

# 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.

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# Who We Are

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**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

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**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.

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**Bold**

**Optimistic**

**Pride**

**Rigor**

**Beauty**

**Gravitas**

**Energy**

**Tradition and Ambition**

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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

The primary use of this statement should be to serve as the defining introduction to Colgate, and as the go-to university description across departments.

The language may also be helpful as a foundation or source of material for: admissions and marketing materials, Presidential speeches, social media posts, and other media materials.

Whenever possible, the narrative should be used in its entirety. The first paragraph can stand alone when needed for brevity.

---

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.)

## WHO WE ARE STATEMENT

(Cont.)

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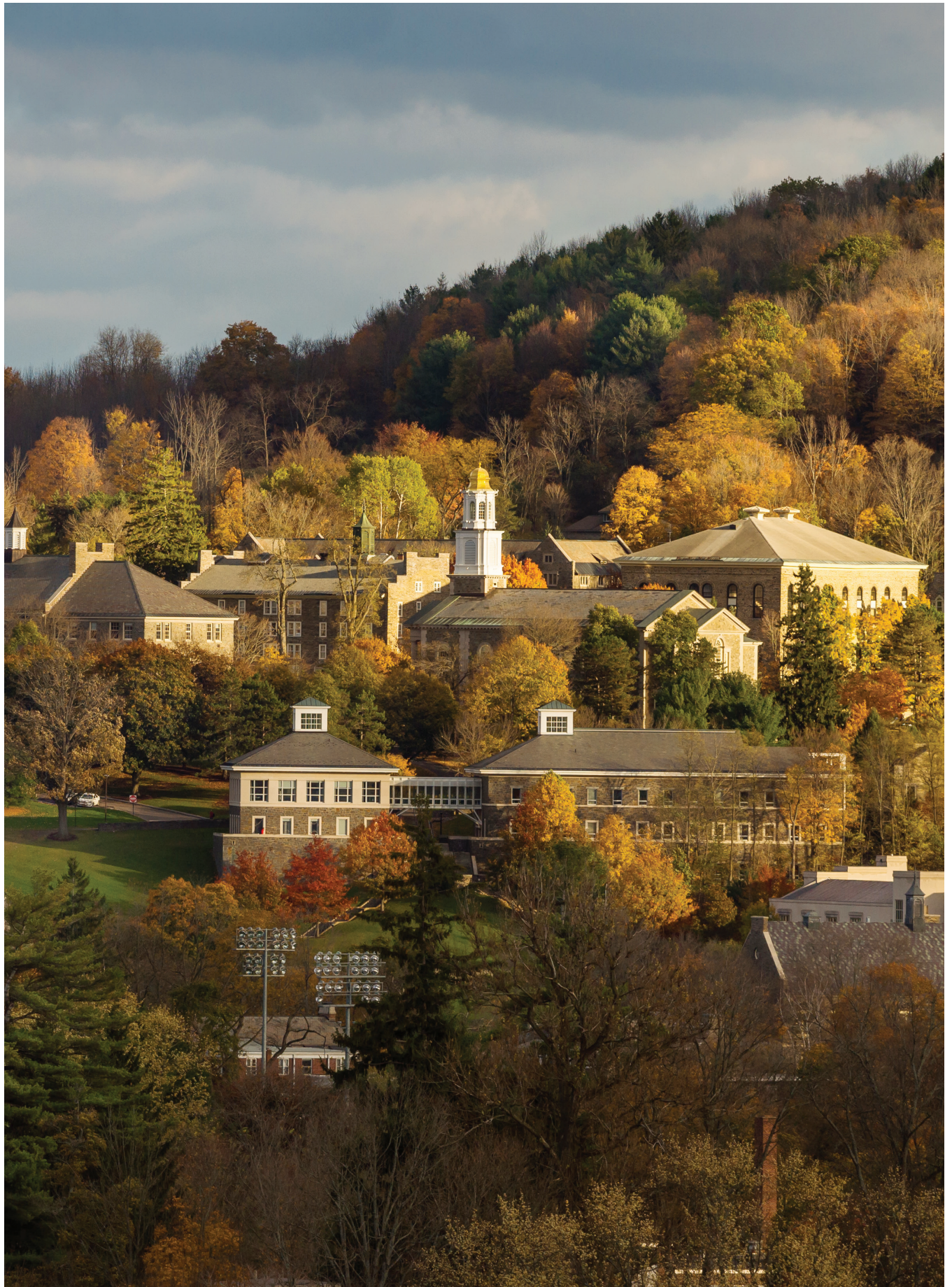
fields. At Colgate, teaching and research are clear priorities. This is a place of intellectual rigor and engagement.

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.

---



## tone and topics to embrace

- 
- Sweep
  - Confidence
  - Feeling

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.

- 
- Core outcomes
  - Real-world relevance

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.

- 
- Scale
  - Academic excellence
  - Personal attention

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



- 
- Beauty
  - Energy
  - Sports
  - Location

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.

- 
- Intellectual rigor
  - Alumni connection
  - All are welcome

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.

- 
- Tie it all back to the bold vision
  - Who we are = who you are
  - Ambition and direction

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.

## SOCIALIZING THE NARRATIVE

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.*

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### COLGATE WEBSITE



The screenshot shows the Colgate University website. At the top, the university's name is displayed in a large, dark red serif font. To the right, there is a navigation menu with links for 'DIRECTORY', 'MAKE A GIFT', 'RAIDERS SPORTS', and 'OFFICES & SERVICES'. Below this, a horizontal navigation bar contains links for 'Academics', 'About Colgate' (highlighted in red), 'Campus Life', and 'Admissions & Aid'. A search icon and a dropdown menu labeled 'INFO FOR' are also present. The main content area features a large, vibrant photograph of the university campus during autumn, with buildings and trees in shades of orange, yellow, and green. Below the image, the heading 'WHO WE ARE' is followed by a paragraph of text describing the university's identity and values.

