



Pomona  
College

**GRAPHIC  
STANDARDS  
MANUAL  
2018**

# Graphic Identity Program

A graphic identity program helps an organization distinguish its print publications and electronic media from those of other institutions by conveying a signature look that is easily recognizable.

Pomona College's graphic standards are intended to ensure that the use of unifying elements is coordinated to create a clear "family" look within sets of materials destined for the same general audience, as well as a coordinated look between all sets of Col-

lege materials, while providing for enough flexibility to encourage creativity and originality.

This Graphic Standards Manual has been developed as a guide for members of the Pomona College community who produce College communications. It includes recommended typefaces and approved versions of the College mark, design guidelines for a range of materials.

## The College Mark

The College mark, adopted by the College in 2013, is the identifying symbol for most official College graphic communications. Its form cannot be altered.

There are two versions of the mark. Version 1, the "logo version," is to be used in most instances and is a graphic element combined with a two-line wordmark (See Version 1). Version 2, the "seal version," is a stand-alone version that is never combined with a wordmark and is reserved for ceremonial uses (such as diplomas and banners). (See Version 2).

The preferred for the mark is Pomona Blue (Pantone 2935) or its 4-color process equivalent.

Separate versions of the mark artwork are available for printing in 1 color, 4 color process, for color reversals, and for embossing.

## Approved Colors

Pomona Blue: Pantone 2935

4-color printing: C-100/M-75/Y-10/K-0

Web: R-32/G-67/B-143 or Hex #20438f

For most uses, the preferred color is Pomona Blue (Pantone 2935) or black.

For printing on dark backgrounds, the reversed version should be used, with the text and torch in white.

## The Wordmark

# Pomona

In some instances, an acceptable alternative to the mark is the College wordmark.

The wordmark is intended primarily for publication mastheads and other instances in which the graphic elements of the College mark would interfere with other elements of design. Since the mark must be staged and cannot be reversed or applied over a

complex background, the wordmark provides an alternative for such design situations.

The wordmark is always in ITC Galliard Roman, upper and lower case. In Photoshop, the initial capital is kerned -38, and the rest is kerned -19. In Quark XPress, the initial capital is kerned -10.

Blue (and 4-color process)



Version 1 ("Logo Version") of the College Mark



Version, 2, "Seal Version" of the College Mark

Black or other single color

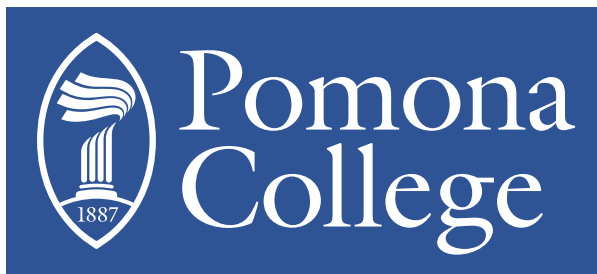


Version 1 ("Logo Version") of the College Mark



Version, 2, "Seal Version" of the College Mark

Dark backgrounds (Reversed)



Version, 2, "Seal Version" of the College Mark



Version 1 ("Logo Version") of the College Mark

Embossed

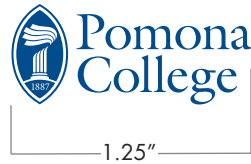


# Size Limitations for the Mark

In banners and other oversized uses, there is no maximum size limitation for the mark. However, in normal usage in publications, the mark should not be reproduced at a size larger 6 inches wide for the “logo version” or 8 inches tall for the “seal version.”

Under no circumstances should the mark be reproduced at a size less 1.25 inches in width for the “logo version” or 1.25 inches in height for the “seal version.”

Minimum Allowable Sizes of Reproduction



# Unacceptable Uses of the Mark



The graphic may not be reversed.(See reversed logo version.)



The mark may not be used over a photo or background that is too complex or high in contrast to permit it to be read easily.




The mark may not be used in settings with too little contrast.



The graphic element of the “logo version” of the mark may not be used alone or in combination with other text.

# Stationery System

OFFICE OF COMMUNICATIONS



July 1, 2013i

Mrs. Jane Smithi  
1234 Main Streeti  
Somewhere, California i 1234i

Dear Jane,i

Imperdiet phasellus eget lectus urna. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maece-i nas quis turpis a lectus sodales condimentum. Nam auctor nisi eget quam placerat at suscipit erat i pharetra. Nunc sollicitudin erat vitae tellus eleifend ornare. Cras eget pha elit. Nulla sollicitudin cursus neque, eget posuere justo lobortis nec. Etiam sollicitudin. Nulla facilisi. Mauris aliquam hendrerit adipiscing. Vestibulu cidunt scelerisque ut, ornare malesuada lacus.i

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Vivamus porttitor ligula ut risus dictum commodo. Praesent tincidunt nec cumsan. Pellentesque habitant morbi tristique senectus et netus et malesu Etiam posuere blandit leo sit amet tempor. Maecenas hendrerit blandit sce urna nec tempus tempor, nulla dolor tempor eros, nec blandit risus eros at malesuada ultrices vitae sit amet odio. i

