CONNECTICUT COLLEGE

Visual Identity Manual

CONNECTICUT COLLEGE

As one of the nation's leading liberal arts colleges, Connecticut College provides an academic experience that is both challenging and transforming. In order to reflect the value of a Connecticut College education and enhance recognition around the nation and the globe, we must represent our name and image consistently.

Connecticut College's visual identity system provides a strong foundation for unified communications across print and electronic mediums. All branded communications — print, Web, merchandise, signage and other uses — should collectively support the visual identity through the use of layout, color and typography.

This manual describes the various elements or tools of the identity system — the trademarked College seal, logo, word mark and a color identified as "Connecticut College Blue" — and provides guidelines for their use. Everyone on campus who communicates in any way about the College should familiarize themselves with these guidelines.

Thank you for helping to enhance the College's reputation through implementing this visual identity system.

About this booklet

This booklet is the result of a year-long visual identity overhaul that was led by the Office of College Relations in 2010 and involved every constituency of the College — faculty, staff, parents, students, trustees and alumni. The goal was to strengthen external perceptions of the College through a more consistent and purposeful graphic presentation.

This manual is designed to be used in conjunction with the College's Editorial Style Guide, which is available online at http://graphics.conncoll.edu. If you have additional questions, please contact Ben Parent, art director/senior designer at 860-439-2106 or bparent@conncoll.edu.

Contents

Trademarks and Licensing

Connecticut College Visual Identity System

Connecticut College's visual identity is comprised of three systems: the *Logo*, the *College Seal* and the *Athletic Identity*. Each system represents a particular function of the College. However, all of these functions share common visual elements that unify the Connecticut College brand and add distinction to the College among external audiences.

Specific rules govern the use of each system and its components. This manual primarily addresses the *Logo* and *College Seal* systems. More information on College identity standards is available in the Athletic Visual Identity Manual and the College's Editorial Style Guide. Both guides are available online at http://graphics.conncoll.edu.

Logo system

College Seal system

Athletic Identity system

CONNECTICUT COLLEGE

CONNECTICUT COLLEGE

CONNECTICUT COLLEGE

CONNECTICUT COLLEGE

CONNECTICUT COLLEGE

CONNECTICUT COLLEGE

CONNECTICUT COLLEGE CAMELS

College colors
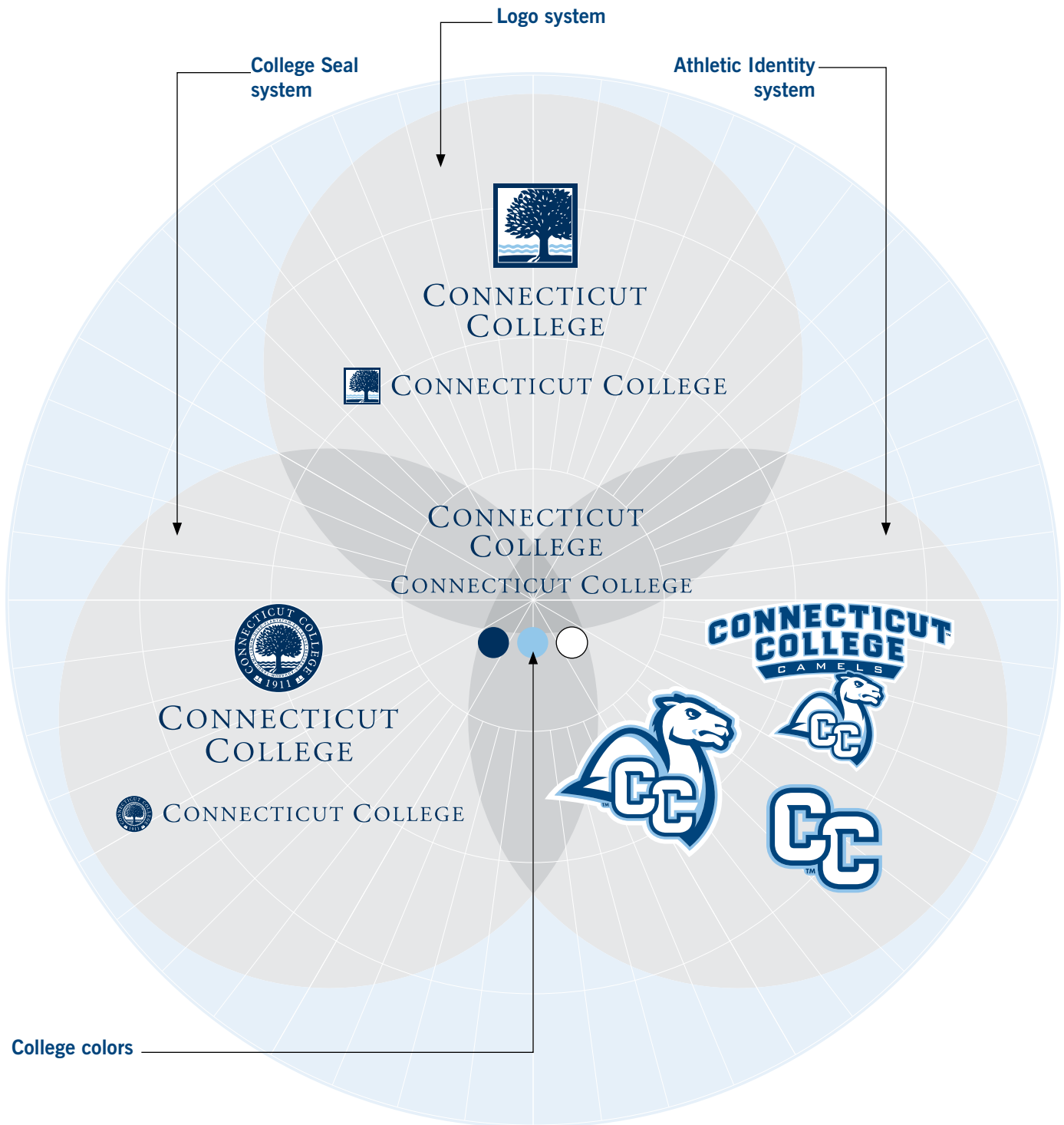
Word Mark

Usage

A word mark is a text-based graphic representation of an institution's name. The "Connecticut College" word mark is the foundation of both the logo signature (the preferred identifier of the College, see page 8) and seal signature (see page 12), but it may also be used by itself.

