

VISUAL IDENTITY

University logo

For all publications that represent the University, the logo must appear on the front or back cover, with the exception of formal invitations. In an effort to keep a consistent visual identity, the logos may now only be used in the standardized PMS colors below.

Full Color or Duo Tone (PMS 3305 and K100)



One Color Green (PMS 3305)



One Color Black (K100)



White



The University themeline—Imagine your future. Design your career.®—should be used in all publications, linked to the logo whenever possible. The themeline has become officially trademarked and thus the superscripted ® needs to appear at the end of it. Any exceptions are to be reviewed by the Marketing and Public Relations Office.

Download logo

Go to <<http://www.stevenson.edu/services/mpr/images.asp>>

Username: external

Password: globe

University logo Improper Use Samples

Independent Creation



Wrong Color



Wrong Font



Disfigured



Low Resolution/Pixelated



Size - should be proportioned to its use

