The Brand Book
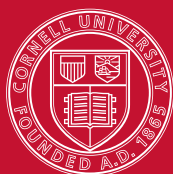
Standards and Guidelines

Cornell University

Some people talk about brand and refer to slogans and logos. But, it's so much more.

Our brand is a reflection of everything we do and say, everything we print and broadcast.

It speaks to the satisfaction and emotional connection we provide to our stakeholders.

It's how we all talk about Cornell, and what a special place it is, to our neighbors, friends and visitors to campus. It's the message we send to prospective students and their parents through our marketing materials. It's the high quality and rigor that our faculty deliver in our classrooms and the leading work we do to help solve global problems.

What is the Cornell brand?

Why is it so important for us to articulate the Cornell University brand? Establishing and communicating a clear and compelling brand helps people associate the Cornell name with credibility and quality. In this electronic media age, when managing perceptions is especially challenging, we must assert our brand to define our place in the world and to lead for the long term. This book highlights a few of the key components important to the Cornell brand. It includes messaging we can rally around and use to communicate consistently with others about Cornell and who we are as we head to our 150th anniversary in 2015—and beyond. You'll also find updated visual identity guidelines for print, web, and other multimedia.

Help Cornell continue building its brand and a global reputation for excellence by following the guidelines presented in this brand book.

If you have questions about Cornell University's brand and information in this brand book, please contact Mike Powers, ffp1@cornell.edu, in University Communications.
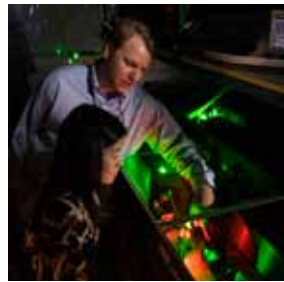
The brand is **you**, and it's all of us. It's what Cornell stands for, which sets us apart.

Contents

The Essence of Cornell

Cornell is a community of scholars, known for intellectual rigor and engaged in deep and broad research, teaching tomorrow's thought leaders to think otherwise, care for others, and create and disseminate knowledge with a public purpose.

Key Elements

1 Outstanding, accessible faculty

Fully engaged in the process of discovery, Cornell's faculty does pioneering research that influences numerous areas of knowledge. In an unusually collaborative culture, faculty members often work in multidisciplinary teams across departments, colleges and schools. Accessible and dedicated teachers, they provide insight and inspiration that change students' lives.

2 Unmatched breadth and depth

Cornell has created a culture of broad and deep inquiry within its 14 colleges and schools—eleven in Ithaca (seven undergraduate and four graduate and professional), two in New York City, and one in Doha. CornellNYC Tech, an applied sciences and technology campus in New York City, is in the planning stages. In Cornell's rich academic environment, students can do in-depth study within their major field and have access to an extraordinary range of courses and experiences.

3 Intellectual rigor, theoretical and applied

A Cornell education is challenging and intense. Students push themselves as well as the boundaries of their fields of study. They get exposure to new technologies and ideas, within a dynamic mix of theoretical and applied studies, so they are able to envision—and apply—new solutions to complex problems.

4 Direct impact, local and global

Cornell's faculty and students view the world's major issues as their own challenges. Every day, through Cornell's academic and service programs, they drive change by developing new sustainable energy, agriculture and materials research; advancing animal and human health and well-being; preventing disease; leading positive economic development; finding solutions for intractable social problems like poverty and hunger; and strengthening communities through education and outreach. Their work improves the lives of people within New York State and across the planet.

5 Commitment to inclusivity

Since its beginnings in 1865, Cornell's vision of higher education has been uniquely practical and egalitarian. All forms of knowledge are explored. All people are welcome, regardless of their background or circumstance. In fact, Cornell was one of the first institutions to admit female students and people of color. This spirit of inclusivity continues to inform all that we do as we move into the future.

6 Special place

Cornell has all the facilities one would expect in an Ivy League university: historic and modern buildings, new and expertly renovated facilities for contemporary research, all developed with attention to academic collaboration and environmental responsibility. What's unexpected is the feeling of the place. Part of it is the dramatic setting: high on a hill above Cayuga Lake, amid picturesque gorges and gardens. The other part is the traditions and history. For those who have been here, this all creates a special place in our lives for Cornell.

7 Vibrant community

At Cornell, we live and work close together, often within walking distance, in a small city marked by cultural and intellectual diversity. This environment promotes discourse and respects differences of opinion, creating a sense of interconnectedness. Attracting the best and the brightest, it is a highly valued, caring community where students, faculty and staff form bonds that last a lifetime.

Cornell Logo

Insignia   Logotype

Cornell University
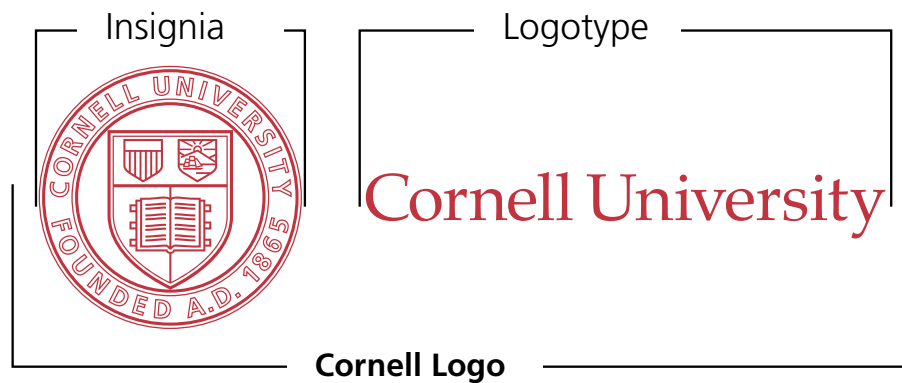
Cornell Logo

The "Cornell University" logotype is always used with the round insignia. (In the logotype, the word "Cornell" is always used with the word "University.")

Basic Guidelines for Use of the Cornell Logo and Name

The Cornell logo should appear prominently in all communication materials created by the university and its units.

To accommodate the technical needs of various media, there are several official versions of the Cornell logo—one for use in print applications; one for use in screen applications—web, mobile devices, video broadcast, and electronic presentations; and one (including licensing regulations) for use in merchandising applications such as apparel.

In all applications, the logo should be reproduced at a size that maintains the integrity of the mark and yields clean and legible lettering and art detail. The minimum size for the insignia of the logo in most applications is 7/8-inch diameter. There must be sufficient space around the logo to make it stand apart from other visual elements. Text, headlines, photographs, or illustrations should never be closer to the logo than one-quarter the diameter of the insignia.

