Amherst College

Visual Identity Toolkit

Introduction

Amherst College's Visual Identity Toolkit (VIT) includes official logos, typefaces, and colors, along with specifications for use.

Adhering to the VIT will ensure that the College's visual identity remains strong and cohesive across its many applications, reinforcing the connection and importance of departments, offices, and groups to the College. When your materials look "officially Amherst," everyone will know your affiliation.

To learn more and download files, go to **amherst.edu/go/vit**.

If you have any questions, please contact us at **commassetts@amherst.edu**.

We hope you will take some time to review the following pages and contact us with any questions.

(See also the separate guide, **Amherst College Athletic Visual Identity Toolkit,** for our athletic logos, typefaces, and more.)

Sincerely,
Your Communications Team

Academic and Administrative

1
Marks

1.1 Marks Overview

1.
Seal

The Amherst College identity comprises a system of coordinated graphic marks. These marks can each be used on their own or in approved combinations (see Lockups). Artwork is provided as EPS and PNG files. Always use approved art files from our Visual Identity Toolkit.

EPS files are vector images that can be enlarged and reduced without diminishing image quality. Import EPS files into Word, Excel, InDesign, or other print-based application.

PNG files are bitmap images that can be used in digital media, such as websites or social media. Unlike EPS files, PNGs cannot be enlarged without losing image quality.

2.
Two-Line Wordmark

3.
One-Line Wordmark

4.
Monogram

5.
Outlined Monogram

6.
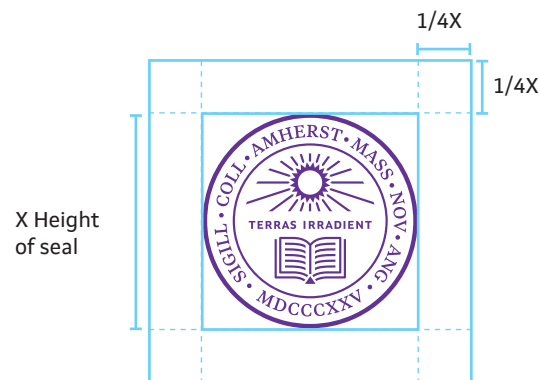Mammoth

7.
Mammoth Head

8.
Cropped Mammoth

1.2 The Seal

The College seal is the visual imprimatur of Amherst College. It is used in the most formal applications and expressions of the College identity, either as a stand-alone graphic element or in conjunction with the primary wordmark. This historic seal was updated in 2017 to meet current standards for digital and print applications.

Always use approved art files from our Visual Identity Toolkit, and do not alter the seal.

Small Use in Print

0.3"

The Small Use Seal should be used for print applications between 0.5 inches and 0.3 inches, e.g., a pencil or other small item (please contact commassets@amherst.edu for details). The minimum size for the Small Use Seal is 0.3 inches. The Small Use seal is generally not used in digital applications.

Minimum Size in Print

0.5"

No maximum usage restriction. **Minimum size in print** is 0.5 inches wide.

1/4X

1/4X

X Height of seal

Clear Space for Print Use
1/4 of the height of the seal is used to create the clear space around the mark. Nothing should be placed in this area.

1.3 Two-Line Wordmark

The two-line wordmark is a unique typographic mark that displays the Amherst name in a left-aligned configuration. It was developed from a modified version of the official College typeface, Tiempos.

Always use approved art files from our Visual Identity Toolkit for College marks and lockups. Do not recreate or alter any College marks or lockups or create new ones.

Amherst College

Clear Space for Print Use
A square drawn around the A from the wordmark creates the clear space. Nothing should be placed in this area.

0.4"

No maximum usage restriction.
Minimum size in print is 0.4 inches wide.

1.4 One-Line Wordmark

The one-line wordmark is a unique typographic mark that displays the Amherst name. It was developed from a modified version of the official College typeface, Tiempos.
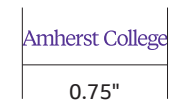
Always use approved art files from our Visual Identity Toolkit for College marks and lockups. Do not recreate or alter any College marks or lockups or create new ones.

Amherst College

Clear Space for Print Use
A square drawn around the A from the wordmark creates the clear space. Nothing should be placed in this area.

Amherst College

0.75"

No maximum usage restriction.
Minimum size in print is 0.75 inches wide.

1.5 The Outlined Monogram & Monogram

The monogram is the "shorthand" identifier for Amherst. The monogram can be used as a stand-alone graphic element. The monogram has been typeset from a modified version of the official College typeface Tiempos.

Outlined Monogram

0.3"

No maximum usage restriction. **Minimum print size** for the outlined monogram is 0.3 inches wide.

For print uses **smaller** than 0.3 inches, the monogram should be used.

Monogram

0.1"

No maximum usage restriction. **Minimum size in print** for the monogram is 0.1 inches.
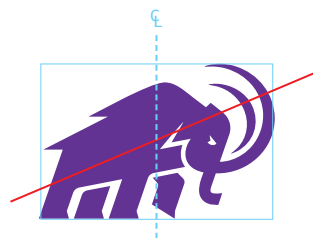
1.6 The Mammoth (Primary mark)

The mammoth has been designed as the mascot for Amherst College. It can be used for academic or athletic applications as a stand-alone graphic and in approved lockups.

