

# CRANBROOK

## STYLE GUIDE

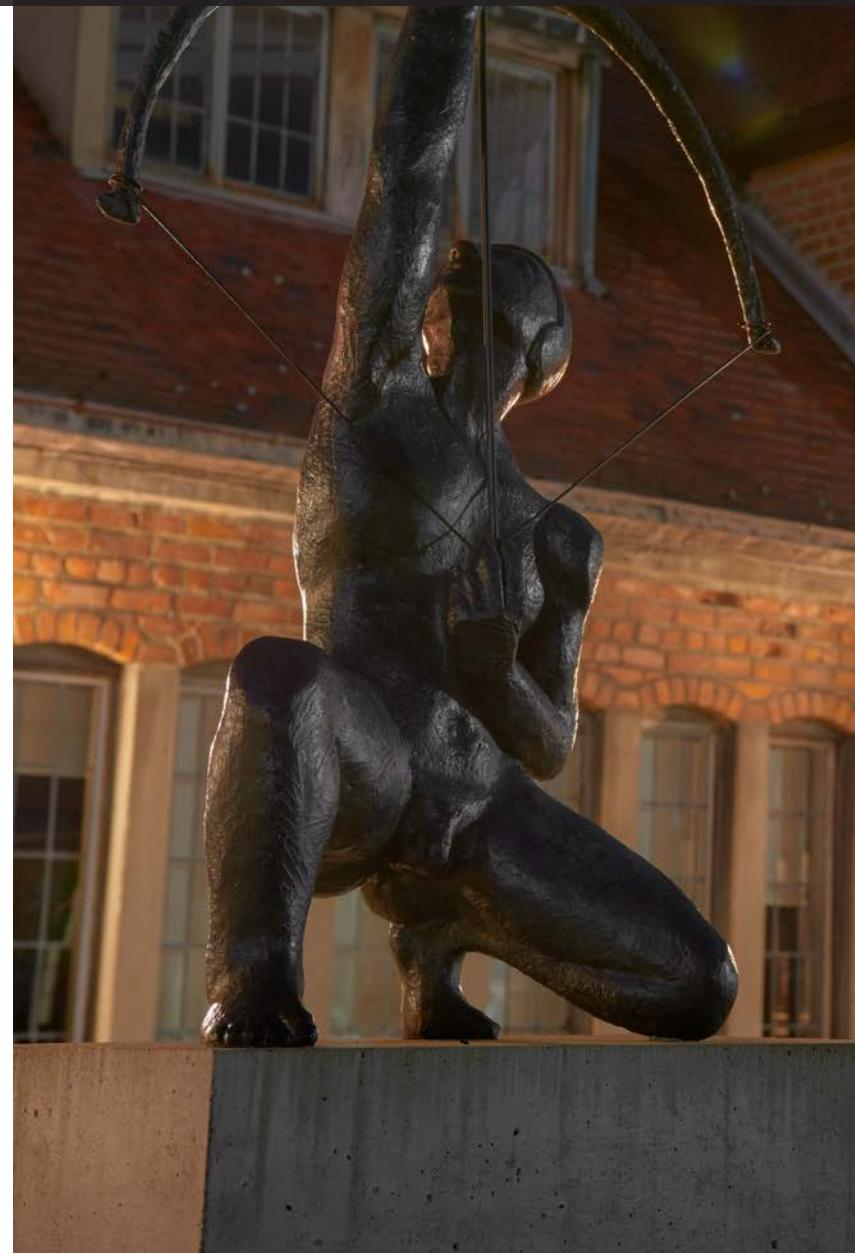


# CRANBROOK

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## STYLE GUIDE



Front Cover, Table of Contents, and Back Cover Photography  
by Colton Graub, Cranbrook Schools Class of 2013.

### Cranbrook Educational Community

Founded in 1904 by George Gough Booth and Ellen Scripps Booth, Cranbrook is a leading center of education, science, and art.

