

# Reed College Graphic Standards

Logo, color, typography &  
photography guidelines

February  
2024



## GRAPHIC STANDARDS USAGE AND APPLICATION

The Reed College graphic standards help to ensure that the college's brand is communicated in a consistent manner across multiple platforms and among various college partners. This document outlines Reed's brand identity and explains the guiding principles for correct use of the college's graphic tools. It is intended to inform, instruct, and guide as Reed's aesthetic continues to evolve.

The Reed brand identity is more than a single logo—it is a dynamic system that works in harmony to illustrate the college's distinctive traditions and values. The words and images we choose to represent Reed are a direct reflection of who we are; therefore, we must approach design with curiosity, authenticity, and integrity.

# 1.0 Logotype, lockup, and griffin

- 1.0 IDENTITY
  - 1.1 Logotype
  - 1.2 Logomark
  - 1.3 Lockup
  - 1.4 Presidential Seal
  - 1.5 Partner Logos
  - 1.6 Donor Societies
  - 1.7 Griffins

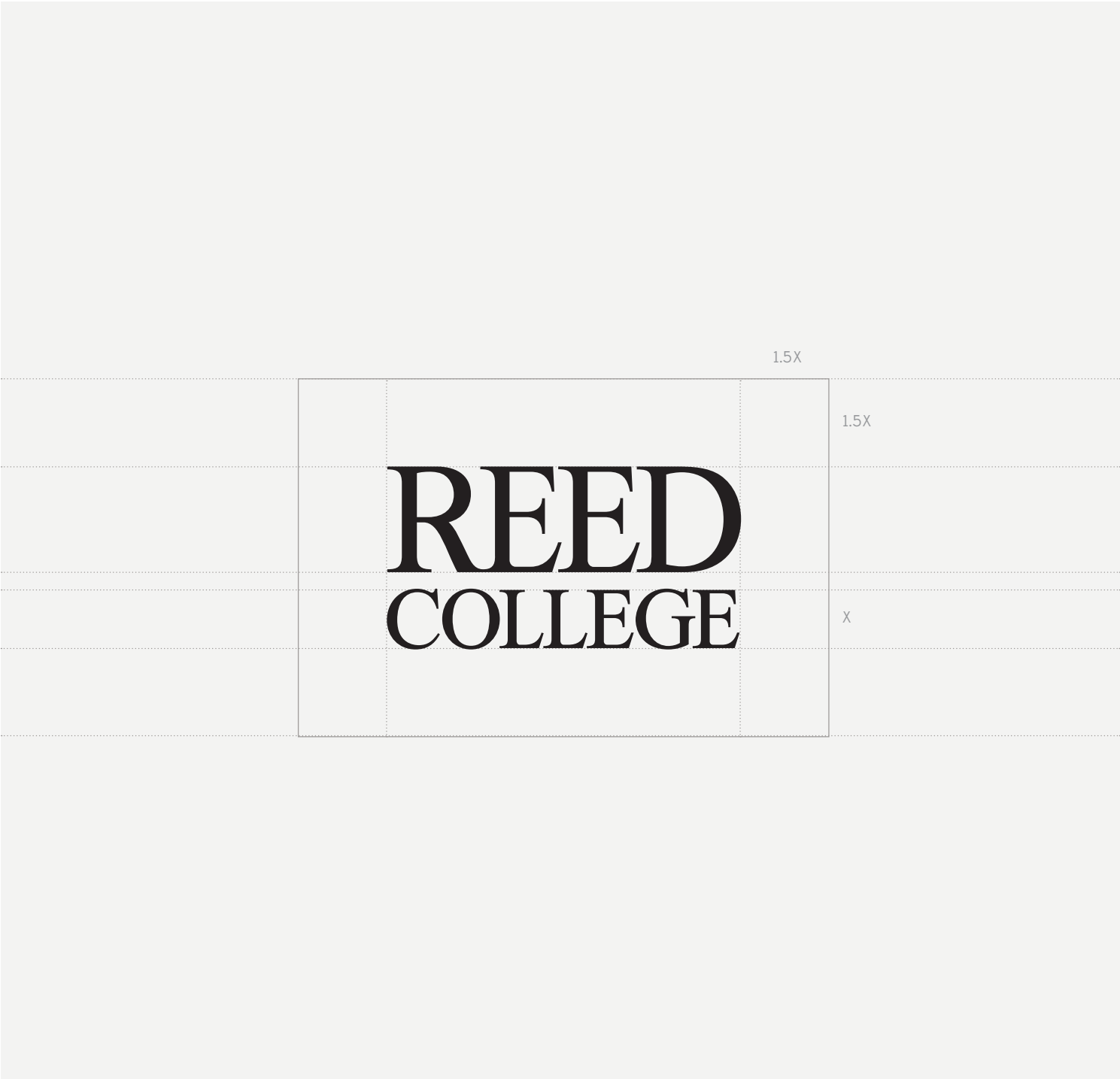
Logotype

1.1

The Reed College logotype is versatile and timeless. It is available in horizontal and stacked formats and can be used in both print and digital materials. Adhering to the margin guidelines will ensure legibility and consistency.



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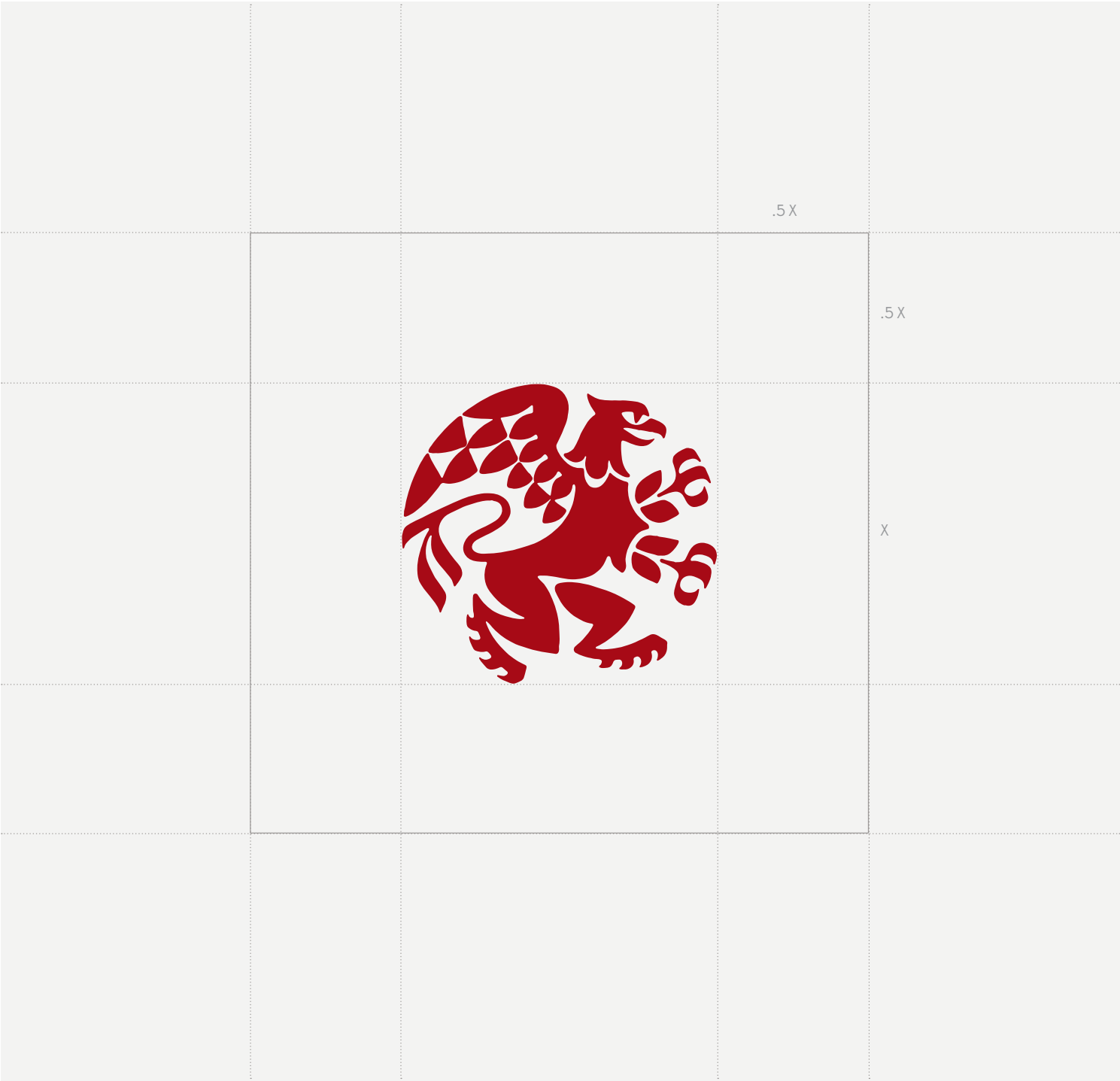


