



BRAND GUIDELINES

A guide to implement our branding.

The following guidelines are designed to provide direction for the correct use of all Carrington College brand elements.

They aim to ensure consistency of application, protect the trademarked identity, and heighten brand awareness.

The complete brand guide is comprised of many elements, including the company logo variations and usage, messaging, color palette, imagery, graphics, typography and brand examples. A successful brand presents a consistent, cohesive look and feel across all touch points.

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BRAND VOICE & TONE

How we speak is an integral part of establishing and communicating the brand. The words we choose and the way we use them needs to be consistent across every medium to reinforce the Carrington brand voice.

At Carrington College, we're passionate about empowering our students to achieve success and enjoy rewarding careers. We genuinely care about our students and our faculty is committed to supporting them on every step of their unique journey. Everything we do is focused on helping our students find their path.

How we want to be perceived by prospective students

A Bridge to Success
Flexible
Supportive
Understanding
Attainable
Hands-On Learning
Knowledgeable Guides
Here For You
Proven
The School For Real-World
Career Experience

WE ARE

Approachable
Dependable
Experienced
Practical
Inclusive
Optimistic
Passionate
Supportive
Committed to
Your Success

WE ARE NOT

Intimidating
Pessimistic
Apathetic
Misleading
Impractical
Theoretical

OUR COMMUNICATION IS

Conversational
Inspiring
Encouraging
Enthusiastic
Clear
Transparent
Inclusive

OUR COMMUNICATION IS NOT

Unprofessional
Judgemental
Negative
Extreme
Confusing
Exclusive

Find Your Path

BRAND INSPIRATION

Inside the Carrington logo is two paths coming together and going upward, symbolizing progress and unity. It represents the idea of people from different backgrounds and experiences coming together to achieve common goals. The path icon reflects the college's aim to foster a supportive community and help students succeed in their personal and professional lives.

Within the context of the new branding, you will observe the paths icon being incorporated as a watermark, accompanied by the integration of “path” terminology in the copywriting.



Find Your Path.

EXAMPLES OF CONCEPT

Find Your Path

Your Path to Change

Your Path to Better

Your Path to More

Your Path to Medical Assisting

Your Path to the Career You're Made For

ALT MESSAGING

Tomorrow Starts Today

Your Fresh Start Begins Here

Your Bright Future Begins With
A Single Step

Find Your Path in the Medical,
Dental, Veterinary or Trades Fields

Make a Difference in Healthcare

LOGO VARIATIONS



C 6	R 186	C 96	R 0
M 35	G 140	M 53	G 85
Y 99	B 13	Y 5	B 149
K 18		K 24	
Logo Gold	Pantone	Logo Blue	Pantone
#BA8C0D	1245C	#005595	647C

These are the general brand logo variations in full color. See the next page for the logo color variations.

Primary Logo - Left Stack

Seal

Logo Type

Logo

Primary Logo - Horizontal

This logo should only be use in instances where the logo can be upsized as the seal becomes illegibe when sized too small.

Seal

Logo Type

Logo

Primary Logo - Center Stack

CARRINGTON COLLEGE®

Original Seal

Alternative Updated Seal



Logo Color Variations - General Brand

C 0 M 0 Y 0 K 100	R 0 G 0 B 0	C 6 M 35 Y 99 K 18	R 186 G 140 B 13	C 96 M 53 Y 5 K 24	R 0 G 85 B 149
Black #000000		Logo Gold #BA8C0D	Pantone 1245C	Logo Blue #005595	Pantone 647C

This is the primary left stack logo lock up in all color variations: full color, full color with white text, black, reverse and logo blue.

Primary Logo - Full Color



Primary Logo - Full Color White Text



Primary Logo - Black



Primary Logo - Reverse



Primary Logo - Blue





Logo Variations - General Brand Alt Logo

C 6	R 186	C 96	R 0
M 35	G 140	M 53	G 85
Y 99	B 13	Y 5	B 149
K 18		K 24	
Logo Gold	Pantone	Logo Blue	Pantone
#BA8C0D	1245C	#005595	647C

These logo variations are only to be used in instances where the logo appears so small the seal is illegible. They are the small application logo variations in full color. They can also be used in full color with white text, black, white and logo blue.

Alternative Logo - Primary Left Stack



Alternative Logo - Center Stack



Alternative Logo Seal





C 71 M 22 Y 17 K 0	R 64 G 159 B 191	C 6 M 35 Y 99 K 18	R 186 G 140 B 13	C 96 M 53 Y 5 K 24	R 0 G 85 B 149
Compassionate Blue #409FBF Pantone 7459C		Logo Gold #BA8C0D Pantone 1245C		Logo Blue #005595 Pantone 647C	

To be used in collateral where the communication is around nursing ONLY. See the next page for the logo color variations.

Nursing Logo - Left Stack



Nursing Logo - Center Stack





C 0 M 0 Y 0 K 100	R 0 G 0 B 0	C 71 M 22 Y 17 K 0	R 64 G 159 B 191	C 6 M 35 Y 99 K 18	R 186 G 140 B 13	C 96 M 53 Y 5 K 24	R 0 G 85 B 149
Black #000000		Compassionate Blue #409FBF	Pantone 7459C	Logo Gold #BA8C0D	Pantone 1245C	Logo Blue #005595	Pantone 647C

This is the primary left stack nursing logo lock up in all color variations: 3 color, 3 color with white text, black, reverse, logo blue and two-tone.

