KGI KECK GRADUATE INSTITUTE

Brand Guidelines

KGI.EDU/BRAND

FALL 2022 | VERSION 3

Table of Contents

04 Logo

15 Color Palette

18 Typography

22 Brand Platform

25 Photography

28 Supporting Elements

33 Guidelines in Practice

Introduction

At KGI, we speak in many voices that aim to advance one overall mission. These brand guidelines show us how to be united in our diversity by presenting a consistent public image in our tone and graphic style—the better way to build recognition and awareness for our individual programs while maximizing the impact of our institution as a whole. Our hope is that you will find this guide useful and refer to it often.

KGI KECK GRADUATE INSTITUTE

Logo

FALL 2022 | VERSION 3

KGI

KECK
GRADUATE
INSTITUTE

The KGI Hexagon

Connecting innovation and collaboration to create
career pathways in applied life sciences and healthcare

Logo Usage

Primary Lockup

This is the preferred logo lockup when space allows for it (see minimum size requirements).

Whether on a light or dark background, the four-color lockup should be used.

To obtain this logo, please download here.

Four Color Positive

Four Color Negative

100% Black

One Color (Navy)

Reversed

Secondary Lockup

This is the secondary lockup and should only be used when the primary lockup is too small and becomes illegible. It may also be used in swag in combination with school and program wordmarks being placed on the sleeve.

To obtain this logo, please download here.

Four Color Positive

Four Color Negative

100% Black

One Color (Navy)

Reversed

Clear Space & Minimum Size

Clear Space

Clear space keeps the logo separated from other elements including text and the edge of printed materials. The logo must be surrounded with at least the required minimum of clear space, which is determined by the height of the hexagon from the KGI mark.

Minimum Size

Minimum size is important to ensure legibility of the logo. Do not use the primary logo below 0.5” tall (36 pt) and the secondary logo below 0.1875” (13.5 pt) tall.

Primary logo minimum height: 0.5” (36 pt)

Secondary logo minimum height: 0.1875” (13.5 pt)

Henry E. Riggs School of Applied Life Sciences Logo

A logo has been created for each school. These logos should be used when materials directly relate to that school.

To obtain this logo, please download here.

Four Color Positive

Four Color Negative

100% Black

One Color (Navy)

Reversed

School of Pharmacy and Health Sciences Logo

A logo has been created for each school. These logos should be used when materials directly relate to that school.

To obtain this logo, please download here.

Four Color Positive

Four Color Negative

100% Black

One Color (Navy)

Reversed

School of Community Medicine Logo

A logo has been created for each school. These logos should be used when materials directly relate to that school.

To obtain this logo, please download here.

Four Color Positive

Four Color Negative

100% Black

One Color (Navy)

Reversed

Program Logo

Program-Level Logos

Program-level logos are designed to highlight individual programs or departments, while visually connecting it with KGI's brand.

A program-level logo consists of the KGI logo with the program name along the right side. Under no circumstances should any text or graphic other than a program name be coupled with the logo.

Separate or unique logos for your program are often unnecessary and can confuse the audience and your message. Programs and departments may not create their own program logos. The best way to develop your program's image is through consistent use of color, type, and imagery, and by using the KGI logo or an approved sub-brand signature.

To obtain a program-level logo, please email brand@kgi.edu.

Four Color Positive

Four Color Negative

100% Black

One Color (Navy)

Reversed

Incorrect Usage

The integrity of the logo must be maintained. Refrain from making any adjustments or additions to the logo.

Do not stretch or skew the logo

Do not alter the colors of the logo or use unapproved colors

Do not change the lockup of the logo

Do not add unapproved names to the logo.

Do not use with other icons or graphics

Do not add drop shadows or other special effects

Do not alter the proportion of the logo

Do not add a school name to the logo

Do not alter or replace the typography

Do not use the icon and/or logotype independently of each other

How to Use the Seal

The primary identifier of KGI for marketing, public outreach, and awareness-building is the primary logo (page 6), *not* the official seal.

Due to its intricate nature and specific meaning, the official seal has very limited use. The seal is reserved as the official, formal mark of the Institute and is used only for special occasions and formal ceremonies. The seal should not be used routinely on print or electronic communications or merchandise. The seal is a standalone mark of the Institute and should not be combined with the logo.

