

COLLEGE OF ARTS AND LETTERS BRAND GUIDELINES

One of the primary goals for these guidelines is to bring awareness and implementation of best practices for the identity of the College of Arts and Letters and its departments. We want to ensure consistent messaging across the College that is in line with the University's overall brand standards. We are all responsible to do our part in making sure that visual communication on campus is viewed in the most professional manner possible.

Heidi Henke | Graphic Designer

Office of Communications | College of Arts and Letters

hhenke@nd.edu | 574.631.3665

University ACADEMIC MARK

MARK

ACADEMIC MARK COLOR GUIDELINES

The academic mark comes in two color variations: one-color and two-color.

Use the one-color version for **all University communications**.

The two-color version is for specific instances only (e.g. stationery, business cards). The shield may be printed as a gold foil, but must remain in the same arrangement, and never separated from the words "University of Notre Dame."

Reproduction of the mark by screen process, enameling, etching, blind-embossing, foil stamping, etc., requires specialized treatment. **Contact Marketing Communications at 574.631.4636 for production advice.**

Consider the Background

- When placing the academic mark on a light background color, the mark should be reproduced in blue or black.
- When the academic mark is placed on darker backgrounds, it may be reproduced in gold or reversed in white.

One-Color

Using a one-color mark does not mean that the entire communication needs to be printed in one color. On the contrary, the simplification of the academic mark to one color creates contrast with the other, often more colorful, elements on the page.

White Backgrounds

The blue or black mark may be printed on white.

Gold Backgrounds

The blue mark may be printed on large areas of the Notre Dame gold.

Dark Backgrounds

The white or gold mark may be printed on large areas of black or Notre Dame blue.

Photo Backgrounds

The blue or black mark may be placed on low-contrast, light areas of photographs. The white or gold mark may be used on dark areas of photographs. Avoid situations where the mark may lose visibility. **Also be sure to place the mark allowing clear space away from other elements in the photograph. Examples below.**

See more usage examples on page 5, 10-11.

ROLE

The academic mark is the University of Notre Dame's signature logo. It represents the strong academic and Catholic traditions that are central to our University mission.

The academic mark must be present on all academic and administrative University communications. It should be used as an endorsing element, rather than as a primary graphic element.

The academic mark may only be reproduced in the arrangement shown. It must never be stacked, altered, or changed in any way. **The shield may never be separated from the word mark.**

The academic mark should be present and **unchanged** on all communications.

USE

The University of Notre Dame academic mark is structured as shown. Colors and acceptable iterations of the signature are described on subsequent pages. To ensure consistency, please use the art as it is supplied, and do not separate or alter the components.



NEVER use the mark with the two-color shield. It is outdated.



Avoid using the logo on backgrounds that do not provide adequate contrast.

BLUE PANTONE 289



BLACK



GOLD PANTONE 117



WHITE



College of Arts and Letters LOCK-UP

LOCK-UP

A



ARTS AND LETTERS

BLACK



ARTS AND LETTERS

BLUE PANTONE 289



ARTS AND LETTERS

GOLD PANTONE 117



ARTS AND LETTERS

WHITE

You have flexibility as far as which version to use: A, B, or stacked. Use your best judgment on what works best considering the space and application. You are welcome to email me with any questions regarding this.

hhenke@nd.edu

OLD



UNIVERSITY OF
NOTRE DAME

College of Arts and Letters

NEW



UNIVERSITY OF
NOTRE DAME

ARTS AND LETTERS

B



ARTS AND LETTERS



ARTS AND LETTERS



ARTS AND LETTERS



ARTS AND LETTERS

STACKED

ARTS AND LETTERS



ARTS AND LETTERS



ARTS AND LETTERS



ARTS AND LETTERS



Departmental LOCK-UP

Use only the digital artwork supplied to you through the Office of Communications. Please contact **Heidi Henke** at hhenke@nd.edu if you have any questions about your lock-up.

LOCK-UP

You have flexibility as far as which version to use: A, B, or stacked. Use your best judgment on what works best considering the space and application. You are welcome to email me with any questions regarding this.

hhenke@nd.edu

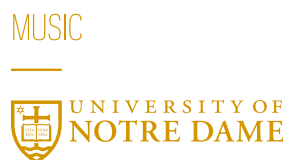
A



B



STACKED



College of Arts and Letters **INCORRECT USE OF LOCK-UP**

This applies to the academic mark and College and departmental lock-ups.