The word mark uses serif letterforms that have been set to an exact size and letter spacing specification. The word mark must never be cropped, rotated or manipulated. Do not apply effects that change the look of the graphic, modify the color(s), or add text, symbols or graphics.

Do not attempt to recreate or retype the word mark in a similar font under any circumstance.

The word mark is available in two configurations to accommodate a wide range of applications:

- **Two-line:** The two-line word mark is the preferred format.
- **One-line:** The one-line word mark should be used only when the primary signature does not fit well, such as on the spine of a book, a narrow banner or Web site headers.

Color and Positioning

The word mark should always appear in one color — either black or Connecticut College Blue — when placed over a light-colored background. The word mark may also be "reversed" in white when used against a dark background. In either case, there should be enough contrast between the word mark and the background. The word mark should appear in black or Connecticut College Blue on solid color backgrounds at 40% opacity or lighter and reversed in white on backgrounds that are at 50% opacity or darker.

Avoid placing the word mark over textured or complex backgrounds that interfere with its legibility. The word mark should be surrounded on all sides by a minimum of 1/4" clear space to separate it distinctly from other graphic elements. The word mark should never be screened or appear with a reduced transparency.

Refer to the *Color Palette* section of this manual for more detailed guidelines about color usage.

Sizing

If the word mark needs to be scaled, the entire graphic must be enlarged or reduced proportionately to preserve the width-to-height ratio. For printed publications, the two-line word mark must not be reproduced smaller than 5/16" (0.3125") high; the one-line word mark must not be reproduced smaller than 1/8" (0.125") high.

Two-Line Word Mark (Primary)

CMYK (Process Colors)	Pantone 295 (CC Blue)	Black	Reversed (White)
CONNECTICUT COLLEGE	CONNECTICUT COLLEGE	CONNECTICUT COLLEGE	CONNECTICUT COLLEGE

One-Line Word Mark (Secondary)

CMYK (Process Colors)	Pantone 295 (CC Blue)
CONNECTICUT COLLEGE	CONNECTICUT COLLEGE

| Black	Reversed (White)
CONNECTICUT COLLEGE	CONNECTICUT COLLEGE

The solid gray color denotes a background color or image that may appear behind the word mark.
The reversed versions have transparent areas where the color of the substrate shows through.

Minimum Size Requirements

Two-line word mark min. height: 5/16" (0.3125").
One-line word mark min. height: 1/8" (0.125").

CONNECTICUT
COLLEGE

CONNECTICUT COLLEGE
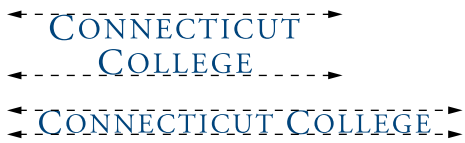
Spacing Requirements

Do not crowd the word mark with text or images that interfere with its legibility. Surround it with a minimum of 1/4" clear space to separate it from other graphic elements.

CONNECTICUT
COLLEGE

Incorrect Uses of the Word Mark

CONNECTICUT
COLLEGE

Do not modify or retype the letters.

CONNECTICUT
COLLEGE

Do not place the word mark over backgrounds that interfere with its legibility.

CONNECTICUT
COLLEGE

Do not place a dark-colored word mark over a dark-colored background.

CONNECTICUT
COLLEGE

Do not add visual elements or text that is not part of the original design.

CONNECTICUT
COLLEGE

Do not enclose the word mark with a shape.

CONNECTICUT
COLLEGE

Do not add effects or outlines to the word mark.

CONNECTICUT
COLLEGE

Do not screen the word mark or reduce its opacity.

CONNECTICUT
COLLEGE

Do not place a light-colored word mark over a light-colored background.

CONNECTICUT
COLLEGE

Do not rotate the word mark or skew its original proportion.

College Logo

Usage

The College logo was designed using imagery from the College seal. Introduced in 2010, it appears in print publications, merchandise, stationery and Web sites as part of a "signature" in conjunction with the word mark. The logo signature is the primary identifier for the College (see page 8).

NOTE: The word mark or logo signature should always appear prominently on publications. Under certain circumstances, the logo may be used by itself, but it should not appear as the sole identifier for the College. Please refer to the *Limited Variations* section on page 8.

The logo must never be cropped, rotated, manipulated or modified under any circumstances. Do not remove or modify its graphic elements, apply effects that change the look of the graphic, modify the color(s), or add text, symbols or graphics.

Color Options

All full-color applications should use the CMYK process logo. For one- and two-color applications, the Connecticut College Blue (Pantone 295) logo should be used. The black logo may be used when black ink is the only color option. At no time should the logo's opacity be less than 100%.

The Pantone 877 (metallic silver) logo may be used for print publications that are ceremonial or elegant in nature. However, the metallic silver logo may only be printed on a white substrate. Printing a metallic silver logo on a dark blue substrate (matched as close to Connecticut College Blue as possible) is permissible. However, the reversed logo should be used.

Please refer to the *Color Palette* section for additional guidelines about color usage.

Reverse Printing

If a "reversed" logo is required (where the color of the substrate shows through), use the reversed white version provided. Do not manually reverse the logo under any circumstances. The reversed logo may be printed with only white or silver ink on a dark blue substrate (matched as close to Connecticut College Blue as possible).

Screen Printing and Embroidery

Special one-color, two-color and reversed versions of the logo are available for screen printing (used for T-shirts, banners, pennants, and other plastic, wood or metal materials) and embroidery. These versions do not have screened water waves and should not be used for print and Web publications. Refer to the *Specialty Printing* section of this manual for more information.

Sizing

If the logo must be scaled, the entire graphic must be enlarged or reduced proportionately to preserve the width-to-height ratio. The logo should never be reproduced smaller than 5/16" (0.3125") high.

