

2014

Rollins Brand Guide (2014)

Rollins College Office of Marketing and Communications

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BRAND GUIDE





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ROLLINS IS THE BEST COLLEGE IN FLORIDA



THE ROLLINS BRAND STATEMENT

Since becoming the state's first 4-year college in 1885, Rollins has offered a high-quality practical liberal arts education in the arts, sciences, and business. Whether through our traditional, 4-year residential experiences, top-ranked business school, or our robust evening program for lifelong learners, Rollins emphasizes international perspectives, community involvement, and responsible leadership.

Academic Excellence Consistently ranked as one of the premier liberal arts institutions in the South, Rollins focuses on small classes and an engaged and personalized learning experience that prepares students for meaningful lives and careers.

International Perspectives The future is global and a Rollins education reflects that, both in terms of bringing international voices to campus and providing international experiences to our faculty and students. Rollins alumni are truly global citizens.

Community Engagement Rollins offers education with a sense of purpose, instilling values of community and service.

Arts & Culture Rollins affords Central Florida access to high quality art exhibits, plays, musical performances, and world-renowned speakers in the arts, sciences, politics, and more.

Leadership A Rollins education provides the critical tools and ethical framework necessary to cultivate responsible leaders in business and the community.

History While many Florida schools trace their roots to academies, seminaries, and 2-yr schools, only Rollins was established as a 4-year college from its inception in 1885, making it Florida's first recognized college.



A BRAND IS MORE THAN A LOGO. IT'S A PROMISE OF WHAT WE STAND FOR AND WHAT WE OFFER.

FOUNDED
1885
WINTER PARK, FLORIDA

Located in Winter Park, near Orlando, Rollins College is Florida's oldest recognized college. For 20 consecutive years, *U.S. News & World Report* has ranked Rollins among the top two regional universities in the South and first in Florida in its annual ranking of "Best Colleges." In addition to full-time undergraduate programs in Arts & Sciences and the College of Professional Studies, Rollins offers undergraduate and graduate degree programs for working adults through its evening program at the Hamilton Holt School and graduate business degree programs through its Crummer Graduate School of Business, which has been ranked a top MBA program by *Forbes* and *Bloomberg Businessweek*. Rollins serves approximately 3,300 degree-seeking students annually.

THE ROLLINS BRAND

When we first opened our doors in 1885, there were no other colleges in Florida. Today there are hundreds, with over 4,000 nationally and many times that internationally. In our media rich age, standing out among the clutter has never been more important or more difficult.

Given this dynamic environment, it is increasingly important for us to express a single, compelling voice in everything we do.

THAT'S WHERE THE ROLLINS BRAND COMES INTO PLAY.

By creating a strong brand, we can continue to positively influence the way people think about Rollins. Our brand guidelines are the tools we use to create stories and reinforce experiences; they are the operating manual for looking, speaking, and acting as **ONE ROLLINS**.

But we can't do it alone. We need your help in incorporating the brand standards presented here in all of your marketing and communications efforts. Through your cooperation and consistent use, we will advance as one college that contains multitudes.

| | | |
|--|--|--|
| <p>WHO WE ARE</p> <p>Rollins is a comprehensive liberal arts college that is nationally recognized for its distinctive undergraduate and selective graduate programs.</p> | <p>WHAT WE STAND FOR</p> <ul style="list-style-type: none"> • Excellence in teaching • Transformative learning experiences • A responsible and inclusive community | <p>WHAT WE OFFER</p> <ul style="list-style-type: none"> • Applied liberal arts • Lifelong learning • International experiences • Service-learning opportunities • Community engagement |
|--|--|--|

Since 1885, Rollins College has stood for excellence in the liberal arts.



GLOBAL CITIZENS AND RESPONSIBLE LEADERS



Our Name: Rollins or Rollins College

The College is named after Alonzo Rollins, a successful Chicago-based businessman, who gave a generous gift that secured Winter Park as the site of Florida's first college.

Our Mission Statement

Rollins College educates students for global citizenship and responsible leadership, empowering graduates to pursue meaningful lives and productive careers. We are committed to the liberal arts ethos and guided by its values and ideals. Our guiding principles are excellence, innovation, and community.

Our Colors: Blue and Gold

Until 1895, Rollins' school color was oleander pink. Many students felt this "inadequate to express dignity, strength, and stability." *The Sandpur* actively lobbied for royal blue, representing "kingship, power, the highest and deepest in character and aims," and gold—"unchanging value and real, substantial worth."

Our Motto: Fiat Lux

In 1885, the original College seal was adopted with the founding of the College. It depicted a hand grasping a flaming torch and the motto Sit Lux or "Here is light." Soon, this was considered too conventional and, in 1908, the Board of Trustees adopted a new seal, composed of the rising sun (which is still used by the College today) and displaying the new motto, FIAT LUX or "LET THERE BE LIGHT."

