

# THE HOUSE RULES

The guide on effectively and legally communicating Carroll College's identity, in words and images, in all applications and publications



NOVEMBER 2013

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# Introduction

The Marketing and Communications Office designed *The House Rules* to help employees of Carroll College consistently and effectively communicate with internal and external audiences. This document is divided into two sections, Carroll Messages and Carroll Visual Identity. Each section contains a table of contents for easy navigation.

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# Carroll Messages

Effective promotion and advancement of Carroll College is founded on consistent communication about Carroll's mission, strengths and distinctive qualities. Sharing a genuine and compelling vision of the college, based on results-oriented data and the college's century-long history, is critical in educating the public and the campus community about the college, and this will assure quality in all aspects of campus life, from fundraising and public perception to recruiting and retaining the very best students and employees.

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# Key Messages



## BASIC BACKGROUND

Founded in 1909, Carroll College in Montana's capital city of Helena is a teaching centered private Catholic four-year college ranked by *U.S. News & World Report* as the number one regional college in the West for 2013 and a top regional college "Best Value School" in the West.

Students come to Carroll for its combination of top academic programs, affordable tuition with generous financial aid and the deep sense of faith-based community the campus offers.

Top professors are role models for student excellence, with Carroll faculty members distinguished as published authors, Fulbright Scholars, groundbreaking researchers and recipients of National Endowment for the Arts and National Endowment for the Humanities grants and awards.

The college's surroundings in the small capital city of Helena promise students a safe and welcoming environment with abundant employment opportunities, access to a healthy outdoor lifestyle, and plentiful entertainment, arts and cultural offerings



## EDUCATIONAL PHILOSOPHY

Integrating classical education with pre-professional preparation, a Carroll education is focused on making students successful in the job market and in entering graduate, medical and law schools.

Employers and graduate programs prize students who can think critically, communicate clearly and adapt to change.

Carroll College courses center on the importance of developing these particular strengths in students pursuing every major.

The college enhances this educational foundation by giving students real-world experience in their chosen field, such as professor-guided scientific research, professional publication, and internships with companies, government, the health-care industry and nonprofits.

Thanks to this focus, Carroll students routinely have job and graduate school acceptances prior to earning their diplomas.





## FAITH LIFE

Students choose Carroll because it is a Catholic, faith-based college committed to openness.

Campus faith life is apparent in many forms, starting with Campus Ministry's Masses and sacraments, religious retreats, residence-hall ministry advisors and service journeys abroad.

People of all beliefs feel welcome at Carroll, where the search for meaning and one's purpose is paramount.

Never pushy, always available, Carroll's religious life includes ministry, scriptural study, sacraments, and fun campus entertainment and retreats.

Students of all religious backgrounds get involved in all of these and say that the experiences made them better people and made them feel loved and included in a healthy, energetic community.



## SERVICE

Catholic and non-Catholic, everyone at Carroll is interested in getting involved as an active participant in campus life, and this is readily apparent in the college's service lifestyle.

Almost every student and employee at the college regularly performs some sort of volunteer work for worthy local, national and global causes, and service is often incorporated into Carroll coursework.

Carroll professors carry that service commitment forward by taking an active interest in their students' success, with an open-door policy and dedication to mentoring that results in student excellence academically, in the job market and in graduate school admission.



## ENVIRONMENT

The Rocky Mountain environs assures ease of access to almost any outdoor adventure possible, promoting fresh-air fun, physical health and connection to the natural world.

Endless stretches of forested wilderness, backcountry trails and wild water are almost at the doorstep of Carroll's four on-campus residence halls where most students reside.

Minutes from campus, students can hike and camp, ski and board, rock and ice climb, fly-fish and golf

Student government, social and academic clubs and intramural sports round out campus activities, with national touring entertainment, dances, concerts and much more scheduled every week.

For those inclined to be players or spectators, Carroll offers nationally ranked athletic teams, with the Fighting Saints football team the proud and history-making six-time NAIA national champions.