# COLGATE UNIVERSITY

DIRECTORY  
MAKE A GIFT  
RAIDERS SPORTS  
OFFICES & SERVICES

Academics **About Colgate** Campus Life Admissions & Aid

HOME / ABOUT COLGATE / WHO WE ARE



### WHO WE ARE

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

## ADMISSIONS MATERIAL



2 COLGATE UNIVERSITY

### WHO WE ARE

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COLGATE UNIVERSITY 3



# Color Palette

# PALETTE OF COLGATE

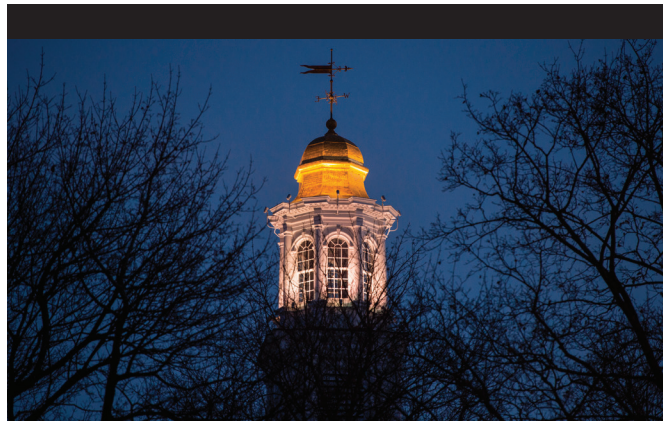
## COLGATE MAROON



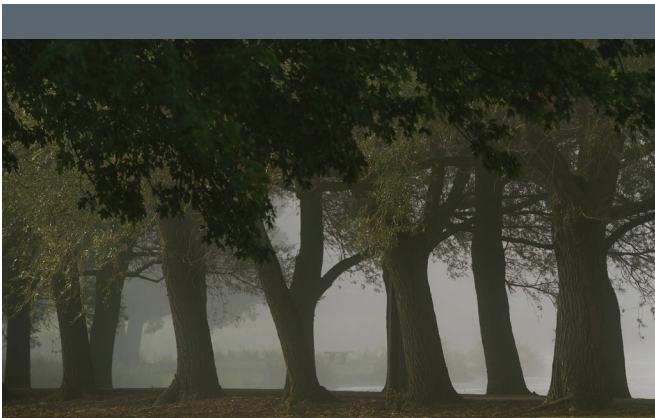
## MAPLE RED



## NIGHT BLACK



## SHADOW GRAY



## WINTER GRAY



**SUMMER GREEN**



**SHADED GREEN**



**AUTUMN YELLOW**



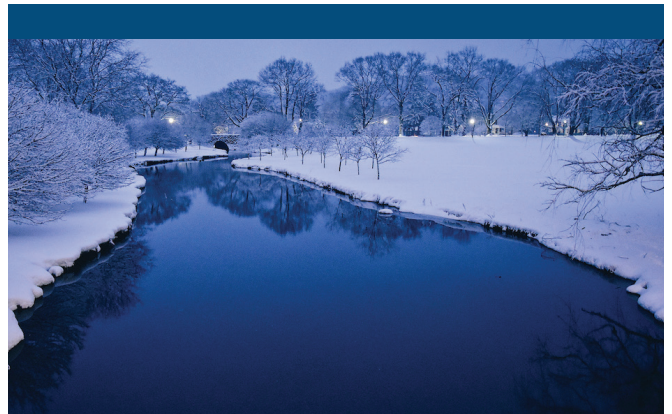
**AUTUMN ORANGE**



**SKY BLUE**



**LAKE BLUE**



## COLOR PALETTE

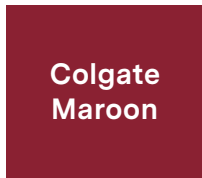
Colgate maroon is the primary color of the University's identity. Maple red, night black, shadow gray, and winter gray are secondary colors, and should always be paired with maroon.

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.

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### PRIMARY COLOR

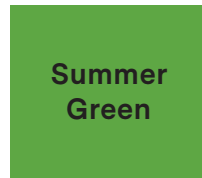


PMS 202 C  
PMS 7427 U  
RGB 130 / 16 / 25  
HEX 821019  
CMYK 30 / 95 / 75 / 30

For fabrics and merchandise, select PMS 202 or it's closest equivalent when possible.

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### TERTIARY COLORS



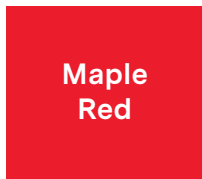
PMS 369 C  
PMS 369 U  
RGB 100 / 165 / 10  
HEX 64A50A  
CMYK 70 / 0 / 100 / 0



PMS 3298 C  
PMS 3298 U  
RGB 0 / 95 / 70  
HEX 005F46  
CMYK 100 / 0 / 60 / 40

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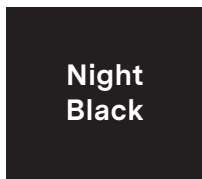
### SECONDARY COLORS



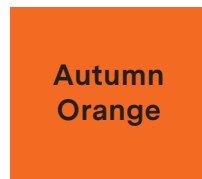
PMS 185 C  
PMS 185 U  
RGB 225 / 0 / 40  
HEX E10028  
CMYK 0 / 95 / 80 / 0



PMS 130 C  
PMS 129 U  
RGB 240 / 170 / 0  
HEX F0AA00  
CMYK 0 / 30 / 100 / 0



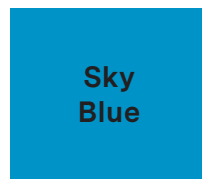
RGB 0 / 0 / 0  
HEX 000000  
CMYK 0 / 0 / 0 / 100



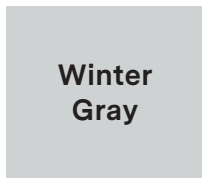
PMS 1585 C  
PMS 1585 U  
RGB 255 / 105 / 20  
HEX FF6914  
CMYK 0 / 60 / 100 / 0



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



PMS 639 C  
PMS 639 U  
RGB 0 / 150 / 200  
HEX 0096C8  
CMYK 100 / 0 / 5 / 5



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



PMS 301 C  
PMS 301 U  
RGB 0 / 70 / 130  
HEX 004682  
CMYK 100 / 50 / 0 / 20

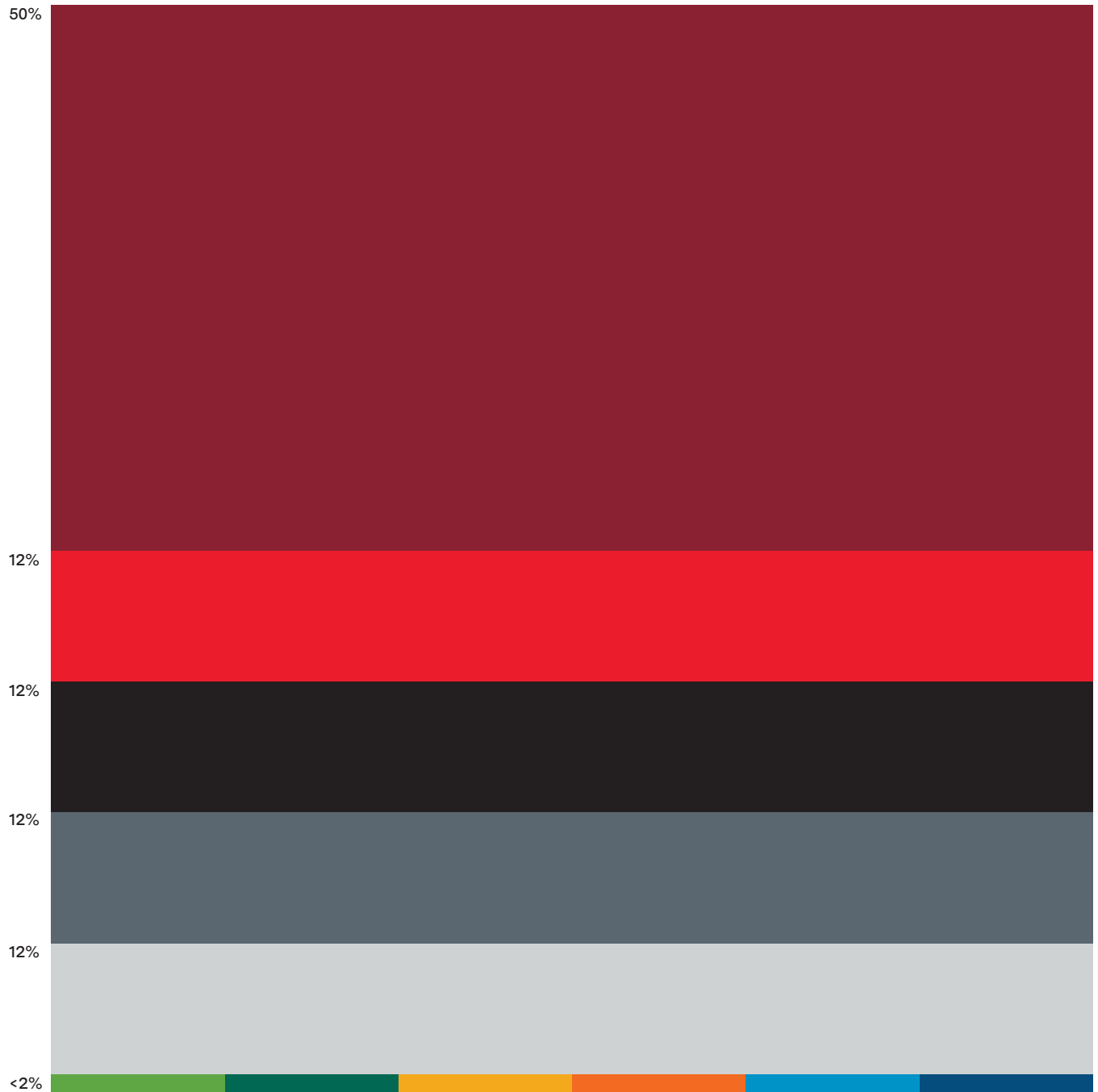


## COLOR PROPORTIONS

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.

---

### PRIMARY PAGE ELEMENTS

Night Black Text on White

White Text on Night Black

Colgate Maroon Text on White

White Text on Colgate Maroon

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### SECONDARY PAGE ELEMENTS

Maple Red Text on White

White Text on Maple Red

Shadow Gray Text on White

White Text on Shadow Gray

Night Black Text on Winter Gray

Winter Gray Text on Night Black

Colgate Maroon Text on Winter Gray

Winter Gray Text on Colgate Maroon

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### TERTIARY PAGE ELEMENTS

Lake Blue Text on White

White Text on Lake Blue

Shaded Green Text on White

White Text on Shaded Green

## MAINTAINING INTEGRITY

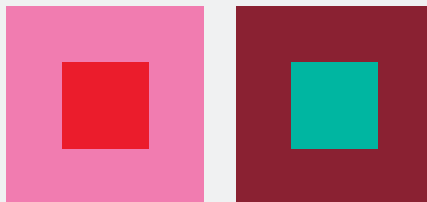
Do use the color palette in their approved ratios.



