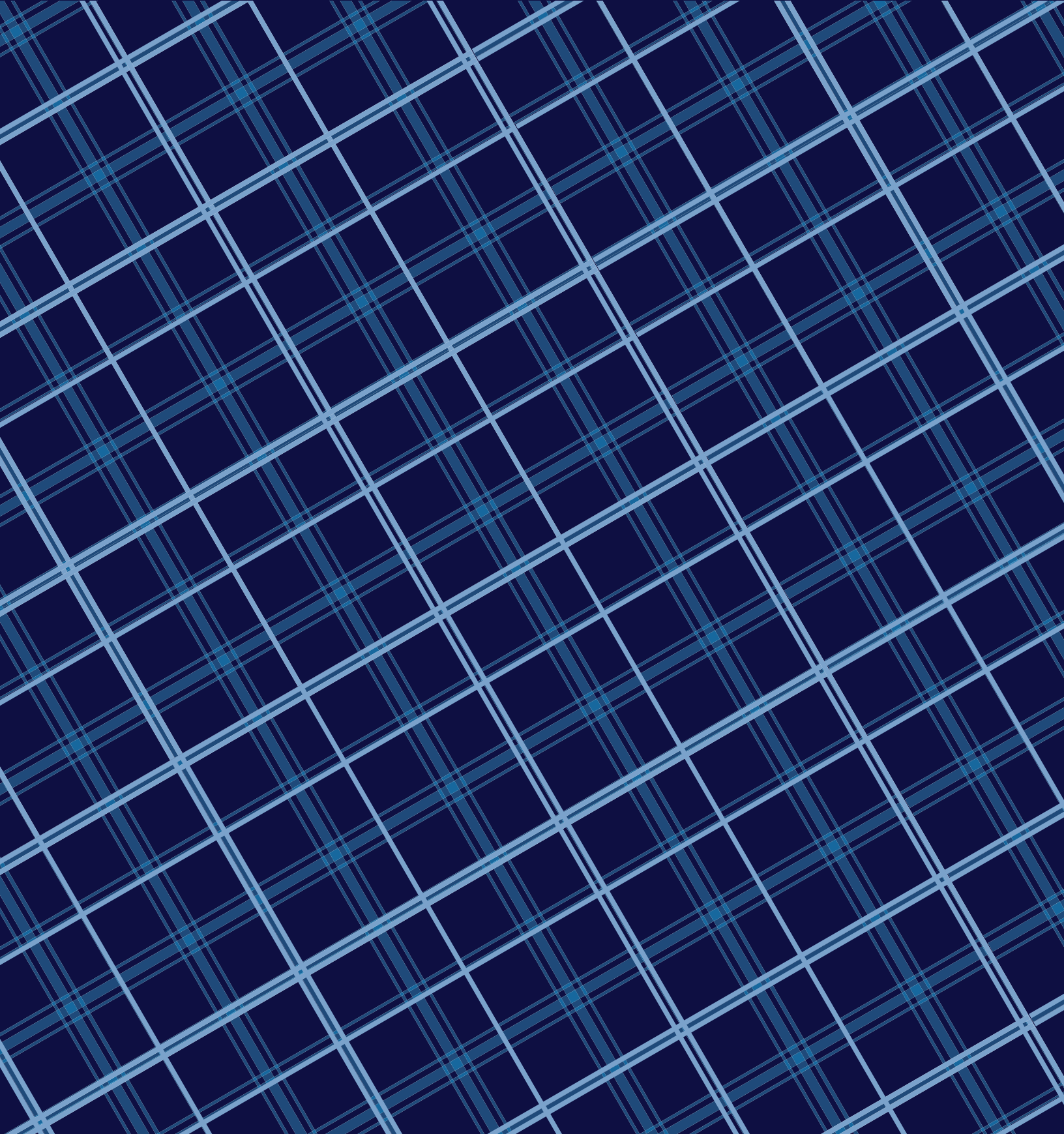


COVENANT COLLEGE

IDENTITY STANDARDS GUIDE (I.I)



IN ALL THINGS CHRIST PREEMINENT

IDENTITY STANDARDS GUIDE:
CONTENT

INTRODUCTION

President’s Letter 1.1

Brand Purpose 1.2

COLLEGE MARKS

Covenant College Main Logo 2.1

Covenant College Motto 2.2

Main Logo Palette Breakdown 2.3

Covenant College Logo: *Grayscale & One Color* 2.4

Covenant College Seal 2.5

Subsidiary Logos 2.6

Athletics Logos 2.7

USING THE SYSTEM

Logo Usage 3.1

 • *Display Configuration* 3.2

 • *With Departmental Names* 3.3

 • *With Backgrounds* 3.4

Covenant College Palette 3.5

Covenant College Type 3.6

Covenant College Tartan 3.7

BUSINESS SYSTEMS

Standard Letterhead 4.1

Monarch Letterhead 4.2

Envelopes and Labels 4.3

Business Card Templates 4.4

Signage Templates 4.5

Fleet Templates 4.6

WEB GUIDELINES

Logo Size and Palette 5.1

Type 5.2

MISCELLANEOUS

Legal 6.1

Dear Colleagues:

The following graphic identity standards are an exciting development in the history of Covenant College. They are the product of a two-year research and design process that involved students, faculty, staff, alumni, and friends of the College. This collaboration has resulted in a new College logo, new athletics logo, new College seal, and redesigned stationery packages that will serve Covenant well for years to come.

