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# UNIVERSITY OF REDLANDS

## INTERIM BRAND IDENTITY STYLE GUIDE 2016-17

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### UNIVERSITY LOGO

The official University logo is the keystone of our visual identity program. The logo has two elements: a logo icon that consists of the letter “R” and a horizon and supporting logotype. The letter “R” is at the heart of the logo, and for good reason—the “R” in the local mountains and the “Dear Old U of R.” The adjacent horizon is meant to reflect our history as well as our future, and in a number of ways mirrors our environment. Three different logo styles have been designed to allow for greater flexibility when incorporating them into the design of your communications materials.

#### STYLE 1: PREFERRED LOGO



2 color (black + PMS 1815)



solid black



reversed (all white)



reversed (white + PMS 1815)

#### STYLE 2: ALTERNATE LOGO



2 color (black + PMS 1815)



solid black



reversed (all white)



reversed (white + PMS 1815)

#### STYLE 3: ALTERNATE LOGO



2 color (black + PMS 1815)



solid black



reversed (all white)



reversed (white + PMS 1815)

#### TRADITIONAL “R”



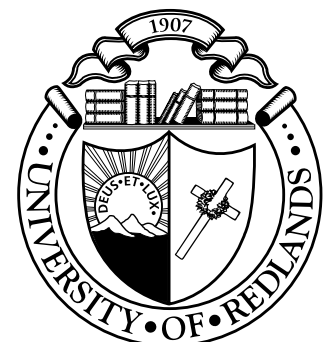
The distinctive, strong outlined “R” is recognizable as a representation of the University and can be used in print and digital communication materials.

#### OFFICIAL UNIVERSITY SEAL

According to University Archives, an official “seal” was adopted around 1911. Although it always included symbols typically associated with higher education (books, the rising or setting sun, mountains and a cross), it has undergone changes throughout our history. The current version includes elements from the original and subsequent designs.

The official University seal is reserved for official documents only and is used at the discretion of the Office of the President and the Office of the Registrar (i.e. diplomas, transcripts, etc.).

It is NOT to be used in place of the University logo.



## UNIT SIGNATURES



## LOGO USAGE

In print or web usage, the logo must be legible and other images or design elements must not visually interfere. Proximity to other graphics or type should be a minimum of a quarter inch, or half the height of the logo.



The logo may vary in size; the minimum size is a half inch wide. Colors should never vary from the approved logos.

The two-line logotype must never be used apart from the "R Horizon" icon.

The logo must not be altered or replicated in any way and should always be used in one of the three approved styles. Always use the original art in a high resolution format.



Do not tilt at any angle



Do not scale disproportionately



Do not distort/skew



Do not recreate with different fonts or colors

## INSTITUTIONAL TYPEFACE

Our institutional typeface is Gibson, a modern, versatile and simple sans serif font. Please feel free to use creative license in your font selection when creating one-off projects (i.e. invitations, event posters, etc.)

GIBSON  
Aa

Gibson Light | *Gibson Light Italic* | Gibson Regular | *Gibson Italic*  
**Gibson Semi Bold** | ***Gibson Semibold Italic*** | **Gibson Bold** | ***Gibson Bold Italic***

## LOGO TYPEFACES

Our logo typefaces are Giovanni, an elegant serif font and Frutiger, a versatile and simple sans serif font. For electronic communications, we suggest you use Georgia (in place of Giovanni) and Arial (in place of Frutiger).

GIOVANNI\*  
Aa

ITC Giovanni Book | *ITC Giovanni Book Italic* | ITC Giovanni Bold | *ITC Giovanni Bold Italic*

FRUTIGER  
Aa

Frutiger Condensed | Frutiger Light Condensed | Frutiger Light | *Frutiger Light Italic*  
 Frutiger Roman | *Frutiger Italic* | **Frutiger Bold** | ***Frutiger Bold Italic***

\* Avoid using ITC Giovanni Black and ITC Giovanni Black Italic.

## IMAGERY

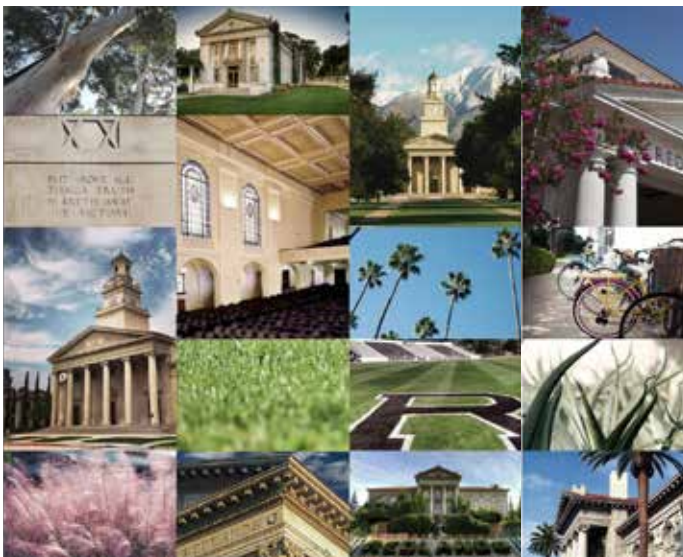
The style of photography below reflects the visual language and distinctive culture of the University of Redlands.