Available Logos

| CMYK (Process Colors) | Pantone 295 (CC Blue) | Black | Pantone 877 (Metallic Silver) | Reversed (White) |

The solid gray color denotes a background color or image that may appear behind the logo. The reversed versions have transparent areas where the color of the substrate shows through.
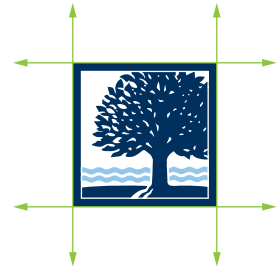
Minimum Size Requirements

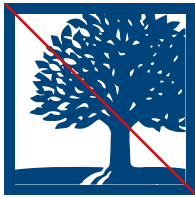Do not reproduce the logo smaller than 5/16" (0.3125") high.
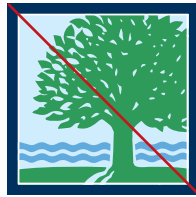

Spacing Requirements

Do not crowd the logo with text or images that interfere with its legibility. Surround it with a minimum of 1/4" clear space to separate it from other graphic elements.
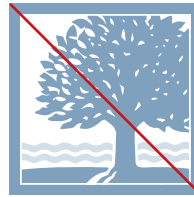

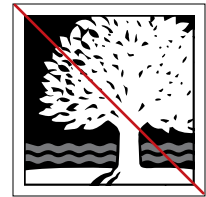## Incorrect Uses of the Logo

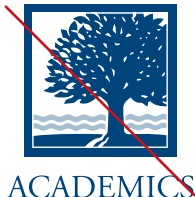Do not embellish or remove any elements from the logo.

Do not modify the colors.

Do not screen the logo or reduce its opacity.

Do not manually "reverse" the logo. Use the reversed white version.

Do not add visual elements or text that is not part of the original design.

Do not rotate the logo or skew its original proportion.

Do not use the black version when CC Blue is a color option.

Logo Signature

The logo combined with the word mark is called the logo signature. It is the primary identifier of the College and the most important tool for building recognition.

Usage

Consistent use of the logo signature is necessary to maintain an effective visual identity. It should be included on all College publications.

The logo signature must never be cropped, rotated or manipulated. Do not remove or modify its graphic elements, apply effects that change the look of the graphic, modify the color(s), or add text, symbols or graphics.

The logo signature should be kept clear from graphic elements (including backgrounds and typography) that interfere with its legibility. It is best practice to surround the logo signature with at minimum 1/4" of clear space on all sides to separate it from other graphic elements.

Color Options

All full-color applications should use the CMYK process logo signature. For one- and two-color applications, the Connecticut College Blue (Pantone 295) logo signature should be used. The black logo signature may be used when black ink is the only color option. At no time should the logo signature's opacity be less than 100%.

The Pantone 877 (metallic silver) logo signature may be used for print publications that are ceremonial or elegant in nature. However, the metallic silver logo signature may be printed only on a white substrate. Printing a metallic silver logo signature on a dark blue substrate (matched as close to Connecticut College Blue as possible) is permissible. However, the reversed logo signature should be used.

Refer to the *Color Palette* section of this manual for more information about color usage.

Limited Variations

There are a few visual contexts, most often on the Web and in social media such as Facebook, Twitter and YouTube, where size limitations for identifiers prohibit an effective use of the entire logo signature. If there is a need for an official presence of the College in a specific usage, College Relations will develop a graphic solution to meet the individual need. In limited cases the icon may be used on its own provided that there is a clear adjacent identifier of Connecticut College. In order to maintain integrity of the visual identity, all such exceptions must be approved in advance by College Relations.

Sizing

If the logo signature must be scaled, the entire graphic must be enlarged or reduced proportionately to preserve its width-to-height ratio. At no time should the two-line logo signature be reproduced smaller than 3/4" (0.75") high. The one-line logo signature should not be reproduced smaller than 3/8" (0.375") high.

Two-Line Logo Signature (Primary)

CMYK (Process Colors)	Pantone 295 (CC Blue)	Black	Pantone 877 (Metallic Silver)

One-Line Logo Signature (Secondary)

CMYK (Process Colors)	Pantone 295 (CC Blue)

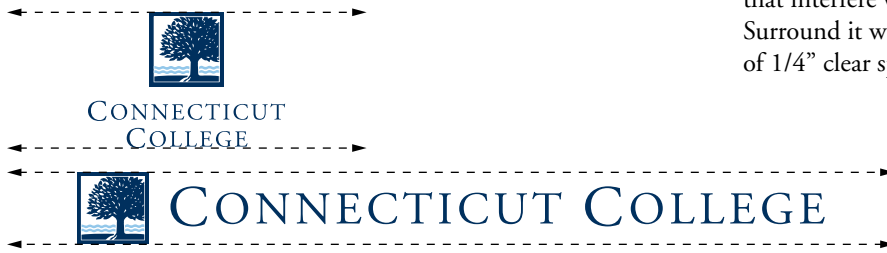| Black	Pantone 877 (Metallic Silver)

Minimum Size Requirements

Two-line logo signature min. height: 3/4" (0.75").
One-line logo signature min. height: 3/8" (0.375").

Spacing Requirements

Do not crowd the logo signature with text or images that interfere with its legibility. Surround it with a minimum of 1/4" clear space on all sides.
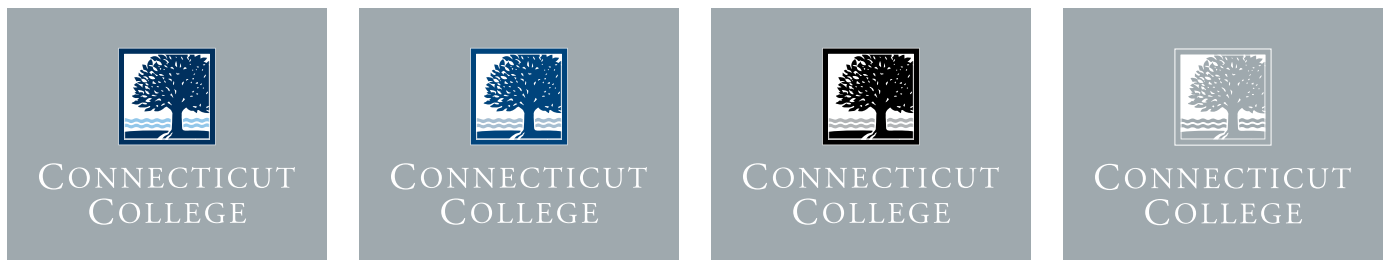

