
Find a PDF of this document online at colby-sawyer.edu/graphic-standards. Download the Colby-Sawyer logos at colby-sawyer.edu/logos.
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Introduction
Introduction

It is imperative that the Colby-Sawyer College logotype be implemented with consistency and care across all media: print and digital, as well as campus signage, vehicle graphics, logo merchandise, etc. It is for that reason that graphic standards manuals like this one are created. Signage and vehicle graphics will be covered in Graphic Standards Manual: Phase II. In support of the branding program, this manual contains guidelines — some very specific — for the consistent use of the college’s logo. Inevitably, decisions will have to be made that are not covered here. The specifications in this manual, however, will serve as a guide in making those decisions.

What do all these words mean?

When we say “logo” or “logotype,” we refer to the college name, or word mark, together with the cupola icon. We will refer to the latter simply as “the cupola,” understanding that it refers specifically to the rectangular frame that encloses the cupola, mountains and founding year. So: word mark + cupola = logo or logotype.

In the context of this manual, the words “brand” and “identity” are used interchangeably and refer to the logo. “Branding program” refers to the big picture: messaging that supports the strategic vision and goals for the college; the consistent implementation of the logo across all media and in myriad other applications; a way of writing and designing for print and the web; etc. The branding program is what builds the impressions and feelings that constituencies have about Colby-Sawyer College. These include students, faculty and staff, prospective students and families, alumni/ae, donors, et al.

How can you be assured that you are using the logo correctly?

The approved versions of the logos discussed in this manual have been provided by the Office of Marketing & Communications and can be found online at:

colby-sawyer.edu/logos.zip

There is no question that this manual goes into great detail about the usage of the logo. In most instances, the files we have furnished will provide you with everything you will need. You will be aided in your decisions about spacing around the logo, which colors to use, which font or fonts to use, whether or not to use the tagline with the logo, etc., by the information provided herein.

One last thing ...

If any questions or issues arise while using this style guide, please feel free to contact the Office of Marketing & Communications. We’re here to help!
Basics
The Logotype

To support Colby-Sawyer College’s branding program, use of the logotype should adhere to the graphic standards outlined in this manual.

It is rare for just one version of a logo to be applicable in all situations. Our goal in this manual is to make the use of the identity as flexible and practical as possible. Sometimes, for example, a vertically oriented logo fits awkwardly in a horizontal space, and vice versa. Shown here, then, are the two approved configurations of the logo.

Please only use the approved versions shown on the left.
There will be times when you will want to use the cupola by itself, e.g., on note cards, logo merchandise, etc.
Basics

The Word Mark

There may be times where spacing is limited, or only the college name is required. Use one of the two approved word marks demonstrated on the right.
Colby·Sawyer College

Colby·Sawyer College
Basics

The Stamp

We call this the Colby-Sawyer stamp. It has enough of the essential elements of the full logotype to be clearly identifiable as belonging to Colby-Sawyer College.

Sample applications in which you would not use the stamp: On the main ID sign in front of Colgate Hall, or on college stationery.

Examples of where it might be appropriate to use just the stamp: On facilities equipment, or on apparel such as a baseball hat.

White, blue and black versions are provided.
**Spacing:**
**Around Vertical Logo**

Crowding things (e.g., addresses, other logos, website menu buttons, etc.) around the logo lessens its impact. A certain amount of isolation from other elements on the page, or in a web header, provides the necessary breathing room for the logo to be seen, identified, and understood.

Here we show the required spacing around the vertical configuration of the logo, represented as the gray areas around the logo.
Spacing: Around Horizontal Logo

The same spacing requirements discussed at left apply when using the horizontal configuration of the logo.
Unacceptable Uses

Please refrain from altering the logo or any graphic elements* of the brand in any way that has not been approved by this style guide.

The examples to the right show some of the kinds of alterations that well-intentioned users make.

A. Do not stretch or distort any part of the logotype.

B. Do not change the color of the logotype.

C. Do not change the color of the logotype.

D. Do not alter the size relationship of the cupola to the word mark.

E. Do not change the typeface of the word mark.

F. Do not alter the placement of the logotype elements.

G. Never use a drop shadow.

H. Do not place a box around the logotype.

I. Do not crowd the logotype with other elements

*Applies to all instances of logo, logotype, and word mark.
Basics

The Tagline logo lockup

There will be instances in which you choose to use the tagline with the logo — a logo lockup. Shown here is approved tagline placement for the horizontal logo configurations.

Please only use the approved versions shown on the right.
There is no need to recreate the lockups. Approved versions are available at colby-sawyer.edu/logos.zip
Basics

Spacing:
Around Logo Lockup

Crowding things (e.g., addresses, other logos, website menu buttons, etc.) around the logo lessens its impact. A certain amount of isolation from other elements on the page, or in a web header, provides the necessary breathing room for the logo to be seen, identified, and understood.

