The Gettysburg College campaign identity has been developed by the North Charles Street Design Organization (NCSDO), Baltimore, Maryland, in consultation with the College’s Office of Development, Alumni and Parent Relations and the Office of Communications and Marketing. It has the endorsement of President Janet Riggs and should be used by all who prepare communication materials during the period of the Campaign.

Questions about applications of the identity should be addressed to:

Paul Redfern ’00, Executive Director of Communications and Marketing, at (717) 337-6829 or predfern@gettysburg.edu.
As a College-wide fund-raising campaign, Gettysburg Great: The Campaign for Our College seeks to mobilize Gettysburg College’s core constituencies—alumni, parents, and friends of the College—in support of Gettysburg. Along with its primary goal of increasing the College’s endowment and level of annual giving, the Campaign aims to spread the word that Gettysburg provides an exceptional educational experience and is poised to stand among the very best liberal arts colleges in the nation.

Among the Campaign’s specific goals are to increase scholarship support for students, support for Gettysburg’s faculty, opportunities for engaged learning, and giving to the Gettysburg Fund.

Increasing scholarship support will help:
• Invest in talent and promise
• Make Gettysburg more inclusive
• Spare graduates from excessive debt
• Free the operating budget

Increasing support for Gettysburg’s faculty will:
• Reward exemplary performance
• Create endowed professorships
• Support professional development
• Encourage creative teaching

Increasing opportunities for engaged learning will result in more:
• Student research with faculty
• Funded summer internships
• Winter and spring immersions
• Career-related experiences

Increasing giving to the Gettysburg Fund will:
• Support the College every year
• Expand opportunities for students
• Limit student debt
• Improve Gettysburg’s standing in national rankings
On first reference in text, use the full campaign name, *Gettysburg Great: The Campaign for Our College* [initial caps, italic, with colon following Great]

On subsequent references, use either *Gettysburg Great* [two words, initial caps, italic] or the Campaign [initial caps, Roman]

When used as a modifier, lowercase “campaign”; e.g.,
campaign publications
campaign identity system

When referencing the Campaign in social media, use the hashtag #gettysburggreat [lowercase, one word (Twitter is not case-sensitive)]

Naming conventions include:
the Gettysburg Fund [lowercase “the”]
Orange & Blue Club [ampersand]

Standardized language includes:
• Donors can support Gettysburg most effectively through a combination of three types of gifts: 1) Support the College by donating every year to the Gettysburg Fund. 2) Designate a gift toward the College’s endowment. 3) Include Gettysburg in your estate plans.

• Ways of referring to engaged learning at Gettysburg: “culture of engagement,” “opportunities for engaged learning,” “experience-based programs that engage students more fully,” “engaged learning experiences.”

General editorial style:
For style questions unrelated to the Campaign, please see the College Style Guide.
The campaign logos consist of the College logo’s Bembo combined with a bold treatment of “great” in Scala (chosen for the similarity of its “g” to the Bembo “g” and for giving “great” the emphasis it needs).

When needed, the identifying phrase “The Campaign for Our College” should appear in Meta Serif, all caps, either to the right of or below the logo.

Logos are available for download in EPS and JPG formats. These logos have been carefully designed and proportioned, and no attempt should be made to recreate or change them.

The space surrounding the logos is integral to the design. The minimum open space around them should be twice the height of the lowercase letterforms.

The Gettysburg Great logo MUST appear on all campaign publications.

2x letter height
(same for all logos unless noted otherwise)
The “Do Great Work” logo MUST appear on all campaign publications. When used in conjunction with the campaign logo, it should be placed to the left (as shown below), and should read from bottom to top.

The Gettysburg College logo should appear on the back of all campaign publications.
The approved color palette should be used for reproduction of the logos on:

- Letterhead, envelopes, business cards
- External and internal campaign publications
- Campaign premiums
- Campaign identities on the website.

