



**TAKE CHARGE OF  
YOUR COMMUNICATIONS**

**The Sandburg Brand Style Guide**



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# OVERVIEW

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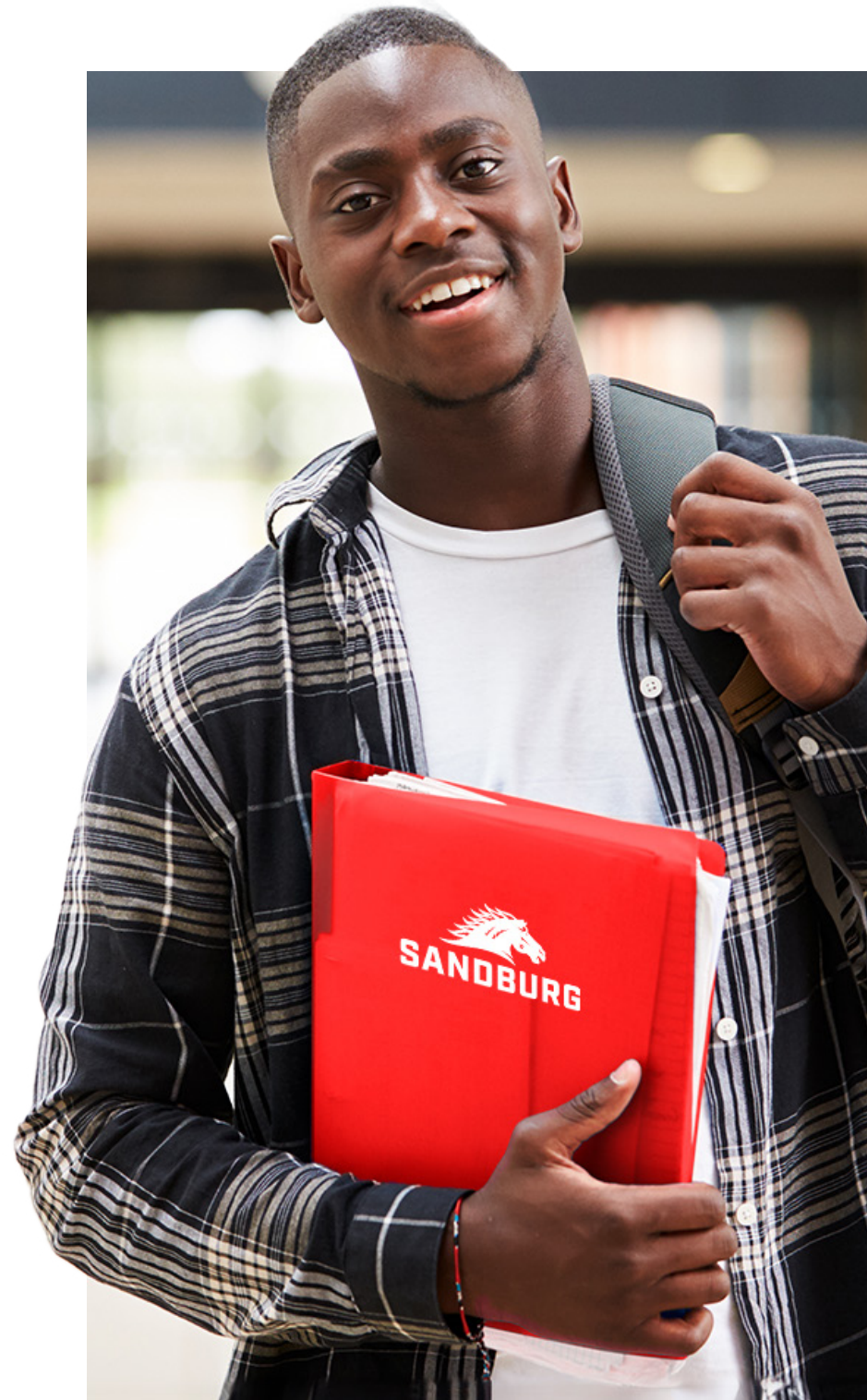
**Everything we create at Sandburg reflects who we are as a college, how we show ourselves to the world and how others see us.**

It's how we make powerful connections with our diverse audiences — including prospective and current students, parents, alumni, faculty and staff, community members, donors and more — that set our college apart from other academic institutions.

