

# The Campaign for CMC: Responsible Leadership Logo Style Guide

*A guide to the logos, graphic elements, treatments,  
rules, and application of the CMC Campaign branding.*





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# The Campaign for CMC: Responsible Leadership

We are at a critical inflection point in our world, our country, higher education, and the trajectory of Claremont McKenna College. CMC's strength derives from staying true to our mission. Founded in 1946, CMC has always held a unique place in academia, distinguished by our founding commitment to prepare students for thoughtful and productive lives and responsible leadership in business, government, and the professions.

CMC embarks on a targeted campaign, rooted in our commitment to responsible leadership, building on recent investments in integrated sciences and transformational student opportunities, and focused on developing future leaders.

# Logo



# Campaign Logo

The logo treatment for the CMC Campaign is comprised of three logo options that highlight specific messages. The preferred use for each of the logo options is highlighted at right.



CAMPAIGN LOGO



CAMPAIGN LOGO – BLOCK VERSION  
*(Shown with optional drop shadow)*

# Alternate Versions of the Logo

**HORIZONTAL APPLICATIONS**

Alternate versions of the Campaign logo have been developed for use in horizontal applications such as website or email headers or footers. These versions should only be used when the space allotted does not allow for adequate staging of the main Campaign logo.



**Campaign Logo – Horizontal**  
*Extended Version*



**Campaign Logo – Horizontal**  
*Stacked Version*



LOGO

# Two- and Single-color Versions of the Logo

Occasionally, full-color use of the Campaign logo art may not be possible. In those situations, it is acceptable to use a single-color version of the campaign logo, or a two-color option.

The two-color version uses a combination of CMC Honor Maroon and CMC Dark Gray. It may not be used in any other color combination.

The single color version may be used in whatever color is available, provided it allows for sufficient contrast with the background it is placed on.

Examples are displayed to the right.



*Campaign Logo – 2-color*



*Campaign Logo – 1-color*



*Campaign Logo – Horizontal Single-line, 2-color*



*Campaign Logo – Horizontal Single-line, 1-color*



*Campaign Logo – Horizontal 2-line, 2-color*



*Campaign Logo – Horizontal 2-line, 1-color*

## LOGO

# Campaign Pillar Logos

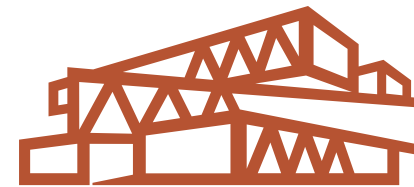
Logo's have been designed to highlight the three pillars of the Campaign:

- **Honoring Our Leadership Mission**
- **Preparing Leaders Through Integrated Sciences**
- **Expanding Student Opportunities**

Each Pillar Logo relates to the Campaign Logo through color and typography and have been designed with the intent of creating a clear path between Pillar messaging and materials. The Pillar Logos can be used as stand-alone elements, or in conjunction with the Campaign Logo. Examples are shown on page 18 of this document.



Honoring Our  
Leadership Mission  
**THE CAMPAIGN FOR CMC**



Preparing Leaders  
Through Integrated Sciences  
**THE CAMPAIGN FOR CMC**



Expanding  
Student Opportunities  
**THE CAMPAIGN FOR CMC**



LOGO

# Campaign Color Palette

A unique color palette has been developed for Campaign applications. This palette includes the traditional CMC colors of maroon and gold but adds accent colors to expand the color family for added emphasis and impact. Logo color callouts are highlighted at right. Detailed color specs are indicated below each color block.



**CMC Dark Maroon**  
CMYK: 7, 100, 35, 64  
PMS: 7421  
RGB: 116, 0, 28  
HEX: #651c32



**CMC Honor Maroon**  
CMYK: 0, 100, 61, 43  
PMS: 202  
RGB: 147, 25, 52  
HEX: #981a31



**CMC Expand Gold**  
CMYK: 0, 36, 100, 20  
PMS: 7550  
RGB: 209, 144, 0  
HEX: #d19000



**CMC Prepare Rust**  
CMYK: 0, 66, 72, 31  
PMS: 7592  
RGB: 182, 82, 50  
HEX: #b87060



**CMC Red**  
CMYK: 0, 82, 82, 0  
PMS: 7417  
RGB: 210, 79, 61  
HEX: #e04f39



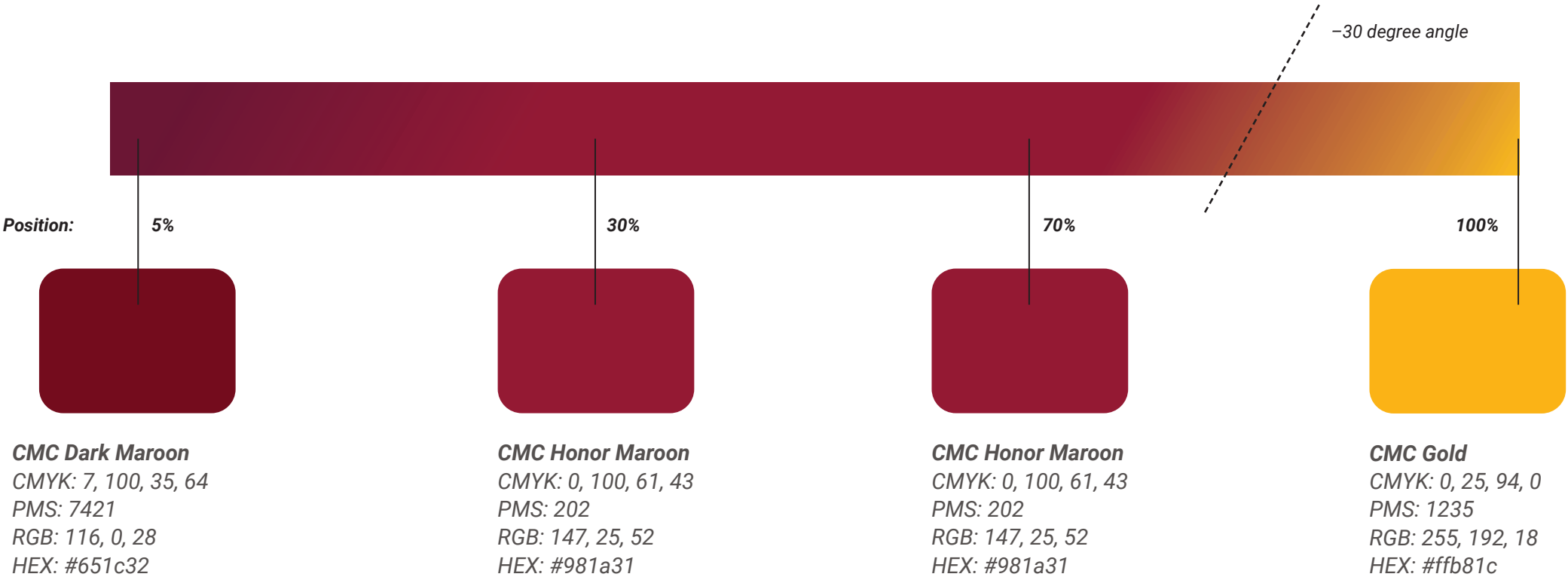
**CMC Gold**  
CMYK: 0, 25, 94, 0  
PMS: 1235  
RGB: 255, 192, 18  
HEX: #ffb81c