The standards contained in this guide have been approved by the Board of Trustees and the senior administration as an effective means of ensuring that Covenant is portrayed accurately, consistently, and compellingly in visual representations, in a fashion that is recognizable both on and off campus as Covenant College. In order for this to happen, it is imperative that all College communications—from stationery, brochures, and advertisements to the web site and retail and promotional merchandise—adhere to these standards.

The promotion of a strong graphic identity has numerous advantages for Covenant College: It will express the commitment to excellence—even in graphic design—that we cling to as a necessary outworking of our College motto, “In all things Christ preeminent”. It will strengthen image and message among key audiences such as prospective students, current students, faculty, staff, alumni, friends of the College, potential employers, and the Chattanooga community. It will communicate the professionalism of conduct and coherence of message that are, and should be, characteristic of our community. It will serve as a rallying point for community pride. It will continue to raise the level of professionalism and excellence in Covenant’s communications collateral and publications.

It will provide subtle hints of the particular and distinctive character of Covenant College. With these points in mind, it is critical that all offices, departments, and programs that produce materials representing Covenant College, both on and off campus, adhere to these guidelines. By doing so, we can work together to create a compelling and memorable image for the College that will have a positive impact on key constituencies and will help to advance the mission of Covenant College.

In the grace and service of Christ,

A handwritten signature in blue ink, reading "Niel B. Nielson". The signature is fluid and cursive, with the first and last names being more prominent than the middle initial.

Niel B. Nielson
President

Covenant's brand is more than a logo—it is the combined impact of the education we deliver, the character of our campus life, the way visitors experience our college—even the way we answer our phones. It is the image and reputation that we have built over the past fifty years and the sum total of all of the ways in which we, as a community and an institution, interact with our constituents, both internal and external.

Covenant's new identity standards are designed to ensure that in all communications channels we will be able to accurately, consistently, and compellingly convey who we are, what we do, and why it matters. Our graphic identity is often the first point at which people interact with the College. It is the first opportunity that we have to communicate our true identity—the character of our college and its distinguishing qualities. It represents our initial chance to establish for our audiences points of parity with other academic institutions and the ways in which we are distinct from those institutions.

You are the keeper of our brand. The work that you do every day, the fashion in which you relate to visitors on our campus, the ways in which you serve in your church and neighborhood—all of these activities contribute to the strength of Covenant's brand. So, too, does the manner in which you use the symbols that represent the College and the College's name. They are meant to be combined with the excellence and professionalism and generosity and humility with which you work every day to communicate to the world the power of God's grace at work in this place.

If you ever have any questions about using these guidelines, please do not hesitate to call on the Director of Communications.

There is a long tradition in Western academia of higher educational institutions being represented graphically by a shield bearing heraldic insignia associated with the institution. Covenant's new icon is also a shield, indicating the College's close affinity with the best aspects of the Western higher academic tradition. However, while other colleges employ a simple shield shape, Covenant's logo is distinctive, unique to the College.

In the left half of the shield lies an iconographic thistle. Used as a logo from the earliest days of the College, the thistle has a much longer history as the national symbol of Scotland. In the College's context, the thistle points to the distinctly Scottish heritage of Presbyterianism. But for the Scots themselves it is a reminder of the legendary day in 1263 when the invading Vikings of King Haakon IV stepped on the prickly spurs and cried out in pain, thus alerting the sleeping Scots to their presence. The Norsemen would never rule over or attack the Scots again.

Offset in the right-hand side of the shield is a swatch of Covenant tartan. Many academic shields contain some sort of symmetrical chevron, cross, or division. Covenant, in keeping with that tradition, employs a chevron in its shield. But, as was the case with the shield's shape, this element strays from the bounds of Western tradition to emphasize again Covenant's distinct character. The swatch of plaid used for the chevron is derived from the Clergy tartan worn in the eighteenth and nineteenth centuries by Scottish pastors and employed by the College in various uses since its founding. The College is currently pursuing registration of its plaid with Scottish tartan agencies, which will make Covenant one of only a handful of academic institutions in the world to have an officially registered tartan.

WORD MARK : Set in modified Egyptienne, the College's primary wordmark is a stylized, unique representation of the institution. It is fully realized either in lock-up with the logo mark or standing alone.



Covenant's motto, "In all things Christ preeminent," is based on the apostle Paul's letter to the Colossian church, in which he reminds young believers of Jesus Christ's central and exalted role in relationship to the created order: "¹⁵He is the image of the invisible God, the firstborn of all creation. ¹⁶For by him all things were created, in heaven and on earth, visible and invisible, whether thrones or dominions or rulers or authorities—all things were created through him and for him. ¹⁷And he is before all things, and in him all things hold together. ¹⁸And he is the head of the body, the church. He is the beginning, the firstborn from the dead, that in everything he might be preeminent." Jesus Christ's status as the firstborn of all creation is the foundation of Covenant's educational mission, as the College seeks as a community of learning to know and celebrate his preeminence in all dimensions of existence.

