

POWERED BY SWITCH

# innevation center

U N I V E R S I T Y   O F   N E V A D A ,   R E N O

GRAPHIC STANDARDS BOOK

# PURPOSE

A uniformly applied visual identity program is essential to building a strong brand. It helps to immediately establish recognition for The Innevation Center University of Nevada, Reno, expresses its brand values and unique brand personality while setting The Innevation Center University of Nevada, Reno apart from its competitors. This logo will often be the first visual point of contact with The Innevation Center University of Nevada, Reno brand.

This standards guide has been created to help protect and ensure the integrity and proper usage of The Innevation Center University of Nevada, Reno logo and brand applications. It is a structural set of guidelines intended to express The Innevation Center University of Nevada, Reno brand in a clear and consistent manner. The following outlines the framework and proper usage of the logo. The consistent use of the elements help ensure the strength, stability and recognizability of The Innevation Center University of Nevada, Reno brand.

Together, the elements of the brand convey a sense of the organization's quality and increase public awareness of its mission and achievements. The impact of any logo depends on consistent use resulting in a large number of impressions over a long period of time. Familiar logos are not “read” as words, but processed by the brain visually, evoking a complex set of associations much more powerful than words.

Do not weaken or diffuse The Innevation Center University of Nevada, Reno identity. Use these materials and follow the standards described in this manual.

**This logo is the primary organizational identity element.**



# PRIMARY LOGO

## logo usage

- Wherever possible, it is preferable to use the logo in full color.
- The logo must only appear in the orientation shown here.
- The logo must never be stretched or distorted in any way.

Problems with the logo can be avoided by using only the approved electronic copies of the artwork shown here.

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# COLOR USAGE




Color is a powerful way to communicate a message and serves as an integral part of our visual identity.

The color palette is composed of different levels of colors. This core color palette is used for the The Innevation Center University of Nevada, Reno logo and is the central expression of the brand. The Innevation Center University of Nevada, Reno logo may only appear in the colors shown here. No other colors or variations are allowed outside of this defined color palette.

The Innevation Center University of Nevada, Reno logo uses the specific colors; NAVY BLUE PMS282 (100%C 87%M 42%Y 52%K) and CHARCOAL (0%C 0%M 0%Y 80%K). The Innevation Center University of Nevada, Reno logo should always be reproduced in either CMYK, RGB, SPOT PMS 282 for the tagline and “nev” and CHARCOAL (0%C 0%M 0%Y 80%K) for the rest of the logo.

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NAVY BLUE	PMS SPOT	CMYK PROCESS	RGB
			
	282	C 100 M 87 Y 42 K 52	R 9 G 31 B 63

CHARCOAL GRAY	PMS SPOT	CMYK PROCESS	RGB
			
	CUSTOM	C 0 M 0 Y 0 K 80	R 88 G 88 B 90

GRAPHIC STANDARDS

# LOGO STANDARDS

The logo includes logo type in definite order and definite proportions. The arrangement order of the logo elements, as well as proportions, must never be altered.



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RGB, CMYK or SPOT - for print and web



Reversed Out /RGB, CMYK or SPOT - for print and web

# LOGO TAG STANDARDS

The logo tag includes logo tag type in definite order and definite proportions.

The **POWERED BY SWITCH** logo tag must reside somewhere on the project (print, web or digital) where The Innevation Center University of Nevada, Reno logo will live. There is freedom to move it around to where it feels the best within the design.



RGB, CMYK or SPOT - for print and web



Reversed Out /RGB, CMYK or SPOT - for print and web

# TYPOGRAPHIC DESIGN GUIDELINES

Typography is an integral part of the visual identity of The Innevation Center University of Nevada, Reno. Type standards have been developed to ensure visual consistency and proper brand standards. It is mandatory that all communications have a consistent look and appearance.

These fonts were chosen to complement the logo and communicate attributes of The Innevation Center University of Nevada, Reno logo.

The Innevation Center University of Nevada, Reno logo uses a modified font (altered by the designer) in the wordmark. This must never be altered.

All body type must be from the abeatbykai, Myriad or Century Gothic font families. It is suggested that no other typefaces be used.

Type size should be at a minimum 7pt and should generally be set at 11pt for body copy when printing. Body copy for web should never be any smaller than 16px.

**There is no substitute for these fonts.**

## Used as Logo

abeatbykai

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ - 0123456789  
abcdefghijklmnopqrstuvwxyz

## Used as tagline

MYRIAD

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ - 0123456789**  
**abcdefghijklmnopqrstuvwxyz**

## Used as body copy

MYRIAD

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ - 0123456789  
abcdefghijklmnopqrstuvwxyz

CENTURY GOTHIC

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ - 0123456789  
abcdefghijklmnopqrstuvwxyz

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# UNACCEPTABLE LOGO USAGE

The Innevation Center University of Nevada, Reno logo may not be modified, altered or corrupted in any manner. Examples of incorrect usage of the logo are shown at right.

Additional examples of incorrect usage of the logo include:

- Adding or removing elements
- Breaking it apart or using elements separately
- Screening or tinting it
- Using it as a background pattern
- Adding a texture
- Outlining it
- Repeating it
- Using the logo against extremely busy backgrounds that obscure its visibility
- Using color logos against black
- Redrawing the logo



Elements have been added



A drop shadow or filter effect has been added



A color not defined by this standards manual has been applied



The logo has been stretched



# PRINT REQUIREMENTS

The Innevation Center University of Nevada, Reno logo should never be reproduced where it is not clearly legible. No text, images or graphics should sit within the exclusion area.

There should be an exclusion area of 3/16" around each edge of the logo.

The logo itself should never appear smaller than 2" in width, unless prior approval is given for specific applications.

PRINT: Do not use below 2.75" wide

WEB: Do not use below 198px wide x 27px high at 72dpi

CAUTION: The smaller the logo, the higher the possibility of inconsistent details in reproduction.

## CLEAR SPACE REQUIREMENTS



# LOGO FORMATS

**EPS** - This will be supplied at an automatic 300 dpi. This format is the preferred format when using for print. These files are vector based and easily editable in Illustrator or another vector based program.

**PNG** - The logo in PNG format's compression works well with vector-based images and files that have large areas of solid color. PNG files support transparency; JPEGs don't.

**PDF** - This format is universal. A majority of computer users have Acrobat Reader.

**PDF resolutions can be:**

**“Smallest File Size”** - usually used for screen viewing purposes only.

**“High Quality Print”**- can be manipulated in a vector program and also good quality when using for print.

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