

Colby

Graphics Standards Manual

Office of Communications
September 2024

Introduction

This guide to Colby's visual identity shows how to use the Colby logotype and sub-brand logos, how to combine our logos in lockups, information on our official typefaces, and specifications on color palettes for the College.

The following guidelines have been developed to reinforce the strength of the Colby visual identity. Care should be taken to adhere to the guidelines in all print, interactive, and three-dimensional applications.

Colby Logos



COLBY
ATHLETICS

ColbyArts



GOLDFARB CENTER
FOR PUBLIC AFFAIRS



BUCK LAB
For Climate
and Environment

Colby and Colby sub-brand logos, including departmental logos, athletics, and more, are available for download. Browse colors and various file types at the link below.

[Browse and download logos](#)

Looking to access a specific logo file but are not part of the Colby community? Send an email to request access, and be sure to specify what you plan to use the logo for.

Outside organization: jbutler@colby.edu.
Alumni or parent: rscaduto@colby.edu.

Looking for a specific Colby Athletics team logo? Email dwnoyes@colby.edu.

Colby Logotype

The Colby logotype is a unique typographic mark that displays the Colby name and represents the primary brand of Colby. The Colby logotype always appears in Colby Blue or in white on a solid background. For black-and-white applications, it appears in black.



Color Use

The Colby logotype is always used in Colby Blue on white except as noted below. No other colors may be used for the Colby logotype.

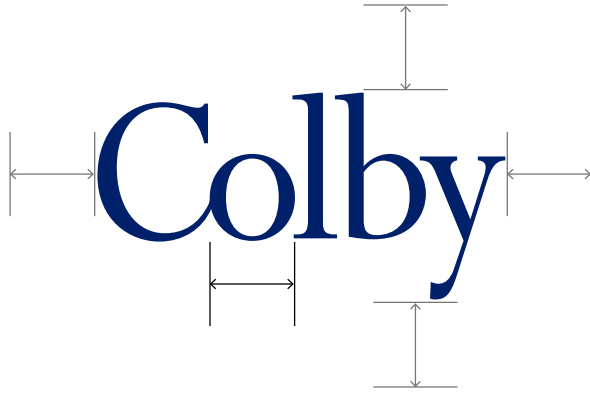
The preferred color for a background in materials that represent the College is Colby Blue, followed by Colby Gray from the Colby color palette. For ColbyArts brand materials, a color from the ColbyArts color palette can be used. Head to our Colors page to learn more.

White can be used over an image or video image if the logotype stands out clearly. The Colby logotype is used in white or black only in a layout that uses a solid color background. The white version of the logotype is used against solid dark colors. The black version of the logotype is used against light colors. For black-and-white (colorless) applications, the logotype appears in black on a white background or white on a black background.

Working with the Colby Logotype

Safe Area

When using the Colby logotype with other elements, a safe area margin equal to the width of the “o” in the logotype should be respected. No graphics or text is allowed inside these margins.



Lockups

Lockups for the Colby logotype paired with most of our sub-brand logos are provided online. Please contact the Office of Communications for availability and more information.



Using the Colby logotype with other branding elements

Besides following the safe area margin, the Colby logotype should not be paired with other logos or taglines unless approved by the Office of Communications.

Minimum size of the logotype

Keep the logotype large enough that the thin parts of the letterforms are easily readable. If possible, a minimum of 1 inch width in print is preferred.

Placement

The preferred placement of the logotype is in the lower right corner or upper left corner of the page for print and online presentations.

For use in videos as a constant mark, the lower right corner is standard. The logotype can also be used in a larger size, centered in the frame as part of the introduction or closing credits. In this case, the logotype should stand alone and not be paired with other brand marks or messaging.

Colby Seal

The Colby seal is the College's historical logo and is no longer used to represent the College. It may not be used in place of the logotype. The seal should only appear as part of the logo/seal unit. This unit, or lockup, is reserved exclusively to represent Colby's most formal occasions: convocation, baccalaureate, and commencement. The seal may not be used as an additional design element screened back to add detail. Any additional usage would need to be approved by the Office of Communications.



Athletics and Recreation

Colby Athletics and Recreation is one of Colby's distinctive sub-brands. The Mule head logo, accompanied by the Colby Athletics text set in the distinctive Vitesse font, is unique within NESCAC and also nationally.



**COLBY
ATHLETICS**



**COLBY
RECREATION**



**COLBY
SKIING**

Each varsity and club team has a complete set of logos for all uses. Colby Recreation and Colby SAAC also have a complete set available from the Office of Communications upon request.

[Request team logos here](#)

Colby Sub-brands

A sub-brand, or "child" brand of the "parent" brand, supports the message and mission of the parent brand and evolves with the parent brand over time.

ColbyArts



**CENTER FOR
SMALL TOWN
JEWISH LIFE**



LINDE PACKMAN LAB
For Biosciences Innovation

When using a sub-brand in a communication piece, include the Colby logotype to connect the sub-brand with the parent (Colby) brand. In turn, the Colby brand is strengthened by the sub-brand, broadening its reach, respect, and standing.

