



# Rollins

— EST. 1885 —

**Brand Guidelines 2018**



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# ROLLINS IS THE BEST COLLEGE IN FLORIDA



## THE ROLLINS BRAND

Since becoming the state's first four-year college in 1885, Rollins has offered a high-quality practical liberal arts education in the arts, sciences, and business. Whether through our traditional, residential experiences, top-ranked business school, or our robust evening program for lifelong learners, Rollins emphasizes international perspectives, community engagement, and responsible leadership.

**Academic Excellence** Consistently ranked as one of the premier liberal arts institutions in the South, Rollins focuses on small classes and an engaged and personalized learning experience that prepares students for meaningful lives and productive careers.

**International Perspectives** The future is global and a Rollins education reflects that, both in terms of bringing international voices to campus and providing international experiences to our faculty and students. Rollins alumni are truly global citizens.

**Community Engagement** Rollins offers education with a sense of purpose, instilling values of community and service.

**Arts & Culture** Rollins affords Central Florida access to high-quality art exhibitions, plays, musical performances, and world-renowned speakers in the arts, sciences, politics, and more.

**Leadership** A Rollins education provides the critical tools and ethical framework necessary to cultivate responsible leaders in business and the community.

**History** While many Florida schools trace their roots to academics, seminaries, and two-year schools, only Rollins was established as a four-year college from its inception in 1885, making it Florida's first recognized college.



**A BRAND IS MORE THAN A LOGO. IT'S A PROMISE OF WHAT WE STAND FOR AND WHAT WE OFFER.**

**FOUNDED**  
**1885**  
WINTER PARK, FLORIDA

Located in Winter Park, near Orlando, Rollins College is Florida's oldest recognized college. For 20 consecutive years, *U.S. News & World Report* has ranked Rollins among the top two regional colleges in the South and first in Florida in its annual ranking of "Best Colleges." In addition to full-time undergraduate programs in the College of Liberal Arts, Rollins offers undergraduate and graduate degree programs for working adults through its evening program at the Hamilton Holt School and graduate business degree programs through its Crummer Graduate School of Business, which has been ranked a top MBA program by *Forbes* and *Bloomberg Businessweek*. Rollins serves approximately 3,300 degree-seeking students annually.

## THE ROLLINS BRAND

When we first opened our doors in 1885, there were no other colleges in Florida. Today there are hundreds, with more than 4,000 nationally and many times that internationally. In our media-rich age, standing out among the clutter has never been more important or more difficult.

Given this dynamic environment, it is increasingly important for us to express a single, compelling voice in everything we do.

### THAT'S WHERE THE ROLLINS BRAND COMES INTO PLAY.

By creating a strong brand, we can continue to positively influence the way people think about Rollins. Our brand guidelines are the tools we use to create stories and reinforce experiences; they are the operating manual for looking, speaking, and acting as **ONE ROLLINS**.

But we can't do it alone. We need your help in incorporating the brand standards presented here in all of your marketing and communications efforts. Through your cooperation and consistent use, we will advance as one college that contains multitudes.

Since 1885, Rollins College has stood for excellence in the liberal arts.



<p><b>WHO WE ARE</b></p> <p>Rollins is a comprehensive liberal arts college that is nationally recognized for its distinctive undergraduate and selective graduate programs.</p>	<p><b>WHAT WE STAND FOR</b></p> <ul style="list-style-type: none"> <li>• Excellence in teaching</li> <li>• Transformative learning experiences</li> <li>• A responsible and inclusive community</li> </ul>	<p><b>WHAT WE OFFER</b></p> <ul style="list-style-type: none"> <li>• Applied liberal arts</li> <li>• Lifelong learning</li> <li>• International experiences</li> <li>• Service-learning opportunities</li> <li>• Community engagement</li> </ul>
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# GLOBAL CITIZENS AND RESPONSIBLE LEADERS



### Our Name: Rollins or Rollins College

The College is named after Alonzo Rollins, a successful Chicago-based businessman who gave a generous gift that secured Winter Park as the site of Florida's first college.

### Our Mission Statement

Rollins College educates students for global citizenship and responsible leadership, empowering graduates to pursue meaningful lives and productive careers. We are committed to the liberal arts ethos and guided by its values and ideals. Our guiding principles are excellence, innovation, and community.