**CMC Dark Gray**  
CMYK: 54, 52, 55, 41  
PMS: 4230  
RGB: 85, 81, 80  
HEX: #555150

# Campaign Gradient

A unique color gradient has been developed for Campaign applications. The linear gradient includes the traditional CMC colors of maroon and gold but adds additional colors for emphasis and impact. The gradient can be used as a stand-alone graphic element to tie Campaign-related materials together. Color callouts are highlighted at right as well as a breakdown of the gradient structure.





LOGO

# Campaign Pillar Logos Color Palette

A unique color palette has been developed for Campaign Pillar logos. This palette is extracted from the Campaign Color Palette and are designated with both palettes by their pillar name. Logo color callouts are highlighted at right. Detailed color specs are indicated below each color block.

The Pillar logos have been designed in unique 2-color setups but may be used as a single-color when the application dictates, or in reverse (white) when contrast or conflicting colors are an issue.

CMC Honor Maroon




CMC Dark Gray


Honoring Our  
Leadership Mission

CMC Honor Maroon

THE CAMPAIGN FOR CMC



**CMC Honor Maroon**  
CMYK: 0, 100, 61, 43  
PMS: 202  
RGB: 147, 25, 52  
HEX: #981a31



**CMC Dark Gray**  
CMYK: 54, 52, 55, 41  
PMS: 4230  
RGB: 85, 81, 80  
HEX: #555150

CMC Prepare Rust




CMC Dark Gray


Preparing Leaders  
Through Integrated Sciences

CMC Prepare Rust

THE CAMPAIGN FOR CMC



**CMC Prepare Rust**  
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CMYK: 54, 52, 55, 41  
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CMC Expand Gold




CMC Dark Gray


Expanding  
Student Opportunities

CMC Expand Gold

THE CAMPAIGN FOR CMC



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CMYK: 0, 36, 100, 20  
PMS: 7550  
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HEX: #d19000



**CMC Dark Gray**  
CMYK: 54, 52, 55, 41  
PMS: 4230  
RGB: 85, 81, 80  
HEX: #555150

# Typography



# Campaign Typefaces

**SERIF FONT**

The preferred serif typeface for use in Campaign applications is the Arno Pro Type Family. This font contains a broad spectrum of weights to suit a variety of applications. The font is available through Adobe Fonts and Adobe Typekit for Creative Cloud subscribers.

**ALTERNATES**

When Arno Pro is not available, the following serif fonts may be substituted:

- Times New Roman
- Palatino
- Adobe Caslon Pro
- Merriwether (Google Font)

AaBbCcDd

*Arno Pro Light Display*

**HEADLINES**

Responsible  
Leadership

**SUBHEAD**

*Responsible Leadership*

**BODY COPY**

For 75 years, Claremont McKenna College has held a unique place in academia, distinguished by our commitment to prepare students for thoughtful and productive lives and responsible leadership in business, government, and the professions. Our Campaign is a special time for everyone to come together, engage with the College, and explore the past, present, and future of CMC.

# Campaign Typefaces

**SANS SERIF FONT**

The preferred sans serif typeface for use in Campaign applications is the Roboto Type Family. This font contains a broad spectrum of weights to suit a variety of applications. The font is available through Adobe Fonts, Adobe Typekit for Creative Cloud subscribers, and Google Fonts.

**ALTERNATES**

When Roboto is not available, the following sans serif fonts may be substituted:

- Arial
- Helvetica
- Frutiger

*Roboto*

**HEADLINES**

Responsible  
Leadership

**SUBHEAD**

RESPONSIBLE LEADERSHIP

**BODY COPY**

For 75 years, Claremont McKenna College has held a unique place in academia, distinguished by our commitment to prepare students for thoughtful and productive lives and responsible leadership in business, government, and the professions. Our Campaign is a special time for everyone to come together, engage with the College, and explore the past, present, and future of CMC.

# Using the Logo

# Minimum Clear Space Guidelines

In order to maintain clarity and legibility, a minimum of 1/2 logo width of space should be used around the logo art, as shown at right. However, given the strong graphic nature of the logo, it is acceptable to allow the photo to butt up against the logo in a collage or panel setting as long as legibility is not impaired.

**For example:**

- On the Campaign website, photos about the logo art in the main image panel.
- In print applications, the logo art could be used as a centerpiece in a collage of images.

# Minimum Size Recommendations

In order to ensure legibility, minimum size requirements have been assigned to each logo configuration. The minimum allowable size is indicated at right. It is recommended that the *Years* version of the logo art be used for small-use applications such as lapel pins, tie tacks, and other similar items.



