

# Cornell College Brand Guidelines



Cornell College

The Cornell College admissions voice is smart, straightforward, and helpful. We believe in our student before they ever set foot on campus. We're ready to help them succeed. To identify the right questions to ask. Talk. Learn. Explore. Get answers from experts on campus. Use that information to make the decision whether Cornell is the right school for them. Then we will help them pick the right style of application, fill it out, and let them know if we're missing any info that will make that application better. After they're admitted we celebrate with them, welcome them to the Ramily, and help them prepare to join us on campus. If they aren't admitted we suggest an alternate school, discuss what they could do to improve their application and try again, or wish them well.

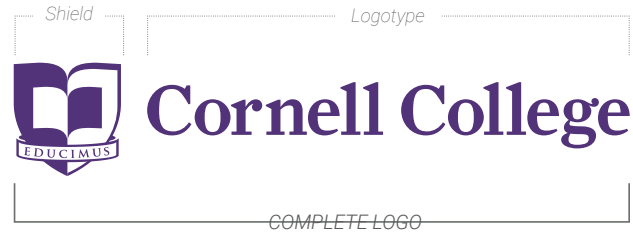
We answer questions directly. We often use short, declarative statements. We aren't super serious—we will poke fun at ourselves a little bit, we will play on words, and we will incorporate common/current vernacular but no slang and we avoid cliches (remember, we're smart.) We talk with each student, we don't talk about them (unless maybe we're talking to their parents or counselors and they're the subject of conversation.)

## The Voice

Every communication not only conveys information, but also leaves an impression. For this reason, all editorial content should reflect Cornell College's brand positioning and voice.

All Cornell College communications should follow The Associated Press Stylebook. For more in-depth guidance please contact the Office of Marketing and Communications.

CORNELL COLLEGE LOGO



*The "Cornell College" logotype is always used with the shield insignia. In the logotype, the word "Cornell" is always used with the word "College."*



Primary Logo



Cornell College

Secondary Logo – Stacked



Secondary Logo – Shield Only

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.

Establishing and communicating a clear and compelling brand helps people associate the Cornell name with credibility and quality. Using the brand marks in a consistent manner helps to distinguish Cornell College from other institutions and establish a strong, substantial and distinctive identity for the College, wherever and whenever they are seen.




The use of secondary logos—including a stacked version of the Cornell College logo and a standalone shield icon—is confined to appropriate applications where logo space is limited to a specific proportion or scale.

Logo files can be downloaded from the Cornell self-serve resources at: [cornellcollege.edu/self-serve](http://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.*

LOGO COLORS



COLOR	PANTONE	C	M	Y	K	R	G	B	WEB
 Cornell Purple	Pantone 7680	77	95	0	0	82	49	120	523178
 White	-	0	0	0	0	255	255	255	FFFFFF
 Black	Process Black	0	0	0	100	44	42	41	2C2A29

**CLEAR SPACE:** For legibility and prominence, the minimum clear space area that should be left around the logo mark is defined by half the width of the shield.



MINIMUM SIZE



Colors & Size

Cornell Purple (Pantone 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 1½-inch in total length for print and 30 pixels high for digital (web, mobile, video, presentations).

\*See Correct Use Section

CORRECT



INCORRECT



Correct/Incorrect Logo Use

The preferred background colors for the white reversed out logo are Cornell Purple (Pantone 7680) 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. Always download and use the logo files from the Cornell self-serve resources at: [cornellcollege.edu/self-serve](http://cornellcollege.edu/self-serve).

**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.

Ipsant faciisci te debis quo dolum, sero quiae id  
quo int lam sum aut re sunt vendict oribusaria  
aut estia dit dolo velliti issimustrum remperitae  
hum qui quisinc ipsam, venitas



Cornell College



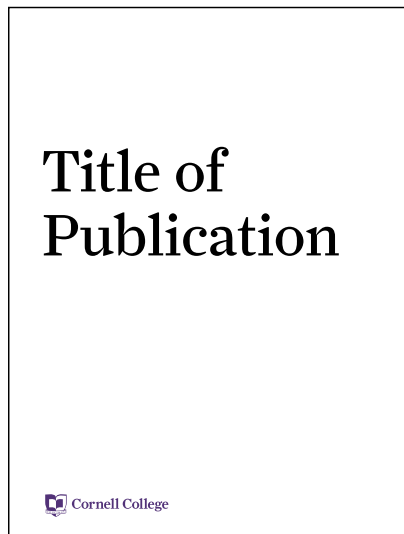
Cornell College

Ipsant faciisci te debis quo dolum, sero quiae id  
quo int lam sum aut re sunt vendict oribusaria  
aut estia dit dolo velliti issimustrum remperitae  
num qui quisinc ipsam, venitas

## 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 nor should it appear more than once on a single visual surface (i.e. page of a document, garment, or promotional item).