### Our Colors: Blue and Gold

Until 1895, Rollins' school color was oleander pink. Many students felt this "inadequate to express dignity, strength, and stability." *The Sandspur* actively lobbied for blue, representing "kingship, power, the highest and deepest in character and aims," and gold—"unchanging value and real, substantial worth."

### Our Motto: Fiat Lux

In 1885, the original College seal was adopted with the founding of the College. It depicted a hand grasping a flaming torch and the motto Sit Lux or "Here is light." Soon, this was considered too conventional and, in 1908, the Board of Trustees adopted a new seal, composed of the rising sun (which is still used by the College today) and displaying the new motto, Fiat Lux or "Let There Be Light."

### Our Mascot: The Tars

Rollins' mascot, the Tar—a nickname given to sailors—was adopted by Rollins as a way to give a nod to the sailors stationed on Lake Virginia during World War I. Rollins College is the only collegiate institution in the United States with the Tar as its mascot.

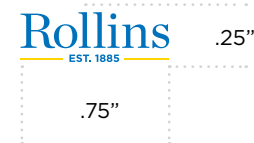


The consistent and proper use of the logo strengthens recognition for Rollins while bringing our various individual entities together under one established symbol that represents the entire College.

To reinforce the Rollins brand—and thereby the College itself—our identity system prohibits the use of any additional iconography, marks, or artwork in lieu of the official logo, nor can the official logo be augmented in any way. Approved secondary identity elements may be used as supporting art, but they should always be clearly separated from our official marks.



**MINIMUM ACCEPTABLE SIZE** *(please contact Marketing if a smaller version is needed)*



**CLEAR ZONE**



**ONE COLOR OPTIONS**



Rollins Blue



Rollins Yellow (don't use)



50% Black



**Give the logo some space**

Balance is essential to good design. Graphic elements, imagery, and text must all be balanced on the page so that each is able to speak clearly. Placing elements too close to the College logo diminishes its importance.

A clear zone equal to the Rollins “R” around the logo will give it the room it needs to stand out.

A unit logo comprises the College logo and one sub-brand unit name. The visual elements of the unit logo are specifically configured, with each element placed, sized, and rendered in precise relationship to the others to create a unique visual character. Therefore, unit logos should not be altered in any way.

Only the Crummer Graduate School of Business and the Hamilton Holt School may use their unit logos for primary branding.

VERTICAL UNIT LOGOS

Rollins

MARKETING

Gotham Black  
Rollins Blue

Rollins

CENTER FOR CAREER  
& LIFE PLANNING

Adjustments can be made  
to accommodate longer  
unit names

HORIZONTAL UNIT LOGO

Rollins

CENTER FOR CAREER  
& LIFE PLANNING

ROLLINS WORDMARK

Rollins

Acceptable to use when space for a Rollins logo is limited. Other uses should be limited to internal communications only,

DO's

PLACE THE COLLEGE LOGO ON ALL ROLLINS COMMUNICATIONS

As the primary graphic identity for the institution, the college logo must appear on all communications, including brochures, stationery, business cards, and websites.

TREAT THE LOGO AS ARTWORK, NOT AS TYPOGRAPHY

The college logo is Rollins' single most important visual element and should be treated as a graphic icon.

PUT THE LOGO IN A PROMINENT PLACE

Place the college logo in a prominent location on all printed materials, which should include the front or back cover.

DON'Ts

Rollins  
EST. 1885

Don't stretch the logo

Rollins  
EST. 1885

Don't compress the logo

Rollins  
EST. 1885

Don't use drop shadows

Rollins  
EST. 1885

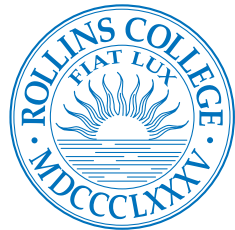
Don't add computer effects (computer emboss)

Rollins  
EST. 1885

Don't add computer effects (outer glow)

The image of the sun rising over the water is rumored to represent Lake Virginia with the sun, exemplifying the light of knowledge rising to enlighten the lives of students.

