

Primary Logo | Artwork



CLEAR SPACE:
The required measurement of clear space is relative to the height of the letter "M".

There are three word mark options:



MINIMUM SIZING:
Print - 1 in x .5 in
Web - 177 pixels x 118 pixels

Tagline | Specifications



where talent takes you

Example of correct application:



FASHION DESIGN AND
MERCHANDISING PROGRAM

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 lowercase "Avenir Light." When used for departments and the titles of college organizations, text should be in all caps.

Typeface Specifications | Print

Dominant: Avenir (Light, Roman, **Heavy, Black**)
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ = +
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Alternate: Arial (Regular, *Italic*, **Bold, Bold Italic**)

Accent: Garamond (Regular, *Italic*, **Bold**)
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ = +
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Alternate: Times New Roman (Regular, *Italic*, **Bold, Bold Italic**)

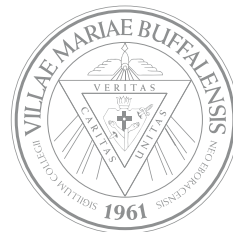
Where Dominant or Accent fonts are unavailable, please use the Alternate fonts listed for each.

Example of proper typeface application:

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

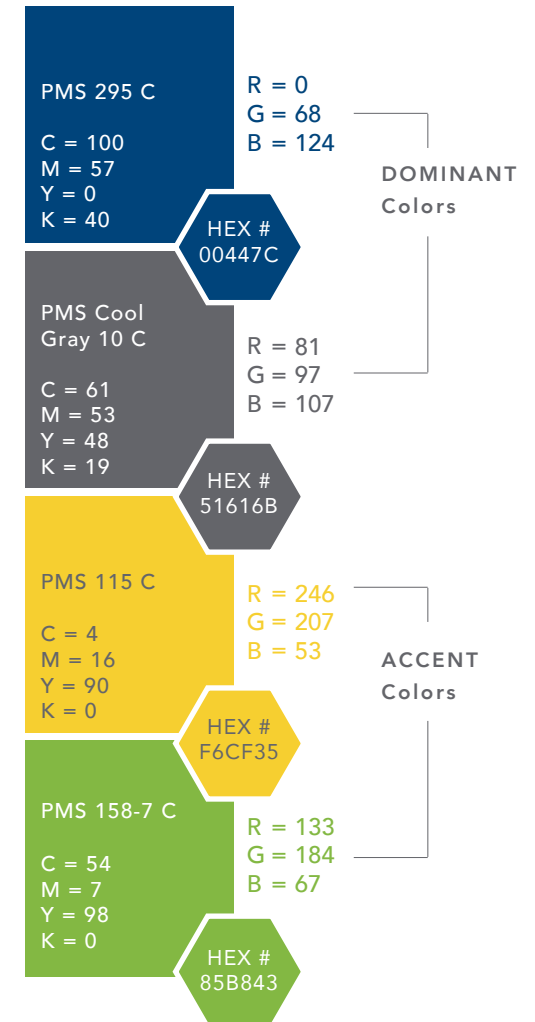
The College Seal | Requirements

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.

Color Specifications | Print & Web



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.