



Arcadia was a picturesque region of Ancient Greece known for its peacefulness and simplicity. It was a place where poets and philosophers felt nurtured and free to pursue independent thought and artistic inquiry.

As a name, Arcadia has a strong and positive connection to academic pursuits, reflecting the University's commitment to vigorous intellectual exploration, as well as a free exchange of knowledge and experience. It is also a name that underscores our mission as a leader in global education. Because of our focus on making a global perspective an inherent part of the academic experience here and our belief in study abroad as a critical part of every person's educational experience, the name is a perfect fit for our University.

The logo has been designed to represent these ideals visually. The fluid, bold type coupled with the elegant castle rendering brings the essence of ancient Arcadia to life.

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## THE ARCADIA UNIVERSITY LOGO

The ARCADIA LOGO is comprised of four parts.

- the name “ARCADIA”
- the designation “UNIVERSITY”
- the date the school was founded “SINCE 1853”
- the illustration of the CASTLE



THE LOGO DESIGN SHOULD NOT BE ALTERED IN ANY WAY.

The type fonts, size relationship of type, type font weights, positioning of type and art, illustration, and colors have been designed to work together as an integral unit. A change to any part of this logo in any way, other than that specified in this manual, is a violation of the ARCADIA LOGO STANDARDS and is strictly forbidden.

ALL LOGO ART IS AVAILABLE ON DISC FOR MAC AND PC FORMATS.  
TO ENSURE THE DESIGN INTEGRITY OF THE LOGO, IT IS STRONGLY  
RECOMMENDED THAT THESE EXISTING FILES BE USED.

### APPROVED LOGO TYPE FONT & COLORS

TYPE FONT: Poetica

ARCADIA COLOR: PMS 201 red

#### 4-COLOR PROCESS

0-cyan

100-magenta

65-yellow

34-black

## LOGO SAFETY GUIDELINES



## UNIVERSITY

Safety areas are established to ensure that the identity of a logo is maintained. The safety area is defined as the area around a logo that shall not be violated by any piece of type or art.

The safety area for the ARCADIA LOGO is established by using the height of the type in the word UNIVERSITY (see example above). Using that height measurement as a guide, apply it to the outside of the farthest type and image of the logo. Connect these measurements with a rule and the entire safety area will be established for the size logo that is being used.

Since the logo design does not form a rectangle, a unique safety area has been created. The area that is above the ARCADIA type and to the left of the CASTLE illustration (see dotted gray box) does not fall into the safety area. Since type or art may enter this area, certain restrictions apply to protect the logo's design and integrity.

- Any type that enters this area must be smaller in CAP HEIGHT than the word UNIVERSITY.
- Any type that enters this area must be LIGHTER IN FONT WEIGHT (visually) than the word UNIVERSITY.
- No graphic bars, shapes, etc., should be placed in the dotted area.

## LOGO VARIATIONS

There are two main logo variations of the full logo. Because they embody to the fullest the branding of the University, every effort should be put forth to use them.

Two versions have been made to accommodate printing of the castle artwork. Version 1 has a very detailed rendering of the castle. To assure that the integrity of the illustration is maintained, this version of the logo should not be reproduced any smaller than 3.5" (measured from the serif of the "A" in ARCADIA to the farthest piece of the castle illustration on the right).



Version 2 has a less-detailed rendering of the castle. This version is to be used for reproduction from 3.5" down to 2.25". This logo should not be reproduced below 2.25" because "SINCE 1853" will not be readable, and the integrity of the castle rendering will be lost.



## LOGO VARIATIONS

There may be a need to use the main logos, but without the words "SINCE 1853." The logos on this page show the accepted design. They are exactly the same as the main logos except without the words "SINCE 1853." Note: the size in which the logo is reproduced will dictate which castle illustration version is correct.



## LOGO VARIATIONS

A secondary logo is approved for usage when the castle art presents printing or design problems. This variation is the exact copy of the main logos, except with the deletion of the castle illustration. As in version 2, this variation should not be used under 2.25" because the words "SINCE 1853" will become unreadable.



If the all-type logo is used under 2.25", the version with the words "SINCE 1853" deleted should be used.



## LOGO VARIATIONS

All-black versions of the logo can be used. They are identical to the two-color versions in every way except for the exclusion of the burgundy color. All restrictions and guidelines that apply to the two-color versions apply to the all-black versions, with no exceptions.



