

**College of Eastern Idaho**

# BRAND GUIDE



# CREATIVE SERVICES MESSAGE & NOTICE

As College of Eastern Idaho continues to grow, we encourage all employees to use the following elements and design concepts found within this booklet, to create a consistent look and feel across all marketing and communication materials.

## **CREATING MARKETING MATERIAL**

*It is encouraged that if you design something through your own department, to seek the feedback and expertise from the Creative Services team to ensure the design meets the brand guidelines accurately.*

Making our brand successful and authentic depends on each employee's awareness of our brand guidelines.

*We advise that all marketing materials produced meant to go out in the community are created with the design approval of Creative Services.*

## **EQUAL EMPLOYMENT OPPORTUNITY (EEO) AND AFFIRMATIVE ACTION (AA) CTE NOTICE**

CEI must publish the following statement on any career technical education (CTE) recruitment or publications that it makes available to participants, beneficiaries, applicants, or employees.

### **1. If the recruitment materials or publication is aimed at employees or applicants for employment, add the following text:**

CEI is an EEO/AA institution. Please direct inquires to VP Mary Taylor, Building 1, Room 127B, (208) 535-5303, mary.taylor@cei.edu

*(Use official CEI font: Avenir Next, 7pt.)*

### **2. If the recruitment materials or publications are aimed at students or the general public, add the following text:**

CEI is an EEO/AA institution. Please direct inquires to Associate Dean Julie McMurtrey, Building 3, Room 311F, (208) 535-5468, julie.mcmurtrey@cei.edu (Title IX) or Nancy Heyrend, Senior Coordinator for Student Accessibility Services, Creek Building 5, Room 591, (208) 535-5462, nancy.heyrend@cei.edu (Section 504)

*(Use official CEI font: Avenir Next, 7pt.)*

*Please refer to the back of this booklet for an example of how this statement is applied*

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**Creative Services**  
208.535.5342 • Bldg 2, Room 285

*This publication was produced by Creative Services  
at College of Eastern Idaho. For any inquiries and further  
questions about our brand guidelines please email us  
at [creative.services@cei.edu](mailto:creative.services@cei.edu)*

# MISSION STATEMENT

To provide open-access to affordable, quality education that meets the needs of students, regional employers, and community.

## CORE VALUES



### ***LEARNING FOR WORK AND LIFE***

CEI is a place of learning where students prepare for transfer, careers, and effective citizenship. The college embraces active learning, and provides instruction that is not only academically rigorous, but also tailored to the needs of the student and the community. Learning for work and life takes place in all areas of campus through transfer degrees, career-technical education, college and career readiness, and workforce training.



### ***STUDENT CENTERED***

CEI faculty and staff throughout the college are committed to students and their success. Well-functioning student support areas are critical to students' success because they help model outstanding professional behaviors, and they provide comprehensive student support from first contact through degree and/or employment.



### ***COMMUNITY ENGAGEMENT***

CEI's focus on community is evident in a safe and inviting campus, which fosters communication, professional growth and adult enrichment through broad, collaborative relationships within academic and employer communities throughout the region.

# OUR BRANDING

## CEI'S MARKETING GOAL

Our objective is to establish a cohesive creative process with all CEI departments & faculty to *collaboratively generate marketing materials that consistently reflect our brand identity\**.

We encourage all employees to apply the following concepts to create a consistent look and feel across all marketing and communication materials. We want our reputation in the community to be one of trust and excellence in what we bring to the table. These should be reflected in all we say, do, and produce.

Ask these questions throughout the process of decision-making to see if your project/design is reflecting CEI values and follows our brand guidelines:

- Who is your target audience (e.g., Early College students, High School seniors, young adults, non-traditional students) and does your design reflect CEI values?
- Does your project/design show a consistent CEI brand style to viewers? (e.g., right usage of logos, typography, color palette, imagery, etc.)
- What are your key brand messaging points?
- What emotions do you want to evoke with your project/design?
- What is the result you want to achieve with this project/design? (e.g., more enrollments, increase engagement, draw attention to an event, etc.)