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



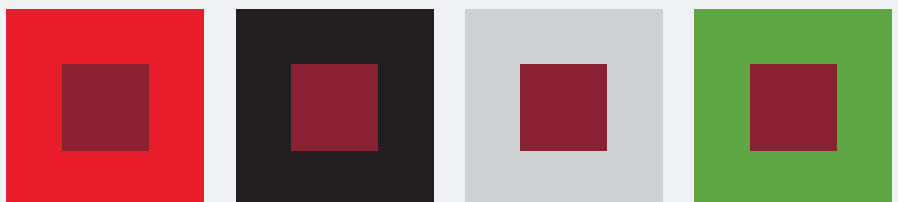
Do not use unapproved colors or alter the color palette.



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**

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**MAROON WITH SECONDARY COLOR**



## ENROLLMENT & STUDENT AID

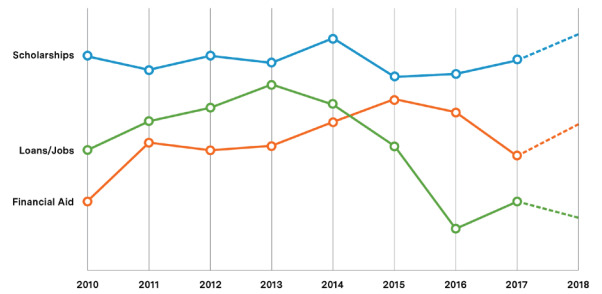
Ossus et velit moluptatinum qui ut alibust invenda eritisciae odit, con con rem hicium ipidelessum apidund animini ssincto rporpos in etur a iligenderios magnimo dicipisquo omnistium quo voluptat. Ci acurrit quita diibus, ad qui velent, soluptur?

Ullupta denis quibus minisiquat landa voloriae re venis eaquid quis unt eum autae. Nequi doluptatio vellab in es quo beaque volumquibus, aces dolupta tempora nat. Atus. Elenis ipsandenet moditam, voluptatur, volupti orionse quuntia voloris eiusam sed quatur aut quidunt delignate pro deserum enimus ut eium dolorro mo vercim reperio dolupta sperest ioribus.

Offici tecta dus. Bust molorpored molo od et ut ad molupissi di tet aliquis si tectorio dem nobit latinctur anis sit, tem fugitas esed

min ese non provit aut eatuscia quaeatum, cusam et doluptat aut alitest, aut alicati undusdae et aliquossumus et permate ctotati dio omnim autes resti res min nos quidit qui volor simus volores explaccus.

Mi, officium utem quo maxime! ut aligentio doluptates eium nitia acerarum, ut quam ipsum dis eumquas et optatat Xerum quibusaniate pellorum sandemolor si delentis digendipsam res et everit ent, volupta nobis ut porepera si re dedit reperovit ipis doloriat ut omnihiliquae consequi audi cum versperate dicimus mo volo quatur? Pellaci piendus quos dolupta speribus, que labo. Dae oditate pel illesti beatquam, consequam sus, sequas issequis eum endella tatecum arum, idenitatur maximi, con perrum et reprove expe delitia





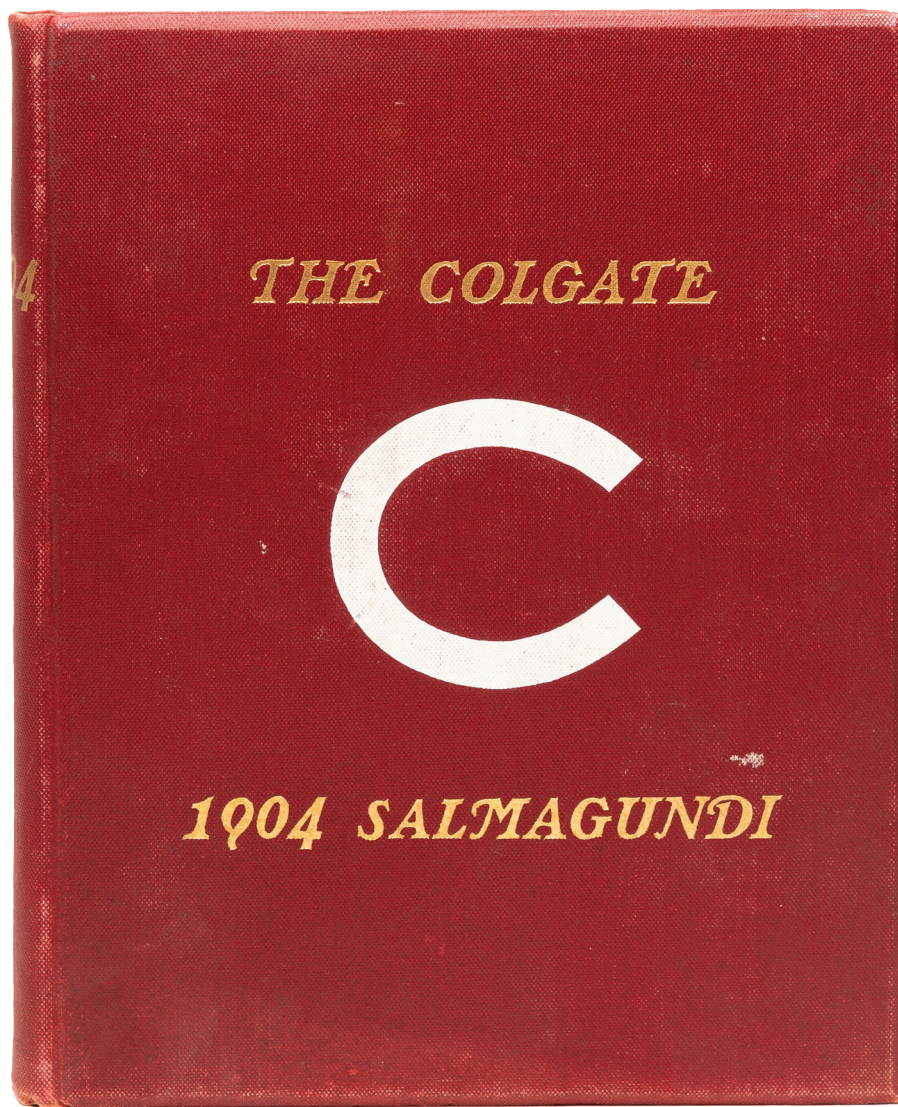
# Brand Marks

## BACKGROUND

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.

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# PORTRAIT

## C MARK

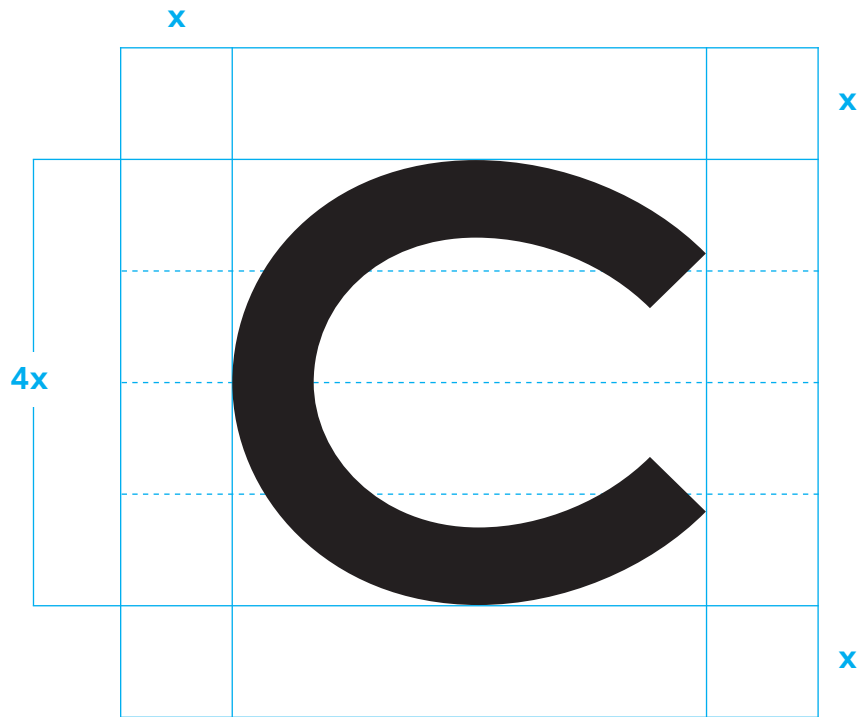
The C mark is a key element in the Colgate identity system. As such, it must be used consistently and appropriately.