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The griffin logomark can be used in addition to the Reed College logotype. The circular griffin is a distinctive graphic element used on formal materials, such as the college seal, as well as on college merchandise.

Logomark

1.2



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The recommended logo lockup combines the logotype and logomark to form a legible and visually balanced unit.

Lockup

1.3

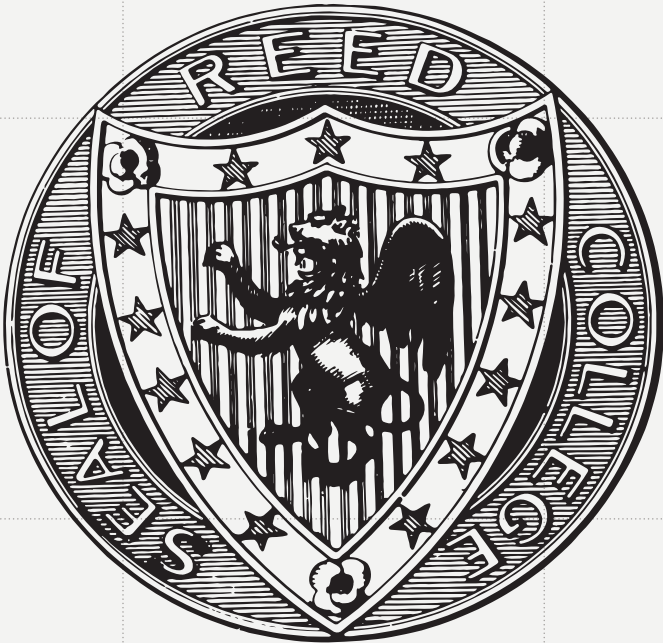


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The presidential seal is reserved for use by the Office of the President, the Office of the Dean of the Faculty, convocation and commencement programs, and institution diplomas.

