

ISOLATION AREA

To prevent a cluttered look, maintain a comfortable white space around the general logo and “AQ”-styled logos equal to the size of the capital “A” in Aquinas (see below). No graphic element – type, rule, line, art – should be allowed within this area.



White space around Circular AQ Icon should be approximately equal to the “circle” diameter.

LOGO ORIENTATION



Horizontal “Leaf” Orientation



Horizontal Orientation with Tagline



Horizontal Orientation



Stacked Orientation



Circular AQ Icon



Saints “Nelson” Logo



Saints Logo

There are four versions of the Aquinas College logo. All versions are available in 2 color and 1 color (black). The Circle AQ is available as Maroon (188), Sage (5773) or Leaf/Sage (5773) backgrounds.

All requests for use of the Aquinas College and Saints logos should be made through the College Relations Department.

Requests for logo art should be forwarded via e-mail to logo@aquinas.edu. Allow one week for delivery. Requests placed by Friday of one week will be delivered by Friday of the following week.

The black and two-color versions of the logo are available in electronic format (for PC and Mac platforms and in a Microsoft-friendly format) through the College Relations Department. Or you can download files on the Web Site at: www.aquinas.edu/collegerelations/logos



GRAPHIC IDENTITY STANDARDS
QUICK REFERENCE GUIDE



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This quick reference guide introduces and explains the Aquinas College graphic identity program. It outlines ways to implement a strong, consistent visual character.

The logotype and variations presented here replace the College's tree logo and other symbols that have been used to identify the College in the past. The exception is the College Seal. It is to be used on official College documents, diplomas and other materials set forth by the College Relations Department.

The Aquinas graphic identity was developed in consultation with Mindpower Incorporated, Atlanta, Georgia.

COLORS

Several variations of the logo may be used for different printing situations.

Two-Color: When possible, use the spot-color version. This version includes two Pantone® Matching System colors: PMS 188 (maroon) and PMS 5773 (sage green).

Process Color: When printing materials in four-color process, use the segmented four process colors (cyan, magenta, yellow and black).

One-Color: When the method of reproduction does not allow for either a second color, use the one-color version, printed with black ink.

Reverse: The logo may be reversed out of a colored background only in special situations, which must be approved by the College Relations Department.



Black and White Version



PMS 188 28°C / 90°F / 68°Y / 38°K PMS 5773 40°C / 27°F / 56°Y / 14°K

SIZES



Horizontal Orientation: This logo can be used as small as about 2 inches wide. For larger applications such as signage and banners, ask the College Relations Department for guidelines.



Stacked Orientation: This version can print as small as 1.5 inches in width.



Circle AQ Icon: This version can print as small as .75 inches from top to bottom and left to right (not including the tail).



Saints Logo: This logo can print as small as 1 inch from left to right.

TYPOGRAPHY

Aquinas College branding will be greatly enhanced by using its logo type style within publications. For that reason, **Berling Roman** has been chosen as the standard (text) copy type for publications. If Berling is unavailable, Times New Roman is the suggested replacement. Captions, headings, sidebars, and highlighted materials may use supporting faces: Berling Italic. For accent, the typeface **Frutiger**, both black and bold may also be used. Certain times headline copy can be typeset in **Trajan**. Limitation with Trajan is that it is a cap-only font (no lower case).

Note: Fonts can be purchased from many sources. To assure an exact match, coordinate all graphic communications through the College Relations Department.

Berling Roman

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Frutiger Black

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Trajan

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z