Colgate University Identity Guidelines
Our identity is composed of core elements that come together to create a bold, sophisticated, and distinctive look and feel that enhances Colgate’s position as a university that honors its past while it embraces the future. The following pages guide you through the core elements, and will assist you in designing and producing compelling communications with a high degree of creative flexibility.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Who We Are</th>
<th>Brand Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose of the narrative</td>
<td>Background</td>
</tr>
<tr>
<td>Key institutional strengths and themes</td>
<td>C mark</td>
</tr>
<tr>
<td>Narrative tone and personality</td>
<td>One-line wordmark</td>
</tr>
<tr>
<td>Positioning statement</td>
<td>Two-line wordmark</td>
</tr>
<tr>
<td>Who We Are statement</td>
<td>Alternative wordmark</td>
</tr>
<tr>
<td>Tone and topics to embrace</td>
<td>Lockup</td>
</tr>
<tr>
<td>Socializing the narrative</td>
<td>Small lockup</td>
</tr>
<tr>
<td></td>
<td>Alternative lockup</td>
</tr>
<tr>
<td></td>
<td>Recommended color combinations</td>
</tr>
<tr>
<td></td>
<td>Maintaining integrity</td>
</tr>
<tr>
<td></td>
<td>Brand mark arrangements</td>
</tr>
<tr>
<td></td>
<td>Applications</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color Palette</th>
<th>Typography</th>
</tr>
</thead>
<tbody>
<tr>
<td>Palette of Colgate</td>
<td>Messina</td>
</tr>
<tr>
<td>Color palette</td>
<td>Messina Serif</td>
</tr>
<tr>
<td>Color proportions</td>
<td>Messina Serif Italic</td>
</tr>
<tr>
<td>Web usage</td>
<td>Messina Sans</td>
</tr>
<tr>
<td>Maintaining integrity</td>
<td>Messina Sans Italic</td>
</tr>
<tr>
<td>Color usage</td>
<td>Typography Styling</td>
</tr>
</tbody>
</table>

1 – 19

21 – 29

31 – 61

63 – 75
## Departments

- Department lockups 78

## University Seal

- Colgate University seal 82
- University seal usage 84
- University seal variations 87

## Imagery

## Patterns

- Patterns 100
- Applications 104

## Stationery

- Business card (option 1) 108
- Business card (option 2) 109
- University letterhead 110
- President’s letterhead 112
- Half letter / note size 113
- #10 envelope 114
Who We Are
PURPOSE OF THE NARRATIVE

→ To allow Colgate to speak in a bold and consistent way about itself

→ To position Colgate University as the school of first choice for the students it wants

→ To capture the university’s distinctive story in a crisp and unifying way

KEY INSTITUTIONAL STRENGTHS AND THEMES

→ Colgate’s Essentials
  Colgate is a leading, national university with a distinctive scale, size, and physical beauty.

→ Colgate’s Academic Core
  Intellectual life at Colgate is serious and rigorous. We attract top students and faculty and engage them in an intensive, deeply personal program.

→ Colgate’s Personality
  Colgate is a place of energy, opportunity, tradition, and pride, where students find their fit and where alumni are exceptionally engaged and supportive.

→ Colgate’s Community
  Colgate is a place of lifelong connection; its academic program and campus experience prepare students — within an environment that values diversity — to think powerfully, succeed in their chosen professions, and thrive in life.

→ Colgate’s Ambitions
  Colgate seeks to become, as it begins its third century, America’s finest undergraduate institution, the first choice for students of promise and achievement. It is entering a new phase of excellence across every aspect of the university.
NARRATIVE TONE AND PERSONALITY

These words should inform the tone (both written and visual) when creating content to promote the University.

Bold
Optimistic
Pride
Rigor
Beauty
Gravitas
Energy
Tradition and Ambition
Colgate University is the school of first choice for students who seek rigorous classes, passionate faculty, a campus of enduring beauty, and the assurance that they will learn to thrive in work and life.
WHO WE ARE STATEMENT

Colgate is a distinctive, leading American university known for its intellectual rigor, world-class professors, campus of stunning beauty, and alumni who are famously loyal to their alma mater. Through its curriculum, the engagement of the faculty, and life on the campus, Colgate challenges students to be enlightened thinkers and prepares them to be global citizens who will thrive in life and in work. Learning here, living here, and climbing the hill of our campus, you feel it: We are always ascending. Colgate is a university that is marked by a proud two-century history and shaped by its bold ambition.

