



Brand Standards

ABOUT COPPIN

Coppin State University is a model urban, residential liberal arts university located in the northwest section of the City of Baltimore that provides academic programs in the arts and sciences, teacher education, nursing, graduate studies, and continuing education. An HBCU (Historically Black Colleges and Universities), Coppin has a culturally rich history as an institution providing quality educational programs and community outreach services. Coppin offers 53 majors and nine graduate-degree programs. A fully accredited institution, Coppin serves Baltimore residents as well as students from around the world, with flexible course schedules that include convenient day, evening, and weekend classes and distance learning courses.

Coppin State University aspires to be a preeminent Urban Comprehensive Historically Black Institution distinguished by its academic programs and its legacy of empowering students to be transformational leaders.

CORE VALUES

Lifelong Learning

We support opportunities to learn and develop continuously in every aspect of life.

Excellence and Professionalism

We seek to obtain the highest level of performance, ethical standards and personal development in everything we aspire to achieve.

Civic and Social Responsibility

We are committed to making the world in which we live a better place by promoting social justice and parity.

Community Engagement

We promote strategic partnerships with the local community through shared goals and values.

Teaching

We value exemplary teaching and assess student learning.

Diversity

We respect the uniqueness that all individuals bring to the university.

Scholarship

We value pursuing knowledge and making meaningful contributions to fields of study.

Pride

We encourage and embrace Coppin's historic spirit and identity.

Leadership

We are committed to developing student leaders who excel in their communities.

Innovation

We value innovation in teaching and keeping abreast of current trends in research, technology and information management.

Brand Identity

USING THIS MANUAL

The purpose of this manual is to provide guidelines for proper use of the University brandmarks. This is a living document, therefore it should be kept current. As ideological, technological, or logistical advances are made, updates to this manual will follow.

The Office of University Relations is charged with keeping this manual up to date. Please direct any questions or comments as it relates to branding to **our@coppin.edu**.

Brand Identity

OFFICIAL ACADEMIC MARKS



SHIELD



WORDMARK



SEAL



VERTICAL TRADEMARK (LOGO)



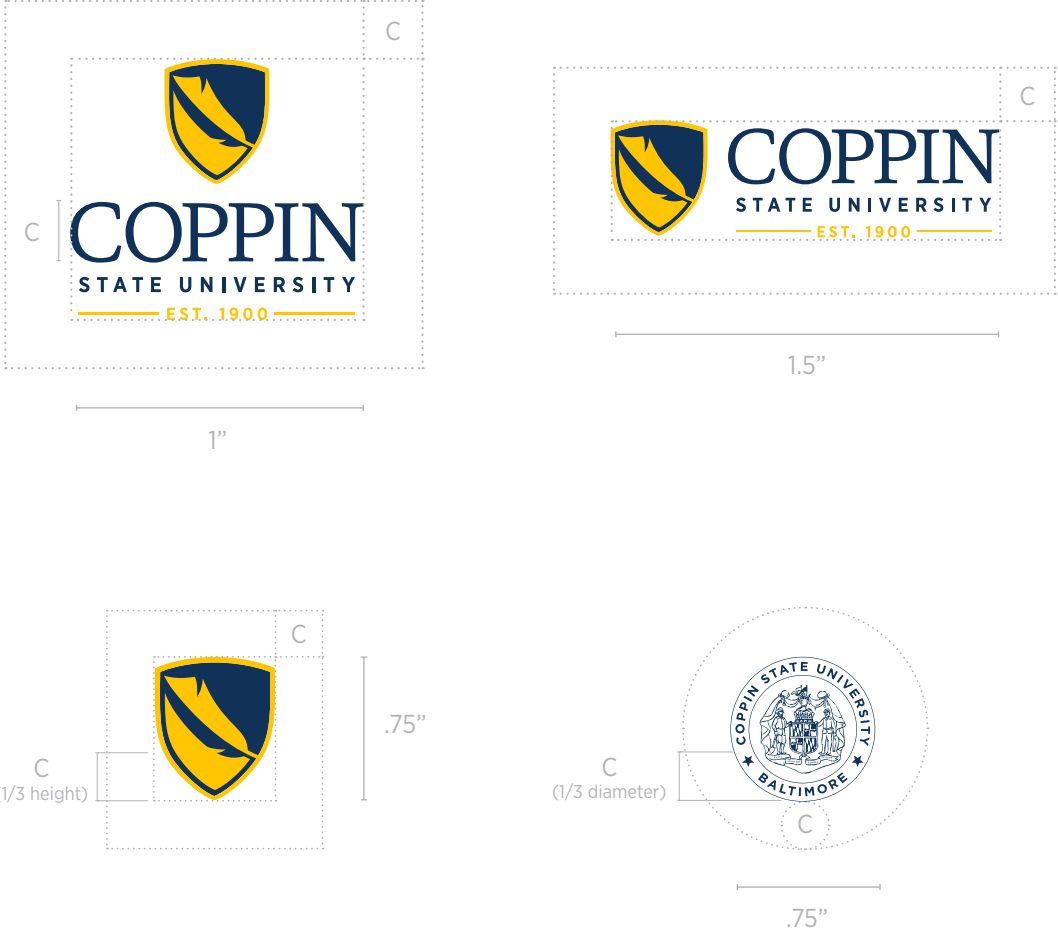
HORIZONTAL TRADEMARK (LOGO)

There are three primary elements that make up the Coppin State University brand identity - **the shield, wordmark and seal**. The shield and wordmark combined, make up the university trademark (commonly known as logo).

