Bates College

Graphics Standards Manual
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The signature is the main identifying element of the graphic identity system for Bates College. Two signatures have been developed in order to achieve a versatile, yet unified visual identity, and each has its own specific applications and guidelines as described on the following pages.

These signatures have all been specially drawn and the letter and word spacing as well as line weights and lengths carefully determined. Therefore, the signatures should never be reconstructed. Reproduction copies or scanned versions for computer use are available through the Bates Publications Office.

For maximum clarity and visibility, a minimum clear space surrounding each signature has been established. No other elements should intrude on the signatures. Whenever an element falls directly below a signature, such as text or photographs, the element should visually align flush left with the vertical stroke of the “B” in Bates or the “C” in College depending on the design intention.
Primary Signatures

Signature 1 consists of the words “Bates,” enclosed in a framing device, and “College.” Its application on all printed material and advertising constitutes the core of the visual identity system.

A second signature consisting of the words “Bates College” without the framing device has also been developed. It may be used in conjunction with the College seal on official publications and documents but never combined with signature 1.

The minimum recommended size of the signatures is 1" wide.

For specialty items (e.g., pencils, pens, repeat patterns), it may be necessary to use a smaller signature than the recommended size.

As reproduction processes and materials will vary, care should be taken to ensure maximum legibility.
Secondary Signatures

Two secondary signatures consisting of the word “Bates” and the framing device have been developed to give diversity to the visual identity of the College while still maintaining a strong family relationship.

The secondary signatures may be used internally by the College where recognition of the primary signatures is already established. They may also be used externally by the College (e.g., advertising and admissions publications) as a separate graphic device, only if one of the primary signatures appears prominently elsewhere, such as the back cover of a brochure.

The minimum recommended size of the secondary signatures is 1/2” wide. For specialty items (e.g., pencils, pens, repeat patterns), it may be necessary to use a smaller signature than the recommended size.

As reproduction processes and materials will vary, care should be taken to ensure maximum legibility.
Signature Color

The main color for the signatures is Red PMS 201. They may also appear in their entirety in Gray PMS 431, black, white, or clear. They are never to be reproduced in more than one color.

The signature may appear in these colors on any field, taking care that enough contrast is maintained to ensure legibility. When a signature is used as a “graphic device” (e.g., repeat pattern), it may appear in any color only if one of the signatures appears prominently elsewhere in one of the approved signature colors.

A recommended secondary color palette for publications is discussed in the Publications section of this manual. The signatures, however, must appear only in one of the approved signature colors on publications.

The effectiveness of these colors depends upon the consistency of their reproduction, which requires a high degree of quality in color matching. PMS (Pantone Matching System) color swatches should be provided when specifying color to a vendor.
Signature Patterns

The secondary signatures may be used as a decorative element in patterns on a variety of materials such as envelope interiors, publication covers, or coffee mugs.

The pattern may appear in any color. In order to reinforce the visual identity system, whenever possible one of the signatures should also appear in one of the approved signature colors in printed materials when a pattern is used.

The minimum recommended size requirements for the secondary signatures apply to the patterns.

For specialty items (e.g., pencils, pens, repeat patterns), it may be necessary to use a smaller signature than the recommended size.

As reproduction processes and materials will vary, care should be taken to ensure maximum legibility.
Two special signature configurations have been developed—the location signature and the division signature—to further reinforce the family relationship of the visual identity system while allowing for flexibility.

These signatures have specific guidelines relative to their applications as described on the following pages.

Whenever an element falls directly below one of these special signatures, such as text or photographs, the element should visually align flush left with the vertical stroke of the “B” in Bates or the word to the right of the framing device, depending on the design intention.
Location Signatures

When it is beneficial in promoting the College to emphasize its location in Maine, either of these two special location signatures is acceptable.

When using the primary location signature, “Bates College Maine,” the minimum recommended size is based on the Bates College unit being no smaller than 1\" wide. When necessary for design purposes, the word “Maine” may shift to the right, maintaining the base alignment on “Bates College.” However, “Maine” can never move closer to the word “College” than shown here.

The minimum recommended size for the secondary location signature, “Bates Maine,” is 1\" wide. The minimum clear space should be respected.

The location signatures have been specially drawn and the letter and word spacing as well as line weights and lengths carefully determined. Therefore, the signatures should never be reconstructed (except for the acceptable shifting of the word “Maine” as described above). Reproduction copies or scanned versions for computer use are available through the Bates Publications Office.

