



# BRAND IDENTITY



**A Guide to Consistent  
Communications, Graphics, & Style**  
Updated October 2023

# CONTENT

<b>Overview</b> .....	3
Who We Are .....	4
Brand Intro .....	5

<b>Visual Brand</b> .....	7
Academic Logo .....	9
College Seal .....	14
Athletic Logo .....	15
Colors .....	21
Imagery .....	22

<b>Typeface</b> .....	23
Pairings .....	27
General Rules .....	28

<b>Collateral Examples</b> .....	29
Business Cards .....	30
Letterhead .....	31
Tee Designs .....	32
Brochures .....	35
Postcards .....	36
Signage .....	37

<b>Language &amp; Tone</b> .....	38
Brand Adjectives and Master Tone .....	40
Brand Architecture .....	41
Brand Attributes .....	42
Master Platform .....	43
Key Talking Points .....	45

# OVERVIEW

Since 1884, Cottey College has been educating women to become the globally aware, socially responsible leaders they have the potential to become. We are a private, four-year, liberal arts and sciences institution in Nevada, Missouri, dedicated to creating incredible futures for our students and the worlds they will impact.

Cottey College infuses leadership qualities into our students throughout the entirety of their educational experience, making it the foundation and inspiration for everything we do. Our small, tight-knit campus and student body share a collective enthusiasm and build each other up, forming an unbreakable bond that connects them with generations of Cottey alumnae.

This style guide has been created to provide a comprehensive understanding of Cottey College's brand and essential elements to ensure a consistent look, feel, and tone across all departments and messaging platforms.



# WHO WE ARE

## Mission:

Cotter College, an independent liberal arts and sciences college, educates women to be contributing members of a global society through a challenging curriculum and a dynamic campus experience. In our diverse and supportive environment, women develop their potential for personal and professional lives of intellectual engagement and thoughtful action as learners, leaders, and citizens.

## Vision:

Cotter College will be a higher education institution of choice for women of diverse backgrounds who seek access to exceptional educational programs and will focus on three guiding threads: leadership, social responsibility, and global awareness. With care and respect for each student, we will empower women to enrich their lives, realize their full potential, and make valuable contributions to society. Cotter College will be a growing, vibrant, distinctive, and selective college for women, well known and respected for programs delivered in multiple and accessible formats, up-to-date facilities, and academic excellence.





# BRAND INTRO

Our brand is essential to what we do. The success of our students and our institution is directly tied to our collective belief in the Cottey College brand. Our mission can't be pursued without universal enthusiasm for what our entire community aims to achieve. It is not a coat of paint that could be applied to any College — our brand is unique to us and us alone.



# THE COTTEY BRAND

## Brand Essence

Providing students with a transformational curricular and co-curricular experience that enables them to discover their true potential

## Brand Personality

The Cottey College brand personality can be described as an honest, dependable mentor. A mentor guides you throughout your own personal journey, offering leadership, advice, counsel, and encouragement. A mentor provides motivation and perspective through the lens of their own journey and experience. A mentor imparts the knowledge and skills that help you to grow and lead others. Through challenges and personal achievements — they are always there for you.

## Brand Promise

Cottey College provides a transformative experience for the women who come through our doors from all over the world. We offer them the resources they need to be the leaders they have the potential to become. Through experiential learning and an understanding of global and social responsibility, Cottey students help create positive change both in their lives and in the world around them.



**VISUAL BRAND**



# LOGO USAGE

Our logo is how our students and community know us. It is a powerful image that is our most recognizable asset and invokes our brand across every medium. It should be treated with consistency whenever used and may not be altered in any way.

Our Academic logo demonstrates sophistication and simplicity. It invokes a feeling of forward movement with subtle confidence. The C's simultaneously call to the Cottey College name. When using the C logo, we must always use "Cottey College" next to it in order to signify that it is Cottey College.

Our Athletic logo is an exciting, energetic face for the resilience and determination that our athletes demonstrate every day. The trail of the comet travels in the shape of a 'C' with the kind of strength that our community knows Cottey College.