When appropriate, logos of non-Cornell partner institutions—for example funding or research partners—may also be included in Cornell communication materials, as long as the Cornell logo's safety area is maintained.

Please do not attempt to create art for the Cornell logo, insignia, or logotype for any application. Download the art from the Cornell University web site: www.cornellbrand.cornell.edu

In using the name of the university—in any and all media—use "Cornell University" on first reference, and "Cornell" on second reference. Always use these formal, official versions of the university name; never use "CU."

Using the Motto

The university motto—first spoken by Ezra Cornell on October 7, 1868 at the official dedication of Cornell University and the inauguration of its first president, Andrew Dickson White—can be used as a complete statement:

"I would found an institution where any person can find instruction in any study."

or

in an abbreviated form, which should be punctuated exactly as shown:

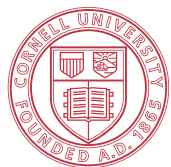**"… any person … any study."**

Misuse of the Motto

"any person, any study."   **"Any person, any study . . ."**
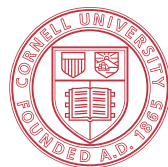
"Any person – any study."   **"Any person. Any study."**
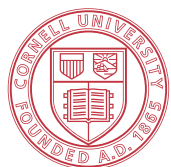
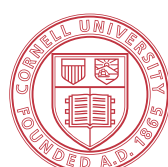## Misuse of the Cornell logo

CORNELL

Do not use all caps.

CORNELL

Do not use small caps.

Cornell

Do not add letterspacing.

Cornell

Do not tighten letterspacing.

Cornell

Do not set the Cornell logotype in
any secondary typeface.

Cornell

Do not substitute another typeface for Palatino.
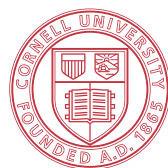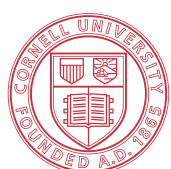
Cornell University

Do not use two different type sizes.
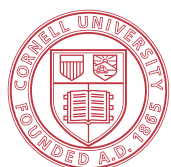
Cornell
University

Do not stack "Cornell University."

Cornell
University

Do not center the logotype.
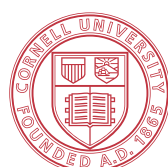
Cornell U or CU

Do not abbreviate.

- A signature lockup is the combination of the Cornell logo and the name of a specific college/school of the university.

- In print communications, signature lockups are only to be used on stationery and business cards.

- In the primary style of the signature lockup, the first line is "Cornell University" (initial caps only). The second line is the name of the major academic unit (school/college) in initial caps only. Note that the unit descriptor, such as "School" or "College," is included.

- Units should only use one style of signature lockup in their communications.
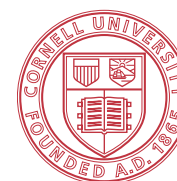
Cornell University
College of Agriculture and Life Sciences
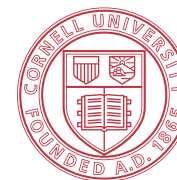
Cornell University
College of Arts and Sciences

Alternate Style of Signature Lockup

- In the alternate style of the signature lockup, the first line is the name of the major academic unit (school/college) in all caps. (Note that unit descriptors such as "School" or "College" are not included.) The second line is "Cornell University" (initial caps only).

- To order this style of signature file, please contact the Office of the Vice President for University Communications.
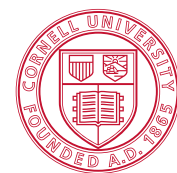
JOHNSON
Cornell University
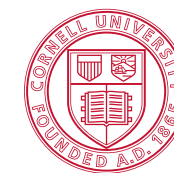
WEILL
Cornell University

Secondary graphic elements are sometimes used to illustrate themes related to the content of a communication. If secondary graphics are used, they must not diminish the visual impact of the Cornell logo or interfere with its integrity; they must not be secondary logos.

- On the web, mobile devices, and electronic presentations— any secondary graphic must appear below the Cornell banner.

- In print, secondary graphics can be used only on inside pages or the back cover of the communication material.

A web page that successfully uses a secondary graphic for sustainability.

Cornell occasionally develops affiliations with organizations that are not part of the university but still use the Cornell name. This treatment acknowledges the affiliate relationship yet is sufficiently different from the rest of the Cornell visual identity system to differentiate it from the university's academic units.

Cornell University Veterinary Specialists

Dan Gurvich
Hospital Administrator & CFO
880 Canal Street
Stamford, CT 06902
c. 617-501-6182
f. 888-803-1674
daniel.gurvich@cornell.edu

Cornell University Veterinary Specialists

Dan Gurvich
Hospital Administrator & CFO
880 Canal Street
Stamford, CT 06902
c. 617-501-6182
f. 888-803-1674
daniel.gurvich@cornell.edu

Stationery

- The Cornell logo must be used on all university stationery items: letterhead, envelopes, business cards, etc.
- The Cornell logo may never be used so small that its insignia is less than 7/8-inch in diameter.
- The logo used in stationery may include a signature lockup with the name of the college/school only.

Cornell University
College of Arts and Sciences

Department of Theatre, Film and Dance
Schwartz Center for the Performing Arts
430 College Avenue
Ithaca, New York 14853-XXXX
t. 607.254.2700
f. 607.254.2733

Date

Secondary Unit - Palatino Bold 9 pt type with 10 pt leading and 2 pt paragraph space after.

Name of Addressee
Company Name
Address
City, State, Zip

Tertiary Unit - Palatino 9 pt type with 10 pt leading and 2 pt paragraph space after.

Address - Palatino 9 pt type with 10 pt leading.

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design. The typeface used is the system font Times New Roman (PC) and Times (Macintosh) at 11 pt (on 13 pt leading).

The date is top-aligned at 3 inches from the top edge of the page and 1.375 inches from the left edge, thus setting the margin for the entire letter. The name of the addressee is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the name of the addressee. The salutation appears two spaces below the address.

The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 6.375 inches.

A double space separates the body of the letter from the complimentary close, with at least four spaces to the name of the sender and the title.

Complimentary close,

Name of sender
Title

CC/cc

Cornell University
College of Arts and Sciences

224 Schwartz Center for the Performing Arts, Ithaca, New York 14853-4203

Cornell University is an equal opportunity, affirmative action educator and employer.

