Unified graphic standards reinforce a strong and cohesive identity. These standards establish a system for proper usage of the Villa Maria College word mark and seal and apply to all print and electronic communications from academic, administrative, and student-related departments and programs.

**Typeface Specifications | Print**

**Dominant:** Avenir (Light, Roman, Heavy, Black)

```
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * () +
```

Alternate: Arial (Regular, Italic, Bold, Bold Italic)

**Accent:** Garamond (Regular, Italic, Bold)

```
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * () +
```

Alternate: Times New Roman (Regular, Italic, Bold, Bold Italic)

Where Dominant or Accent fonts are unavailable, please use the Alternate fonts listed for each.

Example of proper typeface application:

“PLEASE DO NOT MOVE COMPUTER EQUIPMENT. Thank you for your cooperation.”

**The College Seal | Requirements**

The college seal is used in official documents. The seal cannot be altered in any way. It can only be used in Villa blue, gray, black, and/or white.

**Official Documents:** Examples of official documents include college programs, official letters, etc.

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There are three word mark options:

- CLEAR SPACE: The required measurement of clear space is relative to the height of the letter “M”.
- MINIMUM SIZING:
  - **Print:** 1 in x .5 in
  - **Web:** 177 pixels x 118 pixels
- POSITION: The tagline should always be centered underneath the logo. Tagline may be included at designer’s discretion.
- TYPEFACE: The font required for the tagline is lowcase “Avenir Light.” When used for departments and the titles of college organizations, text should be in all caps.

**Tagline | Specifications**

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```

Alternate: Arial (Regular, Italic, Bold, Bold Italic)

**Accent:** Garamond (Regular, Italic, Bold)

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