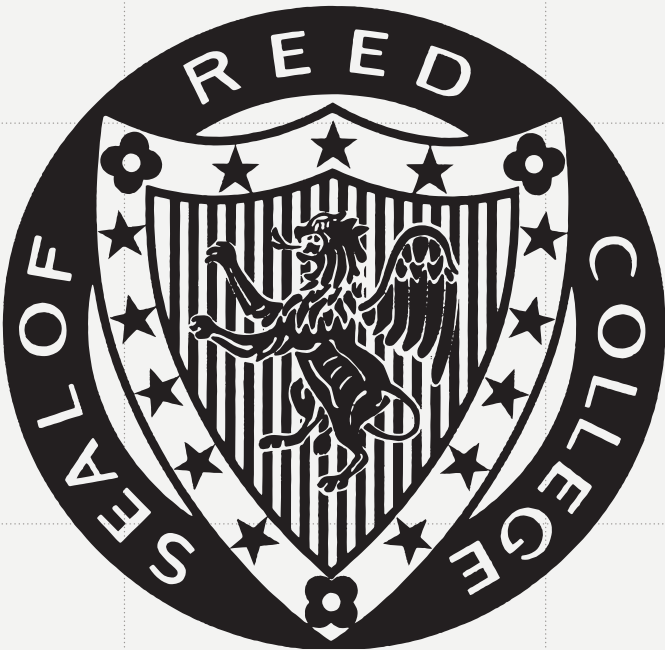
Presidential Seal

1.4





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Many college offices and groups use unique partner logos. This suite of logos is unified through consistent use of Reed’s brand font and colors alongside the Reed logotype. All new logos should follow this format to ensure cohesion.

Partner Logos

1.5

REED on the Road

REED  
Annual  
Fund

REED Portland  
*Alumni Chapter*

REED  
Foster-  
Scholz  
Club

REED Washington, DC  
*Alumni Chapter*

Forum for  
Advancing  
REED

Help a REED *die* Out

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Donor Societies

1.6



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Use of historic griffins on projects should be done with thoughtful intention. Historic griffins should never be used as a substitute for current branding.

# Griffins

## 1.7



The griffin was featured on the coat of arms of Simeon Reed, the college's founder. In mythology, the griffin often pulled the chariot of the sun. In canto 32 of Dante Alighieri's *The Divine Comedy*, the griffin is associated with the tree of knowledge.

A collection of historical griffins chronicles Reed's past. The official griffin logomark is a simplified silhouette based on the 1998 griffin illustration. A number of historical griffins have been featured in college communications in recent years.

- 1. Official logo
- 2. 1947
- 3. 1927
- 4. 1941
- 5. 1996
- 6. 1944
- 7. 1998

## 2.0 Colors, typography, and photography

**2.0 DESIGN ELEMENTS**  
2.1 Primary Colors  
2.2 Secondary Colors  
2.3 Primary Font  
2.4 Secondary Font  
2.5 Photography  
2.6 Policies

# Primary Colors

## 2.1



<b>REED RED</b>	
PMS	1807
CMYK	C0 M100 Y96 K35
RGB	R167 G14 B22
HEX	A70E16



<b>BLACK INK</b>	
PMS	BLACK
CMYK	C0 M0 Y0 K0
RGB	R0 G0 B0
HEX	000000

Reed’s primary color palette comprises Reed Red and Black Ink. Use of primary color palette should be the starting point for most projects. Whenever possible, Reed Red should be incorporated.

The secondary color palette includes a spectrum of colors that allow for customized communications—whether it be a heartfelt appeal or a festive announcement.

Natural textured papers give our materials an understated and personal touch and are preferred over bright whites and gloss finishes.

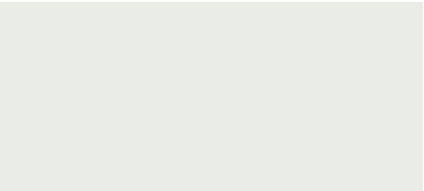
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# Secondary Colors

## 2.2



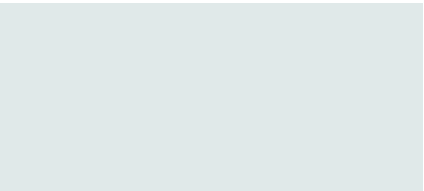
**ADIRONDACK**  
CMYK C3 M87 Y86 K0  
RGB R232 G74 B55  
HEX E84A37



