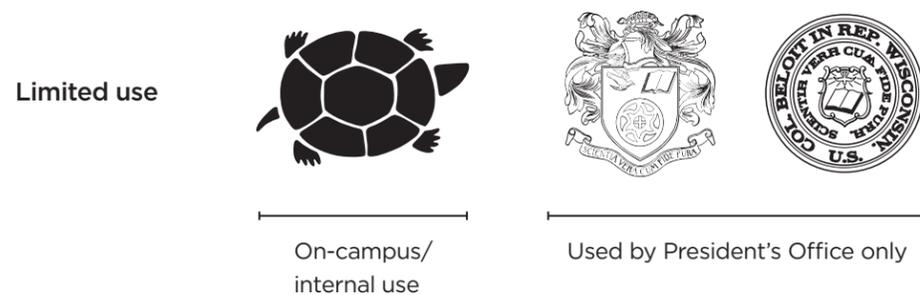


Visual Identity

The college's name, wordmark, logos, and seal are trademarks and property of Beloit College. These elements may only be used by authorized units of Beloit College, or through approval for external use. When in doubt about which mark to use for different types of mediums, please contact the Office of Communications and Marketing.



Department logos

Department logos that are being used within the campus environment can use the B logo lock-up. For formal and off-campus use, please use the wordmark version.



Career & Community
Engagement Center



Other usage - example

Campaign tag lines or messages can be paired with the B logo.



Beloit College colors

Beloit Blue

The Beloit Blue is PMS 2955 and is the college's primary color. When printing spot color, this PMS color should be used. If printing in process color, use the CMYK values shown at right.



PMS 2955
(Pantone Matching System)

CMYK
Cyan 100%
Magenta 60%
Yellow 10%
Black 53%

RGB
Red 0
Green 56
Blue 101

WEB COLOR
Hex #003865

Beloit Gold

The Beloit Gold is PMS 130. The Beloit Gold is an accent color. When printing spot color, the PMS color should be used. If printing in process color, use the CMYK values shown at right.



PMS 130
(Pantone Matching System)

CMYK
Cyan 0%
Magenta 32%
Yellow 100%
Black 0%

RGB
Red 242
Green 169
Blue 0

WEB COLOR
Hex #F2A900

Typefaces

Our main typefaces are Calluna and Gotham.

Calluna

Calluna is a distinguished serif typeface that pairs well with Gotham.

Gotham

Gotham is a geometric sans serif typeface. Free alternative to Gotham is Monserrat (Google Fonts). Proxima Nova is also an alternative if using Adobe Fonts.