

BROWN

BROWN UNIVERSITY
VISUAL IDENTITY POLICY
AND STRATEGY

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BROWN

INTRODUCTION TO POLICY

INTRODUCTION

Brown University officially adopted its current visual identity after significant study in 2003. Creating a formal policy for University identification included updating the Coat of Arms that has been part of the University's seal since 1834 and adding the Brown name to more clearly and consistently identify the University.

The latest update of the "Brown Visual Identity Policy and Strategy," formally launched for the 2016-17 academic year, has continued the evolution of standards for clarifying use of the identity in communications that include print and a broad spectrum of digital media.

The identity standards in this document present the approved visual elements of Brown's identity, how to use them, in what media and when. Given the evolving nature of multimedia communications, cases may arise that are not covered by this manual.

For questions or additional guidance and assistance with any element of this policy, please contact marketing_communications@brown.edu.

A NOTE ON LICENSING

This document provides standards for adhering to the University's visual identity for all of Brown's print and digital communications. Use of the identity on manufactured goods or products falls under additional guidelines.

Suppliers who manufacture and/or sell items imprinted with elements of the Brown University visual identity or other Brown indicia (to the public, Brown University departments, or student organizations) are required to be licensed by the University. Accordingly, Brown departments and student groups are required to purchase emblematic merchandise from officially licensed vendors. All products and designs must be approved through the University's designated partner, Learfield Licensing Partners (formerly Licensing Resource Group).

To obtain a Brown University license or to get more information, please visit <http://learfieldlicensing.com/licensing>

WHY IS VISUAL IDENTITY IMPORTANT?

The strengths of Brown's individual schools, departments, offices and programs contribute to the collective excellence of "what is Brown." And for these individual departments, schools and programs, a connection to Brown's identity instantly links them to more than 250 years of academic excellence, a reputation for innovative research, teaching, and learning, and a legacy of accomplishments by generations of alumni.

A clear and consistent visual identity conveys to the world the relationships across the University community and what it means to be "of Brown."

In an era of intense visual competition amid a proliferation of logos and brands, Brown's visual strategy is founded on building and sustaining a strong, easily recognizable identity that ensures that every unit at Brown benefits from the well-established history of the University's excellence.

The Visual Identity Policy and Strategy provides a clear set of standards to:

- provide a look and feel that endows every part of the community with Brown's history, ethos and reputation
- support units with the extension of the University's "brand" recognition
- avoid dilution of the University's strong identity
- ensure units benefit from centrally administered resources for design, trademark, legal, and other expenses supporting the official visual identity
- reinforce shared identity, community and values



BROWN

PRIMARY IDENTITY

PRIMARY IDENTITY

Brown University's primary visual identity consists of three variations whose application is determined by the level of officialdom conveyed by the use: the University logo, its Coat of Arms and Presidential Coat of Arms.

THE UNIVERSITY LOGO

The trademarked Brown University logo is the common graphic representation reflecting an individual, unit or program's official relationship with Brown.

The logo is a "word mark" – a combination of a graphic image and designed text that is treated as a single identifying mark. It consists of Brown's Coat of Arms and specified positioning of the "Brown" name.

This logo, in combination with the color palettes, typefaces and imagery specified within this document, is the primary element of the Brown visual identity.

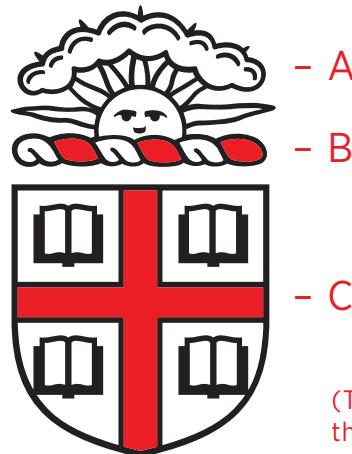


COAT OF ARMS

Brown's Coat of Arms is paired with the Brown name for the official logo. The Coat of Arms alone – without the Brown name – may be used only in circumstances where the word "Brown" or "Brown University" appears very prominently in close adjacency. The informal use of the Coat of Arms alone was otherwise discontinued in 2003 to establish a more recognizable identity.

Created shortly after the Revolutionary War, the Coat of Arms consists of a shield and a crest containing traditional heraldic elements.