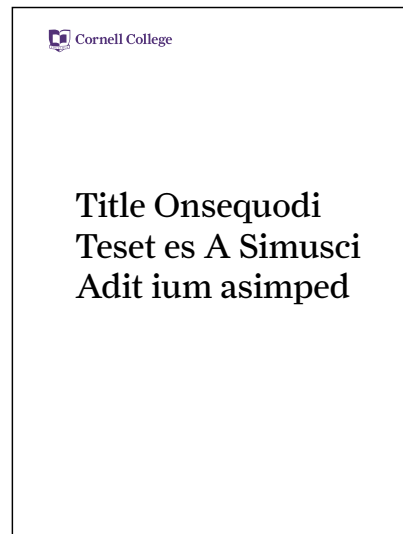
**PLACEMENT:** Use the logo in color, when possible, with plenty of clear space surrounding it.



Title of  
Publication

 Cornell College

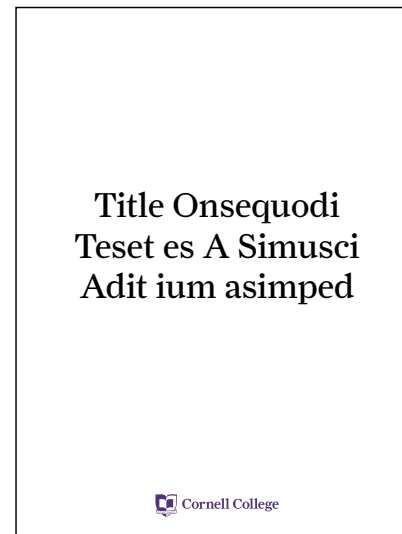
For front covers, the logo aligns nicely when anchored into the bottom left corner below a left-aligned title...



 Cornell College

Title Onsequodi  
Tetet es A Simusci  
Adit ium asimped

...or into the top left corner above a title aligned with the "C" in Cornell...



Title Onsequodi  
Tetet es A Simusci  
Adit ium asimped

 Cornell College

...or centered when placed beneath a centered title.



OPTATIS NOBIT PORE, ABORE NOS APIS  
VOLORPOS ACERIT AUT AUT OD UNT  
ENIHIL MAIORIT ETUR SITAESTOTAES  
RERSPERI IPSUNT MOD EXCERFERNAM  
FACCUS UTEM VELLANDUNDIT ESERO  
OMNIETU RIBUSCIA NIS NAMUS,  
AUT OMNIMUS RE DI AM IDEM AUTATUR  
ADIPSAE VOLLUPT ATIURE SIMINVE

 Cornell College

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

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**PROGRAM WORDMARK EXAMPLE**



*Primary Program Wordmark – Horizontal*



*Secondary Program Wordmark – Stacked*

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**DEPARTMENT WORDMARK EXAMPLE**



*Primary Department Wordmark – Horizontal*



*Secondary Department Wordmark – Stacked*

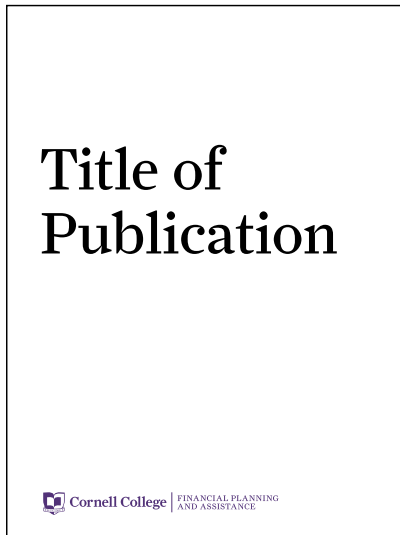
## **Program/Department Wordmarks**

Program- and department-specific wordmarks are the approved mark for use in formal and informal communications when identification of a program or department is desired.

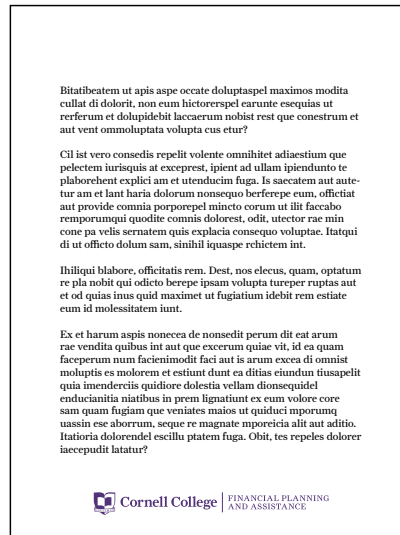
Both Horizontal and Stacked versions of the marks are available for use. The Horizontal version should be the default choice for the majority of applications. The use of the secondary Stacked version is confined to applications where logo space is limited to a specific proportion or scale.