Donald R. Viands
Associate Dean and Director
of Academic Programs

Cornell University
College of Agriculture
and Life Sciences

Office of Academic Programs
140 Roberts Hall
Ithaca, NY 14853-4203
t. 607.255.3081 h.607.123.4567
c. 607.123.4567 f. 607.123.4567
e. drv3@cornell.edu
www.oap.cals.cornell.edu

...nt of Theatre, Film and Dance

6.25"

Typography

Typography was selected to complement but not diminish the Cornell logo.

Open type fonts can be used cross-platform (Mac and PC).

Serif fonts
(A serif is a small stroke projecting from the main stroke of a character.) Highly readable, serif fonts are suitable for a number of different applications from invitations to books, especially those with running text or those that need a formal style.

Palatino, Cornell's primary typeface, is a modern classic serif font with a large font family available in a wide range of weights.

Sans serif fonts (without a serif)
Highly readable in small text sizes, sans serif fonts are useful where the content is not predominantly running text, such as on displays and posters.

Frutiger, Cornell's secondary typeface, is a sans serif font with organic and clean lines, easily legible. Its large font family is available in a wide range of weights.

Palatino Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;?!@#$%^&*( )=+

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus blandit elit eu orci bibendum vehicula. Aliquam vitae nisi turpis, quis sagittis turpis. Integer interdum, lorem id dignissim tincidunt, diam dui vestibulum lorem, eget cursus elit leo malesuada augue.

Palatino Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;?!@#$%^&( )=+*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus blandit elit eu orci bibendum vehicula. Aliquam vitae nisi turpis, quis sagittis turpis. Integer interdum, lorem id dignissim tincidunt, diam dui vestibulum lorem, eget cursus elit leo malesuada augue.

Palatino Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;?!@#$%^&*( )=+

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus blandit elit eu orci bibendum vehicula. Aliquam vitae nisi turpis, quis sagittis turpis. Integer interdum, lorem id dignissim tincidunt, diam dui vestibulum lorem, eget cursus elit leo malesuada augue.

Palatino Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;?!@#$%^&*( )=+

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus blandit elit eu orci bibendum vehicula. Aliquam vitae nisi turpis, quis sagittis turpis. Integer interdum, lorem id dignissim tincidunt, diam dui vestibulum lorem, eget cursus elit leo malesuada augue.

45 Frutiger Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;?!@#$%^&*( )=+

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus blandit elit eu orci bibendum vehicula. Aliquam vitae nisi turpis, quis sagittis turpis. Integer interdum, lorem id dignissim tincidunt, diam dui vestibulum lorem, eget cursus elit leo malesuada augue.

55 Frutiger Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;?!@#$%^&*( )=+

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus blandit elit eu orci bibendum vehicula. Aliquam vitae nisi turpis, quis sagittis turpis. Integer interdum, lorem id dignissim tincidunt, diam dui vestibulum lorem, eget cursus elit leo malesuada augue.

65 Frutiger Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;?!@#$%^&*( )=+

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus blandit elit eu orci bibendum vehicula. Aliquam vitae nisi turpis, quis sagittis turpis. Integer interdum, lorem id dignissim tincidunt, diam dui vestibulum lorem, eget cursus elit leo malesuada augue.

75 Frutiger Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;?!@#$%^&*( )=+

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus blandit elit eu orci bibendum vehicula. Aliquam vitae nisi turpis, quis sagittis turpis. Integer interdum, lorem id dignissim tincidunt, diam dui vestibulum lorem, eget cursus elit leo malesuada augue.

Color

Primary Color Palette

The color red is associated with energy, strength, and power. Cornell's first association with red was the red felt banner holding cut-out white letters spelling "Cornell University" used during the October 7, 1868 inauguration of the university and its first president, Andrew Dickson White.
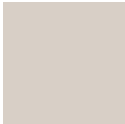
Secondary Color Palette

Selected to complement Cornell red, the colors in the secondary palette allow broad artistic freedom.

Primary Color Palette

Color	Swatch	PMS	4-color process
Red		#187	C0 M100 Y79 K20
White		–	–
Grey		#Cool Grey 11	C48 M36 Y24 K66

Secondary Color Palette

#403	warm grey 3	#5635	#5845
#7458	#7493	#7462	#7463
#032	#144	#369	process blue

Color names provided are PMS (Pantone Match System) numbers.

Photography

Photography has a powerful impact on Cornell's audiences. It provides viewers with a quick and distinctive impression of the university and is a critical element in telling its stories. Maintaining high standards and using photographs that support the Cornell brand reflects the excellence of the university.

- Professional photography should be used as often as possible. This is particularly important for external communications. Web sites and print materials should be created by professional designers familiar with the proper use of photography.

- All photographs should be printed at 300 dpi at the actual size. Do not increase the size of digital images as this can cause the image to be distorted.

Cornell's Office of University Photography provides both location and studio photography and maintains an extensive database of images that are available to the Cornell community. It also provides digital asset management services and the names and contact information for free-lance photographers.

Contact University Photography at univcomm.cornell.edu/photography or 607.255.7675.
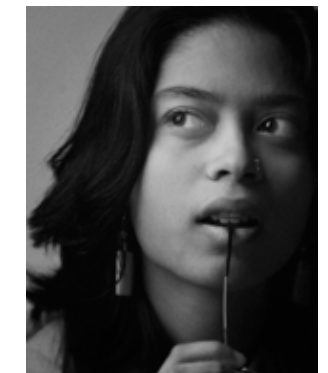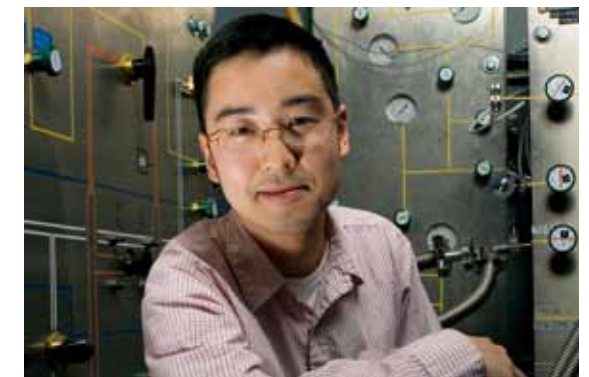
Video

Video has become an affordable, easy-to-produce tool that can convey your message and encourage action on the part of your audience. It combines writing, voiceover, design, typography, still images, film, music, and more. Video can reach large audiences—placed on the web, a video has an almost limitless audience.