Phasellus purus lacus, vestibulum id lobortis a, feugiat id nunc. Fusce vita Pellentesque euismod, velit in pellentesque varius, purus neque venenatis id ligula. Morbi vel odio sed enim elementum pharetra. Duis imperdiet, o magna mi pulvinar enim, ut condimentum orci elit quis nulla. Fusce posu quis congue ipsum dignissim. Suspendisse velit eros, tristique quis vehicula ac, fauc Curabitur a nunc a dolor egestas tempus. Morbi ut lacus vitae odio feugiat posi

Sincerely,i


Cecil Sageheni

Pomona College | 550 North College Avenue, Claremont, CA 91711  
909-621-8501 | www.pomona.edu  
Established 1887 | Founding Member of The Claremont Colleges

## Standard Letterhead (8.5" X 11")

College Mark: 2.125" wide  
Printing: 2-color (Pantones 2935 and 10124)  
Footer: Galliard Italic, 8 pt., 11 pt. leading  
Personalized Header: Futura Book, 7 pt. all caps,  
+6 pt. kern (Quark XPress)

(Same standards apply to Monarch stationery.)




Office of Communications  
Pomona College | 550 North College Avenue, Claremont, CA 91711

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## #10 Envelope (4.25" X 9.5")

College Mark: 2" wide  
Printing: 2-color (Pantones 2935 and 10124)  
Return Address: Galliard Italic, 8 pt., 11 pt. leading

(Same standards apply to Monarch envelope.)



**Cecilia Sagehen**  
ASSISTANT DIRECTOR OF ALUMNI RELATIONS

*Pomona College Office of Donor Relations  
550 North College Avenue, Claremont CA 91711  
909-607-2092 | 909-607-0879 (fax)  
cecilia.sagehen@pomona.edu*

## Business Card (3.5" X 2")

College Mark: 1.75" wide  
Printing: Logo—2-color (Pantones 2935 and 10124)  
Information—Black  
Typesetting: Name—Galliard Bold, 12 pt.  
Title—Futura Book, 7 pt., all caps, 11 pt. leading  
Separation—6 points  
Information: Galliard Italic, 8 pt., 10 pt. leading

# Logo Treatments

Offices seeking logo treatments should contact the Office of Communications for assistance. Here are a few examples.



**Alumni**  
ASSOCIATION



**DRAPER** **CENTER**  
FOR COMMUNITY PARTNERSHIPS



**Judicial**  
COUNCIL



**S·T·A·R·S**  
SPECIAL TASK AND RESCUE SQUAD



**D·A·R·T**  
DISASTER ASSISTANCE RESPONSE TEAM

# Recommended Typefaces

The Galliard (serif) and Futura (sans-serif) typefaces are highly recommended for use as primary fonts in all print publications destined for outside audiences. In Web sites, Arial is recommended for all uses. The screen versions of these fonts are available for download from the Office of Communications Website, and the printing fonts are widely available for both Macintosh and PC platforms. Contact the Communications Office if you need to obtain these printing fonts.

**PRIMARY SERIF FONT (PRINT)**

ITC Galliard Roman  
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
Abcdefghijklmnopqrstuvwxyz 1234567890

ITC Galliard Italic  
*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***  
*Abcdefghijklmnopqrstuvwxyz 1234567890*

ITC Galliard Bold  
**ABCDEFGHIJKLMN**OPQRSTUVWXYZ****  
**Abcdefghijklmnopqrstuvwxyz 1234567890**

ITC Galliard Bold Italic  
***ABCDEFGHIJKLMN**OPQRSTUVWXYZ*****  
***Abcdefghijklmnopqrstuvwxyz 1234567890***

**PRIMARY SANS-SERIF FONT (PRINT)**

FUTURA BOOK  
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
Abcdefghijklmnopqrstuvwxyz 1234567890

FUTURA OBLIQUE  
*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***  
*Abcdefghijklmnopqrstuvwxyz 1234567890*

FUTURA HEAVY  
**ABCDEFGHIJKLMN**OPQRSTUVWXYZ****  
**Abcdefghijklmnopqrstuvwxyz 1234567890**

**PRIMARY SANS-SERIF FONT (WEB)**

Arial  
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
Abcdefghijklmnopqrstuvwxyz 1234567890

Arial Italic  
*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***  
*Abcdefghijklmnopqrstuvwxyz 1234567890*

Arial Bold  
**ABCDEFGHIJKLMN**OPQRSTUVWXYZ****  
**Abcdefghijklmnopqrstuvwxyz 1234567890**

Arial Bold Italic  
***ABCDEFGHIJKLMN**OPQRSTUVWXYZ*****  
***Abcdefghijklmnopqrstuvwxyz 1234567890***

Arial Black  
**ABCDEFGHIJKLMN**OPQRSTUVWXYZ****  
**Abcdefghijklmnopqrstuvwxyz 1234567890**