Logo Staging



Ingot Logo Staging



Logo

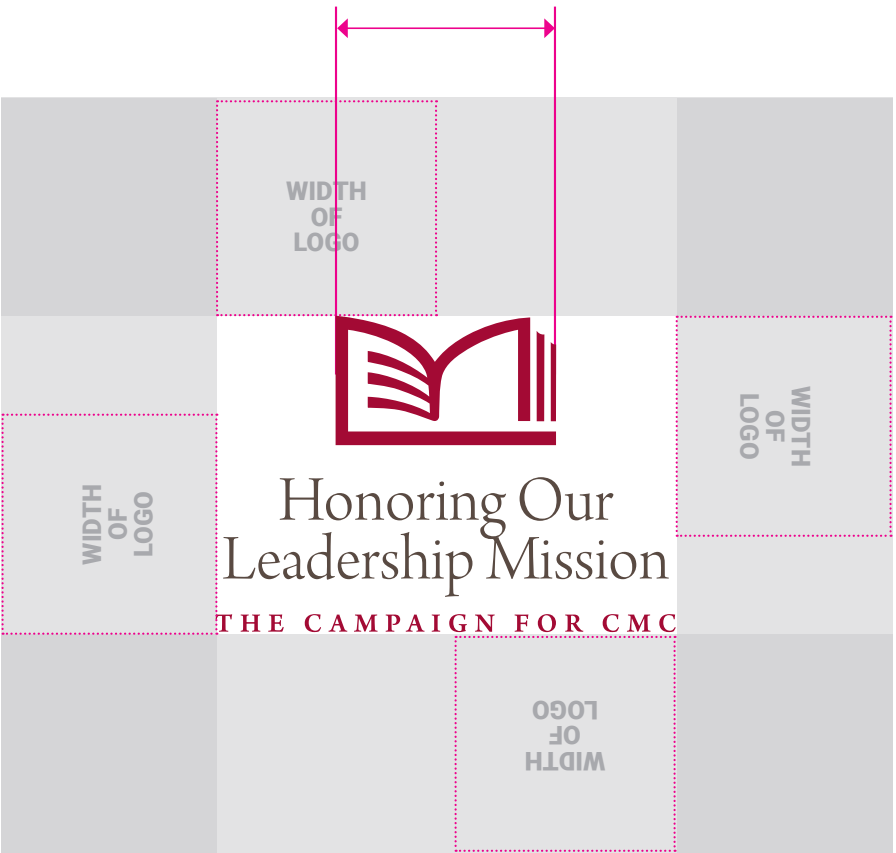


Ingot Logo



# Minimum Clear Space Guidelines: Pillars

In order to maintain clarity and legibility, a minimum of 1x logo width of space should be used around the logo art, as shown at right.



Pillar Logo Staging

# Minimum Size Recommendations: Pillars

In order to ensure legibility, minimum size requirements have been assigned to the Pillars logo. The minimum allowable size is indicated at right.



USING THE LOGO

# Unacceptable Alterations

CAMPAIGN LOGO

The examples at right show a cross-section of potential errors or manipulations that are unacceptable modifications to the Campaign logo art. Outside of the acceptable variations featured in this style guide, no manipulation of the logo art is permissible. Great care has been taken to develop a system that tries to meet all anticipated needs.

The same rules apply to the Pillar Logos.



*DO NOT* create custom color versions of the logo art outside of the approved versions



*DO NOT* transpose colors in the logo art



*DO NOT* move elements within the logo art



*DO NOT* replace or add elements to the logo art



*DO NOT* change the colors of elements in the logo art



*DO NOT* customize elements in the logo art

USING THE LOGO

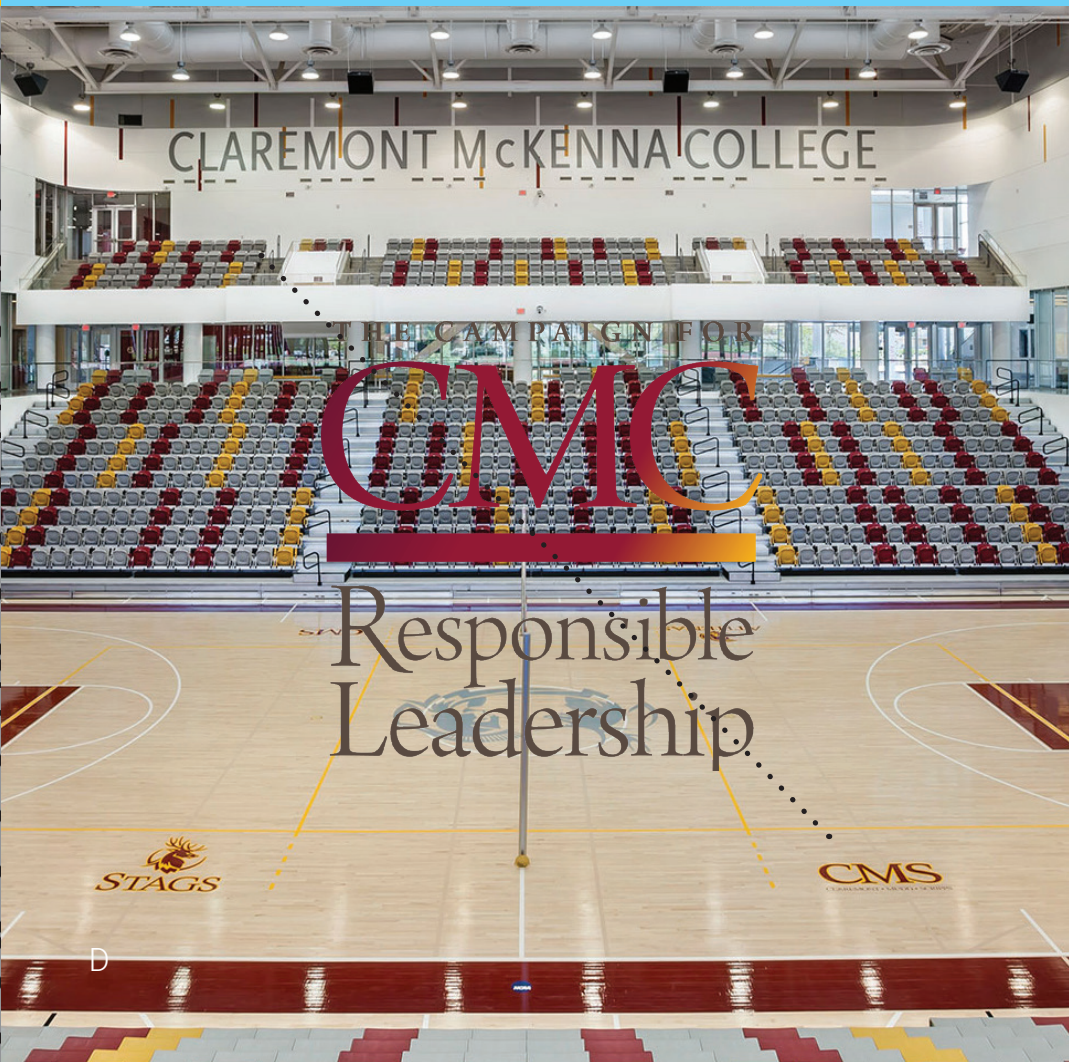
# Colors, Patterns, and Imagery

The Campaign logo works well in many conditions but there are limits. When using the logo on background colors, patterns, or imagery, be sure to select options that complement the logo art and don't impede its visibility. The examples at right highlight situations to avoid.

