# probe
## Explore the possibilities

# BRAND GUIDELINES

# CONTENTS

**LOGO**

Our logo is vital to the brand: it represents us at the very highest level. It acts as a signature, an identifier, and a stamp of quality. The following pages detail how to use our logo consistently across all communications.

## PRIMARY LOGO

The primary Probe logo, used for most applications, contains two elements, the sun and the wordmark. They should always be used as shown in this section of the guidelines.



SUN

WORDMARK

## PRIMARY LOGO WITH TAGLINE

The function of the tagline is to encapsulate Probe's mission. This is a core brand message, but can also be used in sub-brand communications as a sign-off.

**TECHNICAL SPECIFICATIONS:**

- The tagline may be used as a lock-up with the Probe logo (Figure A).

- It may also be used separately (Figure B) as long as the Probe logo or the words "Probe" appear in type (not in a text block) on the same page.

**FIGURE A**

**SUN**    **WORDMARK AND TAGLINE**

**FIGURE B**

# Explore the possibilities

**TAGLINE**

## SIZE AND CLEAR SPACE

Using the logo consistently is critical to our brand. By following these simple rules, you can help ensure a clear and compelling visual brand across all of the college's communications.
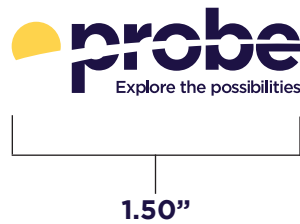
## LOGO SIZE

Never reproduce the logo at widths smaller than 1.50 inches (1.25 inches without tagline) or 200 pixels. There is no maximum size limit, but use discretion when sizing the logo. It should never be the dominant element on the page; instead it should live comfortably and clearly as a signature.

## CLEAR SPACE

We need to ensure that clear space is maintained around the logo. That way, it's always legible and has room to breathe. Photos, text, and graphic elements must follow this guideline. Use the sun as shown to gauge the clearance.
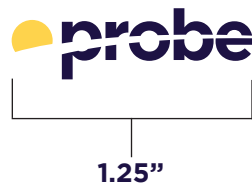
### MINIMUM PRINT SIZE WITH TAGLINE

**probe**
Explore the possibilities

**1.50"**

### MINIMUM CLEAR SPACE

**probe**
Explore the possibilities

### MINIMUM PRINT SIZE WITHOUT TAGLINE

**probe**

**1.25"**

## LOGO COLOR

The primary logo should appear only in the versions shown here.

## LOGO COLORS

Below are the pantone colors for the primary blue and yellow Probe logo.

**PANTONE BLUE 274 C**
**PANTONE YELLOW 128 C**



## LOGO OVER COLOR AND PHOTOGRAPHY

### WHITE

When placing the logo on a colored background, it should be reversed out to white, as shown. The background must be either an approved Probe brand color or the darker area of a photo.





## LOGO OVER COLOR AND PHOTOGRAPHY CONTINUED

### PHOTOS

When placing the logo over photos, consider the image's overall tone and composition. If the photo is darker, use the reversed-out version of the logo. If the photo is brighter or has a large light area, then use the full-color version. The exhaust tail should be scaled proportionally and always be at 100% tint and opacity. Solid color bars under exhaust tail can have opacity at 80% to be transparent or used at 100%.

# UNACCEPTABLE USES

Here are a few examples of practices to avoid.

**DO NOT REARRANGE THE LOGO ELEMENTS.**



**DO NOT OUTLINE THE LOGO.**



**DO NOT STRETCH OR COMPRESS THE LOGO.**



**DO NOT USE DROP SHADOWS WITH THE LOGO.**



**DO NOT ROTATE THE LOGO.**



**DO NOT PLACE THE LOGO OVER THE BUSY AREA OF A PHOTOGRAPH.**



**DO NOT MIX ALTERNATE COLORS WITH THE LOGO.**

# COLOR

Our colors say a lot about who we are. Bold colors add life and vibrancy, while neutrals keep us grounded. When we vary the combinations of the colors we use, we can shift the tone of our communications.

# COLOR PALETTE

Color helps audiences identify us at a glance, and the way we use color sets the mood for each of our pieces. Our palette is diverse and flexible, but to maintain visual consistency across all Probe materials, only use the colors outlined in this section.
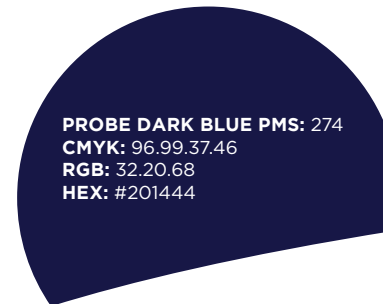
Our color palette has two layers: the primary colors and a secondary palette.

