Guidelines for University-wide brand stewardship

NOTRE DAME
DE NAMUR UNIVERSITY

The NDNU Brand

Brand **assets**

Brand **applications**

1.0 Everyone's Job

Branding is everyone's job

Day in and day out, we encounter hundreds of touch points with current and potential students and families, educators and peers, business and regional partners, supporters, and fellow employees. As we continue our mission to provide excellent programs and learning experiences, we need to remember that every touch point is an opportunity to leave a valuable impression of "who we are."

We are a diverse and inclusive community that integrates community engagement into exceptional academic programs

Our brand is our reputation, what people think of us, their loyalty to us and their willingness to help us fulfill our mission. It depends on each of us being actively engaged in consistent, uniform and appropriate representation of Notre Dame de Namur University.

What is the NDNU brand?

Notre Dame de Namur University is a diverse and inclusive community that integrates community engagement into exceptional academic programs. We strive at all time to be widely known for our innovative synthesis of liberal arts and professionally-oriented learning and core values, while treating the individuals and communities we encounter with actions that reflect the image we strive to uphold.

From daily acts…

• as simple as answering the phone
• to the look and feel of our campus and classrooms
• to how we greet visitors
• to the messaging in our marketing and communications
• to the tone and content of our social media
• to the paperwork that accompanies an acceptance letter
• to how we treat students and alumni
• to casual conversation at parties, conventions or the corner bakery...

...the professionalism we bring to our daily interactions shapes our reputation in the community.

To that end, this document guides us in communicating our unique presence in higher education with consistency, memorability and effectiveness. It is important for all of us to become familiar with these guidelines and to put them into practice.

Thank you for all that you do to convey our brand in your daily work.

Judith Maxwell Greig
Judith Maxwell Greig
President

2.0 Logo / Seal / Marks

Logo

NOTRE DAME
DE NAMUR UNIVERSITY

Our **classic font** and modern mark convey our academic excellence and progressive nature.

»Guideline

- **Recognize that branding is everyone's job**
- **Promote and protect the university brand by following the branding guidelines**

NDNU logo package

Logo

With tagline

Campus

Department

Avatar

Restricted use

Pillar

Restricted use

»Guideline

- • Use only the official digital artwork
- • Do not squeeze, stretch or alter the artwork
- • Artwork is located at www.ndnu.edu/media-center

Logo with tagline

The NDNU tagline — Opening Doors. Engaging Minds. — is used in both text and graphic form. See Section 3 for information about why the NDNU tagline was developed and guidelines for use.

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DE NAMUR UNIVERSITY

OPENING DOORS » **ENGAGING MINDS**

»Guideline

• **Wherever possible, use the logo with tagline to further reinforce the distinctive quality of NDNU**

Campus or department logos

Use of standardized campus and department logos are important to the prestige and brand of the university.

Campus

NOTRE DAME
DE NAMUR UNIVERSITY | Tracy Campus

Horizontal

NOTRE DAME
DE NAMUR UNIVERSITY

Tracy Campus

Stacked

Department

NOTRE DAME
DE NAMUR UNIVERSITY | School of Business
and Management

Horizontal

NOTRE DAME
DE NAMUR UNIVERSITY

School of Business
and Management

Stacked

»Guideline

- The tagline is not used with campus or department logos
- Use only the official digital artwork
- Do not squeeze, stretch or alter the artwork
- Artwork is located at www.ndnu.edu/media-center

Restricted use logos

The NDNU avatar and NDNU pillar are used on a limited basis in digital and supporting environments and only by NDNU Marketing or Communications Departments.

Avatar

The avatar is used as an icon for social media and online forums by NDNU Communications or Marketing.

Pillar

The pillar is used in digital advertising by NDNU Marketing.

Obsolete – DO NOT USE
Discontinue use of any materials that feature these marks.

Logo coloration

Keep the impact of our logo high by following these guidelines. Proper coloration of the NDNU logo is essential to consistent presentation of the NDNU brand.

Full color (preferred)

Reverse to white against a dark monotone photo

Reverse to white against a dark color

One color

Black against a light color

Black and white against a light color

Black against a light photo

»Guideline

- Use only the official digital artwork
- Do not squeeze, stretch or alter the artwork
- Artwork is located at www.ndnu.edu/media-center

University seal

NDNU seal

The NDNU seal is used to identify official university business and to lend an air of gravity and formality. It should be reserved for use on legal documents, official announcements including acceptance letters, diplomas and certificates.

Use of the seal requires approval from the Communications Office.

President's seal

The NDNU President's seal is used solely at the president's discretion for communications originating from the President's Office. No other department is authorized to use the President's seal.

Specialty marks

Spirit marks

The spirit mark is used to communicate school spirit and is not a substitute for the NDNU logo. The Argonaut circle is the most commonly used spirit mark. The spirit mark in any form should be used sparingly, as a piece of art in casual communications or branded items and should never compete with or overpower the NDNU logo.

Argonaut circle

The Argonaut circle is the preferred spirit mark as it also reinforces the name of our university.

Argonaut band

Use the Argonaut band when the NDNU logo is also featured.

Argonaut head

Use the Argonaut head for decorative purposes when the NDNU logo and the word Argonauts are also featured.

Argonaut sport band

The Argonaut sport band is for exclusive use by the Athletic Department for sports team identity.

Pantone 4525c
4cp: c0, m7, y39, k17
rgb: r218, g199, b146
hex: #dac792

Pantone 289c
4cp: c100, m60, y0, k56
rgb: r210, g100, b39
hex: #003263

Spirit mark colors

Obsolete – DO NOT USE
Discontinue use of any material that features this mark.

»Guideline

- **Use only the official digital artwork**
- **Do not squeeze, stretch or alter the artwork**
- **Artwork is located at www.ndnu.edu/media-center**

Specialty marks cont.

All communications — verbal, printed or otherwise must clearly communicate the Notre Dame de Namur University name. The identifier and name bar ensure legible, consistent visibility of the university name when it is impractical to use the full logo.

Identifier

Notre Dame de Namur University

NOTRE DAME DE NAMUR UNIVERSITY

Use the identifier with program specific marks. It can be used in upper and lower case or all capital letters as shown.

Name Bar

Notre Dame de Namur University

Use the name bar when designating the university name as a stand-alone in formal communications or products.

»Guideline

• Use only the official digital artwork
• Do not squeeze, stretch or alter the artwork
• Artwork is located at www.ndnu.edu/media-center

Specialty marks cont.

Program specific marks

It is vital to the university brand that all programs be identified as part of the university. Artwork for program specific marks must include the spelled out version of the university name. Specialty marks of any kind must be reviewed and approved by Marketing and Communications.