"Reversed" Treatments

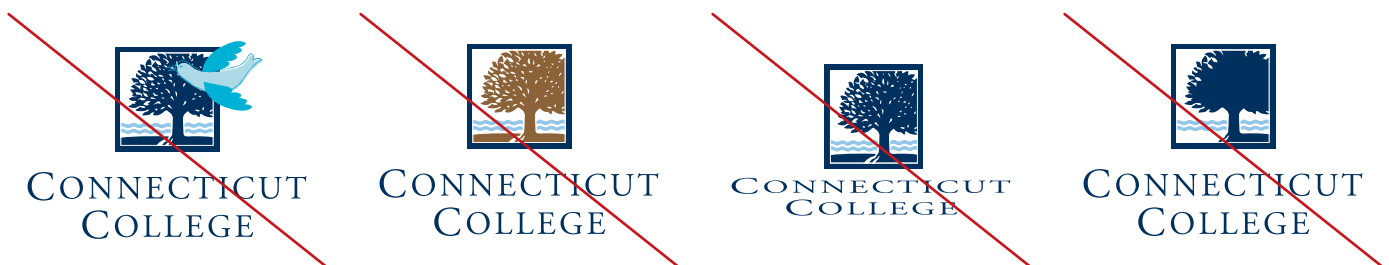| Reversed CMYK (Process Colors)	Reversed Pantone 295 (CC Blue)	Reversed Black	Reversed White

CLOCKWISE FROM TOP LEFT: Reversed CMYK (Process Colors); Reversed Pantone 295 (CC Blue); Reversed Black; Reversed White

Incorrect Uses of the Logo Signature

Do not add visual elements or text that is not part of the original design.

Do not modify the colors, screen the logo signature, reduce its opacity or manually reverse it.

Do not rotate the logo signature or skew its original proportion.

Do not embellish or remove any elements from the logo signature.

The solid gray color denotes a background color or image that may appear behind the logo signature.
The reversed versions have transparent areas where the color of the substrate shows through.

College Seal

History
Frederick H. Sykes, the College's first president (1913-1917), designed the original seal for the institution. The Connecticut College seal draws on Psalm 1 both in its imagery and in its Latin motto, "Like a tree planted beside streams of water, which yield its fruit in season...." The seal's prominent display of a tree, a stream of water and two books depict the Psalm's main subject, a person who studies day and night and delights in the teachings offered.

According to Dean of the Faculty and Elie Wiesel Professor of Judaic Studies Roger Brooks, the tree in the seal's version of the Psalm is a tree of knowledge, evergreen and abundant in fruit. The tree likewise represents the ideal student, whose effort always produces vibrant new ideas and knowledge. In the seal's context, the education offered to our students is ennobling, leading to righteous action in the world.

Usage
The seal is also used as an official emblem of the College in such applications as diplomas and academic ceremonies. In order to maintain the dignity and ceremonial quality of the seal, usage is strictly limited. Use of the seal in any contexts not mentioned here requires written permission from the director of publications.

NOTE: The College seal is trade marked and its usage is strictly limited to ceremonial and legal documents, academic awards, diplomas and communications from the Board of Trustees, the president, senior administrators and the faculty.

The seal must never be cropped, rotated or manipulated. Do not remove or modify its graphic elements, apply effects that change the look of the graphic, modify the color(s), or add text, symbols or graphics. Do not manually "reverse" the seal under any circumstances. If a "reversed" seal is required, you may use the reversed white seal provided by the Office of College Relations. It has been specifically designed for printing white or metallic silver ink on a dark background.

NOTE: Due to its intricate design, embroidering the seal is forbidden.

Photos
In both print and electronic communications, it is permissible to use photographs of actual College seals on campus. These include the large bronze seal at the front entrance of the College and banners that appear as backdrops to stages and in other settings. However, these may not be used as substitutes for the approved wordmark, logo signature or other elements of the visual identity.

Color Options
The seal should never appear with more that one color. All full-color applications should use the CMYK process seal. For one- and two-color applications, the Connecticut College Blue (Pantone 295) seal should be used. The black seal may be used when black ink is the only color option. At no time should the seal's opacity be less than 100%.

The Pantone 877 (metallic silver) seal may be used for print publications that are ceremonial or elegant in nature. However, the metallic silver seal may only be printed on a white substrate. Printing a metallic silver seal on a dark blue substrate (matched as close to Connecticut College Blue as possible) is permissible. However, the reversed seal should be used.

Refer to the *Color Palette* section of this manual for more detailed guidelines about color usage.

Sizing
If the seal must be scaled, the entire graphic must be enlarged or reduced proportionately to preserve the width-to-height ratio. At no time should the seal be reproduced smaller than 1/2" (0.5") high.
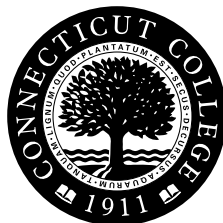
Available Seals

| CMYK (Process Colors) | Pantone 295 (CC Blue) | Black | Pantone 877 (Metallic Silver) | Reversed (White) |
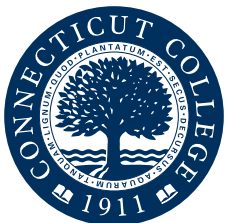
The solid gray color denotes a background color or image that may appear behind the seal. The reversed versions have transparent areas where the color of the substrate shows through.

Minimum Size Requirements

Do not reproduce the seal smaller than 1/2" (0.5") high.

Spacing Requirements

Do not crowd the seal with text or images that interfere with its legibility. Surround it with a minimum of 1/4" clear space on all sides to separate it from other graphic elements.

