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Diverse[®] **Brand Guide**

THE NEW CORPORATE DESIGN GUIDELINES
FOR DIVERSE INC.

Revised - October 2023

CORPORATE DESIGN MANUAL V1.01

Corporate Identity? Have a Look when Image meets Design.



Cox Matthews and
Associates Inc.
Corporate Brand
Guidelines

Version: v1 // 2023

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Corporate Design Manual

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“Success is to be measured not so much by the position that one has reached in life as by the obstacles which he has overcome while trying to succeed.”

Booker T. Washington



Cox Matthews and
Associates Inc.
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Version: v1 // 2023

Introduction



INTRODUCTION/ABOUT

Olluporturia volorio remporpore num ipsunda intistotatem nate pore, nonsequ amenessunte vento magnis eum ventiuscium atia consernatius dipsam cuptiistrum harum ad escia sincipsa que nonsequam fuga. Itaque aut am facestem facerchit fugitisciur as ra etur, qui blabor ratem et, cusam estrum comnitescidi dellica tionet et pro con con custio ex et laces simpos alitas derum repro delitature vel ium rempor ad quia dolor ma ipsa comnihi cabori conem fugit qui invelique volorem quid ut ut as simperro blatias pitiore culparist et velis que num quunti quo entur?

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WILL COX

President at CMA Publishing, Inc.



INTRODUCTION/ABOUT

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MAYA MINTER

VP at CMA Publishing, Inc.

**Our Vision,
Mission, Culture
and Values
that represent
Diverse's
corporate
identity.**

POSITIONING LINE

ISSUES IN HIGHER EDUCATION

VISION

Equity in Education for the Underserved.

MISSION

To champion equity in higher education through trusted information and resources.

Diverse: Issues in Higher Education - Crafting a Legacy from Historical Foundations

In an era where the landscape of higher education was on the precipice of change, two luminaries, Dr. William E. Cox and Frank L. Matthews, perceived the critical necessity to illuminate the narratives and successes of underserved communities within academia. Their endeavor, first launched as Black Issues In Higher Education, was more than just a publication. It was a clarion call—a mission to bring to light the tales, triumphs, and tribulations of Black scholars, educators, and students during a time when these voices were often muted.

Under the stalwart guidance of Dr. Cox and Matthews, Black Issues In Higher Education swiftly transformed into a powerful forum for discourse, advocacy, and reflection on equity and inclusion. But its essence wasn't solely about documenting challenges. It zealously celebrated the milestones and victories of pioneering Black figures in academia, sowing seeds of inspiration for generations.

As global dialogues around diversity became more intricate and encompassing, so too did the publication's scope. This led to its metamorphosis into Diverse: Issues in Higher Education—a reinvigorated pledge to advocate for the narratives and rights of every marginalized group in academia.

Today, Diverse isn't just a testament to its storied past and the indomitable vision of its founders, Dr. Cox and Matthews. It is more than a publication—it is a legacy, a guiding light, ardently championing the ethos of equity in higher education. As Diverse paves the path forward, it remains steadfast in its commitment: to be a beacon of hope, a repository of knowledge, and an agent of change, while always paying homage to its deep-rooted origins.



Culture & Values

We believe cultural values for a diverse publication staff in higher education are essential to fostering an inclusive and productive work environment. These values promote diversity, equity, and inclusion while also ensuring a harmonious and creative workplace.

Diversity: Embrace and celebrate diversity in all its forms, including race, ethnicity, gender, age, sexual orientation, religion, and abilities. Our team is stronger when we represent a wide range of perspectives and backgrounds.

Inclusivity: Foster an environment where every team member feels heard, valued, and respected. Encourage open communication and actively seek out diverse voices and opinions.

Equality: Strive for equal opportunities and treatment for all team members, regardless of their background or identity. Promote fairness in all aspects of our work.

Respect: Treat each other with kindness, empathy, and respect. Recognize that our differences are a source of strength and should be celebrated.

Empowerment: Empower all team members to contribute their unique skills and talents to the magazine. Encourage collaboration and support one another's growth and development.

Innovation: Embrace creativity and innovation from all team members. Different perspectives can lead to groundbreaking ideas and fresh approaches to storytelling.

Education: Commit to continuous learning about different cultures, identities, and experiences. Stay informed about current issues related to diversity and inclusion.

Accountability: Hold ourselves accountable for creating and maintaining an inclusive culture. Address bias, discrimination, and microaggressions promptly and constructively.

Representation: Ensure that the content we produce reflects the diversity of our audience and society. Strive to include diverse voices and perspectives in our stories.

Community Engagement: Engage with diverse communities and seek to understand their needs and concerns. Build relationships based on trust and collaboration.

Feedback: Encourage open and honest feedback from all team members. Use feedback to improve our culture, content, and processes continually.

Flexibility: Recognize and accommodate the diverse needs and preferences of team members, such as different working styles, schedules, and accessibility requirements.

Transparency: Be transparent about our efforts to promote diversity and inclusion. Share progress, challenges, and goals with the team and our readers.

Social Responsibility: Use our platform to advocate for social justice and positive change. Amplify underrepresented voices and contribute positively to our communities.

Celebration: Celebrate cultural holidays, milestones, and achievements from all backgrounds, fostering a sense of belonging for everyone on the team.

Conflict Resolution: Resolve conflicts and disagreements constructively, with a focus on understanding and finding common ground.

By instilling these culture and values within our Diverse staff, we strive to create an environment where all team members feel welcome, appreciated, and empowered to contribute to the magazine's success while promoting diversity and inclusion with our unique content and higher ed community.

The Logo Introduction The Logo Application The Logo Elements Clearspace and computation Incorrect Logo Applications

Logo Introduction

LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

THE FULL LOGOTYPE

The Diverse Masterbrand or Corporate Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of diverse services - the connection between the strength of communication and the different points that influence.

It has a particular relationship with the Diverse name. The Logo Type has been carefully chosen for its classic and yet refined, highly legible style, which has been further enhanced by the use of upper and lower case letters. The typeface is Rockwell Extra Bold and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of color as well as shape and form. The two corporate colors are Blue and Grey. It is a fresh and appealing blend of colors chosen for their strong combination - modern - classic - timeless.

The Colors have been selected according to international standards as shown below and are easily implemented.

RECOMMENDED FORMATS:

.eps | .ai | .png | .jpg

1

THE FULL LOGOTYPE



1) The Logo Symbol

Consists of a powerful element evoking the culture of design services and a blue square background. The main logo is the colored logo used on white or colored background. For other backgrounds you will find an alternative below.

