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# BRAND GUIDELINES

JUNE 2023



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# INTRODUCTION

Simpson College updated its main college graphic marks in May 2023, implementing the recommendation of a Collegewide committee leading the project. The intent is to establish optimal visual synergy between the main College and Athletics, which completed a brand refresh in April 2022.

The following brand guidelines are essential to ensuring that all Simpson College offices and departments properly apply the new standards to all official College communication and promotion vehicles. This guide will help you understand which mark to use, as well as when and how to get assistance as needed.

Our marks visually represent Simpson's brand identity – our mission, vision, core values, personality and behaviors. They represent all we have accomplished, are accomplishing and will accomplish in the future. Communicating a consistent and readily recognizable brand identity requires adherence to the newly defined standards detailed in this guide.

Specifically, these guidelines provide rules on how to use our brand's visual elements. These include guidance on when to use a logo versus a wordmark, how to space the logo and the hierarchy of color and typography. Keeping our brand consistent allows it to be immediately recognizable within the higher ed space and with our target audiences. Building a recognizable brand takes time and an unwavering commitment to staying within guidelines.

The Office of Marketing and Strategic Communication seeks to be a trusted resource for assisting you in successfully implementing these brand guidelines. If you have any questions about how any of our marks are used, please contact Joe Hahn, senior designer, at [joe.hahn@simpson.edu](mailto:joe.hahn@simpson.edu).

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### Questions?

Please contact  
Joe Hahn, senior designer, at  
[joe.hahn@simpson.edu](mailto:joe.hahn@simpson.edu)



**LOGOS**

# LOGOS

## IDENTITY SYSTEM OVERVIEW

The Simpson College Formal Logo includes two key elements: the **Tower** icon and the **Simpson College Primary Wordmark**.

To be clear, this formal logo is not the exclusive mark of the College. A complementary primary wordmark will be discussed in subsequent pages of this guide.

The formal logo is most appropriate for use with formal occasions such as Commencement, Honors Convocation, news conferences, academic presentations and signature events such as the Culver Center Lecture, etc.

Additionally, the formal logo remains an option for all creative instances, if and as preferred.



TOWER ICON

PRIMARY WORDMARK

FORMAL LOGO

# LOGOS

## FORMAL LOGO

The formal logo consists of the tower icon and the Simpson College Primary Wordmark. This mark has been specifically configured as a single graphic. The formal horizontal is the preferred logo for use whenever space allows.

For advice on wordmark usage or approval, Please contact Joe Hahn, senior designer, at [joe.hahn@simpson.edu](mailto:joe.hahn@simpson.edu)



### FORMAL HORIZONTAL

Where space permits, this version is preferred.



### FORMAL STACKED



### FORMAL HORIZONTAL ALTERNATE

# LOGOS

## CLEAR SPACE

The Formal Logo must be surrounded by a clear space at least equal to the cap height of "SIMPSON." The clear space is measured from the top left and bottom-most points of the logo. As a general rule, more clear space is always preferred. No other competitive design elements may be positioned within this space, including typography.



## MINIMUM SIZE

Primary logos have minimum sizes for reproduction. There are no maximum size limits, however, all design elements of the logo must appear intact and in proportion.



Minimum width 1.25 inch



Minimum width 1.25 inch



Minimum width .75 inch

# LOGOS

## PRIMARY WORDMARK

The Simpson College primary wordmark serves as the common, informal logo for the college. Under most circumstances, the primary wordmark is preferred.

All wordmarks follow the same clearspace restrictions and minimum size requirements as the formal logos.



The image shows the primary wordmark in a stacked format. The word "SIMPSON" is written in a large, bold, red, sans-serif font. Below it, the word "COLLEGE" is written in a smaller, red, sans-serif font, with each letter spaced out significantly.

### PRIMARY WORDMARK STACKED

Where space permits, this version is preferred.



The image shows the primary wordmark in a horizontal format. The words "SIMPSON" and "COLLEGE" are written in a bold, red, sans-serif font, with "SIMPSON" on the left and "COLLEGE" on the right, separated by a small gap.

