Adopting a Refreshed Fiat Lux Seal

The new Clark University logo

"wordmark"  "seal"

For Brand Identity Guideline Questions: Please contact Millie Rossmann, Senior Creative Director, mrossman@clarku.edu
The new Clark University logo: horizontal orientation with tagline

**PLACEMENT:** Use logo on the front cover of all printed promotional materials intended for external audiences.

For all printed materials intended for internal audiences, place logo on the front or back cover.

---

For Brand Identity Guideline Questions: Please contact Millie Rossman, Senior Creative Director, mrossman@clarku.edu
Horizontal and Vertical Orientations

CLARK UNIVERSITY

CHALLENGE CONVENTION. CHANGE OUR WORLD.

For Brand Identity Guideline Questions: Please contact Millie Rossman, Senior Creative Director, mrossman@clarku.edu
Sub-branded Institutes and Schools
Approved Logo Colors

Red

Black

White

Specifying Clark Colors

- Printing
  - cmyk mix: 0-100-90-3
  - PMS 186
  - 50% black tint
- Foil Stamping
  - Infinity PG450
- Web
  - #cc0000
  - #939598
  - #878787

White Logo must appear on a minimum 50% black background

For Brand Identity Guideline Questions: Please contact Millie Rossman, Senior Creative Director, mrossman@clarku.edu
Approved Seal Colors

Red

Black

Black 2

White

LARGE

White Logo must appear on a minimum 50% black background (shown here)

SMALL

For Brand Identity Guideline Questions: Please contact Millie Rossman, Senior Creative Director, mrossman@clarku.edu
Parameters for Clear Space

At any given size, the full height of the letter “I” in “UNIVERSITY” (or the half height of the letter “I” as indicated below) represents the “clear space” needed around the logo, or college or institute name. The red outside dotted lines in these examples show the “clear space” required. Text, photography, etc. should not be placed any closer to the logo.

For Brand Identity Guideline Questions: Please contact Millie Rossman, Senior Creative Director, mrossman@clarku.edu
For standard widths, from 3.5” and above

Use Large logos
(specified with “LG” in file name)

CU-Horiz-Red-60-75-LG-v4-01.eps

For standard widths, from 2” to 3.5”

Use Small logos
(specified with “SM” in file name)

CU-Horiz-Red-60-75-SM-v4.01.eps

For specialty widths, from 5/8” to 2”

When small spaces don’t allow for use of the logo, the wordmark or seal may be used by itself. (See minimum size requirements below)

CU-Vert-Red-60-75-SM-v4.01.eps

CU-Vert-Red-60-75-LG-v4.01.eps

CU-Red-60-75-SM-v4.01.eps

CU-Name.eps

CU-Blk1-SM-v4-01.eps

CU_Vert_Blk1_SM-v4.01.eps

CU-Blk1-5M-v4-01.eps

CU_Vert_Blk1_SM-v4.01.eps

For Brand Identity Guideline Questions: Please contact Millie Rossman, Senior Creative Director, mrossman@clarku.edu
Logo Don’ts

Logos are ONLY to be used as specified in this guide. Below are some examples of what NOT to do.

Do not stretch or distort the logo.

Do not use a white block on top of a colored background.

Do not alter the size, color(s) or orientation between the University name and seal.

Do not add names or create logos for your department or institute.

Do not use the outdated University Seal.

For Brand Identity Guideline Questions: Please contact Millie Rossman, Senior Creative Director, mrossman@clarku.edu
### Whitney

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Whitney Light</th>
<th>Whitney Medium</th>
<th>Whitney Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKL</td>
<td>ABCDEFGHIJKL</td>
<td>ABCDEFGHIJKL</td>
<td>ABCDEFGHIJKL</td>
</tr>
<tr>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
</tr>
<tr>
<td>Light Italic</td>
<td>ABCDEFGHIJKL</td>
<td>ABCDEFGHIJKL</td>
<td>ABCDEFGHIJKL</td>
</tr>
<tr>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
</tr>
<tr>
<td>Whitney Book</td>
<td>ABCDEFGHIJKL</td>
<td>ABCDEFGHIJKL</td>
<td>ABCDEFGHIJKL</td>
</tr>
<tr>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
</tr>
<tr>
<td>Book Italic</td>
<td>ABCDEFGHIJKL</td>
<td>ABCDEFGHIJKL</td>
<td>ABCDEFGHIJKL</td>
</tr>
<tr>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
</tr>
</tbody>
</table>