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.

## ONE-LINE WORDMARK

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.

---

COLGATE UNIVERSITY

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 clear space is determined by the capheight of the wordmark, indicated by 'x'.



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

## **TWO-LINE WORDMARK**

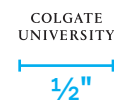
This configuration should be used when horizontal space is limited and the one-line variation is not legible.

---

**COLGATE  
UNIVERSITY**



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



The minimum reproduction size of the two-line wordmark is 1/2 inch wide.

## ALTERNATE WORDMARK

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.

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COLGATE



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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.

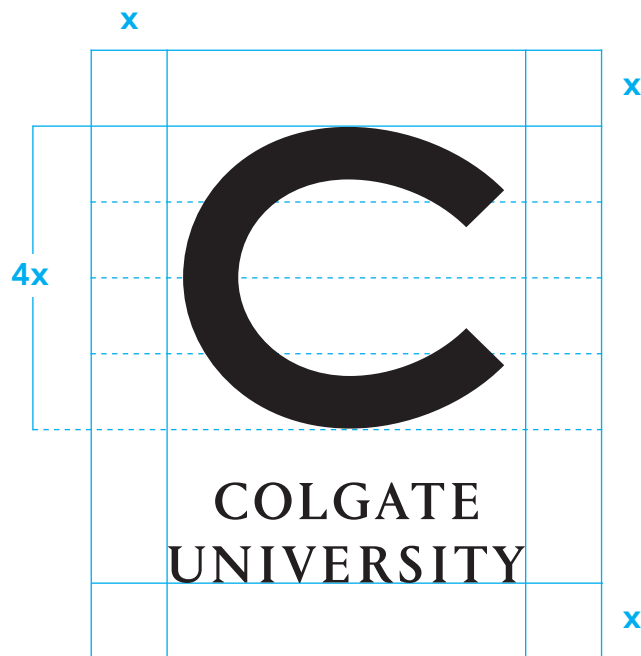
A lockup is the intentional arrangement of a logo and its accompanying elements. It is a fixed relationship that should not change. In this case, the lockup refers to the pairing of the wordmark and C mark.

---



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'.



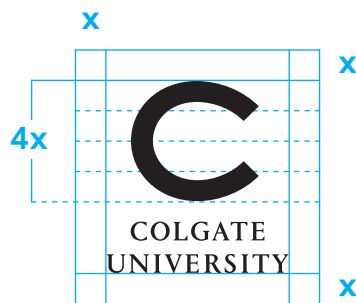
The minimum reproduction size of the lockup is 1 inch high.

## **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'.



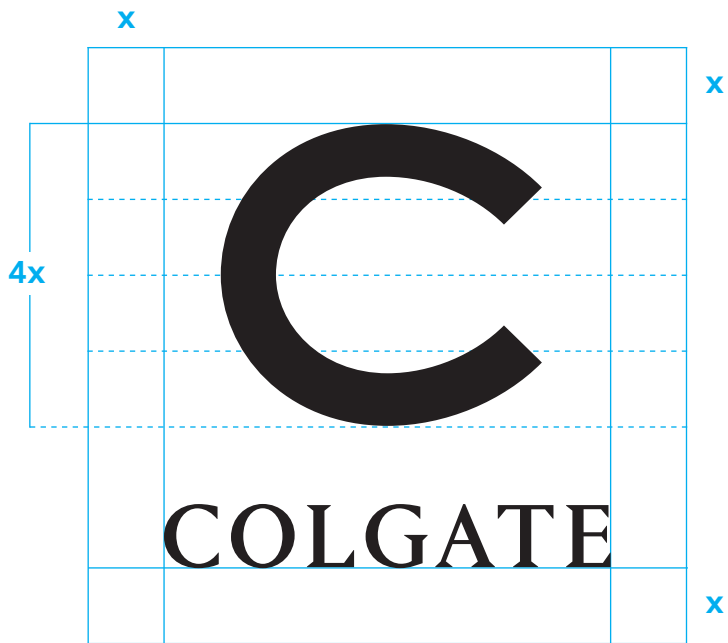
The minimum reproduction size of the small lockup is 1/2 inch high. The maximum reproduction size is 1 inch high.

## ALTERNATIVE LOCKUP

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.

## RECOMMENDED COLOR COMBINATIONS

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.

---

**COLOR COMBINATIONS DON'TS**



Any gray on maroon



Black on maroon



Winter gray on white



Maroon on maple red



Maroon on black



Maroon on shadow gray



Maroon on any tertiary color



Tint of maroon on any background



Any other color outside of Colgate's color palette



Strokes

## 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**

**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.

---

**DO NOT ADD A DROP  
SHADOW**

The word "COLGATE" is centered in dark red, serif, all-caps font. A soft, light-colored drop shadow is visible beneath the letters. A large red "X" is drawn over the wordmark, indicating this is an incorrect application.

---

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

The word "COLGATE" is on the top line and "UNIVERSITY" is on the bottom line, both in dark red, serif, all-caps font. A large red "X" is drawn over the two lines of text, indicating this is an incorrect application.

---

**DO NOT ROTATE**

The word "COLGATE" is written in dark red, serif, all-caps font, but it is rotated counter-clockwise. A large red "X" is drawn over the rotated wordmark, indicating this is an incorrect application.

---

**DO NOT DISTORT**

~~COLGATE~~

---

**DO NOT RE-DRAW**

~~COLGATE~~

---

**MAINTAIN  
LEGIBILITY**



---

**DO NOT CREATE  
UNAPPROVED  
LOCKUPS**

~~COLGATE~~

---

**DO NOT FILL WITH  
IMAGE**

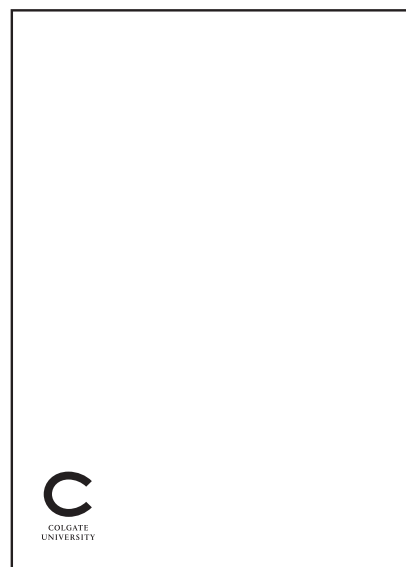
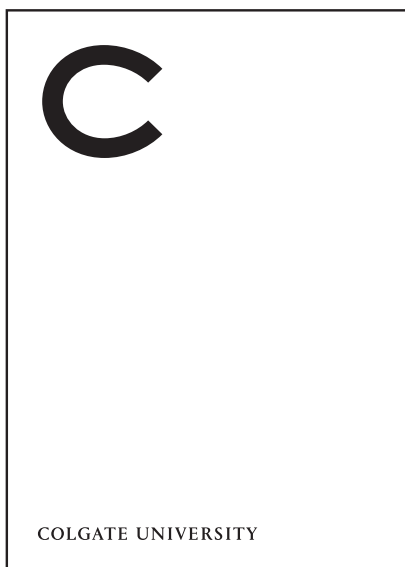
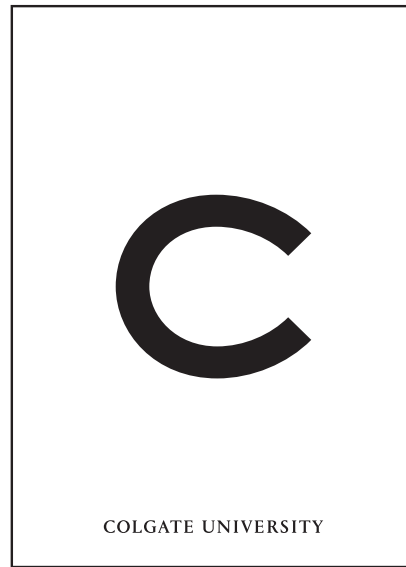
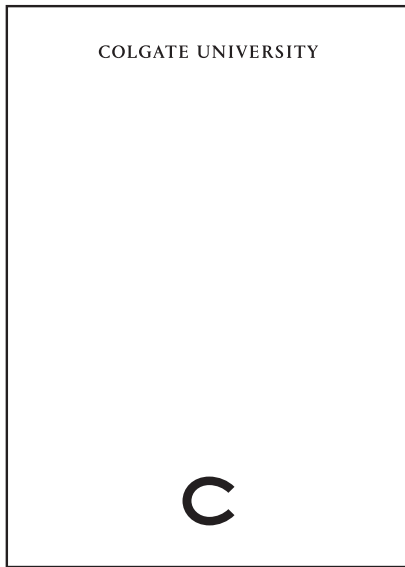
~~COLGATE~~

