

GRINNELL COLLEGE



# Graphic Standards Manual



## *High-resolution files and publishing templates*

You can find logo files and templates for some of the publications in this book in the (public) folder on the Office of Communication and Events' network storage server (pubrel). We will be adding new templates as they are developed. Please feel free to contact Jim Powers or Jo Loftin (x 3404) if a solution to your particular need is not among those available.

**PC users** at "run" type \\storage\pubrel\public

**Mac users** from chooser select "storage," and "public" folder on "pubrel."

## *Logo Usage Guidelines*

The Grinnell College logo has been designed to be flexible enough to be used in almost any situation, yet certain graphic standards must be observed and maintained to preserve the graphic integrity of the College's mark. All users of the logo are expected to understand and follow these guidelines. If questions come up, please call the Office of Communication and Events for help. We will be happy to advise.

Here are a few rules to follow:

- Please do not try to recreate the logo on your own. The typefaces, spacing, and proportions have been carefully designed to achieve the desired look.
- Do not copy the logo from the website. Graphics on the web have a much lower resolution than what is required for print (300 d.p.i.). You will end up with something that looks very unprofessional and not up to the College's graphic standard.
- Do not resize the logo. Again, the proportions should stay as they were originally designed.
- Do not alter the colors beyond what is specified in this manual.
- Make sure the placement of the logo follows the guidelines in this manual.
- Don't design your own display advertising. We are happy to provide that service for you.

Remember, the College maintains a professionally designed logo to reinforce the Grinnell College identity. To achieve this, the logo must be used consistently and correctly. We need the help of everyone on campus who produces documents, websites, signage, etc., to accomplish this goal. Personal taste or the desire to "create" must be set aside in order to maintain this consistent look.

Consistent use of this logo serves the best interest of the College. Please follow the rules of logo usage as explained on the following pages. Call x3404 if you have any questions.

*Thank you!*

## *The Grinnell College Logo*

Below is the Grinnell College logo in its three acceptable variations. The type and laurel leaves should always be used together in one of these configurations. The top logo is our main mark. The other two styles were developed for use in instances where enough horizontal space is not available to accommodate the preferred art.

### **Color combinations:**

- Black type with Pantone 485 red laurel leaves
- Black type with black laurel leaves

### **If reversed out of a color:**

- White type with white laurel leaves
- White type with Pantone 485 red laurel leaves (only if reversed out of black)

The same color combinations apply to all three acceptable variations on the logo.

The version with two lines of type is intended for use at very small sizes, i.e., lapel pin

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GRINNELL  
COLLEGE

## Common Mistakes

Web and power point graphics should be requested from the Office of Communication and Events. We have optimized each shape for best on-screen viewing.

Stretched wide



Correct



Stretched tall



**Do not** copy artwork off the web for use in print! If you plan to use black and white line art (bitmap), the minimum dpi is 300 and you should never enlarge the graphic.

Proper type to leaves proportion

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Minimum space before leaves

Leaves too close to type

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Do not alter the proportion of type to leaves

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# Letterhead

- Name of office
- Grinnell College
- Grinnell, Iowa 50112-1690
- 6 pt. space
- Toll-free number (if applicable)
- Phone number
- Fax number
- [www.grinnell.edu](http://www.grinnell.edu) (see web branding on business card page)

**Exception:** If your office or department requires a street address on your letterhead, the four-digit zipcode extension must be dropped.

## Purchasing Stationery:

Grinnell College stationery items may be ordered through CopyConnection. Call x3420 if you need pricing or order forms.

These items include:

- Letterhead and second sheets (including Monarch)
- Business envelopes
- Business cards
- Notecards w/ envelopes
- 8-up Nametags/ mailing labels
- Crack and peel mailing label

GRINNELL COLLEGE



Office of the President  
Grinnell College  
Grinnell, Iowa 50112-1690  
641-269-3000  
*fax* 641-269-4473  
[www.grinnell.edu](http://www.grinnell.edu)

# Typing margins


- Indent 1 1/2" from left.
- Vertical alignment: Align the baseline of the date (or first line) of your letter with the baseline of the fax number (or the last line in the return address copyblock).

