If you have any questions about the following standards please contact Krista Terpack, senior graphic designer, in the Office of Marketing and Communications, at kterpack@chatham.edu.

Logos found in this guide may be requested by filling out the online logo request form at chathamcommunications.wufoo.com/forms/cu-logo-request.
Section 1

GRAPHIC IDENTITY
Our Logo

Our logo is our signature: our visual identity in its most basic form. It represents the primary way the University will be identified by our audiences.

**PRIMARY LOGO | Two Color Version**

This two color version of the logo should be used in any circumstance with color reproduction capabilities, when the logo is displayed on a white or light-colored background. The “Chatham” element appears in PMS 268, and the “University” element in PMS 7538. See page 5 for approved color variations.

**SECONDARY LOGO | Two Color Version**

The University logo in color and in black for use in electronic files and in Microsoft Office documents that will be printed at the copy center or a campus printer can be downloaded from myChatham by going to Departments > Marketing & Communications. The primary version shown here should be used whenever possible. The downloaded files can be reduced in size, but should not be enlarged.

If you need a larger file, a logo for any other uses (printing with an outside vendor, using on promotional items, etc.), or any of the other logos found in this guide, please fill out the online logo request form at chathamcommunications.wufoo.com/forms/cu-logo-request.
Color Reproduction

On White and Lighter Backgrounds

In all instances where the logo is present, there should be enough contrast with the background to preserve legibility.

On Black and Darker Backgrounds

The two color version and the one color white version can appear on any color background or dark photography, as long as sufficient contrast is maintained. The “Chatham” element in the two color version is white and the “University” element is PMS 268 (60% tint).
Logo Usage

Clear Space

Clear space refers to the buffer area around our logo. The clear space for our logo is measured using the width of the “c.” Using this system, the safe area will always scale with the logo.

Minimum Size

To maintain full legibility, never reproduce the primary logo at a size smaller than 1 inch wide or the secondary logo at a size smaller than 2 inches wide.
Consistency

It’s important that we preserve the integrity of our logo. Shown here are some common violations and misinterpretations. This is by no means an exhaustive list, and these guidelines apply to all elements of our identity.

**DO NOT** stretch, condense, or change the logo.

**DO NOT** rotate, skew, or warp the logo.

**DO NOT** replace the "university" word with the name of another entity.

**DO NOT** place the logo on a distracting or busy background.

**DO NOT** alter or replace the typefaces in the logo.

**DO NOT** add drop shadows or any other dimensional effects to the logo.

**DO NOT** change the colors of the logo beyond the approved versions.

**DO NOT** isolate any part of the logo.
Our Seal

The University seal is for use on ceremonial or official documents, and on certain items of distinction. It should not be used in marketing or promotional materials. The Office of Marketing and Communications can help you determine if an item is appropriate for use of the seal and provide you with the electronic file if approved for use.

UNIVERSITY SEAL

In the color version, the shield, Chatham University, and 1869 are PMS 268; the lamp and the three circles in the shield are PMS 103. All other elements are black.
Location Wordmarks

Chatham has three locations that make up two campuses (Chatham Eastside is part of Shadyside Campus). The wordmarks below are used to identify the location as part of the University.

**On White and Lighter Backgrounds**

In all instances where the logo is present, there should be enough contrast with the background to preserve legibility.

**On Black and Darker Backgrounds**

The two color version and the one color white version can appear on any color background or dark photography, as long as sufficient contrast is maintained. The “university” element in the two color version is PMS 268 (60% tint) and all other elements are white.
Eden Hall Campus
Graphic Treatment

A graphic representation of the skyline at Eden Hall Campus is used as a visual element in Eden Hall communications.

EHC Skyline

Example of Use

When faced with challenges like globalization, climate change, an environment in crisis, and dwindling natural resources — problems that defy simple solutions — it’s easy to make pledges and set goals or say you’re committed to sustainability. But it is far more difficult to actually do something about it.

But what if there were an institution dedicated to addressing environmental, social, and economic concerns on a local, national, and global scale through education, research, sustainable living, conservation, energy, and water management and green development?

What if this institution were committed to living out its commitment in a way that demonstrable success and leadership?

What if this institution were a university, not just a building, but a model of sustainable living?

What if this university were a community that demonstrates that it is possible to live a sustainable lifestyle?

On 388 acres north of Pittsburgh, Pennsylvania, Chatham University has risen to this challenge with Eden Hall Campus.

