



TOOLKIT COMMUNICATIONS

Introduction

The Converse College Communications Toolkit serves as a reference for all those members of our campus community who are creating and composing marketing materials for Converse. It is intended to ensure consistency, accuracy and professionalism in all communication and documentation. A consistent tone, look and feel of Converse materials contribute to effective communication and branding.

The primary focus of this Toolkit is Converse's brand voice. Brand voice is the personality or character of the brand (in this case, the College). Therefore, this voice should be pulled through all of the materials to make them easily recognizable as distinctively Converse. The execution of brand voice requires a collaboration of all those who create materials for Converse—from athletics, to the development office, to the admissions team.

In this Toolkit you will find commonly accepted standards and styles unique to Converse College. This notebook is not a comprehensive writer's guide, but rather a support document that explains Converse's branding strategy and how to apply it to marketing materials. There are six sections of this guide which include visual and verbal style, commonly used templates, print/design options, media guidelines, official Converse stationary and preferred Converse vendors. Electronic files for the Converse logos, templates and Project Request Form are on the enclosed CD.

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TOOLKIT VISUAL STYLE

Converse Logo

Print Materials, T-shirts, Promotional Materials

- Converse_logo_2c.eps — 4 (full) color materials, preferred
- Converse_logo_b.eps — B/W materials
- Converse_logo_type_1c.eps — 1 color (purple) materials
- Converse_logo_type_2c.eps — 4 (full) color materials, when height is a problem
- Converse_logo_type_b.eps — B/W materials, when height is a problem

Internal Print Usage

- Converse_logo.pdf — 4 (full) color materials, preferred
- Converse_logo_b.pdf — B/W materials, preferred
- Converse_logo_type_b.pdf — B/W materials, when

height is a problem

- Converse_logo_type.pdf — 4 (full) color materials,

when height is a problem

Websites, PowerPoint, E-mails (anything electronic)

- Converse_logo.jpg — 4 (full) color
- Converse_logo_type.jpg — 4 (full) color, when height is a problem

Websites, PowerPoint, E-mails (anything electronic when you need a transparent background)

- Converse_logo.png — 4 (full) color
- Converse_logo_w.png — White version to be using on a color background
- Converse_logo_type.png — 4 (full) color, when height is a problem
- Converse_logo_type_w.png — White version to be using on a color background, when height is a problem

All image filenames in this document are clickable links. Click to save the file to your computer, then place it within your document.

Tips & Tricks

When scaling logos, hold the “shift” key down at the same time so it keeps the proper proportions.

Other Logos

Converse Athletics

Print Materials, T-shirts, Promotional Materials

- Converse_Valkyries_icon.eps
- Converse_Valkyries_icon_white.eps
- Converse_Valkyries_icon_2627.eps
- Converse_Valkyries_logo_1.eps
- Converse_Valkyries_logo_2.eps
- Converse_Valkyries_logo_2627.eps
- Converse_Valkyries_logo_black.eps
- Converse_Valkyries_logo_white.eps

Websites, PowerPoint, E-mails (anything electronic)

- Converse_Valkyries_icon.jpg
- Converse_Valkyries_logo_1.jpg

Development

- Converse_Annual_Fund.eps
- Converse_Annual_Fund.jpg

Alumnae

- Converse_Alumna_logo_2c.eps
- Converse_Alumnae_logo_2c.eps

Converse II

- Converse_II_full_logo.jpg
- Converse_II_horizontal_logo.jpg

Lawson Academy

- Converse_Lawson_Academy_logo.eps
- Converse_Lawson_Academy_logo.jpg

MFA

- MFA_logo.eps
- MFA_logo.jpg

Red Devil

- Red_Devil_color.jpg

Pink Panther

- Pink_Panther_color.jpg

Tips & Tricks

EPS and TIF are meant for print. JPG and PNG are optimal for web.

Fonts

The Converse brand source fonts are Archer and News Gothic and should be applied as follows:

HEADLINE*

Archer Bold 18pt or higher, all caps

Sub-Headline*

Archer Semi-bold 12-16pt

Text*

News Gothic 8-10pt

*If you do not have access to Archer or News Gothic, please use the following general guidelines: headline/sub-headline is a block serif font and text is a sans-serif font.

Colors

Converse's brand voice has three primary colors:

Pantone 2627 (purple)

Pantone 872 (metallic gold)

Pantone 110 (yellow)

This may be used as an alternative to the metallic gold.

Tips & Tricks

PMS color: A set of standard colors for printing, each of which is specified by a single number.



Photography

Photography is a window into the Converse community and should reflect the diversity of our students, faculty, staff and alumnae, while showcasing the beauty of the campus. When applicable, photos should follow these guidelines:

Tips & Tricks

DPI (dots per inch) is the unit of measure for anything viewed on a computer screen or TV.

