

Cornell University Style Guide

Revised 3.07

New website URL

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Introduction

I am pleased to introduce Cornell University’s new visual identity program. At the heart of this new program, the new logo draws on the power of history to distinguish all future university communications and products as clearly recognizable materials of Cornell University. The timelessness of the emblem of Cornell University and our collective appreciation for tradition are the values this new visual identity program seeks to project consistently, not only at high moments but also in the course of everyday business.

To this end, the Cornell University visual identity program envisions the use of the full-color Cornell emblem with the highest production values possible on those occasions that require a formal representation of the university, such as in ceremonial applications including the university flag, presidential podiums, and commencement regalia. In all other applications, Cornell’s new logo will be used. It includes two parts: the insignia, which is a modern and efficient version of the emblem, and the accompanying “Cornell University” logotype.

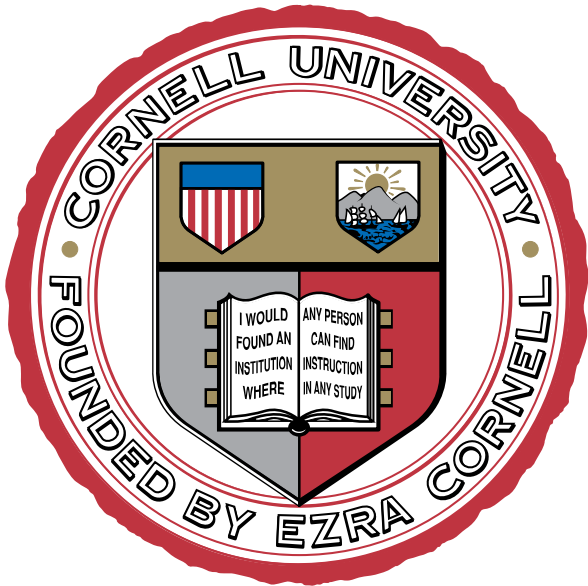
This style guide has been developed to assist the individual units of the university in using the Cornell logo in their communications materials in print, web, television broadcast, and electronic presentation media. (There also are style guidelines for merchandising applications.) This guide contains strict standards designed to reflect a clear and consistent image of the university, but it also recognizes the diversity and pluralism that are unique to Cornell, allowing individual components of the university to adopt different, more individualized looks when they are communicating with their own internal audiences.

All new communications and products related to Cornell University should now prominently display the Cornell logo. All previously existing Cornell University communications and products may continue to be used for a short term. After a transition period of one year, all units of the university will be expected to use the new Cornell logo in all of their communications.

On behalf of the entire team who worked hard to capture their advice and wisdom, I wish to express gratitude to the university’s leadership, faculty, and staff as well as the student body and their Image Committee for their support. Thank you for joining us in the acceptance of the Cornell logo and the implementation of the following style guidelines. My staff will be available to respond to questions and address issues as we move forward.



Thomas W. Bruce
Vice President
University Communications



Cornell emblem

When a formal visual identity is required—in ceremonial applications such as the university flag, presidential podiums, and commencement regalia—the full-color Cornell emblem should be used.

The Cornell emblem must be sized at 3" in diameter or larger in most applications. For smaller ceremonial items (invitations, note-cards, programs, etc.) the emblem may be sized at a minimum of 1". The emblem must be reproduced in the following five Pantone Matching System colors, never in four-color process. (There are no exceptions.)

Printing Inks	
Cornell Red	PMS 187
Metallic Gold	PMS 871
Blue	PMS 293
Metallic Silver	PMS 877
Black	PMS Process Black

Basic guidelines for use of the Cornell logo

The Cornell logo includes two parts: the round insignia and the accompanying “Cornell University” logotype.

The “Cornell University” logotype is never to be used without the round insignia. (In the logotype, the word “Cornell” is always used with the word “University.”)

The Cornell logo must be used on all university stationery items: letterhead, envelopes, business cards, etc. The Cornell logo may never be used so small that its insignia is less than 7/8" in diameter. The logo may be scaled up to any size.

The style guide describes how names of units of the university (schools and colleges, divisions, departments, offices, institutions, centers, programs) are to appear in combination with the Cornell logo. (These name combinations are called signatures.)

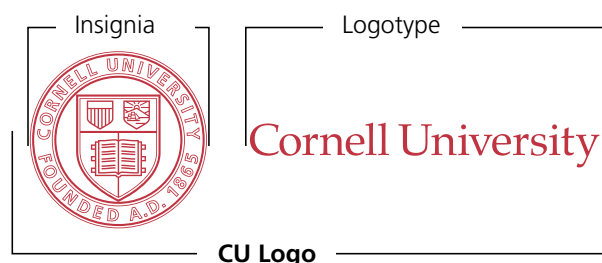
In other (non-stationery) print applications, the insignia may be used alone (without the logotype) but only if it is 1" or larger in size.

The Cornell logo or stand alone insignia should appear on the cover of all printed materials published by the university and its units. (In holiday greeting cards and invitations, the Cornell logo may appear on the back cover or an inside panel—these are the only exceptions.)

Those units of the university that have existing graphic identifiers may use such marks only on inside pages or the back cover of printed materials. (However, if the back cover serves as a self-mailer and measures less than 3-3/4", only the Cornell logo or Cornell signature should appear.) Secondary logos are not to be used on the front cover of university publications or on the same page as the Cornell logo. (In the case of event posters—which have only one side—existing secondary logos may be used if deemed necessary but only in the lower third of the page. The Cornell logo should appear prominently in the upper two-thirds of the page.)

Logos of non-Cornell partner institutions, for example funding or research partners, may be included on covers with the Cornell logo, as long as the safety area is maintained.

For screen applications—web, television broadcast, and electronic presentations such as PowerPoint—there is an adapted version of the Cornell logo that accommodates the technical needs of those media. (The stand-alone



insignia is not to be used in screen applications.) The screen version of the logo is never to be used in print applications.

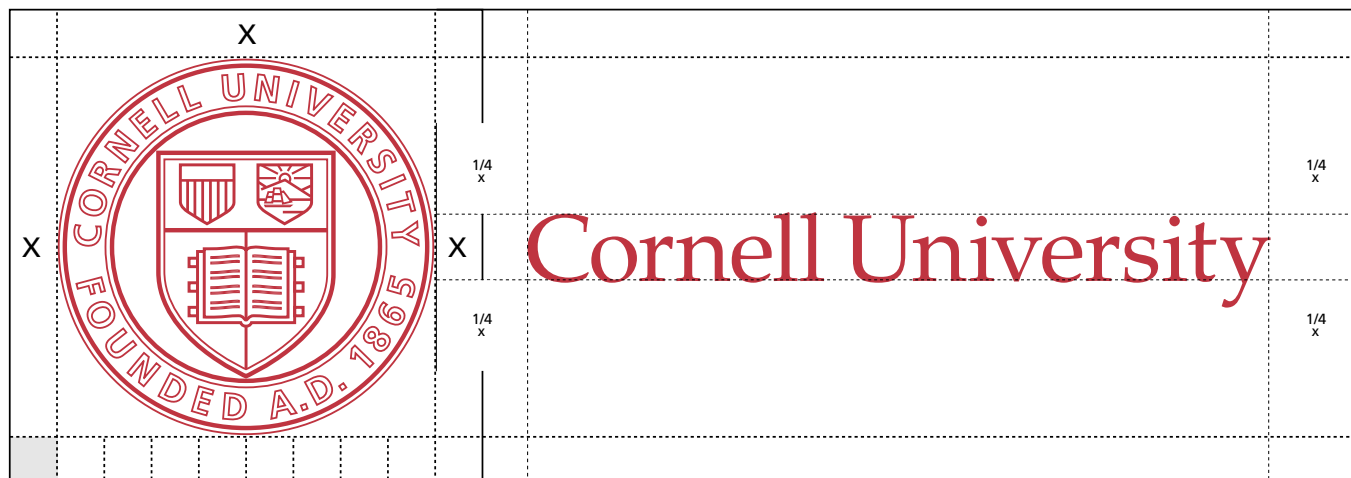
There are licensing regulations and technically adapted versions of the Cornell logo (and insignia) for apparel use and other merchandising applications.