### PRIMARY WORDMARK HORIZONTAL



The image shows the primary wordmark in a horizontal alternate format. The word "SIMPSON" is written in a bold, red, sans-serif font.

### PRIMARY WORDMARK HORIZONTAL ALTERNATE



# LOGOS

## ARCHED WORDMARK

While the primary wordmark is preferred for most uses, the arched wordmark is intended for use by the Spirit Shop, as well as in other environments or applications that offer creative flexibility.

All wordmarks follow the same clearspace restrictions and minimum size requirements as the formal logos.

The logo consists of the word "SIMPSON" in a large, bold, red, sans-serif font, with the word "COLLEGE" in a smaller, red, sans-serif font directly below it. The letters in "COLLEGE" are widely spaced and aligned with the width of "SIMPSON".

**SIMPSON**  
**COLLEGE**

ARCHED WORDMARK STACKED

The logo consists of the word "SIMPSON" in a large, bold, red, sans-serif font, with a slight upward curve to the letters.

**SIMPSON**

ARCHED WORDMARK ALTERNATE

# LOGOS

## TERTIARY MARKS

The Tower and Leaf marks are to be used as design elements in official college materials. When used in layouts, always make sure these graphic elements are accompanied by official marks - tertiary marks are never meant to represent the college by themselves.

## THE ALUMNI MARK

This mark is reserved for use by the Office of Alumni Affairs. Please get approval before using.

## SIMPSON SEAL

The Simpson Seal is reserved for ceremonial purposes and official documents, including diplomas, presidential and trustee materials, legal and official university documentation, and the highest awards and certificates. Additionally, the seal may be used for formal occasions or on items of distinction, including commencement items or high-end gifts.

Usage of the seal is restricted and requires permission and approval from the VP of Marketing or Sr. Graphic Designer.



SIMPSON TOWER



SIMPSON LEAF



ALUMNI MARK



SIMPSON SEAL

# LOGOS

## ATHLETIC MARKS

The Simpson College athletics marks are the representative symbols for sports and athletics. The athletics marks are used exclusively for athletic programs and in spirit wear.

The athletics marks are not interchangeable with the Simpson College Primary Marks or Wordmarks and are not used to represent non-athletic programs.

However, the "SC" Monogram Mark is shared across all campus departments and is meant to be used as a universal spirit mark.



For more information regarding Athletics marks usage, please refer to the *Simpson College Athletics Branding Guidelines*.



SIMPSON STORM PRIMARY



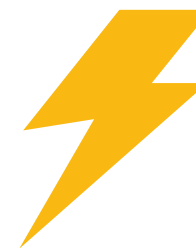
MONOGRAM



WORDMARKS



"THUNDER" MASCOT



BOLT



**COLORS**

# COLOR PALETTE

## PRIMARY COLORS

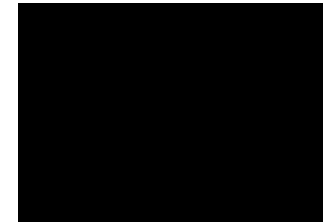
The primary color palette consists of Simpson Red (PMS 201) and Simpson Gold (PMS 124). Consistent use of the primary colors builds brand recognition and must not be altered or replaced.

**SIMPSON RED**

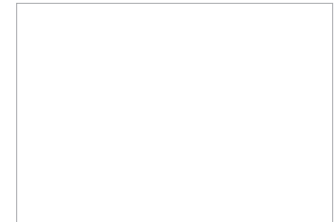
PMS: 201C  
CMYK: 0/100/63/31  
RGB: 148/26/41  
HEX: 9F1A29