Scholar-athletes on all Carroll athletic teams (football, soccer, volleyball, men's and women's basketball, cross-country, golf, and track and field), are noted for carrying top grade point averages in the nation while regularly winning conference championships, national tournament invitations and All American prestige.



## COMMUNITY CULTURE

Carroll College is a place of opportunity because of its distinctive small size.

With 1,500 students, the college allows students to take the lead in campus life and make a difference.

At Carroll, there is no standing in line, and the answer is usually “yes”: if Carroll students possess the ambition and inspiration, they can put their ideas into action and enter whatever pursuit—in class or beyond—that drives them.

Carroll’s Registrar, Financial Aid, Admission and Business Office are particularly noted for the special care they take to address each student’s needs, and Carroll is committed to seeing students graduate in four years with the major of their choice.

Students also flock to Carroll because it is a place where individual ideas and inspiration can become a student-directed customized major, a new student-run organization (like the highly successful Up ‘Til Dawn fundraising organization for St. Jude and the Carroll Adventure and Mountaineering Program), student-designed real-world scientific research and internship programs, or a fun campus entertainment program bringing national acts to campus.



## WORLD PERSPECTIVE

Community at Carroll extends across the globe, with students welcome to enter one of the college's many study abroad programs, both short-term (weeklong) and long-term (semester or year).

Service abroad is also an option, with Carroll's Engineers Without Borders and Carroll Outreach Team offering trips and outreach to Latin America, Europe and Africa to improve health and solve local problems.

Campus Ministry leads students on two or more service journeys yearly to assist at schools, service agencies, shelters and food pantries on Montana Indian reservations, large US cities and the Diocese of Helena's Guatemalan mission.

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# Other Points of Distinction



## TOP GRADS

Carroll grads are leaders nationwide in every field imaginable. Examples include:

John McCarvel, the CEO and President of the Crocs shoe company

Ray Messer, the President and Chair of top engineering firm Walter P Moore in Houston, Texas

Margaret Perryman, the CEO and president of Gillette Children's Specialty Healthcare

Former Montana Governor Marc F. Racicot

Social justice activist and leader Archbishop of Seattle Raymond Hunthausen. (PHOTO RIGHT)

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## PROVING GROUND FOR FUTURE NURSES AND DOCTORS

Carroll nursing students routinely have a 100 percent first-time pass rate on the required NCLEX-RN examination, a prerequisite to nursing practice.

Carroll pre-med students have a consistent average medical school acceptance rate of around 85% to the very best programs in the country—the national acceptance rate average is around 50 percent.

Our premed graduates are practicing medicine all over the world and performing cutting edge medical research on curing cancer and other human disease.

Our doctor graduates have pioneered new surgical techniques in robotic surgery, joint replacement and heart surgery.

Whether they want to become doctors or medical researchers, Carroll biology majors have a leg up on the competition: Carroll students taking the nationwide Senior Comprehensive Exam for Biology have finished in the 95th percentile or higher in the past decade, with particular strength in genetics, cell biology and molecular biology.





## SPEECH AND DEBATE POWERHOUSE

Carroll's Talking Saints forensics team—think speech, debate, politics and acting all at the same time—is in the top ten of all colleges and universities of all sizes nationwide. For over 20 years the Talking Saints have reigned as Northwest regional champions and already have one national championship to their credit.



## TOP MATH MINDS

Carroll is hugely successful in worldwide math and computer science competitions to solve the world's most pressing problems. Three times in the past 8 years, Carroll math students have won the world's top prize in the Interdisciplinary Contest in Modeling and the Mathematical Contest in Modeling.



## JOB SUCCESS

Carroll business, communication, computer science and engineering students enjoy overwhelming success in the job market straight out of college. Even in trying economic times, Carroll's recent alumni report outstanding job offers in their fields in the employment market of their choice, whether in large metropolitan areas throughout the US or in Montana. These recent graduates note that their preparation at Carroll and the endorsements they received from their Carroll professors proved key in making them competitive.

