



# College

**MEDIA KIT & BRAND GUIDELINES**

## Tagline: For a common purpose®

.College is an unrestricted generic domain extension for academic institutions, businesses, and individuals who are seeking an authoritative internet presence.

It is a platform for people and organizations of all types to come together for a common purpose and a common future.

## Versatile uses for students to corporations

### Education

- ✓ Universities and departments
- ✓ Athletics
- ✓ Non-accredited institutions
- ✓ College prep
- ✓ Online education

### Corporations

- ✓ Recruitment
- ✓ Training and development
- ✓ Marketing and branding
- ✓ Collegetown businesses

### Individuals and lifestyle

- ✓ Faculty and staff
- ✓ Students and alumni
- ✓ On-campus organizations
- ✓ Message boards
- ✓ Social media and networking
- ✓ Entertainment



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- ✓ Logos must be clearly visible when used.
- ✓ You may alter the color of the logo only if it is absolutely necessary.
- ✓ You may not alter the proportions, font, outline, or style of these logos for any reason.
- ✓ You may not change the position or size of the dot.



## WHITE

#ffffff  
CMYK 0, 0, 0, 0



## LOGO BLUE

#005464  
CMYK 93, 56, 47, 26  
Pantone 5473



## DARK BLUE

#002C34  
CMYK 93, 66, 58, 61



## LIGHT BLUE

#2088C0  
CMYK 80, 36, 6, 0

- ✓ Colors are fairly interchangeable within this palette.
- ✓ Text should have good contrast and be clearly visible against backgrounds.
- ✓ When using text against an image background, adding a dark blue background behind the text is preferred.
- ✓ Buttons must always use white text on a light blue background.

This is an example of header text

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**THIS IS AN EXAMPLE OF A SUBHEADING**

- ✓ .College uses Roboto Bold & Roboto Light. These fonts are available for download [here](#).
- ✓ You may use uppercase letters for subheadings, only when the heading fits on one line.
- ✓ Font sizes and colors are fairly interchangeable.
- ✓ Keep a comfortable balance between text sizes (e.g. do not pair extra large headers with disproportionately small body text).
- ✓ Button text should always be bold.
- ✓ With the exception of buttons, Roboto Light is favored for marketing materials.
- ✓ Text must always be visible against backgrounds.

**Contact Us:** [hello@go.college](mailto:hello@go.college)