



## TELLING OUR STORY | QUICK REFERENCE

# Visual Identity

Puget Sound's reputation and visibility are strengthened when we communicate about the college in a clear and consistent way. Our visual identity system ensures that all of our communications help advance Puget Sound's story and look professional (and like they are coming from the same college!). The key elements are a logo, typography, and color. See *Our Story: The Puget Sound Brand Guide* or contact Creative Services for more details.

### Logo

The primary graphic representation of Puget Sound includes our full name, founding date, and the mountain, to provide consistency with our historic seal and reflect the pioneering spirit and enduring values of Puget Sound.

*Please always size the logo proportionately by holding "shift" when you drag the corner of the logo, or click "keep aspect ratio."*

#### Primary Version: Stacked

This is the preferred version for all Puget Sound communications.



#### Secondary Version: Horizontal

For use only when the primary version creates difficulty with a layout or application.



**Maroon logo.** May be used only on white or neutral backgrounds that have values lighter than or equal to 10% black.

**Black logo.** May be used on any uncluttered background with a value lighter than 30% black.

**Reversed logo.** May be used on color backgrounds or photos with a value of 60% black or more.

**Clear space.** Clear space equal to the height of the mountain should be maintained on all sides of the logo. No other image or text should appear within the clear space.

**Size.** The stacked logo should never be smaller than .625 inches wide. The horizontal logo should never be smaller than 1.125 inches wide.

**Minimum size alternative.** If it is not possible to use the logo even at minimum size, it is acceptable to type the college name as follows: Adobe Garamond Pro Semibold; tracking of 50; all caps; black, PMS 188, or reversed if on color background; 7.5 pt. minimum size.

**Additional logos.** Approved additional logos include those for Logger athletics, the comprehensive capital campaign, Slater Museum, ASUPS, and certain conferences/events. All other departments and programs should use the Puget Sound logo.

## Master Identity System

In order to advance the visibility and reputation of Puget Sound, it is important that all departments and programs use the college logo. The logo can be used in conjunction with a department name in a "lockup". Logo lockups should be requested from Creative Services.

### Primary Version Lockups

Department names should be set in Univers 55 Roman in upper and lower case to the right of the stacked logo.



There may be instances when one- or two-word department names can appear below the logo, set in all caps in Adobe Garamond Pro Semibold in a size that matches the width of the logo.



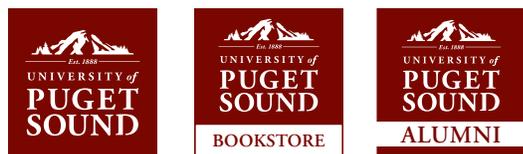
### Secondary Version Lockups

For use only when it is not possible to use the primary version. Type should be set in Adobe Garamond Pro except for logos requiring embroidery, in which case Univers Lt 55 Roman or Univers Lt 57 Condensed (shown) may be used.



### Social Media Icons

Below are examples of icons that meet visual standards. Please contact the Office of Communications for assistance in creating an icon for your department or program.



## Historic Seal

The seal is the oldest graphic representation of the college, and is reserved for use only on official, formal documents from the Office of the President. The seal should not be used in place of or in conjunction with the logo. Please contact Creative Services for inquiries regarding use of the seal.



## Typography

It is important for official university publications to use the following fonts. Please contact the Office of Communications for assistance acquiring these fonts, or use the alternate fonts listed below.

### Primary Serif Font

Adobe Garamond Pro Regular and **Semibold**

Note: "Garamond" is not the same as "Adobe Garamond Pro."

### Primary Sans Serif Font

Univers LT Std / 45 Light / 55 Roman / **65 Bold**

### Alternate Fonts

If preferred fonts are not available, and for use on documents such as those produced in email, word processing, websites, and HTML, please use Arial Regular (sans serif) or Times New Roman (serif).

## Color

The official primary colors of the University of Puget Sound are maroon and white. (Go Loggers!)

- **Pantone color:** PMS 188C / 188U
- **Process formula:** C 0 / M 100 / Y90 / K 60
- **RGB formula:** R 102 / G 0 / B0
- **Hex number:** 660000