The approved colors for the campaign identity system may be achieved by the following:

- **PMS 294** for coated paper
- **PMS 158** for coated paper
- **PMS 404** for coated paper
- **PMS 294** for uncoated paper
- **PMS 158** for uncoated paper
- **PMS 404** for uncoated paper
- **Pantone Bridge Build 294** for coated paper
  (C=100 M=69 Y=7 K=30)
- **Pantone Bridge Build 158** for coated paper
  (C=0 M=62 Y=95 K=0)
- **Pantone Bridge Build 404** for coated paper
  (C=20 M=25 Y=30 K=59)
- **Pantone Bridge Build 294** for uncoated paper
  (C=100 M=53 Y=2 K=21)
- **Pantone Bridge Build 158** for uncoated paper
  (C=80 M=70 Y=0 K=0)
- **Pantone Bridge Build 404**
  for uncoated paper (C=45 M=37 Y=43 K=4)
- **RGB R=0 G=67 B=123** (blue)
- **RGB R=245 G=127 B=41** (orange)
- **RGB R=105 G=96 B=90** (gray)
- **Hexadecimal 00437B** (blue)
- **Hexadecimal F57F29** (orange)
- **Hexadecimal 69605A** (gray)
To achieve a consistent look for campaign communications, use variations of Meta Serif—available in several weights and italics—for the text. Where a sans serif or secondary face is needed, Akzidenz is recommended.

Meta holds up well at small sizes and complements Akzidenz. See the following page for examples of how these typefaces and the campaign color palette can work together to create an attractive layout.
Providing Opportunities for Engaged Learning

“Gettysburg gave me an excellent opportunity to do hands-on work at the Observatory. I never imagined that our observations would become part of an acclaimed body of scientific work...[and that] some of our collaborators would go on to win the Nobel.”

—AKBAR RIZVI ’99

OPPORTUNITIES FOR ENGAGED LEARNING INCLUDE:
• Research with faculty
• Funded summer internships
• Winter and spring immersions
• Career-related experiences

“The academic highlight of my education was having the opportunity to explore my love for history and world culture. I traveled across Europe with my classes, meeting with historians, museum curators, and artists. Being able to step outside the classroom completely enriched my experience.”

—CATLIN KALTENBACH ’12

RESEARCH WITH FACULTY
Collaborating with faculty members on research projects is one of the most effective ways of deeply connecting students with their fields of study. Along with benefiting from the close mentorship that such collaboration often entails, students learn directly from the process of performing the work: putting in hours in the laboratory, designing a gallery exhibit, poring over existing scholarship on a topic, writing computer programs, conducting surveys—all experiences that prepare students not only for graduate-level research but also for careers in the wider world. And when financial support is available, students find that attending regional and national conferences to share the results of their research can be enormously instructive and rewarding.

CAROLINE HARTZELL, PROFESSOR OF POLITICAL SCIENCE

Engaged learning at Gettysburg means teaching students:
• To consider ideas from multiple disciplinary perspectives
• To integrate ideas and information
• To communicate effectively
• To become meaningful contributors to their local, national, and global communities

As founding director of the college’s globalization studies program, Caroline Hartzell knows the benefits of international experiences for students. International experiences are a dramatic source of growth,” she says. “Students grow as people, becoming aware of challenges facing countries and cultures. They find inspiration for lifelong careers, going on to become leaders in areas such as microfinance, global education, international management, and environmental stewardship. And they become better prepared to be members of the global workforce. Such experiences are costly but immensely valuable in bringing classroom theory to life. ‘Reading about microfinance is one thing; interviewing women microfinance borrowers in Nicaragua in order to discern the impact microfinance has had on their lives is an entirely different learning experience.’

