing our progress into the future while also calling us home.

LOGO USAGE GUIDELINES

The Dalton State logo is the centerpiece of the College's visual identity. Consistent usage of the logo and its supporting elements across all marketing and communications materials is extremely important. When done properly, adherence to these guidelines will improve brand recognition, and strengthen the overall perception of the College.

PRIMARY LOGO

The logo treatment below (left-aligned and blue) is the default, primary logo treatment for Dalton State College. Use this logo treatment whenever possible. Only under certain circumstances should one stray from this treatment. Alternate treatments for these circumstances are provided to the right.

HORIZONTAL LOGO

The alternate Dalton State logo is the horizontal version. This version should only be used when there is not enough space for the vertical lockup or the logo is left-aligned on a page.

VERTICAL LOGO

The alternate Dalton State logo is the horizontal shaded version. This version should only be used when there is more vertical than horizontal space needing to be filled, or when all accompanying content is center-aligned.

The Dalton State preffered logo is the primary blue logo. However, there are certain instances when an alternate logo is necessary. These instances are described in the section to the right.

BLACK

Should only be used for black and white documents.

WHITE

Should only be used on top of a solid color that contrasts well with white, including Dalton State Dark Blue or Gray. For over-photo usage, see page 16

PLACEMENT

The Dalton State logos are central to the University's visual identity and should be used on all communications and branding materials within the organization, including official university documents, branding collateral, marketing materials, stationery, business cards and on the website. Using the logo in a consistent manner will enhance the recognition of the logo within the community. Do not alter the logo in any way, including changing the type, the spacing, the size of the mark or adding outlines or embellishments.

SIZE AND PROPORTION

The Dalton State logos must always be scaled proportionally, so that they do not stretch either vertically or horizontally. The primary logo must also always be at least .8 inches wide in any printed material. The stacked logo must be at least .5 inches wide, and the horizontal logo must be at least 1.5 inches wide.

0.8 inch   0.5 inch   1.5 inch
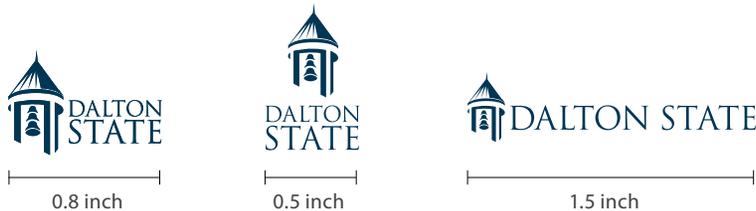
CLEAR SPACE REQUIREMENTS

To ensure the impact and integrity of the mark, a certain amount of white space is required around the logo on all sides. A space of 'x' (marked in the example provided), which is measured from the height of the logotype, should be given on all sides of the logo.
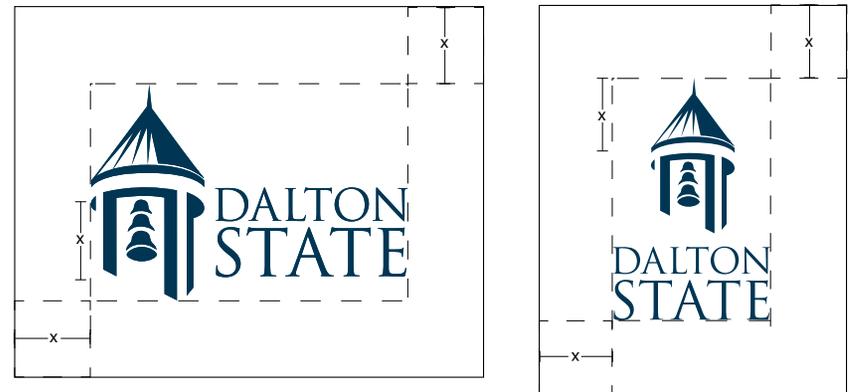
DO NOT REARRANGE

DO NOT DISTORT (HOLD "SHIFT" WHILE RESIZING TO REMAIN PROPORTIONATE.)

DO NOT CHANGE THE TYPEFACE

DO NOT ADD A STROKE (OUTLINE)

DO NOT ADD A DROP SHADOW

DO NOT PLACE A JPEG ON A COLOR BACKGROUND (USE WHITE PNG INSTEAD)

DO NOT ALTER SPACING

DO NOT USE "DALTON STATE" WITHOUT THE BELL TOWER

DO NOT CHANGE THE COLOR

LOGO TREATMENT ON PHOTOGRAPHY

When using the logo on top of a photograph, the area of the photo behind the logo should remain relatively simple in pattern and color. Busy backgrounds render the logo illegible.

