Colby·Sawyer College

Visual Style Guide and Graphic Standards Manual

Office of Marketing & Communications



The Colby-Sawyer College Visual Style Guide and Graphic Standards Manual was updated in 2026.

Find a pdf of the graphic style guide at colby-sawyer.edu/graphic-standards.
Find a pdf of the editorial style guide at colby-sawyer.edu/editorial-guidelines.
Find a pdf of the social media style guide at colby-sawyer.edu/social-guidelines.

Download the Colby-Sawyer logos at colby-sawyer.edu/logos.
Download the external Colby-Sawyer Brand Kit at colby-sawyer.edu/brand-kit.
Download the internal Colby-Sawyer Brand Kit at colby-sawyer.edu/marcomm-sharepoint.

Table of Contents

Introduction....4
At a Glance....5

Basics

The Logotype....6
The Cupola....7
The Word Mark....8
The Stamp....9
Spacing....10
Unacceptable Uses....11

Color

Primary Logo Colors....12
Primary Colors: Blues....13
Secondary and Tertiary Colors....14
One-Color Reproduction....16
Variations of Logos....18

Typography

Typefaces....20

Departments and Programs

Office Logos....22
Academic Logos....24
Athletic Logos....26
Partnership Logos....28

Stationery

General Letterhead....30
Business Cards....32
#10 Envelope....34

Logo Application

Apparel....36

C·S
1837

Introduction

It is imperative that the Colby-Sawyer College logotype be implemented with consistency and care across all media: print and digital, as well as campus signage, vehicle graphics, logo merchandise, etc. It is for that reason that graphic standards manuals like this one are created. In support of the branding program, this manual contains guidelines for the consistent use of the college's logo, word mark, stamp, fonts and colors. Inevitably, decisions will have to be made that are not covered here. The specifications in this manual, however, will serve as a guide in making those decisions.

What do all these words mean?

When we say "logo" or "logotype," we refer to the college name, or word mark, together with the cupola icon. We will refer to the latter simply as "the cupola," understanding that it refers specifically to the rectangular frame that encloses the cupola, mountains and founding year. So: word mark + cupola = logo or logotype.

In the context of this manual, the words "brand" and "identity" are used interchangeably. "Branding program" refers to the big picture: messaging that supports the strategic vision and goals for the college, the consistent implementation of the logo across all media and in myriad other applications, a way of writing and designing for print and the web, etc. The branding program is what builds the impressions and feelings that constituencies have about Colby-Sawyer College. These include students, faculty and staff, prospective students and families, alumni, donors, etc.

How can you be assured that you are using our branding correctly?

The approved versions of the logos discussed in this manual have been provided by the Office of Marketing & Communications and can be found online at colby-sawyer.edu/logos.

There is no question that this manual goes into great detail about Colby-Sawyer branding. In most instances, the files we have furnished will provide you with everything you will need. You will be aided in your decisions about spacing around the logo, which colors to use, which font or fonts to use, whether or not to use the tagline with the logo, etc. by the information provided herein.

One last thing ...

If any questions or issues arise while using this style guide, please feel free to contact the Office of Marketing & Communications. We're here to help!

Colby·Sawyer College

At a Glance

Fonts

Header #1	Quattrocento Bold
Subheader & body #1	Quattrocento Sans
Header #2	Cambria
Subheader & body #2	Calibri
Decorative (Playful)	Kari Pro
Decorative (Formal)	QUATTROCENTO SANS

Colors

#0093d0	#9bcbeb	#0062bd	#005a82	#003a70	#13294b
#f3d54e	#e87722	#b7d877	#ebf5fb		

Please see the Visual Style Guide and Graphic Standards Manual for a full list of primary, secondary and tertiary colors.

Basics

The Logotype

To support Colby-Sawyer College's branding program, use of the logotype should adhere to the graphic standards outlined in this manual.

It is rare for just one version of a logo to be applicable in all situations. Our goal in this manual is to make the use of the identity as flexible and practical as possible. Sometimes, for example, a vertically oriented logo fits awkwardly in a horizontal space, and vice versa. Shown here, then, are the approved configurations of the logo.

Please only use the approved versions shown below.