- A** Don't place the logo over colors that match logo colors.
- B** Don't place the logo over colors that conflict with the logo colors.
- C** Don't place the logo over patterns that conflict with the logo or impede visibility.
- D** Don't place the logo over photos that conflict with the logo or impede visibility.

In any of these, or similar conditions, use the Block Version of the Campaign Logo, with or without a drop shadow to ensure impact and readability.

The same rules apply to the Pillar Logos.



# Layouts

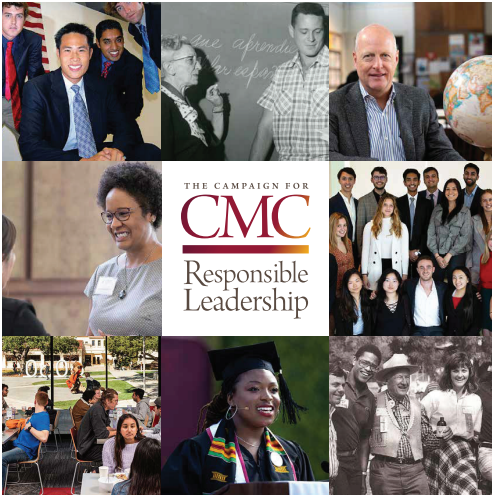


APPLICATIONS

Print Examples

PRINT APPLICATIONS

Campaign-related print material has been developed to support the Campaign and its pillars. Examples of the Campaign Case Statement and Student profiles are shown at right. These items can be used as guides when developing additional material. Digital versions of these items are also available.



Today's global challenges call for responsible leaders to contribute effective solutions to the greatest problems we face, and CMC's distinctive model for undergraduate education has provided a powerful path for the pursuit of this mission.

Structured leadership development programming focuses on core capabilities and qualities of character for responsible leadership and success, while support for residential life emphasises community values, ethics, and respect. CMC promotes a healthy campus culture through strong physical, behavioral, and mental health strategies of community, purpose, and play, and supports Claremont-Mudd-Scripps Athletics as the most competitive athletic program for scholar-leader-athletes, while a world-class public art program enriches the cultural, intellectual, and scholarly life of our community.

CMC's founders aspired to create the most effective model for educating students for responsible leadership. From our earliest days, we have maintained small class sizes and recruited a cadre of excellent teacher-scholars. CMC's humble beginnings, focused on a practical, results-driven education, have contributed to the CMC of today and beyond.



Annie Raines '22

HOMETOWN: Danville, Calif.

MAJOR: Economics and History (dual major)

ACTIVITIES: CMC Student Investment Fund, First Year Guide

What Annie Raines '22 learned at Claremont McKenna College goes beyond academics — way beyond. Raines, who dual majored in economics and history, feels not only prepared for her career as an investment banking analyst at Cit in New York City but also confident she can handle whatever the future holds. CMC was her training ground for the real world in all its facets.

"I have been given a platform to try new things, make mistakes, and build resilience to become a better version of myself," Raines says. "I have learned how to step outside my comfort zone and accept new challenges, no matter how daunting they may seem. In short, I have gained new confidence, perspective, and friendship that will inspire me for life."

Four years ago, though, Raines was on pins and needles. She wanted to attend CMC because of its small class sizes, career placement success, and global alumni network, while she was also enticed by the orientation camping trip, the library, and Claremont's proximity to both the mountains and the ocean. But she was waitlisted.

Then the good news arrived. "I was ecstatic to be accepted. I wanted to surround myself with ambitious go-getters that not only work hard, but also prioritize having dynamic social lives." While Raines made lifelong friends from around the world, was enriched by her classes and intellectual discussions across the CMC community, went on outdoor adventures with CMC clubs, and even learned to sail in a CMC PE class, she was surprised by one thing: how easy it was to build relationships with professors.

"CMC professors are approachable and engaged with the lives of students both in and out of the classroom," she says. "After taking my first Middle Eastern history class at CMC, Professor Heather Ferguson invited the entire class over to her house and cooked Middle Eastern food for us. After my first government class, Professor Jon Shields took the class out



Nicolas De Mello '23

MAJOR: Economics and History major, Data Science sequence

HOMETOWN: Geneva, Switzerland

ACTIVITIES:

As captain of the Claremont Club Soccer team, Nicolas De Mello '23 found a way to further his engagement with the sport through his Appel Fellowship writing project. De Mello explored the rise of racism, nationalism, and politics in soccer. "It was an opportunity to combine global issues with one of my passions, soccer," he said. The fellowship also meant working with CMC Prof. Kevin Moffett

on a topic that De Mello cares about deeply. "It enhanced my CMC experience," he said, "and has helped develop my writing, which I used to see as a weakness of mine." Drawn to CMC, at least in part, because of the small class sizes, De Mello has still found the faculty's willingness to engage with students surprising. In his experience, this is especially true of his favorite professor, Peter McAuliff, whose Accounting

100 course emphasizes the real-world, contemporary examples of the in-class side and shows that he is committed to personally

a key characteristic of the CMC since between academic challenges, a technical activities."

g on his personal background—cars in Singapore—he is co-

1 Connects. He also serves as Political Economy

ights an internship focused on his long-term prospects, De Mello is



Samuel Bogen '23

MAJOR: Economics and Data Science (Dual Major)

HOMETOWN: Manhattan Beach, Calif.