Although Sandburg's mission, vision and core values haven't changed, the way we embody them through our communication has evolved.

With a bold, impactful and cohesive brand refresh, we've developed a new Sandburg logo, an updated design aesthetic and memorable key messages, as well as guidelines that accompany their use. Adhering to these helps ensure that we, at Sandburg, demonstrate a unique, consistent and credible brand experience throughout all communications.

**This brand style guide shows you how.**



# BRANDING 101

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Branding is much more than an institution's logo (*although that's part of it!*).

## It's

- A promise, a pledge of quality, a statement.
- The essence of an experience, including why it's great and how it's better than all competitors' offerings.
- The intangible — but real — value of combinations of words, letters, symbols and colors associated with an experience.
- The process in which the institution's character is communicated.
- Any experience that a potential student, employee, the community or business might have (e.g., logo, signage, architecture, landscaping, website interaction, etc.).

## WHAT'S SANDBURG'S BRAND STATEMENT?

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At Sandburg, we're driven by a passion to empower students and uplift the communities we proudly serve. With programs as diverse as our students, our campuses in Galesburg and Carthage offer the perfect mix of innovation and affordability, with state-of-the-art facilities and instruction coupled with generous financial aid. Here, warmth and helpfulness prevail. From a welcoming "hello" to in-depth guidance, we actively nurture each student — wherever they are on their academic, professional or personal journey.

**All communications should reflect Sandburg's overall brand using consistent messaging, editorial standards, colors, logo, typography, graphics and photography, which you'll see outlined in the following pages.**

**Think of this guide as your brand toolkit.**

# REFERRING TO THE COLLEGE

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In general, use **Sandburg** when referring to the college. Carl Sandburg College is not preferred in overall communications; it will be used only for formal, administrative documentation. Using CSC is strictly prohibited — nearby Culver-Stockton College uses C-SC, and abbreviating our name causes confusion.

# MESSAGING

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## Tagline

## Take charge of your future.

Sandburg’s tagline is designed to capture the grit and tenacity of Sandburg students. It communicates that Sandburg is a place where all students have the opportunity to succeed, through our program offerings, knowledgeable instructors, cutting-edge technology and community of support. (Of course, it’s also a nod to the Chargers, Sandburg’s athletic name and commonly used student identifier.)

## Tone of voice

Sandburg’s tone of voice reflects the college’s most enduring qualities:

■ **CONFIDENT** ■ **TENACIOUS** ■ **BOLD** ■ **HOPEFUL** ■ **EMPOWERING**

Language should be warm and inclusive, with accessible, easy-to-understand verbiage. Rather than using formal language, use conversational language in your communication (e.g., use contractions — “you’re” instead of “you are”; “isn’t” instead of “is not,” etc.). Overly academic language and jargon should be avoided.

## Examples of messaging language:

### General

#### **At Sandburg, you're in charge.**

But you're not alone. We'll give you the support and tools you need to work toward a bright future — **on your own terms**, no matter what success looks like to you. And while you won't break the bank coming to Sandburg, our academic and workforce programs can significantly boost your earning potential.

**That's taking charge of your success.**

### Financial aid

#### **Charge ahead (without being charged an arm and a leg).**

We get it. When you're questioning the value of college, what value will Sandburg bring to you? **A lot.** This is where future-focused instruction and state-of-the-art facilities meet affordability — and generous financial aid opportunities. In fact, you'll pay thousands less in tuition at community college, giving your future a head start. **Talk about taking charge of your investment.**

### Athletics

#### **Charge toward victory.**

You're a Sandburg Charger. On and off the field, court or course, you don't back down. You join athletes from all over the country — and the world — to come together as a patchwork of unique talent. You're tenacious and steadfast in your quest for excellence. You fight for what's right. You give back.

**And you take charge every day to make your success — our success — a reality.**

## Short phrase examples

Use language that references the idea of “taking charge,” which helps reinforce the Sandburg brand.

### For example:

**You’re in charge.**

**Charge ahead.**

**Lead the charge.**

**Charge toward victory.**

**Charging forward.**

### You can also use variations of the tagline:

**Take charge of a world-class education.**

**Take charge of your investment.**

**Take charge of your success.**

## Style guidelines

Sandburg follows specific capitalization structures, as well as editorial guidelines established by the AP Stylebook.

