

BRAND IDENTITY

STYLE GUIDE



CLARK
UNIVERSITY

Adopting a Refreshed Fiat Lux Seal



The new Clark University logo

CLARK
UNIVERSITY

"wordmark"



"seal"

New Clark Logo



The new Clark University logo: horizontal orientation with tagline

CLARK
UNIVERSITY



CHALLENGE CONVENTION. CHANGE OUR WORLD.

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.

Horizontal and Vertical Orientations



Sub-branded Institutes and Schools



STRASSLER CENTER FOR HOLOCAUST
AND GENOCIDE STUDIES



SCHOOL OF PROFESSIONAL STUDIES



CLARK
UNIVERSITY

STRASSLER CENTER
FOR HOLOCAUST AND
GENOCIDE STUDIES



CLARK
UNIVERSITY

SCHOOL OF
PROFESSIONAL STUDIES

Approved Logo Colors



Red



CLARK
UNIVERSITY

Black



CLARK
UNIVERSITY

White



Specifying Clark Colors

Printing

Web



cmyk mix
0-100-90-3

PMS 186

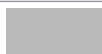
#cc0000
204 - 0 - 0



50% black tint

#939598
147-149-152

Foil Stamping



Infinity PG450

HC Matte

White Logo must appear on a minimum 50% black background

Approved Seal Colors



Red



Black



Black 2



White



LARGE



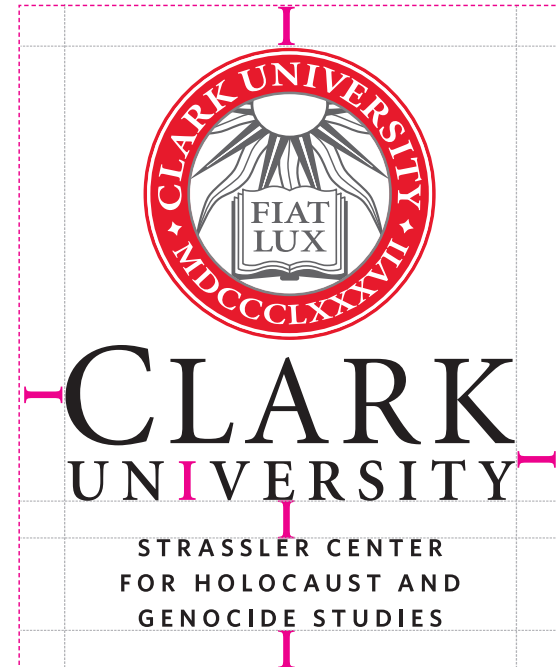
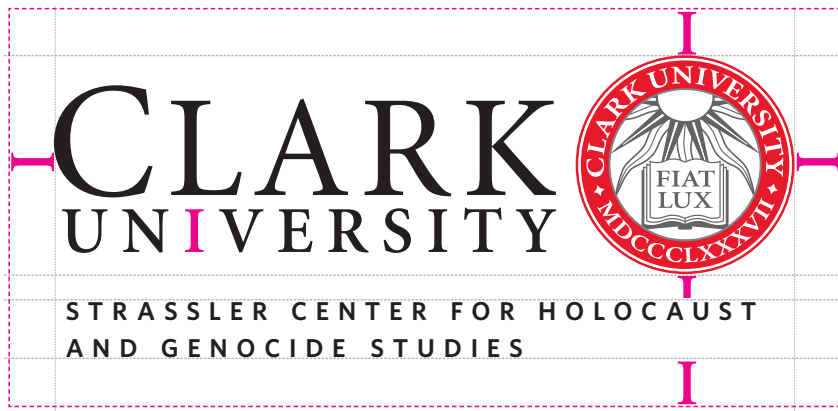
SMALL

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



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



Standard and Specialty Logo Sizes



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



CU-Vert-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



CU-Vert-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 maybe used by itself. (See minimum size requirements below)



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



CU_Name.eps



CU-Blk1-SM-v4.eps



CU_Vert_Blkl1_SM-v4.01.eps

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 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.