To maintain the strong historic and symbolic elements it represents, the Coat of Arms should never be deconstructed or altered in any way (a rare exception is specified elsewhere in this document). Acceptable uses include full-color (gold, red, gray and white), two-color (red and white) and one-color variations (see *Color Applications* on page 22).



- A

- B

- C

(To be used always with
the "Brown" name)

A - The shield is topped by a CREST that symbolizes the sun's golden rays of learning, piercing the clouds of ignorance.

B - The crest rests on a TORSE – a wreath of twisted silks, similar to the trim sometimes depicted around the base of a crown or helmet. When Brown's crest appears in color, every other twist of the torse is red.

C - The SHIELD features four open books, signifying learning, placed around a central cross, thought to be the cross of St. George. The cross is always red unless the logo is reproduced in one color.

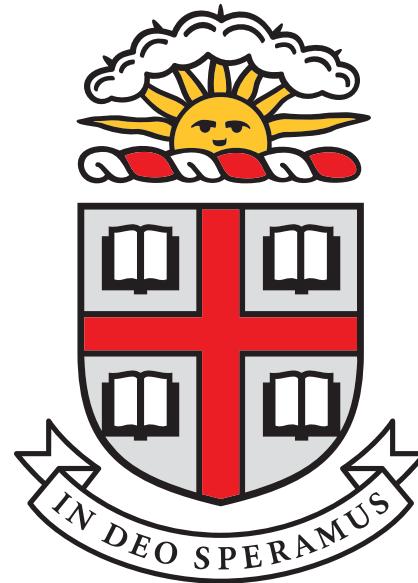
PRESIDENTIAL COAT OF ARMS

The Presidential Coat of Arms is reserved for use by the Office of the President (at the president's discretion), and may only be used with presidential approval and for items related to presidential initiatives or events hosted by the president or the Corporation of Brown University, such as Corporation meetings, Commencement, Convocation, and official presidential stationery.

The Presidential Coat of Arms includes a scroll at the bottom of the Coat of Arms with the Brown University motto, "In Deo Speramus," which translates to "In God We Hope."

The Presidential Coat of Arms must always appear in full color or black and white.

For guidance with or approval for use of the Presidential Coat of Arms, please contact *marketing_communications@brown.edu*.



(For Office of the President
communications only)

PRIMARY LOGO COMPOSITIONS

There are three logo compositions for the approved Brown University visual identity, to allow for flexibility of use.

Precise production of the logos, when used consistently and properly with the other elements of the visual strategy, represents Brown's distinction and projects a clear, memorable identity that builds recognition of the University.

Horizontal

Ideal for horizontal banners, mastheads, footers and "landscape" compositions.

Stacked

Ideal for vertical or square compositions, such as covers, clothing, graphic icons and other square or narrow treatments.

Coat of Arms

The Brown University Coat of Arms may only be used in isolation in circumstances where the word "Brown" or "Brown University" appears very prominently in an adjacent treatment, such as in the masthead of a website or a publication.

The Coat of Arms also may be used in whole or in part (cropped, but not deconstructed) as a design element or watermark, but should never appear alone without a Brown University reference. See examples on page 30.

Official logos in various sizes and file formats are available online, as described in the *Logo Access and File Type Information* section on page 12.

PRIMARY LOGO HORIZONTAL VERSION



BROWN

PRIMARY LOGO STACKED VERSION



BROWN

COAT OF ARMS
(Not to appear alone
without an adjacent
Brown University
reference)



LOGO SPECIFICATIONS

SIZING

The Brown University logo must always be used at a size that ensures that all of its elements are clearly visible and recognizable. The logo also must be reproduced at a fixed aspect ratio (scaled up or down in size proportionally) to ensure it is reproduced consistently. The logo must never be reshaped or distorted.

Minimum accepted sizes for production of the logo are listed here. There is no maximum size.

CLEARANCE AREA

A clearance area (or blank margin) around the logo is needed to ensure the logo is never encroached upon by surrounding content.

As illustrated, to determine the minimum clearance area, use the measurement of the width of the shield around all four sides of the logo. This always scales with the logo. When possible, allow additional clearance.

For more information about logo spacing and school or department wordmarks, see the *Affiliated Identity* section on page 14.