## Second sheet:

- Left alignment should remain the same. Begin the first line at the same point where you placed the date on the first page.


## Address imprinting:

- In cases where several departments share support services, you can order letterhead without the return address. A template for adding this information at the same time you print your letters is available. This option will also work for business envelopes if you have a printer that allows you to print them.

GRINNELL COLLEGE	 Office of the President Grinnell College Grinnell, Iowa 50112-1690 641-269-3000 fax 641-269-4473 www.grinnell.edu
September 19, 2002	
Lorem ipsum Ut wisis enim Quis nostrud exerci Duis te feugi facilisi	
Dear Ut wisis Enim,	
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisis enim ad minim veniam, quis nostrud exerci tution ullam corper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis te feugi facilisi. Duis autem dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit au gue duis dolore te feugiat nulla facilisi.	
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisis enim ad minim veniam, quis nostrud exerci tution ullam corper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis te feugi facilisi. Duis autem dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit au gue duis dolore te feugiat nulla facilisi.	
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisis enim ad minim veniam, quis nostrud exerci tution ullam corper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis te feugi facilisi. Duis autem dolor in hendrerit in vulputate velit esse molestie dignissim qui blandit praesent luptatum zzril delenit au gue duis dolore te feugiat nulla facilisi.	
Cordially,	

# #10 Business Envelope

- Name of Office
- Grinnell College
- Grinnell, Iowa 50112-1690

 GRINNELL COLLEGE

Office of Communication  
and Events  
Grinnell College  
Grinnell, Iowa 50112-1690

Office of Communication and Events  
Grinnell College  
1026 Park Street  
Grinnell, Iowa 50112

2"



## Business cards


- Name
- Title
- e-mail address
- www.grinnell.edu
- Name of office or department
- Grinnell College
- Grinnell, Iowa 50112-1690
- 641-269-phone #
- fax 641-269-xxxx

### Web branding:

- **www.grinnell.edu** is the College's cyber-address, presence, and brand. It also is a central and consistent point-of-entry for those accessing the College through the web. Like "Grinnell College" on stationery, **www.grinnell.edu** should not be appended with extensions or page-specific addresses.

### Variations:

- Toll-free number (if applicable)
- Street address may be added for those offices that regularly receive shipments. **Must drop four-digit zipcode extension.** See example.

GRINNELL COLLEGE		
<b>Mickey Munley '87</b> <i>Vice-President for Communication and Events</i>	Office of Communication and Events Grinnell College Grinnell, Iowa 50112-1690	
munleym@grinnell.edu www.grinnell.edu	641-269-3400 641-269-4408 <i>fax</i>	

GRINNELL COLLEGE		
<b>Dee Fairchild</b> <i>Director of Athletics Physical Education Chair Associate Professor of Physical Education</i>	Department of Physical Education 1118 10 th Avenue Grinnell, Iowa 50112	
fairchi@grinnell.edu www.grinnell.edu	641-269-3800 <i>office</i> 641-269-3818 <i>fax</i>	

