


QUINNIPIAC UNIVERSITY

Graphic Standards Manual 2014



It is essential we work together to present a strong and unified visual identity to our external audiences. The image of the University as a prestigious institution is enhanced when its materials are presented in a clear and consistent manner.

Quinnipiac University works with Licensing Resource Group Inc. (LRG) to manage its trademark-licensing program. Outside vendors who wish to use University marks must receive prior permission from the University through a formal license agreement. Any person, organization or corporation wishing to manufacture a product bearing or containing any of the marks of Quinnipiac University or to provide a service that will use the marks must enter into a licensing agreement that authorizes such use. You will find an application for license through LRG's web site at www.lrgusa.com.

If you need a University or Bobcats logo for another purpose, please contact the director of publications and design.

The Publications Staff

The staff of the Office of Publications and Design is responsible for helping members of the University community produce publications and other materials that are well written, attractive in format and design, cost effective, and as representative of the University's mission and goals as possible. Editorial and design services are available without charge to all University departments and offices, as is assistance with obtaining print bids from outside vendors. For help in any of these areas, be sure to contact the Office of Publications and Design well in advance of when you would like your project completed.

Office of Publications and Design AH-PUB
Quinnipiac University
275 Mount Carmel Avenue
Hamden, CT 06518-1908
203-582-8648 • 203-582-3320 fax

The University Visual Identity System

The Quinnipiac University visual identity system includes a logotype, seal and athletic marks. These graphic elements, when used consistently, convey a positive, unified institutional identity to each of Quinnipiac's constituencies and to the public at large. The University as a whole will gain more recognition if the guidelines outlined in this manual are followed closely.

The University Logotype

The logotype (also called wordmark or logo) is the central element in Quinnipiac's visual identity system. It consists of the stacked words 'Quinnipiac' and 'University.' In some instances, the words may be used on one line, but approval for use in this manner must be obtained from the Office of Publications and Design.

QUINNIPIAC
UNIVERSITY

Use of the Logotype

The logotype must appear on all of the many publications and materials printed by or for the University each year. This includes the catalogs, viewbooks, handbooks, newsletters, brochures, posters, programs, stationery, advertisements, official signage, web site and campus vehicles. It is important these materials appear to be part of the same family by sharing certain graphic elements in common.

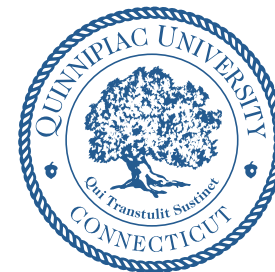
The logotype should appear on the cover of a publication and as part of the return address if there is a mailing panel. When a back cover is blank, it should appear at the bottom of the panel followed by the address, phone number and web site for the University. The logotype also may be used for merchandising or promotional items.

The University Seal

The University seal incorporates the Charter Oak, the state tree of Connecticut, with the University motto 'Qui Transtulit Sustinet.' (He who transplants, sustains). The Charter Oak is deeply rooted in the historic tradition of Connecticut as a symbol of the spiritual strength and love of freedom that inspired our Colonial forebears in their refusal to surrender the state charter, issued by King Charles II. When ordered to do so in 1687 by King James II after 25 years of self-government, they secreted the charter in a majestic oak in Hartford.

Use of the Seal

The seal is used on documents of a formal, official nature such as Commencement programs and certain invitations. Approval must be obtained from the Office of Publications and Design before its use on any other publications or specialty items. The seal may not be used on clothing.





Quinnipiac Athletic Marks

Information on the Bobcats athletic logo system may be obtained from the Quinnipiac Bobcats Graphic Guidelines, which can be downloaded from the Office of Public Affairs web site on MyQ.

Other Symbols

Logos or graphic elements other than those officially sanctioned by the University may not be used to represent the University or any of its schools, divisions, departments, programs or offices.

Reproduction

The logotype, seal and athletic logos are available for approved uses from electronic files from the Office of Publications and Design. Scanning or reproduction of these elements from a previously printed version is discouraged, as the result will be of poor quality.

University Colors

The official colors of Quinnipiac University are blue (Pantone 541) and gold (Pantone 109) of the Pantone Matching System (PMS). These are the only appropriate colors for two-color representation of the University logotype. These graphic elements may be printed in a single color, including blue, gold and black, or reversed out of a dark color. (See the Bobcats logo document for the athletic colors.)



University Logo Typeface

The Quinnipiac University logotype is set in Caslon Book, a special typeface unique to the logotype. The typeface recommended for use on publications, University stationery, signage and other materials is Adobe Caslon.

Caslon Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Caslon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Caslon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Graphic Standards

The standards outlined in this manual have been established to maintain consistent and effective use of the University logotype, seal and athletic logo, which must not be redrawn, reportioned or modified in any form. The examples of incorrect usage included on these pages illustrate possibilities for error that detract from our efforts to convey a unified image.



incorrect proportion



improper alignment



wrong colors



incorrect typeface



combined with old logo elements



Use of these elements in ways other than those described in these guidelines must be approved in advance by the Office of Publications and Design.

Stationery Guidelines

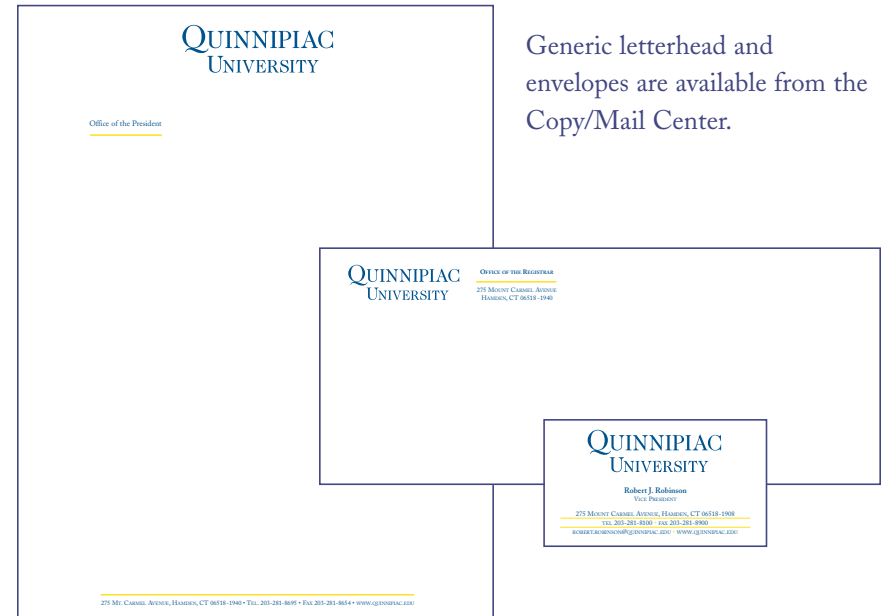
Stationery

Letterhead, envelopes, business cards and related printed forms should reflect the same standards of consistency outlined in this manual for publications and other items, as shown in the following examples. To maintain consistency in design and color, and for speed and cost efficiency, orders for these materials by all University departments and offices can be ordered from an approved vendor with a procurement card.

The use of Times New Roman (Windows) and Times (Macintosh) for the typing of all University correspondence is encouraged by the Office of Publications and Design.

Paper

Formal letterhead and envelopes — Strathmore 24 lb. Writing, natural white
Informal letterhead and envelopes — 20 lb. plain white bond



Generic letterhead and envelopes are available from the Copy/Mail Center.