Please do not attempt to create art for the logo, insignia, or logotype for either print or screen applications. Download the art from the Cornell University web site: www.cornelllogo.cornell.edu. If you don't find the signature with the words you need, please contact Cornell University Office of Publications and Marketing.

We thank you for adhering to these guidelines.

Laurie Ray
Office of Publications and Marketing

Cornell University logo: color version with safety areas



 = 1/8 X

Logotype color version

x = diameter of insignia (see page 15)

Color Specifications

Please refer to the charts below when using the Cornell logo or Cornell insignia in color. If the logo is part of a four-color-process reproduction, the colors should be created with CMYK screen tints. These percentages are approximate, depending on ink, paper, and printing equipment.

	Cornell Red	Black
Printing Inks		
Pantone color	PMS 187	PMS Process Black
Four-color process	C0 M100 Y79 K20	K100
Electronic		
Websafe RGB	R179 G27 B27	R0 G0 B0
Hexadecimal	b31b1b	000000

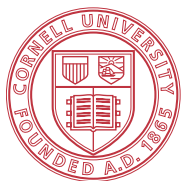
Typeface Specifications

The Cornell University logotype is set in the typeface Palatino, preserving the feel of the university's original logotype. The characters have been respaced to form a balanced logo. The logotype should never be retypeset or re-created. Original art or digital master art should always be used for any reproduction.

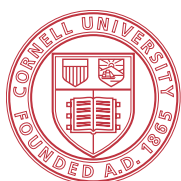
There must be sufficient space around the logo to make it stand apart from other visual elements. Text, headlines, photographs, or illustrations should never be closer to the logo than one-quarter the diameter of the insignia (see page 15).

Cornell University signatures

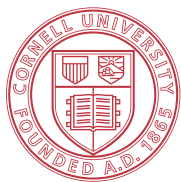
Undergraduate Colleges and Schools (two-line)



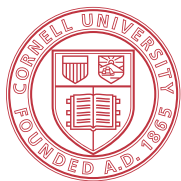
Cornell University
College of Agriculture and Life Sciences



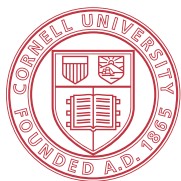
Cornell University
College of Architecture, Art, and Planning



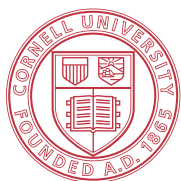
Cornell University
College of Arts and Sciences



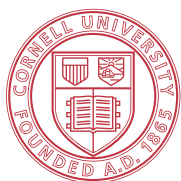
Cornell University
College of Engineering



Cornell University
College of Human Ecology



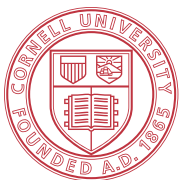
Cornell University
School of Hotel Administration



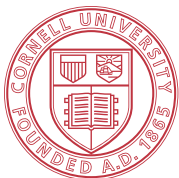
Cornell University
ILR School

Cornell University signatures (continued)

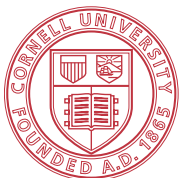
Undergraduate Colleges and Schools (three-line)



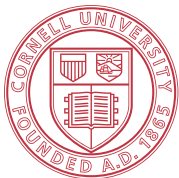
Cornell University
College of Agriculture
and Life Sciences



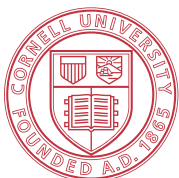
Cornell University
College of Arts
and Sciences



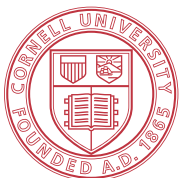
Cornell University
College of Architecture,
Art, and Planning



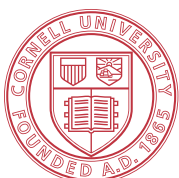
Cornell University
College of
Engineering



Cornell University
College of
Human Ecology



Cornell University
School of Hotel
Administration



Cornell University
School of Industrial
and Labor Relations

The signatures show how the insignia is used in conjunction with one-, two-, and three-line names.

The insignia and "Cornell University" logotype must always be the same color. The college or department name can be either white or Cornell Red, depending on the background.

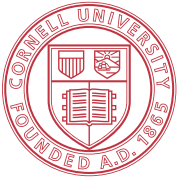
It cannot be emphasized too strongly that the word "University" should follow "Cornell" under all circumstances. Shown on these pages are examples of the university signatures in two lines as well as suggested line breaks for three-line signatures.

Three-line breaks are shown as they allow for maximum letter size and minimum line length (width). Two lines are for use when space permits keeping the full designated name without breaks.

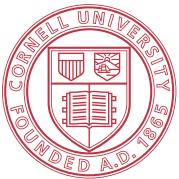
Any questions regarding usage, wording, and correct titles should be directed to Cornell University Office of Publications and Marketing.

Cornell University signatures (continued)

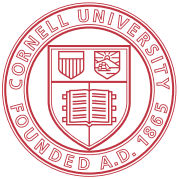
Graduate/Professional Colleges and Schools (two-line)



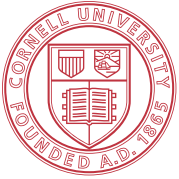
Cornell University
College of Veterinary Medicine



Cornell University
Graduate School



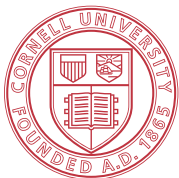
Cornell University
The Johnson School



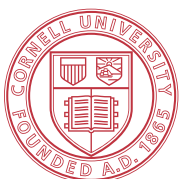
Cornell University
Law School

Cornell University signatures (continued)

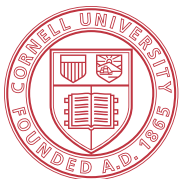
Examples of Primary and Secondary Units (two-line)



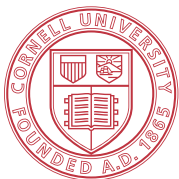
Cornell University
Cooperative Extension



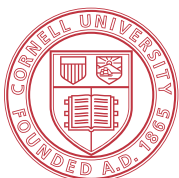
Cornell University
Division of Nutritional Sciences



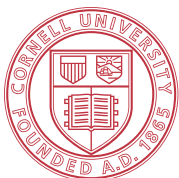
Cornell University
Faculty of Computing and Information Science



Cornell University
Laboratory of Ornithology



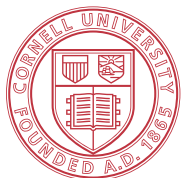
Cornell University
Library



Cornell University
Office of Undergraduate Biology

Cornell University signatures (continued)

Examples of Primary and Secondary Units (two-line)



Cornell University
School of Continuing Education and Summer Sessions

Examples of Primary and Secondary Units (three- and four-line; these must be used with the insignia)

Cornell University
Center for the Study
of Inequality

Cornell University
College of Arts and Sciences
Africana Studies
and Research Center

Cornell University
College of Arts and Sciences
Department of Romance Studies

Cornell University
College of Human Ecology
Department of Design
and Environmental Analysis