Please do not attempt to recreate the mark for a program using the Cornell College logo and text. Wordmark files can be downloaded from the Cornell self-serve resources at: [cornellcollege.edu/self-serve](http://cornellcollege.edu/self-serve). If you are in need of a larger version of the logo, or if a wordmark is not available for your department or program, please place a request with the Office of Marketing and Communications.

**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 the bottom left corner below a left-aligned title.*



*For interior pages, the logo centers nicely below a body of text.*

## Alignment & Placement

The Horizontal version of your program or department's wordmark should be the default choice for the majority of applications. The same alignment and placement logo guidelines apply to the use of program and department wordmarks\*.

*\*See Logo – Alignment & Placement*



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CORNELL COLLEGE SEAL



## The College Seal

The Cornell College seal is an official symbol of the College. Its use is limited to commencement, special awards, and on behalf of the Office of the President.

The University seal can be used only as a stand-alone image and should not be paired with any other mark or words. It should not be used in place of, or in conjunction with, the Cornell College logo.

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*The seal can only be used with the approval of the Director of Marketing or Creative Director.*

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MASCOT LOGO



*Mascot Logo – Head*



*Mascot Logo – Standing*



*Mascot Logo – Standing Wordmark*

## Ulysses Mascot Logo

Ulysses is the official mascot for Cornell College and is a supplemental brand mark for the college and Cornell Rams Athletics. The Ulysses logo is best used in informal communications with past, present, and future Cornellians. Ulysses must be used as a secondary element, in addition to—never in lieu of—the primary Cornell College logo or athletic logos.

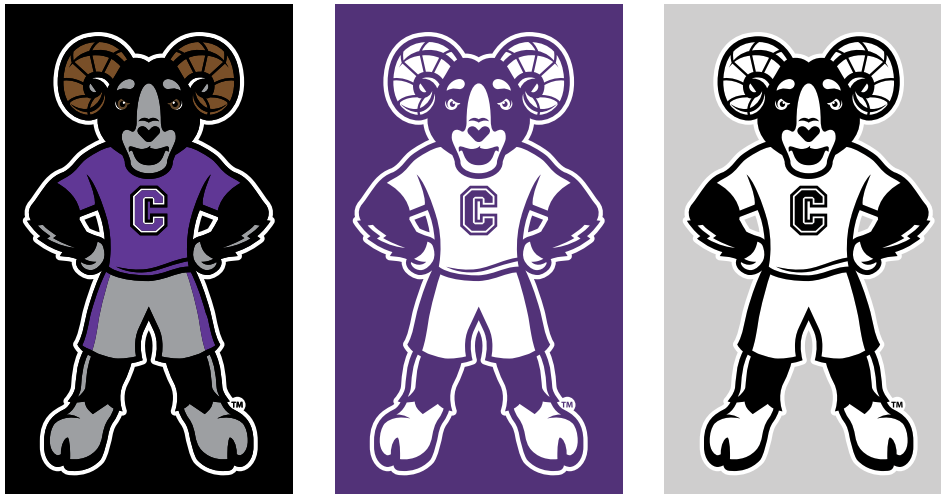
The “Head” and “Standing” versions of the mascot are available for general use on behalf of the college. The “Standing Wordmark” version of the logo can only be used with the approval of the Director of Marketing or Creative Director. All other versions of the mascot logo not included here are reserved for athletic use only\*.

Logo files can be downloaded from the Cornell self-serve resources at: [cornellcollege.edu/self-serve](http://cornellcollege.edu/self-serve)

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*\*See the Cornell College Athletics Brand Guidelines*

CORRECT



INCORRECT



## Correct/Incorrect Logo Use

A white outline is included in the mascot logos to maintain strong contrast between Ulysses and any background he is placed on. Do not modify or remove this border.

Single-color white and black and white versions of the Ulysses logo are available for black-and-white printing, screenprinting, and other color-restricted applications.







The trademark symbol must appear when used on apparel and promotional items.

There should be no modifications to the mascot logo. Please do not attempt to recreate, add other graphics to, or manipulate any part of Ulysses in any way. Always download and use the logo files from the Cornell self-serve resources at: [cornellcollege.edu/self-serve](http://cornellcollege.edu/self-serve).

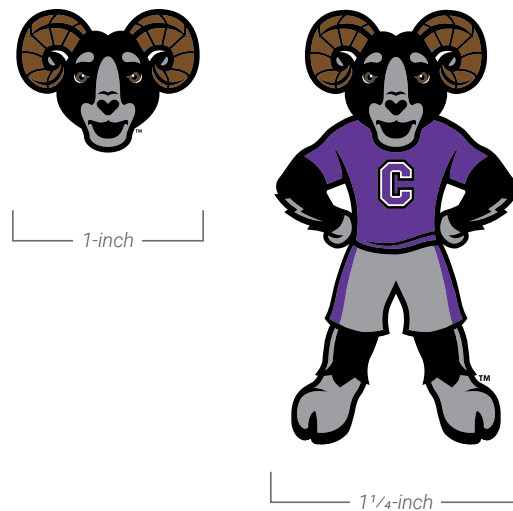
Do not crop the Ulysses logo. The “Head” version should be used when the proportions or minimum size requirements of the “Standing” version do not fit your project’s specifications\*.