2

THE FULL LOGO WITH TAGLINE



2) The Logo Title

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in blue tone of the chosen corporate color. The font that is used here is Rockwell Extra Bold and Open Sans.

3

LOGO DARK VERSION



3) The Logo Dark Version

will be used when the background color is light colored.

4

LOGO LIGHT VERSION



4) The Logo Light Version

will be used when the background color is dark colored.

ATTENTION:

Use of any stylized, animated, hand drawn or other versions of an official logo is not permitted. This undermines the logo system and brand consistency. Please consult with Diverse Trademark Licensing if you have any questions or need further help.

Logo Construction & Clearspace

LOGO CONSTRUCTION & CLEARSPACE

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest

any other graphic element or message can be positioned in relation to the mark, of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

LOGO DIMENSIONS

Full Logo



CLEARSPACE

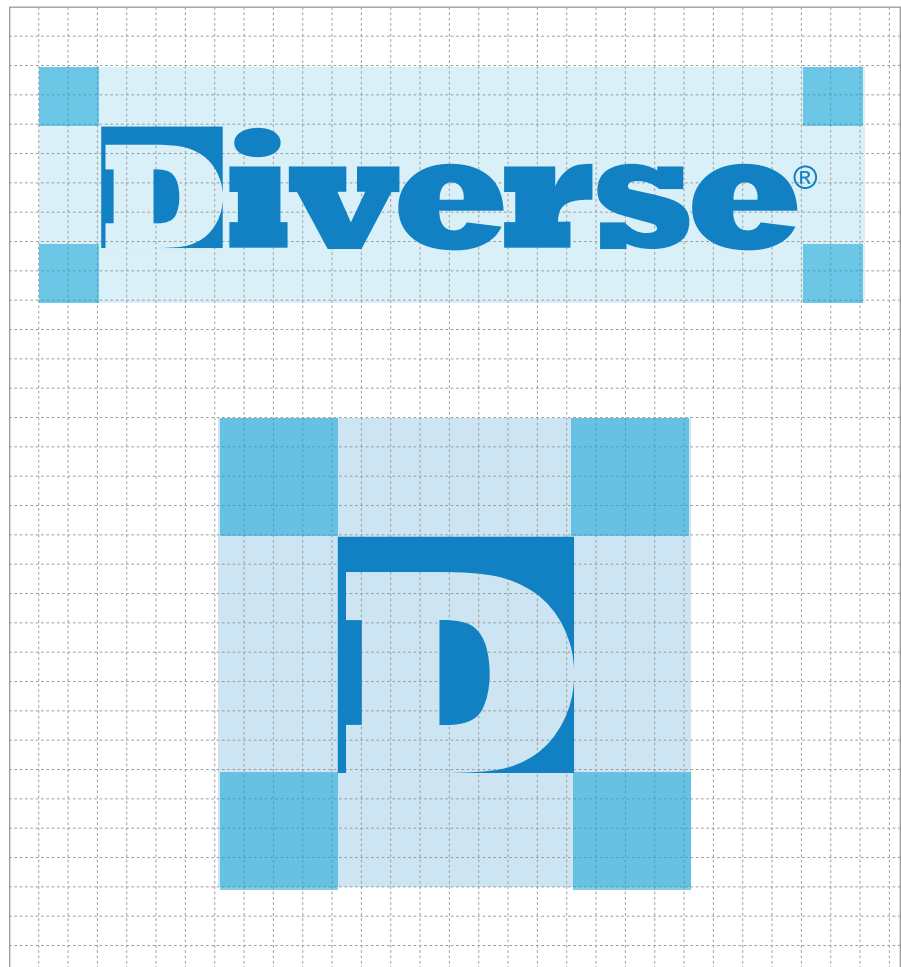
Full Logo

Definition

- Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

- To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).



Logo Usage



Colored Logo Version A



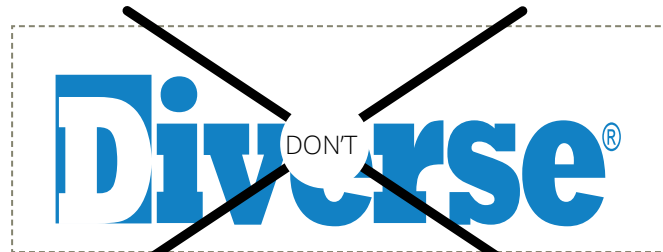
Colored Logo Version B



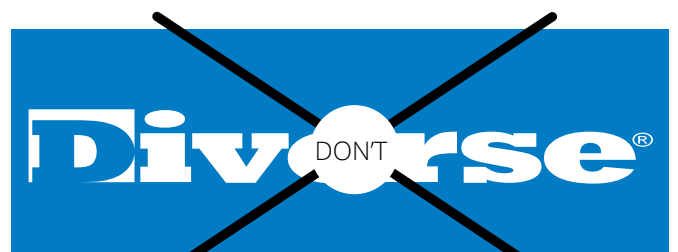
Colored Logo Version C



Colored Logo Version D



DO NOT vertically scale the logo



DO NOT horizontally scale the logo



DO NOT display logo over different color backgrounds



DO NOT alter the logo in anyway

Logo Symbol Guidelines

Logo Symbol

Minimum Size: .25 x .25 in



Size: .25 x .25 in

Size: .3875 x .3875 in

Size: .5 x .5 in

Size: 1 x 1 in

**Corporate Font
Primary Font
Secondary Font
Font Hierachy**

The corporate Font and history

Rockwell Extra Bold

DESIGNER :
FRANK HINMAN PIERMONT

-

THE FONT

Rockwell is a slab serif typeface designed by the Monotype Corporation and released in 1934. The project was supervised by Monotype's engineering manager Frank Hinman Pierpont. This typeface is distinguished by a serif at the apex of the uppercase A, while the lowercase a has two storeys. Because of its monoweighted stroke, Rockwell is used primarily for display or at small sizes rather than as a body text. Rockwell is based on an earlier, more condensed slab serif design cast by the Inland Type Foundry called Litho Antique.

Rockwell is a geometric slab-serif with a monoline construction, with all of its strokes appearing to be roughly the same width and its capital O roughly circular. This gives it a similar impression to common sans-serif designs of the period like Akzidenz Grotesk, Franklin Gothic, or Futura. Rockwell is influenced by a style of geometric slab serif that had become popular around the time, including the earlier Memphis and Beton, and less similarly Stymie and City.