Before

After

Specialty marks cont.

Merchandising marks

The number one reason merchandise is created is for name recognition of Notre Dame de Namur University. As such, all merchandise must clearly display the university name. Artwork for, and purchase of, specialty merchandise must be reviewed by Marketing and Communications for brand compliance and opportunities for economy of cost.

Collegiate merchandise

Collegiate merchandise includes any and all items connected with university sports programs and team spirit. The overall array of collegiate merchandise must convey a unified look and feel with high legibility of the university name.

Novelty merchandise

Novelty merchandise includes any and all items connected with student life and contemporary style. The overall array of novelty merchandise must convey appealing design with high legibility of the university name.

»Guideline

- Only approved fonts may be used on merchandise. See page 5.2.
- Use the university identifier or name bar on all merchandise
- Review design concepts with Marketing and Communications prior to production

3.0 Tagline /
Branded Call-to-Action

Tagline

The NDNU tagline was created by a team tasked with developing the best possible representation of NDNU in today's competitive environment. Enthusiastically approved by the president's office in 2013, *Opening Doors. Engaging Minds.* is the essence of our promise kept since 1851, a constant reminder of our promise to students, faculty, staff and the community.

OPENING DOORS » ENGAGING MINDS

Opening Doors states our unwavering mission and unique record of success in helping more people access the benefits of higher education before and after graduation.

Engaging Minds reflects our dedication to academic excellence as well as community engagement and service to others.

Since 1851, NDNU has been a leader in **expanding access** to students seeking a better life through higher education.

»Tagline

Branded call-to-action

Using the NDNU tagline

The NDNU tagline can be used in text or graphic form. Use of the tagline in one form or another is highly encouraged and helps our brand position remain strong.

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DE NAMUR UNIVERSITY

OPENING DOORS » **ENGAGING MINDS**

Graphic form: with logo
(preferred)
Use the logo with tagline wherever possible to reinforce the distinctive quality of our university.

OPENING DOORS » **ENGAGING MINDS**

Graphic form: stand-alone
When using department logos, always use the tagline as a stand-alone graphic or text element. Do not combine the tagline with the department logo.

Opening Doors. Engaging Minds.

Text form: subhead
Use the tagline in text form as shown in upper and lower case as a subhead.

Example:
Now more than ever, we strive for new ways to open doors to all students who want to grow through higher education.

Text form: body copy
Mimic the tagline in body copy by revising and adapting to your message.

»Guideline
- **GOOD: Use the tagline in at least one form in your communication**
- **BEST: Use the tagline in text and in graphic form in your communication**
- **Use only the official digital artwork. Do not squeeze, stretch or alter the artwork.**
- **Artwork is located at www.ndnu.edu/media-center**

Branded call-to-action

Good communication on behalf of our university includes a specific call-to-action. The NDNU branded *call-to-action* is our graphic signature that states at-a-glance what we want people to do or think next.

EXPLORE. ENGAGE. APPLY.

ndnu.edu

Pointing out the next **logical step** in the conversation is simple, effective and often overlooked.

»Guideline

• See page 3.5 to choose the branded *call-to-action* that best fits your communication

California's third-oldest university gives you new ways to advance.

{ **Business degrees** at night **in Tracy** }

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DE NAMUR UNIVERSITY

Tracy Campus

EXPLORE. ENGAGE. EXCEL.

tracy.ndnu.edu

NDNU is WSCUC and ACBSP accredited. *Not for profit. Est. 1851.*

Master's or Bachelor's in Business Administration
• Accelerated programs designed for busy adults
• Classes conveniently located in Tracy Transit Center
• Programs start year-round
• Personal advising from start to finish
• NDNU: Opening doors, engaging minds since 1851

Learn Inside the Triangle. **Apply for Fall 2016.**

$100,000+ in scholarships available through the Tracy Consortium for Higher Education.

»Branded
call-to-action

Tagline: text form in body copy

Using the branded call-to-action

The NDNU branded call-to-action can be used in text and graphic form. Six graphic versions have been created for use in communications to various groups in the NDNU community.

See next page for the full suite of call-to-action graphics.

EXPLORE. ENGAGE. APPLY.

ndnu.edu

Graphic form
(preferred)

Branded call-to-action is strongest when used as a graphic signature on all printed, digital or email communications.

EXPLORE. ENGAGE. APPLY. ndnu.edu

Text form: stand-alone
Use all caps when call-to-action is used as a stand-alone and only when graphic version is not feasible. Always include website.

Explore. Engage. Apply.

Text form: subhead
Use upper and lower case when used in body copy. Mention the website nearest to call-to-action as possible.

Example:

Sign up now for our upcoming Info Night. Explore. Engage. Start spring or fall.

Text form: body copy
Mimic the call-to-action in body copy by revising and adapting to your message.

»Guideline
- **GOOD: Use the branded call-to-action in at least one form in your communication**
- **BEST: Use the branded call-to-action in text and in graphic form in your communication**
- **Use only the official digital artwork. Do not squeeze, stretch or alter the artwork.**
- **Artwork is located at www.ndnu.edu/media-center**

Branded call-to-action package

Choose from these options to establish the desired call-to-action in your communication.

EXPLORE. ENGAGE. APPLY.
ndnu.edu

Pre-application student recruitment outreach.

EXPLORE. ENGAGE. ENROLL.
ndnu.edu

Post-acceptance, not yet enrolled student recruitment.

EXPLORE. ENGAGE. EXCEL.
ndnu.edu

Enrolled and current student communications.

EXPLORE. ENGAGE. CONNECT.
ndnu.edu

Current students or alumni where networking is desired.

EXPLORE. ENGAGE. SUPPORT.
ndnu.edu

Any audience where monetary or other forms of support are desired.

EXPLORE. ENGAGE. RECONNECT.
ndnu.edu/alumni

Any audience that is a member or affiliate of NDNU alumni groups.

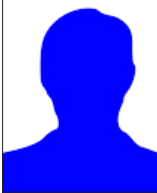# 4.0 Email Signature / Voicemail Greeting

Email signature

Your email signature serves as the NDNU virtual business card. It is perhaps the most frequent exposure many constituents have to the quality of our university, both in how it looks and the content of the email communication. As such, it is essential that our email communications are clear, concise and consistently follow branding guidelines.

| Basic
Minimum required | **Your Name**
Your current title goes here

NOTRE DAME
DE NAMUR UNIVERSITY

Notre Dame de Namur University
1500 Ralston Ave. Belmont CA 94002	P: 650-000-0000
**Basic
+ NDNU graduate year(s)
+ cell phone** | **Your Name, '01, '05**
Your current title goes here

NOTRE DAME
DE NAMUR UNIVERSITY

Notre Dame de Namur University
1500 Ralston Ave. Belmont CA 94002 | C: 650-000-0000 | P: 650-000-0000 |
| **Basic
+ department ID** | **Your Name**
Academic title goes here
Other title goes here

NOTRE DAME
DE NAMUR UNIVERSITY | School of Business and Management

Notre Dame de Namur University
1500 Ralston Ave. Belmont CA 94002 | P: 650-000-0000 |

Email signature cont.