- Any video that is created by your unit should identify your unit as a part of Cornell University. The following guidelines about use of a video bug, video bumper, and audio intro will help you brand any video you produce. (These guidelines are optional for those units that may have established video style standards.)

- Production standards are critically important to the creation of video that delivers the desired impact. Without them, the ease of producing video can result in amateurish, poorly edited, and poorly produced products that can act to the detriment of your message. For questions about video style and formats, contact the Video Production Group in University Communications/Marketing at 607.255.8162.

Video Bug

The video bug for Cornell video materials is a ghosted Cornell insignia with a drop-shadow.

- Use the downloadable graphic of the video bug provided at cornellbrand.cornell.edu.

- Position the bug in the lower right of every frame throughout the video.

- The video bug isn't required if the university name or insignia is visible during a portion of the video. For example, the Cornell insignia might appear on a lectern or "Cornell University" might appear in an identifying line of type across the bottom of the frame.

Video Bumper and Audio Intro

Cornell videos use standard bumpers to identify the institution.

- The bumper includes the Cornell logo (web version), shown in white on a solid black background.

- An opening bumper fades in (3 seconds) at the beginning of the video.

- Opening titles, all content, and credits appear after the opening bumper.

- A closing bumper fades out (3 seconds) at the end of the video.

Cornell videos also use standard audio intros to identify the institution.

- Cornell University—version A example:
  "This is a production of Cornell University."

- Cornell University/School or College—version B example:
  "This program is brought to you by Cornell University's College of Human Ecology."

Print Communications

Every day, all around the world, thousands of people see communication materials from Cornell University, and many of these are in printed formats: correspondence, brochures, reports, magazines, newsletters, books, exhibits, event materials, posters, advertisements, forms and applications, and more. Each and every one of these materials represents the university. The logo guidelines unify our communications and help them make a clear and strong impression.

While the university provides brand guidelines and encourages their adoption by its individual colleges, schools, and other entities, it does not require that each guideline be followed, beyond the minimum threshold of logo use. This book is meant to complement, with some flexibility, college and unit brand guidelines that accomplish more specific goals.

Cornell University does not require a universal editorial style; instead, colleges and units may use their preferred style guide. Communicators should take care to avoid using "shop talk" in external communications. For example, the term "contract college" is not readily understood outside the university.

Basic Guidelines for Use of the Cornell Logo in Print

- Use the Cornell logo (print version) on the front of all printed materials published by the university and its units.

- Do not use the stand-alone insignia (without the "Cornell University" logotype).

- Print the logo only in red (PMS 187), white, or black, as provided in the downloadable files; no drop shadows; no color behind the circle of the insignia unless the color is part of an overall background; no exceptions.
  — Size the logo so that its insignia is 7/8-inch in diameter.
  — Position the logo at the bottom of the front page, centered horizontally, with the insignia 1/8-inch above the bottom edge of the page.
  — Design the page so that the words and details of the logo are clearly legible.

- *Option* (especially useful in designs in which a background image would interfere with the legibility of the logo): place the white logo atop a bar of solid red (PMS 187) or one of the other colors in Cornell's primary color palette. The bar should measure 1-1/8-inches deep and bleed off the left and right edges and bottom of the page. Position the logo so that the insignia is 1/8-inch from the upper and lower edges of the red bar.

- Do not use the Cornell logo more than once in a print communication material. (Don't use the logo on the back cover, the mailing panel, or an inside page.)
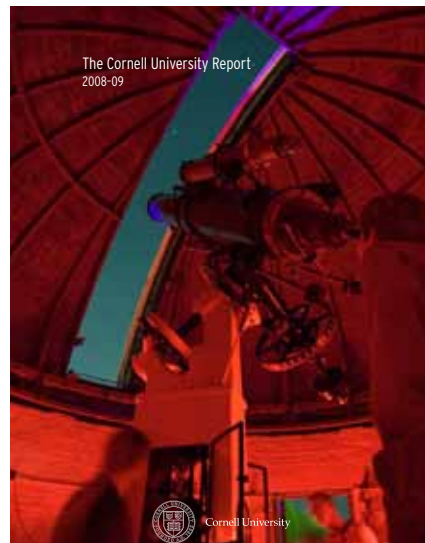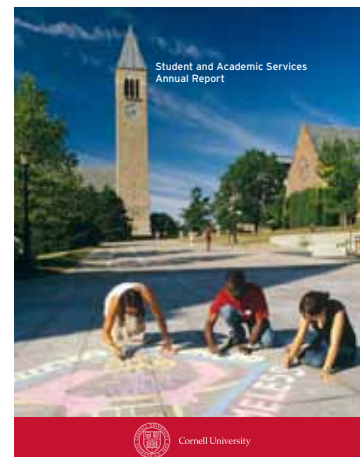
Logo does not read on photo above.

Solution: the red bar is added.
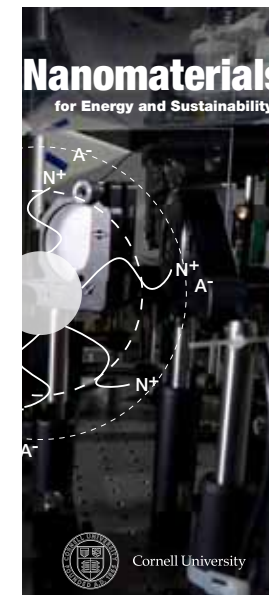
Successful logo treatments, with and without the red bar.

Successful logo treatment.
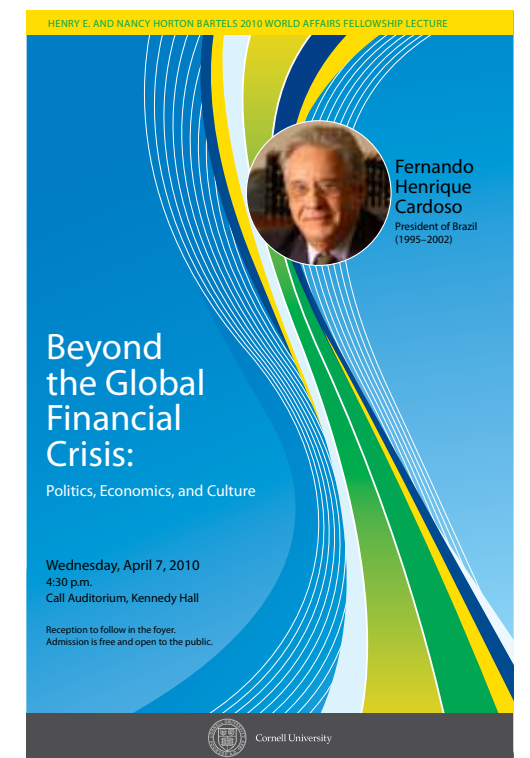
The grey bar is added to assure legibility of the logo.