**NEWSPRINT**  
CMYK C7 M5 Y8 Y0  
RGB R236 G234 B228  
HEX ECEAE4



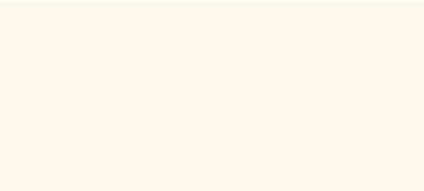
**BLUE BRIDGE**  
CMYK C79 M51 Y42 K17  
RGB R63 G101 B118  
HEX 3F6574



**REACTOR CORE**  
CMYK C10 M3 Y6 K1  
RGB R223 G231 B231  
HEX DFE7E7



**CANYON FERN**  
CMYK C52 M33 Y67 K10  
RGB R126 G138 B101  
HEX 7E8A65



**PARCHMENT**  
CMYK C0 M2 Y8 K0  
RGB R255 G247 B233  
HEX FFF7E9



**NO.2 PENCIL**  
CMYK C0 M22 Y83 K0  
RGB R255 G200 B70  
HEX FFC846



**GOLDEN LAUREL**  
CMYK C25 M38 Y73 K2  
RGB R191 G153 B93  
HEX BF995D

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# GT Sectra Fine Book Medium

GT Sectra Fine is a contemporary serif typeface that combines the quality of broad-edge calligraphy with the sharpness of the scalpel knife. The cuts in the curves add tension that defines the typeface's distinctive character. The font stands out for its high legibility and its unique properties, which demonstrate both the lasting influence of Lloyd Reynolds and Reed's unconventional and rigorous approach to education.

abc 123

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 & @ \$ % > / } ? ~

abc 123

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 & @ \$ % > / } ? ~



Secondary Font

National 2  
Regular  
Medium

National 2 is a deceptively simple sans serif with distinctive details that give it personality without compromising legibility. Its workmanlike character makes it a timeless and functional humanist typeface for both print and digital applications.

abc 123

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&@ \$ % > / } ? ~

abc 123

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&@ \$ % > / } ? ~

**2.0 DESIGN ELEMENTS**

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Photography/Videography





Photography and videography plays an increasingly vital role in storytelling. Images and video should convey warmth and authenticity by documenting candid glimpses of the Reed community engaged in everyday activities. A soft focus should be used to mimic the eye's natural ability to selectively filter great amounts of visual input. Coloring should feel natural and not oversaturated.



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Policies

2.6

**PHOTO/VIDEO EDITING**

Alteration of a photograph or video that misleads, confuses, or otherwise misrepresents its accuracy is prohibited. Enhancing the technical quality of a photograph or video is acceptable, but changing the meaning is not.

**STOCK PHOTO/VIDEO**

Stock photography and videography should be generally avoided and only be used when completely necessary.

**BRANDED VIDEO**

All videos produced by or for official Reed purposes must begin and/or end with the Reed logotype, logomark, or lockup.

**DEMOGRAPHIC REPRESENTATION**

Reed College photo and video use should strive to be honest and authentic in the college's demographic representation, while also aspiring to be as inclusive as possible without creating harm.