The words “Bates College” or “Bates” and the framing device must appear in one of the approved signature colors. The word “Maine” may appear in the same color as “Bates” or a different color depending upon the design application.
Division Signatures

A special signature configuration has been developed for specific divisions of the College—Alumni, Sports, and Bates Club. Reproduction copies or scanned versions for computer use of these three signatures are available through the Bates Publications Office. As need arises, other divisions may be treated in this configuration using the guidelines described below.

The division signature is composed by replacing the word “College” from signature 1 with the division name in the same flush left and base alignment as “College.” The typeface Syntax Bold is used for the division name. It is readily available from professional typesetters and desktop publishing systems. The name appears in all caps, matching the cap height to the lower case letters in the word “Bates.” When setting new division names, match the letterspacing of the examples shown here.

The minimum recommended size of the division signature is based on the word “Bates” and its framing device being no smaller than \( \frac{1}{2} \) inch wide. The minimum clear space should be respected.

The division signature may appear as one color in any of the colors designated for the signatures. The preferred two-color configuration is “Bates” and the framing device in Red \( \text{pms} 201 \) and the division name in Gray \( \text{pms} 431 \); however, the division name can also appear in black or white.

Whenever an element falls directly below the division signature, such as text or photographs, the element should visually align flush left with the vertical stroke of the “B” in Bates or the first letter of the division name, depending upon the design intention.
Two typefaces—a serif and sans serif—have been selected as the primary identification typefaces for Bates College which, when used in conjunction with the College signatures, reinforce the visual identity system. The serif identification typeface is Sabon. It is the first typeface choice for stationery components, signs, and printed material. The sans serif identification typeface is Syntax. Syntax Bold is used for the division names in the special division signature configuration. Syntax can also be used on printed materials, alone or in combination with Sabon. Both typefaces are readily available from professional typesetters and desktop publishing systems and are suitable to a great variety of reproduction methods and materials.

Sabon family

Syntax family
The functional and aesthetic aspects of the identifiers for Bates College have been carefully established. Changes in style, weight, typeface, spacing, proportion, or color disrupt the continuity of the visual communications system as well as diminish recognition of the identifiers. Considerable care should be taken in implementing the guidelines outlined in this manual.

The following examples of incorrect application apply to each of the signature configurations and are critical to maintaining recognition of the family of signatures as identified for Bates College.

**INCORRECT APPLICATIONS**

1. **Bates College**
   - Use only approved configurations
   - Do not alter any part

2. **Bates College**
   - Do not change scale or reset type

3. **Bates College**
   - Do not add or alter elements

4. **Bates College**
   - Do not use low quality reproductions

5. **Bates College**
   - Do not apply tint or effects screens
In order to strengthen the recognition of the signatures as the main identifiers for Bates College, the Bates College seal is reserved for limited official use. It appears on documents and ceremonial materials produced by the President’s office, such as certificates of merit, diplomas, formal invitations, and official flags. The seal also appears as a watermark on the College’s general letterhead.

The seal has been drawn to allow for maximum clarity and visibility and should not be altered in any way. Requests for special applications of the College seal should be made to the Publications Office. Reproduction copies or scanned versions for the computer are available through this channel.

The minimum size for the seal is 5/8" in diameter. A minimum clear space surrounds the seal.

The preferred color for the seal is Gray PMS 431, though it may appear in Red PMS 201, black, or be blind embossed. It should never be reversed out of a solid background to white. If special circumstances require the use of a different color, care should be taken that the legibility of the seal is not sacrificed. No screen tints or combination colors are allowed.
The stationery system is the primary form of visual communication between Bates College and the public. It is important that this system reflect the visual identity of the College. Therefore, the signatures are the main identifiers used on the stationery and should always be reproduced from approved camera-ready art available from the Bates Publications Office.

Guidelines for the key components of the stationery system—letterheads, envelopes, business cards, and mailing labels—are described and illustrated in this section. Standards include signature and secondary typeface location, size, color, paper, and recommended typing format.

The stationery system is printed offset with the exception of the President’s stationery which may be engraved or offset.