Our Mascot: The Tars

Rollins' mascot, the Tars—a nickname given to sailors—was adopted by Rollins as a way to give a nod to the sailors stationed on Lake Virginia during WWI. Rollins College is the only collegiate institution in the United States with Tars as its mascot.



The consistent and proper use of the logo strengthens recognition for Rollins while bringing our various individual entities together under one established symbol that represents the entire College.

To reinforce the Rollins brand—and thereby the College itself—our identity system prohibits the use of any additional iconography, marks, or artwork in lieu of the official logo, nor can the official logo be augmented in any way. Approved secondary identity elements may be used as supporting art, but they should always be clearly separated from our official marks.



MINIMUM ACCEPTABLE SIZE *(please contact Marketing if a smaller version is needed)*



CLEAR ZONE



Give the logo some space

Balance is essential to good design. Graphic elements, imagery, and text must all be balanced on the page so that each is able to speak clearly. Placing elements too close to the college logo diminishes its importance.

A clear zone equal to the Rollins sunburst around the logo will give it the room it needs to stand out.

ONE COLOR OPTIONS



A unit logo comprises the college logo and one sub-brand unit name. The visual elements of the unit logo are specifically configured, with each element placed, sized, and rendered in precise relationship to the others to create a unique visual character. Therefore, unit logos should not be altered in any way.

Only the Crummer Graduate School of Business and Rollins Evening may use their unit logos for primary branding.

VERTICAL UNIT LOGOS



11pt. Gotham Book
+320pt. tracking
Rollins Blue



Adjustments can be made
to accommodate longer
unit names

HORIZONTAL UNIT LOGO



DOs

PLACE THE COLLEGE LOGO ON ALL ROLLINS COMMUNICATIONS

As the primary graphic identity for the institution, the college logo must appear on all communications, including brochures, stationery, business cards, and websites.

TREAT THE LOGO AS ARTWORK, NOT AS TYPOGRAPHY

The college logo is Rollins' single most important visual element and should be treated as a graphic icon.

PUT THE LOGO IN A PROMINENT PLACE

Place the college logo in a prominent location on all printed materials, which should include the front or back cover.

DON'Ts



Don't add computer effects (outer glow)



Don't add computer effects (computer emboss)



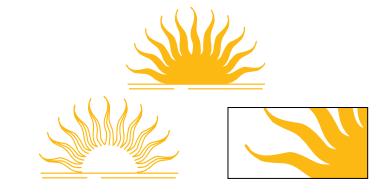
Don't compress the logo



Don't use drop shadows



Don't stretch the logo



Don't use the sunburst as a separate art element

The image of the sun rising over the water is rumored to represent Lake Virginia with the sun, exemplifying the light of knowledge, rising to enlighten the lives of students.

USE OF THE ROLLINS SEAL



FIAT LUX = LET THERE BE LIGHT

The College's official seal is limited to the president's office, the Board of Trustees, and official College awards and recognition. It is only used for formal occasions, appearing on diplomas, formal invitations, and ceremonial documents deemed appropriate by the Office of the President. It may not be used as a graphic or secondary element without special permission of the Office of Marketing & Communications.

ATHLETICS LOGO USAGE

The athletics logo, which includes our iconic block R, has been updated for greater legibility in digital media. Use of the athletics logo is limited to sports teams, athletics marketing communications, and trademarked merchandise.



SECONDARY ATHLETICS LOGOS

The following athletic identifiers may be used as secondary marks with the Rollins logo.





SCHOOL COLORS

Color plays a powerful role in any successful brand. It usually makes the first impression. That's why precise color management is so important. But colors look different in print than they do on fabric or on your computer screen—they even look different from one screen to the next.

When working with Rollins colors, be sure to consider the medium. The color gold can be particularly difficult to translate with consistency. To help with that, we have provided Pantone (for printing in one or two color projects) and CMYK (for printing four color projects) values for print projects, and RGB (colors only seen on screen) and Hex values for digital projects.



Sampling the color from this document is not an accurate way to render the color for any medium. Comparing what is printed on a desktop color printer to a computer screen also is not reliable.

