



TULANE UNIVERSITY

Newcomb Institute

SUPPLEMENTARY

BRAND GUIDE

& ADDITIONAL MARKS



FOR USE BY TULANE NEWCOMB INSTITUTE ONLY
DEVELOPED BY UCM

BRAND GUIDE

NEWCOMB INSTITUTE

NEWCOMB INSTITUTE

The Institute can only be represented using the university standard lockups.



TULANE UNIVERSITY
Newcomb Institute

ALUMNAE ASSOCIATION



TULANE UNIVERSITY
Newcomb Alumnae Association

UNIVERSITY STANDARD LOCKUP

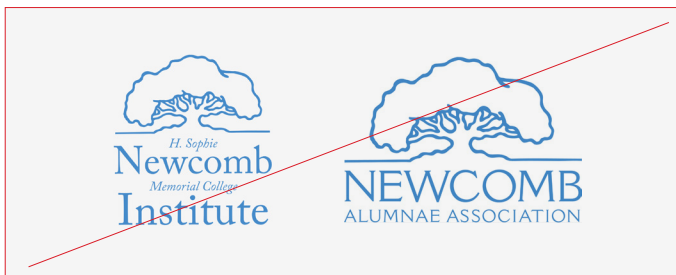


NEWCOMB ALUMNAE
ASSOCIATION

LEGACY LOGO

PHASE OUT / DISCONTINUE USE

These are the old logos that are to be discontinued:



**NEWCOMB
INSTITUTE**

PRIMARY LOGO

LEFT ALIGNED



TULANE UNIVERSITY
Newcomb Institute



TULANE UNIVERSITY
Newcomb Institute

SECONDARY LOGO

CENTERED



TULANE
Newcomb Institute

NEWCOMB ALUNAE ASSOCIATION

PRIMARY LOGO

LEFT ALIGNED



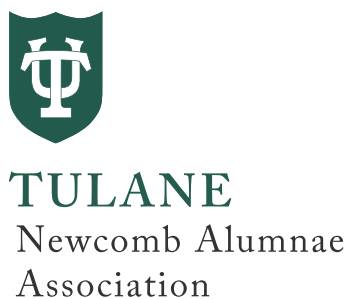
TULANE UNIVERSITY
Newcomb Alumnae Association



TULANE UNIVERSITY
Newcomb Alumnae Association

SECONDARY LOGO

CENTERED



TULANE
Newcomb Alumnae
Association

BRAND GUIDE

USAGE

Always use an approved logo for any Newcomb Institute or Newcomb Alumnae Association materials, including swag, academic reports and presentations, or digital outputs. Decorative elements (such as oak trees, acorns, leaves, or the “N”) should be used only as accents to reinforce the Newcomb Institute’s identity and heritage. They should not compete with or replace the official logo. They can appear in supportive roles on event materials, swag, or communications where they enhance recognition and storytelling. They should never be used as stand-alone marks, primary identifiers, or in ways that overwhelm text, confuse messaging, or create inconsistency across platforms.

DO NOT USE / DISCONTINUED

These are the old logos that are to be discontinued. Not all discontinued logos are visually represented.



NEWCOMB COLLEGE INSTITUTE
THE WORD NEWCOMB BY ITSELF
H. SOPHIE MEMORIAL COLLEGE
NEWCOMB COLLEGE SEAL

**ANY USE OF THESE MARKS REMAINS
UNDER THE DISCRETION OF UCM*

DO NOT CREATE OR SHARE ANY MATERIALS NON ADHERENT TO THIS BRAND GUIDE WITH THE
EXCEPTION OF THE FOLLOWING THE “N” PINS AND MIGNON FAGET JEWELRY

BRAND GUIDE

COLOR

PRIMARY COLORS

THE DOMINANT COLORS SHOULD REMAIN **MOSTLY** GREEN AND WHITE, WITH AN OPTION FOR AN **ACCENT** OF THE BLUE, WITH AN IDEAL RATIO OF 60% GREEN, 30% WHITE, AND 10% BLUE.