Cornell University
College of Human Ecology
Study Abroad Office

Cornell University
Computing and
Information Science

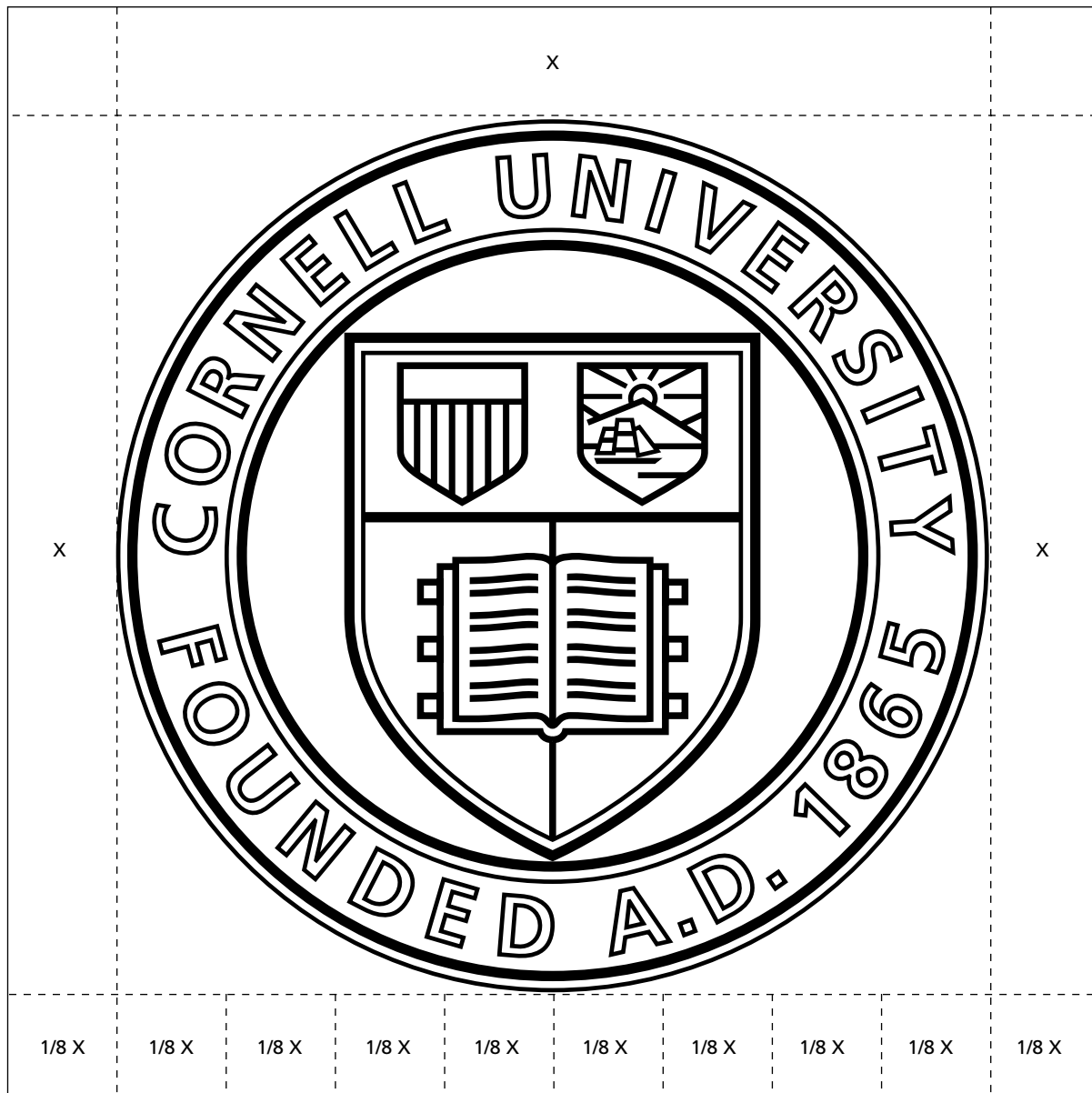
Cornell University
School of Continuing Education
and Summer Sessions

Cornell University
School of Industrial and Labor Relations
Admissions

Cornell University
Schwartz Center
for the Performing Arts

Cornell University
Undergraduate
Admissions Office

Insignia with minimum safety area, black, 5" diameter, without logotype

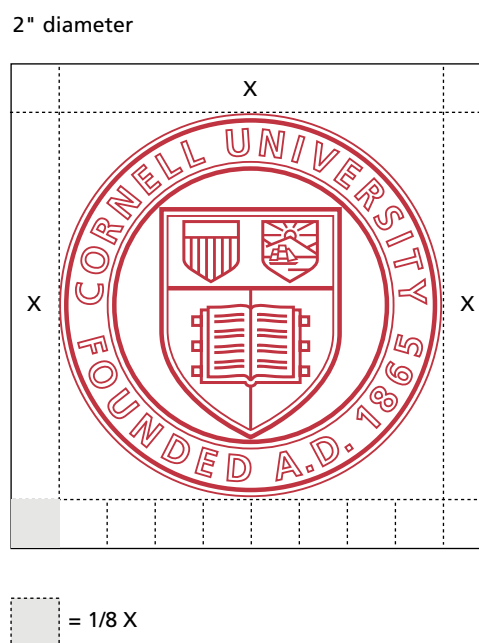
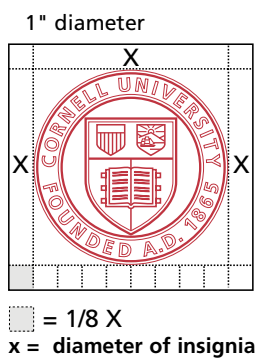


The updated insignia incorporates the elements of the university's original emblem. Eliminating fine lines and drop shadows and simplifying the shield and crests eases reproduction and enhances legibility in reduced sizes.

The safety area around the insignia makes the insignia stand apart from other visual elements such as text, headlines, photographs, or illustrations.

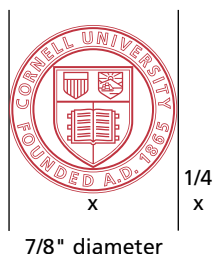
The insignia may be used without the logotype in (at a minimum size of 1" in diameter) but only when the lettering in the insignia can be read easily.

Insignia with minimum safety area, 1" and 2" diameter, PMS 187, without logotype

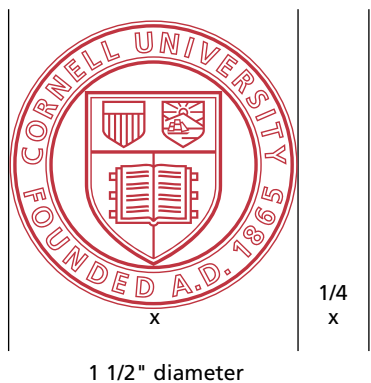


One inch is the minimum diameter in applications in which the insignia is used alone.
When the insignia is used as part of the Cornell logo—with the logotype and, optionally, with a signature—its minimum diameter is $7/8$ ".

