



## Graphic Standards

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THOMATHOMA

## Correct Logo Usage

When printing your logo in a color other than black we suggest that you use the colors presented on this page. These are designated Pantones, which is a color matching system that your local printer will use. Pantone is also known as PMS. **Use only the colors shown.**

For the Philander logo use:



PMS 554 Coated



PMS 554 Uncoated



PMS 606 Coated



PMS 606 Uncoated

Keep in mind that for commercially printed jobs, a specified Pantone (PMS) color will be acceptable, however, for in-house printing (desktop) a CMYK equivalent will be required, as desktop printers do not have the capability to print in PMS colors. The CMYK equivalents for your Pantone colors are:

### CMYK Equivalent



C=84 M=39 Y=75 K=30



C=19 M=20 Y=100 K=0

### Web color versions



246049



d8bd00

## Four-color Process (CMYK) vs. Spot Color (PMS)

Four-color Process (CMYK) is a mixture of various densities of cyan, magenta, yellow and black inks. Spot Colors (PMS) are inks that are mixed before being loaded into the printing press. Many colors are markedly different when printed as CMYK vs. PMS. Certain PMS colors may appear to match closely when converted while others may vary greatly.

It is recommended, when possible, to print PMS 554 and PMS 606 as spot colors.

## Correct Logo Usage

If reduced to smaller than 1.5 inches in width, the Philander logo becomes very difficult to read. We recommend that you not use the logo smaller than one and one-half inches.



T H I N K J U S T I C E



1.5 inches

## Correct Logo Usage (continued)

### Very Important!

Your logo should have visual space to breathe and maintain its prominence. If art or typography is placed too close to the logo it hinders the logo's recognition and strength. A space of at the height (H=height) of the Philander 'P' should surround your logo on all sides in all visual communications.



## Correct Logo Usage (continued)

Your logo is actually a combination of communications elements. All elements have been designed to exist in relation to one another. When using the Philander logo it is preferred that you use this logo exactly as shown.

**Logo** — This is the typographic name of the college and the icon combined together to create the full logo statement. When the icon is used with the college name it should always be in this configuration. When the tagline is used with the full logo it should always be in this configuration as well.



**Type Treatment** — This is the typographic name of the college without the college icon, descriptor, or tagline.



## Correct Logo Usage (continued)

**Icon** — The college icon has been specifically created. Its proportions, line weight, and color are not to be altered. It can be used alone as a design element when need be.



T H I N K J U S T I C E

**Tagline** — The college tagline has been typeset in this format and cannot be altered. It can be used independently in specific instances.

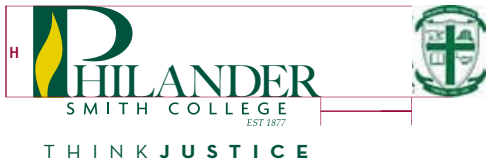
T H I N K J U S T I C E

## Correct Logo Usage (continued)

### Using the shield with the logo

It is very important to remember that the Philander logo and the Philander shield are two totally different symbols and should rarely be used together.

When it is appropriate to use both the shield and logo together as a single unit, please follow the format below. The shield should always be to the right of the logo and at least full height of the 'P' away from the Philander logo.



## Incorrect Logo Usage

Following is a list of incorrect logo uses. Placing the logo on photos and patterns is not authorized. Separating the logo elements is not authorized. Always verify that the logo is being scaled proportionally and never change the colors of the logo.

### Do Not Do This

Placement of the color logo on a background other than white.



### Do Not Do This

Placement of the logo on a color photo.



## Incorrect Logo Usage (continued)

### Do Not Do This

Placement of the logo on a pattern background.



### Do Not Do This

Separate the logotype from the icon.



### Do Not Do This

Scale the logo unproportionally.



### Do Not Do This

Change colors of the logo.



## Reversing Logo Art

When your logo is being placed on a dark-colored background, it is important to remember that using a reversed-out treatment will give your logo the best readability. A reversed-out logo treatment is supplied to you on disk.