# Carroll Visual Identity

Carroll's visual identity supports the Carroll image and messaging through consistent, professional, and engaging communications that are readily recognized as Carroll products, impress quality and competence, and embody Carroll values. The appropriate use of logos, colors, fonts, and our motto establishes our visual identity and enhances the effectiveness of our messages. Adhering to quality design standards and thoughtful graphic and photo use strengthens public and private perception of Carroll as a high-quality institution. All communications, whether print or electronic, should be readily recognized as a product of Carroll and should impart the Carroll messages defined in the previous section.

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# Carroll Logos

## Goals

1. The Carroll logos are published, whenever reasonable, on college materials and in college communications. Consistent use of the logos will foster ready identification of Carroll communications and services.
2. Whenever a Carroll logo is published, it is displayed in consistent and appropriate style.

In other words, the logos are used, and used correctly.

The Carroll logos play an important role in college marketing and public relations. Primarily, the logos identify a communication, item or service as a product of Carroll College. To well achieve this goal, logos must be used regularly on institutional products and messaging. In order that viewers may easily identify Carroll products and messaging, each time a logo is published it must look the same.

Inappropriate use of logos reflects badly on the institution. Quality design standards must be applied when placing logos. Standards created to achieve this end are outlined in the following pages.

# The Carroll Wordmark

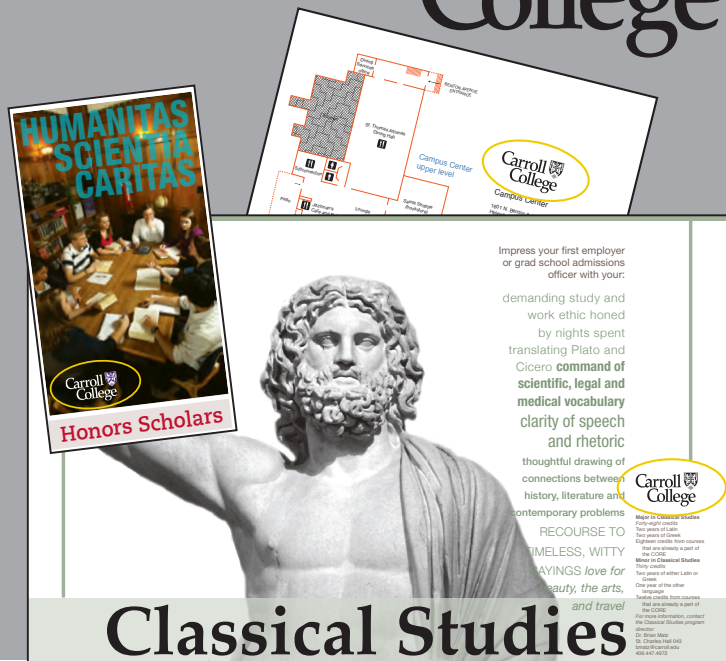


## HISTORY AND DESCRIPTION

The Carroll wordmark was designed in 2013 by Jeff Lovely. The logo comprises the words “Carroll College” set in Palatino typeface with the Carroll shield placed in the upper right. On the Carroll shield, which college leaders began using in 1934, a pair of lions standing on a chevron hold a processional cross.

## USING THE LOGO

Faculty, staff and students may use the Carroll wordmark in the ordinary course of business for academic and administrative purposes. **Members of all departments and office may use this general-purpose logo** on items such as department newsletters, email signatures, and event posters. Carroll employees may **download the Carroll wordmark from the Logos and Trademarks page on the Carroll Portal**. If you have special requests or need a specific file type, contact the Marketing and Communications Office.



# The Carroll Seal



Seal with motto



Seal with location

## HISTORY AND DESCRIPTION

College leaders began using the current seal in 1934. The Carroll seal comprises the college shield over a linear background element in the center of a circle. An outer ring holds text. This text always presents one of three phrases: “Sigillum Collegii Carroll Helenensis Montanae” or “Carroll College Helena, Montana” or “Non scholae sed vitae Carroll College.” See Appendix A for a more detailed history of the college’s shield and seal.