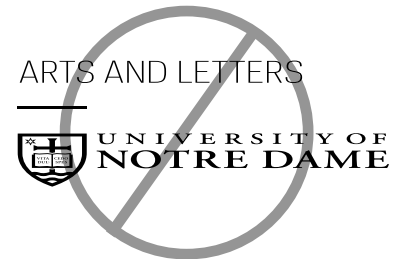


DO NOT
Change the color in any way from the versions supplied to you.

- Black, blue, gold, or white only.
- ONE color only.



DO NOT
Rotate the logo.

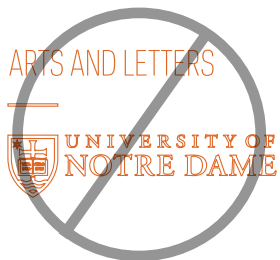


DO NOT
Stretch the logo. Height and width should be proportional.

PRO TIP

On a Mac = hold down **shift + command**, click and drag at corner.

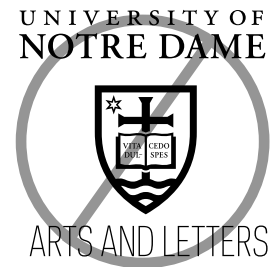
On a PC = hold down **shift + control**, click and drag at corner.



DO NOT
Outline the logo.



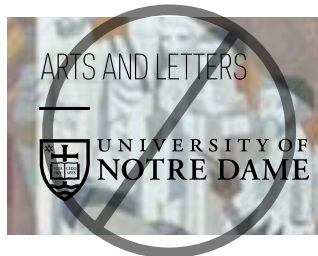
DO NOT
Apply effects such as a drop shadow or outer glow.



DO NOT
Rearrange or alter in any way.



DO NOT
Separate the shield and the word mark.



DO NOT
Place over areas in a photo that may obscure it.



DO NOT
Place over a pattern.

College of Arts and Letters CO-BRANDING

CO-BRANDING

When co-branding with other departments, institutes, offices, etc., please use list form. Having too many logos at the bottom of a poster can distract from your message and we want to avoid "logo soup." Make lists no more than four high. Create another column if needed. When listing sponsors, limit to Galaxie Polaris Condensed Book.

If co-branding with an outside entity, you may either list separately or use their logo. Also, if there is a main departmental sponsor, you may use that logo as a lock-up and include the list of other sponsors.

I would be happy to set this up for you or answer any questions. Please contact me at hhenke@nd.edu.

DO THIS



Environmental Change Initiative
ND Initiative for Global Development
Institute for Latino Studies
Romance Languages and Literatures

NOT THIS



DO THIS



Arts and Letters
Research

NOT THIS



ARTS AND LETTERS



RESEARCH

DO THIS



Mendoza College of Business
College of Arts and Letters

NOT THIS



COLLEGE OF ARTS AND LETTERS



MENDOZA COLLEGE OF BUSINESS

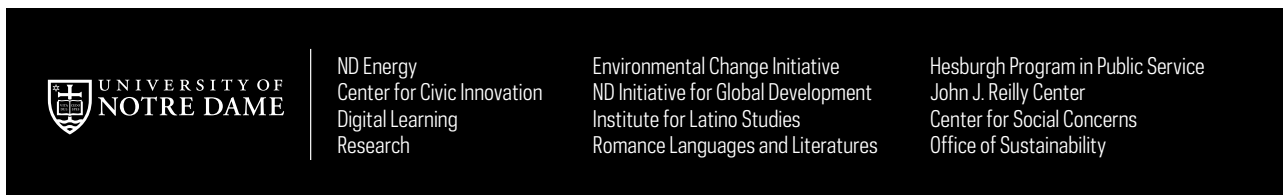
DO THIS



ND Energy
Center for Civic Innovation
Digital Learning
Research

Environmental Change Initiative
ND Initiative for Global Development
Institute for Latino Studies
Romance Languages and Literatures