DEPLOYMENT: The College motto should be displayed prominently on all external publications, and should be displayed broadly but with discretion on internal print publications. It is not, however, a tagline or a catchphrase, and is never to be used in a manner that would detract from its significance.

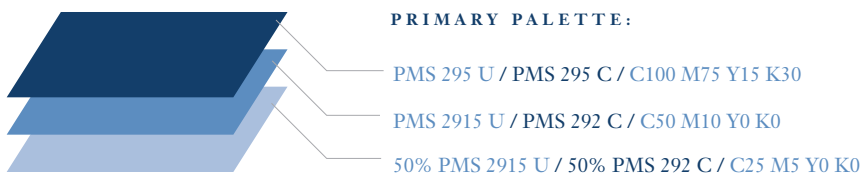
When used in conjunction with the College logo, the same design principles found in the guidelines on departmental names (see 3.3) should be employed, with the exception that the motto should be printed in the College's primary blue (see 2.3). When separated spatially from the logo, the principles exhibited in the College's stationery package should be practiced (see 4.1, 4.2 and 4.4), with the motto set in Janson Text 55 Roman Small Caps (see Department Names, 3.3).

In formal applications, as approved by the Office of the President, the College motto may be rendered in its Latin form, "In omnibus Christus primatum tenens." In all other applications it is to be rendered in English, with no punctuation (hyphen, ellipsis, or quotation marks).



COLLEGE MARKS:
MAIN LOGO PALETTE BREAKDOWN

The primary logomark comprises the following constituent colors. The PMS, or spot color value is a single color sometimes represented with shades, screens or tints to offer the illusion of different colors. Process color is always created with various weights of cyan, magenta, yellow and black. Usually spot color is sufficient for any job with three or fewer colors. Hex colors, for the web, are discussed in 5.1.



COLLEGE MARKS:

COVENANT COLLEGE LOGO: *Grayscale & One Color*

2.4

This logo mark is to be used only in applications requiring black and white printing or reproduction, such as black and white laser prints or fax cover sheets. The color version of the logo mark should be used whenever it is practical and cost-effective.



This logo mark is to be used only in applications where it is impractical to apply the standard logo and wordmark combination, such as reversed applications on dark backgrounds (see 3.4, LOGO USAGE: *with background*). This version also suggests the appropriate contrasts and stroke weights for applications on extraordinary surfaces such as wood, stone or metal.



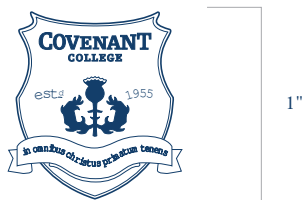
COLLEGE MARKS:
COVENANT COLLEGE SEAL

2.5

The official seal of Covenant College is reserved for formal application such as on diplomas, the Presidential Medallion and such other uses as authorized only by the Office of the President.



COVENANT COLLEGE SEAL MINIMUM SIZE



The minimum height of the Covenant College Seal must be at least 1" whenever possible. If it is reproduced at a smaller size the motto may become illegible.

COVENANT COLLEGE SEAL COLORS



BLUE
PMS 295U / PMS 295C



BLACK
PANTONE BLACK

The Covenant College Seal is a one-color mark that should be used in the colleges dark blue PMS 295, black or reversed out of dark backgrounds in all white. The seal should never be reproduced as a two-color mark.

The primary logo mark has been designed in such a manner as to allow a great deal of flexibility for the development of subsidiary and derivative logo marks that various offices of the College will from time to time deem necessary.

Applications for the Alumni Association and other extant groups, will be based on a direct re-interpretation of the logo mark. Other one-time and special-use needs can be accommodated with a more liberal reworking of the logo mark and its elements, but must be approved by the Director of Communications and the Office of the President. An example of such a special-use mark is the College's 50th Anniversary logo mark below.



ALUMNI ASSOCIATION LOGO



50th ANNIVERSARY LOGO

Built on the strong foundation of the College's primary logo mark, the Covenant College Scot's logo presents a more dynamic sports-oriented face of the College, its athletes and its student body. The new mark incorporates a slightly convex surface, a bold luminescence and an aggressive perspective on the edges suggesting a real shield emblazoned with a strong "C" and the name "Scots". The mark gains considerable weight and presence with the addition of a slight shadow at its base.

The nicknames "Fighting Scots" and "Lady Scots", while they have been employed at times in the past, are not official nicknames of the athletic teams of Covenant College. They may be employed in copy concerning the teams--e.g., press releases, web recaps, newspaper articles--but are not to be incorporated into graphic representations on Covenant College team apparel, equipment, stationery, etc.

The Covenant Athletics logo mark incorporates the same blue as is used in the College logo mark (see 2.3), but also employs Covenant Athletics blue (PMS 293) to maintain consistency with the blues available in athletic apparel and equipment.



