Addendum to the

REQUEST FOR PROPOSAL (RFP)
FOR
WEBSITE REDESIGN
Inver Hills Community College | Minnesota State Colleges and Universities

Addendum #3

Inver Hills Community College brand guidelines.
Brand Guidelines

Inver Hills Community College
A member of Minnesota State

REVISED: 08/19
INTRODUCTION

OUR NAME
Upon first reference in written communications, Inver Hills Community College should be written out. Inver Hills is the preferred shortened term and can be used throughout the rest of the text.

IHCC can be used in instances where it is being used along with DCTC on official shared communications, within logos (e.g., 50th anniversary logo) or other places where space is limited. In any collateral that is shared by the two colleges, the colleges should be listed by alphabetical order. See the Shared Guidelines page of this document for more information.

OUR MISSION STATEMENT
Dedicated to the power and promise of education, we inspire students, build careers and strengthen communities.

OUR VALUES
› Student success
› Excellence and innovation in education
› Caring for our environmental, human, and financial resources
› Equity, inclusion, integrity and respect
› Continuous improvement
IDENTITY
Our identity is the culmination of the visual elements that represent Inver Hills. Our name, logo, color palette, typefaces, photography and design elements are the basic components of our visual identity.

This identity system is then applied to items such as advertising, stationary and signage. All of these items must convey the same look and feel, and speak with the same voice, in order to achieve consistency. This consistency helps prospective students and community stakeholders recognize Inver Hills as a unique and important competitor in higher education.

BRAND
Our brand is the overall impression of Inver Hills as a whole. It’s often more emotional than physical. It is the thoughts and feelings that are experienced when thinking of our college.

Our brand is the result of everything we do— the programs we offer, the way we answer the phones and greet visitors when they enter the building. It’s the way our printed materials look and the experience we provide online. It’s the way we dress, talk and interact with students visitors and colleagues.

It’s important we all stay mindful of this as our brand must reflect our mission— power and promise of education.

WHY STANDARDS MATTER
> Building brand awareness hinges on consistent use of all brand identifiers

> Every time a brand identifier is misused, it fractures the overall brand

> Better brand awareness helps everyone on campus
## COLOR PALETTE

### Primary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellow</td>
<td>3955 C</td>
<td>239-223-0</td>
<td>EFDF00</td>
<td>BAB9AF</td>
</tr>
<tr>
<td>Gray</td>
<td>413 C</td>
<td>186-185-175</td>
<td>BAB9AF</td>
<td>BAB9AF</td>
</tr>
</tbody>
</table>

### Secondary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
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<td>DE4826</td>
<td>00548B</td>
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<tr>
<td>Red-Orange</td>
<td>1665 C</td>
<td>222-72-38</td>
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<td>51534A</td>
</tr>
<tr>
<td>Green</td>
<td>390 C</td>
<td>183-191-52</td>
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<td>51534A</td>
</tr>
<tr>
<td>Dark Gray</td>
<td>418 C</td>
<td>81-83-74</td>
<td>B7BF34</td>
<td>51534A</td>
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</table>
**TYPOGRAPHY**

**DISPLAY:** body copy • headings

**Ziggurat | Black**

**SERIF:** body copy • headings

Tisa OT | **Black Extra Bold Bold Medium Regular Light Thin**

**SANS SERIF:** body copy • headings

Nexus Sans OT | **Bold Regular**

*Don’t have Ziggurat? Use Georgia Black.*

*Don’t have Nexus Sans? Use Arial or Arial Bold.*

*Don’t have Tisa? Use Georgia Regular.*

*Ziggurat is used for the big headers, often italicized and for sake of legibility, limited to lines of fewer than ten words.*

*Nexus Sans is used for headers and short lines of text, often all caps.*

*Tisa is used for long sections of body copy and occasionally for headers.*

**Primary Use • Secondary Use**
Approved lockups and clear space

It's important we use the logo in ways that maintain legibility. Busy backgrounds or colors that provide low contrast make it difficult to recognize and read the logo. If the logo must be placed on a photo or other color, we suggest using the white or black lockup.

