

# Our logo

**Frederick University's logo should not be recreated, modified, altered, manipulated, stretched or distorted in any way. Only official logo files should be used in communications.**

**It is, and should always be, the most consistent component in our communications.**

**For this reason, it is essential that you follow our logo guidelines when using our logo.**

**PRIMARY USAGE**

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The primary color option for our logo is Pantone 072 C. It is intended to be used on lighter backgrounds and images in order to maintain legibility.



The spaces between the icon and the letters should never be altered and should strictly follow the above guidelines. To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here. Use the compass as a measuring tool to help maintain clearance.





Another acceptable color option is to reverse the logo out to white on darker backgrounds and images.



For Black and White and Greyscale or other applications the logo can appear in 100% solid Black color.



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Above logo variations with appearance of service, school or department can be used for more targeted audiences. For additional variations please contact the Communication and Outreach Service of the University.





For the promotion of the University in international markets the above logo variation can be used.

## MIN. SIZES

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4 cm (for print) or  
113 pixels (for screen)

### PRIMARY USAGE

To maintain full legibility, never reproduce the logo at widths smaller than 5.5 cm (for print) or 175 pixels (for screen). There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.



2.5 cm (for print) or  
70 pixels (for screen)

### LIMITED USAGE

To maintain full legibility, never reproduce the logo at widths smaller than 4.1 cm (for print) or 130 pixels (for screen). There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

## IMPROPER USAGE - EXAMPLES TO AVOID

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DON'T STRETCH, CONDENSE OR CHANGE THE DIMENSIONS OF THE IDENTITY.



DON'T ALTER THE PLACEMENT OF THE ELEMENTS.



DON'T SCALE THE ELEMENTS.



DON'T ADD COLORS TO INDIVIDUAL ELEMENTS.



DON'T ALTER OR REPLACE THE TYPEFACES OF THE IDENTITY.



DON'T SKEW OR BEND THE IDENTITY IN ANY WAY.



DON'T ROTATE THE IDENTITY.



DON'T USE COLORS OTHER THAN THOSE SPECIFIED IN THIS DOCUMENT.



DON'T USE DROP SHADOWS, STROKES OR OTHER VISUAL EFFECTS.

# Our typography

**Our university typeface is Helvetica Neue. The original version of Helvetica can be used as an alternative, as it is widely available.**

**The Helvetica typeface is one of the most famous in the world because it works so well. Its design embodies the concept that a typeface should absolutely support the reading process. Clear communication is our primary goal.**

University

HELVETICA NEUE  
THIN

*University*

HELVETICA NEUE  
THIN ITALIC

University

HELVETICA NEUE  
LIGHT

*University*

HELVETICA NEUE  
LIGHT ITALIC

University

HELVETICA NEUE  
REGULAR

*University*

HELVETICA NEUE  
REGULAR ITALIC

University

HELVETICA NEUE  
MEDIUM

*University*

HELVETICA NEUE  
MEDIUM ITALIC

University

HELVETICA NEUE  
BOLD

*University*

HELVETICA NEUE  
BOLD ITALIC

University

HELVETICA  
LIGHT

*University*

HELVETICA  
LIGHT ITALIC

University

HELVETICA  
REGULAR

*University*

HELVETICA  
REGULAR ITALIC

University

HELVETICA  
BOLD

*University*

HELVETICA  
BOLD ITALIC