



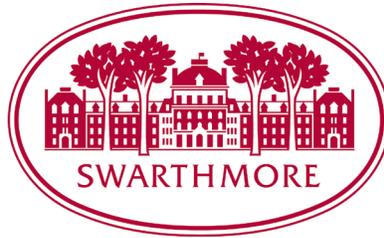
# Swarthmore College Publication Design Guide

*September 16, 2008*

This guidebook, prepared by the Communications Office, is intended to help Swarthmore College staff and outside vendors maintain the institution's identity in print. Topics include the logo, color palettes, and fonts. General guidelines and sample applications are included.

This common frame of reference should serve as the basis for design decisions that are tailored to the audiences and messages of each publication. The result over time will be that published materials coming from various corners of our decentralized work environment will begin to have a familiar look, without constricting the diversity of the community and its values.

*Note: The enclosed guidelines are intended for all print publications as well as pdf files generated from print. They do not apply to Web pages. Some may apply to architectural signs.*



## I. THE SWARTHMORE COLLEGE LOGO

This section deals with the official College logos, school colors as applied to our logos, and applications of the logo in common formats. It is based on an examination of recent historical precedents and reflects our evaluation of what best serves the College's reputation and creates a sense of cohesion among our diverse constituencies. We present two main styles that are frequently used, proposing that offices use their discretion in choosing one or the other, based on their messages and audiences. The school color garnet, although it may vary depending on the medium, is established here with a certain printing industry specification for use in all print-on-paper applications that involve the logo and the identity of the College.

**1. Main logo, with oval and name.** Preferred style for advancement publications—oval is a traditional motif. May be set as PMS 201, PMS 201 PC, or black. It may also reverse out (white) against solid colors; please refer to the “Extended Family of Colors” section when choosing a background color for the white reversal.

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**2. Alternate logo, no oval, with name.** More contemporary style preferred for use in admissions publications. May be set as PMS 201, PMS 201 PC, black, or white knockout from any solid color. Please refer to the “Extended Family of Colors” section when choosing a background color for white knockouts.

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**(Do not use) College Seal.** Only for formal ceremonial documents.

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# Swarthmore College



Please bring this booklet with you to Commencement.  
Check Swarthmore's Commencement Web site at  
[www.swarthmore.edu/commencement/](http://www.swarthmore.edu/commencement/) for updated information.  
Public Safety—(610) 328-8281  
Emergency—(610) 328-8333  
Comments on this booklet? E-mail: [space@swarthmore.edu](mailto:space@swarthmore.edu)

PHOTOGRAPHY: ELEFTHERIOS KOSTANS  
DESIGN: PHILLIP STERN '84



## Guide to Commencement Weekend 2008

THE SWARTHMORE COLLEGE LOGO

Printed example—garnet oval logo

**Swarthmore College Life Income  
Retirement Gift Plans**



Plan for a Secure  
Retirement and a Strong  
Swarthmore



THE SWARTHMORE COLLEGE LOGO

Printed example—reversed out oval logo

**School color, as applied to the logo in print materials.** The color garnet as applied to the logo will be represented by the U.S. printing industry’s Pantone Matching System (PMS) 201. Other ink colors that may be construed as garnet should not be used for the logo and should not be used in a way that conflicts with PMS 201. (Note: This may not apply to nonpaper media such as dyed fabric or vinyl sign lettering, where the Pantone system is not commonly used).

When the logo appears in four-color process (CMYK) space , it should be set as PMS 201 PC (0C-100M-63Y-29K). When the publication includes the solid color (PMS 201) as well as four-color process (photographs, for instance), the logo should always appear using the solid rather than its process equivalent, because the latter is more subject to variation on press. We encourage the use of the “fifth” solid color garnet in four-color publications but understand that cost considerations will frequently prohibit the addition of the fifth printing plate.

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Swarthmore’s garnet identity color in print:

PMS 201C (for use on coated paper)

PMS 201U (for use on uncoated papers)

PMS 201 PC (for setting the College identity in process-color printing)

- The logo should not be altered. This includes using a different font or words within the oval or directly below the Parrish Hall silhouette.
- When creating a publication, the logo should appear on at least one of the following: the cover, first page, inside front cover, or back cover.
- If a printed piece includes another logo—for instance the block “S” used by athletics or the chair icon of the Gift Planning Office—then the College logo should have precedence; avoid placing the two logos on the same page.
- When other type is set in proximity to the logo—such as in an envelope return address—sufficient “air” should be left between the logo and the address; see sample envelope.
- In general, the complete name of the College should be used to identify publications, in addition to the logo itself. Publication mastheads, covers, and title pages should include the words “Swarthmore College,” because “Swarthmore” by itself also refers to the town.

**Logo Art.** The Parrish Hall silhouette may be used as a separate piece of artwork, *without* the name of the College below. However, the name of the College should appear elsewhere on the same page, identifying the College’s ownership of the silhouette artwork. The silhouette may be set in garnet, black, or gray screens down to 10%.

For example, the watermark on this page is a 10% gray screen, and the name of the College appears in the address line below.