# Nametags/Mailing Labels

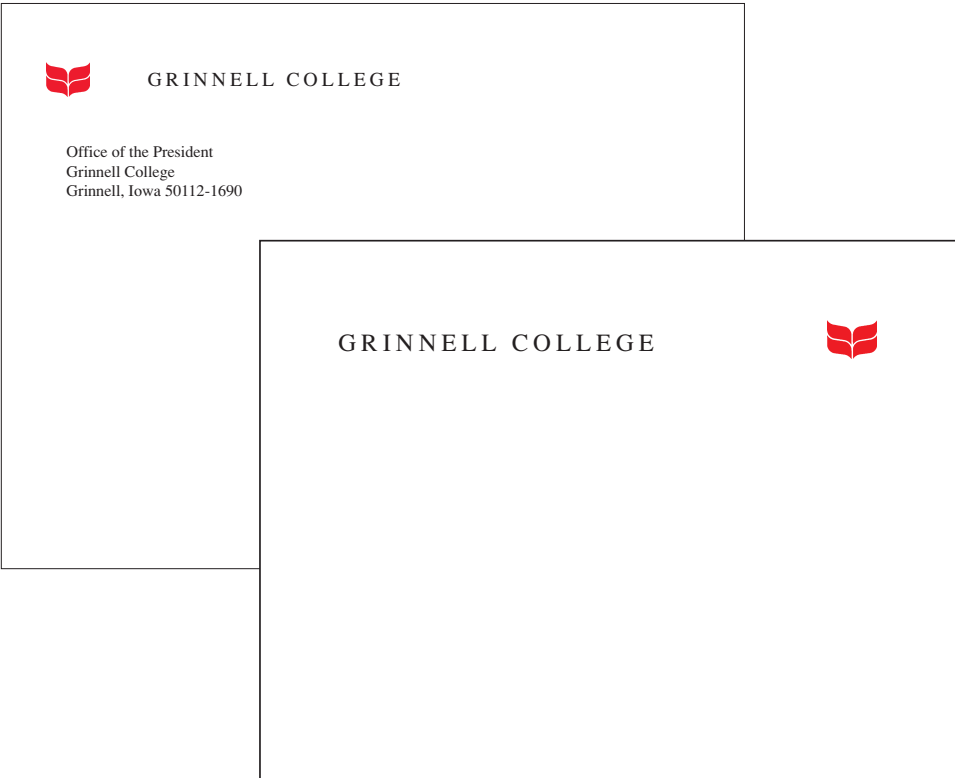
- Perforated nametags will slide into a 4.25" x 3.5" plastic nametag holder.
- Self-adhesive style nametags don't require plastic holders.
- Mailing label for packages and oversize envelopes.
- Laser compatible
- Templates for proper positioning of type for both mailing labels and nametags are available.



- A larger (more expensive) mailing label is available as a 6.5" x 3.5" crack and peel.

# *Notecards and A-2 envelopes*

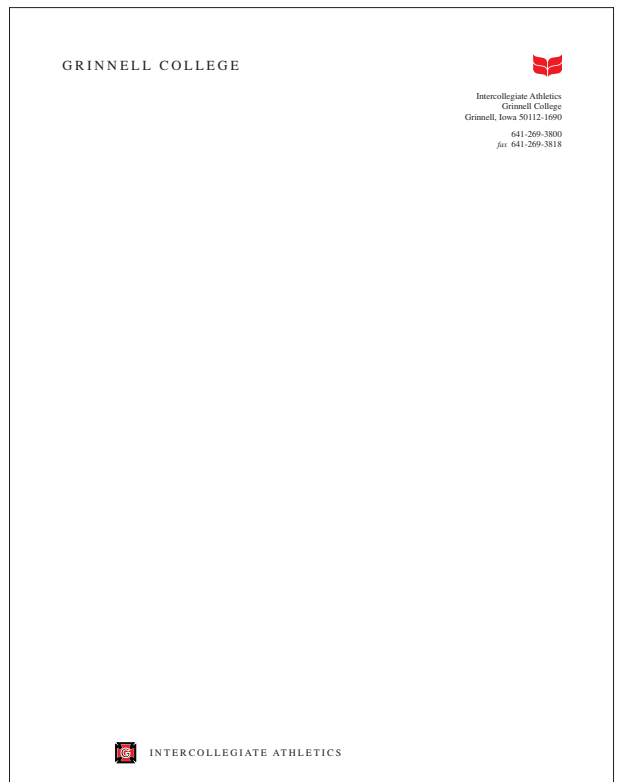
- Return address on envelope is the same as a #10
- Notecards come flat with a score for the centerfold.
- Use for handwritten notes.