To maintain consistent quality and to ensure the maximum cost economies, all stationery orders should be directed through the Bates Publications Office. Offices may order either or both versions of the College stationery, but should be careful that letterhead and envelopes match.
Letterhead

8 1/2 x 11" and Half Sheet

Signature
Signature 1 prints Red PMS 201.

Watermark
Appears in same position on 8 1/2 x 11" first and second sheet only. 2 1/2" diameter seal.

Department Name
8.5/10 Sabon Bold c and lc, flush left x 15 picas maximum (x 13 picas on Half Sheet), sensible breaks. Gray PMS 431.

Address
8.5/12 Sabon c and lc with old style figures, flush left. The words FAX, EMAIL, or RESIDENCE in small caps with 1/2 point extra visual letterspace. The phone number and FAX fall on the same line with 1 en space separating them. EMAIL falls on its own line. Gray PMS 431.

Paper
Neenah Environment PC 100 Writing Natural, 24#.
Envelopes

#10 Regular and Window, and #6 3/4
Envelopes can print one or two colors. When one color is used, the order of preference is Red PMS 201, Gray PMS 431, or Black.

Signature
Red PMS 201 when two color.

Department Name
8.5/10 Sabon Bold c and lc, flush left x 15 picas maximum (x 13 picas on #6 3/4), sensible breaks, 12 points base to base below last line of name to first line of address. Gray PMS 431 when two color.

Address
8.5/12 Sabon c and lc with old style figures, flush left. If no department name appears, the address moves up into the position designated for the name. Gray PMS 431 when two color.

Address Correction Requested
8.5/12 Sabon Italic c and lc, flush left, 12 points base to base below last line of address. Gray PMS 431 when two color.

Indicia
6.5/9 Sabon c and lc, flush left. “Paid” in 6.5/9 Sabon Bold c and lc. Gray PMS 431 when two color.

Repeat Pattern
A repeat pattern of the secondary right signature may be used on the interior of the window envelope. Gray PMS 431.

Paper
Neenah Environment PC 100 Writing Natural, 24#.
Examples show various situations that may occur in business cards. A maximum of 5 lines may appear above the signature. If 4 lines appear below the signature, the signature moves up 4 points from its normal designated position (example a). Attempt should be made to keep card information brief; abbreviations are acceptable only when space is limited.

**Signature**

Signature 1 prints Red PMS 201.

**Name**

8 point Sabon Bold c and lc, 12 points base to base below to title or department name if no title appears. Gray PMS 431.

**Title**

8/10 Sabon Italic c and lc, flush left under name x 13 picas maximum, sensible breaks, 12 points base to base below to department name. Gray PMS 431.

**Department Name**

8/10 Sabon c and lc, flush left under title or name if no title appears x 13 picas maximum, sensible breaks. Gray PMS 431.

**Address**

8/10 Sabon c and lc with old style figures, flush left x 13 picas maximum. Fax, email, or residence in 8 point small caps with 1/2 point extra visual letterspace. The phone number and fax fall on the same line with 1 en space separating them. If for space purposes the street and state need to fall on the same line they are separated by a comma. Gray PMS 431.

**Paper**

Neenah Environment PC 100 Cover Natural, 80#.
Mailing Label

4 × 5"

Signature

A special configuration of signature 1 has been developed for the mailing label. The “framing device” is replaced with a solid vertical rectangle shape (Red PMS 201) which superimposes the outer edge of the “frame.” The distance between “Bates” and “College” does not change. “Bates” is white, “College” is Red PMS 201.

Department Name

8.5/10 Sabon c and lc, flush left × 15 picas maximum, sensible breaks, 12 points base to base below to address. Gray PMS 431.

Address

8.5/12 Sabon c and lc with old style figures, flush left. Gray PMS 431.

Paper

Neenah Environment PC 100, Natural, Label Stock.
The same guidelines for signature 1 stationery apply to signature 2 stationery except that signature 2 prints Gray PMS 431.
Letterhead
8 1/2 x 11" and Half Sheet

Division Signature
Bates and framing device Red PMS 201, division name in Gray PMS 431.

Watermark
Appears in same position on 8 1/2 x 11" first and second sheet only, 2 1/2" diameter seal.

Department Name
8.5/10 Sabon Bold c and lc, flush left x 15 picas maximum (x 13 picas on Half Sheet), sensible breaks. Gray PMS 431.