SCOTS IDENTITY

USAGE

The Covenant Athletics wordmark and the sport-specific wordmarks are designed for use by the Covenant College Athletic Department, and are only to be deployed on retail merchandise and in other contexts with the permission and approval of the Athletic Director.



EXAMPLES OF
SPORT-SPECIFIC MARKS

The following guidelines, section 3.1 through 3.8, indicate how to deploy the elements of the College's identity system in actual usage. When unexpected circumstances are encountered that might necessitate the violation of one of the following usage rules, permission must be obtained from the Director of Communications.

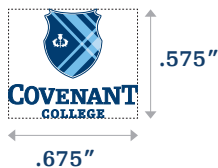
Commonly used file types of the primary logo mark (in several variations) and wordmark are available to internal college constituents in the Outlook Public Folder: Logos and Style Guide. The logo mark may *not* be used apart from the wordmark except by the special permission of the Director of Communications.

NOTE: As with any identity system, the degree of flexibility and interpretive nuance when making changes should be guided by common sense and respect for the spirit of the style guide. Please undertake any necessary deviation from these rules with an eye for how the change will be perceived against the whole of the identity system. Such decisions should be the result of discussions with a representative group of the College's leadership to ensure a rigorously diligent consensus has been reached.



CLEAR SPACE

The clear space around Covenant College logos should be at least the height of the "T" in the college wordmark. Nothing should encroach upon this space.



MINIMUM SIZE

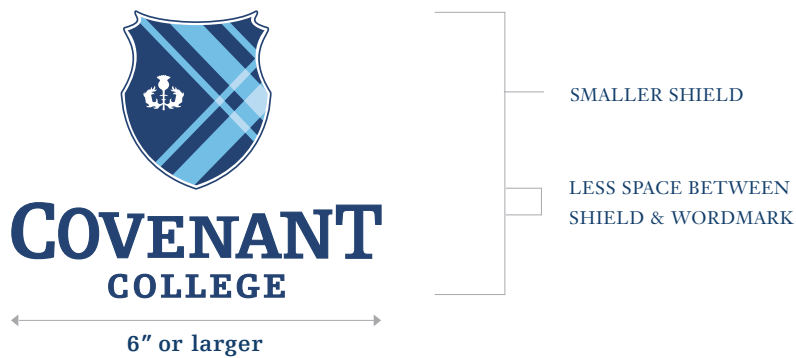
The minimum size is set so that elements of the logo will reproduce well. If the logo is reproduced at a smaller size quality will become unpredictable.

USING THE SYSTEM:

LOGO USAGE: *display configuration*

3.2

The display configuration of the logo should be used in place of the main logo whenever it is shown at approximately 6" wide or larger. This version has a different relationship between the wordmark and the shield that helps maintain the integrity of the logo at a large scale. For more information regarding the display configuration logo contact the Director of Communications.

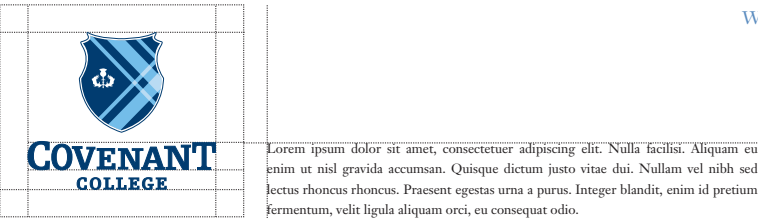


When the main logo and word mark are used by any officially recognized department or subsidiary of Covenant College, that entity’s name must be placed as in the example below. In order to be eligible for this or any other placement, permission must be granted by the Director of Communications.



WITH DEPARTMENTAL NAMES

When a departmental name is used with the college logo, clear space guidelines should be followed (see 3.1) and the type should be set in Janson Text 55 Roman Small Caps at 8.25 pt text using the colleges light blue color. The departmental name must be centered with the logo.



WITH TEXT

USING THE SYSTEM:

LOGO USAGE: *with backgrounds*

The following section deals with placement of the logo mark against a solid background color other than white.



LIGHT BACKGROUND USE

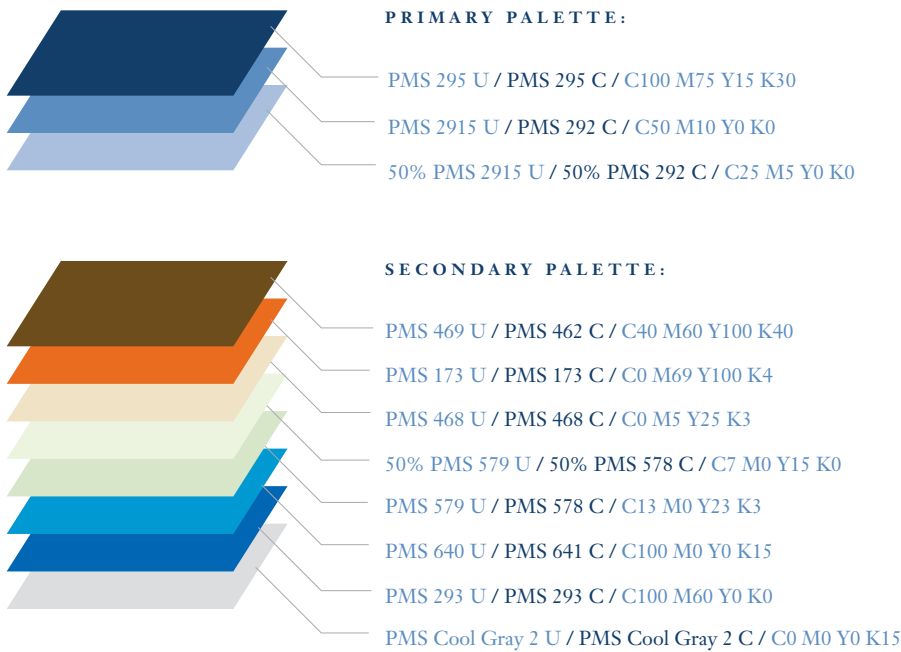
The logo should only be used on background as light or lighter in hue than the light blue inside of the logo and only with colors specified in the color palette.