*Note: This is intended to be used only with College constituencies.*

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Swarthmore College • 500 College Avenue • Swarthmore PA 19081

**1. Use of logo or Parrish silhouette on a masthead.** “Swarthmore College” should appear either in the name of the publication or in the subhead.

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Publication Name

Subhead

**2. Use of logo in a return address.** Address type is set with adequate space from the logo type to maintain the logo’s distinctiveness.

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SWARTHMORE

Swarthmore College  
500 College Avenue  
Swarthmore PA 19081



# PARENTS

THE NEWSLETTER FOR PARENTS AND FAMILIES OF SWARTHMORE COLLEGE STUDENTS • SPRING 2008

*Inside:*

**Academic Calendar**

page 2

**Message From the Dean**

Springtime stress

page 2

**Linguist K. David Harrison**

Swarthmore professor promotes awareness of endangered languages

page 4

**Family Weekend**

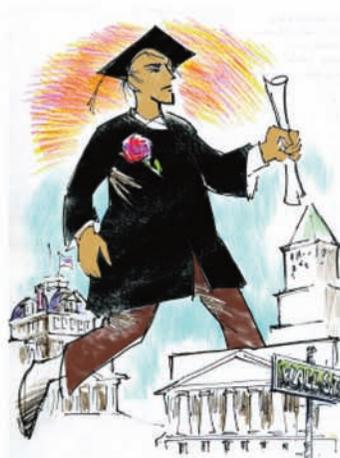
Learning, fun, and exploration

page 5

## Does Swarthmore Mean Business?

*One in a series about graduates who have chosen a variety of career paths*

**I**f business—and finance in particular—is your career goal, how well does Swarthmore prepare you? We posed this question to four young alumni who headed to Wall Street after graduation. While each took a different route, changing majors and career plans along the way, they all arrived with a passion for learning and an appetite for hard work.



think that would be possible in undergraduate business programs.”

After a summer internship at Credit Suisse, Durand was offered a full-time job as an investment banking analyst, often working 100-hour weeks. “I basically learned all the accounting I know from Credit Suisse, since I never took the class in college,” he said. “Swarthmore offered one, but there were so many other interesting classes.”

Durand changed jobs to become the first ana-

lyst hired by a start-up hedge fund. “I make investment recommendations,” he explained. “We take a fundamental approach to investing, similar to Warren Buffet, which means we try to find solid companies with good cash flow and growth prospects with reasonable valuations. We do a lot of research. I tell my parents I’m like a private investigator of companies.”

“Of ‘corporate jobs,’ this is one of the best,” Durand continued. Looking far into the future, he said, “I want to do something where I know I’m helping people in a tangible way. Swarthmore reinforced in me a responsibility to give back.”

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“Of ‘corporate jobs,’ this is one of the best,” Durand continued. Looking far into the future, he said, “I want to do something where I know I’m helping people in a tangible way. Swarthmore reinforced in me a responsibility to give back.”

*“Swarthmore teaches you how to learn, and that’s probably the most important skill anyone can have.”*

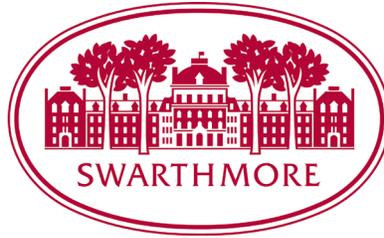
—Justin Durand '05

*continued on page 3*

**The Dome.** This icon is extracted from the main logo and offers a more simplified identity suitable for smaller applications. May be set as PMS 201, PMS 201 PC, black, or white knockout from solid.

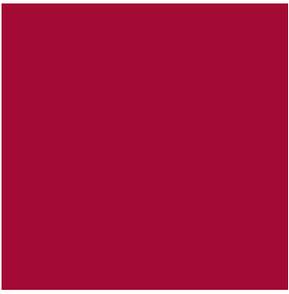
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## II. THE EXTENDED FAMILY OF COLORS

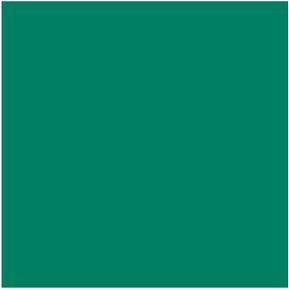
We maintain a liberal perspective with regard to the use of color in College publications, leaving many decisions to be steered by the creativity and discretion of designers and project managers, provided that the standards discussed in the previous section with regard to color in the logo are observed. The following palettes are presented here according to their application by various College offices; however, they should be considered together as the starting point for our “extended family” of colors—to be used by anyone as a design resource and expanded as the need arises.