Today, the Cranbrook Educational Community is comprised of Cranbrook Academy of Art and Art Museum, Cranbrook Center for Collections and Research, Cranbrook House & Gardens, Cranbrook Institute of Science, and Cranbrook Schools.

Its National Historic Landmark campus is graced by architecturally significant buildings, outdoor sculpture, and natural and tended landscapes. The Cranbrook community receives more than 300,000 people annually, engaging learners of all ages and interests in educational programs and experiences.



#### Mission

The Cranbrook Educational Community provides extraordinary education, encourages creativity and innovation, and values learners of all ages and backgrounds. Cranbrook develops people who will live with purpose and integrity, create with passion, explore with curiosity, and strive for excellence.



## Cranbrook Logo

The Cranbrook logo was designed by Katherine McCoy, former co-chair of the design department at Cranbrook Academy of Art. She drew inspiration from the Entrance Feature at Woodward Avenue, the many arches and bridges present on campus, and the archer's bow in the seal for Cranbrook School designed by Cranbrook's architect, Eliel Saarinen. The arc in the Cranbrook logo is uplifting and soaring, a graphic indicator of Cranbrook's hopes for the future.



The logo and arc should be viewed as a single unit and printed in one color only.

The single word "Cranbrook" in the logo refers back to some of the earliest graphic design present in our community. Stationary used by George Booth identified the place as Cranbrook, Bloomfield Hills, Michigan. While the legal name for our campus is Cranbrook Educational Community, graphically we refer to the name used by George Booth and the name by which we are known most commonly.



## Cranbrook Institutional Materials

Institutional materials include stationary, publications developed exclusively for faculty, staff and volunteers, business forms, membership cards, membership applications, mailing labels, pledge reminders, admission applications and internal organizational forms.

Cranbrook's logo are designed to communicate a consistent Cranbrook image and all of our business cards have been designed with this in mind. Therefore, all institutional materials must adhere to the specifications outlined in this document.

In addition to ensuring Cranbrook is represented in a consistent manner, the specifications printed in this manual will better ensure that materials representing the organization are of professional appearance, meet the high design standards of our community and include factually consistent and nondiscriminatory language.

### Cranbrook Promotional Materials



Promotional materials include viewbooks, publications developed for the general public and groups affiliated with Cranbrook such as alumni and supporters, brochures, gift solicitations, clothing, flyers, advertising and gifts.

To promote a consistent community image to external audiences, Cranbrook's identity has been applied to promotional materials as well as business forms. Designs for all promotional materials must reflect Cranbrook's high standards and utilize the logo as specified in this document. The logo cannot be altered in any way unless written approval is provided by Cranbrook's president or marketing staff.

Cranbrook's identity will ensure promotional materials from any division bear some resemblance to other materials carrying Cranbrook's name. This resemblance may be limited to typeface, logotype, colors and mark, but it must be present to communicate a clear, consistent, Cranbrook image.

When use of the logo is not required but is requested (for example, by a student organization promoting an event), approval must be obtained from Cranbrook's president or marketing staff. Organizations not affiliated with Cranbrook will be required to pay a licensing fee to use Cranbrook's logo on any printed material.



## Cranbrook Logo Colors

The Cranbrook logo and crane icon can be produced only in black, white, gold, or metallic copper. If they are reversed out of a pattern or a photograph the amount of solid color surrounding them must be equal to or greater than half the height of the logo/icon in any direction. The logo cannot be screened.



### Black

RGB: 0, 0, 0  
CMYK: 0, 0, 0, 100  
HEX: #000000



### White

RGB: 0, 0, 0  
CMYK: 0, 0, 0, 0  
HEX: #ffffff



### Gold

RGB: 173, 136, 0  
CMYK: 0, 21, 100, 32  
HEX: #AD8800  
PANTONE: 118



### Metallic Copper

RGB: 155, 106, 69  
CMYK: 33, 57, 78, 16  
HEX: #9b6a45  
PANTONE: 876



## Cranbrook Logo Use

**Alteration.** Do not make changes to the logo - such as altering the proportion of the icon or adding type around the crane. The Cranbrook logo has a 6:1 ratio of width to height. The Cranbrook logo cannot be used vertically, upside-down or at an angle.