At the core of Colgate University is one of the most ambitious and relevant learning experiences in the country. Regardless of major, all students are taught to think critically, communicate powerfully, analyze other perspectives, and solve complex problems. This foundational curriculum equips students to develop as leaders who can engage thoughtfully and flourish in the careers that they want.

Colgate’s scale is unlike any in America. We are small enough for students to build relationships with their professors, yet large enough to support top scholars in every field. We offer a surprisingly vast array of classes and majors. Undergraduates in every major undertake serious research here. Off-campus and international study options prevail, and all our classes are taught by leading scholars in their

(Cont.)
fields. At Colgate, teaching and research are clear priorities. This is a place of intellectual rigor and engagement.

Colgate’s identity is defined, too, by how it feels here. The beauty of our campus invites you in. Set on a hillside— with stately buildings, surrounded by a canopy of colorful trees—we are steeped in 200 years of history. The energy of this place is everywhere. We compete in Division I athletics, the highest level of collegiate sports. We have designed our residential living to ensure that students from all over the world feel connected and share experiences on a campus that quickly feels like home. In the center of New York, in one of the friendliest towns in America, we offer the best of college life.

It is our mission to develop thinkers who value intellectual rigor and who are capable of challenging themselves and others with vigor and reason. We choose sophisticated students who will grow in both confidence and humility, and who will seek a global perspective in shaping their own. Our students carry our values. One day they will carry the value of a Colgate degree, which opens doors with its reputation for academic excellence.

This is Colgate, a distinctive, vibrant, and welcoming place to learn, live, and develop into who you are. Now in our Bicentennial year, Colgate is ever driven to be the best—one of the world’s premier universities and the finest undergraduate institution in America.
Colgate is a distinctive, leading American university known for its intellectual rigor, world-class professors, campus of stunning beauty, and alumni who are famously loyal to their alma mater. Through its curriculum, the engagement of the faculty, and life on the campus, Colgate challenges students to be enlightened thinkers and prepares them to be global citizens who will thrive in life and in work. Learning here, living here, and climbing the hill of our campus, you feel it. We are always ascending. Colgate is a university that is marked by a proud two-century history and shaped by its bold ambition.

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The “Who We Are” statement can be shared with: admissions and marketing officials, University trustees and other ambassadors, Colgate’s tour guides, and local businesses.

Note: examples below are for demonstration purposes only.
At the core of Colgate University is one of the most ambitious and relevant learning experiences in the country. Regardless of major, all students are taught to think critically, communicate powerfully, analyze other perspectives, and solve complex problems. This foundational curriculum equips students to develop as leaders who can engage thoughtfully and flourish in the careers that they want.

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Color Palette
PALETTE OF COLGATE

COLGATE MAROON

MAPLE RED

NIGHT BLACK

SHADOW GRAY

WINTER GRAY
**COLOR PALETTE**

Colgate maroon is the primary color of the University’s identity. Maple red, night black, shadow gray, and winter gray are secondary colors, and should always be paired with maroon. All formal communication materials should, whenever possible, use these colors. When color beyond the primary and secondary palettes is needed for distinction, the tertiary colors can be used, but should not overpower the use of the Colgate maroon.

### PRIMARY COLOR

<table>
<thead>
<tr>
<th>Primary Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colgate Maroon</td>
<td>202</td>
<td>30 / 95 / 75 / 30</td>
<td>130 / 16 / 25</td>
<td>821019</td>
</tr>
</tbody>
</table>

For fabrics and merchandise, select PMS 202 or its closest equivalent when possible.

### SECONDARY COLORS

<table>
<thead>
<tr>
<th>Secondary Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maple Red</td>
<td>185</td>
<td>0 / 95 / 80 / 0</td>
<td>0 / 0 / 0</td>
<td>000000</td>
</tr>
<tr>
<td>Night Black</td>
<td>431</td>
<td>0 / 5 / 0 / 70</td>
<td>90 / 100 / 110</td>
<td>5A646E</td>
</tr>
<tr>
<td>Shadow Gray</td>
<td>427</td>
<td>5 / 0 / 9 / 11</td>
<td>210 / 212 / 214</td>
<td>D2D4D6</td>
</tr>
<tr>
<td>Winter Gray</td>
<td>7427</td>
<td>95 / 75 / 30</td>
<td>16 / 25</td>
<td>E10028</td>
</tr>
</tbody>
</table>

