BRAND GUIDELINES

A guide to implement our branding.

CARRINGTON COLLEGE | 2025

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BRAND MESSAGING

Brand Inspiration & Positioning

At the heart of the Carrington logo are two upward paths coming together—symbolizing unity, progress, and the idea that people from all walks of life can come together to achieve shared goals. This path icon reflects the college's mission to build a supportive community that empowers students to succeed in both their personal and professional lives.

In the new branding, you'll see the path icon used as a watermark and "path" language woven throughout our messaging. How we speak is just as important as how we look. Our tone should consistently reflect the Carrington voice—caring, empowering, and student-focused. We're passionate about helping students build rewarding careers, and our faculty is committed to supporting them every step of the way. Everything we do is about helping students find their path.

Brand Attributes & Voice

WE ARE

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

OUR COMMUNICATION IS

→ Conversational
→ Inspiring
→ Encouraging
→ Enthusiastic
→ Clear
→ Transparent
→ Inclusive

LOGOS
Carrington College Logo Variations

Horizon Blue
#004A99
C 100   R 0
M 81   G 74
Y 7   B 153
K 0
Pantone 2728C

Bright Day Yellow
#FEBB18
C 0   R 254
M 29   G 187
Y 98   B 24
K 0
Pantone 1235C

Primary

Horizontal

Stacked

Seal

Alternative Seal

Logomark

LOGOS
Carrington College School of Nursing Logo Variations

C 100	R 0		C 71	R 64
M 81	G 74		M 22	G 159
Y 7	B 153		Y 17	B 191
K 0			K 0	

Horizon Blue #004A99 — Pantone 2728C

Compassionate Blue #409FBF — Pantone 7459C

Primary

Horizontal

Stacked

Seal

Color Varations

CARRINGTON COLLEGE

Full Color

Black

Horizon Blue

Reverse/White

Unacceptable Logo Usage

Do not alter the logo in any way—this includes stretching, twisting, changing fonts, or repositioning elements. Only use approved high-resolution files provided in this guide. Modifications are not allowed. Always ensure the logo remains clear and visible; avoid placing it over patterns, busy images, or low-contrast backgrounds.

COLORS

Print & Digital

CARRINGTON COLLEGE

C 100	R 0	Logo
M 81	G 74	
Y 7	B 153	
K 0		

Horizon Blue
#004A99 — Pantone 2728C

C 100	R 1
M 89	G 39
Y 37	B 84
K 36	

Loyal Blue
#012754 — Pantone 2768C

C 0	R 254	Logo
M 29	G 187	
Y 98	B 24	
K 0		

Bright Day Yellow
#FEBB18 — Pantone 1235C

C 71	R 64	Nursing
M 22	G 159	
Y 17	B 191	
K 0		

Compassionate Blue #409FBF — Pantone 7459C

C 26	R 182
M 1	G 224
Y 3	B 240
K 0	

Hopeful Sky Blue
#B6E0F0 — Pantone 290C

C 4	R 241
M 2	G 242
Y 3	B 242
K 0	

Steel Grey
#F1F2F2 — Pantone Cool Gray 1C

C 66	R 72	Type Only
M 59	G 72	
Y 58	B 72	
K 40		

Industrial Gray
#484848 — Pantone 445C

Gradients

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.

TWO TONE GRADIENT
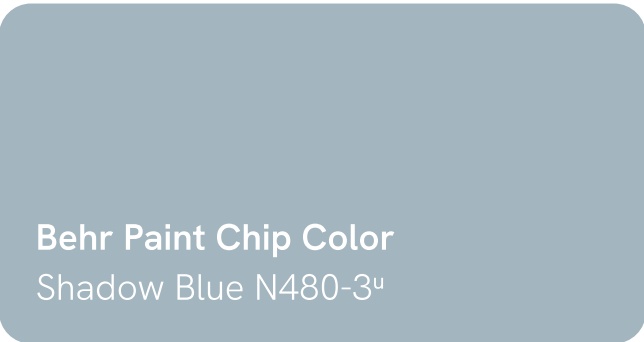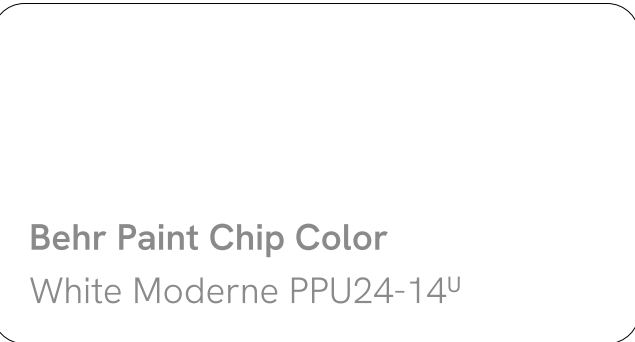Two-toned. Used in backgrounds to draw focus to areas within artwork.
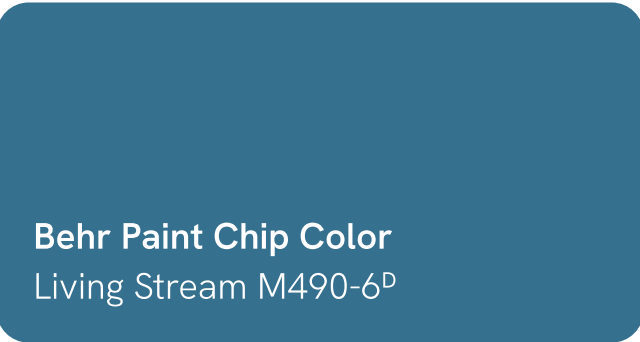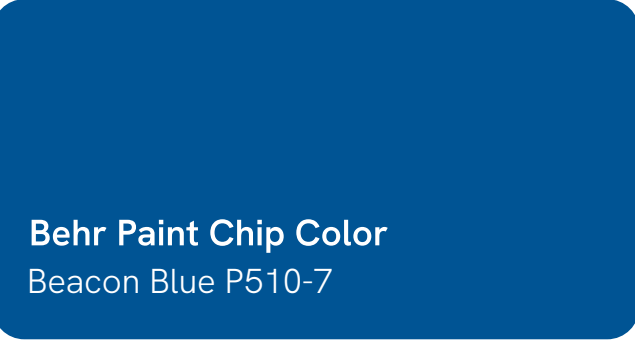
Gradients should not be applied to text.

