

Colgate University graphic identity standards quick guide

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

Colgate University

Colgate
UNIVERSITY

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

The wordmark options can only be used in Colgate maroon, Colgate gray, black and/or white. However, they can be reversed out of any given color background and/or photograph.

Colgate

Colgate

Colgate

Colgate



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.