**SIMPSON GOLD**

PMS: 124C  
CMYK: 0/29/100/1  
RGB: 234/171/33  
HEX: EAAB21

**BLACK**

PMS: Process Black  
CMYK: 60/40/40/100  
RGB: 0/0/0  
HEX: 000000

**WHITE**

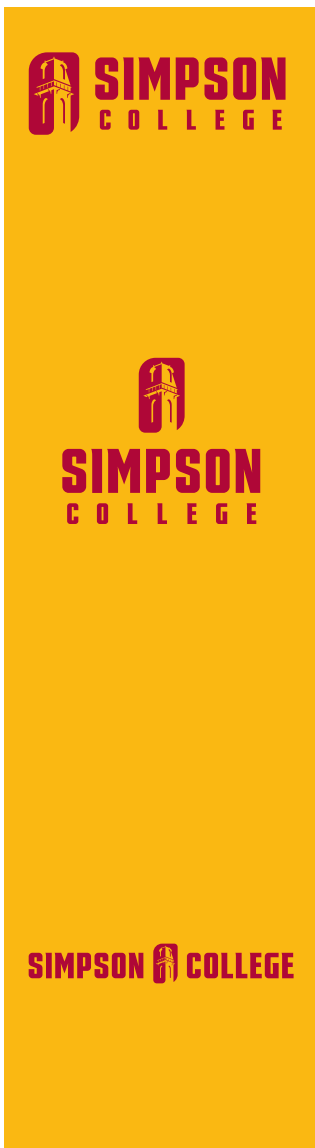
CMYK: 0/0/0/0  
RGB: 255/255/255  
HEX: FFFFFFFF

# COLOR PALETTE

## FORMAL LOGO COLOR VARIATIONS

The formal logo exists as a one-color logo only. Refer to the columns on the right for recommended color combinations.

ON YELLOW



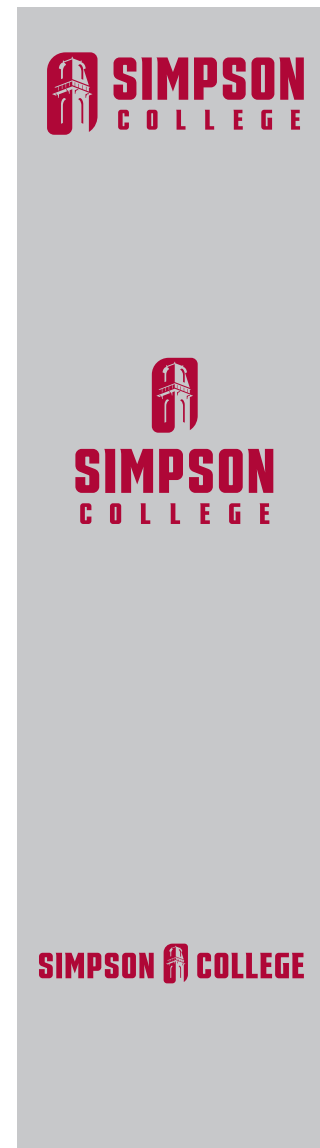
ON RED



ON DARK



ON LIGHT



Avoid any combinations of only yellow and black.



# COLOR PALETTE

## WORDMARK COLOR VARIATIONS

The Wordmarks exist with one- and two-color versions. Refer to the columns on the right for recommended color combinations.

Avoid any combinations of only yellow and black.

ON YELLOW

ON RED

ON DARK

ON LIGHT

				1-COLOR, SOLID
				
				2-COLOR
				
				

# COLOR PALETTE

## WORDMARK COLOR VARIATIONS

The Wordmarks exist with one- and two-color versions. Refer to the columns on the right for recommended color combinations.

Avoid any combinations of only yellow and black.

ON YELLOW

ON RED

ON DARK

ON LIGHT

<p><b>SIMPSON COLLEGE</b></p>	<p><b>SIMPSON COLLEGE</b></p> <p><b>SIMPSON COLLEGE</b></p>	<p><b>SIMPSON COLLEGE</b></p>	<p><b>SIMPSON COLLEGE</b></p>	<p>1-COLOR, SOLID</p>
<p>SIMPSON COLLEGE</p>	<p>SIMPSON COLLEGE</p> <p>SIMPSON COLLEGE</p>	<p>SIMPSON COLLEGE</p>	<p>SIMPSON COLLEGE</p>	
<p><b>SIMPSON COLLEGE</b></p> <p><b>SIMPSON COLLEGE</b></p>	<p><b>SIMPSON COLLEGE</b></p> <p><b>SIMPSON COLLEGE</b></p>	<p><b>SIMPSON COLLEGE</b></p> <p><b>SIMPSON COLLEGE</b></p> <p><b>SIMPSON COLLEGE</b></p> <p><b>SIMPSON COLLEGE</b></p>	<p><b>SIMPSON COLLEGE</b></p> <p><b>SIMPSON COLLEGE</b></p> <p><b>SIMPSON COLLEGE</b></p> <p><b>SIMPSON COLLEGE</b></p>	<p>2-COLOR</p>