Here we show the required spacing around the vertical configuration of the logo, represented as the gray areas around the logo.

Download the Colby-Sawyer logos at colby-sawyer.edu/logos.
Spacing:
Around Wordmark Lockup

Colby·Sawyer College
EXPLORING. CONNECT. MAKE A DIFFERENCE.
Color
Color

Primary Logo Colors

The colors in the primary logotype are Pantone® Process Blue and Black. We refer to the blue as Colby-Sawyer Blue.

When printing four color process, the CMYK equivalent of the blue should be used. For use in digital media, the RGB and HEX codes should be used.

C: 100  R: 0  C: 0  R: 0
M: 13   G: 133  M: 0  G: 0
Y: 1    B: 202  Y: 0  B: 0
K: 2    HEX: 0085CA  K: 100  HEX: 000000
20% Colby-Sawyer Blue
50% Colby-Sawyer Blue
100% Colby-Sawyer Blue

Black

Colby-Sawyer College

* PANTONE® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards.
Primary Colors: Gradients

There may be instances when the design choice for a document may call for a gradient of Colby-Sawyer Blue. When this occurs, please use one of the following approved Pantone colors.
<table>
<thead>
<tr>
<th>FOUR COLOR PROCESS</th>
<th>WEB USAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>C: 100 M: 90 Y: 10 K: 77</td>
<td>R: 19 G: 41 B: 75 HEX: 13294B</td>
</tr>
<tr>
<td>C: 100 M: 71 Y: 10 K: 47</td>
<td>R: 0 G: 58 B: 112 HEX: 003A70</td>
</tr>
<tr>
<td>C: 100 M: 45 Y: 0 K: 45</td>
<td>R: 0 G: 85 B: 135 HEX: 005587</td>
</tr>
<tr>
<td>C: 100 M: 13 Y: 1 K: 2</td>
<td>R: 0 G: 133 B: 202 HEX: 0085CA</td>
</tr>
</tbody>
</table>
Supplementary Color Palette: Bright

A supplementary Pantone color palette has been selected to complement the blue and black of the logotype.

These colors are recommended for general use in web and print. You may use other colors at your discretion.

These supplementary colors may appear with the logo, and be used with the primary palette, as well as the neutral palette (see page 26 – 27).
<table>
<thead>
<tr>
<th>Color</th>
<th>FOUR COLOR PROCESS</th>
<th>WEB USAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>363 C</td>
<td>C: 76 M: 3 Y: 100 K: 18</td>
<td>R: 76 G: 140 B: 43 HEX: 4C8C2B</td>
</tr>
<tr>
<td>2298 C</td>
<td>C: 33 M: 0 Y: 72 K: 0</td>
<td>R: 183 G: 219 B: 87 HEX: B7DB57</td>
</tr>
<tr>
<td>158 C</td>
<td>C: 0 M: 62 Y: 95 K: 0</td>
<td>R: 239 G: 118 B: 34 HEX: E87722</td>
</tr>
</tbody>
</table>
Color

Supplementary Color Palette: Neutrals

As with the supplementary primary color palette, this neutral Pantone color palette has been selected to complement the blue and black logos.

The neutral color palette provides a more muted appearance, and has the advantage of being versatile for many applications.

<table>
<thead>
<tr>
<th>Color</th>
<th>C: 100</th>
<th>M: 79</th>
<th>Y: 44</th>
<th>K: 93</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color Code</td>
<td>R: 16</td>
<td>G: 24</td>
<td>B: 32</td>
<td></td>
</tr>
<tr>
<td>HEX</td>
<td>101820</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color</th>
<th>C: 44</th>
<th>M: 34</th>
<th>Y: 22</th>
<th>K: 77</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color Code</td>
<td>R: 83</td>
<td>G: 86</td>
<td>B: 90</td>
<td></td>
</tr>
<tr>
<td>HEX</td>
<td>53565A</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color</th>
<th>C: 13</th>
<th>M: 9</th>
<th>Y: 10</th>
<th>K: 27</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color Code</td>
<td>R: 177</td>
<td>G: 179</td>
<td>B: 179</td>
<td></td>
</tr>
<tr>
<td>HEX</td>
<td>1B3B3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Four Color Process</td>
<td>Web Usage</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------</td>
<td>-----------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C: 76 M: 3 Y: 100 K: 18</td>
<td>R: 76 G: 140 B: 43 HEX: 4C8C2B</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C: 5 M: 5 Y: 100 K: 16</td>
<td>R: 197 G: 169 B: 0 HEX: C5A900</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C: 0 M: 68 Y: 100 K: 22</td>
<td>R: 190 G: 84 B: 0 HEX: BE5400</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C: 0 M: 97 Y: 87 K: 60</td>
<td>R: 128 G: 47 B: 45 HEX: 802F2D</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C: 40 M: 100 Y: 10 K: 26</td>
<td>R: 131 G: 0 B: 101 HEX: 830065</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Color

One-Color Reproduction

These variations of the logotype are provided for use when one-color printing is preferred.