DARK BACKGROUND USE

When the background color is darker than the light blue [50% of PMS 2915 U] the logo mark cannot be used and the word mark is to be the only element placed on the field. The only exception is the use of the one-color logo mark (see far left).

In addition to the usage guidelines for the main palette discussed in section 2.2, the secondary color palette is listed below. Only these colors may be used as complements to the main palette or as the main colors in certain other uses as dictated by circumstance or at the discretion of the Director of Communications.



The following font list includes all the approved fonts for use in any internal or external printed marketing or communication piece. In general, headings should be set in Egyptienne All Caps or Janson Small Caps, sub-headings should be set in Janson Small Caps or Georgia Small Caps.

SERIF FONTS

Egyptienne F
(Display face,
modified use in
wordmark)
Roman and Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789.,;""'?!@#\$\$%^&*(){}
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789.,;""'?!@#\$\$%^&*(){}

Janson Text
(Recommended
for sub-headings
and body text)
*Roman, Small Caps
and Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789.,;""'?!@#\$\$%^&*(){}
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789.,;""'?!@#\$\$%^&(){}*

Georgia
(Recommended
default font)
Roman and Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789.,;""'?!@#\$\$%^&*(){}
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789.,;""'?!@#\$\$%^&*(){}

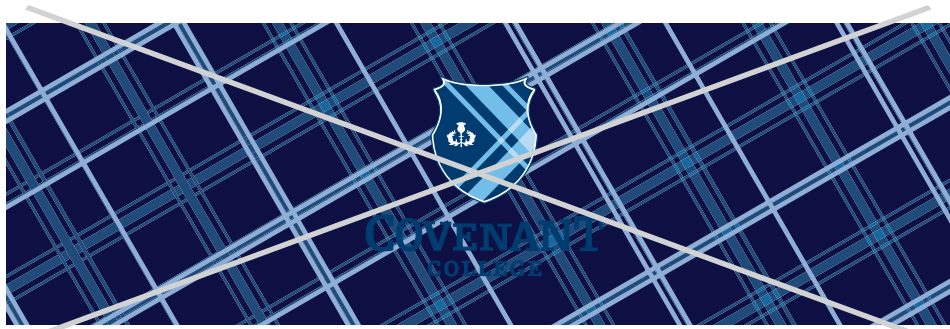
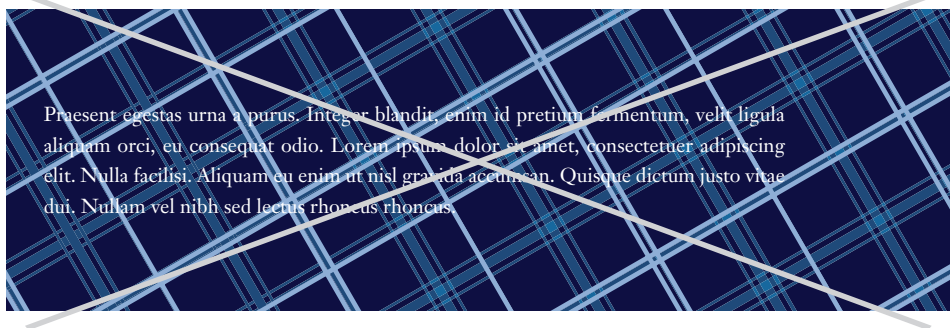
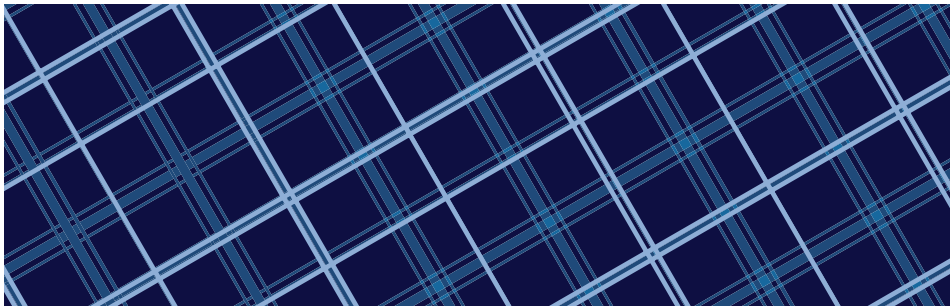
Times Roman
(Secondary
default font)
Roman and Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789.,;""'?!@#\$\$%^&*(){}
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789.,;""'?!@#\$\$%^&(){}*

USING THE SYSTEM:
COVENANT COLLEGE TARTAN

3.7

The Covenant College Tartan is never to be used as a background for any graphical element or type. It always stands alone. The tartan is being registered with Scottish tartan agencies.



