Unified graphic standards reinforce a strong and cohesive identity. These standards establish a system for proper usage of the Colgate wordmark and seal and apply to all print and electronic communications from academic, administrative, and student-related departments and programs. There are three wordmark options:

Colgate
Colgate University
Colgate UNIVERSITY

Colgate University colors

For print
PMS 202
PMS 404

CMYK
Maroon = 0C 100M 61Y 43K
Gray = 0C 8M 22Y 56K

For web
RGB
Maroon = 134R 38G 51B
Gray = 88R 89G 91B

HEX
Maroon = 862633
Gray = 867d6f

Typefaces
Serif faces: Garamond Premier Pro/Garamond

Logos and seals for individual departments that are inconsistent with the new standards must be phased out and replaced. The following examples show options for how department, center, institute, and program names can be used with the wordmark options. Type should be set in upper and lower case as shown in these examples.

Colgate University
East Asian Languages and Literatures

Colgate
East Asian Languages and Literatures

The wordmark options can only be used in Colgate maroon, Colgate gray, black and/or white. However, they can be reversed out of any given color background and/or photograph.

In general, the Colgate seal is used in official documents. The seal cannot be altered in any way. It can be used in Colgate maroon, Colgate gray, black, and/or white.