OFFICIAL SCHOOL COLORS



ROLLINS BLUE (formal)
 Pantone 654 U
 C:100 M:89 Y:34 K:27
 R:0 G:44 B:95
 Hex:# 002c5f



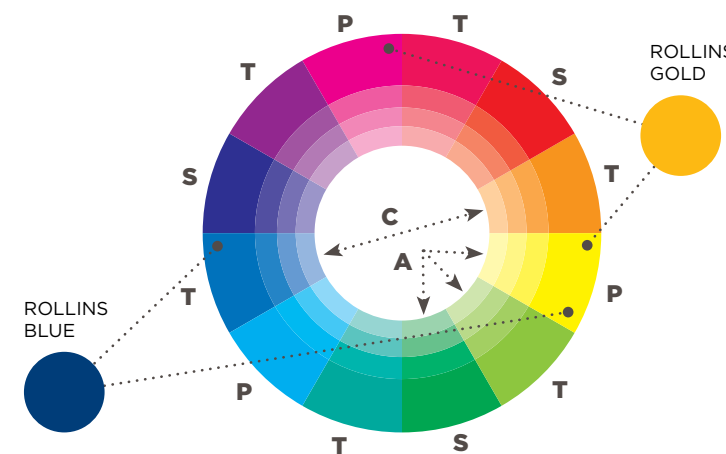
BLUE (informal)
 Pantone 2738 U
 C:100 M:87 Y:0 K:2
 R:27 G:46 B:132
 Hex:# 1b2e84



ROLLINS GOLD
 Pantone 130 U
 C:0 M:30 Y:100 K:0
 R:246 G:172 B:36
 Hex:# f6ac24

Although blue and gold are the official Rollins colors, marketing materials can be designed in any color appropriate for the concept.

CMYK COLOR WHEEL (alternate colors may be used when appropriate)



- P** Primary colors are “pure” colors. In the case of CMYK, they are (C) Cyan, (M) Magenta, (Y) Yellow, and (K) Black.
- S** Secondary colors are made by mixing two primary colors.
- T** Tertiary colors are made by mixing a primary and secondary color.
- A** Analogous colors are any three colors that are side by side and create harmony.
- C** Complementary colors are any two colors that are directly opposite each other and create contrast.

A serif is a small line attached to the end of a stroke in a letter. Serif fonts typically have varying line widths.

A sans-serif font does not have the small projecting features called “serifs” at the end of strokes. Sans-serif fonts tend to have less line width variation than serif fonts.

TYPOGRAPHY

Consistent use of typography is a simple way to align our visual identity. Fonts set a cadence for how communication is read and can do a lot to aid readability.

Based on their clean lines, usability, and compatibility with the college logo, Gotham and Open Sans are our official college fonts and both are highly readable. Gotham offers diversity in weight and style and is our primary font for print projects. Open Sans is our primary web font.

Fonts are licensed products and cannot be shared. Marketing & Communications has purchased a number of licenses for Gotham, which is only available for Rollins staff who are directly involved in the creation of marketing and communication materials. Licenses for Gotham are available on the Hoefler & Frere Jones’ website for all others including non-marketing staff and external consultants.



While Gotham and Open Sans are our preferred typefaces, many other fonts are available and maybe used when appropriate for the project.

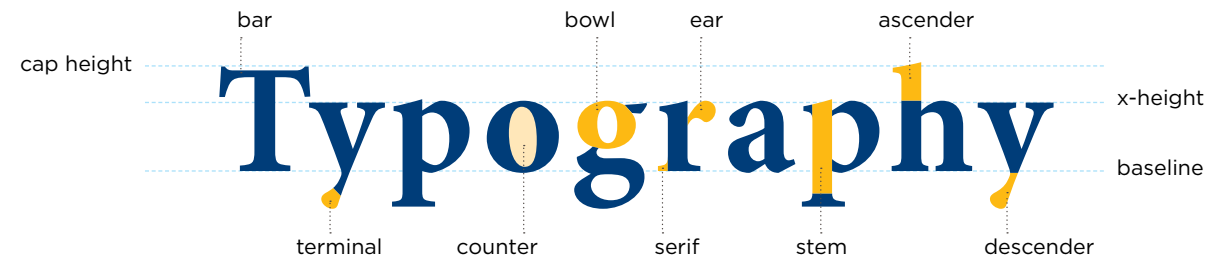
DO

- Use clean and classic faces, with a preference for sans-serif fonts
- Use italicized and bold styles sparingly
- Use fonts as a graphic element
- Create a typographic hierarchy

DON'T

- Condense, stretch, or distort
- Use fonts that are overly stylized
- Use type with drop shadows
- Use outline type

ANATOMY OF TYPOGRAPHY



PRIMARY TYPEFACES [\(typography.com/fonts/gotham/overview/\)](http://typography.com/fonts/gotham/overview/)

Gotham Book [\(typography.com/fonts/gotham/overview/\)](http://typography.com/fonts/gotham/overview/)

Palatino [\(linotype.com/1317/palatino-family.html\)](http://linotype.com/1317/palatino-family.html)

ROLLINS CAMPAIGN TYPEFACE

Knockout [\(typography.com/fonts/knockout/overview/\)](http://typography.com/fonts/knockout/overview/)

Boton [\(bertholdtypes.com/font/boton/pro/\)](http://bertholdtypes.com/font/boton/pro/)

PRIMARY WEB TYPEFACE

Open Sans [\(google.com/fonts\)](http://google.com/fonts)

Arvo [\(google.com/fonts\)](http://google.com/fonts)

Voice is who we are,
our personality.

