



PAUL SMITH'S COLLEGE

DESIGN & BRAND GUIDELINES

REVISED JUNE 2020

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PAUL SMITH'S COLLEGE: INTRODUCTION

THE DESIGN + BRAND GUIDELINES

Since 1946, Paul Smith's College has delivered hands-on, meaningful education to generations of students. These guidelines help ensure Paul Smith's is presenting a consistent, unified brand identity across all platforms — whether the message is being developed by the College or an outside entity.

The following pages will address proper usage of the Paul Smith's College name, logo, and other visual elements such as color, type, and graphics. Brand pillars are also defined to help guide descriptive language. Adhering closely to these guidelines protects the college from unauthorized or incorrect use of Paul Smith's brand assets and reflects our commitment to quality, consistency, and authenticity.

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01 THE LOGO

Our logo is the primary visual element that identifies us. The mark is a combination of iconography and typography — they have a fixed relationship that shouldn't be altered or manipulated.

Introduction
Variations & Approved Graphics
Color Breakdown
Sizing
Construction & Clearspace
Usage



INTRODUCTION

THE PARENT MARK

The Paul Smith's College parent mark is comprised of two elements, the logo symbol (1) and logo type (2). The leaning pine tree in the mark is evocative of both the College's location in the forests of the Adirondacks and the institution's history, paying homage to the leaning pine that once stood near the site of the Phelps Smith Administration Building and was a campus trademark.

The colors — consisting of spring greens, neutral blues, and an earthy brown — reflect Paul Smith's natural setting while ensuring overall impact and legibility.

The Grant Avenue typeface used for the logo type was chosen for the boldness of its letterforms and clear legibility as well as its timeless take on a traditional font. Brand typography is covered in depth on pages 18–21.

**Recommended formats are:**

.eps | .pdf | .png | .jpg

Note:

Please refrain from any stylized, animated, hand drawn or other versions of the Paul Smith's logo. Consult with logo creator, Trampoline, if you have any questions or need further help. Trampoline's contact information can be found on page 24.

1-COLOR BLACK



KNOCKOUT WHITE



2-COLOR



VARIATIONS & APPROVED GRAPHICS

STACKED MARK

Created for instances when center alignment is preferred for visual balance. It can be used interchangeably with the parent mark.



HORIZONTAL MARK

Created for horizontal applications where vertical space is limited (i.e. signage, letterhead, and business cards). This mark can be used interchangeably with the parent mark.



HERITAGE SHIELD

A legacy mark that can be used as a graphic asset to support the parent logo and other brand assets.



PSC BADGE

An iconic, scalable graphic that can be used as an accent mark.







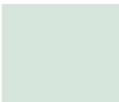

COLOR BREAKDOWN

The Paul Smith's College parent, stacked, horizontal marks and badge are comprised of colors carefully selected for their contrast and aesthetic qualities. Please use approved logo files hosted for download at paulsmiths.edu/news/logos and refer to the Pantone®, CMYK, and RGB color values here when reproducing the Paul Smith's College logo for print, digital, merchandise, or other applications. The secondary palette is comprised of complimentary colors represented in the sub-brands. These should be used sparingly.

PRIMARY COLOR PALETTE



**PAUL
SMITH'S
COLLEGE**




	PINE CMYK C: 93 M: 24 Y: 85 K: 68 Pantone 3435 C RGB R: 21 G: 71 B: 52 Web #154734
	MOSS CMYK C: 62 M: 1 Y: 100 K: 25 Pantone 370 C RGB R: 101 G: 141 B: 27 Web #658D1B
	GRASS CMYK C: 60 M: 0 Y: 98 K: 7 Pantone 7737 C RGB R: 107 G: 165 B: 57 Web #6BA539
	SLATE CMYK C: 36 M: 3 Y: 28 K: 4 Pantone 558 C RGB R: 154 G: 190 B: 170 Web #9ABEAA
	SLATE (40% TINT) CMYK C: 15 M: 4 Y: 13 K: 0 Pantone 558C (40% Tint) RGB R: 215 G: 228 B: 220 Web #D7E4DC
	BARK CMYK C: 11 M: 53 Y: 94 K: 53 Pantone 464 C RGB R: 139 G: 91 B: 41 Web #8B5B29