Full-Page Advertisements

- Use the Cornell logo (print version).

- Position the logo at the bottom of the page, centered horizontally, with the insignia 1/8-inch above the bottom edge of the page.

- Print the logo only in red (PMS 187), white, or black; no exceptions.

- Size the logo so that its insignia is 7/8-inch in diameter.

- Design the page so that the words and details of the logo/insignia are clearly legible.

A full-page ad successfully uses the Cornell logo.

Advertisements Less Than Full-Page Size

- Use the stand-alone Cornell insignia (print version).

- Position the insignia in the bottom left of the advertisement.

- Print the insignia only in red (PMS 187), white, or black; no exceptions.

- Size the insignia at 7/8-inch in diameter.

- Design the advertisement so that the words and details of the insignia are clearly legible.
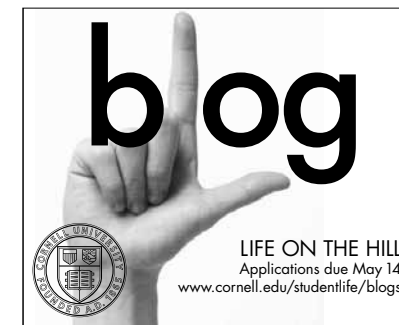
Ads less than a full page in size with the stand-alone insignia.

- Use the stand-alone Cornell insignia (print version).

- Size the insignia at 7/8-inch in diameter.

- Print the insignia only in red (PMS 187), white, or black; no exceptions.

- Position the insignia in the bottom left of the front of the communication, with the insignia 1/8-inch above the bottom edge of the page. (Don't repeat the insignia or logo on the back or mailing panel.)

- Design the material so that the words and details of the insignia are clearly legible.

Postcard treatments.
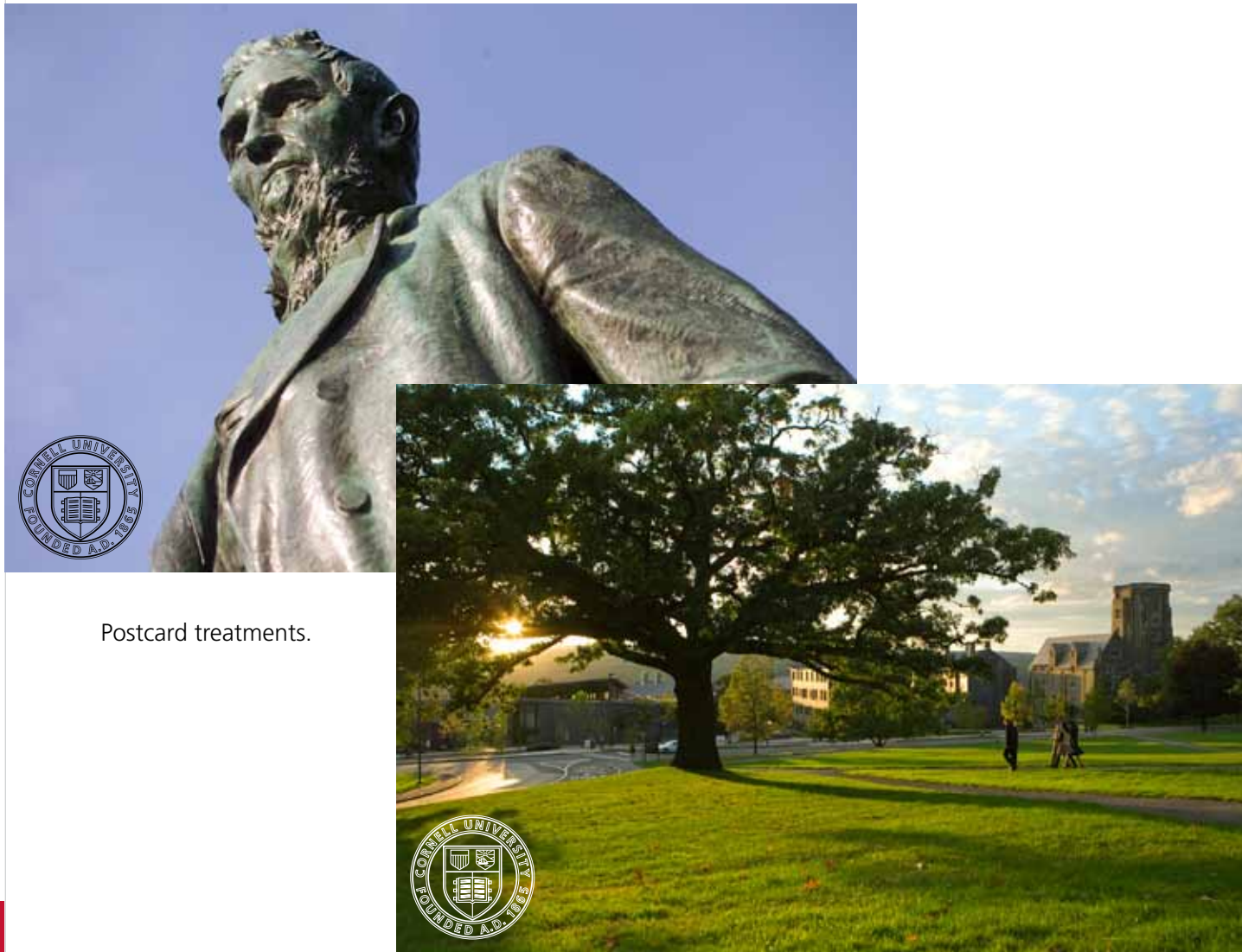
The enlarged Cornell insignia can be used as a secondary graphic—but only in addition to the Cornell logo, which must appear at the bottom center of the layout.

- Position the insignia on the page as best fits the design

- If the insignia is cropped to bleed off the page, it should be positioned in the right bottom corner of the page, and it must be cropped so that the outer ring of the insignia includes "Cornell Univ," at minimum.

THE CASE FOR CORNELL 2010 – 11

"I would found an institution where any person can find instruction in any study."