# ACADEMIC LOGO

## FORMAT VARIATIONS - VERTICAL

Full Color Without Tagline



This is the preferred format that should be used whenever possible and only in the color formats shown on this page

2-Color Without Tagline



There are occasions when the logo can be used with the tagline (ex: collateral that does not use it as a headline).

1-Color Without Tagline



Full Color With Tagline



2-Color With Tagline



1-Color With Tagline



## FORMAT VARIATIONS - HORIZONTAL

Full Color Without Tagline



This is the preferred format that should be used whenever possible and only in the color formats shown on this page

2-Color Without Tagline



There are occasions when the logo can be used with the tagline (ex: collateral that does not use it as a headline).

1-Color Without Tagline



Full Color With Tagline



2-Color With Tagline



1-Color With Tagline



## ADDITIONAL GUIDELINES

### Minimum Sizing

The logo should never be used where it will be too small to read:



*Vertical format should be shown no less than 1 inch wide*



*Horizontal format should be shown no less than 1.5 inches wide*



*This format should be shown no less than 1 inch wide and should be used on promotional items only.*

### Clear Space

Never place the logo too close to other type or graphical elements. The clear space around the logo should be equal to the width of the "E" in "Cottey".

The logo with the tagline should be treated as a single unit. This way, the spacing between the two will remain consistent. The clear space around the logo with the tagline should also be equal to the width of the "E" in "Cottey".



### Placement

Generally, the logo should be placed centered near the top of the layout. However, logo placement may vary depending on the layout and content. The logo should never be placed in any kind of bounding box.

Reference the Collateral Examples section for examples on appropriate logo placement.

### Drop Shadow



*Make sure the white logo has a drop shadow with 50% or more opacity, the background image is no more than 10% opacity on top of a solid color, and that the logo and background color are contrasting colors.*



*If you add a drop shadow with a solid, light colored background, make sure it is only added to the words COTTEY with no blur and no more than 20% opacity.*



*If you have the 1-color navy logo on top of a light background, use a white drop shadow with 60-80% opacity. Make sure the background image is no more than 15% opacity.*



## WORDMARK

2-Color  
Light Background

COTTEY  
COLLEGE

2-Color  
Dark Background

COTTEY  
COLLEGE

1-Color  
Light Background

COTTEY  
COLLEGE

2-Color  
Dark Background

COTTEY  
COLLEGE

1-Color  
Light Background

COTTEY  
COLLEGE

1-Color  
Dark Background

COTTEY  
COLLEGE

## INCORRECT LOGO USAGE

### DO NOT

Add elements to the logo



### DO NOT

Redraw or retype the logo



### DO NOT

Use the logo in any other colors than indicated in the logo section



### DO NOT

Use the logo on any other colors than indicated in the logo section



### DO NOT

Place the logo too close to other elements



### DO NOT

Stack or group the logo with other elements



### DO NOT

Add a blurred dark dropshadow on a light background



### DO NOT

Add a blurred dark dropshadow on a light background



### DO NOT

Add a bevel or emboss



### DO NOT

Stretch or distort the logo



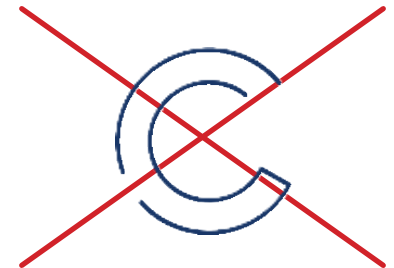
### DO NOT

Outline any part of the logo to help it stand out



### DO NOT

Put the Cottey C by itself



# COLLEGE SEAL

Our official college seal may only be used by the President's Office and the Board of Trustees.

It should be shown no less than 2 inches wide.





# ATHLETICS LOGO

## OVERVIEW

### Main Comets Athletic Logo

Our athletics programs are a special point of pride for Cottey and as such have a unique set of logos that stand apart from our other brand elements. The following logos will be used in conjunction with athletic focused materials and may upon occasion be used for admissions but cannot be mixed with the Academic logo. All other materials should use the Cottey College logos on pages 9 - 12.