Nursing Logo - 3 Color	Nursing Logo - 3 Color White Text	Nursing Logo - Black
Nursing Logo - Reverse	Nursing Logo - Blue	Nursing Logo - Two-tone

C 53 M 34 Y 22 K 10	R 118 G 138 B 159	C 6 M 35 Y 99 K 18	R 186 G 140 B 13	C 96 M 53 Y 5 K 24	R 0 G 85 B 149
Logo Grey #768A9F	Pantone 7544C	Logo Gold #BA8C0D	Pantone 1245C	Logo Blue #005595	Pantone 647C

To be used in collateral where the communication is trades ONLY. Trades education center to only be used for Phoenix campus. See the next page for the logo color variations.

Trades Logo - Left Stack



Seal

Logo Type

Logo

Trades Education Center - Left Stack



Trades Logo - Center Stack





C 0 M 53 Y 100 K 0	R 255 G 143 B 0	C 53 M 34 Y 22 K 10	R 118 G 138 B 159	C 6 M 35 Y 99 K 18	R 186 G 140 B 13	C 96 M 53 Y 5 K 24	R 0 G 85 B 149
Craftsman Orange #FF8F00	Pantone 144C	Logo Grey #768A9F	Pantone 7544C	Logo Gold #BA8C0D	Pantone 1245C	Logo Blue #005595	Pantone 647C

This is the primary left stack nursing logo lock up in all color variations: 3 color, 3 color with white text, black, reverse, logo blue and two-tone.

Trades Logo - 3 Color	Trades Logo - 3 Color White Text	Trades Logo - Black
Trades Logo - Reverse	Trades Logo - Logo Blue	Trades Logo - Two-tone

The Carrington College logo is displayed to its best advantage when positioned in an area free of any other graphic elements, called the clear zone. This clear zone is determined by using a measurement known as the x-space. The x-space is the equivalent height of the letter “C” in the word “Carrington” within the logo. No other graphic element, such as typography, illustrative material, other symbols, positioning statements or taglines should fall within the clear zone.



These examples show the Carrington College logo in a few configurations that are unacceptable. Do not stretch, twist or alter the mark in any way. Do not substitute typefaces, or position the identity's elements in different positions. Use only the approved high-resolution digital files of the logo versions as shown in this manual.

Do not stretch the logo outside of the established horizontal/vertical ratio.



Do not compress the logo outside of the established horizontal/vertical ratio.



Do not separately alter the scale or positioning of the seal or the type signature outside of the established size relationship.



Do not add a drop shadow of any kind to the logo.



These examples show the Carrington College logo in unacceptable applications. Attention should be paid to preserving the logo's legibility and visibility. In general, do not reproduce the mark over patterns, strong or contrasting photography, or over low-contrast colors.

Do not inhibit legibility by placing the logo with a white type signature over a busy lighter photograph.



Do not inhibit legibility by placing the logo with a blue type signature over a busy darker photograph.



Do not apply over a busy background where the text is not legible.



Do not inhibit legibility by placing the logo over a gradient background that doesn't use the approved color palette.