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

Approved Fonts



Whitney

Whitney Light
ABCDEFGHIJKLMNO
abcdefghijklmnopqrs

Light Italic
ABCDEFGHIJKLMNO
abcdefghijklmnopqrs

Whitney Book
ABCDEFGHIJKLMNO
abcdefghijklmnopqrs

Book Italic
ABCDEFGHIJKLMNO
abcdefghijklmnopqrs

Whitney Medium
ABCDEFGHIJKLMNO
abcdefghijklmnopqrs

Medium Italic
ABCDEFGHIJKLMNO
abcdefghijklmnopqrs

Whitney Semibold
ABCDEFGHIJKLMNO
abcdefghijklmnopqrs

Semibold Italic
ABCDEFGHIJKLMNO
abcdefghijklmnopqrs

Whitney Bold
ABCDEFGHIJKLMNO
abcdefghijklmnopqrs

Bold Italic
ABCDEFGHIJKLMNO
abcdefghijklmnopqrs

Whitney Black
ABCDEFGHIJKLMNO
abcdefghijklmnopqrs

Black Italic
ABCDEFGHIJKLMNO
abcdefghijklmnopqrs

Minion

Minion Regular
ABCDEFGHIJKLMNO
abcdefghijklmnopqrs

Regular Italic
ABCDEFGHIJKLMNO
abcdefghijklmnopqrs

Minion Medium
ABCDEFGHIJKLMNO
abcdefghijklmnopqrs

Medium Italic
ABCDEFGHIJKLMNO
abcdefghijklmnopqrs

Minion Semibold
ABCDEFGHIJKLMNO
abcdefghijklmnopqrs

Semibold Italic
ABCDEFGHIJKLMNO
abcdefghijklmnopqrs

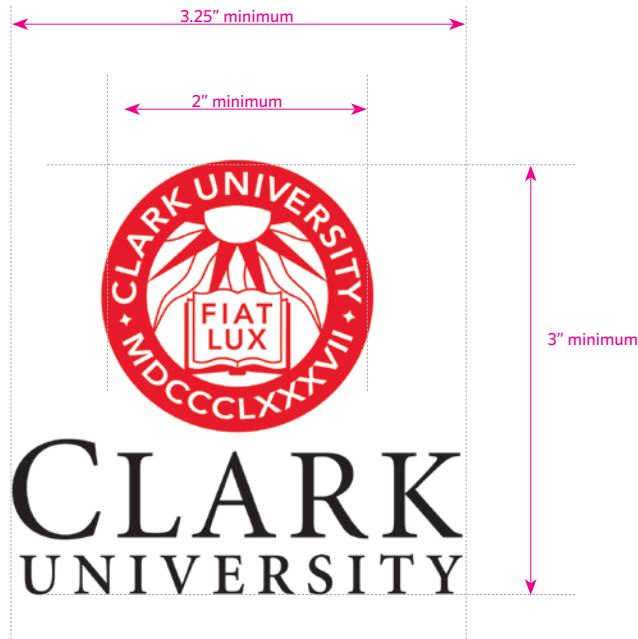
Minion Bold
ABCDEFGHIJKLMNO
abcdefghijklmnopqrs

Bold Italic
ABCDEFGHIJKLMNO
abcdefghijklmnopqrs

Simplified Logo for Embroidery



SIZING FOR EMBROIDERY (MINIMUM)



Contact University Marketing and Communications for official embroidery logo art.

THREAD COLORS FOR EMBROIDERY



CLARK
UNIVERSITY

Red and Black (on white apparel)

Thread Colors

1839

Red

1001

White



Red and White (on red apparel)



Red and White (on black apparel)

Embroidery Apparel Color Requirements



APPAREL COLORS FOR EMBROIDERY



On Black apparel



On Red apparel



On White apparel



On Light Gray apparel



On Dark Gray apparel

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



Not acceptable



Not acceptable

Paper Stationery



CLARK
UNIVERSITY



Your Name: First, Middle, Last
Title, line one
Title, line two

Individual personalization

**SAMPLE PAPER
STATIONERY
WITH PERSONALIZATION**

CHALLENGE CONVENTION.
CHANGE OUR WORLD.



Your Name

Your Title - first line with additional
Second line - if needed
Third line - if needed
Fourth line - if needed

**Name of Your School, Your Institute or
Your Department**

Your Address - first line
Your Address - second line
508-793-XXXX Your Phone
508-793-XXXX Your Fax
yourEmail@clarku.edu
clarku.edu

CLARK
UNIVERSITY

CHALLENGE CONVENTION.
CHANGE OUR WORLD.

Department personalization

Name of Your Department

Your Address ▪ Your City, State and Zip Code USA ▪ Your Phone Number ▪ Your Fax Number ▪ clarku.edu/yourDepartment ▪ yourEmail@clarku.edu

Electronic Stationery (Microsoft Word)



CHALLENGE CONVENTION.
CHANGE OUR WORLD.

Your Name: First, Middle, Last
Title, line one
Title, line two

SAMPLE ELECTRONIC
MEMO or LETTERHEAD
WITH PERSONALIZATION

Name of Your Department

Your Address • Your City, State and Zip Code USA • Your Phone Number • Your Fax Number • clarku.edu/yourDepartment • yourEmail@clarku.edu

Envelopes



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

Two-color printing
with personalized return address



950 Main Street • Worcester MA 01610-1477

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

SAMPLE
ENVELOPES - GENERIC OR
PERSONALIZED



Paper Guidelines

For Digital Printing

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

For Offset Printing

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