For permission to use the seal, contact brand@kgi.edu.

Four Color Positive

One Color (Navy)

100% Black

KGI KECK GRADUATE INSTITUTE

Color Palette

FALL 2022 | VERSION 3

Color Palette

Primary Colors

Navy, Aqua, and Red are the colors that define our brand.

Use these colors consistently in all communications to maximize brand recognition, brand impact, and to differentiate our programs.

KGI Navy | Main

Pantone: 2965-C

C:100 M:83 Y:52 K:52

R:4 G:35 B:59

#04233b

KGI Aqua | Accent 1

Pantone: 3135-C

C:100 M:13 Y:28 K:3

R:0 G:125 B:158

#007d9e

KGI Red | Accent 2

Pantone: 1795-C

C:8 M:96 Y:83 K:0

R:214 G:40 B:46

#d6282e

By the Numbers

Navy is the primary color of KGI. Aqua and red serve as accent colors.

To ensure this remains the case, we recommend the following color ratio for any print, digital, and web designs:

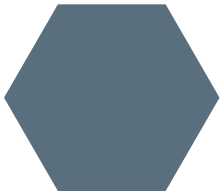
Navy 70% **Aqua** 20% **Red** 10%

In your planning and ordering of apparel items, ensure that 70% or more of the items are on a navy background.

Color Palette

Secondary Colors

These colors are intended to support the primary colors.



Graphite

Pantone: 431-C

C:70 M:50 Y:40 K:10

R:95 G:119 B:134

#5f7786

Sky

Pantone: 290-C

C:20 M:0 Y:3 K:0

R:212 G:238 B:244

#d4eef4

Overcast

Pantone: 428-C

C:20 M:10 Y:10 K:0

R:195 G:206 B:211

#c3ced3

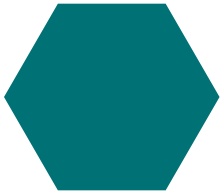
Eggshell

Pantone: 663-C

C:5 M:5 Y:5 K:0

R:238 G:238 B:238

#eeeeee



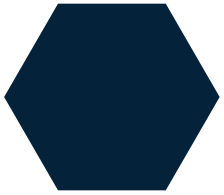
Sea Green

Pantone: 7476-C

C:100 M:50 Y:50 K:20

R:0 G:105 B:111

#00696f



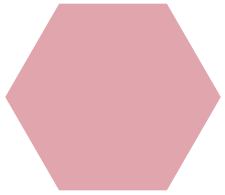
Midnight

Pantone: 534-C

C:100 M:70 Y:30 K:30

R:0 G:62 B:98

#003e62



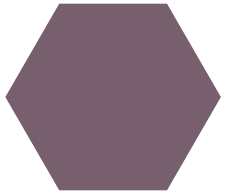
Thistle

Pantone: 501-C

C:10 M:40 Y:20 K:0

R:226 G:168 B:173

#e2a8ad



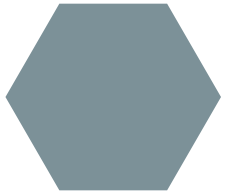
Rose Grey

Pantone: 4985-C

C:50 M:60 Y:40 K:20

R:123 G:95 B:108

#7b5f6c



Slate

Pantone: 416-C

C:50 M:30 Y:30 K:10

R:130 G:146 B:153

#829299

KGI KECK GRADUATE INSTITUTE

Typography

FALL 2022 | VERSION 3

KGI

Gotham

A B C D E F G H I J K L M N O P Q R S T V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3
4 5 6 7 8 9 ! @ # $ % ^ & * ( ) - _ { [ ] | \ : ; , . / < > ?

Roboto

A B C D E F G H I J K L M N O P Q R S T V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3
4 5 6 7 8 9 ! @ # $ % ^ & * ( ) - _ { [ ] | \ : ; , . / < > ?

Typography

Gotham serves as KGI's primary headline font and Roboto serves as the supporting font family. These fonts should be used in all creative materials both in print and digital work.

Alternate

Gotham is a paid font available through Hoefler & Co. In the instance that Gotham is not available, it is acceptable to use Montserrat as a substitute for headlines. This will likely occur in Powerpoint presentations, Word documents, or anything web related.