CSC_Logo_Horizontal_Mountains_BlueBlack



CSC_Logo_Stacked_Mountains_BlueBlack



CSC_LogoTagline_Horizontal_Mountains_BlueBlack



The Colby-Sawyer logo with the "Explore. Connect. Make a Difference." tagline should only be used in undergraduate marketing.

The Cupola

There will be times when you will want to use the cupola by itself, e.g., on note cards, logo merchandise, etc.

Approved versions are available at
colby-sawyer.edu/logos

CSC_Logo_Cupola_Mountains_Blue



Download the Colby-Sawyer logos at colby-sawyer.edu/logos

Basics

The Word Mark

There may be times where spacing is limited, or only the college name is required. Use one of the two approved word marks demonstrated on the right.

Colby·Sawyer College

CSC_Logo_Horizontal_Mountains_BlueBlack

Colby·Sawyer
College

CSC_Logo_Horizontal_Mountains_BlueBlack

The Stamp

We call this the Colby-Sawyer stamp. It has enough of the essential elements of the full logotype to be clearly identifiable as belonging to Colby-Sawyer College.

Sample applications in which you would **not** use the stamp: on the main ID sign in front of Colgate Hall or on college stationery.

Examples of where it might be appropriate to use just the stamp: on facilities equipment or on apparel such as a baseball hat.

White, blue and black versions are provided.



CSC_Stamp_Outline_Black



CSC_Stamp_Outline_Blue



CSC_Stamp_Solid_Black



CSC_Stamp_Solid_Blue

Basics

Spacing

Crowding things (e.g., addresses, other logos, website menu buttons, etc.) around the logo lessens its impact. A certain amount of isolation from other elements on the page, or in a web header, provides the necessary breathing room for the logo to be seen, identified and understood.

Here we show the required spacing around the vertical and horizontal configuration of the logos, represented as the gray areas around the logo.

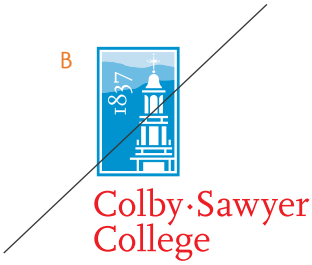




A



B



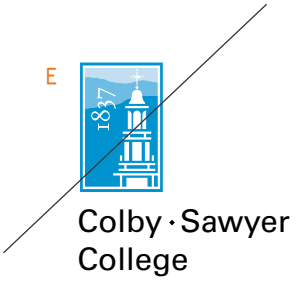
C



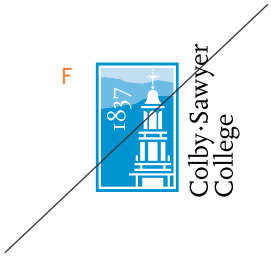
D



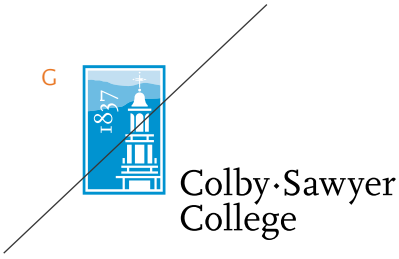
E



F



G



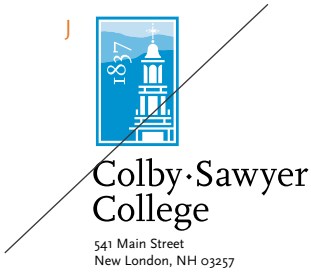
H



I



J



Unacceptable Uses

Please refrain from altering the logo or any graphic elements* of the brand in any way that has not been approved by this style guide.

The examples to the right show some of the kinds of alterations that well-intentioned users make.

A. Do not stretch or distort any part of the logotype.

B. Do not change the color of the logotype.

C. Do not change the color of the cupola.

D. Do not alter the size relationship of the cupola to the word mark.

E. Do not change the typeface of the word mark.

F. Do not alter the logotype around the cupola.

G. Do not alter the placement of the logotype elements.

H. Do not use a drop shadow.

I. Do not place a box around the logotype.

J. Do not crowd the logotype with other elements.

*applies to all instances of logo, logotype and word mark

Color

Primary Logo Colors

The colors in the primary logotype are Pantone® Process Blue and Black. We refer to the blue as **Colby-Sawyer Blue**.

When printing four color process, the CMYK equivalent of the blue should be used. For use in digital media, the RGB and HEX codes should be used.