BRAND COLOR

Primary

C 100
M 81
Y 7
K 0

R 0
G 74
B 153

Horizon Blue
#004A99

Pantone
2728C

C 100
M 89
Y 37
K 36

R 1
G 39
B 84

Loyal Blue
#012754

Pantone
2768C

Secondary

C 71
M 22
Y 17
K 0

R 64
G 159
B 191

Compassionate Blue
#409FBF

Pantone
7459C

Nursing

C 26
M 1
Y 3
K 0

R 182
G 224
B 240

Hopeful Sky Blue
#B6E0F0

Pantone
290C

C 0
M 53
Y 100
K 0

R 255
G 143
B 0

Craftsman Orange
#FF8F00

Pantone
144C

Trades

C 0
M 31
Y 100
K 0

R 255
G 184
B 0

Bright Day Yellow
#FFB800

Pantone
1235C

C 4
M 2
Y 3
K 0

R 241
G 242
B 242

Steel Grey
#F1F2F2

Pantone
Cool Gray 1C

C 66
M 59
Y 58
K 40

R 72
G 72
B 72

Industrial Gray
#484848

Pantone
445C

Type Only

Predominant Colors: Nursing

Compassionate Blue

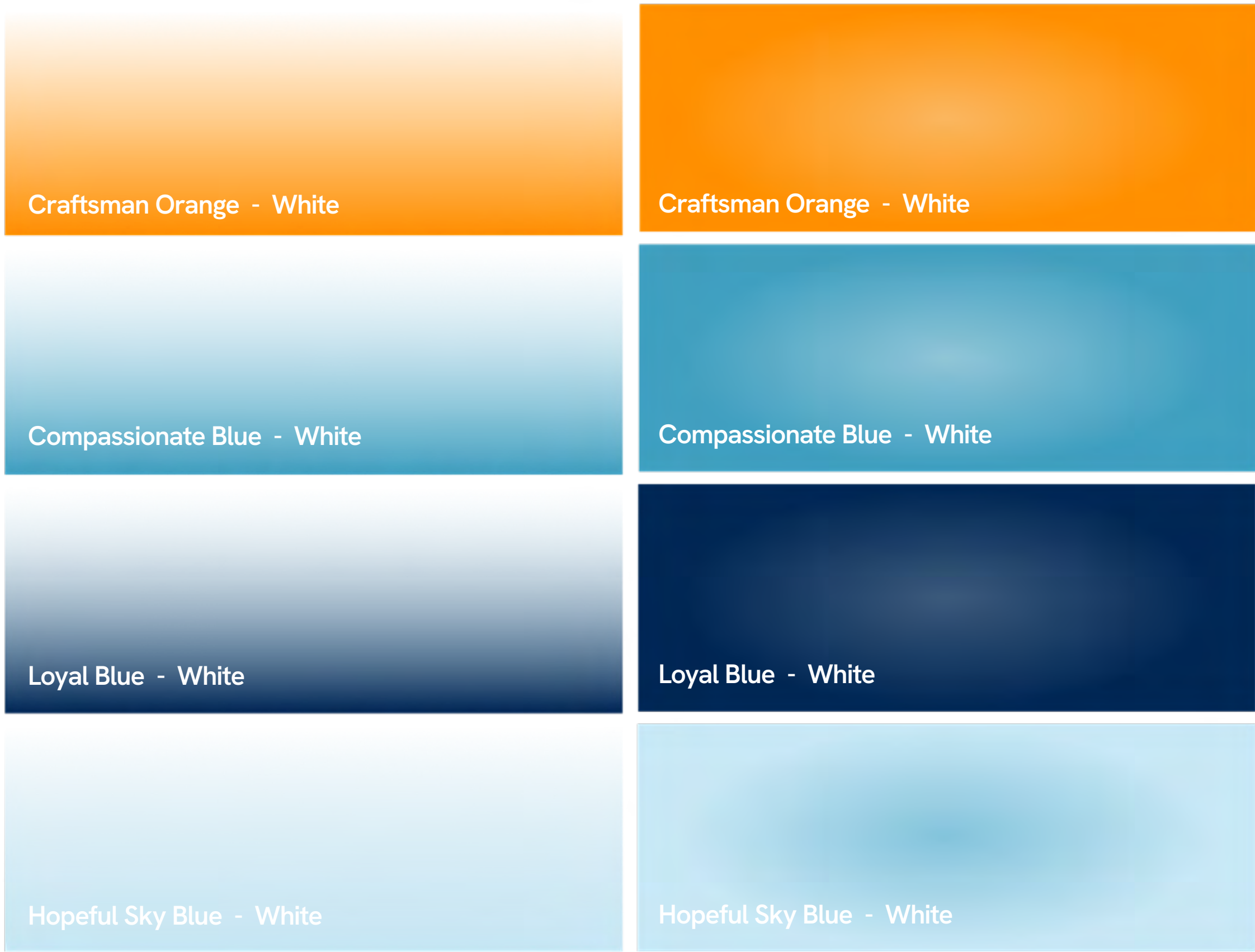
Hopeful Sky Blue

Predominant Colors: Trades

Craftsman Orange

Loyal Blue

Color Palette: Print & Digital

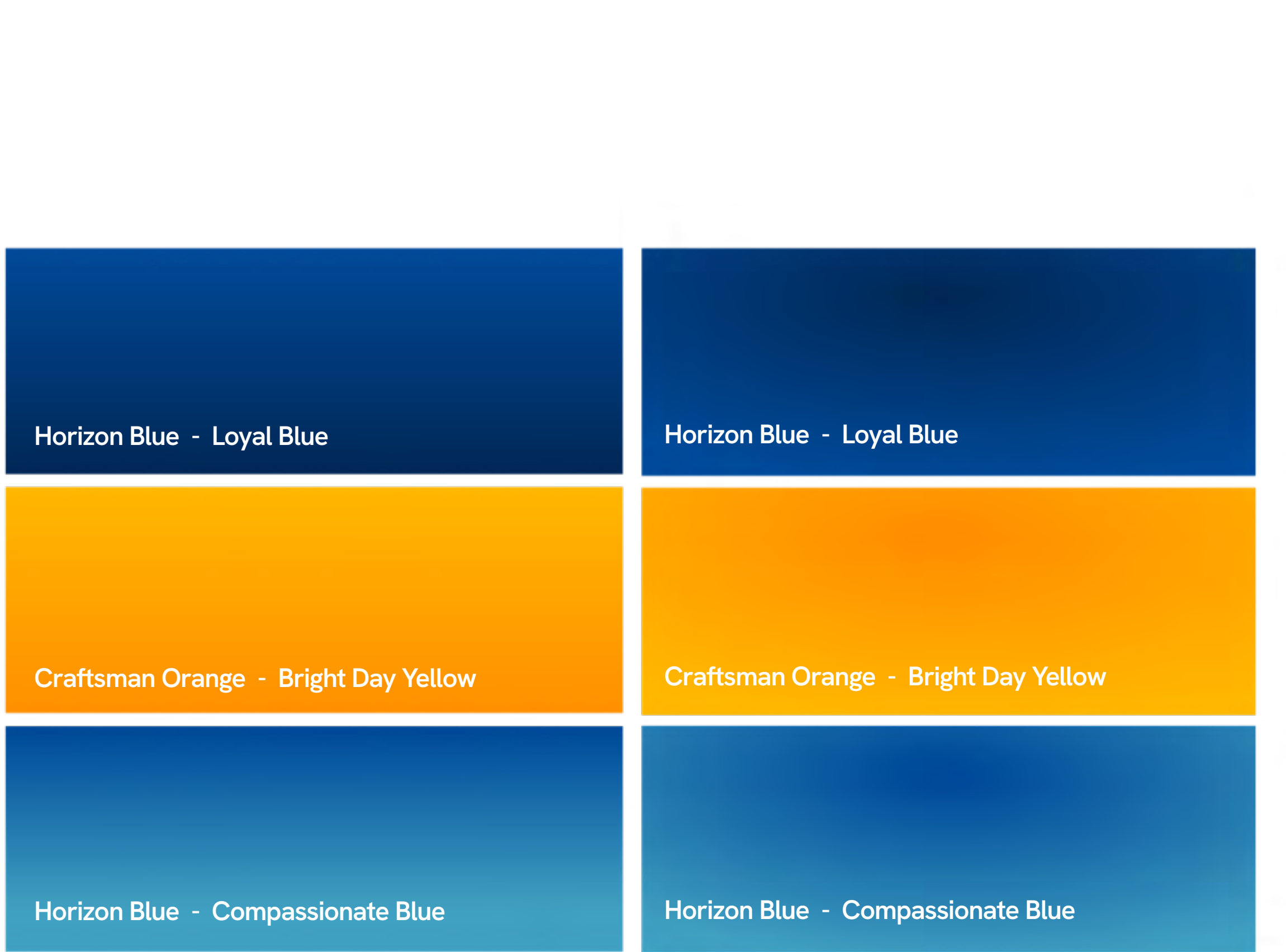


LINEAR GRADIENT

Single color. Used to create depth over holding shapes, photography and backgrounds.

RADIAL GRADIENT

Single color. Used in backgrounds to draw focus to areas within artwork.



LINEAR GRADIENT

Two-toned. Used in backgrounds to draw focus to areas within artwork.

FOCAL POINT RADIAL GRADIENT

Two-toned. Used in backgrounds to draw focus to areas within artwork.

Primary

Behr Paint Chip Color