# Secondary ID Systems

## The College has only eight programs approved with secondary identification marks.

- Asa Turner Associates
  - Center for International Studies
  - Center for Prairie Studies
  - Center for the Humanities
  - Falconer Gallery
  - Intercollegiate Athletics
  - Pioneer Fund
  - Rosenfield Program
- 
- **Letterhead:** Mark appears in lower left at typing alignment
  - **#10 Envelope:** Name and mark appear on the back flap
  - **Business cards:** Secondary ID not used
  - **Advertising:** All display advertising should reflect the Grinnell College identity. If you feel a secondary ID should be used, these cases will need to be reviewed by the VP for communication and events or the art director in that office.
  - **Nametags and labels:** Secondary ID not used
  - **Notecards:** Mark appears in lower left
  - **A-2 envelope:** Name and mark appear on the back flap
  - **Posters:** Poster blanks have been designed for each program. The Office of Communication and Events will work with staff members as needed to develop templates for imprinting.





GRINNELL COLLEGE

PIONEER FUND



CENTER FOR THE HUMANITIES

April 16-18, 2003

# Montage *and* Modern Art

## Wednesday, April 16

**4:15 p.m., South Lounge, Forum**

*Montage as Dominant Device of the Art in the 20th Century,*

Vyacheslav Ivanov, Professor of Slavic Languages and Literatures, University of California, Los Angeles

**8 p.m., South Lounge, Forum**

*Blowup*, Maya Turovskaya,  
Documentary Film Maker

## Thursday, April 17

**11 a.m., Herrick Chapel**

Scholars' Convocation:

*Is There a Modernist Literary Montage?*

Robert Scholes, Professor Emeritus, Department of Modern Culture and Media, Brown University

**4:15 p.m., South Lounge, Forum**

*Cinematic Thresholds or the Frame-mobile,*

Dudley Andrew, Professor of Comparative Literature and Co-Chair of the Film Studies Program, Yale University

## Friday, April 18

**4:15-6:30 p.m., South Lounge, Forum**

Round Table: Participants will include Dudley Andrew, Vyacheslav Ivanov, Robert Scholes, Maya Turovskaya, Galina Aksenova, Jenny Anger, Alan Schrift, Anatoly Vishevksy



GRINNELL COLLEGE





## Weekly Events Calendar

### March 30-31

**Exhibition, *Census 2000***, Audrey Porter '02 and Ellen Prusinski '02, materials promoting the 2000 census, Burling Library, open during regular library hours.

### March 30-April 23

**Exhibition, *American Spectrum: Paintings and Sculpture from the Smith College Museum of Art***, surveys the history of American art from colonial times to the present, Faulconer Gallery, Bucksbaum Center for the Arts, open daily, call 269-4660.

### March 30-May 12

**Exhibition, *Doctors Without Borders***, Shannon O'Connor '02, Burling Library, open during regular library hours.

### Sunday, April 2

**Gallery Tour, *American Spectrum***, Faulconer Gallery, Bucksbaum Center for the Arts, 2:15 p.m.

### Monday, April 3

*Classes resume*

### Tuesday, April 4

**Rosenfield Symposium, *The Hawksbill Turtle: Chronicles of an Extinction Foretold***, Anne Meylan, research scientist, Florida Marine Research Institute, Florida Fish and Wildlife Commission, Forum South Lounge, 4:15 p.m.

**Rosenfield Symposium, *Conservation Out of Exploitation: A Silk Purse Out of a Sow's Ear?*** Jon Hutton, director, Africa Resources Trust, Cambridge, England, Forum South Lounge, 8 p.m.

### Wednesday, April 5

**Rosenfield Symposium, *The Reptile Skin Trade: The Crocodilian and Reticulated Python Story***, Peter Brazaitis, research associate, Science Resource Center, Wildlife Conservation Society, Forum South Lounge, 4:15 p.m.

