Cornell College
Visual Guidelines
The careful maintenance of consistent and coherent visual guidelines will help Cornell College communicate its unique personality across a wide range of media and communication vehicles.

These guidelines have been developed to ensure that Cornell’s messaging is expressed consistently, and that all audiences—internal and external—experience the Cornell message at its best.
The Logo

As a distinctive visual identity, the Cornell College logo is the most immediate representation of our institution and our people. It is a brand—a stamp of quality—that unites us, from the courses we teach to the exceptional student experience we provide, both on and off campus. Therefore the logo should be used in all situations that call for the official mark of the college.

Why is it so important for us to articulate the Cornell College brand? Establishing and communicating a clear and compelling brand helps people associate the Cornell name with credibility and quality. In this electronic media age, when managing perceptions is especially challenging, using the brand marks in a consistent manner helps to establish a strong, substantial and distinctive identity for the College, wherever and whenever they are seen.

Logo files can be downloaded from the Cornell self-serve resources at: cornellcollege.edu/self-serve

The logo can only be used in non-Cornell publications or displays with the approval of the Director of Marketing or Creative Director.
Colors & Size

Cornell Purple (PMS 7680) is a key branding element and whenever possible the purple Cornell logo should appear prominently in all communications created by the college. It can also appear as black when color is not available, or as white when used over a dark background*.

There must be sufficient space around the logo to make it stand apart from other visual elements. Text, headlines, photographs, or illustrations should never be closer to the logo than half the width of the logo shield.

In all applications, the logo should be reproduced at a size that maintains the integrity of the mark and yields clean, legible lettering and art detail. There is no maximum size limit, but use discretion when sizing the logo. In most cases the minimum size for the Cornell logo should be no less than 1 1/2-inch in total length for print and 30 pixels high for digital (web, mobile, video, presentations).

*See Correct Use Section
Correct/Incorrect
Logo Use

The preferred background colors for a white reversed out logo are Cornell Purple and black. If using a background color other than purple or black, the Cornell logo must appear in white against a dark color background or black against a light background.

The logo may be printed against or dropped out of a photographic image only if it remains highly visible and legible. Never print it against or dropped out of a “busy” background that compromises its visibility.

Please do not attempt to create/recreate, add other graphics or manipulate any part of the logo for any application. Logos should never be placed on a college web page without first consulting with the Office of Marketing and Communications. Always download and use the logo files from the Cornell self-serve resources at: cornellcollege.edu/self-serve.
Alignment & Placement

The logo must always be subordinate to the other elements on the page. Best used at small to moderate sizes to “brand” Cornell materials, the logo should be placed at the foot of a page or on the back cover of a print document to communicate hierarchy and organizational structure in the page layout. It should never be the most dominant element on the page.

ALIGNMENT: When logo appears below text, it is best to align the left edge of the shield with the left edge of the text. When appearing above text, it is best to align the left edge of the text with the left edge of the “C” of Cornell.

PLACEMENT: Use the logo in color, when possible, with plenty of clear space surrounding it.

For front covers, the logo aligns nicely when anchored into a corner.

On back covers, the logo looks best when center-aligned.
Color Palette

The Cornell color palette consists of a primary and secondary color palette. The consistent use of the designated PMS (Pantone® Matching System) colors will create recognition and strengthen the Cornell brand identity.

The secondary color palette of preferred colors has been selected to compliment Cornell Purple. These colors are for use in graphic elements within designs such as backdrops, graphic shapes and typography. The colors are shown in full color, with color value specifications for print and digital media.

When printing in four color process, please be sure to use the CMYK builds provided. Please do not attempt to create these colors without working closely with the Office of Marketing and Communications.

The Cornell logo must *always* only use the logo color palette (see page 4).

### PRIMARY COLORS

<table>
<thead>
<tr>
<th>COLOR</th>
<th>PMS</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>WEB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cornell Purple</td>
<td>7680</td>
<td>87</td>
<td>99</td>
<td>0</td>
<td>8</td>
<td>82</td>
<td>49</td>
<td>120</td>
<td>523178</td>
</tr>
<tr>
<td>Cornell Gray</td>
<td>Cool Gray 4</td>
<td>12</td>
<td>8</td>
<td>9</td>
<td>23</td>
<td>187</td>
<td>188</td>
<td>188</td>
<td>BBBCBC</td>
</tr>
<tr>
<td>White</td>
<td>–</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>255</td>
<td>255</td>
<td>255</td>
<td>FFFFFF</td>
</tr>
</tbody>
</table>

