



# Carleton

**Carleton College Identity Guidelines**

UPDATED: JUNE 2020

**Table of Contents**

Introduction	1
Brand Identity Elements	2
Wordmark	2
Color	3
Associated Symbols	4
Symbol Colors	5
Wordmark Lock-ups	7
Department Lock-ups	8
Typography	11
Examples	12

These guidelines were created to help ensure a consistent body of communications to support the Carleton College identity. You'll find detailed information about our visual identity elements as well as helpful sample applications demonstrating how the provided tools and assets can work together. Please use these guidelines to maintain the integrity of our visual identity.

**Need assistance or have questions?**

Please contact Teresa Scalzo  
Director of Creative Services,  
[tscalzo@carleton.edu](mailto:tscalzo@carleton.edu)

**Wordmark**

The Carleton wordmark is our official logo. Although we are officially named Carleton College, the word College has been dropped from the wordmark to provide greater flexibility and more visual emphasis with our brand identity. The wordmark must be included on all publications and other visual communications developed for the College. Please use this updated version for all new communication materials.

**Clear Space**

A minimum amount of clear space must always surround the wordmark to separate it from other elements, such as headlines, text and imagery. Proper use of clear space ensures greater visual impact and legibility.

The minimum amount of clear space for the wordmark is equal to the “X-height” in the wordmark. This minimum amount of clear space should exist on all four sides of the logo as demonstrated to the right. When possible, additional clear space is preferred.

**Minimum Size**

To ensure proper legibility, avoid producing the wordmark smaller than 0.75" wide.

Never re-create the Brand Identity Elements. Electronic files for all approved versions are available. Located at Carleton College.edu: <https://apps.carleton.edu/creativeservices/styleguide>

**CARLETON WORDMARK**

# Carleton

**CLEAR SPACE****MINIMUM SIZE**

**Color**

The official colors of Carleton College are blue and maize. Specific color breakouts for each are indicated to the right.

For print media, use either the Pantone® (PMS) spot colors or CMYK process-built colors. For digital/web media use RGB or Hex-color values.

The official spot colors are derived from Pantone Inc, which are specialty inks. These colors can be approximated with CMYK and RGB values, but to get exact maize and blue, you will need to use the Pantone ink colors in your publication.

**Approved wordmark colors and usage**

The wordmark should only be used in four prescribed colors; Blue, Maize, Black or White. If it is being used on a white or light background color or image, it should be used in Blue or Black. If it is being used on a Blue background it should be in White or Maize. If it is being used on a dark background color or image, it should be used in White.

**Incorrect wordmark color usage**

Never use the wordmark in unapproved colors or screen tints (fade) of the wordmark. Do not use approved wordmark colors on background colors that do not provide enough contrast. Never use the wordmark on images that are too busy or over important image details or on images that do not provide ample contrast.

**COLOR**

 <p><b>BLUE</b></p>	 <p><b>MAIZE</b></p>
<p><b>PMS</b> 280 C  <b>C</b> 100 <b>M</b> 72 <b>Y</b> 0 <b>K</b> 32  <b>R</b> 0 <b>G</b> 62 <b>B</b> 162  <b>HEX</b> 0B5091</p>	<p><b>PMS</b> 122 C  <b>C</b> 0 <b>M</b> 17 <b>Y</b> 80 <b>K</b> 0  <b>R</b> 252 <b>G</b> 212 <b>B</b> 80  <b>HEX</b> F3B61D</p>

Please refer to actual PANTONE® color chips to accurately match and reproduce these brand colors on the surface you are using. The CMYK formula should be used as a "starting point." Work with your printer to determine the correct formula for your specific project.

The colors reproduced in this guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards.

PANTONE® is a registered trademark of Pantone, Inc.

**APPROVED WORDMARK COLORS**

Blue	
Maize	
Black	
White	

**CORRECT WORDMARK COLOR USAGE**

Light background	Dark background
	
	
	
	

**INCORRECT WORDMARK COLOR USAGE**

**Carleton Seal**

The Carleton Seal is the official and long-standing seal of the college. It is reserved for official documents (i.e. diplomas) and should not be used for marketing materials unless special permission has been granted.

**Associated symbols**

There are four associated symbols that can be used in conjunction with the Carleton wordmark for marketing materials. These symbols are derived from elements of the seal but have been simplified and modernized to provide greater flexibility and to offer graphic variety when creating Carleton communications and materials. All the symbols can be used in a broad range of applications, from print to apparel to web and digital applications.