60%

TULANE GREEN PANTONE 626

C 84	R 40	HEX
M 43	G 92	#255C4E
Y 68	B 77	
K 32		

30%

TULANE WHITE PANTONE 7541

C 0	R 252	HEX
M 0	G 252	#FFFFFF
Y 0	B 252	
K 1		

10%

FOUNTAIN BLUE PANTONE 279

C 63	R 165	HEX
M 34	G 143	#418FDE
Y 0	B 222	
K 0		

BRAND GUIDE

GRAPHIC ELEMENTS

Decorative elements cannot be used in place of a logo, mimic a logo, or be combined with university logos. Designs need to be approved and reviewed by Newcomb Institute leadership and UCM.

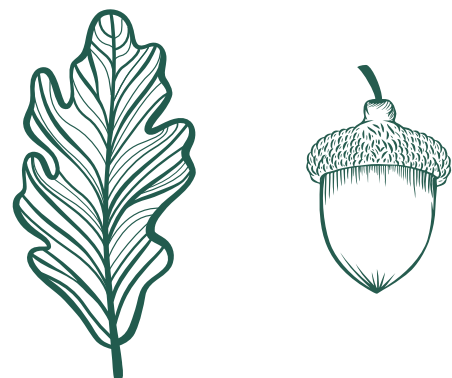
DECORATIVE ELEMENTS

OAK TREE



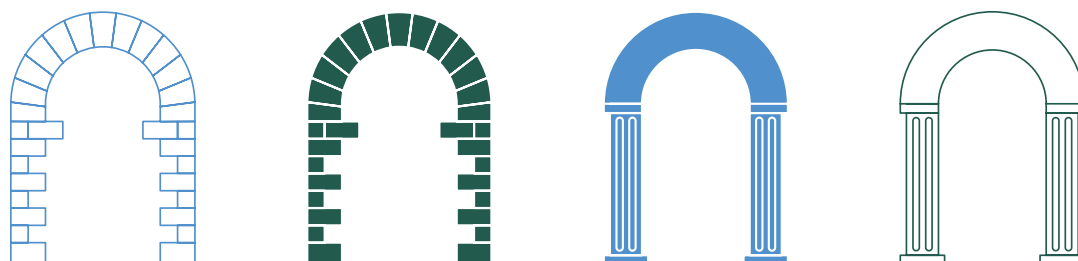
DECORATIVE ELEMENTS

OAK LEAF & ACORN



DECORATIVE ELEMENTS

ARCHITECTURE



BRAND GUIDE

GRAPHIC ELEMENTS

BACKGROUND TEXTURE OR GRAPHIC: PATTERNS SHOULD BE USED AS A SUBTLE BACKGROUND TEXTURE OR GRAPHIC ELEMENT AND CAN BE CROPPED AS NEEDED.

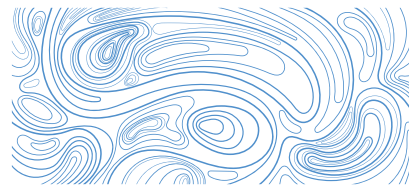
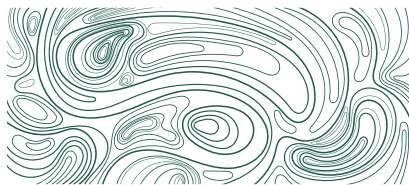
APPROVED COLORS: ONLY USE PATTERNS IN THE APPROVED SHADES OF GREEN, WHITE, OR GREY.

MAINTAIN INTEGRITY: DO NOT ALTER BRAND PATTERNS. AVOID TILTING OR MANIPULATING PATTERNS TO KEEP THEM RECOGNIZABLE.

SINGLE COLOR USAGE: PATTERNS MUST BE DISPLAYED IN A SINGLE COLOR TO ENSURE READABILITY AND MAINTAIN A CLEAN, COHESIVE LOOK.

PATTERNS

LIMIT PATTERNS TO ONE COLOR + WHITE



TEXTURES

