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 Partner Logos
1.5 Donor Societies
1.6 Griffins

1.1 Logotype

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.

REED COLLEGE
1.0 IDENTITY
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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.
The recommended logo lockup combines the logotype and logomark to form a legible and visually balanced unit.
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. When possible, all new logos should follow this format to ensure cohesion.

### Partner Logos

- **REED on the Road**
- **REED Portland**
  - *Alumni Chapter*
- **REED Washington, DC**
  - *Alumni Chapter*
- **Help a REEDient Get Out**
- **REED Annual Fund**
- **REED Foster-Scholz Club**
- **Forum for Advancing REED**
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Donor Societies
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
Reed’s primary color palette comprises black and deep red. 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.
# 2.2 Secondary Colors

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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.
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.
Photography
Photography plays an increasingly vital role in storytelling. Images 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.
3.0 Application and templates
For over 100 years, Reed has sought to provide the finest educational program in the country, offering students an extraordinary environment in which to discover their passions and pursue them with depth and determination.

3.0 DESIGN EXAMPLES
3.1 Newsletter
3.2 Letterhead and Business Card
3.3 Poster
3.4 Banner
3.5 Apparel
3.6 Presentations

Several versatile email newsletter templates were created for the Reed College Office of Admission. The templates use a spectrum of secondary colors and rich photography.

Dedicate yourself to the life of the mind

For over 100 years, Reed has sought to provide the finest educational program in the country, offering students an extraordinary environment in which to discover their passions and pursue them with depth and determination.

Most distinctive colleges in the country

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium totam rem aperiam, eaque ipsa quae ab illo.

VISIT NOW
Letterhead and business cards can be ordered through print services at print-services@reed.edu.

A digital version of the letterhead suitable for email attachments and other electronic uses can be customized using this Word template.
Poster Template

3.0 DESIGN EXAMPLES

3.1 Newsletter
3.2 Letterhead and Business Card
3.3 Poster
3.4 Banner
3.5 Apparel
3.6 Presentations

Event poster templates are available in both letter and tabloid size formats.

3.3 Poster Template

Monday, April 6, 2020
4:30 p.m.
Art Building 201, Seminar Room

Sponsored by the art department.
Free and open to the public.

Artist Talk: Heather Green

Heather Green’s projects and installations examine historical and ecological narratives of the Northern Gulf of California and Sonoran Desert, a place that has been vulnerable to overdevelopment and overfishing. Through a phenomenological investigation of counting, charting, collecting, and displaying what is found in this region, Green invites speculation about what can be known and what will remain unknowable, what can be seen and what may never be seen again. Whether photographing the movements of the tide, interviewing fishermen, confering with regional scientists, or combing the shoreline, investigative fieldwork inspires and informs her projects. In order to offer the experience of place as a multidimensional, multisensory immersion, her installations use a wide range of media and interactive elements and allow an opportunity for participation that calls for more sustained attention.

Green has received numerous grants and awards and her work has been shown across the United States and internationally. A native of Tucson, Green is an assistant professor of book arts at Arizona State University.

COVID-19 PREVENTION

In order to help protect the health of event participants and our community, Reed College is following the advice of the Oregon Health Authority (OHA) and the Centers for Disease Control regarding mass gatherings and large community events. Some programs and events at Reed may be cancelled or postponed due to COVID-19 prevention efforts.

Prior to attending an event, we strongly encourage you to check Reed’s events calendar at events.reed.edu for online updates. Questions? Please contact the conference & events planning office at 503-777-7622.
Banners are printed in Reed red and black. Key messaging, including event titles and the Reed identity, should be displayed in white. Background elements are shown in black.
Apparel

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COVID-19 Prevention and Response

Reed's social media strategy during the past 30 days has been to proactively communicate the college’s plans, answer questions, correct misinformation, listen to feedback, and leverage social platforms to virtually connect with the community in positive ways.

Produced or supported more than 30 mass communications to the Reed community (not including emails to faculty sent by Nigel) in the 30 days after the COVID-19 task force was established.

Examples of communications include:

- March 13, 2020: email to students, faculty, staff, and parents from President Bilger regarding significant changes to Reed’s COVID-19 prevention and response plan
- March 11, 2020: email to students, faculty, staff, and parents from the task force regarding the updated state guidance related to mass gatherings, social distancing, and workplace practices
- March 10, 2020: email to students, faculty, staff, and parents from the task force regarding Oregon Health Authority guidance and Reed's response
- March 5, 2020: email to students, faculty, staff, and parents from President Bilger regarding staying informed, practicing daily preventive care, and more

One of the most significant events impacted in Commencement 2020. CEP staff tracked how our peer institutions are handling. Communicate similarly, researched alternative plans, worked with public affairs to create a survey for input, and assisted with the communication strategy. More than 50% of students responded to the survey, with more than 50% preferring to hold their in-person ceremony at Reunions 2021. On March 27, Audrey Bilger announced the college’s plans.
Presentation templates are available for download in PowerPoint and Google Slides. The templates include a variety of slides, including title pages, lists, flowcharts, and quotes. Content should be organized in a few overarching buckets and supported by succinct statements, short lists, and simple graphs or images.

- What is effective communication?
- Why is achieving a culture of communication on campus important?
- What are myths that get in the way of effective communication?
- How can you help improve campus communication?
- Examples of communication channels that can help you be informed.

**Achieving a Culture of Communication on Campus**

**Myth:** Communication solves everything

**COMMUNICATION CHANNELS**

**Formal**
- Email from public affairs or president's office to entire community
- Reed.edu
- Campus-wide event
- Reed Magazine
- Story pitches to media
- Direct mail from public affairs

**Informal**
- Reed social media channels
- Face-to-face meetings
- Poster highlighting an upcoming lecture
- Phone call or text

**Unofficial**
- Student social media channels
- Student posts on social media around campus
- "Water cooler" conversations
Communication and media inquiries can be directed to public.affairs@reed.edu or 503-777-7591.