

C

On Purpose

Strategically Branding Colgate University

Tim Horn

**knowing who you are
takes you where you want to go**

1

Leadership Buy-in

2

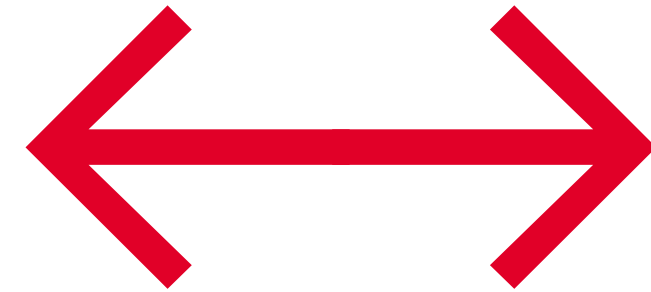
Institutional Vision

3

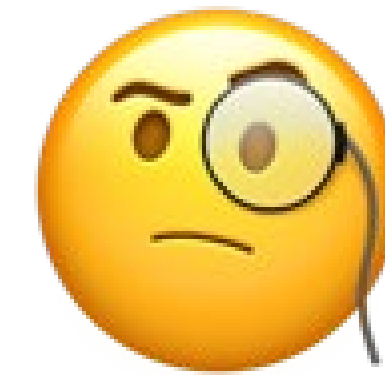
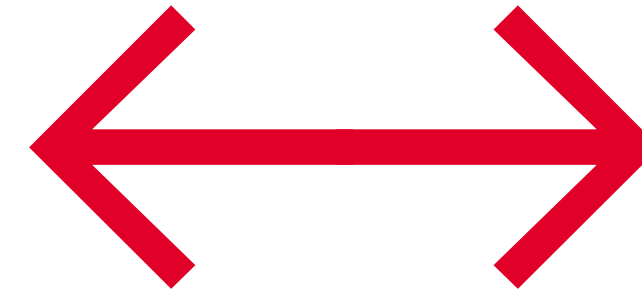
Team & Partner Placement



Discovery



Ideation



Application

Bicentennial

University

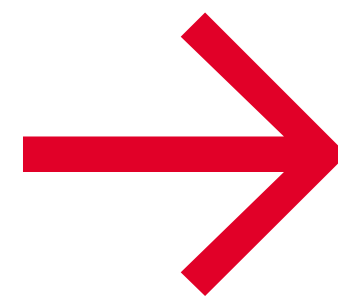
Website

Magazine



Process: Context

**Interviews
& Polling**



**Lexicon
& Tone**

Colgate University
Office of Alumni Relations



We hope you can join us upcoming Colgate events

Cambridge Classic 5K: Sunday
Wednesday, July 12 | 6:30 p.m.
Take part in this club tradition! Sign "Raiders" when you register. \$36 per person.

July Social Series
Friday, July 14 | 6:00-9:00 p.m.
The Lawn on D | 420 D Street | Boston

Join us for lawn games (i.e. corn hole, croquet, etc.) and more! Last year more than 60 people attended this our most-attended event of the season.


Colgate Night at Fenway (Red Sox game)
Wednesday, August 2 | 7:10 p.m.
Back by popular demand: group ticket price! \$35 per person.

NESCAC+ Alumni Club of Boston Boat Cruise
Thursday, August 10 | 7:00-10:30 p.m.
Commonwealth Pier | 200 Seaport Blvd, Boston

Join fellow NESCAC+ young alumni with the alumni from Amherst, Colby, Colgate, Connecticut, Hamilton, Middlebury, and Middlebury. \$21.49 per person.

Colgate University
13 Oak Drive, Hamilton, NY 13346
Update your alumni directory profile at [colgate.edu/alumni](#) or [colgate.edu/unsubscribe](#)

Colgate University



Colgate Presidents' Club

Give for 'gate
Sponsored by the Presidents' Club

The Presidents' Club Student Committee annual Give for 'Gate Campaign that will help support the Presidents' Club. Keep an eye out for emails daily with prizes throughout the week!

Monday, April 3 | Thank-a-Thon
Time: 6:00 p.m.
Location: Coop TV Room

Thank alumni for their support for Colgate Royal Indian Grill. Come while quantities last!

For every Give for 'Gate event you attend, enter our raffle. Three lucky students will win \$1000.00 at the Bookstore or the Colgate Inn.

Did you know?
Support from alumni and parents helps fund Colgate experiences. With a gift of just \$100, you can help fund a Colgate student's journey of current and future Colgate student. Colgate's Leadership Giving Society.

Not yet a Presidents' Club member?
Join with a \$13 gift to Colgate. For more information, visit colgate.edu/presidentsclub.

Contact Jessica Hootz '13 at jhootz@colgate.edu

Office of Admission
Colgate University
13 Oak Drive, Hamilton, NY 13346
315-228-7401 admission@colgate.edu colgate.edu

Colgate University
13 Oak Drive, Hamilton, NY 13346
Update your alumni directory profile at [colgate.edu/alumni](#) or [colgate.edu/unsubscribe](#)

Please join us

FOR COLGATE UNIVERSITY'S ANNUAL

Presidents' Club Celebration

WEDNESDAY, MAY 3, 2017
CIPRIANI 42ND STREET
110 E 42ND STREET
NEW YORK, NY

7:00 P.M. - 9:00 P.M.
RECEPTION AT 6:30 P.M.
DINNER AT 7:30 P.M.
PRESIDENT BRIAN W. CASEY

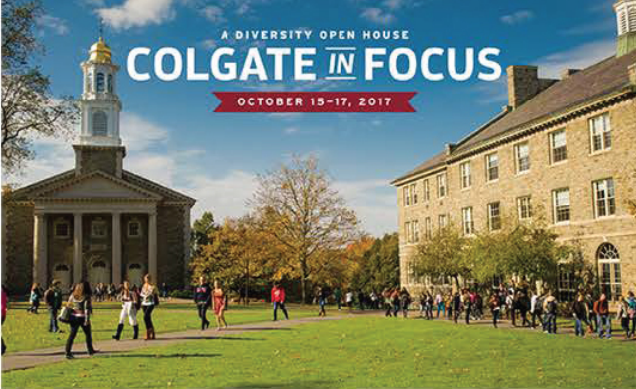
FORMAL DRESS

RESPOND BY APRIL 10 TO ALFVENTS@COLGATE.EDU
OR CALL 315-228-6664.

Colgate University
13 Oak Drive, Hamilton, NY 13346
Update your alumni directory profile at [colgate.edu/alumni](#) or [colgate.edu/unsubscribe](#)

A DIVERSITY OPEN HOUSE

COLGATE IN FOCUS
OCTOBER 19-17, 2017



Dear Lehman,

We have received your application for Colgate in Focus, but we are missing the following items:

- ACT or SAT Scores
- Transcript: Jamestown High School

We cannot make a decision on your application until it is complete. Decisions for this event are released on a rolling basis, so the sooner we receive your materials, the sooner you will hear from us. You can [check your application status online](#) at any time.

If you need to make any changes to your application or wish to send us any updates, please contact us at admission@colgate.edu or 315-228-7401.

Warm regards,

YOU ARE CORDIALLY INVITED

TO DEDICATE NEWLY RENOVATED SPACES AND PLACES

DEVOTED TO THE SUCCESS OF COLGATE FOOTBALL

SATURDAY, SEPTEMBER 9, 2017

8:30 A.M. - RIBBON CUTTING
Football locker room
Remarks immediately following in the RCA Meeting Room

9:30 A.M. - RECEPTION
Victoria M. Chun '91, MA'94 and Susan Chun Academic Services Center

Kindly respond by **September 2, 2017**
Email stewardship13@colgate.edu or by calling 315-228-6927



Prospective Students | Parents & Families | Current Students | Faculty | Staff | Community | Alumni

Colgate University
Academics About Colgate Campus Life Distinctly Colgate Admission & Aid

PREVIOUS: Track

FAMILY WEEKEND

Colgate remembers Professor Jerry Balmuth
'Pottersville' returns to Hamilton for November premiere
Professor Wau-Chun Liu's passion for nature drives his research
Professor Kato to edit new research journal
Preserving Cultural Heritage in Times of Conflict: an interdisciplinary conference

Oct 26 Open Morning Meditation at Chapel House
Oct 26 History Coffee Break at Alumni Hall
Oct 26 Exhibit: Unsettled Conditions: How We T...
Oct 26 Landmarks: Selected Landscapes Fro...
Oct 26 Campus Gallery Exhibition: Rock Cave, R...
Oct 26 Crunch Lab at Frank Dining Hall
Oct 26 Dietitian Talk at Heiber Café
Oct 26 Educational Studies Department Open ...
Oct 26 Fall 2016 London Scene Study Group in...
Oct 26 Sociology & Anthropology Information ...
Oct 26 Spring 2016 London English Study Gra...
Oct 26 M-ST Pre-registration Lunch at Lawrenc...
Oct 26 Athletics Club Lunch: Religious Communi...
Oct 26 Projects for Peace Information Session

Colgate University
Lanport Institute Talk: "Five Freedoms for the Microlife"
caes@colgate.edu

Colgate University
Lanport Institute Talk: "Five Freedoms for the Microlife"
caes@colgate.edu

Living the Liberal Arts



Colgate University

SYRACUSE
30 ← UTICA
LEAD TO HAMILTON
CLASS OF '67 - 50th REUNION ★ JUNE 1-4, 2017 ★
BOOKVILLE
N. Y. STATE HIGHWAY



Colgate University

THE COLGATE HELLO

[the col-gate hel-oh]

Make the most of a healthy campus tradition. They know about the Colgate Hello!

