Tower
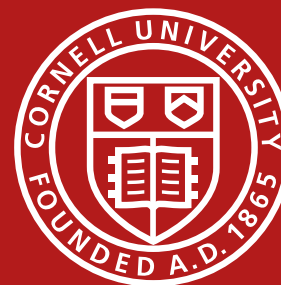
TOWER CLUB

VISUAL IDENTITY AND
EDITORIAL GUIDELINES

SPRING 2019

PRODUCED BY AAD BRAND & COMMUNICATIONS

WORDMARK WITH CLUB/CIRCLE LIST:

VISUAL EXAMPLES:

Tower
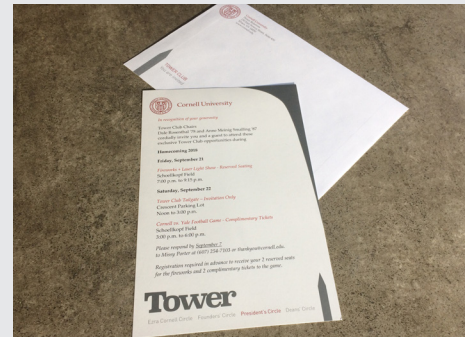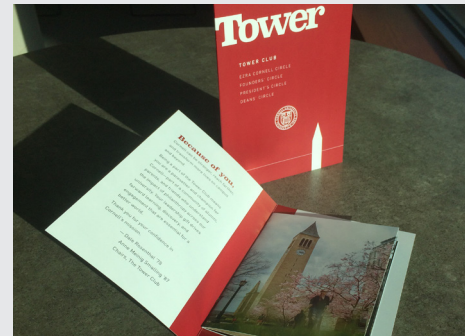
TOWER CLUB

EZRA CORNELL CIRCLE

FOUNDERS' CIRCLE

PRESIDENT'S CIRCLE

DEANS' CIRCLE

TYPOGRAPHY:

Superclaredon Bold
Superclaredon Black

Din OT Light
Din OT Regular
Din OT Medium
Din OT Bold
Din OT Black

Palatino LT Light
Palatino LT Light Italic
Palatino LT Roman
Palatino LT Roman Italic
Palatino LT Bold
Palatino LT Bold Italic

COLOR:

Print

Red, PMS 187
CMYK (7, 100, 82, 26)

Black
CMYK (0, 0, 0, 100)

White
CMYK (0, 0, 0, 0)

Greys and Neutral Metallics
(PMS 877 used on invite template)

Web (Hex)
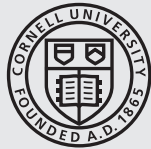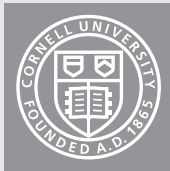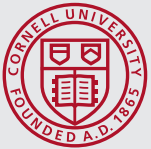
#B31B1B

#000000

#FFFFFF

VISUAL SYSTEM

WORDMARK:

Minimum size: 1.75" x .4"

For readability, place white graphics on background no lighter than 50% black (or an equivalent density when using other background colors).

BOLD CORNELL SEAL:

Minimum diameter: .75"

For more guidelines on the Cornell seal, visit: brand.cornell.edu.

TOWER ICON (optional):

Height is flexible

RELATIONSHIPS:

The wordmark is mandatory, but its position is flexible.

BUFFER ZONES

All graphics should have sufficient space around them to stand apart from other visual elements.

Text, headlines, photographs, or illustrations should never be closer to these than 1/4 the smaller width or height of the graphic.
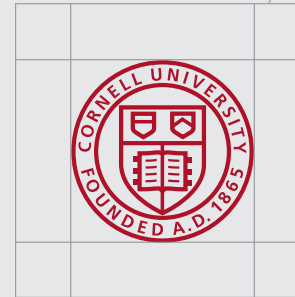
Tower

TOWER CLUB

EZRA CORNELL CIRCLE

FOUNDERS' CIRCLE

PRESIDENT'S CIRCLE

DEANS' CIRCLE

Club/circle listing is optional.

When using the club/circle listing underneath the wordmark, left-align the text block with the right side of the "T" base.

The Cornell seal is mandatory. Its position is flexible and it doesn't have to appear on the same panel as the wordmark, as long as it appears in another location within the communication. It's best not to duplicate or overuse the Cornell seal.
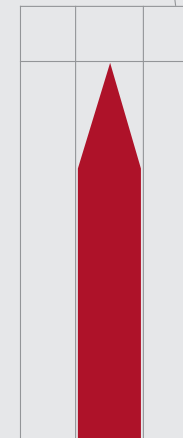
The tower icon is optional, and its position is flexible. It looks best when "grounded" along the bottom edge of a layout.

EDITORIAL

RECOGNITION: Tower Club recognizes cumulative, annual giving across the university, not giving to any one college or unit.

- Example: Sally gives annually to Engineering ($10,000), A&S ($25,000) and the Museum ($15,000) totaling $50,000. Engineering should not refer to Sally as a Tower Club: Deans' Circle donor, nor A&S as a Tower Club: President's Circle donor. Sally is a Founders' Circle donor.

Additional recognition notes:

- Cayuga Society members and 1865 Society members are frequently concurrently Tower Club members and can be listed with multiple memberships if there is a point to do it and it is not clunky.

- Cornell Family Fellows, by giving level also concurrently Tower Club members, are included in the Tower Club for Tower Club communications to them. However, they may be called only Cornell Family Fellows without additionally noting them as Tower Club members in parent program communications to them.

TITLES: In running text, "Tower" should not be used alone. Always write or say "**Tower Club**."

Giving levels within Tower Club should always be written using their full proper names in the first mention of the circle:

- Tower Club: Ezra Cornell Circle

- Tower Club: Founders' Circle (plural possessive)

- Tower Club: President's Circle (singular possessive)

- Tower Club: Deans' Circle (plural possessive)

When subsequently mentioning individual giving levels in running text, "Tower Club" can be dropped. In all running text, the usage of "Tower Club" by itself means the totality of all gift levels or people within it.

Questions?

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We'd love to see what you're doing with the Tower Club identity. Please reach out to any of us with design drafts or to discuss guidelines before design begins.