## USE OF THE ROLLINS SEAL



### FIAT LUX = LET THERE BE LIGHT

Use of the College's official seal should be limited to formal college communications, diplomas, invitations, and ceremonial documents deemed appropriate. It may not be used as a graphic or secondary element without special permission of the Office of Marketing & Communications.

As the College sustains its brand identity, it is imperative that all communications tools carry the approved Rollins primary logo. In putting forth a consistent, recognizable institutional image, it is necessary to eliminate many previously accepted logos and graphics.







## ATHLETICS LOGO USAGE

The athletics logos — which include the wordmark below, our iconic block R, and the Anchor R — have been updated for greater legibility. Use of the athletics logos are limited to sports teams, athletics marketing and communications, and trademarked merchandise.

# ROLLINS

# ROLLINS T A R S

### THE ROLLINS ANCHOR R



### THE BLOCK R

The block R may be used as a secondary mark\* with the Rollins logo. One-color variations can be created using the same rules for the Rollins logo (pg. 11).



Use of the Anchor R is reserved for Athletics use only. Certain exceptions will be made for the Office of Student Affairs. All other campus groups are invited to use the Block R in its place.

\*If marketing collateral is being delivered to an external audience it must be accompanied by the primary Rollins logo. The primary logo may be used in a secondary location (e.g. back of a postcard or brochure).



## SCHOOL COLORS

Color plays a powerful role in any successful brand. It usually makes the first impression. That's why precise color management is so important. But colors look different in print than they do on fabric or on your computer screen—they even look different from one screen to the next.

When working with Rollins colors, be sure to consider the medium. The color gold can be particularly difficult to translate with consistency. To help with that, we have provided Pantone (for printing in one- or two-color projects) and CMYK (for printing four-color projects) values for print projects, and Hex values for digital projects.



*Sampling the color from this document is not an accurate way to render the color for any medium. Comparing what is printed on a desktop color printer to a computer screen is also not reliable.*

### OFFICIAL SCHOOL COLORS



**ROLLINS BLUE**

Pantone 2387 C  
C:100 M:50 Y:0 K:0  
Hex:# 0071BA

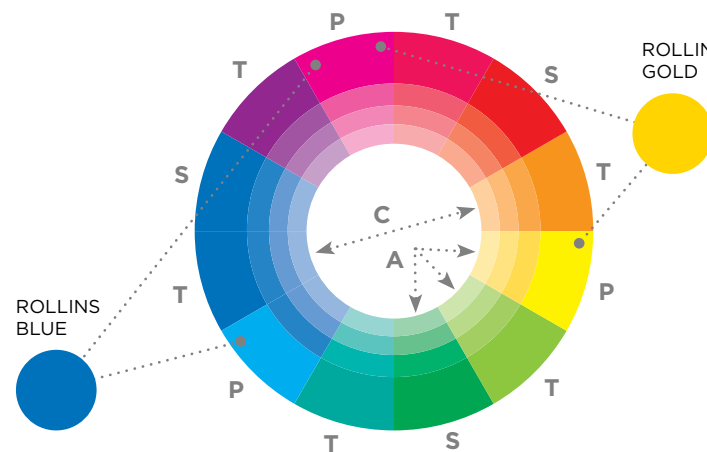


**ROLLINS YELLOW**

Pantone 116 C  
C:0 M:15 Y:100 K:0  
Hex:# FACF00

Although blue and yellow are the official Rollins colors, marketing materials can be designed in any color appropriate for the concept.

### CMYK COLOR WHEEL *(alternative colors may be used when appropriate)*



- P** Primary colors are “pure” colors. In the case of CMYK, they are (C) Cyan, (M) Magenta, (Y) Yellow, and (K) Black.
- S** Secondary colors are made by mixing two primary colors.
- T** Tertiary colors are made by mixing a primary and secondary color.
- A** Analogous colors are any three colors that are side by side and create harmony.
- C** Complementary colors are any two colors that are directly opposite each other and create contrast.

A serif font has a small line attached to the end of the stroke in a letter. Serif fonts typically have varying line widths.

A sans-serif font does not have the small projecting features called serifs at the end of strokes. Sans-serif fonts tend to have less line-width variation than serif fonts.

## TYPOGRAPHY

Consistent use of typography is a simple way to align our visual identity. Fonts set a cadence for how communication is read and can do a lot to aid readability.

