2025 (VERSION 1.0)



BRAND GUIDELINES

This guide outlines how to properly use the Shorter College brand across all print and digital materials. Consistent and correct usage helps us maintain a strong, unified identity. Please refer to this guide regularly—we're glad you're helping share the Shorter story.

SAY HELLO

SHORTER + COLLEGE

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The Shorter College logo is a visual representation of who we are and what we stand for. Designed with intention, it reflects the spirit, mission, and values of our institution.

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The Shorter College logo is a visual representation of who we are and what we stand for. Designed with intention, it reflects the spirit, mission, and values of our institution.



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BRAND STRATEGY.

(01)

Our brand is more than our name or our logo. It's the sum total of everything we say and do. At Shorter College we set and achieve ambitious goals.

(04)

Our brand lives in how we serve, teach, and lead. Every experience—on campus or online—should reflect our commitment to transformation, community, and opportunity.

(02)

Shorter College is more than a place—it's a purpose. Our brand reflects the legacy we carry and the future we're building for every student who walks through our doors.

(05)

Rooted in history and driven by purpose, Shorter College stands as a beacon of hope and progress. Our brand honors the legacy of those who came before us while boldly shaping the path for those who come next.

(03)

Everything we communicate should reflect clarity, confidence, and care. Whether it's a campus flyer or a digital ad, our tone should always feel uplifting, approachable, and rooted in excellence.

(06)

From our colors to our typography, every design choice is intentional. Together, these elements tell a cohesive story about who we are and the pride we carry as an HBCU.

SHORTER COLLEGE

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TAGLINE.

YOUR PATH TO POSSIBLE



SHORTER + COLLEGE

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The Shorter College logo is a visual representation of who we are and what we stand for. Designed with intention, it reflects the spirit, mission, and values of our institution.



MAIN LOGO.

This includes the emblem and tagline, typically seen as the most formal or ceremonial version of the brand.







- Official documents (commencement programs, certificates, policies)
- External presentations and formal letters
- Press releases
- Brochures and admissions materials

GUIDELINES

- Maintain clear space around the emblem and tagline.
- Avoid resizing in a way that distorts the tagline or compresses the emblem.



THE MINIMUM SIZE

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.

SYMBOL/SOCIAL

This is a compact, simplified symbol —ideal for small spaces.









- Social media profile pictures (Instagram, X, Facebook icons)
- Favicon for the website
- Merchandise (pins, water bottles, patches)
- Internal documents or presentations

GUIDELINES

- Use when space is limited or square layouts are required.
- Avoid placing over complex backgrounds; it should always remain legible.



THE MINIMUM SIZE

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.

SECONDARY LOGO

This is the horizontal version of the logo with the word "Shorter College" spelled out and the cross centered between them.





THE MINIMUM SIZE

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.

BEST USED FOR

- Website headers
- Banners and email signatures
- Apparel (T-shirts, sweatshirts, etc.)
- Event signage or step-andrepeats

GUIDELINES

- Use when you want brand recognition but not the full formal emblem.
- Keep color contrast strong use on dark backgrounds to ensure visibility.

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LOGO COLOR.

The colors in the Shorter College logo are more than design—they reflect our identity. Each hue was thoughtfully chosen to symbolize tradition, excellence, purpose, and our commitment to student success.



THE MINIMUM SIZE

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.



DEO GRATIAS





Do not change or modify this approved artwork.



DEO GRATIAS





Do not change or modify this approved artwork.

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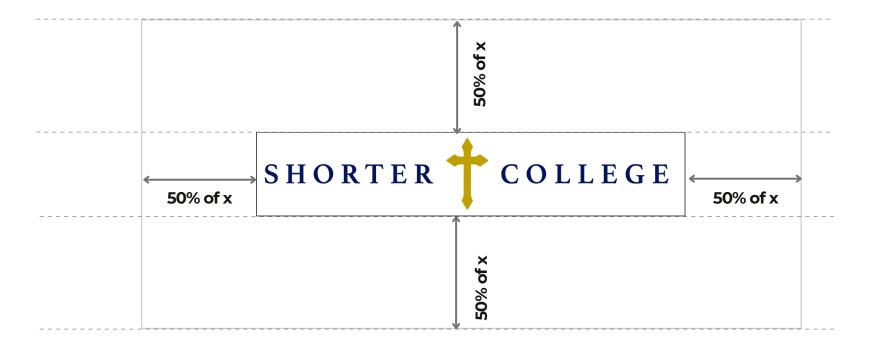
LOGO SPACING & SCALE.