OPPORTUNITIES FOR ENGAGED LEARNING INCLUDE:
• Research with faculty
• Funded summer internships
• Career-related experiences

HANDLING TYPOGRAPHY

• HEADLINE: Meta Serif Pro Book
• QUOTE: Akzidenz Grotesk Med
• QUOTE ATTRIBUTION: Akzidenz Grotesk Med
• BODY: Akzidenz Grotesk Regular
• QUOTE: Akzidenz Grotesk Light
• QUOTE ATTRIBUTION: Akzidenz Grotesk Med
• FACTOID HEAD: Meta Serif Pro Book
• FACTOID: Akzidenz Grotesk Medium
• NAME: Akzidenz Grotesk Med
• TITLE: Akzidenz Grotesk Light

The Hatter Planetarium was built in 1966 as the result of a generous gift from Mr. and Mrs. George G. Hatter.

Typography, CONTINUED
PDF templates of stationery, envelopes, and notecards are available for download. Business cards and mailing labels can be obtained from Paul Redfern. Guidelines for letter format are also available for download.

Specific paper stock has been chosen for the stationery as follows:

**Letterhead and envelope stock** is 24 lb. Strathmore writing, ultimate white

**Business card stock** is 100 lb. Strathmore wove cover bristol, soft white

**Notecard stock** is 80 lb. Strathmore cover, ultimate white

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**Letterhead**

Gettysburg College
300 N. Washington Street
Gettysburg, PA 17325

October 27, 2011

Mr. Beau Roquicy

Bureau of Development

222 S. Office Street NE

Baltimore, MD 21201-9876

Dear Mr. Roquicy:

This is the typing format for the official Gettysburg College campaign letterhead. The date starts at 12 picas (2 inches) from the top of the page. Insert three line spaces and type the outgoing address. Leave one line space before the salutation. Insert another line space before starting the body of the letter. The left margin is 6 picas (1 inch), and the right margin is 6 picas (1 inch). Insert one line space between paragraphs with no paragraph indents, flush left/ragged right. When available, use 11-point Bembo with 13 points of leading. Secondary paragraphs should be handled as follows:

Indent secondary paragraphs 1 pica from both the left and right margins. Insert one line space between paragraphs with no paragraph indents, flush left/ragged right. When available, use 11-point Bembo with 13 points of leading.

The complimentary closing should follow after one line space, with three line spaces between closing and name. Applicable personal information for the sender—title, personal phone, fax, or e-mail address—should be typed below the name.

Sincerely,

Nancy Esdio
Coordinator of Titles
Phone: 781-888-1234
Fax: 781-888-5678
E-mail: nancy.esdio@yourcollege.edu

P.S. Insert two line spaces between the correspondent’s personal contact information and the postscript. Any codes or typist’s initials should follow after an additional two line spaces.

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**Business Card**

Gettysburg College
300 N. Washington Street
Gettysburg, PA 17325

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**Envelope**

Gettysburg College
300 N. Washington Street
Gettysburg, PA 17325
Applications

CAMPAIGN PREMIUMS

Coffee Mug

Baseball Hat

Bumper Sticker

Lapel Pin
Applications

BANNERS

Gettysburg great
Blue report covers with rectangular windows should be used when possible. Window corners should be rounded, and type should be given at least 1/4” clearance on all sides.

Please refer to College Facts when citing statistics about the College.
In addition to this PowerPoint template, the College’s Presentation Templates can be used to create presentations.
Gettysburg’s HTML Email Templates can be found online. For campaign e-news, please follow this format.

**BOLD RUN-IN HEADS FOLLOWED BY COLONS**

**Bembo Bold**
13 points/13 points leading

**BULLETED LISTS**

**Futura Book**
11 points/13 points leading

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Applications WEB

Social Media Icon

Web Banner

Gettysburggreat
THE CAMPAIGN FOR OUR COLLEGE
Please refer to Gettysburg’s Photo and Video Library when creating video. The following colors are approved to use with video:

- **RGB R=21 G=42 B=80** (dark blue)
- **RGB R=245 G=127 B=41** (orange)
- **RGB R=255 G=255 B=255** (white)