COLOR

Paint Colors

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

Doors & Frames

Doors

Behr Paint Chip Color
Platinum PPU26-11U

Door frames

Behr Paint Chip Color
Cracked Pepper PPU18-01^d
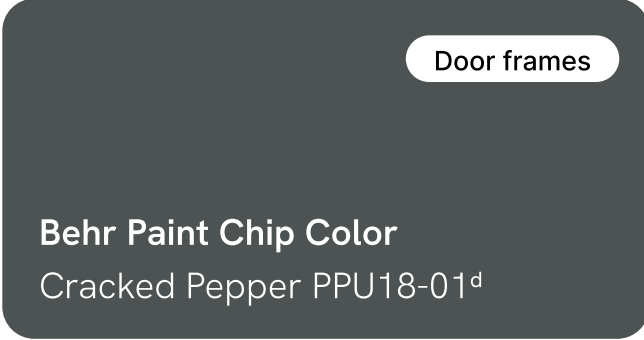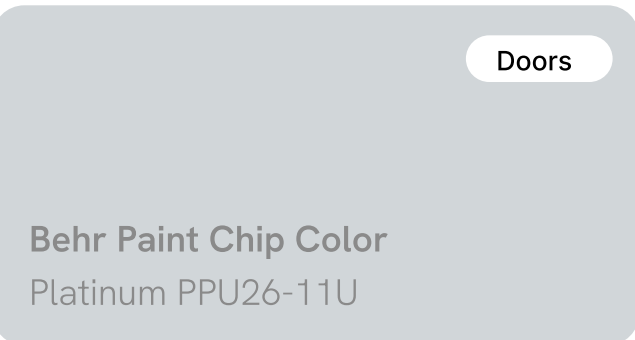
Wall Base - Use Cove Base brand vinyl molding, in black.

TYPOGRAPHY

PRIMARY TYPEFACE:

Hanken Grotesk Bold
Use for main titles and attention-grabbing text. Headlines should be short, bold, and set in all caps to create maximum impact.

SECONDARY TYPEFACE

Newsreader Italic
Ideal for supporting titles and introductory sections. Use title case and medium weight for readability and tone. Never use this font in all caps.

BODY TYPEFACE

Hanken Grotesk Regular
Use sentence case for all body copy. This font is clean and highly legible, making it ideal for longer paragraphs or descriptions. Bold individual words sparingly for emphasis. Maintain consistent size and line spacing across print and digital.

ACCENT TYPEFACE

Des Montiles (Optional)
Use selectively to highlight short phrases or names. This typeface adds a stylistic touch and should complement — not overpower — the main fonts. Avoid using for full sentences or in fast-paced formats like TV spots or billboards where readability is key.

HANKEN GROTESK BOLD
Newsreader Ittalic

SUBHEADER 1
Body copy. Body copy. Body copy. Body copy. Body copy. Body copy.

SUBHEADER 2
Body copy. Body copy. Body copy. Body copy. Body copy. Body copy.

Call Out Text!

CARRINGTON.EDU | (800) 123-4567
Vist consumerinfo.edu for information on student outcomes.

PHOTOGRAPHY

Full Bleed/Hands-on Imagry

Color Overlay

Color overlays use multiply blending at 60–70% opacity, depending on the hue. Gradients are fully opaque behind text and fade out near the subject. For student cutouts, a multiply overlay sits between the cutout and background image—90% opacity for dark colors, 100% for light.

Shapes

GRAPICS

Lines & Arrow Highlights

UNDERLINES
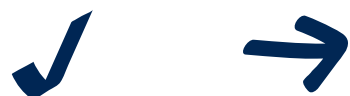Draw attention and focus in headings and subheadings.

HIGHLIGHTS
Use behind text in sub-headings.

In as few as
9 MONTHS

ARROWS
Use intentionally to point towards the design's call to action or keywords. Arrows always have a purpose and are never purely decorative. Use 15pt oval calligraphic standard brush (Adobe Illustrator) at 1.5pt stroke.

BULLET POINTS
May be used instead of standard bullet points.

Shapes

Katie L.
Practical Nursing
2022 Graduate

BUTTON

CALLOUT SHAPES
Used to highlight key wording, call to action or button.

SHAPES
Draw attention to text and images. Can be used with or without outline, with our without a gradient or with a photo.

LOGOMARKS
Can be used as a watermark background element.

THANK YOU

Bringing Our Brand to Life

Thank you for taking the time to read through this brand guide. Your attention and care help ensure that our brand shows up consistently and meaningfully in every interaction.

At Carrington College, our brand reflects the meaningful work we do every day—supporting students as they pursue life-changing career education. When we communicate with intention and unity, we strengthen trust and reinforce the impact we're here to make.

We're glad you're part of that effort.

BRAND.CARRINGTON.EDU

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Helpful Links

Order approved collateral, forms, stationary and other printed materials.

Browse and download approved images and logos.

Get help from the Marketing team.

Access templates, guides and resources.