**Open C-ray symbol**

The Open C-ray symbol should only be used as a graphic lock-up with the Carleton wordmark (see page 6). This symbol can be reproduced at a variety of sizes and is also recommended for use on web and social media applications because it reproduces well at small sizes.

**Contained C-ray symbol**

The Contained C-ray symbol should only also be used as a graphic lock-up with the Carleton wordmark (see page 6). This symbol can also be reproduced at a variety of sizes on most applications.

**Simplified Carleton symbol**

This version can be used as a stand alone icon and should never appear as a lock-up with the Carleton wordmark.

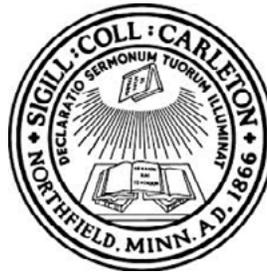
**Full Carleton C-ray symbol**

This version should only be used as a stand alone icon and not appear as a lock-up with the wordmark. This icon can also be used effectively as a subtle watermark or varnish effect. Avoid reproducing this icon at small sizes.

**Minimum size**

To ensure proper reproduction and legibility, avoid reproducing the icons smaller than indicated to the right.

**CARLETON SEAL**



**ASSOCIATED SYMBOLS**



Open C-ray Symbol



Contained C-ray Symbol

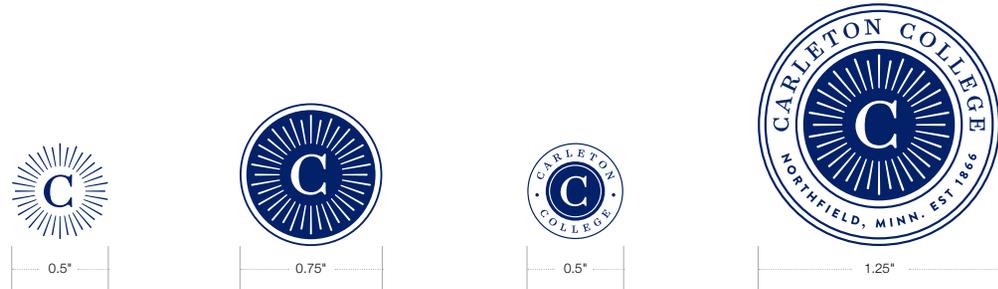


Simplified Carleton Symbol



Full Carleton C-ray Symbol

**MINIMUM SIZE**



**Symbol colors**

Similar to the wordmark, the symbols should only be reproduced in four prescribed colors; Blue, Maize, Black or White. If the symbol is being used on a white or light background color or image, the symbol should be Blue or Black. If it is being used on a Blue background it should be White or Maize. If it is being used on a dark background color or image, the symbol should be reversed to White.

The full Carleton C-ray symbol can also be used effectively as a subtle watermark or varnish effect. This can be achieved traditionally by printing the symbol in a tinted varnish or by creating a blind emboss out of the symbol. The varnish effect can also be simulated more cost-effectively by reproducing the symbol as a 5%–20% screen tint of black and overprinting the surface (including other design elements) to which it is applied. Paper stock and design of the material will affect the direction for creating the varnish effect. Work with your printer to determine the best way to achieve the desired results.

**SYMBOL COLORS**



Blue on Maize

Maize on Blue

Blue on white

White on blue (or black)

Black

Varnish effect

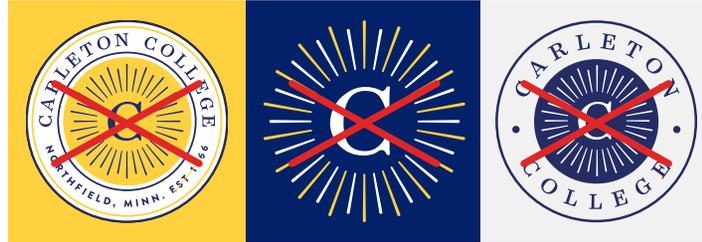
**Incorrect symbol color usage**

Do not alter, deconstruct or reassign the colors within the symbols in any way. Never combine elements from different symbols to create new symbols.

Never use the symbols in unapproved colors. Do not use approved symbol colors on background colors that do not provide enough contrast—for example, do not use a Maize-colored symbol on a white background. Never use the symbols on images that are too busy or over important image details or on images that do not provide ample contrast.

Do not use the Carleton Seal without special permission.