Lean heavily on our primary palette, but use the secondary palette to build color schemes that are complementary and balanced. This offers us the flexibility to meet the needs of our various communications. These colors are always used at 100% tint. Black can be used at 75%.
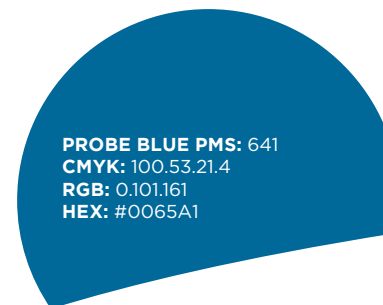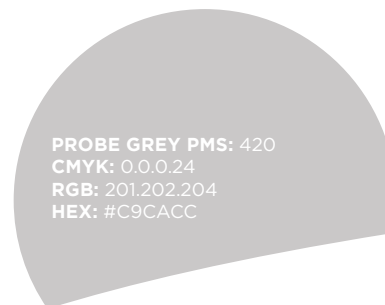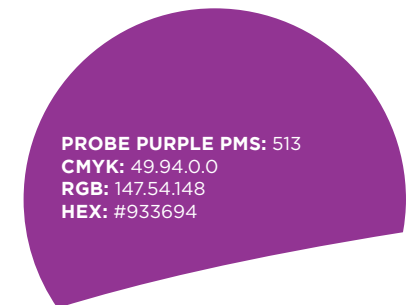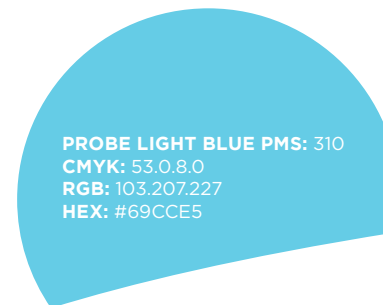
## NOTE

For printing materials, it's best to use spot colors. If that isn't possible, please use the four-color process builds listed here, because they match our spot colors most closely.

## PRIMARY COLOR PALETTE

**PROBE YELLOW PMS:** 128
**CMYK:** 0.16.80.0
**RGB:** 255.212.79
**HEX:** #FFD44F

**PROBE DARK BLUE PMS:** 274
**CMYK:** 96.99.37.46
**RGB:** 32.20.68
**HEX:** #201444

## SECONDARY COLOR PALETTE

**CMYK:** 0.0.0.100
**RGB:** 0.0.0
**HEX:** #000000

**TINT:** 75%

**PROBE LIGHT BLUE PMS:** 310
**CMYK:** 53.0.8.0
**RGB:** 103.207.227
**HEX:** #69CCE5

**PROBE PURPLE PMS:** 513
**CMYK:** 49.94.0.0
**RGB:** 147.54.148
**HEX:** #933694

**PROBE GREY PMS:** 420
**CMYK:** 0.0.0.24
**RGB:** 201.202.204
**HEX:** #C9CACC

**PROBE BLUE PMS:** 641
**CMYK:** 100.53.21.4
**RGB:** 0.101.161
**HEX:** #0065A1

**PROBE GREEN PMS:** 329
**CMYK:** 100.36.65.23
**RGB:** 0.102.94
**HEX:** #00665E

## USING COLOR

To strike the right balance of color for each audience, use these recommended palettes as a guide to proper color ratios.

It's not a precise mathematical system, but this guide provides an example. Primary colors will always play a role in each sub-palette, even if it's a minimal one.

**PRIMARY COLOR PALETTE WITH SECONDARY COLOR PALETTE**

# TYPOGRAPHY

Typography is one of the most expressive elements of our brand—it can speak loudly, softly, boldly, or gently. By using simple typographic tools like weight and size, we lend order and clarity to our message, and communicate more effectively with our audiences.

## TYPEFACE

Probe's primary typeface is Gotham, which visually captures our voice in communications. It can be used in a multitude of Mac and Windows programs; it is also web compatible.

**GOTHAM**

**GOTHAM**

**GOTHAM**

GOTHAM

GOTHAM

## TYPEFACE

It's important to maintain a clear hierarchy in your choice of type styles for each design. This creates rhythm and consistency, setting the pace for your reader.