Official logos in various sizes and file formats are available online, as described in the *Logo Access and File Type Information* section on page 12.

MINIMUM SIZE:
1" WIDE
HEIGHT MUST SCALE
PROPORTIONALLY TO WIDTH



MINIMUM SIZE:
.5" WIDE
HEIGHT MUST SCALE
PROPORTIONALLY TO WIDTH



PROPER USE OF THE LOGO

Brown's logo should always be presented in a clear, consistent and effective manner, and should never be altered in any way. Preserving the integrity of the Brown logo is important for communicating to both internal and external communities Brown's academic and programmatic excellence.

The logo should never be stretched out of scale, recolored, redrawn, have additional typefaces or text added, be broken into separate pieces, be trimmed, or be used to create a different logo.

Elements of the logo should not be obscured or covered by design elements, background photos or graphics. The presentation of the design elements should not be altered by insertion of shadows or screens that alter the official colors or – in the case of one-color or two-color presentations – distort the contrast of the logo's individual design elements.

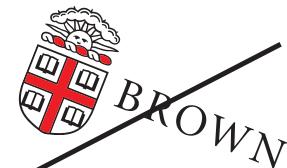
Only use files provided by University Communications and its Graphic Services unit, as described in the *Logo Access and File Type Information* section on page 12.

Coat of Arms in Outline

The Brown Coat of Arms in outline format is used only for watermarks, engravings, and some limited promotional materials (in cases when, as a design element, the vendor determines that the detail would be difficult to render, such as on a small pen). This version should never be used as a substitute for the standard Coat of Arms in any Brown primary or core unit logo, nor as a reverse of the logo (see *Color Applications* on page 22).



Do not stretch



Do not change orientation



Do not crop



Do not recolor



Do not resize elements



Do not change font



Do not introduce or
reconstitute text



Do not present the logo as an
outline (without the shaded
twisted torse and cross)

PARODY OR SATIRICAL USE

Brown's trademark of its logo protects the visual identity from unlawful reproduction and defacement, and this extends to derivative works. However, the University's respect for artistic expression permits parody or satirical use of the logo in instances where confusion or tarnishing of the identity would not result.

Parody or satirical uses are not permitted as the official or recognized identity of any Brown administrative or academic unit, or on any official documents of the University representing academic or business operations. To avoid infringement on Brown's trademark, any satirical use must meet standards for avoiding the likelihood of confusion between Brown's logo and the satirical treatment.

Brown defines parody or satirical uses as those that change – not merely remove – at a minimum 70% of each of the three composite elements of the logo (each of the three must be changed 70%) in whatever combination the elements are used.

For instance, the Coat of Arms element is composed of 10 elements: the sun and its golden rays; the cloud; the torse; the four open books within the shield; the two bars making up the central cross, and the shield itself. The “Brown name” element is composed of five elements (its five letters). The scroll for the Presidential Coat of Arms is composed of four elements: its three words and the scroll itself.

Consultation with Brown's Office of University Communications or the University's Office of General Counsel is strongly advised to ensure that humorous or satirical use of the University logo does not infringe upon existing trademarks, cause “brand confusion” or tarnish the Brown identity.

“... Parody or satirical uses are not permitted as the official or recognized identity of any Brown administrative or academic unit, or on any official documents of the University representing academic or business operations.”

LOGO ACCESS AND FILE TYPE INFORMATION

Using the correct logo file type is important to ensure the clarity, sharpness and consistency of the Brown logo. To confirm you are using the correct file type for your project, please review the following file type chart.

RESOLUTION

To print correctly, high-resolution graphics must be at least 300 dpi (dots per inch) at the actual size at which they will appear. On-screen resolution for Web, email, and presentations is much lower, and the logo should be at least 72 dpi at the actual size it will appear on screen.

AVAILABILITY

The primary Brown logo is available to download online from the Brown Image Gallery as a low-resolution jpg or gif file (raster format).

<https://brown.widencollective.com>

For large format or vector versions of the logo, please submit the High-resolution Logo Request Form.