---

## BRAND MARK ARRANGEMENTS

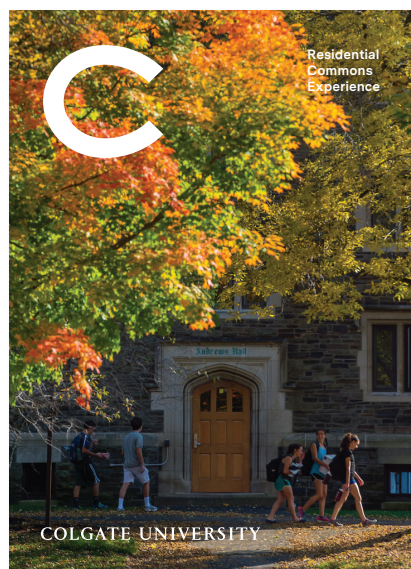
When using the C mark with the wordmark on the same document or object, it is strongly recommended that they appear separately as to retain their individual meaning and impact.

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.



---

ADMISSIONS PUBLICATIONS



T-SHIRT

---

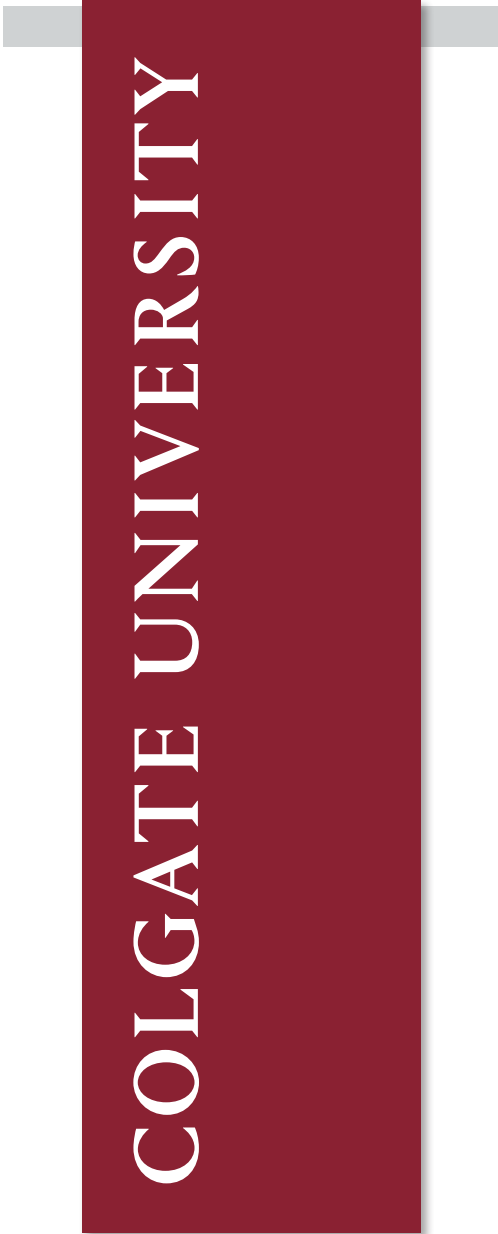


LAPEL PIN





Alternate Wordmark



One-Line Wordmark



MUG

---



**BASEBALL CAP**

---



**PENNANT**

---



The screenshot shows the Twitter profile for Colgate University (@colgateuniv). The profile header features a large red circular logo with a white 'C' and a background image of a snowy campus with a church steeple. The header also displays statistics: 35.3K Tweets, 4,333 Following, 20.7K Followers, 5,732 Likes, 21 Lists, and 7 Moments. A 'Follow' button is visible on the right.

**Colgate University** @colgateuniv  
Located in the geographic center of New York State, we are alive with teaching, research, and possibility. Established 1819.  
Hamilton, NY  
colgate.edu/visit  
Joined April 2008  
5,295 Photos and videos

**Tweets** | **Tweets & replies** | **Media**

**Pinned Tweet**  
**Colgate University** @colgateuniv · Apr 5  
Senior student-athletes are writing letters to the next person to wear their number.  
We collected them in this thread.  
3 replies, 8 retweets, 45 likes  
Show this thread

**Colgate University** @colgateuniv · 2h  
Peace Corps Coop Table calendar.colgate.edu/event/peace\_co... @PeaceCorps  
Stop by and speak with John Holmes, Field Base Recruiter, Central New York Region, about the Peace Corps and the opportunities they may have for you.  
April 17, 2018 12pm  
The Coop - O'Connor Campus Center, Lobby  
I'm Interested Learn More

**Colgate University** @colgateuniv · 3h  
Life in Israel with Lian: An Arab-Israeli Tells Her Story calendar.colgate.edu/event/life\_in\_...

**New to Twitter?**  
Sign up now to get your own personalized timeline!  
Sign up

**You may also like** · Refresh  
Colgate Athletics @ColgateAthletic  
Hamilton College @HamiltonCollege  
Wesleyan University @wesleyan\_u  
ColgateAlumniCouncil @GateAlumCouncil  
Bucknell University @BucknellU

**Worldwide trends**

**SHUTTLE BUS**

---





# Typography

## MESSINA

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.

---

# Messina Sans

## MESSINA SERIF

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 REGULAR

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z  
a b c d e f g h i j k l  
m n o p q r s t u v w  
x y z @ # ? & \$ ; : ”  
0 1 2 3 4 5 6 7 8 9

---

MESSINA SERIF WEIGHTS

---

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890I23456789@#?&\$%<sup>3</sup>/<sub>4</sub>;:”

---

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890I23456789@#?&\$%<sup>3</sup>/<sub>4</sub>;:”

---

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890I23456789@#?&\$%<sup>3</sup>/<sub>4</sub>;:”

---

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890I23456789@#?&\$%<sup>3</sup>/<sub>4</sub>;:”

---

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890I23456789@#?&\$%<sup>3</sup>/<sub>4</sub>;:”

---

---

MESSINA SERIF ITALIC REGULAR

*A B C D E F G H I*  
*J K L M N O P Q R*  
*S T U V W X Y Z*  
*a b c d e f g h i j k l*  
*m n o p q r s t u v w*  
*x y z @ # ? & \$ ; : ”*  
*0 1 2 3 4 5 6 7 8 9*

MESSINA SERIF ITALIC WEIGHTS

---

LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*01234567890I23456789@#?&\$%<sup>3</sup>/<sub>4</sub>;:”*

---

BOOK ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*01234567890I23456789@#?&\$%<sup>3</sup>/<sub>4</sub>;:”*

---

REGULAR ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*01234567890I23456789@#?&\$%<sup>3</sup>/<sub>4</sub>;:”*

---

SEMIBOLD ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*01234567890I23456789@#?&\$%<sup>3</sup>/<sub>4</sub>;:”*

---

BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***01234567890I23456789@#?&\$%<sup>3</sup>/<sub>4</sub>;:”***

---

## 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 SANS REGULAR

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z  
a b c d e f g h i j k l  
m n o p q r s t u v w  
x y z @ # ? & \$ ; : ”  
0 1 2 3 4 5 6 7 8 9

MESSINA SANS WEIGHTS

---

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789oI23456789@#?&\$%<sup>3</sup>/<sub>4</sub>;:”

---

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789oI23456789@#?&\$%<sup>3</sup>/<sub>4</sub>;:”

---

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789oI23456789@#?&\$%<sup>3</sup>/<sub>4</sub>;:”

---

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789oI23456789@#?&\$%<sup>3</sup>/<sub>4</sub>;:”

---

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789oI23456789@#?&\$%<sup>3</sup>/<sub>4</sub>;:”

---

BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789oI23456789@#?&\$%<sup>3</sup>/<sub>4</sub>;:”**

---

---

MESSINA SANS ITALIC REGULAR

*A B C D E F G H I*  
*J K L M N O P Q R*  
*S T U V W X Y Z*  
*a b c d e f g h i j k l*  
*m n o p q r s t u v w*  
*x y z @ # ? & \$ ; : ”*  
*0 1 2 3 4 5 6 7 8 9*



MESSINA SANS ITALIC WEIGHTS

---

LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789oI23456789@#?&\$%<sup>3</sup>/<sub>4</sub>::”

---

BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789oI23456789@#?&\$%<sup>3</sup>/<sub>4</sub>::”

---

REGULAR  
ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789oI23456789@#?&\$%<sup>3</sup>/<sub>4</sub>::”

---

SEMIBOLD  
ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789oI23456789@#?&\$%<sup>3</sup>/<sub>4</sub>::”

---

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789oI23456789@#?&\$%<sup>3</sup>/<sub>4</sub>::”

---

BLACK ITALIC

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789oI23456789@#?&\$%<sup>3</sup>/<sub>4</sub>::”**

---

- 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% COLGATE UNIVERSITY  
50%  
60% Bookstore

100% COLGATE UNIVERSITY  
50%  
60% Department of Sociology and Anthropology

100% COLGATE UNIVERSITY  
50%  
60% Max Shacknai Center for Outreach,  
50%  
60% Volunteerism, and Education

100% COLGATE UNIVERSITY  
50%  
60% Community Affairs and Auxiliary Services  
50%  
60% 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.