Purchase: Gotham

Download: Montserrat

Download: Roboto

Gotham

CHARACTERS

KGI

A B C D E F G H I J K L M N O P Q R S T V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3
4 5 6 7 8 9 ! @ # $ % ^ & * ( ) - _ { [ ] | \ : ; , . / < > ?

FAMILY

Light
Book
Medium
Bold

Roboto

CHARACTERS

KGI

A B C D E F G H I J K L M N O P Q R S T V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3
4 5 6 7 8 9 ! @ # $ % ^ & * ( ) - _ { [ ] | \ : ; , . / < > ?

FAMILY

Light/Italics
Regular/Italics
Medium/Italics
Bold/Italics
Mono
Condensed Light/Italics
Condensed Regular/Italics
Condensed Bold/Italics

Montserrat

CHARACTERS

KGI

A B C D E F G H I J K L M N O P Q R S T V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3
4 5 6 7 8 9 ! @ # $ % ^ & * ( ) - _ { [ ] | \ : ; , . / < > ?

FAMILY

Medium
Bold

Typography

These are the primary typefaces. The entire family of Gotham and Roboto may be used for extended type options.

Headlines

IN USE

What does the KGI hexagon represent?

DETAILS

Font: Gotham

Font size: > 16pt

Leading: 100% — 120%

Letterspacing: -10 — 0

Kerning: Optical

Case: Sentence case when complete sentence, othewise title case.

Body Copy

IN USE

The KGI Hexagon represents connecting innovation and collaboration to create career pathways within applied life sciences and healthcare.

To learn more about the logo and brand identity, visit kgi.edu/brand.