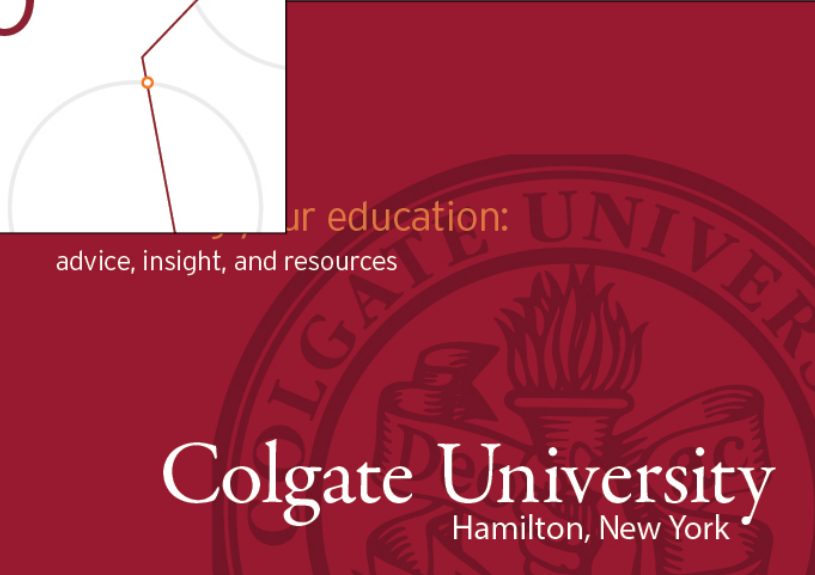
Make the art of saying "hello" to someone on campus in Hamilton, NY, or wherever shared need. "Hello, there!"

First known published mention: 1930-1932 Colgate University Student Handbook



your education:
advice, insight, and resources

Colgate University
Hamilton, New York



Discovery: Material Audit

Unified graphic standards reinforce a strong and cohesive identity. These standards establish a system for proper usage of the Colgate wordmark and seal and apply to all print and electronic communications from academic, administrative, and student-related departments and programs. There are three wordmark options:

Colgate
 Colgate University
 Colgate
UNIVERSITY

Colgate University colors

For print PMS 202
 PMS 404



CMYK
 Maroon = 0C 100M 61Y 43K
 Gray = 0C 8M 22Y 56K

For web RGB
 Maroon = 134R 38G 51B
 Gray = 88R 89G 91B

HEX
 Maroon = 862633
 Gray = 867d6f

Typefaces

Serif faces: Garamond Premier Pro/Garamond

Logos and seals for individual departments that are inconsistent with the new standards must be phased out and replaced. The following examples show options for how department, center, institute, and program names can be used with the wordmark options. Type should be set in upper and lower case as shown in these examples.

Colgate University

East Asian Languages and Literatures

Colgate

East Asian Languages and Literatures

Colgate East Asian Languages and Literatures

Colgate
UNIVERSITY

East Asian Languages and Literatures

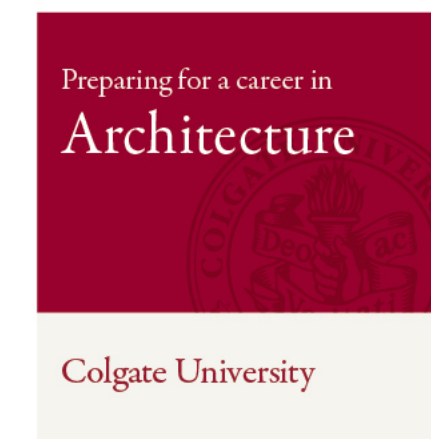
The wordmark options can only be used in Colgate maroon, Colgate gray, black and/or white. However, they can be reversed out of any given color background and/or photograph.



In general, the Colgate seal is used in official documents. The seal cannot be altered in any way. It can be used in Colgate maroon, Colgate gray, black, and/or white.



SEAL AS SUPPORTIVE GRAPHICS



PRIMARY COLOR PALLETTE

The use of color is an important aspect of the Colgate University identity.