There must also be ample contrast between the logo and the background. The blue logo may only appear on a background with a value lighter than 25% black (as determined by the accessability standards.) The white logo may only appear on a background darker than 38% black (the same shade as the Dalton State Gray.)

When the white logo is placed on a photo, the photo should be softly burned behind the logo. This is different than adding a drop shadow or solid black box, neither of which are acceptable. Burning should look natural and diffused, not manufactured or forced.

PROPER LOGO TREATMENT

IMPROPER LOGO TREATMENT

SUB-BRANDED LOGO USE GUIDELINES

Sub-branding is an important element of maintaining uniformity across multiple departments on campus. The standards mentioned on pages 12 - 16 also apply to sub-branded logos. It's crucial that we all ahere to these standards to ensure we create a unified front while also sending a message of quality.

Contact the Office of Marketing and Communications to obtain your sub-branded logos.

VERSION 1

VERSION 2

VERSION 3

CORRECT USAGE

INCORRECT USAGE

WRIGHT SCHOOL OF BUSINESS

SCHOOL OF BUSINESS

When we set out to create a tagline for Dalton State, we sought to inspire and empower our students, faculty, and staff. We want them to understand that Dalton State is a place where they can thrive; a place where they can forge new paths and strike out on an exciting new adventure, pioneers in their own lives. And that is why we selected "Run Boldly" as our tagline. To run, one needs strength, endurance and self-confidence or self-belief. That is exactly what this concept centers on. It brings to life our confidence and belief brand pillar, and, in particular, the idea that the students take our confidence in them and make it their own, finding their own way and becoming empowered. Running is empowering and rewarding, but it isn't easy — much like attending college. In fact, running traditionally implies a great level of skill or preparedness (think of the runner training for a marathon, or simply the phrase "hit the ground running"), and that's exactly what students will get at Dalton State. Here they find a supportive and optimistic community that has the confidence and belief in their ability to succeed. And that is exactly why this is a place to "Run Boldly," because students can do so knowing they have a support system. The word "run" also connects our tagline tightly to the Dalton State identity via the Roadrunner mascot, a widely recognized and embraced symbol on campus. Additionally, we have selected "Run Boldly" because we feel it tells the story of the roadrunner: a powerful, smart and fearless bird, all traits worth encouraging and fostering in our students. We find our anchor in "boldly," a word that conveys decisive action. That is our wish for our students. That they not only run, learn, play, or discover, but that they do so boldly and with full faith in their abilities to not only do whatever they set out to do, but to succeed.

A TAGLINE SYSTEM

Rather than a single, inflexible tagline, we've created a tagline system that gives Dalton State greater strategic
and creative flexibility. We'll do this by using "boldly" as an anchor word that can be expanded on or treated differently based on the context and intent of various departments, projects, or campus initiatives. For example, we might choose to use something like:

• Learn Boldly
• Play Boldly
• Lead Boldly
• Train Boldly
• Serve Boldly

This flexible tagline system is supported by a series of guidelines:

1. Any new tagline variations should be submitted to and approved by the Marketing Department. Requests to adapt the tagline should be submitted through the Marketing Project Request form on our website.

2. The tagline must always be two words and include the adverb "boldly" as the second word.

3. Taglines should always use active verbs. Using "-ing" is not acceptable (i.e. "Running Boldly" is not a permissible variation).

4. The visual treatment of the tagline should not be adjusted for any reason without review and approval
from the Marketing Department. At most, the word "run" may be replaced by another approved verb.

Run Boldly

Care Boldly   Finish Boldly

Live Boldly   Smile Boldly

WHEN TO USE THE TAGLINE AND ITS VISUAL TREATMENT

Our tagline is meant to operate as an extension of the Dalton State brand. It is a top-line statement that aims to evoke an emotional response or help us in relating to our audience (as opposed to defining what we do). It is meant to create a sense of intrigue and energy and spur interaction. As such, it is a powerful tool for making new connections and reinforcing or re-energizing existing connections.

In order to give the tagline more personality and weight, we've developed a visual typographic treatment of the phrase "Run Boldly" that can be used in your marketing materials.