Cropped Mammoth (Secondary mark)
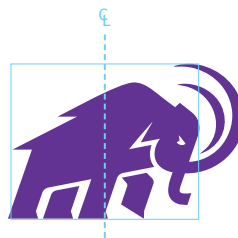
The mammoth should be **centered** on its body when paired with other elements.

Do not center the mammoth on the width of the entire mark. This will result in the mammoth appearing off-center.

0.5"

No maximum usage restriction. **Minimum size in print** is 0.5 inches wide. For smaller sizes, use the **mammoth head**.

1.7 The Mammoth Head
(Secondary mark)

The mammoth head can be used for academic
or athletic applications as a stand-alone graphic
and in approved lockups.

Minimum Size in Print

0.3"

No maximum usage restriction.
Minimum print size is 0.3 inches
wide.

Small Use in Print

0.2"

The **Small Use Mammoth Head**
should be used for any applications
between 0.3 inches and 0.2 inches.
The **minimum** print size for the
Small Use Mammoth Head is 0.2
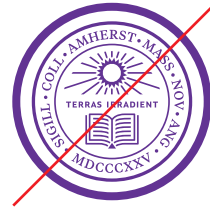inches.

1.8 Incorrect Usage

Shown here are incorrect uses of Amherst College logos, using the seal as an example. Usage rules apply to all marks and lockups in the identity toolkit.

Don't vertically scale the seal.
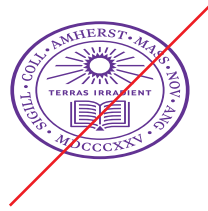
Don't horizontally scale the seal.

Don't create additional art for use around the seal. The seal should stand alone or be used in approved lockups.

Don't reproduce the seal in more than one color.

Don't reproduce the seal in an unapproved color.
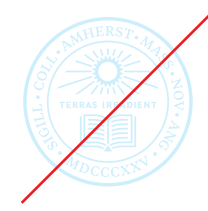
Don't use the seal at less than 100% opacity. Use approved colors.
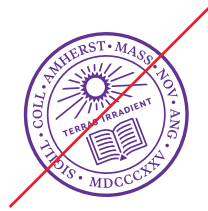
Don't rotate the seal.

Don't fill parts of the seal with color. All transparent parts of the seal should show background.

Don't flip the seal.

Don't redraw any parts of the seal.
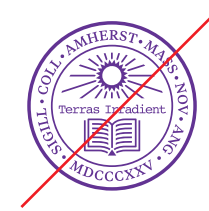
Don't use different fonts in the seal.

2
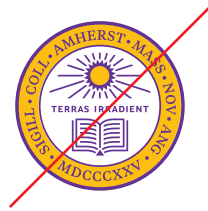# Lockups

2.1 Overview

Amherst College logos are available in approved combinations, called "lockups." All artwork is provided as EPS and PNG files. Always use approved art files from our Visual Identity Toolkit. Do not create any College lockups outside of our approved lockups.

Primary Lockups

1.
Centered Lockup

Amherst College

2.
One-Line Lockup

Amherst College

3.
Two-Line Lockup

Amherst College

Secondary Lockups

4.
Monogram Lockup

A
Amherst College

5.
One-Line Mammoth Lockup

Amherst College

6.
Two-Line Mammoth Lockup

Amherst College

7.
Centered Mammoth Lockup

Amherst College

2.2 Department, Museum, and Arts Logos

The Communications team provides logos for Amherst College departments, museums, and other entities. Always use approved art files provided by Communications.

Departmental Logos

8.
Formal Departmental Logo

Amherst College
Department of Physics & Astronomy

9.
Informal Departmental Logo

Amherst College
Physics & Astronomy

10.
Informal Departmental Logo

A

Physics & Astronomy

11.
Informal Departmental Logo

Physics & Astronomy

12.
Informal Departmental Logo

Physics & Astronomy

Museums and Arts Logos

13.
LitFest Logo

Amherst College
LitFest

14.
Beneski Block Logo

Beneski Museum
OF NATURAL HISTORY

15.
Mead Logo

Mead
ART MUSEUM

2.3 Giving Society Logos

The Communications team provides logos for Amherst College giving societies and related programs. Always use approved art files provided by Communications.

14.
The Amherst Fund

The Amherst Fund

15.
The Irradient Society

THE
IRRADIENT
SOCIETY

16.
The 1821 Society

THE
1821
SOCIETY

17.
The Parents' Fund

The Parents' Fund

2.4 Centered Lockup

The centered lockup consists of the seal and one-line wordmark in a centered configuration.

Amherst College

Clear Space for Print Use
A square drawn around the A from the wordmark creates the clear space. Nothing should be placed in this area.

Minimum Use

2"

No maximum usage restriction. **Minimum size in print** is 2 inches wide.

