John C. Campbell Folk School

Style Guide

July 2026



Introduction

This document is intended to provide basic guidelines for those developing materials for theJohnC. Campbell Folk School. This guide is a living and always evolving document that serves as a visual and verbal toolkit of our brand.

Our goal is to ensure consistent communications (internal and external to our organization). This includes usage rules for the logo, color palette, typography, graphic elements, messaging and more.

About Us

Foralmost 100 years, the John C.CampbellFolk School has transformed lives, bringing people together in a nurturing environment thatfosters learning and community. This unique setting sparks self-discovery and growth.

Adults from across the United States and around the world come to the Folk School, drawn by the natural beauty and tranquil surroundings of our 270-acre campus in the mountains of Western North Carolina.

A unique learning destination, the Folk School offers a wide variety of weeklong and weekend classes for those looking to strengthen their skills or try their hand at something new.





Our Vision

Acommunity thatawakens, enlivensand enlightensthe world.



Our Mission

The FolkSchool transforms lives, bringing peopletogether in a nurturing environment for experiences in learning and community life that spark self-discovery.



Our Values

JOY

We bring originality, creativity and passion to all endeavors—we sing behind the plow.

STEWARDSHIP

We honor the traditions and spirit of the Folk School as we guide its evolution and preserve it for the future.

KINDNESS

We treat everyone with respect, humility and warmth.

NON-COMPETITIVE

We support and affirm each other in lifelong growth.

A Unique History







The Folk School has a distinctiveheritage.In the early 1900s, John C. and Olive Dame Campbell conducted a social survey of rural Western North Carolina and concluded that the quality of life could be improved through education. They knew about the Scandinavian folkehojskole (folk school) model, which helped transform the Danish countryside into a vibrant, creative and economically viable force.







After John C. Campbell died several years later, Olive and a teaching colleague, Marguerite Butler, returned to the area. The community of Brasstown embraced the idea of a folk school, and Cherokee and Clay County residents pledged their land, labor, supplies and support to help create the Folk School.





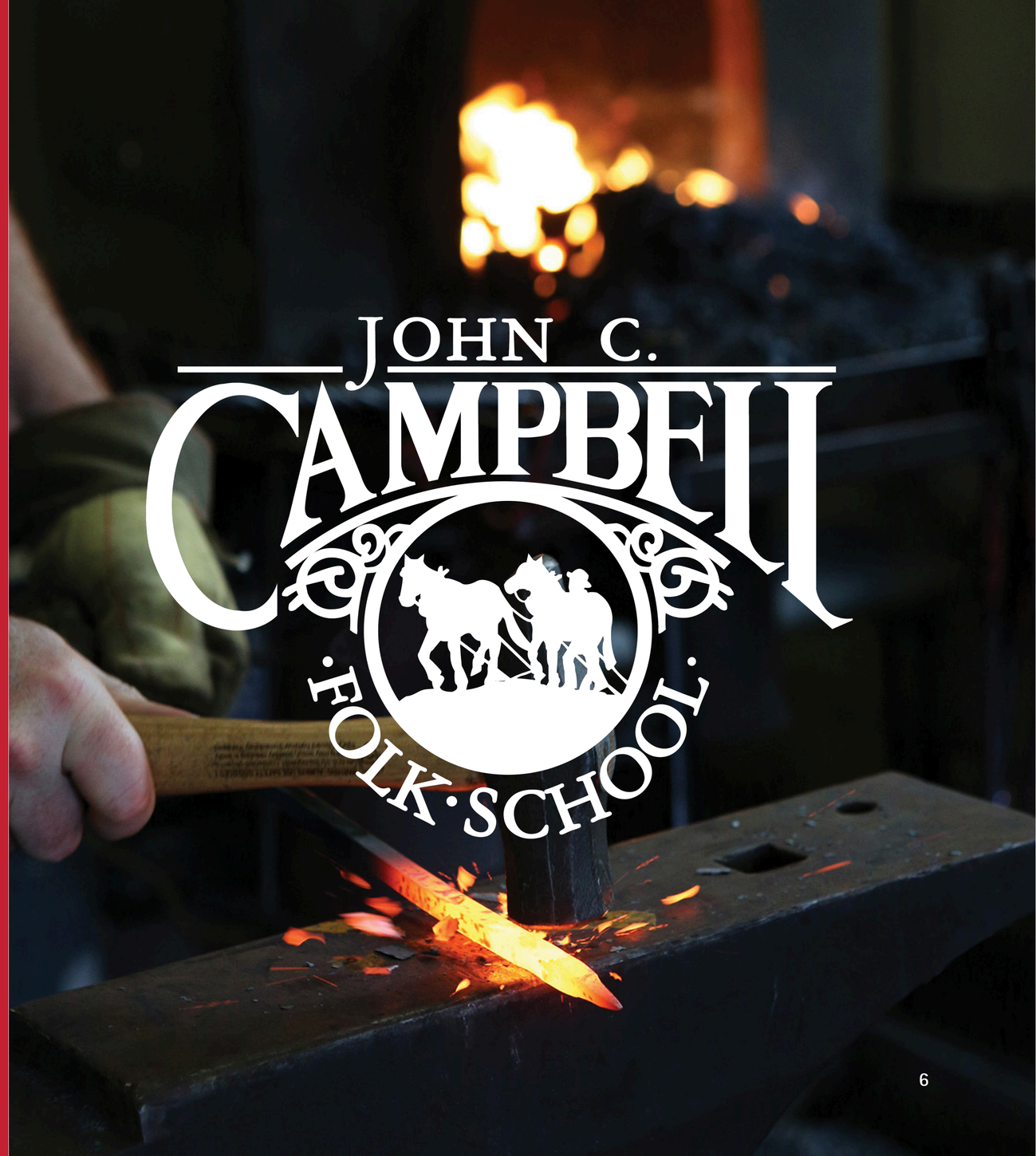
Nine decades after its founding, JCCFS remains tied to the folk school traditional values and its own community. The Folk School has developed into the premiere institution of its kind in the United States.

