Brand Identity Guidelines
Logotype and Brand Graphics

This is a guide to the basic design elements that make up the Cornell Engineering brand. Its purpose is to help you know us a little better, and to keep you current with our aesthetics.
Cornell Engineering Logotypes

The Cornell Engineering logotype is a valuable asset that we must treat well and never misuse. The “One-line logotype” is the “primary lock-up” and should be the first logotype provided in response to external requests. In certain instances, when space is limited or the visual environment does not allow for the One-Line logotype to display optimally, use the “Two-line Logotype.”

To request an official logo, please contact the Cornell Engineering marketing department at: EngineeringMarketing@cornell.edu

Please specify the desired logotype format and intended use when submitting a request.

One-line Logotype
Lockup
Used as the primary logotype for marketing materials, promotional materials, invitations, etc.

Cornell Engineering

Two-line Logotype
Lockup
Used as the primary logotype for marketing materials, promotional materials, invitations, etc.
One-line Logotype Lockup, One-Color Variation

Ideally, the Cornell Engineering logotype will be displayed in two-colors. In some instances, when production limits restrict reproduction of the logotype to one color such as: newspaper ads, posters, T-shirts, etc., the Cornell Engineering logotype may be reproduced in one of our three brand colors, PMS 187, Black, or White.

To request a one-color logotype, please contact the Cornell Engineering marketing department at: EngineeringMarketing@cornell.edu

Please specify the desired logotype format and intended use when submitting a request.
One-line Logotype Lockup, One-Color Variation

Ideally, the Cornell Engineering logotype will be displayed in two-colors. In some instances, when production limits restrict reproduction of the logotype to one color such as: newspaper ads, posters, T-shirts, etc., the Cornell Engineering logotype may be reproduced in one of our three brand colors, PMS 187, Black, or White. In those instances when space will not accommodate the One-line Logotype Lockup, please use the Two-line logotype lockup as shown on this page.

To request a logotype, please contact the Cornell Engineering marketing department at: EngineeringMarketing@cornell.edu

Please specify the desired logotype format and intended use when submitting a request.

Two-line line Logotype Lockup
This is the primary logotype for marketing materials, promotional materials, invitations, etc. when reproduction is limited to one color.

Cornell Engineering
One Color Red

Cornell Engineering
One Color Black

Cornell Engineering
White knocked out of a one-color background
The Cornell Engineering logotype is a valuable asset that we must treat well and never misuse. On occasion, the Cornell Engineering logotype will be displayed along with the Cornell University seal. In those instances, the recommended arrangement of these two brand elements should be used as displayed to the right. Please do not reduce or scale the logotype or seal independently of one another as they are proportionally arranged to be displayed as one unit.

Below this depiction is an example of the required spacing, around both the logotype and seal elements, and its relationship to the edge of a screen or page trim. This is the minimum protected space required for display of this lockup in print and digital reproduction.

To request an official logo, please contact the Cornell Engineering marketing department at: EngineeringMarketing@cornell.edu

Please specify the desired logotype format and intended use when submitting a request.

---

One-line Logotype and University Seal Lockup
Used as the primary logotype and University seal for marketing materials, promotional materials, invitations, etc.

---

One-line Logotype and University Seal Lockup
Freespace
The space between the logotype and seal, and around, the logotype and seal, is determined by the size of the seal itself. The space around is equivalent to 1/2 the width of the Cornell University seal from any edge or object.

---

Top of page

---

Bottom of page
Cornell Engineering Logotype, Department Signatures and University Seal

Cornell Engineering departments and schools also have specific graphic signatures that make up the new brand look. Spacing and proportion have been carefully considered and examples of each school are shown to the right. Please do not reduce or scale the logotype, department name or seal independently of one another as they are proportionally arranged to be displayed as one unit.

To request an official logo, please contact the Cornell Engineering marketing department at: EngineeringMarketing@cornell.edu

Please specify the desired logotype format and intended use when submitting a request.

One-line Logotype, School and University Seal Lockup
Please use this lock-up for school and department specific communications, such as web sites and school magazines, etc.