*\*See Colors & Size Section*

MASCOT LOGO COLORS

COLOR	PANTONE	C	M	Y	K	R	G	B	WEB
 Cornell Purple	Pantone 7680	77	95	0	0	82	49	120	523178
 Athletics Gray	Pantone Cool Gray 7	44	35	35	1	150	152	153	969899
 Brown 1	Pantone 463	39	64	89	35	118	78	42	764E2A
 Brown 2	Pantone 462	47	61	82	45	94	69	43	5E452B
 White	—	0	0	0	0	255	255	255	FFFFFF
 Black	Process Black	0	0	0	100	44	42	41	2C2A29

MINIMUM SIZE



Colors & Size

Cornell Purple (Pantone 7680) is a key branding element for Cornell. For this reason, the full-color version of Ulysses should be the default choice. He can also appear in black-and-white when color is not available, or as white when used over a dark background\*.

In all applications, the mascot logo should be reproduced at a size that maintains the integrity of the art detail. There is no maximum size limit, but use discretion when sizing the logo. In most cases, the minimum total width for the Ulysses “Head” should be no less than 1-inch and the Ulysses “Standing” no less than 1¼-inch.

\*See Correct/Incorrect Logo Use Section

EXAMPLES



INCORRECT



**Intra-Campus Logos**

The creation and use of sub-branded logos for time-limited events, campaigns, and initiatives on campus is permitted with oversight from the Office of Marketing and Communications. The use of these logos should be limited to within our campus environment and community, where the broader context of the Cornell College brand is readily apparent and intrinsically understood.

The Cornell College logo, secondary logos, or any element of an official logo, **cannot** be incorporated into intra-campus logos.






**Do:**

- Use the College's primary brand colors (*see Color Palette*).
- Use the College's brand fonts when possible (*see Fonts*).
- Display the Cornell College logo **separately** on all activity communication and promotional items.
- Use "Cornell" or "Cornell College" in plain text if an identifier is needed within the graphic.







**Don't:**

- Don't incorporate any official Cornell logos or brand elements into your design.
- Don't use the College's secondary brand colors (*see Color Palette*) without working closely with the Office of Marketing and Communications.
- Don't use to represent an academic program or department.
- Don't treat intra-campus logos as independent brands. They exist within the context of the Cornell College brand.
- Don't use in lieu of the Cornell logo on official stationery, in email signatures, or any other outward-facing communications or marketing materials.

PRIMARY COLORS

COLOR	PMS	C	M	Y	K	R	G	B	WEB
 Cornell Purple	Pantone 7680	77	95	0	0	82	49	120	523178
 Cornell Gray	Cool Gray 4	12	8	9	23	187	188	188	BBBCBC
 White	–	0	0	0	0	255	255	255	FFFFFF
 Charcoal	–	0	0	0	90	65	64	66	414042
 Black	Process Black	0	0	0	100	44	42	41	2C2A29

SECONDARY COLORS

COLOR	PMS	C	M	Y	K	R	G	B	WEB
 Cornell Berry	Pantone 220	5	100	25	24	165	0	80	A50050
 Cornell Orange	Pantone 7619	0	78	85	12	192	76	54	C04C36
 Cornell Goldenrod	Pantone 7563	0	32	87	8	214	154	45	D69A2D
 Cornell Green	Pantone 7490	57	6	92	19	113	153	73	719949
 Cornell Teal	Pantone 7472	54	0	27	0	92	184	178	5CB8B2
 Cornell Blue	Pantone 2172	86	42	0	0	20	123	209	147BD1

Color Palette

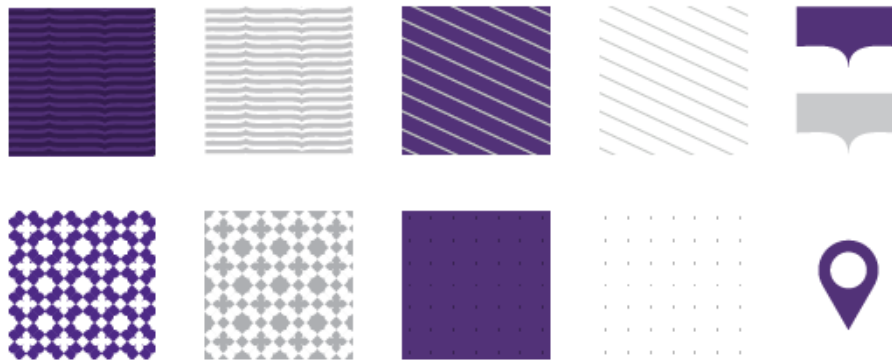
The Cornell color palette consists of a primary and secondary color palette. The consistent use of tints and shades of these palettes of designated Pantone® colors will create recognition and strengthen the Cornell brand identity.