## USING THE SHIELD AND SEAL

The Carroll seal is to be used **solely by the Office of the President or the Office of the Registrar** on publications and communications that are both official and formal, such as diplomas. Members of the Office of the President or the Office of the Registrar who are **using a logo as a decorative element rather than a certification mark should employ the Carroll wordmark rather than the seal.**

# The Carroll C-halo

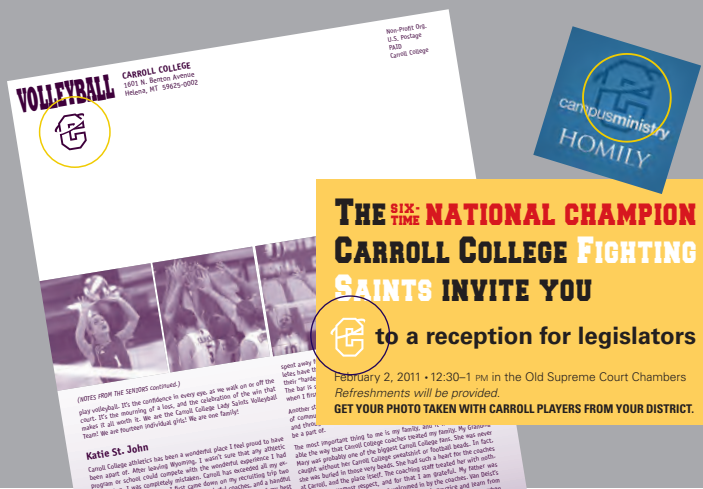


## HISTORY AND DESCRIPTION

The c-halo logo was developed in 2001 for use by the Carroll Athletics Office. In 2013, the logo became the mark for all of Student Activities. The logo consists of the letter “C” with an angled halo placed over the upper portion of the letter.

## USING THE C-HALO

The c-halo is the student activities logo and thus should be **only employed for Carroll student-activities-related items, including athletic publications.** For example, place the c-halo logo on alumni tailgate materials, Founder’s Day Flurry posters, campus ministry notecards, football game advertisements, and summer sport-camp flyers.



# Secondary Graphics



**Office and departments** may display the specific name of the office or department with the Carroll logo. The approved format for this use comprises the Carroll wordmark above the name of the office or department. The name of the department or office must be in the font Palatino and the same color as the “Carroll College” in the above wordmark. The publications coordinator will design the graphic and provide you with the appropriate electronic files. **You may not use other secondary graphics.**

**Student clubs** may also use a special Carroll graphic. Club graphics must incorporate the C-halo logo without compromising design standards or legibility. Club members should contact the publications coordinator for design, specifications, and app ovals.



# Design Criteria for Logos



## COLOR

Display the **Carroll wordmark** in one of three colors: white, black, or Pantone 2695. **The colors in the shield should not be reversed, even when "Carroll College" is displayed in white.**



Display the **c-halo** logo as a one-color or two color graphic. As a one-color graphic, publish it in black, white, Pantone 2627 (our athletic purple), or Pantone 459 (our athletic gold). As a two-color graphic, the interior of the "C" is filled with Pantone 459, and Pantone 2627 is used for the exterior lines.



Display the **Carroll seal** in white and either black or Pantone 2695, in the two combinations shown to the right.

MINIMUM

PREFERRED

MAXIMUM



1"



1½"



2"

## SIZE

Scale the Carroll logos to a reasonable size.

**An inch and a half is the preferred width for the Carroll wordmark.** Do not scale the wordmark to more than two inches or less than one inch in width.

**An inch and a half is the preferred width for the seal.** Do not scale the seal to more than two inches or less than three-quarters of an inch in width.

**Three-quarters of an inch is the preferred width for the c-halo logo.** Do not scale the c-halo logo to more than an inch and a half or less than half an inch in width.