BUSINESS SYSTEMS:
STANDARD LETTERHEAD

4.1

The following section lays out margins, line breaks, placement and title structure for the components of the business system.

Fleet graphics and campus signage will present the occasional ad hoc challenge, but these guidelines provide a starting point for those applications that fall outside of the given parameters.

 COVENANT COLLEGE
June 03, 2004 Mr. John Doe Covenant College 14049 Scenic Highway Lookout Mountain, GA 30750 Mr. John Doe, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, ut quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent. Duis autem vel eum iriure dolor eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim veres placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea dolor. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut enim aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zril delenit augue duis dolore te feugait nulla facilisi. Regards,  Niel B. Nielson President
IN ALL THINGS CHRIST PREEMINENT 14049 SCENIC HIGHWAY, LOOKOUT MOUNTAIN, GA 30750 P 706.820.1560 F 706.820.2165 COVENANT.EDU

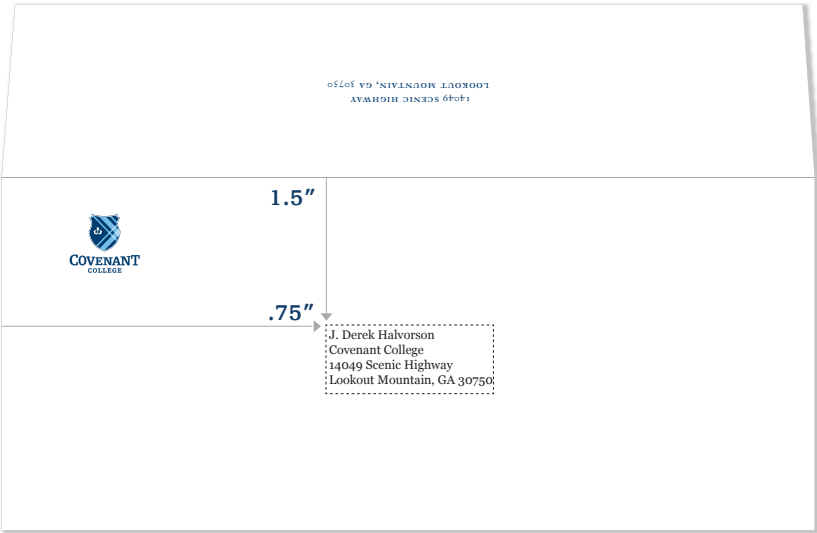
60% Scale

BUSINESS SYSTEMS:
MONARCH LETTERHEAD

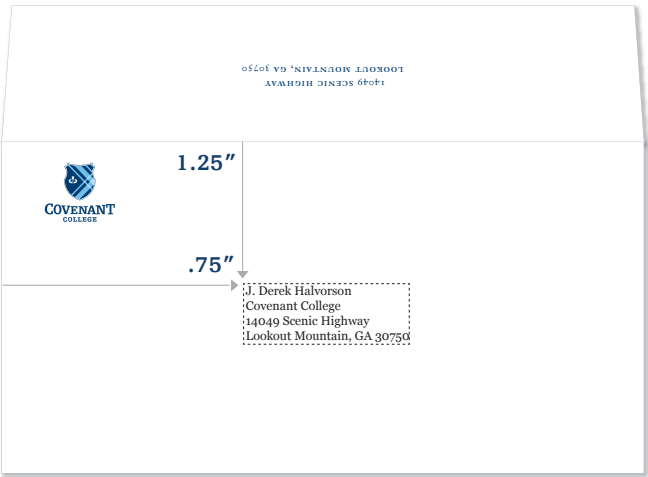
4.2

2.5"	 COVENANT COLLEGE OFFICE OF THE PRESIDENT
	1"
	June 03, 2004 Mr. John Doe Covenant College 14049 Scenic Highway Lookout Mountain, GA 30750 Mr. John Doe, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod erres tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, ut quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio. Duis autem vel eum iriure dolor eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim veres placerat facer possim assum. Lorem ipsum. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut enim aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore et. Regards,  Niel B. Nielson President
	1"
	2.125"
	IN ALL THINGS CHRIST PREEMINENT 14049 SCENIC HIGHWAY, LOOKOUT MOUNTAIN, GA 30750 P 706.419.1117 F 706.419.1142 NIELSON@COVENANT.EDU

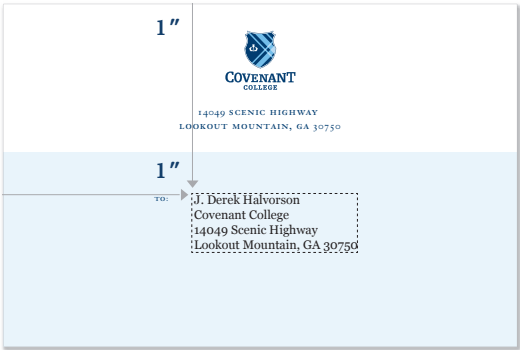
60% Scale



No. 10 ENVELOPE



MONARCH ENVELOPE



MAILING LABEL

The following template lays out the proper relationships between and the positions of the Covenant College business card elements. In extenuating circumstances requiring the addition of further information, approval must be received from the Director of Communications.



