



CONNECTICUT COLLEGE

Questions? Contact Ben Parent, Connecticut College Art Director at bparent@conncoll.edu

VISUAL IDENTITY OVERVIEW

* NOTE: Our visual identity manual is online at graphics.conncoll.edu. Outside vendors must read and comply with all visual identity rules.

MARKS AVAILABLE FOR USE:



Available in color, blue, black, white & silver

CONNECTICUT
COLLEGE

Two-Line Logo
Signature



CONNECTICUT COLLEGE

One-line Logo
Signature

CONNECTICUT
COLLEGE

Two-Line
Wordmark

CONNECTICUT COLLEGE

One-line
Wordmark

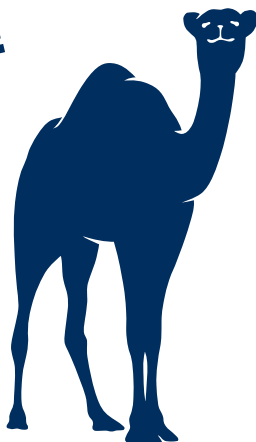
and

**ALL
YOURS!**

**GREAT
OPTION!**

**STILL
SMOKIN'!**

**HAVE
FUN!**

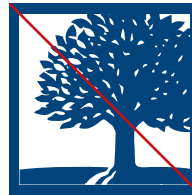


*The
"Vintage
Camel"*

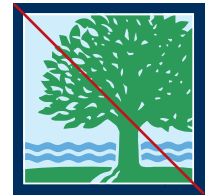
GREAT for intramural athletic programs, student clubs and alumni activities

Available in blue, black, white & silver

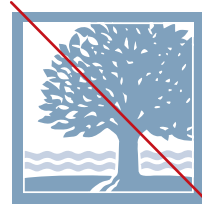
FOLLOW THE RULES: DON'T MESS WITH OUR MARKS!



DO NOT embellish or remove elements from logos or marks



DO NOT modify the colors of logos or marks



DO NOT screen logos or marks or reduce opacity

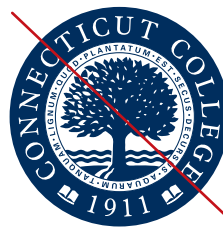


DO NOT rotate or skew logos or marks

~~CONNECTICUT COLLEGE~~

DO NOT try to manually recreate the wordmark

OFF-LIMITS:



RESERVED for ceremonial use and official College business



Athletic marks
RESERVED for varsity athletics only

BUT WAIT! THERE'S (A FEW) MORE RULES!

Flip me over

KEEP ME LEGIBLE



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

GIVE ME SOME SPACE!



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

"REVERSE" PRINTING

Special versions of the logo signature are available for printing on darker colors. These should be used rather than manually "reversing" or changing the colors



Reversed CMYK (Process Colors)



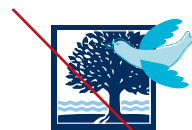
Reversed White

SUB-BRANDING / LOGO POLICY

CONNECTICUT COLLEGE

INFORMATION SERVICES

It is OK to have departments and official groups identified under our marks. Names should be set proportionally in News Gothic bold (or Arial), with text tracked to 100. If you have trouble with this, please ask a professional for help.



CONNECTICUT COLLEGE

DO NOT add visual elements that are not part of the original design.

It is NOT OK for groups to make their own logos that would be used in conjunction with or in addition to our official marks.



However, designing your own tshirt is OK, as long as it doesn't violate any rules for using the official college marks.



(And again, your friend the Vintage Camel is a great resource if you need artwork!)

OUR FONTS

(DO NOT use regular Garamond)

Adobe Garamond
serif font

News Gothic
san-serif font

If not available, use:

Times New Roman
serif font

Arial
san-serif font

OUR COLORS

Everything you need to know about our official colors



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) For full color printing	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

WHERE CAN I FIND OUR LOGOS AND OTHER STUFF ONLINE?

GRAPHICS.CONNOLL.EDU