Video still example



Video end example

# 3.0 Resources & Request Forms

3.0 RESOURCES & REQUEST FORMS

- 3.1 Self-Service
- 3.2 Request Forms
- 3.3 Website Tutorials & Guidelines

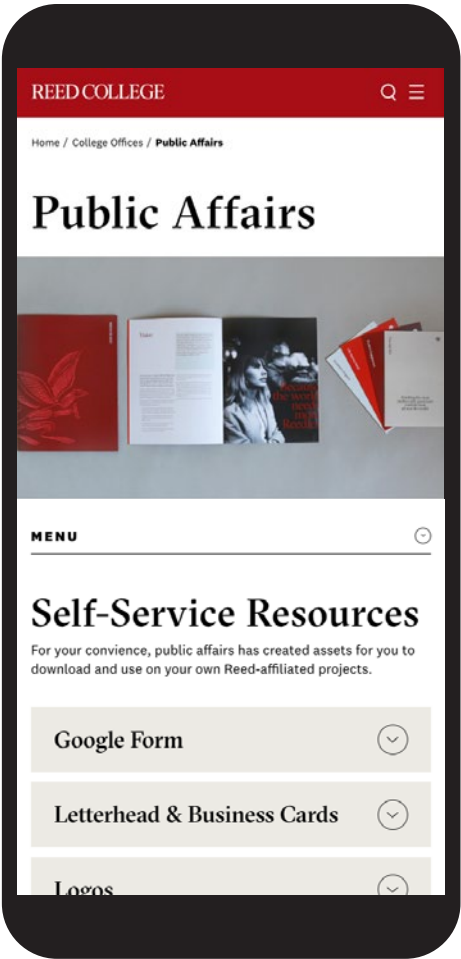
Self-Service

[DIRECT LINK](#)

3.1

Public affairs has created assets for you to download and use on your own Reed-affiliated projects.

Access these via the public affairs website: [reed.edu/public-affairs/](http://reed.edu/public-affairs/)



Google Form

Letterhead & Business Cards

Logos

Photos for download

Posters

Powerpoint & Google Slides

Reports & Proposals

Public affairs has developed branded report and proposal templates that are available for use by Reed College employees.

Report

A branded Word document that can be used for long-form reports.

Proposal

A branded Word document that can be used for short-form documents.

Red cover report template

Black cover report template

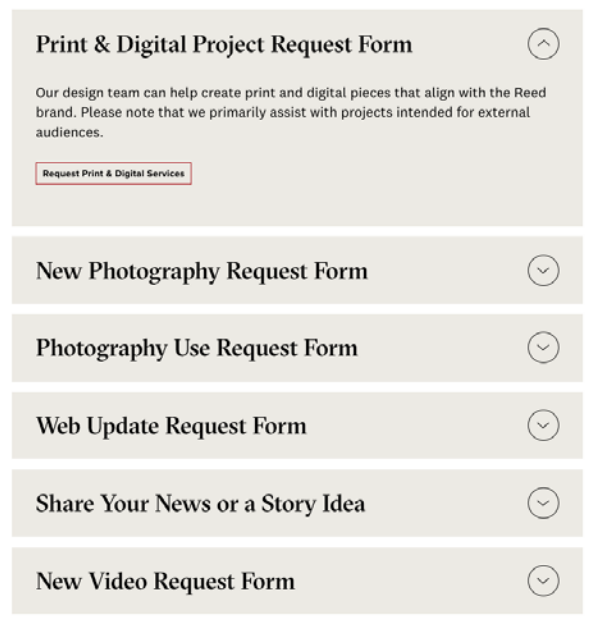
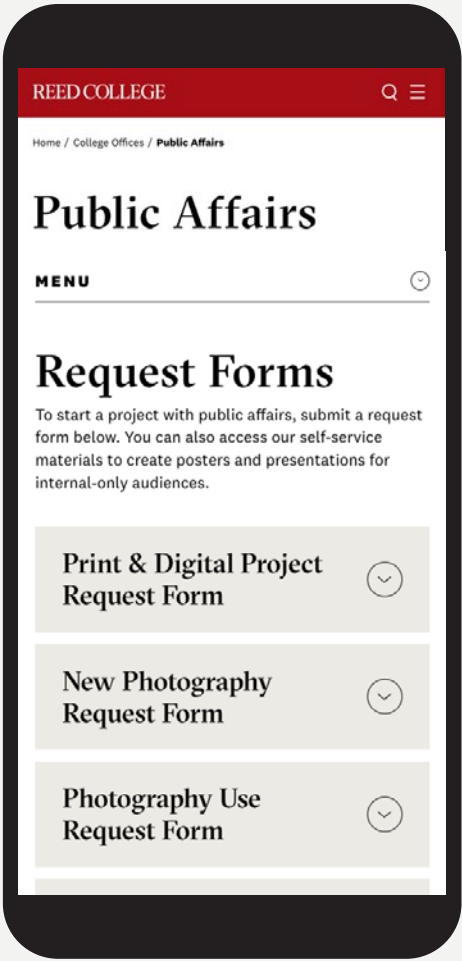
1-page proposal template

