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ABOUT THE ARCADIA UNIVERSITY LOGO

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.

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.

Please contact University Communications at uc@arcadia.edu with any questions. This guide can be found on our website at www.arcadia.edu/universitycommunications.
The ARCADIA UNIVERSITY LOGO

The ARCADIA LOGO is comprised of four parts.
- the name “ARCADIA”
- the designation “UNIVERSITY”
- the date the school was founded “FOUNDED 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.

Web-formatted logos are available on the University website at www.arcadia.edu/university-logos. Logos formatted for print-use are available by contacting University Communications.

To ensure the design integrity of the logo, do not alter or recreate the logo.
LOGO SAFETY AREA GUIDELINES

A logo safety area has been established to ensure that the identity of a logo is maintained. The safety area is denoted below by the dashed rule.

The safety area for the ARCADIA LOGO is a rectangular area encompassing the logo, Castle illustration, and Founding Date. No elements may enter the safety area. The area 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.

The ARCADIA LOGO may not be combined with any other logo. If the logo is being used to represent an affiliation with another entity, the logos must appear separately.

See Department Marks section for explanation of appearance and use of department logos.
TYPE ONLY LOGOS

An all-type Arcadia logo is approved for usage when the castle art presents printing or design problems. This version has two variations: an exact copy of the main logo, except with the deletion of the castle illustration and “FOUNDED 1853”, and a one-line version.

The All-Type Arcadia Logo variation may only appear in two colors (red and black) or one color (black):

ARCADIA UNIVERSITY

All restrictions and guidelines that apply to the two-color versions apply to the all-black versions, with no exceptions.

ARCADIA UNIVERSITY

The All-Type One-Line variation may appear in one-color only:

ARCADIA UNIVERSITY
TYPE ONLY 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 percent up to 100 percent may be used. Do not use a background color value that is less than 20 percent.

Example of background color at 20 percent

Example of background color at 100 percent

WEB USAGE GUIDELINES

ARCADIA LOGOS formatted for the web can be downloaded from www.arcadia.edu/university-logos.

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

Do not alter or resize web-formatted logos. Instead, contact University Communications and request a custom-formatted logo. Do not use web-formatted logos on print documents. Print-formatted logos are available from University Communications.
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 (i.e., as a 5 percent screen of black illustration, used as a background “textural” image).
DEPARTMENT MARKS

Please contact University Communications for your specific department, office, school, campus, and college identities.

2-Color | 201 and Black

ARCADIA UNIVERSITY
—— KING OF PRUSSIA CAMPUS ——

ARCADIA UNIVERSITY
—— COLLEGE OF ARTS AND SCIENCES ——

1-Color | Black

ARCADIA UNIVERSITY
—— PHYSICAL THERAPY PROGRAM ——

ARCADIA UNIVERSITY
—— COLLEGE OF ARTS AND SCIENCES ——
Goal: Create a logo mark that conveys The College's strong global message through the simplicity of design.

The Classic ‘A’
Reinforcing Arcadia University and The College as an integral yet differentiated part of the institution.

The summit of the ‘A’ symbolizing the pinnacle of academic quality.

Square in foundation, yet open
The mark is square showing foundational strength, yet open, representing the open essence of what we do as a College.

Dynamic Pathway
Shaping a pathway of learning through an individual perspective.

Global Dimension
Exemplifying the importance of a world view by using a light source to create a global dimension.
THE COLLEGE OF GLOBAL STUDIES LOGO-SUB BRANDS

Guidelines:
• Garamond Book
• PMS 201 Red
• Upper and Lower Case (not CAPS)
• Centered to Arcadia University

Mark

Guidelines:
• Garamond Book
• PMS 201 Red
• Upper and Lower Case (not CAPS)
• Centered to Arcadia University

Mark

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
London

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
Athens

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
Barcelona

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
Dublin

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
Edinburgh

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
Granada

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
Istanbul

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
London

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
Melbourne

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
New Zealand

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
Rome

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
Siracusa

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
South Africa

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
Athens

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
Barcelona

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
Dublin

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
Edinburgh

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
Granada

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
Istanbul

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
London

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
Melbourne

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
New Zealand

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
Rome

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
Siracusa

Arcadia University
THE COLLEGE OF GLOBAL STUDIES
South Africa
Body Copy 1-Adobe Garamond Regular
Bersped que nam, vel illenit et maximpo remperitam quam ne sit vera sitatessi simi, quam nonsequeae mi, id ut odiscid ebissi ad quart ad ma aut as eles molorer spedioratem. Ad quo corrum, id dolor reperum facius incture prae. Enduciam evercim usander iorrunt.