J. DEREK HALVORSON
Director of Constituent Relations

P 706.419.1168 F 706.419.1045
M 423.432.8987
E halverson@covenant.edu

14049 Scenic Highway
Lookout Mountain, GA 30750

IN ALL THINGS CHRIST PREEMINENT

JANSON TEXT 55 ROMAN SMALL CAPS
9.25 PT, LOWER CASE, PMS 295 U

JANSON TEXT 56 ITALIC
7.5 PT, UPPER AND LOWER CASE, PMS 295 U

JANSON TEXT 55 ROMAN
7.5 PT, UPPER AND LOWER CASE, PMS 2915 U

JANSON TEXT 55 ROMAN SMALL CAPS
7.75 PT, LOWER CASE, PMS 295 U, BASELINE
SHIFT OF .25 PT

JANSON TEXT 55 ROMAN SMALL CAPS
6 PT, LOWER CASE, PMS 295 U



BRIAN F. CROSSMAN
*Assoc. Professor of Physical Education
Athletic Director / Soccer Coach*

P 706.419.1168 F 706.419.1045
M 423.432.8987 T 800.419.1045
E halverson@covenant.edu

14049 Scenic Highway
Lookout Mountain, GA 30750

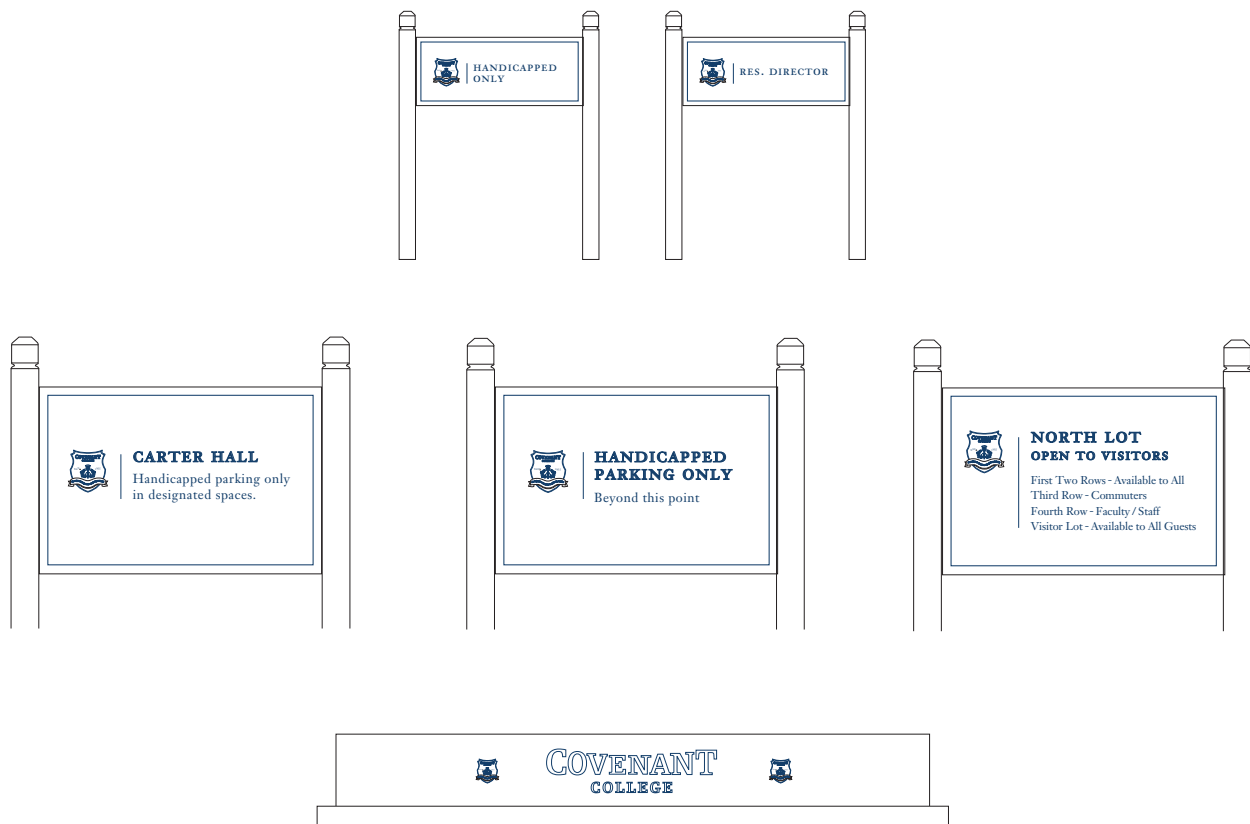
IN ALL THINGS CHRIST PREEMINENT

In the case of a long title that takes two lines, the extra space between the persons title and contact info is used.

