

**POLARIS CAREER CENTER**

***BRAND  
GUIDELINES***

**VERSION 1.0** April 2017

**POLARIS**  
CAREER CENTER

# POLARIS LOGO DESIGN



**PRIMARY LOGO +** The primary Polaris Career Center logo is made up of the words “Polaris Career Center.” In the word Polaris, the counter in the letter “a” has been replaced with a star. This is a two-color logo featuring Polaris Medium Blue and Polaris Dark Orange.



**SECONDARY LOGOS +** Secondary versions of the Polaris logo have been created for specific uses. These are the only color variations of the logo allowed.

One-color black logo is available if only one color will be used in a design. Additionally, an all white version is available for those instances where the background is dark and only one color is used.

There are two-color options for when the logo is placed on a dark background, as in promotional goods, for example. The first is a two-color version where the word Polaris is white and the other elements are Polaris Light Orange (PMS 157 C/U). The second is a version where the word Polaris is Polaris Light Blue (PMS 2727 C/U) and the other elements are Polaris Light Orange (PMS 157 C/U).

All uses of the logo should be approved by the Marketing Specialist, Laura Davies, [ldavies@polaris.edu](mailto:ldavies@polaris.edu), prior to production.

# POLARIS LOGO DESIGN

**LOGO COLORS +** The primary and secondary logos each have their own colors. Use the diagrams below when referencing the official colors for each logo. Additionally, these colors can be found on the color palette page of this document.

## PRIMARY LOGO



### POLARIS MEDIUM BLUE

CMYK: 84, 68, 0, 0

RGB: 62, 95, 172

Pantone: 7455 C/U

### POLARIS DARK ORANGE

CMYK: 3, 67, 99, 0

RGB: 237, 116, 35

Pantone: 158 C/U

## SECONDARY LOGOS (USE ON DARK BACKGROUNDS ONLY)



### POLARIS LIGHT BLUE

CMYK: 71, 48, 0, 0

RGB: 84, 124, 190

Pantone: 2727 C/U

### POLARIS LIGHT ORANGE

CMYK: 2, 42, 87, 0

RGB: 243, 161, 60

Pantone: 157 C/U



### WHITE

### POLARIS LIGHT ORANGE

# POLARIS *LOGO DESIGN*

**CLEAR SPACE +** To ensure legibility, it is important to surround the Polaris Career Center logo with white space. The amount of desired clear space can be measured by the size of the star in the logo. Clear space should be free of imagery, graphics, folds or any other element that may interfere with the logo.



**MINIMUM SIZE +** To ensure legibility, make sure the logo is not smaller than 1.25" wide.



# POLARIS LOGO DESIGN

**PROPER USE +** To ensure the logo is being used consistently, consult the guide below when working with the Polaris Career Center logo.

## DO NOT...



ADD A DROP SHADOW



RESIZE ELEMENTS



RECOLOR ARTWORK



TILT/ROTATE



REMOVE ELEMENTS



USE ON BACKGROUNDS THAT  
WILL HIDE ELEMENTS



STRETCH OR DISTORT ARTWORK



OUTLINE

# POLARIS MISSION BLOCK

**INSPIRING**  
OUR STUDENTS  
**TO ACHIEVE**  
CAREER SUCCESS

**PRIMARY BLOCK +** The primary Polaris Career Center mission block is a lock up of the mission statement “Inspiring our students to achieve career success.” This lockup should be used most commonly and on light/ white backgrounds. Be sure the background color does not interfere with the readability of the mission statement (i.e. yellow or orange).



**SECONDARY BLOCK +** The secondary Polaris Career Center mission block has been modified to work on dark/black backgrounds. When possible the primary block should be used.

Additionally black and white versions of the block have been created for situations where only one color is available.

**INSPIRING**  
OUR STUDENTS  
**TO ACHIEVE**  
CAREER SUCCESS

**INSPIRING**  
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All uses of the Mission block logo should be approved by the Marketing Specialist, Laura Davies, [ldavies@polaris.edu](mailto:ldavies@polaris.edu), prior to production.

# POLARIS COLOR PALETTE

**PRIMARY COLORS +** These colors are the heart of the brand and should be used most frequently.

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**POLARIS DARK BLUE**

CMYK: 100, 84, 13, 2

RGB: 26, 71, 141

Pantone: 7687 C/U



**POLARIS MEDIUM BLUE**

CMYK: 84, 68, 0, 0

RGB: 62, 95, 172

Pantone: 7455 C/U



**POLARIS DARK ORANGE**

CMYK: 3, 67, 99, 0

RGB: 236, 116, 37

Pantone: 158 C/U

**SECONDARY COLORS +** These colors are used to support the primary colors and can be used often.

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**POLARIS LIGHT BLUE**

CMYK: 71, 48, 0, 0

RGB: 84, 124, 190

Pantone: 2727 C/U



**POLARIS LIGHT ORANGE**

CMYK: 2, 42, 87, 0

RGB: 243, 161, 60

Pantone: 157 C/U



**POLARIS YELLOW**

CMYK: 3, 23, 90, 0

RGB: 246, 195, 53

Pantone: 136 C/U

**ACCENT COLORS +** These colors should be used sparingly as a pop of color.

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**POLARIS ACCENT BLUE**

CMYK: 53, 0, 5, 2

RGB: 100, 199, 228

Pantone: 297 C/U



**POLARIS ACCENT GREEN**

CMYK: 43, 15, 100, 1

RGB: 158, 178, 57

Pantone: 7745 C/U



**POLARIS ACCENT YELLOW**

CMYK: 2, 6, 80, 0

RGB: 254, 228, 81

Pantone: 113 C/U

# POLARIS *PRINT TYPOGRAPHY*

**PRIMARY TYPEFACE + DIN OT** Din OT is the official typeface of Polaris Career Center. This typeface should be used in all print pieces for headlines and body copy. When using as body copy, the “regular” font weight is recommended. Headlines should be treated in all caps and can be a combination of Din OT Bold and Black Italic. Din OT Condensed Bold may also be used in smaller headlines.

A B C D E F G  
H I J K L M N O P Q R  
S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()

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**ACCENT TYPEFACE + GOTHAM** Gotham may be used as an accent typeface in print pieces to compliment Din OT. When using Gotham make sure to always use all caps. Font weight may vary between medium and black. Examples of appropriate places to use Gotham are small headlines, calling out contact info, etc.

ABCDEFGHIJKLMN**O**PQRSTUVWXYZ

1234567890 !@#\$%^&\*()



# POLARIS **WEB TYPOGRAPHY**

**PRIMARY TYPEFACE + ROBOTO** When working on Polaris web projects, Din OT should be replaced with Roboto. This free Google font is a slightly condensed sans serif, making it a nice alternative to Din OT.

A B C D E F G  
H I J K L M N O P Q R  
S T U V W X Y Z

abcdefghijklmnopqrstuvwxy  
z  
1234567890 !@#\$%^&\*()

**ROBOTO IS A FREE GOOGLE FONT AND CAN BE DOWNLOADED FROM:**

<https://fonts.google.com>

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## **DESKTOP TYPOGRAPHY**

**VERDANA +** As a suggestion, when working on every day Polaris business documents on your desktop, the font Verdana can be used. This font is available on all Polaris issued desktop and laptop computers.

**INSPIRING**  
OUR STUDENTS  
**TO ACHIEVE**  
CAREER SUCCESS

7285 OLD OAK BOULEVARD, MIDDLEBURG HEIGHTS, OH 44130 **POLARIS.EDU**