Basic + call to action	**Your Name** Your current title goes here NOTRE DAME DE NAMUR UNIVERSITY **Notre Dame de Namur University** 1500 Ralston Ave. Belmont CA 94002 | P: 650-000-0000 Facebook | Twitter | Instagram | LinkedIn | YouTube | Google+
Fully populated Maximum allowed (with department or university logo)	**Your Name** Your current title goes here Other title goes here NOTRE DAME DE NAMUR UNIVERSITY | School of Business and Management **Notre Dame de Namur University** 1500 Ralston Ave. Belmont CA 94002 | P: 650-000-0000 Facebook | Twitter | Instagram | LinkedIn | YouTube | Google+
Team signature Use with department or university logo when an individual's name cannot be used	**Your Graduate Admissions Team** NOTRE DAME DE NAMUR UNIVERSITY | Admissions **Notre Dame de Namur University** 1500 Ralston Ave. Belmont CA 94002 | P: 650-000-0000

Email signature cont.

Athletic signature Authorized for Athletics Department only	**Your Name** Your current title goes here **Notre Dame de Namur University** 1500 Ralston Ave. Belmont CA 94002 | C: 650-000-0000 | P: 650-000-0000 Facebook | Twitter | Instagram | LinkedIn | YouTube | Google+
Photo signature Authorized for Admissions only	**Your Name** Your current title goes here **Notre Dame de Namur University** 1500 Ralston Ave. Belmont CA 94002 | C: 650-000-0000 | P: 650-000-0000 Facebook | Twitter | Instagram | LinkedIn | YouTube | Google+
Confidentiality statement	Unless your department is required by law to include a confidentiality statement, confidentiality statements are not legally binding, create clutter and are not recommended or necessary for any NDNU email communication.
When to use your signature block	Use your signature block on all outgoing email messages. You may delete your signature block on repeat or multiple interactions within a single email chain.

Inappropriate email signature

Non-approved fonts	Your Name Your current title goes here
Inspirational quotes	*Today is the first day of the rest of your life.*
Backgrounds	**Your Name** Your current title goes here NOTRE DAME DE NAMUR UNIVERSITY **Notre Dame de Namur University** 1500 Ralston Ave. Belmont CA 94002 | P: 650-000-0000
Non-approved colors	**Your Name** Your current title goes here NOTRE DAME DE NAMUR UNIVERSITY **Notre Dame de Namur University** 1500 Ralston Ave. Belmont CA 94002 | P: 650-000-0000
Department name instead of a team or personal name Email is person-to-person communication. When communicating as a group or department, use "Team" as part of the email signature, not simply the function or department represented. For example "Your Graduate Admissions Team" rather than "Graduate Admissions."	**Graduate Admissions** NOTRE DAME DE NAMUR UNIVERSITY **Notre Dame de Namur University** 1500 Ralston Ave. Belmont CA 94002 | P: 650-000-0000

Creating your email signature

Consistent sizing of text, logo, spirit mark or photo is important to the integrity of the NDNU brand. For this reason, templates have been created with the correct font and logo size for the different email signatures.

How to create your email signature:

1. Go to http://www.ndnu.edu/media-center/branding-guidelines/email-signatures/ and find the appropriate template.

2. Open template. Copy and paste into your email program.

3. Personalize signature by selecting each line of type individually and update with your personal information.

»Guideline

- **For photo signatures be sure the photo has a plain background and the size of your head approximates the head size proportion shown below**

Voice greeting

Voicemail

As email signatures convey a consistent impression of the university, as opposed to the individual, consistent voicemail greetings are also essential to protecting the university brand.

For all staff and faculty who are assigned a phone number:

Make sure your voicemail is:

1. Activated

2. Current

3. Pronounces the name of the university correctly:
   - Notre Dame de Namur (Noter Dame Day nah Muir)
   - Notre Dame as in University of Notre Dame in Indiana

4. Closely follows the recommended university script:

Consistent greeting:
"You've reached (name), with the (department) at Notre Dame de Namur University."

Example messages:
"I'm away from my desk right now. Please leave a message and I will return your call."

"I will be out of the office until (date). For immediate assistance please contact (name, phone number and email).

Answering in person

Follow best practices for good customer service. Departments are encouraged to use a consistent greeting. Such as: "NDNU admissions. This is (name)."

Guaranteed overheard more than once:

"Indian-U"

✔

"En-Dee-En-You"

is the correct pronunciation

5.0 Fonts / Colors / Photography

University fonts

All written communications, whether external or internal, must use the approved NDNU fonts. The following fonts are open-source fonts that can be used on any computer platform.

Approved fonts for business documents

Serif

Times New Roman
Times New Roman Italic
Times New Roman Bold
Times New Roman Bold Italic

Sans serif

Arial
Arial italic
Arial bold
Arial bold italic

»Glossary

Serif font:
A serif is the extra little stroke, those little curves, at the ends of letters:

ABC - Times New Roman
ABC - Museo Slab
ABC- Century Schoolbook

Sans serif font:
"Sans" literally means "without," so a sans serif font does not include any extra stroke at the ends of the letters:

ABC - Arial
ABC - Futura
ABC - Open Sans

Consistent use of approved **FONTS** *in all NDNU* communications makes a favorable **IMPRESSION** about the quality and **INTEGRITY** of » our university.

University fonts cont.