Logo

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Classic Logo

TheFolk School logo is a serif typeface design with our plow icon surrounded by ironwork. The logo evokes a sense of craft and artistry. The plow images reflects the Folk School's motto, "I sing behind the plow,"

The primary logo is a a nod to the Folk School's first official logo recorded with the U.S. Copyright Office in 1935 pctured below.



Suggested Colors

Black
Hex: FFFFFF

Red
Hex: c42031

White
Hex: 000000

Other Logos

The Linear Catalog logo has primarily been used for the catalog cover and in design spaces where a linear logo is appropriate like the website header.

Olive's Porch logo is the logo for our retail/workshop space in downtown Murphy, NC.

The Craft Shop logo is the logo for our retail store on the Folk School campus.

Type Logo

John C. Campbell Folk School

Font: Rotis Serif Pro Bold

Linear Logo

JOHN C. CAMPBELL FOLK SCHOOL

Red
Hex: c42031

Craft Shop Linear Logo



JOHN C. CAMPBELL FOLK SCHOOL

CRAFT SHOP

Crimson
Hex: 9d1d20

Olive's Porch Logo



OLIVE'S PORCH

A Folk School Experience

Red
Hex: c42031

Craft Shop Stacked Logo

THE Craft Shop

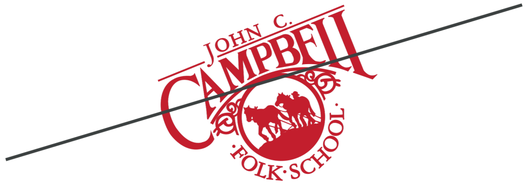
Crimson
Hex: 9d1d20

Improper Logo Us age

The success of the brand depends on the Folk School logo maintaining a consistent appearance in all communications.

In order to preserve the integrity of the logo, the following examples illustrate how it should not be used.

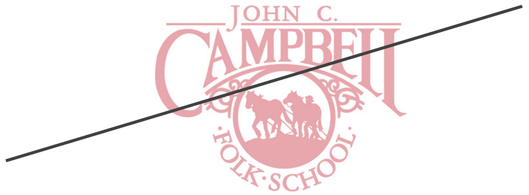
Logos must never be placed on overly busy backgrounds or patterns.



Do not change the orientation of the logomark or logotype.



Leave a space magin around the boundaries of logo.



Do not change the transparency of the logomark or logotype.



Do not change the proportions of logo elements.



Do not change the weight of the type or change the font.



Do not use more unapproved colors or color combos in the logomark.



Do not adjust the positioning of the logo.