<http://goo.gl/forms/biFNoMbnjk>

PROGRAM:

PREFERRED LOGO FILE TYPES:

Adobe Illustrator	EPS, vector
Adobe InDesign	EPS, vector
Adobe Photoshop	EPS, vector
Adobe Fireworks	AI, GIF, SWF
PowerPoint on screen	WMF (Windows Metafile), JPG, GIF, PNG, EPS
PowerPoint to print	WMF (Windows Metafile), TIFF, EPS, JPG
MSWord	EPS, TIFF, JPG
Excel	PNG, JPG
Microsoft Publisher	EPS, TIFF, JPG
Web, email, social media	PNG, JPG, GIF



BROWN

AFFINITY
IDENTITIES

AFFILIATED IDENTITIES

DEPARTMENTS, SCHOOLS, CENTERS, PROGRAMS, ETC.

Every department, school, office and program at Brown is part of the University as a whole, adding to and gaining from Brown's reputation and history. As such, Brown as a matter of policy encourages academic and administrative units to use the University logo and identity to maintain the clear affiliation between Brown and its programs and initiatives.

The official identities for most academic and administrative entities that are "of Brown" follow a core identity system, which should be used on all official stationery, materials and communications. The core identity system incorporates into the primary identity of the University the name of the office, department or program in a different font style.

SUB IDENTITIES

Some units within the University wishing to build a distinct recognizable identity may establish "sub identities" to heighten the brand recognition of their programs. This is done most often in cases where there is a strategic marketplace advantage in highlighting the name of the department or program to build name recognition as an identity distinct from Brown. These sub identities still incorporate the primary identity of the University, though the Brown name may be secondary in treatment.

This treatment is a practice that allows the growing strength of the program to benefit from Brown's longstanding reputation for excellence while also contributing to Brown the attributes imbued by the program. All requests for sub identities must be reviewed by the Office of University Communications. Prominent examples of units with sub identities at Brown include the Warren Alpert Medical School and Watson Institute for International and Public Affairs. These units maintain guidelines for their sub identity systems.

Please contact the units hosting the sub identities for guidelines regarding use, or email marketing_communications@brown.edu.

INDEPENDENT LOGOS

As a best practice, most institutions of higher education are moving away from an era of proliferation of independent logos within a college or university. Independent logos often lead to a fractured identity and the appearance of units disassociating with the core values of the institution.

In the rare case in which there are demonstrated strategic or marketplace advantages for a program or initiative to establish a long-term, consistent brand or identity with audiences external to the institution, programs or offices may seek to develop a separate "independent" logo or identity.

Programs or offices that demonstrate the long-term benefits of establishing a consistent identity independent of the University identity — and that demonstrate that such an identity will not lead to disassociation with the University or confusion—must work with the Office of University Communications to review the independent logo treatment. The intent should be to retain the independent logo for a substantial number of years to establish and sustain program identity distinct from the Brown core identity.

"Independent" program logos must include the Brown name to establish affiliation with the University, though the Brown logo must not be manipulated or altered to be incorporated into an independent program or office logo. In treatments in which the University name cannot be included in the logo, (reduced for business cards, digital use, etc.), the Brown logo should appear elsewhere on any print or digital communication bearing the independent logo.

At no time is it permissible for a logo design to encircle the Brown Coat of Arms with an inscription, because doing so is imitative of the seal of the Corporation of Brown University.

All logos for new departments or schools should be approved through the Office of University Communications. This includes logos within the core identity system, sub identities and requests for independent logos. For further guidance on independent logos, see the *Best Practices Guide* that appears as an appendix to this policy document.

CORE IDENTITY SYSTEM APPLICATIONS

DEPARTMENTS, SCHOOLS AND PROGRAMS

These are examples of basic logo types used for departments, schools, offices and other entities within Brown.

These logo types have color variations and a stacked and horizontal orientation to allow for flexibility of use.

They allow for a maximum of two lines of text for the school or department name. When presented horizontally, the Brown name and text are always aligned with the top of the shield, and never extend below the bottom of the shield.

COLOR

They are presented in black and white, two-color or reverse only. Colors, typefaces and imagery should be consistent with Brown's Visual Identity, outlined in this document.

Two-color or one-color treatments of department or sub identities should be used on white or black backgrounds, with the full-color logo (the full color coat of arms) as a treatment option reserved for full-color backgrounds.

USE OF "UNIVERSITY"

The 2003 visual identity policy officially removed the word "University" from the logo to elevate the Brown name. However, in rare cases, some units can be approved to include the word "University" for international audiences that may not recognize the Brown name alone as an academic institution.