### Full logo reversed out treatments



Reverse on black



Reverse on PMS 554



Reverse on PMS 606

### Icon reversed out treatments



## One-Color Treatments

Likewise, for any collateral that may require one-color treatments (such as fax letterhead) a black-only logo treatment is supplied on disk. For all other printed material (brochures, business collateral, signs) PMS 554 and PMS 606 two color treatments are supplied.

Full logo single color black treatment



Icon single color black treatment



## Philander Smith College Products - Shirts

Below are examples of how the logo and icon show look on shirts, as well as, appropriate color combinations.

Preferred usage:

White logo on green or black shirt.



Green logo on white or yellow shirt.



Yellow logo on green or black shirt.



Avoid other colors when printing  
on promotional materials.



## Philander Smith College Products — Mugs/Cups

Below are examples of how the logo and icon show look on mugs/cups, as well as, appropriate color combinations.

Preferred usage:

White logo on green or black mug.



Full Color logo on white mug.



Green logo on yellow or white mug.



Avoid other colors when printing  
on promotional materials.



## Philander Smith College Products — Hats

Below are examples of how the logo icon should look on hats, as well as, appropriate color combinations.

Preferred usage:

White color logo on green and yellow hat.



Green color logo on yellow and green hat.



Full color logo icon on white and green or white and yellow hat.



Avoid other colors when printing on promotional materials.



## Philander Smith College Products — Pencils/Pens

Below are examples of how the logo icon and tagline should look on pencils and pens, as well as, appropriate color combinations.

Preferred usage:

Green color tagline on yellow pencil.



White color tagline on green pencil.



White color logo icon or tagline  
on green pen.



Green color logo icon or tagline  
on yellow pen.



## Signage

All permanent university signage is authorized and determined by the Office of Facility Operations. The design generally consist of the logo and tagline, the address or building name. The typeface used for the address or building name is Neutra Text Book and Neutra Text Bold.

For signage information contact the manager of Facility Operations.

When the full logo is being used on signage, at least the height (H=height) of the letters should be the free space around the logo.



## Signage

When only the logo icon is being used for on campus signage, at least the the height of the tagline should be the free space around the logo icon.




The typeface used for the building names are Neutra Text Book and Neutra Text Bold and should follow style formats below.



## Banners

All university banners are to be authorized and determined by the Office of Facility Operations. The design generally consist of the logo and tagline and the message or event. The typeface used for the message or event is Neutra Text Book and Neutra Text Bold.

When the full logo is being used on banners, at least the height (**H=height**) of the letters should be the free space around the logo.

<p>White banners should always use the full color logo format.</p>	 The logo features a stylized 'P' with a green and yellow vertical bar on its left side. To the right of the 'P' is the word 'PHILANDER' in a serif font, with 'SMITH COLLEGE' in a smaller sans-serif font below it. At the bottom, the tagline 'THINK JUSTICE' is written in a bold sans-serif font. The entire logo is enclosed in a thin red border.
<p>Green banners should always use the reversed out white logo format.</p>	 The logo is identical in design to the one above, but the background is a solid dark green. The 'P' and the text 'PHILANDER', 'SMITH COLLEGE', and 'THINK JUSTICE' are all rendered in white.
<p>Yellow banners should always use the green or black logo format.</p>	 The logo is identical in design to the ones above, but the background is a solid yellow. The 'P' and the text 'PHILANDER', 'SMITH COLLEGE', and 'THINK JUSTICE' are rendered in a dark green or black color.

## Typography

The following typography is used in the creation of your logo: **Helvetica Neue (T1) 85 Heavy** and **Century Gothic Regular**. We recommend that you use these fonts to enhance your visual brand. We encourage you to limit your use of typography to these choices to keep communications looking unified. **Trajan Bold** and the **Helvetica Neue (T1)** font family can be used in creation of marketing materials. We do not recommend trying to “mirror” typefaces with those similar, and available on the PC platform.

### Big Caslon Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Neutra Text Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Neutra Text Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**