*\* Brand identity refers to the visible elements and interactions that distinguish a brand, including its visuals, language, and consumer engagement. It is strategically crafted to shape a specific image in consumers' minds.*

# OFFICIAL CEI LOGO

## LOGO USAGE

Our logo is used on our products and marketing material to identify College of Eastern Idaho. CEI logos must be used in a uniform manner by all departments, offices, and employees within the college. Please do not alter or change the logo.

Both the stacked and horizontal orientations are official, though the horizontal version is preferred to make the name stand out.

### STACKED



### HORIZONTAL



*A grayscale version is for black-and-white formats.*

## FILE FORMATS

### Digital Media

- RGB Colors
- PNG File

### Print Media

- CMYK Colors
- PDF File

## RESIZING

Please be cautious of enlarging the logo as it has the potential to pixelate and distort if it becomes too far stretched. To achieve proper scaling in nearly any computer program, you grab an image by its corner, hold the **SHIFT** key, and drag to the desired size.

*If you see pixelation in your logo, need specific sizes or uncommon formats, please contact Creative Services.*

### Format Sizes

- Horizontal logo printed no smaller than **¼ inch** tall. Stacked logo min. size **0.438"**.



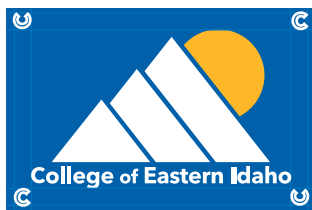
- For digital formats, logos should never appear smaller than **30 pixels** tall.



- When embroidered, they should never be sewn smaller than **1 ⅞ inches** tall.

## SAFE SPACE

Keep the logo separate from other text and graphics. Determine minimum clear space with the "C" found in the word "College".



## LOGOS ON MERCHANDISE

Logos may be used on merchandise and swag, contact the *Business Office* or *Creative Services* for a list of vendors.

Swag and apparel may sometimes be limited to one color. These examples are acceptable.



### For embroidery,

Two- thread colors are acceptable for CEI logos (one for each color) for approved shirt colors: **white, blue, navy, & grey.**

## LOGO USAGE

The font use for CEI's logotype is *Avenir Next Bold*. Please note that "of" is smaller than the rest of the text.

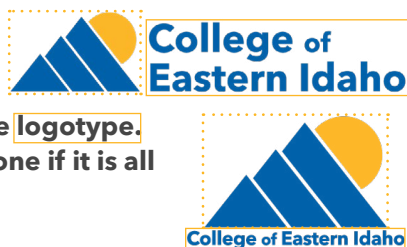
**DO NOT** put "the" in front of the college's name. Rare exceptions include phrases like "the CEI campus", where "CEI" serves as a descriptor rather than a noun.

## PARTS OF A LOGO

The **logotype** is the text in a logo.

The **logomark** is the image in a logo.

The **logomark** is always paired with the **logotype**. However, the **logotype** can be used alone if it is all on a single line.



**College of Eastern Idaho**

"of" 84.5% as tall as the rest of the logotype

- **Don't create your own logo, add elements or change the colors of official CEI logos.** Logos are to be used individually and various formats are available for design purposes. Don't distort, modify, or remove elements from any of the logos.
- Be aware of **contrast** and use correct version of the logo.
- **For logo placement,** provide enough space on all sides of the logo used, keep distance on all sides balanced and DO NOT overlap anything on top of the logo.



# SUN DOT MONOGRAM

## MONOGRAM USAGE

In addition to the official CEI logo, we also have our “sun dot” monogram or lettermark logo. This logo represents unity, applicable to both the academic and social sides of education at CEI.

The *sun dot* is casual, and meant for on-campus use.

*When it is used outside of campus, the official logo must be present as well.*

**All uses of the *sun dot* off-campus must be approved by Creative Services before use.**

The *sun dot* can have “cei.edu” included, but it's used as applicable. Context and platform determines how to approach any product.

