

NEWMAN UNIVERSITY Visual Identity Guidelines Quick Guide



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

HEX#

OR
RGB

Red 180
Green 46
Blue 52



PANTONE 2768

Process colors
(CMYK)

Cyan 100
Magenta 91
Yellow 38
Black 45



HEX# 051C48

HEX#

OR
RGB

Red 5
Green 29
Blue 73

GIVE THE
LOGO ITS
OWN SPACE

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

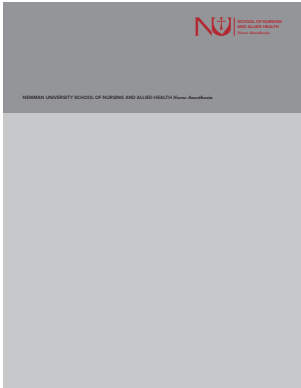
Sub-brand Logotype ARTWORK

NEWMAN UNIVERSITY
SCHOOL OF NURSING AND ALLIED HEALTH

NEWMAN UNIVERSITY
SCHOOL OF NURSING AND ALLIED HEALTH

Nurse Anesthesia

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

BLACK AND REVERSE SIGNATURE AND MASTER LOGO

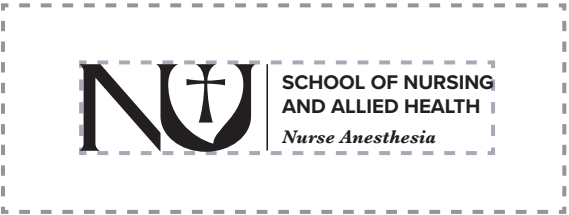


Sub-brand Signature ARTWORK



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.

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