**CornellEngineering**
Biomedical Engineering

**CornellEngineering**
Computer Science

**CornellEngineering**
Applied and Engineering Physics

**CornellEngineering**
Civil and Environmental Engineering

**CornellEngineering**
Earth and Atmospheric Sciences

**CornellEngineering**
Material Science and Engineering
Cornell Engineering Logotype, Department Signatures and University Seal, continued

Cornell Engineering departments and schools also have specific graphic signatures that make up the new brand look. Spacing and proportion have been carefully considered and examples of each school are shown to the right. Please do not reduce or scale the logotype, department name or seal independently of one another as they are proportionally arranged to be displayed as one unit.

To request an official logo, please contact the Cornell Engineering marketing department at: EngineeringMarketing@cornell.edu

Please specify the desired logotype format and intended use when submitting a request.

<table>
<thead>
<tr>
<th>One-line Logotype, School and University Seal Lockup</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cornell Engineering</strong></td>
</tr>
<tr>
<td>Operations Research and Information Engineering</td>
</tr>
<tr>
<td><strong>Cornell Engineering</strong></td>
</tr>
<tr>
<td>Systems Engineering</td>
</tr>
<tr>
<td><strong>Cornell Engineering</strong></td>
</tr>
<tr>
<td>Biological and Environmental Engineering</td>
</tr>
<tr>
<td><strong>Cornell Engineering</strong></td>
</tr>
<tr>
<td>Electrical and Computer Engineering</td>
</tr>
<tr>
<td><strong>Cornell Engineering</strong></td>
</tr>
<tr>
<td>Information Science</td>
</tr>
<tr>
<td><strong>Cornell Engineering</strong></td>
</tr>
<tr>
<td>Sibley School of Mechanical and Aerospace Engineering</td>
</tr>
<tr>
<td><strong>Cornell Engineering</strong></td>
</tr>
<tr>
<td>Chemical and Biomolecular Engineering</td>
</tr>
</tbody>
</table>
Cornell Engineering Logotype, Department Signatures and University Seal Protected Space

Cornell Engineering departments and schools also have specific graphic signatures that make up the new brand look. Spacing and proportion have been carefully considered and examples of each school are shown on the prior pages. Please do not reduce or scale the logotype, department name or seal independently of one another as they are proportionally arranged to be displayed as one unit.

To the right is an example of the required spacing, around both the logotype, department name and University seal, and its relationship to the edge of a screen or page trim. This is the minimum protected space required for display of this lockup in print and digital reproduction.

To request an official logo, please contact the Cornell Engineering marketing department at: EngineeringMarketing@cornell.edu

Please specify the desired logotype format and intended use when submitting a request.
Cornell Engineering has recently launched a new branding campaign called: “Break the Rules to…” Our campaign pivots on the many examples, both past and present, that demonstrate the imaginative and pioneering spirit deeply embedded within the culture at Cornell Engineering. With that imaginative and pioneering spirit in mind, a graphic presentation of the tagline, “Break the Rules to Do Great Things” and the One-line logotype, have been developed for use in marketing and promotional materials. The tagline and logotype should not be visually altered in any way and used only as configured. Bear in mind, as we express the Cornell Engineering brand over time, the consistent use and application of our brand graphics will help define and promote the unique voice that is Cornell Engineering.

To request a logotype and tagline lockup, please contact the Cornell Engineering marketing department at: EngineeringMarketing@cornell.edu

Specify the desired logotype format and intended use when submitting a request.
Additional Phrases and Logotype

As a part of our new branding campaign, Cornell Engineering will develop key phrases that express the spirit of this campaign and support the tagline, “Break the Rules to Do Great Things.” Currently three phrases exist that support this tagline as shown on this page. The phrases have been developed for use in marketing and promotional materials. The phrase and logotype should not be visually altered in any way and used only as configured. Bear in mind, as we express the Cornell Engineering brand over time, the consistent use and application of our brand graphics will help define and promote the unique voice that is Cornell Engineering.

To request a phrase and logotype lockup, please contact the Cornell Engineering marketing department at:
EngineeringMarketing@cornell.edu

Specify the desired logotype format and intended use when submitting a request.