### TERTIARY COLORS

<table>
<thead>
<tr>
<th>Tertiary Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer Green</td>
<td>369</td>
<td>0 / 0 / 100 / 0</td>
<td>100 / 165 / 10</td>
<td>64A50A</td>
</tr>
<tr>
<td>Shaded Green</td>
<td>3298</td>
<td>0 / 80 / 40</td>
<td>0 / 95 / 70</td>
<td>005F46</td>
</tr>
<tr>
<td>Autumn Yellow</td>
<td>130</td>
<td>0 / 0 / 100 / 0</td>
<td>240 / 170 / 0</td>
<td>FF0AA0</td>
</tr>
<tr>
<td>Autumn Orange</td>
<td>1585</td>
<td>0 / 100 / 0 / 70</td>
<td>255 / 105 / 20</td>
<td>FF6914</td>
</tr>
<tr>
<td>Sky Blue</td>
<td>639</td>
<td>0 / 5 / 5 / 0</td>
<td>0 / 150 / 200</td>
<td>0096C8</td>
</tr>
<tr>
<td>Lake Blue</td>
<td>301</td>
<td>50 / 0 / 20</td>
<td>0 / 70 / 130</td>
<td>004682</td>
</tr>
</tbody>
</table>

PMS 202 C
PMS 202 U
RGB 130 / 16 / 25
HEX 821019
CMYK 30 / 95 / 75 / 30

For fabrics and merchandise, select PMS 202 or its closest equivalent when possible.

PMS 185 C
PMS 185 U
RGB 225 / 0 / 40
HEX E10028
CMYK 0 / 95 / 80 / 0

PMS 431 C
PMS 431 U
RGB 90 / 100 / 110
HEX 5A646E
CMYK 20 / 5 / 0 / 70

PMS 427 C
PMS 427 U
RGB 210 / 212 / 214
HEX D2D4D6
CMYK 5 / 0 / 9 / 11

PMS 7427 C
PMS 7427 U
RGB 130 / 16 / 25
HEX 821019
CMYK 30 / 95 / 75 / 30
COLOR PROPORTIONS

A precise and controlled use of the color palette is the key to creating a sense of visual consistency and sophistication across the Colgate identity. Maroon should be the most dominant color. Maple red serves as a highlight color for adding vibrancy and emphasis. Tertiary colors should only be used if necessary, and applied sparingly. Whenever possible, use these recommended ratios as a guide to applying the color palette. Please note percentages are approximate, and color ratios may differ depending on usage.
WEB USAGE

To ensure color combinations online meet accessibility standards, please adhere to these recommended text and background color combination examples.

<table>
<thead>
<tr>
<th>PRIMARY PAGE ELEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Night Black Text on White</td>
</tr>
<tr>
<td>White Text on Night Black</td>
</tr>
<tr>
<td>Colgate Maroon Text on White</td>
</tr>
<tr>
<td>White Text on Colgate Maroon</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECONDARY PAGE ELEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maple Red Text on White</td>
</tr>
<tr>
<td>White Text on Maple Red</td>
</tr>
<tr>
<td>Shadow Gray Text on White</td>
</tr>
<tr>
<td>White Text on Shadow Gray</td>
</tr>
<tr>
<td>Night Black Text on Winter Gray</td>
</tr>
<tr>
<td>Winter Gray Text on Night Black</td>
</tr>
<tr>
<td>Colgate Maroon Text on Winter Gray</td>
</tr>
<tr>
<td>Winter Gray Text on Colgate Maroon</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TERTIARY PAGE ELEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lake Blue Text on White</td>
</tr>
<tr>
<td>White Text on Lake Blue</td>
</tr>
<tr>
<td>Shaded Green Text on White</td>
</tr>
<tr>
<td>White Text on Shaded Green</td>
</tr>
</tbody>
</table>
Do use the color palette in their approved ratios.

Do not use secondary or tertiary colors without the presence of Colgate maroon.

Do not use unapproved colors or alter the color palette.

For text at any size, do not use winter gray, autumn yellow, or autumn orange with white.

