Master Logo ARTWORK

NEWMAN UNIVERSITY RED AND BLUE

Use Pantone for print, use hex for web.

PANTONE 704
- Process colors (CMYK)
  - Cyan: 0
  - Magenta: 90
  - Yellow: 72
  - Black: 29
- HEX# B32D33

PANTONE 2768
- Process colors (CMYK)
  - Cyan: 100
  - Magenta: 91
  - Yellow: 38
  - Black: 45
- HEX# 051C48

GIVE THE LOGO ITS OWN SPACE

A clear zone around the logo will give it the room it needs to stand out.

Sub-brand Logotype ARTWORK

NEWMAN UNIVERSITY SCHOOL OF NURSING AND ALLIED HEALTH

NEWMAN UNIVERSITY Nurse Anesthesia

TREAT THE LOGO-TYPES AS ARTWORK, NOT AS TYPOGRAPHY

Sub-brand logotypes must appear either with the master logo or as part of a sub-brand signature.

Sub-brand Signature ARTWORK

DIVISION OF SCIENCE AND MATHEMATICS

SCHOOL OF NURSING AND ALLIED HEALTH

SCHOOL OF NURSING AND ALLIED HEALTH Nurse Anesthesia

SIGNATURES CAN ACT AS THE PRIMARY MARK ON SOME PIECES

You may use the sub-brand signature as primary branding on school or college level print collateral and websites. However, the master logo should appear on all print collateral in a secondary position, e.g., the back cover. A clear zone around the signature will give it the room it needs to stand out.

PRIMARY TYPEFACE – BASKERVILLE

BASKERVILLE FOR PRINT

Baskerville is the default font for body copy. Italic, bold, semibold, small caps, ornaments and swash faces are also available.

ALTERNATIVES TO BASKERVILLE

Baskerville is the preferred typeface. However if you do not have access to Baskerville, Times or Georgia are acceptable alternatives.