---

**COLGATE UNIVERSITY**  
University Standards & Student Conduct  
Office of the Dean of the College

**COLGATE UNIVERSITY**  
Sustainability

**COLGATE UNIVERSITY**  
Community Affairs and Auxiliary Services  
Division of Finance and Administration

**COLGATE UNIVERSITY**  
Community Affairs and Auxiliary Services  
Division of Finance and Administration

**COLGATE UNIVERSITY**  
LGBTQ Initiatives

**COLGATE UNIVERSITY**  
Business Operations  
Athletics

**COLGATE UNIVERSITY**  
Department of East Asian Languages  
and Literatures

**COLGATE UNIVERSITY**  
Office of the Dean of the College

**COLGATE UNIVERSITY**  
University Standards & Student Conduct

**COLGATE UNIVERSITY**  
Admissions  
Office of the Dean of Admission and Financial Aid

**COLGATE UNIVERSITY**  
Equity and Diversity  
Office of the Provost and Dean of the Faculty

**COLGATE UNIVERSITY**  
Picker Art Gallery

**COLGATE UNIVERSITY**  
Film and Media Studies Program

**COLGATE UNIVERSITY**  
Advancement Services  
Office of External Relations, Advancement  
and Initiatives





# University Seal

## COLGATE UNIVERSITY SEAL

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

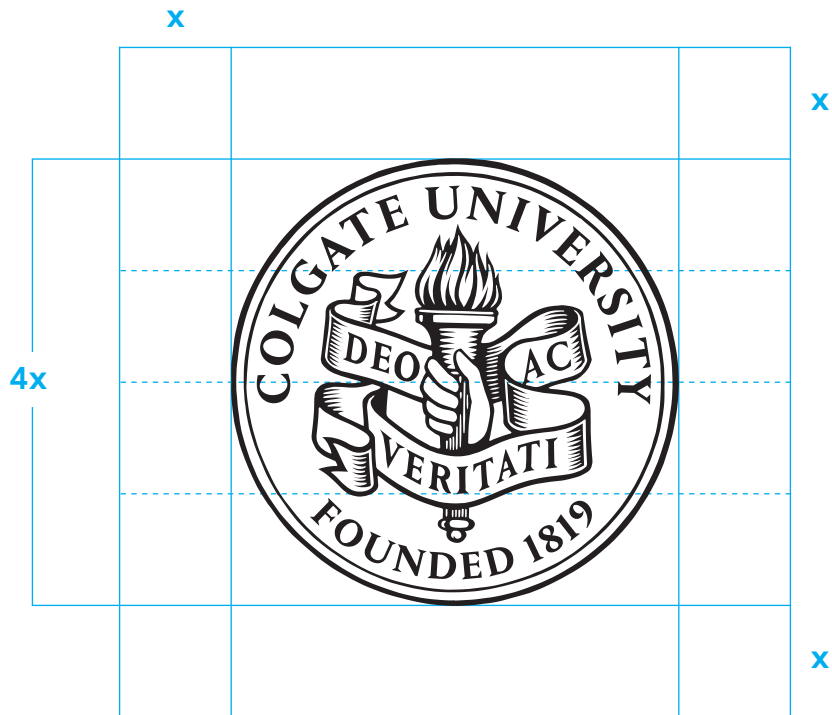
The Latin version of the university seal should only be used on diplomas.

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.

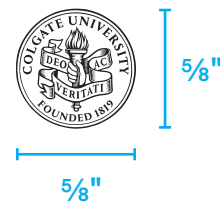
---

## UNIVERSITY SEAL USAGE

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).

