The main Kirtland font is Source Sans, chosen for its many weights and functionality at both large and small scale. Source can be used in various sizes and weights to create hierarchy making it perfect for all projects. Other secondary fonts such as Garamond or Chelatham may be used for call outs and other small sections of type. Source works well with most fonts but when using a secondary one choose wisely. Absolutely no Comic Sans or crazy display type. Clean and simple well constructed type must be used to uphold Kirtlands brand.

Roboto is used for Kirtlands digital platform. It has high similarities to Source and offers condensed versions that work well for displaying type online, primarily the Kirtland website. Roboto does not have to be used, but if used please stick to only online displays.
For type treatments, keep it simple. Use only one (or two) font weights, and use sizing to create hierarchy between headlines and copy. All Caps is the treatment for headlines and call-outs, while italics is used for fine print copy and Kirtland's tagline. All text should be either white or black, or a primary color may be utilized for accenting headlines or call-outs. Avoid neon colors.

DO NOT add stroke to text.
Kirtland's brand includes three custom colors for use:

- Kirtland Red
- Lake Michigan Blue
- Academic Grey

Accuracy in recreating these colors in any medium is especially important for brand identity.
Projects do not only need to only use the three brand colors. Other muted primary colors may be used, but be conservative. Copy needs to be legible first and foremost.

Remember that white space helps each element stand out. Allow visuals to be seen and don’t keep copy organized in its own section.
Kirtland's images sell the real-life educational experiences the college has to offer. Let the images speak for themselves, be conservative with color overlays and elements.
The Kirtland logo has several variations for different case uses. Always make sure the logo is sized large enough to be legible, but not the main focus of the display. Lastly, give the logo some space to breathe, do not place it to the edge of a design.

DO NOT display logo in any other colors besides brand colors, black or white.

DO NOT add a stroke or drop shadow on the logo. Always opt for a black or white version of the logo on a busy background.

DO NOT stretch or shrink the logo's proportions. If one variation of the logo won't fit the space, try a smaller variation like the Kirtland K.
Kirtland has several other design elements that can be utilized in projects. Color boxes are used to house copy while triangles are used to create arrows that point the reader to the next point of interest.

Triangles are also utilized in repeating pattern backgrounds, and arrows can be utilized as bullet points. These elements help give a dynamic feel of motion.