**Performance, *Macbeth***, performed by Cedric Liqueur, member of the Royal Shakespeare Company, Flanagan Studio Theatre, Bucksbaum Center for the Arts, 7 p.m., tickets required\*

**Rosenfield Symposium, *Migratory Monarchs and Giant Birdwings: Butterfly Conservation, Commerce, and Ecotourism***, Robert M. Pyle, author and conservationist, Forum South Lounge, 8 p.m.

### Thursday, April 6

**Scholars' Convocation, Rosenfield Symposium: *Into the 21st Century: Opportunities and Obstacles for U.S. Trade and Environmental Policies***, John Audley, environment and trade policy coordinator, Environmental Protection Agency, Herrick Chapel, 11 a.m.

**Gallery Talk, *Exhibition in the Classroom***, Maggie Campbell '02, Karen Fischer '02, Faulconer Gallery, Bucksbaum Center for the Arts, 12:15 p.m.

**Rosenfield Symposium, *Sex, Drugs, and Animal Parts: Will Viagra Save Endangered Species?*** Frank von Hippel, Environment and Natural Resources Institute, University of Alaska-Anchorage, Forum South Lounge, 4:15 p.m.

**Lecture, *Immigration and the American Dream***, Dorothy S. Brown, Iowa State University, 1013 Brodhead Hall

**Alumni Symposium, *Reflections on the Past***, assistant professor, Harvard University

**Rosenfield Symposium, *Endangered Species***, roundtable, Lounge, 8 p.m.

**Performance, *Macbeth***, Cinema, 9 p.m.

### Friday, April 7

**Gallery Talk, *Exhibition in the Classroom***, independent, Bucksbaum Center for the Arts, 12:15 p.m.

**Men's Tennis, *Men's Tennis***, Tennis Center

**Roberts Lecture, *Images of the Poet***, Poet, Music, Poet, composition, Lawson Hall, Arts, 4:15 p.m.

**Conferences, *Open House***, open house, Ha

**Alumni Symposium, *Reflections on the Past***, assistant professor, Harvard University

**Performance, *Macbeth***, performance, Bucksbaum Center for the Arts, tickets required\*

*All events are open to the public at no charge.*

*Times and locations are subject to change.*

*\*Tickets for events held in the Bucksbaum Center for the Arts are available at the fine arts center box office. Call 269-4444 for details.*

## Display Advertising

Please work with the Office of Communication and Events to produce display ads.

## GRINNELL COLLEGE



### Visiting Distinguished Professor in the Humanities

Grinnell College invites applications or nominations for a position as Visiting Distinguished Professor in the Humanities for Fall 2003. The Visiting Distinguished Professor will be an outstanding teacher and distinguished scholar whose work either falls within a single discipline in the Humanities or is interdisciplinary in nature. Grinnell College, a selective liberal arts college, has recently inaugurated a Center for the Humanities and the Visiting Distinguished Professor, who will be affiliated with the Center, will be expected to reside on campus for the semester, offer one undergraduate seminar, direct a faculty seminar, and present a public lecture to the campus community. In addition, the Visiting Distinguished Professor will have the opportunity to help organize a symposium connected with his or her current research interests for the following Spring 2004 semester, and will be invited back to campus to deliver a Keynote Address at this symposium. The holder of this position will be expected to pursue his or her own research and to engage in the life of the College. Compensation extremely competitive and commensurate with qualifications. Send letter of interest or nomination, including some indication of the theme or themes that your seminars are likely to address, and a curriculum vitae to Alan D. Schrifft, Director, Grinnell College Center for the Humanities, Steiner Hall, Grinnell College, Grinnell, IA 50112-1690. Telephone: 641-269-3161 or 269-3157. Interested individuals may also inquire via email to <SCHRIFT@GRINNELL.EDU>. Applications will be considered immediately and until the position is filled.