PMS 202
 CMYK: 0, 100, 61, 43
 RGB: #862633



PMS 404
 CMYK: 0, 8, 22, 56
 RGB: #867d6f



BLACK
 CMYK: 0, 0, 0, 100
 RGB: #000000



NEUTRAL
 CMYK: 4, 3, 5, 0
 RGB: #f1f1ed

SECONDARY COLOR PALLETTE



BLUE
 CMYK: 92, 59, 36, 15
 RGB: #365777



GRAY
 CMYK: 64, 55, 54, 28
 RGB: #58595b



DARK ORANGE
 CMYK: 0, 66, 100, 0
 RGB: #e7810b



LIGHT ORANGE
 CMYK: 10, 45, 100, 0
 RGB: #e39615

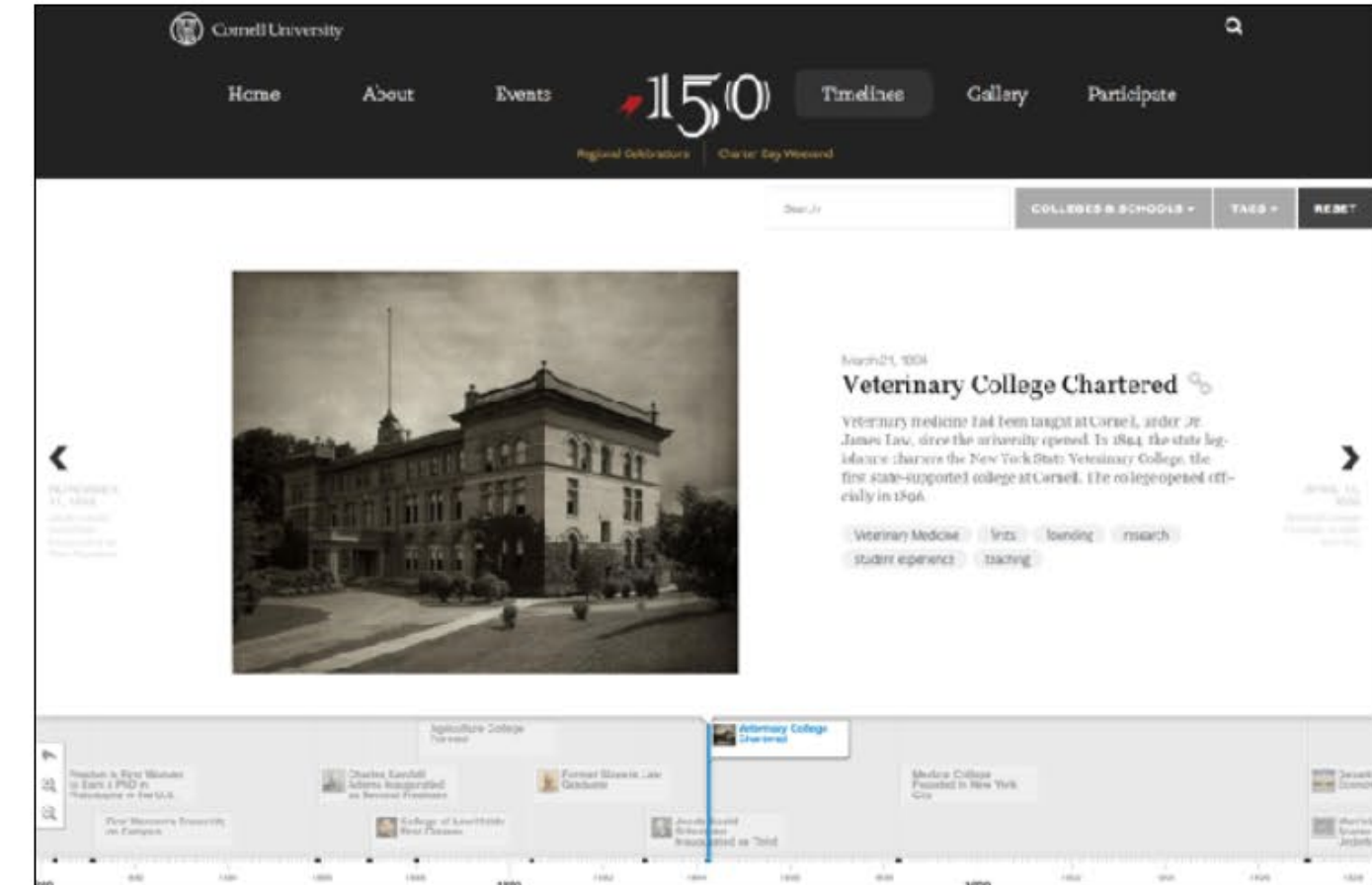


The Pulitzer Prizes



Discovery: Intellectual Anniversary Identities

150



Discovery: University Anniversary Identities

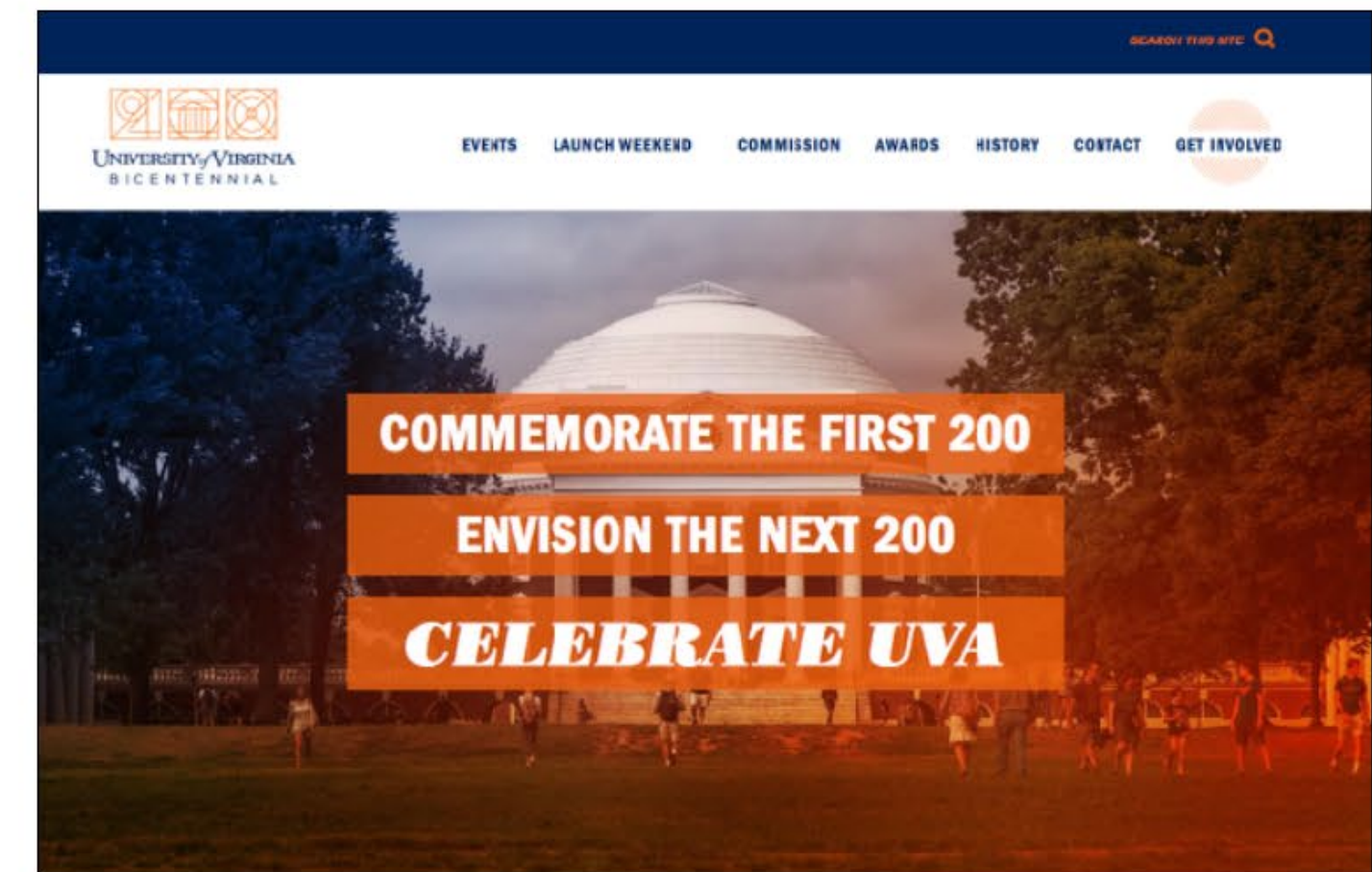


University of
St Andrews

600
YEARS



Discovery: University Anniversary Identities




Discovery: University Anniversary Identities




Discovery: University Design History

The 1925 Baseball Season



CAPTAIN BARNES
1925 Season
Winner Sea and Shell
Marshall Trophy




CAPTAIN-ELECT YATES
1926 Season

Varsity Baseball Team

<i>Pitchers</i>	C	HOPKINS, SCHEUTE, WOODWARD
<i>Catchers</i>		BARNES, DISTZ
<i>First Base</i>		BURKE
<i>Second Base</i>		RICHARDSON
<i>Third Base</i>		YATES, RUSHMORE
<i>Shortstop</i>		SOCHA
<i>Left Field</i>		WALKER, HARDWICK
<i>Center Field</i>		LEVERMORE
<i>Right Field</i>		CHEVER, CLARK

Top Hatted THOU-4977

SON



CAPTAIN-ELECT MEHLER

Varsity Football Team

<i>Ends</i>	C	TIMM, LEVENSON, SCHMIDT, CONNERS, THOMPSON, GRANING
<i>Tackles</i>		DA GROSSA, MANKAT, BRAY