Working with the Colby Logotype (continued)

Creating a Department Lockup

The Colby logotype is the foundation for each department's representation at Colby. The Colby logotype, positioned on the left, with the department name on the right, make up the department lockup. These lockups deviate from the standard safe area described above to reinforce the association between the College and the department..



For a vertical format, the department name appears below the Colby logotype.

Contact the Office of Communications to have a department logo created for print or digital use.

[Submit a logo request](#)

Unauthorized Logos and Alternate Graphics

Graphics or logos not shown on this website are not recognized representations of Colby College. If you have a question relating to the use of a graphic not shown here, please contact the Office of Communications.

Colby Colors

Colby Blue and Primary Colors

Our alumni and students know Colby by its distinctive and vibrant blue that has become synonymous with the College. When used consistently and accurately, this blue says “Colby” without the use of text or imagery, strengthening the impact and authenticity of the brand.

- Colby Blue is the primary color used for all branding, including logos and athletics
- Colby Blue is always used on a white background
- Colby Gray is used for special purposes and as an accent color
- Please avoid combining accent colors directly with Colby Blue in a design or logo

Colby Blue



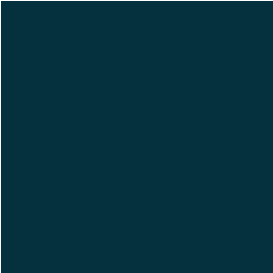
Colby Blue
HEX: #002169
sRGB: 0 33 105
CMYK coated: 100, 72, 0, 18
CMYK uncoated: 100, 87, 1, 27
PMS Solid Coated: 280 C
PMS Solid Uncoated: 281 U

Colby Gray



Colby Gray
HEX: #9EA9B0
sRGB: 158 169 176
CMYK coated: 40, 24, 15, 3
CMYK uncoated: 39, 23, 15, 6
PMS Solid Coated: 7543 C
PMS Solid Uncoated: 7544 U

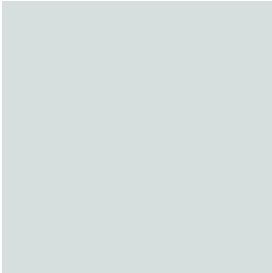
Gray Tones



Blue Black
HEX: #1A2D38
sRGB: 26 45 56
CMYK coated: 100, 58, 21, 92
CMYK uncoated: 74, 56, 26, 63
PMS Solid Coated: 7547 C
PMS Solid Uncoated: 7547 U



Dark Blue-Gray
HEX: #707682
sRGB: 112 118 130
CMYK coated: 53, 34, 22, 10
CMYK uncoated: 39, 23, 15, 6
PMS Solid Coated: 7544 C
PMS Solid Uncoated: 7544 U



Light Blue-Gray
HEX: #DCE4E2
sRGB: 220 228 226
CMYK coated: 10, 3, 0, 0
CMYK uncoated: 9, 2, 0, 0
PMS Solid Coated: 7541 C
PMS Solid Uncoated: 7541 U



Black
HEX: #000000
sRGB: 0 0 0
CMYK 60, 40, 40, 10
PMS Solid Coated: Black C
PMS Solid Uncoated: Black U

Colby Colors

Accent Colors

Accent colors are best used when limited to links or adding touches of bright color to a page.

- Blue-black and blue-gray colors are best for section blocks or toned-down text
- Avoid combining accent colors directly with Colby Blue in a design or logo

Accent Colors



Deep Yellow
HEX: #EEB808
sRGB: 238 184 8
CMYK coated: 0, 22, 100, 0
CMYK uncoated: 0, 9, 100, 0
PMS Solid Coated: 7549 C
PMS Solid Uncoated: 7548 U



Bright Blue
HEX: #5d8EE5
sRGB: 99 144 198
CMYK coated: 69, 34, 0, 0
CMYK uncoated: 70, 39, 0, 0
PMS Solid Coated: 279 C
PMS Solid Uncoated: 279 U

Notification Red

The warm red is limited to use for important messages and message blocks, allowing for important or emergency messaging to stand out. Please do not use it as an accent color.

Notification Red



Notification Red
HEX: #DD3C27
sRGB: 221 60 39
CMYK coated: 0, 95, 100, 0
CMYK uncoated: 0, 85, 100, 0
PMS Solid Coated: PMS 485 C
PMS Solid Uncoated: PMS 485 U

Dare Northward Colors

The Dare Northward brand color palette breaks down into two parts:

- Primary colors: Colby Blue and White
- Secondary colors: Cream, Tan, Teal, and Neon Green

The secondary color palette should be used as accent colors to bring a pop of color to brand communications. Not all secondary colors should be used in combination with one another on a single execution. Ideally, these colors would be used in longer-form pieces to bring a sense of variety to an overall piece.

