



250TH Anniversary  
Visual Standards Guide

06.11.2013

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## 1. Introduction

This publication describes the graphic identity standards for the 250th Anniversary logo for Brown University.

Whether you're producing a banner, a web site, or a brochure, incorporating the logo and following the guidelines will result in a strong visual identity for the University.

The color palette in this manual is for reference only. For color accuracy, use the PANTONE® color system. PANTONE® is the property of Pantone, Inc.

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## 2. The Logo

The 250th Anniversary logo is a combination of the words IMAGINE and BROWN above a red rectangle with the 250+ inside. Together, these three elements form the primary logo for the 250th Anniversary.

The size and position relationship of each element is fixed and unbreakable, and should not be altered in any way.

Digital artwork of the logo is available in various file formats from the Office of the 250th Anniversary.

### Primary Logo



### 3. Color

Integral to the graphic identity is adherence to a standard color palette for the logo. Following the specifications on this page will ensure that the 250th logo is reproduced in a consistent way whenever it appears in print or on the Web.

The preferred version of the logo is the two-color version. This applies whether printing in four-color process, pantone color, or on the web.

Where the availability of color is limited, such as on a fax or single-color printing, a one-color version of the logo is available.

There may be special applications, such as on banner or souvenirs, where the background is a color. The preferred colored background is red with a white logo.

#### Two-Color Version



#### One-Color Version



#### Color Background Version



#### Color Specifications

PANTONE 199  
CMYK: 0C, 100M, 100Y, 5K  
RGB: 213R, 0G, 50B  
HTML: xxxxxx

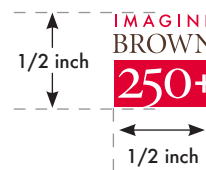
PANTONE 476  
CMYK: 30C, 71M, 75Y, 81K  
RGB: 78R, 54G, 41B  
HTML: xxxxxx

#### 4. Safety Area and Size

When using the logo, allow it to have space and have maximum impact by preserving a minimum clear space zone around it. The minimum clear space is equal to twice (2x) the height of the work IMAGINE, as illustrated.

Maintaining the clear space zone between the logo and other graphic elements such as type, images, other logos, and the edge of pages, helps to ensure that the logo retains a strong presence wherever it appears. Where possible, allow even more space around the logo.

In order to maintain legibility and clarity, the 250th Anniversary logo has a minimum size of 1/2 inch (1.27 cm) in height and width.



## 5. Typeface – Print

The fonts used in the logo are Minion and Futura.

Minion is a modern face based on classic humanist type styles dating back to the Renaissance. It is the primary font for the University and is available in a range of weights and optional “old style” non-aligning numbers that are used for the “250” and other numbers on all printed items. (see Minion Display Small Caps & Oldstyle Figures.)

Futura is a geometric sans-serif typeface designed in 1927. Futura has an appearance of efficiency and forwardness. It is available in a range of weights.

It is recommended that Minion be used for titles and headlines in all 250th materials in order to establish a consistent and distinctive look, that is inline with the University standards.

### Minion Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&.,:;’\$¢%!?(\* )

### Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&.,:;’\$¢%!?(\* )

### MINION DISPLAY SMALL CAPS & OLDSTYLE FIGURES

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&.,:;’\$¢%!?(\* )

## Typeface – Web

The fonts used

## Typeface – Email

The font used in the email signature is Georgia.

Georgia is a transitional serif typeface designed for clarity on a computer monitor even at small sizes. The Georgia typeface is similar to Minion, but with many subtle differences. One similarity is the use of “old style” non-aligning numbers.

### Georgia Regular

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

1 2 3 4 5 6 7 8 9 0 & . , : ; ' \$ ¢ % ! ? ( \* )

## 6. 250th and Brown Crest

When the 250th logo and Brown University logo are used together in the same printed piece, they are to be printed as a 4 color process red (100m, 100y, 5k).



## 7. Stationary

Format for basic stationary items have been designed, examples at right. Stationary is printed as two color (Pantone 199 Uncoated and Pantone 476 Uncoated). Letterhead and notepaper have the standard Office of the 250th Anniversary information. Business card and notepaper may have the individual's name, title, and email address.

Stationary items for the 250th are similar to University formats, with logo to the left and department information to the right of line.