ACTIVITIES: Current Vice President of Campus Organizations of ASCMC, Former Academic Affairs Chair of ASCMC, student representative on CMC's Academic Affairs Board of Trustees Committee

Samuel Bogen '23 knew early on that Claremont McKenna College would be a good fit for him and applied Early Decision II.

"When the admission officer explained what learning for the sake of doing was, I fell in love with CMC and decided this is my place," he said.

But Bogen also recalls feeling skeptical about descriptions of the non-competitive academic environment at CMC.

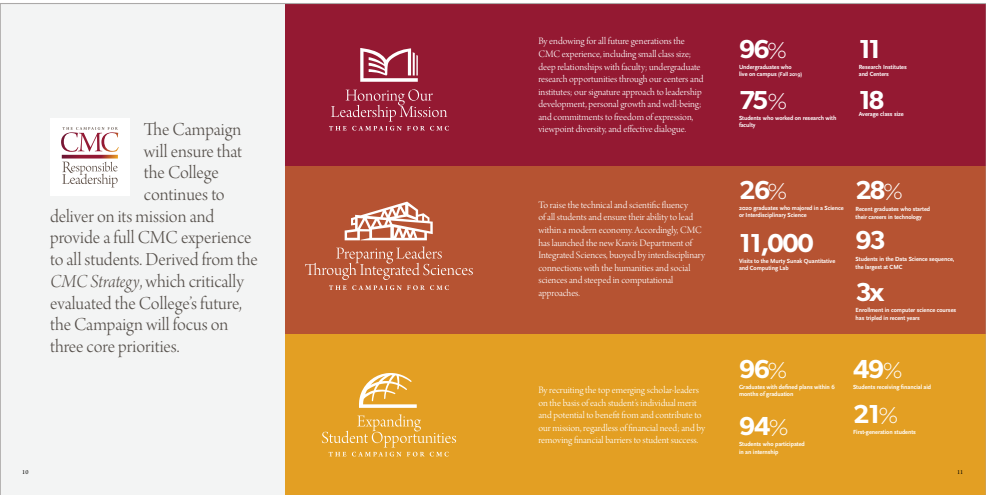
"While you hear from the admission office that students work together to succeed in the classroom, I did not truly believe it until I became a CMC student," he said.

Now in his junior year at CMC, Bogen cites study groups with his peers and office hours with professors as prime examples of the CMC community working together. "I am grateful for the effort that my mentors, friends, and peers have put into making sure that I am successful," he said. "The environment at CMC is truly one of collaboration, not a cutthroat environment that a lot of people worry about when they go to college."

Bogen has seen the same caring spirit permeate life outside of the classroom. Describing the college culture as "open, inspiring, and supportive," he appreciates the inclusive nature of social events and their general accessibility "no matter if you are in with a group or not." This openness "makes it a lot easier to push your boundaries and meet new people, something that I value highly," he said.

Bogen, who has previously interned in venture capital and investment banking, has accepted an offer to work as a Corporate Finance Intern at Visa in the Bay Area. He plans on making a career either in the financial services sector or in baseball operations after he graduates. During the past year, he maintained a five-class workload, served as ASCMC's Academic Affairs Chair, and consulted for a group of 20 Major League Baseball pitchers.

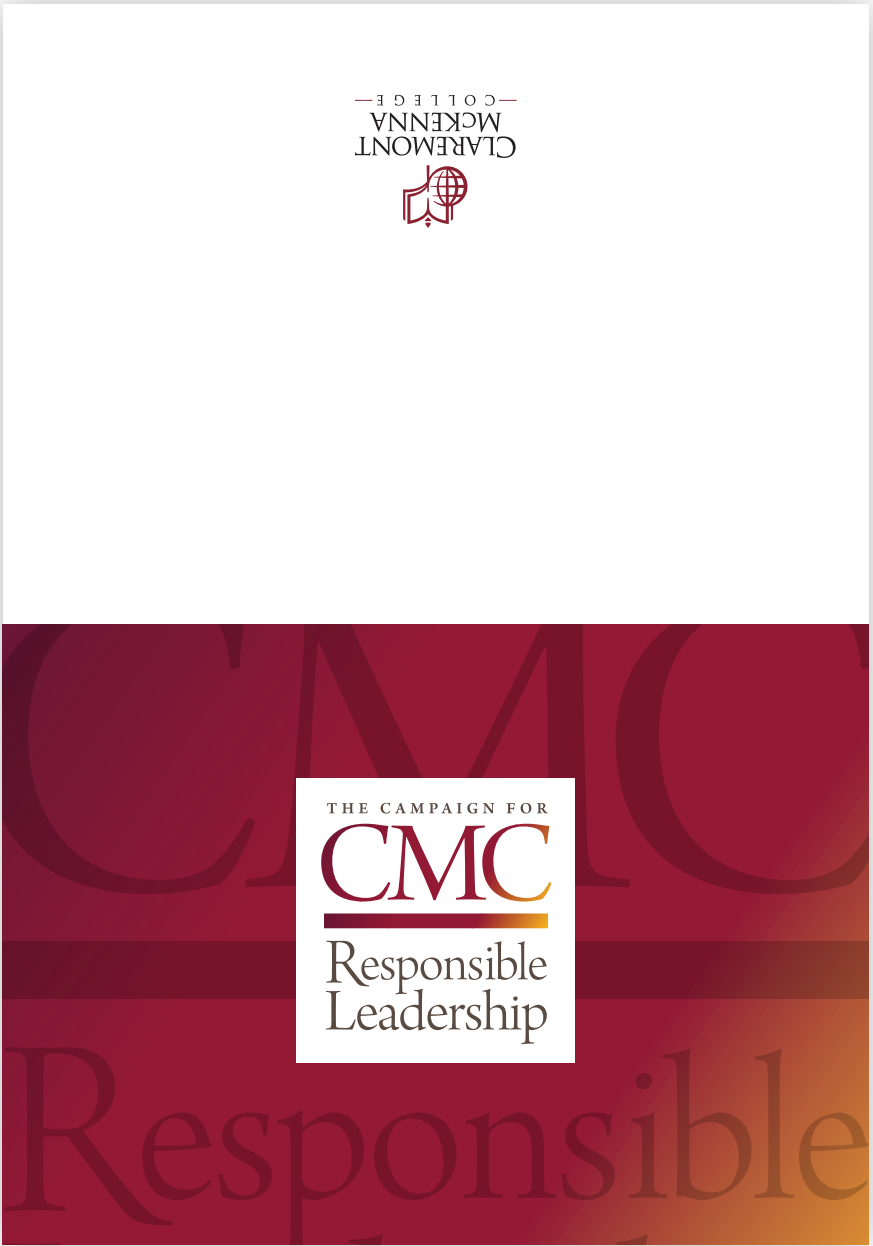
The pandemic and return to campus made him feel even more appreciative of the bonds he formed on campus, especially with his close friends. "I am so grateful for the support system I built here at CMC with my friends," he said. "And I am glad to have found an amazing group with ASCMC."



