



Carleton

Carleton College Identity Guidelines

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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.

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: carleton.edu/communications/resources/college-wordmark-identity-graphics

Carleton wordmark

Carleton

Clear Space**Minimum size**

Carleton



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.


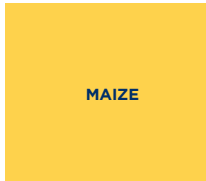
Approved wordmark colors and usage

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>BLUE</p>	 <p>MAIZE</p>
<p>PMS 294 C 100 M 71 Y 0 K 48 R 0 G 48 B 105 HEX 003069</p>	<p>PMS 120 C 0 M 17 Y 80 K 0 R 252 G 210 B 79 HEX FFD24F</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.

Approved wordmark colors

Blue	
Maize	
Black	
White	

Correct wordmark color usage

Light background	Dark background
	
	
	
	

Incorrect wordmark color usage

Color Palette

The official colors of Carleton College are blue and maize and should be the primary colors used in all college-wide communications and marketing assets.

However, when necessary, the approved secondary palette can be used to support the main colors, such as for graphics, in illustrations, and as accent colors.

Accent Palette

The accent colors are added to the palette but should be used sparingly. Illustrations, graphs, and lines, are good examples of usage.

Neutral palette

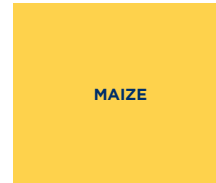
The neutral palette acts as a foundation that brings balance across the other palettes. These colors should be used for backgrounds or call-out boxes, and never used for text.

Color



BLUE

PMS 294
 C 100 M 71 Y 0 K 48
 R 0 G 48 B 105
 HEX 003069



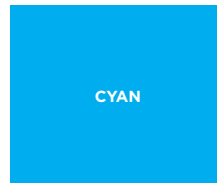
MAIZE

PMS 120
 C 0 M 17 Y 80 K 0
 R 255 G 210 B 79
 HEX FFD24F

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.

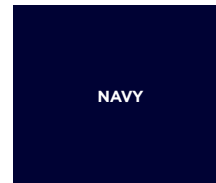
The colors reproduced in this guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards.

Accent Palette



CYAN

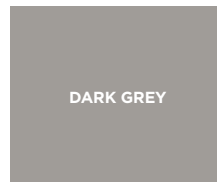
C 100 M 0 Y 0 K 0
 R 0 G 174 B 239
 HEX 00AEEF



NAVY

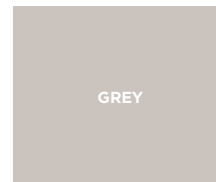
C 100 M 85 Y 0 K 80
 R 0 G 0 B 54
 HEX 000036

Neutral Palette



DARK GREY

C 20 M 19 Y 21 K 25
 R 161 G 156 B 153
 HEX A19C99



GREY

C 20 M 19 Y 21 K 0
 R 204 G 196 B 191
 HEX CCC4BF



LIGHT GREY

C 7 M 6 Y 8 K 2
 R 228 G 226 B 222
 HEX E4E2DE

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 also be used as a graphic lock-up with the Carleton wordmark (see page 7). 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 7). 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.

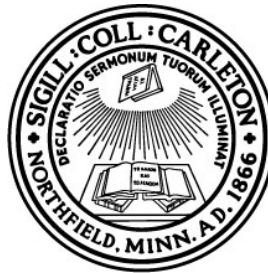
Full Carleton C-ray symbol

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

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.

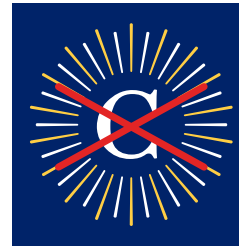
Never use the symbols in unapproved colors. Do not use approved symbol colors on background colors that do not provide enough contrast—for example, do not use a Maize-colored symbol on a white background. Never use the symbols on images that are too busy or over important image details or on images that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



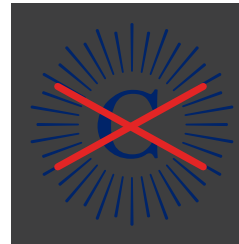
Do not alter or reassign colors within any of the symbols



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



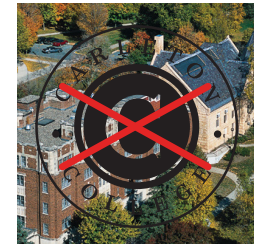
Do not reproduce the symbols in unapproved colors



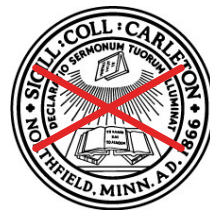
Do not reproduce the symbols on background colors that do not provide ample contrast



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

Department logos and lock-ups

Carleton’s brand, including its associated marks and symbols, is a strong brand. As such, we limit the amount of extra marks and logos, especially as they relate to external-facing audiences.

Instead of new logos or marks, the Division of Communications will create department or divisional lock-ups.