<i>Guards</i>		CHIPMAN, BUETHEL, BURKE, MASON, O'CONNOR
<i>Centers</i>		WILLIAMSON, POWELL
<i>Quarterback</i>		MEHLER, HELLWIG
<i>Halfbacks</i>		TRYON, SEYBOLT, RUTISHAUSER, BREWER
<i>Fullback</i>		SHAUGHNESSY

1. South Carolina Gamecocks (University of South Carolina)
2. Cornell Big Red
3. Concordia University, Portland
4. Connecticut College athletics
5. Maroons (University of Chicago athletics)
6. Columbia athletics
7. Colorado Christian University athletics
8. Vassar athletics
9. Blue Devils (Central Connecticut State University athletics)
10. UC Davis athletics
11. Concordia University, Nebraska athletics
12. Chapman University athletics
13. Cincinnati Bearcats (University of Cincinnati athletics)
14. Central Michigan Chippewas (Central Michigan University athletics)
15. College of Charleston athletics



1



2



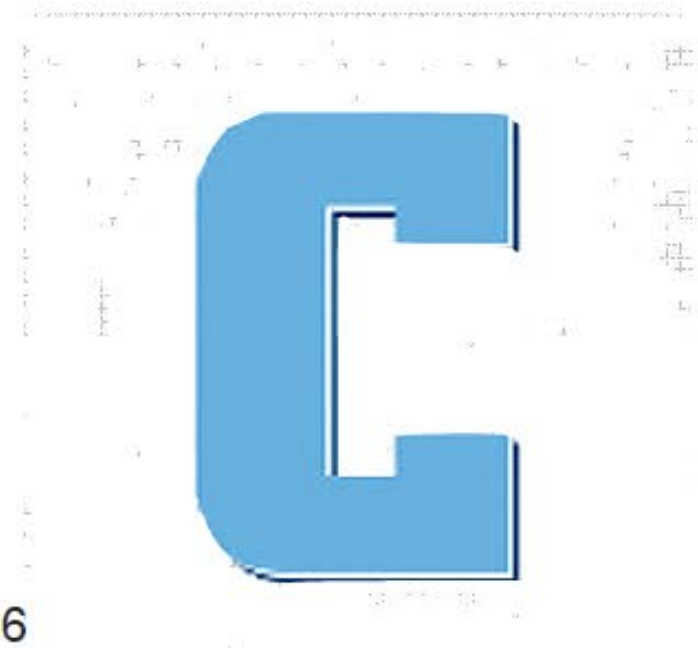
3



4



5



6



7



8



9



10



11



12



13



14



15

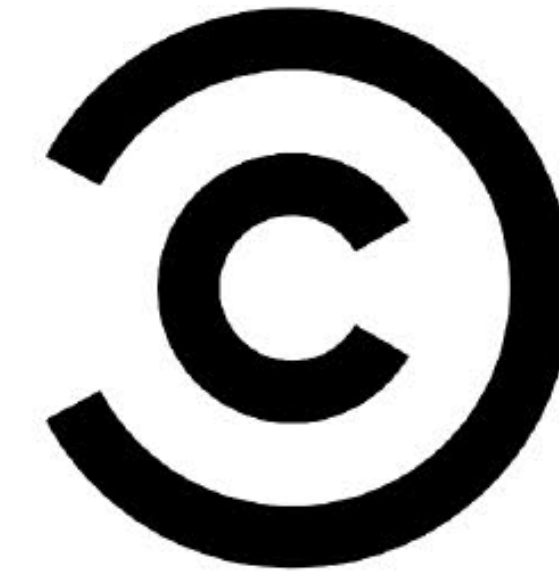
Discovery: University C Logos



1



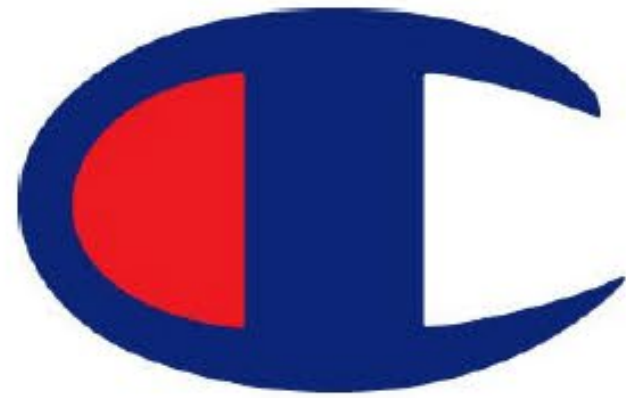
2



3



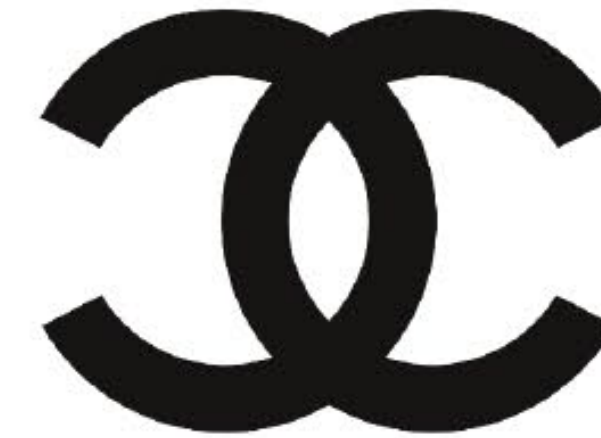
4



5



6



7



8



9



10



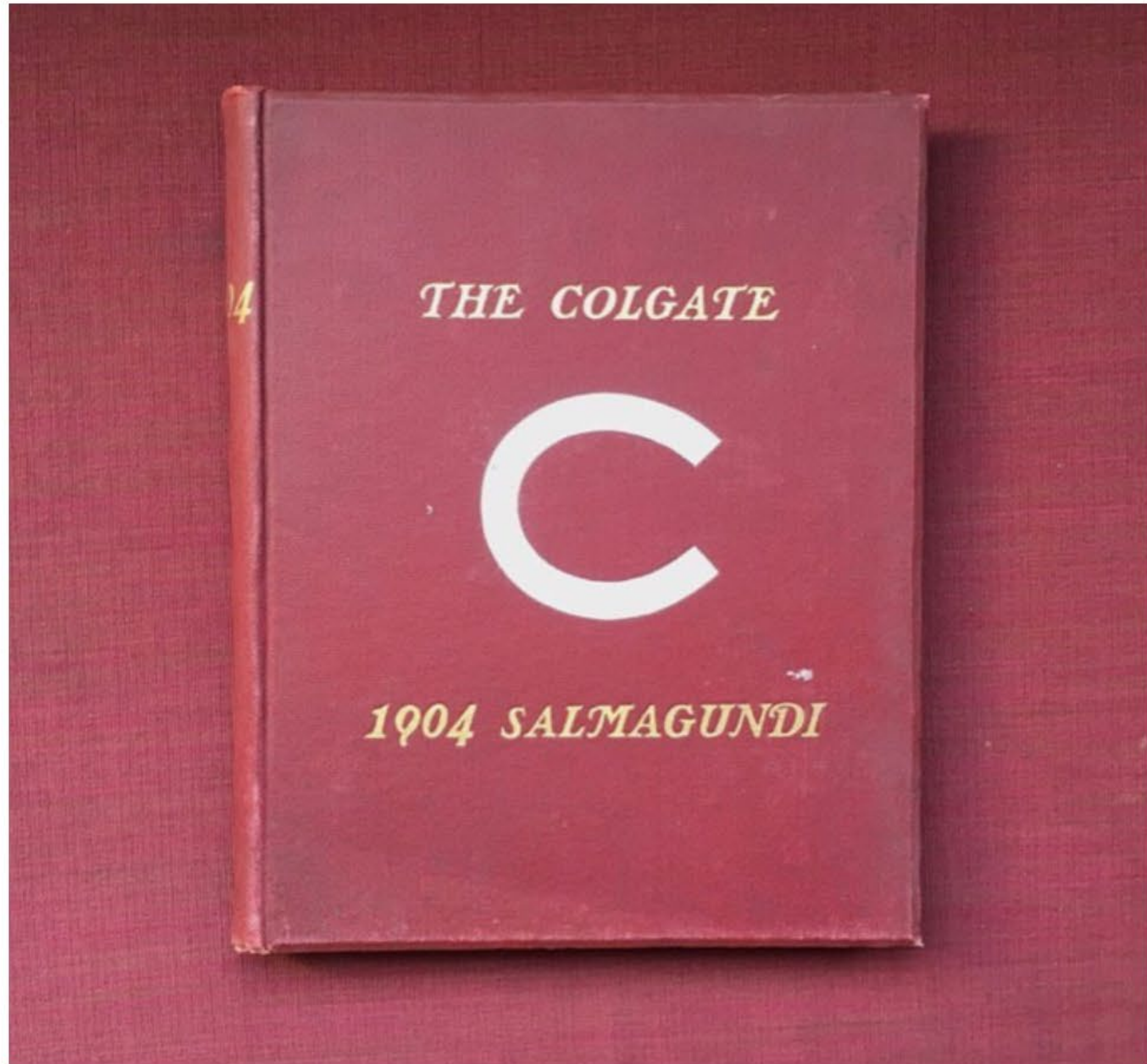
11



12

1. Art Directors Club
2. Criterion Collection
3. Comedy Central
4. Carrefour
5. Champion Sportswear
6. Cartier
7. Chanel
8. Cartoon Network
9. Montreal Canadiens
10. Cleveland Cavaliers
11. Chicago Cubs
12. LA Clippers