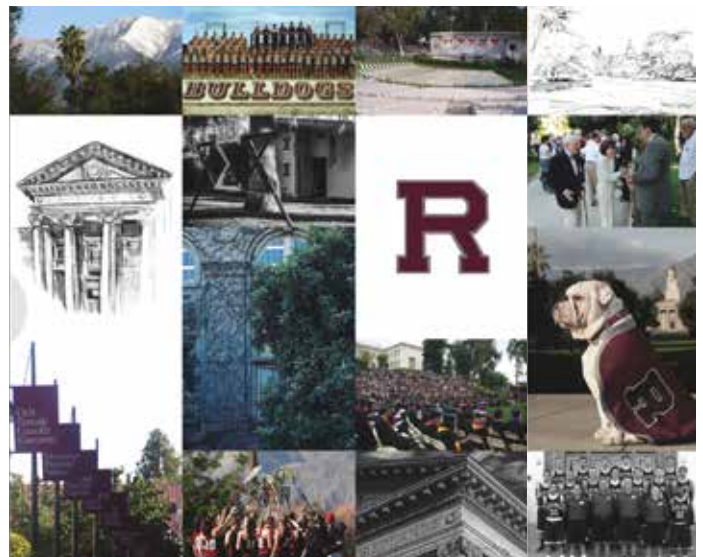
**Academic excellence:** Transformational, experiential learning, relationship between students and professors, study, arts, sciences, humanities



**Location:** Southern California; Inland Empire; centrally located near mountains, beaches and deserts; sunny; warm; palm trees; orange groves



**Campus:** Green, beautiful, well-kept, well-groomed, peaceful, quiet, architecture, expansive



**Tradition:** Timeless, ageless, quality, siblinghoods, Och Tamale, live bulldog mascot, athletics, the "R"







**Fun:** Quirky, zany, unique, Och Tamale, bulldogs



**Community:** Friendly, warm, caring, authentic, family, supportive, helpful, committed, dedicated, conversational

## INSTITUTIONAL COLORS


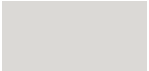






	<b>PANTONE®</b> Print: 1-color	<b>CMYK</b> Print: 4-color process	<b>RGB</b> Screen	<b>HEX</b> Web
	PMS 1815C*	31, 92, 82, 35	122, 36, 38	7A2426
	PMS Cool Grey 10C	61, 53, 48, 19	102, 102, 102	666666
	Black**	0, 0, 0, 100	32, 33, 33	202121
	White	0, 0, 0, 0	255, 255, 255	FFFFFF

\* Always use 100% PMS 1815 (lighter percentages appear pink).

\*\* For large, solid black graphic elements, use rich black: C60 M40 Y40 K100.

## RECOMMENDED ACCENT COLORS

Developed to complement our primary institutional colors on our website, [www.redlands.edu](http://www.redlands.edu), these colors are recommended for use as accent colors only to augment our official logo colors: maroon, grey, black and white.

	<b>PANTONE®</b> Print: 1-color	<b>CMYK</b> Print: 4-color process	<b>RGB</b> Screen	<b>HEX</b> Web
	PMS 490C	40, 81, 70, 51	88, 14, 14	580E0E
	PMS Cool Grey 1C	13, 11, 12, 0	225, 225, 225	E1E1E1
	PMS 1595C	9, 76, 100, 0	222, 96, 27	DE601B
	PMS 676C	32, 100, 48, 17	160, 0, 85	A00055
	PMS 7477C	87, 60, 48, 32	51, 69, 88	334558
	PMS 550C	44, 16, 15, 0	149, 184, 201	95B8C9
	PMS 552C	26, 9, 9, 0	192, 208, 221	C0D0DD
	PMS 7742C	74, 32, 96, 19	76, 124, 71	4C7C47

Document Color Settings: North American General Purpose 2

Color conversions based on HEX values.

CMYK color based on PMS colors.

PMS colors are approximate to HEX value.

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It is the responsibility of all persons involved in communicating on behalf of the University of Redlands to adhere to this visual identity program. A strong identity will contribute to the University's overall image and branding efforts. Questions should be directed to University Communications by calling 909-748-8070.