For departments, divisions, offices, or centers requiring additional or different branding, the Division of Communications will assist in creating the appropriate sub-branding approach.

For student organizations or primarily internally-facing offices or departments, brand alignment is at the discretion of the organization or office. The Division of Communications will not create additional logos.

Email communications@carleton.edu to request a department, division, or office lock-up.

INAPPROPRIATE LOGO USAGE



External-facing office incorporating additional colors, font, and symbols



External-facing office incorporating additional colors, font, and symbols

APPROVED DEPARTMENT MARK



Career Center mark created in partnership with the Division of Communications

RECOMMENDED: DEPARTMENT LOCK-UP



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



Carleton

Centered Alignment Large Lock-up



Carleton

Contained Centered Alignment Large Lock-up

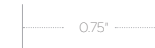
Minimum size



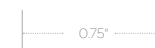
Carleton



Carleton



Carleton



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.

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.

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 as a lockup



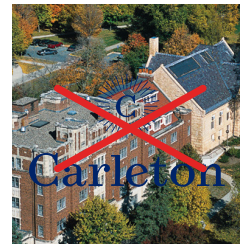
Do not combine Simplified Carleton Symbol with the Carleton wordmark as a lockup



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

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.

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.

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

INCORRECT WORDMARK LOCK-UP USAGE: APPAREL



The C cannot stand alone.



The C-Ray should only be used with "Carleton" in an official lockup.



The C-Ray should only be used with "Carleton" in an official lockup.



All use of previous brand marks are not allowed, and in most instances, we have dropped "college".

DESIGNS TO AVOID



Script fonts, use of "college," design that feels generic or otherwise unpolished and discordant with Carleton's brand.



The knights are the official athletics mascot and should be used minimally on college-wide level branding.



Font that is too similar to previous version of the brand.



Multiple fonts, use of "college" and "knights" (without Knights branding) design that feels generic or otherwise discordant with Carleton's brand.

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, call-outs 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.

AaBbCcDdEe

SURVEYOR LIGHT & LIGHT ITALIC

AaBbCcDdEeFfGgHhIiJj
KkLlMmNn 0123456789

SURVEYOR MEDIUM & MEDIUM ITALIC

AaBbCcDdEeFfGgHhIiJj
KkLlMmNn 0123456789

SURVEYOR BOLD & BOLD ITALIC

AaBbCcDdEeFfGgHhIiJj
KkLlMmNn 0123456789

SURVEYOR BOOK & BOOK ITALIC

AaBbCcDdEeFfGgHhIiJj
KkLlMmNn 0123456789

SURVEYOR SEMIBOLD & SEMIBOLD 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.

Typeface for Electronic Communications

San serif fonts — Gotham, Montserrat, Helvetica, or Arial — should be used for Word and PowerPoint.

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

Alternative fonts

Our brand fonts should be used whenever possible. There are circumstances (e.g., Microsoft Word, PowerPoint, Google programs, Canva, Slate etc.) when the brand fonts will be unavailable. In those instances, substitute these alternative system fonts.

This page offers appropriate alternatives that are freely available to download and install on any computer via Google Fonts for use in Microsoft, Google, or other programs.

Montserrat and Playfair are both available in Canva.

Additional fonts

San serif: Helvetica or Arial (not shown) may be used in cases where Gotham or Montserrat is not available or cannot be used.

Serif: Georgia or Century Schoolbook may be used in cases where Surveyor or Playfair Display is not available or cannot be used.

NOTE: Montserrat and Playfair Display are free for both personal and commercial use, and can be downloaded via google fonts. fonts.google.com

Montserrat

Aa Regular	Aa Regular Italic	Aa Medium	Aa Medium Italic	Aa Bold	Aa Bold Italic
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Montserrat is a free and open-source font available to download from Google Fonts. It is optimized for print, web, and mobile interfaces.

Use for:

- All font weights are appropriate in all situations.

Playfair Display

Aa Regular	Aa Regular Italic	Aa Medium	Aa Medium Italic	Aa Bold	Aa Bold Italic
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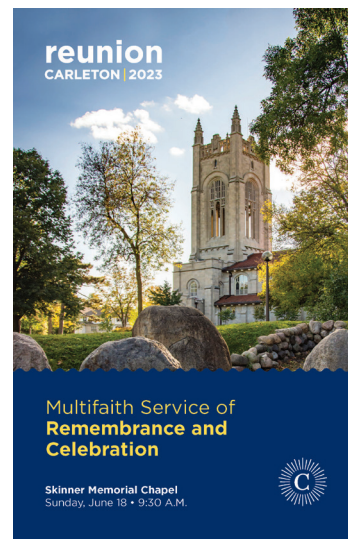
Playfair Display is a free and open-source font available to download from Google Fonts. It is a striking modern typeface useful for headlines and subheads.