Grinnell College is an equal opportunity/affirmative action employer committed to employing a highly qualified faculty and staff which reflects the diversity of the nation. No applicant shall be discriminated against on the basis of race, national or ethnic origin, age, gender, sexual orientation, marital status, religion, creed, or disability.



# Postcards

- These are examples of quarter sheet postcards.
- Logos are available for each variation.

GRINNELL COLLEGE 

KICK OFF THE FALL WITH PIONEER FOOTBALL

Please join Twin Cities area alumni in celebrating the start of fall and supporting Grinnell football. On October 4, the Pioneers travel to Macalester College to meet the Scots for what promises to be a very good match-up.

Besides the excitement on the gridiron, you'll have an opportunity to socialize with other Grinnellians during a tailgate party prior to the game.

**DATE:**  
Saturday, October 4, 2003


**TAILGATE PARTY:**  
11:30 a.m.

**GAME TIME:**  
1 p.m. Kickoff at Macalester Field  
*At the corner of Stelling Ave and St. Clair*

**R. S. V. P.**  
by October 1, 2003 by calling 800-241-5084  
or by e-mail to <grosenba@grinnell.edu >

**LOCATION:**  
The tailgating tent is located just to the south of the Field House and to the north of the stadium. It is in between the Field House and the Science Building (it's a big white tent). The best way to enter the area is to come from Stelling Avenue.

**GAME ADMISSION:**  
\$5 admission to the football game (*pay at the door*)

 GRINNELL COLLEGE

Office of Alumni Relations  
and Development  
Grinnell College  
Grinnell, Iowa 50112-1690


 GRINNELL COLLEGE

Office of Alumni Relations  
and Development  
Grinnell College  
P.O. Box 805  
Grinnell, Iowa 50112

Nonprofit  
Organization  
U.S. Postage  
**PAID**  
Grinnell College

 GRINNELL COLLEGE

Intercollegiate Athletics  
Grinnell College  
Grinnell, Iowa 50112-1690

 GRINNELL COLLEGE


Intercollegiate Athletics  
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P.O. Box 805  
Grinnell, Iowa 50112

Nonprofit  
Organization  
U.S. Postage  
**PAID**  
Grinnell College

The  
*Grinnell Singers*  
2003 Spring Break Tour

COUNTRY CLUB  
UNITED METHODIST CHURCH  
Concert begins at 7 p.m.  
Monday, March 17  
57th & Wornall, Kansas City, Missouri

PLYMOUTH  
CONGREGATIONAL CHURCH  
Concert begins at 7:30 p.m.  
Tuesday, March 18  
925 Vermont Street, Lawrence, Kansas

GRINNELL COLLEGE 



# Brochure Template

A bequest to Grinnell College is a way of perpetuating your support for the role Grinnell plays in the lives of others. It may also enable you to make a major gift that might not otherwise be possible.

Through a bequest, you may leave to

Grinnell or you may name a certain person as beneficiary. The provisions stipulated in general and specific purposes, honor or memory. In a bequest, you may leave your estate, with or without a will, to Grinnell College. Gifts to Grinnell are exempt from gift tax and are deductible from your income tax.

## Suggestions

When making a bequest, please design your will to include the following forms for

### Outright bequest in will

#### a.) Specific dollar amount:

"I bequeath the sum of \$\_\_\_\_\_ to The Trustees of Grinnell College, Grinnell, Iowa 50112, to be used or disposed of as its Board of Trustees in its sole discretion

### Conditional bequest in will

Insert the conditional language in one or more of the above provisions. For example:

"If my spouse/partner does not survive me, I bequeath the sum of \$\_\_\_\_\_ to The Trustees of Grinnell College, Grinnell, Iowa 50112, to be

### Asa Turner Associates

The Asa Turner Associates was established to recognize people who have made planned gifts to Grinnell College. The Asa Turner Associates is one way for the College to express its appreciation for those whose steadfast commitment to Grinnell has extended to providing for its future through a planned gift.

