



KIRTLAND  
COMMUNITY  
COLLEGE  
**BRAND  
GUIDE**



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This brand guide serves as a reference in keeping Kirtland's voice and visuals unified across all mediums.

## MISSION

To provide innovative educational opportunities to enhance student lives and build stronger communities.

## VISION

Kirtland will be the first choice for learner-centered education guiding students and communities toward success.

## VALUES

### EXCELLENCE

Expectation that all college activities are conducted with attention to quality and the highest levels of academic and professional standards.

### INCLUSIVENESS

Conducting the activities of the college in a manner that inspires tolerance and welcomes diversity of people and thought.

### INNOVATION

Addressing challenges and issues from multiple perspectives to solve problems and advance college processes and knowledge. Supporting progressive and meaningful research, creative activity and teaching.

### REFLECTION

Evaluating processes and assessing success through honest conversation and the use of data.

### CHARACTER

Steadfast adherence to the principles of integrity, honesty, reliability, transparency and accountability.

### RESPECT

Respect for the rights, differences and dignity of others and their contribution to the overall success of the college.



# KIRTLAND VOICE

# PURPOSES

To accomplish the mission, **KIRTLAND:**

- 1. PROVIDES OCCUPATIONAL PROGRAMS** that educate learners for the workforce of the future.
- 2. PROVIDES TRANSFER COURSES & PROGRAMS** that encourage learners to continue education at other colleges and universities.
- 3. OFFERS NON-CREDIT COMMUNITY & CULTURAL EDUCATION** that enhance the lives of citizens.
- 4. OFFERS EDUCATION TO THE INCUMBENT WORKFORCE** thereby supporting community economic development.
- 5. PROVIDES SUPPORTIVE SERVICES** that mentor learners to become successful while enrolled in courses.
- 6. PROVIDES STUDENT ACTIVITIES** that encourage the development of community service and leadership skills.
- 7. FACILITATES COLLABORATIONS** with other colleges and schools that enhance the educational services in Kirtland’s service area leading to a better educated citizenry.
- 8. ENCOURAGES INNOVATION** among employees and community members for the benefit of Kirtland and its communities.



# AVATARS

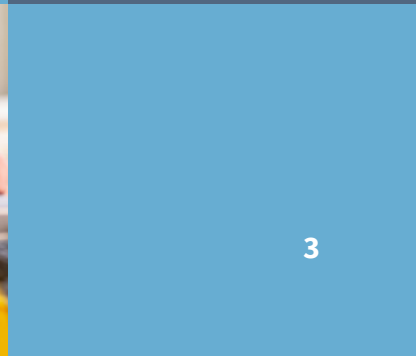
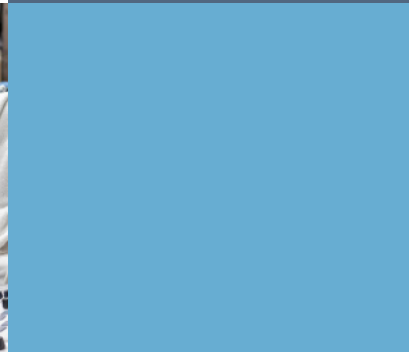
## TARGET AUDIENCE VS AVATAR

A target audience is a group you are speaking to. An avatar is a very specific person of that group. It is helpful to speak to both, but speaking in the **same voice as your avatar** is key to communicating personally and effectively.

**Kirtland has compiled avatars for several programs, including:**

- ART & GRAPHIC DESIGN
- BUSINESS & ENTREPRENEURSHIP
- CARDIAC SONOGRAPHY
- MEDICAL ASSISTANT
- SURGICAL TECHNOLOGY
- WOOD SCIENCE

When writing copy for any of these programs, please reference the avatar document material.



## **EDITORIAL STYLE**

The Kirtland Brand has a unique tone and voice. When writing copy, keep these ideals in mind:

### **ADVENTUROUS**

*Trailblazer Spirit, Resilient, Bold*

Each student is on their own adventure, and Kirtland is the mentor along their path. Speak to students in a way that matches their own ambitions.

**We tell it like it is confidently.**

### **AUTHENTIC**

*Straightforward, Relatable, Sincere*

Everyone is invited to be their authentic self, even if that means self-discovery along the way. Kirtland is here to welcome and embrace all. We feature Kirtland's real people, places, and activities in all of the work that we highlight.

**Our voice is conversational.**

**Our voice is direct, clear, and friendly.**

### **EMPOWERING**

*Supportive, Welcoming, Helpful*

The resources that every student needs for success along their journey are here for them at Kirtland.