DETAILS

Font: Roboto Regular

Font size: 8pt — 14pt

Leading: 120% — 150%

Letterspacing: -5 — 10

Kerning: Optical

KGI KECK GRADUATE INSTITUTE

Brand Platform

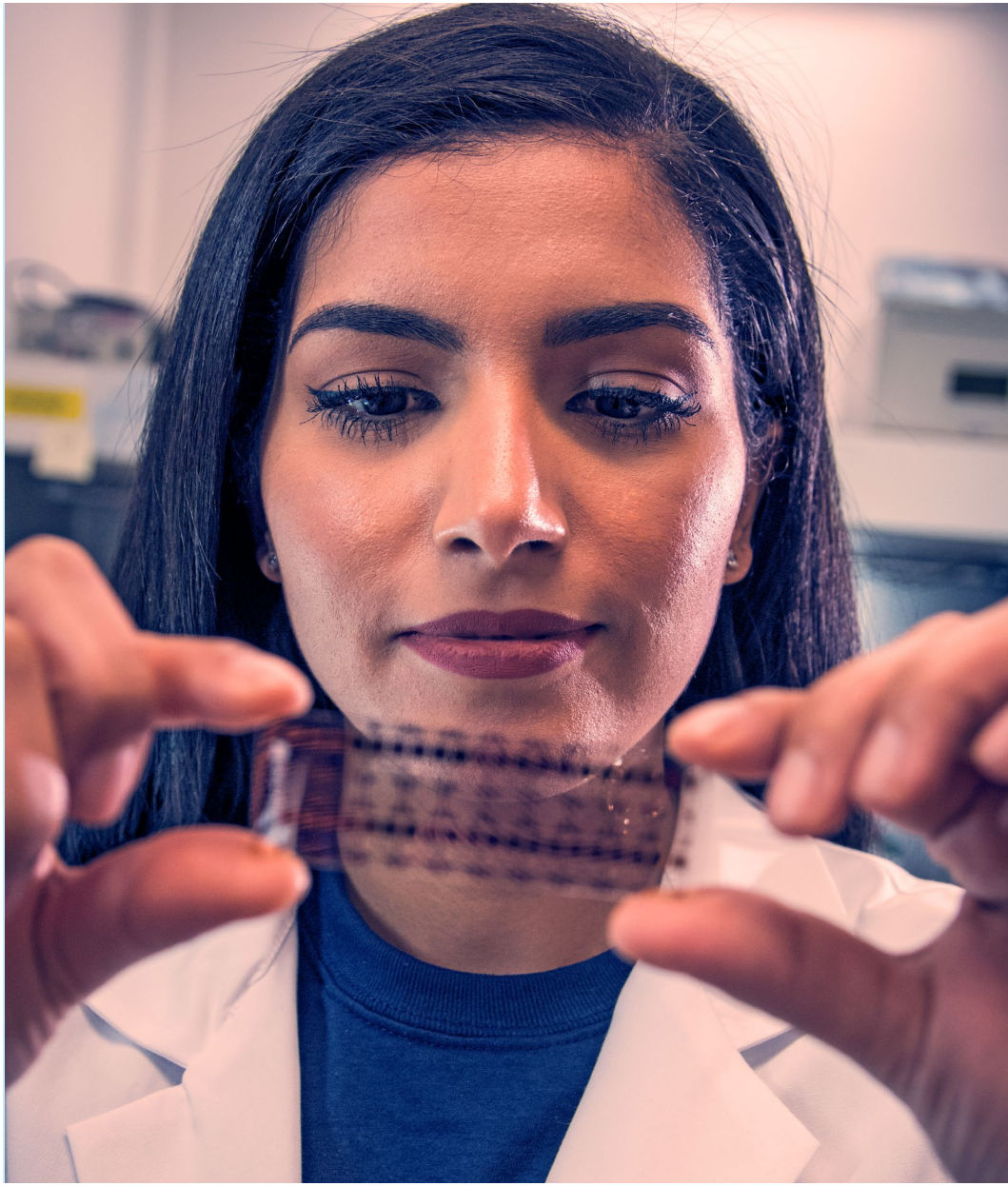
FALL 2022 | VERSION 3

Brand Positioning

The KGI brand comes to life through words and images presented within a design framework that reflects the spirit and mission of the Institute. Consistency in brand language, tone, and imagery are key to maintaining a consistent voice.

Innovators Start Here

Some take the world as they find it. KGI students and graduates find ways to improve on it. KGI has devoted 25-plus years to the creation of new models of thinking and doing, rooted in technology, science, and entrepreneurial innovation. Models that incorporate the worlds of applied life sciences and healthcare education, revitalizing them through a unique approach that rewards students with something more than a degree: A clear path to success. Our teaching emphasizes active learning, provides unprecedented access to industry, and never settles for the status quo. Innovation may be rooted in the past, but it drives unceasingly toward the future.



Brand Voice

Keck Graduate Institute is a launchpad for innovators.

Our mission is to raise up future leaders prepared to transform the world through the power of breakthrough ideas. We are forward-looking, intelligent, and confident, and our voice reflects all of those qualities. We speak as experts in our field. But we're also able to communicate even the most advanced concepts in straightforward language, to lift up a broad audience to our level.

How We Sound

- Smart but unconventional
- Intelligent but approachable
- Ahead of the curve but understandable
- Thought leaders but down to earth
- Serious but not uptight
- Insightful and concise

KGI KECK GRADUATE INSTITUTE

Photography

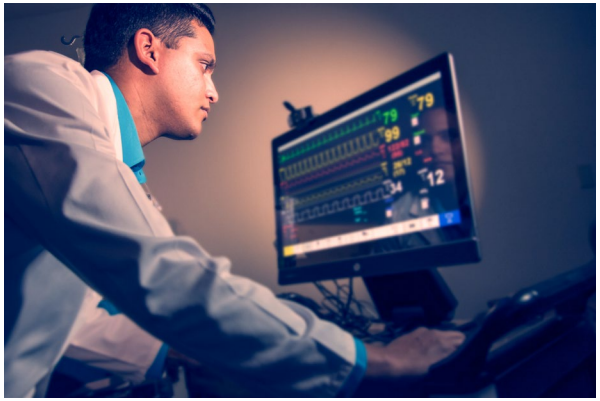
FALL 2022 | VERSION 3

Brand Imagery

Choose images that feel natural and candid, optimistic and innovative.

When using multiple photographs in a layout, use a blend of close-up, midrange, and far-away photography.

Our photography subjects consist of students working/studying, networking, and dreaming/ innovating. All of the photos have the KGI photo treatment applied.