The shield may be used as a graphical element with the wordmark, but must be done in good taste and not compromise the integrity of the university trademark (logo). None of the marks may be altered, distorted or recreated.

Brand Identity

CLEARANCE & MINIMUM SIZE



To present a clear and legible brand identity, the acceptable clearance for elements surrounding the University logo is illustrated above. For the logos, this distance is equal to the cap height of "COPPIN" within the wordmark, all the way around, regardless of scale. The shield's safe zone is 1/3 its height and the seal's is 1/3 its radius. The minimum width for the vertical logo is 1.5 inches. The minimum width for the horizontal logo is 2 inches. The minimum height of the shield is .75 inches and the minimum width of the seal is .75 inches.

Brand Identity

COLOR



Pantone 540 Pantone 7548



2-Color



100% Black



1-Color (Blue)



1-Color (Gold)



35% Black (Grayscale)

COLOR CONVERSIONS

PANTONE	C	M	Y	K	R	G	B	HEXIDECIMAL
540 (Blue)	100	57	12	60	0	48	86	#003056
7548 (Gold)	0	22	100	0	255	201	21	#ffc915

Coppin State University colors are blue and gold. The characteristics of the Coppin color palette reinforce the fundamental virtues of the University. The deep blue brings sophistication to the mark while inspiring mental clarity and creativity. Gold is uplifting and stimulates the intellectual side of the mind, therefore aiding in good judgment and decision-making.

The proper Pantone colors should be used in press. When necessary, the colors may be converted into CMYK and RGB versions. The University seal may also appear in gold foil or as a watermark on certain documents.

Brand Identity

COLOR



2-Color Reverse (Blue)



1-Color Reverse (Blue)



1-Color Reverse (Gold)



1-Color Reverse (Black)



1-Color Reverse (Grayscale)



1-Color Reverse (Various)



1-Color Reverse (Various)



1-Color Reverse (Various)



1-Color Reverse (Various)

The logo may be applied in (reverse) white on blue, gold, black, grayscale, or any color in the secondary palette.

Brand Identity

ACCEPTABLE & UNACCEPTABLE USE



2-Color on White



White on Dark Image



Black on Light Image



Do Not Distort



Black on Dark Image



White on Light Image



Do Not Rotate



Improper Color Use

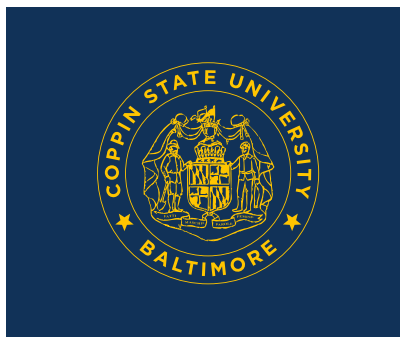


Wrong Scale

A strong, legible, consistent visual brand must be communicated at all times. Please adhere to these guides for proper and improper logo use.

Brand Identity

UNIVERSITY SEAL SPECIFICATIONS



The University Seal is strictly reserved for the Office of the President and official documents such as diplomas and transcripts. It may appear in blue, gold, black, grayscale, or in (reverse) white. The seal may not be used in/on any color not shown here. Occasionally, the seal may appear in gold foil or as a watermark.

Brand Identity

TYPOGRAPHY

Sina Nova

Sina Nova (Regular)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Sina Nova (Italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Sina Nova (Bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Sina Nova (Bold Italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Sina Nova (Extra Bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Sina Nova (Extra Bold Italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham

Gotham (Book)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham (Book Italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham (Bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham (Bold Italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham (Black)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham (Ultra)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

The preferred typefaces used in Coppin State University collateral are Sina Nova and Gotham.

Sina Nova is a serif typeface available in 12 styles allowing for a wide range of versatility. Gotham is a sans serif typeface available in 44 styles that can be applied to text, headlines and everything in between. Coppin will primarily use those illustrated above.

Brand Identity

COLLEGE & ACADEMIC SIGNATURES



The colleges will no longer use various logos on collateral. A distinct signature has been created for each college emphasizing its name, yet consistency is maintained through the use of the University shield. The academic signatures are center justified. Administrative units and program extensions are left-justified. These secondary brand marks enhance the University’s core identity because they serve distinct and important audience segments. However, they add complexity to Coppin’s graphic identity and should be used sparingly and strategically.

Brand Identity - Application

ADMINISTRATIVE UNITS