*Very large objects, such as stage backdrops, may incorporate a logo scaled larger than the maximum sizes noted above.*



¾"



1½"



2"



½"



¾"



1½"

**CLEAR SPACE**—*Maintain sufficient clear space around a logo.*

General rules:

The width of the two “l”s in the Carroll wordmark

The width of the interior of the letter “C” in the c-halo logo

The width of the cross on the shield inside the seal







	DO NOT ↓	DO NOT ↓	DO NOT ↓	DO NOT ↓	DO NOT ↓
<p><b>PROPORTIONS &amp; WARPING</b></p> <p>Publish the Carroll logos with their original proportions intact. <b>DO NOT</b> stretch a logo in one dimension, rotate a logo, or apply warping effects</p>					
<p><b>COMPOSITION &amp; EFFECTS</b></p> <p>Maintain whole and consistent logos and create external design elements that enhance rather than interfere with easy recognition and clarity.</p> <p><b>DO NOT</b> apply effects such as 3D, glowing edges, or outlines to a logo; use a logo as a background, watermark, or fill; put a logo in a box; separate the elements of a logo; or attach other elements to a logo.</p>	   			<p>LEARN · SERVE · LEAD <i>Timeless Traditions</i> CARROLL COLLEGE 1909-2009</p>	<p>Plus, this demonstrates incorrect shading of the halo.</p>

Do not use more than one type of college logo per communication or product, unless the organization of the messaging and design leads to defined sections and multiple focuses.

# Institutional Colors

As color quality varies from printer to printer and software to software, specific hues are difficult to reproduce using office printers. Generally, only commercial printers provide the appropriate accuracy of color required to replicate our Pantone colors. Unless you are willing to delve into the experimentation required to achieve such a match, use black or white rather than gold and purple in publications printed on-campus.

Consistent use of the Carroll colors also creates easy recognition of Carroll communications. The Carroll colors are purple and gold. In order to keep our colors standardized and thus readily identifiable, we use the specific hues noted below.

-  Institutional gold: Pantone 110
-  Institutional purple: Pantone 2695
-  Athletic gold: Pantone 459
-  Athletic purple: Pantone 2627

# Fonts

## **Palatino**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## **Helvetica**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Along with logos and colors, we employ specific fonts to create easily recognized communications. Carroll's primary serif (with little details) font is Palatino and primary san serif (smooth) font is Helvetica. Palatino and Helvetica should be used in all professionally produced publications. You may use other typefaces for accent text, but choose at least one of the official fonts when formatting significant portions of the publication.

For casual communications, if Palatino or Helvetica fonts are not installed on your computer, Times New Roman and Arial may be used as alternative typefaces. If you would like to install Palatino and Helvetica fonts on your computer, contact CCIT.

# College Motto

Non scholae, sed vitae.

Not for school, but for life.

Non scholae, sed vitae—Not for school,  
but for life.

Microsoft Word will often automatically change two consecutive hyphens to an em dash. The keystroke to create an em dash in Microsoft Word on a PC is control+Alt+the minus sign on the key pad.

The college motto, in Latin, is “Non scholae, sed vitae.” We translate this into English as “Not for school, but for life.” Always use the entire motto, in either language, and the capitalization and punctuation as noted. When giving both the Latin and English versions of the motto, use the following format: “Non scholae, sed vitae—Not for school, but for life.” Note that the dash after “vitae” is an em dash with no space on either side of the dash. Whenever possible, display the motto in either of the Carroll’s two typefaces, Palatino or Helvetica.

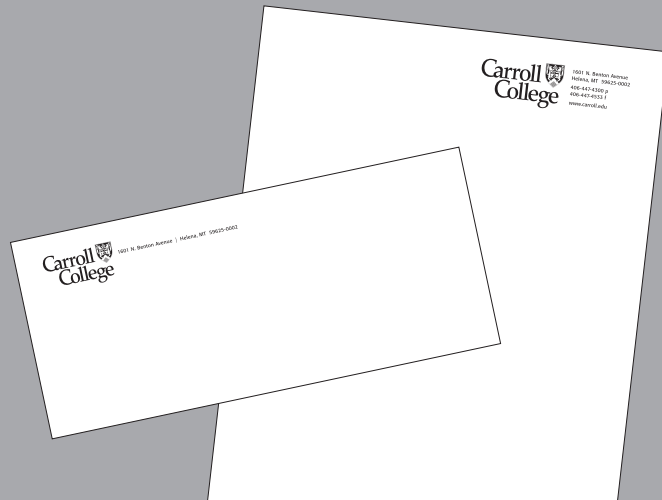
# Photographs

In general, avoid photos that show people from behind or people eating or drinking and photos with poor lighting. Seek active and spontaneous rather than posed shots. Do not use stock photography.