**Spacing.** To prevent other visual elements from interfering with the Cranbrook logo or Crane icon, an area equal to one-half the size of the mark must be left from any words or graphics. For example, if the mark is one-inch high, no other elements should come within one-half inch of the mark. The one exception is the use of the Cranbrook logo with divisional names.



**Size.** The Cranbrook logo cannot be used any smaller than the following dimensions:

Inches: 1.5" x .25"

Pixels: 108px x 18px



## Cranbrook Font Use

"Futura Book" is the preferred font for all correspondence, publications, promotions, the website, and other applications. For readability reasons, all correspondence should be 10 point type or higher, with 12 point type being the most desirable. "Bodoni" is also an approved font. For email applications where the approved fonts are unavailable, "Arial" is the preferred font type.

The recommended font colors for most applications are black and white. Gold may be used for wayfinding and hyperlinks.

### FUTURA BOOK BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### FUTURA BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### FUTURA BOOK REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### BODINI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### BODINI ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### BODINI BOOK REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Cranbrook Communication Style

Cranbrook follows *The Chicago Manual of Style* as a rule. In some instances, variations from their standard may occur. In general, however, if in doubt, follow *The Chicago Manual of Style*.

Cranbrook Educational Community must always be used with a singular verb.

### **Titles**

When using a title before a person's name, capitalize the title.

ex. Cranbrook President Dominic DiMarco said today that the grounds have never been more beautiful.

When the title follows a person's name, do not capitalize it.

ex. Dominic DiMarco, president of Cranbrook Educational Community, said today that the grounds have never been more beautiful.

When referring to a department, please capitalize it.

ex. For more information on venue rentals and photography, please contact the Events Department.

### **Email Signatures**

Name, Title

Department (if applicable)

Program Area

Cranbrook Educational Community

Eric Franchy, PR Manager

Cranbrook House & Gardens

Cranbrook Educational Community

## Cranbrook Communication Style

### Addresses

The names of states in the U.S. should always be spelled out when used in the body of copy.

Use the two-letter state postal code when abbreviating.

Cranbrook Educational Community is located at 39221 Woodward Avenue, in Bloomfield Hills, Michigan 48304.

Our mailing address is P.O. Box 801, Bloomfield Hills, Michigan 48303-0801.

Cranbrook Educational Community  
39221 Woodward Avenue  
Bloomfield Hills, MI 48304

P.O. Box 801  
Bloomfield Hills, MI 48303-0801

### Dates

Listing the full date is preferred, especially within copy. Day, Month and Date, Year

We have a special event on Saturday, December 1, 2018

### Times

HH:MMam/pm

The event runs from 12:00pm to 4:00pm

Open House | 12:00pm – 4:00pm

Use the word “to” when referencing times within copy, and an En Dash (–) when listing times in promotional materials

### Phone Numbers

Use a period between each section of a phone number.

248.645.XXXX



## Cranbrook Boilerplates

### **Cranbrook Educational Community**

One of the world's leading centers of education, science, and art, Cranbrook was founded in 1904 by George Gough and Ellen Scripps Booth. Today, the Cranbrook Educational Community is comprised of Cranbrook Academy of Art, Cranbrook Art Museum, Cranbrook Center for Collections and Research, Cranbrook House & Gardens, Cranbrook Institute of Science, and Cranbrook Schools (pre-k through 12 independent college preparatory schools). Its National Historic Landmark campus is graced by architecturally significant buildings, outdoor sculpture, and natural and tended landscapes. The Cranbrook community receives more than 300,000 people annually, engaging learners of all ages and interests in educational programs and experiences.

To learn more about Cranbrook, please visit [www.cranbrook.edu](http://www.cranbrook.edu).