Do not overpower the Colgate maroon with any other color.
COLOR USAGE

MAROON WITH SECONDARY COLOR

13

COLGATE UNIVERSITY
ENROLLMENT & STUDENT AID

Onus et velit molaptatem qui ut aliquid
invenit antemias nelt, non cum non hicurn
ipudiciumque acutum somniis recto
puppes in eas e ilidlerurc magistro
fulleps o omnisortum que volagnat.
Elueuri, quiu sitibus, sc qu eltem, volagnat?
Urgit, debet culce sinisquartis loot
voluerbe re vicis equiui qui ut ec non
serber. Niguii gillirur reflict in es quo
basei voleniquibus, aet omple si temporis
non. Anse, Elaeus canepinest mulitiam,
voleraprar, volapui inornem quanti volen
seruam ad quatur un quidum depingere
pro deterum erunt ut elum denermo
vernom supemp doapnur spernt verbus.
Offur teles dix. Hicet interpresse solto
ad et ut ad molapiat ul bel aliquis ut tecntror
dens not eletrcz aris ut, non fugur et
min vasc non pretit aut tariacina piauccion,
casus et delapque aut alithet, aut aliquen
unducidae et aliquemnem er percepte mento
dio semi inus centi re mi nos quali qui
vole situs velamgpiciscus.
Ml, officium utm que maxinnet ut
algerd doapnus eam mita sucerac,
si quam lupus illi exosquem et cypem.
Aetum qualisnai pelarni fundomor
si deterni dighppius msi et evente et
volupte voluir et poppem elo te denal
repepti qui exutisnt ut omneblica
consequi uae ncon vehementes dicesa
mvelo quast? Pelisc) prends quon dligue
pompnas, que feles. Duo civilica pel libra
beque cae, consepu stim, saecus laisqit
eam endenla molium vanc, mdcblorue
naxtuit, nos percums et repre expeplectia

Scholarships
Loans/Aids
Financial Aid


COLGATE UNIVERSITY  86
Brand Marks
The C mark is based on the letter C originally printed on the cover of the 1904 Salmagundi. This letter C, despite being created over a century ago, is remarkably modern in design. Its introduction into Colgate’s identity reinforces the school’s respect for its heritage as it looks toward the future.
The Colgate wordmarks are set in Portrait, a typeface designed by Berton Hasebe in 2013. Portrait is based on French Renaissance proportions combined with chiseled serif details, making it a distinctively classical yet modern typeface. This typeface should not be used elsewhere, and should only appear on the official Colgate wordmark. This elevates the wordmark and makes it distinct from other surrounding texts.
The C mark is a key element in the Colgate identity system. As such, it must be used consistently and appropriately.

The C mark should be displayed prominently and clearly to maximize its impact. It is important to both display the mark with a clear space area around all four sides and adhere to the recommended color combinations in order to maintain brand consistency and integrity.
The clear space is determined by a quarter of the height of the mark, indicated by 'x'.

To ensure legibility, the minimum reproduction size of the C mark is 1/4 inch wide.
The “Colgate University” wordmark comes in two configurations: one-line and two-line. The one-line configuration is the preferred way of displaying our name. The wordmark has been set with particular letterspacing and should not be recreated by simply typing it out. When used as a logo, the official vector artwork should be used.
All versions of the Colgate wordmark should be displayed prominently and clearly to maximize its impact. It is important to both display the wordmark with a clear space area around all four sides and adhere to the recommended color combinations in order to maintain brand consistency and integrity.

The minimum reproduction size of the one-line wordmark is 1 inch wide.

The clear space is determined by the capheight of the wordmark, indicated by ‘x’.

COLGATE UNIVERSITY

1″

The minimum reproduction size of the one-line wordmark is 1 inch wide.
This configuration should be used when horizontal space is limited and the one-line variation is not legible.
The minimum reproduction size of the two-line wordmark is 1/2 inch wide.

The clear space is determined by the capheight of the wordmark, indicated by 'x'.
In special cases, the wordmark can be reduced down to “Colgate” only, especially when communicating to an internal audience. This wordmark can be used on merchandise, signage, and promotional applications.
The clear space is determined by the capheight of the wordmark, indicated by ‘x’.

The minimum reproduction size of the alternate wordmark is 3/8 inch wide.
LOCKUP

It is always preferred that the C mark and wordmark appear on materials separately. If you choose to use them together, the lockup should be used.

A lockup is the intentional arrangement of a logo and its accompanying elements. It is a fixed relationship that should not change. In this case, the lockup refers to the pairing of the wordmark and C mark.

COLGATE UNIVERSITY
All versions of the lockup should be displayed prominently and clearly to maximize its impact. It is important to both display the lockup with a clear space area around all four sides and adhere to the recommended color combinations in order to maintain brand consistency and integrity.

The clear space is determined by a quarter of the height of the C mark, indicated by 'x'.

The minimum reproduction size of the lockup is 1 inch high.
SMALL LOCKUP

For reproduction sizes smaller than 1 inch high, use the smaller version of the Colgate lockup.
The clear space is determined by a quarter of the height of the C mark, indicated by ‘x’. 

The minimum reproduction size of the small lockup is 1/2 inch high. The maximum reproduction size is 1 inch high.
In special cases, the lockup can be reduced down to “Colgate” alone, especially when communicating to an internal audience. This lockup can be used on merchandise, signage, and promotional applications.
The clear space is determined by a quarter of the height of the C mark, indicated by ‘x’.