The secondary color palette of preferred colors has been selected to complement 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 and mascot logos must *always* only use their respective logo color palettes.

PATTERNS / CHEVRON / LOCATOR PIN



ICONS: Examples of icons with consistent line weight and styling sourced from Noun Project.



## Graphic Elements

The patterns, lines, and chevron can be used as background elements or to highlight specific information on a page. These elements 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.

The chevron should not be used as a container but rather as a directional element drawing the viewer's eye to a headline or key piece of information.

Icons representing specific things about the college, its programming, and student experiences can be sourced through Noun Project. When selecting icons for a piece, it is important to choose icons that coordinate well together stylistically—from outlined vs. filled to line weight, roundness of corners, and perspective.

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.

**BLO  
PCK  
LAN**

FORMERLY IT'S CALLED ONE COURSE AT A TIME. OUR BUCKS MAKE FOR ST-ONE COURSE AND FOR BLOCK PLAN. IT'S WHAT MAKES US DIFFERENT THAN MOST IN GEORGIA. AND IT'S WHY OUR STUDENTS SAY "I CAN DO ANYTHING IN GEORGIA" FOR REAL TOO.

2019-2020

**August/September**

**October**

**November**

**December**

**January**

**February**

**March**

**April**

**May**

18 days of really intense work focused on building your critical thinking skills and time organization - One Course is a really fun way and fast way to learn how to do things in a short amount of time and to do it efficiently.

**VISIT  
CORNELL**

**CORNELL VISIT DAY**  
Saturday, Feb 14

**This is your opportunity to:**

- Attend sessions about everything Cornell
- Ask financial aid questions
- Meet with your Counselor
- Talk with current students
- See your room and pick up your room key
- Ask dining and housing questions
- Explore our student programs and the exciting life on our newest science student building

**Friday, February 15**  
Cornell's admission event for the weekend of February 14-15

**CORNELL COLLEGE • Ithaca, NY • Cornell University**

**18\***

18 days of really intense work focused on building your critical thinking skills and time organization - One Course is a really fun way and fast way to learn how to do things in a short amount of time and to do it efficiently.

**Learn through experience**

- Learn through experience**
- Learn through experience**
- Learn through experience**
- Learn through experience**
- Learn through experience**



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**APPAREL LOGO ART:** Modified logos are available for embroidery or small imprint areas



**Cornell College**

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**EXAMPLES**



## Apparel and Swag

When ordering Cornell College branded apparel it is important to follow the logo guidelines contained in this brand identity guide\*.

When ordering screenprinted, sublimated, embroidered, or low-dpi printed materials where the shield will be less than 1/2-inch in height or is otherwise flagged by a vendor in pre-production, it is permissible to drop “Educimus” from the shield or to use only the wordmark portion of the logo. For use of these logo versions, please contact the Office of Marketing and Communications.

## Licensing

Cornell College’s Office of Marketing and Communications promotes and protects the college’s brand, in part by ensuring proper use of our logos. We have done this since 2013 by administering a trademark licensing program with CLC Licensing (formerly Learfield). For students, faculty, and staff, this means that if you order merchandise or apparel that uses Cornell’s name or logo, it must be manufactured by a licensed vendor.

Read the complete licensing guidelines and find a list of pre-licensed vendors at [crnl.co/licensing](http://crnl.co/licensing)

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*\*See Logo section*



## Photography

Great photography tells the Cornell story, conveys the spirit of the college and compels others to look more closely. A photo is the first thing we look at, and it can draw us in and fuel our imagination. Cornell's photography has a color palette focusing on purples and slightly cool tones, as well as black and white, purple-overlaid, and duotoned images to convey the college's history and tradition.

### Taking Photos

- Put the subject in a relevant context and environment
- Capture moments of real emotion: fellowship, spirit, achievement, etc.
- Capture action and energy but keep the photo casual in attitude
- Let subjects move around, perform their job and get comfortable
- Try for a "natural" feeling, as if the subject is unaware of the camera
- Avoid using the camera's built-in flash. It tends to over-brighten faces and create extreme shadows. If your indoor photo is too dark, move to an area with more natural light. If taking a photo outdoors, try to avoid direct sunlight or extreme shadows on faces