Approved fonts for marketing

Serif

Museo Slab Light 100
Museo Slab Light Italic 100
Museo Slab Reg 300
Museo Slab Reg Italic 300
Museo Slab Med 500
Museo Slab Med Italic 500
Museo Slab Heavy 700
Museo Slab Heavy Italic 700
Museo Slab Bold 900
Museo Slab Bold Italic 900
Museo Slab Extra Bold 1000
Museo Slab Extra Bold Italic 1000

Century Schoolbook Regular
Century Schoolbook Italic
Century Schoolbook Bold
Century Schoolbook Bold Italic

Approved fonts for website

Open Sans Regular
Open Sans Italic
Open Sans Bold
Open Sans Bold Italic

Montserrat Hairline
Montserrat Light
Montserrat Regular
Montserrat Semibold
Montserrat Bold
Montserrat Extra Bold
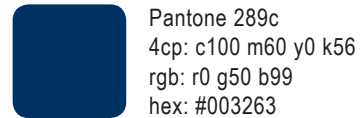**Montserrat Black**

San serif

Futura Std Light Condensed
Futura Std Light Condensed Oblique
Futura Std Medium Condensed
Futura Std Medium Condensed Oblique
Futura Std Bold Condensed
Futura Std Bold Condensed Oblique
Futura Std Extra Bold Condensed
Futura Std Extra Bold Condensed Oblique
Futura Std Medium
Futura Std Medium Oblique
Futura Std Heavy
Futura Std Heavy Oblique
Futura Std Bold
Futura Std Bold Oblique
Futura Std Extra Bold
Futura Std Extra Bold Oblique

Trade Gothic Condensed No. 18
Trade Gothic Condensed No. 18 Oblique
Trade Gothic Bold Condensed No. 20
Trade Gothic Bold Condensed No. 20 Oblique
Trade Gothic Light
Trade Gothic Light Oblique
Trade Gothic Regular
Trade Gothic Oblique
Trade Gothic Bold
Trade Gothic Bold Oblique
Trade Gothic Extended
Trade Gothic Bold Extended

Using fonts in body copy

Guideline	Example
Avoid all caps serif italics	*ALL CAPS SERIF ITALIC IS HARD TO READ*
Avoid colored fonts	Colored fonts detract from the message you want to convey in your body copy. Colored headlines are appropriate when needed.
Use only approved fonts	See pages 5.1 and 5.2

University colors

NOTRE DAME
DE NAMUR UNIVERSITY

Pantone 125c
4cp: c0 m26 y100 k26
rgb: r196 g150 b12
hex: #c4960c

Pantone 289c
4cp: c100 m60 y0 k56
rgb: r0 g50 b99
hex: #003263
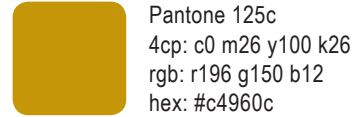
Use of our university colors and palette are essential to consistent presentation of the NDNU brand. The *University Colors* are blue and gold. The *University Palette* is made up of colors that complement the NDNU logo and convey the spirit of the university.

»Glossary

Pantone: Pantone (PMS) colors are rarely used, yet provide visual standards for color creation and are occasionally requested by specialty vendors.

4cp: Offset printing companies use *c* cyan, *m* magenta, *y* yellow and *k* black process ink to reproduce colors.

rgb: Digital devices reproduce colors using *r* red *g* green and *b* blue pixels.

hex: Websites utilize hexadecimal and rgb specifications to reproduce colors.

University Palette

Select from these colors for backgrounds and accents to create an appropriate and legible appearance for the materials being produced.

Specifications for *University Palette* colors are located on following page

Color palette specifications

Use the specifications below to correctly render the *University Palette*.

Pantone 289c
4cp: c100 m60 y0 k56
rgb: r210 g100 b39
hex: #003263

4cp: c76 m42 y0 k0
rgb: r60 g130 b196
hex: #3c82c4

4cp: c70 m15 y0 k0
rgb: r39 g170 b225
hex: #27aae1

4cp: c27 m6 y22 k0
rgb: r187 g212 b201
hex: #bbd4c9

4cp: c71 m100 y48 k0
rgb: r112 g48 b101
hex: #703065

4cp: c78 m75 y26 k14
rgb: r78 g76 b121
hex: #4e4c79

4cp: c57 m57 y6 k1
rgb: r123 g115 b171
hex: #7b73ab

4cp: c28 m19 y3 k0
rgb: r181 g192 b219
hex: #b5c0db

4cp: c13 m0 y100 k46
rgb: r138 g141 b9
hex: #8a8d09

4cp: c58 m22 y91 k4
rgb: r121 g156 b75
hex: #799c4b

4cp: c25 m0 y80 k30
rgb: r148 g165 b69
hex: #94a545

4cp: c0 m3 y87 k30
rgb: r192 g175 b44
hex: #c0af2c

4cp: c20 m0 y100 k0
rgb: r215 g223 b35
hex: #d7df23

4cp: c12 m0 y50 k7
rgb: r212 g219 b144
hex: #d4db90

4cp: c0 m17 y50 k65
rgb: r119 g100 b65
hex: #776441

Pantone 125c
4cp: c0 m26 y100 k26
rgb: r196 g150 b12
hex: #c4960c

4cp: c17 m72 y98 k3
rgb: r202 g100 b43
hex: #ca642b

4cp: c0 m46 y100 k11
rgb: r223 g140 b25
hex: #df8c19

4cp: c3 m42 y100 k0
rgb: r241 g160 b31
hex: #f1a01f

4cp: c11 m31 y100 k0
rgb: r228 g175 b35
hex: #e4af23

4cp: c0 m25 y69 k0
rgb: r254 g196 b103
hex: #fec467

4cp: c0 m10 y95 k0
rgb: r255 g222 b23
hex: #ffde17

4cp: c10 m100 y65 k40
rgb: r145 g6 b47
hex: #91062f

4cp: c21 m92 y100 k13
rgb: r177 g53 b37
hex: #b13525

4cp: c12 m90 y100 k0
rgb: r216 g65 b41
hex: #d84129

4cp: c16 m72 y98 k4
rgb: r202 g99 b42
hex: #ca632a

Photography: creating new images

Following NDNU standards for the quality and content of all photography created, shared and published on behalf of the university is essential to protect and promote our brand.

Support
Marketing and Communications can help determine your photographic needs and provide photographic services by either: hiring a photographer, lending a camera or taking photos.

Email marketing@ndnu.edu to request:
• Photographic services
• Photography from NDNU archives
• Assistance with release forms

Releases
Anyone creating new images of groups or individuals on behalf of the university is required to work with Marketing and Communications to obtain releases.

Release required	Release not required
Any images that will be used to market or advertise a university program, such as brochures, advertisements, viewbooks, or posters.	When making photographs or videos of individuals at events open to the general public or created for news and editorial purposes.

Download release forms at www.ndnu.edu/media-center

Resolution
Clear, crisp images say a lot about our university. Blurred imagery creates a negative impression and is to be avoided at all times.

»Guideline
• File size of new images should be 2.0 MB or larger
• Set your camera or smart phone accordingly

Photography: downloading existing images

Campus imagery, including students and faculty in a variety of environments, is available.