The *sun dot* follows the same treatment and usage guidelines as the official logos.



## REPRESENTING OUR BRAND

In some cases, an alternative to the use of our logo can be used.

*Please contact Creative Services for approval to use.*



# COLORS

## MAIN COLOR

**Blue** is often a background color, and always used in every CEI product. Light Blue and Dark blue are secondary options for Blue.



**BLUE**  
HEX#0060A9

**RGB** 0, 96, 169  
**CMYK** 100, 60, 0, 6  
**PANTONE** PMS 286 U



**LIGHT BLUE**  
HEX#0072BC

**RGB** 0, 114, 188  
**CMYK** 100, 50, 0, 0



**DARK BLUE**  
HEX#004891

**RGB** 0, 72, 145  
**CMYK** 10, 75, 0, 16

## ACCENT COLOR

**Gold** is our accent color, for emphasis and high contrast. Light Gold and Dark Gold are secondary options for Gold.



**GOLD**  
HEX#FDB727

**RGB** 253, 183, 39  
**CMYK** 0, 31, 94, 0  
**PANTONE** PMS 123



**LIGHT GOLD**  
HEX#FFCD42

**RGB** 255, 205, 66  
**CMYK** 0, 19, 84, 0



**DARK GOLD**  
HEX#E8A41C

**RGB** 232, 164, 28  
**CMYK** 8, 38, 100, 0

## GRAYSCALE COLORS

**Dark Gray & Light Gray** are the neutrals used for small elements.

**White** is used as a contrasting color against dark or bold colors. White is suitable for a background color as well.



**DARK GRAY**  
HEX#4A4A4A

**RGB** 74, 74, 74

**CMYK** 66, 59, 57, 39



**LIGHT GRAY**  
HEX#E1E1E1

**RGB** 225, 225, 225

**CMYK** 10, 8, 8, 0



**WHITE**  
HEX#FFFFFF

**RGB** 255, 255, 255

**CMYK** 0,0,0,0

## COLOR AND TYPE PAIRINGS

Pairing the colors of text with a background is important for legibility, cohesiveness and professionalism.

Avoid using gold as a background color. Use a bold font for any gold text to improve legibility.



## GRADIENT

### GRADIENT USAGE

CEI has one official linear gradient using Light Blue and Dark Blue.

Light Blue is at the top and Dark blue is at the bottom.



# TYPOGRAPHY

## OFFICIAL TYPEFACES

**Avenir Next** is our main typeface. **Avenir Next Condensed** is an alternative option.

**Garamond** is used as a secondary typeface for body text in formal documents or pieces.

## ACCEPTABLE TYPEFACE SUBSTITUTES

Avenir: **Prompt** (found at Google Fonts or request from Creative Services).

Garamond: **Georgia** or **Minion** (default fonts for most tech).

## FONT USAGE

When creating forms, handouts, etc., separate location, email, and phone number on a single line with a yellow dot. Use periods for phone numbers as the example below:

Bldg 2, Room 285 • name.lastname@cei.edu • 208.535.XXXX

Aa

### AVENIR NEXT

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
NOPQRSTUVWXYZ  
0123456789 •,:;'?"'!"&-\$

*Italic*  
Regular  
Medium  
*Medium Italic*  
Demi  
*Demi Italic*  
**Bold**  
***Bold Italic***  
**Heavy**  
***Heavy Italic***

Aa

### AVENIR NEXT CONDENSED

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
NOPQRSTUVWXYZ  
0123456789 •,:;'?"'!"&-\$

*Italic*  
Regular  
Medium  
*Medium Italic*  
Demi Bold  
*Demi Bold Italic*  
**Bold**  
***Bold Italic***  
**Heavy**  
***Heavy Italic***

Aa

### GARAMOND

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
NOPQRSTUVWXYZ  
0123456789 •,:;'?"'!"&-\$

*Italic*  
Regular  
**Bold**

# ON-BRAND DESIGN ELEMENTS

Visuals should lend themselves to CEI's Mission and brand guidelines to be high quality. They should effectively communicate the message with the following shapes & elements of design.