Here are brief examples of the most commonly used guidelines.

### Capitalization

**Headings & subheadings** — ‘Popcorn caps’ aren’t used in any headings or subheadings. Only proper nouns are capitalized (e.g., **Sandburg’s Galesburg campus hosting event**).

**Titles** — In general, limit capitalization to formal titles used directly before a person’s name (e.g., Associate Vice President Jane Smith). When titles are used after a person’s name, they’re lowercased (e.g., John Jones, president). For occupational titles, lowercase (e.g., editor John Jones).

**Commas** — No Oxford/series comma (e.g., We support our faculty, staff and students).

**Dates** — Always use numbers without st, nd, rd, or th, and abbreviate all months except March, April, May, June and July (e.g., Classes start Aug. 17.).

**Numerals** — In general, spell out one through nine, and use figures for 10 or above.

**Time** — Use figures except for noon and midnight (e.g., 1 p.m., 45 minutes, the meeting starts at noon). When using a.m. and p.m., ensure they are lowercased and have periods after each initial. When showing time spans, use hyphens (e.g., 10 a.m.-1 p.m.; 10-10:30 a.m.). When displaying time on the hour (e.g., 10 a.m., 1 p.m., etc.), do not use a colon and zeros. When displaying time with minutes included, use the specific time (e.g., 11:45 a.m.).

For all AP guidelines, consult [apstylebook.com](http://apstylebook.com).



# EMAIL SIGNATURES

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**A key aspect of creating a consistent and powerful brand is ensuring all outward-facing communications follow a standard.**

Use the email signature template displayed here to update your own signature in your email program. Anything in brackets should be updated with your specific information. If you don't have an extension or a fax number, omit those lines. If you prefer displaying your pronouns, select the appropriate ones, and delete the others/

**View the template here and the populated example on the next page.**

## Template

**[FIRST] [LAST] [OPTIONAL: [[HE/HIM/HIS]][[SHE/HER/HERS]][[THEY/THEM/THEIRS]]]**

[Title goes here.]

filastname@sandburg.edu  
o: [xxx.xxx.xxxx][, ext. xxx]  
c: [xxx.xxx.xxxx]  
[f: xxx.xxx.xxxx]

2400 Tom L. Wilson Blvd.  
Galesburg, IL 61401  
sandburg.edu



*Where dreams come to life, and lives come to change.*

EXCELLENCE / COLLABORATION / INTEGRITY / RESPECT

Our mission is to provide all students with opportunities for success.

# EMAIL SIGNATURES

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## Populated example

### **JANE SMITH (SHE/HER/HERS)**

Instructor of cool things

jsmith@sandburg.edu  
o: 309.341.1234, ext. 5  
c: 309.221.1234

2400 Tom L. Wilson Blvd.  
Galesburg, IL 61401  
sandburg.edu



*Where dreams come to life, and lives come to change.*

EXCELLENCE / COLLABORATION / INTEGRITY / RESPECT

Our mission is to provide all students with opportunities for success.

# SANDBURG LOGO

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**Bold and collegiate, the Sandburg logo charges Sandburg's identity forward with confidence and strength.**

The Sandburg logo serves as the primary symbol for the college. The university logo is the core of the Sandburg's visual identity and must be used in all communications and promotional materials. It may not be altered in any way other than specified in this style guide.

**Consistent use of the logo develops strong brand recognition and public awareness.**



## **Sandburg logo**

The logo and logotype (text) must be used in its entirety. It must always be produced exactly as shown and in the defined Pantone solid coated colors.

# SANDBURG LOGO

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## Clear space

The amount of clear space around the Sandburg logo must be no smaller than the height of the Sandburg logotype. Don't place text or any graphic element within this clear-space area.



# SANDBURG LOGO

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## **Sandburg symbol**

The Sandburg symbol is limited to special occasions such as applications where a bleed is required.



## **Sandburg logo (186)**

The Sandburg logo (186) uses a brighter red Pantone and should be used only when the logo is applied on a PMS 281 background. This goes for all print, apparel and environmental applications.