White Moderne PPU24-14^U

Behr Paint Chip Color
Shadow Blue N480-3^U

Accent Wall

Behr Paint Chip Color
Beacon Blue P510-7

Behr Paint Chip Color
Winterscape M480-2A^U

Behr Paint Chip Color
Living Stream M490-6^D

Behr Paint Chip Color
Blazing Bonfire P250-7^D

Behr Paint Chip Color
Adirondack Blue N480-5^M

Doors & Frames

Behr Paint Chip Color
Platinum PPU26-11U

Behr Paint Chip Color
Cracked Pepper PPU18-01^d

Wall Base - Use Cove Base brand vinyl molding, in black.

Paint Colors



LOBBY, PRIMARY WALL & ACCENT WALL



CLASSROOMS, ACCENT WALL



CLASSROOMS, ACCENT WALL



TRADES CLASSROOM, ACCENT WALL



TRADES HALLWAY, ACCENT WALL

Hanken Grotesk Bold

LARGE HEADLINES ARE IN THIS TYPEFACE MEDIUM HEADLINES

THIS IS FOR SMALLER HEADLINES

Hanken Grotesk Semibold

**Hanken Grotesk Semi-bold for
medium sized text.**

Hanken Grotesk Regular, Italic, Semibold & Semibold Italic

These font variations are used for *body copy text* and
varies in size depending on the format and design.

Light and *Light Italic* can also be used for captions and where needed.

Hanken Grotesk Bold

BUTTON

Newsreader Italic

*This is our complimentary sub-heading
typeface that pairs well with our headline type*

*This typeface is also great for testimonials. However
we recommend not using this typeface with trades.*