SECONDARY COLOR PALETTE (SUB-BRANDS ONLY)

GRADUATE STUDIES

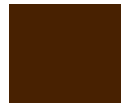


	NIGHT CMYK C: 97 M: 73 Y: 52 K: 57 Pantone 303 C
	WINTER CMYK C: 93 M: 61 Y: 32 K: 13 Pantone 7700 C
	ICE CMYK C: 21 M: 0 Y: 4 K: 0 Pantone 635 C 60% tint
	SNOW CMYK C: 62 M: 1 Y: 100 K: 25 Pantone 7457 C 5% tint

ATHLETIC LOGOS



	SPORTS GREY CMYK C: 0 M: 0 Y: 0 K: 40 Pantone Neutral Black 40% tint RGB R: 167 G: 169 B: 172 Web #A7A9AC
	MOSS (60% TINT) CMYK C: 38 M: 9 Y: 60 K: 1 Pantone 370 C 60% tint RGB R: 163 G: 192 B: 131 Web #A3C083
	CHERRY CMYK C: 2 M: 99 Y: 82 K: 0 Pantone 199 C RGB R: 225 G: 16 B: 44 Web #E1102C

A.P. SMITH'S BAKERY



BARKEATER DISC GOLF

	ROOT CMYK C: 37 M: 75 Y: 100 K: 70 Pantone 4625 C RGB R: 72 G: 32 B: 0 Web #482000
	SAPWOOD CMYK C: 9 M: 19 Y: 35 K: 2 Pantone 727 C RGB R: 224 G: 198 B: 163 Web #E0C6A3
	HEARTWOOD CMYK C: 23 M: 48 Y: 89 K: 5 Pantone 146 C RGB R: 190 G: 135 B: 61 Web #BE873D

ADIRONDACK WATERSHED INSTITUTE

	TAMARACK CMYK C: 20 M: 0 Y: 100 K: 0 Pantone Not Defined by Designer RGB R: 215 G: 223 B: 35 Web #D7DF23
	WATER CMYK C: 70 M: 15 Y: 0 K: 0 Pantone Not Defined by Designer RGB R: 39 G: 170 B: 225 Web #27FFE1

VIC LOGO

	DARK GREEN CMYK C: 50 M: 27 Y: 98 K: 76 Pantone 5747 C RGB R: 61 G: 68 B: 30 Web #3D441E
	TOPO CMYK C: 14 M: 6 Y: 100 K: 24 Pantone 398 C RGB R: 173 G: 164 B: 0 Web #ADA400

SIZING

MINIMUM LOGO SIZES

Full, Stacked

Minimum Size: .75 in x .3586 in



Full, Horizontal

Minimum Size: 1.5 in x .4164 in



Badge

Minimum Size: .5 in x .253 in



Shield

Minimum Size: .75 in x .4825 in

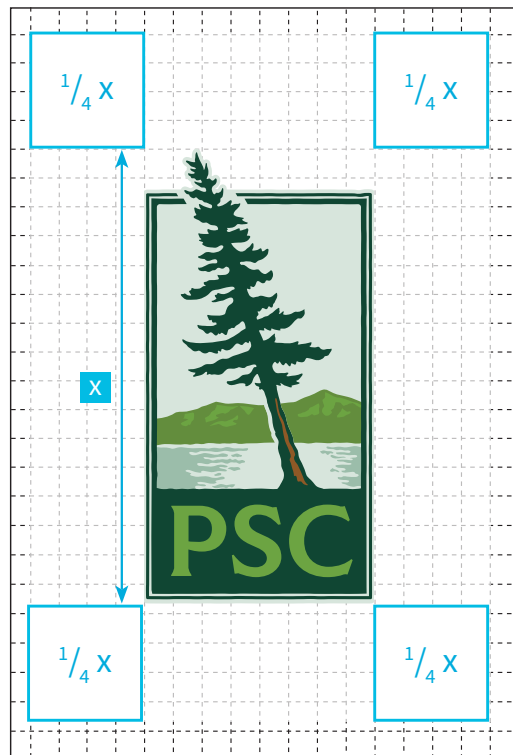


CONSTRUCTION & CLEARSPACE

It is important to keep the parent mark clear of any other graphic elements to protect its visibility and impact. To ensure this, an exclusion zone has been established indicating the closest any other graphic element or message can be positioned in relation to the mark.