Tone is how we say
what we say.

VOICE & TONE

Those of us who speak and write on behalf of Rollins College serve various audiences and use many media. Our role is to inform, express, and motivate. But our task is not easy: We need to achieve factual consistency and also strive for a distinctive and engaging voice that reflects and reinforces everything we do.

As communicators, we cannot inform and motivate people when we use office-speak and dense jargon. Clarity is paramount. Before writing, always step back, reflect, and make sure you understand what your audience needs and wants to know. Then consider how you can deliver that information as clearly and concisely possible. Always ask the following:

Who is the audience?

What is the purpose of this communication?

How will we tell if this communication achieved its goals?

In general, the voice for Rollins communications should be confident, but also welcoming and engaging. The tone depends on the audience. It should be casual and informal, for example, when communicating with prospective students on a website, but more formal when creating a white paper.

Remember, there's
no such thing
as unimportant
communications.
Every time you
connect with an
audience you
contribute to the
Rollins voice—
whether you're
announcing a new
program, reacting
to a crisis, or
creating a flyer
for an event.

ACADEMIC DEGREES

In running text, lowercase and use possessive if the full name of the degree is not used.

Smith received a bachelor's degree in biology.

Receive a bachelor of arts and master of business administration degree in five years.

Rollins offers bachelor's, master's, and doctoral degrees.

If the full name of the degree is used, then do not use the possessive.

Smith received a master of business administration degree.

She is currently completing a master of liberal studies degree.

When using the full name of the degree in a listing, capitalize as you would a title.

Master of Human Resources

Initializations of

When used in running copy, style initializations with no points (periods) and no spaces.

BA, MA, MBA, PhD, MD

Professor X received a PhD from the University of Washington.

ADDRESSES

Use the following format for listing addresses:

Rollins College

1000 Holt Ave. – 2729

Winter Park, FL 32789-4499

(Use Ave. instead of Avenue, an en-dash surrounded by single spaces, followed by the box number without the word Box, and use the postal code with one space between state and zip code.)

ALUMNA, ALUMNAE, ALUMNI, ALUMNUS

Everyone who enrolls at Rollins, whether a graduate or not, becomes an alumna or alumnus of the College. Correct usage is as follows:

alumna (feminine, singular)

alumnae (feminine, plural)

alumnus (masculine, singular)

alumni (masculine, plural or mixed group)

CAPITALIZATION

Eliminate excess and eccentric capitalization whenever possible. When in doubt, do not capitalize.

Courses and subjects

Capitalize the name of a specific course or course title and italicize it.

Geology 101: Investigations in Earth Science

Do not capitalize fields of study, majors, minors, curricula, or options—unless they contain proper nouns—when no specific course is referred to.

He is studying geology.

The biology department offers a specialization in creative writing.

She has a dual major in philosophy and English.

Departmental and office names

Departmental and office or program names are capitalized when written out completely.

The Office of Marketing & Communications

The Department of Physics

College of Arts & Sciences (abbreviated: A&S)

College of Professional Studies (abbreviated: CPS)

Crummer Graduate School of Business (abbreviated: Crummer)

Hamilton Holt School (abbreviated: Holt)

However,

The physics department

CLASS OF...

Class is capitalized as part of the proper name of a class.

The Class of 2012 will be celebrating...

CLASS YEARS

When abbreviating years to two digits (preferred for running copy), an apostrophe (')—not an opening quotation mark

(')—replaces the omitted digits. Use the following abbreviations for degrees:

All undergraduate degrees: '91

Crummer Graduate School of Business: '91MBA

Hamilton Holt School

Master of Arts in Mental Health

Counseling: '91MA

Master of Arts in Teaching: '91MAT

Master of Education: '91MED

Master in Human Resources: '91MHR

Master in Liberal Studies: '91MLS

Master of Planning in Civic Urbanism:
'91MPCU

Honorary Degree: '91H

COMMAS, IN A SERIES

We use serial commas to minimize the chance of misreading the elements of the series. A serial comma is a comma placed before the coordinating conjunction (i.e., and, or, but, and so) in a series.

She studied biology, chemistry, and mathematics.

not

She studied biology, chemistry and mathematics.