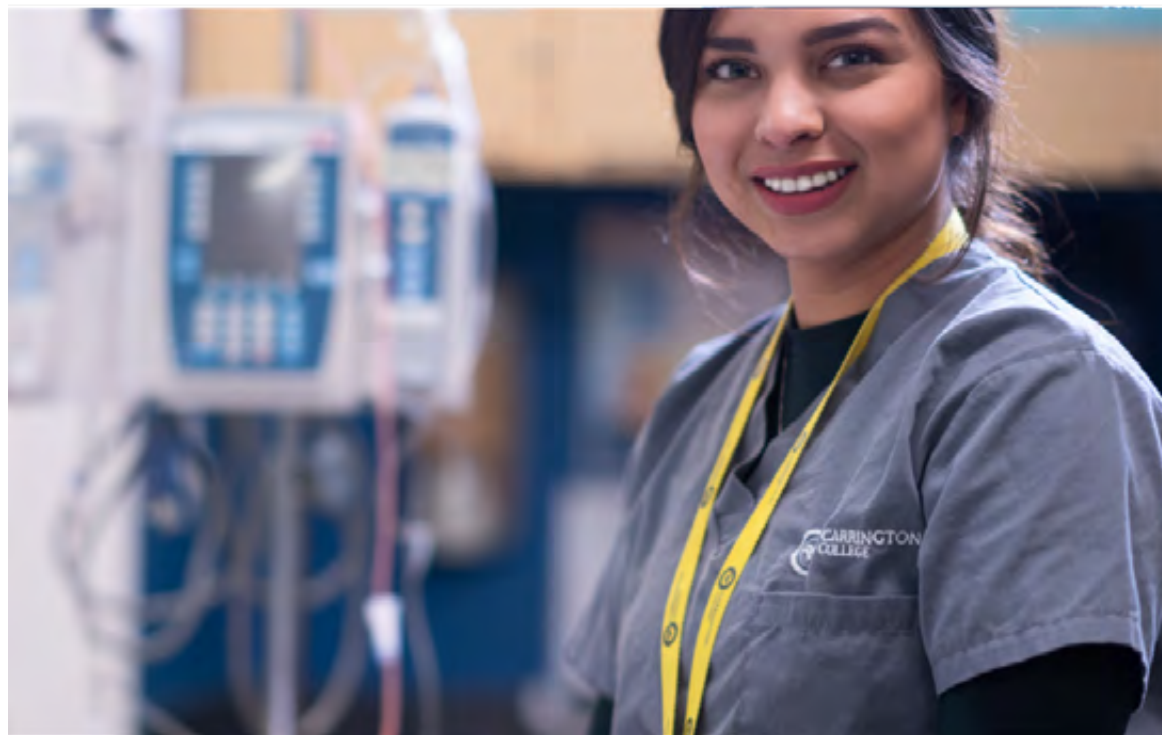
Newsreader Regular

Occasionally, it is ok to use this type for paragraph
copy when needing a more formal tone

Des Montiles

Used sparingly for accents & Sign-offs
Pull out type

VISUAL ELEMENTS



The brand photography used is from the Ember photo bank. Real college student action shots are to be used over stock photography. There are various treatments on top of full bleed action shots that is elaborated on in the following sections.



Color overlays over images are set to multiply and ranges between 60-70% opacity depending on the hue.

Linear gradient color overlays over images are set to 100% color on the one side where type will sit, and 0% on the end where the student or action is.



Color overlays with student cutout focal point have a multiplied color layer set to 90% opacity for darker shades and 100% for lighter sitting inbetween the student cutout on top and full color image on the bottom.



Full bleed photography can be masked within the shapes with the color outline.



The solid shapes contain linear gradients in the brand colors and the outlines are predominantly used in yellow and white.



Full bleed photography can be masked within the shapes, with additional masking for the subject matter to overlap over the outline and extrude out of the shape.



SOLID & OUTLINED PATH

Can be used as a watermark background element. Cannot be used to replace the logo.



SOLID SHAPES

Solid shapes are to be used to draw attention to text and images, and should be used as a holding shape or lockup. Can be used with or without outline.



COLOR GUIDE

The elements can appear in any of the brand colors. See examples in further sections.



OUTLINED GRADIENT SHAPES

Can be used behind cut out photographs to add depth and create design interest. Can be used with or without outline.



OUTLINED IMAGE FILLED SHAPES

Can be used as holding shapes for images.



PRIMARY UNDERLINE HIGHLIGHT

Used to highlight words in headings and text to draw attention and focus in headings and subheadings.



SECONDARY SOLID HIGHLIGHT

Used in sub-headings to highlight course/program durations.



BULLET POINTS

Stylised bullet points to be used instead of standard bullet points.



SECONDARY CIRCLE HIGHLIGHTS

Used in sub-headings to highlight course/program durations.



HIGHLIGHT ARROWS

Used intentionally to point towards the design's call to action or focus. Arrows always have a purpose and are never purely decorative.



CALLOUT SHAPES

Callout shapes used to highlight key wording. Call to action or button.

COLOR GUIDE

They mostly appear in either white or bright day yellow, but exceptions can be made where needed.