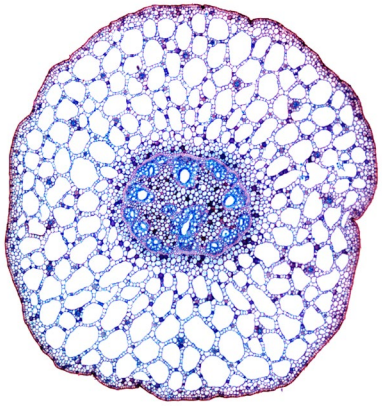


Image Hierarchy

1. **Hero Imagery**
   These images engage the audience. The viewer will always seek eye contact first. These are your cover images.
2. **Subhero Imagery**
   These images do not make eye contact with the audience, therefore they are always secondary to the hero image. These are great for injecting mood or purpose. Also great to use in conjunction with headlines.
3. **Support Imagery**
   This type of imagery sets the scene. These images are informational and are used to support content.
4. **Screened Imagery**
   These images are used primarily as texture and as background elements. These are great as back-screens for text-heavy applications.

   Visit `kgi.edu/flickr` for photo downloads.

1

2

3

4

KGI KECK GRADUATE INSTITUTE

Supporting Elements

FALL 2022 | VERSION 3

Patterns

Primary

There are a range of hexagon patterns that we use to add visual interest and reinforce the KGI brand. These should be used in conjunction with the KGI brand color palette, and should always be subtle in contrast.

Secondary

In addition to the primary hexagon patterns, we have developed patterns to be used in creative materials associated with each school.

Henry E. Riggs School of Applied Sciences

School of Pharmacy and Health Sciences

School of Community Medicine

Beaker Bee

Style Motifs:

- Shared edges, angular/faceted styling, simple flat shapes
- Navy as overall defining color
- Face (yellow) fits within the hexagonal head shape
- Hair: three hairs between antennae, another left and right of antennae
- Shirt: (white) within a shirt (navy)
- Wings: (sky) details in white
- Inside of lab coat: (sky)
- Stinger: slight thickness at tip

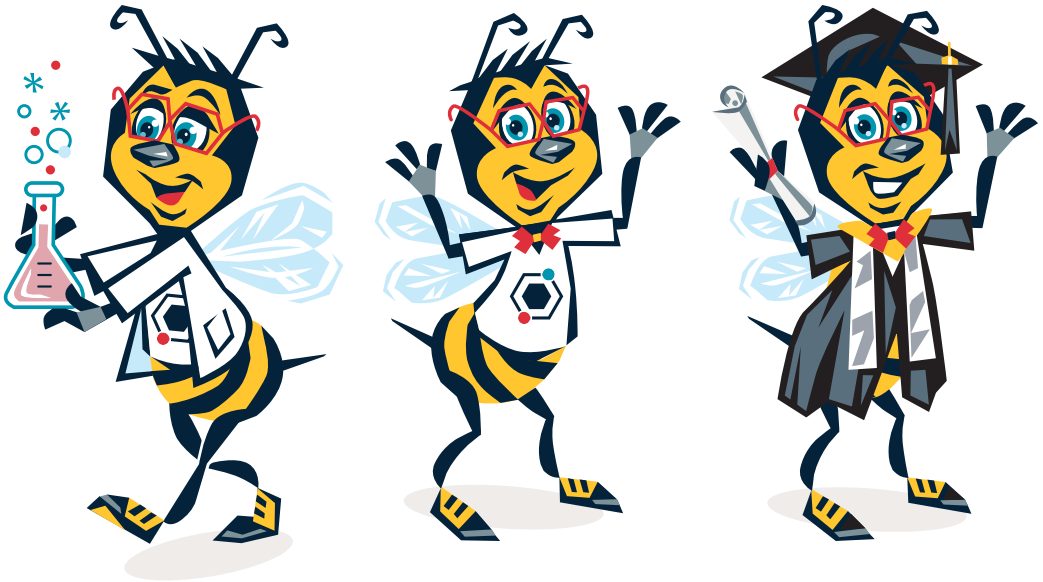
Beaker can be used independently of KGI's logo on internal facing collateral. Externally facing collateral, Beaker must be accompanied by the KGI logo.

