



Sierra Nevada College

BRAND STANDARDS

A GUIDE TO THE SIERRA NEVADA COLLEGE IDENTITY.

THE LOGO

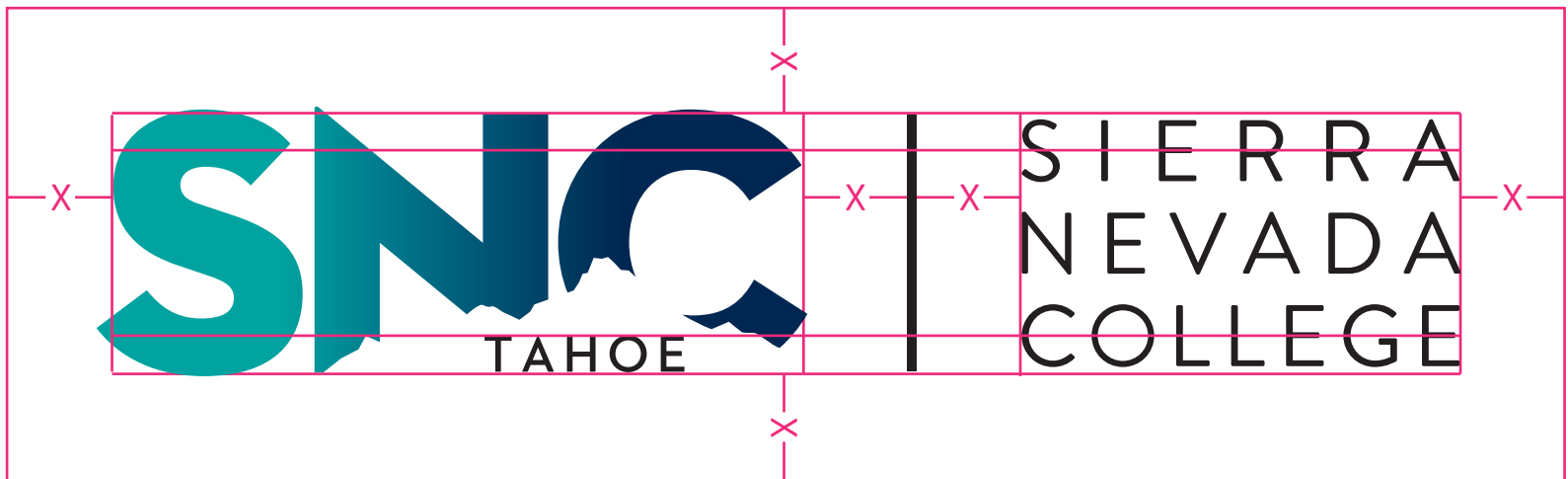
Logo



SIERRA
NEVADA
COLLEGE

Logo Construction

With clear space for application
in documents and advertising.



Logo Variations

Process Color



Spot Color



Black And White



Reversed



Campus Logos

Lake Tahoe



SIERRA
NEVADA
COLLEGE

Reno



SIERRA
NEVADA
COLLEGE

Las Vegas



SIERRA
NEVADA
COLLEGE

Simple Logo Variation

(After mark becomes more recognizable)



BRAND LANGUAGE

Suggested language for expressing our unique mission & methods:

1. 6,224 ft. above normal.
2. Changing the culture of higher education.
3. Inspiring confident, collaborative, and uniquely capable critical thinkers.
4. Transformation through guided self-discovery and self-expression.
5. Faculty mentors who encourage, challenge, and support.
6. Like no place on earth.