### Minion

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Minion Regular</th>
<th>Minion Semibold</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKL</td>
<td>ABCDEFGHIJKL</td>
<td>ABCDEFGHIJKL</td>
</tr>
<tr>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
</tr>
<tr>
<td>Regular Italic</td>
<td>ABCDEFGHIJKL</td>
<td>ABCDEFGHIJKL</td>
</tr>
<tr>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
</tr>
<tr>
<td>Semibold Italic</td>
<td>ABCDEFGHIJKL</td>
<td>ABCDEFGHIJKL</td>
</tr>
<tr>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
</tr>
<tr>
<td>Minion Medium</td>
<td>ABCDEFGHIJKL</td>
<td>ABCDEFGHIJKL</td>
</tr>
<tr>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
</tr>
<tr>
<td>Minion Bold</td>
<td>ABCDEFGHIJKL</td>
<td>ABCDEFGHIJKL</td>
</tr>
<tr>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
</tr>
<tr>
<td>Medium Italic</td>
<td>ABCDEFGHIJKL</td>
<td>ABCDEFGHIJKL</td>
</tr>
<tr>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
</tr>
<tr>
<td>Bold Italic</td>
<td>ABCDEFGHIJKL</td>
<td>ABCDEFGHIJKL</td>
</tr>
<tr>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
<td>abcdefghijkl</td>
</tr>
</tbody>
</table>

For Brand Identity Guideline Questions: Please contact Millie Rossman, Senior Creative Director, mrossman@clarku.edu
**Sizing for Embroidery (Minimum)**

- 3.25" minimum
- 2" minimum
- 3" minimum

**Thread Colors for Embroidery**

- Red and Black (on white apparel)
- Red and White (on red apparel)

Contact University Marketing and Communications for official embroidery logo art.

Thread Colors

<table>
<thead>
<tr>
<th>#1839</th>
<th>#1001</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>White</td>
</tr>
</tbody>
</table>

For Brand Identity Guideline Questions: Please contact Millie Rossman, Senior Creative Director, mrossman@clarku.edu
Embroidery Apparel Color Requirements

The Clark University logo should only be embroidered on black, red, white or gray apparel or accessories.

For Brand Identity Guideline Questions: Please contact Millie Rossman, Senior Creative Director, mrossman@clarku.edu
Paper Stationery

For Brand Identity Guideline Questions: Please contact Millie Rossman, Senior Creative Director, mrossman@clarku.edu
Electronic Stationery (Microsoft Word)

For Brand Identity Guideline Questions: Please contact Millie Rossman, Senior Creative Director, mrossman@clarku.edu
Envelopes

Name of Your Department
950 Main Street
Worcester MA 01610-1477 USA

Two-color printing
with personalized return address

One-color printing
(less expensive)
with generic return address

For Brand Identity Guideline Questions: Please contact Millie Rossman, Senior Creative Director, mrossman@clarku.edu
# Paper Guidelines

## For Digital Printing

<table>
<thead>
<tr>
<th>Brand</th>
<th>Intended Use</th>
<th>Paper Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accent Smooth (at Alpha Graphics)</td>
<td>Single cards, postcards, announcements</td>
<td>#100 or #120 Cover</td>
</tr>
<tr>
<td>Cougar Smooth (at Curry Printing)</td>
<td>Folded invitations or note cards</td>
<td>#80 or 100 Cover</td>
</tr>
<tr>
<td></td>
<td>Posters and Flyers</td>
<td>#80 or 100 Text</td>
</tr>
<tr>
<td></td>
<td>Brochures</td>
<td>#65 Cover</td>
</tr>
</tbody>
</table>

## For Offset Printing

<table>
<thead>
<tr>
<th>Brand</th>
<th>Intended Use</th>
<th>Paper Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finch Fine (uncoated)</td>
<td>6-8 panel brochures</td>
<td>#65 Cover</td>
</tr>
<tr>
<td></td>
<td>Saddle-stitched booklets</td>
<td>#70 or #80 Cover and Text</td>
</tr>
<tr>
<td></td>
<td>Pocket folders</td>
<td>#120 to #130 Cover</td>
</tr>
<tr>
<td></td>
<td>Posters</td>
<td>#80 to 100 Text</td>
</tr>
<tr>
<td></td>
<td>Direct mail pieces</td>
<td>#80 Cover</td>
</tr>
<tr>
<td>Utopia 2XG Matte (coated)</td>
<td>Direct mail pieces</td>
<td>#80 Cover</td>
</tr>
</tbody>
</table>

For Brand Identity Guideline Questions: Please contact Millie Rossman, Senior Creative Director, mrossman@clarku.edu