Always choose a version of a photo or graphic that is of high enough resolution for your chosen publishing medium. For clear viewing, printed material may require up to 300 dpi at full size, and web materials require 72 ppi at full size.

Choose to publish photographs in your Carroll communications that enforce the themes outlined in the Messages section of this guide. Use photographs of Carroll students engaged in academic pursuits, service work, spiritual contemplation, or community celebrations to complement and enhance your written messages. Always acquire necessary photographer and model permissions before publishing photographs. Conform to Carroll photography policies and obey intellectual property laws. The Marketing and Communications Office has a library of high-quality photographs available for your use.

# Carroll Stationary



An electronic letterhead template in Word is available and found on the Logos and Trademarks page on the Portal. This template is available in black only, as office printers may not correctly print the Carroll Pantone colors.

Use Carroll stationary as an easy way to outfit your communications with Carroll's visual identity. Carroll letterhead and envelopes are available through copy services and greeting cards through the Marketing and Communications Office. The Marketing and Communications Office oversees design changes and updates of all Carroll stationary.

The main Carroll letterhead design features the Carroll wordmark and address and other information in the upper left corner. The stationary is printed 1-color, Carroll's institutional purple, Pantone 2695.

Special stationary exists for use by the Admission Office and for IMPACT and Borromeo Guild mailings. This stationary should only be used by the approved office.



# Promotional Items

Logos identify an item or communication as an official product of or message from Carroll College. As such, individual members of the public or the Carroll community may not use Carroll logos for personal projects such as party invitations or cakes.

If you are using the Carroll name or a Carroll logo on promotional items, such as tee shirts or pens, the company producing the product must be a licensed vendor. If the product is for internal use, the vendor does not pay a royalty and can obtain a restricted license. For policies related to the use of Carroll logos for external purposes, please refer to the Carroll licensing program, administered by Strategic Marketing Affiliates (SMA)

Download the licensing information from the Logos and Trademarks page on the Carroll Portal or go to **[www.smaworks.com](http://www.smaworks.com)**.

## APPENDIX A: HISTORY OF THE SHIELD AND SEAL

In 1918 Pierre de Chaignon la Rose of Cambridge, Massachusetts, designed the shield and seal for Mount St. Charles College. After college leaders changed the institution's name to Carroll College in 1932, they hired de Chaignon la Rose to design new college insignia. De Chaignon la Rose completed design of the current Carroll shield in 1934. The two lions and the cross featured on the shield derive from the coat of arms claimed by the college's founder, Bishop John Patrick Carroll. Bishop Carroll's coat of arms is based on the Irish coat of arms for the Carroll family—Bishop Carroll altered the Carroll family coat of arms by replacing a sword with the cross. The coat of arms of the Diocese of Helena features a chevroned background, and the chevron element on the Carroll shield is designed to establish that the specific person indicated by the lions and cross (John Patrick Carroll) had been the Bishop of Helena.

Also in 1934, de Chaignon la Rose altered the original seal that he had designed for Mount Saint Charles College in 1918. De Chaignon la Rose replaced the center shield, which had incorporated elements of the shield of Saint Charles Borromeo, with the new shield described above. The 1934 design retained linear background elements and the outer ring, but de Chaignon la Rose changed the Latin wording in the ring from "*Sigillum Collegii Sancti Caroli a Monte Helenensis*" to "*Sigillum Collegii Carroll Helenensis Montanae*." Today we publish seals which feature either of the phrases "Carroll College Helena Montana" or "Non scholae sed vitae Carroll College" written in the outer ring.