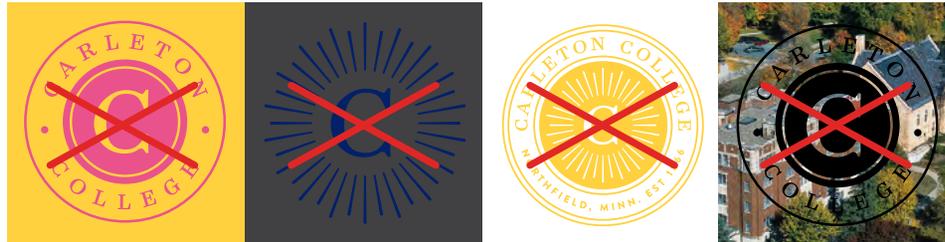
**INCORRECT SYMBOL COLOR USAGE**



Do not alter or reassign colors within any of the symbols

Do not alter or reassign colors within any of the symbols

Do not combine elements to create modified symbols (i.e. placing the Open C-ray symbol within the Simplified Carleton Symbol)

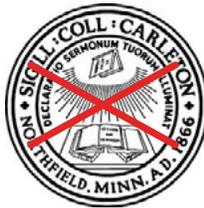


Do not reproduce the symbols in unapproved colors

Do not reproduce the symbols on background colors that do not provide ample contrast

Do not use Maize symbols on a white background (not enough contrast)

Do not reproduce the symbols on background images that do not provide ample contrast



Do not use the Carleton Seal unless permission has been granted

**Wordmark lock-ups**

There are a limited number of wordmark and symbols that exist as graphic lock-ups. Using lock-ups will ensure consistent scaling and visual alignments between the wordmark and symbol for situations in which they are in close proximity to each other. Note: it is acceptable to use the Carleton wordmark on the same page as a symbol that is not in close proximity—it's not considered a lock-up at that point.

The lock-ups can be reproduced in the same colors directed for the wordmark (see page 3). Do not alter or deconstruct the lock-ups in any way or create lock-ups with the other associated symbols not shown here.

**Minimum Size**

There are three lock-ups that use the wordmark with the Open C-ray symbol and one with the Contained C-ray symbol. The Left Alignment and the Centered Alignment Small wordmarks can be reproduced at various sizes but should never be reproduced smaller than 1.5" as shown to ensure proper reproduction and legibility. If the allocated space is too small to properly reproduce the lock-up, use just the Carleton wordmark without the symbol.

The Centered Alignment Large and Contained Centered Alignment Large lock-ups can be reproduced at various sizes but should never be reproduced smaller than .75" in width to ensure proper reproduction.

**WORDMARK LOCK-UPS**



Left Alignment Lock-up



Centered Alignment Small Lock-up

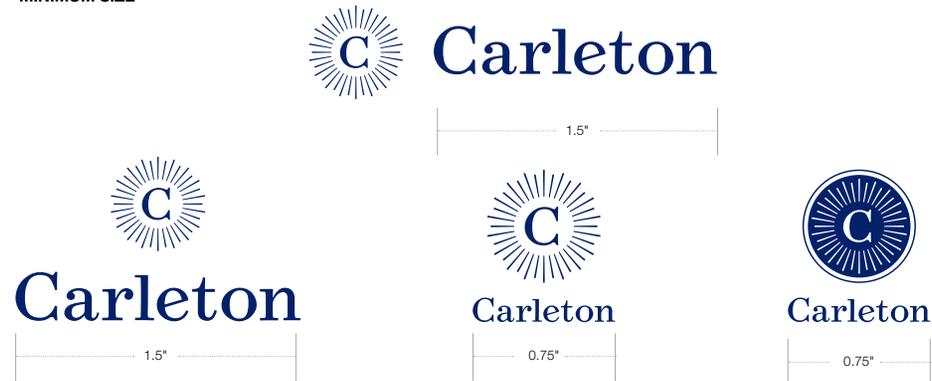


Centered Alignment Large Lock-up



Contained Centered Alignment Large Lock-up

**MINIMUM SIZE**



**Department lock-ups**

Our vertical and horizontal lock-ups allow for the Carleton wordmark and department names to be featured in a single lock-up.

The lock-ups can be reproduced in the same colors directed for the wordmark (see page 3). Do not alter or deconstruct the lock-ups in any way or create lock-ups with other associated symbols not shown here.