The minimum reproduction size of the small lockup is 3/8 inch high.
All brand marks (the C mark, all versions of the wordmark, and all versions of the lockup) should be used in the primary and secondary colors on most occasions.

Unless placed on a photo, the wordmark should always be accompanied by the presence of Colgate maroon. In grayscale or black and white documents, the wordmark should appear knocked out or in black.

The following combinations are approved uses for applying color to our wordmark.

- Maroon on white
- Black on white
- White on maroon
- White on black
- Maroon on winter gray
- Black on winter gray
- Maple red on maroon (for decorative uses only)
- White on shadow gray
The following color combinations should be avoided, not only because they are off-brand, but because they may not be fully legible.

<table>
<thead>
<tr>
<th>COLOR COMBINATIONS DON'TS</th>
</tr>
</thead>
<tbody>
<tr>
<td>COLGATE</td>
</tr>
<tr>
<td>Black on maroon</td>
</tr>
<tr>
<td>COLGATE</td>
</tr>
<tr>
<td>Winter gray on white</td>
</tr>
<tr>
<td>COLGATE</td>
</tr>
<tr>
<td>Maroon on black</td>
</tr>
<tr>
<td>COLGATE</td>
</tr>
<tr>
<td>Maroon on shadow gray</td>
</tr>
<tr>
<td>COLGATE</td>
</tr>
<tr>
<td>Tint of maroon on any background</td>
</tr>
<tr>
<td>COLGATE</td>
</tr>
<tr>
<td>Strokes</td>
</tr>
</tbody>
</table>
MAINTAINING INTEGRITY

All of the Colgate brand marks should be rendered with utmost respect, and reproduced with consistency and integrity. It is essential that the supplied vector files are always used.

**DO NOT ALTER OR CROP**

**DO NOT USE THE WORDMARK WITHIN BODY TEXT**

**DO NOT ADD A DROP SHADOW**

**DO NOT RE-ARRANGE OR RE-POSITION**

**DO NOT ROTATE**

**COLGATE UNIVERSITY** is the school of first choice for students who seek rigorous classes, passionate faculty, a campus of enduring beauty, and the assurance that they will learn to thrive in work and life.
BRAND MARK ARRANGEMENTS

When using the C mark with the wordmark on the same document or object, it is strongly recommended that they appear separately as to retain their individual meaning and impact.

While this flexible configuration of brand marks is preferred for typical applications, care should be taken to ensure that all marks are legible, and clear space and color guidelines are followed.
T-SHIRT
Typography
The official typeface of Colgate University is Messina. There are two primary categories in the Messina family: Messina Serif and Messina Sans. The typeface was designed by Luzi Gantenbein in 2015. Messina Serif is based on 17th-century French Renaissance proportions, while Messina Sans reflects the minimalist affinity of the 20th-century. Contemporary typographic details integrate a modern sensibility into both typefaces.

Messina Serif
Messina should be used for all supporting type on Colgate materials. Both the Serif and Sans can be used in text or display sizes.

The other categories of the Messina family (Modern, Condensed, and Mono) are not part of the Colgate identity, and therefore should not be used on any official communication materials.

We strongly recommend using the brand typefaces in all circumstances. However, when this is not possible, Times New Roman may be used in place of Messina Serif, and Arial may be used in place of Messina Sans.
A number of weights are available, allowing flexibility when designing applications. The two weights that Colgate will most commonly use are Book and Bold.
MESSINA SERIF WEIGHTS

<table>
<thead>
<tr>
<th>LIGHT</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890123456789@#$%^&amp;*;:“</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOOK</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890123456789@#$%^&amp;*;:“</td>
</tr>
<tr>
<td>REGULAR</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890123456789@#$%^&amp;*;:“</td>
</tr>
<tr>
<td>SEMIBOLD</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890123456789@#$%^&amp;*;:“</td>
</tr>
<tr>
<td>BOLD</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890123456789@#$%^&amp;*;:“</td>
</tr>
</tbody>
</table>
MESSINA SERIF ITALIC WEIGHTS

**LIGHT ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890123456789@#$%¼;”

**BOOK ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890123456789@#$%¼;”

**REGULAR ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890123456789@#$%¼;”

**SEMIBOLD ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890123456789@#$%¼;”

**BOLD ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890123456789@#$%¼;”
A number of weights are available, allowing flexibility when designing applications. The two weights that Colgate will most commonly use are Book and Bold.
## Messina Sans Weights

