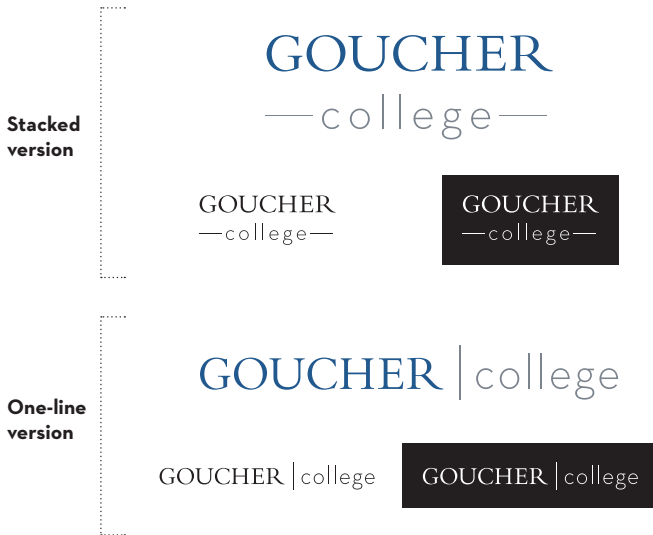


Goucher College Branding Quick Reference Guide

Wordmark



Goucher Blue
PMS 2945
CMYK 100, 53, 2, 16
RGB 0, 76, 151
HEX #004c97



Goucher Gray
PMS 7545
CMYK 58, 32, 18, 54
RGB 66, 85, 99
HEX #425563

Athletics Identity



This branding is reserved solely for use by Goucher Athletics. The image may not be used for college events and communications without the approval of the Office of Communications. It may not be used for any academic materials.



Athletics Blue
PMS 293
CMYK 100, 57, 0, 2
RGB 0, 103, 177
HEX #0067b1



Athletics Gray
PMS Warm Gray 6
CMYK 0, 6, 12, 31
RGB 187, 176, 166
HEX #bbb0a6



Athletics Gold
PMS 109
CMYK 0, 10, 100, 0
RGB 255, 221, 0
HEX #ffd00

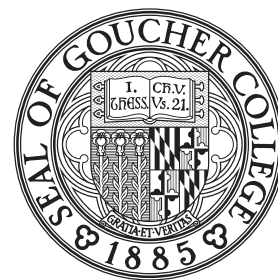
Typography

Aa Bembo (serif font)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa Neutraface (sans-serif font)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

For general office use, Times New Roman is the preferred serif font; [Josefin Sans from Google Fonts](#) is the preferred sans-serif option. Helvetica and Arial are also acceptable sans-serif substitutions for unofficial communications.

College Seal



A formal representation of Goucher College, the college seal is used for select, official college functions. The seal should not be used for general purposes in most college events and communications.