PROCESS BLUE

C: 100
M: 10
Y: 0
K: 10

R: 0
G: 147
B: 208

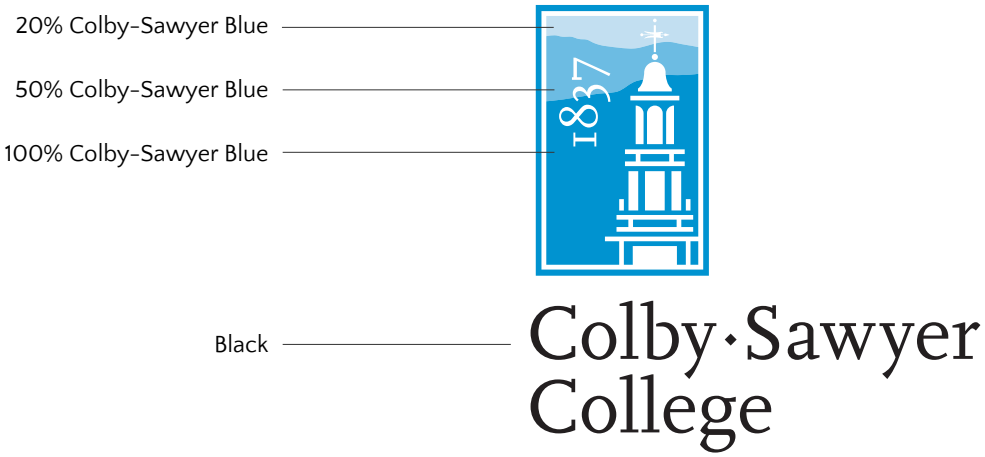
HEX: #0093d0

BLACK

C: 0
M: 0
Y: 0
K: 100

R: 0
G: 0
B: 0

HEX: #000000



*PANTONE® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards.

Color

Primary Colors: Blues

There may be instances when the design choice for a document may call for a gradient of Colby-Sawyer Blue. When this occurs, please use one of the following approved Pantone colors.

2767 C

CMYK: 100, 86, 42, 41
RGB: 19, 41, 75

HEX: #13294b

654 C

CMYK: 100, 85, 30, 16
RGB: 0, 58, 112

HEX: #003a70

308 C

CMYK: 96, 63, 29, 10
RGB: 0, 90, 130

HEX: #005a82

300 C

CMYK: 100, 48, 0, 26
RGB: 0, 98, 189

HEX: #0062bd

PROCESS BLUE

CMYK: 100, 10, 0, 10
RGB: 0, 147, 208

HEX: #0093d0

291 C

CMYK: 37, 8, 1, 0
RGB: 155, 203, 235

HEX: #9bcbeb

Color

Secondary Colors

A supplementary color palette has been selected to complement the primary blue and black of the logotype. These colors work well for general use across web and print and can be applied at your discretion alongside the primary palettes.

Accents

366 C

CMYK: 31, 0, 69, 0
RGB: 183, 216, 119

HEX: #b7d877

158 C

CMYK: 5, 65, 100, 0
RGB: 232, 119, 34

HEX: #e87722

128 C

CMYK: 6, 12, 82, 0
RGB: 243, 213, 78

HEX: #f3d54e

656 C

CMYK: 6, 0, 0, 0
RGB: 235, 245, 251

HEX: #ebf5fb

Grays

BLACK 6 C

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0

HEX: #000000

419 C

CMYK: 71, 65, 64, 71
RGB: 36, 36, 36

HEX: #242424

BLACK 7 C

CMYK: 69, 62, 62, 55
RGB: 55, 55, 55

HEX: #373737

COOL GRAY 2 C

CMYK: 18, 14, 14, 0
RGB: 207, 207, 207

HEX: #cfcfcf

CLOUD DANCER 11-4201 TCX

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

HEX: #ffffff

Color

Tertiary Colors

A supplementary color palette has been selected for admissions pieces and department logos, where a bit more range than the primary blue and accent palettes is useful. When a design calls for that extra distinction, use one of the approved tertiary colors below.

Keep them out of core brand materials and general marketing. They're meant to help specific departments and admissions pieces stand apart, not to compete with the primary palette.