The Corporate Font and its Structure

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Diverse communications. We have selected Rockwell Extra Bold and Open Sans, which helps inject energy and enthusiasm into the entire Diverse communications, as the primary and secondary corporate typefaces.

R O C K W E L L
EXTRA BOLD

Rockwell Extra BOLD for headlines is preferred.

Extra Bold

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
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

OPEN SANS

Opens Sans BOLD for call-outs is preferred.

Bold

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
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

Open Sans Regular for Tagline, Subheadlines and quotes.

Regular

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
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

Open Sans Light for body copy is preferred.

Light

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
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

Typography and Hierarchy

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for diverse layouts.

CONTENT TEXT AND INNER HEADLINES

You want to explain something more in detail? This is the best way to do it.

Open Sans Light
12 pt Type / 12 pt Leading

This text is reserved for copy text and huge text amount.

Open Sans Regular
12 pt Type / 12 pt Leading

This text is reserved for copy text and huge text amount.

Open Sans Bold
14pt Type / 14pt Leading

HEADLINES

MUCH MORE THAN AN INTERESTING HEADLINE!

Rockwell Extra Bold - Capital Letters
16pt Type / 16pt Leading

**SUPER.
HEADLINED**

Rockwell Extra Bold - Capital Letters
48pt Type / 40 pt Leading

Spectacular.

Rockwell Extra Bold -
62pt Type / 62 pt Leading

The Corporate Colors Primary Color System Secondary Color System

The primary Color System and Color Codes

PRIMARY COLOR SYSTEM

Color plays an important role in the Diverse's corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the "One Voice" color scheme.

Consistent use of these colors will contribute to the cohesive and harmonious look of the Diverse brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

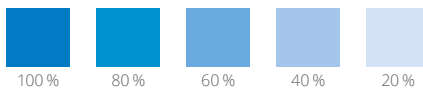
PRIMARY COLOR BLUE

COLOR CODES

CMYK : C82 M40 Y0 K0
Pantone : 109-8
HSB : 200 100 79
RGB : R=0 G=131 B=202
Web : #0083ca



COLOR TONES



THE GRADIENT



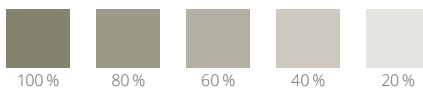
PRIMARY COLOR GREY

COLOR CODES

CMYK : C52 M40 Y55 K11
Pantone : 178-9
HSB : 74 12 50
RGB : R124 G128 B112
Web : #7c8070



COLOR TONES



THE GRADIENT



Explanation:

The Diverse Branding has two official colors: Blue and Gray. These colors have become a recognizable identifier for the company.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.

**Colors are
one of
the most
important
things to
transfer a
brand to the
customers.**

Color
system

The primary Color System and Color Codes

SECONDARY COLOR SYSTEM

Explanation:

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for Diverse company. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

Usage:

Use them to accent and support the primary color palette.

CMYK : C000 M020 Y100 K000
Pantone : 297C
HKS : 02K
RGB : R000 G000 B000
Web : #000000



100%



80%



60%



40%



20%

CMYK : C000 M020 Y100 K000
Pantone : 297C
HKS : 02K
RGB : R000 G000 B000
Web : #000000



100%



80%



60%



40%



20%

CMYK : C000 M020 Y100 K000
Pantone : 297C
HKS : 02K
RGB : R000 G000 B000
Web : #000000



100%



80%



60%

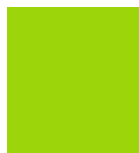


40%



20%

CMYK : C000 M020 Y100 K000
Pantone : 297C
HKS : 02K
RGB : R000 G000 B000
Web : #000000



100%



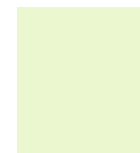
80%



60%



40%



20%

CMYK : C000 M020 Y100 K000
Pantone : 297C
HKS : 02K
RGB : R000 G000 B000
Web : #000000



100%



80%



60%



40%



20%

Color System for specific social months

Diverse®

Primary Color

Diverse®

June - LGBTQ+ Pride Month

Diverse®

February - Black History Month

Diverse®

October - Global Diversity Awareness Month

Diverse®

March - Women's History Month

Diverse®

October - Breast Cancer Awareness

Diverse®

May - Asian/Pacific American Heritage Month

Diverse®

Diverse®

Diverse®







Get the Look.

Corporate Stationery
The Company Letterhead
The Company Business Cards
The Envelope
Logo Placement