## **Sandburg logo (black)**

The Sandburg logo in black on light backgrounds must be limited to one-color applications.

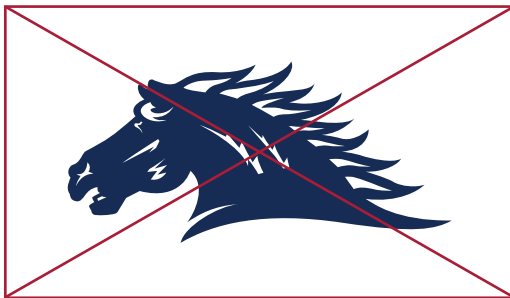


## **Sandburg logo (white)**

The Sandburg logo in white on dark backgrounds must be limited to one-color applications.

# INCORRECT USAGE

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## **Don't rotate logo.**

Rotating or reversing the Sandburg logo is not allowed except in certain circumstances (e.g., athletics) — and only with express approval by Marketing.



## **Don't use colors outside of the Sandburg color palette.**

Modifying the color of the Sandburg logo to anything outside the approved color palette is strictly forbidden. Such alterations deviate from the established brand identity and are considered incorrect usage.



## **Don't use the Sandburg logotype by itself.**

Using the logo and logotype (text) in their entirety is preferred. Removing the Sandburg symbol may be allowed only in certain circumstances (e.g., athletics) — and only with express approval by Marketing.

# CHARGERS LOGO

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**Tenacious and steadfast, the Chargers logo represents the our student athletes.**

The Chargers logo serves as the athletics symbol for the college. This logo complements the primary Sandburg logo. The Chargers logo may not be altered in any way other than specified in this style guide.

All applications of the Chargers logo must be approved by the athletics director and Marketing prior to completion.

**Consistent use of the logo develops strong brand recognition and public awareness.**



## **Chargers logo**

The logo and logotype (text) must be used in its entirety. It must always be produced exactly as shown and in the defined Pantone solid coated colors.

# CHARGERS LOGO

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## Clear space

The amount of clear space around the standard Chargers logo must be no smaller than the height of the Chargers logotype. Don't place text or any graphic element within this clear-space area.

## Minimum size

Logo can not smaller than 1/2".





# CHARGERS LOGO

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**Chargers logo**

Chargers logo is the primary logo for athletics usage.



**Chargers logo (red/white)**

The Chargers logo in red and white may be used on Sandburg blue backgrounds.



**Chargers logo (black)**

The Chargers logo in black on light backgrounds must be limited to one-color applications.



**Chargers logo (white)**

The Chargers logo in white on dark backgrounds must be limited to one-color applications.

# CHARGERS LOGO

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In certain instances, the Chargers logo may be reversed to accommodate certain apparel and swag. Permission must be granted from Marketing for this usage.



**Chargers logo**

The Chargers logo is the primary logo for athletics usage.



**Chargers logo (red/white)**

The Chargers logo in red and white may be used on Sandburg blue backgrounds.



**Chargers logo (black)**

The Chargers logo in black on light backgrounds must be limited to one-color applications.



**Chargers logo (white)**

The Chargers logo in white on dark backgrounds must be limited to one-color applications.

# COLOR PALETTE

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Sandburg's color palette is at the core of our identity. These primary brand colors communicate a refined yet sturdy connection to the college's programs and messaging. This consistency strengthens Sandburg's audience recognition and trust.

## Primary color palette



**PANTONE**

281 C

RGB: 29/40/88

HEX: #1d2858

CMYK: 100/93/33/32



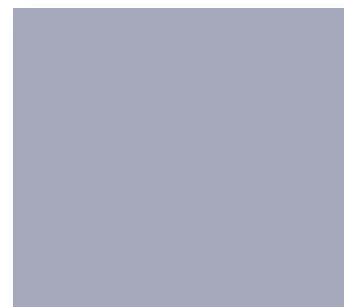
**PANTONE**

187 C

RGB: 166/25/46

HEX: #A6192E

CMYK: 5/100/71/22



**PANTONE**

5295 C

RGB: 179/176/196

HEX: #B3B0C4

CMYK: 30/25/9/0

## For Sandburg logo (186) only



**PANTONE**

186 C

RGB: 200/16/46

HEX: #C8102E

CMYK: 0/92/78/19

# TYPOGRAPHY

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Typography serves as a powerful tool, imparting a visual tone that complements our messaging and enhances its visibility. The fonts associated with Sandburg’s brand embody our personality, contributing to the reinforcement of our identity.