Incorrect Uses of the Seal

Do not embellish or remove any elements from the seal.
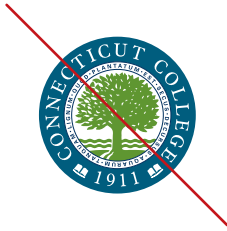
Do not modify the colors.
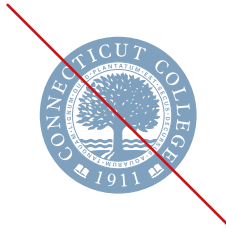
Do not screen the seal or reduce its opacity.
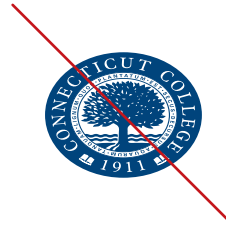
Do not rotate the seal or skew its original proportion.

Do not manually "reverse" the seal. Use the reversed white version.

Seal Signature

The seal combined with the word mark is called the seal signature.

Usage

The College seal signature may be used only for communications from the Board of Trustees, the president, senior administrators and the faculty. See page 10 for usage of the College seal, as these same restrictions apply to the seal signature.

Under no circumstances should the seal signature be cropped, rotated or manipulated in such a way that modifies the original design. Do not remove or modify its graphic elements, apply effects that change the look of the graphic, modify the color(s), or add text, symbols or graphics.

The seal signature should be kept clear from graphic elements (including backgrounds and typography) that interfere with its legibility. Surround the seal signature with at least 1/4" clear space on all sides to separate it from other graphic elements.

Color Options

All full-color applications should use the CMYK process seal signature. For one- and two-color applications, the Connecticut College Blue (Pantone 295) seal signature should be used. The black seal signature may be used when black ink is the only color option. At no time should the seal signature's opacity be less than 100%.

The Pantone 877 (metallic silver) seal signature may be used for print publications that are ceremonial or elegant in nature. However, the metallic silver seal signature may only be printed on a white substrate. Printing a metallic silver seal signature on a dark blue substrate (matched as close to Connecticut College Blue as possible) is permissible. However, the reversed seal signature should be used.

Refer to the *Color Palette* section of this manual for more detailed guidelines about color usage.

Sizing

If the seal signature must be scaled, the entire graphic must be enlarged or reduced proportionately to preserve the width-to-height ratio. The two-line seal signature should never be reproduced smaller than 1" high. The one-line seal signature should not be reproduced smaller than 1/2" (0.5") high.

Two-Line Seal Signature (Primary)

CMYK (Process Colors)	Pantone 295 (CC Blue)	Black	Pantone 877 (Metallic Silver)

One-Line Seal Signature (Secondary)

CMYK (Process Colors)	Pantone 295 (CC Blue)

Black	Pantone 877 (Metallic Silver)

The solid gray color denotes a background color or image that may appear behind the seal signature. The reversed versions have transparent areas where the color of the substrate shows through.

Minimum Size Requirements

Two-line seal signature min. height: 1".
One-line seal signature min. height: 1/2" (0.5").

Spacing Requirements

Do not crowd the seal signature with text or images that interfere with its legibility. Surround it with a minimum of 1/4" clear space on all sides.

"Reversed" Treatments

Reversed CMYK (Process Colors)	Reversed Pantone 295 (CC Blue)	Reversed Black	Reversed White

CLOCKWISE FROM TOP LEFT: Reversed CMYK (Process Colors); Reversed Pantone 295 (CC Blue); Reversed Black; Reversed White
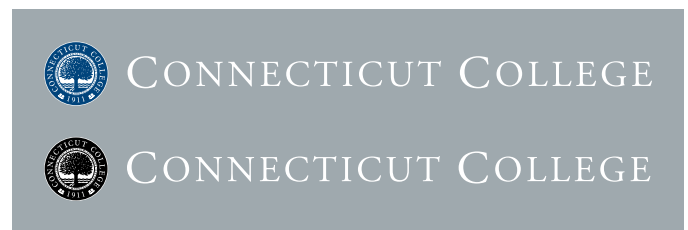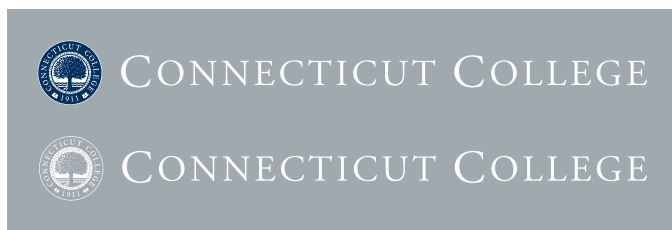
Incorrect Uses of the Seal Signature

Do not add visual elements or text that is not part of the original design.

Do not modify the colors. Do not screen the seal signature, reduce its opacity or manually reverse it.

Do not rotate the seal signature or skew its original proportion.

Do not embellish or remove any elements from the seal signature.

Athletic Marks

Usage

The graphics below are provided for reference. Please refer to the Athletic Visual Identity Manual for guidelines about the athletic marks.

Connecticut College athletes became "Camels" in 1969, when the College went co-ed. Mike Shinault, a former Navy officer, volunteered to coach the new men's basketball team, and, on the night before a big game, the players demanded a mascot. Shinault recalled a team named the "Camels" during his Navy days when he and his crew would play basketball for recreation in many foreign ports. He suggested the name to the team and it was a hit. The mascot has come to represent Connecticut College student athletes of all varsity sports.

The athletic identity project team has developed a proud, aggressive, tough and active image for our intercollegiate athletics program. The Connecticut College name, colors and visual image are important tools to convey to regional and national audiences the distinctive character of this great institution.

The full-color Connecticut College athletic marks were designed to create a consistent brand for the Connecticut College Camels. At the same time there are many variations to choose from, so there should be a design compatible to any application.

Logos

Primary Logo

Secondary Logo

Monograms

Primary Monogram

Alternate Monogram

Word Marks

Word Mark With Banner

Word Mark Without Banner

Horizontal Word Mark

Camel Monograms

Camel Monogram (Support Mark)

Camel Head (Support Mark)

NOTE: The new athletic identity may not be used to promote Connecticut College club or intramural sports. Optional logo variations for a student club, alumni group or spirit logo may use the vintage camel logo (page 15).

Vintage Camel Logo

The camel has served as the mascot of the College's athletic teams since 1969. In 2010 the College officially retired the standing "blue camel" logo that had served as an athletic mark since its introduction in 1999.