EZRA CORNELL, 1868

Cornell University

Logo overlays secondary graphic of the enlarged, cropped insignia.

Electronic Media

Electronic media is ubiquitous in modern communications, spanning the gamut from Keynote presentations, to e-newsletters, to websites and beyond. As platforms continue to expand and develop, it becomes critical for Cornell's brand to be represented in a consistent manner.

All versions of the logo that are approved for use in electronic media are available for download at cornellbrand.cornell.edu

Logo Treatment in Electronic Presentations

- You may use the electronic presentation templates provided at cornellbrand.cornell.edu, but they are not required.
- Do not change the size, color, or position of the logo or its red background (first slide) or red bar (all following slides).
- Below the red bar, design the presentation as you wish.

Slide templates for PowerPoint, Keynote, and similar presentation software.

- Above the content of the newsletter, place a 45-pixel version of the web banner, sized at 600 pixels in width, with a white Cornell logo in the left side and a white "Search Cornell" link in the right side of the banner. (Download the file at cornellbrand.cornell.edu.) No unit name (college/school, division, or other unit) may appear in the banner.

- Centered and positioned just above the red banner. include a "View this email in a browser" link.

- All space below the banner can be used for the unit's name and the title/content of the newsletter.
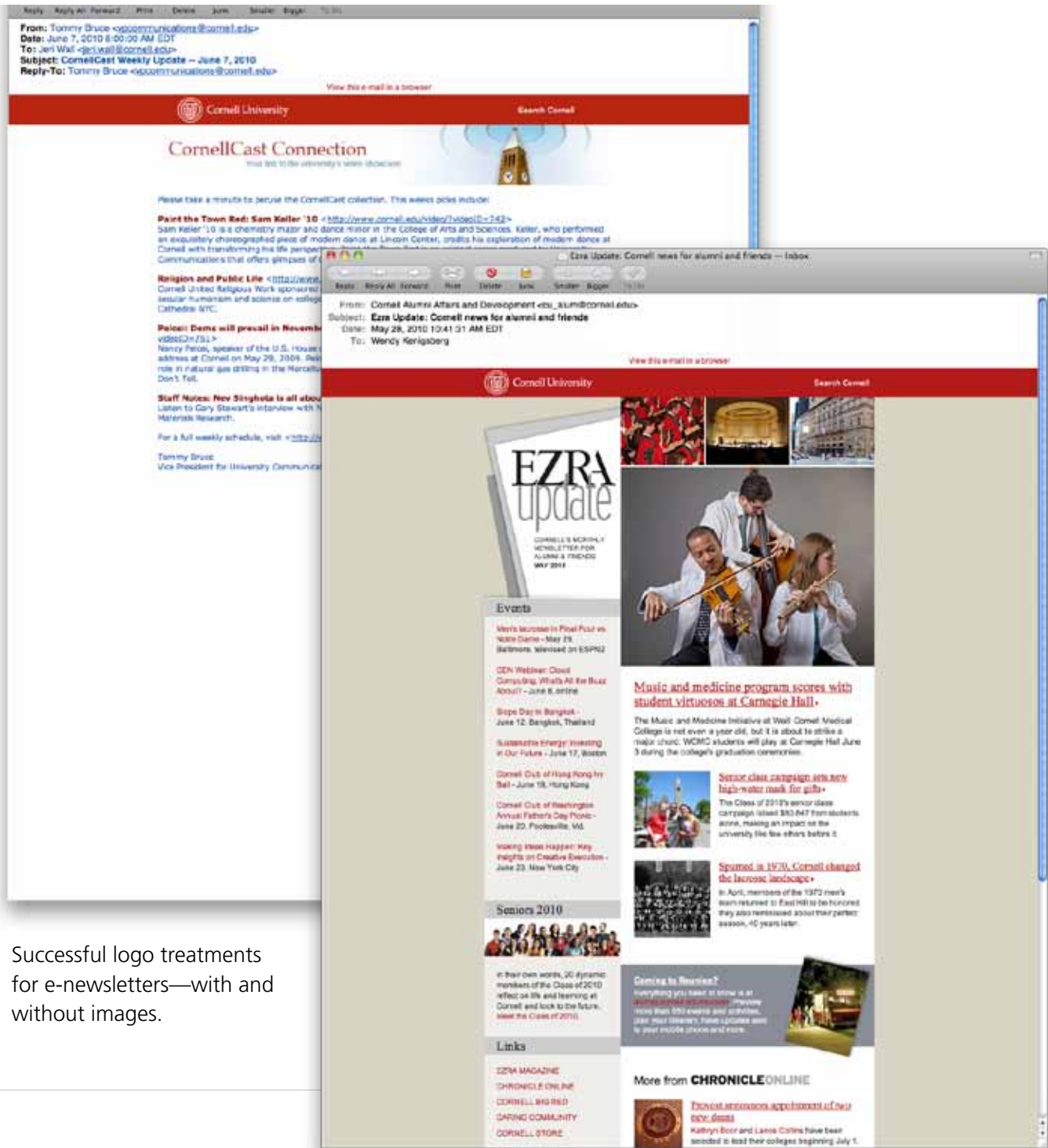
Successful logo treatments for e-newsletters—with and without images.

Banner for the Application/Website

- At the top of the application, use the 45-pixel banner with the Cornell logo (web version).

- All space below the banner can be used for the title/content of the application.

Button for the Application/Website

If you choose to use the Cornell insignia in the app button, you must use the downloadable template provided at www.cornellbrand.cornell.edu. (Also see developer.apple.com/iphone/library/documentation/userexperience/conceptual/mobilehig/IconsImages/IconsImages.html.)

- Use an image as the background.

- Overlay the background image you select with an enlarged, cropped stand-alone Cornell insignia.

- Size the insignia so that it fills half the height of the button.

- Position the insignia in the lower right corner of the button.

- Be sure that the word "Cornell" is clearly visible in the lower left portion of the cropped insignia and that the first three letters of "University" are clearly visible in the upper right portion.
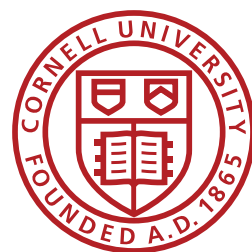
Note: Use of the stand-alone white insignia on a solid Cornell red background is reserved only for the button for the mobile app for www.cornell.edu.