**Minimum size**

The vertical, centered lock-up, can be produced at various sizes but should never be reproduced smaller than .75" in width to ensure proper reproduction.

The horizontal, left aligned lock-up, can be reproduced at various sizes but should never be reproduced smaller than 1.5" as shown to ensure proper reproduction and legibility.

**Clear space**

Clear space guidelines apply to all brand lock-ups (see page 2).

**VERTICAL, CENTERED DEPARTMENT LOCK-UP****HORIZONTAL, LEFT-ALIGNED LOCK-UP**

**Incorrect wordmark lock-up usage**

Do not alter, deconstruct or reassign the colors within the lock-ups in any way. Do not rotate or use the lock-ups in unapproved colors. Do not combine the Full or Simplified Carleton Symbol with the Carleton wordmark as a lock-up since both symbols already have the words Carleton College contained within the symbol.

Do not use approved lock-up colors on background colors that do not provide enough contrast. Never use the lock-ups on images that are too busy or over important image details or on images that do not provide ample contrast.

Do not add the word College to the Carleton wordmark or wordmark lock-up.

**INCORRECT WORDMARK LOCK-UP USAGE**



Do not alter colors within the lock-ups

Do not Rotate lock-ups

Do not combine Full Carleton Symbol with the Carleton wordmark

Do not combine Simplified Carleton Symbol with the Carleton wordmark



Do not reproduce the symbols on background colors that do not provide ample contrast



Do not use a Maize lock-up on a white background



Do not reproduce the lock-up on background images that do not provide ample contrast



Do not add College to the Carleton wordmark

Do not add College to the Carleton wordmark lock-up

Do not add College to the Carleton wordmark lock-up

**Typography**

Consistent use of typography helps build visual familiarity with our brand and ensures that Carleton College materials have a cohesive look. Our selection of typefaces bring a diverse set of characteristics that work together across the full range of Carleton communications.

**Primary Serif Typeface**

Surveyor is a contemporary yet classic-looking serif typeface that comes in a variety of weights with complementary italicized versions. Intended uses include: headlines, subheads, callouts and body copy.

Italics should be used for typographic accent only.

Liberal use of italics can affect the intended tone of the message and alter the overall legibility of the text.

**Typeface for Electronic Communications**

Georgia (not shown) is to be used for Word and PowerPoint. Century Schoolbook should also be used in email, web and other electronic communications when brand typefaces are not available.

# AaBbCcDdEe

**SURVEYOR LIGHT & LIGHT ITALIC**

AaBbCcDdEeFfGgHhIiJj  
*KkLlMmNn 0123456789*

**SURVEYOR BOOK & BOOK ITALIC**

AaBbCcDdEeFfGgHhIiJj  
*KkLlMmNn 0123456789*

**SURVEYOR MEDIUM & MEDIUM ITALIC**

AaBbCcDdEeFfGgHhIiJj  
*KkLlMmNn 0123456789*

**SURVEYOR SEMIBOLD & SEMIBOLD ITALIC**

**AaBbCcDdEeFfGgHhIiJj**  
***KkLlMmNn 0123456789***

**SURVEYOR BOLD & BOLD ITALIC**

**AaBbCcDdEeFfGgHhIiJj**  
***KkLlMmNn 0123456789***

**Primary Sans Serif Typeface**

Gotham is a highly legible sans serif typeface that pairs well with Surveyor. Gotham comes in a variety of weights and works well in sentence case and all caps. Intended uses include: headlines, subheads, text and legal disclosures.

Although Gotham is available in multiple weights as well as italicized versions, use should be limited to the five versions shown here. This offers ample opportunity for design expression.

Italics should be used for typographic accent only. Liberal use of italics can affect the intended tone of the message and alter the overall legibility of the text.

**Alternate Sans Serif Typeface**

Although Gotham is strongly recommended, Helvetica or Arial (not shown) may be used in cases where Gotham is not available or cannot be used.

Aa Bb Cc Dd Ee

**GOTHAM THIN & THIN ITALIC**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 0123456789

**GOTHAM LIGHT & LIGHT ITALIC**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 0123456789

**GOTHAM BOOK & BOOK ITALIC**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 0123456789

**GOTHAM MEDIUM & MEDIUM ITALIC**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 0123456789

**GOTHAM BOLD & BOLD ITALIC**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 0123456789

**Examples**

These examples have been provided to demonstrate how the brand identity elements of the Carleton College brand get applied in a variety of sample applications. Please reference these examples as a guide for creating future materials.