Address
“Bates College” appears on the first line in 8.5/12 Sabon Bold c and lc, flush left followed below by the address, phone, etc., in 8.5/12 Sabon c and lc with old style figures, flush left. The words FAX and EMAIL set in 8.5/12 Sabon small caps with 1/2 point extra visual letterspace. The phone number and FAX fall on the same line with 1 en space separating them. EMAIL is on its own line. Gray PMS 431.

On the “Bates Club” letterhead the club affiliation (e.g., “Bates Club of Maine”) can replace the words “Bates College” in the same style.

Slogans
If a special “slogan” appears on the letterhead instead of a department name (e.g., “Reunion 1994”), it sits 8 picas from the top trim, flush left on the address. The preferred type style is 16 point Sabon Italic. If another style is used, it should be no larger than 16 point type and care should be taken that it does not overpower or compete with the signature. Gray PMS 431.

Paper
Neenah Environment PC 100 Writing Natural, 24#.
Envelopes

#10 Regular and Window, and #6 3/4

Envelopes can print one or two colors. When one color is used, the order of preference is Red PMS 201, Gray PMS 431, or Black.

Division Signature

Bates and framing device in Red PMS 201, division name in Gray PMS 431 when two color.

Department Name

8.5/10 Sabon Bold c and lc, flush left x 15 picas maximum (x 13 picas on # 6 3/4), sensible breaks, 12 points base to base below last line of name to address. Gray PMS 431 when two color.

Address

8.5/12 Sabon c and lc with old style figures, flush left. If no department name appears, the address moves up into the position designated for the name. Gray PMS 431 when two color.

Address Correction Requested

8.5/12 Sabon Italic c and lc, flush left, 12 points base to base below last line of address. Gray PMS 431 when two color.

Repeat Pattern

A repeat pattern of the secondary right signature may be used on the interior of the window envelope. Gray PMS 431.

Paper

Neenah Environment PC 100 Writing Natural, 24#.
Business Cards

2 x 3 1/2"

Examples on page 6.3 show various situations that may occur in business cards. A maximum of 5 lines may appear above the signature. If 4 lines appear below the signature, the signature moves up 4 points from its normal designated position (example a).

Attempt should be made to keep card information brief; abbreviations are acceptable only when space is limited.

Division Signature
Bates and framing device in Red PMS 201.
Division name in Gray PMS 431.

Name
8 point Sabon Bold c and lc, 12 points base to base below to title or department name if no title appears. Gray PMS 431.

Title
8/10 Sabon Italic c and lc, flush left under name x 13 picas maximum, sensible breaks, 12 points base to base below to department name. Gray PMS 431.

Department Name
8 x 10 Sabon c and lc, flush left under title or name if no title appears x 13 picas maximum, sensible breaks. Gray PMS 431.

Address
"Bates College" appears on the first line in 8/10 Sabon Bold c and lc, followed below by the address, phone, etc., in 8/10 Sabon c and lc with old style figures flush left x 13 picas maximum. FAX, EMAIL, or RESIDENCE in 8 point small caps with 1/2 point extra visual letterspace. The phone number and FAX fall on the same line with 1 en space separating them. If for space purposes the street and state need to fall on the same line, they are separated by a comma. Gray PMS 431.

Paper
Neenah Environment PC 100 Cover Natural, 80#.
The letterhead is one of the most used pieces produced by the College and often the first introduction to Bates. The typing format is therefore critical in maintaining the strong visual identity of the College.

The typeface chosen for all correspondence is 12 pitch, elite Courier (or in typesetting terms, 10 point type on 12 point leading). This face does not compete with the signature or secondary information and reproduces well on typewriter, laser prints, copies, and fax sheets.

The left margin (1") of the letterhead always aligns with the printed department name and address block. The right margin (ragged right, not justified) may vary but be no less than 1 1/4" and no more than 2 1/4".

The date is typed a minimum of 3/4" below the department name or a minimum of 1 1/4" from the top of the page when no department name appears. Double spaces between the date and the first line of the address, between the last line of the address and the salutation, and the body of the letter.

Letters should be typed block style, single space between lines, double space between paragraphs. Do not indent. The maximum width is 6 1/4".

Double space between the last line of the body of the letter and the complimentary close, and allow four carriage returns below the close and the typed signature. Allow a minimum of 3/4" between the last typed line and beginning of the address block at the bottom of the page.

On second sheets, typing begins 1 1/8" from the top of the page.