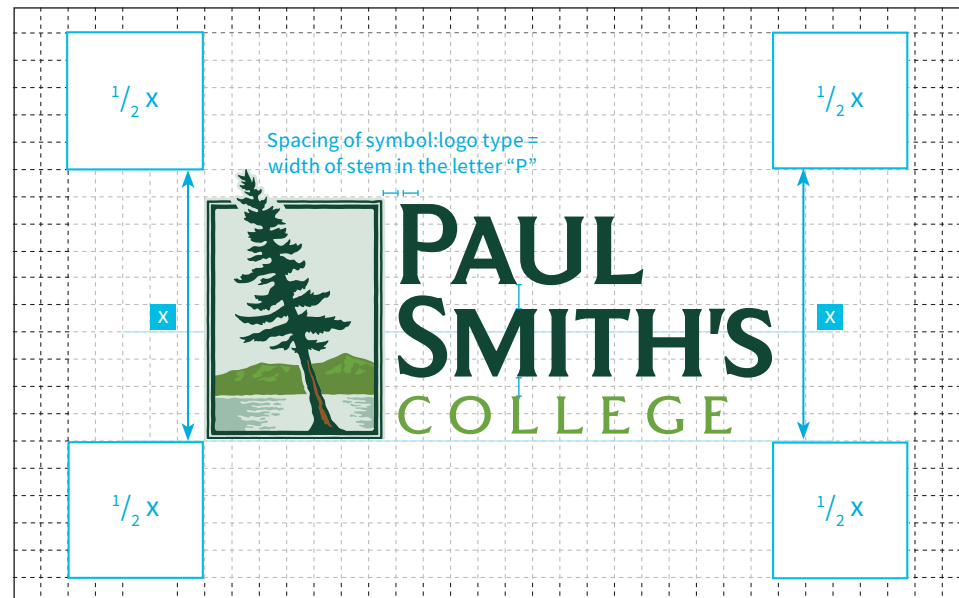
CLEARSPACE: SHIELD & BADGE

To determine the clearspace, take the height of the logo and divide it by 4. (Clearspace = Height / 4).



CLEARSPACE: PARENT, STACKED & HORIZONTAL LOGO

To determine the clearspace, take the height of the logo and divide it in half. (Clearspace = Height / 2).



USAGE

Do not deconstruct or embellish Logo without permission from marketing office. Any mark including elements from the Paul Smith's College logo must be approved by the marketing department.



Do not change fonts.



Do not stretch out of proportion.



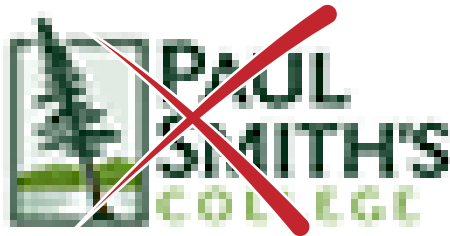
Do not outline.



Do not tilt or cut off.



Do not swap colors.



Do not use at low-resolution.



Do not eliminate artwork.



Do not shear.

USAGE (CONTINUED)



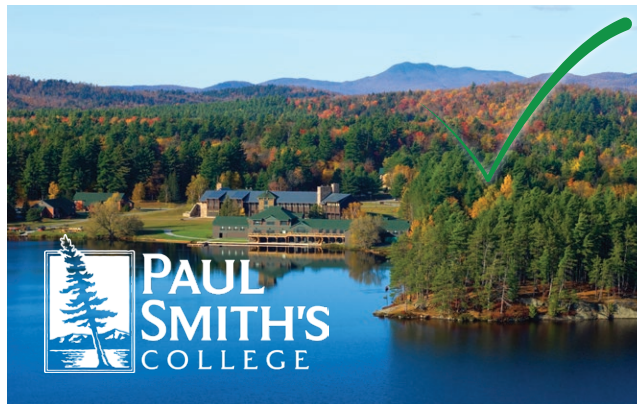
Do not place logo on busy backgrounds.