Style

- Bring to life the engaging personalities and individuality of our students—laughing, smiling, talking in groups, engaging with professors, etc.
- Interesting composition—for example, consider the background when taking a headshot
- Highlight the unique settings of campus
- Project Converse in a positive light

Specifications

As a general rule of thumb, have the camera set on its highest settings to create the necessary file size. The photo file can then be utilized as needed for print, web, etc.

- Web: 72dpi, RGB color, within 1,000 x 1,000 pixels dimensions
- E-mail: 72dpi, RGB color, within 800 x 800 pixels dimensions
- Print: 300dpi, CMYK color, greater than 3 x 5 inches

Glossary of Terms:

Print

- Letter: 8.5 inches x 11 inches
- Tabloid: 11 inches x 17 inches
- Booklet: Multi-page book over 8 pages long, in lots of 4 (8, 12, 16, 20)
- Direct Mail: Printed items that do not need to be placed in an envelope (i.e. postcard)
- Reply Card: Information card that can be mailed back without an envelope
- Reply Back: Information card that can be mailed back without an envelope
- Points: Unit of measurement used for font size
- High Resolution: 300 dpi (dots per inch) photography resolution for printing
- Bleed: Images, artwork or color that goes off the page in printing

Printing

- Offset Printing: Traditional printed piece, for quantities greater than 500 pieces
- Digital Printing: Full color printing for quick, low quantity per-piece printing limited to size, paper choice and complexity
- Tabs/Tabbing: Adhesive circles used to seal printed piece for mailing
- Insert: Adding an envelope or reply card to a mailed piece

Color

- B/W: Black and white or gray scale
- 4 Color: Full color using CMYK
- RGB: Red, Green, Blue denotes web colors
- CMYK: Cyan, Magenta, Yellow and Black. Used to create full color in printing
- Pantone PMS: Universal color standard for printing

Electronic Media

- Web: Used to describe items used for the internet, e-mail, etc. on size, resolution (72 dpi) and color format (RGB)
- Screen Dimensions: Used to describe web, e-mail or video dimensions
- Pixels: Unit of measurement for the web, e-mail and video



TOOLKIT TEMPLATES

8X11_Sign.docx

11X17_Sign.doc

11X17_Sign.docX

Converse_Powerpoint_Presentation.ppt

Name Badge 3X4 with logo.doc

Placecards.docx

Table_Tent.doc

Table_Tent.docx



TOOLKIT FORMS

Project Request Form.pdf

Priority_Projects.pdf



2010-2011 TOOLKIT PRESS RELEASE

Tips & Tricks

Utilize the inverted pyramid—including the most important information and quotes first.

Press Release Guidelines

Title

- Attention grabbing, and kept to one sentence
- Capitalize the first letter of all words
- Avoid exclamation marks

Intro

- Physical location (country, state, city), Month, Day, Year
- Strong introductory paragraph that captures the reader's attention and contains the information most relevant to your message such as Who, What, When, Where and Why, when applicable
- Should summarize the Release such that if it was the only part seen by a reader, it would tell the entire message

Body

- Contain more detailed important information
- Include quotes from key staff, customers or subject matter experts
- Keep in mind that you are writing a press release to grab the attention of the media
- The body should be two-to-three paragraphs

Tips and Tricks

- Keep the press release to fewer than 500 words total
- Write in the "third person"



2010-2011 TOOLKIT VERBAL STYLE

General Writing Standards

Marketing Collateral

- Use active voice, second person (you), present tense and a conversational tone
- Keep language simple, concise and consistent whenever possible
- Avoid slang or jargon
- Avoid the use of contractions

Press Release

- Write in the third person
- Follow AP Style

Key Phrases

There are several key phrases or taglines that we use to promote Converse:

- Make Things* Happen (Things* may be replaced with applicable word choice—Success, Music, Research, Ambition, etc.)
- Advancing women for personal and professional success
- Developing women to be adaptable, creative problem-solvers
- Cultivating a community of creative thinkers and doers
- Globally aware citizens who effect positive change in the world

Key Converse Accolades & Outcomes

- *U.S. News & World Report*
 - o #1 Best Value in the South in “Great Schools at Great Prices” list
 - o #15 Leading Regional University in the South
- *Forbes*
 - o 4th highest ranked college in South Carolina in list of America’s Best Colleges
- *Washington Monthly*
 - o Top 25% of Master’s Universities in United States and 3rd highest in South Carolina
 - o Evaluates institutions based on:
 - ~ Social mobility (recruiting and graduating low-income students)
 - ~ Research (producing cutting-edge scholarship and PhDs)
 - ~ Service (encouraging students to give back to their community)
- Outcomes from the Class of 2010:
 - o 70% had job offer or graduate school acceptance in-hand the day they graduated
 - o 27% are first generation college students
 - o 32% participated in study-travel at Converse
 - o More than half completed independent research or creative projects at Converse