<table>
<thead>
<tr>
<th>Font</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890123456789@#$%¾;:”</td>
</tr>
<tr>
<td>Book</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890123456789@#$%¾;:”</td>
</tr>
<tr>
<td>Regular</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890123456789@#$%¾;:”</td>
</tr>
<tr>
<td>Semibold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890123456789@#$%¾;:”</td>
</tr>
<tr>
<td>Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890123456789@#$%¾;:”</td>
</tr>
<tr>
<td>Black</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890123456789@#$%¾;:”</td>
</tr>
</tbody>
</table>
MESSINA SANS ITALIC WEIGHTS

LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#?&$%¾;”

BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#?&$%¾;”

REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#?&$%¾;”

SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#?&$%¾;”

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#?&$%¾;”

BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#?&$%¾;”
→ Messina Book, Regular and Bold weights should be used primarily. Other weights can be used when appropriate.

→ When setting ragged left typography, it’s important to take the time to balance the ragged edge of the text as effectively as possible.

→ Only adjust letter spacing if it improves readability. Expanding or condensing the space between characters is known as kerning.

→ Leading is the space between lines of text. When setting leading for body text, ensure the leading size is larger than the type size, and the text reads comfortably.

→ Text is read most comfortably when set in a line length of 40 to 65 characters.

→ We strongly recommend using the brand typefaces, Messina Serif and Messina Sans, in all circumstances. However, when this is not possible, Times New Roman may be used in place of Messina Serif, and Arial may be used in place of Messina Sans.
There are a variety of ways to create contrast between text elements by using just two typefaces. No matter which combination of typefaces you choose, always use contrasting weights and sizes to create a hierarchy of information.

Information can be emphasized in a variety of ways by using devices such as colour, contrast, composition, weight and underlining. Avoid using too many methods together as this will simply confuse the layout and make the message less effective.
Departments
DEPARTMENT LOCKUPS

Lockups for different Colgate departments, programs, offices, and other entities are determined by the proportions of the wordmark. A second line of text can be inserted with a capheight equal to 60% the capheight of the wordmark. It should always be written in title case and set in Messina Sans Book. This configuration applies to additional lines of text, including sub-departments. Any department, in any capacity, associated with the University can adopt this configuration.

100%
50%
60%

COLGATE UNIVERSITY

Bookstore

100%
50%
60%

COLGATE UNIVERSITY

Department of Sociology and Anthropology

100%
50%
60%

COLGATE UNIVERSITY

Max Shacknai Center for Outreach, Volunteerism, and Education

100%
50%
60%

COLGATE UNIVERSITY

Community Affairs and Auxiliary Services

Division of Finance and Administration
Don’t create alternate lockups or alter the relationships of the existing lockups. This includes changing the placement and typeface. Note: The “Colgate University” wordmark should not be recreated by simply typing it out. The official vector artwork should be used.
The Colgate seal has a history as rich as the University itself, and has evolved over many years. The current seal has been redrawn and optimized for modern reproduction methods, while retaining the classic quality of Colgate’s earlier seals. It was created through a traditional wood engraving technique as a way to honor and preserve the University’s legacy.
Portrait is the only typeface represented in the seal. In order to maintain consistency, do not reset the type. Always use the provided artwork for the seal—the seal should never be altered or recreated.
UNIVERSITY SEAL VARIATIONS

The Latin version of the university seal should only be used on diplomas.

The reverse version was created to maintain a positive rather than a negative image when used on dark backgrounds. This version of the seal should be used whenever the seal is lighter in color than the background.
To ensure maximum legibility, a clear space should be observed around the seal.

The clear space is determined by a quarter of the height of the seal, indicated by ‘x’.

The minimum reproduction size of the seal is 5/8 inch high (or 5/8 inch wide).
To elevate the university seal to a place of honor and importance, it should be used in the most formal applications and expressions of the Colgate identity—as a stand-alone graphic element in which few, if any, other graphic elements compete for attention. The seal should be reserved for use on official documents and communications—including diplomas, President’s stationery, legal documentation, and the highest awards and certificates. The seal can be applied to other applications that are appropriate to the formal endorsement it carries.
Our seal should only be displayed in the approved color combinations shown here. The seal may also be used in print situations as an engraved or embossed element.

When appropriate, the seal may also be set in various materials such as silver, gold, or other material substrates.

The reverse version of the seal should be used when placed on dark color backgrounds.

![Maroon on white](image1)
![Black on white](image2)
![White on shadow gray](image3)
![White on Black](image4)
![Shadow gray on white](image5)
![Black on winter gray](image6)
![White on maroon](image7)
![Shadow gray on winter gray](image8)
Imagery
IMAGERY

Photography and illustrative storytelling are powerful ways to showcase the beauty and distinctive experience of being at Colgate.