Usage

The vintage "blue camel" may not be used to represent the official teams or programs of varsity Connecticut College athletics. It may, however, be used for non-athletic programs such as those affiliated with alumni activities or student clubs (For these applications, a special vintage camel logo was developed; templates will be available online at http://graphics.conncoll.edu.)

The vintage camel logo may also be found on a limited number of "vintage look" items sold in the College Book Shop. See opposite page for an overview of the College's athletic branding system or consult the separate Athletic Visual Identity Manual for more detailed information.

Do not remove or modify its graphic elements or modify the color(s).

The vintage camel logo should be kept clear from graphic elements (including backgrounds and typography) that overlap its design. Surround it with at least 1/4" clear space on all sides to separate it from other graphic elements.

NOTE: The new athletic identity may not be used to promote Connecticut College club or intramural sports. Optional logo variations for a student club, alumni group or spirit logo may use the vintage camel logo (below).

Color Options

All full-color applications should use the CMYK process vintage camel logo. For one- and two-color applications, the Connecticut College Blue (Pantone 295) logo should be used. The black logo may be used when black ink is the only color option. At no time should the logo's opacity be less than 100%.

Refer to the *Color Palette* section of this manual for more detailed guidelines about color usage.

Sizing

If the vintage camel logo must be scaled, the entire graphic must be enlarged or reduced proportionately to preserve the width-to-height ratio and it should never be reproduced smaller than 1" high.

Available Vintage Camel Logos
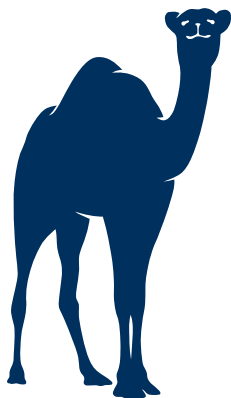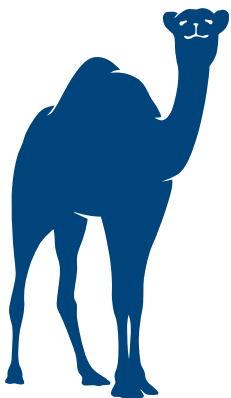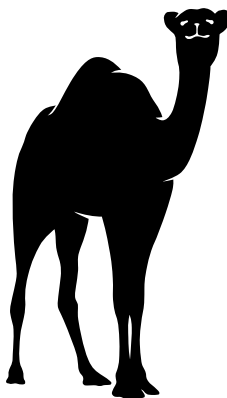
CMYK (Process Colors)   Pantone 295 (CC Blue)   Black   Reversed White

NOTE: The vintage camel logo may be used by itself, but it should not appear as the primary identifier for the College. The word mark or logo signature should appear on the same publication.

The solid gray color denotes a background color or image that may appear behind the vintage camel logo. The reversed versions have transparent areas where the color of the substrate shows through.

Typefaces

The following font families are the primary typefaces for Connecticut College. Consistent use of these typefaces will help the College maintain its brand across various publications. Use of substitute fonts is acceptable only if the standard fonts are not available.

Primary Typeface

Adobe Garamond, a serif typeface, is the College's primary reading font for printed publications and should be used for body copy in the styles shown below.

NOTE: Garamond and ITC Garamond, both of which are often pre-installed on computers, are NOT acceptable substitutes. These versions of Garamond display significantly differently from Adobe Garamond.

Adobe Garamond Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Adobe Garamond Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Adobe Garamond Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Adobe Garamond Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Adobe Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Adobe Garamond Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Secondary Typeface

News Gothic, the College's secondary typeface, is a sans serif font, used primarily for captions, headlines, subheadings, and to break up large blocks of text. News Gothic should be used sparingly as a typeface for body copy.

News Gothic Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

News Gothic Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

News Gothic Demi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

News Gothic Demi Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

News Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

News Gothic Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

News Gothic Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

News Gothic Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

News Gothic Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

News Gothic Bold Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Tertiary Typefaces

Certain College sub-brands (e.g. Admission, Athletics and CC: Magazine) may use other typefaces for special applications, such as editorial graphic devices (drop caps, pull quotes and display text). The usage of those typefaces must remain to those specific sub-brands.

Typeface Substitutes

When producing publications on computers that do not have Adobe Garamond and News Gothic installed, Times New Roman should be substituted for Adobe Garamond. Arial should be substituted for News Gothic. Times New Roman and Arial should be used for written letters and e-mail messages.

Black text is preferred for both written letters and e-mail messages.

NOTE: Do not recreate the College's word mark using Garamond, Times New Roman or any similar font.

Obtaining the Fonts

Times New Roman and Arial should already be installed on your computer. Therefore, there should be no need to acquire them. Adobe Garamond and News Gothic can be purchased through:
www.linotype.com
www.adobe.com/type
www.typography.com

Color Palette

The official College colors are dark blue (Pantone 295, referred to as "Connecticut College Blue") and white. Consistent use of an institutional color palette is critical to the success of the College's visual identity system. The College design team has selected color formulas to ensure accurate and consistent reproduction in many different mediums. The table below provides specifications in the most common color systems.

Metallic Inks and Foils

It is permissible to use Pantone 877 (metallic silver) as an alternative to white. The seal, word mark and logo should not appear in any metallic ink color other than silver. Silver foil may be used for special, high-profile documents.

NOTE: Components of the College's visual identity should not be reproduced in gold.

Fabric

The colors displayed in the table below (in addition to gray) are the recommended fabric colors for uniforms and merchandise. As fabric color choices may vary from year to year — depending on vendor, color trends and product offerings — it is critical to match the College color palette as closely as possible.

Embroidery

Thread colors for the College's graphic marks should also follow the College's color palette. Embroidering the seal is forbidden.

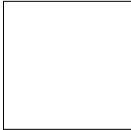### Plastic, Metal and Other Materials

Plastic, metal and other materials must be matched as closely to the Connecticut College color palette as possible.

Paint

Highly visible College structures (railings, door and window frames, etc.) that require blue paint should match Connecticut College Blue as closely as possible. Honorable Blue (Code: SW 6811) by Sherwin-Williams is the preferred paint color.

Admiral Blue (Code: 2065-10) by Benjamin Moore is an acceptable alternative if the preferred paint is not available.

