

Typography

Typography plays a major role in the visual continuity of Goshen College communications. Proper implementation of fonts helps ensure the consistency of design and messages, as well as the legibility of type across communications. **Lapture Display** and **Soleil** are Goshen College's preferred institutional fonts. They are both available on Adobe Fonts which are accessible with your Goshen College Adobe Creative Cloud account. If you are not able to access these fonts, you may use **Helvetica** and **Adobe Garamond Pro** as alternatives.

Sans serif font: Soleil (available from Adobe Fonts)
Alternate sans serif font: Helvetica

Soleil light Usage: Body copy	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?:/
Soleil bold Usage: Subheads and emphasis	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?:/
Helvetica regular usage: body copy	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?:{/

Serif font: Lapture Display (available from Adobe Fonts)
Alternate serif font: Adobe Garamond Pro







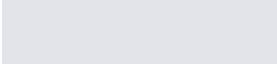
Lapture Display Regular Usage: Body copy	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?:{/
Lapture Display Bold Usage: Headlines	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?:{/
Adobe Garamond Pro Usage: Body copy	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?:{/

For marketing only: The font, **GoBold**, is used on Admissions and Marketing materials. If you need a marketing piece, please contact the ComMar office to make a request.

GOBOLD HIGH BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&*()?:/
GOBOLD BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&*()?:/

Colors

Purple is Goshen College's primary color. The other colors shown here are considered accent colors.

	CMYK	RGB	Pantone	HEX
	77, 100, 0, 31	73, 22, 109	2627	49166d
	25, 96, 7, 38	131, 14, 93	683	830e5d
	43, 3, 0, 0	134, 206, 242	2905	86cef2
	2, 76, 47, 6	221, 93, 102	7418	dd5d66
	0, 32, 100, 0	253, 181, 19	130	fdb513
	64, 0, 100, 24	77, 151, 55	363	4d9737
	10, 7, 5, 0	226, 227, 231	Cool Gray 1 C	e2e3e7

Olive branch

The "branch" graphic, can be used as a supplemental background element. The size of the branch depends on context. Most often the branch graphic is used as a white screen on dark backgrounds.

