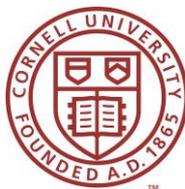


## Cornell University®

101\_COR Cornell Wordmark



Cornell University.



102\_COR Cornell Seal



Cornell University.

103\_COR Cornell Lockup

### SCHOOL COLORS



**Cornell Red**  
Pantone 187  
C0 / M100 / Y79 / K20  
R 170 / G 020 / B 045  
Madeira 1181  
Robison-Anton 2472



**Black**



**White**



**Athletic Brown**  
Pantone 4635



**Athletic Dark Brown**  
Pantone 469

### FONTS & TYPEFACES

Serif: Palatino

Sans-Serif: Freight Sans

### USAGE GUIDELINES

For much more about the Cornell brand, please visit the university's online Brand Center:

<http://brand.cornell.edu/>

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301\_COR Retro Bear C



302\_COR Retro Bear Head

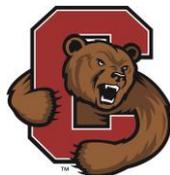
*Use of the Retro Bear marks will be very limited*



201\_COR Block C



203\_COR Athletic Secondary



202\_COR Athletic Primary



204\_COR Athletic Wordmark

205\_COR Sport Marks

**Ex. Big Red, Cornell Hockey**

RETRO

UNIVERSITY

ATHLETICS

## Cornell CALS

College of Agriculture and Life Sciences

401\_COR Agriculture



The College of  
**Arts & Sciences**

402\_COR Arts & Sciences



403\_COR Botanic Gardens



Cornell  
SC Johnson College of Business

404\_COR Business



405\_COR Dairy

## Cornell Engineering

406\_COR Engineering



ILR School  
Cornell University

407\_COR ILR



Cornell  
Law School

408\_COR Law



409\_COR Orchards

The **Cornell** Lab of Ornithology

410\_COR Ornithology



411\_COR Tech

**CORNELL  
TECH**

HOME OF THE  
**JACOBS  
INSTITUTE**



Cornell University  
College of Veterinary Medicine

412\_COR Vet



**Weill Cornell  
Medicine**

413\_COR Weill

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