Small Use in Print

1.2"

The **Small Use Seal Lockup** should be used for any applications between 2 inches and 1.2 inches. The **minimum** size for the Small Use Seal Lockup is 1.2 inches.

2.5 One-Line Lockup

The one-line lockup consists of the seal and one-line wordmark in a horizontal configuration. Whenever possible, align to left or right rather than centering.
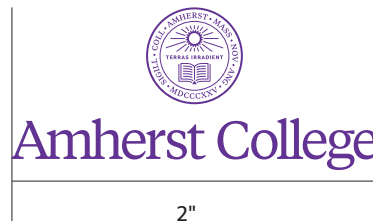
Amherst College

Clear Space for Print Use
A square drawn around the A from the wordmark creates the clear space. Nothing should be placed in this area.

Minimum Use

3.5"

No maximum usage restriction.
Minimum size in print is 3.5 inches wide.

Small Use in Print

2.25"

The **Small Use Seal Lockup** should be used for any applications between 3.5 inches and 2.25 inches. The **minimum** size for the Small Use Seal Lockup is 2.25 inches.

2.6 Two-Line Lockup

The two-line lockup consists of the seal and two-line wordmark.

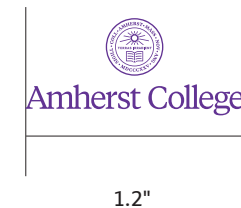# Amherst College

Clear Space for Print Use
A square drawn around the A from the wordmark creates the clear space. Nothing should be placed in this area.

Minimum Use

1.6"

No maximum usage restriction.
Minimum usage is 1.6 inches wide.

Small Use in Print

1"
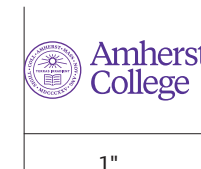
The **Small Use Seal Lockup** should be used for any applications between 1.6 inches and 1 inch. The **minimum** size for the Small Use Seal Lockup is 1 inch.

2.7 Monogram Lockup

The monogram lockup consists of the one-line wordmark and the outlined monogram. It is an informal expression of the Amherst identity and can be used in applications where the seal is not appropriate.

Minimum Use

1.6"

No maximum usage restriction. **Minimum usage** is 1.6 inches wide.

Small Use in Print

A
Amherst College

0.75"

The **Small Use Monogram Lockup** should be used for any applications between 1.6 inches and 0.75 inches. The **minimum** size for the Small Use Monogram Lockup in print is 0.75 inches.

2.8 One-Line Mammoth Lockup

The mammoth logotype combines
the mammoth and College wordmarks.
This combination is an expression of the
Amherst identity and should be used in
applications that don't require the seal.

Minimum Use

3.25"

No maximum usage restriction.
Minimum size in print is 3.25 inches wide.

Small Use in Print

1.75"

The **Small Use Mammoth Head Lockup**
should be used for any applications
between 3.25 inches and 1.75 inches.
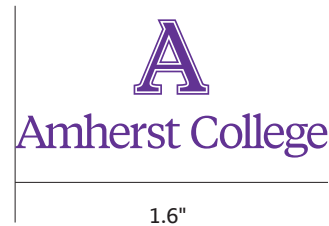The **minimum** size for the Small Use
Mammoth Head Lockup is 1.75 inches.

2.9 Two-Line Mammoth Lockup

The two-line mammoth logotype combines the mammoth and two-line wordmark. It is an informal expression of the Amherst identity and can be used in applications where the seal is not appropriate.

Minimum Use

1.2"

No maximum usage restriction. **Minimum size in print** is 1.2 inches wide.

Small Use in Print

0.75"

The **Small Use Mammoth Head Lockup** should be used for any applications between 1.2 inches and 0.75 inches. The **minimum** size for the Small Use Mammoth Head Lockup is 0.75 inches.

2.10 Centered Mammoth Lockup

The centered mammoth lockup combines the mammoth and one-line wordmarks. It is an informal expression of the Amherst identity and can be used in applications where the seal is not appropriate.
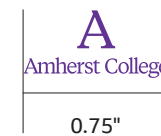
Minimum Use

1.4"

No maximum usage restriction. **Minimum size in print** is 1.4 inches wide.
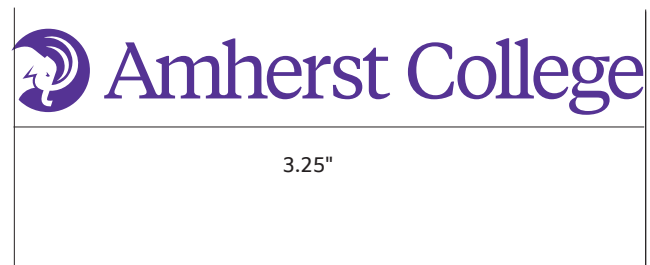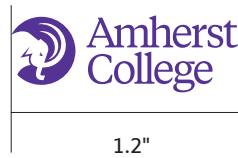
Small Use in Print

0.75"
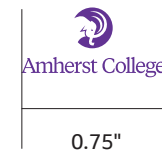
The **Small Use Mammoth Head Lockup** should be used for any applications between 1.4 inches and 0.75 inches. The **minimum** size for the Small Use Mammoth Head Lockup is 0.75 inches.