Do not tilt or cut off.



Do not use a glow to outline the logo.



When placing over an image, be sure there is enough clearspace to clearly read the college name and discern the various elements in the symbol.

02 SUB-BRANDS

Paul Smith's College utilizes a House Blend branding strategy. This approach enables a family of brands that leverage the credibility of the parent mark while also allowing a high degree of marketing function for the individual brands.

Graduate Studies
Adirondack Watershed Institute
Global Center for Rural Communities
Center for Sustainability
Osgood Homestead
International Paper - John Dillon Park
The VIC
Adventure Guides
The Ganzi
A.P. Smith's Student Bakery
BarkEater Disc Golf
Athletics Logos



SUB-BRANDS: GRADUATE STUDIES

PRIMARY MARK



STACKED MARK



REVERSE GRAYSCALE



GRAYSCALE



NIGHT

CMYK C: 97 M: 73 Y: 52 K: 57
 Pantone 303 C
 RGB R: 139 G: 91 B: 41
 Web #8B5B29



WINTER

CMYK C: 93 M: 61 Y: 32 K: 13
 Pantone 7700 C
 RGB R: 139 G: 91 B: 41
 Web #8B5B29



ICE

CMYK C: 21 M: 0 Y: 4 K: 0
 Pantone 635 C 60% tint
 RGB R: 139 G: 91 B: 41
 Web #8B5B29



SNOW (5% TINT)

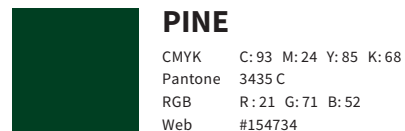
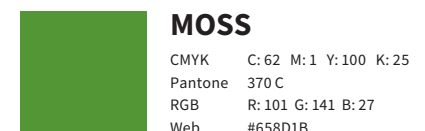
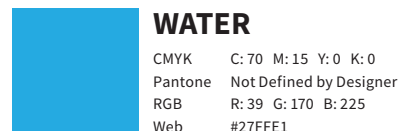
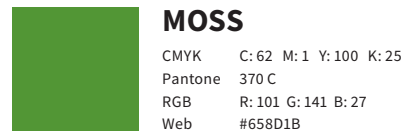
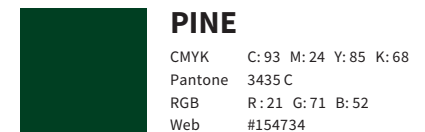
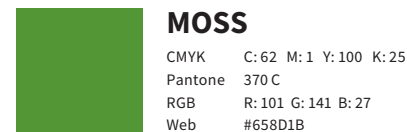
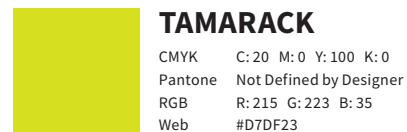
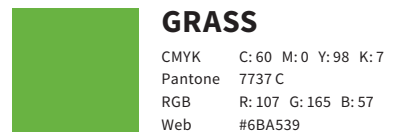
CMYK C: 62 M: 1 Y: 100 K: 25
 Pantone 7457 C 5% tint
 RGB R: 139 G: 91 B: 41
 Web #8B5B29



BARK

CMYK C: 11 M: 53 Y: 94 K: 53
 Pantone 464 C
 RGB R: 139 G: 91 B: 41
 Web #8B5B29

SUB-BRANDS (CONTINUED)



SUB-BRANDS (CONTINUED)



PINE

CMYK C: 93 M: 24 Y: 85 K: 68
 Pantone 3435 C
 RGB R: 21 G: 71 B: 52
 Web #154734

MOSS

CMYK C: 62 M: 1 Y: 100 K: 25
 Pantone 370 C
 RGB R: 101 G: 141 B: 27
 Web #658D1B

