

## Master Logo ARTWORK



GIVE THE LOGO ITS OWN SPACE

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

NEWMAN UNIVERSITY  
RED AND BLUE

Use Pantone for print,  
use hex for web.

PANTONE 704	<p><b>PANTONE 704</b></p> <p>Process colors (CMYK)</p> <p>Cyan 0 Magenta 90 Yellow 72 Black 29</p>	HEX# B32D33	<p><b>HEX#</b> OR <b>RGB</b></p> <p>Red 180 Green 46 Blue 52</p>
PANTONE 2768	<p><b>PANTONE 2768</b></p> <p>Process colors (CMYK)</p> <p>Cyan 100 Magenta 91 Yellow 38 Black 45</p>	HEX# 051C48	<p><b>HEX#</b> OR <b>RGB</b></p> <p>Red 5 Green 29 Blue 73</p>

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.**

## Sub-brand Logotype ARTWORK

NEWMAN UNIVERSITY  
SCHOOL OF NURSING AND ALLIED HEALTH

NEWMAN UNIVERSITY  
SCHOOL OF NURSING AND ALLIED HEALTH

*Nurse Anesthesia*

NEWMAN UNIVERSITY *Nurse Anesthesia*



BLACK AND REVERSE SIGNATURE AND MASTER LOGO

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

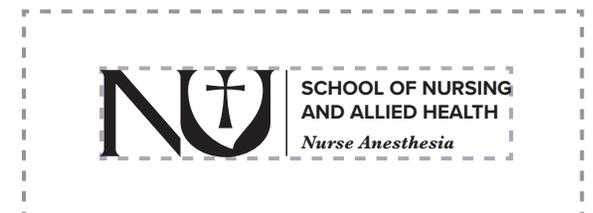
NEWMAN UNIVERSITY | DIVISION OF SCIENCE AND MATHEMATICS

NEWMAN UNIVERSITY | SCHOOL OF NURSING AND ALLIED HEALTH

NEWMAN UNIVERSITY | 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.



WE RECOMMEND THAT YOU REFER TO THE FULL GUIDE WHENEVER YOU DEVELOP MARKETING COMMUNICATIONS. PLEASE VISIT THE WEBSITE XXX FOR MORE INFORMATION.