Successful use of the insignia in buttons for mobile apps shown in the last row, left to right for: cornell.edu website; Colleges web page; Libraries web page

Web

The Cornell web logo (above) is a simplified version of the Cornell logo, adapted for use on screen. The Cornell web logo consists of the insignia and the logotype, which are treated as a single unit—the insignia and logotype may not be separated.

The print version of the Cornell logo should not be used online or in electronic media intended to be viewed on screen.

Cornell University web sites and web pages should be developed with the following guiding principles.

User-Friendly Approach

Every stage of development should be steeped in consideration of the goals of your users when accessing the site. Define and prioritize your audiences, then design content, layout, and navigation accordingly. Make every element of your site intuitive and meaningful for your users.

Brand Consistency

Make sure your users know that your site is part of Cornell University by using the logo banners and supporting elements (color, imagery, etc.). Refer to the university's brand guidelines during the creative process to help guide your development.

Strong Content

Without content, there can be no site. Create engaging materials and maintain them with regularly planned updates. Include events and news when relevant to your users, and don't be afraid to take content risks in an effort to connect with your audience.

While the university provides brand guidelines and encourages their adoption by its individual colleges, schools, and other entities, it does not require that each guideline be followed, beyond the minimum threshold of logo use. This book is meant to complement, with some flexibility, college and unit brand guidelines that accomplish more specific goals.

Cornell does not require a universal editorial style; instead, colleges and units may use their preferred style guide. Communicators should take care to avoid using "shop talk" in external communications. For example, avoid use of acronyms for Cornell programs and units, as these are not readily understood outside the university.

Logo Banners

The Cornell logo banners are a simple way to connect our many sites and give users a sense of where they are.

- These banners must appear at the top of all official Cornell sites and pages (schools and colleges, departments, programs, courses, projects, events, clubs and organizations, administrative divisions, and other units).

- No content of any kind may appear above the banners, and banners should be used intact to span the top of web pages.

- Below the banner, you may design you page as best suits your unit.

- Exception: Web pages for programs operated jointly with non-Cornell partners where use of the Cornell web page banner is not appropriate may include the Cornell logo without the banner on the page, as long as the guidelines for its use are followed. Questions about implementation in such cases can be directed to brand@cornell.edu.

Signature Lockup in Logo Banners

Use of a signature lockup (Cornell logo with unit name) in the logo banner is restricted to signature lockups that identify only the name of an undergraduate college or graduate/professional school. **Note:** You are not required to make immediate changes; you should phase-in the required lockup during redesigns.

- Academic departments must use the appropriate school/college signature lockup in the logo banner of their web pages.

- Administrative units must use the Cornell logo alone in the logo banner of their web pages.

- All units are encouraged to use creative means to include their names on their web pages beneath the logo banner.

Sizes

Height
The logo banners are available at two heights: 45 pixels and 75 pixels.
Note: A new version of the 45-pixel banner was released with these guidelines in 2011. You are not required to make immediate changes to sites using the old version, but the new one should be phased-in with redesigns.

Width
There are two options for the width of web banners: 740 pixels and 960 pixels. Your design team may choose between the two widths in all of the approved colors for the web (see pages 40–41).

Search Options

To ensure that our users can get where they are going easily, each logo banner must contain search elements to the right of the Cornell logo. Each of the full-sized banners is available with three options for search features. The 45-pixel banner comes with one search option, which should not be altered in any manner. The code needed to enact these searches is delivered with the banner download, but will need to be customized by your web team to suit your unit's needs.
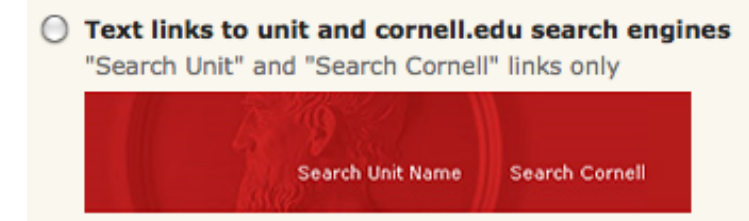
Option 1
Search all pages and people within the Cornell web space. (The code for this search option does not need to be customized upon implementation on your site.)
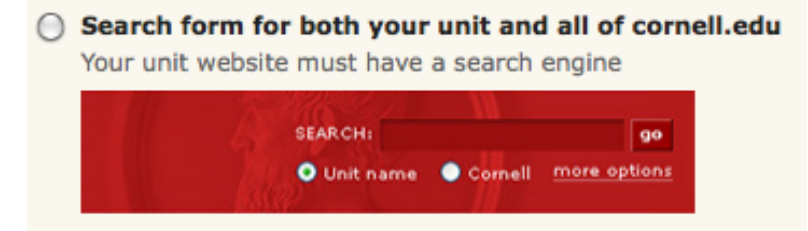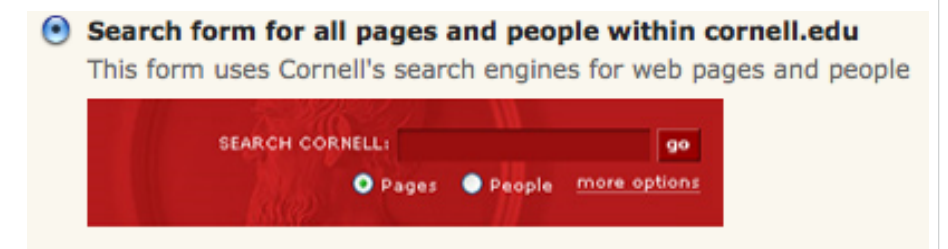

Option 2

Search your unit's website and all pages within the Cornell web space. (With this option, you will need to customize the name of your unit in the banner and include your unit's site information in the code for the search form.)
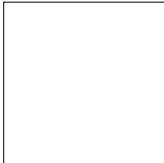

Option 3
Text links to search your unit site and all pages within the Cornell web space. (With this option, you will need to customize the name of your unit in the banner and include your unit's site information in the code for the search form.)

Primary Color Palette for Logo Banners

The Cornell logo banners are available in various colors and sizes consistent with official branding guidelines and may not be edited or altered in any way outside of the options presented upon download.

The official colors for the Logo Banners are:

Color	Swatch	Hex	R/G/B
Red		#b31b1b	179/27/27
White		#ffffff	0/0/0
Grey		#4d4e53	77/79/83

These banner colors should be the most dominant colors on any Cornell sites and should be used to anchor your design.

Secondary Color Palette

These colors are complementary to the primary palette and offer options for navigational elements and other prominent design and content elements. Use of the secondary palette is not required in your design—it is presented as a suggested guideline only. You may use other colors on your site, providing that your logo banners are in place in official colors.