Each communication we create will have its own specific needs and requirements, so use this sample page as a guide to maintain a proper hierarchy.

## GOTHAM

Gotham has a broad variety of weights and styles that allow for great flexibility and customization.

### BLACK
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890**

### BOLD
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890**

### REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

### MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

### BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

## GOTHAM USAGE

It's recommended for all text: **headlines**, **subheads** and **body copy**.

### HEADLINE
• **Gotham Bold**
• Title Case
• no ending punctuation

### SUBHEAD
• Gotham Book
• Sentence case
• no ending punctuation

### LOGO
• **Gotham Bold**
• lowercase

### TAGLINE
• **Gotham Medium**
• Sentence case
• no ending punctuation

### BODY COPY
• Gotham Book

### WEBSITE
• Gotham Book
• www.GAprobe.org

### CAPTION
• Gotham Regular

# PHOTOGRAPHY

Pictures connect with people in ways that words can't. While our logo, typography, and colors make us easily recognizable, photos add a engaging element to our communications.

# PHOTOGRAPHY

This plays a critical role for the visual brand. It should be selected or created to reflect the brand personality and uphold specific criteria that has been identified as critical to the outward face of Probe.

## BE OF-THE-MOMENT AND CONVEY TRUE EMOTION

Portray students while they are academically and socially engaged; keep in mind that subjects don't always have to look at the camera.

## KEEP SETTINGS SIMPLE

Don't over-prop "Style the shot" by keeping hair and clothes tidy; keep an uncluttered background so the viewer focuses where you want them to.

## USE INTERESTING ANGLES AND PERSPECTIVES

Directing focus (whether in the foreground, middle or background) can be done through use of depth of-field, while off-center or angled compositions can create a more dynamic and interesting photo.

## SHOW DIVERSITY HONESTLY

Be authentic in your composition making sure that the photo doesn't appear overly staged.

## BE MINDFUL OF THE PHOTO'S END USE

Consider your page layout and how type or other graphics will be used in combination; crop your image to add focus; retouch for high quality reproduction.

# COLLEGE FAIR SHOTS

When we portray the Probe experience, the images should go beyond shots of people studying to convey this sense of engagement. It's also important to show that sometimes learning happens outside of the classroom and career fairs are educational for both students and parents.

The images shown here are examples only. Do not use them without purchasing the appropriate rights.

# GRAPHIC ELEMENTS

Our communications use a set of graphic tools that, when combined, create a unique look. These individual elements can be accentuated or toned down, based on the audience or what we're trying to say.

# EXHAUST TAIL & PATTERNS

The exhaust tail is a great way to add emphasis to layouts and photographs.

## PATTERNS

The patterns can be used as a graphic element throughout a composition. They can be over negative space or solid colors for visual interest. Because our brand's visual language is simple and straightforward, carefully consider when to use this treatment. If the pattern element begins to clutter the layout or distract from the main message, it should not be used.

Patterns are shown at 100% opacity here for viewing. This may appear too strong on collateral. The opacity on collateral should be determined based on how it is viewed in conjuction with other elements on the collateral. The pattern should appear as a watermark. Please adjust accordingly.

## WHERE TO GET THE PATTERNS

Vector files of our patterns are available for use. Do not recreate these patterns; only edit the color, stroke weight or opacity.

## EXAMPLES
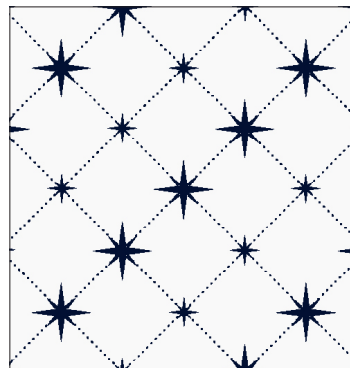


Direction
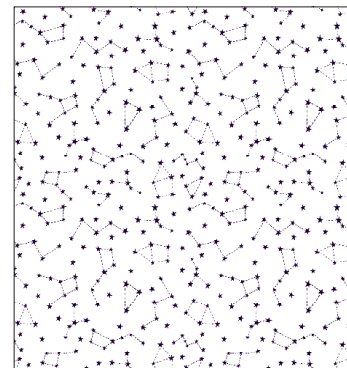
Explore

Future

# CROPPING PHOTOS

Skillful cropping can take an average photo and increase its impact, bringing focus on the intended subject and communicating the message more effectively.