### **We make our students feel:**

- Empowered
- Safe
- Free
- Proud
- Supported



## MAIN MESSAGING

### YOU CAN AT KIRTLAND

“You Can at Kirtland” is our overall tagline. Kirtland empowers all types of students along all types of paths. This message is meant to empower anyone to choose Kirtland.

- **Can't afford college?**  
**You Can at Kirtland.**
- **Not sure if you can handle college?**  
**You Can at Kirtland.**
- **Looking to find your creative community?**  
**You Can at Kirtland.**

## SUB-MESSAGING

Our other messaging helps support our overall language of student empowerment.

- **Find Your Way**
- **Discover You**
- **Choose Your Next Adventure**
- **Find Your Community**
- **We Are Your Support System**
- **We've Got Your Back**
- **Advisors Here for You**
- **Don't Know What You Want?**  
**We Can Help.**
- **Worried About Your Learning Style?**  
**No Problem.**

## OTHER MESSAGING EXAMPLES

- **Better Tomorrow Starts Today**
- **Your Journey Starts Here**
- **Be Kind to Your Future—Invest in Yourself.**
- **Kirtland Delivers Long Term Gain.**
- **Follow Your Calling at Kirtland**
- **Boldly Go Into the Unknown**
- **All Students Welcome**
- **You Can Start Over at Kirtland**
- **Continue Working Through College—Try an Apprenticeship.**



# KIRTLAND VISUALS

## LOGO

The Kirtland logo has several variations for different case uses. 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 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.**

## LETTER MARK



## WORD MARK

KIRTLAND

## COMBINATION MARK

VERTICAL



## COMBINATION MARK

HORIZONTAL





## COLOR PALETTE

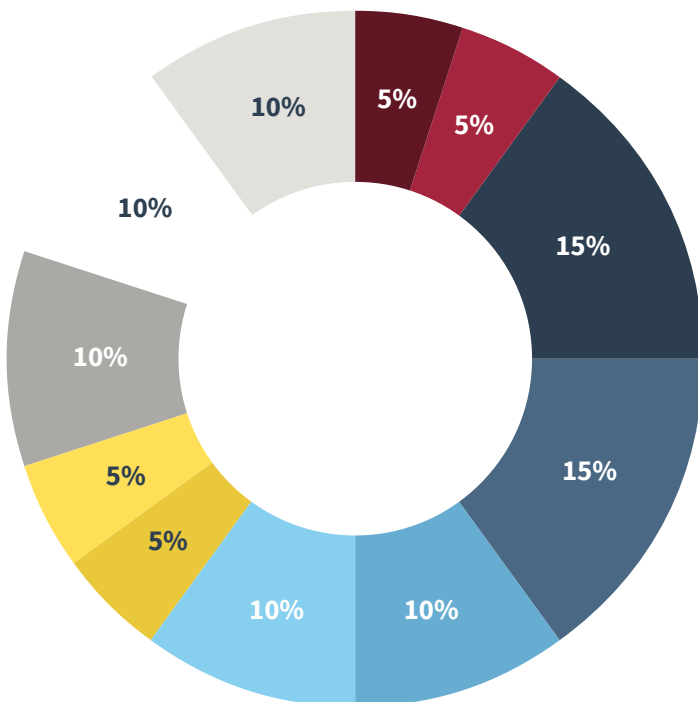
### BOLD, FRESH COLORS

In addition to Kirtland's classic **Navy** and **Maroon** there are secondary colors that can be used to make an element or word stand out.

## COLOR DISTRIBUTION GUIDE

This graph is only meant to be a helpful guide, rather than an exact science. It includes a heavier use of blues and clean neutrals, while the bolder colors are used sparingly to really create a pop!

**NOTE:** Sometimes a project will call for lots of color. In these special cases, have fun with the colors but remain tasteful.



## CORE COLOR PALETTE

Can't go wrong when using these two together! These are your main go-to colors when all else fails.

**HEX** #601623  
**RGB** 96 22 35  
**CMYK** 37% 94% 73% 53%

**HEX** #2c3e4f  
**RGB** 45 63 80  
**CMYK** 84% 68% 48% 39%

## SECONDARY COLOR PALETTE

Use these when you need to add a little depth to a graphic or make a word stand out.