SLATE

CMYK C: 36 M: 3 Y: 28 K: 4
 Pantone 558 C
 RGB R: 154 G: 190 B: 170
 Web #9ABEAA

PINE

CMYK C: 93 M: 24 Y: 85 K: 68
 Pantone 3435 C
 RGB R: 21 G: 71 B: 52
 Web #154734

MOSS

CMYK C: 62 M: 1 Y: 100 K: 25
 Pantone 370 C
 RGB R: 101 G: 141 B: 27
 Web #658D1B

BARK

CMYK C: 11 M: 53 Y: 94 K: 53
 Pantone 464 C
 RGB R: 139 G: 91 B: 41
 Web #8B5B29

DARK GREEN

CMYK C: 50 M: 27 Y: 98 K: 76
 Pantone 5747 C
 RGB R: 61 G: 68 B: 30
 Web #3D441E

TOPO

CMYK C: 14 M: 6 Y: 100 K: 24
 Pantone 398 C
 RGB R: 173 G: 164 B: 0
 Web #ADA400

TOPO GRADIENT

100%-60% radial gradient

SUB-BRANDS (CONTINUED)



PINE

CMYK C: 93 M: 24 Y: 85 K: 68
Pantone 3435 C
RGB R: 21 G: 71 B: 52
Web #154734



GRASS

CMYK C: 60 M: 0 Y: 98 K: 7
Pantone 7737 C
RGB R: 107 G: 165 B: 57
Web #6BA539



PINE

CMYK C: 93 M: 24 Y: 85 K: 68
Pantone 3435 C
RGB R: 21 G: 71 B: 52
Web #154734



MOSS

CMYK C: 62 M: 1 Y: 100 K: 25
Pantone 370 C
RGB R: 101 G: 141 B: 27
Web #658D1B



MOSS

CMYK C: 62 M: 1 Y: 100 K: 25
Pantone 370 C
RGB R: 101 G: 141 B: 27
Web #658D1B



BARK

CMYK C: 11 M: 53 Y: 94 K: 53
Pantone 464 C
RGB R: 139 G: 91 B: 41
Web #8B5B29



CHERRY

CMYK C: 2 M: 99 Y: 82 K: 0
Pantone 199 C
RGB R: 225 G: 16 B: 44
Web #E1102C

SUB-BRANDS: ATHLETICS LOGOS

PRIMARY MARK



PINE

CMYK	C: 93 M: 24 Y: 85 K: 68
Pantone	3435 C
RGB	R: 21 G: 71 B: 52
Web	#154734

MOSS (100%)

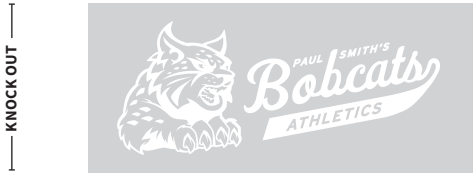
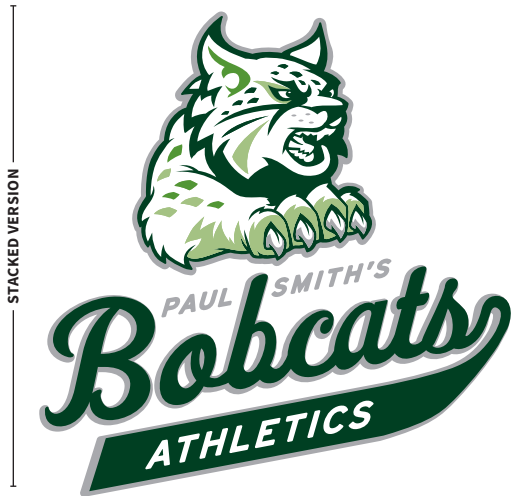
CMYK	C: 62 M: 1 Y: 100 K: 25
Pantone	370 C
RGB	R: 101 G: 141 B: 27
Web	#658D1B

MOSS (60% TINT)

CMYK	C: 38 M: 9 Y: 60 K: 1
Pantone	370 C 60% tint
RGB	R: 163 G: 192 B: 131
Web	#A3C083