PMS 201U



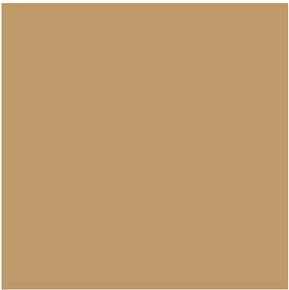
PMS 5425U



PMS 341U



PMS 483U



PMS 465U



PMS 485U



Black



C100 M100 Y10 K25



C25 Y75



C35 Y25 K15



C5 Y15 K5



Y10 K5



C65 M45 Y100



C75 M60 Y40 K20



C8 K10



M60 Y100 K35

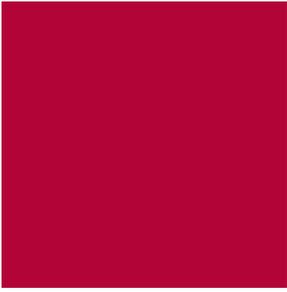


M100 Y63 K29 (PMS 201 PC)



BLACK

THE EXTENDED FAMILY OF COLORS



PMS 201 PC  
0C-100M-63Y-29K

College standard print identity color for four-color process  
Optimal for: College logo and general artwork in conjunction with color photos, header copy  
Not recommended for: screens

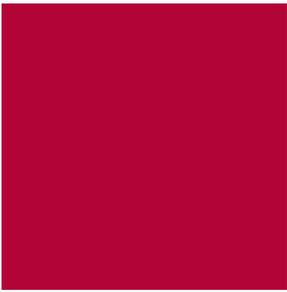


PMS 569 PC  
55C-30M-0Y-0K

Optimal for: header or callout copy, tint panels  
Not recommended for: body copy  
Used in: *Swarthmore Parents* newsletter, *Family and Friends Weekend* program, *Handbook for Families*



Black



PMS 201 PC  
0C-100M-63Y-29K

College standard print identity color for four-color process  
Optimal for: College logo and general artwork in conjunction with color photos, header copy  
Not recommended for: screens



PMS 5435 PC  
42C-8M-0Y-40K

Optimal for: tint panels  
Not recommended for: body copy  
Used in: *Planned Giving Legacy Circle brochure*

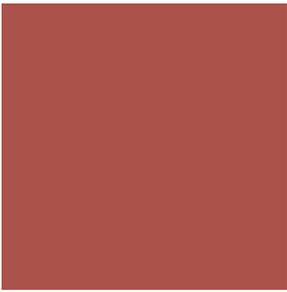


PMS 5415 PC  
42C-8M-0Y-40K

Optimal for: any copy, solids, tint panels  
Used in: *Planned Giving Legacy Circle brochure;*  
*2007-2008 Report of Gifts*



Black



PMS 7524 PC  
0C-55M-60Y-27K

Optimal for: headline copy, solids  
Used in: Gift planning brochures



PMS 7494 PC  
25C-0M-40Y-15K

Optimal for: tint panels  
Not recommended for: body copy  
Used in: Gift planning brochures



PMS 7474 PC  
90C-0M-28Y-22K

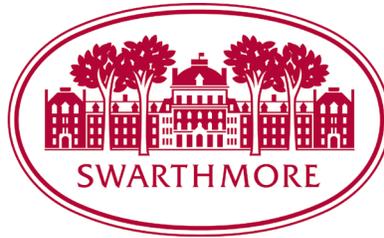
Optimal for: headline copy, solids  
Used in: Gift planning brochures



PMS 5757 PC  
27C-0M-95Y-55K  
PMS 5757 C

Optimal for: any copy, solids, tint panels  
Used in: *2008 Guide to Commencement*; *2007-2008 Report of Gifts*

- Avoid colors that clash or are a close relative of PMS 201.
- Consult the existing family of colors. If any of them suit the purpose, a preference should be given to using them rather than a very similar color that has not been used.
- Attempt to maintain a color identity within your office's publications, but there's no reason why you can't borrow from someone else's palette. Please keep the Communications Office updated if there are changes to the colors that your office typically uses.



### III. FONTS

Although their effect is often more subtle, fonts are almost as strongly identified with the College as the logo and colors. In most publications, a combination of serif and sans serif fonts can be used to advantage. Sans serif is particularly useful for display type (headlines, subheads, captions); serif fonts are preferred for longer sections of body copy. The following fonts have been used in different families of Swarthmore publications since the late 1990s. Whether or not to use these exact fonts is up to the designer and manager of each publication, but we suggest that whatever fonts are chosen, they should follow the classic style represented here.

# Swarthmore College

Filosofia Regular **Bold** *Italics* ALL SMALL CAPS  
Used in: Admissions, Planned Giving, *The Garnet Letter*

# Swarthmore College

Abadi Regular **Extra Bold** *Italics*  
Used in: Admissions, Planned Giving

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# Swarthmore College

Minion Regular **Bold** *Italics* SMALL CAPS  
Used in: *The Bulletin*, *The Garnet Letter*

# Swarthmore College

ITC Officina Book **Bold** *Book Italic* **Bold Italic**  
Used in: *The Bulletin*, Chester Children's Chorus

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# Swarthmore College

Vendetta Medium **Bold** *Italics*  
Used in: Planned Giving, *Swarthmore Parents*

# Swarthmore College

Foundry Sans Regular **Demi** *Italics*  
Used in: Planned Giving, *The Bulletin*, *The Garnet Letter*, *Swarthmore Parents*

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# Swarthmore College

Skia  
Used in: *Handbook for Families*

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# Swarthmore College

Times New Roman