Based on their clean lines, usability, and compatibility with the College logo, Gotham and Chronicle are our official College fonts, and both are highly readable. Gotham offers diversity in weight and style and is our primary font for print projects. Both fonts are used for print and web.

Fonts are licensed products and cannot be shared. Marketing & Communications has purchased a number of licenses for Gotham and Chronicle, which are only available for Rollins staff who are directly involved in the creation of marketing and communication materials. Licenses for Gotham and Chronicle are available on the Hoefler & Co. website for all others, including non-marketing staff and external consultants.



*While Gotham and Chronicle are our preferred typefaces, many other fonts are available and may be used when appropriate for the project.*

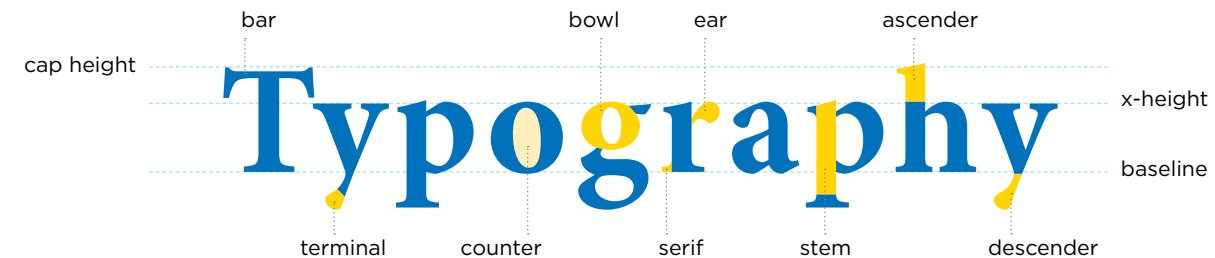
### DO'S

- Use clean and classic faces, with a preference for sans-serif fonts
- Use italicized and bold styles sparingly
- Use fonts as a graphic element
- Create a typographic hierarchy

### DON'TS

- Condense, stretch, or distort
- Use fonts that are overly stylized
- Use type with drop shadows
- Use outline type

## ANATOMY OF TYPOGRAPHY



## PRIMARY TYPEFACES [\(typography.com/fonts/gotham/overview/\)](http://typography.com/fonts/gotham/overview/)

### Gotham Book

[\(typography.com/fonts/gotham/overview/\)](http://typography.com/fonts/gotham/overview/)

### Chronicle

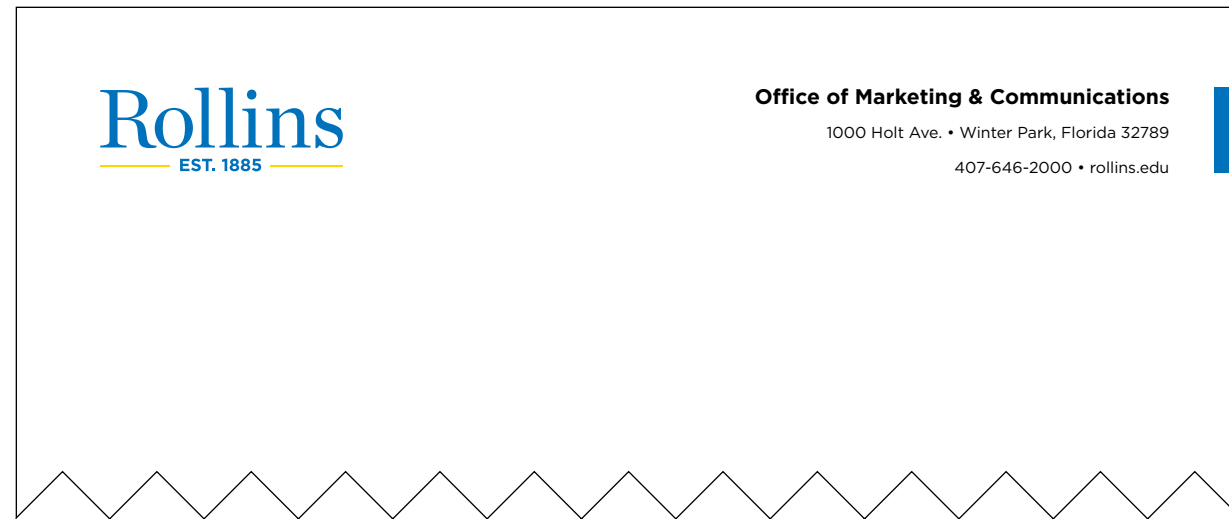
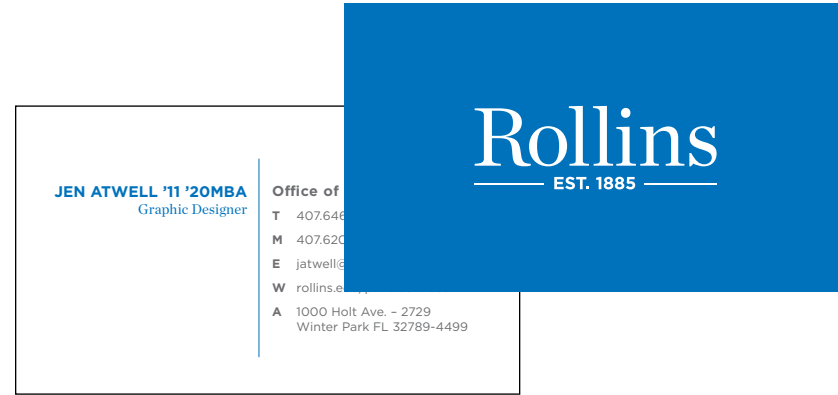
[\(typography.com/fonts/chronicle-text/overview/\)](http://typography.com/fonts/chronicle-text/overview/)

