

Using the College Goal Sunday logo

(Revised February 2008)

1. With the exception of the date (see No. 3), all elements INSIDE the pennant (College Goal SundaySM name, seal and mortarboard) are mandatory and not subject to alteration.
2. Organizations are permitted to use any of several background colors for the pennant, so long as the color used fits into the prescribed color palette described below.
3. If organizations want to identify the year of a particular College Goal Sunday effort, they can put the year below the seal in the pennant, but only in the position shown and only in the typeface used here (Helvetica Compressed). Use of the year is optional.
4. The state name ABOVE the pennant is also optional. However, any organization that chooses to include the state name must use it only in the typeface (Helvetica Compressed) and style shown and only in the approved colors.

The color palette:

Five complementary colors are approved for use as the pennant's background color. Each of these colors works well in combination with at least one of the other colors and with various percentages (screens) of black. All five colors can be used in various applications (in headline type, etc.) and can be screened at various percentages to provide the necessary variety. (See reverse for examples.)

Important note: Printers, designers and other suppliers should use the PANTONE¹ colors specified here (standards for which are shown in the current issue of the PANTONE Color Formula Guide) or four-color process screen builds using the percentages shown here.

PMS 287 (blue)	PMS 192 (red)	PMS 137 (burnt orange)	PMS 2405 (purple)	PMS 341 (green)
C=100	C=0	C=0	C=40	C=100
M=68	M=100	M=50	M=100	M=20
Y=0	Y=70	Y=100	Y=10	Y=90
K=12	K=0	K=0	K=0	K=0

¹ – PANTONE is a registered trademark of Pantone, Inc. The colors shown here may not match PANTONE Color Standards.



2 color:
Black (30%)
& PMS 287



PMS 287



PMS 192



PMS 137



PMS 2405



PMS 341



Black and
30% screen



Black



With state
name and
year