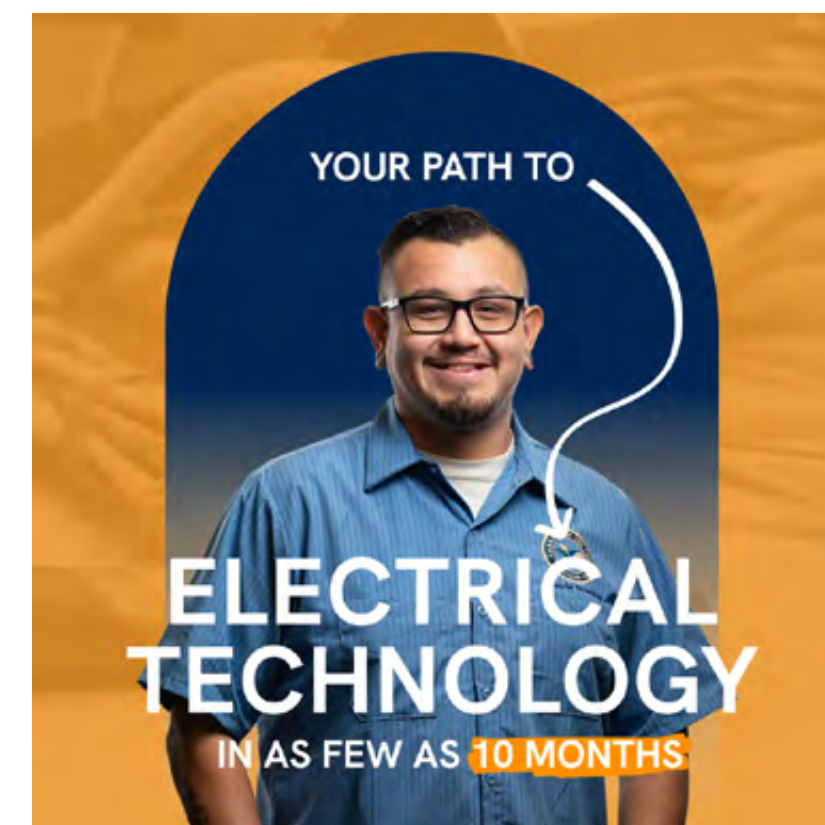
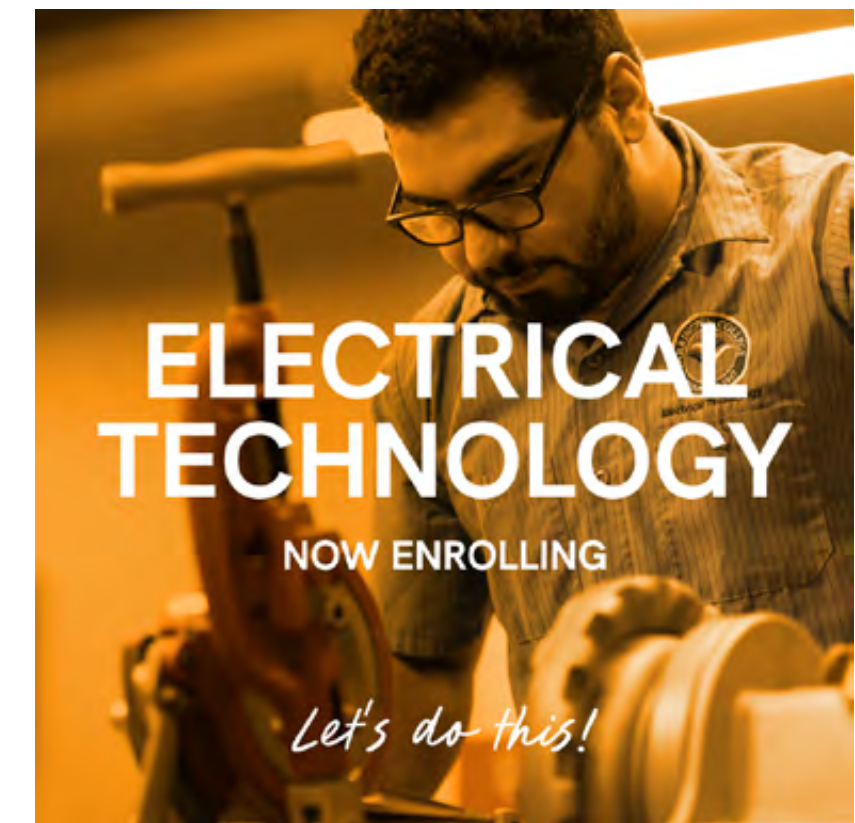
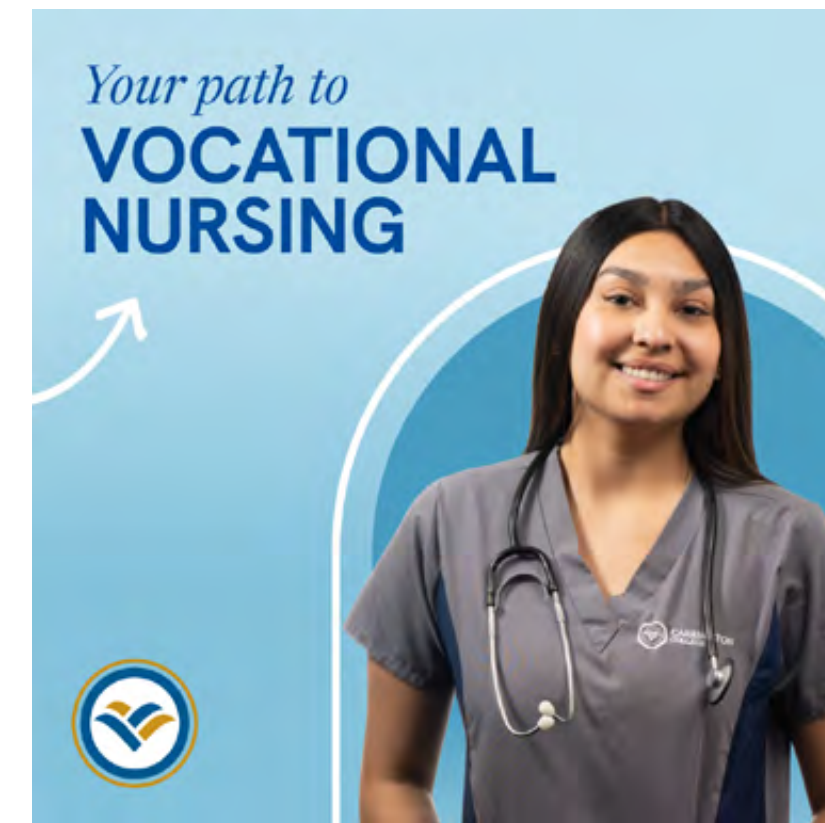
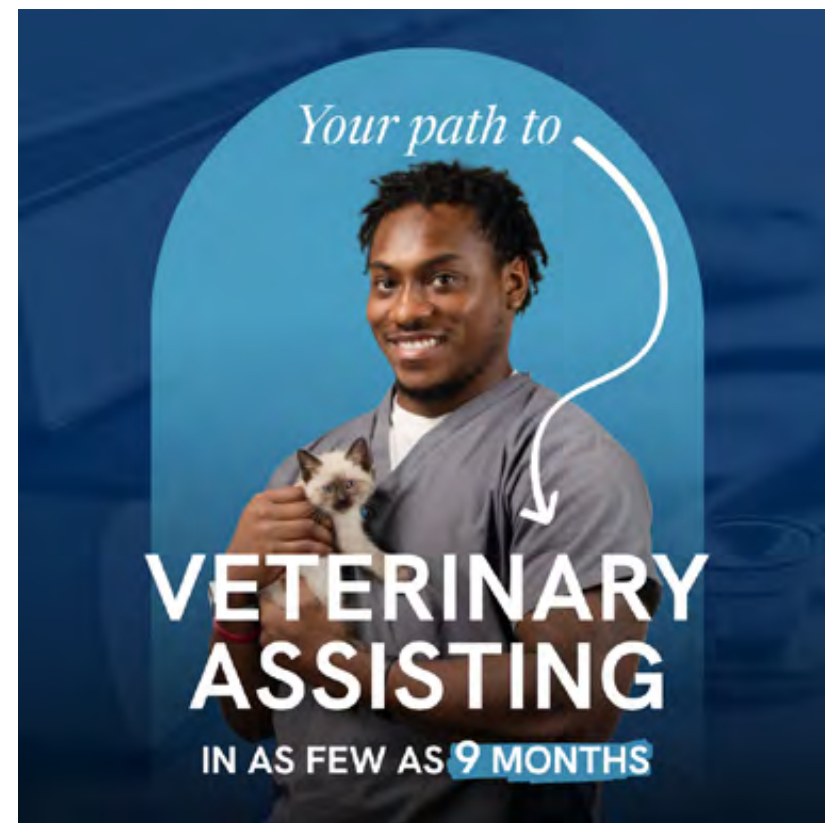