Body Copy 2-Archer Book LF
Bersped que nam, vel illeenit et maximpo remperitam quam ne sit vera sitatessi simi, quam nonsequeae mi, id ut odiscid ebissi ad quart ad ma aut as eles molorer spedioratem. Ad quo corrum, id dolor reperum facius incture prae. Enduciam evercim usander iorrunt.

QUOTE STYLES

“Arcadia is my path to success. It is what keeps my family and community hopeful and inspired. This is a small school where if you see someone, you’ll see him or her again. You’re able to make more friends and communicate with people.”
—Tatiana Redden

Kyle Veltre ’15
SCIENTIFIC ILLUSTRATION MAJOR // TRANSFER STUDENT
Transferring to Arcadia as a Scientific Illustration major has opened a lot of opportunities for me to do my work and research.

URL

Should be bold and large on the bottom of the page

www.arcadia.edu/xxxxxx
Applying for financial aid is a simple three-step process:

1. **Apply** (the student and one parent if dependent) for a federal PIN at www.pin.ed.gov to receive state grant consideration.
2. **Complete the Arcadia University Undergraduate Financial Aid Application** at www.arcadia.edu/finaidforms.
3. **File the FAFSA** (Free Application for Federal Student Aid) at www.fafsa.gov. Students randomly selected for verification by Federal Student Aid Programs after filing the FAFSA will be notified that they are required to submit additional documentation.

Note: Pennsylvania students are required to file the FAFSA by May 1.

**Fast Facts About Financial Aid**

- Financial aid is funding that helps to bridge the gap between the college costs a family anticipates and the total cost of a college education.
- The expected family contribution (EFC) is what the federal government anticipates the family can contribute annually to the student’s education. The EFC is an important indicator of a student’s need, but it is not necessarily equal to his or her out-of-pocket cost at each school.
- Financial aid is calculated for each student through a federal needs analysis formula that determines how much the family can afford and the total cost of a college education. This gap—or "need"—is determined for each student through a federal needs analysis formula that calculates a student's Federal Expected Family Contribution (EFC), or what the federal government anticipates the family can contribute annually to the student's education.
- The EFC is the end result of the federal FAFSA (Free Application for Federal Student Aid).

**Scholarships, Grants, and Loans**

- Through Arcadia's competitive scholarship program, more than 90 percent of Arcadia University students: Arcadia University, the federal government, the state of Pennsylvania, and outside organizations and foundations.
- There are four primary sources of financial aid (scholarships, grants, and loans) for undergraduate students: federal Pell Grants, federal Direct Stafford Loans*, federal Direct PLUS Loans*, and PHEAA State Grants*.
- Students simply need to apply for aid.
- Scholarships are merit scholarships available to full-time undergraduates in good academic standing.
- The scholarship is renewable annually as long as the student remains a full-time undergraduate in good academic standing.
- Awards range from $1,000 to $15,000.
- Scholarships are awarded to full-time undergraduates on the basis of academic achievement, test scores such as the TOEFL, SAT, or ACT.
- Extracurricular involvement, and co-curricular achievement receive an Arcadia University merit scholarship each year. Students must be enrolled for at least 12 credits to qualify for this scholarship.
- This formula then serves as the basis for awarding need-based financial aid:

\[
\text{Financial Need} = \text{Total Cost of Attendance} - \text{Expected Family Contribution (EFC)}
\]

- This is determined for each student through a federal needs analysis formula that calculates a student's Federal Expected Family Contribution (EFC), or what the federal government anticipates the family can afford and the total cost of a college education. This gap—or "need"—is determined for each student through a federal needs analysis formula that calculates a student's Federal Expected Family Contribution (EFC), or what the family can afford and the total cost of a college education. This gap—or "need"—is

**Types of aid available to part-time undergraduates**

- Federal Pell Grants
- Federal Direct Stafford Loans*
- Federal Direct PLUS Loans*
- Federal Perkins Loans
- PHEAA State Grants*
- VA Benefits

**Admission and Loan Requirements**

- The application deadline is March 1st. Even if admitted, students will not be eligible to receive financial aid unless they complete the Federal FAFSA.
- Financial aid awards are based on several factors, including academic and/or athletic eligibility, and are determined for each student through a federal needs analysis formula that calculates a student's Federal Expected Family Contribution (EFC), or what the federal government anticipates the family can afford and the total cost of a college education. This gap—or "need"—is determined for each student through a federal needs analysis formula that calculates a student's Federal Expected Family Contribution (EFC), or what the federal government anticipates the family can afford and the total cost of a college education. This gap—or "need"—is

**Veteran Financial Aid**

- Veterans: In order to receive financial aid, veterans must apply for aid through the office of enrollment management and use the IRS Data Retrieval Tool once they've filed their federal tax return to minimize this need for additional documentation.
- Certified veterans (serving during Operation Desert Storm or Operation Iraqi Freedom) and undergraduates (Pennsylvania residents) are considered for an Arcadia University merit scholarship.
- Veterans must submit their Certificate of Eligibility (obtained from the V.A. directly) to the office of enrollment management to be considered for merit scholarships awarded to part-time undergraduate students. Students admitted as matriculating students also can apply for international student loans. Admitted students are assisted students in creating a financial plan that fits their current needs and their future goals.