## STATIONERY

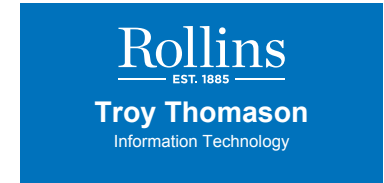
The Rollins logo is the most immediate representation of our school, our people, and our brand in the community. It is our most valuable asset and should be used consistently on collateral that represents the College as a whole (e.g., business cards and letterhead).

Letterhead, envelopes, and business cards are printed on unwatermarked Mohawk Strathmore Script 100% PC White Smooth. It is a recycled eco-conscious paper, FSC-certified, carbon neutral, green-e, and 100% post-consumer waste.

Stationery can be ordered through Rollins Print Services. ([rollins.edu/printservices](http://rollins.edu/printservices))



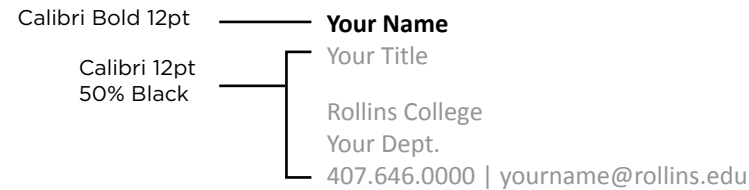
## NAME TAGS



Much like our business cards and letterhead, our name tags are often worn when we attend events as a representative of Rollins College. It is equally important that our name tags help reinforce our Rollins brand.

The official Rollins name tag should only be ordered through the Rollins purchasing office.

## BASIC SIGNATURE



## LICENSING

Rollins College requires licenses for products featuring our name, logos, and other marks as a way to preserve our reputation as a center of academic excellence and outstanding athletic performance.

Rollins asserts ownership and all rights, title, and interest in and to its indicia, including all trademarks, service marks, mascots, slogans, and any other identifying marks associated with or referring to Rollins College.

Monitoring and licensing of Rollins trademarks is handled in partnership with the [Strategic Marketing Alliance](#) (SMA).

Every use of Rollins registered marks and logos must be approved. Products licensed to use Rollins identifying marks must be of high quality and good taste.

### CLOTHING & MERCHANDISE

Rollins retains all rights to all articles of clothing and other merchandise that represent or promote the College or a unit of the College. Only Rollins-approved vendors, through SMA, can produce or sell such merchandise. Individuals and companies producing or selling Rollins clothing or merchandise without permission are subject to prosecution.