### Guidelines to Follow When Selecting an Athletics Logo to Use:

- Only use versions of these logos that have been supplied. There is no need to create a new version.
- The versions for dark and light backgrounds are to ensure proper legibility. Make sure they are used in accordance with the correct background color.
- Do not add extra strokes or outlines to any logo. There is no need to do this if you are selecting the correct logo based on background color.
- Do not delete any strokes or outlines from any logo. What has already been created is there to give a consistent look to the Cottey Athletic brand.
- The full-color logos are preferred, however there are multiple 2-color and 1-color options for every logo in the Athletics logo library if needed, based on printing parameters.

### “Primary” Logo

Primary Uses:

Printed materials, gym floor and banners, warm-ups, etc. The Home version is preferred, but use your own judgment on whether the Home or Away version is needed.

### “Type” Logo

Primary Uses:

Uniforms, horizontal banners and anywhere the full logo doesn't fit well. Consider this the horizontal version of the athletics logo.

### “Comet C” Logo

Primary uses:

Apparel, uniforms and anywhere it is not necessary to say “Cottey College”. Over time, your audience will recognize this version and automatically associate Cottey College Comets with it.

# PRIMARY HOME LOGO

NO "COTTEY COLLEGE" - DARK BACKGROUND

Main Logo  
Full Color (CMYK)



2-Color  
Versions (CMYK)



1-Color  
Versions (CMYK)



Type Logo  
Full Color (CMYK)



2-Color  
Versions (CMYK)



1-Color  
Versions (CMYK)



# PRIMARY HOME LOGO

NO "COTTEY COLLEGE" - LIGHT BACKGROUND

Main Logo  
Full Color (CMYK)



2-Color  
Versions (CMYK)



1-Color  
Versions (CMYK)



Type Logo  
Full Color (CMYK)



2-Color  
Versions (CMYK)



1-Color  
Versions (CMYK)





# PRIMARY AWAY LOGO

DARK BACKGROUND

Main Logo  
Full Color (CMYK)



2-Color  
Versions (CMYK)



1-Color  
Versions (CMYK)



Type Logo  
Full Color (CMYK)



2-Color  
Versions (CMYK)



1-Color  
Versions (CMYK)



# PRIMARY AWAY LOGO

LIGHT BACKGROUND

Main Logo  
Full Color (CMYK)



2-Color  
Versions (CMYK)



1-Color  
Versions (CMYK)



Type Logo  
Full Color (CMYK)



2-Color  
Versions (CMYK)



1-Color  
Versions (CMYK)



# COMET C LOGO

## Dark Background

Can use with Home or Away

Main Logo  
Full Color (CMYK)



2-Color  
Versions (CMYK)



1-Color  
Versions (CMYK)



## Light Background

Can use with Home or Away

Main Logo  
Full Color (CMYK)



2-Color  
Versions (CMYK)



1-Color  
Versions (CMYK)





# COLORS

**Navy**

*Primary*

**Web:**  
#002f6d

**Print:**  
C - 100  
M - 86  
Y - 29  
K - 23

**PMS:**  
294

**Blue**

*Primary*

**Web:**  
#385dae

**Print:**  
C - 85  
M - 69  
Y - 0  
K - 0

**PMS:**  
7455

**Yellow**

*Secondary*

**Web:**  
#fedb65

**Print:**  
C - 1  
M - 12  
Y - 72  
K - 0

**PMS:**  
120

**Cyan**

*Secondary*

**Web:**  
#00bdf2

**Print:**  
C - 63  
M - 7  
Y - 0  
K - 0

**PMS:**  
2985

# IMAGERY

Cottery maintains a photo library of campus photography. Campus employees have access to it. For any outside groups needing a photo from Cottery, please contact the Marketing department.

## DO



Use photos From Canto.



Get personal photos approved.



Use Plain Backgrounds for Text.

## DON'T



Use Any Red Filter Photos.



Use a Color Filter.



Skew Images.



Use Blurry Images.



Use Text on Top of a Busy Image.