There are 10 different phrases we can use when expressing the brand platform. To see a full list, please visit:
www.engineering.cornell.edu/brand
Protected Safety Areas

To avoid crowding the Cornell Engineering logotype, a protected safety area around the logotype should be maintained within all applications. No other type, partner logos, or any other information may be placed within this area. To determine the proper safety area, we have defined the space around the logotype by a measure of “x” (“x” is equivalent to the height of the lower case letters in the Cornell Engineering Logotype). An example of the defined protected safety area is shown on this page for your reference.
Protected Safety Areas

To avoid crowding the Cornell Engineering logotype and tagline, a protected safety area around both elements should be maintained within all applications. No other type, partner logos, or any other information may be placed within this area. To determine the proper safety area, we have defined the space around the logotype and tagline by a measure of “x” (“x” is equivalent to the height of the lower case letters in the Cornell Engineering Logotype). An example of the defined protected safety area is shown on this page for your reference.
Cornell Engineering Typography

A well-rounded brand identity depends not only on a strong logotype, but on the consistent use of specific and carefully-chosen typefaces. The Cornell Engineering brand identity uses two specific type families: Franklin Gothic No. 2 and Palatino. Both fonts are available in multiple weights and examples of their recommended use appear on the pages that follow and will be developed in later editions of this guidelines document.

To request a type font, please contact the Cornell Engineering marketing department at: EngineeringMarketing@cornell.edu

Franklin Gothic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** (No. 2 Regular)

**abcdefghijklmnopqrstuvwxyz** (No. 2 Regular)

**0 1 2 3 4 5 6 7 8 9** (No. 2 Regular)

Open Sans

(Substitute font for e.g. Web/Powerpoint):

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** (No. 2 Regular)

**abcdefghijklmnopqrstuvwxyz** (No. 2 Regular)

**0 1 2 3 4 5 6 7 8 9** (No. 2 Regular)

Palatino

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** (Regular)

**abcdefghijklmnopqrstuvwxyz** (Regular)

**0 1 2 3 4 5 6 7 8 9** (Regular)

**abcdefghijklmnopqrstuvwxyz** (Regular Italic)

**abcdefghijklmnopqrstuvwxyz** (Bold)
Cornell Engineering Colors

Color is another important component of the Cornell Engineering brand identity. The primary colors used in the logotype and tagline are Pantone® 187 (Cornell Red) and Black. Equivalent colors have also been carefully formulated for process printing (4-color), RGB (for screen use) and web safe colors (for online use.)

In support of these two primary colors, a secondary palette is currently in development. Please check back at a later date to see the wider array of secondary colors available for use with this program.
Cornell Engineering Logotype on Color and Imagery

Color and imagery are both important attributes for the Cornell Engineering brand program. The logotype may be used on large fields of the primary colors (PMS 187 or Black) as shown on this page. Or, the logotype may be used in tandem with photography, also shown on this page.

Please check back at a later date to see a wider array of examples that show the Cornell Engineering brand in use with color and imagery.
Color and imagery are both important attributes for the Cornell Engineering brand program. The logotype may be used on large fields of the primary colors (PMS 187 or Black) as shown on this page. Or, the logotype may be used in tandem with photography, also shown on this page.

Please check back at a later date to see a wider array of examples that show the Cornell Engineering brand in use with color and imagery.
Brand Identity Applications

Application examples of the Cornell Engineering brand currently in development are shown on this page. When creating new communications to demonstrate the great things Cornell Engineering has done and is doing, write imaginative copy and select appropriately strong and graphic imagery. Have fun too and break a few rules of your own. T-shirts, invitations, and mugs are all good opportunities to express our brand and sense of fun.

Please check back with us in the future to see a wider array of examples that show the Cornell Engineering brand in use for your reference and inspiration. And send us brand examples you’re developing too, we’d love to share them with the entire brand team.
Cornell Engineering Logo Don’t’s

Careful attention to proportion, placement and color application have all been considered for the Cornell Engineering Brand. With that in mind, altering these relationships alters the intent of our brand and should never be attempted. To the right are depictions of incorrect modifications that may be tempting to try, please don’t. Our brand is only as strong as the people who use it everyday, if you’re unsure of its use or have questions, contact the Cornell Engineering Marketing department at:

EngineeringMarketing@cornell.edu

Don’t’s

Do not stretch, squash, or change proportions of the Cornell Engineering logo.

Do not break apart and rearrange the logo and tagline.

Don’t swap out colors, nor fonts.