### FREELANCERS & VENDORS

It is the responsibility of each authorized Rollins employee contracting with printers, designers, graphic artists, photographers, merchandisers, and web designers to inform them of the Brand Guidelines and to make certain that the standards are applied to the materials being produced. ([smareports.com](#))

### Rollins does not license the following under any circumstances:

- Alcoholic beverages
- Inherently dangerous products
- Obscene or disparaging products
- Sexually suggestive products
- Health- and beauty-related products
- Business names and logos
- Services
- Political parties or candidates

To maximize the success of your design project, there are a few questions you should consider before beginning. Ask yourself, “Who is my audience?” and “Who am I competing with?” Our audience is busier than ever before. Cutting through the clutter is essential to effective design.

## DESIGN 101

During the design process, be aware that certain color combinations (such as black and gold) are the official colors of other state universities.

Any appropriate typeface can be used in marketing materials. Keep in mind that communicating a message is our goal and the wrong choice can confuse the message.

### KEEP IT SIMPLE AND CLEAN.

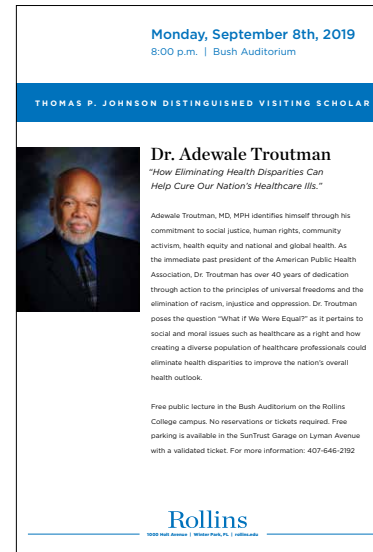
Avoid placing the logo on textured or patterned backgrounds.

Provide sufficient empty space around and between trademarks and other design elements on a page. The recommended minimum distance is approximately half the width of the trademark (refer to Logo Placement on page 11). The Rollins logo should appear as a distinct unit independent from other design elements on a page.

For proper printing, images should be at least 300 dpi at 100 percent size. Images taken from the web are 72 dpi and are not appropriate for printing.



Informational flyer

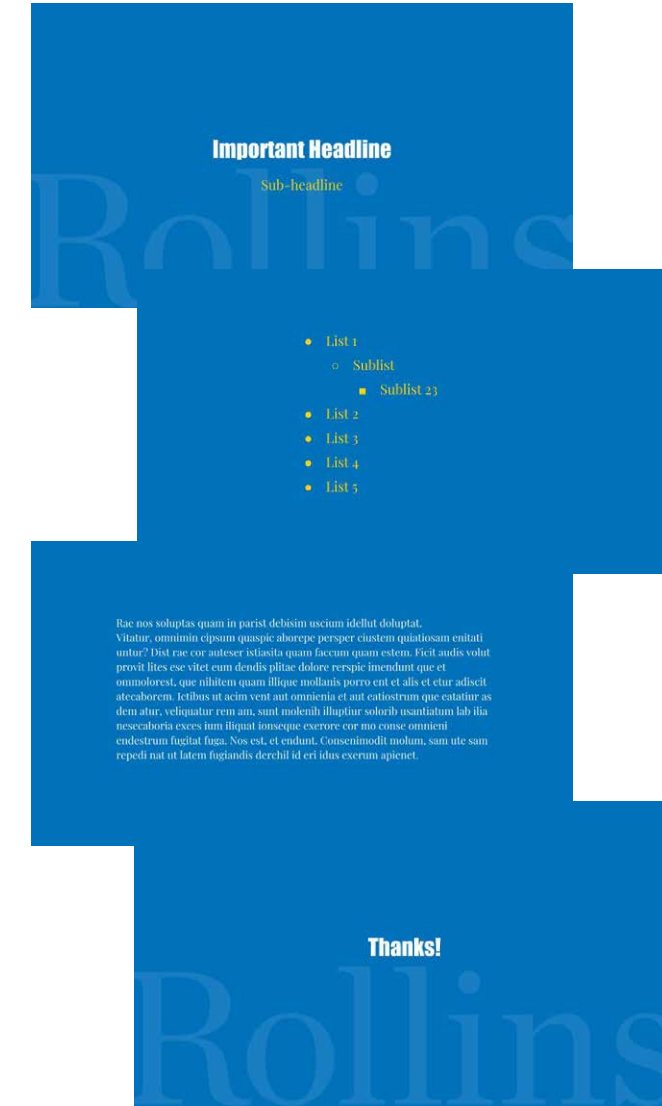


Event flyer

The PowerPoint template is available in two options:

[Rollins Blue](#)

[Black background](#)



PowerPoint template



## PHOTOGRAPHY

Photography is one of the best opportunities to convey who we are and what we offer, as a good photo evokes emotions and reactions before anything is even said.