## SHAPES & ELEMENTS

- **Circles!** Especially yellow ones, which call back to the sun dot monogram.
- **A line of yellow dots** is a fun, on-brand text divider on occasion. Bullets are always yellow (example below).
- For formal pieces, a **straight solid line** is the preferred divider (example below).

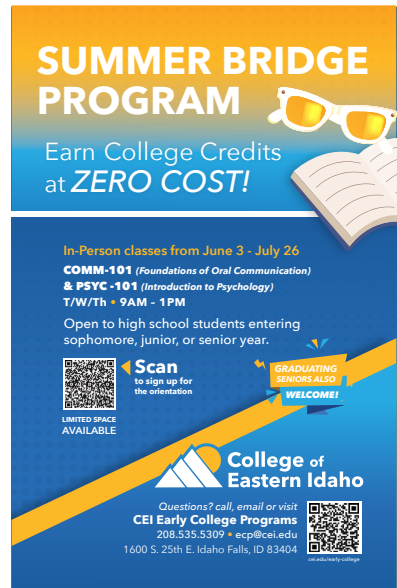


*Clear, simple, and effective visuals magnify the message*

- **Angles.** By resembling the angles on the mountains on the official CEI logo, incorporating these angles can be an effective way of branding a design.



*Simple usage of angles & blue tones makes an efficient implementation of our CEI brand guidelines*



*The usage of angles, dots, and gradients with blue & gold tones makes this design on-brand*

# DEPARTMENT LOGOS

## LOGO USAGE

A department logo is an option that can replace the use of the official CEI logo when a single department is promoting their services, sharing their department information or hosting an event.

Use it only as applicable to your own department.

The **CEI Foundation, Esports,** and the **Center for New Directions** have their own approved department logos.

### HORIZONTAL



### STACKED



### SUNDOT DEPARTMENT LOGO



### SUNDOT DEPARTMENT SEAL



*When producing any marketing materials such as t-shirts, pens, etc., the official CEI logo or department logo must be included in the design.*

# STUDENT ORGANIZATIONS

## STUDENT LIFE FALCON HEAD LOGO USAGE

*The Student Life Falcon Head graphic is only allowed to be used for Student Life, Student Senate, or Student Clubs*



## STUDENT CLUB LOGO USAGE

No alternate logos are permitted to be created for any school club, organization, or department without approval from *Creative Services*. Club logos should appear as a footnote on the bottom of all printed material such as posters, flyers, brochures, etc.

The logo should be used as provided, not altered or recreated. Please contact *Creative Services* for the logo files.



# FRANKIE THE FALCON MASCOT

## GENERAL CEI USAGE

Welcome Frankie the Falcon as CEI's official mascot design!  
The standard designs for Frankie are as shown below.



## SPECIAL REQUEST FRANKIE GRAPHICS

Please contact *Creative Services* for a specific Frankie the Falcon graphic to be created for the purposes of school usage (stickers, posters, postcards, etc.). You can add your department's name at the bottom of the Frankie seal if desired.

## ESPORTS LOGO

### ESPORTS LOGO USAGE

The Esports logo is to be used exclusively by this Student Club.





# OFFICIAL CEI SEAL

## CONTACT FOR APPROVAL

Contact Creative Services for permissions and approval to use the Official CEI seal. The seal is used for official documents from the College such as diplomas, formal pieces, etc.



# PHOTOGRAPHY

## PHOTOGRAPHY REQUESTS

For photoshoot bookings, please email our team at [creative.services@cei.edu](mailto:creative.services@cei.edu) with the details of your request, including the location, date, and time. A team member will be assigned to capture your event. Our photography service has an hourly fee and you will receive professionally edited, high-quality images ready to use.

[CEI FLICKR PHOTO BANK](#)



## ACCESS PHOTOS ONLINE

We have a [flickr.com](https://www.flickr.com/photos/cei/) account where you can access many professional images taken across our CEI campus and other significant events. These images are encouraged to be used in flyers, posters, program trifold, etc.