2.11 Formal Departmental Lockup

The formal departmental lockup consists of the College seal, the College wordmark and the academic or administrative unit descriptor.

Amherst College
Department of Physics & Astronomy

Amherst College
Department of Physics and Astronomy

Clear Space for Print Use
A square drawn around the A from the wordmark creates the clear space. Nothing should be placed in this area.

Amherst College
Department of Physics & Astronomy

The clear space rule can be used to create a **background** for the lockup. Minimum usage rules still apply.

Minimum Use

Amherst College
Department of Physics & Astronomy

0.5"

No maximum usage restriction. **Minimum size in print** is 0.5 inches wide at the seal as shown above.

Small Use in Print

Amherst College
Department of Physics & Astronomy

0.3"

The **Small Use Seal Lockup** should be used for any applications between 0.5 inches and 0.3 inches measured at the seal. The **minimum** size for the Small Use Seal Lockup is 0.3 inches measured at the seal.

For information and to download files, go to **amherst.edu/go/vit**. If you have any questions, please contact us at **commassets@amherst.edu**.

2.12 Formal Departmental Lockup Format

Cap Height X

1/3 X

The **seal** is the total height of mark.

Amherst College
Department of Physics & Astronomy

2/5 X

1/2 X

A **one-line** department or center is shown above. The department name is set in Setimo Regular.

The **Amherst College wordmark** is used in this lockup.

Cap Height X

1/3 X

The **seal** is the height of the first two lines of text.

Amherst College
Department of Law, Jurisprudence & Social Thought

2/5 X

1/3 X

1/2 X

A **two-line** department or center is shown above. The department name is set in Setimo Regular.

The **Amherst College wordmark** is used in this lockup.

2.13 Informal Departmental Lockup

The informal departmental lockup consists of the College wordmark and the academic or administrative unit descriptor.

Amherst College
Physics & Astronomy

"Department of" is optional.

Clear Space in Print Use
A square drawn around a capital letter from the department name creates the clear space. Nothing should be placed in this area.

The clear-space rule can be used to create a **background** for the lockup. Minimum usage rules apply.
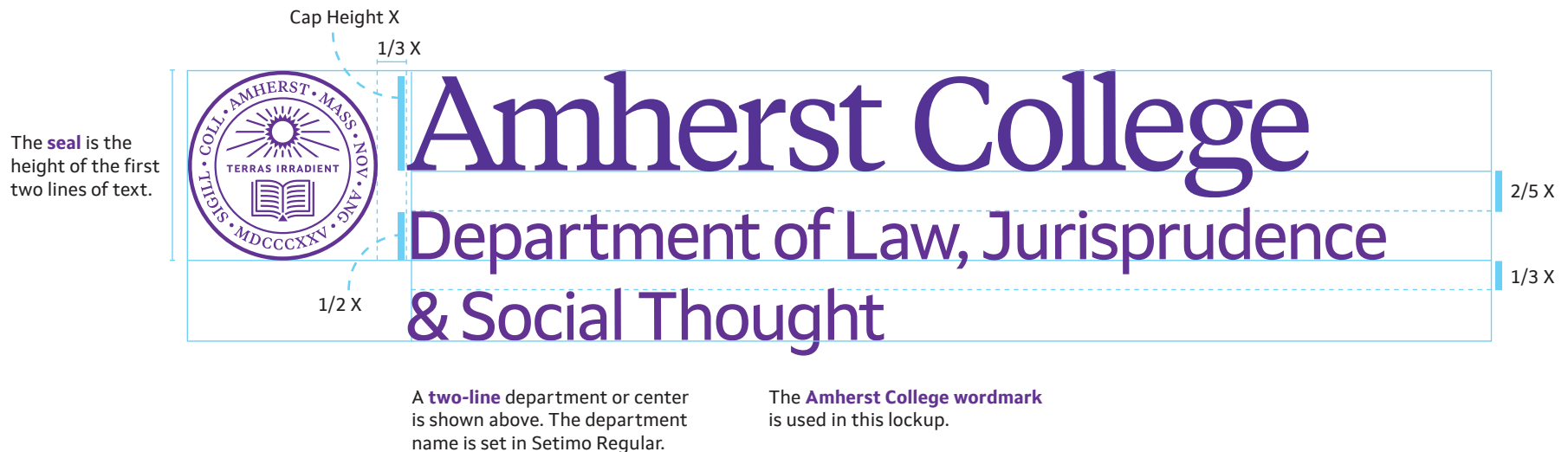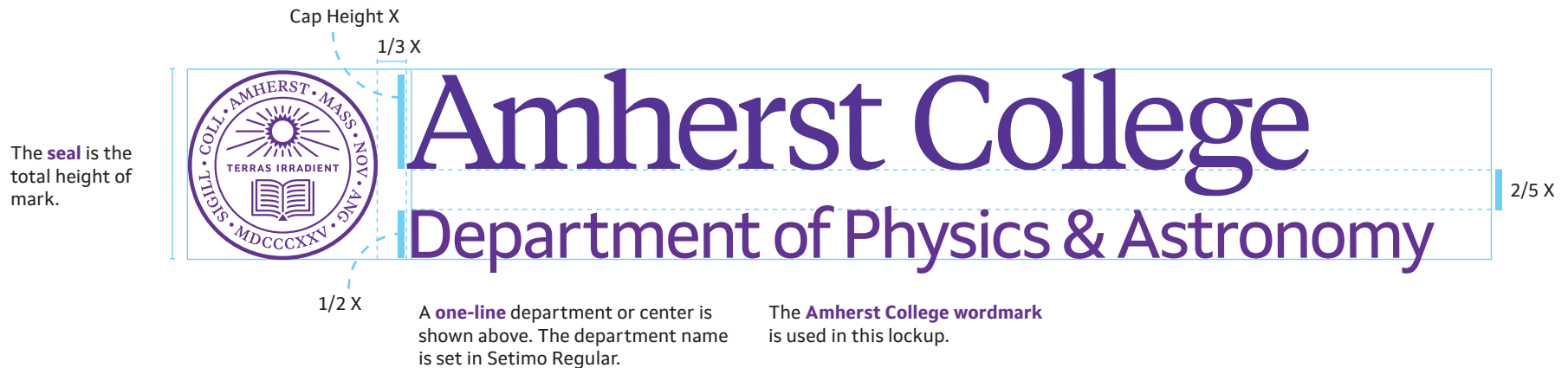
Minimum Use