Our photography style spotlights our people and our campus. It is clean, compelling, and real, and the subject is always the hero—the primary focal point, caught in a moment that resonates with the viewer.

Getting a good image, however, requires careful planning, execution, and selection. Here are some tips for taking photos:

**FIND THE RIGHT LIGHT.** Lighting can make or break your photo. Position your subject in a location with a good light source. Avoid light that casts strong shadows on the subject—indirect or filtered light often works best.

**REMOVE THE BACKGROUND CLUTTER.** Don't let the background distract from the subject of your photo. Be sure the viewer can focus on the subject—not what's happening behind them. Shift from one side to the other to change the scene.



[\(flickr.com/photos/rollinsnews/sets\)](https://www.flickr.com/photos/rollinsnews/sets/)

**MOVE AROUND.** Get close, get low, move high. Don't just shoot the same photo every time. Consider it from multiple angles—higher, lower, left of center.

**SHOOT THE MOMENT,** not the subject. Life is a series of moments, not images. Be sure you're paying attention to feeling what's happening in a shot—not just taking it.

**LOOK YOUR SUBJECT IN THE EYE.** Being at the same eye height as the person you're photographing creates a powerful, intimate shot, while looking down can often feel distancing.

**SHOW SOME ROLLINS SPIRIT.** Look for ways to add a touch that says, "This is Rollins College," whether something blue in the background or a hat or shirt that has the Rollins logo on it.



## SOCIAL MEDIA GRAPHICS

Countless conversations take place online about Rollins College every day, and we want our Rollins ambassadors to join those conversations, represent the College, and share the transformative spirit of our brand.

It is critical we always remember who we are and what our role is in the social media community.

### HAVE FUN, BUT BE SMART.

Use sound judgment and common sense, adhere to the College's values, and follow the same College policies that you follow in the offline world.

### AVATARS

Special usage of the Block R is permitted for social media avatars, which present extreme size restrictions. To avoid social media streams becoming an endless line of blue Block Rs, however, a series of avatar templates is available to give your online presence a unique look while retaining a Rollins connection. These avatars can be used by any group or organization related to Rollins College. The blue Block R avatar is reserved for the College's main social accounts. For others, there are several options.

A black or white Block R: Keep in mind when using this option that your account name or profile page should include the Rollins College name prominently to avoid confusion with other organizations that may use an "R" as an identifier.

The Rollins College stamp, which is a tiny graphic that lies atop the avatar image: This allows the use of a photo or graphic that characterizes the personality and purpose of the entity represented.



[\(flickr.com/photos/rollinsnews/sets/\)](https://www.flickr.com/photos/rollinsnews/sets/)

### PROFILE COVER IMAGES

The Rollins College SmugMug photo gallery provides many options for keeping your header image fresh.

[\(flickr.com/photos/rollinsnews/sets/\)](https://www.flickr.com/photos/rollinsnews/sets/)

The most popular and sharable content on Rollins College's social media properties is visual. We have developed standards around sharable social graphics.

*Always include a logo.*

*Use photos, secondary art, color, patterns, and typography to tell a story visually.*

*Use 9x9 for Instagram and 16x9 for Twitter and Facebook.*

*Include a hashtag, web address, or a way to find out more.*

### SOCIAL MEDIA RESOURCES

Social Media Policy  
[rnet.rollins.edu/marketing-communications/social-media.html](https://rnet.rollins.edu/marketing-communications/social-media.html)

## VIDEO

### VIDEO PRODUCTION

Please keep the following in mind when creating videos:

- All departmental videos must include the Rollins College blue intro logo slide.