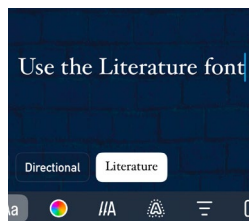
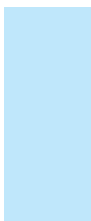
If you need us to create these items, we'd be more than happy to help! Just email us a work order and we can get it started.

# SOCIAL MEDIA

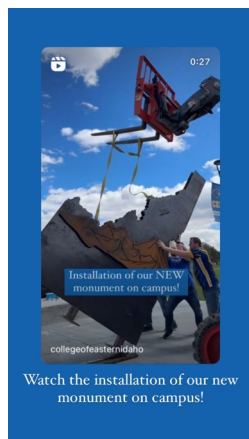
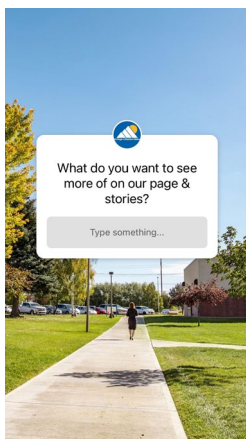
## CONTENT GUIDE

If your department manages its own social media content, here are some key tips from our Social Media Coordinator:

### Colors & Font Usage



### Instagram Story Examples



## DIMENSIONS

### Facebook

Profile Picture: 320x320 pixels (circle)  
Cover Photo: 16:9, 851x315 pixels  
Shared Image/Post: 1080x1350 pixels  
Event Image: 1920x1005 pixels

### Instagram

Profile Picture: 110x110 pixels (circle)  
Post Image: 1080x1080 pixels or  
1080x1350 pixels  
Stories: 1080x1920 pixels

### LinkedIn

Profile Picture: 400x400 pixels  
(square & circle)  
Cover Image: 1128x191 pixels  
Shared Image/Post: 1200x627 pixels

If you need help or are in need of a video or content made to promote your program, event, etc. please reach out to [brenna.pincocock@cei.edu](mailto:brenna.pincocock@cei.edu)

# ADDITIONAL SERVICES

## PRINT MEDIA

Print & Copy Services

Postcards

Flyers

Posters

Large Format (banners, wayfinding signs, table signs, etc)

Business Cards

Employee Name Tags

Employee Name Plates

Synthetic Paper Printing  
(waterproof, tear & wear resistant)

Trifold, Bifold, Gatefold Brochures

Magazines/Booklets  
(up to 52 pages)

## DIGITAL MEDIA

Social Media

TV Digital Signage  
(on Campus Network)

Email Digital Posters

Outdoor Digital Signage

Canva Templates

## PRODUCTION

Spiral Binding

Plain Glued Notepads (*FREE*)

CEI Branded Glued Notepads

Lamination

Hole Punching

Paper Cutting

## FULL ON-CAMPUS CAMPAIGN

- 11" x 17" Poster
- TV Signage
- Digital Flyer
- Social Media Post

## GRAPHIC DESIGN

As CEI official designers, we encourage all staff and faculty to come to us for their design needs in any print or digital media mentioned previously.

*As part of a non-profit institution, our design rate is the cheapest in town!*

*We also offer design for:*

### EVENTS

- Table cloths
- Pens
- Pull-up banners

### CEI MERCH & SWAG

- Stickers
- T-shirts
- Water bottles
- Any other product your team would like to create!

*We can refer you to resources and vendors that we have established tax-exempt transactions with.*

## NEED HELP?

Email a work order to  
[creative.services@cei.edu](mailto:creative.services@cei.edu)

Scan to find the **work order\*** best suited for your needs. Click under "Ordering" to download.



\* Printing & Projects, Business Cards or Name Tags work order



CEI is an EEO/AA institution. Please direct inquiries to VP Mary Taylor,  
Building 1, Room 127B, (208) 535-5303, [mary.taylor@cei.edu](mailto:mary.taylor@cei.edu)