On the envelope, the first line of the typed address begins 2" from the top edge and 3 1/8" from the left edge. On the mailing label, the first line is flush on the word “College” in the signature and begins 3/4" below it.

Complimentary close, typed signature.

A typing style for the stationery system has been established in order to reinforce a strong and unified visual identity for Bates College.

The typeface chosen for all correspondence is 12 pitch, elite Courier (or in typesetting terms, 10 point type on 12 point leading). This face does not compete with the signature or secondary information and reproduces well on typewriter, laser prints, copies, and fax sheets.

There are many configurations of letterheads in the new stationery program, as described on the previous pages. The illustrations and instructions provided here apply to all of these.
The letterhead is one of the most used pieces produced by the College and often the first introduction to Bates. The typing format is therefore critical in maintaining the strong visual identity of the College.

The typeface chosen for all correspondence is 12 pitch, elite Courier (or in typesetting terms, 10 point type on 12 point leading). This face does not compete with the signature or secondary information and reproduces well on typewriter, laser prints, copies, and fax sheets.

The left margin (1") of the letterhead always aligns with the printed Department name and address block. The right margin (ragged right, not justified) may vary but be no less than 1 1/4" and no more than 2 1/4".

The date is typed a minimum of 3/4" below the Department name or a minimum of 1 3/4" from the top of the page when no Department name appears. Double spaces between the date and the first line of the address, between the last line of the address and the salutation, and the body of the letter.

Letters should be typed block style, single space between lines, double space between paragraphs. Do not indent. The maximum width is 6 1/4".

Double space between the last line of the body of the letter and the complimentary close, and allow four carriage returns below the close and the typed signature. Allow a minimum of 3/4" between the last typed line and beginning of the address block at the bottom of the page.

On second sheets, typing begins 1 1/8" from the top of the page.

On the envelope, the first line of the typed address begins 2" from the top edge and 3 5/8" from the left edge. On the mailing label, the first line is flush on the word "College" in the signature and begins 3/4" below it.

Complimentary close,

Typed signature
Bates College

Office of College Publications

Date

Name of Recipient
Title of Recipient
Street Address
City, State, Zip Code

Salutation:

The typeface chosen for all correspondence is 12 pitch, elite Courier (or in typesetting terms, 10 point type on 12 point leading).

The left margin (1/2") of the letterhead always aligns with the printed Department name and address block. The right margin (ragged right, not justified) is 1/2".

The date is typed a minimum of 1/2" below the Department name or a minimum of 1 1/4" from the top of the page when no Department name appears.

On the envelope, the first line of the typed address begins 2" from the top edge and 2 1/2" from the left edge.

Complimentary close,

Typed signature

Lewiston, Maine 04240
207 786-6123 FAX 207 786-6123
Memorandum

8 1/2 x 11" and Half Sheet

Signature
Signature 1 prints Red PMS 201.

Memorandum
12 Sabon Bold c and lc, flush left.
Gray PMS 431.

Date, To, From, Re
8.5/20 Sabon small caps with 1/2 point extra visual letterspace. Flush right.
Gray PMS 431.

Address
8.5/12 Sabon c and lc with old style figures, flush left. The word FAX in small caps with 1/2 point extra visual letterspace. The phone number and FAX fall on the same line with 1 en space separating them. Gray PMS 431.

Paper
Neenah Environment PC 100 Writing Natural, 24#

Typing Format
Align flush left on the word Memorandum.
Fax/Transmittal

8 1/2 x 11”

Signature
Signature 1 prints Black.

Fax/Transmittal

12 Sabon Bold c and lc, flush left. Black.

Text and Rules

8.5 Sabon small caps with 1/2 point extra visual letterspace, flush left and seats 8 points base to base below hairline rules. Black.

Please Leave... Text

7.5/10 Sabon c and lc, flush left. Black.

Address

8.5/12 Sabon c and lc with old style figures, flush left. The words FAX in small caps with 1/2 point extra visual letterspace. The phone number and FAX fall on the same line with 1 en space separating them. Black.

Paper

White 20# bond or 50# offset.

Fax / Transmittal

to
date
company
time
fax number
from
contact number
fax number
time
number of pages including cover sheet
comments

Bates College

9 pi 6 pts

6 pi 9 pts

6 pi 22 pi 17 pi 6 pts 4 pi 6 pts

8.2

Lewiston, Maine 04240
207.786.6123 FAX 207.786.6123
Press Releases

8 1/2 x 11"

*News, Sports, Arts*

Use master artwork supplied.