**Create
Incredible
Ideas.**

**Corporate
Stationery
Company
Letterhead
Company
Business Cards
Envelope
Logo Placement**

The Corporate Stationery

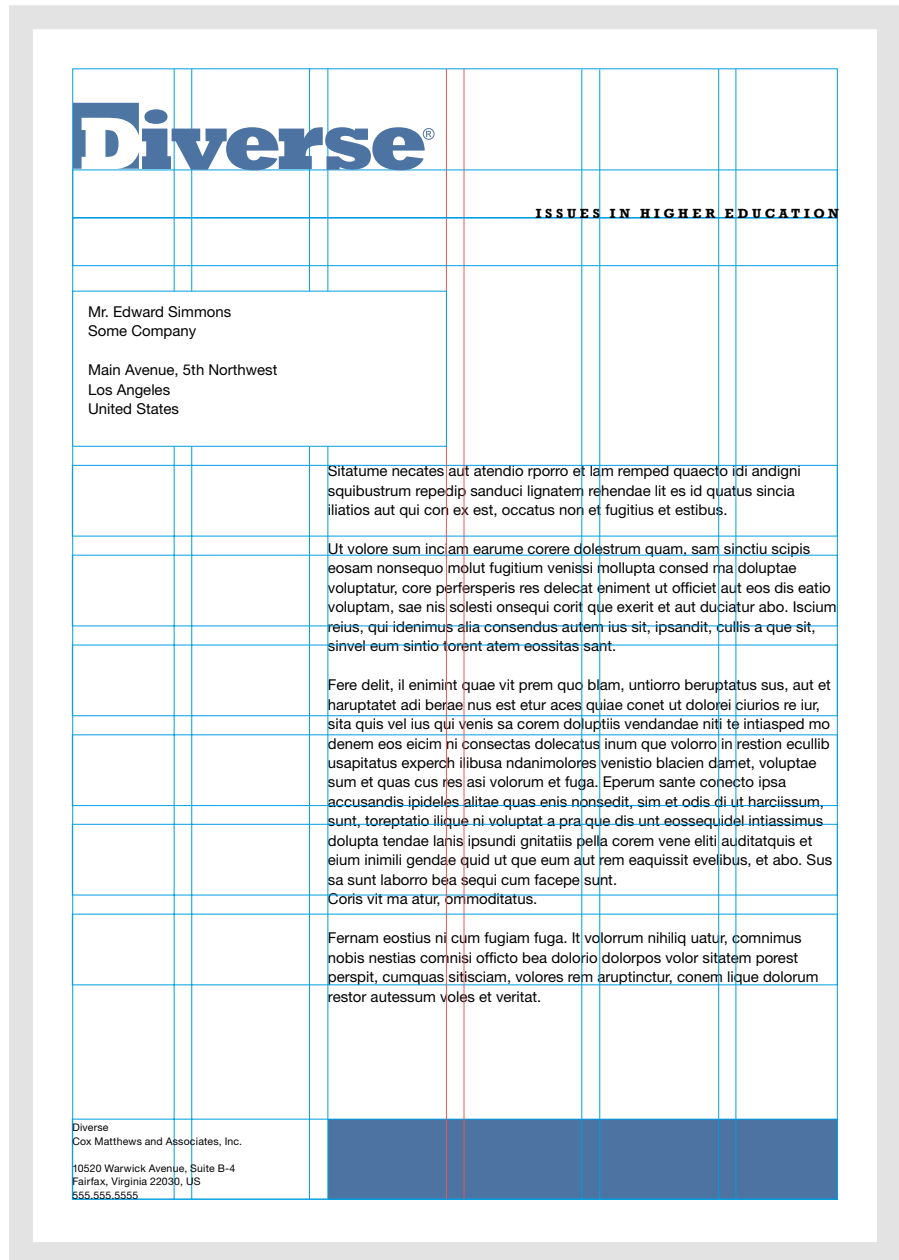
THE COMPANY LETTERHEAD

Explanation:

This shows the approved layouts with the primary elements of the Diverse stationery system for the front- and backside of the letterheads.

Usage:

The letterhead will be used for all official communication that is going out of Diverse company.



DOWNLOAD LINK

Link

<https://diverseeducation.com/media/letterhead.zip>

Dimensions

8.5in x 11in

Weight

80# Uncoated white

Print

CMYK

The Company Business Cards

THE COMPANY BUSINESS CARDS

Explanation:

This shows the approved layouts with the primary elements of the Diverse stationery system for business cards.

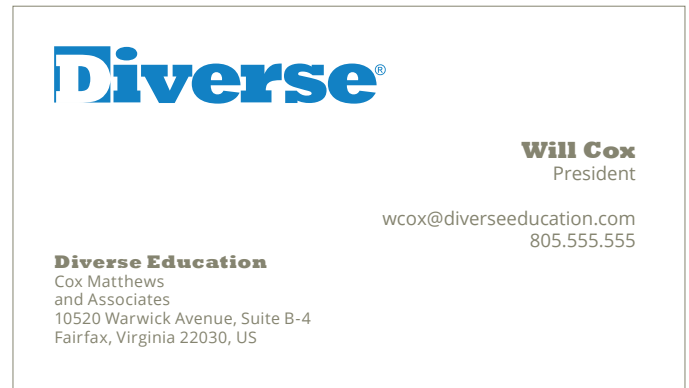
Usage:

The business cards will be used for all official contact and communication of Diverse company. Insert the Diverse letterhead and send your documents throughout the world.

Frontside



Backside



THE COMPANY ENVELOPE

Explanation:

This shows the approved layout with the primary elements of the Diverse stationery system for envelopes.

Dimensions

9.25in x 4.25in

Weight

80# Uncoated white

Print

CMYK



Correct Logo Placement

PARAMETER

-

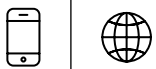
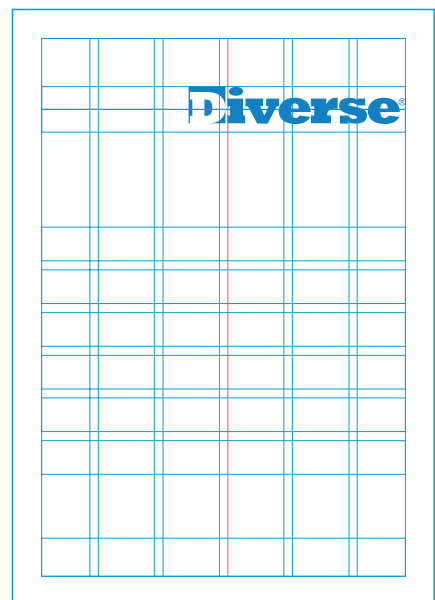
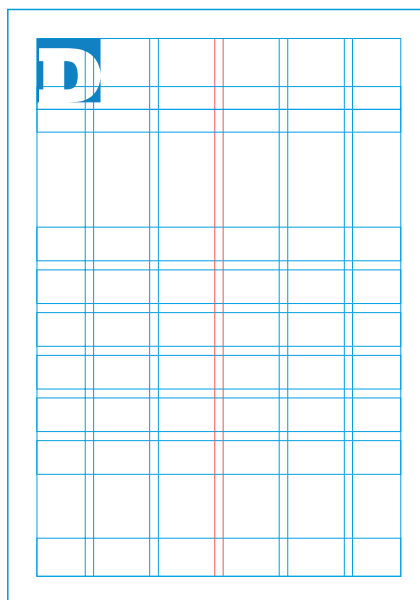
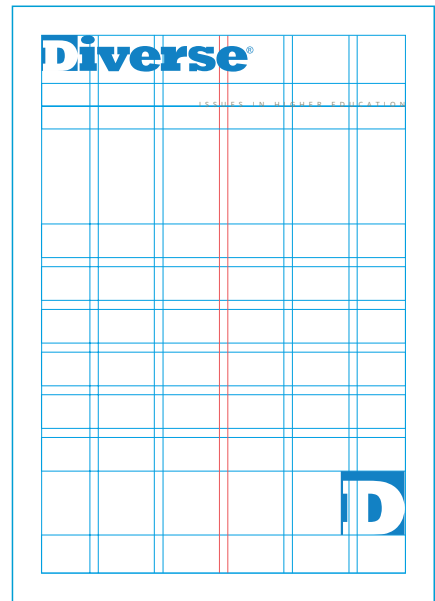
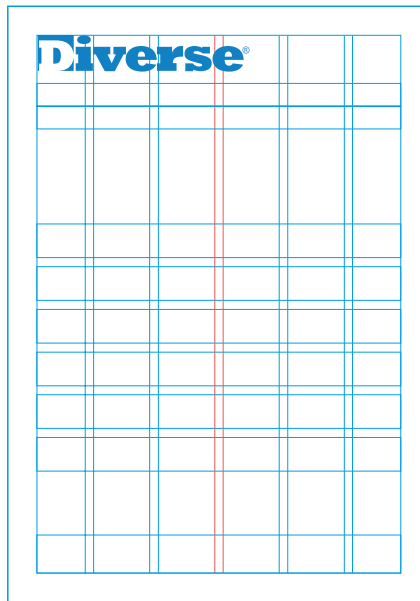
Example Dimensions

297 x 210 mm (Din A4)

THE LOGO PLACEMENT

-

To place the Diverse logo in the correct way please use one of the approved styles that are shown on the right. To place the Diverse logo in other ways is not allowed.



