

# IDENTITY Guidelines



# Style Guide Usage



This identity guide is a reference tool for campus communicators. These guidelines are in place to help all departments apply a consistent brand look to all KC print and web communications.

Graphic standards outline the correct usage for KC brand elements such as the KC logos, color palette and typefaces.

In addition to providing guidance for consistent application of the college's brand standards, this style guide provides flexibility to ensure your communication is appropriate for the intended audience.

The KC Brand Identity Style Guide, which is effective August 2022 and replaces previous editions of the Style Guides, is college policy and full compliance aligns all college departments for a cohesive branding effort.

IDENTITY  
**Guidelines**

The aim of our brand identity is to define a more powerful, compelling, and different way of talking about Knoxville College.

**KC1875**  
*#ThrivingOnPotential*



# **KNOXVILLE COLLEGE BRAND ASSETS AND INTELLECTUAL PROPERTY**



## Logo System

# *Signature Crests*



# Administration Crest



KNOXVILLE  
COLLEGE

**Flat Crest Logo**  
Primary flat version



KNOXVILLE  
COLLEGE

901 KNOXVILLE COLLEGE DRIVE  
KNOXVILLE, TENNESSEE 37921  
P: 865-521-8064 | F: 865-521-8068

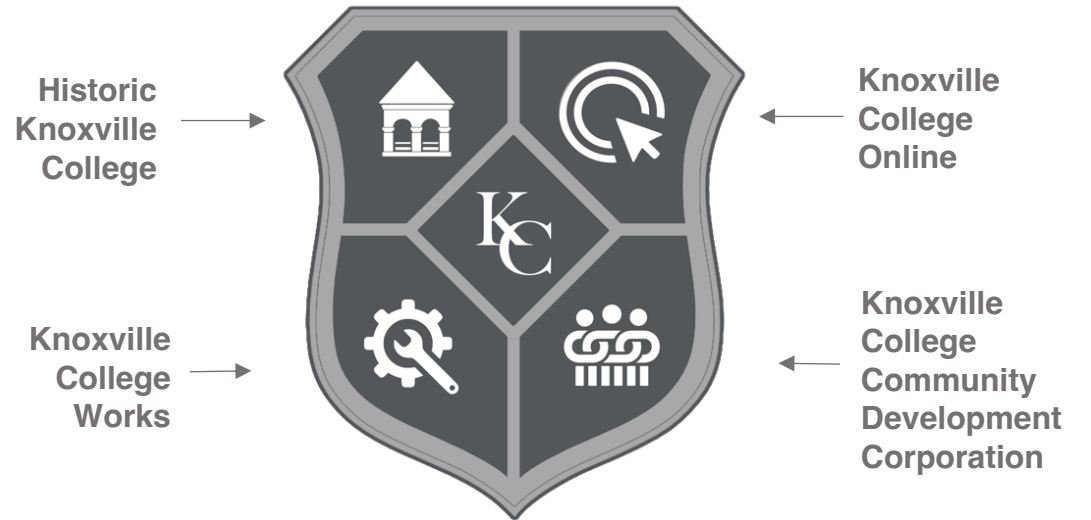
Stationary

# Student Crest



KNOXVILLE  
COLLEGE

**Flat Crest Logo**  
Primary flat version



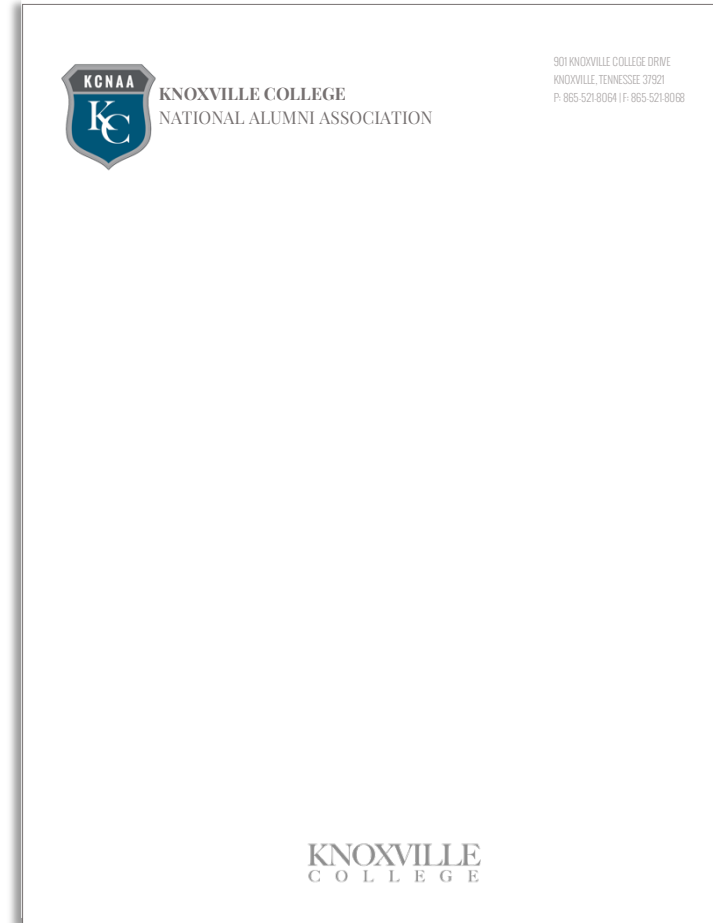
# Alumni Crest

# S T Y L E   G U I D E



**KNOXVILLE COLLEGE**  
NATIONAL ALUMNI ASSOCIATION

**Flat Crest Logo**  
Primary flat version



Stationary



# Board Crest

Beveled Crest