### Submitting Photos

- Please send OMC the highest quality/largest image size possible to enable crops and best results for print and web
- Minimum size: 1800 pixels x 1200 pixels (*TIP: Not sure how big your photo is? On your PC, right click the photo icon, select 'properties' from the menu, and click 'summary' tab*)
- If using your phone camera, use the highest possible quality setting and export the image off your phone at full size
- Please do not distort, apply filters or effects, or attempt to increase the size of submitted photos

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PRIMARY FONT AND SUGGESTED APPLICATIONS

**FARNHAM DISPLAY BOLD** | *Logo and signage*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**FARNHAM DISPLAY MEDIUM** | *Headlines*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**FARNHAM DISPLAY REGULAR** | *Body copy and signage*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**FARNHAM DISPLAY LIGHT** | *Body copy*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**FARNHAM DISPLAY LIGHT ITALIC** | *Display titles and quotes*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

## The Fonts – Serif

The Cornell typography system is our voice. It consists of two typefaces: Farnham and Roboto. 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, depending on the selected weight and use of italics, caps, small caps, and swashes. Choose according to what 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.

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*If Farnham is not available, please use Georgia, a standard font available on most computers.*

**Georgia Bold**

***Georgia Bold Italic***

Georgia Regular

*Georgia Italic*

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SECONDARY FONT AND SUGGESTED APPLICATIONS

**ROBOTO BOLD** | *Headlines and signage*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**ROBOTO MEDIUM** | *Titles*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**ROBOTO REGULAR** | *Body copy*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**ROBOTO LIGHT** | *Display titles and body copy*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**ROBOTO LIGHT ITALIC** | *Display titles and quotes*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

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## The Fonts – Sans Serif

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

**Arial Bold**

***Arial Bold Italic***

Arial Regular

*Arial Italic*



#10 Envelope

600 First Street SW  
Mount Vernon, IA 52314-1098  
319.895.4000

8.5 x 11 Letterhead

## Stationery

Pre-printed letterhead, envelope, and business card products may be ordered through the Mail and Service Center by filling out and submitting Stationery Order or Business Card Order Request forms online at: [cornellcollege.edu/self-serve](http://cornellcollege.edu/self-serve)