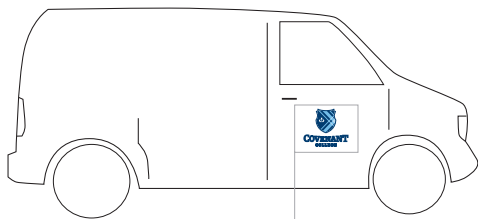
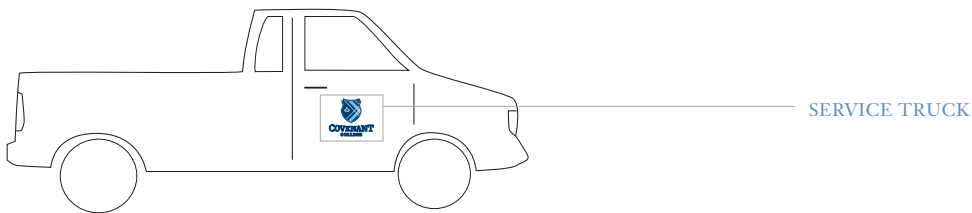
Any extra phone numbers should be added between the main phone line and the e-mail address line.

The top and bottom margins should never change.

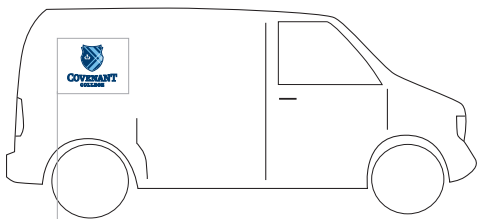
The examples provided below are intended to provide guidelines for most situations that will be encountered in the course of creating signage for the Covenant College campus. The logo mark to be used on signage should be determined by the communications office and facilities management. Special needs requests and temporary signage must be approved by the Director of Communications. Type over 3" in height should be set in Janson Small Caps.



The deployment of the Covenant College logo and word mark on college vehicles is governed by the examples below. As every vehicle type cannot be considered here, all usage on new vehicles must be approved by Director of Communications.

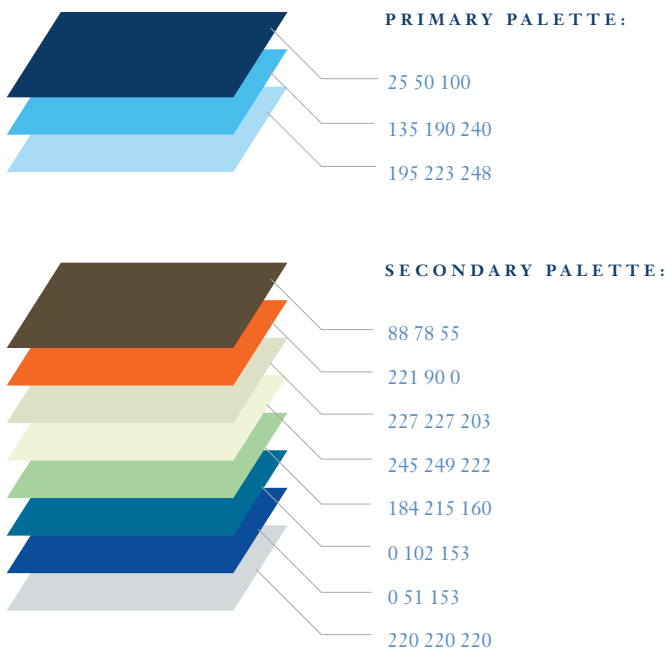


DELIVERY VAN



DELIVERY VAN (ALT)

These colors should be used to represent the main and secondary palettes in digital applications. Each is formulated to create consistent results on mainstream equipment.



The following font list includes all the approved fonts for use in digital applications.
Each is readily available on mainstream browsers.

WEB FONTS

Georgia
(Recommended
HTML font)
Roman and Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789.,;:"'?!@#%^&*(){}
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789.,;:"'?!@#%^&*(){}

Times Roman
(Secondary
HTML font)
Roman and Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789.,;:"'?!@#%^&*(){}
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789.,;:"'?!@#%^&*(){}

Arial
(Tertiary HTML
font)
Roman and Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789.,;:"'?!@#%^&*(){}
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789.,;:"'?!@#%^&*(){}

Verdana
(Recommended
interface font)
Roman and Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789.,;
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Covenant College is a four-year, comprehensive liberal arts college offering associate of arts, bachelor of arts, bachelor of music, bachelor of science, and master of education degrees. Governed by a board of trustees appointed by the Presbyterian Church in America, the College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACS). Covenant College does not discriminate on the basis of race, age, color, national origin, or handicap.



14049 SCENIC HIGHWAY, LOOKOUT MOUNTAIN, GA 30750
P 706.820.1560 F 706.820.2165 COVENANT.EDU