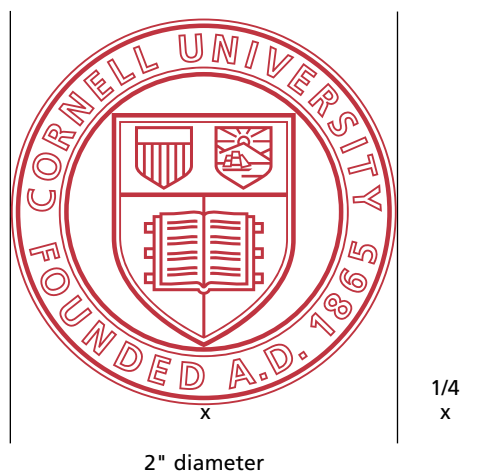
Cornell logo: insignia with logotype



Cornell University



Cornell University



Cornell University

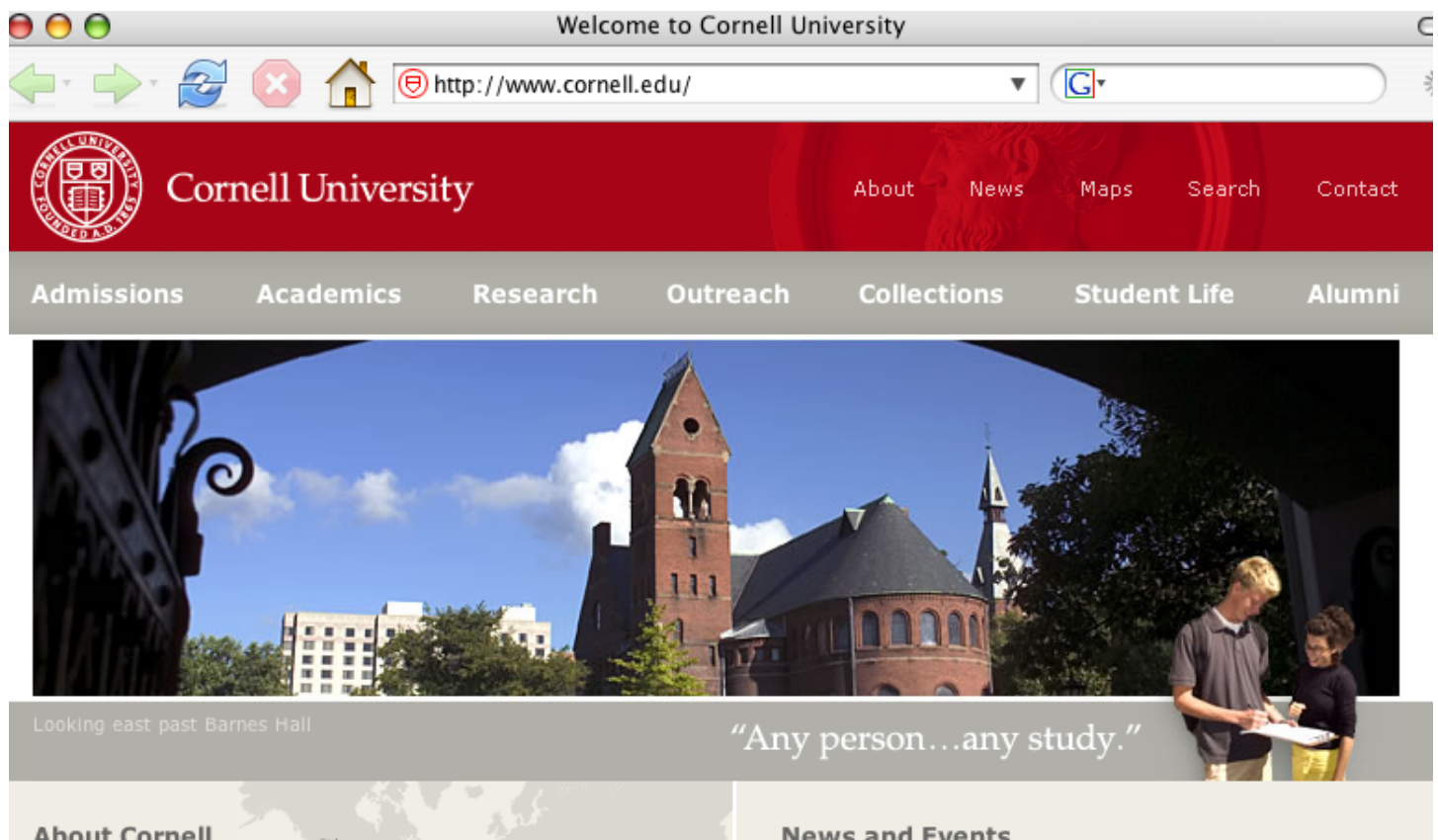
The logos above show the relationship of the logotype to the insignia.

The size of the insignia determines the size of the logotype. These proportions cannot be altered in the Cornell logo.

The Cornell logo may never be used so small that its insignia is less than 7/8". The logo may be scaled up to any size. For applications requiring very large sizes, please contact Cornell University Office of Publications and Marketing.

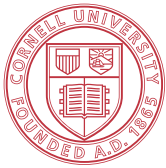
Please do not attempt to create art for the logo. Download the art from the Cornell University web site: www.cornelllogo.cornell.edu.

Cornell logo for the web



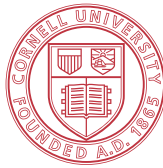
Above is an example of the Cornell logo's use on the Cornell University web site. A simplified version of the Cornell logo has been created for use on the web, in television broadcasts, in PowerPoint applications, and in special applications in which the insignia needs to be very small, less than 7/8" (such as in reproduction on a lapel pin). This screen version of the insignia should never be used in any print communications.

Misuse of the Cornell logo



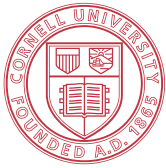
~~CORNELL~~

Do not use all caps.



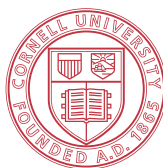
~~Cornell~~

Do not substitute another typeface for Palatino.



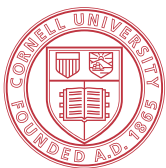
~~CORNELL~~

Do not use small caps.



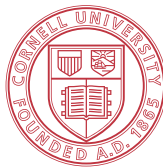
~~Cornell University~~

Do not use two different type sizes.



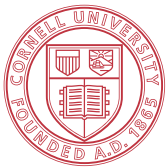
~~Cornell~~

Do not add letterspacing.



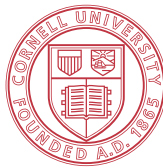
~~Cornell
University~~

Do not stack "Cornell University."



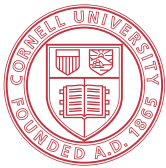
~~Cornell~~

Do not tighten letterspacing.



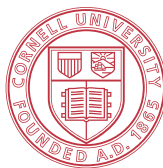
~~Cornell
University~~

Do not center the logotype.



~~Cornell~~

Do not set the Cornell logotype in any secondary typeface.



~~Cornell U or CU~~

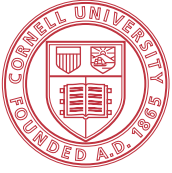
Do not abbreviate.

For any questions regarding the correct use of the Cornell University visual identity, please contact Cornell University Office of Publications and Marketing.

Misuse of the Cornell logo

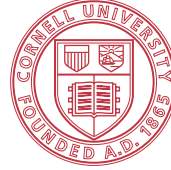


Do not use the old emblem.



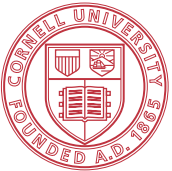
~~Cornell University
College of Engineering~~

Do not mix Frutiger with Palatino in a signature.



~~Cornell
College of Engineering~~

Do not use "Cornell" without "University."



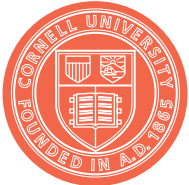
~~Cornell University~~

Do not shift color or realign the logotype off center.



~~Cornell University
College of Engineering~~

Do not take the shield out of the ring.



~~Cornell University~~

Do not change Cornell Red or use alternative colors.



~~Cornell University
College of Engineering~~

Do not make the shield a solid color.

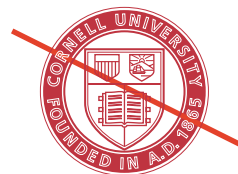


Do not use the insignia as a tint, and never run type over it.



~~Cornell University~~

Do not use filters such as drop shadows to alter or stylize the insignia.



~~Cornell University
College of Engineering~~

Do not make the outside ring solid.

Cornell University stationery

All stationery items—business cards, letterhead, envelopes, mailing labels—use the Cornell logo. No logos/graphics (logos other than the Cornell logo) may appear on stationery items.

You may order stationery items from university-approved printing vendors: www.purchasing.cornell.edu/Printing.cfm. For desktop reproduction, templates are available for a variety of stationery items. It is recommended that you use the templates rather than attempt to recreate your own stationery items.

Letterhead

There are two basic styles for Cornell University letterhead, each with three options to accommodate varying levels of detail. No text or graphics may be placed in the safety areas or clear space in the letterhead layout.

A. Letterhead with name of primary unit shown in a signature with the Cornell logo

1. When only the primary unit of the university needs to be identified, use the nonpersonalized version of the letterhead shown in example **A-1**. Note that the name of the primary unit is shown in a signature with the Cornell logo and the address information is shown in the upper right corner.
2. When the primary and secondary (and tertiary, etc.) units of the university need to be identified but no individual needs to be named, use the nonpersonalized version of the letterhead shown in example **A-2**. In the upper right corner, the name of the secondary unit is shown in bold type, followed by the name of the tertiary unit, if any (not in bold), and then the address information.
3. When an individual needs to be named, use the personalized version of the letterhead shown in example **A-3**. In the upper right corner, the name of the individual is shown in bold type, followed by his/her title (not in bold), the name of the secondary and tertiary, etc. unit(s) (not in bold), and then the address information.