## PRINT

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### INDUSTRY [BLACK]

#### SAMPLE TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789,.;“”!()?@#\$\$%&\*

Industry [Black] is used as the primary headline font and also for athletics. Anytime Industry [Black] is used, it must be displayed in all caps.

### Helvetica Neue LT Std (Bold)

#### Sample text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,.;“”!()?@#\$\$%&\*

Helvetica Neue LT Std is used as a secondary option for headlines and subheads when Industry [Black] is not appropriate.

### Open Sans (Regular)

#### Sample text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,.;“”!()?@#\$\$%&\*

Open Sans is used for all body copy.

# TYPOGRAPHY

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## WEB

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### TEKO

## SAMPLE TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789,.;'!"?()@#\$\$%&\*

TEKO is used in place of Industry [Black], if it's not available. It must also be displayed in all caps.

### Source Sans 3

## Sample text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,.;'!"?()@#\$\$%&\*

Source Sans 3 is used online in place of Open Sans, if it's not available.

# PHOTOGRAPHY

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Imagery should always be in keeping with the Sandburg brand at all times. You can showcase the wide array of opportunities at Sandburg through photos that highlight diversity and different campus locations. Below are examples of photography that can be used throughout all brand communication. Reach out to Marketing to request specific photos.



- It's best to use photography using real Sandburg students and environments, when appropriate and feasible. All materials created outside of Marketing, must be submitted to Marketing for final review and approval.

# BRAND IN ACTION

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## Viewbook



## Letterhead



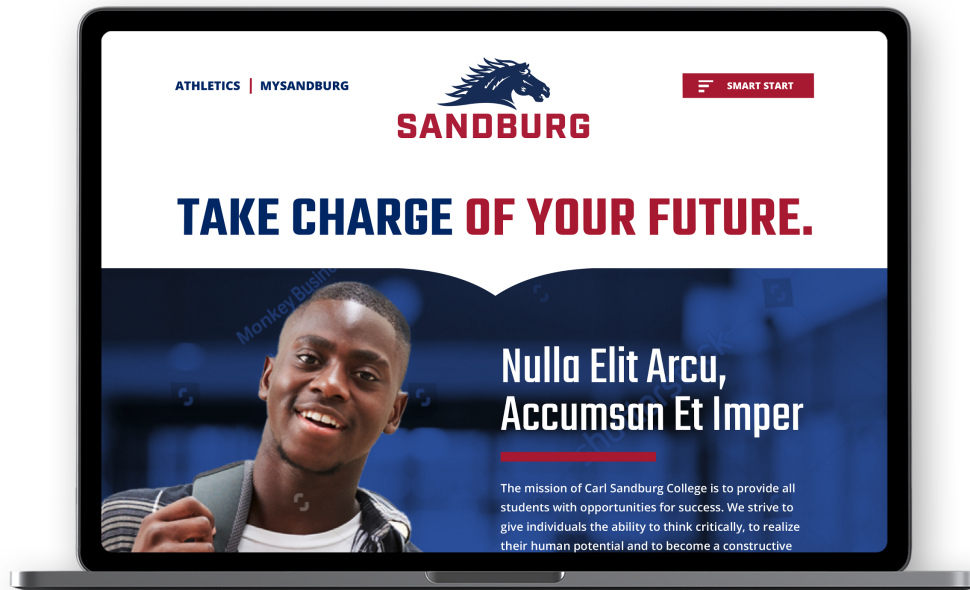
## Apparel



# BRAND IN ACTION

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## Website



## Social media





# BRAND IN ACTION

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## Department logo lockup



**SANDBURG**  
Career and Technical Education



**SANDBURG**  
Math and Natural Sciences



**SANDBURG**  
Humanities and Fine Arts



**SANDBURG**  
Social and Business Sciences  
& Honors Program



# SANDBURG

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## TAKE CHARGE OF YOUR COMMUNICATIONS

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Developed by Marketing & Public Relations.