SPORTS GREY

CMYK	C: 0 M: 0 Y: 0 K: 40
Pantone	Neutral Black 40% tint
RGB	R: 167 G: 169 B: 172
Web	#A7A9AC



SUB-BRANDS: ATHLETICS LOGOS (CONTINUED)



SUB-BRANDS: ATHLETICS LOGOS (CONTINUED)



PRIMARY MARK



SECONDARY MARK



PINE

CMYK C: 93 M: 24 Y: 85 K: 68
 Pantone 3435 C
 RGB R: 21 G: 71 B: 52
 Web #154734



GRASS

CMYK C: 60 M: 0 Y: 98 K: 7
 Pantone 7737 C
 RGB R: 107 G: 165 B: 57
 Web #6BA539



SLATE

CMYK C: 36 M: 3 Y: 28 K: 4
 Pantone 558 C
 RGB R: 154 G: 190 B: 170
 Web #9ABEAA



ROOT

CMYK C: 37 M: 75 Y: 100 K: 70
 Pantone 4625 C
 RGB R: 72 G: 32 B: 0
 Web #482000



MOSS

CMYK C: 62 M: 1 Y: 100 K: 25
 Pantone 370 C
 RGB R: 101 G: 141 B: 27
 Web #658D1B



SAPWOOD

CMYK C: 9 M: 19 Y: 35 K: 2
 Pantone 727 C
 RGB R: 224 G: 198 B: 163
 Web #E0C6A3



HEARTWOOD

CMYK C: 23 M: 48 Y: 89 K: 5
 Pantone 146 C
 RGB R: 190 G: 135 B: 61
 Web #BE873D

03 **TYPOGRAPHY**

Typographic hierarchy is another visual element that helps to differentiate Paul Smith's College. Our brand typography includes primary and secondary fonts. In this section, we'll take a look at how these fonts are used to deliver messages with the greatest clarity and impact.

Primary Fonts
Secondary Fonts
Samples



PRIMARY FONT: GRANT AVENUE

As the primary typeface used in the logomark, Grant Avenue should be used in moderation. It is a strong, legible font and should always be used in all caps. Its application should be limited to headlines and subheads only.

Grant Avenue is an Open Type Font that is compatible on both Macs and PCs. It can be purchased at: <https://www.fontshop.com/families/grant-avenue/buy>

GRANT AVENUE

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! \$ % & / () = ? ` ; : ' ¢ [] | { } # ¸ ' « € ® † ¨ / ø • ± ' Æ Œ @ © ð Å ¥ Ç

PRIMARY FONT: ANDES

Andes is the recommended sans-serif font and can be used for subheads, body copy, and captions. For consistency, it should be used whenever possible. Andes has many styles, including several weights and oblique options. The legibility and versatility make it useful in a number of applications. Andes includes several cases, including small caps.

Andes

Andes is an Open Type Font that is compatible on both Macs and PCs. It can be purchased at: <https://www.myfonts.com/fonts/latinotype/andes/>

Bold

A B C D E F G H I J K L m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L m n o p q r s t u v w x y z

SECONDARY FONTS: SOURCE SANS PRO & CALIBRI

In instances when Andes is not available, Source Sans Pro and Calibri are suitable substitutes. Source Sans Pro has many weights and cases within its font family. Because of its range of weights, this font can be used as a headline and body copy font in print and digital applications.

Source Sans Pro

Bold / Regular


A B C D E F G H I J K L m n o p q r s t u v w x y z

Calibri

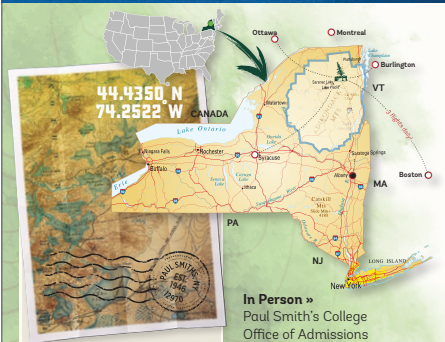
Bold / Regular

A B C D E F G H I J K L m n o p q r s t u v w x y z

SAMPLES




VISITING PAUL SMITH'S




In Person »
Paul Smith's College
Office of Admissions
P.O. Box 265
Paul Smiths, NY 12970
888.873.6570
admissions@paulsmiths.edu