#a2998b	#d8d2c9	#9fad9f	#bfb778
#89cce2	#c9d6a5	#0068ac	#00355f
#ef4035	#f8981d	#6eb43f	#0093d0

Social Media

Social media continues to emerge as a valuable communication medium. As you begin to use tools like Facebook, Twitter, Quora, and the like, it is important to develop a voice that represents Cornell in an authentic and engaging manner.

Audiences will vary from platform to platform and according to affiliation with the university. Individuals and units using social media on Cornell's behalf should take the time to determine who their users are and familiarize themselves with the guidelines presented here and with the university's Social Media Primer, available online at univcomm.cornell.edu/socialmedia.

Naming Conventions

Use "Cornell" or "Cornell University" when naming social media accounts. This helps to distinguish us from other colleges and universities with "CU" as initials. If your department or unit name is too long to use in its full form, abbreviate as necessary but be sure to use the unit's full name and "Cornell University" in your bio or description.

Use of the Cornell Logo in Social Media

Many of the avatars associated with social media accounts are not of appropriate size to contain the Cornell logo. (For details on clearances and approved sizes, see page 9 of the Brand Book.) The insignia should not be cropped out of the logo and used alone as an identifier in social media.

Instead, use an iconic and identifiable image as your graphical representation. Consider using a portrait or a photo of your location. University Communications has provided sets of thematic graphics that you may download (see see cornellbrand.cornell.edu). Use of these images is encouraged, but not required.
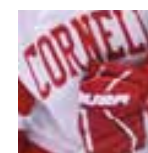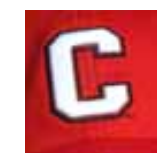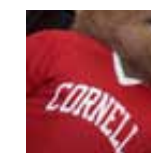
Social Media Sample Themes

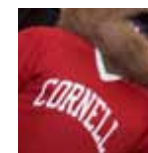|		
Theme 1	**Theme 2**	**Theme 3**
	Theme 4	**Theme 5**	**Theme 6**
Theme 7	**Theme 8**	

Merchandising

Every year the Cornell logo and Cornell University name are placed on a wide variety of merchandise—apparel, gift items, and sporting goods—found around the world. Its adherence to the university's identity program is extremely important to the Cornell brand.

Cornell requires that businesses producing its merchandise be licensed. The licensing process (administered by the Collegiate Licensing Company in Atlanta, Georgia) ensures that the Cornell name and logo are used appropriately, and that merchandise is manufactured under a code of conduct designed to reinforce fair-labor practices and prohibit sweatshop conditions.

If you want Cornell merchandise produced for an event or other activity, this merchandise must be purchased from a licensed manufacturer (cornellbrand.cornell.edu/downloads/Licensed_Companies.pdf). You must submit a "Use of Cornell Names, Logos, and Artwork on Manufactured Items" form (dos.cornell.edu/cms/activities/resources/upload/logo.pdf) and a copy of the proposed design for approval—prior to production.

Students should submit forms to:
Roxanne Edsall-Beebe, Student Activities Office, rme4@cornell.edu, 607.255.4169

All Others should submit forms to:
Mike Powers, University Communications, ffp1@cornell.edu, 607.255.1573

Guidelines for Logo Use

The Cornell logo consists of two elements: the round "insignia" and the logotype "Cornell University." The logo is a trademark of Cornell University. It incorporates unique features and may not be redrawn, reconstructed, or modified in any way. The integrity of the logo should always be maintained. It should be rendered in Cornell red (PMS 187), white, or black. It may also be etched on metal or glass or stamped on metal or leather.

In order to meet the technical demands of the various reproductive media used in merchandising applications, two versions of the Cornell logo are available for merchandisers.
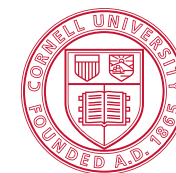
1. The standard Cornell logo (above), referred to as the "complex" version, that is used in print applications.

2. A less detailed version of the logo (below), referred to as the "simple" version, that must be used when the integrity of the complex mark would be degraded due to size, process, or quality standards.
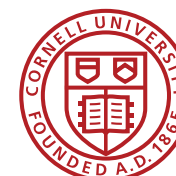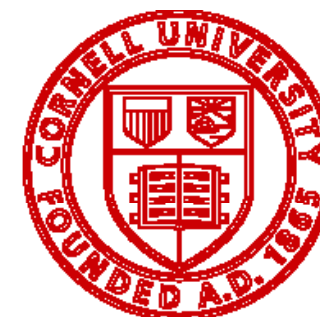
Formats

For merchandise purposes, both versions of the logo are available in two formats:

1. The logo appears with the logotype to the right of the insignia (as shown above).

2. The logo appears with the logotype beneath the insignia (below).

The Cornell logo is a trademark of Cornell University and must be accompanied by the trademark symbol: ™

The name "Cornell University" is registered. Therefore, when used alone, the Cornell logotype must be accompanied by the registration symbol: ®

The trademark and registration symbols must not be used if the logo or logotype are being reproduced in a size or process that makes the marks illegible.

Items made from very high-quality materials—precious metals, crystal, etc.—do not need trademark or registration marks.

Trademark and registration marks do not need to appear on banners, flags, and signs.

Details about Use of the Logo

The Cornell logo should always be reproduced at a size that maintains the integrity of the mark and yields clean and legible lettering and art detail. The decision about whether to use the complex version or the simple version on merchandise should be made with this requirement in mind.

The minimum size for the logo on most merchandise is 7/8-inch. However, if the words within the insignia are illegible, a larger size should be used.

In embroidery applications, the insignia should be a minimum of 2-5/16-inches in diameter.

Background

The Cornell logo may be printed on any solid color, screen of color, or textured or photographic background that provides sufficient contrast for the logo to appear clearly and legibly.

Clear Space and Framing

The Cornell logo may not be integrated into an illustration, cartoon, or other symbol or logo. The logo may not be placed in such proximity to type, illustrations, logos, or other elements that causes overlap or visual encumbrance.

Using Only the Insignia or the Logotype

For merchandise purposes, the Cornell insignia or logotype may be used alone.

The insignia is round. It may not be rendered as a square, rectangle, diamond, or any other shape.

The logotype must be set in Palatino. If the size or process would prevent the serifs of the typeface from holding detail, a sans serif typeface may be used. If space is extremely limited, the word "University" may be omitted.