Discover the guidelines for maintaining the perfect balance in our logo. Correct spacing and scale are essential for a cohesive and impactful brand identity.



THE MINIMUM SIZE

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.







Do not change or modify this approved artwork.



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LOGO DONT'S.

Incorrect use of our logo compromises its integrity and brand effectiveness. The examples of logo misuse here are not comprehensive; they are only a small sample of possible misuses of the Brand logo.



Don't alter the logo proportions or distort its shape. and Don't change the orientation or flip the logo horizontally or vertically.



Don't use outdated versions of the logo. and Don't stretch or squeeze the logo.



Don't use incorrect color variations or unapproved color schemes.



Don't place the logo on busy or visually distracting backgrounds



Don't add additional elements or graphics to the logo.



Don't use the logo in a small size where legibility is compromised

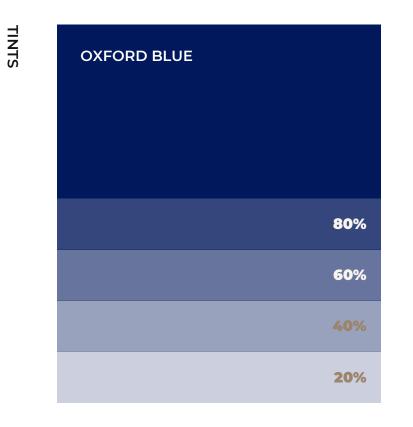
The Shorter College logo is a visual symbol of our mission, heritage, and values. Designed with purpose and tradition in mind, it reflects the character, voice, and identity of our institution. Every use of the logo helps tell the story of who we are and what we stand for.

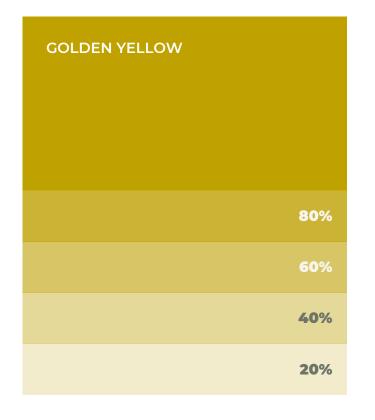


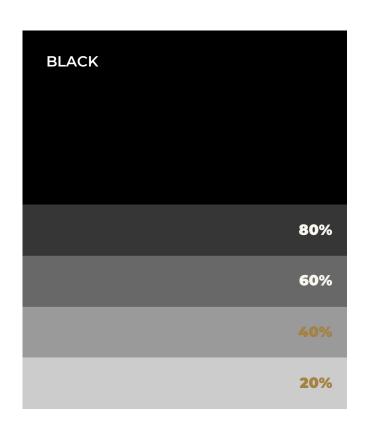
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BRAND COLORS.

Our primary color palette is consistent across communications, reinforcing the strength and clarity of the Shorter College brand. A clear color hierarchy is in place—Navy Blue serves as the foundation, with Golden Yellow as a vibrant accent. Lighter tones may be used sparingly for support. Whenever possible, Pantone colors should be used for accuracy in print. For added impact, consider special print techniques such as embossing, foil, or spot UV.







PANTONE	2766 C
СМҮК	C 100 M 96
	Y 30 K 33
RGB	R 2 G 24
	B 92
#	02185C
HEX	02185C

C 27		
M 31		
Y 100		
K 2		
R 191		
G 161		
В 0		
BFA100		
BFA100		

1235 C

С	0		
М	0		
Υ	0		
K	100		
R	0		
G	0		
В	0		
00	0000		

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HERO COLORS

Golden Yellow brings warmth, energy, and distinction to our brand. It should be used at 100% for maximum clarity and strength. When subtle variation is needed, incremental tints may be applied with care to maintain visual harmony.

Avoid overusing tints or altering the tone. As a key brand color, Golden Yellow must be applied consistently. For print materials, always use Pantone values rather than CMYK to ensure accurate color representation.

R191 G161 B0 HEX 02185C **CMYK** 27-31-100-2 **PANTONE** 1235 C **GOLDEN YELLOW**



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SECOND COLOUR

Navy Blue is Bold.