Discovery: Non-University C Logos



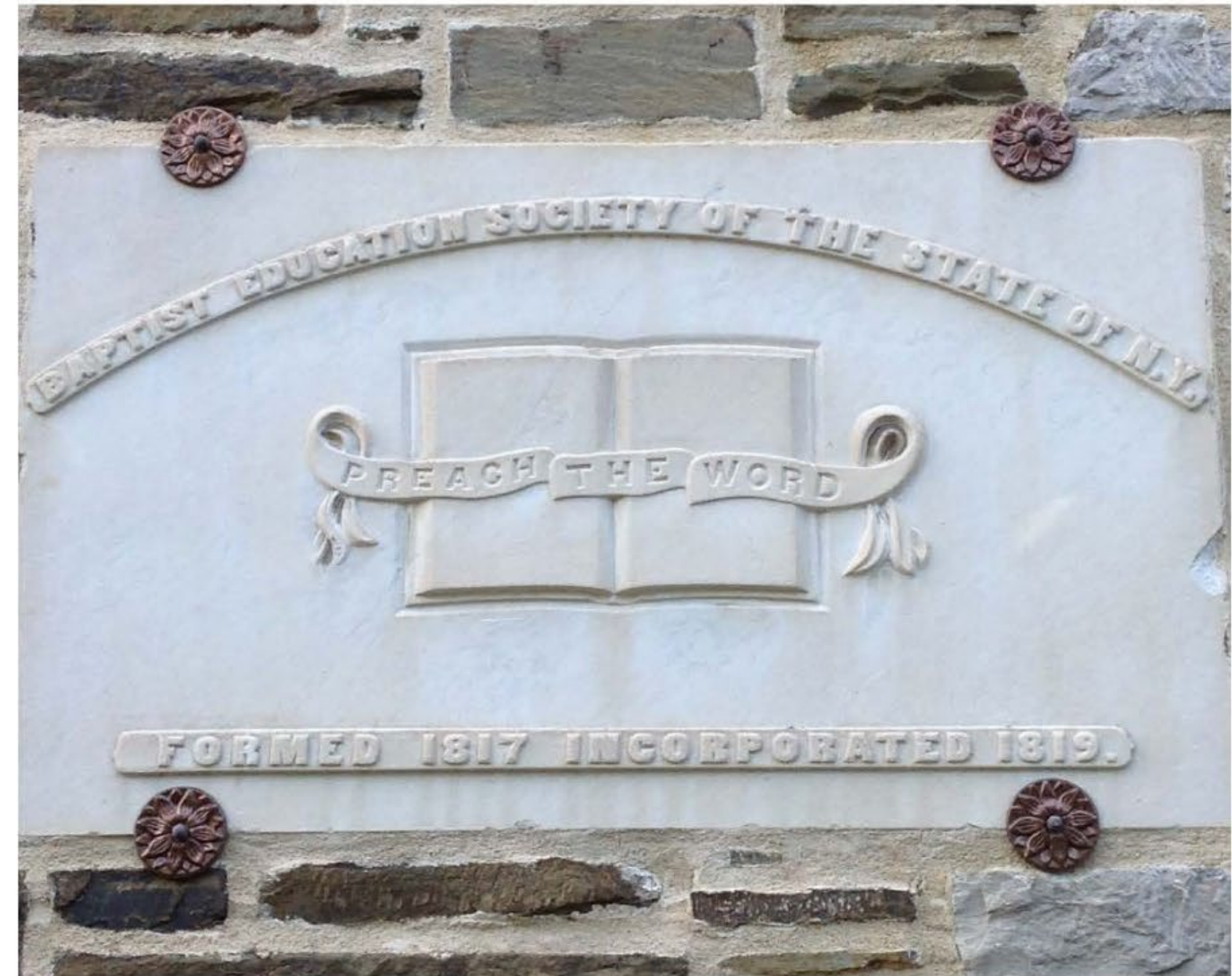
Discovery: The Breakthrough



Application: The Colgate C



Application: The Bicentennial C



Discovery: University Typeface History



Schneidler Initials / Trajan



Times



Big Caslon



Goldenbook

Discovery: University Typeface History

COLGATE

William

COLGATE

Rongel

COLGATE

Nocturno

COLGATE

Fleischmann

COLGATE

Genath

COLGATE

Farnham

COLGATE

Century

COLGATE

Canela

COLGATE

Albertina

COLGATE

Fortescue

COLGATE

Practice

