

BRAND IDENTITY

STYLE GUIDE



CLARK
UNIVERSITY

Adopting a Refreshed Fiat Lux Seal



The new Clark University logo

CLARK
UNIVERSITY

"wordmark"



"seal"

New Clark Logo



The new Clark University logo: horizontal orientation with tagline

CLARK
UNIVERSITY



CHALLENGE CONVENTION. CHANGE OUR WORLD.

PLACEMENT: Use logo on the front cover of all printed promotional materials intended for external audiences.
For all printed materials intended for internal audiences, place logo on the front or back cover.

Horizontal and Vertical Orientations



Sub-branded Institutes and Schools



Approved Logo Colors

Red



Black



White



Specifying Clark Colors

Printing



cmyk mix
0-100-90-3



PMS 186



#cc0000
204 - 0 - 0



50% black tint

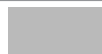


#939598
147-149-152

Foil Stamping



Infinity PG450



HC Matte

Approved Seal Colors

Red



Black



Black 2



White



LARGE



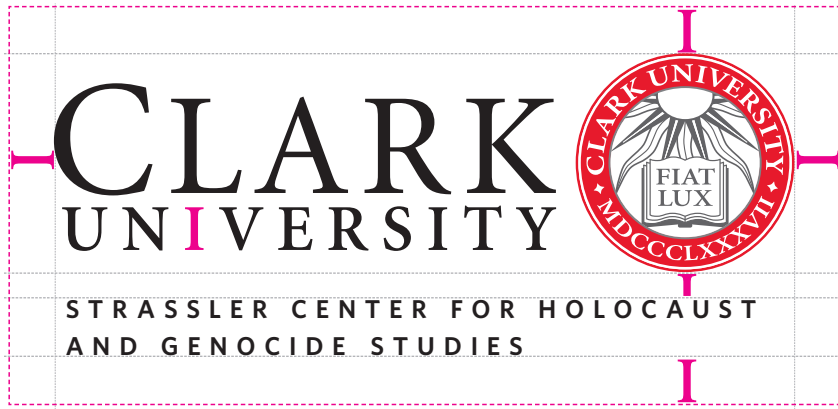
SMALL

White Logo must appear on a minimum
50% black background (shown here)

Parameters for Clear Space



At any given size, the full height of the letter “I” in “UNIVERSITY” (or the half height of the letter “I” as indicated below) represents the “clear space” needed around the logo, or college or institute name. The red outside dotted lines in these examples show the “clear space” required. Text, photography, etc. should not be placed any closer to the logo



Standard and Specialty Logo Sizes

For standard widths, from 3.5" and above

Use Large logos

(specified with "LG" in file name)



CU-Horiz-Red-60-75-LG-v4-01.eps



CU-Vert-Red-60-75-LG-v4-01.eps

For standard widths, from 2" to 3.5"

Use Small logos

(specified with "SM" in file name)



CU-Horiz-Red-60-75-SM-v4.01.eps



CU-Vert-Red-60-75-SM-v4.01.eps

For specialty widths, from 5/8" to 2"

When small spaces don't allow for use of the logo, the wordmark or seal maybe used by itself. (See minimum size requirements below)



3/4"

CU-Red-60-75-SM-v4.01.eps

CLARK
UNIVERSITY

5/8"

CU_Name.eps



5/8"

CU-Blk1-SM-v4.eps



1"

CU_Vert_Blkl_SM-v4.01.eps

Logo Don'ts



Logos are ONLY to be used as specified in this guide. Below are some examples of what NOT to do.



Do not stretch or distort the logo.



Do not use a white block on top of a colored background.



Do not alter the size, color(s) or orientation between the University name and seal.



Do not add names or create logos for your department or institute.



Do not use the outdated University Seal.