### **Cranbrook Academy of Art**

Cranbrook Academy of Art is the country's top ranked, graduate-only program in architecture, design and fine art. Each year, just 75 students are invited to study and live on our landmark Saarinen-designed campus, which features private studios, state-of-the art workshops, a renowned Art Museum, and 300 acres of forests, lakes, and streams, all a short drive from the art, design, and music scene of Detroit. The focus at Cranbrook is on studio practice in one of ten disciplines: Architecture, 2D and 3D Design, Ceramics, Fiber, Metalsmithing, Painting, Photography, Print Media, and Sculpture. The program is anchored by celebrated Artists- and Designers-in-Residence, one for each discipline, all of whom live and practice on campus alongside our students.

Cranbrook Academy of Art is a part of Cranbrook Educational Community; a 501(c)3 non-profit whose National Historic Landmark campus also includes Cranbrook Art Museum, Cranbrook Center for Collections and Research, Cranbrook House & Gardens, Cranbrook Institute of Science, Cranbrook Schools, and other affiliated cultural and educational programs.

To learn more about Cranbrook Academy of Art, please visit [www.cranbrookart.edu](http://www.cranbrookart.edu).



## Cranbrook Boilerplates

### **Cranbrook Art Museum**

Cranbrook Art Museum is located at 39221 Woodward Avenue, on the campus of Cranbrook Educational Community in Bloomfield Hills. It is an integral part of Cranbrook Academy of Art, a community of Artists-in-Residence and graduate-level students of art, design, and architecture. The Art Museum, which was established in 1930 and opened in its current building in 1942, is Eliel Saarinen's final masterwork at Cranbrook. Today, the Art Museum presents original exhibitions and educational programming on modern and contemporary architecture, art, crafts, and design, as well as traveling exhibitions, films, workshops, travel tours, and lectures by renowned artists, designers, artists, and critics throughout the year. In 2011, the Art Museum completed a three-year \$22 million construction project that includes both the restoration of the Saarinen-design building and a state-of-the-art Collections Wing addition. Cranbrook Archives are located within the Art Museum.

Cranbrook Art Museum is a part of Cranbrook Educational Community; a 501(c)3 non-profit whose National Historic Landmark campus also includes Cranbrook Academy of Art, Cranbrook Center for Collections and Research, Cranbrook House & Gardens, Cranbrook Institute of Science, Cranbrook Schools, and other affiliated cultural and educational programs.

To learn more about Cranbrook Art Museum, please visit [www.cranbrookartmuseum.org](http://www.cranbrookartmuseum.org).

### **Cranbrook Center for Collections and Research**

Founded in 2012, Cranbrook Center for Collections and Research centralizes the Cranbrook story to increase awareness of - and access to - the diverse art, architectural, landscape, design, and historical resources that comprise the Cranbrook legacy. The Center - which includes Cranbrook Archives - serves a broad audience through its research initiatives and educational programs that include tours, lectures, and numerous behind-the-scenes opportunities.

Cranbrook Center for Collections and Research is a part of Cranbrook Educational Community; a 501(c)3 non-profit whose National Historic Landmark campus also includes Cranbrook Academy of Art, Cranbrook Art Museum, Cranbrook House & Gardens, Cranbrook Institute of Science, Cranbrook Schools, and other affiliated cultural and educational programs.

To learn more about Cranbrook Center for Collections and Research, please visit <http://center.cranbrook.edu>.

## Cranbrook Boilerplates

### **Cranbrook House & Gardens**

Cranbrook House is a 1908 English Tudor home designed by Albert Kahn in the Arts and Crafts-style for Cranbrook's founders, George Gough Booth and Ellen Scripps Booth. It is now the oldest surviving manor home in metro-Detroit. The Booths commissioned the finest artisans, craftsmen and studios of the period to furnish the house with handcrafted furniture, tapestries, tiles, stained and leaded glass, and other works of fine and decorative art. Cranbrook Gardens surrounds Cranbrook House on a 40-acre site noted for its formal, woodland and naturalistic gardens incorporating fountains, statuary, lakes, streams, and extensive plantings. Today, the estate is maintained, preserved, and restored by Cranbrook House & Gardens Auxiliary, a volunteer-run organization.