For assistance with a logo for your department, school or program, contact marketing_communications@brown.edu.

CORE IDENTITY OPTIONS



Option for
international use



SUB IDENTITY EXAMPLES



CORPORATION SEAL AND IDENTITY

The use of the seal of the Corporation of Brown University is reserved for legal authentication of diplomas and other presidential or Corporation-affiliated documents and certificates. The only occasion on which it is used decoratively is on the cover of Commencement programs to carry the theme of the diploma.

When not a stamp or watermark, it may appear in black, brown PMS 476, or brown metallic PMS 8622. Any use of the Corporation seal must be approved by the Office of the Corporation.

HISTORY

Originally created in 1834, the Corporation seal is a circular disc with the inscription “*Sigillum Universitatis Brunensis*” around the edge, encircling the Coat of Arms consisting of a shield, crest and motto.

The official original description of the Coat of Arms is as follows:

“The Brown University arms as correctly blazoned are: Argent (silver or white), a cross gules (red) between four open books of the first (argent), bound of the second (gules). Crest: a demi-sun issuant radiant or (gold or yellow) through clouds argent. ... Motto: In Deo Speramus. The motto should be on a scroll below the shield.”

In ensuing years, the color specifications for the seal were removed, and the seal now appears in the one-color treatment described above.



BLACK VERSION
(For Corporation use only)



BROWN (476) VERSION
(For Corporation use only)

OTHER VISUAL IDENTITY SYSTEMS

Within the University community, a small number of Brown entities have distinct identity systems, typically accompanying expansive branding and marketing strategies for specialized operations. Examples include Brown Annual Fund, *Brown Together*, *Brown Alumni Magazine*, and Brown Athletics.

This includes also the informal use of the Brown wordmark – the Brown name without the Coat of Arms – typically appearing in varying weights and orientations of the Minion Pro typeface that appears in the official logo. This use is reserved exclusively for manufactured goods (approved through the University's licensing program) and is not intended for University print or digital communications.

Some unique logos from other identity systems within Brown are shown here. Offices or departments seeking guidance on whether their identity systems are in alignment with the University's Visual Identity Policy and Strategy should email marketing_communications@brown.edu or contact the Office of University Communications.

CAMPAIGN AND ANNIVERSARY IDENTITIES AND LOGOS

During special anniversary celebrations and major fundraising campaigns, the University may employ a unique visual identity and logo with their own distinct sets of protocols and standards for use. Academic and administrative units should contact marketing_communications@brown.edu for guidance on adopting these specialized identities.



For more information on any of these unique identities, please contact the communications managers for the units directly, or email marketing_communications@brown.edu for assistance.



BROWN

COLOR PALETTES
AND APPLICATIONS

COLOR PALETTES AND APPLICATIONS

The colors associated with a visual identity become an instantly recognizable element of an institution, and therefore official colors play an important role in Brown's visual identity.

PRIMARY COLOR PALETTE

There are four colors that make up Brown's primary identity. To ensure consistency in production and reproduction, these colors cannot be lightened, darkened or otherwise adjusted. Please ensure that the correct color references are used at all times by following these specifications.

Red should always be used at 100% tint. The brown, silver and gold may be used at different screens for design purposes.

The following PANTONE, RGB, CMYK and Hexadecimal reference numbers have been carefully selected for the Brown University identity. PANTONE is the recognized industry standard color guide for the printing and design industry. CMYK is used for four-color printing, RGB for computer and electronic displays, and HEX specifically for Web communication.

In instances where vendors do not use these color numbers, such as when manufacturing clothing and other promotional items, use the printed examples as your guide to choose a color that best matches.