Approved Fonts



Whitney

Whitney Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Whitney Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Whitney Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Whitney Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Whitney Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Whitney Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Minion

Minion Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Minion Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Minion Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

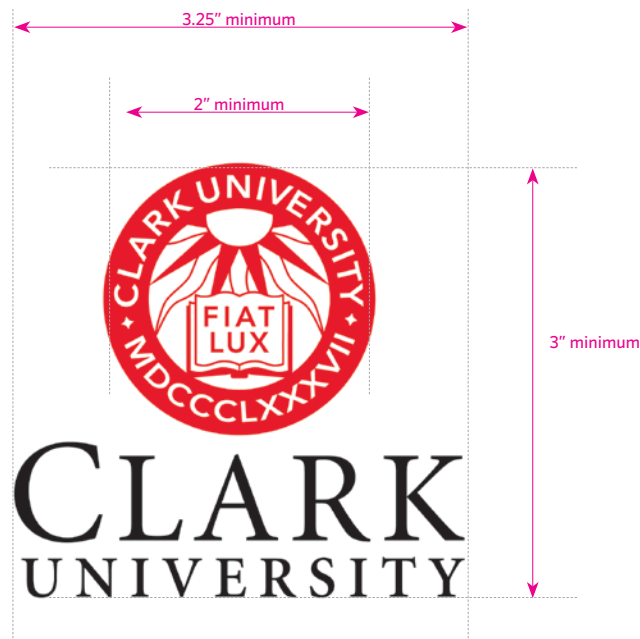
Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Minion Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Simplified Logo for Embroidery

SIZING FOR EMBROIDERY (MINIMUM)



Contact University Marketing and Communications
for official embroidery logo art.

THREAD COLORS FOR EMBROIDERY



Thread Colors

1839

Red

1001

White



Embroidery Apparel Color Requirements

APPAREL COLORS FOR EMBROIDERY



On Black apparel



On Red apparel



On White apparel



On Light Gray apparel



On Dark Gray apparel

The Clark University logo should only be embroidered on black, red, white or gray apparel or accessories.



Not acceptable



Not acceptable

Paper Stationery



CLARK
UNIVERSITY



Your Name: First, Middle, Last
Title, line one
Title, line two

Individual personalization

SAMPLE PAPER
STATIONERY
WITH PERSONALIZATION

CHALLENGE CONVENTION.
CHANGE OUR WORLD.



CLARK
UNIVERSITY

CHALLENGE CONVENTION.
CHANGE OUR WORLD.

Your Name

Your Title – first line with additional
Second line – if needed
Third line – if needed
Fourth line – if needed

**Name of Your School, Your Institute or
Your Department**

Your Address – first line
Your Address – second line
508-793-XXXX Your Phone
508-793-XXXX Your Fax
yourEmail@clarku.edu
clarku.edu

Department personalization

Name of Your Department

Your Address • Your City, State and Zip Code USA • Your Phone Number • Your Fax Number • clarku.edu/yourDepartment • yourEmail@clarku.edu

Electronic Stationery (Microsoft Word)



CHALLENGE CONVENTION.
CHANGE OUR WORLD.

Your Name: First, Middle, Last
Title, line one
Title, line two



Name of Your Department

Your Address • Your City, State and Zip Code USA • Your Phone Number • Your Fax Number • clarku.edu/yourDepartment • yourEmail@clarku.edu

Envelopes



UNIVERSITY 

Name of Your Department
950 Main Street
Worcester MA 01610-1477 USA

Two-color printing
with personalized return address



950 Main Street • Worcester MA 01610-1

One-color printing
(less expensive)
with generic return address

SAMPLE
ENVELOPES - GENERIC OR
PERSONALIZED

Paper Guidelines



For Digital Printing

Brand	Intended Use	Paper Weight
Accent Smooth <i>(at Alpha Graphics)</i>	Single cards, postcards, announcements	#100 or #120 Cover
Cougar Smooth <i>(at Curry Printing)</i>	Folded invitations or note cards	#80 or 100 Cover
	Posters and Flyers	#80 or 100 Text
	Brochures	#65 Cover

For Offset Printing

Brand	Intended Use	Paper Weight
Finch Fine <i>(uncoated)</i>	6-8 panel brochures	#65 Cover
	Saddle-stitched booklets	#70 or #80 Cover and Text
	Pocket folders	#120 to #130 Cover
	Posters	#80 to 100 Text
	Direct mail pieces	#80 Cover
Utopia 2XG Matte <i>(coated)</i>	Direct mail pieces	#80 Cover