0.75"

No maximum usage restriction.
Minimum size in print is 0.75 inches at the Amherst wordmark as shown above.

2.14 Informal Departmental Lockup Format

3/5 X **Amherst College**
                                                                    1/3 X
X **Physics & Astronomy**

A **one-line** department or center is
shown above. The department name
is set in Setimo Regular.

The **Amherst College wordmark**
is used in this lockup.

3/5 X **Amherst College**
                                                                    1/3 X
X **Law, Jurisprudence**
                                                                    1/2 X
& Social Thought
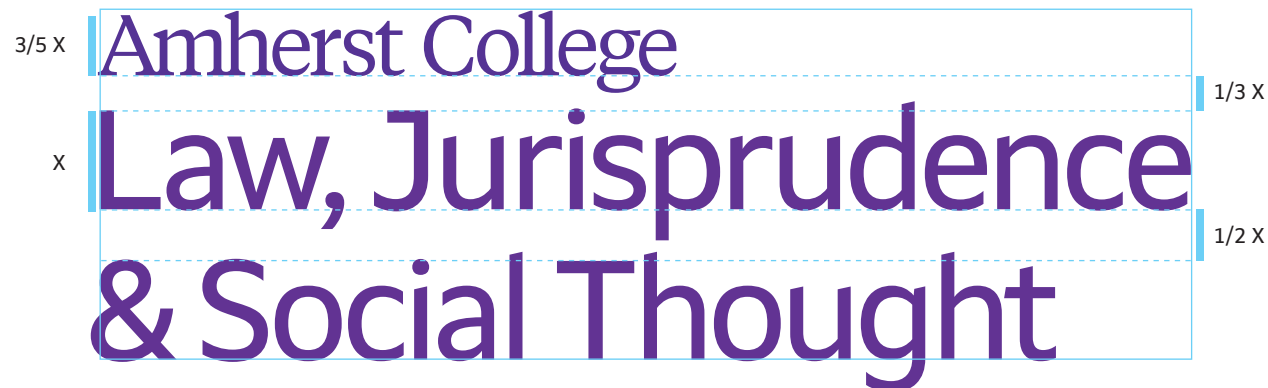
A **two-line** department or center is
shown above. The department name
is set in Setimo Regular.

The **Amherst College wordmark**
is used in this lockup.

2.15 Informal Departmental Lockup

The informal department and center logotype consists of the outlined monogram and the academic or administrative unit descriptor.

A
Department of Physics & Astronomy

"Department of" is optional. An ampersand should be used in place of the word "and."

A
Department of Physics & Astronomy

Clear Space in Print Use
A square drawn around the A from the wordmark creates the **clear space**. Nothing should be placed in this area.

A
Department of Physics & Astronomy

The clear-space rule can be used to create **a background** for the lockup. Minimum usage rules apply.

Minimum Use

0.4"

A
Department of Physics & Astronomy

No maximum usage restriction. **Minimum size in print** is 0.4 inches wide from the left side of the monogram to the right as shown above.

Small Use in Print

0.3"

A
Department of Physics & Astronomy

The **Small Use Monogram Lockup** should be used for any applications between 0.4 inches and 0.2 inches measured at the monogram. The **minimum** size for the Small Use Monogram Lockup is 0.2 inches measured at the monogram.

