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 College 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 color-combination for the mark is the 2-color version or the 4-color process equivalent. However, there is also a single color version.

Separate versions of the mark artwork are available for printing in 1 color, 2 colors, 4 color process, for color reversals, and for embossing.

Approved Colors

For 2-color printing, the colors are:
- Blue: Pantone 2935
- Gold: Pantone 10124

For 4-color process, the colors are:
- Blue: C-100/M-75/Y-10/K-0
- Gold: C-11/M-9/Y-40/K-6

For Web, the colors are:
- Blue: R-32/G-67/B-143 or Hex#20438f
- Gold: R-207/G-210/B-170 or Hex#cfd2aa

For 1-color printing, the preferred color is blue (Pantone 2935) or black.

For printing on dark backgrounds, the reversed logo should be used, with the text either in gold on blue or white on black.

The Wordmark

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.
2-color (and 4-color process)

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

Version 2, “Seal Version” of the College Mark

Single-color

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

Version 2, “Seal Version” of the College Mark

Dark backgrounds (Reversed)

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

Version 2, “Seal 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 complex background.

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

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.)

#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.)

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
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.

**PRIMARY SERIF FONT (PRINT)**
ITC Galliard Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz 1234567890

ITC Galliard Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz 1234567890

ITC Galliard Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz 1234567890

ITC Galliard Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz 1234567890

**FUTURA HEAVY**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
AbcdEfgHijklmnopqrstuvwxyz 1234567890

**PRIMARY SANS-SERIF FONT (WEB)**
Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz 1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz 1234567890

Arial Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz 1234567890

**FUTURA OBLIQUE**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz 1234567890