**TYPEFACE**

# TYPEFACE

## FONT OPTIONS

### ASAP

ASAP should be used on all communications materials created by the Marketing and Strategic Communication department. It has a versatility to work well for body copy and headlines from print materials to large banners and everything in between. The standard or the condensed version can be used. ASAP Regular or ASAP Condensed Regular are generally used for body copy. ASAP Semibold or ASAP Condensed Semibold are generally used for subheads. ASAP Bold is generally used for headlines. Italics and/or bold weights should be used for emphasis or to call attention to something. This font is also available for web use. Consistent use of ASAP is strongly encouraged to promote brand unity.

### Cambria

Cambria can be used as an alternative title or body copy font to ASAP. It should be used when ASAP is not available.

### Arial

If ASAP is unavailable, the Marketing and Strategic Communication department should substitute it with Arial. It is available on all operating systems and on most word processing software.

# ASAP VARIATIONS

## WEIGHTS AND STYLES

Italics should be an option for every weight and style

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz1234567890

### Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz1234567890

### Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz1234567890

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz1234567890



# CAMBRIA VARIATIONS

## WEIGHTS AND STYLES

Italics should be an option for every weight and style

### Regular

ABCDEFGHIJKLMNO  
PQRSTUVWXYZabc  
defghijklmnopqrstu  
vwxyz1234567890

### Bold

ABCDEFGHIJKLMNO  
PQRSTUVWXYZabc  
defghijklmnopqrstu  
vwxyz1234567890

# PAIRINGS

## FOR TYPEFACES

### Pairing #1

**Asap Bold**

Asap Regular

### Pairing #2

**Cambria Bold**

Asap Regular

### Specifications and Uses

**Title Font**  
**Asap Bold**

*The title should always be the biggest font on a page.*

**Sub Title Font**  
**Asap Semi Bold**

*Sub Titles aren't always necessary, but when they are they should be smaller than the title but larger than the body copy.*

**Body Copy Font**  
Asap Regular

*The body copy should always be the smallest font on the page.  
Make sure it is no less than 10pt font and no more than 14pt font.*

**Title Font**  
**Cambria Bold**

**Sub Title Font**  
**Cambria Bold**

**Body Copy Font**  
Asap Regular

# GENERAL RULES

PLEASE ENSURE TO ALWAYS FOLLOW FOR TYPOGRAPHY

**#1** Type is set left aligned or centered

**#2** Do not hyphenate text between lines

**#3** Use sentence case

**#4** Use tight leading on headlines

**#5** Use Asap Bold type for titles only

**#6** Center align only for short text (e.g. 3,4 lines)

# **COLLATERAL EXAMPLES**

# STATIONARY

## BUSINESS CARD DESIGNS





# STATIONARY

## LETTERHEAD DESIGNS



# **LANGUAGE & TONE**



At Cottey College, we believe in bold action and against-the-grain thinking. As an all-women's school, we nurture courage and embrace empowering language. Our tone is proud, but not boastful. Strong, but not overpowering. Our confidence in who we are and what we do should be reflected in all that we say both internally and externally so that it becomes inseparable from our name.

# BRAND ADJECTIVES & MASTER TONE

## BRAND ADJECTIVES

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### INSPIRATIONAL

BRAVE

ACCOMMODATING

INVENTIVE

WELCOMING

ADVENTUROUS

PERSONAL

FORWARD-THINKING

MENTORING

ACADEMICALLY FOCUSED

GLOBALLY AWARE

### CHALLENGING

COURAGEOUS

TRADITION-ORIENTED

GUIDED

CONNECTED

SOCIALLY RESPONSIBLE

TIGHT-KNIT

EMPOWERED

COLLABORATIVE

TRUSTED

## MASTER TONE

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### LEADING

Leadership is a natural extension of a transformational experience. From the curriculum that we build to the skills that we teach, we are leading the way in creating a higher standard for education and helping students reach their greatest potential.

### SUPPORTIVE

The women who are a part of the Cottey community span many generations, yet share a bond that connects them all. Our faculty, staff, students, and alumnae uniquely care about each other's development and success. We've created an atmosphere that is not only supportive, but that provides a true sense of belonging. As lifelong learners, we inspire and encourage each other at every turn.

