**MARKS AVAILABLE FOR USE:**

- **Connecticut College**
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**FOLLOW THE RULES: DON’T MESS WITH OUR MARKS!**

- DO NOT embellish or remove elements from logos or marks
- DO NOT modify the colors of logos or marks
- DO NOT screen logos or marks or reduce opacity
- DO NOT rotate or skew logos or marks
- DO NOT try to manually recreate the wordmark

**OFF-LIMITS:**

- **Connecticut College**
- **Connecticut College**

**NOTES:**

- Questions? Contact Ben Parent, Connecticut College Art Director at bparent@conncoll.edu
- Our visual identity manual is online at graphics.conncoll.edu. Outside vendors must read and comply with all visual identity rules.

**ALL YOURS!**

- GREAT OPTION!
- STILL SMOKIN’!
- HAVE FUN!

- **The “Vintage Camel”**

- Available in blue, black, white & silver

**BUT WAIT! THERE’S (A FEW) MORE RULES!**
### OUR FONTS

(Do not use regular Garamond)
- **Adobe Garamond**: serif font
- **News Gothic**: san-serif font
- **Times New Roman**: serif font
- **Arial**: san-serif font

### OUR COLORS

Everything you need to know about our official colors

<table>
<thead>
<tr>
<th></th>
<th>CC Blue</th>
<th>CC Light Blue</th>
<th>White</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hexadecimal (HTML/Web)</strong></td>
<td>#002F5F</td>
<td>#9EC3DE</td>
<td>#FFFFFF</td>
<td>#000000</td>
</tr>
<tr>
<td><strong>RGB Values</strong></td>
<td>R0; G47; B95</td>
<td>R158; G195; B222</td>
<td>R255; G255; B255</td>
<td>R0; G0; B0</td>
</tr>
<tr>
<td><strong>CMYK (Process Colors)</strong></td>
<td>Pantone 295 PC or C100; M68; Y8; K52</td>
<td>Pantone 543 PC or C39; M8; Y0; K1</td>
<td>Paper</td>
<td>100% Black</td>
</tr>
<tr>
<td><strong>For full color printing</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Spot Color (Coated)</strong></td>
<td>Pantone 295 C</td>
<td>Pantone 543 C</td>
<td>Paper</td>
<td>100% Black</td>
</tr>
<tr>
<td><strong>Spot Color (Uncoated)</strong></td>
<td>Pantone 295 U</td>
<td>Pantone 543 U</td>
<td>Paper</td>
<td>100% Black</td>
</tr>
<tr>
<td><strong>Black and White</strong></td>
<td>Solid Black</td>
<td>35% Screen</td>
<td>0% Black</td>
<td>100% Black</td>
</tr>
</tbody>
</table>

### KEEP ME LEGIBLE

Two-line logo signature min. height:
3/4” (0.75”).
One-line logo signature min. height:
3/8” (0.375”).

Do not crowd our marks with text or images that interfere with its legibility. Surround it with a minimum of 1/4” clear space on all sides.

### “REVERSE” PRINTING

Special versions of the logo signature are available for printing on darker colors. These should be used rather than manually “reversing” or changing the colors.

Reversed CMYK (Process Colors)

Reversed White

### SUB-BRANDING / LOGO POLICY

It is OK to have departments and official groups identified under our marks. Names should be set proportionally in News Gothic bold (or Arial), with text tracked to 100. If you have trouble with this, please ask a professional for help.

It is NOT OK for groups to make their own logos that would be used in conjunction with or in addition to our official marks.

However, designing your own tshirt is OK, as long as it doesn’t violate any rules for using the official college marks.

(And again, your friend the Vintage Camel is a great resource if you need artwork!)

### WHERE CAN I FIND OUR LOGOS AND OTHER STUFF ONLINE?

[GRAPHICS.CONNECTCOLLE.DU](https://graphics.conncoll.edu)