Color Swatches

	CC Blue	CC Light Blue	White	Black
Hexadecimal (HTML/Web)	#002F5F	#9EC3DE	#FFFFFF	#000000
RGB Values	R0; G47; B95	R158; G195; B222	R255; G255; B255	R0; G0; B0
CMYK (Process Colors)	Pantone 295 PC or C100; M68; Y8; K52	Pantone 543 PC or C39; M8; Y0; K1	Paper	100% Black
Spot Color (Coated)	Pantone 295 C	Pantone 543 C	Paper	100% Black
Spot Color (Uncoated)	Pantone 295 U	Pantone 543 U	Paper	100% Black
Black and White	Solid Black	35% Screen	0% Black	100% Black

ABOUT THIS TABLE: Spot colors (solid inks specified with the Pantone Matching System) are used for conventional printing. CMYK values are also used for conventional printing where images are produced through cyan, magenta, yellow and black builds. RGB values are used for television and computer monitors and should be used for video applications and word processors (e.g. Microsoft Word). HTML hexadecimal values are used for Web applications and HTML code.

Color Screen Key (By Percentage)

| 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% | 100% | 100% | 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% | 10% |
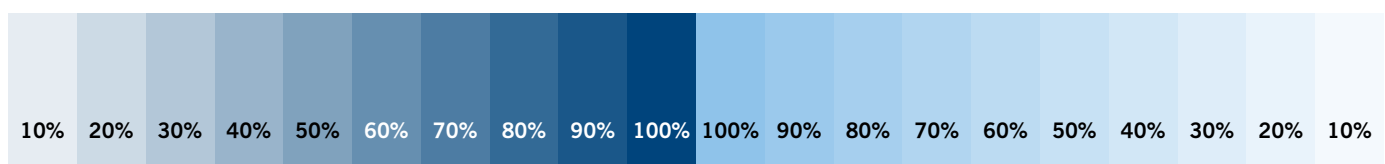
Stationery

A comprehensive stationery system (letterheads, envelopes, business cards and note cards) has been designed utilizing the College's visual identity. As stationery is distributed widely outside the College, it is a critical tool in maintaining a consistent institutional brand.

All stationery must adhere to and be printed from approved templates. The position, color and orientation of graphic and text elements on the stationery should not be modified or removed. Contact the Office of College Relations for any situations that are not addressed by these guidelines.

NOTE: Do not attempt to create your own stationery on a word processor.

Letterhead

There are three logo letterhead categories available (shown below): department, personal and regular. All administrative offices, centers and departments must use the logo letterhead. Faculty and senior administrators have the option of using seal letterhead on a limited basis. The addition of department or personal

logos and other identifiers (other than what is provided) is prohibited.

It is only permissible to print black letterhead when black ink is the only color option, specifically for laser printers. Electronic versions are also available for those circumstances, but only in the regular template. Blank electronic templates with preset margins are also available for all letterhead items.

Envelopes

The department name, city, state and zip+4 must appear underneath the one-line logo signature. A campus box may also be added. The address must follow the format provided in the template. Please refer to the *College Style Guide* for more information about address styles.

Business Cards

Two business card options are available to the campus community: solid white and solid blue. For consistency, departments as a whole should choose one option. The addition of logos and department identifiers (other than what is provided) is prohibited. The preferred URL to appear on the information side

of the card is the College's main Web address. However, it is permissible to use a "shortcut URL" to a specific Web site, which is assigned by Information Services.

Notecards

Notecard templates come in two sizes (5½ baronial and lee) and are available in a variety of orientations: flat, horizontal fold or vertical fold. All notecards must be printed from approved templates and should not deviate from Connecticut College Blue (Pantone 295).

Additional Stationery Items

Fax forms, postcards, posters and security slip templates are also available.

E-mail Signatures

Guidelines and graphics for e-mail signatures are online at http://graphics.conncoll.edu.

Ordering

For more information about stationery or to place an order, contact Printing and Mailing Services at 860-439-2373.

Letterhead Categories

Regular Logo Letterhead

Personal Logo Letterhead

Department and Center Logo Letterhead

Seal Letterhead *(Faculty and Senior Administrators Only)*

CONNECTICUT COLLEGE

Department Name | Campus Box 00000 | 270 Mohegan Avenue, New London, CT 06320-4196
Phone: 860-000-0000 | Fax: 860-000-0000 | 000000@conncoll.edu | www.connecticutcollege.edu

CONNECTICUT COLLEGE
Office of *************
Campus Box *****
270 Mohegan Avenue
New London, CT 06320-4196

RETURN SERVICE REQUESTED

Department Name | Campus Box 00000 | 270 Mohegan Avenue, New London, CT 06320-4196
Phone: 860-000-0000 | Fax: 860-000-0000 | 000000@conncoll.edu | www.connecticutcollege.edu

CONNECTICUT COLLEGE
FOUNDED 1911

CONNECTICUT COLLEGE
FOUNDED 1911

Person's Name
Person's Title Goes Here

Connecticut College
Department Name
Campus Box *****
270 Mohegan Avenue
New London, CT 06320-4196
Phone: 860-000-0000
Fax: 860-000-0000
E-mail: **********@conncoll.edu

www.connecticutcollege.edu

CONNECTICUT COLLEGE

CONNECTICUT COLLEGE
Department Name
270 Mohegan Avenue
New London, CT 06320-4196

CONNECTICUT COLLEGE

CONNECTICUT COLLEGE
Department Name
270 Mohegan Avenue
New London, CT 06320-4196

Other Identifiers

Sub-brands and Logos
Departments may not create their own logos or sub-brands independent of the College's identity. On a case-by-case basis, the Office of College Relations may develop a look for a broad institutional goal, such as a capital campaign or a Centennial celebration. No publications are exempt from the visual identity standards.

Camel Catering
In order to support the catering division's business goals, Camel Catering will use its own visual brand using the vintage camel logo. This brand will be used on catering uniforms, vehicles, menus, price lists and box lunches. However, event materials (dispos- able cups, napkins, etc.) will use the College's new identity as will catering-related contracts and stationery.

Campus Signage
The visual identity guidelines apply to signs and banners. Campus signs installed after April 2010 may display the logo signature but not the seal. Materials and lettering should be matched as closely as possible to the College's color palette.