Beaker may only be used in appropriate, informal communication.

Due to Beaker's large color palette, most apparel will have to be digitally printed. Only bulk orders can be produced using silkscreen due to setup fees.

Note: Beaker Bee Yellow is not considered a KGI brand color. PMS 123 C | CMYK 0, 23, 91, 0 | Hexidecimal #FFC62F are exclusive to Beaker and shouldn't be considered a part of the everyday color palette.

You must gain approval to use Beaker on any item.



Social Icons

Our “periodic table” of social icons differentiates us from other schools while reinforcing our rootedness in science.

Facebook

Instagram

Twitter

YouTube

Podcast

Flickr

LinkedIn

TikTok

KGI KECK GRADUATE INSTITUTE

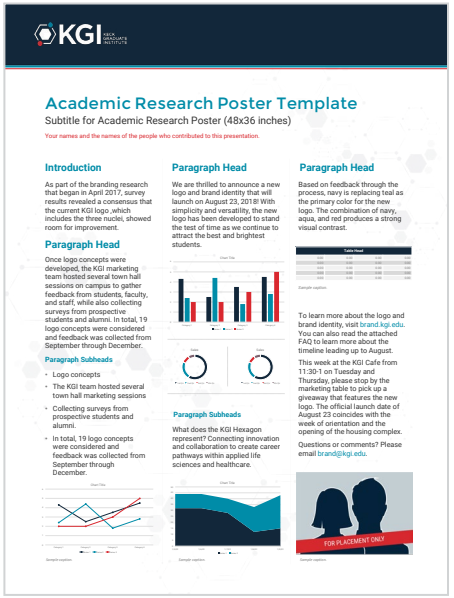
Guidelines in Practice

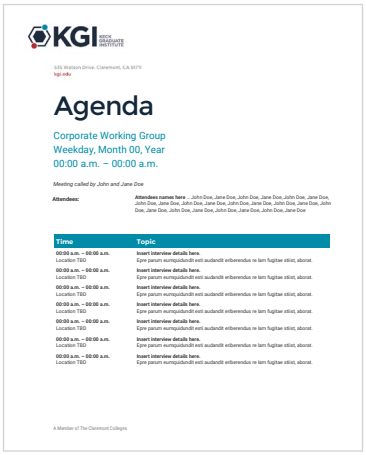
FALL 2022 | VERSION 3

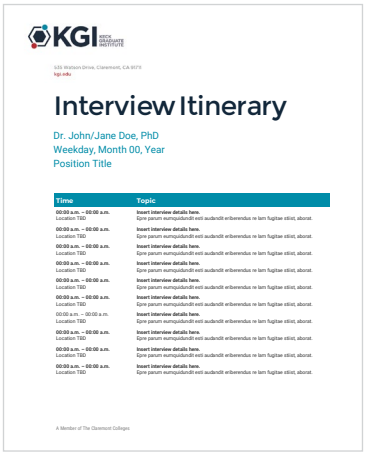
Template Downloads

Visit kgi.edu/brand

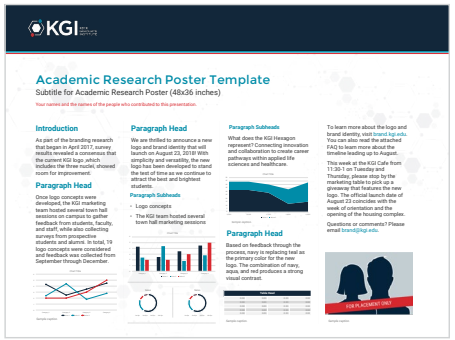
Powerpoint Templates







Agenda and Itinerary Templates



Research Poster Templates

Apparel

When used on apparel, the school-level logo and program logo are separated onto the left chest or sleeve so that it can be embroidered properly.