DATES AND TIMES

To locate an event for the reader in running copy, use a series of prepositional phrases separated by commas.

Lanier will speak about virtual reality at 7 p.m. on Thursday, April 22, 2010, in the Tiedtke Concert Hall.

Days and dates

Spell out days of the weeks.

Spell out names of months. If listing consecutive dates, be sure to use an en-dash.

October 2012

December 5, 2012

January 20–26

Use cardinal (not ordinal, i.e., 12th, 22nd, etc.) numbers to indicate the date. Enclose years in commas when used with month and day (also day and date as noted in the example below).

December 5, 2012, will mark the official

start of planning.

Commencement will be held on Sunday, May 12.

not

Sunday, May 12th.

TIMES OF DAY

Use figures except for noon and midnight followed by a space and lowercased letters with points and no spaces for a.m. and p.m. Use a colon to separate hours from minutes, but do not use zeroes:

11 a.m., 1 p.m., 3:30 p.m.

When using times in running copy use to designate the start and end.

The museum is open from 9 a.m. to 5 p.m.

When listing times, use an en-dash surrounded by a single space.

noon – 4 p.m.

9:30 a.m. – 1 p.m.

9 – 10:30 a.m.

PHONE NUMBERS

Don't use parentheses around the area code.

865-974-2225

not

(865)974-2225

When listing contact information, use points.

When listing a number within text, use hyphens.

T. 407.646.2791

F. 407.691.1188

For more information, please call 407-646-2791.

URLS

Always remove http:// and www., whether listing or using in running copy.

For more information, visit rollins.edu/communityengagement.

Rollins.edu/communityengagement

WEBSITE/WEB TERMS

A location on the *World Wide Web* that maintains one or more pages at a specific address. Also, *web*, *webcam*, *webcast*, *web feed*, *web page*, and *webmaster*.

BETTER KNOW A DASH**HYPHEN (-)**

SIZE: THE WIDTH OF AN E

USE: AT THE END OF LINE TO

INDICATE A WORD CONTINUING

TO THE NEXT LINE.CONNECTING

TWO OR MORE WORDS TO FOR A

COMPOUND

EXAMPLE: DRAMA-QUEEN

ACID-GREEN SKIRT

EN-DASH (—)

SIZE: THE WIDTH OF A CAPITAL N

USE: REPRESENTING THE WORD

TO BETWEEN FIGURES OR

WORDS

EXAMPLE: 1970–73

THE NEW YORK–CHICAGO BUS

EM-DASH (—)

SIZE: THE WIDTH OF A CAPITAL M

USE: INDICATING A PAUSE

LONGER

THAN A COMMA

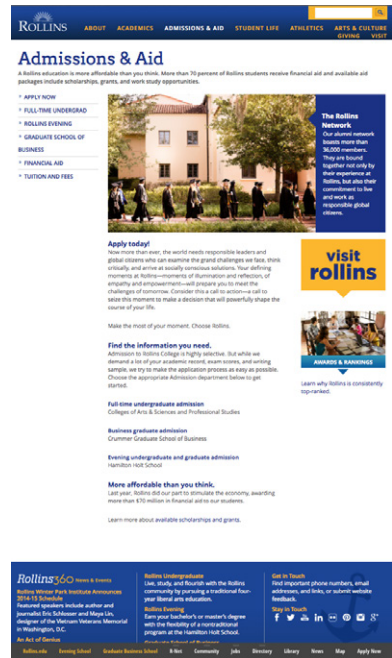
SETTING OF A PARENTHETICAL

ELEMENT

EXAMPLE: HER CROPS—

POTATOES, CORN, BEETS, AND

TURNIPS—THRIVED THIS YEAR.



A website is often the first point of contact for prospective students and the primary source of information for many audiences. That’s why it’s imperative that the Rollins website correctly reflects the College’s image to various audiences.

While Rollins has many different divisions, departments, and organizational units, to the outside world, we are all part of the Rollins family. As users navigate across the Rollins website, they should be able to find what they need quickly, without having to re-learn where navigational aids are positioned for each site area they visit. Keeping a consistent look and feel across the College makes finding information much easier for visitors. Delivering information users want is a primary goal of the Rollins website. This is why all official College webpages must use approved web templates and designs provided by the Office of Marketing & Communications.