Designed as the first academic community in the world built for sustainable living, learning, and development, Eden Hall is:

• Self-sustaining in every way possible: Eden Hall is net-zero energy; manages all storm- and wastewater on site; responds in real time to energy inefficiencies; harnesses the earth’s natural temperature to heat and cool the buildings.

• A nexus of living, learning, and landscape: the Campus demonstrates the latest in environmentally responsible design and technology.

• Dedicated to producing tomorrow’s green economy workforce today: Equipping graduates with the skills they need to succeed in a variety of jobs and fields.

• Open to educators, students from around the world, developers, planners, policy makers, and community members: serving as a driver of green innovation and model for a more sustainable society.

Chatham University’s Eden Hall Campus embodies all of these things and more. Read on to learn more about this new campus community that is ensuring a brighter, healthier tomorrow.
School Wordmarks

Chatham is made up of four academic schools. The wordmarks below are used to identify each school.

**On White and Lighter Backgrounds**

In all instances where the wordmark is present, there should be enough contrast with the background to preserve legibility.

![Wordmark: School of Health Sciences](image)

![Wordmark: School of Arts, Science & Business](image)

![Wordmark: Falk School of Sustainability & Environment](image)

![Wordmark: School of Continuing & Professional Studies](image)

**On Color Backgrounds**

On dark backgrounds, the circle remains PMS 268, the school name and C are white, and Chatham University is PMS 7538. The variations are: on most purple backgrounds, the circle is white and the C is the same purple as the background; on a grey background, the circle and Chatham University are PMS 268, the school name and C are white.

![Wordmark: School of Health Sciences](image)

![Wordmark: School of Arts, Science & Business](image)

![Wordmark: Falk School of Sustainability & Environment](image)

![Wordmark: School of Continuing & Professional Studies](image)

PMS 268 and PMS 7538
Department, Program, and Office Wordmarks

Wordmarks for specific departments, programs, and offices are similar to the School wordmarks except they have Chatham University above the department, program, or office name and use light purple rather than grey. Shown below are some examples; all wordmarks must be requested from and created by the senior graphic designer.

On White and Lighter Backgrounds

In all instances where the wordmark is present, there should be enough contrast with the background to preserve legibility.

- CHATHAM UNIVERSITY
  JENNIE KING MELLON LIBRARY
- CHATHAM UNIVERSITY
  FOOD STUDIES
- CHATHAM UNIVERSITY
  ALUMNI RELATIONS

On Color Backgrounds

- CHATHAM UNIVERSITY
  ALUMNI RELATIONS
- CHATHAM UNIVERSITY
  ALUMNI RELATIONS
- CHATHAM UNIVERSITY
  ALUMNI RELATIONS
- CHATHAM UNIVERSITY
  ALUMNI RELATIONS

PMS 268 and PMS 2577
Institute and Center Wordmarks

Wordmarks have been created for the Institutes and Centers housed at Chatham University that are consistent with other University logos and wordmarks, but also brand these entities as a unique group within the University.

**On White and Lighter Backgrounds**

In all instances where the wordmark is present, there should be enough contrast with the background to preserve legibility.

**On Dark Backgrounds**

On dark backgrounds, the Institute or Center name is white. In the RCI wordmark, Chatham University is PMS 387.

**CHATHAM UNIVERSITY WOMEN’S INSTITUTE**

**CHATHAM UNIVERSITY RACHEL CARSON INSTITUTE**

**CHATHAM UNIVERSITY PENNSYLVANIA CENTER FOR WOMEN & POLITICS**

**CHATHAM UNIVERSITY CENTER FOR WOMEN’S ENTREPRENEURSHIP**

**CHATHAM UNIVERSITY WOMEN’S BUSINESS CENTER AT THE CENTER FOR WOMEN’S ENTREPRENEURSHIP**

PMS 268 and PMS 7455

PMS 7538 and PMS 268

PMS 7538, PMS 268, and PMS 2577
Alumni Association Wordmark

A wordmark has been created for the Office of Alumni Relations to use on their materials for alumni of the University.

On White and Lighter Backgrounds

The wordmark for the Alumni Association should print purple (PMS 268U) whenever possible. It may also print black or white when necessary.