PANTONE: 2347C/U
CMYK: 0, 100, 100, 0
RGB: 237, 28, 36
HEX: #ED1C24
LAB: 51.67, 73.26, 53.02

RED
(MAIN)

PANTONE: 476C/U
CMYK: 30, 71, 75, 81
RGB: 78, 54, 41
HEX: #4E3629
LAB: 25, 11, 13

BROWN
(MAIN)

GOLD
(ACCENT)

PANTONE: 123C / 115U
CMYK: 0, 22, 83, 0
RGB: 255, 199, 44
HEX: #FFC72C
LAB: 84, 13, 78

GRAY
(ACCENT)

55% TINT

PANTONE: 7543C/U
CMYK: 24, 9, 8, 22
RGB: 152, 164, 174
HEX: #98A4AE
LAB: 67, 3, 7

*MAY BE USED AT A 55%
TINT OF THE SPOT COLOR,
OR 15% BLACK FOR A
LIGHTER GRAY.*

SECONDARY COLOR PALETTE

A set of secondary colors that complement the colors in the primary visual identity allow for broader artistic expression while also harmonizing with the primary color palette. Composed of contemporary colors, the secondary color palette will be maintained as a flexible palette that may be updated as color trends shift over time.

The four colors that constitute the secondary color palette complement the primary brown (476c) and red (2347c), but also may be used with other colors from the primary color palette, or other colors of a designer's choosing. These colors may be used at a 100% tint, or screened to other values as needed for design purposes.

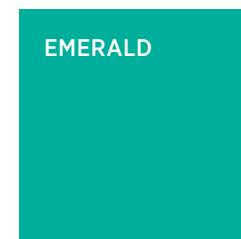
PANTONE: 305C/U
CMYK: 54, 0, 6, 0
RGB: 89, 203, 232
HEX: #59CBE8
LAB: 75, 27, 26

SKY BLUE

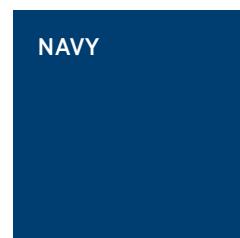


PANTONE: 3275C
CMYK: 90, 0, 52, 0
RGB: 0, 179, 152
HEX: #00B398
LAB: 61, 71, 6

EMERALD



NAVY



PANTONE: 541C/U
CMYK: 100, 58, 9, 46
RGB: 0, 60, 113
HEX: #003C71
LAB: 23, 7, 39

TAUPE



PANTONE: 7535C/U
CMYK: 10, 11, 23, 19
RGB: 183, 176, 156
HEX: #B7B09C
LAB: 70, 3, 7

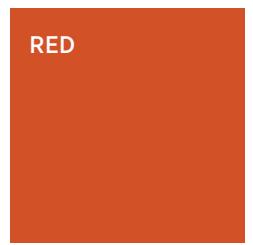
METALLIC COLOR PALETTE

There are four colors that compose Brown's primary identity when printing with metallic ink. These colors cannot be lightened, darkened or otherwise adjusted. Please ensure that the correct color references are used at all times by following these specifications.

In instances where custom/specific colors are not an option, choose the colors that best match these breakdowns.

PANTONE METALLIC
PREMIUM: 10153C

RED



PANTONE METALLIC
PREMIUM: 10120C

GOLD



BROWN



PANTONE METALLIC:
8622C

SILVER



PANTONE METALLIC:
877C

EXAMPLE COLORS SHOWN HERE DO NOT
ACCURATELY REPRESENT ACTUAL PRINTED
METALLIC INKS.

COLOR APPLICATIONS

Each logo specified within the Brown visual identity has four color variations, allowing for flexibility of use in different media. Examples of these color options are shown here. They are also available in metallic ink (see page 21 for more information).

The one-color reverse treatment is acceptable only on red, black and brown backgrounds. This is to avoid wide and varied color rendering of the logo, which generally is not permitted for trademarked logos.

The two-color or one-color version of the logo is for use on all other color backgrounds, with the Brown name appearing in white or black, depending on the background.

The full-color version of the logo is used for formal or ceremonial use, including formal invitations, formal programs, and ceremonial banners and signage. It also may be used on full-color backgrounds to render the logo prominently against multiple colors.



**TWO-COLOR:
RED AND BLACK**
*Preferred common use,
including on white,
black or other mono-
color backgrounds*



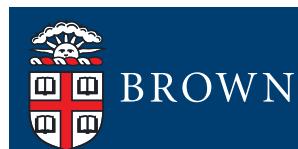
ONE-COLOR
*Alternate common
use, especially in black
and white or one-color
treatment*



**FULL COLOR:
RED, GOLD AND BLACK**
*Most often reserved for
ceremonial or formal use, or
on full-color backgrounds*



ONE-COLOR REVERSE:
Restricted to red, black and brown backgrounds



**TWO-COLOR OR ONE-COLOR:
For all other mono-color or gradient backgrounds**





BROWN

TYPOGRAPHY

STANDARD TYPEFACES

Typefaces and how they are arranged are as important to Brown's identity as the use of color and graphics. Typography that is selected, arranged, and spaced well is what distinguishes professional print and digital publications.