GRIDS DOWNLOAD LINK

Link

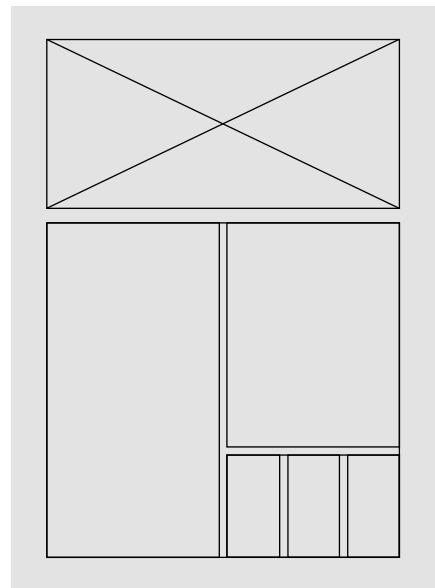
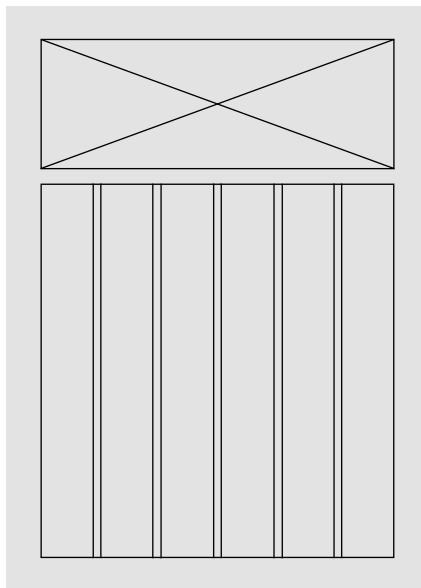
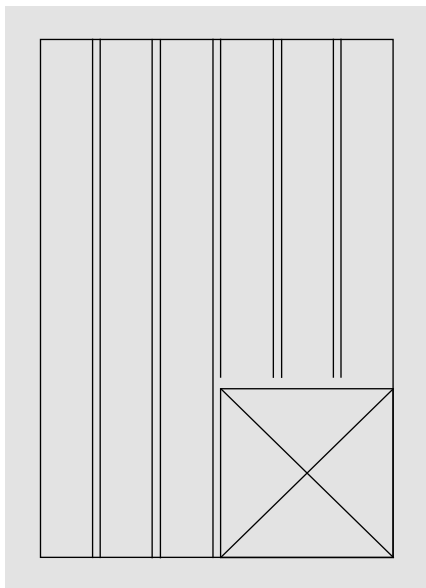
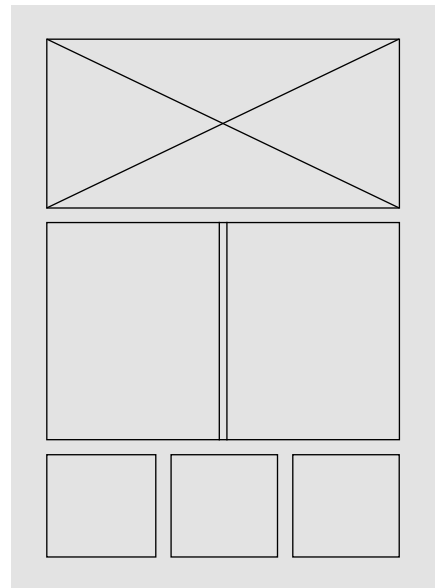
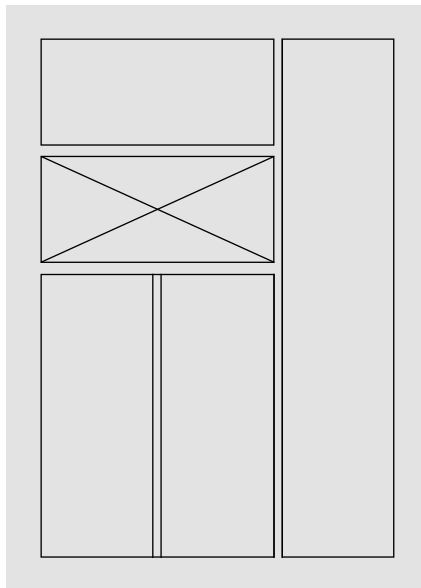
https://diverseeducation.com/media/grid_layouts.zip

**Grid Systems
Vertical Grid
Systems
Vertical Poster
Grid System
Horizontal
Presentation
Grid System
Vertical Grid
System for
Tablets**

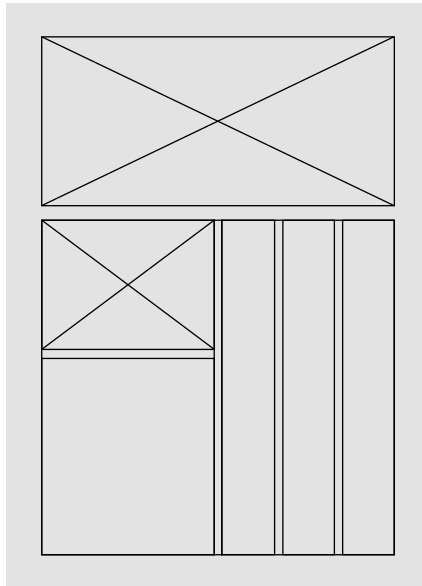
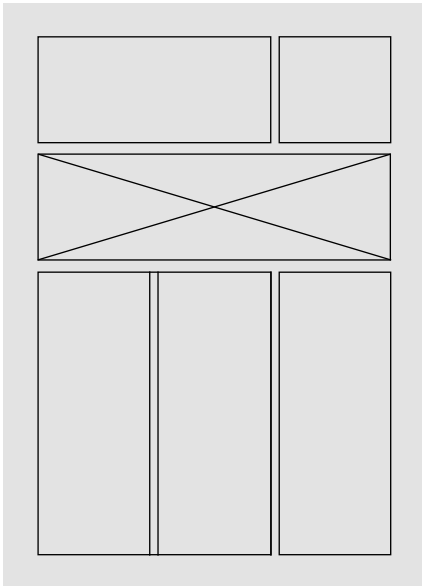
The Diverse Grid Systems

In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guide lines used to structure content. The grid serves as an armature on which a designer can organize graphic elements (images, glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphic element or shape.

