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**COPPIN STATE UNIVERSITY**  
**'IN' CAMPAIGN BRAND GUIDELINES**

SEPTEMBER 2022



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**COME IN.**  
**FIND OUT.**



# INTRODUCTION

Early in the Summer of 2022, the University Marketing Team embarked upon a journey to craft a campaign that embodied the spirit and sentiment felt by Eagle Nation and could transcend into an outward-facing message to potential students, partners, donors, and others. Through focus groups, listening sessions, and surveys, we listened and synthesized what was heard into a bridge campaign that builds upon activities of the past in a much greater capacity – this is where the **‘IN’** campaign was born.

Using the word **‘IN’** is organic, given its embedded into our university’s name, but bigger than that, in story after story and testimonial after testimonial, eagles tell stories that by being **IN** this Coppin family, where everyone plays a role in each person’s success, there are no boundaries to what we can accomplish and no limit to how high we can soar.

We recognize that students have a lot of choices when it comes to finding their university home, but what we know deep in our core is that the Coppin Choice is one that goes beyond a degree, a cost savings, or a location convenience – it is a choice of belonging. A student chooses Coppin because Coppin allows them to find their **IN...**

- IN** their studies

- IN** their career choice

- IN** their place in the community

in their participation in student athletics, clubs and organizations that speak to their passions...

Coppin allows them to find their **IN** ultimately in life! And Coppin’s EAGLE NATION is reinforcing a community of everyone being a part of a larger goal, a bigger vision to make the institution and surrounding areas better...and the only way this happens is everyone is **ALL IN**.

Although this rebranding work is still in its beginning stages, we are excited about the opportunity to invite you all **IN** using this campaign as a catalyst to tell the Coppin State University story. Inside this document, you will find the required visual guidelines of the **IN** campaign brand. These guidelines should be used across campus to ensure consistent messaging and visuals as we tell our story.

Use the hashtag **#ALLINATCOPPIN** to help spread the word about the **“IN”** campaign.



# LOGO

The displayed configurations are the approved logo. As you build communications, you may use the one that best fits your space requirements.

## PRIMARY LOGO

The stacked logo is the primary use of the logo.

The master logo is the main identifying mark for your campaign. Think of your master logo as the trunk of the tree with the other logo types/ variations being the branches. This logo type is used the most, and is often utilized on the header of a website, on brand collateral, social media, etc.



## SECONDARY LOGO

The arrow logo should be used as the secondary logo.

This is the logo you'll use when wanting to incorporate a design element into the logo. This alternate logo still feels cohesive and at home with the rest of your identity, but is used on more of an as-needed basis.



## THE ICON

Use the icon as a design element when the 'IN' Campaign brand has already been established.



Our logo reflects aspects of our parent brand with apparent similarities. The logos displayed on the following pages should be used on all branded materials and be immediately recognizable by any partner as the 'IN' Campaign branding.



## MINIMUM SIZES

When using the 'IN' Campaign logo, please adhere to the following minimum size rules on this page. These have been set to ensure that the 'IN' Campaign logo is clear and visible in all communications.

### DIGITAL



### PRINT



### T-SHIRT



## CLEAR SPACE

To ensure the 'IN' Campaign logo is legible, it must be surrounded with a minimum amount of clear space. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact.

Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the brand.

This clear space should scale as the size of the logo scales.



## FILE TYPES

The logos for the ‘IN’ Campaign are available in the following formats:

- **EPS:** This is a vector file format that is easily scaled.
- **JPG:** This is an image type that is a smaller file size and has a white background. It is best used for web applications.
- **PDF:** This is the preferred file type for most print jobs.
- **PNG:** This image type has a transparent background and is best used across digital mediums. It is not suitable for print applications.



EPS



JPG



PDF



PNG

## INCORRECT USES

- Do not remove, add, recreate, replace, or change any elements of the logo.
- Do not change the logo’s orientation.
- Do not use bevel or emboss effects on the logo.
- Do not add “glow” or “drop shadow” effects to the logo.
- Do not reconfigure or change the size or placement of any logo elements.
- Do not distort proportions by stretching or squeezing the logo.
- Do not change the logo font.





## COLOR PALETTE

The primary colors of our brand are blue, gold, and white. The color selection for the ‘IN’ Campaign logo acts as a brand identifier and is intentional in mirroring that of Coppin State University.

Always use the correct color mode and/or ink formulation for the appropriate application to ensure color consistency across all mediums.

**Pantone** should be used for solid color printing.

**CMYK** should be used for 4-color process printing.

**RGB & HEX** should be used for digital applications.

## TINTS & ACCENT COLORS

A range of tints of this color palette are available to use when flexibility is needed. To keep the campaign brand clean, use these tints as “accent colors”.