## REVERSED LOGOS

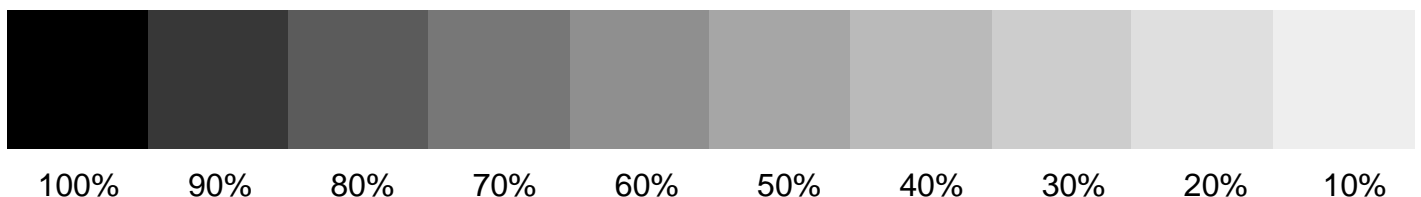
The Arcadia University logo can also be used in a “reversed” or white type format.

When using the Arcadia logo which includes the castle illustration, the following background color requirements must be met. The background color (which may be any color) should be no lighter than a 20% value of black, and no darker than a 40% value of black. (See color value chart below.)

If the background value is lighter than a 20% value of black, the logo type will not be able to be read. If the background value is greater than a 40% value of black, the castle illustration will not be able to be seen. In both cases, the integrity of the logo will be violated. If a determination of background value can not be made, usage of this style of the logo should be avoided. (See following page for alternate reversed logo.)



Acceptable color density when  
overprinting the castle line art in black



## REVERSED LOGOS

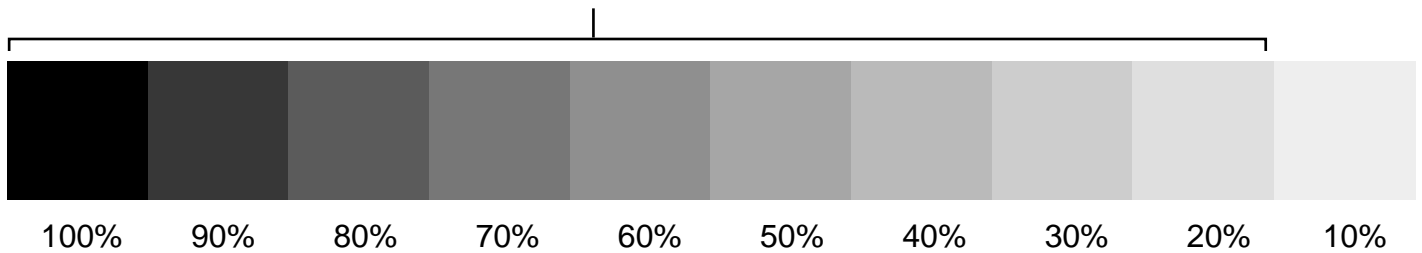
These logo variations allow for the use of a darker background. Because the castle illustration has been removed, the readability of the type is the only concern. A background value from 20% up to 100% may be used. Do not use a background color value that is less than 20%.