7627 C

CMYK: 24, 95, 92, 17
RGB: 166, 44, 42

HEX: #a62c2a

363 C

CMYK: 75, 24, 100, 8
RGB: 71, 139, 44

HEX: #478b2c

240 C

CMYK: 23, 93, 0, 0
RGB: 197, 41, 155

HEX: #c5299b

3305 C

CMYK: 90, 45, 71, 42
RGB: 0, 78, 66

HEX: #004e42

2151 C

CMYK: 88, 56, 14, 1
RGB: 34, 108, 162

HEX: #226ca2

Color

One-Color Reproduction

These variations of the logotype are provided for use when one-color printing is preferred. Please do not print the logo in any color other than what is shown in this manual.





Color

Please feel free to use the solid version of the logo as well.
These versions of the logotype also may be reversed out of colored backgrounds.

Colby-Sawyer Blue



Black



Color

Variations of Logos

There may be times when you would like to use a colored background and the logo must be altered. When this situation arises, white versions of the stamp, word mark and solid logos are provided by the Office of Marketing & Communications.



CSC_LogoTagline_Horizontal_Solid_White



CSC_Stamp_Solid_Blue

Color



CSC_Icon_Cupola_White

CSC_LogoWord mark_Stacked_White

Colby·Sawyer College

Typography

Typefaces for Headers

Quattrocento
abcdefghijklmnopqrstuvwxyz

Cambria
abcdefghijklmnopqrstuvwxyz

Typefaces for Subheaders and Body Copy

Quattrocento Sans
abcdefghijklmnopqrstuvwxyz

Calibri
abcdefghijklmnopqrstuvwxyz

Typefaces for Logo, Word Mark and Brand Use

Scala Pro
abcdefghijklmnopqrstuvwxyz

Scala Sans Pro
abcdefghijklmnopqrstuvwxyz

Quattrocento and Quatrocento Sans should be used together. Cambria and Calibri should be used together.

Typography

Typefaces for Decorative Styling

1. QUATTROCENTO SANS
   All caps, 278 tracking, bold

2. Kari
   Kari Pro, Kari Display Pro, Kari Bold and Kari Regular
   Kari glyph options available for additional styling

Decorative Styline Use Cases

Colby·Sawyer College

1. REPORT ON PHILANTHROPY 2025

YOU'RE INVITED

2. Accepted Students Day

Departments and Programs

Office Logos

It is important to keep the identity consistent within and beyond the Colby-Sawyer community. For this reason, the Office of Marketing & Communications asks that you please contact them for any logo design your department might need at communications@colby-sawyer.edu.

The logo on the right is a good example of a secondary logo for office departments. The Colby-Sawyer stamp will come from one of our tierary palettes from page 15.

The color of the accompanying text is always the dark gray from our grays palette on page 14.

Download the Colby-Sawyer College Brand Kit at
colby-sawyer.edu/brandkit

Green
363 C

Scala Sans Pro:
Light

Scala Sans Pro:
Bold



Example of an internal department logo

Red
7627 C

Scala Sans Pro: Light

Scala Sans Pro: Bold



Example of an internal department logo

Departments and Programs

Academic Logos

It is important to keep the identity consistent within and beyond the Colby-Sawyer community. For this reason, the Office of Marketing & Communications asks that you please contact them for any logo design your department might need at communications@colby-sawyer.edu.

The logos on the right are examples of program-specific logos. The Colby-Sawyer stamp will come from one of our tertiary palettes from page 15.

The color of the accompanying text is always the dark gray from our grays palette on page 14.

Download the Colby-Sawyer College Brand Kit at
colby-sawyer.edu/brandkit

Scala Sans Pro



Example of an academic department logo

Scala Sans Pro: Regular

Scala Sans Pro: Bold

Blue
2151 C



Example of an academic department logo

Departments and Programs

Athletic Logos

The primary logo (“ATHLETICS”) is to be used at least once in all Athletics-specific digital and print media. This is the preferred logo to be used whenever space allows.

The word mark and horse icon can each be used on their own, separate from the primary logo.

Download the Colby-Sawyer College Brand Kit at
colby-sawyer.edu/brandkit

Primary logo

Bourbon:
Regular



Word mark

Hermona



Horse Icon



Partnerships

Partnership Logos

When materials for a department or program feature a partnership (e.g., dual-enrollment programs, articulation agreements, clinical or professional affiliations, etc.), lead with a short title naming the partnership (e.g., The Dartmouth Health Partnership"), followed by the co-branded lockup: the Colby-Sawyer word mark logo and the partner's logo, presented left to right with generous space between them.