COLGATE

Portrait

COLGATE

Albertus

COLGATE

Penumbra Serif

COLGATE

Noe

COLGATE

Wolpe Pegasus

COLGATE

Grifo

COLGATE

Dignitas Regular

Ideation: Wordmark Typeface

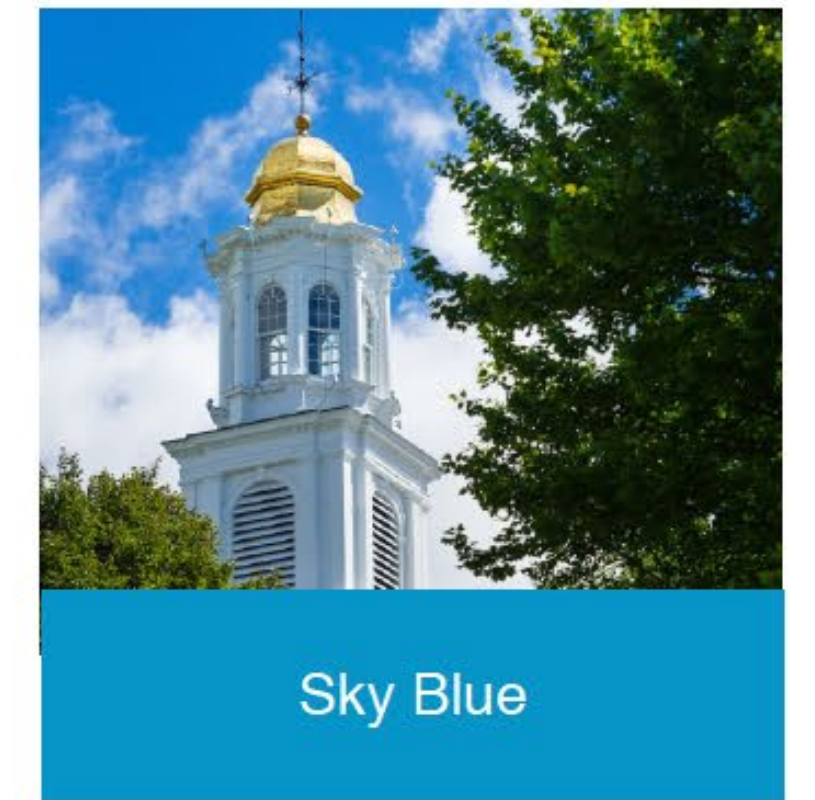
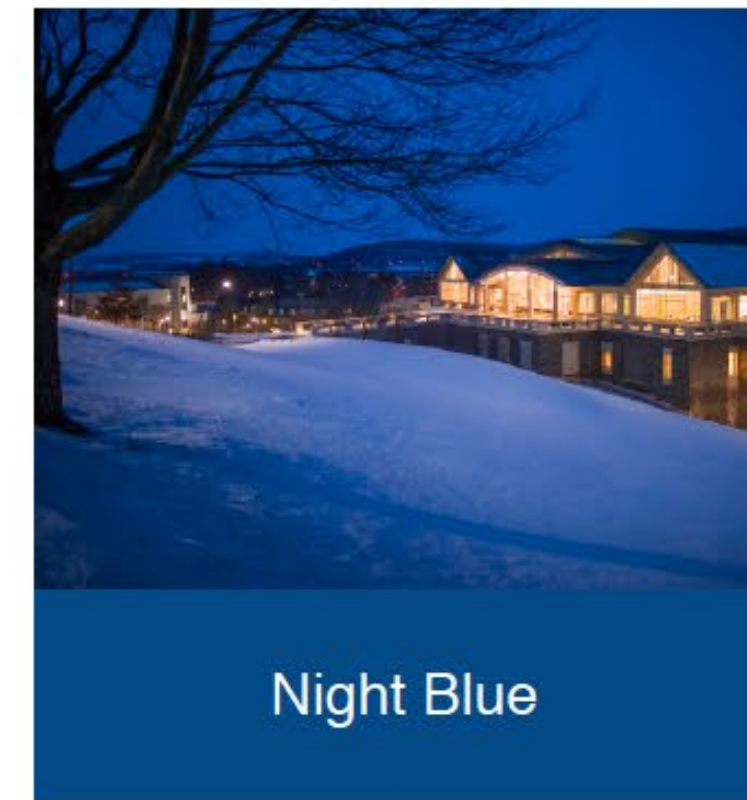
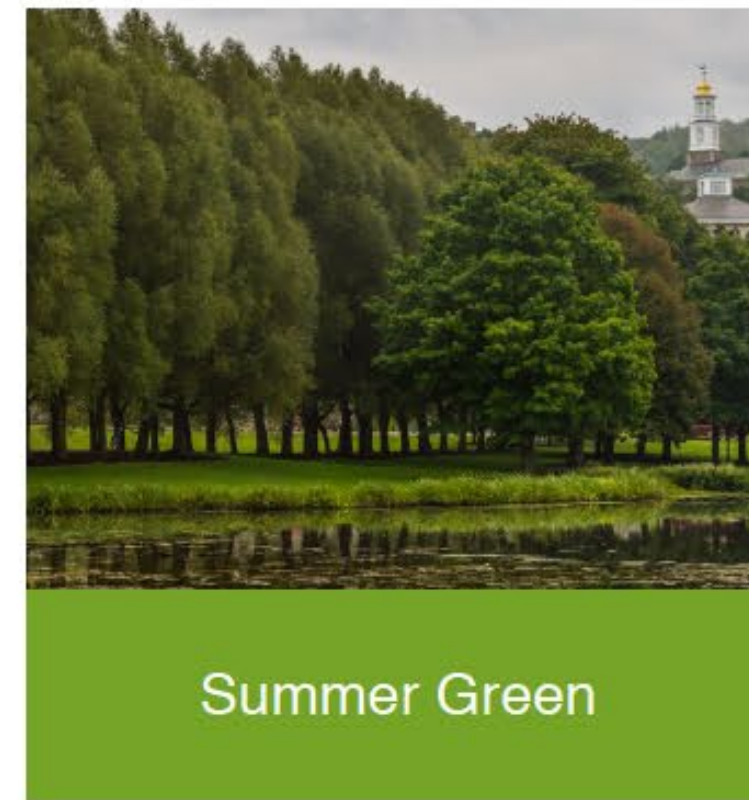
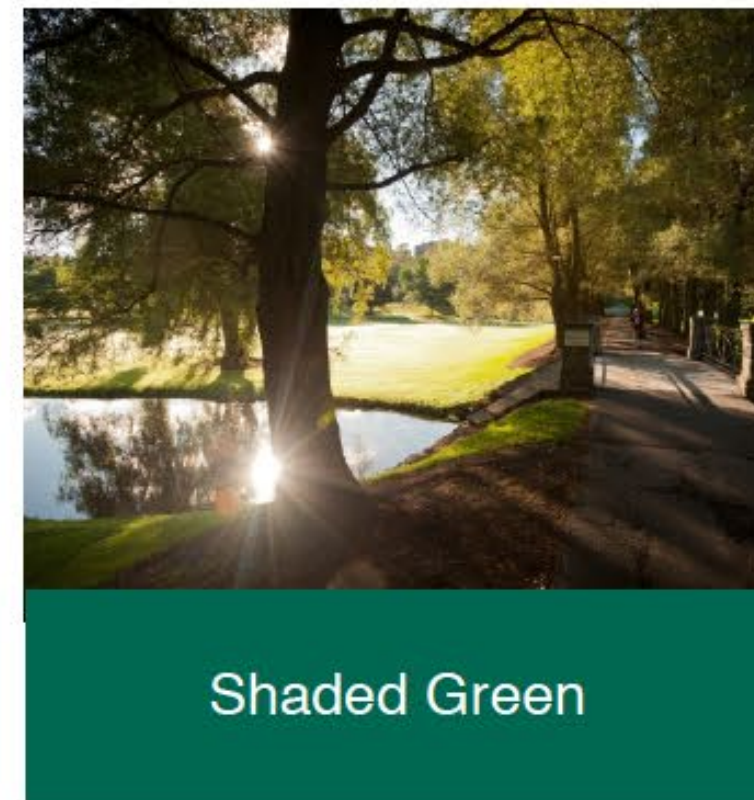
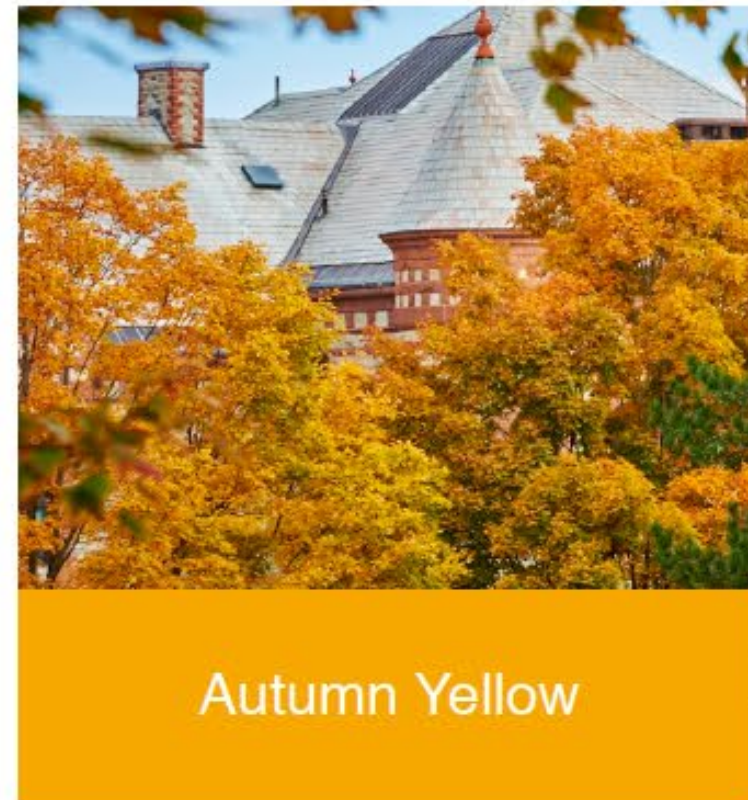
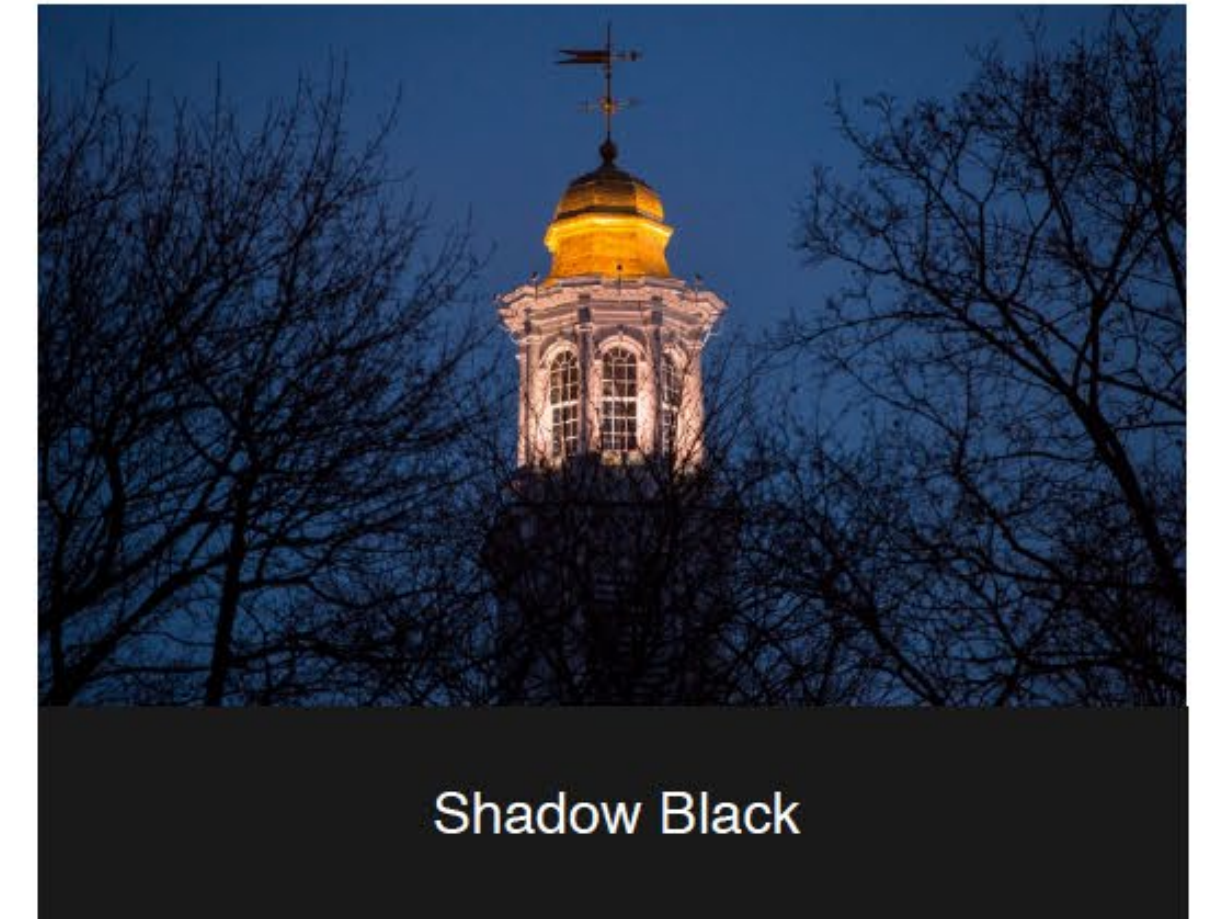
A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l
m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