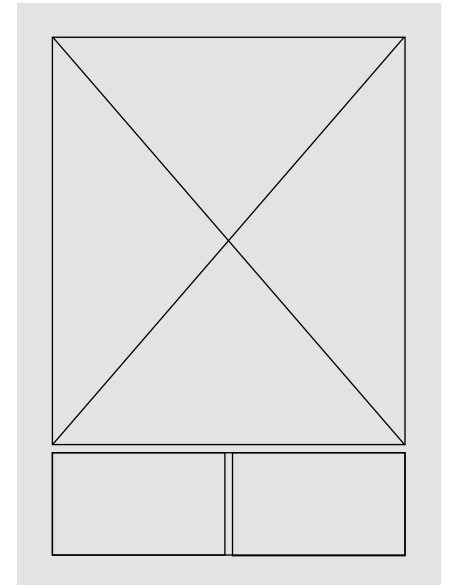
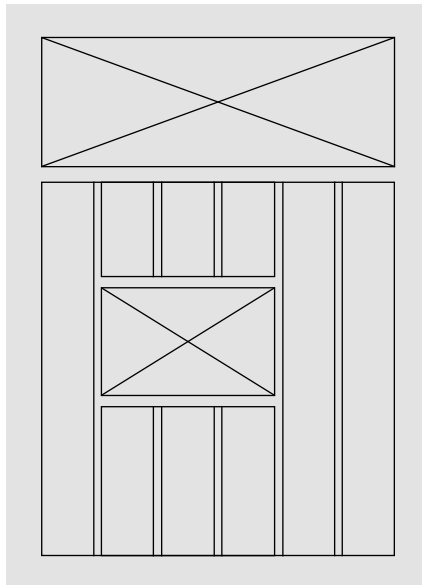
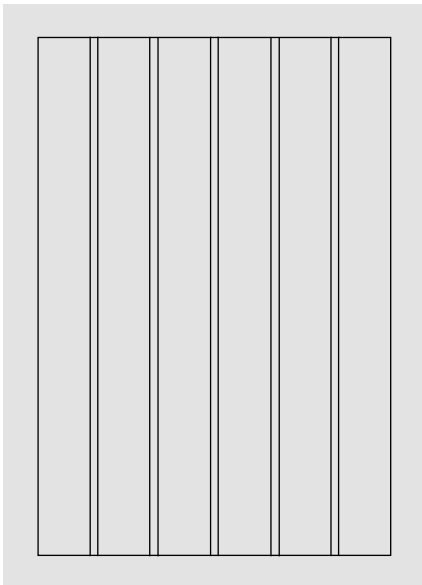
VERTICAL GRID SYSTEM EXAMPLES



The Diverse Grid Systems



VERTICAL GRID SYSTEM EXAMPLES



The Diverse Grid Systems

**EXAMPLE
DOWNLOAD LINK**

<http://www.fontsquirrel.com/grid/system.zip>

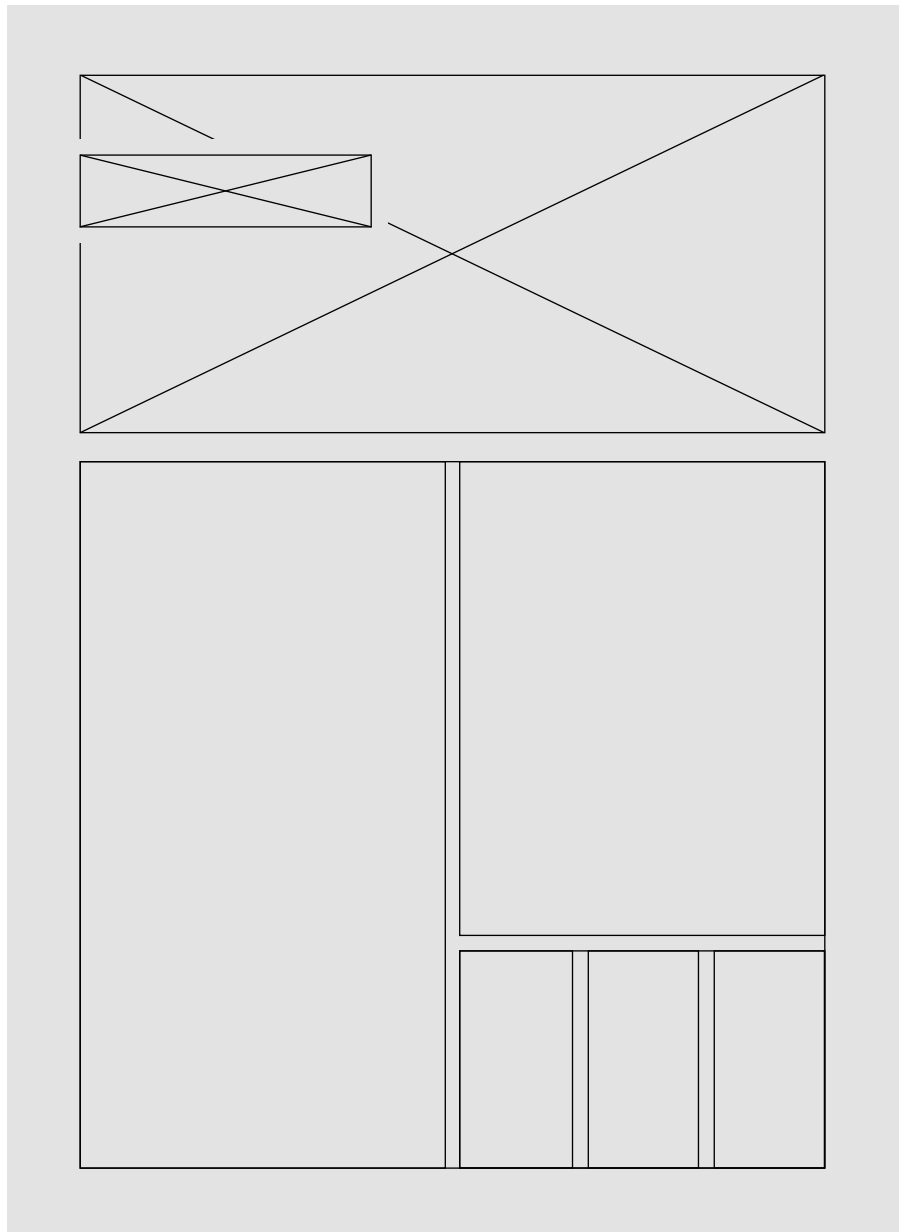
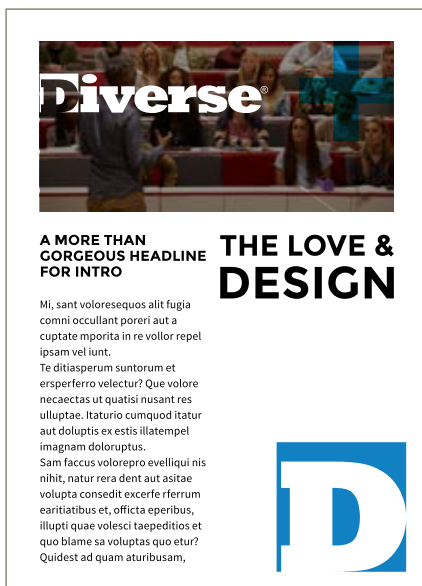
VERTICAL GRID SYSTEM EXAMPLES