TYPOGRAPHY

Typography

Brandon Grotesque Family Options

Brandon Grotesque THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+1234567890

Brandon Grotesque LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+1234567890

Brandon Grotesque REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+1234567890

Brandon Grotesque MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+1234567890

Brandon Grotesque BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+1234567890

Brandon Grotesque BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+1234567890

Brandon Grotesque THIN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+1234567890

Brandon Grotesque LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+1234567890

Brandon Grotesque REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+1234567890

Brandon Grotesque MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+1234567890

Brandon Grotesque BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+1234567890

Brandon Grotesque BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+1234567890

Typography

Museo Family Options

Museo Slab 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+1234567890

Museo 100 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+1234567890

Museo Slab 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+1234567890

Museo 300 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+1234567890

Museo Slab 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+1234567890

Museo 500 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+1234567890

Museo Slab 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+1234567890

Museo 700 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+1234567890

Museo Slab 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+1234567890

Museo 900 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+1234567890

Museo Slab 1000

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+1234567890

Museo 1000 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+1234567890

COLOR

Color Key

primary palette

CMYK	100, 84, 36, 38	80, 4, 5, 0	88, 0, 40, 0
Pantone	PMS 295	PMS 306	PMS 3262
HEX	102C52	00B2E2	00BCB4
50%			
20%			

secondary palette

CMYK	58, 22, 100, 4	33, 0, 88, 0	2, 71, 84, 0	0, 86, 99, 0	14, 93, 100, 4	80, 68, 58, 67	18, 37, 100, 1
Pantone	PMS 377	PMS 367	PMS 448	PMS 172	PMS 7626	PMS 433	PMS 7555
HEX	799900	A4D55D	4D4129	FF4612	CC3524	1E252B	E19526
50%							
20%							

gradients palette



SEAL

Presidential Seal



Seal Variations



Spot and
Process Color



Reversed



Black And White



Reversed

USAGE

Do's and Don'ts



DO:
Use the supplied vector artwork



DO NOT:
Redraw the type or logo



DO NOT:
Stretch, compress or tilt



DO NOT:
Change our brand colors



DO NOT:
Add modifiers to the word mark



DO NOT:
Set the mark on a photo
or non branded background

DOCUMENTS

Letterhead Design



College of Business
Marketing Department

999 Tahoe Blvd.
Incline Village, NV 89451
775.826.2900
SierraNevada.edu

Elizabeth Smith
Director Of Department
3190 Address St.
Reno, NV 89502

January 3, 2015

Dear Recipient,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum ultrices, magna et eleifend scelerisque, nibh lectus sodales felis, sit amet efficitur dui lorem a orci. Praesent efficitur orci egestas justo ullamcorper dapibus. Donec lacus odio, tristique in placerat in, aliquam ut metus. Phasellus rhoncus massa vel auctor accumsan. Donec at ultricies lacus. Aliquam interdum nec lectus quis condimentum. Donec ultrices sapien sit amet libero suscipit, sit amet dictum risus elementum. Curabitur nec mi pellentesque, viverra dui sed, vulputate risus.

Suspendisse a dolor eget tellus dictum dapibus. Vestibulum vehicula dictum diam vel auctor. Etiam quam est, blandit et condimentum ut, consectetur in mi. Pellentesque maximus nulla turpis, nec gravida sapien faucibus in. Etiam bibendum massa eget dictum scelerisque. Vivamus aliquet neque a varius pharetra. Aliquam vel maximus est.

Vivamus vitae aliquam libero, ut fermentum metus. Nunc nec finibus risus. Maecenas purus est, pellentesque et dui in, fringilla faucibus metus. Maecenas eu sagittis nisl. Nunc dictum dui metus, at laoreet nisi viverra et. Aliquam eget lorem ante. Nulla lobortis nec odio ut feugiat. Fusce non nisl a quam fringilla ultricies.

Ut tempor metus in tellus tincidunt bibendum. Aenean sollicitudin felis dolor, ut finibus ex malesuada a. Pellentesque varius lobortis odio, nec molestie elit eleifend at. Donec mollis ante magna, congue pharetra arcu molestie facilisis.

Best Regards,

Elizabeth Smith

Business Cards



Email Footer



SIERRA
NEVADA
COLLEGE

Elizabeth Smith
Director Of Department

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DOWNLOADS

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and our brand book will be available at

www.sierranevada.edu/2015brand