Cranbrook House & Gardens is a part of Cranbrook Educational Community; a 501(c)3 non-profit whose National Historic Landmark campus also includes Cranbrook Academy of Art, Cranbrook Art Museum, Cranbrook Center for Collections and Research, Cranbrook Institute of Science, Cranbrook Schools, and other affiliated cultural and educational programs.

To learn more about Cranbrook House & Gardens, please visit <http://housegardens.cranbrook.edu>.

### **Cranbrook Institute of Science**

Cranbrook Institute of Science, Michigan's Museum of Natural History, is open Tuesday through Thursday 10:00am to 5:00pm, Friday and Saturday 10:00am to 10:00pm, and Sunday noon to 4:00pm. Regular admission is \$13 for adults and \$9.50 for children 2-12 and senior citizens (65+); children under 2 and members are admitted free. Courtesy of MASCO Corporation Foundation, admission is free after 5:00pm. on the first Friday of each month. Other Fridays and all Saturdays after 5:00pm admission is reduced to \$6.50 for adults and \$5.50 for children 2-12 and senior citizens; children under 2 and members are admitted free.

Cranbrook Institute of Science is a part of Cranbrook Educational Community; a 501(c)3 non-profit whose National Historic Landmark campus also includes Cranbrook Academy of Art, Cranbrook Art Museum, Cranbrook Center for Collections and Research, Cranbrook House & Gardens, Cranbrook Schools, and other affiliated cultural and educational programs.

To learn more about Cranbrook Institute of Science, please call 248.645.3200 or visit <http://science.cranbrook.edu>.



## Cranbrook Boilerplates

### **Cranbrook Schools**

Cranbrook Schools, located in Bloomfield Hills, Michigan, is a comprehensive, college-preparatory learning environment, comprised of Brookside (Pre-K through grade 5), Cranbrook Kingswood Girls Middle School and Boys Middle School (grades 6 through 8) and Cranbrook Kingswood Upper School (grades 9 through 12 with day and boarding programs).

Cranbrook Schools is a part of Cranbrook Educational Community; a 501(c)3 non-profit whose National Historic Landmark campus also includes Cranbrook Academy of Art, Cranbrook Art Museum, Cranbrook Center for Collections and Research, Cranbrook House & Gardens, Cranbrook Institute of Science, and other affiliated cultural and educational programs.

To learn more about Cranbrook Schools, please visit <http://schools.cranbrook.edu>.



## Cranbrook Contact

Graphic design is one way that organizations communicate their values and vision to the world at large. Cranbrook, an acknowledged leader in the international world of art and design, operates currently with elements from several graphic identity programs. For more information on Cranbrook's Style Guide and to request use of branding assets, or to request the style guide/branding assets of a specific division, please contact:

### **Cranbrook Educational Community**

[newsandevents@cranbrook.edu](mailto:newsandevents@cranbrook.edu)

### **Cranbrook Academy of Art and Art Museum**

Julie Fracker, Director of Marketing

248.645.3329 | [jfracker@cranbrook.edu](mailto:jfracker@cranbrook.edu)

### **Cranbrook Center for Collections and Research**

### **Cranbrook House & Gardens**

Eric Franchy, PR Manager

248.645.3162 | [efranchy@cranbrook.edu](mailto:efranchy@cranbrook.edu)

### **Cranbrook Institute of Science**

Lindsey Walenga, Co-Founder, SirenPR

313.354.5428 | [lindsey@siren-pr.com](mailto:lindsey@siren-pr.com)

### **Cranbrook Schools**

Clayton Matthews, Director of Communications

248.645.3409 | [cmatthews@cranbrook.edu](mailto:cmatthews@cranbrook.edu)

Thank you for helping us to ensure the integrity and standards of the Cranbrook brand are maintained.

# CRANBROOK

## STYLE GUIDE