Word mark. Always use the primary Colby-Sawyer word mark (crest + "Colby-Sawyer College" text). Don't substitute the crest alone or a condensed version in this lockup.

Partner logo. Keep it in its original color and proportions. Don't recolor, outline or reformat it to match our palette; that's the partner's identity, not ours. Scale it so its visual weight feels balanced against the Colby-Sawyer word mark: similar cap height, not identical dimensions.

Spacing. Give the two logos enough open space between them to read as separate, equal marks. No divider line, no rule, no visual element separating them — whitespace does that job.

Multiple partners. If a page needs more than one partner logo, keep the same spacing rhythm between each pair and hold all partner logos to a consistent visual weight relative to the word mark and to each other.

Background. The lockup sits on white or light neutral space only. Don't place it directly on brand color blocks or textured backgrounds.

Download the Colby-Sawyer College Brand Kit at
colby-sawyer.edu/brandkit

Colby-Sawyer
Word Mark Logo



Partnership Logo



Stationery

General Letterhead

The typing format shown here is an important component of the stationery system. In order to communicate a professional, consistent image, all correspondence should adhere to this format.

It is important that a 3/4" left margin be maintained for the entire letter. The right hand margin should be set at 1/2".

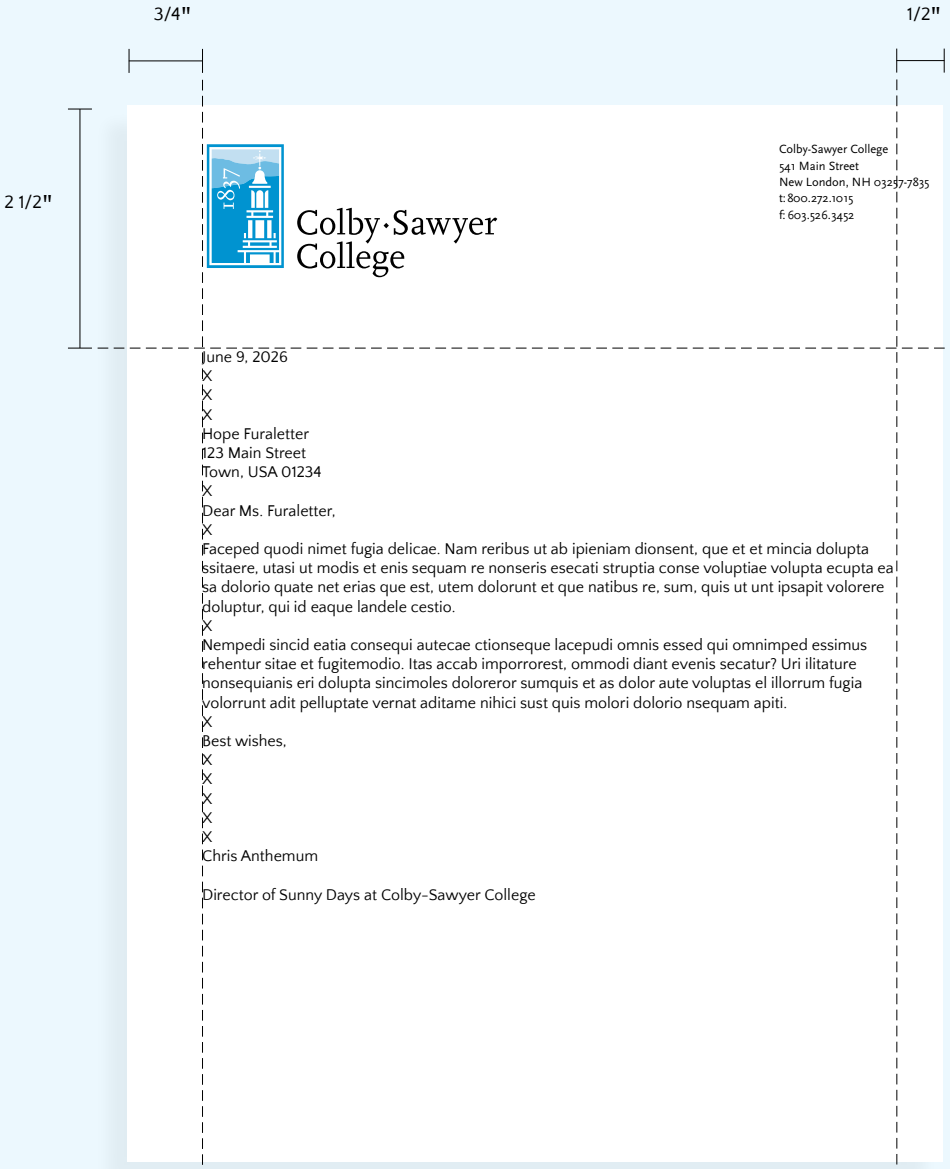
The letter begins with the date 2 1/2" from the top of the page. Recommended line spacing is shown by an "X."