Gifts to Grinnell qualifying for membership in the society include:

- A will bequest
- A revocable trust provision
- An insurance beneficiary designation
- An insurance policy naming the College owner and beneficiary
- A charitable gift annuity
- A pooled income fund
- A charitable remainder trust
- A substantial gift to the endowment

GRINNELL COLLEGE



### For additional information, please contact:

Alumni Relations and Development  
Grinnell College  
Old Glove Factory  
Grinnell, Iowa 50112-1690

Phone: 641-269-3200  
Toll-free: 800-241-5084  
FAX: 641-269-3222  
[www.grinnell.edu](http://www.grinnell.edu)

GRINNELL COLLEGE

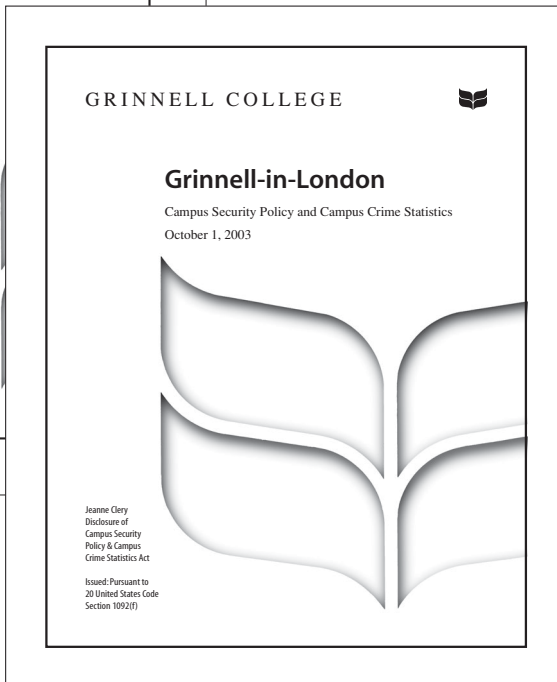
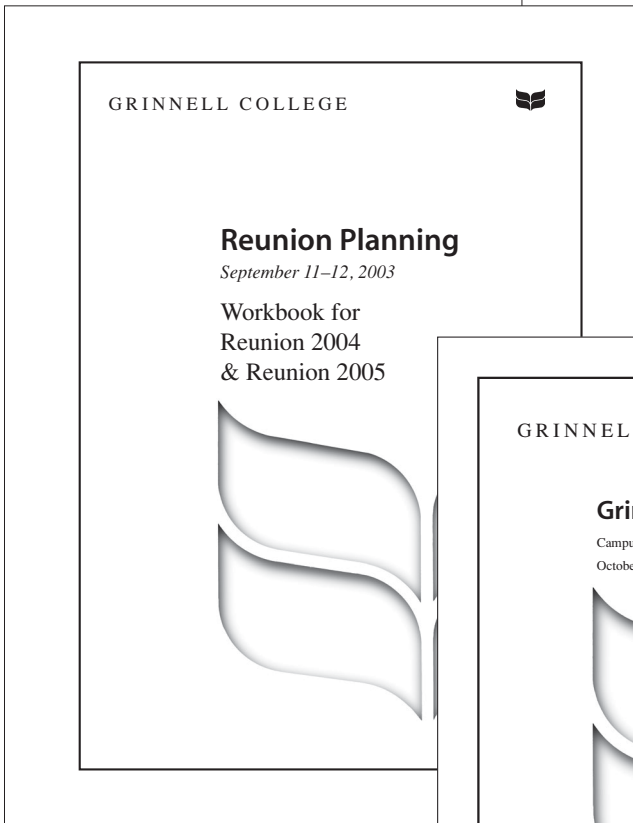
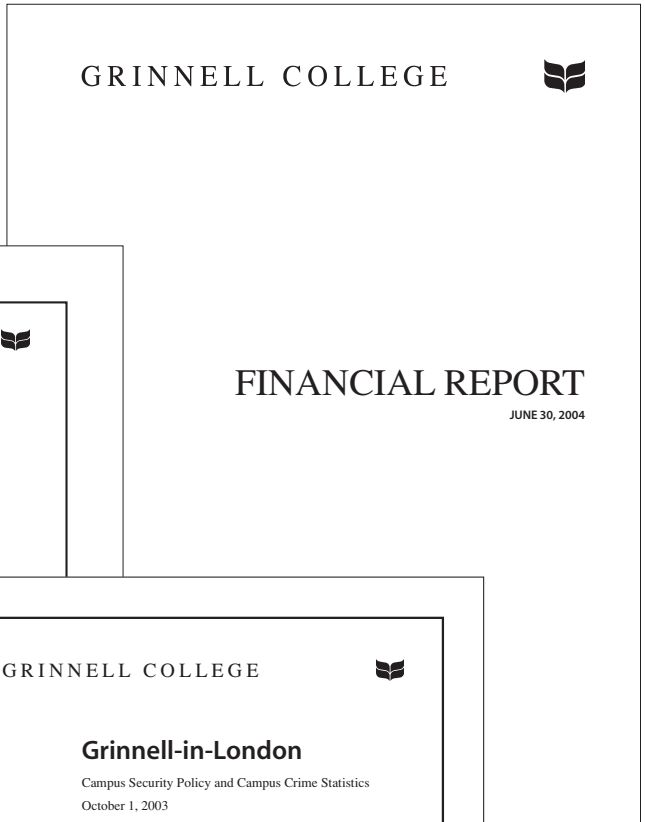