Hesburgh Program in Public Service
John J. Reilly Center
Center for Social Concerns
Office of Sustainability



NOT THIS



University and College MONOGRAM

UNIVERSITY MONOGRAM



BLACK



BLUE PANTONE 289



GOLD PANTONE 117



WHITE

COLLEGE MONOGRAM



COLLEGE OF
ARTS AND LETTERS



COLLEGE OF
ARTS AND LETTERS



COLLEGE OF
ARTS AND LETTERS



COLLEGE OF
ARTS AND LETTERS



COLLEGE OF
ARTS AND LETTERS



COLLEGE OF
ARTS AND LETTERS



COLLEGE OF
ARTS AND LETTERS



COLLEGE OF
ARTS AND LETTERS

INCORRECT USE OF THE MONOGRAM



DO NOT

Use the monogram without the ® registered trademark symbol.



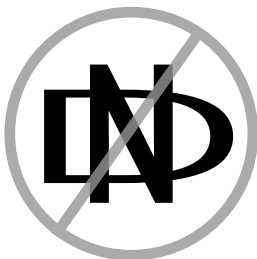
DO NOT

Choose off-brand colors unless approved.



DO NOT

Stretch or skew the logo. Height and width should be proportional and not rotated.



DO NOT

Recreate the monogram. Only use art downloaded from onmessage downloads section.



DO NOT

Use the monogram as a faded background.

PRO TIP

On a Mac = hold down **shift + command**, click and drag at corner.

On a PC = hold down **shift + control**, click and drag at corner.

MONOGRAM

USE

The monogram is not our primary mark and **should not** be used as the Notre Dame "signature." That designation is reserved for the academic mark. Outside of athletics, it should be used only as a graphic element for apparel, promotional items, gifts, etc. It can also be used as an avatar for Twitter or other social media.

COLOR

The monogram may appear in Notre Dame blue, Notre Dame gold, black, or reversed in white (see page 8 for color values).

For specific departmental use, please contact **Heidi Henke** at hhenke@nd.edu or **Tim Legge** at tlegge@nd.edu

Colors

PRIMARY COLORS (Core Brand)



BLUE
PANTONE 289
C99 M84 Y45 K51
R12 G35 B64
#0C2340



GOLD
PANTONE 117
C22 M39 Y100 K2
R201 G151 B44
#C9972C



METALLIC GOLD
PANTONE 10127
C31 M39 Y88 K5
R176 G144 B67
#B09043

SECONDARY COLORS



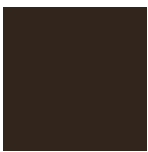
PANTONE 460
C11 M11 Y62 K0
R230 G212 B124
#F6E7A1



PANTONE 378
C61 M44 Y100 K31
R88 G96 B26
#465510



PANTONE 613
C32 M33 Y100 K3
R179 G153 B0
#999623



PANTONE BLACK 4
C59 M65 Y74 K71
R49 G37 B28
#302205



PANTONE 1817
C40 M78 Y67 K45
R101 G50 B51
#5F1709



PANTONE 7710
C79 M13 Y28 K0
R0 G165 B181
#5AABBC

TERTIARY COLORS



PANTONE 1805
C21 M98 Y92 K12
R177 G37 B44
#AA272F



PANTONE 723
C24 M63 Y100 K10
R179 G105 B33
#BA6F2E



PANTONE 128
C5 M13 Y82 K0
R245 G212 B77
#F2D653



PANTONE 7519
C51 M60 Y71 K41
R93 G73 B58
#5A412F



PANTONE 7406
C7 M21 Y100 K0
R242 G195 B0
#FFCF01



PANTONE 348
C96 M02 Y100 K12
R10 G132 B61
#00843D



PANTONE 7448
C66 M76 Y47 K40
R75 G55 B75
#4A3651

PRIMARY COLORS (Core Brand)

Notre Dame blue (Pantone 289), gold (Pantone 117), and metallic gold (Pantone 10127) are Notre Dame's primary colors.

None of the colors will ever reproduce as brightly and richly in four-color process as they do as a spot ink. Colors shown will vary from printed tones.