COLGATE

Application: University Wordmark



Discovery: Maroon Combinations



Discovery: Campus Palette



PMS 202



PMS 185

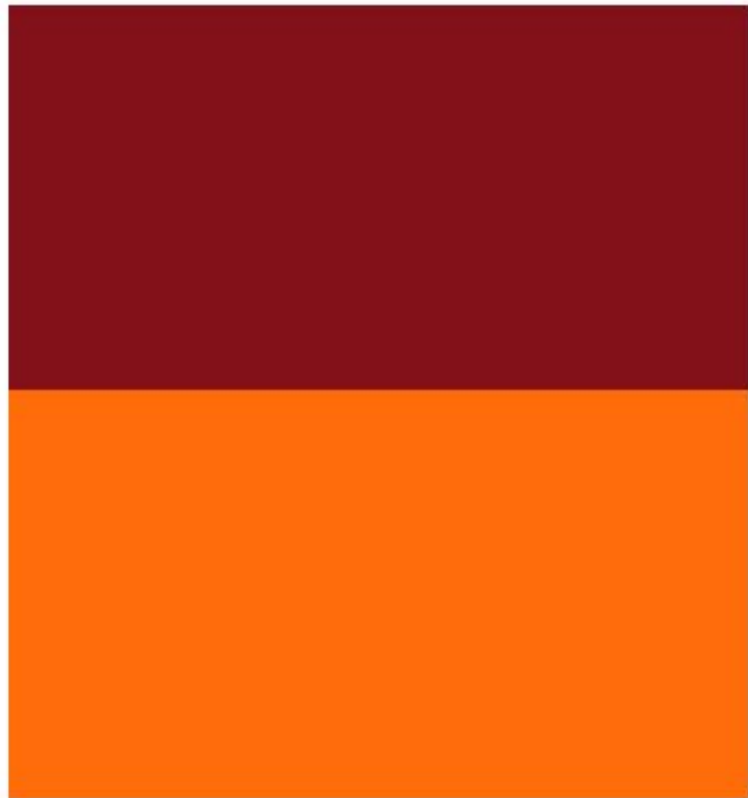


PMS 427

PMS 431



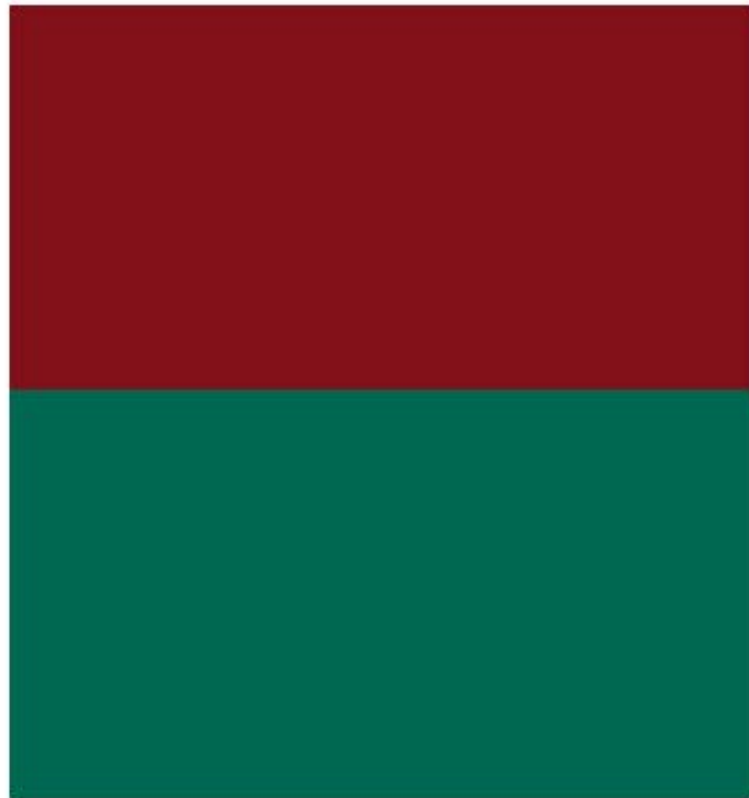
Black



PMS 1585



PMS 130



PMS 3298



PMS 369



PMS 301



PMS 639

Ideation: Maroon Combinations



Application: Colgate Color Palette & Proportions



c. 1826-47



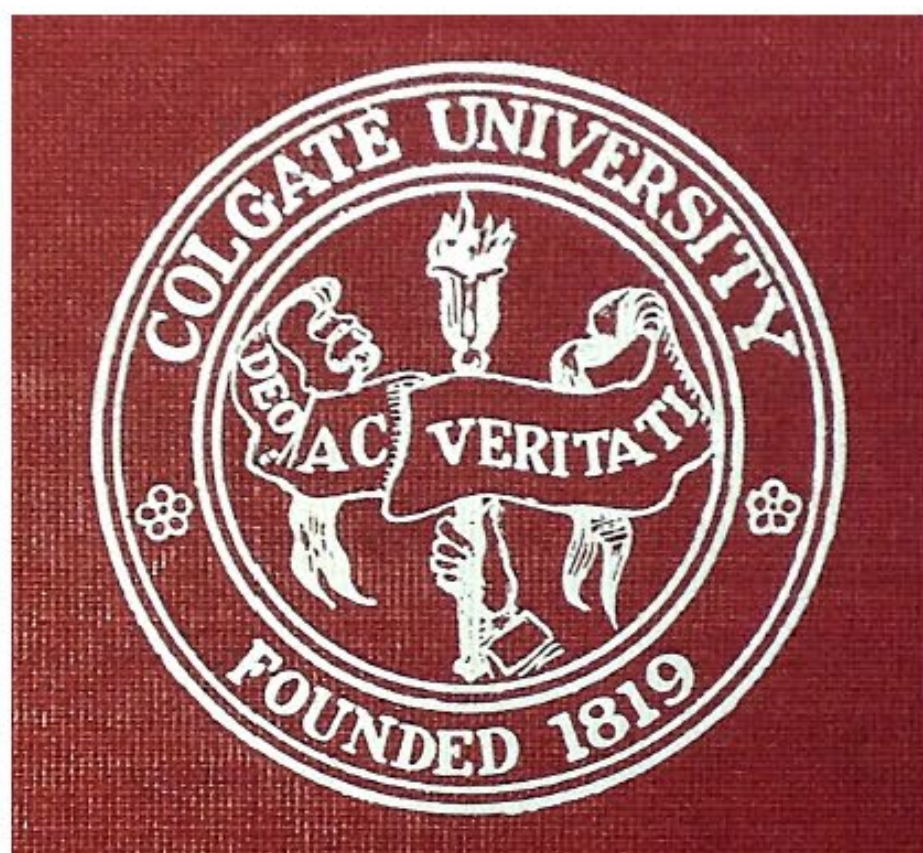
1835



1860



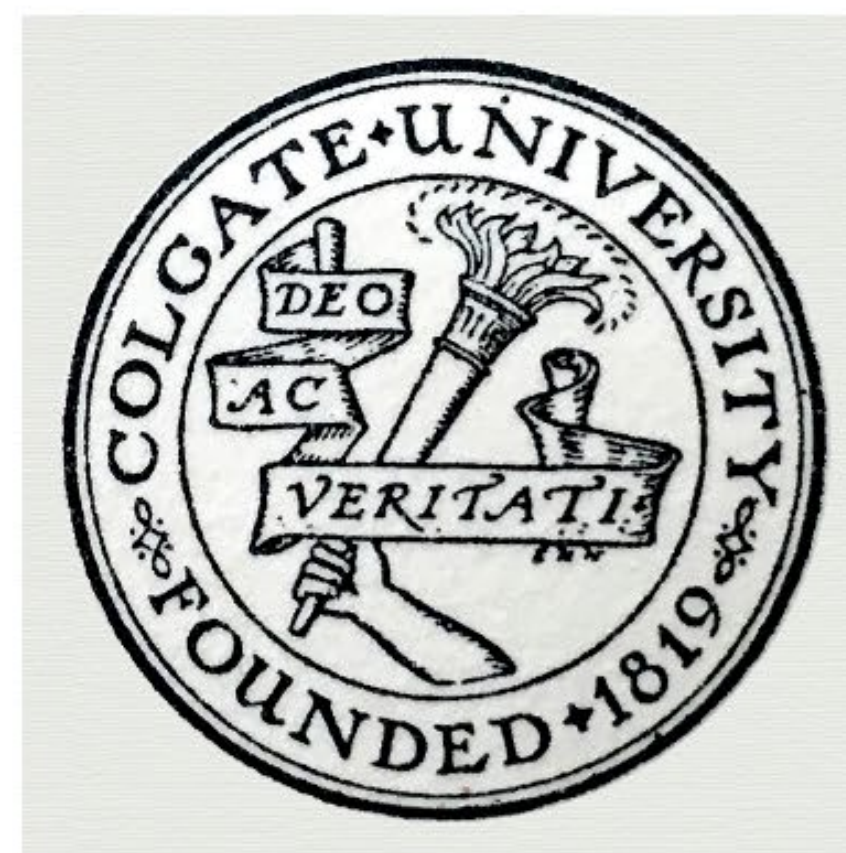
1890



1915



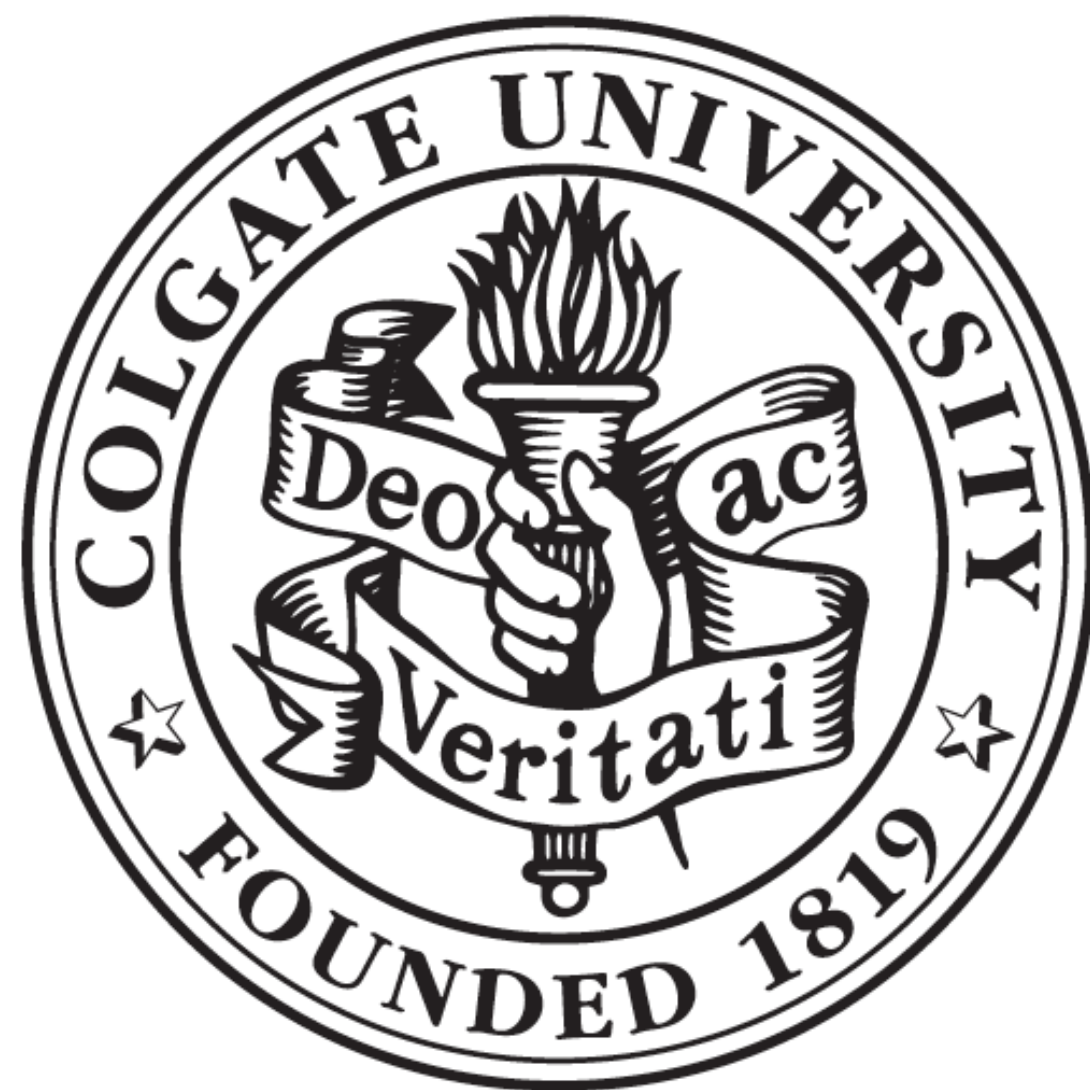
1919



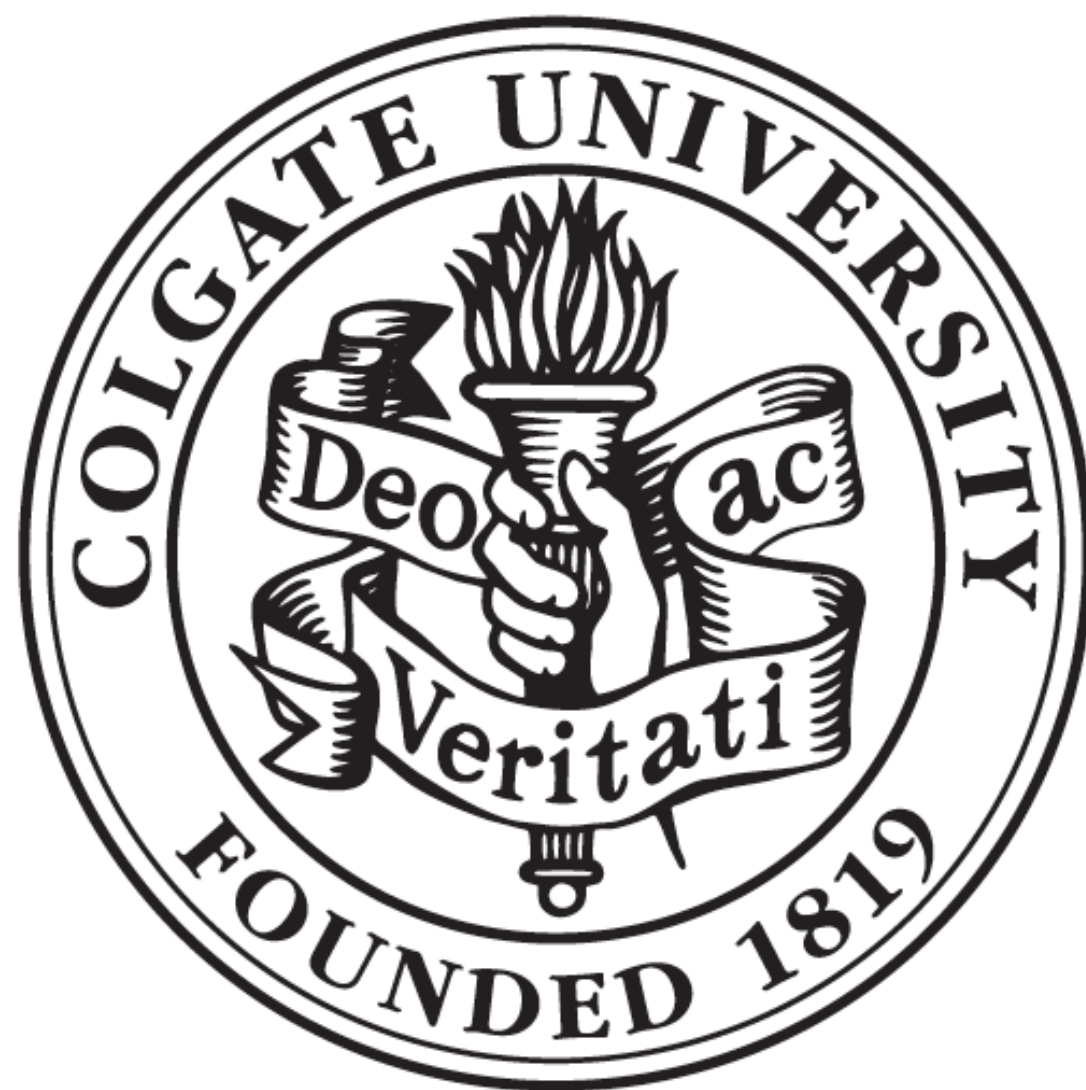
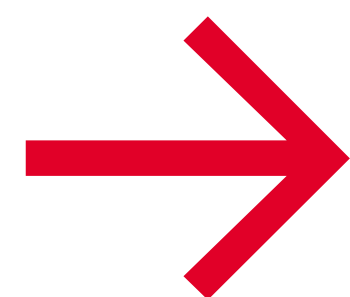
1940s



