



ALVERNIA

UNIVERSITY

visual **identity** manual

table of contents

Introduction	2
The Image System: An Introduction	3
Logo Usage	4
Logo Clear Fields	5
Logo Placement and Size	6
Unacceptable Logo Variations	7
Alvernia Header	9
Logo Colors	10
Use of Color	11
Reversed Logos	12
Primary Color Palette	13
Typography	14
Writing Style Points	18



What comes to mind when you see the Alvernia University logo? We hope our visual identity inspires a sense of pride for our distinct academic programs and commitment to our Franciscan heritage.

Our visual identity is powerful. It is a symbol of who we are and what we represent. So it is important that all of us use our graphic elements consistently. To that end, we have created this Visual Identity Manual as a guide to ensure we are consistent and deliberate in how we visually represent Alvernia. Over time, our efforts will create an even stronger Alvernia brand and help us communicate more effectively.

While our logo is the most recognizable symbol of who we are, it is important to remember that in the end we, the people of Alvernia, are the best brand messengers. Alvernia's brand was built by dedicated employees, past and present, who were committed to our mission. Our actions and words fulfill our brand promise and bring our logo and graphic identity to life.

If you have questions about proper usage of any visual identity elements, please contact Laurie Muschick in the university's marketing and communication department at extension 1940.

introduction

Alvernia's Visual Identity Manual provides guidelines for representing the university visually in publications, digitally, and in other mediums. It includes standards for logo use, typography and colors. Recognizing that the university has a variety of graphic needs, the standards allow for flexibility while still maintaining consistency. Following these standards will help the university maintain and strengthen its brand, creating a recognizable and distinct look that is synonymous with all Alvernia has to offer.

Why are visual identity standards important?

A brand identity consists of the intangible attributes and qualities that people consistently associate with an institution when they come in contact with it, whether verbally, visually, electronically, or otherwise. The brand identity represents an institution's genetic code, or brand promise. Our audiences are bombarded by many messages, from many voices, from many types of media. Thus, for Alvernia's message to stand out, we must be consistent in what we say and how we look. Following visual identity standards will ensure that our brand identity becomes established in the minds and hearts of all people coming into contact with Alvernia.

Benefits of visual identity standards:

- **Memorability.** As we continually use a consistent visual identity, our logo and graphic look will be recognizable to a growing audience and reinforce our identity.
- **Distinction among other educational institutions.** A consistent visual identity will help Alvernia stand out among other colleges and universities.
- **Representation of strength, stability, quality, and institutional longevity.** Using a consistent visual identity demonstrates the university's firm place in the educational marketplace.
- **Ease of use.** A single identity system that truly reflects Alvernia is easier and more economical to implement than several different looks.



the image system: an introduction

The visual identity guidelines presented in the following pages were created to assist Alvernia employees and our vendors in producing consistent, high quality materials that contribute to and reinforce the Alvernia identity.

Logos

Alvernia's logos, also referred to as wordmarks, form the core of the university's visual identity. Unless a unique situation arises, an approved Alvernia logo should be included prominently on all materials that represent the university. No other logos should be used to represent Alvernia. Approved logos and guidelines for their use, including placement, size, color, and clear fields, are provided in the following pages.

Typography

Alvernia has recommended three primary typefaces. These should be used in all documents to ensure a consistent look and feel in all Alvernia materials. Typeface guidelines for headlines, titles, and body copy are included in the following pages.

Color Palette

Alvernia has a specific color palette and guidelines for reproducing the logo in color. More information on Alvernia's color palette is included in the following pages.

logo usage

Alvernia logos are specially designed wordmarks. Please see the reproductions below for official institutional logos.

Alvernia's logos should always be reproduced from official EPS or other files provided. Logo files are available by contacting the univeristy's marketing and communication department at extension 1940.