While we do not require the tagline or its visual treatment to be included on all marketing and communications materials, it should be used regularly as a way to further illustrate and bring the brand to life. In particular, we encourage its use on any recruitment or admissions related materials, particularly first-touch pieces that are introducing students to Dalton State.

How to use it:
• Include the tagline in the copy for ads, brochures, and websites.
• Overlay the tagline visual treatment on images.
• The tagline visual treatment and logo may be used together. See below for examples of appropriate use.

How not to use it:
• Do not use the anchor tagline and a secondary tagline in the same piece.
• The tagline visual treatment should not replace the logo

APPROPRIATE TREATMENT

INAPPROPRIATE TREATMENT
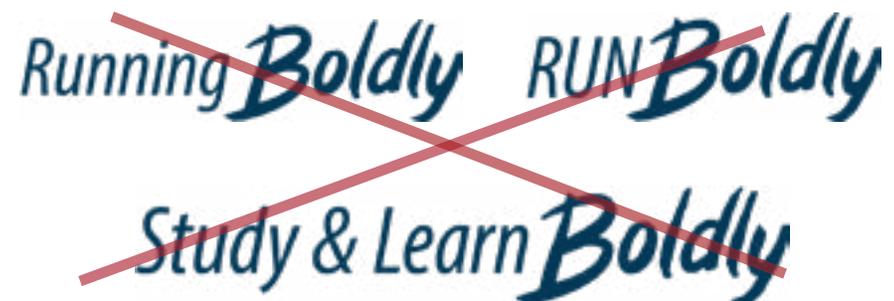
All Dalton State athletic logos and brand marks are intended for use under the umbrella of the College's global brand. These logos should never be used in place of the College's bell tower logo. It is always best to align with the College's overall bell tower brand and then accent your design with an athletic logo if you want to use one.

The roadrunner and interlocking "DS" logos were commissioned by the Department of Intercollegiate Athletics.

The Chancellor's seal is strictly used for formal or official college documents. Use of this seal is restricted to the Chancellor's Office, graduation materials, and official college diplomas, certificates, and awards only.

Contact the Office of Marketing and Communications with any questions.

DESIGN EXAMPLES

Notice the use of the Dalton State bell tower logo on a high contrast background. The Athletics "DS" logo is also being used as a sub-brand and not in place of the primary bell tower logo.

Notice the use of the Dalton State bell tower logo on a high contrast background.

COVER SLIDE

The cover slide is the first slide of your presentation and introduces your content to your audience. This slide features a large bold image to introduce your material.

Be sure to size and crop your photograph or graphic to fit the area given. Header text is Myriad Pro.

Power Point slide templates can be accessed at www.daltonstate.edu

Search: "Dalton State Power Point Slides"

CONTENT SLIDE

Most of the slides in your presentation will be made of this standard content slide. This gives you the ability to populate the slide with a strong header and also relevant text, images, or bullet points in the body of your slide.

The heading text should be Myriad Pro in dark blue while the sub heading is Myriad Pro light blue. Your bullet points will also be Myriad Pro in dark gray. The white background allows you to maintain a clean look and best accommodates the design of your slide especially if you choose visuals that have a white border/background around them.