# Print Examples

**NOTECARDS**

We have developed Campaign notecards that can be tailored for various uses to stay in touch, as a thank-you note, and other similar applications. We are printing modest quantities to avoid waste but please let your manager know if additional quantities are needed and we can provide within five working days.



# Other Examples

## GRAPHIC PANELS

Graphic panels illuminating the Campaign pillars have been developed for events and other uses. The most recent examples are available here.

We will also install a new series of public banners, on lampposts and construction site perimeters, which will be in place prior to the beginning of the academic year.

Please advise before reproducing these for other uses; content is continually updated and will be available on this page.



### Honoring Our Leadership Mission



CMC's founding mission guides our distinctive model for residential, undergraduate education through:


- **Intellectual Rigor** – At the core of the College's success is a world-class faculty—one that is dedicated to intellectual depth and growth through the classroom and undergraduate research opportunities, as well as our distinctive institutes and centers.
- **The Open Academy** – CMC is dedicated to cultivating a culture of respectful dialogue and debate through our commitment to freedom of expression, viewpoint diversity, and constructive dialogue. Co-teaching, the Athenaeum, and the Presidential Initiative on Anti-Racism and the Black Experience in America are core components of this work.
- **Leadership Development** – Through a self-authorship framework that requires the individual to view themselves in relation to others, we develop and support student leaders with the capacities to write their own life stories and strive to create conditions that allow students to amplify their powerful academic learning through a range of co-curricular and residential experiences.
- **Realizing our Campus Master Plan** – CMC will build improvements in the central and eastern areas of the CMC campus, including an additional 75 acres known as The Roberts Campus.
- **CMS Athletics** — We support CMS Athletics as the most competitive athletic program for scholar-leader-athletes.







THE CAMPAIGN FOR  
**CMC**  
Responsible  
Leadership

#CMCResponsibleLeadership






### Preparing Leaders Through Integrated Sciences




Rooted in CMC's foundational leadership mission, the new Kravis Department of Integrated Sciences will prepare future leaders with the computational and scientific skills necessary to tackle the world's socio-scientific challenges, and focus on:

- **Health** (Genomics, Systems Biology, and Health)
- **Brain** (Brain, Learning, and Decision)
- **Planet** (Climate, Energy, and the Environment)

The department will be housed in the Robert Day Sciences Center. Designed by world-renowned architects at BIG-Bjarke Ingels Group, the Center will foster transparent and dynamic interaction between students, faculty, and staff, and is a metaphor for conversations between core disciplines and the College's innovation of undergraduate sciences education.





THE CAMPAIGN FOR  
**CMC**  
Responsible  
Leadership

#CMCResponsibleLeadership



### Expanding Student Opportunities



CMC recruits emerging leaders who are committed to meeting the challenges of our complex world, regardless of their financial background, on a need-blind, meet-all-need basis. Recognizing that the full CMC experience requires resources beyond tuition and fees, CMC aims to level the playing field through:

- **Kravis Opportunity Funding** – A growing fund that provides a variety of support for students on financial aid, such as:
  - Up to \$5,000 in summer internship and experiential funding for first year students
  - Family travel to visit campus
  - Health insurance grants
  - Funding for sudden emergencies
- **Soll Center for Student Opportunity** – A student-focused hub that partners with the entire CMC community to assist students in recognizing, cultivating, and translating their interests and strengths into meaningful, real-world experiences. Today, over 96% of CMC graduates have defined plans, with a median starting salary of \$73,000, in top industries of technology, financial services, and consulting.
- **Gifts made to the Annual Fund** benefit all CMC students. These gifts support priorities large and small, including faculty-student research, student scholarships, research centers and institutes, athletics programs, and other essential CMC student experiences.





THE CAMPAIGN FOR  
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#CMCResponsibleLeadership

# Electronic Applications

Campaign-branded email signatures have been designed for use during the course of the Campaign. Examples are shown at right. If you are building custom versions, please try to capture the spirit of the options shown here. Outlook versions of these formats can be provided on request.

DOWNLOAD ARTWORK

From:

To:

Subject:

Calibri (Body)