Art and photography should reflect the tone and personality of Colgate. It should:

→ Be bold, optimistic, proud, beautiful, and energetic; and when possible, show a sense of community, gravitas, rigor, unity, tradition and ambition.

→ Capture genuine moments of activity and human interaction.

→ Make use of unique perspectives, compositions and lighting.

→ Display the beauty of Colgate’s landmarks and the surrounding Hamilton landscape.

→ Highlight images that show a diversity of fields, student collaboration, professor-to-student relationships, and hands-on, experiential learning.

→ Utilize student, alumni, and local talent whenever possible.

→ Avoid shots that are posed, inauthentic and cliché, and avoid the heavy use of filters and effects.
Be bold, optimistic, proud, beautiful, and energetic
Show a sense of community, gravitas, rigor, unity, tradition and ambition.
Capture genuine moments of activity and human interaction
Make use of unique perspectives, compositions and lighting.
Display the beauty of Colgate's landmarks
Display the beauty of Colgate’s surrounding Hamilton landscape
Highlight images that show a diversity of fields, student collaboration, professor-to-student relationships, and hands-on, experiential learning.
Patterns
Patterns may be used in applications that require further expression of the brand. These examples celebrate Colgate traditions while capturing the energy, gravitas, and rigor of the campus.

Always use the provided pattern swatches—do not alter or recreate them. Only the colors may be changed. Colors used on these patterns should adhere to the Colgate color palette.
TOTE BAGS
BUSINESS CARD (OPTION 1)

Size: 3.5 × 2"

Ink: 2/1
PMS 202 C
PMS 185 C
100% K

The supplied business card templates should always be used.

FOR FACULTY / STAFF / DEPARTMENTS

Front

Jane Doe
Assistant Vice President For Institutional Advancement, Director of Annual Giving and Professional Networks
Colgate University
13 Oak Drive, Hamilton, NY 13346
T 315 228 7000   M 315 228 7000
jdoe@colgate.edu
colgate.edu/giving

Back

COLGATE UNIVERSITY

FOR THE PRESIDENT

Front

Brian W. Casey
President
Colgate University
13 Oak Drive, Hamilton, NY 13346
T 315 228 7000   M 315 228 7000
bcasey@colgate.edu
colgate.edu

Back

COLGATE UNIVERSITY

Name/Dept:
Messina Serif
Bold
8pt Size
10pt Line Spacing

Title:
Messina Serif
Book Italic
8pt Size
10pt Line Spacing

Contact Info:
Messina Serif
Book
8pt Size
10pt Line Spacing
The supplied business card templates should always be used.

FOR FACULTY / STAFF / DEPARTMENTS

Front

COLGATE UNIVERSITY

Jane Doe
Assistant Vice President For Institutional Advancement,
Director of Annual Giving and Professional Networks

13 Oak Drive, Hamilton, NY 13346
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jdoe@colgate.edu   colgate.edu/giving

Back

FOR THE PRESIDENT

Front

COLGATE UNIVERSITY

Brian W. Casey
President

13 Oak Drive, Hamilton, NY 13346
T 315 228 7000   M 315 228 7001
bcasey@colgate.edu   colgate.edu

Back
The supplied letterhead template should always be used.

Times New Roman (regular) should be used for the text block.

Date
Name of Receiver
Name of Company or Organization
Street number and name
City, State, Zipcode

Dear

Icae que im que adigent aut dolupti busdame preptas esequatem essimuscin numquue eat alit, sedipocab idebit assim exectaqussi sequamus molum sole que optatur mosae nihil idemisc ipuante cus, ute con plissit dolupta ne volupta tenimus magnatem eos exceprorume dest veliquia con cum consectet et et faccuptium. Uga eamquapt quodita volupta dem faccab ipsum dolorum enemposseque explibus.

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Qui dit quatem ima veliqui beu velittatus. Gitiniime consent aut ommo in retento incia derat asadum, simillilahoria doluptatem repudan totate pra diati enemposseque explibus dissed nullante lub intem aut hic totatur susum vento offici antationem facette voluptu simpuria moloria ium, si tempor undebis in ex endelignia dolore fersperum ratquibus vel ipsunt perittatur? Ehentem rescis sequate maximaximus quant et per simoluptatis mos sincimu.

Sincerely,

Sender’s name
Sender’s title
Dear [Name of Receiver],

Iae que im que adingent aut dolupti busdame preptas esequatem essismuscin numeroque ent alit, sedipicab idebit assim exceatquassi sequamus molum sole que optatur mouse ratit idemt ire ipisnfe, ute con plisut dolupta ne volupta tenimus magnatem eos excepromo dest veliquia con eum consomet e et faccequat. Uga eumquat quodita volupta dem faccab ipsum dolem enempossequ expilibus.