**HEX** #a4253d  
**RGB** 164 37 61  
**CMYK** 25% 98% 72% 17%

**HEX** #4a6883  
**RGB** 74 104 131  
**CMYK** 77% 54% 33% 10%

**HEX** #67add2  
**RGB** 103 173 210  
**CMYK** 58% 18% 7% 0%

**HEX** #86cfef  
**RGB** 134 207 239  
**CMYK** 43% 3% 2% 0%

**HEX** #eac83b  
**RGB** 234 200 59  
**CMYK** 10% 18% 91% 0%

**HEX** #ffd557  
**RGB** 255 223 87  
**CMYK** 1% 9% 78% 0%

**HEX** #aaa9a5  
**RGB** 170 169 165  
**CMYK** 35% 28% 32% 0%

**HEX** #e3e1db  
**RGB** 227 225 219  
**CMYK** 10% 8% 11% 0%

**HEX** #ffffff  
**RGB** 255 255 255  
**CMYK** 0% 0% 0% 0%

# TYPOGRAPHY

## MAIN FONT

### Source Sans Pro

The main Kirtland font is **Source Sans Pro** and can be used in various sizes and weights to create hierarchy.

“**All Caps**” is the treatment for headlines. Also, can use the “**black**” and “**bold**” weight to highlight a word.

### Source Sans Pro Weights

abcdefghijklmnopqrstuvwxy  
1234567890

abcdefghijklmnopqrstuvwxy  
1234567890

abcdefghijklmnopqrstuvwxy  
1234567890

abcdefghijklmnopqrstuvwxy  
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abcdefghijklmnopqrstuvwxy  
1234567890

abcdefghijklmnopqrstuvwxy  
1234567890

## SECONDARY FONT

### Permanent Marker

A handwriting style font was chosen to add a conversational style to select words.

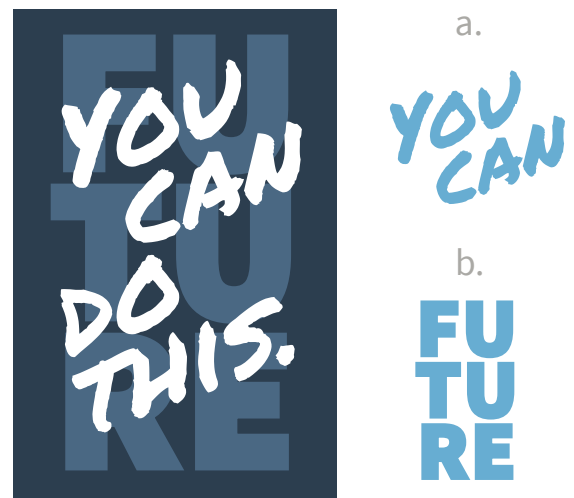
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## CREATING TYPOGRAPHY GRAPHICS

As a general rule when creating typography-based graphics, bold words like “**FUTURE**” get a **bold font** treatment, whereas conversational words/phrases get a **handwritten font** treatment.

See Figure 1 as an example.

FIGURE 1



## GRAPHIC ELEMENTS

So far, we have been mixing strong, confident and conversational fonts and bold, fresh colors. Continuing this pattern, we chose to pair sharp geometric shapes (bold, adventurous) with organic flowing shapes (accessible, conversational).

### RECURRING ELEMENTS

The idea is to create a unified look by using a few recurring shapes throughout a Kirtland branded project. A lot can be done with the elements, but keep in mind mood and tone of project and choose colors and graphic elements accordingly.

See Figure 2 below for several of the elements and colors used all together.



You may use these elements in an image to add interest:

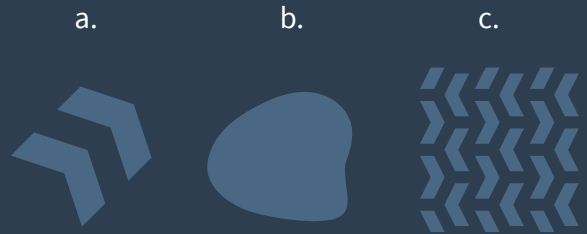
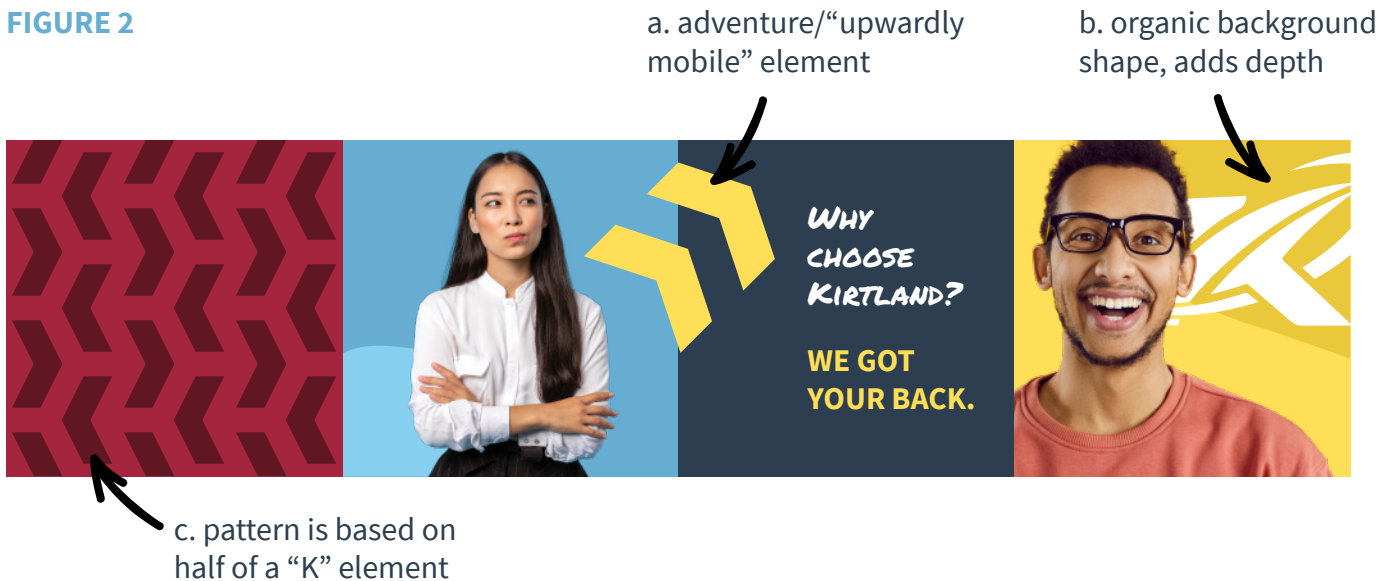