On Dark Backgrounds
Athletic Logo

The athletic logo is the signature of the athletic department and teams: their visual identity in its most basic form. The primary logo may only be used to promote athletics. The secondary logo may be used by those outside athletics if all standards are followed.*

**PRIMARY LOGO | Two Color Version**

This two color version of the athletic logo should be used in any circumstance with color reproduction capabilities, when the logo is displayed on a white or light-colored background.

The purple lettering and Cougar head are PMS 268, and the grey outlines of the lettering is PMS 7538.

**SECONDARY LOGO**

The Cougar head alone is used as a secondary athletic logo.

The Cougar head should print in purple (PMS 268) whenever possible. Other acceptable colors for the Cougar head are black, white, and grey, preferably PMS 7538.

The only acceptable use of the Cougar head with the words Chatham and Cougars together is the primary logo. The Cougar head may be paired with either of these words alone in other formats, but should first be approved by the Office of Marketing & Communications.

*Complete Athletics Branding Guidelines including color variations, rules for usage, etc. is available through the Office of Marketing and Communications.*
Secondary Athletic Logo Usage

It’s important that we preserve the integrity of our athletic logo. Shown here are some common violations and misinterpretations. This is by no means an exhaustive list.

**DO NOT** stretch, condense, skew, or warp the logo.

**DO NOT** reverse the logo.

**DO NOT** add drop shadows or any other dimensional effects to the logo.

**DO NOT** outline the Cougar head.

**DO NOT** change the color of the logo beyond the approved versions.

**DO NOT** modify the logo in any way, such as extending the “tail”, adding other graphic elements, etc.

**THE COUGAR HEAD MAY BE CROPPED** as long as it is not distorted in any way. An example is shown.
COLOR PALETTE
Brand Colors

Our fresh, energetic color palette is a modern take on Chatham’s unique historic identity. The palette can be broken into three groups: heritage colors, accent colors, and neutral colors.

**Heritage Colors**

- **PMS 268**
  - Copy center: C61.5 M70.5 Y11.5 K5.5
  - Offset: C62 M74 Y17 K2
  - R98 G80 B147
  - Hex: 625093

- **PMS 2695**
  - Copy center: C61 M65 Y24.5 K20
  - Offset: C70 M80 Y10 K35
  - R75 G34 B107
  - Hex: 4b366b

- **PMS 2577**
  - Copy center: C47 M59 Y0 K0
  - Offset: C45 M55 Y0 K0
  - R151 G131 B189
  - Hex: 9783bd

- **PMS 2587**
  - Copy center: C55 M67 Y0 K0.5
  - Offset: C55 M76 Y0 K0
  - R17 G91 B182
  - Hex: 755ba2

**Accent Colors**

- **PMS 387**
  - Copy center: C12.5 M2 Y75 K0
  - Offset: C20 M0 Y95 K0
  - R206 G221 B73
  - Hex: cedd49

- **PMS 7745**
  - Copy center: C14 M12 Y30 K8
  - Offset: C16 M0 Y91 K28
  - R127 G130 B65
  - Hex: 7f8241

**Neutral Colors**

- **PMS 7534**
  - Copy center: C14 M12 Y30 K8
  - Offset: C16 M0 Y91 K28
  - R127 G130 B65
  - Hex: 7f8241

- **PMS 7536**
  - Copy center: C14 M12 Y30 K8
  - Offset: C16 M0 Y91 K28
  - R127 G130 B65
  - Hex: 7f8241

- **PMS 7538**
  - Copy center: C14 M12 Y30 K8
  - Offset: C16 M0 Y91 K28
  - R127 G130 B65
  - Hex: 7f8241

- **PMS 416**
  - Copy center: C43 M29.5 Y48 K15
  - Offset: C26 M16 Y35 K49
  - R28 G143 B34
  - Hex: 808186

**NOTE:** CMYK mixes are shown for the campus copy center color printer and for printing on uncoated paper on an offset printing press. The mixes may need to be adjusted for other printing processes.

RGB mixes are primarily used for onscreen applications, not for printing. However, colors in Microsoft Word are input using RGB mixes.
Brand Colors

Each of our brand colors serves a distinct purpose. Use them consistently to reinforce the Chatham identity and preserve readability.

**Heritage Colors**

- **PMS 268 U**
- **PMS 2695 U**

PMS 268 is the primary color for Chatham University, both academics and athletics. Use both PMS 268 and PMS 2695 for backgrounds, patterns, and typography on light backgrounds.

