



AGNES  
SCOTT  
C O L L E G E

BRAND  
GUIDELINES

10/27/2017

# OUR LOGO

**Icon.** Our symbol is an abstract Gothic window. Giving this iconic campus feature a more unconventional and minimalist style portrays Agnes Scott as progressive while acknowledging our traditional heritage.



AGNES SCOTT  
COLLEGE

PMS 511 and PMS 4485 on White

**Wordmark.** Our wordmark uses a classic serif font to present Agnes Scott as a solid, serious institution. The all-caps typeface with the extended crossbar of the G in “Agnes” and missing serifs of the T’s in “Scott” makes the wordmark distinctive and proprietary.



**Options.** Depending upon space available, there is a stacked version of our logo as well. The two can be used interchangeably depending upon the user’s needs.



The institutional logo can also be used in white. *Shown reversed out of PMS 511 and PMS 4485.*



# OUR SUB BRAND

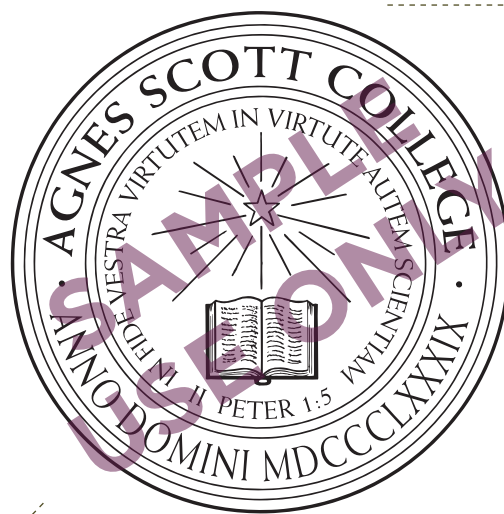


**Configurations.** The college recognizes the need for various units to be identified and has thus created guidelines for incorporating the names of academic departments, administrative offices, centers and programs into the Agnes Scott sub-brand wordmark. Similar to the institutional logo, the sub-brand offers horizontal and vertical layouts, giving the user greater flexibility in usage.

To ensure consistency in the creation of these custom wordmarks, you should request an Agnes Scott wordmark for your unit by emailing a request to [brand@agnesscott.edu](mailto:brand@agnesscott.edu).

# OUR SEAL

**Motto.** The Agnes Scott College seal bears the motto of the college from II Peter 1:5: “Now add to your faith virtue; and to virtue knowledge.”



## Usage.

The seal is to be used only for official college documents and occasions. The seal shown here is watermarked as an example only and is not intended for any use. To discuss use of the seal, please email [brand@agnesscott.edu](mailto:brand@agnesscott.edu).

Plantin Light

abcdefghijklmnopqrstuvwxy z1234567890

abcdefghijklmnopqrstuvwxy z1234567890

Gotham Light



**Primary Fonts.**

The two approved type families for the Agnes Scott brand are Plantin and Gotham. They are available through the Office of Marketing and Public Relations. To request these fonts for use in college materials, please email [brand@agnesscott.edu](mailto:brand@agnesscott.edu).

*Note: If your department does not have the budget to purchase Plantin and Gotham, you may substitute Adobe Garamond and Trebuchet MS respectively. Both fonts are available on most computers.*

OUR

FONTS

# OUR FONTS

Continued

ABCDEFGH  
IJKLMNOP  
OPQRSTU  
VWXYZ  
12345678  
90!@#\$\$%

Plantin Light

ABCDEFGH  
IJKLMNOP  
OPQRSTU  
VWXYZ  
12345678  
90!@#\$\$%

Plantin Regular

ABCDEFGH  
IJKLMNOP  
OPQRSTU  
VWXYZ  
12345678  
90!@#\$\$%

Plantin Bold

*ABCDEFGH  
HIJKLMNOP  
OPQRSTU  
VWXYZ  
12345678  
90!@#\$\$%*

Plantin Light Italic

*ABCDEFGH  
HIJKLMNOP  
OPQRSTU  
VWXYZ  
12345678  
90!@#\$\$%*

Plantin Regular Italic

***ABCDEFGH  
HIJKLMNOP  
OPQRSTU  
VWXYZ  
12345678  
90!@#\$\$%***

Plantin Bold Italic

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**Font Usage.** The Plantin family of fonts should in most cases be used with large amounts of “body copy.” The more traditional use of the Gotham family of fonts are as headlines and subheads. These are general guidelines and can be revised to fit your particular needs.