Example of background color at 20%



Example of background color at 100%

Acceptable color density when using reversed type only

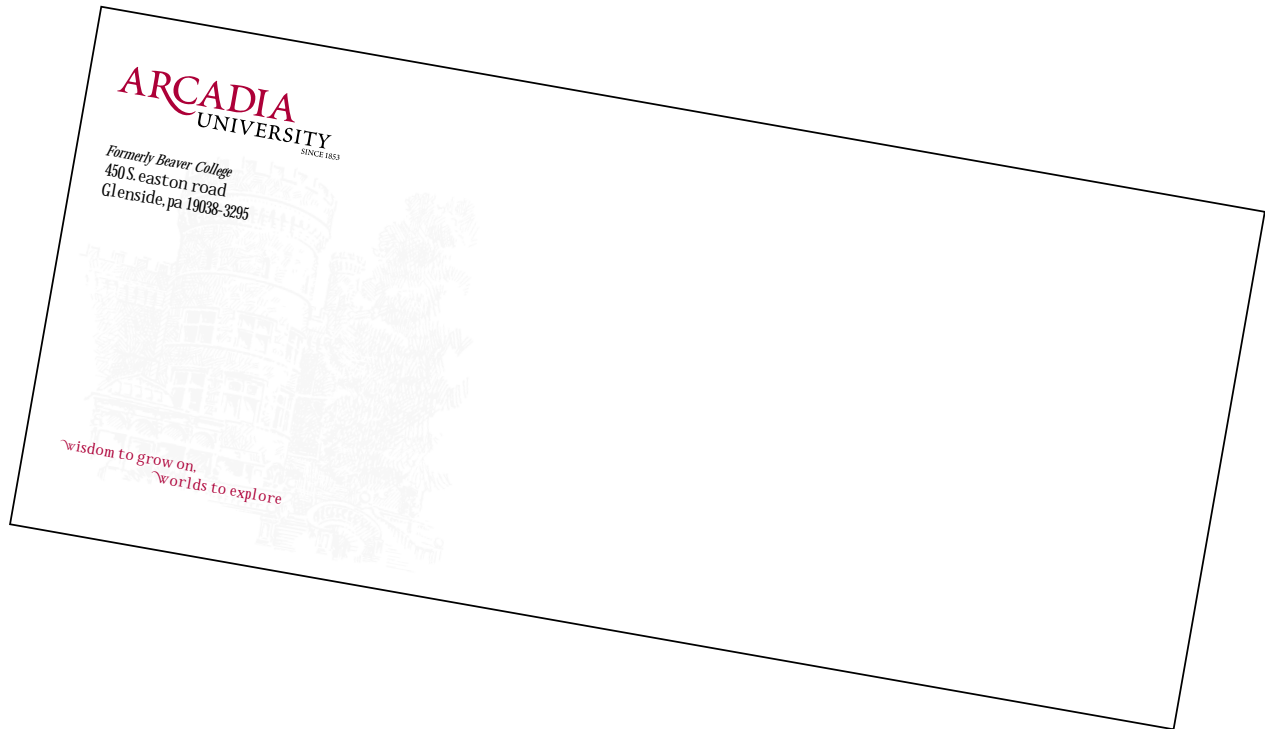


## CASTLE ILLUSTRATION GUIDELINES

The castle illustration was drawn specifically to be an integral part of the Arcadia logo. It should never be used independent of the Arcadia typeface.

The castle illustration should always be printed in black when it appears as part of the logo. The illustration should never be printed in any other color.

The castle illustration may be used as a graphic element only in the style and color treatment shown below (i.e., illustration is a 5% screen of black and is used as a background “textural” image).



## TAGLINE USAGE GUIDELINES

“Wisdom to grow on, Worlds to explore” is the accepted tagline for Arcadia University. No other tagline should be used in conjunction with the logo.

WISDOM TO GROW ON, WORLDS TO EXPLORE

WISDOM TO GROW ON,  
WORLDS TO EXPLORE

When the tagline is used by itself, or with the logo, it should always appear in this type font (Poetica), always in all-capital letters, and always with the “W’s,” of wisdom and worlds, having the flourish on the letter. It should only be used in the two forms shown above.

If the tagline is used in sentence or paragraph form, it can be printed in whatever typeface is being used, but it must be printed in all caps.

The tagline can only be printed in black, white, and PMS 201 red.

## **INTERNET LOGO USAGE GUIDELINES**

An ARCADIA logo file has been created for use on the Internet. This logo can be obtained from the Arcadia University Marketing Department.

All guidelines and restrictions in this manual apply to the usage of the ARCADIA logo on the Internet. Design decisions, as to sizing, should be made with regard to the readability of the logo (including the castle illustrations). Keep in mind that Internet usage involves various computer screens and sizes.

## **OTHER QUESTIONS**

Every effort has been made to create guidelines that are clear and simple to use, yet flexible enough to allow some creative freedom.

The intent with every logo is to create a consistent image in the mind and eyes of all viewers. The consistent repetition of this logo is our goal. Therefore, the fewer exceptions there are to the use of the pure logo, the better.

In rare instances there might be a need to ask for an exception or for clarification of the guidelines. All “exceptions” will be handled in this way:

1. Contact College Relations with your request. Please submit an example of what you’d like to do.
2. If the usage requires an exception, College Relations will refer the request to the Identity Standards Committee. This committee consists of Jay Vogel, Dennis Nostrand and Backe Communications.
3. Once a decision has been made, College Relations will relate the Committee’s decision to those asking for special consideration.