

BRAND AND IDENTITY SYSTEM

.....
ARCADIA
UNIVERSITY

—OFFICE OF UNIVERSITY RELATIONS—



UPDATED JUNE 2019

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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



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 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 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.

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.



□ UNIVERSITY

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 (scarlet 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 (scarlet, white, black):



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 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).



DEPARTMENT MARKS

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 —

THE COLLEGE OF GLOBAL STUDIES LOGO

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.



Mark

ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES

Logo Type

TCGS Logo
Stacked



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES

THE COLLEGE OF GLOBAL STUDIES LOGO

2-Color |
201 and Black



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES

2-Color |
201 and
Black reversed



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES

1-Color | Black



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES

1-Color | White




ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES



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



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
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



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
Athens



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
Athens



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
London



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
London



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
Barcelona



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
Barcelona



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
Melbourne



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
Melbourne



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
Dublin



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
Dublin



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
New Zealand



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
New Zealand



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
Edinburgh



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
Edinburgh



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
Rome



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
Rome



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
Granada



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
Granada



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
Siracusa



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
Siracusa



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
Istanbul



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
Istanbul



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
South Africa



ARCADIA UNIVERSITY
THE COLLEGE OF GLOBAL STUDIES
South Africa

COLORS

Primary



FONTS

HEADLINE-GOTHAM BOLD

HEADLINE 2-ARCHER BOLD LF

SUBHEAD-GOTHAM BOLD

Body Copy 1-Adobe Garamond Regular

Bersped que nam, vel illenit et maximpo remperitam quam ne sit vera sitatessi simi, quam nonseque mi, id ut odiscid ebissi ad quat 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 maximpo remperitam quam ne sit vera sitatessi simi, quam nonseque mi, id ut odiscid ebissi ad quat 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.”

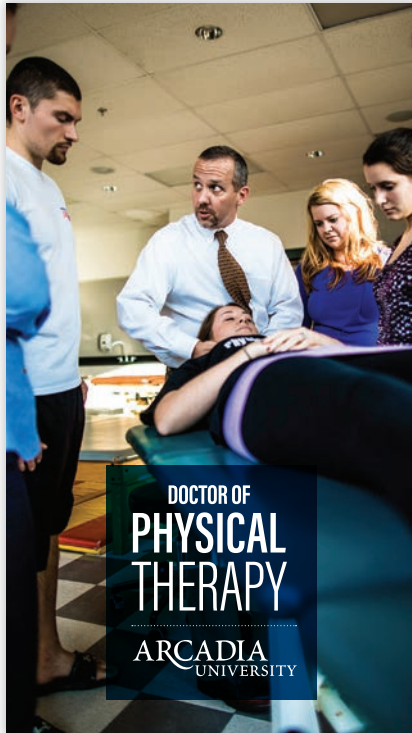
URL *Should be bold and large on the bottom of the page*

arcadia.edu/xxxxxx

COVER STYLE EXAMPLES

Below are only examples of appropriate use of branding for colors.

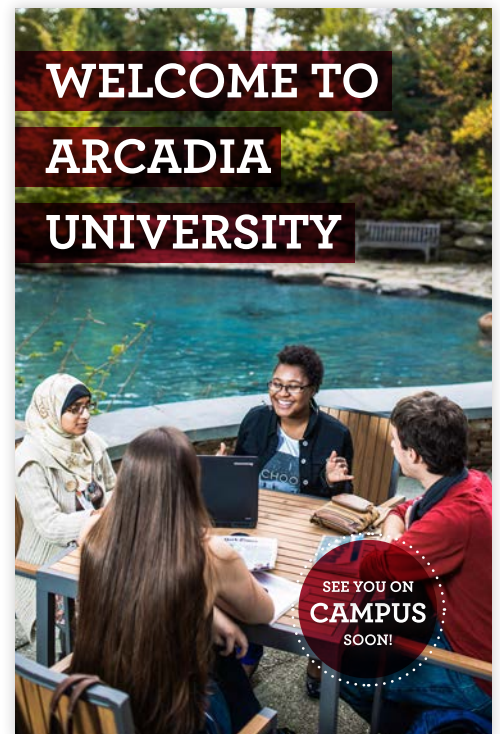
PROGRAM BAR



BAND

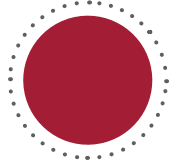


TRANSPARENT HEADER BAR



GRAPHIC ELEMENTS

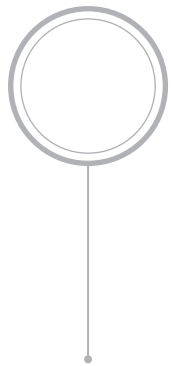
CIRCLE TREATMENTS



ARROW ACTIONS



All dotted rules should be 1.5 pts.



ICONOGRAPHY

University Relations maintains an account with flaticon.com. If there is a specific icon you are interested, please contact Dan Brumbach (brumbachd@arcadia.edu)



For more information,
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 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.



COLOR AND TYPOGRAPHY

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



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

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

Primary Display Font: Arvo Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,!@#\$\$%^&*(){}[]

Secondary Subheads: Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,!@#\$\$%^&*(){}[]

Text: Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,!@#\$\$%^&*(){}[]

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

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.



STACKED MARK

Stacked mark on a light/
white background

Full or
2-Color



Stacked mark with stroke
shown on dark background



Black/1-Color



Greyscale



* 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.



ARCADIA WORD 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

ARCADIA
KNIGHTS

Black/1-Color

ARCADIA
KNIGHTS

Scarlet (PMS 201C)

ARCADIA
KNIGHTS

Reversed

ARCADIA
KNIGHTS



SPORT SPECIFIC MARKS





SCREEN PRINTING

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





UNACCEPTABLE LOGO USAGE



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.