[\(flickr.com/photos/rollinsnews/sets/\)](https://www.flickr.com/photos/rollinsnews/sets/)



- Student-made videos are not required to have the logo intro slide, but must include the words, "This video was filmed by students of Rollins College" in the description.

Rollins College reserves the right to request removal of videos containing graphic or inappropriate content, nudity, alcohol usage, and profanity.

### VIDEO RELEASE FORM

A video of that outstanding student interview is perfect for telling the Rollins College story. Be sure you are able to use their likeness by having subjects sign a release form.

Exceptions to this includes crowd scenes, event coverage, and breaking news.

### VIDEO RESOURCES

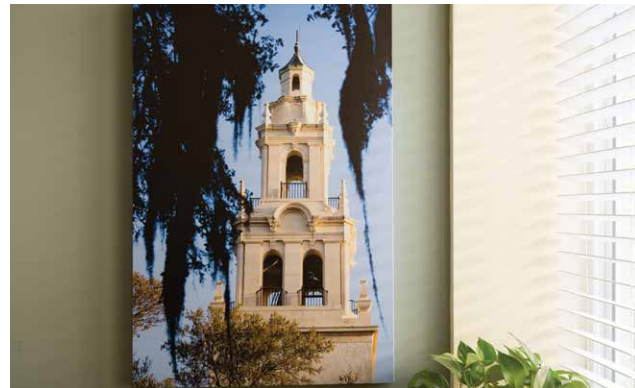
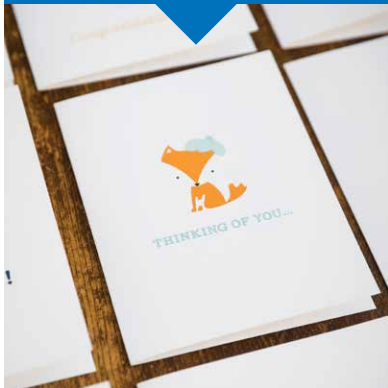
Video policy  
[rnet.rollins.edu/marketing-communications/Video\\_Services.html](https://rnet.rollins.edu/marketing-communications/Video_Services.html)

Video vendor agreement form  
[\(flickr.com/photos/rollinsnews/sets/\)](https://www.flickr.com/photos/rollinsnews/sets/)

Video release form  
[\(flickr.com/photos/rollinsnews/sets/\)](https://www.flickr.com/photos/rollinsnews/sets/)



## PRINT SERVICES



## PRINT SERVICES

The Print Services center at Rollins College exists to provide the College's students, faculty, and staff a wide variety of printing services in the highest possible quality and in the most economical and efficient manner.

### HOW MAY WE HELP YOU?

Print Services is the solution for all of your printing needs. From copies to banners to design and layout, Print Services can help you with your project from concept to completion.

For a list of all that Print Services offers, please shoot them an email or give them a call.

407.646.2332  
PRINTSERVICES@ROLLINS.EDU

## FAQs

### CAN I MAKE MY OWN LOGO?

No, Rollins has one logo. It is recognizable as a symbol of academic excellence, transformative learning experiences, a responsible and inclusive community, and as part of the history of Winter Park. When departments and organizations develop their own marks, the result is an overall diluted view of the Rollins brand.

### HOW DO I DIFFERENTIATE MY GROUP?

Through good design and copywriting. Consistent application of solid design principles and unique ideas will help distinguish you from the competition. The key is to identify the audience and competition correctly so your communications can be the most effective.

## WE CAN HELP!

### CONTACT US!

#### Creative Services

Tom May  
[TWMAY@rollins.edu](mailto:TWMAY@rollins.edu)  
407.646.2022

#### Web

Cliff Manspeaker  
[CMANSPEAKER@rollins.edu](mailto:CMANSPEAKER@rollins.edu)  
407.646.1856

#### Social Media

Laura Kern  
[LKERN@rollins.edu](mailto:LKERN@rollins.edu)  
407.646.2038

#### Athletics

Nate Weyant  
[NWEYANT@Rollins.edu](mailto:NWEYANT@Rollins.edu)  
407.646.2661

#### Print Services

Doug Shell  
[printservices@Rollins.edu](mailto:printservices@Rollins.edu)  
407.646.1513



# Rollins

— EST. 1885 —

Rollins  
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