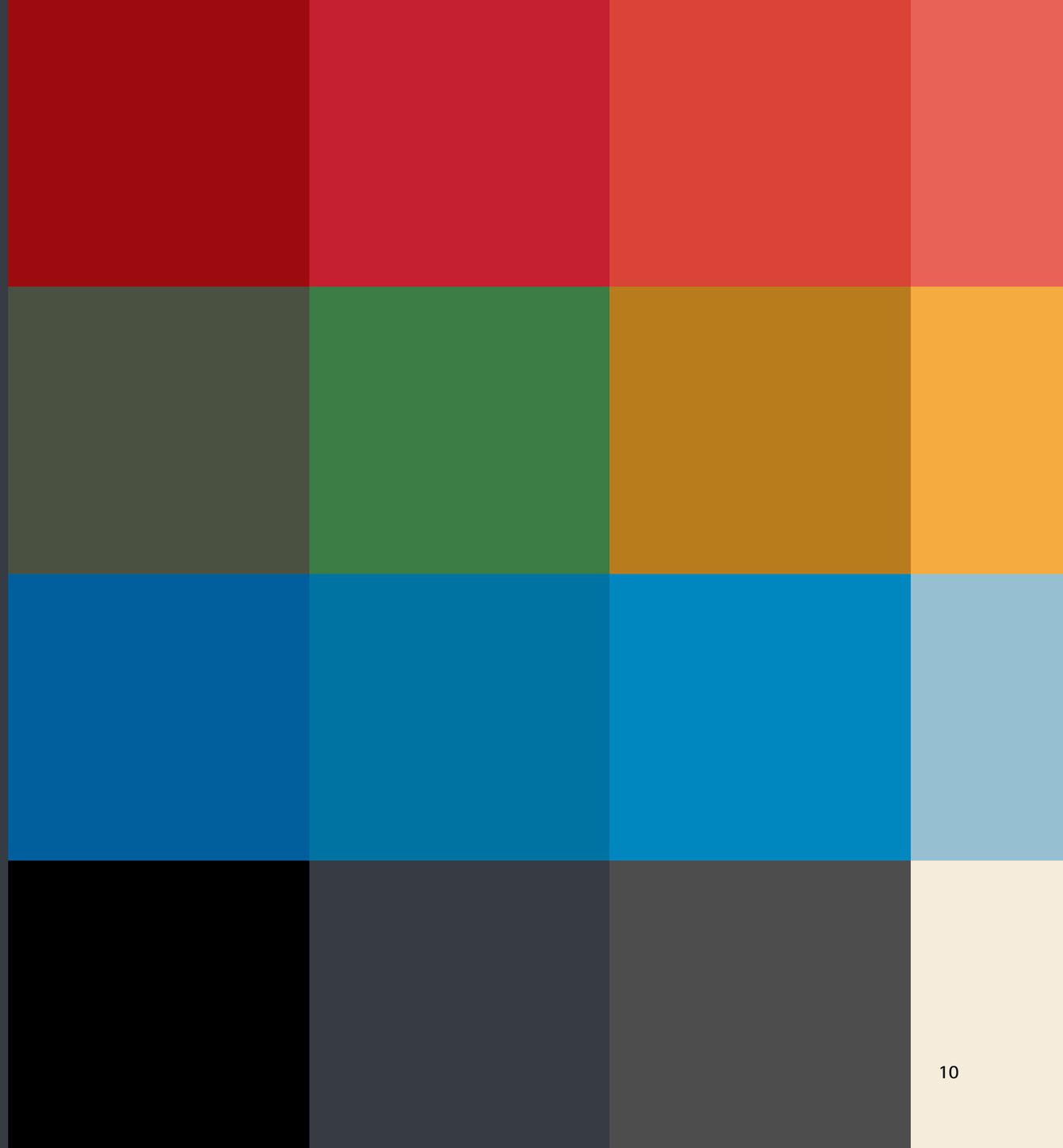


Do not add effects or treatments to the logo.

Color

12 Color Palette

12 Color Accessibility Standards



Color Palette

The Folk School color palette consists of three primary colors and supporting tints to be used if color contrast is required and as accent colors. A tertiary set of hues may be used sparingly as an accent.

Color Accessibility Standards

Ensurecolorcombinationsare accessibility compliant. Check color contrast here.

Primary Colors

Crimson
Hex: 9d1d20
RGB: 157, 29, 32

Red
Hex: c42031
RGB: 196, 32, 49

Black
Hex: 000000
RGB: 0, 0, 0

Recommended Colors

Primary & Secondary (Supporting) Colors

CRIMSON
HEX: 9D1D20
RGB: 157, 29, 32

RED
HEX: C42031
RGB: 196, 32, 49

POPPY
HEX: DA4437
RGB: 218, 68, 55

CREAM
HEX: F6ECDC
RGB: 246, 236, 220

COBALT
HEX: 005F9C
RGB: 0, 95, 156

OCEAN
HEX: 0073A3
RGB: 0, 115, 163

SKY
HEX: 0087BF
RGB: 0, 135, 191

ICE
HEX: ECF4FC
RGB: 236, 244, 252

BL ACK
HEX: 000000
RGB: 0, 0, 0

DARK GRAY
HEX: 373B43
RGB: 55, 59, 67

S TONE
HEX: 676C75
RGB: 103, 108, 117

SILVER
HEX: B9BDC4
RGB: 185, 189, 196

ASH
HEX: DADDE3
RGB: 218, 221, 227

Tertiary Colors

GOLD
HEX: F6AB40
RGB: 246, 171, 64

OCHRE
HEX: B97C1D
RGB: 185, 124, 29

GREEN
HEX: 3C7C45
RGB: 60, 124, 69

OLIVE
HEX: 4B5140
RGB: 75, 81, 64