BRUSH

15pt oval calligraphic standard brush (Adobe Illustrator) at 1.5pt stroke.

BRAND COLLATERAL

These are examples of how the brand elements and assets come together in social media.
You will see the distinct difference between general, nursing and trades specific communication.



These are examples of the program profile templates for general, nursing and trades specific.

VOCATIONAL NURSING

About This Program

The Vocational Nursing program is designed to help students acquire a command of the knowledge and skills necessary to pursue entry-level employment as a licensed vocational nurse under the guidance of a registered nurse or a licensed physician or dentist. Graduates are able to provide care for clients experiencing common, well-defined health problems.

The program, which culminates in a Certificate of Achievement or Associate of Science degree in Vocational Nursing, combines academic and clinical training to prepare students to take the National Council Licensure Examination for Practical Nurses (NCLEX-PN)¹.

Careers in Vocational Nursing²

Licensed vocational nurses¹ are generalists who care for patients and work in many health care areas. Carrington's Vocational Nursing program prepares students for entry-level employment under the guidance of a registered nurse or licensed physician/dentist in a variety of health care settings such as:

- Nursing and residential care facilities
- Physicians' offices
- State, local and private hospitals
- Home healthcare services

Technical Coursework

Technical coursework focuses on fundamentals, medical-surgical nursing, medication administration, pediatric nursing, community and mental-health nursing and nursing care of specialized populations. In this program, students:


- Attend a combination of classroom instruction, laboratory practice and clinical training in area health care facilities
- Learn from passionate instructors with extensive nursing experience
- Prepare for taking the National Council Licensure Examination for Practical Nurses (NCLEX-PN)

Knowledge and Skills

Upon completion of the Vocational Nursing program, graduates will be able to:

- Implement the nursing process in providing care for patients in a variety of clinical settings
- Demonstrate the academic preparedness to take the NCLEX-PN examination for licensure as a vocational nurse¹
- Demonstrate the ability to apply critical thinking, collaboration, communication, and professionalism


The program culminates in a Certificate of Achievement or Associate of Science degree.



¹ Carrington College prepares students to take appropriate certification and licensure exams related to their individual majors. The College does not guarantee students will successfully pass these exams or be certified or licensed as a result of completing the program. Credential preparation varies by location.

² Individuals seeking to enter this career field may be subject to screenings such as, but not limited to, criminal background checks and drug/alcohol testing prior to externship, to attain occupational licensure/certification or employment, and throughout their careers.

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ELECTRICAL TECHNOLOGY

About This Program

Carrington's Electrical Technology¹ program provides a framework of electrical knowledge and skills that can be adapted in the electrical trade industry. Upon completion of the Electrical Technology program, the student should be able to install, maintain, and repair electrical equipment and systems in a safe, competent, and professional manner.

Careers in Electrical Technology

Graduates of Carrington College's Electrical Technology program may find employment as:

- Electricians
- Security and Fire Alarm System Installers
- Signal and Track Switch Repairers
- First-Line Supervisors of Construction Trades and Extraction Workers

Technical Coursework

Carrington College uses technologies and equipment to support the learning process such as industry-standard equipment and software.


Carrington's academic catalog, available at carrington.edu/catalog, provides the most current and detailed program information, including admission and graduation requirements.

Knowledge and Skills

Upon completion of the Electrical Technology program, graduates will be able to:


- Discuss theories of electrical circuitry and relate these concepts to practical applications.
- Apply proper procedures for the installation, operation, maintenance and repair of residential, commercial, and light industrial wiring, electrical equipment and systems.
- Demonstrate proper usage of the basic tools of the trade.
- Demonstrate the basic use and application of the National Electrical Code.
- Create effective reports and documents, electronically and in writing.
- Apply advanced electrical concepts and critical thinking skills to interpret and create blueprint drawings for residential, commercial and light industrial facilities.
- Adhere to national, state, and local safety practices used by technicians working in the electrical industry.

The program culminates in a Certificate of Achievement.



¹ Applicants for jobs in the electrical technology field may be subject to pre-employment screenings such as, but not limited to, criminal background checks, drug and/or alcohol testing, physical and/or psychological examinations and credit check.