## HOW TO CROP
The angle of arrow element can be used for a particularly dynamic style of cropping. Pair these photos with patterns and headlines.

Most horizontal headers will be used for web at 600 X 300px.

**EXAMPLES**





Header Goes Here

Subhead will go here





ADVANCEMENT ACHIEVE
EXPLORE THE POSSIBILITIES CHANCES
NEW BUSINESS CAREER ART CULTURE CHOICES
ACHIEVE FUTURE STUDY GROW LEARN UNIVERSITY





Header Goes Here

Subhead will go here

# EMAIL

## STYLE GUIDELINES

- Background will always be white (#FFFFFF).

- Hero image is no bigger than 600 x 300px.

- It is recommended that all body text be Arial.

- 16-point font on body text.
  18-point font on headlines.
  24-point font on salutation.

- Add 5px padding all around.

- Salutations and text are to be left-aligned. Salutations should always be in bold and the darkest brand color.

- Headings are to be bolded and in brand color.

- Use color carefully. Choose colors that make your message easy to read. Only use colors that are apart of the brand.

- Use consistent clear button styling and always include alt text to describe the call to action. Keep button content short and direct. **i.e. Learn More, Register Now, Contact Us, etc.**

- Sentence case for buttons and headings.

- Apply alternate (alt) text to any image in your email. The text should describe the image clearly.

- The end of the email should include a signature and footer.

- If using social media icons, keep the style of them the same as website.

- **Before sending:**
  **» check all of the links**
  **» send a test email**
  **\*\*make sure names show in variables\*\***
  **» view email in a variety of email clients and on mobile device**

# GRIDS

A grid is a set of guidelines that are visible to aid the design process but that are not intended to be visible to your audience. Grids are designed to offer a balance of consistency and flexibility. They provide a framework for alignment and repetition of elements within a document, as well as opportunities to work outside the grid in instances where design style demands it.
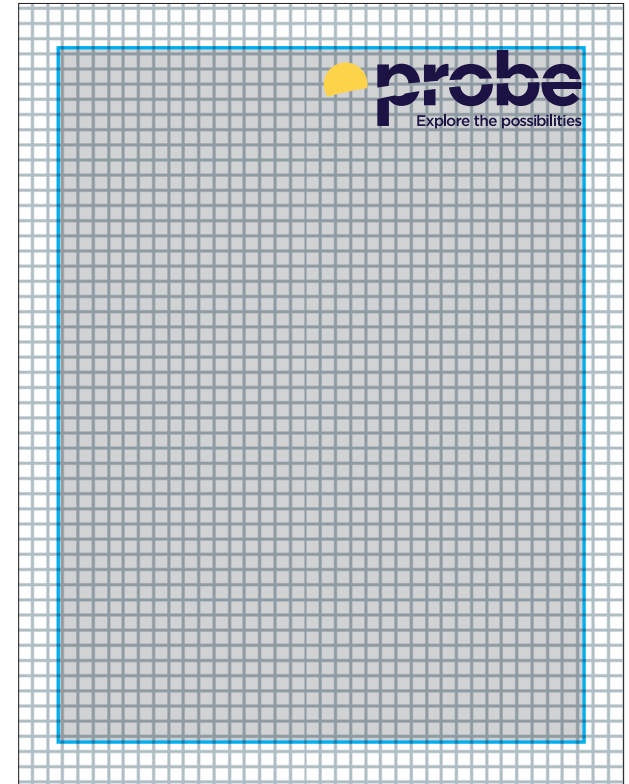
Sub-brand grids are similar to core brand grids, but include additional brand elements. These elements include the logo and box treatments of Probe of which only one style and position should be selected and applied at a time.
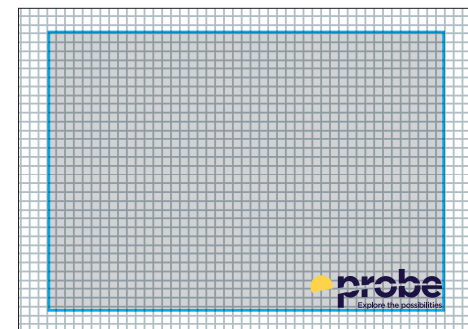
## EXAMPLES

The Probe grid system is 1 X 1 inches at 8.5 X 11. Scale the grid system vertically when designing for a horizontal format.

## GRID KEY

Lines show margins and column width.

Gray boxes show the "live area" for images and text.

Logo shows the possible positioning of brand elements.



8.5 X 11" document



5 X 7" document