Grammar/Formatting

Character Spacing

- In order to remain consistent throughout all Converse related materials, place one space after all of the following punctuation:
 - o Period
 - o Comma
 - o Semicolon
 - o Colon

Commas

- In order to remain consistent throughout all Converse related materials, do not use a comma preceding the final item in a list (in other words ...“and” / “or” should NOT have a comma)

Hyphenation

- Em Dash (—) is used to emphasize explanatory content or a shift in tone, note that there is no space between words: Our student to faculty ratio of 10:1—one of the best in the country—guarantees all the individual attention you need to achieve your goals.
- En dash (-) is used to represent “to” or “through” between two elements, note that there is no space between words: The sale will run from June-August.

Italics

- Titles of magazines, newspapers, papers, pamphlets, books, plays, films, radio and television programs, book-length poems, ballets, operas, lengthy musical compositions, albums and art exhibitions

Quotation Marks

- Titles of songs, poems, short stories, lectures, episodes of radio or television programs, chapters of books, unpublished works and articles found in magazines, books and newspapers

Capitalization

- Capitalize:
 - o Buildings—Twichell Auditorium, Wilson Hall
 - o Degrees—abbreviated, i.e. BA, Bachelor of Arts in History

- o Department names or formal business departments— Department of Psychology/
Psychology department, Human Resources department*
 - ~ Capitalize department* before the name: Department of History, but do not if it follows the name: the Psychology department
- o Formal titles before the names of individuals: President, Chancellor, Professor, Senator
- o Seasons when used in a formal title—Fall Term, Spring Term
- o “the College” except when writing a news release
- Lowercase:
 - o Descriptive or occupational titles: teacher, attorney, department chair, psychology professor
 - o Formal titles after the names of individuals: president, chancellor, professor, senator
 - o Seasons when used generally—fall 2003, in the fall

Numbers

- Phone numbers should be formatted as follows: 123.456.7890 (no hyphens)
- Spell out numbers one through nine and use numeric number for 10 and higher
- Use numerals for:
 - o Days of the month
 - o Currency*
 - ~ If you are preparing a document that includes a registration fee, use the dollar symbol and numerals to make it easier for the reader to locate—The \$75 registration fee covers meals and lodging versus a seventy-five dollar registration fee
 - o Items in a series
 - o Sums that are cumbersome to spell out
 - o Time (7:00 am*/pm)
 - ~ *Note that time abbreviations are lower cased without periods
 - o Decades*
 - ~ *Note that there is no apostrophe: 1920s versus 1920’s/the 20s versus the 20’s



2010-2011 TOOLKIT PREFERRED VENDORS

Photography

Hot Eye Photography: 582.3393
www.hoteyephoto.com
Contact: Carroll Foster

Ron Bailey Photography: 316.1620
www.rgb-photos.com

Renee Hill Photography: 497.8292
www.reneehill-photography.com

Steve Fincher Photography: 576.1200
www.fincherphoto.com

Printers

Southeastern: 582.7289
www.southeasternprinting.com
Contact: Jan Caldwell

Allegra: 585.2598
www.allegranetwork.com/spartanburg
Contact: Robyn Ocker

Signs and Banners

Steve Fincher Photography: 576.1200
www.fincherphoto.com

Fast Signs: 585.7777
www.fastsigns.com/246

Spartan Stamp & Sign: 583.4578
www.spartanstamp.com
Contact: Sherry Goodwin

T-Shirts

Kidd Smith: 1.800.549.8337
www.kiddsmith.com

Promotional Items

Smilemakers: 1.888.800.SMILE
www.smilemakers.com

Oriental Trading Company: 1.800.875.8480
www.orientaltrading.com

Mailing Services

Creative Printing & Mailing: 591.1220
Contact: Larry Cook

Southeastern Printing: 582.7289
www.southeasternprinting.com
Contact: Jan Caldwell

Greenville Fulfillment Center (GFC): 334.3148
www.gfcmail.com
Contact: Lori Stewart

Graphic Designers

Smith Design Studio: 678.0042
www.smithsdesignstudios.com
Contact: Matt Smith

RMM: 208.6998
www.rothschildmaultsby.com
Contact: Will Rothschild and Baker Maultsby

Southeastern Printing: 582.7289
www.southeasternprinting.com
Contact: Jan Caldwell

Copywriters

RMM: 208.6998
www.rothschildmaultsby.com
Contacts: Will Rothschild and Baker Maultsby

Video

View Digital Media, LLC: 639.8439
www.viewdm.com
Contact: Jeff Bennett

Mad Monkey: 803.252.2211
www.gomadmonkey.com