PILLARS OF EXCELLENCE

THE CAMPAIGN FOR CENTRE COLLEGE

CAMPAIGN STYLE GUIDE

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Download the Campaign Logo

Approved versions of the campaign logo are available through the Office of Strategic Marketing and Communications. Always download and use the official artwork provided. Do not recreate or redraw the logo.

Visit the Strategic Marketing and Communications webpage to access approved campaign logo files.



The Pillars of Excellence Campaign Style Guide establishes the visual identity and communication standards for Centre College's comprehensive campaign. These guidelines provide a shared framework for representing the campaign consistently across all communications, helping campus partners engage prospective donors with a unified voice and a cohesive visual presence.

This guide complements the existing Centre College Brand Standards and should be used alongside them to ensure all campaign materials reinforce the College's established identity.

Consistency extends beyond the proper use of a logo or color palette—it includes the overall look, feel, and messaging that strengthen recognition of the campaign and its connection to Centre College.

Questions & Support

The Office of Strategic Marketing and Communications is available to answer questions and provide guidance on the use of the Pillars of Excellence campaign identity.

For assistance, contact communications@centre.edu

THE CAMPAIGN LOGO

The Pillars of Excellence campaign logo is the primary visual identifier for the campaign and should appear on all campaign communications and marketing materials.

The logo is available in two approved versions:

Horizontal Version (Primary)

The horizontal logo is the preferred version and should be used whenever space allows.





Vertical Version

The vertical logo is designed for applications where available space or layout makes the horizontal version impractical.





LOGO LOCKUP

The approved logo lockup combines the Centre College logo with the Pillars of Excellence campaign logo into a single, authorized graphic.

When both logos appear together, only approved lockup files should be used. Do not create custom arrangements or alter the spacing, proportions, or orientation of the logos.

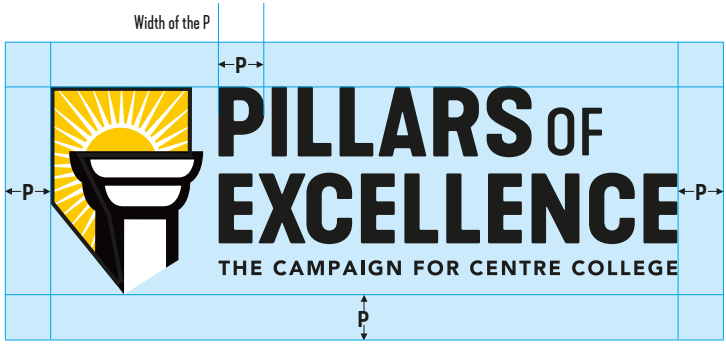
Logo lockups are custom artwork and should only be reproduced using authorized electronic files. The two examples below, as well as additional logo lockups, can be downloaded from the Strategic Marketing and Communications webpage.

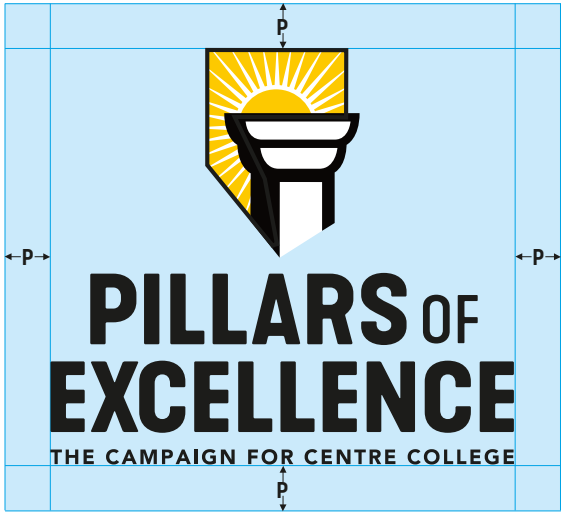




CLEAR SPACE

A minimum isolation area must surround the logo to preserve its visibility when used alongside text, photographs, or other graphic elements. The required clear space on all sides should be no less than the width of the "P" in PILLARS. This proportion should be maintained whenever the logo is enlarged or reduced.



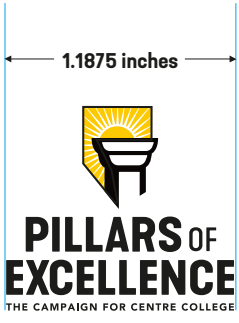


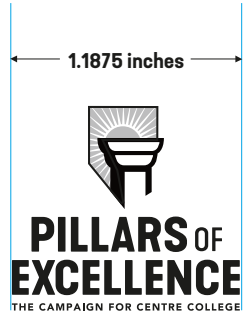
MINIMUM SIZE

The logo must always remain legible. When reproduced too small, it loses its effectiveness as a visual identifier. As a general guideline, the horizontal logo should never appear smaller than 1.75 inches wide in print and the vertical logo should never appear smaller than 1.1875 inches wide in print.









CORRECT USE

Always use approved electronic artwork when reproducing the campaign logo. Using official files ensures consistency, accuracy, and the integrity of the campaign identity.

Whenever possible, reproduce the logo in its full-color version. A white background provides the strongest contrast and is the preferred application. The logo may also appear on a Centre Gold background when appropriate. Black backgrounds should not be used.









IMPROPER USE

Do not alter, recreate, or modify the Pillars of Excellence campaign logo in any way. Maintaining the integrity of the logo helps preserve the strength and recognition of the campaign identity.



Do not stretch or distort the logo.



Do not change the color of the logo.



Do not rearrange the elements of the logo.



Do not add elements or effects to the logo.



Do not recreate the logo with different fonts.



Do not reverse the logo or place it on unapproved backgrounds.

If you have questions about acceptable logo usage, contact the Office of Strategic Marketing and Communications via email at communications@centre.edu.

COLOR

The Pillars of Excellence campaign logo uses the same primary colors as the Centre College logo, reinforcing its connection to the College's visual identity.

Whenever possible, reproduce the logo in its full-color version. A white background provides the strongest contrast and is the preferred application. The logo may also appear on a Centre Gold background when appropriate. Black backgrounds should not be used.

Centre Gold
CMYK: 0 | 14 | 100 | 0
RGB: 255 | 205 | 0
HEX: #FFCD00
PMS: 116C or 115U

Black
CMYK: 60 | 40 | 40 | 100
RGB: 0 | 0 | 0
HEX: #000000

White
CMYK: 0 | 0 | 0 | 0
RGB: 255 | 255 | 255
HEX: #FFFFFF

TYPOGRAPHY

Typography is an important element of the campaign logo's visual identity. The logo has been custom designed using the Kapra Neue and Avenir typefaces and should never be recreated or typeset manually.

Always use the approved logo artwork provided by the Office of Strategic Marketing and Communications. Do not substitute fonts or attempt to rebuild the logo.

Kapra Neue Bold Expanded

AaBbCcDdEeFfGgHhIiJjKk LlMmNnOoPpQqRrSsTtUu VvWwXxYyZz

Kapra Neue Medium Expanded

AaBbCcDdEeFfGgHhIiJjKk LlMmNnOoPpQqRrSsTtUu VvWwXxYyZz

Avenir Black

AaBbCcDdEeFfGgHhIi JjKkLlMmNnOoPpQq RrSsTtUuVvWwXxYyZz

CENTRE
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