Skidmore College
Creative Thought Matters Design Guidelines

“Creative Thought Matters. Every life, every career, every endeavor is made more profound with creative ability at its core. We believe that a key purpose of a liberal arts education is to encourage, challenge, and explore creative thought. We do this through our curriculum, campus environment, and teaching approaches, which work together to provide students with an intellectual foundation while encouraging them to explore the areas of study that most align with their interests and potential career directions. If you believe that your life and success will be shaped by your ability to think, create, and communicate, if you believe that creative thought matters, apply to Skidmore.” —Introduction to Skidmore Viewbook

Introduction
The guidelines on the pages that follow are intended to help designers develop marketing materials that are consistent with the spirit of the “creative thought matters” positioning. While we do provide guidelines for colors, font usage, and other design elements; these are merely a starting point for creativity to flow. “Creative thought matters,” and pieces developed in the spirit of this positioning have the opportunity to be individually unique.

Print Color Palette
As mentioned above, these guidelines are a starting point, and the colors shown below are proven colors that will work in 4 color process production, with the exception of Pantone 161 (brown). You may want to choose distinct match colors to expand the palette, remember to think creative, bold, young color combinations.

Print Typography
There are three major fonts used in the viewbook: Frutiger, Triplex Serif, and Litterbox.

• Titles and Sub-titles: Use Frutiger Bold, all caps, and make the title as bold and as large as appropriate. Throughout the viewbook we used three sizes: 262pt, 230pt, 205pt. On smaller pieces consider the following type treatment (used for sub-titles in the viewbook) as an alternative for page titles: sub-titles (and/or page titles) should be Frutiger Bold, all caps, outline with white center, at either 65pt or 40pt. This treatment works especially well when overlayed on top of a photograph.

• Text: Running copy should appear in Frutiger Roman. The size should be 10 point, and should have no less than 12 point leading. (Examples of specific usage and styling follow). Text should be left-aligned. Paragraphs should be separated with a line space rather than an indent.

• Headlines: Text headlines should be set in Frutiger Bold, all caps, and the size should match the text.

• Quotes and Call-Outs: Use Litterbox for quotes and call-outs, mixing the size of both individual letters and words, to create a free flowing, organic style. For readability, try not to go below 12 point type.

• Sidebars: For sidebars use Frutiger Light at 7pt, with a minimum of 9pt leading (10-12pt is ideal). Similar to the headlines treatment above, set sidebar headlines to Frutiger Bold, all caps, and match point size to the size of the sidebar text.

• Page Numbers: use triplex serif bold, point size should be determined per each piece.

Font Samples

Frutiger Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ         abcdefghijklmnopqrstuvwxyz
Frutiger Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ     abcdefghijklmnopqrstuvwxyz
Frutiger Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ     abcdefghijklmnopqrstuvwxyz
Frutiger Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ         abcdefghijklmnopqrstuvwxyz
Frutiger Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ     abcdefghijklmnopqrstuvwxyz
Frutiger Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ     abcdefghijklmnopqrstuvwxyz
Litterbox
ABCDEFGHIJKLMNOPQRSTUVWXYZ                    abcdefghijklmnopqrstuvwxyz
Triplex Serif Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ                     abcdefghijklmnopqrstuvwxyz
Triplex Serif Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ                 abcdefghijklmnopqrstuvwxyz

Typography treatment samples, based on descriptions above are shown on the following page.
HOW DO WE ALIGN ACADEMIC THEORY WITH DAY TO DAY REALITY? 

From our beginning we’ve believed that the life of the mind, of the intellect, is vitally linked to a life of creativity, practicality, and action. So we’ve developed an array of majors, minors, and special study programs—on and off campus, in and out of the country—that will enable you to create a cohesive learning experience that means something now and in the future. A Skidmore education will equip you for the exciting career options you will encounter, for the opportunities and responsibilities of our global society, and for a lifetime of learning and growth. It will help you harness what’s best in you and connect it to the real world.

Diep Duong '04 Management and Business

Diep grew up in South Vietnam and immigrated with her family to the U.S. in her early teens. Thanks in part to a summer internship with State Farm and Ernst & Young, she is on track to achieve her goal of a career in finance. She credits her Skidmore education with giving her the confidence to study abroad in Tokyo. Says Duong of her upcoming semester in Tokyo, “It’s going to be an awesome experience that will benefit me on many levels. I am ready to explore the world.”
In the admission of students, Skidmore College does not permit illegal discrimination on the basis of race, color, religion, sex, handicap, age, national or ethnic origin, or sexual preference. This school is authorized under federal law to enroll non-immigrating foreign students.

Rachel Allen '03B.A., Neuroscience

Not only did I grow as a person, "I received an excellent science education and still was able to take Chinese, computer science, social work, art, and weight-training classes."

The first post-Skidmore year as an NIH research scholar investigating my research toolbox in really powerful ways I've built our curriculum to provide a supportive intellectual community where members are fully engaged with their students inside and outside the classroom. "Teaching is not my job. It's a way of life."

I firmly believe that the Skidmore faculty are some of the most inspiring and dedicated individuals around. "I applaud your commitment to have a higher education. The best part is seeing how much every professor loves what he or she does, and seeing students get really involved in a course requirement."
Graphics
Graphics should be bold, creative, and thoughtful.

- **Photography:** the style should be bold, energetic, genuine, and expressive whenever possible. Images should have impact, and should illustrate a point or further enhance the copy. Always consider how the image applies both to the page content as well as to the larger message, that creative thought matters. Colors should be slightly over-saturated when using 4/color photography. Alternatively you could consider brilliant duotones (i.e.: magenta and yellow, light green and cyan) to simplify the image, make it both high-impact, but also easier to run type over.

- **Illustration:** we use a combination of stylized, modern illustration utilizing flat graphic shapes inspired by new media technologies along with sketchy, margin doodles to convey that creativity runs through everything. Use stylized, modern illustration for items that need to convey specific information such as a chart or graph, use sketchy illustrations (and maybe run handwritten type into sketches for greater impact) as graphic elements to balance the page. Try to sketch items that relate to the page content or to creativity in general.

- **Logo:** The Skidmore logo as it currently stands may not work directly with these new graphic styles, so we recommend using it sparingly. When using the logo in conjunction with the new guideline styles, we suggest black and white instead of color whenever possible. It may also help to integrate the logo with sketchy illustration as shown in the sample spreads on the previous page.

Tagline
Always use the tagline. Every communication from the College should clearly communicate the positioning, “Creative Thought Matters.” Although it may appear in different typefaces, the treatment of the tagline should be straight-forward and simple. If appropriate, you may want to consider running this tagline throughout the design (not necessarily only on the cover or intro pages).

Copy Treatment
Word choice and the subsequent tone have as much impact on brand imagery as do images and design. The over-riding rule is to focus on the target audience; their world, reality, and common vernacular. While in the case of the high school teen target we don’t encourage “street speak” we want general copy for that audience to be approachable, easy to understand, and refreshingly straight forward.

Venues where we are “fighting” for attention should receive more bold and simplified copy treatment, e.g. banners, billboards, postcards. A more conservative long copy approach should be applied to elements that are apt to be “studied” by the target, e.g. the viewbook. In all cases we should focus on who the audience is, what we are trying to get them to do/perceive at that point in time, and acknowledge the competitive context for that task.