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DENTAL HYGIENE - BOISE

About This Program

Students in the Dental Hygiene program gain the skills and knowledge to provide comprehensive dental hygiene care. Instruction helps students develop professional communication skills with patients, colleagues and the public, as well as knowledge of ethical standards and professional behavior. Graduates of the program are prepared to take the Dental Hygiene National Board and state or regional clinical licensing examinations¹. Licensure qualifications may vary by state and are available from the campus program director or published in the clinical manual.

Careers in Dental Hygiene²

Dental hygienists are licensed health specialists who provide patients with preventative, educational and therapeutic services, promoting oral health and control of oral disease. They observe and record abnormalities, take oral X- rays and apply fluoride and fissure sealants. They also provide periodical therapies such as root planning, as well as plaque, calculus and stain removal. The framework for this type of oral care is known as the Dental Hygiene, or DH, process of care.

Dental hygienists' career path can lead to employment in a variety of health care environments such as:³

- Dental offices
- Physician's offices
- Government

General Education Coursework

Students enrolled in the Dental Hygiene degree program at the Boise campus take general education course offerings focusing on:

- Communication skills
- Science
- Social sciences

Knowledge and Skills

Upon completion of the Dental Hygiene program, graduates will be able to:

- Deliver comprehensive dental hygiene care to a diverse population of patients according to the Dental Hygiene process of care.
- Practice in a safe and ethical manner in accordance with the Dental Hygiene Standard of Care, infection control standards, state and national governance, and the Core Values of the ADHA Code of Ethics.
- Justify the use of evidence-based treatment modalities in relation to the delivery of oral health care.

The program culminates in an Associate of Science degree.



¹ Carrington College prepares students to take appropriate certification and licensure exams related to their individual majors. The College does not guarantee students will successfully pass these exams or be certified or licensed as a result of completing the program. Credential preparation varies by location.

² Individuals seeking to enter this career field may be subject to screenings such as, but not limited to, criminal background checks and drug/alcohol testing prior to externship, to attain occupational licensure/certification or employment, and throughout their careers.

³ Source: bls.gov/ooh/healthcare/dental-hygienists.htm#tab-3

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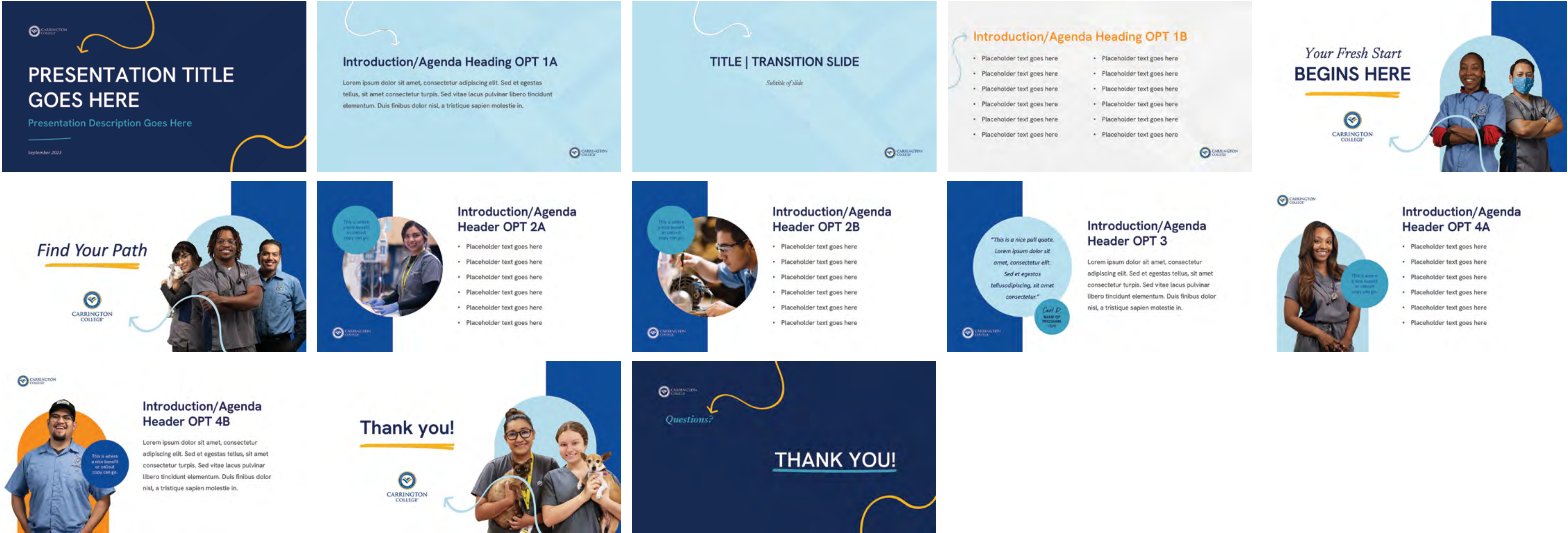
This is an example of the business card design template. The front contains the small application logo variation as well as enough space for the the person's details including 3 phone numbers, an email address and address. The back features the campus locations around the country.



These designs are examples of billboard designs for general and more program specific. It shows a variation of the brand assets coming together.



The PPT template deck consists of various design layouts and assets that are required for slide decks. This includes big headings, headings with body copy, bullet points, images etc.



CONTACT US

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HAVE A MARKETING NEED?