Brand **Standards**

Version 3.1

March 2019

chatham
UNIVERSITY

Contents

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.

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

SECONDARY LOGO | Two Color Version

chatham
UNIVERSITY

chatham UNIVERSITY

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.

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.

chatham
UNIVERSITY

PMS 268 and PMS 7538

chatham
UNIVERSITY

Black

chatham
UNIVERSITY

PMS 268

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).

chatham
UNIVERSITY

White and PMS 268 (60% tint) on black

chatham
UNIVERSITY

White on black

chatham
UNIVERSITY

White and PMS 268 (60% tint) on PMS 268

chatham
UNIVERSITY

White on PMS 2587

chatham
UNIVERSITY

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.
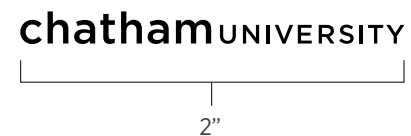
Consistency

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.

chatham
UNIVERSITY

DO NOT stretch, condense, or change the logo.

chatham
UNIVERSITY

DO NOT rotate, skew, or warp the logo.

chatham
UNIVERSITY

DO NOT alter or replace the typefaces in the logo.

chatham
UNIVERSITY

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

chatham

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

chatham
UNIVERSITY

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

chatham
UNIVERSITY

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

chatham

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.

chatham UNIVERSITY | SHADYSIDE campus

chatham UNIVERSITY | EASTSIDE center

chatham UNIVERSITY | EDEN HALL campus

PMS 268 and PMS 7538

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.

chatham UNIVERSITY | EDEN HALL campus

chatham UNIVERSITY | EDEN HALL campus

white and PMS 268 (60% tint)

chatham UNIVERSITY | EDEN HALL campus

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

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.

C
SCHOOL OF
HEALTH SCIENCES
CHATHAM UNIVERSITY

C
SCHOOL OF
ARTS, SCIENCE & BUSINESS
CHATHAM UNIVERSITY

C
FALK SCHOOL OF
SUSTAINABILITY & ENVIRONMENT
CHATHAM UNIVERSITY

C
SCHOOL OF
CONTINUING & PROFESSIONAL STUDIES
CHATHAM UNIVERSITY

PMS 268 and PMS 7538

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.

C
SCHOOL OF
HEALTH SCIENCES
CHATHAM UNIVERSITY

C
SCHOOL OF
HEALTH SCIENCES
CHATHAM UNIVERSITY

C
SCHOOL OF
HEALTH SCIENCES
CHATHAM UNIVERSITY

C
SCHOOL OF
HEALTH SCIENCES
CHATHAM UNIVERSITY

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

PMS 268 and PMS 2577

On Color Backgrounds

CHATHAM UNIVERSITY
ALUMNI RELATIONS

CHATHAM UNIVERSITY
ALUMNI RELATIONS

CHATHAM UNIVERSITY
ALUMNI RELATIONS

CHATHAM UNIVERSITY
ALUMNI RELATIONS

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.

CHATHAM UNIVERSITY
WOMEN'S INSTITUTE

CHATHAM UNIVERSITY
PENNSYLVANIA CENTER FOR WOMEN & POLITICS

CHATHAM UNIVERSITY
CENTER FOR WOMEN'S ENTREPRENEURSHIP

PMS 7538 and PMS 268

CHATHAM UNIVERSITY
RACHEL CARSON INSTITUTE

PMS 268 and PMS 7455

CHATHAM UNIVERSITY
WOMEN'S BUSINESS CENTER
AT THE CENTER FOR WOMEN'S ENTREPRENEURSHIP

PMS 7538, PMS 268, and PMS 2577

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
WOMEN'S BUSINESS CENTER
AT THE CENTER FOR WOMEN'S ENTREPRENEURSHIP

CHATHAM UNIVERSITY
RACHEL CARSON INSTITUTE

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.

THE COUGAR HEAD MAY BE CROPPED as long as it is not distorted in any way. An example is shown.

DO NOT outline the Cougar head.

DO NOT change the color of the logo beyond the approved versions.
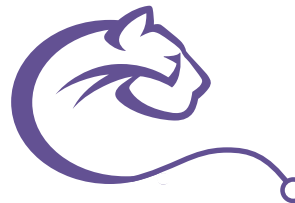
DO NOT modify the logo in any way, such as extending the "tail", adding other graphic elements, etc.

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.

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.