- No part of the logo should be typeset.
- Do not distort or modify the logo in any way.
- All elements of Alvernia's logo are designed to be used as one unit.
- Do not separate the symbol from the text.
- The logo should not be used as a substitute for text in headlines, titles, or body copy.
- Previous Alvernia logos should no longer be used.

Guidelines for logo placement, minimum size, clear fields, and color follow the official logos below.



Boxed Wordmark with "A" Symbol



Boxed Wordmark



Unboxed Wordmark with "A" Symbol



Unboxed Wordmark



Unboxed Wordmark with "A" Symbol (stacked)



Stacked Wordmark with large "A" Symbol

logo clear fields

The Alvernia logo must have clear space surrounding it (called a “clear field”). This space helps establish the prominence of the logo relative to other elements on the page and preserves its integrity.

- The size of the clear field is equal to the height of the first and last “A” in the “Alvernia” used in the logo.
- The clear field varies with the size of the logo.
- No graphic element may appear in the clear field surrounding the logo.



Boxed Wordmark with “A” Symbol



Unboxed Wordmark with “A” Symbol



Boxed Wordmark



Unboxed Wordmark



Stacked Wordmark with large “A” Symbol



**Unboxed Wordmark with “A” Symbol
(stacked)**

logo placement and size

Cover Requirements

As a general rule, Alvernia's logo or wordmark should appear on the front of all marketing and communication materials. On the cover of a publication, the prominence of the logo or wordmark should be a main consideration in design, though its prominence is not mandatory.

Sign-Off

A consistent "sign-off" (Alvernia logo, address and contact information printed on the back of a document) should be used on all Alvernia publications. The following examples show the standard format for this information. Specific type sizes and content may be adjusted slightly as needed, depending on the purpose of the document, but generally the standard format and structure should be followed.

ALVERNIA UNIVERSITY

② 400 Saint Bernardine Street
Reading, PA 19607

③ 1-888-ALVERNIA
(1-888-258-3764)
Fax: 1-610-790-2873
www.alvernia.edu

① = Helvetica Neue, 10.5 pt.
② = Helvetica Neue, 6 pt. on 8pt. leading
③ = Helvetica Neue Medium, 10.5 pt. on 13 pt. leading

ALVERNIA UNIVERSITY

① CONTACT US:

Office of Admissions

② 400 Saint Bernardine Street
Reading, PA 19607

③ 1-888-ALVERNIA
(1-888-258-3764)
Fax: 1-610-790-2873
admissions@alvernia.edu
www.alvernia.edu

.219"
.187"
.219"

unacceptable logo variations

Alvernia's logos should not be modified in any way. The examples below demonstrate unacceptable variations of the Alvernia logo. These examples are not meant to be a complete list of unacceptable variations, but rather a sampling. *(Note that the boxed version of the logo is used for illustration purposes only. These rules apply to all versions of the Alvernia logo.)*



Parts of the wordmark should never be separated or rearranged.



The wordmark should never be enclosed within a shape that suggests it is part of the wordmark.



The wordmark should never be stretched.

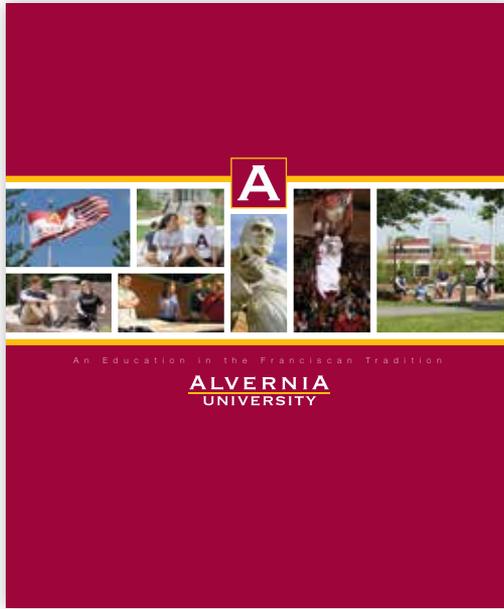


The wordmark should never be condensed.