B. Letterhead with name of primary unit shown separately from the Cornell logo

1. When only the primary unit of the university needs to be identified, use the nonpersonalized version of the letterhead shown in example **B-1**. Note that the name of the primary unit is shown separately from the Cornell logo in the upper right corner, followed by the address information (in a smaller type size).
2. When the primary and secondary (and tertiary, etc.) units of the university need to be identified but no individual needs to be named, use the nonpersonalized version of the letterhead shown in example **B-2**. In the upper right corner, the name of the primary unit is

shown, followed by the name of the secondary unit in bold type, the tertiary unit, if any (not in bold), and then the address information.

3. When an individual needs to be named, use the personalized version of the letterhead shown in example **B-3**. In the upper right corner, the name of the primary unit is followed by the name of the individual in bold type, his/her title (not in bold), the name of the secondary and tertiary, etc. unit(s) (not in bold), and then the address information.

Envelopes

There are two basic styles for Cornell University business envelopes (no. 10 envelopes). The examples show layouts that meet U.S. Postal Service requirements for mailing. No text or graphics may be placed in the safety areas or clear space in the envelope layout.

Envelopes coordinate with letterhead styles, except that they are not personalized.

A. Envelope with name of primary unit shown in a signature with the Cornell logo

1. When only the primary unit of the university needs to be identified in the return address, use the version of the envelope shown in example **A-1**. Note that the name of the primary unit is shown in a signature with the Cornell logo in the upper left corner and the address information (room, building, city, state, zip) is shown in a single line just below the signature.
2. When a secondary (and tertiary, etc.) unit also needs to be identified in the return address, use the version of the envelope shown in example **A-2**. In the lower left corner, the name of the secondary unit is shown in bold type, followed by the name of the tertiary unit, if any (also in bold); the address information (room, building, city, state, zip) is shown in a single line just below the signature in the upper left corner.

B. Envelope with unit name(s) shown separately from the Cornell logo

When the amount of detail that needs to be included in the return address is so great that the version of the envelope shown in example A will not accommodate the information, use a version of the envelope shown in example B.

Note that in each of the three options of example B, the complete text block of the return address (starting with the line "Cornell University" and ending with the line of city, state, zip) must be centered vertically with the top and bottom edges of the Cornell insignia, however many lines of text comprise the return address.

1. When the primary and secondary (and tertiary, etc.) units of the university need to be identified, use the version of the envelope shown in example **B-1**. Note that "Cornell University" is the first line in the return address, followed by the name of the primary unit (in the same type size as the university name). Next is a

separate block of text that includes the name of the secondary unit (in bold type but a smaller type size), the name of the tertiary unit, if any (not in bold), and the address information (room, building on one line, followed by city, state, zip on another line).

2. When the primary and secondary (and tertiary, etc.) units of the university need to be identified but presented with less emphasis than in example **B-1**, use the version of the envelope shown in example **B-2**. Note that “Cornell University” is the first line in the return address. Next is a separate block of text that includes the name of the primary (or secondary) unit (in bold type but a smaller type size), the name of the secondary (or tertiary) unit, if any (not in bold), and the address information (room, building on one line, followed by city, state, zip on another line).

3. When no names of primary, secondary, or tertiary units need to be identified in the return address, use the version of the envelope shown in example **B-3**. Note that “Cornell University” is the first line in the return address, followed by a separate block of text that includes the address information (room, building on one line, followed by city, state, zip on another line).

Mailing labels coordinate with letterhead and envelope styles; they are not personalized.

Business cards

There are three basic styles for Cornell University business cards. No text or graphics may be placed in the safety areas or clear space in the business card layout.

A. Business card with the names of the university and primary unit emphasized

When the primary unit needs to be identified with emphasis equal to that of the name of the university, use a version of the business card shown in example A. Note that the name of the primary unit, if included, is shown in the same size as the name of the university.

The layout also provides maximum clear space around the Cornell insignia, thereby emphasizing its significance.

In a text block above the name of the university and primary unit, the individual's name is shown in bold type, followed by the individual's title (not in bold). Below the name of the university and primary unit, a separate text block (in the same type size as the individual's name and title, not in bold) includes the name of the secondary (and tertiary, etc.) unit, address, and contact information.

The information that is included must be succinct (13 total lines, maximum); if it is longer than this you must print the additional information on the back of the card.

Note that the first text block of information (individual's name and title) is top-aligned to the top margin of the

business card and the second text block of information (all of the information below the name of the university and primary unit) is base-aligned to the bottom margin of the business card. (The exact space above and below the name of the university and primary unit varies, depending on the total number of lines of information in the second text block.)

When the amount of detail that needs to be included in the business card is so great that the versions of the business card shown in example A will not accommodate the information, use one of the versions of the business card shown in example B or example C. Because each of these layouts uses minimum clear space around the Cornell insignia, the text block is wider and can accommodate the inclusion of more detailed information than the versions of the business card shown in example A.

B. Business card with wide text blocks to accommodate greatest amount of detail

When the primary and secondary (and tertiary, etc.) units of the university need to be identified but presented with less emphasis than in example A, use the version of the business card shown in example B. Note that the name of the primary unit is shown in bold type but in a smaller type size than the name of the university.

In a text block above the name of the university, the individual's name is shown in bold type, followed by the individual's title, shown in italic type. Below the name of the university, a separate text block (in the same type size as the individual's name and title) includes the name of the primary (secondary, tertiary, etc.) unit (in bold type), address, and contact information.

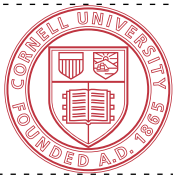
Note that the complete text block of information (starting with the individual's name and ending with the last line of contact information) must be centered vertically (between the top and bottom of the card) on the business card, however many lines of text are included.

C. Business card with wide text blocks and emphasis on name of primary unit

When the primary unit needs to be identified with emphasis equal to that of the name of the university, use a version of the business card shown in example C. Note that the name of the primary unit is shown in the same type size as the name of the university.

Note that the complete text block of information (starting with the individual's name and ending with the last line of contact information) must be centered vertically on the business card, however many lines of text are included.

Business cards should not be reproduced using thermography.



Cornell University
College of Agriculture
and Life Sciences

140 Roberts Hall
Ithaca, New York 14853-4203
t. 607.235.5201
f. 607.235.9924

↑ Palatino 9 pt type with
10 pt leading.

Date

Name of Addressee
Company Name
Address
City, State, Zip

Example A-1

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design. The typeface used is the system font Times New Roman (PC) and Times (Macintosh) at 11 pt (on 13 pt leading).

The date is top-aligned at 3 inches from the top edge of the page and 2 inches from the left edge, thus setting the margin for the entire letter. The name of the addressee is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the name of the addressee. The salutation appears two spaces below the address.

The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 6.375 inches.

A double space separates the body of the letter from the complimentary close, with at least four spaces to the name of the sender and the title.

Complimentary close,

Name of sender
Title

CC/cc

#10 envelope

Cornell University is an equal opportunity, affirmative action educator and employer.



Cornell University
College of Agriculture
and Life Sciences

American Indian Programs

140 Roberts Hall
Ithaca, New York 14853-4203
t. 607.255.3081
f. 607.254.4613

↑ Secondary Unit - Palatino Bold 9
pt type with 10 pt leading and 2
pt paragraph space after.

Address - Palatino 9 pt type with
10 pt leading.

Example A-2

Date

Name of Addressee
Company Name
Address
City, State, Zip

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design. The typeface used is the system font Times New Roman (PC) and Times (Macintosh) at 11 pt (on 13 pt leading).