- **PMS 2577 U**
- **PMS 2587 U**

Use the lighter heritage colors for headlines, patterns, background floods, and type knocked out of a dark background. Use them sparingly for body copy. Do not use PMS 2587 against PMS 7745 - they are too close in tone and don't have enough contrast.

**Accent Colors**

- **PMS 387 U**

Use PMS 387 for subtle pops of color in a layout and for typography knocked out of a dark background. Never use it for body copy, headlines, or large floods of color.

- **PMS 7745 U**

Use PMS 7745 for contrasting color to the heritage palette. It’s appropriate for graphic accents and headlines. Use it sparingly for secondary copy. Do not use it against PMS 2587 – they are too close in tone.

**Neutral Colors**

- **PMS 7534 U**
- **PMS 7536 U**

Use PMS 7534 and PMS 7536 as background accents, but never for a large flood. Do not use these colors for typography.

- **PMS 416 U**
- **PMS 7538 U**

Use PMS 416 and PMS 7538 for background floods, patterns, and subheads. Feel free to alter the opacity of the colors to meet your needs.
BRAND TYPOGRAPHY

Section 3
Typefaces

Like our logo and color palette, our typography can become a recognizable brand element when it’s used consistently.

GOTHAM

Gotham Narrow

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Ty Uu Vv Ww Xx Yy Zz 1234567890

NOTE: In print applications where neither Gotham or Gotham Narrow are available, use Arial as a substitute. In web and e-mail applications where neither Gotham or Gotham Narrow are available, use Proxima Nova as a substitute.
Hierarchy

Use the specifications shown here as a starting point when setting type in a new layout. These sizing and proportion recommendations are designed for print, but their proportions can also apply to digital and environmental applications.

**NOTE:** The specifications shown here are all in proportion to the body copy. They are recommendations, not rigid guidelines. If necessary, make minor tweaks to the proportions in your layout to maximize organization and legibility.

---

**Catudemquam**

cosulto perempo.

Sede andi, pario, caperma ntuidem optis ingulta la ren Itales ad. Go postrumum iam hoctus, quae enihictum mentiam ductam mussus dea?

---

**LOREM IPSUM**

Sit dolor amet caperma.

Sede andi, pario, caperma ntuidem optis dolo ingultor la ren Itales ad C. Go postrumum iam hoctus, quam te enihictum mentiam ducam mussus renatum dea quonsup plibus vistas bontines se demnossinte ad nit orio coniquos pridermorit? Ci sil hosulibus servivite pec orte in tum consum condit como et L. Mari fac mortelium te faci pl. Ver-tum sitris te te dicia.

---

**QUOTE SOURCE**

— Quot Author: Gotham Narrow Black

Size: -1 body copy, Leading: +2, Kerning: +80

“Onstabericut pratum te, quonsul icondum intem diem iam mora, Casdaci buniun patius esedere des bononsil hala morurei temore nondis”
Section 4

DESIGN ELEMENTS
Photography

OUR PEOPLE
Chatham portraiture exhibits our dedicated, thoughtful, and creative community. Images should convey authenticity, even when posed. Subjects can be captured either in their environment or against a light, neutral backdrop.
Photography

OUR EXPERIENCE

Experience photography creates an ambience for our communications. The Chatham experience is captured from macro and micro points of view, using details, textures, and complete scenes to tell the story.
Environmental photography is extremely important to the Chatham brand. It shows how our campus is a unique intersection of urban and rural settings. Images should communicate the university’s focus on sustainability and the global impact of its students.
The Triangle

ACCENTS
The triangle can also be used to add accents to your design. It can guide the viewer’s eye a certain direction, or add a spot of color and depth as a textural element.

Accent as Directional Element
Look at this headline
Or look in this direction

The directional triangle can accompany type, photography, the logo, or any other element you would like to draw attention to.

Accent as Textural Element
Using brand colors, feel free to use gradients and the multiply effect to add the illusion of layers. This technique can be used for borders and background.
The Triangle

PATTERN
The triangle pattern is used to create visual depth and interest. It is constructed out of equilateral triangles in various tints of the brand palette. The pattern can be created using heritage, accent, or neutral colors, but never a combination of the three.

Pattern as Texture

Pattern with Typography

You can achieve this effect by creating outlines of the type in either Adobe Illustrator or InDesign. Select the vector pattern and “Paste into” in InDesign, or drop into type with the “Draw Inside” setting in Illustrator.