The wordmark should never be skewed.

An example of the Alvernia logo and wordmark being used on the cover of the ViewBook.



Discover your Future



**ALVERNIA
UNIVERSITY**

An Education in the Franciscan Tradition

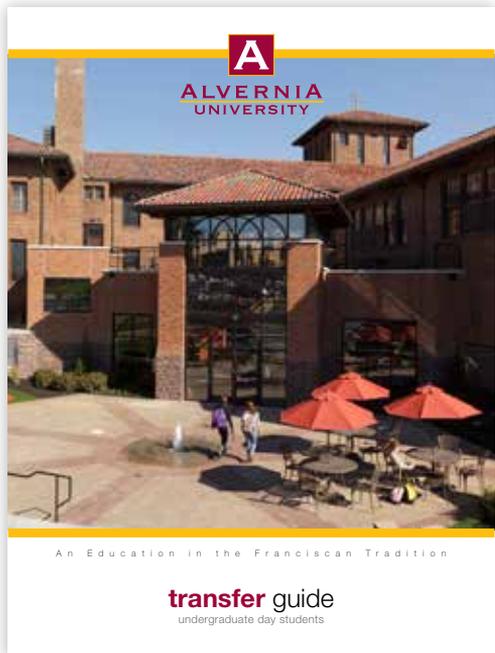
An example of the Alvernia logo being used on the cover of Senior Search.

alvernia header

The Alvernia header is to be used with all main literature on the cover at the top. It consists of the Alvernia mark used as a keystone and the gold ribbon which frames the main image or images and content on a page. The gold ribbon is usually 5pt. to 8pt. in weight and in PMS 124. The reverse white "A" within the red square is always used. The square should straddle the ribbon evenly. The Alvernia word mark should be directly below the square in red, proportionally to the stacked version of the logo, or if it is used over a dark image, white or at the discretion of Alvernia's Creative Director.



An example of the Alvernia Header being used on the cover of the Transfer Guide.



logo colors

Alvernia's logo is restricted to the university's primary color palette, which consists of two colors: a specific red and gold. Black and white are also included in this palette. Below are the approved specifications of Alvernia's color palette.

logo colors	PANTONE® SPOT COLORS		4-COLOR PROCESS (When printing on coated papers only.)	RGB	HEX CODE
	COATED	UNCOATED			
	When printing on coated papers, use:	When printing on uncoated papers, use:			
red	 PMS 194C	 CUSTOM MIX*	C 7 M 100 Y 54 K 35	R 153 G 0 B 0	#990000
gold	 PMS 124C	 Custom MIX*	C 0 M 27 Y 100 K 0	R 240 G 179 B 16	#f0b310

*When printing on uncoated papers, it is recommended to use a special ink mix to achieve a better color match to the coated PMS colors:

PMS 194 (RED) = Kohl & Madden MSP #FS2H401610

PMS 124 (GOLD) = Kohl & Madden MSP #FS2H200811

The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match PANTONE Color Standards. For accurate color, please refer to the most current PANTONE Color Formula Guide.

PANTONE® is a registered trademark of Pantone, Inc.

use of color

The Alvernia logo should only be reproduced using the official color palette, black, or white. When working with limited color printing options, choose the color that is as close as possible to Alvernia's official red and gold colors.

Note regarding background color: The colors specified in the wordmarks above are intended to work best when the background color is white, Alvernia gold or a color light enough to provide ample contrast to the type and wordmark elements. It is essential that the large "A" symbol, type, rules and box color always be printed in Alvernia red, Alvernia gold, black, white or a combination of these colors.

preferred color use

The logo printed with Alvernia's official colors.



2-Color Version (boxed)



2-Color Version (unboxed)



3-Color Version (alternate)

acceptable color use

The logo printed in Alvernia's official red.