The date is top-aligned at 3 inches from the top edge of the page and 2 inches from the left edge, thus setting the margin for the entire letter. The name of the addressee is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the name of the addressee. The salutation appears two spaces below the address.

The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 6.375 inches.

A double space separates the body of the letter from the complimentary close, with at least four spaces to the name of the sender and the title.

Complimentary close,

Name of sender
Title

CC/cc

safety area



Cornell University
College of Arts and Sciences

**Department of Theatre, Film
and Dance**
Schwartz Center for the
Performing Arts
430 College Avenue
Ithaca, New York 14853-XXXX
t. 607.254.2700
f. 607.254.2733

Date

Name of Addressee
Company Name
Address
City, State, Zip

Example A-2

Secondary Unit - Palatino Bold 9
pt type with 10 pt leading and 2
pt paragraph space after.

Tertiary Unit - Palatino 9 pt type
with 10 pt leading and 2 pt
paragraph space after.

Address - Palatino 9 pt type with
10 pt leading.

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design. The typeface used is the system font Times New Roman (PC) and Times (Macintosh) at 11 pt (on 13 pt leading).

The date is top-aligned at 3 inches from the top edge of the page and 2 inches from the left edge, thus setting the margin for the entire letter. The name of the addressee is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the name of the addressee. The salutation appears two spaces below the address.

The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 6.375 inches.

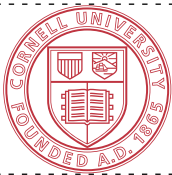
A double space separates the body of the letter from the complimentary close, with at least four spaces to the name of the sender and the title.

Complimentary close,

Name of sender
Title

CC/cc

safety area



Cornell University
College of Agriculture
and Life Sciences

Susan A. Henry, Dean
Office of the Dean
Ithaca, New York 14853
t. 607.255.2241
f. 607.255.3803
e. sah42@cornell.edu

Date

Name of Addressee
Company Name
Address
City, State, Zip

Example A-3

↑ Person - Palatino Bold 9 pt type with 10 pt leading and 2 pt paragraph space after.

Office - Palatino 9 pt type with 10 pt leading and 2 pt paragraph space after.

Address - Palatino 9 pt type with 10 pt leading.

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design. The typeface used is the system font Times New Roman (PC) and Times (Macintosh) at 11 pt (on 13 pt leading).

The date is top-aligned at 3 inches from the top edge of the page and 2 inches from the left edge, thus setting the margin for the entire letter. The name of the addressee is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the name of the addressee. The salutation appears two spaces below the address.

The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 6.375 inches.

A double space separates the body of the letter from the complimentary close, with at least four spaces to the name of the sender and the title.

Complimentary close,

Name of sender
Title

CC/cc

safety area



Cornell University
College of Arts and Sciences

Leslie Morris
Marketing and Public
Relations Manager
Department of Theatre, Film
and Dance
Schwartz Center for the
Performing Arts
224 Schwartz Center for the
Performing Arts
Ithaca, New York 14853-XXXX
t. 607.254.2730
f. 607.254.2733
e. lm60@cornell.edu

Person - Palatino Bold 9 pt type
with 10 pt leading.

Example A-3

Title - Palatino 9 pt type with 10
pt leading and 2 pt paragraph
space after.

Secondary Unit - Palatino 9 pt
type with 10 pt leading and 2 pt
paragraph space after.

Tertiary Unit - Palatino 9 pt type
with 10 pt leading and 2 pt
paragraph space after.

Address - Palatino 9 pt type with
10 pt leading.

Date

Name of Addressee
Company Name
Address
City, State, Zip

Salutation:

This letter demonstrates the recommended typing format for a letterhead and is an integral part of the letterhead design. The typeface used is Times New Roman (PC) and Times (Macintosh) at 11 pt (12 pt).

The date is top-aligned at 3 inches from the top edge of the page. The addressee is positioned flush left, two spaces below the date. The name, etc. are positioned flush left under the name of the addressee. The salutation appears two spaces below the address.

The body of the letter begins two spaces below the salutation, with single spacing between lines and double spacing between paragraphs. The maximum line length should not exceed 6.3 inches.

A double space separates the body of the letter from the complimentary close, with at least four spaces to the name of the sender and the title.

Complimentary close,

Name of sender
Title

CC/cc



Cornell University
College of Agriculture
and Life Sciences

Donald R. Viands
Director and Associate Dean,
Academic Programs
American Indian Program
140 Roberts Hall
Ithaca, New York 14853-4203
t. 607.255.3081
f. 607.254.4613

Date

Name of Addressee
Company Name
Address
City, State, Zip

Example A-3

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design. The typeface used is the system font Times New Roman (PC) and Times (Macintosh) at 11 pt (on 13 pt leading).

The date is top-aligned at 3 inches from the top edge of the page and 2 inches from the left edge, thus setting the margin for the entire letter. The name of the addressee is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the name of the addressee. The salutation appears two spaces below the address.

The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 6.375 inches.

A double space separates the body of the letter from the complimentary close, with at least four spaces to the name of the sender and the title.

Complimentary close,

Name of sender
Title

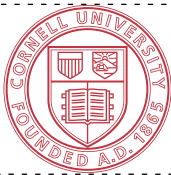
CC/cc

↑ Person - Palatino Bold 9 pt type
with 10 pt leading.

Title - Palatino 9 pt type with 10
pt leading and 2 pt paragraph
space after.

Secondary Unit - Palatino 9 pt
type with 10 pt leading and 2 pt
paragraph space after.

Address - Palatino 9 pt type with
10 pt leading.



Cornell University

Johnson Graduate School
of Management

112 Sage Hall
Ithaca, New York 14853-4203
t. 607.255.1234
f. 607.255.1234

Date

Name of Addressee
Company Name
Address
City, State, Zip

Example B-1

↑ Primary Unit - Palatino 12 pt type
with 13 pt leading and a 2 pt
paragraph space after.

Address - Palatino 9 pt type with
10 pt leading.

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design. The typeface used is the system font Times New Roman (PC) and Times (Macintosh) at 11 pt (on 13 pt leading).

The date is top-aligned at 3 inches from the top edge of the page and 2 inches from the left edge, thus setting the margin for the entire letter. The name of the addressee is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the name of the addressee. The salutation appears two spaces below the address.

The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 6.375 inches.

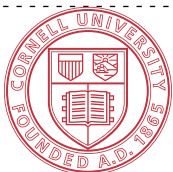
A double space separates the body of the letter from the complimentary close, with at least four spaces to the name of the sender and the title.

Complimentary close,

Name of sender
Title

CC/cc

safety area



Cornell University

Johnson Graduate School
of Management

Corporate Relations

202 Sage Hall
Ithaca, New York 14853-4203
t. 607.255.0022
f. 607.255.0474

Date

Name of Addressee

Company Name

Address

City, State, Zip

Example B-2

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design. The typeface used is the system font Times New Roman (PC) and Times (Macintosh) at 11 pt (on 13 pt leading).

The date is top-aligned at 3 inches from the top edge of the page and 2 inches from the left edge, thus setting the margin for the entire letter. The name of the addressee is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the name of the addressee. The salutation appears two spaces below the address.

The body of the letter has a double space between paragraphs with at least four spaces of indentation. The body of the letter has a double space between paragraphs with at least four spaces of indentation.

A double space between paragraphs with at least four spaces of indentation.

Complimentary closing

Name of sender

Title

CC/cc

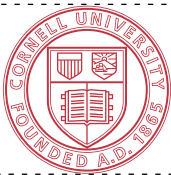
Primary Unit - Palatino 12 pt type with 13 pt leading and a 2 pt paragraph space after.

Secondary Unit - Palatino 9 pt type with 10 pt leading and 2 pt paragraph space after.