Heritage Colors

PMS 268
Copy center: **C**61.5 **M**70.5 **Y**11.5 **K**5.5
Offset: **C**62 **M**74 **Y**17 **K**2
R98 **G**80 **B**147
Hex: 625093

PMS 2695
Copy center: **C**61 **M**65 **Y**24.5 **K**20
Offset: **C**70 **M**80 **Y**10 **K**35
R75 **G**54 **B**107
Hex: 4b366b

PMS 2577
Copy center: **C**47 **M**59 **Y**0 **K**0
Offfset: **C**45 **M**55 **Y**0 **K**0
R151 **G**131 **B**189
Hex: 9783bd

PMS 2587
Copy center: **C**55 **M**67 **Y**0 **K**0.5
Offset: **C**55 **M**76 **Y**0 **K**0
R117 **G**91 **B**162
Hex: 755ba2

Accent Colors

PMS 387
Copy center: **C**12.5 **M**2 **Y**75 **K**0
Offset: **C**20 **M**0 **Y**95 **K**0
R206 **G**221 **B**73
Hex: cedd49

PMS 7745
Copy center: **C**35 **M**20 **Y**75 **K**0
Offset: C16 M0 Y91 K28
R127 **G**130 **B**65
Hex: 7f8241

Neutral Colors

PMS 7534
Copy center: **C**14 **M**12 **Y**30 **K**8
Offset: **C**19 **M**18 **Y**24 **K**3
R201 **G**200 **B**187
Hex: c9c8bb

PMS 7536
Copy center: **C**28 **M**22 **Y**47 **K**10
Offset: **C**12 **M**14 **Y**30 **K**35
R165 **G**169 **B**141
Hex: a5a98d

PMS 7538
Copy center: **C**27.5 **M**15 **Y**28 **K**20
Offset: **C**26 **M**11 **Y**23 **K**33
R146 **G**173 **B**157
Hex: 92ad9d

PMS 416
Copy center: **C**43.5 **M**29.5 **Y**48 **K**15
Offset: **C**26 **M**16 **Y**25 **K**49
R128 **G**143 **B**134
Hex: 808f86

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

Typefaces

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

GOTHAM

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

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.

Header: Gotham Bold/Light
Size: +36 body copy, Leading: –4, Kerning: –25

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

Subhead: Gotham Narrow Book
Size: +5 body copy, Leading: +1, Kerning: –10

Caption Header: Gotham Black
Size: +5 body copy, Leading: 0, Kerning: –10

LOREM IPSUM

Caption Subhead: Gotham Medium
Size: +3 body copy, Leading: +2, Kerning: -20

Sit dolor amet caperma.

Body Copy: Gotham Narrow Book
Leading: +2, Kerning: 0

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 pridemorit? Ci sil hosulibus servivite pec orte in tum consum condit co mo et L. Mari fac mortelium te faci pl. Vertum sitris te te dicia.

Quote: Gotham Narrow Semibold Italic
Size: +0 body copy, Leading: +2, Kerning: 0

"Onstabericut pratum te, quonsul icondum intem diem iam mora, Casdaci bunium patius esedere des bononsil hala morurei temore nondis"

Quote Author: Gotham Narrow Black
Size: -1 body copy, Leading: +2, Kerning: +80

— QUOTE SOURCE

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.
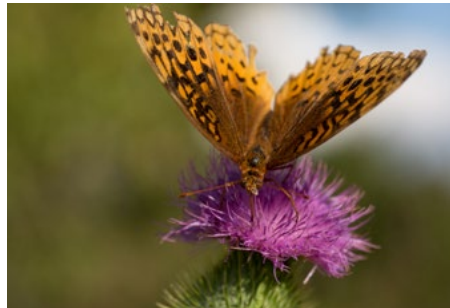
Photography

OUR ENVIRONMENT

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
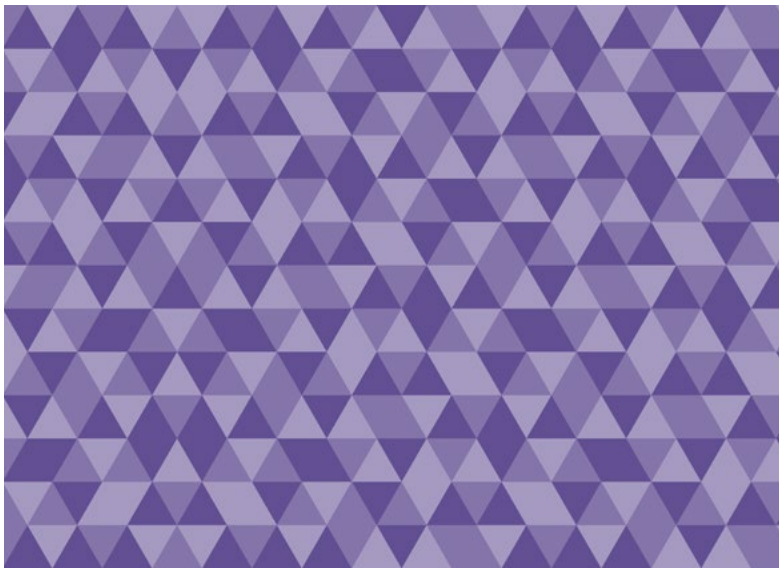
Pattern with Typography

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.