

Your time. Your place.

# Chesapeake College

at 50



Chesapeake College's new marketing campaign was developed to increase awareness and enrollment in our degree, career and enrichment programs. The multi-year initiative was launched in August 2015 to celebrate the College's 50th anniversary.

### Insight

The brand position and identity were developed with comprehensive input from more than 500 students, staff, alumnae, business leaders, and stakeholders. In focus groups, interviews and surveys, we learned that Chesapeake is strongly regarded for high quality, affordable and accessible degree, career training, and enrichment programs.

## Your time. Your place.

"Your time. Your place" underscores Chesapeake College's value as a high quality, affordable and easy to navigate center of higher education. For 50 years, Eastern Shore residents have turned to Chesapeake College for college credit, degrees, career training and personal enrichment.

center of higher education. For 50 years, Eastern Shore residents have turned to Chesapeake for college credit, degrees, career training and personal enrichment. Positive, personal and proud, individual stories and images reveal how Chesapeake is the choice for students of every age and interest on Maryland's mid-shore.

### Word Mark

Your time. Your place.  
Chesapeake College at 50



### Logo Mark

Featuring a unique mark and tagline honoring the milestone anniversary, the logo evokes the iconic turbine on Route 50 in four sets of intersecting blades and colors around a circle.

### Symbolism

Chesapeake's traditional colors – dark blue and bright green -- are paired with a lighter blue, symbolizing water and sky and goldenrod yellow, to commemorate the 50th. Each color represents a different program and also stands alone as the singular mark. Signifying the campus's circular shape and cycle of life-long learning, the mark reinforces the multiple points of entry on each person's educational journey.

### Brand Position

Chesapeake College is the center of life-long learning and individual growth for Maryland Mid-Shore residents seeking exceptional educational, employment and enrichment programs in a friendly and flexible environment.

### Identity

Your time, your place underscores our value as a high quality, affordable and easy to navigate



Business Card



Light Pole Banners



Ad Campaign



Outdoor Advertising

My place to  
examine careers

Femi Omosanya turned to Chesapeake's radiology program as the first step in his dream to attend medical school. At our conveniently located Cambridge College family and school. At Chesapeake College and support services students. Take the next step. The new Eastern Shore's college of choice.



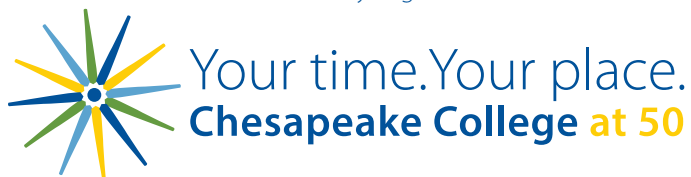
Social Media



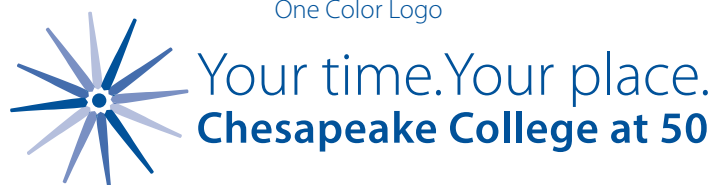
# Your time. Your place. Chesapeake College at 50 | Graphic Standards

This is Chesapeake College's official logo. These guidelines were developed to ensure proper use and to maintain consistency of appearance.

Primary Logo



One Color Logo



Secondary Vertical Logo



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**Chesapeake College**  
at 50

Program Logos



Continuing Education  
Chesapeake



Degree  
Chesapeake

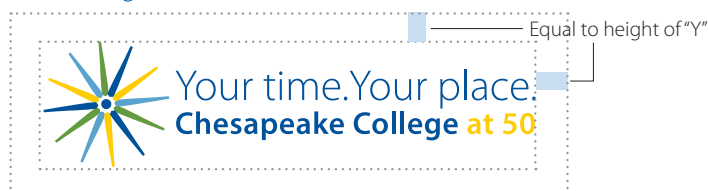


Dual Enrollment  
Chesapeake



Workforce Training  
Chesapeake

Logo Clearance



## Look & Feel

- Clean, simple and fresh
- Open, friendly and inviting
- Bright tones and liberal use of white space

## Fonts

- Myriad Pro Light body copy
- Myriad Pro Regular subheads
- Myriad Pro Semi-bold headlines and titles

## Color Palette

 RGB 0/83/155  
CMYK 100/68/0/12

 RGB 94/163/207  
CMYK 56/15/0/10

 RGB 119/170/53  
CMYK 0/19/100/0

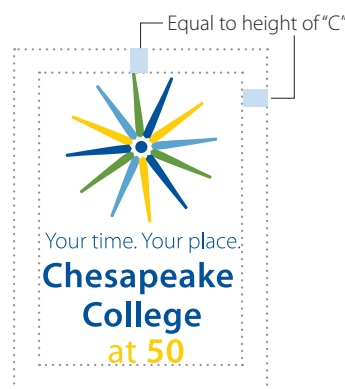
 RGB 255/194/51  
CMYK 50/0/100/17

## General Guidelines

- Do not outline or add elements to logo
- Preferred background color for logo is white

## Photography

- Warm and friendly, feature students on site
- Use backgrounds with lots of light
- Incorporate Chesapeake collateral where possible



## CHESAPEAKE COLLEGE

**Barbara Viniar, Ed.D.**  
President

**Lucie Hughes**  
Vice President  
Office of Institutional Advancement

**M. Catherine Poe, Chairman**  
Board of Trustees

**Steven Ochse, President**  
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Design Coordinator

## GET SOCIAL

Share your Chesapeake photos, memories or stories:

 ChesapeakeCollege

 @ChesCol

 ChesapeakeEDU

 #ChesapeakeCollege

#YourTime #YourPlace  
#Chesapeakeat50

## AGENCY

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