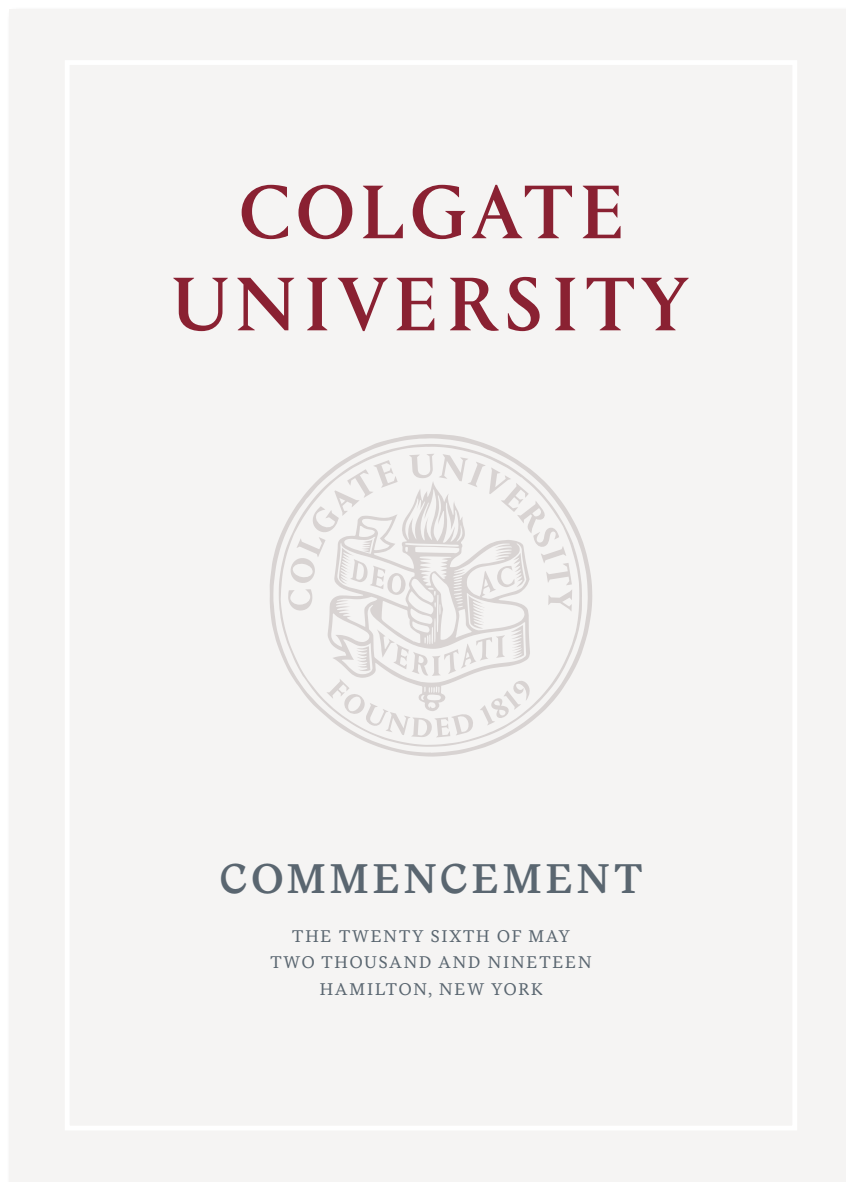
## UNIVERSITY SEAL USAGE

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



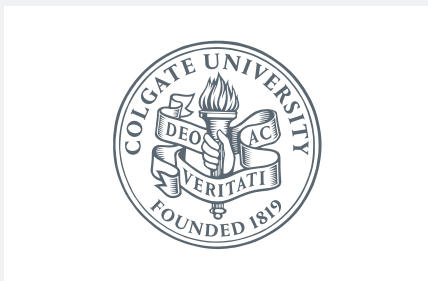
Black on white



White on shadow gray



White on Black



Shadow gray on white



Black on winter gray



White on maroon



Shadow gray on winter gray





# 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



## IMAGERY

---

Show a sense of community, gravitas, rigor, unity, tradition and ambition



---

Capture genuine moments of activity and human interaction



## IMAGERY

---

Make use of unique perspectives, compositions and lighting



---

Display the beauty  
of Colgate's  
landmarks



## IMAGERY

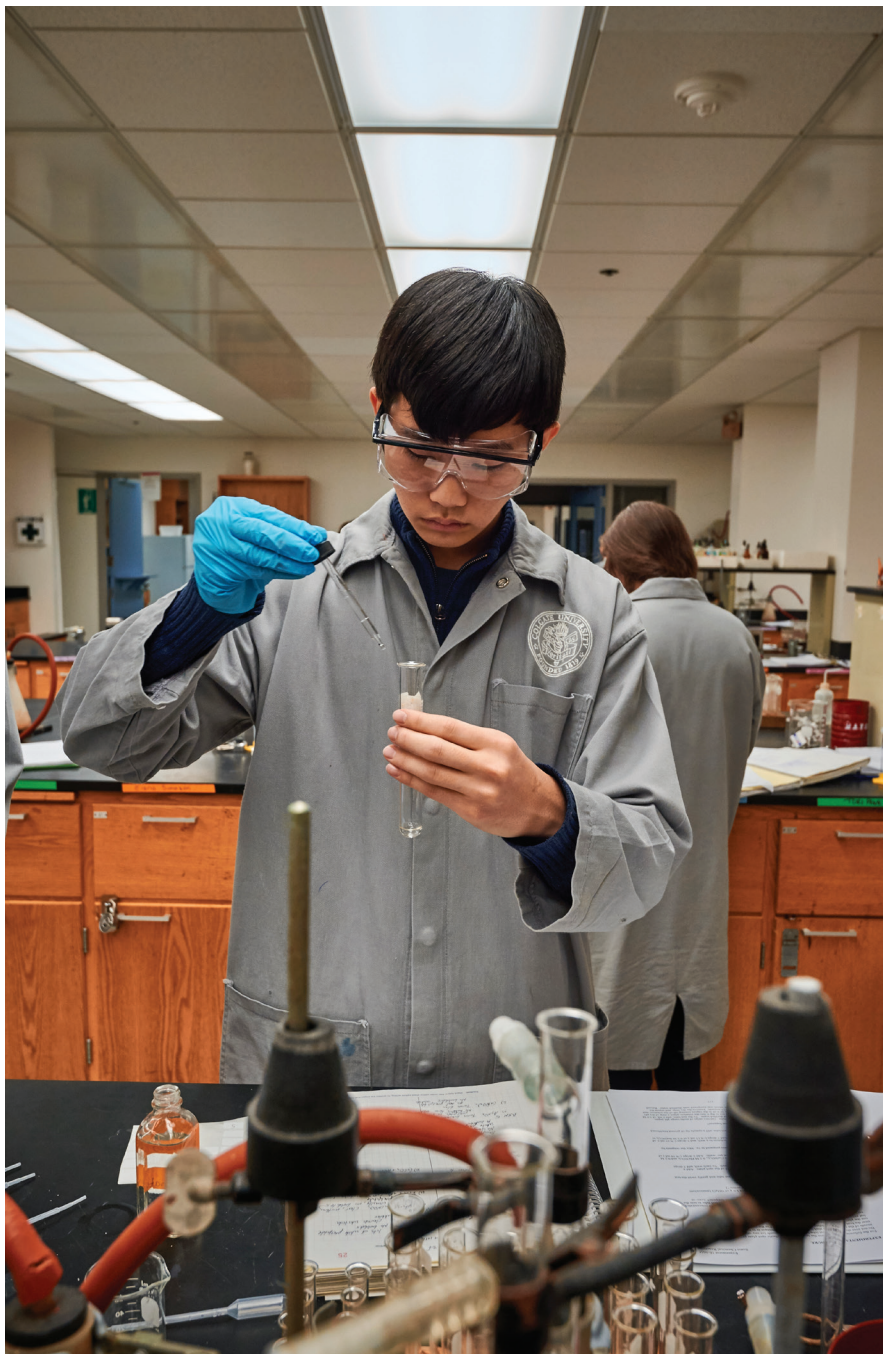
Display the beauty of Colgate's surrounding Hamilton landscape





---

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





# Patterns

## PATTERNS

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.

---

### COLGATE MOTTO

ATI DEO AC VERITATI DEO AC VERITATI DEO AC VERITATI DI  
DEO AC VERITATI DEO AC VERITATI DEO AC VERITATI DEO AC V  
VERITATI DEO AC VERITATI DEO AC VERITATI DEO AC VERITA  
ATI DEO AC VERITATI DEO AC VERITATI DEO AC VERITATI DI  
DEO AC VERITATI DEO AC VERITATI DEO AC VERITATI DEO AC V  
VERITATI DEO AC VERITATI DEO AC VERITATI DEO AC VERITA  
ATI DEO AC VERITATI DEO AC VERITATI DEO AC VERITATI DI  
DEO AC VERITATI DEO AC VERITATI DEO AC VERITATI DEO AC V  
VERITATI DEO AC VERITATI DEO AC VERITATI DEO AC VERITA  
ATI DEO AC VERITATI DEO AC VERITATI DEO AC VERITATI DI  
DEO AC VERITATI DEO AC VERITATI DEO AC VERITATI DEO AC V

---



THIRTEENTH THIRTEENTH THIRTEENTH  
TEENTH THIRTEENTH THIRTEENTH  
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THIRTEENTH THIRTEENTH THIRTEENTH  
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HIRTEENTH THIRTEENTH THIRTEENTH  
THIRTEENTH THIRTEENTH THIRTEENTH

---

TOTE BAGS

---









COLGATE  
UNIVERSITY

TI DEO AC VERITA  
O AC VERITATI D  
ERITATI DEO AC  
TI DEO AC VERITA  
O AC VERITATI D  
ERITATI DEO AC  
TI DEO AC VERITA  
O AC VERITATI D  
ERITATI DEO AC  
TI DEO AC VERITA  
O AC VERITATI D



# Stationery

## 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



Back



---

### FOR THE PRESIDENT

Front



Back



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

## BUSINESS CARD (OPTION 2)

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



Back



---

### FOR THE PRESIDENT

Front



Back



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

## UNIVERSITY LETTERHEAD

Size: 8.5 × 11"

Ink: 2/0  
PMS 202 C  
PMS 431 C

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

**COLGATE UNIVERSITY**



Date

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

Dear

13 Oak Drive  
Hamilton, NY 13346  
315 228 1000  
Colgate.edu

Icae que im que adigent aut dolupti busdame preptas esequatem essimuscim numque eat alit, sedpica ibeibit assim exeatquassi sequamus molum sole que optatur mosae nihil idenis ipsunte cus, ute con plissit dolupta ne volupta tenimus magnatem eos exceprorume dest veliquia con cum consecem et et faccupium. Uga eumquat quodita volupta dem faccab ipsum dolorem enemosseque explibus.

Igenecae volest aute coriones dolorere labore porum quasi id quae parum eos eni consecete volo omnis doluptiis dolor apit, sanda quam verspelest, quibus sumqui bereiur autenis es sed quaturi berchit iberecte voluptatem. Feribus si que pre consent emquodit, seque qui ut restia sollab ipsam as vererunt am id quos nonesece velitatum fugia coriatus consequ aspelest, officid emporeh entiorecte delicip tetur ad ut inctatus adi doluptatis as pelit, optatum as arum, ullaborro vendent fugitis, to et lautata tiatiis eum vendellande non usamus.

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Sincerely,

Sender's name  
Sender's title

# UNIVERSITY LETTERHEAD (SPECS)

**Fold mark**

**Address block:**  
**Messina Serif Book**  
 8pt Size  
 11pt Line Spacing

**Text block:**  
**Times New Roman**  
 Regular  
 11pt Size  
 13pt Line Spacing  
 100% K

**COLGATE UNIVERSITY**

**C**

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 essimuscim numque eat alit, sedipicab idebit assim execatquassi sequamus molum sole que optatur mosae nihil idenisc ipsunte cus, ute con plissit dolupta ne volupta tenimus magnatem eos exceprorume dest veliquia con cum consecem et et faccupitum. Uga eumquat quodita volupta dem faccab ipsum dolorem enemosseque explibus.