Please do not print the logo in any color other than what is shown in this manual.

20% Colby-Sawyer Blue
50% Colby-Sawyer Blue
100% Colby-Sawyer Blue

20% Black
50% Black
100% Black
Please feel free to use the solid version of the logo as well.

These versions of the logotype also may be reversed out of colored backgrounds.
Variations of Logos

There may be times when you would like to use a dark background, and the logo must be altered. When this situation arises, white versions of the stamp, wordmark and solid logos are provided by the Office of Marketing & Communications.
Variations of Logos (continued)

The Colby-Sawyer stamp may appear in variations from the approved color palettes within this style guide. Please send your design to the Office of Marketing & Communications for approval, if using alternative color variation.
Typography
Typography

Typefaces for Print

Serif Font: Cambria (available on both Microsoft and Macintosh)

Cambria Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Cambria Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Cambria Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Cambria Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Primary Typeface

Scala (a licensed font) is reserved for the use of the Office of Marketing & Communications. It is used for the logo and wordmark. The typefaces in this section are recommended for web and print use throughout the college community.

Typefaces for Print

Sans Serif: Calibri (available on both Microsoft and Macintosh)

**Calibri Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Calibri Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Calibri Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Calibri Bold Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Typography

Typefaces for Web

Sans Serif: Lato

Lato Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Typefaces for Web
Serif: Merriweather

Merriweather Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Merriweather Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Merriweather Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Merriweather Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Merriweather Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Secondary Programs
Secondary Programs

Department Logos

It is important to keep the identity consistent within and beyond the Colby-Sawyer community. For this reason, the Office of Marketing & Communications asks that you please contact them for any logo design your department might need at communications@colby-sawyer.edu.

The logo on the right is a good example of a secondary logo for your department. The Colby-Sawyer stamp will always appear blue from the approved colors on page 22. The color of the accompanying text is chosen from the approved secondary color palettes (page 23 – 26.) Though the color of the text may be altered, the fonts cannot be changed.

Please contact Communications for a Logo
example of an internal department logo
Stationery
Stationery

General Letterhead

The typing format shown here is an important component of the stationery system. In order to communicate a professional, consistent image, all correspondence should adhere to this format.

It is important that a \( \frac{3}{4} \)" left margin be maintained for the entire letter. The right hand margin should be set at \( \frac{1}{2} \)".

The letter begins with the date 2 \( \frac{1}{2} \)" from the top of the page. Recommended line spacing is shown by an “X.”

There is room for individual judgment and personal preference when it comes to the vertical spacing of the typed letter.

All copy is flush left/ragged right (not justified), with one return between paragraphs.

This sample letter is set in Times New Roman. Personal preference plays a role. Whatever font is selected for use on the letterhead should be consistent on all Colby-Sawyer correspondence.
Hope Furaletter
123 Main Street
Town, USA 01234

Dear Ms. Furaletter,

aceped quodi nitem fugia delicae. Nam reribus ut ab ipieniam dionsent, que et et mincia dol-
upta sitaere, utasi ut modis et enis sequam re nonseris esecati strupita conse voluptiae volupta
ecupta ea sa dolorio quate net erias que est, utem dolorunt et que natibus re, sum, quis ut unt
locait volore doluptur, qui id eaque landele cestio.

Nempedi sincid eatia consequi autecae ctonseque lacepudi omnis essed qui omnimpep eissimus
rehteun sitae et fugitemedio. Itas accab imporrest, ommodi dian evenis secatur! Uri ilittature
nonsequanis eri dolupta sincimole doloreror sumquis et as dolor aute voluptas el illorum fugia
dolorunt adit pulluptate vernat aditame nihici sust quis molori dolorio nsequam apiti.

Best wishes,

Chris Anthemum
Director of Sunny Days at Colby-Sawyer College
Stationery

Business Cards

All business cards and other stationery components should be produced by the same printer. This will afford the greatest chance for consistency of quality and color.

If only one printer is used, it will have the original files which can be easily updated. This is the best way to ensure consistency.
#10 Envelope

As with the letterhead, the typing format shown on this #10 envelope is an important part of the design, and it should be followed consistently when addressing all #10 envelopes.

The mailing address should be formatted 3 '/8" from the left edge of the envelope as shown.

The first line of the mailing address begins approximately 2 '/8" from the top of the envelope.
Departmental Stationery

Stationery for specific departments follows the same guidelines used on the general stationery.
Logo Applications
Logo Applications

Apparel

The examples shown are possible applications of the Colby-Sawyer logo and stamp on various items. Designs are not restricted to the examples shown in this guide.
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