# COLOR PALETTE

## WORDMARK COLOR VARIATIONS

The Wordmarks exist with one- and two-color versions. Refer to the columns on the right for recommended color combinations.

Avoid any combinations of only yellow and black.

ON YELLOW

ON RED

ON DARK

ON LIGHT

<p><b>SIMPSON</b></p>	<p><b>SIMPSON</b> <b>SIMPSON</b></p>	<p><b>SIMPSON</b></p>	<p><b>SIMPSON</b></p>	<p>1-COLOR, SOLID</p>
<p>SIMPSON</p>	<p>SIMPSON SIMPSON</p>	<p>SIMPSON</p>	<p>SIMPSON</p>	<p>1-COLOR, OUTLINED</p>
<p><b>SIMPSON</b> <b>SIMPSON</b></p>	<p><b>SIMPSON</b> <b>SIMPSON</b></p>	<p><b>SIMPSON</b> <b>SIMPSON</b> <b>SIMPSON</b> <b>SIMPSON</b></p>	<p><b>SIMPSON</b> <b>SIMPSON</b> <b>SIMPSON</b> <b>SIMPSON</b></p>	<p>2-COLOR</p>

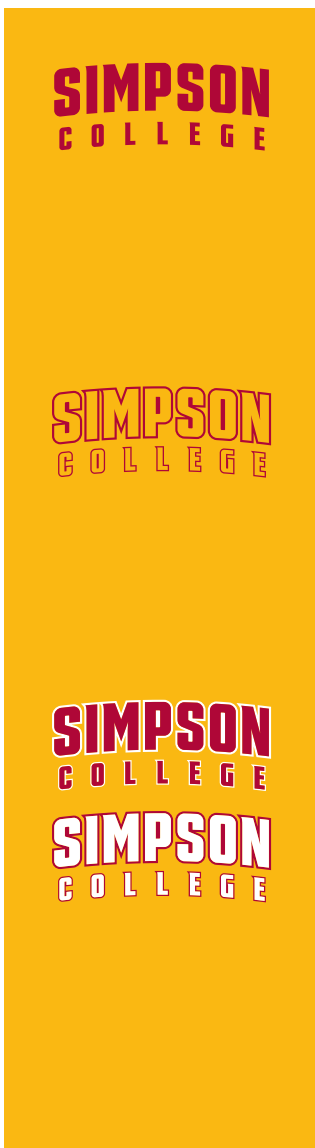
# COLOR PALETTE

## WORDMARK COLOR VARIATIONS

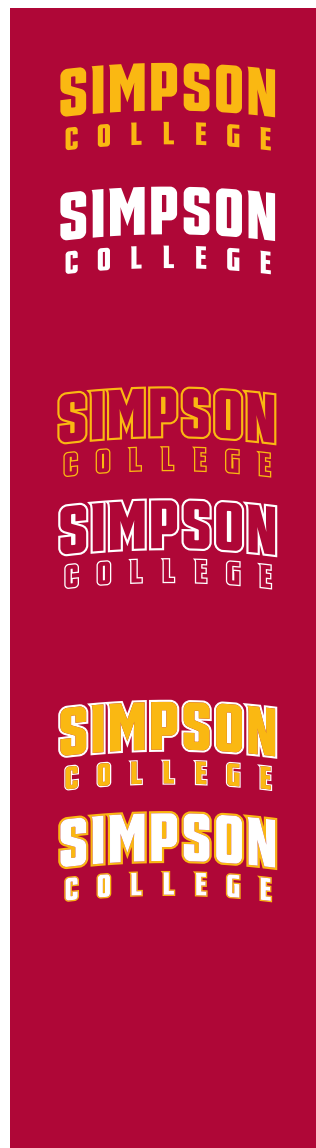
The Wordmarks exist with one- and two-color versions. Refer to the columns on the right for recommended color combinations.