Chest

Sleeve

Merchandise

Bulk Orders

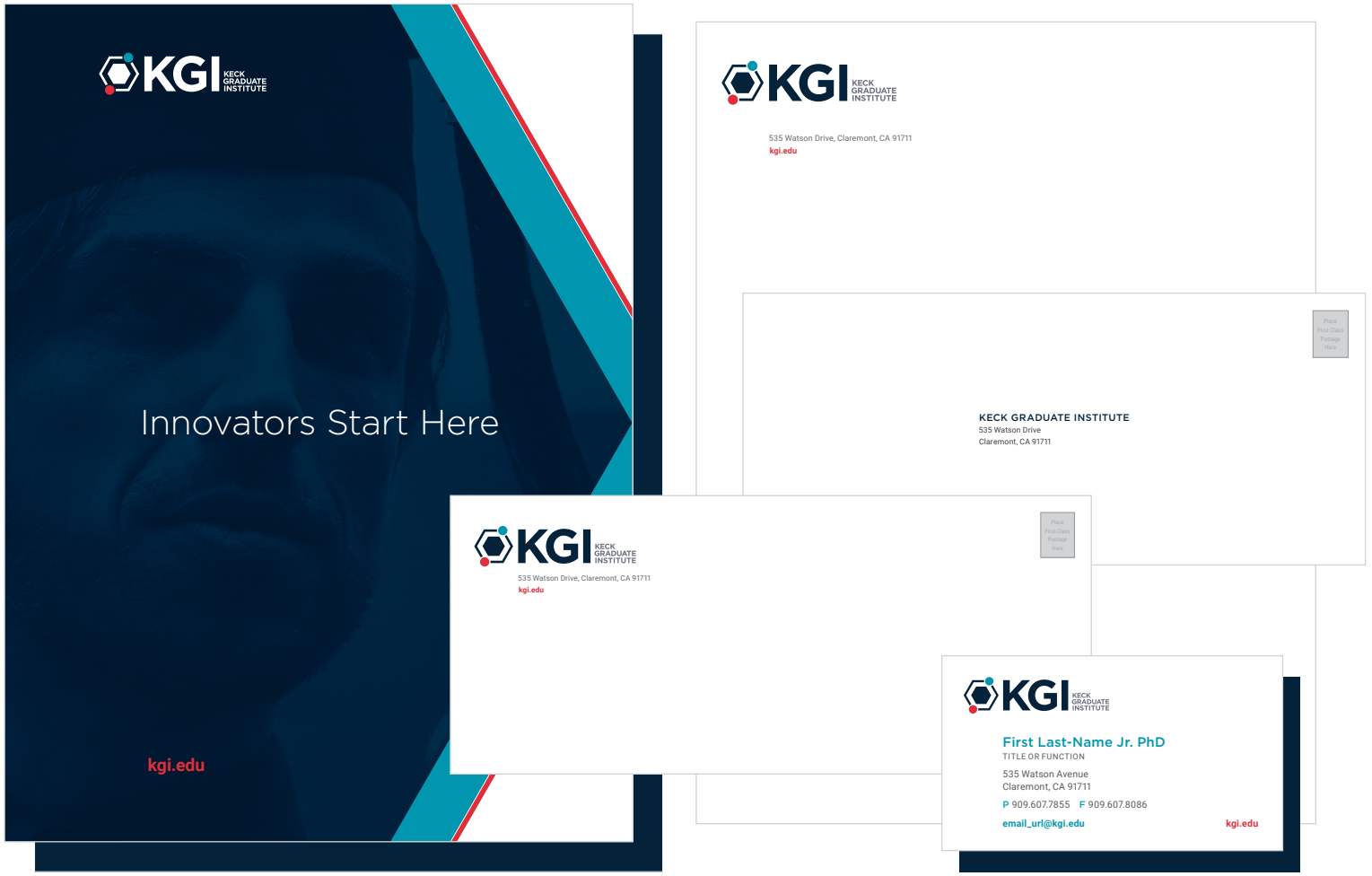
Visit kgi.edu/brand for the list of licensed vendors.

Individual Orders

Visit kgi.edu/brand for a list of online vendors.