Address - Palatino 9 pt type with 10 pt leading.

safety area





Cornell University

Johnson Graduate School
of Management

Kim L. Killingsworth
Associate Director,
International Admissions

113 Sage Hall
Ithaca, New York 14853-4203
t. 607.255.4526
f. 607.255.0065
e. klk32@cornell.edu

Date

Name of Addressee
Company Name
Address
City, State, Zip

Example B-3

Salutation:

This letter demonstrates the recommended typing format for all and is an integral part of the letterhead design. The typeface use font Times New Roman (PC) and Times (Macintosh) at 11 pt (on

The date is top-aligned at 3 inches from the top edge of the page and 2 inches from the left edge, thus setting the margin for the entire letter. The name of the addressee is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the name of the addressee. The salutation appears two spaces below the address.

The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 6.375 inches.

A double space separates the body of the letter from the complimentary close, with at least four spaces to the name of the sender and the title.

Complimentary close,

Name of sender
Title

CC/cc

↑ Primary Unit - Palatino 12 pt type with 13 pt leading and a 2 pt paragraph space after.

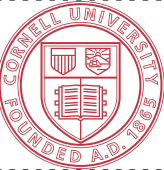
Name - Palatino 9 pt type with 10 pt leading.

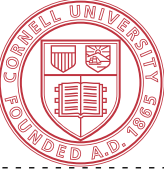
Title - Palatino 9 pt type with 10 pt leading and 2 pt paragraph space after.

Address - Palatino 9 pt type with 10 pt leading.

safety area

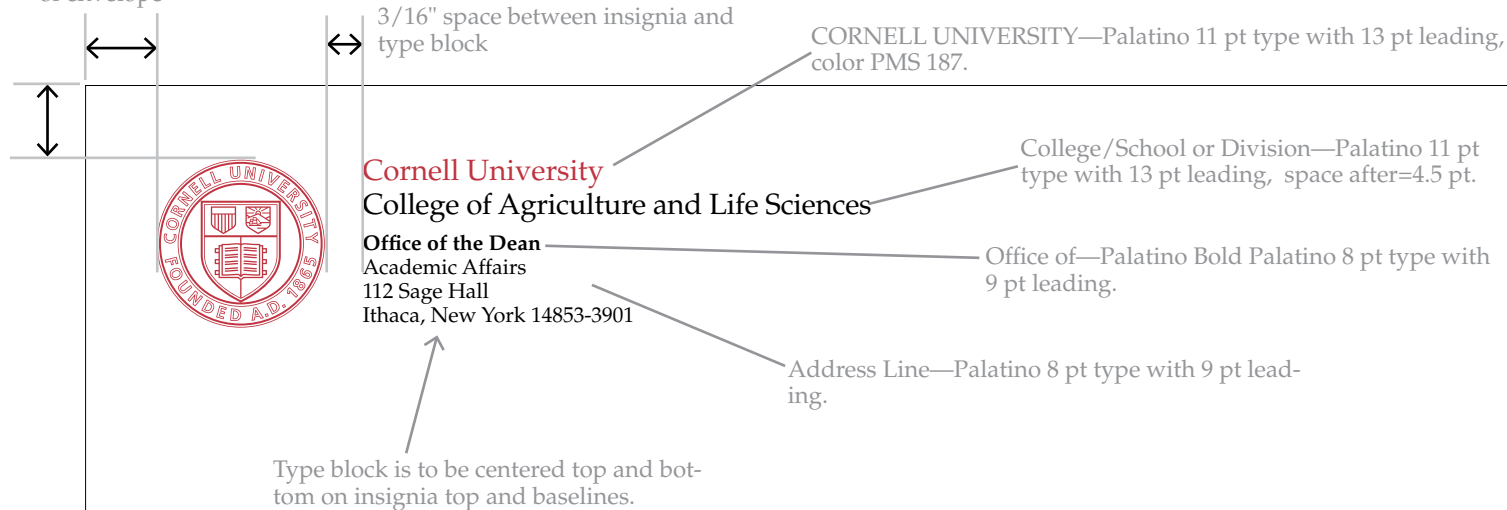
Envelope example A

1/4"		Cornell University College of Agriculture and Life Sciences
1/4"		140 Roberts Hall, Ithaca, New York 14853-4203
<p>↑ Palatino 8.5 pt type with 9 pt leading.</p>		
<p>Example A-1</p>		

1/4"		Cornell University College of Arts and Sciences
1/4"		224 Schwartz Center for the Performing Arts, Ithaca, New York 14853-4203
<p>United States Postal Service OCR Read Area</p>		
<p>Example A-2</p>		
1/4"	Department of Theatre, Film and Dance	
	6.25"	

Envelope example B

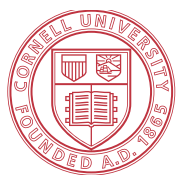
3/8" from top and side
of envelope



Example B-1

In the address line of stationery items, do not repeat the name of the unit if it already appears in a signature with the Cornell logo.

CORNELL UNIVERSITY alone—Palatino 11 pt
type with 13 pt leading, color PMS 187, space after
= 4.5 pt

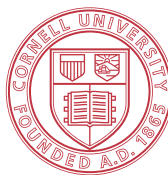


Cornell University

Office of the Dean
Student and Academic Affairs
112 Sage Hall
Ithaca, New York 14853-3901

Example B-2

CORNELL UNIVERSITY alone—Palatino 11 pt
type with 13 pt leading, color PMS 187, space
after = 4.5 pt

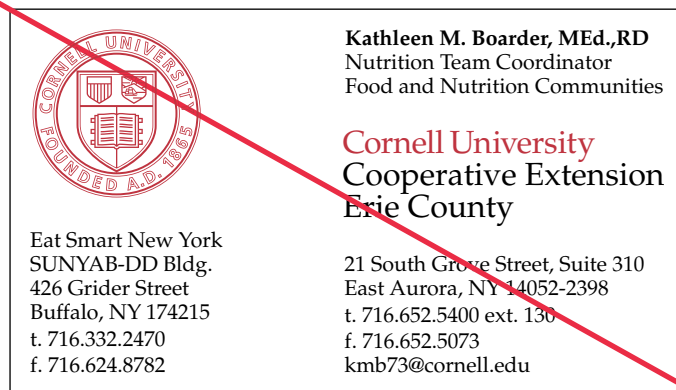
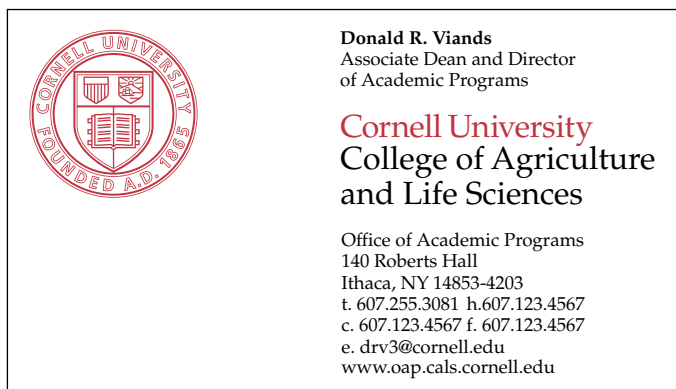
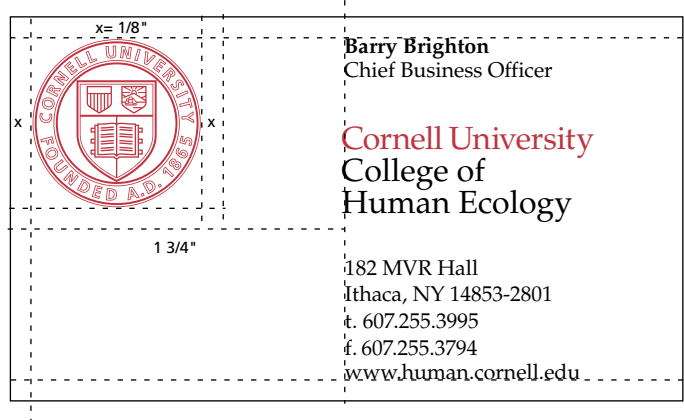


Cornell University

112 Sage Hall
Ithaca, New York 14853-3901

Example B-3

Business card example A




Address lines and other information cannot total more than 13 lines. If a second address is needed then it should be printed on the back of the card or, alternatively, second cards should be printed.