### PROGRESSIVE

No one ever changed the world by following the status quo. It is a mindset that begins with confronting the difficult questions and challenging the way things are. At Cottey, we understand that and continue to evolve our programs to fit the demanding, ever-changing needs of our students.

# BRAND ARCHITECTURE

## MASTER POSITIONING STATEMENT

For women seeking a challenging academic environment, supportive of personal and professional growth

Cotney College is a dynamic four-year private arts and sciences institution

That helps students develop into who they want to be, and how they want to get there, through a remarkably interesting academic and co-curricular experience, empowering each student to understand and make a difference in their lives and the world around them

Because of a student-centered focus on academic excellence, social and global responsibility, and understanding, which are highlighted by experiential learning; an accessible, highly qualified faculty and staff; and a close-knit and interdependent community — all of which provide for a transformational experience allowing students to succeed at every level.

## BRAND ESSENCE

*Providing students with a transformational curricular and co-curricular experience that enables them to discover their true potential.*



## BRAND ARCHITECTURE CONTINUED...

### BRAND ATTRIBUTES

#### COMMITTED

Our entire community, including faculty, staff, alumnae, and the P.E.O. Sisterhood, ensures that our students are a priority — supported and inspired throughout the entirety of their Cottey experience. From individualized mentoring, to an intimate classroom setting allowing true student/ professor collaboration, to approachable and accessible faculty and staff, we are committed to — and believe in — advancing women's education.

#### ACADEMIC EXCELLENCE

Our faculty and staff at Cottey is made up of driven, resilient educators with a passion for learning. More than 90 percent of our faculty have terminal degrees within their field of study. Our faculty and staff conscientiously develop an academically rigorous curriculum that serves to expand our students' growing minds and challenge them to reach their true potential.

#### COMMUNITY

We are a close-knit community — something you can feel the moment you step foot on our campus. We purposefully foster a culture that is inclusive, supportive, and welcoming, and encourages collaboration and connectedness among everyone who is and has been a part of the Cottey family. Our students, alumnae, faculty, and staff feel a common bond that they can depend on for life.

#### EMPOWERING

The Cottey experience can only be described as “remarkable.” This experience helps students understand who they are, how to lead, and how to work with leaders while supporting personal growth and development. This is reinforced by a close-knit, supportive community that helps students succeed at every level.

#### GLOBALLY MINDED

Our student body is made up of confident, strong women, with representation from students across the U.S. and as many as 20 different countries. This diversity provides us with the opportunity to bring the world to our students, and bring our students to the world, by exposing them to a variety of unique cultures, backgrounds, and traditions on campus as well as offering international educational experiences. All qualified students participate in an international trip — we incorporate this experience into the Cottey College curriculum because we believe that in order for our students to change the world, they have to see it first. We prepare our students for the world by bringing them together, approaching academics with an appreciation of other cultures, and embedding a global perspective into the Cottey experience.

## BRAND ARCHITECTURE CONTINUED...

### MASTER PLATFORM

#### MASTER MESSAGE

Cotter College is an academically rigorous, independent, all-women's arts and sciences college in Nevada, Missouri, focused on providing a transformational experience. We have a highly qualified and accessible staff committed to academic excellence and doing what it takes to help our students succeed.

Alongside Cotter's rigorous curriculum, a focus on leadership permeates throughout our campus. Our mission is to educate women as contributing members of a global society. Our three tenets of experiential learning, social responsibility, and global awareness are imparted through academic programs and resources in order to challenge, enhance, and transform the lives of our students.

#### BRAND PROMISE

Cotter College provides a transformative experience for the women who come through our doors from all over the world. We offer them the resources they need to be the leaders they have the potential to become. Through experiential learning and an understanding of global and social responsibility, Cotter students help create positive change both in their lives and in the world around them.

#### EMPLOYMENT MESSAGE

Cotter College faculty and staff are a loyal and passionate group of individuals who champion education with a global perspective, embrace the diversity of our student body, and are committed to the growth of our students on every level. We stay

true to our mission of educating women to be contributing members of a global society — a mission that our employees advocate every single day.