ROLLINS WEB COLORS



ROLLINS BLUE (formal)

Hex:# 002c5f



BLUE (informal)

Hex:# 1b2e84



ROLLINS GOLD

Hex:# f6ac24

IMAGE SIZING

Homepage sliders images



510px x 394px

Side bar images



120px x 80px

PRIMARY WEB TYPEFACE ([google.com/fonts](https://www.google.com/fonts))

Open Sans

Arvo

ADDITIONAL RESOURCES

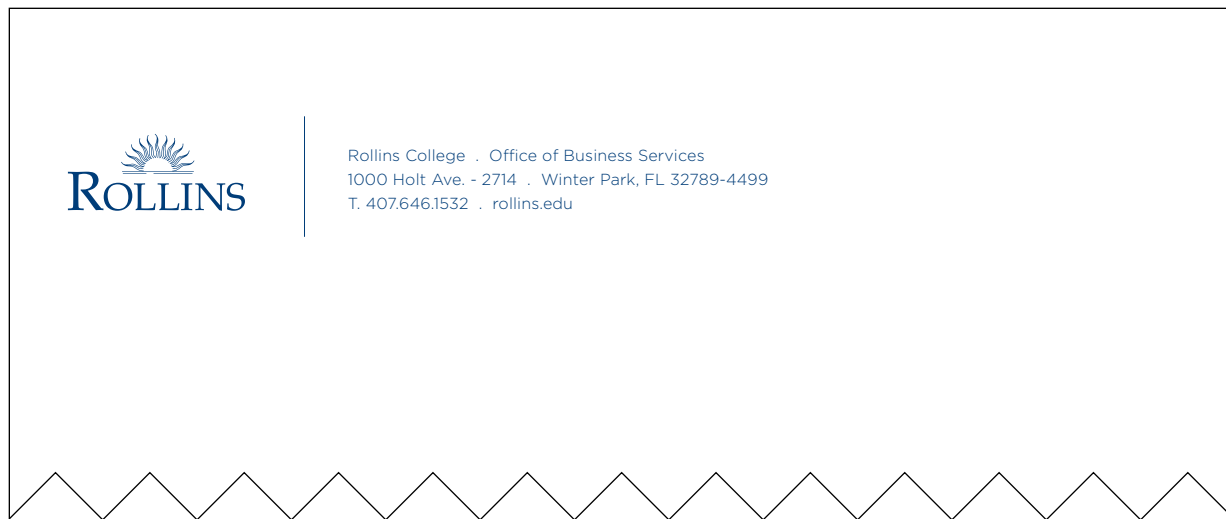
[Website support and guidance](#)

STATIONERY

The Rollins logo is the most immediate representation of our school, our people, and our brand in the community. It is our most valuable asset and should be used consistently on collateral that represents the College as a whole (i.e. Business cards and letterhead).

Letterheads, envelopes, and business cards are printed on unwatermarked Mohawk Strathmore Script 100% PC White Smooth. It is a recycled eco-conscious paper, FSC-certified, carbon neutral, green-e, and 100% post-consumer waste.

Stationery can be ordered through Rollins Print Services.
(rollins.edu/printservices)



NAME TAGS



Much like our business cards and letterhead, our name tags are often worn when we attend events as a representative of Rollins College. It is equally important that our name tags help to reinforce our Rollins Brand.

The official Rollins name tag should only be ordered through the Rollins purchasing office.



BASIC SIGNATURE

Calibri Bold 10pt ——— **Your Name**
 Calibri 10pt ——— Your Title
 50% Black ——— Your Dept. | Rollins College
 407.646.0000 | yourname@rollins.edu

Use Calibri or Arial as your font (10 pt).

Use **bold** sparingly.

We've eliminated the use of Rollins logos in email signatures. It affects deliverability of our emails and often has to be manually downloaded.

Shuffle the elements as you see fit, but stick with the general template.

Address, telephone format, etc. should be consistent in your signature. Don't replace dashes with dots, etc.

If necessary, add a custom message under the main signature (legal disclaimer, promotion, etc.). Please be as brief as possible.

You have the option to set up different signatures for initial emails, replies and other devices. Here are some instructions:

Outlook instructions on updating your signature:
office.microsoft.com/en-us/outlook-help/create-and-add-an-email-message-signature-HA010352514.aspx

Webmail instructions:
help.outlook.com/en-us/140/ms.exch.ecp.emailsignature.aspx

LICENSING

Rollins College requires licenses for products featuring our name, logos, and other marks as a way to preserve our reputation as a center of academic excellence and outstanding athletic performance.

Rollins asserts ownership and all rights, title, and interest in and to its indicia, including all trademarks, service marks, mascots, slogans, and any other identifying marks associated with or referring to Rollins College.

Monitoring and licensing of Rollins trademarks is handled in partnership with the [Strategic Marketing Alliance](#) (SMA).

Every use of Rollins registered marks and logos must be approved. Products licensed to use Rollins identifying marks must be of high quality and good taste.