2.16 Informal Departmental Lockup Format

℄

2 1/2 X

A

3/5 X

X   Department of Physics
    & Astronomy

1/2 X

X
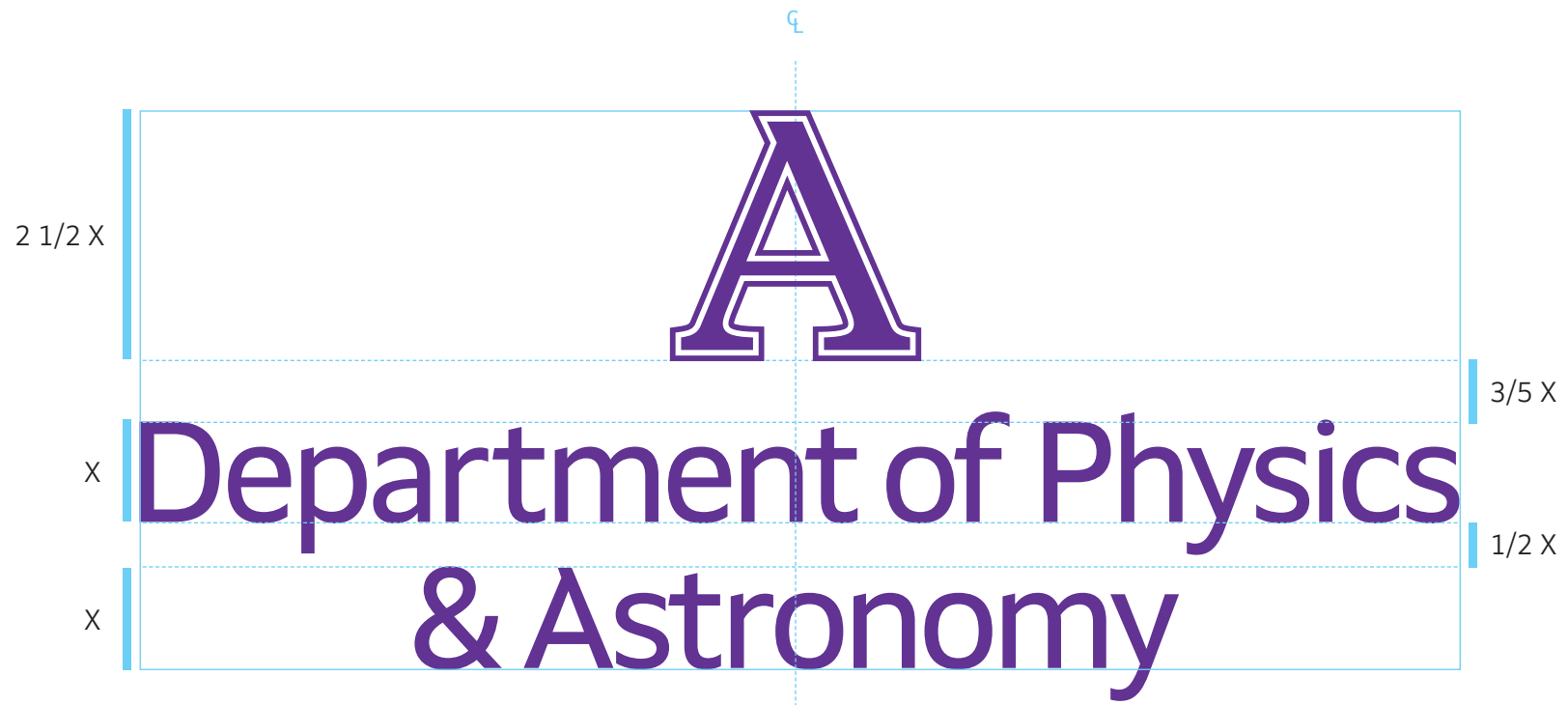
The department name should be typeset
in **Setimo Regular**.

2.17 Incorrect Uses

The academic and administrative unit logotypes, exemplified here by Amherst College Department of Physics & Astronomy, should not be altered in any way, including extending, condensing, outlining; adding borders, special effects or drop shadows; or attaching other icons. The graphics on this page illustrate a few examples of incorrect usage.

Don't place the sub-unit descriptor above the monogram and school name.

Don't align flush right.

Don't rearrange components within lockup.

Don't use a format not meant for your organization.

Don't string the sub-unit descriptor in one long line. Break it so that the longest line is slightly longer than the academic unit name.

Don't use unapproved weights or cases for the sub-unit descriptor.

Don't use unapproved colors.

Don't place the logotype on top of a busy or complex photograph.

Don't create a background shape for the lockups that does not follow the clear-space rules.

2.17 Incorrect Uses, Cont'd

The academic and administrative
unit logotypes, exemplified here
by Amherst College Department of
Physics & Astronomy, should not
be altered in any way, including
extending, condensing, outlining;
adding borders, special effects or drop
shadows; or attaching other icons.
The graphics on this page illustrate
a few examples of incorrect usage.

Don't use unapproved typefaces.