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Sincerely,

Sender's name  
 Sender's title

**Dimensions:**  
 .375"  
 .5"  
 .375"  
 1.1875"  
 2"  
 4"  
 .75"

## PRESIDENT'S LETTERHEAD

Size: 8.5 × 11"

Ink: 2/0  
PMS 202 C  
PMS 431 C

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.

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



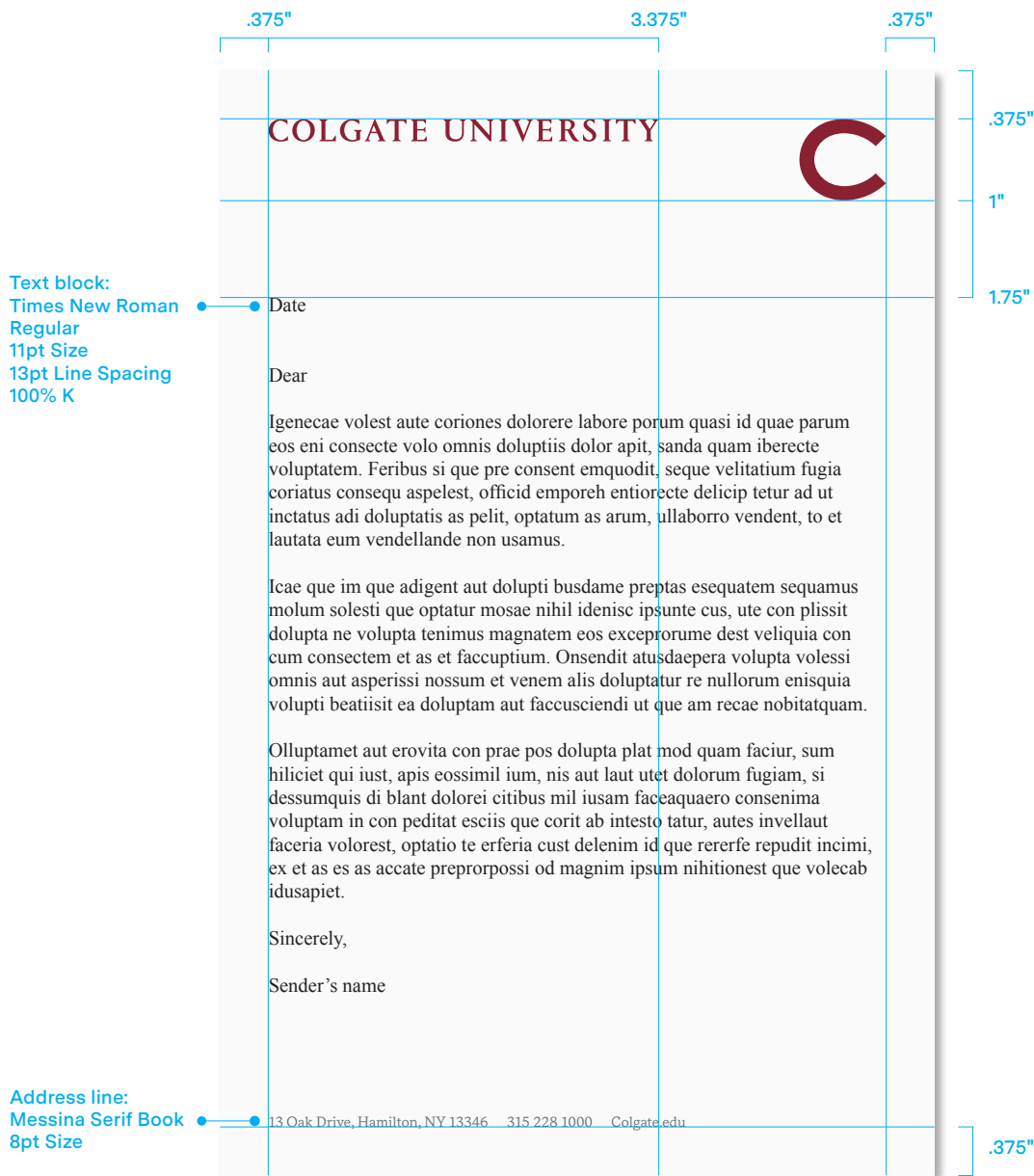


# HALF LETTER / NOTE SIZE

Size: 5.5 × 8.5"

Ink: 2/0  
 PMS 202 C  
 PMS 431 C

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

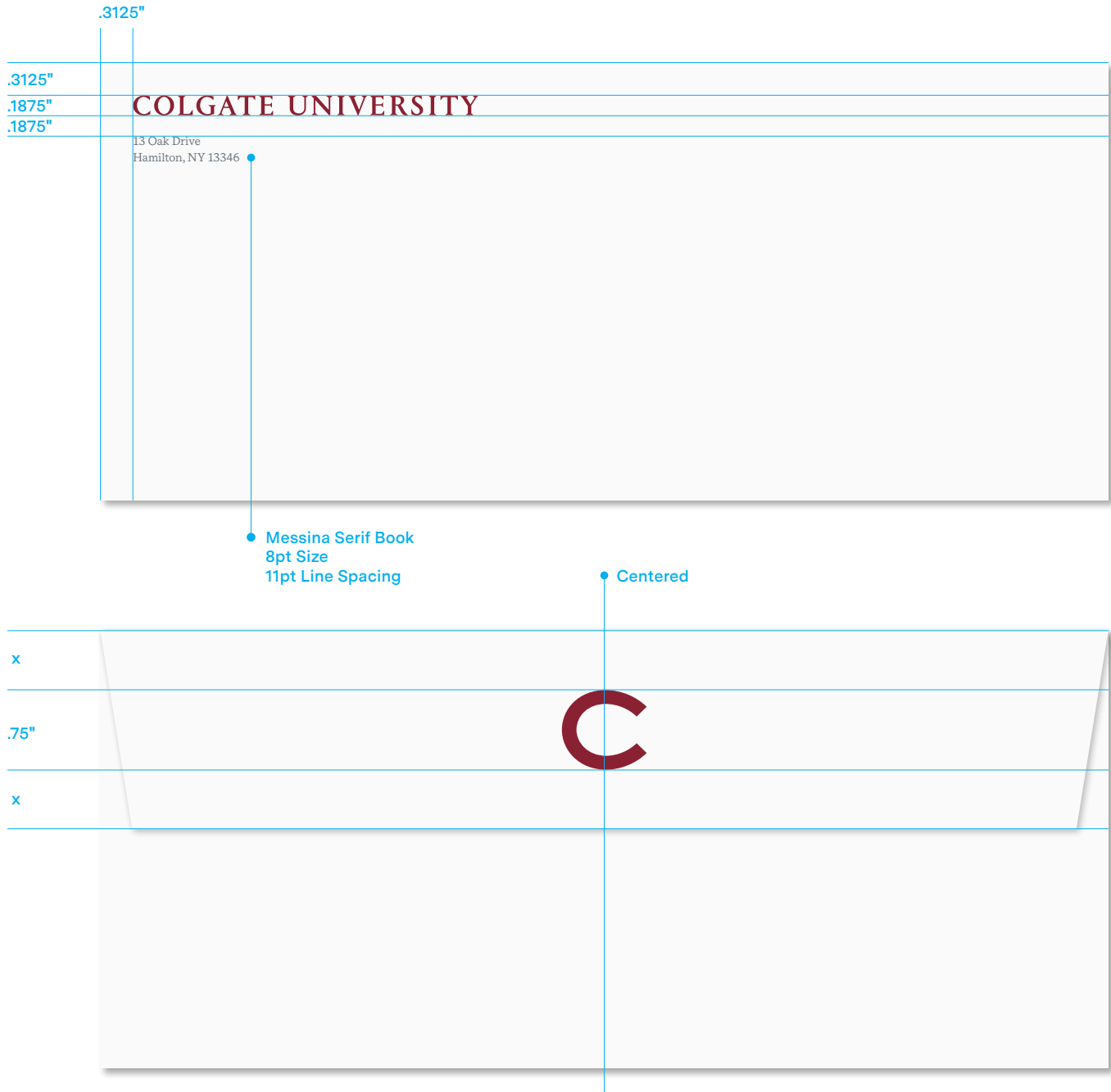


## #10 ENVELOPE

Size: 9.5 × 4.125"

The supplied envelope template should always be used.

Ink: 2/1  
PMS 202 C  
PMS 431 C



## **QUESTIONS?**

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





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