Download images from Flickr: www.flickr.com/photos/ndnu/sets

Using photography

Photography may not be used by a third party in commercial or political materials, advertisements, emails, products, promotions, or in any way that suggests the approval or endorsement of Notre Dame de Namur University.

Copyright
To maintain an approved photo library that is accessible to many users and remains exclusive to NDNU, the university retains all physical ownership and copyright to photography produced by faculty, staff or professional photographers.

Removal
The Marketing and Communications Office retains the right to remove or request removal of a photograph at any time.

Manipulation
As a photograph is perceived to be an accurate record of an event or subject, the NDNU Office of Marketing and Communications has established these rules:

Acceptable	Prohibited
Routine cropping, touch ups, conversion to black and white, and adjusting color to fit a publication.	Any change that alters the accuracy or meaning of the photograph is prohibited.

Resolution
The quality of the university is reflected in the quality of our photographic reproduction. Please create files with the required resolution for your application

»Guideline
• For print – use 300 dpi JPG, TIFF, CMYK mode
• For digital – use 72 dpi JPG, PNG, RGB mode
• For documents – use 150 dpi
• For video – use 150 dpi or greater

6.0 Facts / Statistics / Overview

Facts, statistics & overview

There is only one Notre Dame de Namur University story. Telling the story is everyone's job. Following simple guidelines will ensure our story is told with enthusiasm, accuracy and consistency.

NDNU is the first university in California...

True

...*authorized* to confer the baccalaureate degree to women.

False

...to confer the baccalaureate degree to women.

We rely on three levels of information to tell the NDNU story correctly.

Facts
University Facts are comprised of information that does not change over time.

Statistics
University Statistics are comprised of information that routinely changes. "Stats Day" occurs two weeks after the term has begun, from there university statistics are updated.

Authorized overview
The authorized *University Overview* is the official NDNU narrative. It is to be used when describing the university in written communication and also as reference for verbal presentations and conversation.

The Marketing and Communications Office is responsible for updating the narrative and providing access to it, including assisting departments with customization for audience-specific messaging.

»Guideline
- **Fact check often by referring to this section of the branding guidelines.**
- **Recognize that basic facts never change and that statistics do.**
- **Be aware statistics are updated annually and are located at www.ndnu.edu/media-center**

University Facts

"Facts" are comprised of information and wording that does not change over time.

NDNU is ...

True
...the third-oldest college in California.

False
...the fifth-oldest college in California.

- A fully-accredited, independent Catholic, co-educational, university offering undergraduate and graduate liberal arts and professional programs

- Located in Silicon Valley between San Francisco and San Jose

- First university in California authorized to grant the baccalaureate degrees to women

- Third-oldest college in California

- Established in 1851

- First university in the nation to offer a PhD in Art Therapy

- First university in California to offer Art Therapy Masters

- One of the first not-for-profit universities to achieve HSI (Hispanic Serving Institution) status in northern California

- Offers undergraduate, graduate, doctorate and credential programs

- Offers on-campus, online and off-site study

- Member of the NCAA Division II PacWest Conference

Statistics

University statistics are comprised of information that routinely changes. "Stats Day" occurs two weeks after the term has begun. From there university statistics are updated.

As of September 2016

Students	
Full and part-time students	1,691
Undergraduate	983
Female	66%
Male	34%
Graduate	708
Female	77%
Male	23%
States represented	29
Countries represented	32

Diversity*	
American Indian/Alaskan	1%
Asian/Asian American	12%
Black or African American	6%
Hispanic of any race	32%
Native Hawaiian/Pacific Islands	2%
White/Caucasian	31%
Two or more races	5%
Unknown/other	9%

*HSI (Hispanic Serving) and AANAPISI (Asian-American and National American Pacific Islander Serving) Institution

Size	
Student-teacher ratio	12:1
Average class size	17

Majors and Programs

For most current listing of majors and programs please reference website:
www.ndnu.edu/academics/majors-programs/

Athletic Teams	
Men's	**Women's**
Track & Field	Track & Field
Basketball	Basketball
Soccer	Soccer
Cross Country	Cross Country
Golf	Softball
Lacrosse	Volleyball

National Collegiate Athletic Association (NCAA), Division II
Pacific West Conference

Statistics cont.

Accreditations	
WSCUC	WASC Senior College and University Commission
AATA	Approved by American Art Therapy Association in compliance with CBBS requirements
CBBS	California Board of Behaviorial Science Compliance
ASBSP	Accreditation Council for Business Schools and Programs

Recognition 2015-2016	
The Economist	Ranked as a Best Value School
US News & World Report	Ranked as one of the top regional universities in the West of the United States, and as a Best Value University
College Choice	Ranked as one of the best Western regional colleges
Best Counseling Degrees	Ranked as having one of the top master's degrees in Art Therapy
President's Higher Education Community Service Honor Roll	Named five consecutive years
Military Friendly School	Determined by veterans support on campus and outcomes
Colleges of Distinction	California Colleges of Distinction
Catholic Colleges of Distinction
Carnegie	Community Engagement Classification

Authorized overview

The following general overviews, created by the Communications team and reviewed and approved by NDNU leadership, are the official overview of the university and the only narrative authorized for use in written and verbal communications.

Email marketing@ndnu.edu for assistance with customization.

General short form	Notre Dame de Namur University (NDNU) is a Catholic, not-for-profit, coeducational institution serving approximately 1,700 students from diverse backgrounds. Established in 1851 by the Sisters of Notre Dame de Namur, NDNU is the third-oldest college in California and the first authorized to grant the baccalaureate degree to women. NDNU maintains a strong commitment to academic excellence, social justice and community engagement. The university is fully accredited and offers a rich variety of undergraduate, graduate, doctorate and teacher credential programs. The historic campus is located on the San Francisco Peninsula in Silicon Valley.
General long form	Notre Dame de Namur University (NDNU) is a Catholic, not-for-profit, coeducational institution serving approximately 1,700 students from diverse backgrounds. Established in 1851 by the Sisters of Notre Dame de Namur, NDNU is fully accredited and offers a rich variety of day and evening undergraduate, graduate, doctorate and teacher credential programs. The historic 50-acre campus is located on the San Francisco Peninsula in Silicon Valley. NDNU is the third-oldest college in California and the first authorized to grant the baccalaureate degree to women. NDNU maintains a strong commitment to academic excellence, and fostering social justice and community engagement, and strives for new ways to open doors to all students who are driven to grow through higher education. We are committed, above all else, to individual learning—giving each of our students the tools, knowledge and inspiration to successfully engage and expand their talents. NDNU is situated in the heart of one of the country's most exciting regions for professional growth and personal enrichment. NDNU provides resources for internships and close relationships with staff, faculty and alumni to help students build their future.