<b>BLUE</b> PANTONE: 540 CMYK: 100/57/12/60 RGB: 0/48/86 HEX: 003056	<b>GOLD</b> PANTONE: 7548 CMYK: 0/22/100/0 RGB: 255/201/21 HEX: ffc915	<b>WHITE</b> PANTONE: 000C CMYK: 0/0/0/0 RGB: 255/255/255 HEX: ffffff	<b>BLACK</b> PANTONE: BLACK CMYK: 0/0/0/100 RGB: 0/0/0 HEX: 000000
80%	80%		80%
60%	60%		60%
40%	40%		40%
20%	20%		20%
10%	10%		10%

# TYPOGRAPHY

Gotham and Sina Nova are the primary fonts for our brand and what is reflected in our logo.



## GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### HEADINGS + PARAGRAPH + SUBHEADINGS

This font type should be used as a complementary font type such as in paragraphs and subtext. Use Bold and Black to emphasize text or as subject subheadings.

### SAMPLE:

GOTHAM BLACK  
**HEADING**

GOTHAM BOLD  
**SUBHEADING**

Ut venis ventus dolore sam restesed que sitemporio od ulparibust omniendunte eiumqua tusdae. Nemporro cus, odit quianda volupicvolupta testis eum fugit, quae. Ut ature volut esed. s dolore sam restesed que sitemporio od ulparibust.

GOTHAM BOOK

## SINA NOVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### HEADINGS

This font type should be used as a complementary font for headings.

### SAMPLE:

SINA NOVA  
**HEADING**

GOTHAM BOLD  
**SUBHEADING**

Ut venis ventus dolore sam restesed que sitemporio od ulparibust omniendunte eiumqua tusdae. Nemporro cus, odit quianda volupicvolupta testis eum fugit, quae. Ut ature volut esed. s dolore sam restesed que sitemporio od ulparibust.

GOTHAM BOOK



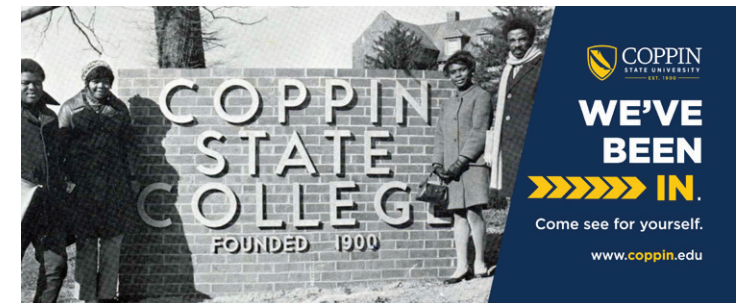
# tone

## COPPIN IS...

- Collaborative
- Student-Driven
- Compassionate
- Diverse
- Empowering
- Equitable
- Impactful
- Inclusive
- Intentional
- Relatable
- Unified

## COPPIN IS NOT...

- Complacent
- Exclusive
- Ostracizing
- Passive



# CO-BRANDING

## NAMING GUIDELINES

This program should always be referred to as the **'IN'** Campaign. When referring to the program, any department can add their name to the logo per the example on the right.

### YOU MAY NOT:

Replace the word **'IN'** with any other description related to focus area or institutional identification.

Include additional words in your name that dilute the **'IN'** Campaign, e.g.,

### CORRECT USAGE:



### INCORRECT USAGE:



## VISUAL EXAMPLES

When a visual identifier of both a partner and the program name are necessary, the partner logo should appear first and the **'IN'** logo should appear second, with a distinguishable separating line between the two logos.





# MESSAGING & VISUALS

Leveraging both the word 'IN' within the COPPIN name, as well as 'IN', separately allows us to boldly illustrate the story of a campus community where everyone cares, everyone has a role, and everyone feels like they are part of something special - they are in a family and in a community. They are in a handpicked group of intellectuals, changemakers, and growth-seekers. They are in sports, they are in organizations, they are majoring in computer science, nursing, and more. Simply put, they are IN however they choose to be.

The MAIN campaign image should have two components - one that highlights 'IN' within the COPPIN name and one that highlights the main theme of, "We're All IN at COPPIN. The directional arrow pointing inward is also introduced in the main campaign image and further built upon in the campaign's supporting images.



# HISTORY/LEGACY

Appealing to alumni and potential partners often requires a proof point, something that showcases legacy and history of accomplishment. Visuals should allow for the integration of past and future imagery, where possible.

**WE'VE BEEN IN.  
COME SEE FOR YOURSELF.**

**COPPIN STATE UNIVERSITY**  
EST. 1900

**CHANGE STARTS HERE.**

**ARE YOU IN?**  
COPPIN STATE UNIVERSITY



## RANKING

The below visuals are meant to represent department-specific students, programs, and rankings.