Avoid any combinations of only yellow and black.

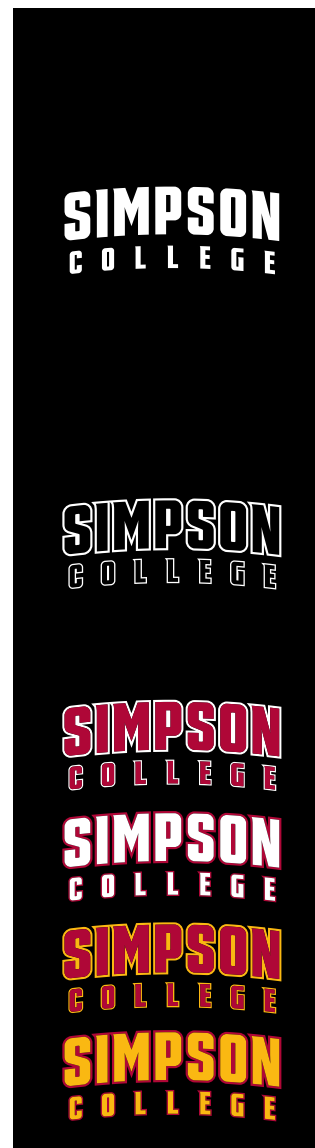
ON YELLOW



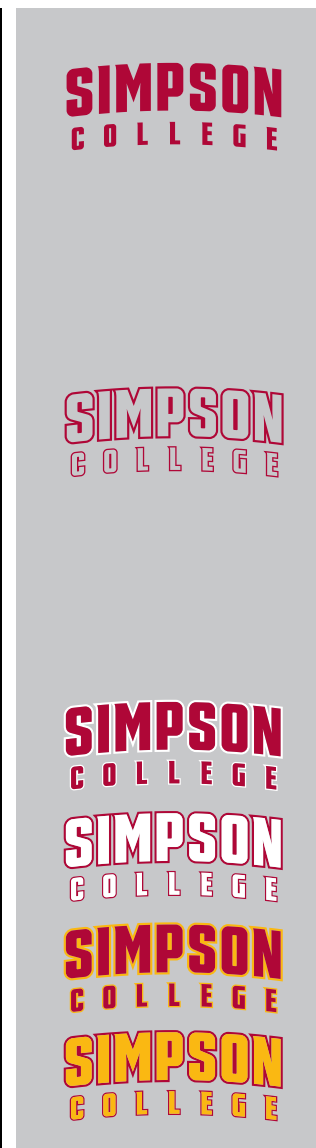
ON RED



ON DARK



ON LIGHT



1-COLOR, SOLID

1-COLOR, OUTLINED

2-COLOR

# COLOR PALETTE

## WORDMARK COLOR VARIATIONS

The Wordmarks exist with one- and two-color versions. Refer to the columns on the right for recommended color combinations.

Avoid any combinations of only yellow and black.