These are the approved logos. You can find these on the Invernet. Please, use only these logos and use them as they are provided.

The logo is not necessarily claustrophobic, but it does like a bit of breathing room. Allow for one “I” (the height of the capital I in Inver) of clear space around all sides of the logo lockup.
These are some of the common logo usage mistakes. Let’s all try not to repeat these mistakes.

Just ask yourself, “Is what I’m doing making the logo look different?” If the answer is yes, please don’t do that.

- Do not change the color.
- Do not alter the proportions by stretching or skewing the logo.
- Do not remove elements from the lockup.
- Do not apply effects such as bevel or shadows to the logo.
- Avoid placing the logo on a busy background.
- Do not repeat the logo as a pattern.
- Do not change the typeface in the logotype.
- Do not rotate the logo.
INVER HILLS LOGO + SYSTEM AFFILIATION IDENTIFIER

In most cases, using the Inver Hills logo with the “A Member of Minnesota State” is all we need to fall in line with the Minnesota State standards.

MINNESOTA STATE LOGO + COLLEGE IDENTIFIER

The Minnesota State Logo with our college identifier can be used along with the Inver Hills logo, on the Inver Hills website, brochures and major printed materials and college monument signs.

MINNESOTA STATE LOGOMARK ONLY

The Minnesota State logomark can be included, in lieu of the text identifier with the Inver Hills logo, on all branded collateral such as shirts, mugs and other giveaway/promotional items. It should be printed on the sleeve of shirts.
**DESIGN ELEMENTS**

Textures and shapes

To add visual interest while maintaining consistency we have integrated these design elements into our visual identity system. You may use these to add texture, create containing elements or as section dividers. Please, use them sparingly. White space is your friend.

Some examples of how to use these elements can be found throughout this guide.

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**THE SHAPES**

Use of a rounded rectangle or a rectangle with two rounded corners is common in many Inver Hills materials. The rectangles can be used as a containing element for either text or photography. It can be presented as an outline, a solid fill or as a mask for a photo.

*Pro tip: These elements can also be used with a multiply or overlay effects when layered on top of a photo.*

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**THE TEXTURES**

Use the rectangle with one rounded corner as a background texture to big headlines. Or, for a little more subtlety, use the small rectangle of boxes. This texture should only be used in a tint of Inver’s gray, 100% opacity yellow, or 30% (or less) opacity black.

*Pro tip: These elements can also be used with a multiply or overlay effects when layered on top of a photo.*
OUR VOICE

Part of managing our brand is having a consistent voice. It’s a key part of achieving a unified character across all communications. And it gives the impression of solidity and trustworthiness.

Through our tone of voice, Inver Hills reflects its values as an institution including respect, accountability, integrity and excellence. As such, copy should be professional and warm. Language should be inviting and written for a varied audience. Keep messages simple and direct.

PROOFREADING

Copy must be error free. Please check your work for spelling and grammatical errors. It’s often better to have someone else proof your work than to do it yourself.

*Here are a few simple proofreading tips:*

- Read both out loud and silently
- Read it backwards to focus on the spelling of words
- Use a spell checker and grammar checker as a first screening, but don’t depend on them
- Have others read it
- Take your time — read it slowly
LOGOS

While the preferable choice is a combination of both logos with the “Members of Minnesota State” statement, there are times in which we use the Minnesota State logo + college identifiers in lieu of the logos. Please work with Marketing anytime you wish to use the Minnesota State logo in place of the college logos.

As aligned institutions, DCTC and Inver Hills sometimes need to be dual-branded.

When this happens, we use an alphabetical listing of the colleges—DCTC first, then Inver Hills.

Note that IHCC can be used in instances where it is being used along with DCTC on official shared communications, within logos (e.g., 50th anniversary logo) and where space is limited.

FONTS

Tisa OT | **Black Extra Bold Bold Medium Regular Light Thin**
Nexus Sans OT | Bold Regular

COLORS

<table>
<thead>
<tr>
<th></th>
<th>390 C</th>
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