Electronic displays (LCD screens, CRT monitors, etc.) may display colors slightly differently than in print. Gold is a particularly challenging color. As such, an alternate metallic gold has been provided for electronic applications. The Pantone 117 gold lock-ups are supplied to you and will suffice for most applications.

Please contact **Heidi Henke** at hhenke@nd.edu if you need the College or departmental lock-up in metallic gold.

SECONDARY COLORS

The secondary color palette is provided to aid the design of communications that reflect the University of Notre Dame's brand in tone and style through consistent use of color.

TERTIARY COLORS

Like the secondary colors, the tertiary color palette is intended to add breadth and depth to our overall look and feel. These tertiary colors have been chosen to complement the other brand colors and provide an expanded family of colors. These colors should be used only as accent colors or in limited ways.

OTHER COLORS

You are free to use other colors for internal communications such as posters, invitations, etc.

In which cases should I use the primary colors (core brand)?
These colors should be the dominant colors on communications to highly affiliated audiences like alumni, donors, and advisory councils. The primary color palette makes up almost 90% of the color use for these audiences.

In which cases should I use secondary and tertiary colors?
Communicators are welcome to consider the secondary color palette for internal communications and audiences more loosely affiliated with the University. This will be the case for the majority of your work.

The tertiary color palette is intended to be used in small amounts as accent colors for the primary and secondary palettes.

- Advisory Councils, Alumni, and Donors — 90% core brand
- Government, Foundations, Peer Institutions — 60% core brand
- Prospective Students & Faculty — 40% core brand
- Current Students & Faculty — 20% core brand

Visit onmessage.nd.edu/university-branding/colors for chart example.

Fonts

GALAXIE POLARIS

The official sans-serif typeface of the University is Galaxie Polaris.

If you are working on a computer that does not have Galaxie Polaris installed, use Arial as a substitute.

Galaxie Polaris Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

The quick brown fox jumped over the lazy dogs

Galaxie Polaris Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

The quick brown fox jumped over the lazy dogs

Galaxie Polaris Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

The quick brown fox jumped over the lazy dogs

GALAXIE POLARIS CONDENSED

The condensed and non-condensed versions of Galaxie Polaris may be used interchangeably.

If you are working on a computer that does not have Galaxie Polaris installed, use Arial as a substitute.

Galaxie Polaris Condensed Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

The quick brown fox jumped over the lazy dogs

Galaxie Polaris Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

The quick brown fox jumped over the lazy dogs

Galaxie Polaris Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

The quick brown fox jumped over the lazy dogs

ADOBE GARAMOND

The official serif typeface of the University is Adobe Garamond, which was chosen for its combination of traditional and contemporary styling.

If you are working on a computer that does not have Adobe Garamond installed, use Georgia as a substitute.

Adobe Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

The quick brown fox jumped over the lazy dogs

Adobe Garamond Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

The quick brown fox jumped over the lazy dogs

Adobe Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

The quick brown fox jumped over the lazy dogs

To obtain University-approved fonts not already installed on your computer, contact **Tim Legge** at tlegge@nd.edu.

FONT EXCEPTIONS

Type as art

In instances where a typeface becomes part of an illustration, a font other than Galaxie Polaris or Adobe Garamond may be appropriate.

A different decorative or display font may be used for internal posters and communications, etc.

See page 13 for design, font, and layout suggestions/examples.

Usage

SIZE RESTRICTIONS

Minimum size refers to the smallest dimensions allowed for mark reproduction. It is stated as a minimum width. This ensures that we don't lose the legibility of the name or the clarity of the shield.

Academic mark: minimum size is **1.5 inches**.

College and Department lock-ups: minimum size is **1.25 inches** for the mark portion of the logo.



PLACEMENT

Clear Space

Clear space is the minimum "breathing room" that must be maintained around the mark or lock-up. When using in a layout, placement text, photos, and other graphic elements must respect the clear-space standard shown below. This also refers to the minimum distance from the edge of the page.

This includes placement in email and web applications.



Shield

This is the **preferred** clear distance around the academic mark.

Use the Notre Dame shield to calculate this minimum distance.



Minimum Distance

This is the **absolute minimum** clear distance. **No exceptions.**

Use the M from the word DAME to calculate the absolute minimum distance.