Explanation:

This shows an approved layout with a typography grid for a Poster.

Example:

Poster





Creating ideas and brands that matter to people.

Be true.



**inspiring
building
at truly
people.**

D

**Create
Impossible
Ideas.**

Corporate Image Colored Image Black and White Blending Modes and Options



Corporate Image :

Corporate Images are responsible to transfer the values of Diverse to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc. Diverse use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.



EXAMPLES FOR DIVERSE CORPORATE IMAGE SYSTEM

-

Requirements:

- diverse images
- high contrast
- sharp images
- modern and businesslike



Corporate Image : Black & White

EXAMPLES FOR DIVERSE CORPORATE IMAGE SYSTEM

Requirements:

- black and white colors
- high contrast
- sharp images
- diverse and modern



Hard Contrast.



**Awe
some.**

Cia des etum facea doluptur sum et, quae
ea nihicae ero essinul parumquation et

Blending Modes for Images

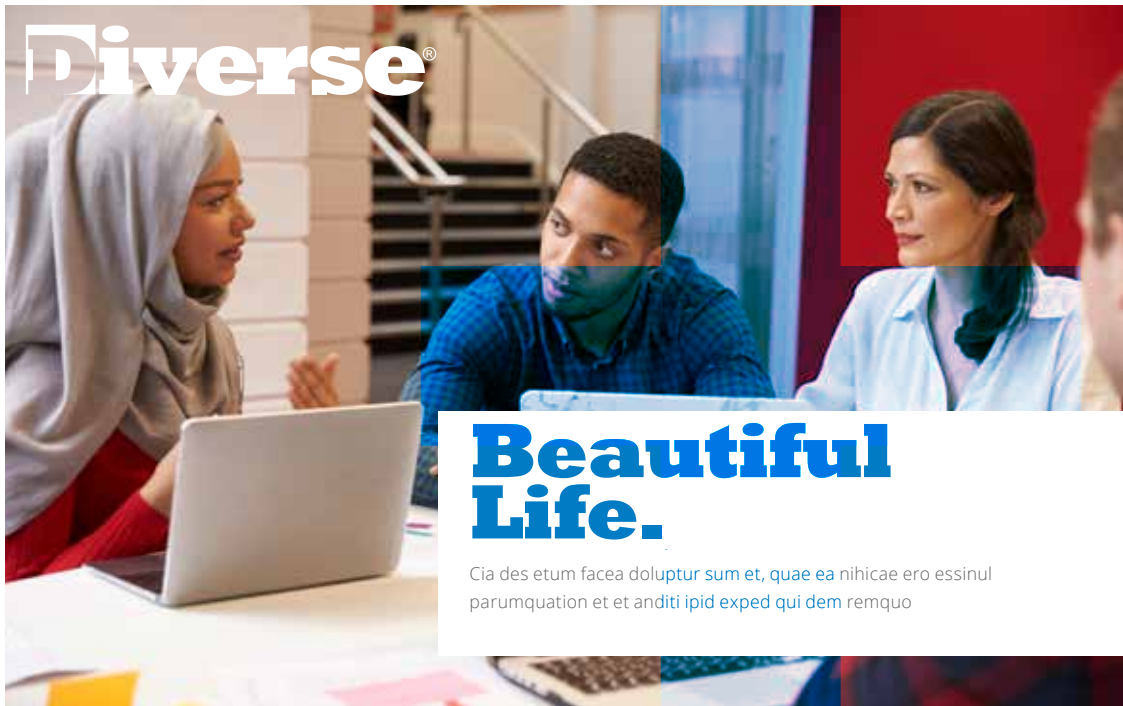
FOR A CONSISTENT LOOK AND FEEL.

Image effects and blending modes raise the concision and the recognizability of a brand. Also they are able to divide content and other graphical elements that are used in layouts. In the same way the support statement of the used images and raise application possibilities.

EXAMPLES FOR DIVERSE BLENDING MODES

How to:

- 1) use it in black and white images colors
- 2) use a placeholder with a blue background
- 3) adjust the layer style to "mutiply"



Buyer Persona & Target Audience

A BUYER PERSONA IS A FICTIONAL REPRESENTATION OF YOUR IDEAL CUSTOMER.

It includes details on your customer's job title, age, gender, and professional challenges — therefore stipulating for whom your brand publishes content. Your buyer persona guides your blog content, ad copy, and visual media, which can attract valuable leads and customers to your business.



GABE THE GRAD STUDENT.

CHALLENGES AND FRUSTRATIONS

- Deciding if pursuing an additional degree is worth it for him
- Funding his education

DEMOGRAPHICS

- 20s-40s
- Has completed their undergraduate degree
- Could be pursuing career advancement or career change.