11

B

Name Placed Here

Title Placed Here

Claremont McKenna College

Kravis Center 000

888 Columbia Avenue

Claremont, California 91711

909.999.9999

name@cmc.edu

THE CAMPAIGN FOR

CMC

|

Responsible Leadership

Draft saved just now

THE CAMPAIGN FOR

CMC

|

Responsible Leadership

Name Placed Here

Title Placed Here

Claremont McKenna College

Kravis Center 000

888 Columbia Avenue

Claremont, California 91711

909.999.9999

name@cmc.edu

Draft saved just now

# Imagery



IMAGERY

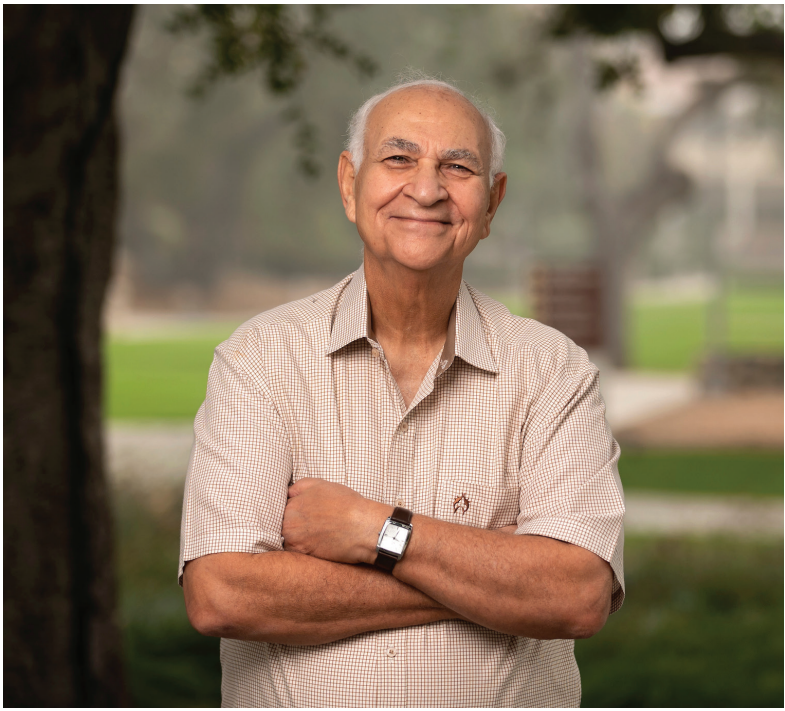
Photography

PORTRAITURE

All images should tell a story and reflect the spirit of the College and CMCers — a top liberal arts institution, where students enjoy the intimacy and tight-knit community of a small residential college paired with the resources of a research university. Portraits should be authentic, genuine, and expressive, not cookie-cutter or standard headshots. For example, a student working in a lab demonstrates CMC’s commitment to the integrated sciences, a professor with his best-selling book emphasizes the caliber of the faculty. Images should also reflect the rich diversity of CMC faculty, students, and alumni. All images need to be high-resolution.

For questions regarding photography or for requests for materials, please contact: Anibal Ortiz, Photographer and Videographer.

aortiz@cmc.edu





## IMAGERY

# Photography

### CAMPUS LIFE

Images depicting life on campus should capture the dynamic, interactive environment of CMC. Student interaction and engagement happens indoors and out, with a picturesque campus, a vast array of outdoor sculpture, snowcapped mountains, and endless sunny days.

### PHYSICAL CAMPUS

Images of buildings should include CMCers to emphasize the energy and vitality of the campus.

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aortiz@cmc.edu

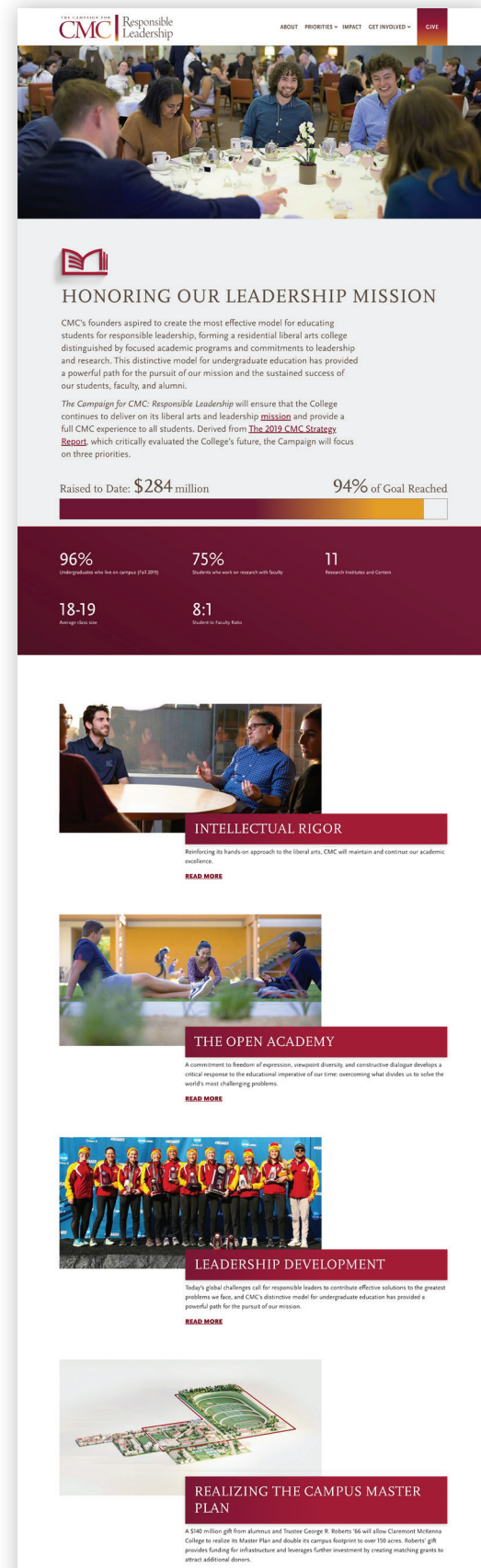




# Online Guidelines

# Website Design

For questions regarding website guidelines, please contact:  
Evie Lazzarino, Senior Advisor of Communications, Digital  
Marketing.

CMC CAMPAIGN LOGO | **STYLE GUIDE**

# Campaign Messaging



# Messaging Themes

Today’s global challenges call for responsible leaders to contribute effective solutions to the greatest problems we face, and CMC’s distinctive model for undergraduate education has provided a powerful path for the pursuit of this mission.

CMC’s founders aspired to create the most effective model for educating students for responsible leadership. From our earliest days, we have maintained small class sizes and recruited a cadre of excellent teacher-scholars; CMC’s humble beginnings, focused on a practical, results-driven education, have contributed to the CMC of today and beyond.

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CMC’s founding mission guides our distinctive model for residential, undergraduate education through

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- **Realizing our Campus Master Plan** – CMC will build improvements in the central and eastern areas of the CMC campus, including an additional 75 acres known as The Roberts Campus.
- **CMS Athletics** – We support CMS Athletics as the most competitive athletic program for scholar-leader-athletes.

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- **Planet** (Climate, Energy, and the Environment)

the department will be housed in the Robert Day Sciences Center. Designed by world-renowned architects at BIG-Bjarke Ingels Group, the Center will foster transparent and dynamic interaction between students, faculty, and staff, and is a metaphor for conversations between core disciplines and the College’s innovation of undergraduate sciences education.

