



## Cazenovia College Graphic Standards

*These graphic design standards for Cazenovia College are to be used as a guide to the proper implementation of the College graphic elements in all communications materials. The purpose of the visual graphic identity is to express a branding message for the College that is well-designed and consistently identifiable in all applications.*

### Fonts

*For body text and headings:*

Adobe Garamond Regular  
 Adobe Garamond Semibold  
 Adobe Garamond Bold

*Alternate font for body text and headings:  
 (can be used in combination with Garamond)*

Gil Sans Regular  
 Gil Sans Bold  
 Gil Sans Extra Bold

### Colors

The Primary color of the College is PMS 281 blue.  
 This is the preferred color to use whenever there is a color option other than black

PMS 281

The Secondary color of the College is PMS 116 yellow.  
 It is the preferred color to use in combination with PMS 281 blue when the option of more than one color can be used other than black. In some instances, yellow (PMS 116) may be used in place of blue (PMS 281)

PMS 116

An optional third color to compliment the primary and secondary colors is PMS 209 red.  
 Red should be used sparingly and should never be used in place of the preferred primary color.

PMS 209



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### Logo

College logo is a registered trademark and should always appear as shown.

Logo elements should not be altered or separated and always appear in proper orientation and ratio to one another. “Founded in 1824” must always appear with the logo.

Logo must be free-standing and requires spacious, uncongested and balanced placement. Well-composed empty space around the college trademark, ensures a clear focus and prominence. No other type or images may be placed near the College logo. The preferable position is at the top of communications materials, free from any image or type above it. Logo can also be placed at bottom with ample space between last type/image and logo.

*Logo should not be used in conjunction with College seal.*

Logo should be printed in PMS 281 Blue whenever possible and in black otherwise. Logo can be reversed out of black or PMS 281 blue and printed in white or PMS 116 yellow.





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### Seal

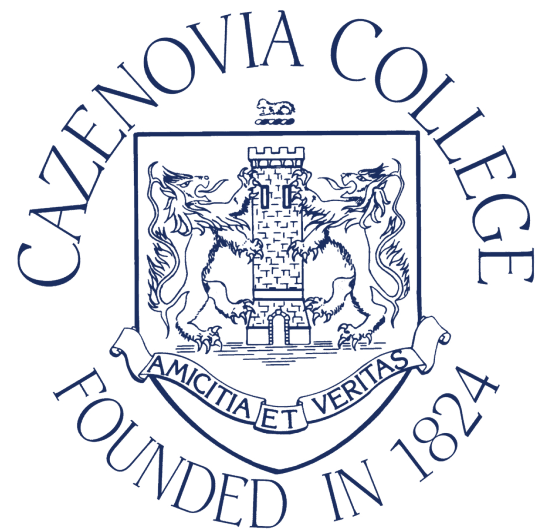
College seal should always appear in its' entirety as shown. Seal should not be altered.

Seal must be free-standing and requires spacious, uncongested and balanced placement. Well-composed empty space around the college seal, ensures a clear focus and prominence. No other type or images may be placed near the College seal. *A general rule is to leave 1/3 the size of the diameter of the seal as minimum space around it.* The preferable position is at the top of communications materials, free from any image or type above it. Seal can also be placed at bottom with ample space between last type/image and logo.

**College seal should be reserved for presidential and official communications materials only.**

*Seal should not be used in conjunction with College logo.*

Seal should be printed in PMS 281 Blue whenever possible and in black or gold otherwise. Logo can be reversed out of black or PMS 281 blue and printed in white or gold.





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### Building Futures logotype and Tag line

The preferable position is at the top of communications materials, free from any image or type above it. The Cazenovia College Building Futures Since 1824 logotype can also be placed at the bottom with ample space between last type/image and logotype. Cazenovia College logo should not be used near this logotype but used whenever possible somewhere in publication, for example with return mail address and contact information.

CAZENOVIA COLLEGE

Garamond  
85% width  
small caps

*Building Futures Since 1824*

Garamond Italic  
50% size of  
'Cazenovia College'

'Building Futures Since 1824' centered  
beneath underlined 'Cazenovia College'



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### Background colors



Background colors for printed pieces and apparel are limited to white, grey, blue (PMS 281 or as close as possible if on apparel), or yellow-gold (PMS 116 or as close as possible if on apparel).