### SECONDARY COLORS

<table>
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<tr>
<th>COLOR</th>
<th>PMS</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>WEB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cornell Yellow</td>
<td>606</td>
<td>0</td>
<td>6</td>
<td>100</td>
<td>16</td>
<td>207</td>
<td>181</td>
<td>0</td>
<td>CFB500</td>
</tr>
<tr>
<td>Cornell Orange</td>
<td>166</td>
<td>0</td>
<td>76</td>
<td>100</td>
<td>0</td>
<td>227</td>
<td>82</td>
<td>5</td>
<td>E35205</td>
</tr>
<tr>
<td>Cornell Red</td>
<td>7417</td>
<td>1</td>
<td>83</td>
<td>85</td>
<td>0</td>
<td>224</td>
<td>78</td>
<td>57</td>
<td>E04E39</td>
</tr>
<tr>
<td>Cornell Green</td>
<td>7738</td>
<td>74</td>
<td>0</td>
<td>98</td>
<td>2</td>
<td>72</td>
<td>162</td>
<td>63</td>
<td>48A23F</td>
</tr>
<tr>
<td>Cornell Blue</td>
<td>2172</td>
<td>86</td>
<td>42</td>
<td>0</td>
<td>0</td>
<td>20</td>
<td>123</td>
<td>209</td>
<td>147BD1</td>
</tr>
<tr>
<td>Cornell Neutral Gray</td>
<td>Warm Gray 8</td>
<td>17</td>
<td>24</td>
<td>25</td>
<td>49</td>
<td>140</td>
<td>130</td>
<td>121</td>
<td>8C8279</td>
</tr>
</tbody>
</table>
Graphic Elements

The patterns, lines, and chevron can be used as background elements or to highlight specific information on a page. The illustrations can add visual interest to a pull quote, an infographic, to frame photos, and/or to call out unique factoids and aspects about the college.

Much like the app icons that Google or Apple create for their operating systems, these shapes/icons are used to identify specific things about the college, and provide graphic texture, design identity and branding style to Cornell’s marketing collateral. They are used not only on print, but on T-shirts, as patterns, for use on promotional items, on advertising, they might be animated in videos, etc.

Each element can be used separately or combined, to attract the viewer and provide visual interest for each piece, and to convey the message that “There's no one exactly like you, and there’s no place quite like Cornell.”
Samples of pieces utilizing graphic elements.
The Cornell typography system is our voice. It consists of two typefaces: Farnham and Helvetica Neue. Both typefaces come in a variety of weights and styles that are used throughout the brand, allowing versatility and flexibility. These fonts can be bold and strong, but can also be quieter, more restrained and classical. Use a weight that best suits the message.

The consistent use of these typefaces on print, digital and other applications will make for a recognizable and consistent identity. However, if you are creating projects from your desktop computer, these fonts may not be available to you. In that case, Georgia and Arial may be used as alternative typefaces.

At this time the college does not have an institutional license for Farnham and Helvetica fonts, but they can be purchased directly online from Myfonts.com.

If Farnham is not available, please use Georgia, a standard font available on most computers.
The Fonts - Sans Serif

If Helvetica is not available, please use Arial, a standard font available on most computers.

Arial Regular
Arial Italic
Arial Bold
Arial Bold

SECONDARY FONT AND SUGGESTED APPLICATIONS

Helvetica Neue 75 Bold – Headlines and signage
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 65 Medium – Titles
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 55 Roman – Body copy
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 45 Light – Display titles and body copy
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 46 Light Italic – Display titles and quotes
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Stationary

Pre-printed letterhead, envelope, and business card products may be ordered through the Office of Marketing and Communications by filling out and submitting Stationary Order or Business Card Order Request forms online at: cornellcollege.edu/self-serve

A Word document letterhead template file can be downloaded from the Cornell self-serve resources at: cornellcollege.edu/self-serve

Samples shown are not actual size.
This guide demonstrates how to set up a letter’s text on a pre-printed letterhead or Word template document.

A Date and address should be set in the font Georgia\(^*\), a recommended font size of 11pt with a line spacing of 1.25 for Word documents or 13.5 for InDesign documents.

B Written content of the letter should be in the same font and spacing recommendations as the date and address, with a one-line space between paragraphs.

C This is the continuation zone where, depending on the amount of copy remaining, you determine whether to continue onto a second sheet.

D Limit of first page content.

E All content must be set in 100% black.

* If Georgia is unavailable, please use Times New Roman, 11pt size with 1.125 line spacing (13.5 pt Indesign line spacing).
Email Signatures

Keep signatures simple. Don’t get overly complex when formatting your email signature and keep the number of lines to a minimum.

**Images and Logos:** Except for the Cornell College logo, do not use images (other logos or social media icons) within the email signature. Images can come across as attachments and appear chaotic. Note that many email clients and mobile devices block the appearance of logos and images.

**Snail Mail Address:** Addresses are rarely needed, so repeating it in every signature is unnecessary and only adds to the complexity of the signature. In most cases, when an address is needed simply include it in the body of the email.

**Quotes:** As a best practice for professional communications, refrain from using quotes or epigraphs. It is important to avoid the potential confusion of external audiences assuming a particular statement represents the College’s official slogan, ideology, or brand promise.

**Email Address:** This is redundant and unnecessary, since you have used the email to send the message.

You may download an email signature template from the Cornell self-serve resources at: cornellcollege.edu/self-serve
QUESTIONS

Contact the Cornell College
Office of Marketing and Communications.

communications@cornellcollege.edu
319.895.4241