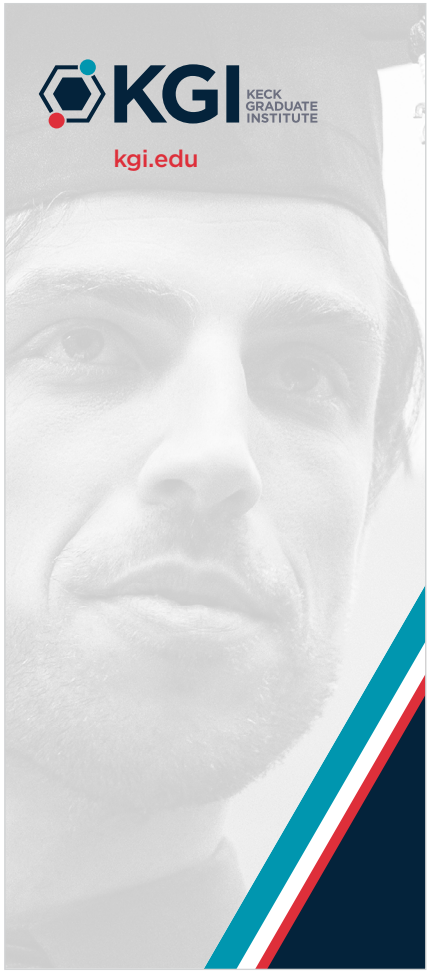
Shown: Fleece Jacket, White Coat, and Lapel Pin

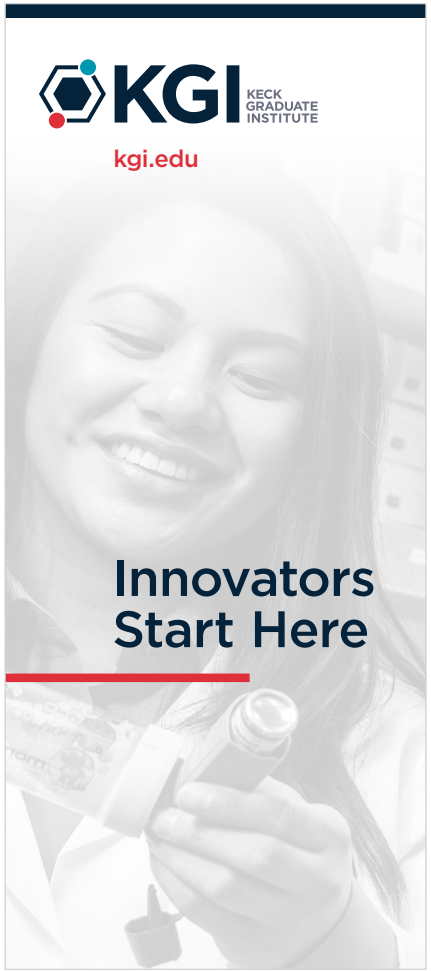
Visit kgi.edu/brand for the list of licensed print vendors and letterhead download.



Shown: Presentation Folder, Business Card, #9 and #10 envelopes, and Letterhead

Submit signage ideas or requests to brand@kgi.edu





Shown: Directional Signage, Event Signage, Banners, and Office Labels and Nameplates

For more information contact:

KGI Marketing & Communications

brand@kgi.edu

Keck Graduate Institute
535 Watson Drive
Claremont, CA 91711
kgi.edu

ABOUT KECK GRADUATE INSTITUTE (KGI)

KGI, A MEMBER OF THE CLAREMONT COLLEGES, IS A RECOGNIZED LEADER IN BIOTECHNOLOGY AND HEALTHCARE EDUCATION. KGI OFFERS INNOVATIVE POSTGRADUATE DEGREES AND CERTIFICATES THAT INTEGRATE LIFE AND HEALTH SCIENCES, BUSINESS, PHARMACY, ENGINEERING, AND GENETICS, WITH A FOCUS ON INDUSTRY PROJECTS, HANDS-ON INDUSTRY EXPERIENCES, AND TEAM COLLABORATION.

WITH AN ENTREPRENEURIAL APPROACH AND INDUSTRY CONNECTIONS, KGI PROVIDES PATHWAYS FOR STUDENTS TO BECOME LEADERS WITHIN HEALTHCARE AND THE APPLIED LIFE SCIENCES. KGI CONSISTS OF THREE SCHOOLS: HENRY E. RIGGS SCHOOL OF APPLIED LIFE SCIENCES, SCHOOL OF COMMUNITY MEDICINE, AND SCHOOL OF PHARMACY AND HEALTH SCIENCES.

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