ON YELLOW

ON RED

ON DARK

ON LIGHT



1-COLOR, SOLID

1-COLOR, OUTLINED

2-COLOR

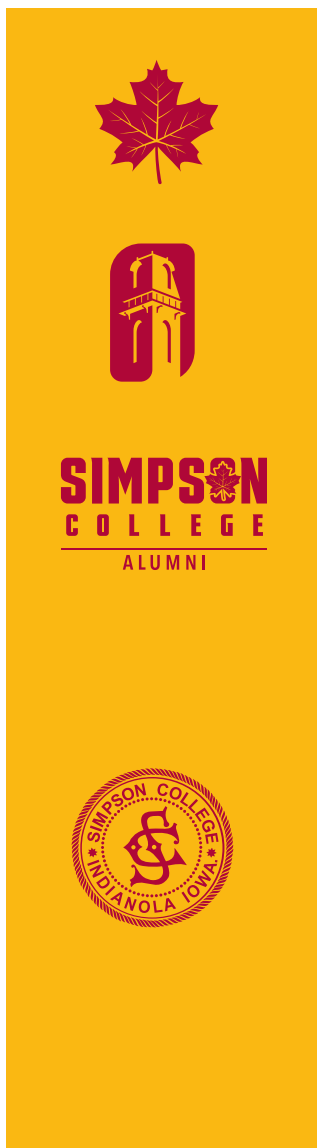
# COLOR PALETTE

## TERTIARY MARKS COLOR VARIATIONS

The Tertiary marks exist as one-color logos only. Refer to the columns on the right for recommended color combinations.

Avoid any combinations of only yellow and black.

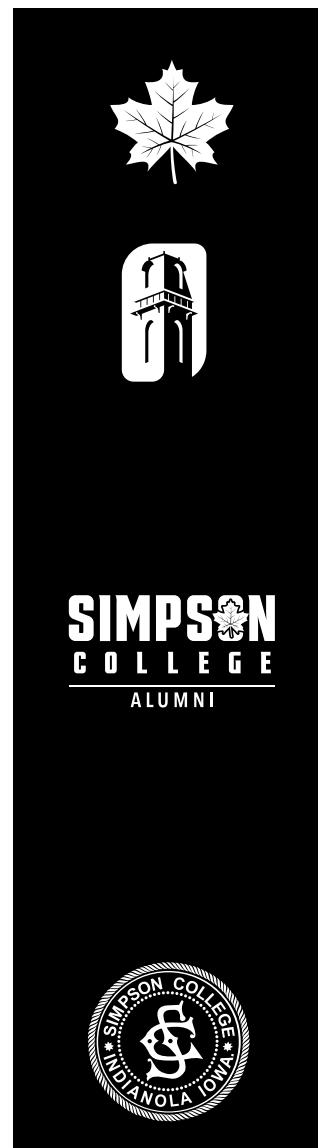
ON YELLOW



ON RED



ON DARK



ON LIGHT





# TYPOGRAPHY

# TYPOGRAPHY

## PRIMARY

Simpson College's brand uses Avenir Next and Avenir Next Condensed

## SECONDARY

Simpson College's brand uses Arial

Avenir Next - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Avenir Next - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

Avenir Next Condensed - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Avenir Next Condensed - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**



# LOGO USAGE

# LOGO USAGE

## DEPARTMENT LOCKUPS

Department lockups are a way of branding individual groups within the college. Any group such as a department, office, division or program, is eligible to use a department lockup.





# LOGO USAGE

## PROPER USAGE

- All logos must be reproduced from high-resolution digital artwork.
- As the primary graphic identity for the College, the logos (or official unit logo or department logo) must appear on all communications, including brochures, stationery, business cards and websites.
- Please contact Joe Hahn, senior designer, at joe.hahn@simpson.edu with any questions.

## IMPROPER USAGE

The logos may not be reconstructed or altered in any way. Do not create secondary logos, as this is confusing to audiences and dilutes our goal of creating a common, mutually reinforcing image.

These rules apply to ALL Simpson logos.

- Do not configure the elements into a different logo.
- Do not crop or remove any part of the logo.
- Do not distort the logo.
- Do not tilt the logo in any direction.
- Do not add any shadows, effects or other elements to the logo.
- Do not alter the proportions of the logo.
- Do not attach a program-level identification to the logo or attempt to create your own unit or department logo.
- Do not recreate the type or substitute another typeface.



Do not distort the logo



Do not distort the logo



Do not recolor the logo



Respect clearing space for logo



Do not rotate or skew the logo



Do not add outlines



Do not fade the logo



Do not make a different colored version of the logo



Do not combine with other logos



Do not alter the proportions of the logo



Do not substitute the typeface



Do not add shadows or effects



701 North C Street  
Indianola, Iowa 50125