**KNOXVILLE COLLEGE  
BOARD OF TRUSTEES**



**KNOXVILLE COLLEGE  
BOARD OF TRUSTEES**

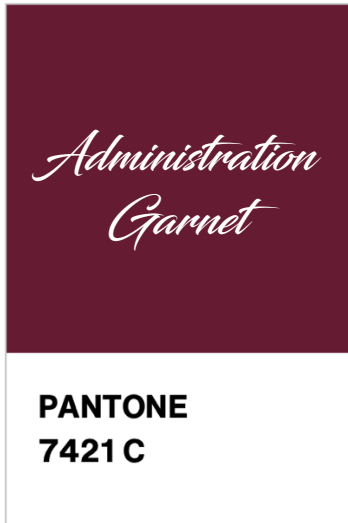
901 KNOXVILLE COLLEGE DRIVE  
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Stationary

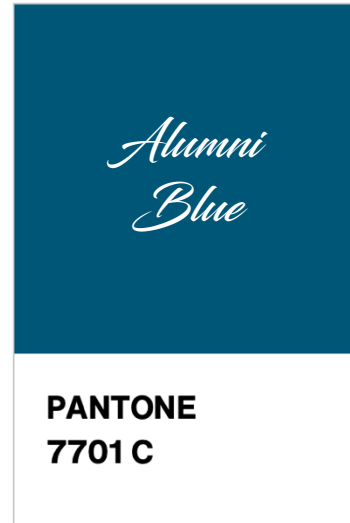
**KNOXVILLE  
COLLEGE**

KO1875  
*Colors*

# Color Palette



R89 G1 B23  
C38 M96 Y75 K59  
#590117



R0 G86 B120  
C100 M62 Y35 K15  
#005678



R65 G70 B72  
C66 M56 Y53 K29  
Hex: #414648

The background features a repeating pattern of dark grey logos and crests on a black background. The logos include the acronym 'KCNAU' in various fonts and sizes, the year '1875', and various symbols such as a gear, a house, and a crown. The central text 'Typography' is written in a white, elegant cursive script.

*Typography*

## Blacksword

**Blacksword** is a supporting typeface meant to stand alongside the brand, the wordmark and scripts.

A

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz

## Keep Calm

**Keep Calm** is a supporting typeface meant to stand alongside the brand, the wordmark and scripts.

A

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

# Helvetica

**Helvetica** is a text typeface meant for standard text.

A

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

Helvetica Light. **Helvetica Bold.**

# Oswald

**Oswald** is a supporting typeface meant to stand alongside the brand, the wordmark and scripts.

A

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Oswald Light. **Oswald Medium.** **Oswald Bold.**



# KNOXVILLE COLLEGE

**Guided by faith. Inspired by knowledge.**

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