There is room for individual judgment and personal preference when it comes to the vertical spacing of the typed letter.

All copy is flush left/raggedright (not justified), with one return between paragraphs.

This sample letter is set in Quattrocento Sans.

For staff and faculty, download the full Colby-Sawyer Brand Kit on
colby-sawyer.edu/marcomm-sharepoint


3/4"
1/2"
2 1/2"
1837
Colby·Sawyer
College
Colby-Sawyer College
541 Main Street
New London, NH 03257-7835
t: 800.272.1015
f: 603.526.3452
June 9, 2026
X
X
X
Hope Furaletter
123 Main Street
Town, USA 01234
X
Dear Ms. Furaletter,
X
Faceped quodi nimet fugia delicae. Nam reribus ut ab ipieniam dionsent, que et et mincia dolupta ssitaere, utasi ut modis et enis sequam re nonseris esecati struptia conse voluptiae volupta ecupta ea sa dolorio quate net erias que est, utem dolorunt et que natibus re, sum, quis ut unt ipsapit volorere doluptur, qui id eaque landele cestio.
X
Nempedi sincid eatia consequi autecae ctionseque lacepudi omnis essed qui omnimped essimus rehentur sitae et fugitemodio. Itas accab imporrorest, ommodi diant evenis secatur? Uri ilitature nonsequianis eri dolupta sincimoles doloreror sumquis et as dolor aute voluptas el illorrum fugia volorrunt adit pelluptate vernat aditame nihici sust quis molori dolorio nsequam apiti.
X
Best wishes,
X
X
X
X
X
Chris Anthemum
Director of Sunny Days at Colby-Sawyer College

Stationery

General Business Card

The standard Colby-Sawyer business card follows a two-sided layout: contact information on the front, brand mark on the back.

Front. The Colby-Sawyer word mark sits left-aligned, vertically centered against the card's left edge. Contact information stacks to the right: name in brand blue, followed by title, department and email in black, then a break before the mailing address, phone, fax and website. Keep the type hierarchy consistent; name is the only line in color, everything else stays black for readability.

Back. The reverse uses a solid brand-blue background with the "C·S 1837" monogram centered in white, the college's founding year set beneath a thin horizontal rule under the initials. No other text or elements belong on the back; it's a clean brand moment.

Type & spacing. Keep consistent margins on all sides so the layout doesn't feel cramped at business card scale. Use Quattrocento Sans for contact details to maintain brand consistency.

Customization. Only the name, title, department, email and direct phone/fax numbers change per employee. The word mark, address, general phone/fax, website and back-of-card design stay fixed across every card.

For staff and faculty, download the full Colby-Sawyer Brand Kit on
colby-sawyer.edu/marcomm-sharepoint