Producing nurses **committed to excellence and compassion** since 1974.



Ranked in the **Top 100 Best Affordable Chemical Science Degrees.**



Ranked in the **Top 100 for Best Affordable Computer Science Degree.**

## VALUE (AFFORDABILITY)

Many institutions reference education affordability as a differentiator, however, outside of being an affordable education, Coppin is offering a valuable experience at a competitive price - an experience that actually goes beyond cost.



**MORE** OPTIONS.  
**MORE** FUN.  
**MORE** MEMORIES.  
**LESS** COST.

 **COPPIN**  
STATE UNIVERSITY  
EST. 1900

[www.coppin.edu](http://www.coppin.edu)

A photograph of a young Black man in a red t-shirt and a young Black woman wearing a white hijab, both smiling.



 **COPPIN**  
STATE UNIVERSITY  
EST. 1900

**100% IN**

[www.coppin.edu](http://www.coppin.edu)

A large billboard for Coppin State University. The billboard features a photograph of a running team in blue and white uniforms. The text '100% IN' is prominently displayed in white and yellow. The Coppin State University logo and name are visible in the top right corner. The billboard is mounted on a black metal structure with streetlights visible in the background.

## PERCEPTION/REPUTATION

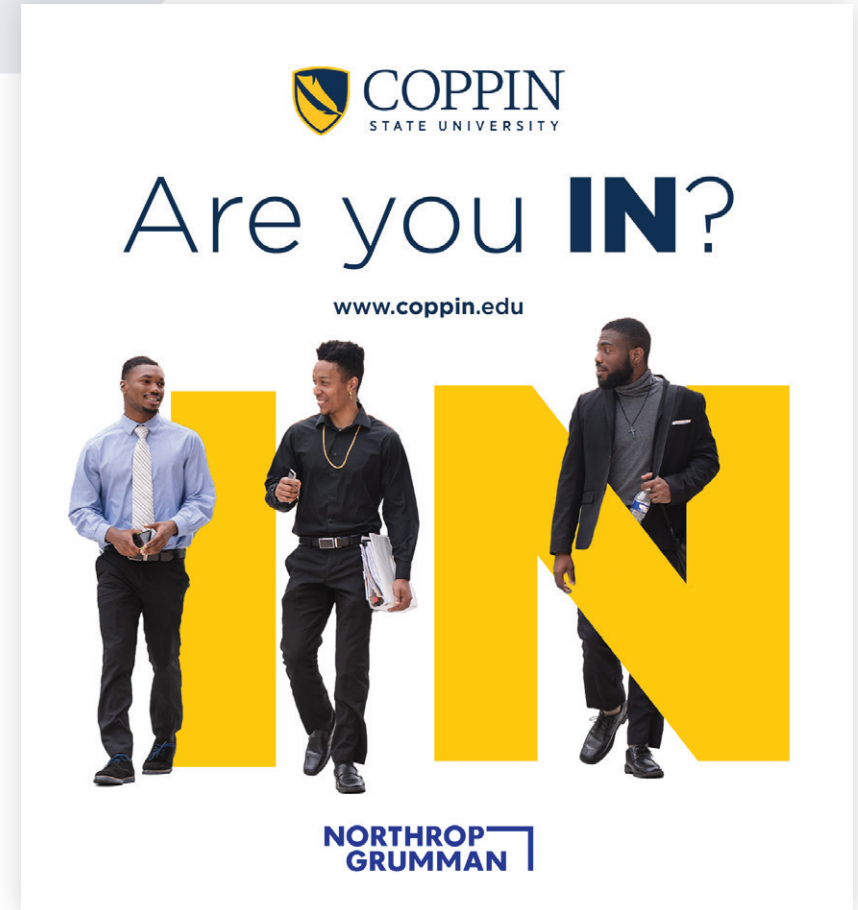
Coppin's legacy speaks for itself; however, the goal of this visual is to guide the audience to come on campus and witness the experience first-hand.





## PARTNERSHIPS

Coppin's reputable list of partners and donors represent some of the nation's largest brands. Their investment and commitment to the university is highlight-worthy. The provided image is a portrayal of potential partners/donors and a sample logo.







**INTIMATE** CLASSROOMS.  
**INSPIRED** CONVERSATIONS.  
DO YOU WANT **IN**?

[www.coppin.edu](http://www.coppin.edu)



## BRAND DIFFERENTIATORS

Brand differentiators like an intimate classroom experience are invaluable to the classroom experience. This sample visual illustrates the classroom/teacher ratio as a university highlight.





**COPPIN**  
STATE UNIVERSITY  
EST. 1900

# CHANGE STARTS HERE. ARE YOU **IN?**

[www.coppin.edu](http://www.coppin.edu)

