

Design Checklist



NON-DISCRIMINATION STATEMENT

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LOGO



- Use the black and gold logo on white backgrounds
- Use the White or Gold logo on colored backgrounds
- Additional logo guidelines can be found at the Graphics & Identity Standards Manual

MAIN COLLEGE CONTACT INFORMATION FOR MARKETING

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FONTS

Century Gothic | Trebuchet | Rockwell | *Lucida Handwriting*

- Use Gothic for titles and headings, use Rockwell for the main body
- In case of writing in white on a colored background, remember to use a bolder font
- Only use Trebuchet as a substitution for the Rockwell font when characters aren't available (by example for non-Latin characters)

COLLEGE COLORS

Primary Colors	 <p>Pierpont "Coal Black" Pantone: 433 PC CMYK: 33 3 0 95 RGB: 22 39 50 HEX: 162732</p>	 <p>Pierpont "Vegas Gold" Pantone: 465 PC CMYK: 20 32 58 0 RGB: 207 170 122 HEX: cfaa7a</p>	 <p>Pierpont "Light Gold" Pantone: 466 PC CMYK: 12 22 43 0 RGB: 224 195 152 HEX: e0c398</p>	 <p>Pierpont "Sand" Pantone: 468 PC CMYK: 26 9 23 0 RGB: 238 225 197 HEX: eee1c5</p>
Neutral Colors	 <p>Pierpont "Bone" Pantone: 7527 PC CMYK: 0 2 6 7 RGB: 237 231 222 HEX: ede7de</p>	 <p>Pierpont "Lt. Warm Gray" Pantone: 330-8 C CMYK: 0 3 10 20 RGB: 210 203 190 HEX: d2cbbe</p>	 <p>Pierpont "Warm Gray" Pantone: 7536 PC CMYK: 0 4 22 32 RGB: 185 176 152 HEX: b9b098</p>	 <p>Pierpont "Dark Warm Gray" Pantone: 404 M CMYK: 49 45 49 10 RGB: 132 124 117 HEX: 847c75</p>

These are the official college colors to use on official documents. See color palette for Pantone, Print, and Web Identifiers.

CONTRAST

Flyers, brochures, and bookmarks should be readable from an arm's length. Posters and banners should be legible from 15 feet.