Navy Blue Also known as Oxford Blue represents strength, tradition, and trust. It's best used at 100% opacity to maintain its depth and impact. If you need to create subtle contrast without introducing new colors, small tints can be used sparingly and purposefully.

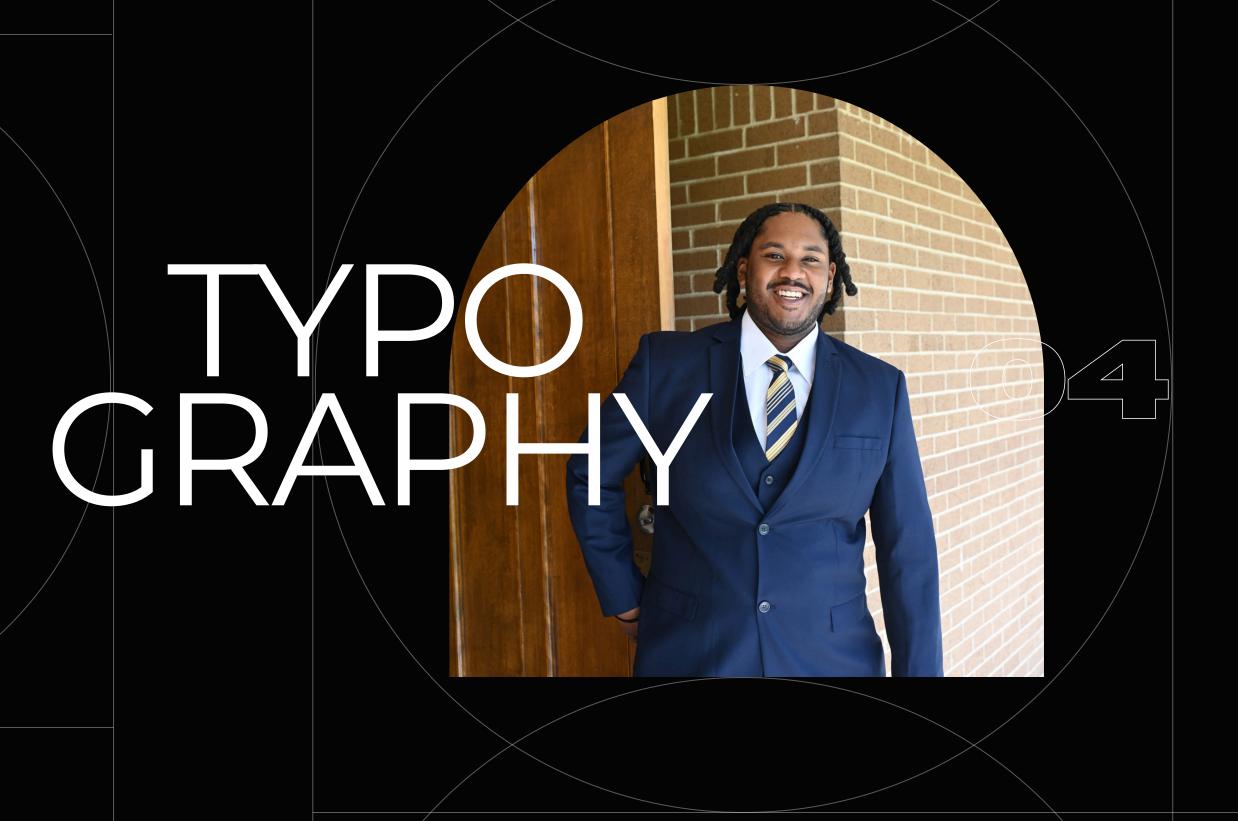
Avoid excessive tinting or altering the hue. Color plays a vital role in maintaining the integrity of Shorter College's visual identity, so be sure to use the correct color values for print (Pantone) and digital (HEX/RGB) applications.

R2 G24 B92 HEX 02185C **CMYK** R: 176 G: 150 B: 145 **PANTONE** 2766 C

OXFORD BLUE



Montserrat is the official typeface of Shorter College and should be used in all applications where typography is required. It is clean, modern, and highly legible—perfectly complementing our logo and visual identity. Typography is a core element of our brand toolkit and plays a vital role in communicating with clarity and consistency.



PRIMARY FONT

Typography is a key part of our brand identity. When used consistently, it helps communicate our legacy, professionalism, and purpose. Our selected fonts reflect the tradition and excellence of Shorter College and should be used across all print and digital materials.

