Unified graphic standards reinforce a strong and cohesive identity. These standards establish a system for proper usage of the Colgate wordmark and seal and apply to all print and electronic communications from academic, administrative, and student-related departments and programs. There are three wordmark options:

Colgate University colors

For print  
PMS 202  
PMS 404  
CMYK  
Maroon = 0C  100M  61Y  43K  
Gray = 0C  8M  22Y  56K  

For web  
RGB  
Maroon = 134R  38G  51B  
Gray = 88R  89G  91B  
HEX  
Maroon = 862633  
Gray = 867d6f  

Typefaces
Serif faces: Garamond Premier Pro/Garamond

Logos and seals for individual departments that are inconsistent with the new standards must be phased out and replaced. The following examples show options for how department, center, institute, and program names can be used with the wordmark options. Type should be set in upper and lower case as shown in these examples.

Colgate University

East Asian Languages and Literatures

Colgate

East Asian Languages and Literatures

Colgate

East Asian Languages and Literatures

Colgate UNIVERSITY

East Asian Languages and Literatures

In general, the Colgate seal is used in official documents. The seal cannot be altered in any way. It can be used in Colgate maroon, Colgate gray, black and/or white.