**Other Financial Aid Sources**

- Scholarships, Grants, and Loans are available to all students, financial aid assists students in creating a financial plan that fits their current needs and their future goals.
- Financial aid is funding that helps to bridge the gap between the college costs a family anticipates and the total cost of a college education.
- The expected family contribution (EFC) is what the federal government anticipates the family can contribute annually to the student’s education. The EFC is an important indicator of a student’s need, but it is not necessarily equal to his or her out-of-pocket cost at each school.
- Financial aid is calculated for each student through a federal needs analysis formula that determines how much the family can afford and the total cost of a college education. This gap—or "need"—is determined for each student through a federal needs analysis formula that calculates a student's Federal Expected Family Contribution (EFC), or what the family can afford and the total cost of a college education. This gap—or "need"—is

**Financial Need**

\[
\text{Financial Need} = \text{Total Cost of Attendance} - \text{Expected Family Contribution (EFC)}
\]

- This formula then serves as the basis for awarding need-based financial aid:

\[
\text{Financial Need} = \text{Total Cost of Attendance} - \text{Expected Family Contribution (EFC)}
\]
GRAPHIC ELEMENTS

CIRCLE TREATMENTS

ARROW ACTIONS

All dotted rules should be 1.5 pts.

ICONOGRAPHY

For more information, www.arcadia.edu/magazine

Read the Student Blog because.arcadia.edu

Watch the videos vimeo.com/arcadiauniversity

Share your stories woehrlen@arcadia.edu

View additional photos at flickr.com/arcadiaunivnews

Call Toll Free

Visit Campus

Apply Online

Use of social media logos must be in compliance with individual company standards.
ATHLETICS IDENTITY GUIDELINES

ARCADIA UNIVERSITY
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In 2007, Arcadia began its affiliation with the Middle Atlantic Conference, commonly referred to as the MAC.

In 2012, Arcadia University adopted an identity system for our Athletics department in response to the demand for a unified representation of the knight mascot across the 17 MAC conference sports in which we participate.

It is important to note that the standard Athletics logo is not exchangeable with the official Arcadia University branding. It is specific to Athletic events only. This comprehensive identity system has outlined the guidelines for the graphics and font usage. It was developed to provide quality artwork and typefaces that reproduce well to represent the University athletics programs.
COLOR AND TYPOGRAPHY

To ensure consistent and effective reproduction of the Arcadia Athletics marks, only these color breakdowns are to be used.

- **Primary Display Font:** Arvo Bold
- **Secondary Subheads:** Berthold Aksidenz Grotesk Bold
- **Text:** Berthold Aksidenz Grotesk Regular

*Rich black is only to be used when using the logo as a four-color process mark.*

---

**PANTONE® 201C**
C:0 M:100 Y:63 K:29

**C:0 M:0 Y:0 K:100**

**C:50 M:45 Y:45 K:100**

**C:0 M:0 Y:0 K:60**
MASCOT MARK

Mascot mark on a light/white background

Mascot mark with stroke shown on dark background

Full or 2-Color

Black/1-Color

Greyscale

* The mascot mark shown here is represented on a dark rectangular background for illustrative purposes. The background shape/color is not part of or associated with the primary mark.
Primary mark on a light/white background

Primary mark with stroke shown on dark background

Full or 2-Color

Black/1-Color

Greyscale

* The primary mark shown here is represented on a dark rectangular background for illustrative purposes. The background shape/color is not part of or associated with the primary mark.
* The stacked mark shown here is represented on a dark rectangular background for illustrative purposes. The background shape/color is not part of or associated with the primary mark.
The word mark may be used by itself in the following three ways. At no time may "Arcadia" and the sport be separated. To achieve the correct angle on the black box behind the sport, use a shear of -15°.
Sometimes a 3- or 4-color logo is not an option while screen printing. To meet these needs, please utilize one of the three logos below.
Do not increase the size of the knight mask in relationship to the wordmark.

Do not separate the mask from the wordmark.

Do not stretch or manipulate the mark.

Do not use a logo without either “Knights” or a sport underneath.

Do not use the athletics logo with “university” underneath.

Do not use a different font under the word mark.
LOGO APPLICATIONS

Arcadia University Knights jerseys with logos.