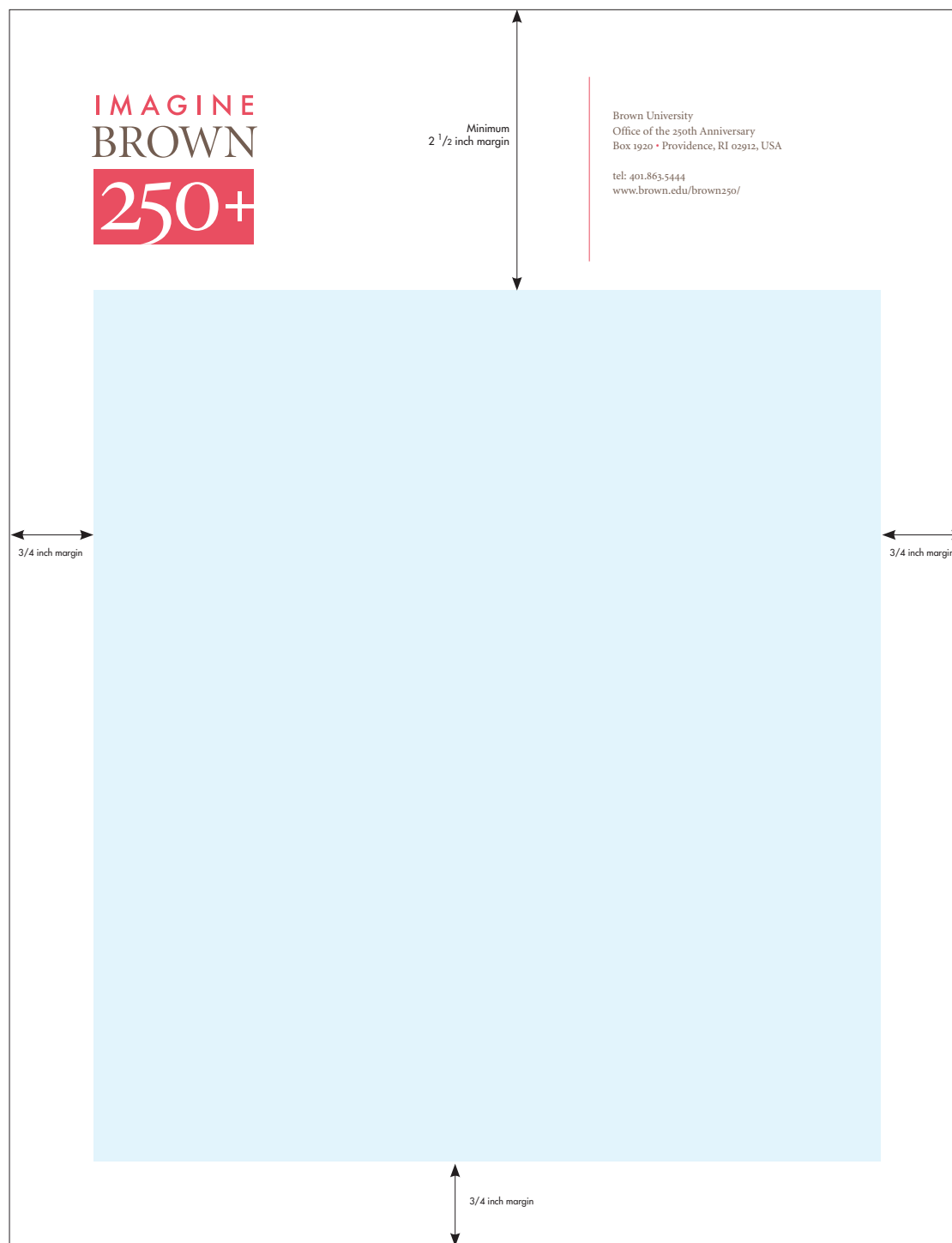
Stationary supplies – from letterheads to business cards to memo pads – should be ordered from Graphic Services, 401.863.2258.



## Stationary

Margin settings provided here ensure material will fit and print easily.

The blue space is designated for letter copy. A justified left and rag right format is recommended, as well as Minion Regular at 10 pt. type. The vertical margins can vary according to the amount of text; however, the top margin should be no less than 2 1/2 inches from the top of the page.



## 8. Website

Website

## 9. Banners

### Banners

# 10. Printed Pieces

Printed pieces

## 11. Usage on Souvenirs

Souvenirs

## 12. Incorrect Uses

For visibility, impact and overall integrity, it is important to maintain a consistent use of the logo. The logo is fundamental to our communications and should never be compromised. Always reproduce the logo from original artwork.

Protect the integrity of the 250th Anniversary identity by being aware of improper logo usage. Examples are illustrated on this page. If questions about usage arise please contact the Office of the 250th Anniversary.



Do not distort the logo by stretching or condensing it



Do not change the relationship between the elements



Do not use a substitute typeface



Do not change the color of the logo



Do not reverse the order of the logo



Do not change the logo to a horizontal orientation