The minimum type size is 7-point Palatino, maximum is 9-point Palatino. It is important to maintain the order in which information is presented.

Business card examples B and C

3/16" 3/16" 3/16"



Peter Trutmann
Director of International Integrated Pest Management

Cornell University

Cornell International Institute for Food, Agriculture and Development (CIIFAD)
306 Plant Science
Ithaca, New York 14853
t. 607.255.7859
f. 607.255.5131
e. pt15@cornell.edu
w. ppathw3.cals.cornell.edu/iipmweb

PERSON—Palatino Bold 9 pt type with 10 pt leading

TITLE—Palatino Italic 8 pt type with 9 pt leading, space after=1.8 pt

CORNELL UNIVERSITY—Palatino 12 pt type with 14.4 pt leading, color PMS 187

SCHOOL OR DEPARTMENT—Palatino Bold 8 pt type with 9 pt leading, space before=5 pt and space after=1.8 pt

ADDRESS INFO LINES—Palatino 8 pt type with 9 pt leading

CARD B

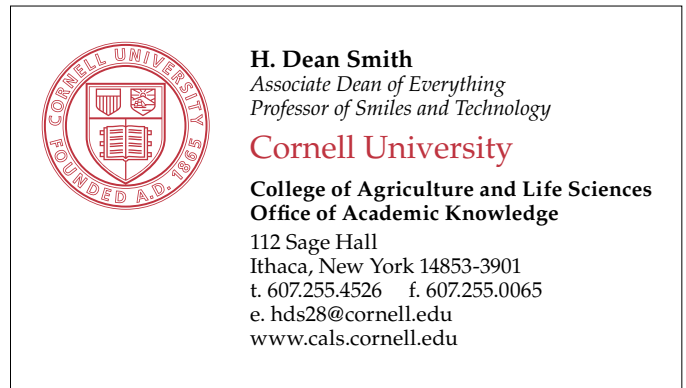
School or department—Palatino Bold 8 pt type with 9 pt leading



Edward J. Lawler
Dean

Cornell University

School of Industrial and Labor Relations
309 Ives Hall
Ithaca, New York 14853
t. 607.255.2762
f. 607.255.7774
e. ejl3@cornell.edu
www.ilr.cornell.edu



H. Dean Smith
*Associate Dean of Everything
Professor of Smiles and Technology*

Cornell University

**College of Agriculture and Life Sciences
Office of Academic Knowledge**
112 Sage Hall
Ithaca, New York 14853-3901
t. 607.255.4526 f. 607.255.0065
e. hds28@cornell.edu
www.cals.cornell.edu

CARD C

School or department—Palatino bold 12 pt type with 13 pt leading



Edward J. Lawler
Dean

Cornell University

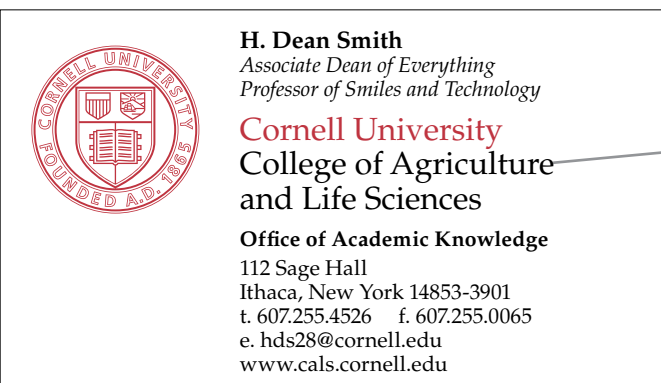
School of Industrial and Labor Relations
309 Ives Hall
Ithaca, New York 14853
t. 607.255.2762
f. 607.255.7774
e. ejl3@cornell.edu
www.ilr.cornell.edu

Entire block of type is to be centered between the top and bottom of the card.

ADDRESS W/NO DEPARTMENT FIRST—Palatino 8 pt type with 9 pt leading, space before=1.8 pt

CARD C, example 2

School or department—Palatino bold 12 pt type with 13 pt leading



H. Dean Smith
*Associate Dean of Everything
Professor of Smiles and Technology*

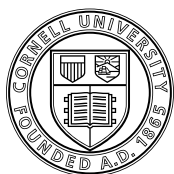
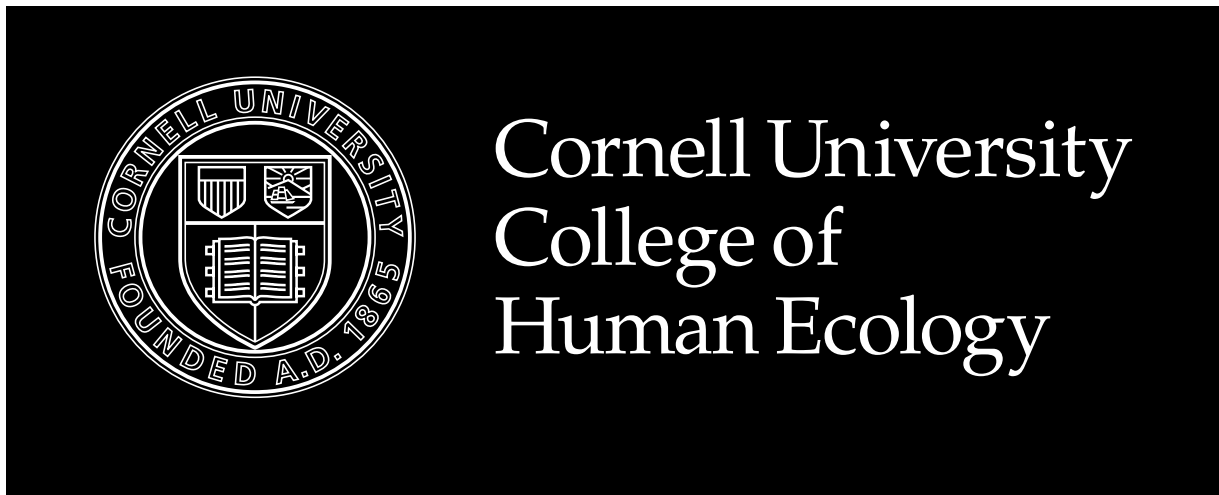
Cornell University

College of Agriculture and Life Sciences

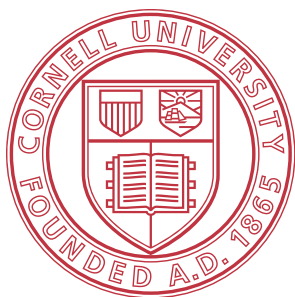
Office of Academic Knowledge
112 Sage Hall
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SCHOOL/COLLEGE OR DIVISION—Palatino 13 pt type with 13 pt leading.

One-color printing



Cornell University



Cornell University

When only one-color printing is available, the insignia, logotype, and name of college, school, or unit should be printed positive—in black or Cornell Red.

The insignia, logotype, and name of college, school, or unit also can be reversed out of any color to white, as shown.

Secondary typeface

45 Frutiger Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;? !@#\$%^&* ()=+

While the basic shapes of letters have not changed much in hundreds of years, there have been thousands of letterform variations. There are special types for telephonebooks, newspapers and magazines, and for the exclusive use of corporations. Sans serif type is appropriate for a modern company's signage, advertising, and promotion.

55 Frutiger Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;? !@#\$%^&* ()=+

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Adobe Frutiger is the secondary typeface of the Cornell University visual identity. Its sans serif design adds a contemporary contrast to the traditional style of Palatino and the historic look of the insignia.

The secondary typeface is used in Light, Roman, Bold, and Black. This typeface is flexible enough for both text and display use.

65 Frutiger Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;? !@#\$%^&* ()=+

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75 Frutiger Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;? !@#\$%^&* ()=+

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Following are examples of how Frutiger is used in combination with Cornell University signatures.