Usage Continued

LAYOUT

The primary mark should appear prominently on all University communications in a size appropriate to the overall piece.

There are three acceptable placements of the mark. The information here provides specific rules for each:

Margins & Spacing

Use the shield to create spacing increments. The mark should be placed near the corners using these margins. Your margins should be at least .25".

Size

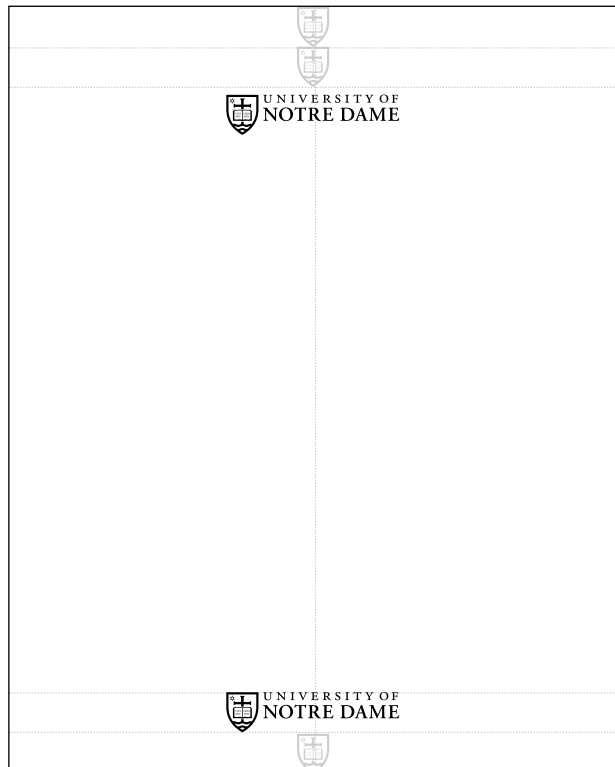
Because the mark is used as a signature, it should not be used any wider than 25% of the page width. For longer name lock-ups, the 1.25" minimum of the University mark applies.

These rules apply to lock-ups as well, however, the preferred placement is the bottom right-hand corner. See PRO TIP.

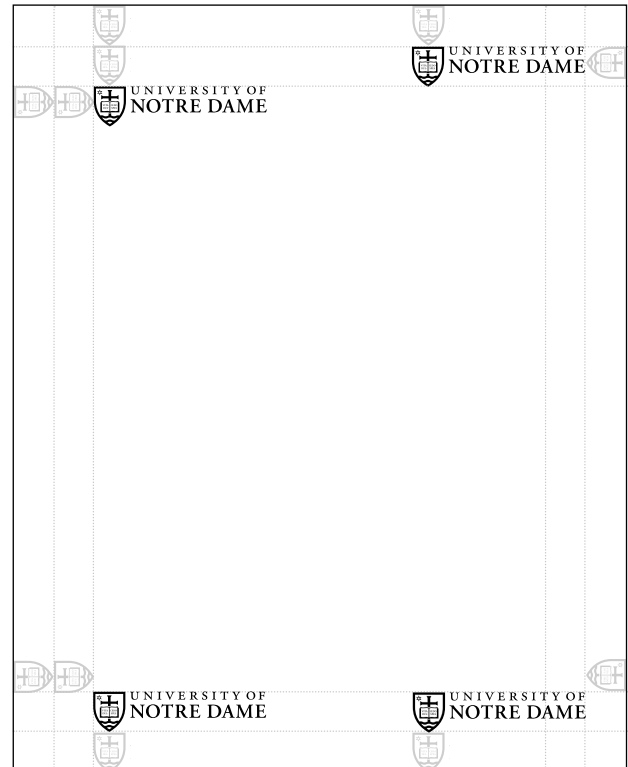
PREFERRED



CENTERED



CORNERS



Application	EPS	JPG	PNG	PDF
Banners/Signs/Posters	R			0
Embroidery	R			0
Excel Documents		R	0	0
Online (<i>html emails, website, etc.</i>)		0	R	
Promotional Items	R			0
PowerPoint		R	0	0
Silkscreening	R			0
Word Documents		R	0	0
Video/Quicktime Movie	R			0
Vehicle Graphics	R			0

R = Recommended File Type 0 = Optional File Type

EPS, PDF, and PNG formats are the only file types that preserve background transparency. The white logo is included as an EPS, PDF, and PNG, but not a JPG because it cannot maintain a transparent background.