Campus Vehicles
All College vehicles requiring a logo must conform to the visual identity system. Vehicles include, but are not limited to, trucks, cars, motorized carts, vans and motorboats.

The seal should not be used. The special vehicle signature must be displayed on both front doors of each vehicle. Placement and spacing must follow the guidelines outlined in earlier sections of this manual. Department identifiers must be uppercase letters set in News Gothic bold positioned under the vehicle signature.

The preferred colors for new vehicle purchases are white or blue (matched as close to Connecticut College Blue as possible). Light-colored vehicles must use the vehicle signature with blue lettering. Dark-colored vehicles must use the vehicle signature with white lettering. The vehicle signature may not be used in conjunction with other logos, symbols or graphics.

Specialty Printing

Screen Printing/Embroidery
Screen printing (used for T-shirts, banners, pennants, and other plastic, wood or metal materials) and embroidery differ greatly from conventional printing and have inherent limitations in their production processes. Therefore, special one- and two-color and reversed versions have been created that eliminate the color screen of the waves in the logo.

These modified versions should not be used for print or Web publications. Contact the Office of College Relations to obtain any of the versions shown below.

Fabric Colors
The College's color palette in addition to gray are recommended fabric colors for uniforms and merchandise. Fabric color choices may vary from year to year, depending on the vendor, color trends and product offerings. Therefore, it is critical to match the College color palette as closely as possible.

Embroidery Thread Colors
Thread colors used to embroider the College logo must adhere to the color palette as closely as possible. Embroidering the seal is forbidden.

Reverse Printing
The graphic marks should never be manually "reversed" under any circumstances. If a reversed logo signature is required for a dark substrate or background, please use one of the reversed versions below.

The reversed logo should only be printed in white on a dark blue background (matched as close to Connecticut College Blue as possible).

Foil Stamping
Silver foil should be used for special, high-profile documents.

Available Screen and Embroidery Versions

1-Color (Pantone 295)

CONNECTICUT COLLEGE

2-Color (Pantone 295 + 543)

CONNECTICUT COLLEGE

2-Color Reverse (Pantone 543 + White)

CONNECTICUT COLLEGE

1-Color Reverse (White)

CONNECTICUT COLLEGE

The solid gray color denotes a background color or image that may appear behind the word mark. The reversed versions have transparent areas where the color of the substrate shows through.

Obtaining the Graphic Marks

Go to and follow the instructions at http://graphics.conncoll.edu to download one or more of these formats:

- **JPG/JPEG (.jpg):** Compatible with all operating systems and image software. JPGs are raster images, which means they are generated by a series of dots. They will become pixelated if they are enlarged inappropriately. JPGs are used for Web and video applications.
- **PNG (.png):** Unlike JPGs, PNG files allow for the background behind the graphic to be transparent instead of white, which will allow you to layer over a colored background. PNG files are compatible with all Microsoft Office, Web and video applications.

NOTE: All JPG and PNG files are in the RGB color mode and exported at 300 dpi. They may appear to be very large and will need to be converted to CMYK for conventional printing.

- **ADOBE ILLUSTRATOR (.ai):** The Adobe Illustrator format allows the highest possible resolution for commercial/offset/silk printing. Unlike JPG and PNG files, Illustrator files are vector images, which have a different make-up than raster images and will not become pixelated if they are enlarged. This format was designed for the Adobe Creative Suite software (Photoshop, InDesign, etc.) but also works with QuarkXPress, and is ideal for screen printing and embroidery.
- **ENCAPSULATED POSTSCRIPT (.eps):** EPS files are also compatible with Adobe Creative Suite and QuarkXPress. Some printers may request this image format. EPS files are also vector images and ideal for commercial/offset printing.

Glossary of Terms

Camera-ready: Digital files, photographs and art that have been fully prepared for printing according to the technical requirements of the printing process being used. Also called "finished art" and "reproduction copy."

CMYK: Abbreviation for cyan, magenta, yellow and key (black), the four process colors used in commercial printing.

Dots per inch: The measure of resolution for input devices such as scanners, display devices such as monitors, and output devices such as laser printers. Abbreviated "dpi." Also called "dot pitch."

dpi: Abbreviation for "dots per inch." See above.

Emboss: To press an image into a substrate so that it lies above the surface.

EPS: Encapsulated PostScript. A vector-based file format used for commercial printing.

Foil Emboss: To foil stamp and emboss an image. Also called heat stamp.

Foil Stamp: Method of printing that releases foil from its backing when stamped with the heated die.

High-Resolution/High-Res: The resolution of an image indicates the number of dots per inch (dpi). High-resolution ranges anywhere from 300-2,500 dpi. 300 dpi is standard for commercial printing.

Metallic Ink: Ink containing powdered metal or pigments that simulate metal.

Offset Printing: Printing technique that transfers ink from a plate to a blanket to paper instead of directly from plate to paper.

Pantone Color: A color swatch from the Pantone Matching System (PMS), which is a popular color library used to identify specific ink colors.

Printing: A process that transfers text or images from an original (film negative or positive, electronic memory, stencil, die or plate) to paper or another substrate.

Process Colors: The colors used for four-color process printing: yellow, magenta, cyan and black.

Raster Image: An image generated from a series of dots.

Resolution: The quantity of pixels or dots that can fit into one square inch. This measurement signifies the sharpness and quality of an image. Example: 72 dpi is low resolution (for Web); 300 dpi is high resolution (for print).

Reverse: Typography or graphics that are formed by printing ink around its shape, thus allowing the underlying paper color to show through and form the image. The image "reverses out" of the ink color. Also called a "knockout."

RGB: Abbreviation for red, green, blue. This color mode is usually associated with electronic output devices — not printing.

Screen Printing: Method of printing by forcing ink through a stencil. Also referred to as silkscreen printing.

Spot Color: A specific color of ink or varnish applied to portions of a substrate, as opposed to a flood.

Substrate: Any surface or material on which printing is done.

Template: A document or file having a preset format, used as a starting point for a particular application so that the format does not have to be recreated each time it is used.

Vector Image: A computer image that uses mathematical formulas to create paths and fills to define a graphic. This type of image does not pixelate if enlarged.