

## Alumnae Association Logo Graphic Standards

The visual identity of the Saint Mary's College Alumnae Association is the main identifier of the Association in all official communications. When used appropriately, the logo clearly represents the College and the Association in a consistent manner. This increases awareness of the College through the Office of Alumnae Relations and promotes the bond of Saint Mary's Alumnae and the institution.

The use of this logo is strictly limited to the Alumnae Association of Saint Mary's College, and requires prior written consent and approval. For more information regarding correct usage, please contact the Office of Alumnae Relations at **(574) 284-4578**.

Three elements make up the components of the Alumnae Association identity:

- 1) a graphic design with a recognizable tower element
- 2) typographical presentation of the College's name
- 3) specific and applied colors for consistency

### Specifications

The logo must be used in either its full-color form utilizing the Pantone Matching System color number 288 (PMS 288), its CMYK equivalent of C=100, M=67, Y=0, K=23, or black set to 100% opacity.

### Available file formats

#### Vector:

- **EPS** (Encapsulated Postscript) *sizeable without losing print quality; for embroidery, signage, and print use*

#### Rasterized or Bitmapped Images:

- **TIFF** (Tagged Image File Format) *for use in print: 300 dpi*
- **PDF** (Portable Document Format) *high resolution or optimized*
- **JPEG** (Joint Photographic Experts Group) *compression method that loses quality when enlarged and a format widely used to display photographic images)*
- **GIF** (CompuServe's Graphics Interchange Format) *for Web use*

The logo should always be reproduced where it is clearly legible in the medium in which it is used.

To maintain the integrity of the logo, the minimum allowable size of its reproduction is 1.75 inches wide.

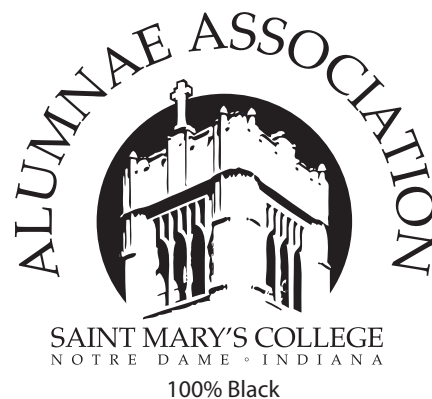
### Local club use

Local Alumnae Association Clubs of Saint Mary's College may add a location identifier. However, the addition of the identifier is subject to the following restrictions (see correct example below):

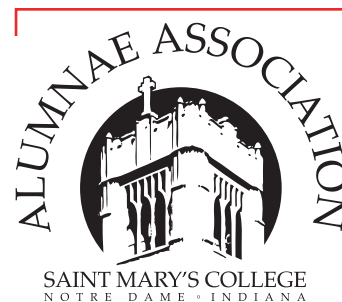
- *Palatino Italic* or *Times New Roman Italic* fonts
- center directly beneath the Alumnae Association logo
- extend no further horizontally than the College's full name
- allow adequate vertical spacing equal to the height of the College's full name



■ Blue		PMS 288 Blue
■ CMYK		C=100, M=67, Y=0, K=23
■ RGB		R=0, G=75, B=141



1.75"



**Minimum** size for all use in print projects and on merchandise is 1.75" wide

**Minimum** size for all use on the web or in email is 1.5" wide



**Do not alter, distort, or dissect the logo in any way**