Whether they have an interest in a new skill, a new course, or simply questions about their futures, we are there for our students when they need us — our student-focused approach enables us to go the extra mile to help them succeed. We embrace our role as an invaluable resource for our students' academic, social, emotional, and professional growth. Whichever path our students choose to take — our ultimate aim is to help them find their way.

## BRAND ARCHITECTURE CONTINUED...

### MASTER PLATFORM

#### ELEVATOR SPEECH

Beginning with our founder, Cottey College's mission to deliver the best education for women has been at the center of everything we do. A women's college education provides inherent benefits not found in a coed setting and a women's education at Cottey provides a global perspective not found anywhere else. Cottey College helps each student excel as learners, leaders, and global citizens — providing a comprehensive and empowering experience in an intimate academic setting that transforms them to reach their highest potential.

#### BRAND PERSONALITY

The Cottey College brand personality can be described as an honest, dependable mentor. A mentor guides you throughout your own personal journey, offering leadership, advice, counsel, and encouragement. A mentor provides motivation and perspective through the lens of their own journey and experience. A mentor imparts the knowledge and skills that help you to grow and lead others. Through challenges and personal achievements — they are always there for you.

## BRAND ARCHITECTURE CONTINUED...

### KEY TALKING POINTS

#### P.E.O. SISTERHOOD

- Cottey College is a four-year private arts and sciences institution.
- Beginning with Cottey's founder, Virginia Alice Cottey — it has been Cottey's mission to deliver the best educational experience possible for women.
- Offers a comprehensive academic and co-curricular experience focused on providing a transformational experience.
- A diverse and inclusive environment with students from as many as 30 different countries, offering students a dynamic global perspective.
- Three key pillars of Cottey College include Global Awareness, Social Responsibility and Experiential Learning.
- An all-women's college offers many unique benefits, including:
  1. More participation
  2. Greater overall satisfaction versus coed counterparts
  3. Higher levels of confidence and self-esteem
  4. Graduates of women's colleges are more than twice as likely as graduates of coeducation colleges to receive doctorate degrees
  5. More successful careers, higher positions and better pay
- All qualified sophomore level students participate in an international trip





## BRAND ARCHITECTURE CONTINUED...

### KEY TALKING POINTS

#### ALUMNAE

- Cottey College is a four-year private arts and sciences institution.
- Beginning with Cottey's founder, Virginia Alice Cottey — it has been Cottey's mission to deliver the best educational experience possible for women.
- Offers a comprehensive academic and co-curricular experience focused on providing a transformational experience.
- A diverse and inclusive environment with students from as many as 30 different countries, offering students a dynamic global perspective.
- Three key pillars of Cottey College include Global Awareness, Social Responsibility and Experiential Learning.
- We approach academics with an appreciation of other cultures and embed a global perspective into the Cottey Experience.
- An all-women's college offers many unique benefits, including:
  1. More participation
  2. Greater overall satisfaction versus coed counterparts
  3. Higher levels of confidence and self-esteem
  4. Graduates of women's colleges are more than twice as likely as graduates of coeducation colleges to receive doctorate degrees
  5. More successful careers, higher positions and better pay
- All qualified sophomore level students participate in an international trip





## BRAND ARCHITECTURE CONTINUED...

### KEY TALKING POINTS

#### FACULTY & STAFF

- Cottey College is a four-year private arts and sciences institution.
- Beginning with Cottey's founder, Virginia Alice Cottey — it has been Cottey's mission to deliver the best educational experience possible for women.
- Cottey College prides itself on providing a one-on-one classroom experience with a low student-to-professor ratio.
- Our degree programs integrate leadership development into our curriculum, preparing our students for successful careers and the world.
- Created an academic experience built around experiential learning.
- An all-women's college offers many unique benefits, including:
  1. More participation
  2. Greater overall satisfaction versus coed counterparts
  3. Higher levels of confidence and self-esteem
  4. Graduates of women's colleges are more than twice as likely as graduates of coeducation colleges to receive doctorate degrees
  5. More successful careers, higher positions and better pay
- All qualified sophomore level students participate in an international trip.
- Over 90% of our faculty have terminal degrees within their field of study.





COTTEY  
COLLEGE

CREATORS OF INCREDIBLE FUTURES