## Bequests

SAMPLE  
LANGUAGE



# Document Covers



# Form

## GRINNELL COLLEGE

### Official Transcript Request



Office of the Registrar  
Grinnell College  
Grinnell, Iowa 50112-1690

\_\_\_\_\_

Date

\_\_\_\_\_

Student ID #

\_\_\_\_\_

Last Name

\_\_\_\_\_

First Name

\_\_\_\_\_

Middle Initial

\_\_\_\_\_

Birthdate

\_\_\_\_\_

Telephone

\_\_\_\_\_

Class Year

Please send \_\_\_\_\_ transcripts to:

\_\_\_\_\_

Recipient

\_\_\_\_\_

Address

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

City

\_\_\_\_\_

State

\_\_\_\_\_

Zip

- Send transcripts now.
- OR
- Defer processing until current courses are graded.

\_\_\_\_\_

Signature

**NOTE:** Grinnell College will not release transcripts without authorization from the student. Transcripts will not be issued if any college accounts are delinquent.

GRINNELL COLLEGE



**Alumni Scholar**

**Heather Radach '92**

Research Assistant & Ph.D. Candidate  
Department of Economics  
University of Illinois, Champaign-Urbana

**“The Impact of Hospital  
Mergers on Economic and  
Allocative Efficiency”**

4:15 p.m., ARH 102  
Thursday, April 29, 1999  
*Refreshments will be served*

Ms. Radach's lecture is  
sponsored by the Xxxxxx Department

GRINNELL COLLEGE



# SCHOLARS'

Marlene Zuk

University of California-Riverside

*Sexual Selections:  
What We Can and Can't  
Learn about Sex from Animals*

11 a.m.

Thursday, March 13, 2003

Herrick Chapel

Grinnell College, Grinnell, Iowa

*Open discussion of this topic*

4:15 p.m., March 13

South Lounge, Forum

# CONVOCATION

GRINNELL COLLEGE



**For additional information,  
please contact:**

The Office of Communication and Events  
Grinnell College  
Grinnell, Iowa 50112-1690

*phone:* 641-269-3400

*fax:* 641-269-3408

[www.grinnell.edu](http://www.grinnell.edu)