EPS and PDF files are vector images, which can be sized up without losing integrity and readability.

JPG and PNG are raster images. Raster images may be reduced in size but never enlarged; enlarging them will result in poor reproduction.

FONTS

DO

Choose University-approved fonts. (page 9)
Galaxie Polaris and *Adobe Garamond*.

DO NOT

- Use more than 2 fonts with the exception of a decorative font for title and headings.
- Use two sans-serif (Galaxie Polaris) or two serif fonts (Adobe Garamond).

In order to produce the most professional looking poster possible, there are some fonts that should be avoided. For example:

Comic Sans

Papyrus

Bradley Hand

IMPACT

If you have any questions about a certain font, please email me at hhenke@nd.edu.

COLORS

DO

- Choose University-approved colors for external facing marketing. (page 8)
- Use complementary colors.

We are happy to review or suggest color options for your marketing.

DO NOT

- Use too many different colors.
- Use yellow for text, or a lighter color that does not contrast enough for the eye to read from a distance. Lighter colors should be on a darker background.

LOGOS

DO

Follow lock-up guidelines and guidelines for using multiple logos. (page 6)

Place lock-up in bottom right hand corner unless you are using a multiple department layout. Your eye will see it last and this promotes brand recognition.

DO NOT

- Create logo soup.
- Place logos with a white background over an image or dark background. (Use reverse logos in PNG, EPS, or PDF format. See page 12 for file types.)

POSTER A = BAD DESIGN

Page 14

- Font is not professional looking.
- More than two fonts are used and they not brand standard.
- Layout does not flow well. Text is all over the place.
- Yellow header color is hard on the eyes. Outlines should NEVER be used on fonts.
- Header is too small.
- Colors are not University preferred and do not work well with the main image.
- The outer glow on speaker name makes it harder to read.
- The logos get lost in the busy portion of the image. Logo soup.
- Some logos have white backgrounds. Proper file type is not used.
- Drop shadow on header and Arts and Letters lock-up should not be used.

POSTER B = GOOD DESIGN

Page 15

- Brand standard fonts are used (Galaxie Polaris and Adobe Garamond).
- Only two fonts are used.
- Layout is clean. Text is lined up where it needs to be.
- Proper lock-up is used for multiple sponsor logos.
- Colors are University preferred and work well with the main image.
- Header is large and readable.
- URL is included for more information. (should always have this)
- "Please post until" date is added. (college policy)

**Effective January 1, 2015, Arts and Letters departments are required to include an expiration date on the bottom right-hand corner of posters being hung in O'Shaughnessy. Posters may be hung anywhere throughout the building — preferably on the bulletin boards — but may not be taped or tacked to any of the wooden walls. No posters or other hangings will be allowed in the Great Hall of O'Shaughnessy. Departments are responsible for removing posters that have expired. Posters left hanging beyond the expiration date or beyond the event date when no expiration is provided may be removed and discarded by the College. We ask that all posters remain untouched until the expiration or event date being advertised is passed. Rationale: This policy has been established to ensure that posters are current and relevant. The policy is also intended to make those hanging posters responsible for their timely removal.*

Conference Header

February 21-23

Mckenna Hall

SPEAKER:

Professor Jane Smith

University of Iowa

SPONSORED BY



Center for Civic Innovation



NOTRE DAME INITIATIVE FOR
GLOBAL DEVELOPMENT



HISBURGH PROGRAM IN PUBLIC SERVICE



ARTS AND LETTERS



CONFERENCE HEADER

February 21-23

Mckenna Hall

Professor Jane Smith
University of Iowa

Free but ticketed event

nd.edu/urlhere

Sponsored by:



ND Energy
Center for Civic Innovation
Digital Learning
Research

Environmental Change Initiative
ND Initiative for Global Development
Institute for Latino Studies
Romance Languages and Literatures

Hesburgh Program in Public Service
John J. Reilly Center
Center for Social Concerns
Office of Sustainability

Please post until 2.24.19