## Expanding Student Opportunities

CMC recruits emerging leaders who are committed to meeting the challenges of our complex world, regardless of their financial background, on a need-blind, meet-all-need basis. Recognizing that the full CMC experience requires resources beyond tuition and fees, CMC aims to level the playing field through:

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  - ~ Up to \$5,000 in summer internship and experiential funding for first year students°
  - Family travel to visit campus
  - ~ Health insurance grants
  - ~ Funding for sudden emergencies
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# Campaign Background

## ROBERT DAY SCIENCES CENTER

The Robert Day Sciences Center, with construction beginning this summer, is designed to foster transparent and dynamic interaction between faculty, staff, and experts, as well as across disciplines and applied research and learning opportunities. Designed by renowned architects of BIG-Bjarke Ingels Group, the Robert Day Sciences Center will make the scientific process visible to students through a stunning, transparent design offering views into classrooms and research spaces from a soaring central atrium at all levels.

At a current estimate of 120,000 square feet and LEED Gold certified, the Center will:

- Facilitate collaboration;
- Expand research opportunities;
- Engage disciplines beyond the natural sciences and promote interdisciplinarity;
- Create adaptable and reconfigurable spaces;
- Facilitate student-centric and hands-on learning environments; and
- Emphasize the integration of computation and data analytics in the sciences.

The current “hashtag” design—a metaphor for the way in which the College is reorienting science education—calls for inspiration, filled with examples of historical breakthroughs and student research. Each individual volume is expressed as a triangulated truss facade on the long edges and a floor to ceiling glass facade on the short sides. The continual rotation of each floor creates a structural logic of large-scale girders resting on top of one another and forms a sky lit, vertical atrium space at the heart of the building. The stacking logic results in a series of indoor terraces overlooking the atrium on all floors, as well as eight outdoor terraces offering sweeping views of the mountains in the North.

In recognition of a lead gift from the W.M. Keck Foundation and investments from foundations affiliated with the Day family, the new center honors CMC alumnus, fifty-year trustee, and W.M. Keck Foundation chair and chief executive officer Robert Day ’65 P’12.

## KRAVIS DEPARTMENT OF INTEGRATED SCIENCES

Breakthroughs in genomics, neuroscience, and renewable energy come with increasingly complex societal, economic, political, legal, and ethical implications. Tomorrow’s legal experts, policymakers, consultants—not to mention CEOs—will need fluency to participate in a science-rich discourse that increasingly touches every decision.

The key lies in *integrated sciences*. When everything is connected to science and big data, a siloed model of undergraduate education rooted in the 19th century no longer works. Rooted in CMC’s foundational liberal arts and leadership mission, the Kravis Department of Integrated Sciences is unique in its approach to organizing science education around grand socio-scientific challenges, leveraging computation as a powerful vehicle for discovery and systematic solutions, and integrating CMC’s core strengths in the social sciences and humanities.

The Kravis gift has allowed the College to develop an expansive vision for integrated science, with its focus on three grand interdisciplinary, socio-scientific challenges:

- **Health** (*Genomics, Systems Biology, and Health*)—the exploration of molecular data to understand the function and regulation of genes, the biological systems that they control, and the development of predictive models that ultimately contribute to improving human health;
- **Brain** (*Brain, Learning, and Decision*)—the investigation of mental processes, behavior, and decision making, including aspects of neuroscience, cognitive science, artificial intelligence, and machine learning; and
- **Planet** (*Climate, Energy, and the Environment*)—the examination of atmospheric processes and the chemical, physical, and biological aspects of climate change, and the interactions of human activities and the natural and built environments.

This next-generation program honors philanthropist, trustee, and alumnus Henry Kravis ’67 and his wife, Marie-Josée, who have made a transformative commitment of up to \$215 million in support of CMC’s vision for integrated sciences. The gift will support the appointment of 25 world-class liberal arts faculty, including 12 Kravis Chairs in Integrated Sciences.

ROBERTS CAMPUS

A gift of \$140 million from alumnus and Trustee George R. Roberts ’66 P’93, co-founder and co-executive chairman of the global investment firm KKR & Co., will allow the College to expand and fully develop the eastern half of the CMC campus.

From our founding, CMC has always been a residential college, investing in the intersection of academic and social experiences. With the opportunity to double our campus size, we will continue to envision and reimagine how we live, work, and play as a community, while retaining the defining CMC characteristics in our residential and co-curricular experiences.

Through the gift, which will provide funding and leverage further investment by creating matching grants to attract additional donors, CMC will double the footprint of its residential Claremont campus to over 150 acres to prepare current and future generations of leaders in business, government, and the professions. The plan includes new academic facilities and student housing, recreation and playing fields, and enhanced pedestrian walkways and gathering spaces to encourage engagement and interaction.

The gift will build improvements in the central and eastern areas of CMC, including 75 acres east of Claremont Boulevard across from the new Robert Day Sciences Center. This new development area is bounded by Foothill Boulevard on the north, Arrow Route on the south, Claremont Boulevard on the west, and Monte Vista Avenue on the east.

This expansion creates the opportunity for CMC to realize all its future academic, social, and residential opportunities. Initiatives supported by the Roberts gift include:

- Development of eight athletic and practice fields, a new aquatics center, golf practice range, and recreational area, as well as a pedestrian bridge across Claremont Boulevard;
- Three pedestrian malls created to encourage interaction, engagement, and public art; and
- Construction of academic and administrative buildings, expanded student apartments, and a Commencement Green.

SUMMARY STATEMENT/CMC HISTORY

In September 1946, 86 students and seven faculty members opened a new “undergraduate school of men” in Claremont, California, incorporated in 1947 as Claremont Men’s College. Many of the first students, including the College’s first president, George Benson, were returning World War II GIs. The new college’s mission was clear: to prepare future leaders of private and public enterprise through a distinctive liberal arts curriculum; rather than train students for specific careers in government and industry, the College sought to prepare graduates through lessons not only from business and government, but the study of history, philosophy, literature, the arts, and sciences, as well. Women were admitted in 1976, and the College was renamed Claremont McKenna College in 1981, recognizing the role of founding benefactor and Trustee Donald McKenna. The third college within The Claremont Colleges and currently celebrating its 75<sup>th</sup> Anniversary year, CMC is home to approximately 1400 students and among the top liberal arts colleges in the nation, reflecting its mission “to educate its students for thoughtful and productive lives and responsible leadership in business, government, and the professions.”



# Questions?

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