Authorized overview cont.

Location overview	The historic 50-acre campus is located in Belmont, CA on the San Francisco Peninsula in Silicon Valley and the foothills of the Pacific Ocean. The area is the heart of one of the country's most exciting areas for professional growth and personal enrichment. The campus is located 30 minutes south of San Francisco, and just miles from California's spectacular Pacific Coast with some of the most beautiful landscapes in North America. The San Francisco Bay Area is a world leader for innovation in technology, social change, culture and cuisine. The university is ideally situated for students to enjoy the career, cultural, outdoor and recreational opportunities of the region. NDNU is conveniently located within one mile of bus, train and major freeways, and 30 minutes from three international airports. Our location is ideal for easy access for students residing on campus or commuting to class — day or night.
Our appeal to students	• Community engagement • Smaller, caring community • Advising/mentoring • Social justice focus • Student-to-teacher ratio: 12:1 • Average class size: 17 • Diverse student community • Vibrant location with good opportunities • Access and financing options • Internships/career guidance

7.0 Writing Style

Style guide: copy

NDNU communications are guided by the most current edition of *The Associated Press Stylebook,* with some exceptions (see academic degrees and serial commas below). Refer to the stylebook for correct grammar, including punctuation, capitalization and other common questions. Refer to the chart below for specific items relative to NDNU.

	Guideline	Example
Academic degrees and areas of study	Use lowercase when referring to degrees or credentials in the generic form	associate's degree bachelor of arts bachelor of science teaching credentials master's degree honorary doctorate
	Use initial caps for the name of academic degrees and programs	Bachelor of Arts in Political Science Master of Business Administration Doctor of Philosophy in Art Therapy Preliminary Single Subject Credential
	In an exception to the *AP Stylebook,* NDNU uses initial caps for areas of study	NDNU offers online graduate programs in Business Administration, Public Administration, and TESOL.
	Do not use periods when abbreviating degrees	BA, MA, MS, MFT, PhD, EdD
	Always put an apostrophe after master's and bachelor's	master's degree, bachelor's degree
Academic departments	Use initial caps for names of departments and schools	School of Business and Management Department of History Art Department English Department
Capitalization	Do not capitalize seasons when they refer to semesters	He will graduate spring 2019
Not-for-profit designation	Use hyphens with the not-for-profit designation as a compound adjective before a noun	NDNU is a not-for-profit university
Phone numbers	All forms are acceptable. Be consistent within items such as business cards, email signatures or collateral	(650) 508-3500 650-508-3500 650.508.3500

Style guide: copy cont.

Serial commas	In an exception to the *AP Stylebook,* NDNU uses the serial or Oxford comma for a series of three or more parallel items in a sentence	NDNU offers online graduate programs in Business Administration, Public Administration, and TESOL.
Time	Use lowercase and periods	11:00 a.m. to 2:30 p.m.
Titles: Academic degrees	Professors' titles: in general use "Professor" as the title for all tenure-track faculty members, and do not use a degree following her/his name. If a faculty member is a program coordinator and not in a tenure-track position, refer to the faculty member with Dr. as title if the faculty member has a doctoral degree. Do not use PhD or EdD after a faculty member's name when using the title Dr.	Professor Kim Tolley Prof. Kim Tolley Dr. Amy Backos
Titles: University president	Use the word "President" as the president's title with the president's full name on first mention. For subsequent mentions, use the title President with only the last name. In general, do not use a degree after the president's name	First mention: President Judith Maxwell Greig Subsequent mentions: President Greig
University name in possessive form	Do not use the university name with an apostrophe when indicating a possessive item	Correct: The NDNU website Incorrect: NDNU's website Correct: NDNU professors Incorrect: NDNU's professors

8.0 Website

Websites

NDNU's presence on the World Wide Web is essential to promoting its mission and core values as a well-known and respected higher education institution in the Bay Area.

The university's websites are intended to provide publicly accessible information about the NDNU brand, represent official university business and support student recruitment, success and retention.

NDNU primary websites

Website	Managed by	Contact
www.ndnu.edu	Marketing and Communications Department	webmaster@ndnu.edu
tracy.ndnu.edu	Marketing and Communications Department	webmaster@ndnu.edu

Authorized websites

www.ndnuargos.com	NDNU Athletics	skimmelman@ndnu.edu
ndnumoodle.ndnu.edu	Office of Information Technology	helpdesk@ndnu.edu
ndnu.smartcatalogiq.com	Provost & Registrar's Office	registrar@ndnu.edu
ndnualumninetcommunity.org	Director of Alumni Relations	alumni@ndnu.edu
ndnu.edu/giving	Division of Advancement	dhernandez@ndnu.edu
www.bkstr.com/notredamedenamurstore	NDNU Bookstore	0862mgr@follett.com
library.ndnu.edu (coming soon)	Director of Library Services	library@ndnu.edu
onlineprograms.ndnu.edu	Online Programs	ddana@ndnu.edu

Unauthorized websites
Independent websites created and maintained by faculty, staff or students that use any elements of the NDNU brand or operate in a fashion that intend to conduct university business outside of approved branded websites are not authorized.

Content, updates and support
If you or your department need content published or revised on the NDNU website see section 12.0 Contacts / Approval or access the request form at: www.ndnu.edu/forms/cms-support/.

9.0 Social Media / Hashtags

Social media

NDNU actively participates in social media to cultivate, engage and connect a community of people who share information and stories about the NDNU experience, topics and images of interest, and to exchange information.

Primary social media accounts

Facebook	NDNUBelmont ndnu.tracy
Twitter	@NDNU
Instagram	@ndnu_argos
LinkedIn	www.linkedin.com/school/20378/
YouTube	youtube.com/user/ndnuedu
Google+	plus.google.com/+NdnuEdu

Social media.

Where people share stories and information.

Employees are encouraged to follow NDNU, share experiences and repost and share with connections.

»Social media

Social media include blogs, podcasts, discussion forums, RSS feeds, video sharing (Youtube, Instagram), microblogging (Twitter), and social networking sites (Facebook, LinkedIn, Google+).

Hashtags

Hashtags on social media are a popular way of categorizing content based on common themes or interests. Knowing how to use hashtags is fundamental to the success of our social campus culture.

Using your own hashtags
The Argonaut community is encouraged to use hashtags that are relevant to university activities.