Don't stretch the lockups.

Don't add a stroke.
Don't use unapproved colors.

Don't change the size relationships of
elements within the lockups.

Don't use the small-use lockups at an
unapproved size. **Don't** crop the lockups.

Don't use type from the informal
lockup with the seal.

3
Graphic
Elements

3.1 Graphic Elements Overview

These graphic elements are meant to be used alongside the marks and lockups.

1.
Sunburst

3.
Outlined Monogram

2.
Sunrise

Bleed is built in. Graphic should always crop at blue line as shown.

4.
Monogram

4
Color

4.1 Primary Color Palette

Mammoth Purple Night
#311a4d
PMS 2627
C85 **M**100 **Y**6 **K**38
R49 **G**26 **B**77

Mammoth Purple
#3f1f69
PMS 267
C82 **M**97 **Y**0 **K**0
R63 **G**31 **B**105

**Mammoth Purple
is the main color in
the Amherst College
Identity.**

Mammoth Purple Dusk
#5d3c85
PMS 7679
C87 **M**97 **Y**0 **K**0
R93 **G**60 **B**133

Mammoth Purple Light
#856cb0
PMS 2655
C51 **M**61 **Y**0 **K**0
R133 **G**108 **B**176

Mammoth Purple Pale
#b7a5d3
PMS 2645
C35 **M**42 **Y**0 **K**0
R183 **G**165 **B**211

Mammoth Purple Stomp
#470a77
R71 **G**10 **B**119

A stronger purple for social
graphics and more.

For digital use only.

Black
#000000
PMS Black 6
C40 **M**30 **Y**30 **K**100
R16 **G**24 **B**32

White
#ffffff
C0 **M**0 **Y**0 **K**0

Use CMYK conversions as shown.
Do not use Bridge conversion.

4.2 Secondary Color Palette

Secondary colors may be used in small proportions. Avoid using the secondary colors in a manner that suggests that the Amherst College school colors are anything other than purple and white.

Use all CMYK conversions as shown.

Spring Leaf Dark
#458246
PMS 7741
C76 **M**4 **Y**100 **K**21
R69 **G**130 **B**70

Spring Leaf
#5ba151
PMS 368
C65 **M**0 **Y**100 **K**0
R91 **G**161 **B**81

Spring Leaf Light
#93d28f
PMS 366
C31 **M**0 **Y**51 **K**0
R147 **G**210 **B**143

Ice Age Night
#0099bc
PMS 7704
C93 **M**4 **Y**8 **K**24
R0 **G**153 **B**188

Ice Age
#00b8d5
PMS 2199
C77 **M**0 **Y**16 **K**0
R0 **G**184 **B**213

Ice Age Morning
#64dfeb
PMS 2197
C50 **M**0 **Y**12 **K**0
R100 **G**223 **B**235

Autumn Leaf Dark
#cc5833
PMS 173
C0 **M**82 **Y**94 **K**2
R204 **G**88 **B**51

Autumn Leaf
#df723d
PMS 164
C0 **M**74 **Y**100 **K**0
R223 **G**114 **B**61

CMYK should be printed at **85%**.

Autumn Leaf Light
#fea065
PMS 150
C0 **M**41 **Y**78 **K**0
R254 **G**160 **B**101

Robert Frost
#505061
PMS Cool Gray 11C
C44 **M**34 **Y**22 **K**77
R80 **G**80 **B**97

Iron Frost
#767481
PMS Cool Gray 9C
C30 **M**22 **Y**17 **K**57
R118 **G**116 **B**129

Thundersnow
#aeaeb2
PMS Cool Gray 5C
C13 **M**9 **Y**10 **K**27
R174 **G**174 **B**178

Permafrost
#d2cfcd
PMS Cool Gray 2C
C5 **M**3 **Y**5 **K**11
R210 **G**207 **B**205

Tusk Gray
#e2e1db
PMS Cool Gray 1C
C4 **M**2 **Y**4 **K**8
R226 **G**225 **B**219

4.3 Entire Color Palette

Recommended ratio of use:

