



IT'S  
YOUR  
STORY



**C O K E R**  
COLLEGE

# OUR LOGO

THE COKER LOGO IS THE FOUNDATION OF OUR VISUAL IDENTITY. IT IS OUR NAME, OUR FACE AND OUR SIGNATURE THAT DETERMINES HOW THE REST OF THE WORLD SEES US. YOU NEVER GET A SECOND CHANCE TO MAKE A FIRST IMPRESSION.

## OUR LOGO

## SECTION 1



**C O K E R**  
C O L L E G E

FOR MORE THAN A CENTURY, DAVIDSON HALL HAS SERVED AS THE DEFINITIVE SYMBOL OF COKER COLLEGE—RESTING, BOTH LITERALLY AND FIGURATIVELY, AT THE HEART OF OUR CAMPUS. THROUGH A MODERN YET ICONIC REPRESENTATION OF DAVIDSON, OUR LOGO PROJECTS A SENSE OF PLACE, GROUNDED IN HISTORY AND EXCELLENCE. THE SIX COLUMNS ALLUDE TO THE SIX PILLARS OF THE STUDENT COVENANT, WHILE CONVEYING A SENSE OF ACADEMIC HERITAGE AND CONFIDENCE. WE TAKE AN UNEXPECTED DEPARTURE FROM A STANDARD USE OF CAMPUS ARCHITECTURE BY SHOWING THE BUILDING'S FACE AT A BOLD NEW ANGLE.

THE SANS-SERIF TYPE TREATMENT OF “COKER” COMBINED WITH A MORE TRADITIONAL SERIF FACE FOR “COLLEGE” PUTS A MODERN TWIST ON A TRADITIONAL ELEMENT, PORTRAYING COKER AS AN INSTITUTION WITH BOTH A SUPERIOR LEGACY AND A BRIGHT FUTURE.

# LOGO USAGE

## STACKED LOCKUP



An effective logo needs to be as versatile as possible to allow for flexibility of usage. A one-color logo allows for usage in a variety of circumstances and on a variety of backgrounds, although it would be primarily for use on a white background in the case of one-color printing.

The logo needs to work when used on colored backgrounds that correspond to the three primary Coker colors. In this case, the use of navy, light blue and white in the logo works well in combination with the gold background and thereby incorporates all three primary Coker colors.



Here, the use of navy, gold and white in the logo works well in combination with the light blue background and incorporates all three primary Coker colors in combination.

In this example, the use of light blue, gold and white in the logo works well in combination with the navy background and incorporates all three primary Coker colors to create a visually impactful presentation.

HORIZONTAL LOCKUP



Here are corresponding examples of the logo in a horizontal format which is useful for cases in which the logo needs to appear in a space which is vertically limited, such as a website header, digital banner, etc.



LOGOMARK



In the example of the logomark being used as the primary representation of the Coker identity, the mark itself featuring iconic Davidson Hall should be emphasized through scale. The logomark itself should still be accompanied in some way by the wordmark for brand identification.



WORDMARK



**C O K E R**  
COLLEGE

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In the case of using the logotype as the primary representation of the Coker identity, the wordmark can stand alone since it is our name and therefore a clear brand identifier.

**C O K E R**  
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# LOGO NO-NO'S

IN ORDER TO MAINTAIN A CONSISTENT BRAND EXPERIENCE, THERE NEED TO BE GUIDELINES AND BOUNDARIES IN PLACE THAT ESTABLISH HOW THE LOGO SHOULD NOT BE USED AS WELL. THESE ARE SOME BASIC RULES TO KEEP IN MIND.



# LOGO NO-NO'S

## SECTION 3



DON'T STRETCH, CONDENSE OR ALTER THE PROPORTIONS IN ANY WAY.



DON'T PLACE THE LOGO WITH ANOTHER GRAPHIC BECAUSE IT CREATES A NEW LOGO.



DON'T USE ALTERNATE COLOR COMBINATIONS.



DON'T REVERSE THE LOGO.

# COLOR PALETTE

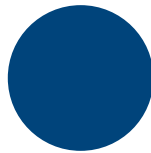
THE COLOR PALETTE IS WHAT HELPS BRING THE BRAND TO LIFE AND GIVE THE BRAND A VISUAL VOICE. HOW COLORS FROM THE PALETTE ARE USED IS AN IMPORTANT FACTOR IN DETERMINING THE LANGUAGE THAT THE BRAND SPEAKS.

# COLOR PALETTE

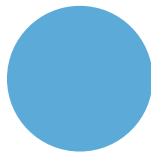
## SECTION 4

### PRIMARY COLORS

Navy blue and gold remain our two primary colors, reflecting history and tradition. The addition of a third primary color—light blue—both brightens and refreshes our basic color palette. Representing “the blue of southern skies,” it communicates a sense of possibility.



PMS 295 U  
CMYK 100 57 0 40  
HEX 00457C



PMS 2915 U  
CMYK 60 19 3 0  
HEX 5FAAD8

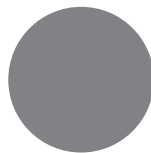


PMS 108 U  
CMYK 1 19 100 0  
HEX FDCD08

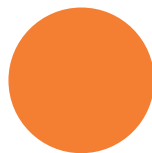
### SECONDARY COLORS

The colors in our secondary palette were chosen specifically to complement our three primary colors. More specifically, the secondary palette colors were chosen for the distinct tonal values of each particular hue and the relative saturation of each of those hue tonal values. Not only do they work well with the primary color palette, but those qualities also translate to a psychological and emotional sense of warmth, approachability, calm and balance.

Secondary colors are meant to be used as strong complements to the three main colors, but no more than one secondary color should be used at a time and should never be used without accompanying all three primary colors.



PMS 426 U  
CMYK 0 0 0 60  
HEX 58595B



PMS 151 U  
CMYK 0 62 90 0  
HEX F57F32



PMS 583 U  
CMYK 35 0 86 11  
HEX 9FBE4A



PMS 172 U  
CMYK 0 86 80 0  
HEX F04C3E



PMS 453 U  
CMYK 25 25 40 0  
HEX C2B59B



PMS 4 U  
CMYK 0 0 0 30  
HEX BCEBC0



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