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

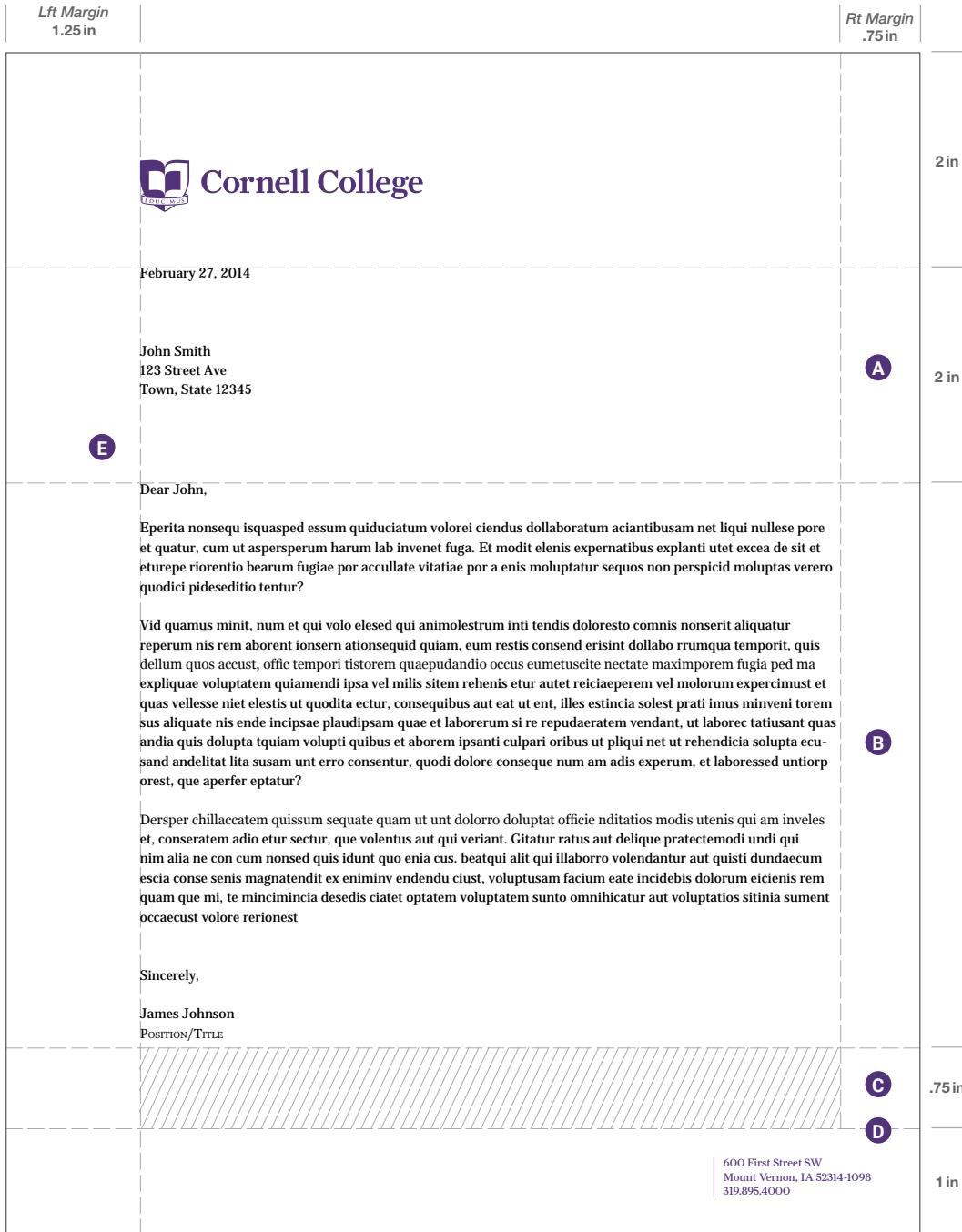
*Samples shown are not actual size.*

George Bryant Bowman  
Founder

gbowman@cornellcollege.edu  
319.895.1853 OFFICE  
319.123.4567 CELL  
600 First Street SW  
Mount Vernon, IA  
52314-1098  
cornellcollege.edu



3.5 x 2 Business card



## Using Letterhead

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 13.5pt 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

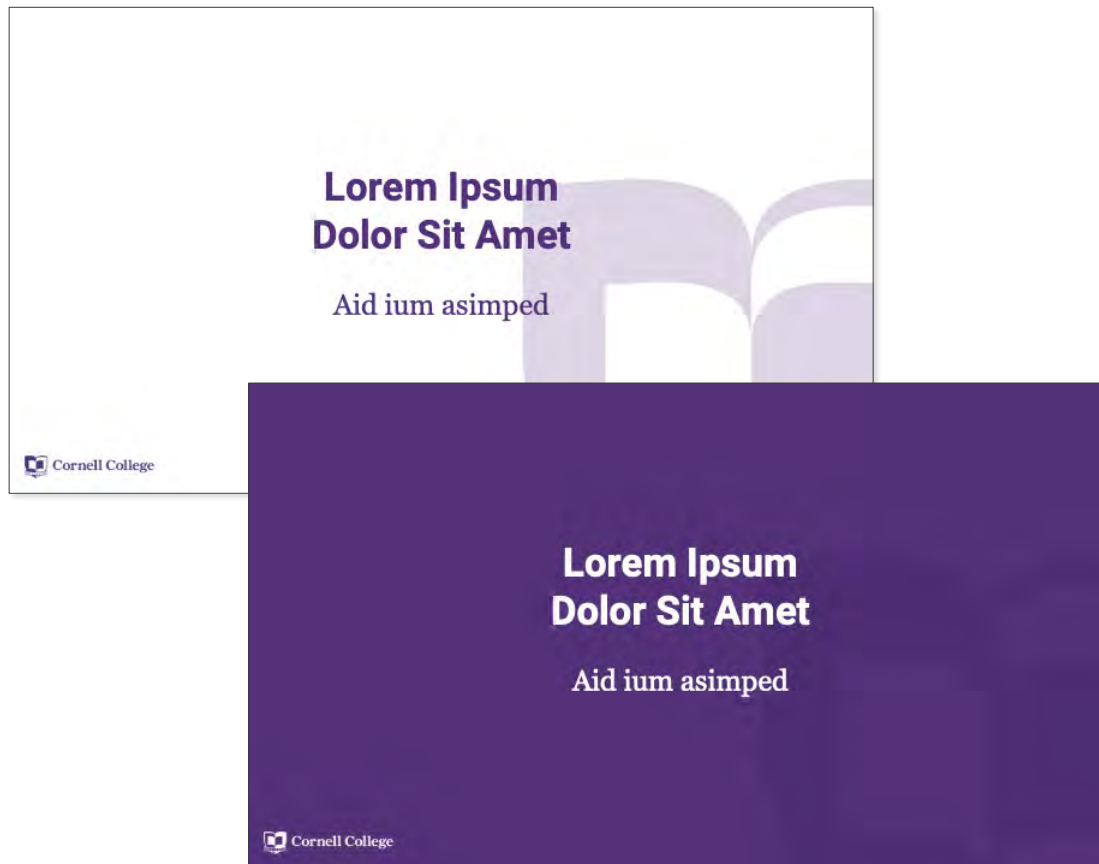
## Using Presentation Templates

PowerPoint presentation template files can be downloaded from the Cornell self-serve resources at: [cornellcollege.edu/self-serve](http://cornellcollege.edu/self-serve)

Beyond personal preference, there are several considerations for choosing between the white and purple templates. While both templates are equally legible digitally and when presented on screen, the purple template retains its legibility in video recording. The white template, however, is preferable for presentations that will include many images.


