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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 Relations at ur@arcadia.edu with any questions. For the most updated version of this guide, visit arcadia.edu/branding.
ARCADIA UNIVERSITY LOGO TRADEMARKING

The following marks, names, and logos of Arcadia University and Beaver College are registered with the U.S. Patent and Trademark office:

**ARCADIA UNIVERSITY®**

**ARCADIA UNIVERSITY THE COLLEGE OF GLOBAL STUDIES®**

**KNIGHTS®**

**WORD MARKS:**

Arcadia University®

Beaver College®

**USE OF ARCADIA MARKS, NAMES, AND LOGOS**

Faculty, staff, and students may use the University’s marks, names, and logos to identify themselves on matters of official University business. Use of the University name for private purposes by a current or former member of the faculty, staff, or student body is limited solely to identification (e.g. “John Doe, Professor of Physics, Arcadia University,” or John Doe, Class of ’80, Arcadia University).

Arcadia University marks, names, and logos shall not be used by individuals or entities otherwise in a manner that implies University endorsement or responsibility for particular activities, products, or publications involved, or by any individual group promoting itself, without the express written permission of the University. Any and all use of the University marks, names, and logos for commercial purposes is prohibited unless approved by University Relations.
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 arcadia.edu/branding. Logos formatted for print-use are available by contacting Dan Brumbach (brumbachd@arcadia.edu).

To ensure the design integrity of the logo, do not alter or recreate the logo.
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.
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 (scarlet and black) or one color (black):

![Arcadia University Logo](image)

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

The All-Type One-Line variation may appear in one-color only (scarlet, white, black):

![Arcadia University One-Line Logo](image)
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 at arcadia.edu/branding.

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 Relations and request a custom-formatted logo. Do not use web-formatted logos on print documents. For print-formatted logos, email Dan Brumbach (brumbachd@arcadia.edu).
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).
Please contact University Relations 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

2-Color | 201 and Black

ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES

2-Color | 201 and Black reversed

ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES

1-Color | Black

ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES

1-Color | White

ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
THE COLLEGE OF GLOBAL STUDIES LOGO-SUB BRANDS

ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
London

Mark

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

Center for Research and Assessment

Mark

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

Athens

Barcelona

Dublin

Melbourne

New Zealand

Rome

Edinburgh

Siracusa

Granada

South Africa

Istanbul
**HEADLINE-GOTHAM BOLD**

**HEADLINE 2-ARCHER BOLD LF**

**SUBHEAD-GOTHAM BOLD**

Body Copy 1-Adobe Garamond Regular
Bersped que nam, vel illenit et maximo remperitam quam ne sit vera sitatessi simi, quam nonsequae mi, id ut odiscid ebissi ad quart ad ma aut as eles molorer spedioratem. Ad quo corrum, id molor reperum faccus incture prae. Enduciam evercim usander iorrunt.

Body Copy 2-Archer Book LF
Bersped que nam, vel illenit et maximo remperitam quam ne sit vera sitatessi simi, quam nonsequae mi, id ut odiscid ebissi ad quart ad ma aut as eles molorer spedioratem. Ad quo corrum, id molor reperum faccus 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

arcadia.edu/xxxxxx
Below are only examples of appropriate use of branding for colors.
University Relations maintains an account with flaticon.com. If there is a specific icon you are interested, please contact Dan Brumbach (brumbachd@arcadia.edu)
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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 26 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.
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:** Gotham Bold

**Text:** Gotham Book

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

Full or 2-color

Black/1-Color

Scarlet (PMS 201C)

Reversed
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.

(2-color Scarlet and black) on grey

(2-color Scarlet and grey) on black

(2-color white and black) on Scarlet
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.