Primary

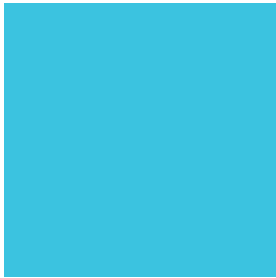


Colby Dark Blue
HEX: 0C2340
sRGB: 12 35 64
CMYK 81, 45, 0, 75



Colby Blue (Digital)
HEX: 002878
sRGB: 0 40 120

Secondary



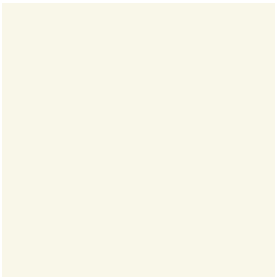
Teal
HEX: 67CBE3
sRGB: 103 203 227
CMYK: 55, 11, 0, 11



Tan
HEX: CA8552
sRGB: 202 133 82
CMYK: 0, 30, 51, 20



Neon Green
HEX: D1F902
sRGB: 209 249 2
CMYK: 16, 0, 99, 2



Cream
HEX: FBF8E9
sRGB: 251 248 233
CMYK: 0, 1, 7, 2

Typefaces

Primary Typefaces

There are two primary typefaces available to all Colby users, a sans serif and serif. These complementary typefaces reflect the Colby brand with a positive, contemporary style. A wide range of weights offer flexibility for digital or print applications. These are variable fonts, a new technology that makes styling easier and more precise for web use and professional print applications such as Adobe InDesign. Libre Franklin and Literata are available for download through Google Fonts.

Sans Serif

Libre Franklin is our primary sans-serif typeface. Libre Franklin has a slightly rounder finish and is optimized for digital use while offering excellent readability at all sizes in print materials. It is replacing Franklin Gothic for the general Colby user.

Libre Franklin can be used as the main font for headlines, body copy, and captions for print, web, and social media communications. A wide range of weights are available. Colby recommends using Libre Franklin in font weights Thin, Light, Regular, Bold, and Black.

Libre Franklin

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
@#\$%&!?)

Recommended Font Weights

Thin
Thin Italic
Light
Light Italic
Regular
Regular Italic
Bold
Bold Italic
Black
Black Italic

Typefaces

Serif

Literata is our primary serif typeface. Literata works well in combination with Libre Franklin. The typeface is slightly condensed, making it efficient for large bodies of text. Literata is also useful for adding style and differentiation to digital and print materials when a more formal look is appropriate, such as for the Board of Trustees. It is replacing Janson Text for the general Colby user.

Google funded the development of Literata in collaboration with a number of international design experts. It offers a number of stylistic and technical advantages. Literata features a wonderful upright italic, which is very easy to read. It is a variable font and is optimized for digital and print applications.

Literata

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
@#\$%&!()?()

Recommended Font Weights

Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic

Special Use Typefaces

For signage designs using large type sizes, as well as for print pieces with large amounts of text such as pamphlets or magazines, ITC Franklin Gothic LT Pro is recommended as a replacement for Libre Franklin. A wide variety of font styles are available, including condensed versions. ITC Franklin Gothic requires licensing. Contact the Office of Communications for more information on purchasing requirements.

ITC Franklin Gothic LT Pro

Recommended Font Weights

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
@#\$%&!?!()

Book
Book Italic
Medium
Medium Italic
Demi
Demi Italic
Heavy
Heavy Italic
Book Condensed
Book Condensed Italic
Medium Condensed
Medium Condensed Italic
Demi Condensed
Demi Condensed Italic

Download Our Primary Typefaces

Both fonts are easily accessible through Google Fonts:

[Libre Franklin](#)

[Literata](#)

Consistent use of these typefaces help reinforce Colby's brand identity. Please contact the Office of Communications for more information regarding use of typefaces for Colby digital and print materials.

Alternative Typefaces

When Libre Franklin is not available, please use the san serif typefaces Arial or Helvetica. When the serif Literata cannot be used, Times New Roman is recommended. These fonts are preinstalled on Apple and Windows computers.

Expanded Language Support

Libre Franklin and Literata support multiple languages. If support is needed for additional languages, please contact ITS. If necessary, Noto Fonts can be used as an additional resource to the primary typefaces, not as a replacement. Noto Fonts can be used for all digital and print applications.

Athletics and Recreation Typeface

Athletics and Recreation uses Vitesse, a slab serif typeface selected specifically to represent their sub-brand and to be used in their communications. Vitesse is for Athletics and Recreation only and may not be used for any other College communications.

Vitesse

Recommended Font Weights

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
@#\$%&!?!()

Book
Bold

Dare Northward

The two main typefaces used for the Dare Northward are Victor Serif and Swiss 721. Victor was chosen to bring a more elevated and refined feel to the brand to support Colby's position as a leader. Swiss 721 was selected for its more workman-like quality, which supports Colby's culture of getting things done.

Please contact the College's Advancement Office for font usage information and files:

Rebekah Scaduto, Director of Advancement Marketing and Communications:
rscaduto@colby.edu | 207-859-4382

Swiss 721 BT

Recommended Font Weights

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
@#\$%&!?!()

Regular
Italic
Medium
Medium Italic
Bold
Bold Italic
Heavy
Heavy Italic

Victor Serif

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
@#\$%&!?!()

Recommended Font Weights

Thin
Thin Italic
Regular
Italic
Medium
Bold
Bold Italic