Mammoth Purple   **White**   **Black**

Spring Leaf

Ice Age
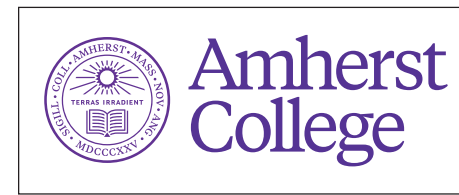
Autumn Leaf

Tusk Gray

Mammoth Purple Tints
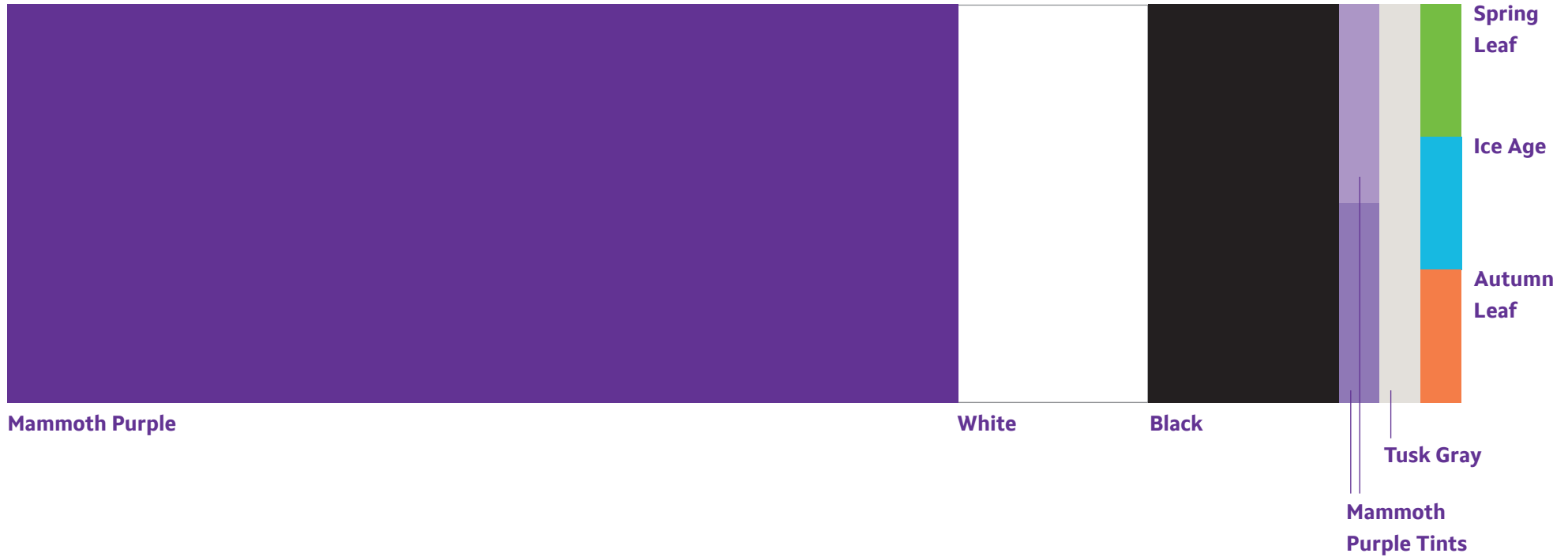
Mammoth Purple should be used more than any other color in the palette. The secondary colors are meant to act as complements to the main color palette.

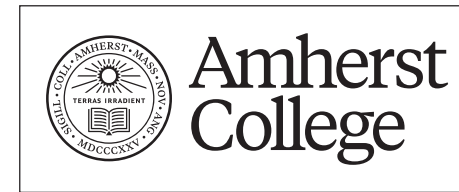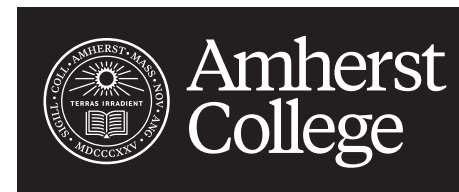## 4.4 Approved One-Color Combinations

White on Mammoth Purple

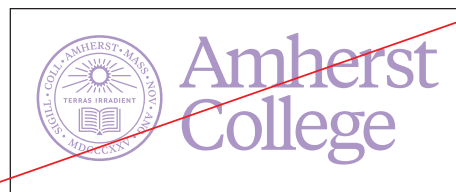White on Mammoth Purple Light

Black on Mammoth Purple Pale

Mammoth Purple Light on white.

Do not use Mammoth Purple Pale on white.

Mammoth Purple on white

Black on white

White on black

Do not use Mammoth Purple on black. The contrast is not high enough for adequate legibility.

5
Typography

5.1 Primary and Secondary Official Typefaces

Aa   Aa

Tiempos   Setimo

5.2 Primary Official Typeface

Amherst's official serif typeface is Tiempos. This typeface offers a wide range of weights, allowing for small and digital use without degradation. Consistent use of this official typeface helps reinforce Amherst's identity.

Email: **commassets@amherst.edu** for information on acquiring Tiempos.

Tiempos Regular
Tiempos Italic
Tiempos Medium
Tiempos Medium Italic
Tiempos Semibold
Tiempos Semibold Italic
Tiempos Bold
Tiempos Bold Italic

Tiempos Headline Light

5.3 Secondary Official Typeface

Amherst's official sans typeface is Setimo. This typeface offers a wide range of weights, allowing for small and digital use without degradation. It acts as a complement to Tiempos. Consistent use of this official typeface helps reinforce the College's identity.

Note that Setimo by default has wide letter tracking, which works well for small type. For headlines and other large type, tighten the tracking.

Email: **commassets@amherst.edu** for information on acquiring Setimo.

Additional Typefaces

Amherst makes alternate typefaces available for informal use in documents and on-campus communications. See **Amherst.edu/go/vit** for details.

Setimo Light
Setimo Light Italic
Setimo Regular
Setimo Italic
Setimo Bold
Setimo Bold Italic