CLOTHING & MERCHANDISE

Rollins retains all rights to all articles of clothing and other merchandise that represent or promote the college or a unit of the college. Only Rollins-approved vendors, through SMA, can produce or sell such merchandise. Individuals and companies producing or selling Rollins clothing or merchandise without permission are subject to prosecution.

FREELANCERS & VENDORS

It is the responsibility of each authorized Rollins employee contracting with printers, designers, graphic artists, photographers, merchandisers and web designers to inform them of the Brand Guide and to make certain that the standards are applied to the materials being produced.
smareports.com

Rollins does not license the following under any circumstances:

- Alcoholic beverages
- Inherently dangerous products
- Obscene or disparaging products
- Sexually suggestive products
- Health- and beauty-related products
- Business names and logos
- Services
- Political parties or candidates

To maximize the success of your design project, there are a few questions you should consider before beginning. Ask yourself “Who is my audience?”, “Who are you competing with?” Our audience is busier than ever before. Cutting through the clutter is essential to effective design.

DESIGN 101

During the design process, be aware that certain color combinations (such as black and gold) are the official colors of other state universities.

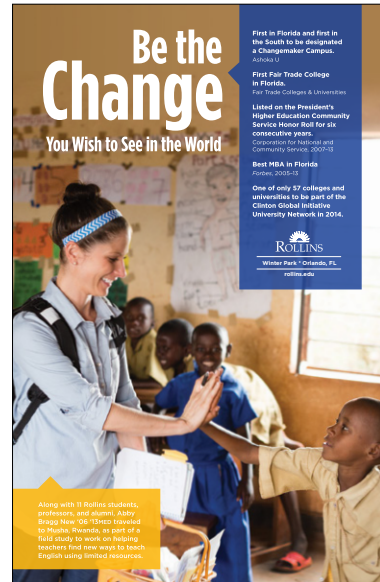
Any appropriate font can be used in marketing materials. Keep in mind that communicating a message is our goal and the wrong font choice can confuse the message.

KEEP IT SIMPLE AND CLEAN.

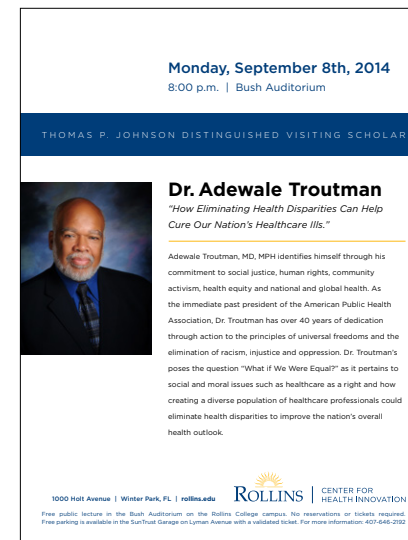
Avoid placing the logo on textured or patterned backgrounds.

Provide sufficient empty space around and between trademarks and other design elements on a page. The recommended minimum distance is approximately half the width of the trademark (refer to Logo Placement on page 11). The Rollins logo should appear as a distinct unit independent from other design elements on a page.

For proper printing, images should be at least 300 dpi at 100 percent size. Images taken from the web are 72 dpi and are not appropriate for printing.



Informational flyer



Event flyer

The PowerPoint template is available in three options:

[Rollins Blue](#)

[White background](#)

[Black background](#)



PowerPoint template



PHOTOGRAPHY

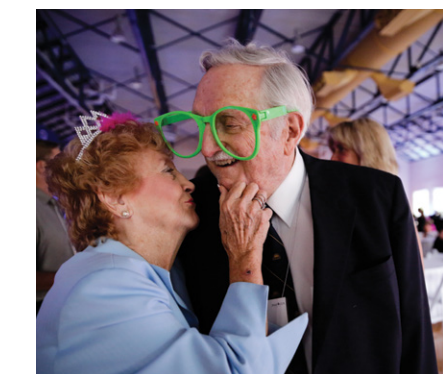
Photography is one of the best opportunities to convey who we are and what we offer, as a good photo evokes emotions and reactions before anything is even said.

Our photography style spotlights our people and our campus. It is clean, compelling, and real, and the subject is always the hero—the primary focal point, caught in a moment that resonates with the viewer.

Getting a good image, however, requires careful planning, execution, and selection. Here are some tips for taking photos:

FIND THE RIGHT LIGHT. Lighting can make or break your photo. Position your subject in a location with a good light source. Avoid light that casts strong shadows on the subject—indirect or filtered light often works best.

REMOVE THE BACKGROUND CLUTTER. Don't let the background distract from the subject of your photo. Be sure the viewer can focus on the subject—not what's happening behind them. Shift from one side to the other to change the scene.