Online »
 globe paulsmiths.edu
 facebook paulsmithscollege
 twitter @paulsmiths
 instagram #smittypix
 linkedin PaulSmithsCollege518

Saranac Lake	20 minutes
Lake Placid	30 minutes
Saratoga Springs	2.5 hours
Albany	3 hours
New York City	5 hours
Syracuse	3.5 hours
Burlington	2.5 hours
Boston	5.5 hours
Montreal	2 hours



**PAUL SMITH'S
COLLEGE**



MIX
Paper from
responsible sources
FSC® C103525

GRANT AVENUE

Used for main headlines and titles only. Never used for body copy. Grant Avenue is a title case font, but should always be used in all caps.

ANDES

Andes should be used as body copy, subheads, and in CTAs as needed.



EXPLORE OUR DIGITAL VIEWBOOK AT:

paulsmiths.college-tour.com



**PAUL SMITH'S
COLLEGE**

globe paulsmiths.edu
 facebook paulsmithscollege
 twitter @paulsmiths
 instagram #smittypix
 linkedin PaulSmithsCollege518




"A smitty has good character"

ADMISSION REQUIREMENTS

- **12 transferable credits** with a minimum cumulative **GPA of 2.0**
- **Completed application** — apply via the Common App or online at paulsmiths.edu/admissions
- **Official high school transcripts** — **ONLY** for applicants who have completed fewer than 12 transferable credits
- **Letters of recommendation** and a personal essay are recommended, but not required

TRANSFER CREDITS

- Apply up to 90 credits toward your four-year Bachelor's degree, or up to 30 credits toward a two-year Associate degree
- Prior credits with a minimum grade of C- and a comparable course at Paul Smith's College are typically accepted for transfer
- Courses transferred must come from an accredited institution
- Upon acceptance, you will receive a transcript evaluation clearly outlining your transferred credits and the courses required to complete your degree

04 BRAND PILLARS

Brand Pillars are a set of words and characteristics that embody the Paul Smith's brand. The Brand Pillars help guide descriptive language and are essential in building a brand persona.

Our People
Our Experience



BRAND PILLARS

OUR PEOPLE

You'll find us climbing the corporate ladder and the tallest of hemlocks. We're Smitties. Here are a few of the characteristics that make us who we are:

RESOURCEFUL

- Intuitive
- Innovative
- Capable
- Smart
- Self-reliant

INVOLVED

- Guided by ecological conscience
- Appreciative of heritage
- Interested in sustainability
- Enthusiastic for surroundings

EMPLOYABLE

- Able
- Industry-aware
- Skilled
- Networked
- Experienced

ENTERPRISING

- Driven
- Industrious
- Entrepreneurial
- Hard-working
- Talented

ADVENTUROUS

- Bold
- Energetic
- Intrepid
- Rugged
- Active

COLLABORATIVE

- Team-oriented
- Community-minded
- Unassuming
- Generous
- Helpful

OUR EXPERIENCE

Located on the shores of Lower St. Regis Lake, Paul Smith's College's modern architecture blends harmoniously with its wild surroundings — providing a unique, immersive learning environment. Here are some of the words used to describe the Paul Smith's experience:

PERSONAL

REAL-WORLD

TRANSFORMATIVE

SUPPORTIVE

HANDS-ON

A NOTE FROM THE CREATORS

With its rich history, stunning facilities, dedicated faculty, and prideful student body, it's easy to see why Paul Smith's College wants to protect its iconic brand. Please help them in doing so by adhering to these brand standards whenever possible.

If you have questions about the materials presented here, please feel free to contact us — we're happy to provide guidance and/or assets to ensure that Paul Smith's brand identity is being presented correctly across all marketing and communications platforms and applications.

TRAMPOLINE
ADVERTISING & DESIGN CO

trapolinedesign.com

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Glens Falls, NY 12801

518-798-9155

info@designtramp.com