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C·S
1837

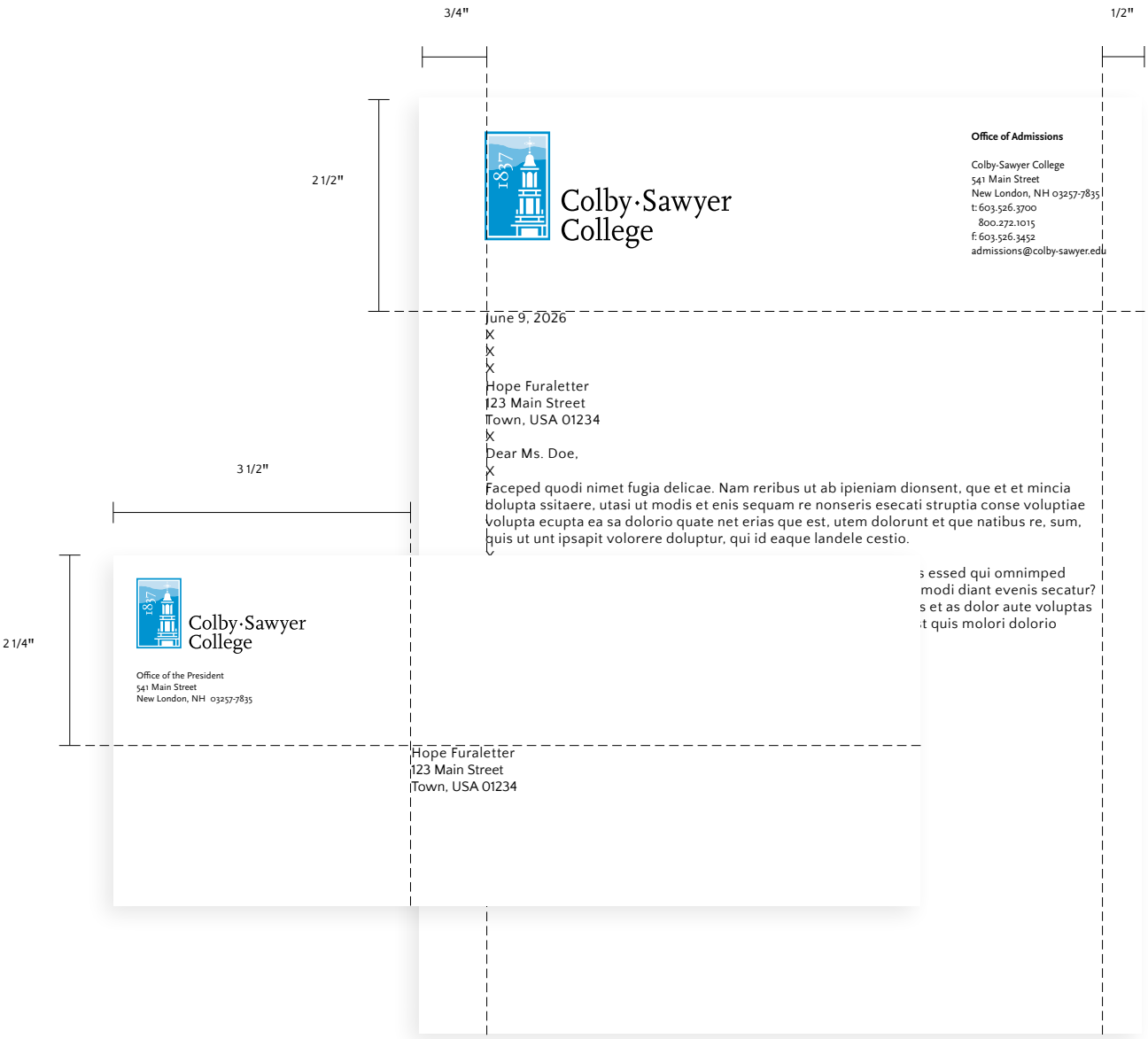
Stationery

#10 Envelope

As with the letterhead, the typing format shown on this #10 envelope is an important part of the design, and it should be followed consistently when addressing all #10 envelopes.

The mailing address should be formatted 3 1/2" from the left edge of the envelope as shown. The first line of the mailing address begins approximately 2 1/4" from the top of the envelope.

For staff and faculty, download the full Colby-Sawyer Brand Kit on
colby-sawyer.edu/marcomm-sharepoint



Departmental Stationery

Stationery for specific departments follows the same guidelines used on the general stationery.

Logo Application

Apparel

The examples shown are possible applications of the Colby-Sawyer logo and stamp on various items. Designs are not restricted to the examples shown in this guide.









For staff and faculty, download the full Colby-Sawyer Brand Kit on colby-sawyer.edu/marcomm-sharepoint


C·S
1837


C·S
1837


Colby·Sawyer College


Colby·Sawyer College


Colby·Sawyer College


Colby·Sawyer College


Colby·Sawyer College


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C·S
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