[\(flickr.com/photos/rollinsnews/sets\)](https://www.flickr.com/photos/rollinsnews/sets/)

MOVE AROUND. Get close, get low, move high. Don't just shoot the same photo every time. Consider it from multiple angles—higher, lower, left of center.

SHOOT THE MOMENT, not the subject. Life is a series of moments, not images. Be sure you're paying attention to feeling what's happening in a shot—not just taking it.

LOOK YOUR SUBJECT IN THE EYE. Being at the same eye height as the person you're photographing creates a powerful, intimate shot, while looking down can often feel distancing.

SHOW SOME ROLLINS SPIRIT. Look for ways to add a touch that says, "This is Rollins College," whether something blue in the background or a hat or shirt that has the Rollins logo on it.



SOCIAL MEDIA GRAPHICS

Countless conversations take place online about Rollins College every day, and we want our Rollins ambassadors to join those conversations, represent the College, and share the transformative spirit of our brand.

It is critical we always remember who we are and what our role is in the social media community.

HAVE FUN, BUT BE SMART.

Use sound judgment and common sense, adhere to the College's values, and follow the same College policies that you follow in the offline world.

AVATARS

Special usage of the Block R is permitted for social media avatars, which present extreme size restrictions. To avoid social media streams becoming an endless line of blue Block Rs, however, a series of avatar templates is available to give your online presence a unique look while retaining a Rollins connection. These avatars can be used by any group or organization related to Rollins College. The blue Block R avatar is reserved for the College's main social accounts. For others, there are several options.

A black or white Block R. Keep in mind when using this option that your account name or profile page should include the Rollins College name prominently to avoid confusion with other organizations that may use an "R" as an identifier.

The Rollins College stamp, which is a tiny graphic that lies atop the avatar image. This allows the use of a photo or graphic that characterizes the personality and purpose of the entity represented.



[\(flickr.com/photos/rollinsnews/sets\)](https://www.flickr.com/photos/rollinsnews/sets/)

PROFILE COVER IMAGES

The Rollins College Flickr photo gallery provides many options for keeping your header image fresh.
[\(flickr.com/photos/rollinsnews/sets\)](https://www.flickr.com/photos/rollinsnews/sets/)

The most popular and sharable content on Rollins College's social media properties is visual. We have developed standards around sharable social graphics.

Always include a logo

Use photos, secondary art, color, patterns, and typography to tell a story visually

Use 9x9 for Instagram and 16x9 for Twitter and Facebook

Include a hashtag, web address, or a way to find out more

SOCIAL MEDIA RESOURCES

Social Media Policy
rnet.rollins.edu/marketing-communications/social-media.html

VIDEO

VIDEO PRODUCTION

Please keep the following in mind when creating videos:

- All departmental videos must include the Rollins College blue intro logo slide.
[\(flickr.com/photos/rollinsnews/sets\)](https://www.flickr.com/photos/rollinsnews/sets/)



- Student-made videos are not required to have the logo intro slide, but must include the words, "This video was filmed by students of Rollins College" in the description.

Rollins College reserves the right to request removal of videos containing graphic or inappropriate content, nudity, alcohol usage, and profanity

VIDEO RELEASE FORM

A video of that outstanding student interview is perfect for telling the Rollins College story. Be sure you are able to use their likeness by having subjects sign a release form.

Exception to this includes crowd scenes, event coverage, and breaking news.

VIDEO RESOURCES

Video policy
rnet.rollins.edu/marketing-communications/Video_Services.html

Video vendor agreement form
[\(flickr.com/photos/rollinsnews/sets\)](https://www.flickr.com/photos/rollinsnews/sets/)

Video release form
[\(flickr.com/photos/rollinsnews/sets\)](https://www.flickr.com/photos/rollinsnews/sets/)



PRINT SERVICES

The Print Services center at Rollins College exists to provide the college students, faculty, and staff a wide variety of printing services in the highest possible quality and in the most economical and efficient manner.

HOW MAY WE HELP YOU?

Print Services is the solution for all of your printing needs. From copies to banners to design and layout, Print Services can help you with your project from concept to completion.

For a list of all that Print Services offers, please shoot them an email or give them a call.

407.646.2332
PRINTSERVICES@ROLLINS.EDU

FAQs

CAN I MAKE MY OWN LOGO?

No, Rollins has one logo. It is recognizable as a symbol of academic excellence, transformative learning experiences, a responsible and inclusive community, and as part of the history of Winter Park. When departments and organizations develop their own marks, the result is an overall diluted view of the Rollins brand.

HOW DO I DIFFERENTIATE MY GROUP?

Through good design and copy writing. Consistent application of solid design principles and unique ideas will help to distinguish you from the competition. The key is to identify the audience and competition correctly so your communications can be the most effective.

CONTACT US!

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