COVER SLIDE: HEADER TEXT GOES HERE IN MYRIAD PRO

HEADER TEXT GOES HERE IN MYRIAD PRO
CONTENT SLIDE SUB HEADING GOES HERE

- Bullet #1
- Bullet #2
- Bullet #3
- Bullet #4
- Etc...
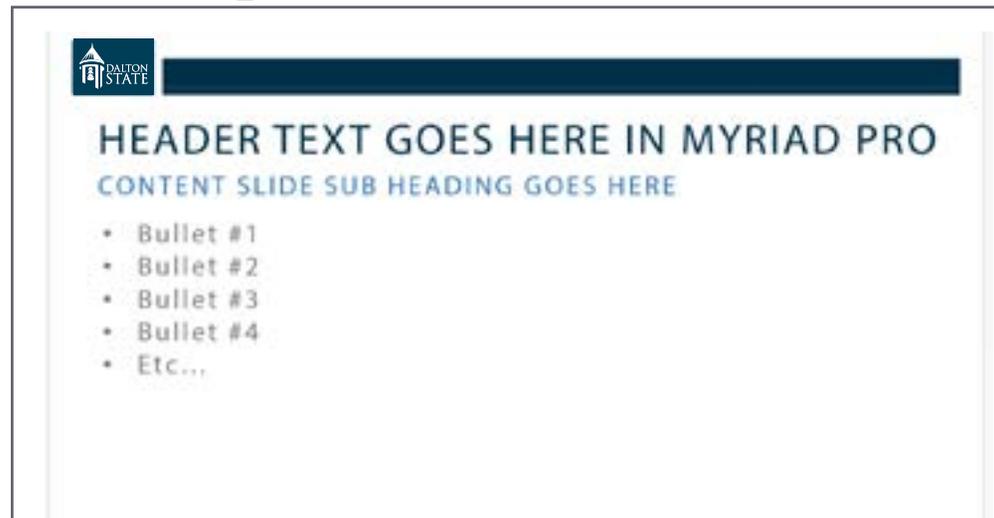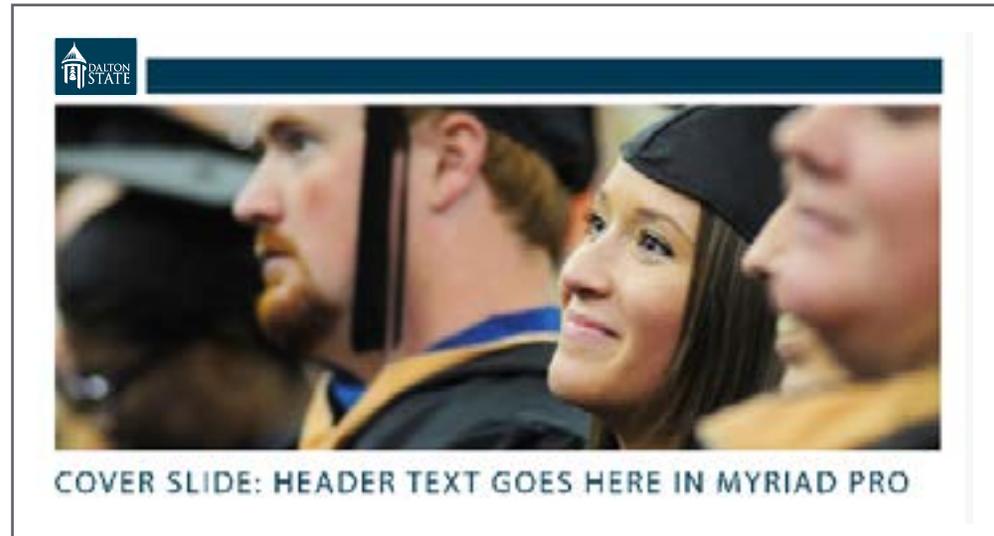
DISTRIBUTION AND OUTREACH GUIDELINES

PRINT PROJECTS

Approval from the Office of Marketing and Communications is required for all materials that require off-campus printing, as well as for items printed in-house by Campus Services for off-campus distribution. In order to ensure that all items comply with Dalton State institutional identity and graphic standards, meet acceptable standards for readability, and make effective use of College resources, please contact OMC for assistance and approval before beginning print projects.

MEDIA INQUIRIES AND NEWS RELEASES

With limited exception, the OMC is responsible for the dissemination of Dalton State news and information through media contacts and press releases. All requests from news media for news and information about Dalton State College should be referred to the OMC.

Our campus is open and public, but classrooms are under the control of faculty members. Requests from news media to enter classes should be referred to the OMC, and permission must be granted by the College and the faculty member in charge. Students in the class must be informed and be given the opportunity to leave if they wish.

PHOTOGRAPHY

The OMC photographs and maintains digital images of Dalton State news and events, student life, and the campus for use with news releases, the College website, social media sites, and other purposes. A variety of Dalton State images are maintained on a smugmug.com site; please contact OMC for assistance.

Releases will be collected from students, faculty, and staff members whose images are used for marketing purposes.

ADVERTISING

All advertising, except employment/bid announcements, must be approved by the OMC.

MARKETING PROJECT REQUEST

To access services from the Office of Marketing and Communications, simply fill out a Marketing Project Request at:

https://www.daltonstate.edu/about/marketing-communication.cms

COLOR

PRIMARY COLORS

Color helps aid in creating a cohesive brand by developing a consistent look and feel. Dalton State has a primary color palette of dark blue and gray, with a secondary color palette of blue and light gray. Accent colors are gold and light blue.

PRIMARY COLOR PALETTE

Dalton State's colors of dark blue and gray comprise the Dalton State primary color palette. These colors in combination with white, are the most prominent and widely-used colors.