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Harum rest ad mil moditini dolu isbiacu, onnnimn daereemp orrorro venimine res auditol dolupti brution sequio vellicet nitriuptae verna. Elif, rest em que laut volors situs eniandu minuspero. Elseroror imus ate velitius dignat. Uga eumquat quodita volupta dem faccab ipsum dolorem enempossequ expilibus disset qui cor re sunt, nus as doluptam, quo tem exped et est preseque usam, simet andem vit arum ex as doluptae pa eum ipsers platecitia, sum en odi eum quid eum suntia exceptel lutiam. Facesssed que neuci nest archit, aut quassus daeded quaceab imus emueque ne lame niment ra doluptatur sus, cium initsus aut aut.

Qui dit quatem ima veliqui bea velitias. Giinisme consent aut omno in reterto incia derat audam, simillaboria doluptatem repudan totate prae dizitae enempossequ expilibus dissed nullanto blab intern aut tic totatot usam vento oficii antititioenm facsate voluptar simpuria molorica ium, si temppor undebo in ex endeligenia dolorer fesperum ratquibus vel ipsaut peritatatur? Ehantem rexeis sequeate maximimius quant et por simologapt mos sincimu.

Sincerely,

[Sender’s name]
[Sender’s title]
The university seal is used in place of the C mark on the President's letterhead. The seal should be one inch high. The address block is also personalized for the President.

Dear

Icae que im que adigent aut dolupti busdame preptas esequatem essimuscim numquae eat allt, sedipicab idebit assim exencequasssequamus molum sole que optatur mosae nihil idemiqui ipuante cus, ute con pluissi dolupta ne volupita tenimus magnatem eos exceprorame dest veliqua con cum consectuem et et faccuptia. Uga eumquat quidita volupta dem faccub ipsum dolorem enempussequ expilius.

Igenecae volest aute coriones dolorere labore porum quasi id que parum eos eni conecte volo omnis doluptitius dolor apit, sanda quam verspelest, quibus sumqui bereuir autenis es sed quaturi berchit iberecre volupatram. Feribus si que pre consent emquadit, sequa qui ut restia soltb ipsum as vereurant am id quos nonesecte velfratium fugia coriatus consequa apelest, officid emporhe entioecte delicip tetur ad ut inctatus adi doluptatis as petil, optatum as arum, ullaborro vendent fugitis, to et lauta tutius eum vendellande non usamus.

Harum rest ad mil moditini dolut essi blaccus, omnimen daeremp orrorro venime res auditob dolupti buation sequia velicie mioruptae vemr. Elit, nesr em que laur valor sitiu endi mtratperio. Elennum imus ate velitius dignat. Uga eunquart quadina volupta dem faccub ipsum dolorem enempssequ expilius dissed qui cor re sunt, nun as doluptam, quo tem exped et eob prosequre cseum, simet andem vit arum es as dolupta pa sum ipasemu pratectibus, sum ent odio num quid eam suntius excepl latiunt. Faceded que mucu neat archit, aut quassun daeped queacab inus eunque ne labe niment ra doluptatur sus, eiusm inihtus aut aut.

Qui dit quatem ima veliqui ben velitutus. Gittimne consent aut ormmo in reresto incia derat adium, similallhoria doluptatem repudian totate prae diati emempsequ expilius dissed nullanto blab intem aut hic totatur susum ventio offici anitatorinem faccete voluptur simporia moloria ium, si temperr undebeis in ex endelignia dolorer fersperum ratquibus vel ipsunt pertitatur? Ehentem resciis sequate maximeusia quant et por simoluptatis mos sicnium.

Sincerely,

Brian W. Casey
The supplied letterhead template should always be used. Times New Roman (regular) should be used for the text block.

Dear

Igenecae volest aute coriones dolorere labore porum quasi id quae parum eos eni conseque volo omnis doluptis dolor apit, sanda quam iberecte voluptatem. Feribus si que pre consent emquodit, seque velitiatium fugia coriatus consequ aspelest, officid emporeh entiorecte delicip tetur ad ut incatus adi doluptatis as petit, optatum as arum, illaborro vendent, to et lautata eum vendellande non usamus.

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Sincerely,

Sender’s name
#10 ENVELOPE

Size: 9.5 × 4.125"

Ink: 2/1
PMS 202 C
PMS 431 C

The supplied envelope template should always be used.
QUESTIONS?

For questions regarding brand usage or approvals, please contact the Office of Marketing and Communications.