GOALS

- Develop knowledge, skills and abilities
- To explore other careers or determine if he should advance in his current career
- Increase job opportunities and salary potential

INFLUENCERS + INFORMATION

- Family
- Friends
- Industry publications
- Colleagues
- Online resources
- Social media

Brand Voice & Tone

The importance of your brand voice can't be overstated. Whether you want your company's personality to be friendly and casual, or distant and formal, you want to make it easy for marketers, salespeople, and content creators on your team to know how to represent your brand online. This will ensure consistent messaging across all channels.

You can also include a full editorial style guide. The job of an editorial style guide is to commit an editorial stylebook on how to phrase certain products, list topics the brand can and cannot write about, and other companies it can mention. Your editorial style guide can guide your blog content, video scripts, website and landing page copy, PR talking points, and knowledge base articles.

Brand Attribute	Describe	DO's	Don'ts
Confident	We are leaders in our field and our people are some of the best and brightest at what they do.	<ul style="list-style-type: none"> • Speak authoritatively. • Challenge the status quo. • Introduce new concepts. 	<ul style="list-style-type: none"> • Express uncertainty. • Present information without data to back it up. • Speak passively.
Committed	We are committed to providing products and information that will help our customers be more successful. provide providing products and services th	<ul style="list-style-type: none"> • Use strong verbs. • Offer assistance. • Take an active role in discussions. 	<ul style="list-style-type: none"> • Pass up opportunities to showcase expertise.
Reliable	We stand behind our products and our customers can count on getting the information and service they need.	<ul style="list-style-type: none"> • Be honest and direct. • Take responsibility for mistakes. • Follow through. • Be authentic. 	<ul style="list-style-type: none"> • Oversell capabilities. • Leave conflicts unresolved. • Fail to respond.

Branded Words & Phrases

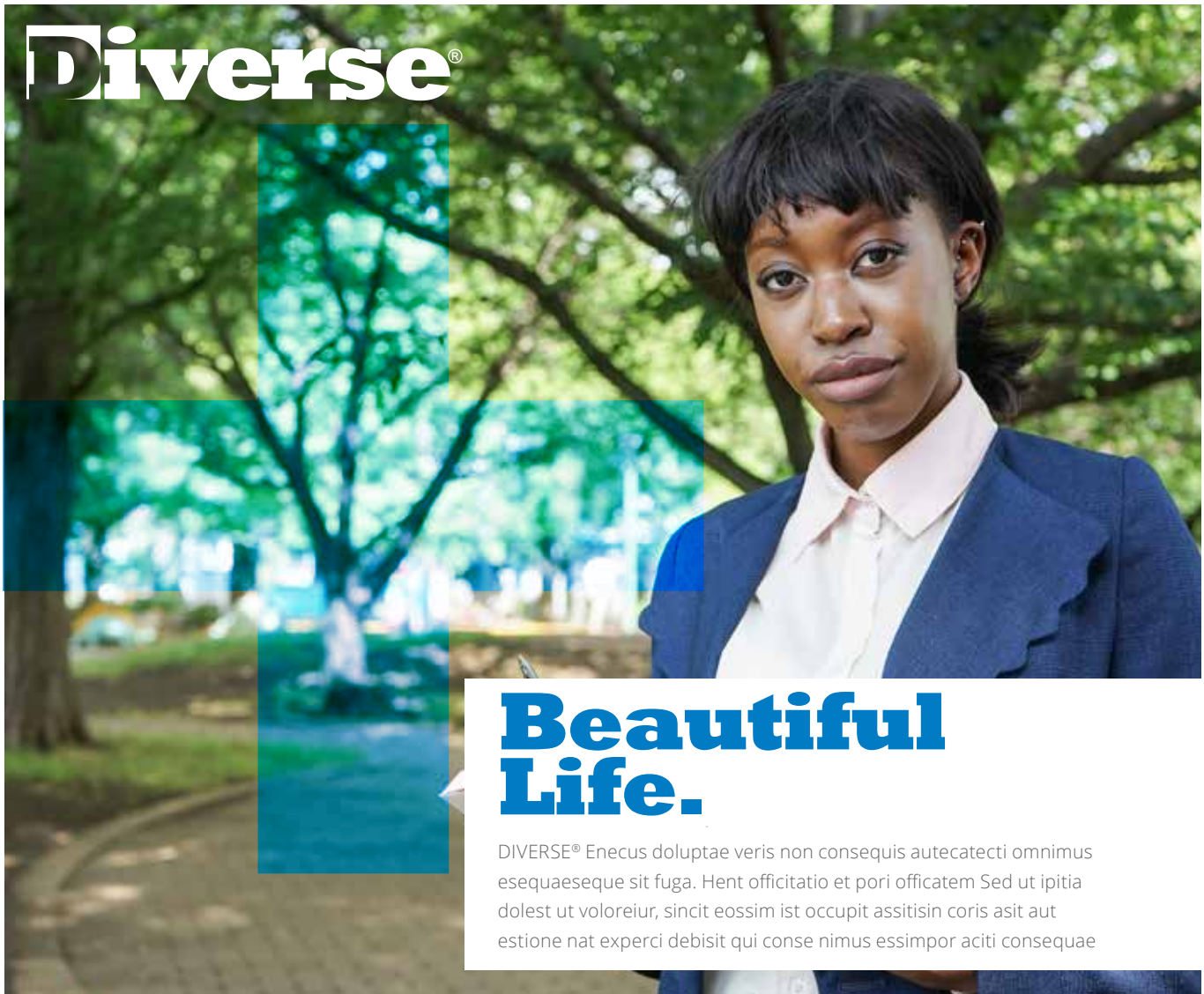
Diverse VS. DIVERSE

To keep consistency throughout the Diverse universe, we have established and identified unique words and phrases for our style guide. Example: We have two logos, one with lowercase letters and another with capitalized letters.

Diverse vs. DIVERSE

However, when the name is written in copy form, it is always fully capitalized. This would be something to note in a writing style guide.

This should also carry into any slogans or phrases associated with the Diverse brand and their punctuation, special characters, unique spelling, etc. --- To look cohesive and professional, it is crucial to keep this consistency throughout all messaging.



Summary and Contact

A SHORT SUMMARY

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Summary and Contact

Contact

**DO YOU HAVE QUESTIONS?
CONTACT US.**

For further information please contact:

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Marketing Diverse

E: info@diverseeducation.com
P: 555.555.5555



Link : <https://diverseeducation.com/media/full.zip>



**SCAN TO DOWNLOAD THE
COMPLETE CORPORATE DESIGN**



Thank you.

**THE NEW CORPORATE DESIGN GUIDELINES
FOR DIVERSE MEDIA**

WE LOVE THAT BRAND.

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