2-page proposal template



Request Forms

3.2



[DIRECT LINK](#)

Access these request forms, as well as estimated project timelines. The public affairs office will work with you to set an appropriate timeline based on the nature of your request and current workloads.

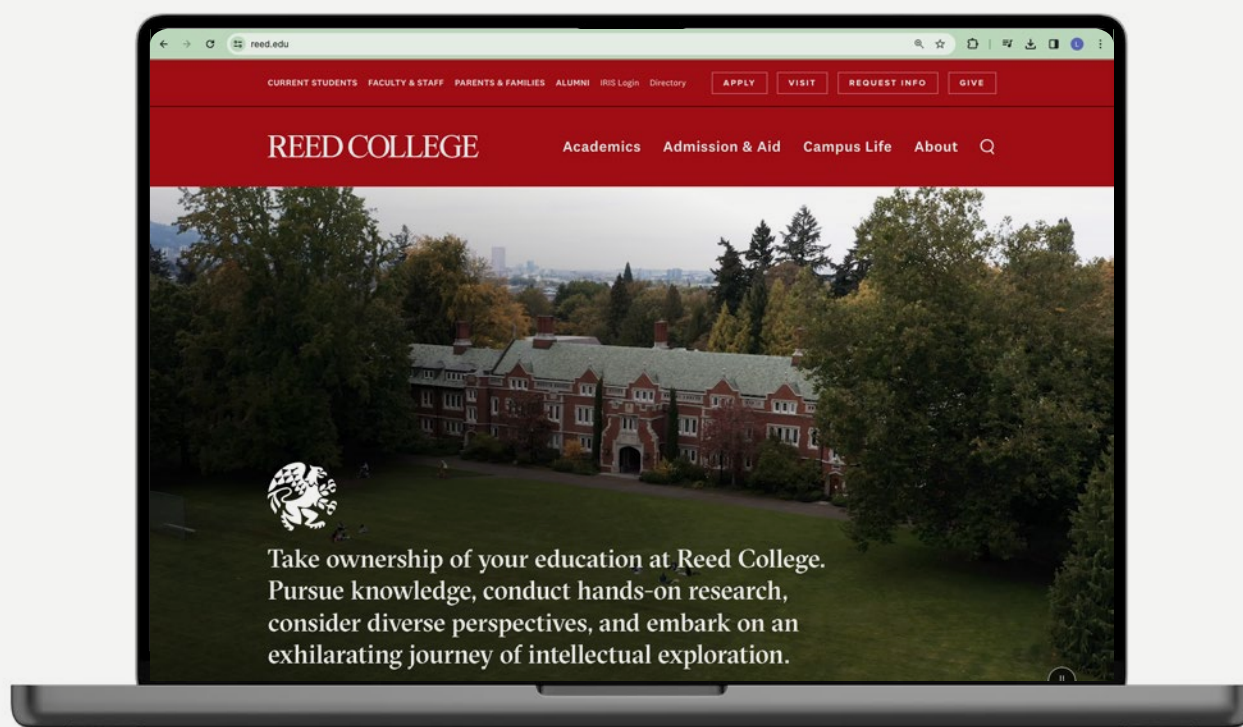


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## Website Tutorials & Guidelines

3.3



#### [DIRECT LINK](#)

For Reed College content editors, these resources will help you update the web pages you manage and understand how to post content that is easy for visitors to read and navigate while following brand guidelines.

**REED COLLEGE**

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Communication and media inquiries  
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or 503-777-7591.

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