

2016

Shorter College Media Guide



Office of IT, Marketing and Communications
Shorter College

The purpose of this media guide is to establish consistency in the institutional branding and marketing of Shorter College. The following images, colors, and messaging has been established as brand elements and may be used only with the expressed consent of the institution.

Official Logos

Shorter College Seal [Black and White / Colorized]



Shorter College Flame Logo

You Fit Here Logo



Shorter College font style: TRAJAN PRO

Pantone Color Swatches

Dark Blue | R=0, G=54, B=162 or R=0, G=30, B=98

Light Blue | R=0, G=90, B=255 or R=0, G=2, B=243

Yellow/Gold | R=240, G=238, B=79 or R=234, G=210, B=49

Marketing Taglines

You Fit Here | Your Support Fits Here | Congito Ergo Sum