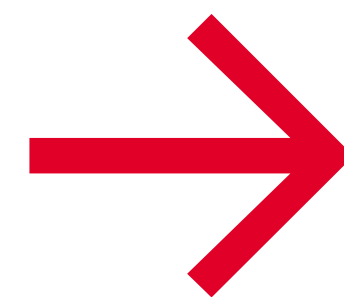
Discovery: Seal History



Original



Remove Stars

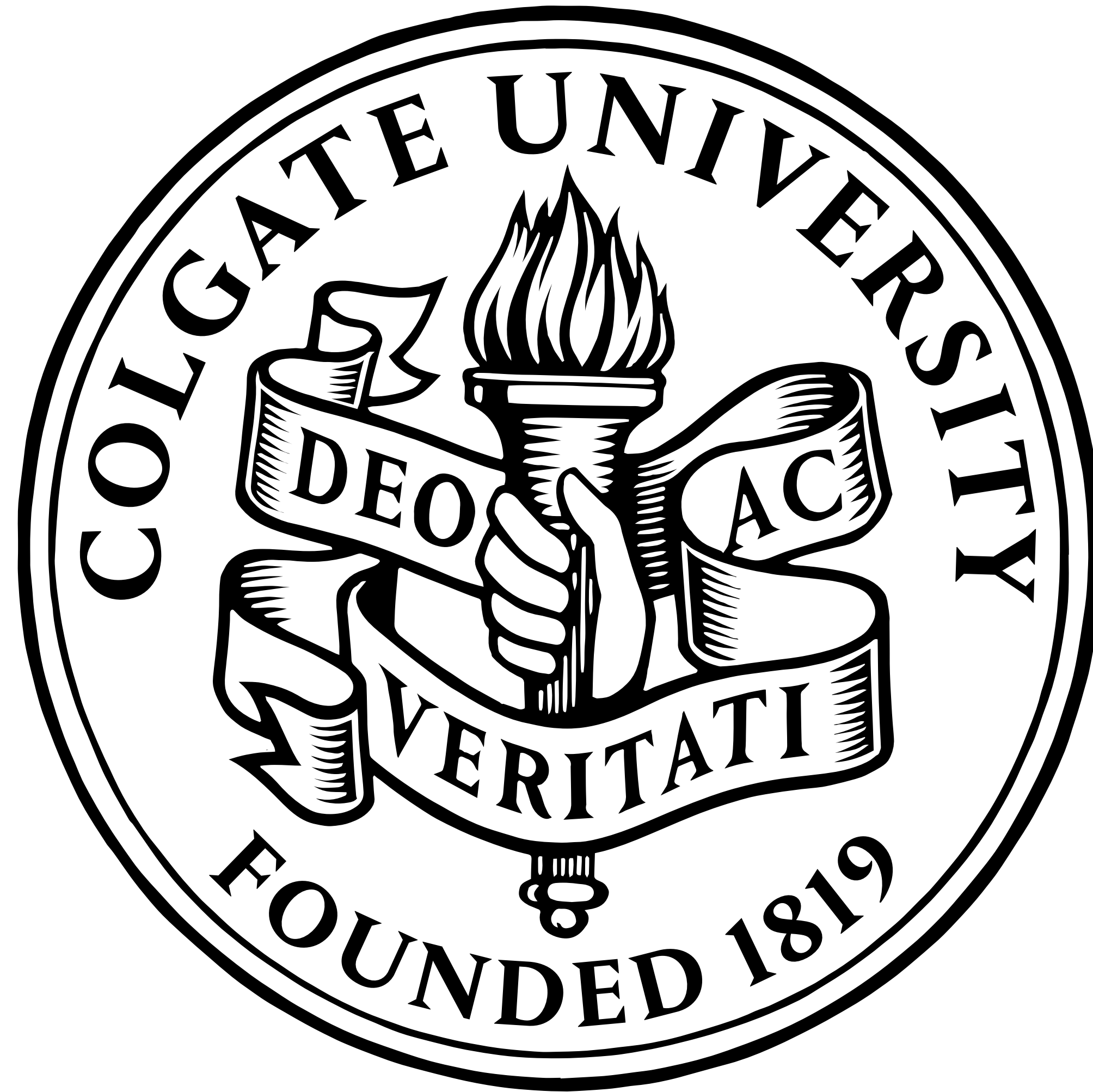


Remove Inner Ring

Ideation: Simplification



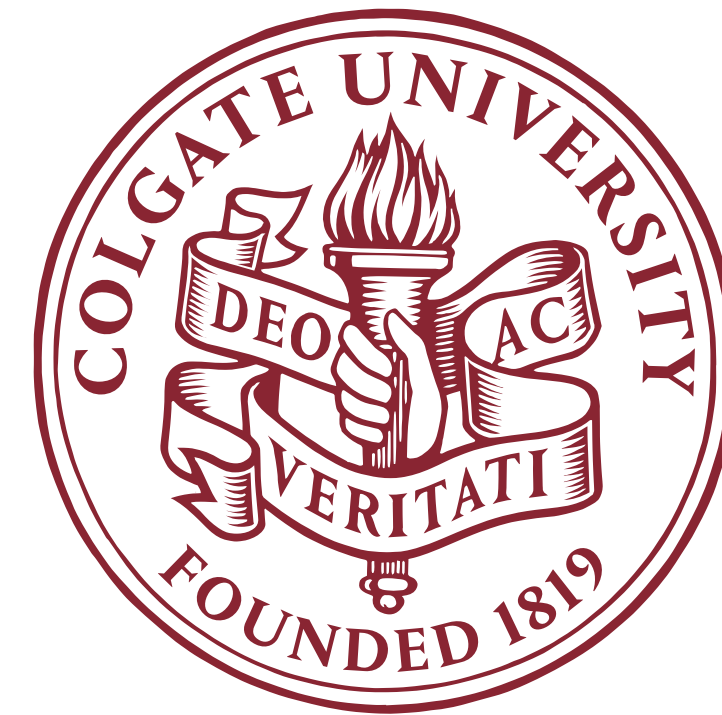
Ideation: Heritage of Craft



Application: Colgate Seal

COLGATE

C C



Application: Visual Identity





C
COLGATE
AT 200 YEARS

C
COLGATE
AT 200 YEARS

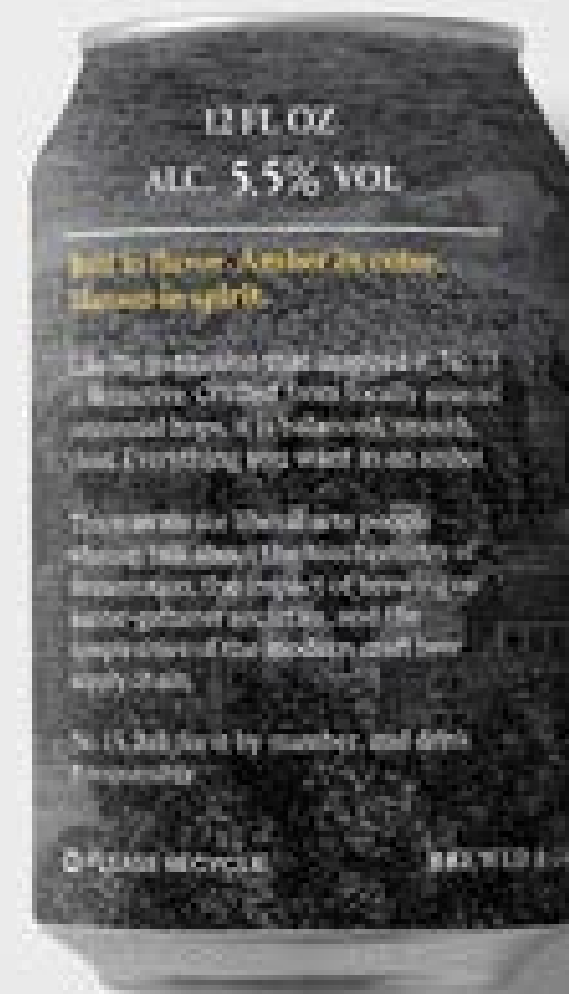
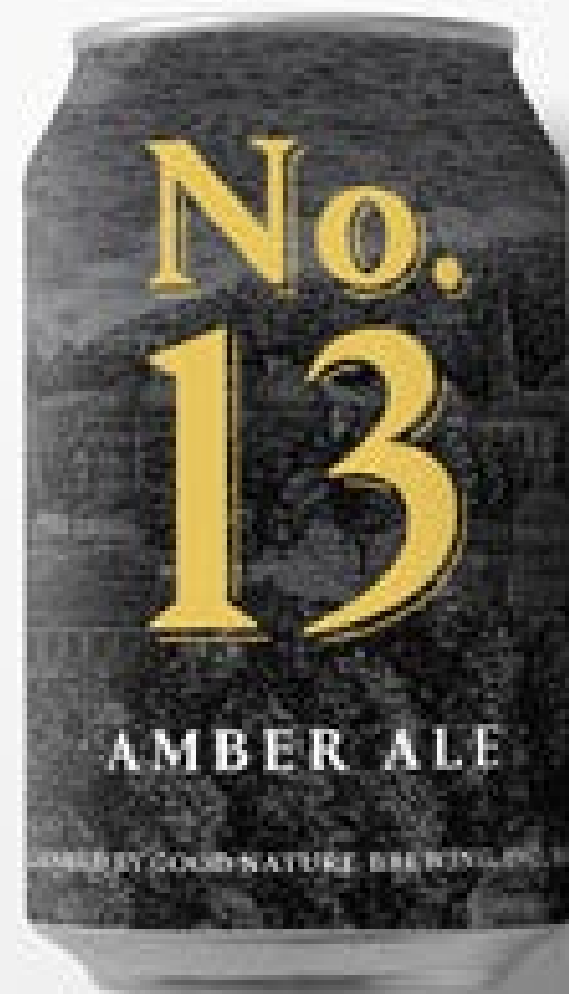
Student walking on the path.

Student walking on the path.

COLGATE
AT 200 YEARS













COLGATE UNIVERSITY

COLGATE UNIVERSITY





This is
Colgate.

C

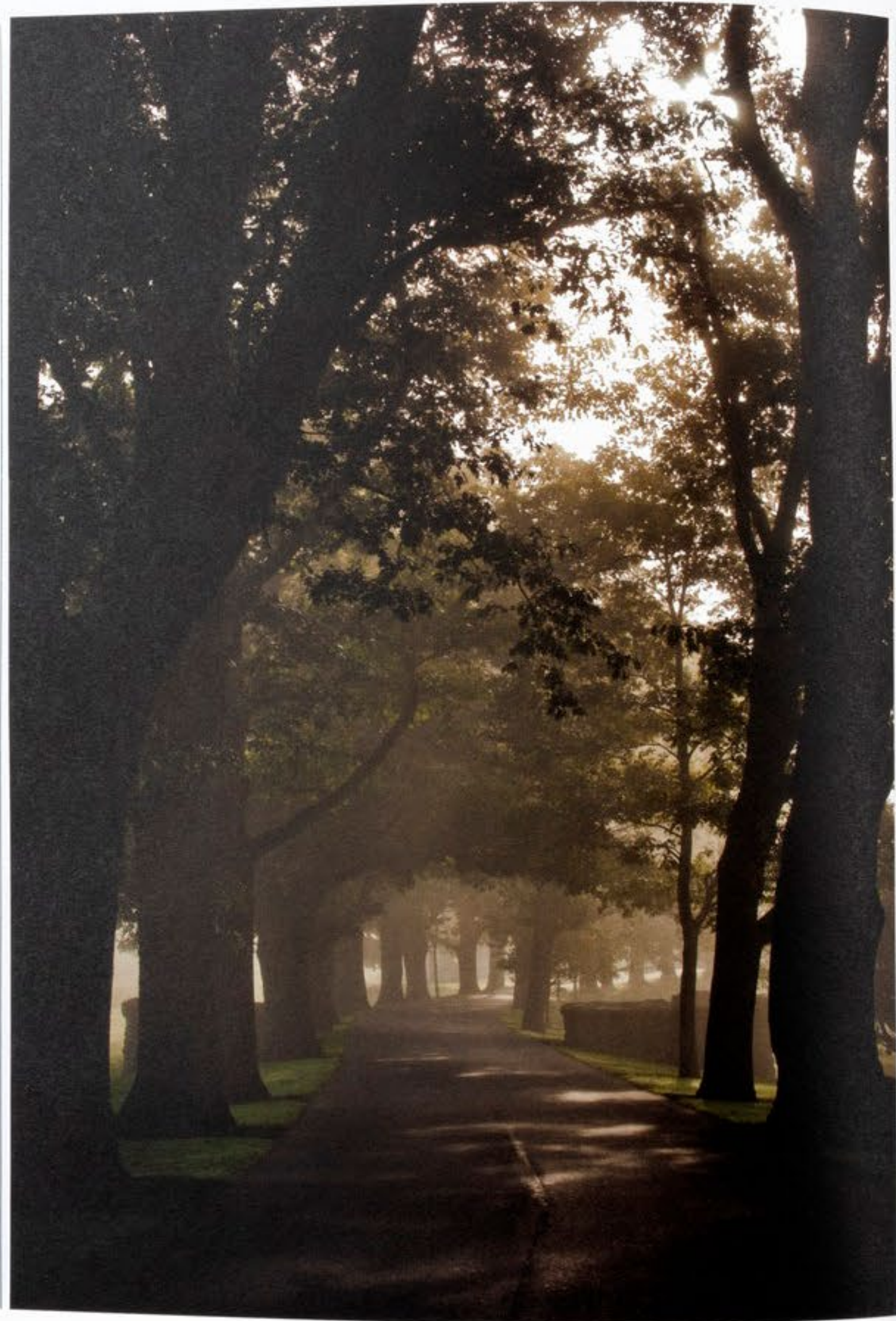


Proud Tradition, Bold Ambition: Colgate and its Center for Career Services enter a third century

CAREER SERVICES VISION

Urgency and cutting-edge excellence define Colgate's approach to career services. The University must prepare students to succeed in careers that may not even exist yet. Adaptation to a changing employment market is constant. Colgate inspires students and shows them how to contribute to the world. It trains them to be their own managers of the

career choices they will make, and stands with them forever to provide counsel and support from alumni. This is how Colgate has succeeded with distinction for 200 years: proud of its tradition, emboldened by its ambition. In Colgate's third century, its vision for Career Services is the same as that of the University itself: to be the finest in America and one of the best in the world.



Beauty

From the first look, the campus is inviting. And then, as it takes hold, the scenery becomes defining. Colgate's allure shapes the experience of living and learning here. The feeling comes alive in every majestic view. It is in the cover and colors of sugar maples and red oaks. It is in the strolls along Willow Path, the serenity of Taylor Lake and Payne Creek, the history chiseled into halls of stone. Set in the Chenango Valley of central New York, Colgate is one of the most beautiful environments in America. It is forever in Colgate's identity: breathtaking beauty.

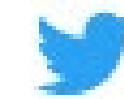


From top: Detail of the academic quad; James B. Colgate Hall; Olin Hall; Payne Creek. Opposite page: Oak Drive.

**knowing who you are
takes you where you want to go**




Dolly Parton 
@DollyParton



Find out who you are, and do it on purpose

12:05 PM · Aug 25, 2010



 71



Copy link to Tweet