Use for:

- This font works best for headlines, quotes, call-outs, or display text.
- All font weights are appropriate for use.
- Never use for body copy or small text.
- Care should be taken if used in digital communications to maintain legibility.
- Use sparingly and tastefully.

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.



File Types

PRINT ONLY		PRINT OR CANVA	PRINT, CANVA, DIGITAL OR WEB	DIGITAL OR WEB	
AI	TIFF	SVG	JPG	PNG	WebP
<p>Adobe Illustrator AI are vector-based files. Due to the way they are created, vector graphics can be infinitely stretched and resized without losing any image quality.</p> <p>If you plan to have your material printed professionally, use a CMYK Adobe Illustrator AI file.</p> <p>Please note: You will NOT be able to use AI files in Canva. You may use JPG, SVG, or PNG files.</p>	<p>Best use for high-res photographs.</p> <p><u>For web:</u> Do not use on web.</p> <p><u>For print:</u> CMYK and 300 DPI.</p> <p>Resolution for print is known as DPI (Dots Per Inch). Industry standard for print quality is 300 DPI. Digital image resolutions are shown in PPI (Pixels Per Inch). 1 Pixel per Inch = 1 Dot per Inch.</p>	<p>SVG files are RGB vector-based and intended for digital applications and web publishing. They support transparency and are easily scalable without losing quality.</p> <p>Don't use SVG on websites.</p> <p>Canva can only import SVG, PNG, JPG, and TIFF files in RGB. If you plan to print a design made in Canva, please refer to our Canva 101 guide for details on how to export using the proper color builds and file type.</p>	<p>Best use for photos.</p> <p><u>For web:</u> RGB and 96 DPI. Example: Instagram post: 1080 x 1080 pixels Max width is 2560 pixels in WordPress.</p> <p><u>For print:</u> CMYK and 300 DPI. Example: 8.5" x 11" = 2550 x 3300 pixels</p>	<p>Best use for photos.</p> <p><u>For web:</u> RGB and 96 DPI. Example: Instagram post: 1080 x 1080 pixels Max width is 2560 pixels in WordPress.</p> <p><u>For print:</u> CMYK and 300 DPI. Example: 8.5" x 11" = 2550 x 3300 pixels</p>	<p>WebP is an image format that is designed to create images that are visually indistinguishable from JPGs (or PNGs) but with much smaller file sizes, making for a faster loading times.</p>

Resources

Carleton Media Archive: Imagen

imagencloud.carleton.edu

College media assets (photos, video, audio, etc.) are available for use.

- Visit the [website](#)
- Choose “Log In” in the upper left-hand corner
- Sign in using DUO

Photos/videos stored in Imagen are available for client download if copyright permission allows. If you are not able to find or download the item you want, please contact the Division of Communications for support.

Tips For Using Photos

- Choose images with extra space around the subject to allow for cropping/text overlay.
- Avoid poorly composed photos (backs of people’s heads, limbs cropped off, unintentional blur, unpleasant facial expressions, eyes closed, etc.)
- If your piece will be printed, make sure you’re using high-resolution images.

Carleton Editorial Style Guide

<https://www.carleton.edu/communications/resources/editorial-style-guide/>

The Carleton editorial style guide aims to ensure consistency across college communications, whether in print form, on the web, or for social media.

The guide is designed to supplement basic usage as found in the *Chicago Manual of Style* (CMS) and the *Associated Press (AP) Stylebook*, and spelling as found in the *Merriam-Webster’s Collegiate Dictionary*.

Graphics Software: Canva

www.canva.com

Canva is Carleton’s self-serve design tool and can be used to produce high-quality self-serve projects. It has a drag-and-drop interface that is simple and easy to use. Logos, branded fonts, colors, and graphic elements have been added to Canva, as well as a variety of templates to improve college work.

When using Canva, all brand standards must be adhered to, including colors, typefaces, and appropriate use of Carleton logos.

Printing Canva Designs

- All Canva templates are print-ready. Simply download your file as type “PDF Print”. This will give you a high-resolution PDF for printing.
- Make sure the CMYK Color Space is selected when you download.

Need help?

[Canva 101 + Design Tips](#)

Email Marketing

For internal-facing communications, please submit key messages and updates to Carleton Today, and all-campus weekly email to students, faculty, and staff.

If a division or department has a need for an internal newsletter, contact the Division of Communications to discuss a template, frequency, and other best practices.

Resources

Stationery Order Portal

Carleton has partnered with Print Solutions to offer Carleton-branded letterhead, half sheets, mailing envelopes, business cards, name badges, notepads, notecards and envelopes.

Sign into the portal with your Carleton credentials to order products: www.carleton.edu/communications/resources/order-business-cards-stationery/

Email signatures

An email signature is your digital business card. It's important to present your email signature in a professional and unified manner, just as you would with your traditional printed business card.

<https://docs.google.com/document/d/1HUPx-M52sYbRuLeR>

Division of Communications Project Requests

www.carleton.edu/communications/work-with-us/