- Use for: Main headers, formal titles, event names
- Elegant and refined perfect for an academic voice



Cormorant Garamond

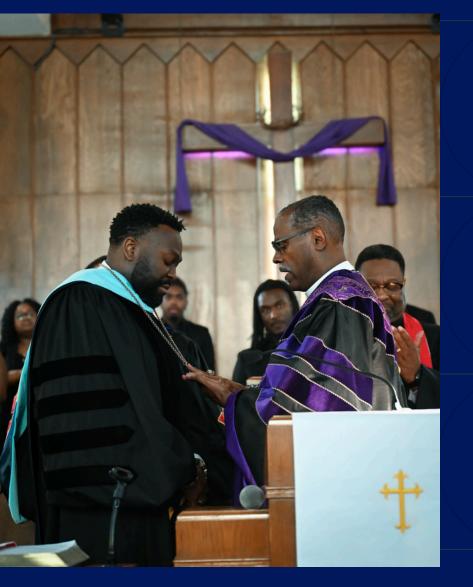
CORMORANT GARAMOND LIGHT
CORMORANT GARAMOND REGULAR
CORMORANT GARAMOND MEDIUM
CORMORANT GARAMOND SEMIBOLD
CORMORANT GARAMOND BOLD





SECONDARY FONT

Typography is a key part of our brand identity. When used consistently, it helps communicate our legacy, professionalism, and purpose. Our selected fonts reflect the tradition and excellence of Shorter College and should be used across all print and digital materials.



a

C





• Clean and readable — great for programs, signage, and digital

Montserrat: Our Primary Typeface Bold, modern, and timeless—Montserrat leads our brand communication. Used across headings and titles, it reflects Shorter College's commitment to clarity, confidence, and forward-thinking excellence.

Montserrat Medium
Montserrat SemiBold

TYPOGRAPHY



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MAIN COLLECTION

Typography is a key part of our brand identity. When used consistently, it helps communicate our legacy, professionalism, and purpose. Our selected fonts reflect the tradition and excellence of Shorter College and should be used across all print and digital materials.

01. Cormorant Garamond

To be used for headings and titles.

abcdefghijklmnoprstuvwxyz

1 2 3 4 5 6 7 8 9 0 ! @ # % & () +

02.

Montserrat

To be used for main copy and body of text.

abcdefghijklmnoprst uvwxyz

a b c d e f g h i j k l m n o p r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

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Type scale - Desktop

Headline o

Type size: 102

Line-height: 100%

Headline 1

Type size: 62

Line-height: 100%

Headline 2

Type size: 38

Line-height: 100%

Headline 3

Type size: 28

Line-height: 100%



Type scale - Desktop

Text 1

Type size: 26 Line-height: 100%

Text 2

Line-height: 100% Type size: 20

Text 3

Type size: 18 Line-height: 100%

BUTTON TEXT

Type size: 16 Line-height: 100%

Brand imagery at Shorter College is more than visual—it's a reflection of our institutional values. Each photo should communicate a sense of purpose, pride, and possibility. From classroom moments to community engagement, our imagery should showcase the spirit of excellence, inclusivity, and transformation that defines the Shorter experience.



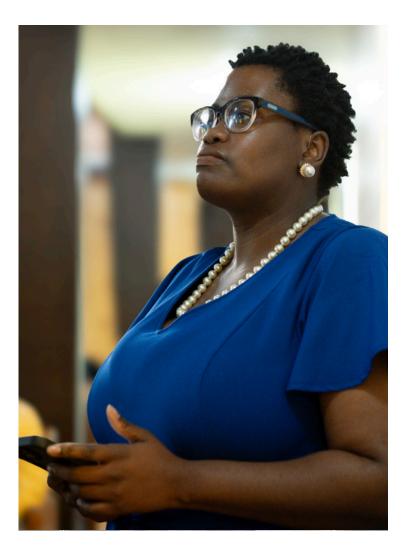
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PHOTOGRAPHY

Our photography reflects the heart of Shorter College—our people, our purpose, and our path forward. This style should be used in banners, social media, advertisements, and reports. Images should be clean, vibrant, and authentic, capturing real moments that showcase student life, academic excellence, and community impact.











CONTACT INFORMATION.



We are here to assist you. Contact us through the following channels:

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