



RUSSELL SAGE COLLEGE

Graphic Identity Guide | 2020



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RUSSELL SAGE COLLEGE COLOR PALETTE

The primary (dominant) Russell Sage College brand colors are sage green and hudson blue. They should be the predominant colors used in promotional and internal communications.

The secondary (subordinate) brand colors are dark green, bright green and warm gray. They should be used in promotional and internal communications.

The tertiary (accent) brand colors are light blue, gold and orange. They can be used throughout all communications within callouts or highlights.

PRIMARY BRAND COLORS

Sage Green
Pantone: 363 C
CMYK: 76, 3, 100, 18
RGB: 76, 140, 43
Hex: #4C8C2B

Hudson Blue
Pantone: 2384 C
CMYK: 99, 48, 1, 14
RGB: 0, 97, 160
Hex: #0061A0



SECONDARY BRAND COLORS

Dark Green
Pantone: 342 C
CMYK: 100, 0, 71, 43
RGB: 0, 103, 71
Hex: #006747

Bright Green
Pantone: 380 C
CMYK: 25, 0, 88, 0
RGB: 219, 228, 66
Hex: #C9DB48

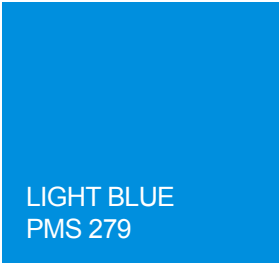
Warm Gray
Pantone: 404 C
CMYK: 20, 25, 30, 59
RGB: 119, 110, 100
Hex: #696059

TERTIARY BRAND COLORS

Light Blue
Pantone: 279 C
CMYK: 68, 34, 0, 0
RGB: 65, 143, 222
Hex: #418FDE

Gold
Pantone: 124 C
CMYK: 0, 28, 100, 6
RGB: 234, 170, 0
Hex: #EAAA00

Orange
Pantone: 159 C
CMYK: 0, 66, 100, 7
RGB: 203, 96, 21
Hex: #CB6015



RUSSELL SAGE COLLEGE PRIMARY MARK

The Russell Sage College logo and wordmark are used to identify Russell Sage College. The logo and wordmark should appear on all publications that are affiliated with Russell Sage College.

The following are examples of the positive and reversed applications of the primary Russell Sage College logo.

All logo versions are available with and without the locations tagline. The version with the two locations is the preferred logo, when possible.



Although the full-color logo is preferred, one-color applications of the mark can be used in solid sage green (PMS 363), reversed white or black (not shown). The reversed versions of the logo should be used on a background of the primary sage green.

The position and spacing of the symbol in relation to the wordmark may not be altered.



RUSSELL SAGE COLLEGE VERTICAL MARK

The following are examples of the positive and reversed applications of the vertical Russell Sage College logo.

The vertical logo is available with and without the locations tagline. The version with the two locations is the preferred logo, when possible.



Although the full-color logo is preferred, one-color applications of the mark can be used in solid sage green (PMS 363), reversed white or black (not shown). The reversed versions of the logo should be used on a background of the primary sage green.

The position and spacing of the symbol in relation to the wordmark may not be altered.



RUSSELL SAGE COLLEGE ALTERNATE VERTICAL MARK

The following are examples of the positive and reversed applications of the alternate vertical Russell Sage College logo.

The alternate vertical logo is available with and without the locations tagline. The version with the two locations is the preferred logo, when possible.



Although the full-color logo is preferred, one-color applications of the mark can be used in solid sage green (PMS 363), reversed white or black (not shown). The reversed versions of the logo should be used on a background of the primary sage green.

The position and spacing of the symbol in relation to the wordmark may not be altered.



RUSSELL SAGE COLLEGE HORIZONTAL MARK

The following are examples of the positive and reversed applications of the horizontal Russell Sage College logo.

The horizontal logo is available with and without the locations tagline. The version with the two locations is the preferred logo, when possible.



Although the full-color logo is preferred, one-color applications of the mark can be used in solid sage green (PMS 363), reversed white or black (not shown). The reversed versions of the logo should be used on a background of the primary sage green.

The position and spacing of the symbol in relation to the wordmark may not be altered.



CLEAR SPACE AND MINIMUM SIZE

A minimum area of clear space should always surround the Russell Sage College logo, separating the mark from other elements such as headlines and text or the outside edge of the printed piece. This protected area preserves legibility and visual impact.