Red PMS 201

*Signature*

Red PMS 201

*Name, Title, Department*

8.5/12 Sabon Bold c and lc name, flush left followed by 1 en space to 8.5/12 Sabon Italic c and lc title. Department in 8.5/12 Sabon c and lc, flush left under name. Gray PMS 431

*Address*

8.5/12 Sabon c and lc with old style figures, flush left. The word FAX in small caps with 1/2 point extra visual letterspace. The phone number and FAX fall on the same line with 1 en space separating them. Gray PMS 431.

*Paper*

Neenah Environment PC 100 Writing Natural, 24#.

*Typing Format*

Align flush left on masthead “box” and address.
Oversize and Return Envelopes

Special envelopes are often required in addition to the standard size used for letterheads. The stylistic treatment is the same as for the standard envelope, though the signature size may need to be slightly increased on the larger scale envelopes.

Envelopes can print one or two colors. When one color is used, the order of preference is Red pms 201, Gray pms 431, or Black.

**Signature**
Red pms 201 when two color.

**Department Name**
8.5/12 Sabon Bold c and lc, flush left, x 15 picas maximum, sensible breaks, 12 points base to base below last line of name to first line of address. Gray pms 431 when two color.

**Address**
8.5/12 Sabon c and lc with old style figures, flush left. If no department name appears, the address moves up into the position designated for the name. Gray pms 431 when two color.

**Return Postage Guaranteed**

**Address Correction Requested**

**Please affix stamp here**
7/12 Sabon initial c and lc, flush left. A 5 pica wide hairline rule falls above “Please.” Gray pms 431 when two color.

**Paper**
Neenah Environment PC 100 Writing Natural, 24#.

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**Bates College**

**Admissions Office**
Lewiston, Maine 04240

**Financial Office**
Lane Hall, Andrews Road
Lewiston, Maine 04240–1989
Business Reply Card

4 1/4 x 6"
Prints one color. Red PMS 201, Gray PMS 431, or Black.

Business Reply Mail
18 Sabon Bold caps, visual letterspace to 22 picas wide.

First Class Mail, Permit No. 10, Lewiston, ME
7.5 Sabon caps, visual letterspace to 22 picas wide with 1 pica space between units. Black.

Postage will be Paid by Addressee
7.5 Sabon caps, flush left, match letterspacing of “First Class” line above.

Department Name
9/12 Sabon c and lc, flush left x 15 picas maximum, sensible breaks.

Bates College
9/12 Sabon Bold c and lc, flush left.

Address
9/12 Sabon c and lc with old style figures, flush left.

No Postage Necessary
7.5/10.5 Sabon caps, flush left, visual letterspace based on last line being 6 picas wide.

Paper
Neenah Environment PC 100 Cover Natural, 80#. Paper may vary depending upon the card use but a minimum caliper of 7 points must be maintained in order to meet postal regulations.
Collateral Materials

Postcards

Two versions of postcards have been developed – one color and two color.

The one-color version is available in two sizes, 3 1/2 x 5" and 4 1/4 x 6". The two-color version is 4 1/4 x 6". The preferred one color is Red PMS 201; however, Gray PMS 431 or Black can be substituted.

Signature

A special configuration of signature 1 is used for the two-color postcard. The “framing device” is replaced with a solid vertical rectangle shape (Red PMS 201) which superimposes the outer edge of the “frame.” (See page 6.4.) The distance between “Bates” and “College” does not change. “Bates” is white, “College” is Red PMS 201.

Address

8.5 /12 Sabon c and lc with old style figures, flush left. Gray PMS 431 for two-color postcard.

Paper

Neenah Environment PC 100 Cover Natural, 80#.
Notecards

Four versions of notecards have been developed based on a standard 5 x 7" size in both horizontal and vertical formats. This size will fit in a standard A-7 envelope.

The signature version may be blind embossed for formal use or be offset printed Red PMS 201 or Gray PMS 431. The seal version with signature may be blind embossed or engraved Red PMS 201 or Gray PMS 431. For informal use it is offset printed Red PMS 201 or Gray PMS 431.

Paper

Neenah Environment PC 100 Cover Natural, 80#.