Do	Avoid
• Use general key terms in association with NDNU branded hashtags, for example: #NDNU #housing #campuslife #highered	• Avoid hashtags that are too long or too clever • Avoid using too many hashtags, which will dilute the effectiveness of your message

Using branded hashtags
NDNU branded hashtags help make content discoverable: allowing users to find relevant content from other people and businesses that affiliate with the university. Please help us to promote these specific branded hashtags to enhance the visibility of the university.

#NDNU	Be part of the NDNU community! Use this hashtag for "all things NDNU" in photos and posts
#NDNU2017	The official hashtag to designate a particular class year i.e. Class of 2017
#NDNUArgos	The official hashtag for NDNU Athletics. Show your Argo spirit with this hashtag!
#NDNUAlumni	The official hashtag for the NDNU Alumni community
#1851Reasons	The official hashtag used as a platform for individuals to tell their NDNU experience and stories

»Guideline

• **Content published on NDNU social media must comply with NDNU branding guidelines for logo, spirit mark and content**

Social media restrictions

The Argonaut community is encouraged to use social media with a knowledge and understanding of the following restrictions.

Context	Restriction
Faculty and staff use of NDNU identity on personal social media	• Staff, faculty and students are personally responsible for the content they post on public and private social media accounts • If you choose to identify yourself as an NDNU faculty or staff member on personal accounts, be clear that the views and opinions are your own and not representative of the university
Using sources and third party information	• Cite and link to sources where applicable. Publishing content that is proprietary, libelous or obscene is not authorized and will be handled on a case by case basis
Content subject to removal	• Content that violates federal requirements such as FERPA, HIPPA, or regulations set by the NCAA • Content that is proprietary, libelous or obscene in nature • Discussion of situations involving named or pictured individuals without their permission
Social media policies are subject to change at any time	• Due to the rapidly changing nature of social media, policies and guidelines are continually evaluated by NDNU Marketing and Communications

Feedback is welcome and encouraged
For the most timely response, please submit feedback, content publication requests or questions to: www.ndnu.edu/forms/social-media-request/.

10.0 Printed Materials / Presentations

Printed material and presentations

To maintain the integrity and effectiveness of the NDNU brand, all materials must follow the NDNU branding guidelines for content, fonts, logo use, color palette, writing style and approval.

Creating materials

• **Using department resources or outside vendors**
Marketing and Communications must review and approve design and content. This includes, but is not limited to, brochures, images, publications, invitations, save-the-date cards, programs, banners, use of logo or seal, etc.

This mandatory review does not include academic materials.

To submit draft communications for review:

1. Submit proposed printed materials in PDF format to kplesur@ndnu.edu with "Publication Review" in the subject line.
2. Allow two to four working days for approval.
3. Should revisions be required, resubmit for final sign off.

Materials are NOT AUTHORIZED for printing or publication without approval of the final version.

• **With assistance from Marketing and Communications**
For highly visible communications projects, Marketing and Communications offers turnkey services from initial consultation through design and completion.

To initiate a project
See Section 12 for information on how to initiate a project. Allow 10 working days minimum for assistance. Longer turn-around may be required on complex or comprehensive projects. Rush timelines require authorization of the Executive Director of Marketing and Communications.

»Guideline

• The communications support process is designed to provide the best possible assistance with your communications needs. Follow each step for timely, quality results.

11.0 Co-branding

Co-branding

Co-branding is the joint promotion of NDNU activities or values, by NDNU and outside organizations. Co-branded activities are generally for a limited time and purpose, with a specific beginning and end date.

Visual presentation
of co-branded relationships is important

Sizing of the university logo relative to logos of outside organization(s) is important to achieving the goals of the co-branded endeavor. Guidelines are presented on the following pages.

Note: Logos of outside organizations may not be used without written permission from the organization.

NOTRE DAME
DE NAMUR UNIVERSITY

Thank you to our sponsors

Conklin Bros.™

PG&E Pacific Gas and Electric Company®

VARTAIN LAW GROUP
Attorneys at Law

» Co-branding logo sizing
follow specified guidelines

Co-branding levels

Criteria for co-branding partnerships
The organization:

- has a mission that is compatible with NDNU mission and values
- has a large and loyal following
- is absent of controversy or negative press in the community
- offers products or services that enhance the quality of life of people in the community

Co-branding levels
Co-branding falls into one of two levels and are governed by the expectations outlined in each category. Categories are based on affinity level, the economic investment of both parties and overall benefit to the community.

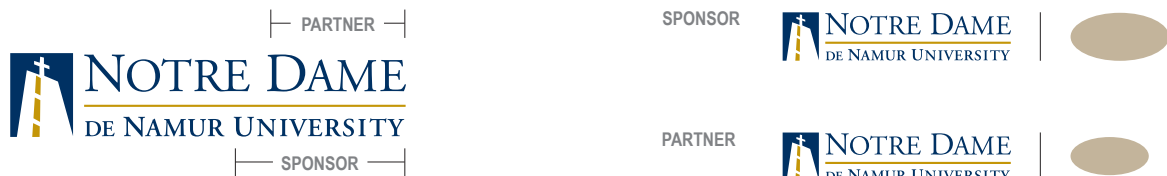| Sponsor	Partner
• Willing to underwrite a university event or marketing program • Donate a portion of their regular paid advertising or public relations exposure to NDNU messaging	• Willing to provide access to a particular group or audience that is important to NDNU • Other

»Guideline
- **Be selective when designating sponsor vs partner status**
- **Use the criteria for co-branding to evaluate opportunities**
- **Realize that not every opportunity is right for NDNU**
- **Never alter a partner logo**

Co-branding logo sizing guide

When co-branding, the appropriately-sized logo relationship is important to the integrity of the NDNU brand. Always use the university logo on communications that feature co-branding sponsor or partners. Co-branding by law: you cannot use other organization's logos without their permission.

For single or multiple logos

Horizontal

Vertical

Alternative style for single logo co-brands only

Extreme horizontal

Extreme vertical

»Guideline

- **Make sure the NDNU logo always appears dominant when connected to sponsor or partner logos**
- **Follow sizing guide arrows as shown for relative height or width of adjoining logo**

12.0 Contacts / Approval

Contacts: communications support

NDNU Marketing and Communications is responsible for consistent, high-quality representation of the university at all times. Communications professionals support NDNU departments with expert review and services. Follow the contact information below for assistance with your communications.

