Goucher College Branding Quick Reference Guide

Wordmark

One-line

GOUCHER | college
Inspiring Global Changemakers

GOUCHER | college
Inspiring Global Changemakers

GOUCHER | college
Inspiring Global Changemakers

Stacked logo-side

GOUCHER
—college—
Inspiring Global Changemakers

GOUCHER
—college—
Inspiring Global Changemakers

GOUCHER
—college—
Inspiring Global Changemakers

Stacked

GOUCHER
—college—
Inspiring Global Changemakers

GOUCHER
—college—
Inspiring Global Changemakers

GOUCHER
—college—
Inspiring Global Changemakers

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 #ffdd00

Typography

Bembo (serif font)

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Neutraface (sans-serif font)

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

For general office use, **Times New Roman** is the preferred serif font; **Josefin Sans** from Google Fonts or **Tenorite** from Microsoft 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.