When incorporating icons, logos, and other illustrations, it is always preferable to use a transparent background .png file instead of an image with a white background to minimize interrupting the Cornell shield watermark in the slide background.

*Samples shown are not actual size.*



VERTICAL FORMAT

Align the left edge of the text with the left edge of the "C" of the logotype



**Cornell College**

**Robert Smith, Ph.D.**

**Pronouns: he, him, his**  
**Bob's Job Title**

**Office or Department**  
**Where Bob Works**

**319.895.xxxx O**  
**319.895.xxxx M**

—

CORNELLCOLLEGE.EDU  
or  
Cornell College is one of the **Colleges That Change Lives**

Including your personal pronouns is optional; they can also be incorporated at the end of the signature


Including your office or department name is optional; should not exceed 25 characters/spaces

If a marketing-focused signature is needed, the website URL can be replaced with this Colleges That Changes Lives line. Both should not be used together

If your title exceeds 25 characters and spaces continue it onto a second line

While your office phone number should always be included, your mobile number is optional

HORIZONTAL FORMAT: For those who prefer a condensed signature



**Robert Smith, M.A. | Bob's Job Title | 319.895.xxxx O | CORNELLCOLLEGE.EDU**

If your title exceeds 20 characters and spaces, please use the vertical signature format

Only the website URL should be used

Email Signatures

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

*Personal Pronouns:* While not required, including personal pronouns helps minimize misgendering and is an important strategy in fostering a diverse and inclusive environment.

*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.

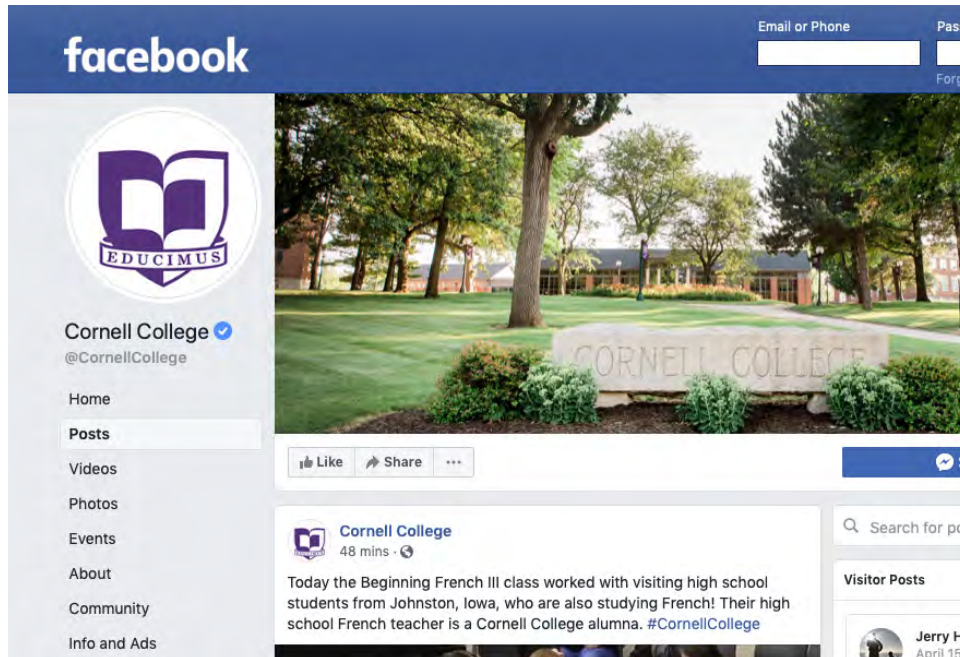
*Snail Mail Address:* Addresses are rarely needed, so repeating it in every signature is unnecessary and only adds to the complexity of the signature. In most cases, when an address is needed simply include it in the body of the email.

*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](http://cornellcollege.edu/self-serve)





## Social Media Profiles

All college-affiliated social media profiles should use a profile photo unique to the department, academic program, or student organization behind the account. For the sake of visual distinction and clarity, use of the purple-on-white, shield-only profile photo as shown is restricted to Cornell College's official social media profiles.

If you need assistance creating a profile photo for an existing college-affiliated social media profile, the Office of Marketing and Communications can provide you a correctly sized and branded graphic profile image using the template shown below.

Before creating a new page on behalf of any campus organization, department, or program, please visit [cornell.co/social-rules](http://cornell.co/social-rules)

### PROFILE PHOTO TEMPLATE EXAMPLES



## QUESTIONS

Contact the Cornell College  
Office of Marketing and Communications

[MARKETING@CORNELLCOLLEGE.EDU](mailto:MARKETING@CORNELLCOLLEGE.EDU)



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