

Bard Web Branding Guide 2025

Web Logos

The primary Bard logo is presented horizontally as the upper and lower case **Bard**. Occasionally the full **Bard College** name will be used.

Bard **Bard College**

Alternative Logos

The only other acceptable use of the Bard logo is in black, gray, or white. No other color may be applied.

Bard **Bard College**
Bard **Bard College**

Background Colors

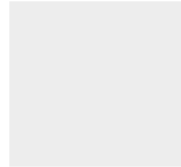
Generally the only acceptable use of the Bard logo on a background color is white. Check the accessibility color contrast* before using any other combination.

Bard **Bard College**

[Download Logos](#)

Web Colors

Bard's primary color is **Red**. Recommended alternative or complementary colors that can be used are black, gray, and light gray.

				
Red #AD1A1F	Black #000000	Gray #515556	Light Gray #EDEDED	White #FFFFFF

Web Fonts

Bard generally uses a sans serif font for all print and web branded applications. The current web font is **Work Sans**. The alternative system font is the Montserrat.

Work Sans Extra Bold

Work Sans Bold

Work Sans Regular

Montserrat Extra Bold

Montserrat Bold

Montserrat Normal

Using the Bard Logo

When using the Bard logo:

- **do not** disproportionately skew the width or height
- **do not** display smaller than 30px high
- **do not** use the logo with any other color or font

Bard **Bard** Bard Bard

Resources

Other branding and style resources can be found using these links.

- **Website:** <https://www.bard.edu/communications/branding/>
- **Print Guide:** [https://www.bard.edu/wwwmedia/files/3712195/2/2022Publications Office Guide.pdf](https://www.bard.edu/wwwmedia/files/3712195/2/2022PublicationsOfficeGuide.pdf)
- **Contact:** communications@bard.edu or webservices@bard.edu

Accessibility

Accessibility guidelines and resources can be found here.

Bard's mission is to adhere to the requirements set by the W3C and New York State in **Web Content Accessibility Guidelines** (WCAG 2.0/2.2).

- **Guidelines:** <https://www.w3.org/WAI/standards-guidelines/wcag>
- **Accessibility Tester:** <https://wave.webaim.org>
- **Color Contrast Checker:** <https://webaim.org/resources/contrastchecker>*