FIGURE 2

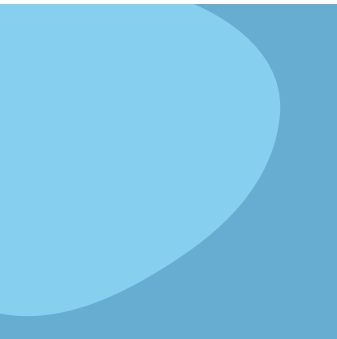
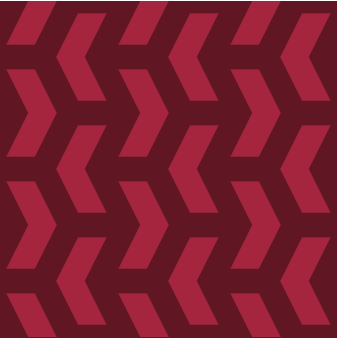


a. adventure/“upwardly mobile” element

b. organic background shape, adds depth

c. pattern is based on half of a “K” element

**COLOR  
COMBINATIONS**



## PHOTOGRAPHY

Our style is dynamic, surprising, and bold. We feature photographs and visuals that capture movement and action. Our messaging can be surprisingly and refreshingly fun.

We feature images that are candid and real. We represent the diversity of our students and team.

### PHOTOGRAPHY TIPS

When selecting photography, if original Kirtland imaging is available, go with Kirtland imaging. But in other cases, stock photography is acceptable if you keep these attributes in mind:

- Relatable
- Honest
- Real

When choosing stock photos & video, try to find authentic moments, action shots, with laughing, talking, DOING. Talent does not always face camera.



### COLOR NOTE

When you need to fade a photo into the background, to make text more readable, you may use **Navy (HEX #2d3f50)** at 30% transparency.

**FIGURE 3**


## USE CASE EXAMPLES

### COMPOSITION

Keep a clean grid structure when designing a project. To add interest, you can add graphic elements (geometric OR organic shapes) outside of the grid structure, to unify two separate blocks of content.

See Figure 3 “Website Example”



# FIND YOUR CAREER. FIND YOUR FUTURE.

[ALREADY ACCEPTED? FIND OUT NEXT STEPS >](#)

## DISCOVER YOU

We got your back. That means you're not just a number here. You are an individual. At Kirtland, we have mentors that are here to support you. We will get you EXACTLY where you need to be. Start your adventure.

[APPLY TODAY! >](#)



YOU CAN DO THIS.



## RANKED #1 FOR ONLINE LEARNING

Michigan's top college for online learning, and top 25 nationally

[LEARN ONLINE >](#)

## APPLY TODAY!

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 4800 W 4 Mile Road  
 Grayling, MI 49738  
 989-275-6763

**KIRTLAND GAYLORD**  
 60 Livingston Blvd.  
 Gaylord, MI 49735  
 989-705-3600

CONNECT WITH US



Kirtland Community College offers **39 degrees and certificates** including three **transfer associate degrees**. Whether you're starting your college career, returning to college to change careers, or looking for classes to enrich your life, Kirtland Community College is the place for you.