1-Color Version, Alvernia red (boxed)



1-Color Version, Alvernia red (unboxed)

acceptable Color use

The logo printed in black.



Black Version (boxed)



Black Version (unboxed)



Black Version (alternate)

Reversed logos

Due to its unique design, the Alvernia logo is not easily knocked out of a color to white. Therefore, reversing it is not recommended when producing traditional marketing materials and may be done only when printing with one color, preferably Alvernia red, Alvernia gold or black.

preferred Version: unboxed

The unboxed logo knocking out of Alvernia red, Alvernia gold or black.



(knocking out of Alvernia red or Alvernia gold background)



(knocking out of black background)

acceptable Version: Modified Boxed

The unboxed logo knocking out of Alvernia red, Alvernia gold or black.



(knocking out of Alvernia red or Alvernia gold background)



(knocking out of black background)

unacceptable Versions

A modified boxed or unboxed logo knocking out of any color other than Alvernia red, Alvernia gold or black.



Unacceptable
(Knocking the modified boxed wordmark out of a non-Alvernia color background)



Unacceptable*
(Knocking the unboxed wordmark out of a non-Alvernia color background)

Please note: The Alvernia logo should never be placed in a small box or shape, which might suggest that the shape is part of the logo. The examples above are meant to suggest a large field of color, not a shape.

Primary color palette

The following are suggested primary colors to complement Alvernia's official red and gold color palette in print and online applications. *Note: These colors are not intended or allowed for use in the logo.*

secondary color palette	COLOR	4-COLOR PROCESS (When printing on coated papers only.)	RGB
Cover Blue		C 100 M 85 Y 50 K 35	R 20 G 47 B 75
Amparo Blue		C 81 M 47 Y 0 K 0	R 45 G 122 B 191
Turquoise		C 61 M 0 Y 32 K 0	R 88 G 195 B 187
Dried Herb		C 45 M 31 Y 65 K 10	R 139 G 144 B 104
Orange		C 0 M 75 Y 100 K 0	R 242 G 101 B 34

The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match PANTONE Color Standards. For accurate color, please refer to the most current PANTONE Color Formula Guide.

PANTONE® is a registered trademark of Pantone, Inc.

typography

Alvernia University uses two primary font families: Helvetica Neue and Utopia. These fonts are recommended for all undergraduate and graduate communication, including correspondence and publications. Circumstances may arise in which a different font is necessary to communicate a unique message. Use judgment in choosing a different typeface, keeping in mind Alvernia's brand identity. These fonts are only available in the Marketing and Communications Office; however, they can be shared with vendors for printing purposes.

Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;''/?!@#\$\$%^&*()

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;''/?!@#\$\$%^&*()

Helvetica Neue 56 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;''/?!@#\$\$%^&*()

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz
1234567890.,;''/?!@#\$\$%^&*()

Helvetica Neue 76 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz
1234567890.,;''/?!@#\$\$%^&*()

Helvetica Neue 95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz
1234567890.,;''/?!@#\$\$
%^&*()

body copy

Most primary body copy should be set using the Utopia typeface. When special emphasis is needed within the body, use a heavier weights, when appropriate, or use a weight of Helvetica Neue to create type contrast.

pullouts, quotes and lists

When pulling out information such as a quote, list, or sidebar, it is acceptable to use Helvetica Neue weights.

Adobe Utopia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;'"!/?!@#\$\$%^&*()

Adobe Utopia Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;'"!/?!@#\$\$%^&*()*

Adobe Utopia semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;'"!/?!@#\$\$%^&*()**

Adobe Utopia semibold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;'"!/?!@#\$\$%^&*()***

Adobe Utopia bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;'"!/?!@#\$\$%^&*()**

Adobe Utopia bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;'"!/?!@#\$\$%^&*()***

alvernia seal

The Alvernia Seal is only to be used for official documents that represent the university as a whole. This should not be used to represent a division of the university or a specific college.

Any pieces developed for external use or distribution shall be reviewed by the Creative Director in the office of Marketing and Communications prior to production.