The diagram to the right shows how to calculate the minimum clearance around the Russell Sage College logo.

As a unit of measurement, “X” equals the cap height of the institution name. The clear space should always be equal to or greater than the cap height (X) of the institution name.



RUSSELL SAGE COLLEGE LOGO MISUSE

Maintaining visual consistency is vital to preserving the integrity and recognition of the Russell Sage College brand. The logo should always be seen clearly and with impact. It should be positioned away from any competing graphic and/or text and stand out from the background. Examples shown here illustrate several unacceptable uses of the Russell Sage College logo.



Do not reproduce the logo in an unapproved color.



Do not alter the placement of the logo elements.



Do not distort or rotate the logo.



Do not use the logo on a background that is distracting and interferes with legibility.



Do not use the logo on an unapproved color background.



Do not add a shadow to the logo.



Do not add your own text to the logo.



Do not isolate the graphic mark and add new text.

ESTEVES SCHOOL OF EDUCATION LOCKUP

An alternative configuration can be used in instances where the institution's wordmark is used in combination with the name of a specific school.

The following are examples of the positive and reversed applications of the Esteves School of Education version of the Russell Sage College logo.



Although the full-color logo is preferred, one-color applications of the mark can be used in solid sage green (PMS 363), reversed white or black (not shown). The reversed versions of the logo should be used on a background of the primary sage green.

The position and spacing of the symbol in relation to the wordmark may not be altered.



SCHOOL OF HEALTH SCIENCES LOCKUP

An alternative configuration can be used in instances where the institution's wordmark is used in combination with the name of a specific school.

The following are examples of the positive and reversed applications of the School of Health Sciences version of the Russell Sage College logo.



Although the full-color logo is preferred, one-color applications of the mark can be used in solid sage green (PMS 363), reversed white or black (not shown). The reversed versions of the logo should be used on a background of the primary sage green.

The position and spacing of the symbol in relation to the wordmark may not be altered.



SCHOOL OF MANAGEMENT LOCKUP

An alternative configuration can be used in instances where the institution's wordmark is used in combination with the name of a specific school.

The following are examples of the positive and reversed applications of the School of Management version of the Russell Sage College logo.



Although the full-color logo is preferred, one-color applications of the mark can be used in solid sage green (PMS 363), reversed white or black (not shown). The reversed versions of the logo should be used on a background of the primary sage green.

The position and spacing of the symbol in relation to the wordmark may not be altered.



SAGE PROFESSIONAL & CONTINUING EDUCATION LOCKUP

An alternative configuration can be used in instances where the institution's wordmark is used in combination with the name of a specific school.

The following are examples of the positive and reversed applications of the Sage Professional & Continuing Education version of the Russell Sage College logo.



Although the full-color logo is preferred, one-color applications of the mark can be used in solid sage green (PMS 363), reversed white or black (not shown). The reversed versions of the logo should be used on a background of the primary sage green.

The position and spacing of the symbol in relation to the wordmark may not be altered.



THE WOMEN'S INSTITUTE LOCKUP

An alternative configuration can be used in instances where the institution's wordmark is used in combination with The Women's Institute.

The following are examples of the positive and reversed applications of The Women's Institute version of the Russell Sage College logo.



Although the full-color logo is preferred, one-color applications of the mark can be used in solid sage green (PMS 363), reversed white or black (not shown). The reversed versions of the logo should be used on a background of the primary sage green.

The position and spacing of the symbol in relation to the wordmark may not be altered.



DEPARTMENT AND OFFICE LOCKUPS

For access to department and office logos, contact the Office of Marketing and Communications at communications@sage.edu

For general usage on communications, departments or offices should use the primary Russell Sage College logo. However, an alternative configuration can be used in instances where the department or office identity needs to appear combined directly with the Russell Sage logo.

These logo treatments cannot be used on websites, stationery or business cards.



Although the full-color logo is preferred, one-color applications of the mark can be used in solid sage green (PMS 363), reversed white or black (not shown). The reversed versions of the logo should be used on a background of the primary sage green.

The position and spacing of the symbol in relation to the wordmark may not be altered.



RUSSELL SAGE COLLEGE SEAL

For access to the Russell Sage College seal, contact the Office of Marketing and Communications at communications@sage.edu

The seal is used when referring to Russell Sage College in the most formal manner.

For example: presentations, graduation materials, formal event invitations, signage and communications from the president.

The seal is primarily used in dark green (PMS 342). The seal may be used in black, white or silver foil.