	Contact person or services request form	Guideline
Creative services	www.ndnu.edu/forms/communications-job-request/	Form initiates creative support
Website	www.ndnu.edu/forms/cms-support/	Form initiates website support. Allow 2-3 day response time
Weekly student enews	www.ndnu.edu/forms/student-weekly-news-request/	Form initiates enews posting
Social media	www.ndnu.edu/forms/social-media-request/	Form initiates social media posting
Forms	www.ndnu.edu/forms/cms-support/	Form initiates new form creation
Required PR/press release review and approval	Zack Rogow zrogow@ndnu.edu	Media Relations approval required for all external news releases
Required Materials review and approval	Karen Plesur kplesur@ndnu.edu	Review and approval required for all outward public facing materials

»Guideline

• The communications support process is designed to provide the best possible assistance with your communications needs. Follow each step for timely, quality results.

Contacts: marketing and communications staff

	Responsibilities
Karen Schornstein Executive Director Marketing and Communications kschornstein@ndnu.edu 508-3599	Marketing, University Communications, Media Relations and PR, website, social media, advertising and strategy, analysis, development and printed materials
Karen Plesur Associate Director of Communications kplesur@ndnu.edu 508-3614	In house design, content, photography and photo library, branding guidelines and print management
Zack Rogow Assistant Director of Communications and Media Relations zrogow@ndnu.edu 508-3585	University Communications, content writer, student newsletter, leader presentations, video, bios, testimonials, stories, blogs, media relations and PR
Danielle Dana Digital Marketing Associate ddana@ndnu.edu 508-3713	Website, forms, social media, digital advertising
Neha Jain Marketing Communications Associate njain@ndnu.edu 508-4166	Marketing recruiting materials, emails, edu.partners, reports

13.0 Graphic Standards

NOTRE DAME
de namur university

Graphic Standards:
University Logo

LOGO COLOR VARIATIONS

Use only official digital art of all logos.

4-color process

NOTRE DAME
de namur university

Black

NOTRE DAME
de namur university

1 spot color

NOTRE DAME
de namur university

Reversed white

NOTRE DAME
de namur university

LOGO CLEAR SPACE

Graphic elements or typography may not be placed within the "logo clear space." The height of the letter "N" determines the unit of measurable clear space to be maintained on each side of the logo. The yellow area on the diagrams below demonstrates the mandatory clear space.

NOTRE DAME
de namur university

UNIVERSITY COLORS

Pantone 125c
4cp: c0 m26 y100 k26
rgb: r196 g150 b12
hex: #c4960c

Pantone 289c
4cp: c100 m60 y0 k56
rgb: r0 g50 b99
hex: #003263

INAPPROPRIATE USE

Logos must not be altered, squeezed, stretched or used as a transparent element.

Logos may not be overprinted or reversed out of a patterned or illustrated background or photograph.

CALL-TO-ACTION GRAPHIC

Corporate gold rule	*Bright gold rule*	*Black rule*
EXPLORE. ENGAGE. APPLY. ndnu.edu	**EXPLORE. ENGAGE. APPLY.** ndnu.edu	**EXPLORE. ENGAGE. APPLY.** ndnu.edu

VERSIONS

For guidelines on which version to use, see NDNU Branding Guidelines, page 3.5.

EXPLORE. ENGAGE. APPLY.
ndnu.edu

EXPLORE. ENGAGE. ENROLL.
ndnu.edu

EXPLORE. ENGAGE. EXCEL.
ndnu.edu

EXPLORE. ENGAGE. CONNECT.
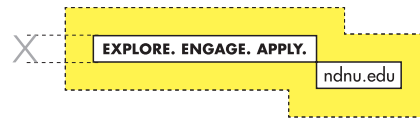ndnu.edu

EXPLORE. ENGAGE. SUPPORT.
ndnu.edu

EXPLORE. ENGAGE. RECONNECT.
ndnu.edu

CLEAR SPACE

Graphic elements or typography may not be placed within the "clear space." The depth of the rule around the text (X) determines the unit of measurable clear space to be maintained on each side of the *Call-to-Action* graphic. The yellow area on the diagrams below demonstrates the mandatory clear space.

PLACEMENT NEAR LOGO

AGAINST A DARK BACKGROUND

The *Call-to-Action* graphic is never to be used in reverse form. When used against a dark background create a light, transparent background behind the graphic.

NOTRE DAME
DE NAMUR UNIVERSITY

Graphic Standards:
University Palette

COLOR SPECIFICATIONS

Use the specifications below to correctly render the *University Palette.*

Pantone 289c
4cp: c100 m60 y0 k56
rgb: r210 g100 b39
hex: #003263

4cp: c58 m22 y91 k4
rgb: r121 g156 b75
hex: #799c4b

4cp: c3 m42 y100 k0
rgb: r241 g160 b31
hex: #f1a01f

4cp: c76 m42 y0 k0
rgb: r60 g130 b196
hex: #3c82c4

4cp: c25 m0 y80 k30
rgb: r148 g165 b69
hex: #94a545

4cp: c11 m31 y100 k0
rgb: r228 g175 b35
hex: #e4af23

4cp: c70 m15 y0 k0
rgb: r39 g170 b225
hex: #27aae1

4cp: c0 m3 y87 k30
rgb: r192 g175 b44
hex: #c0af2c

4cp: c0 m25 y69 k0
rgb: r254 g196 b103
hex: #fec467

4cp: c27 m6 y22 k0
rgb: r187 g212 b201
hex: #bbd4c9

4cp: c20 m0 y100 k0
rgb: r215 g223 b35
hex: #d7df23

4cp: c0 m10 y95 k0
rgb: r255 g222 b23
hex: #ffde17

4cp: c71 m100 y48 k0
rgb: r112 g48 b101
hex: #703065

4cp: c12 m0 y50 k7
rgb: r212 g219 b144
hex: #d4db90

4cp: c10 m100 y65 k40
rgb: r145 g6 b47
hex: #91062f

4cp: c78 m75 y26 k14
rgb: r78 g76 b121
hex: #4e4c79

4cp: c0 m17 y50 k65
rgb: r119 g100 b65
hex: #776441

4cp: c21 m92 y100 k13
rgb: r177 g53 b37
hex: #b13525

4cp: c57 m57 y6 k1
rgb: r123 g115 b171
hex: #7b73ab

Pantone 125c
4cp: c0 m26 y100 k26
rgb: r196 g150 b12
hex: #c4960c

4cp: c12 m90 y100 k0
rgb: r216 g65 b41
hex: #d84129

4cp: c28 m19 y3 k0
rgb: r181 g192 b219
hex: #b5c0db

4cp: c17 m72 y98 k3
rgb: r202 g100 b43
hex: #ca642b

4cp: c16 m72 y98 k4
rgb: r202 g99 b42
hex: #ca632a

4cp: c13 m0 y100 k46
rgb: r138 g141 b9
hex: #8a8d09

4cp: c0 m46 y100 k11
rgb: r223 g140 b25
hex: #df8c19