ABCDEFGH  
IJKLMNOP  
OPQRSTU  
VWXYZ  
12345678  
90!@#\$\$%

Gotham Light

ABCDEFGH  
IJKLMNOP  
OPQRSTU  
VWXYZ  
12345678  
90!@#\$\$%

Gotham Book

**ABCDEFGH  
IJKLMNOP  
OPQRSTU  
VWXYZ  
12345678  
90!@#\$\$%**

Gotham Bold

*ABCDEFGH  
IJKLMNOP  
OPQRSTU  
VWXYZ  
12345678  
90!@#\$\$%*

Gotham Light Italic

*ABCDEFGH  
IJKLMNOP  
OPQRSTU  
VWXYZ  
12345678  
90!@#\$\$%*

Gotham Book Italic

***ABCDEFGH  
IJKLMNOP  
OPQRSTU  
VWXYZ  
12345678  
90!@#\$\$%***

Gotham Bold Italic

## Secondary

**Fonts.** Trebuchet MS and Adobe Garamond are the two approved secondary fonts. If your department does not have the budget to purchase Plantin and Gotham, you may substitute their use with our secondary fonts. Trebuchet and Garamond are preloaded on to all of the college's computers and require no extra purchase. We recommend these fonts for use in email marketing, Word documents, PowerPoint, etc.

ABCDEFGH  
IJKLMNOP  
OPQRSTU  
VWXYZ  
12345678  
90!@#\$\$%

Trebuchet MS

ABCDEFGH  
IJKLMNOP  
OPQRSTU  
VWXYZ  
12345678  
90!@#\$\$%

Adobe Garamond



# OUR COLOR PALETTE

**Primary Colors.** PMS 511, PMS 4485 and PMS 448 are Agnes Scott's primary colors. These three colors are to be most often used in official printed material for the college.

PMS  
511

CMYK 50 99 9 59  
RGB 97 44 81  
HEX 612C51

PMS  
4485

CMYK 24 42 91 75  
RGB 97 79 37  
HEX 614F25

PMS  
448

CMYK 33 43 80 82  
RGB 74 65 42  
HEX 4A412A

**Usage.** The purple is the primary college color; the other two colors should be used only as accents.

## Secondary Colors.

The bright and lively colors in this palette provide a layer of excitement to designs, but the overall look and feel must retain the Agnes Scott brand identity of its primary colors.



PMS  
130

CMYK 0 32 100 0  
RGB 242 169 0  
HEX F2A900



PMS  
645

CMYK 56 21 2 8  
RGB 125 161 196  
HEX 7DA1C4



PMS  
442

CMYK 25 7 19 20  
RGB 162 172 171  
HEX A2ACAB



PMS  
5783

CMYK 24 8 41 19  
RGB 163 170 131  
HEX A3AA83

**Usage.** This palette was created to give you broader artistic freedom. These should only be used as accents to the primary colors—never in place of them. Secondary colors should be used in less than 50 percent of the whole palette for one piece.

**Exclusive Colors.** These colors are exclusive to the individual offices and/or campaigns listed below and may not be used by the general campus community.

## ADMISSION MARKETING



CMYK 7 1 89 10  
RGB 215 200 38  
HEX D7C826

## SUMMIT



CMYK 0 66 100 0  
RGB 229 114 0  
HEX E57200



CMYK 67 2 0 0  
RGB 65 182 230  
HEX 41B6E6



CMYK 2 100 85 6  
RGB 200 16 46  
HEX C8102E



CMYK 65 0 100 0  
RGB 120 190 32  
HEX 78BE20

# OUR PHOTOGRAPHY STYLE

**Imagery.** Things to consider when selecting your photographs include technical details such as resolution, color and crop, as well as storytelling for your particular audience. The college encourages photos that showcase authentic experiences and capture the beauty of the Agnes Scott community.

