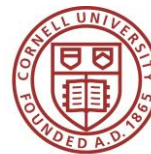
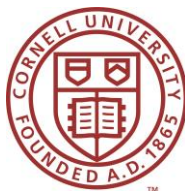


Cornell University®

101_COR Cornell Wordmark



Cornell University.



102_COR Cornell Seal



Cornell University.

103_COR Cornell Lockup

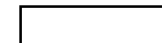
SCHOOL COLORS



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/>

Cornell University's marks are controlled under a licensing program administered by Exemplar Associates.

Reproduction without the approval of Cornell University & Exemplar Associates is prohibited.

Contact: support@exemplarassociates.com



301_COR Retro Bear C



302_COR Retro Bear Head

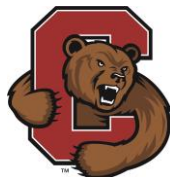
Use of the Retro Bear marks will be very limited



201_COR Block C



203_COR Athletic Secondary



202_COR Athletic Primary

CORNELL™

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

USAGE GUIDELINES

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

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

Cornell University's marks are controlled under a licensing program administered by Exemplar Associates.

Reproduction without the approval of Cornell University & Exemplar Associates is prohibited.

Contact: support@exemplarassociates.com