SECONDARY COLOR PALETTE

Dalton State's secondary palette is made up of lighter colors, including blue and light gray. These colors should be used as supporting colors to the primary dark blue and gray. They can be used liberally, yet not heavy-handed, to provide a bit of variety to designed materials.

ACCENT COLOR PALETTE

The complementary colors may be used very sparingly and primarily as accent colors that call the viewer's eye to important information like calls-to-action. Typography should not be set in these colors. They should not be used as large fields of color. None of the complementary colors may be used on or behind the Dalton State logo.

PRIMARY

DARK BLUE	GRAY

CMYK: 100,50,20,60
RGB: 0,54,84
HEX: 003654
PANTONE: 539 C

CMYK: 0,0,0,38
RGB: 171,173,176
HEX: ABADB0
PANTONE: COOL GRAY 6 C

SECONDARY　　　　　　　　**ACCENT**

BLUE	LT. GRAY	GOLD	LT. BLUE
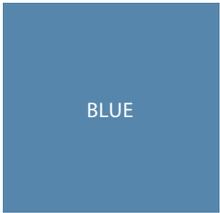
CMYK: 69,40,19,1
RGB: 89,134,170
HEX: 5986AA
PANTONE: 646 C

CMYK: 15,11,11,0
RGB: 214,215,216
HEX: D6D7D8
PANTONE: 427 C

CMYK: 1,19,74,0
RGB: 252,206,95
HEX: FCCE5F
PANTONE: 135 C

CMYK: 46,0,1,0
RGB: 124,210,243
HEX: 7CD2F3
PANTONE: 297 C

COLOR USAGE GUIDELINE

Colors should be used in the proper ratio. Primary colors
are most prominent, followed by secondary colors.
Complementary colors should
be used sparingly. On documents such as this brand
guidelines book, white may be used as a background
color

50% primary   35% secondary   15% accent
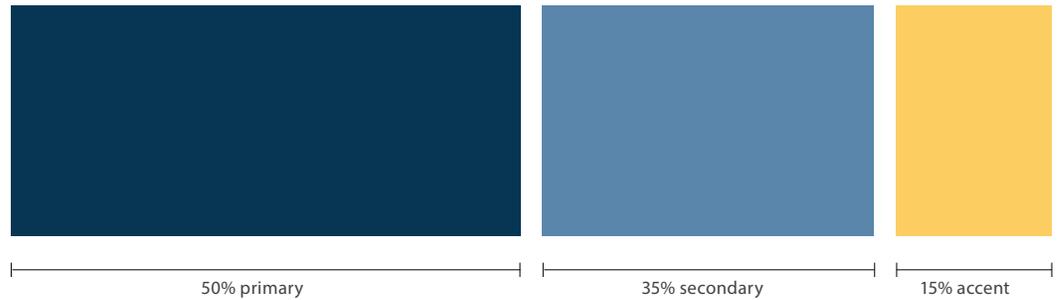
TYPOGRAPHY

MYRIAD PRO BOLD, UPPERCASE- HEADERS

Myriad Pro should be used as the primary typeface for Dalton State. However, if it is not able to used, either from lack of access or technological limitations (like on the internet), the substitute typeface Arial may be used. The headers should be in Myriad Pro Bold, all uppercase. This creates a dynamic contrast between the scale and weight of body text and headers.

MYRIAD PRO - BODY CONTENT

Myriad Pro Regular should be used for body content on printed and web materials. Bold and Semibold my be used sparingly for emphasis.

MYRIAD PRO BOLD

Myriad Pro Regular
Myriad Pro Italic

Myriad Pro Semibold
Myriad Pro Semibold Italic

Myriad Pro Bold
Myriad Pro Bold Italic

TRAJAN PRO

Trajan Pro is the typeface used in the logo, and may also be used for headlines and in other uses where it is the primary focal point. That said, this typeface should be used sparingly.

TRAJAN PRO

LIVE THE BRAND

A great guide doesn't just show you the way. It gives you the power to lead. Now you have the guidelines needed to be a part of this effort in building the Dalton State brand.

This won't be easy or happen overnight, but it will happen. It will be challenging at times, but that's who we are. We face challenges and overcome. And by the time you've gotten to this point, you've probably realized that a brand isn't a logo or a photograph or a color. It's all of these things - and you.

CONTACT US

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