Some proper uses include:

- The president's stationary
- Legal documents
- Alvernia's website
- Scholarship information



2 color seal (PMS 194, PMS 124)



1 color seal (PMS 124)



1 color seal (PMS 194)



1 color seal black

Questions?

If you have questions about Alvernia's logos, color use, typography, or other graphic elements, please do not hesitate to ask. Contact Marketing & Communications at extension 1940.

resources

How to Obtain Alvernia Logos

Alvernia University's logos are available on the Shared or "S" Drive under Alvernia University Logos in several formats, for both Macintosh computers and PCs, for print and electronic reproduction.

EPS files: EPS (vector) files are the preferred file format for print. These files may be imported into a document and enlarged or reduced in size, but not altered otherwise.

TIFF files: TIFF (raster) files are not recommended for print.

GIF files: GIF files are the preferred file format for web use. They must be sized to 100% and saved at 72 dpi.

How to Obtain the University Seal

The University Seal is to be reserved for special publications and in select circumstances only. It is available from the Office of Marketing and Communications in several formats for both Macintosh computers and PCs, for print and electronic reproduction

How to Obtain Approval

Any pieces developed for external use or distribution must be reviewed by the Creative Director in the office of Marketing and Communications.

alvernia writing style points:

What writing style does Alvernia use for its publications?

Alvernia University adopts the journalism rules of the Associated Press (AP) Stylebook in all of its publications. The AP Stylebook uses what is known as ‘downstyle’ – meaning that words are lowercase unless a rule says to capitalize them.

Body copy key points

- Always use single spaces between sentences and after colons.
- Do not italicize book titles (see “Book Titles” above).
- Punctuation should always go inside quotes [Mary said, “I like AP Style.”]
- When offering acronyms, write out its meaning on first mention [The Society for Human Resource Management (SHRM) is a group that...]
- Avoid underlining words. Today, underlining is reserved for hyperlinks.

General Capitalization

Capitalize: course names [Foundations of Philosophy], departments [Business Department], buildings [Francis Hall], the word “Internet,” and the first word of a headline [Business students receive awards].

Do not capitalize: majors [nursing] – with the exception of languages [English], class year [sophomore].

Professional Titles

Professional and academic titles are capitalized when they immediately precede names, but are not capitalized when following names. In addition, academic credentials are either spelled out before names, or abbreviated after names – never both.

Examples:

Professor Tim Blessing, Ph.D.

Dr. Tim Blessing, professor of history

Academic Degrees

Capitalize official degree titles only: [Bachelor of Arts, Doctor of Philosophy].

Do not capitalize unofficial degree titles: [bachelor’s degree, doctorate].

Use of apostrophe: bachelor’s degree and master’s degree are correct, but an associate degree is not possessive.



Book Titles

Titles of books, movies, recordings, television shows and similar works are set off in quotation marks with all principal words capitalized [“Harry Potter and the Deathly Hallows”].

Titles of magazines, newspapers, and reference works are capitalized, but otherwise get no special treatment [The Reading Eagle].

Second reference of organization name

When referring to Alvernia University, please use the following capitalization practice:

- Alvernia University is located in Reading, Pa.
- Alvernia is located in Reading, Pa.
- The university is located in Reading, Pa.

Questions?

If you have questions about Alvernia’s writing style points, contact the Marketing & Communications department.

Alumni / Alumnum / Alumna

Alumni = multiple

Alumnus = one male graduate [Alumnus John Doe ’13]

Alumna = one female graduate [Alumna Jane Doe ’13]

Residence Halls vs Dorms

Please refer to Alvernia campus housing as “residence halls” instead of “dormitories” or “dorms.”

Sample AP Style state abbreviations:

Pa., Conn., Fla., Md., N.J., Ohio, Va.



400 Saint Bernardine St., Reading, PA 19607 ■ Marketing & Communications 610-769-8376