

UNIVERSITY QUICK GUIDE

PRIMARY SIGNATURE

Horizontal



Horizontal Stacked



Vertical



PRESTIGE SIGNATURE



TYPOGRAPHY

Serif

Warnock Pro
Minion Pro
Times New Roman

Sans Serif

Avenir
Gotham
Arial

Decorative

Bickham Script Pro
Corinthia Professional

COLLEGE SIGNATURES



CO-BRANDED LOGOS



COLOR PALETTE

Primary

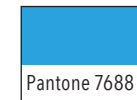


CMYK:
15/60/92/80



CMYK:
0/12/100/0

Accent

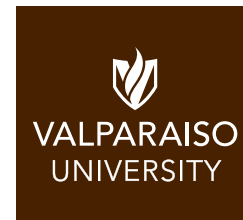
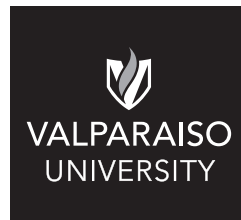
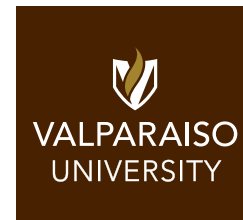


CMYK:
73/20/0/0



CMYK:
25/0/95/0

REVERSE LOGO GUIDELINES



Prestige



CMYK:
15/60/92/80



CMYK:
34/43/100/10

Neutral



CMYK:
0/9/16/43



CMYK:
0/12/35/25

SECONDARY SIGNATURE

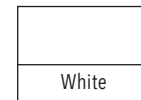


Leave a clear zone around the logo - the height of the "V" in each logo - to give it room to stand out.

Please refer to the full guide at valpo.edu/brand when developing marketing communications materials.



CMYK:
0/0/0/100



CMYK:
0/0/0/0