Minion Pro is the primary serif typeface for Brown University. It appears in the Brown logo and is based on classic humanist type styles that date back to the Renaissance.

Freight Sans and Gotham Narrow are sans serif typefaces that combine contemporary design aspects with nostalgic elements of America's past. These typefaces speak to Brown's unique culture and integrated approach to higher education.

Having three typeface options allows for flexibility and creative expression. Minion Pro should be used in most instances as the primary body copy typeface at a minimum of 10pts, with Freight Sans and Gotham Narrow used as accent or heading typefaces. Other typefaces may be used at the designer's discretion.

On these pages are just a few examples of the typeface style options that are available within each font family.

Brown University's CIS Software Services unit maintains licenses for the use of these fonts for members of the University community. Minion Pro and Freight Sans are readily available without charge to Brown University faculty, staff and students through the Typekit asset in Adobe Creative Cloud. Visit software.brown.edu for more information. When these fonts are unavailable, use the alternative desktop and digital options recommended on Page 26.

SERIF TYPEFACE

MINION PRO

Regular:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Italic:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Semibold:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Semibold Italic:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Numerals: Minion Pro numerals should be used in either Proportional Lining or Tabular Old Style, depending on their meaning and placement. Generally speaking, Proportional figures are appropriate when numerals are going to be read in text, and Tabular figures are preferable when numerals will be read in columns, or are meant to stand out on their own. Tabular Old Style style is shown in this example.

SANS SERIF TYPEFACES

FREIGHT SANS

Book:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Book Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Medium:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Medium Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GOTHAM NARROW

Book:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Book Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Medium:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Medium Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

DESKTOP AND DIGITAL OPTIONS

Brown's standard typefaces may not always be available in various desktop publishing applications or Web or digital interfaces, including email platforms and blogs.

When the official Brown standard fonts are unavailable, two of the most commonly available fonts, Georgia and Arial, should be used as substitutes to most closely match Brown's official fonts.

BROWN.EDU

The Brown.edu website is governed by separate visual guidelines, distinct to its Web-based platform.

Consult the "Fonts & Colors" section of the *Brown Web Style Guide* online for visual standards for Brown University websites. These same guidelines also apply to digital, mobile-based applications.

GEORGIA

Regular:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Italic:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Bold:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Bold Italic:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

ARIAL

Regular:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Italic:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Bold:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Bold Italic:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0



BROWN

**BEST PRACTICES
GUIDE**

OVERVIEW

This guide to applying the visual identity standards was developed by a team of designers from across the University to help Brown's academic and administrative units use the Brown Visual Identity Policy and Strategy to create effective, attractive and professional communications.

Additional guidance is available through the Office of University Communications.

The following pages include:

- Examples of Brown's identity elements in standard print and digital publications
- Tips on effective use of images and photography
- Examples and templates for specialized uses, such as PowerPoint presentations, video intros, and social media icons
- Tips on applying identity standards to social media
- Guidance on independent logos and identities



APPLYING THE IDENTITY TO STANDARD PUBLICATIONS

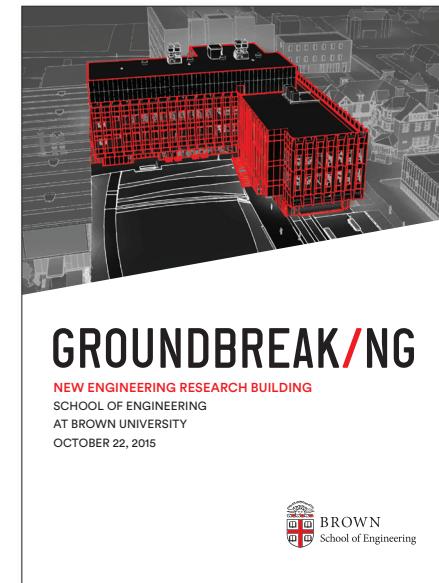
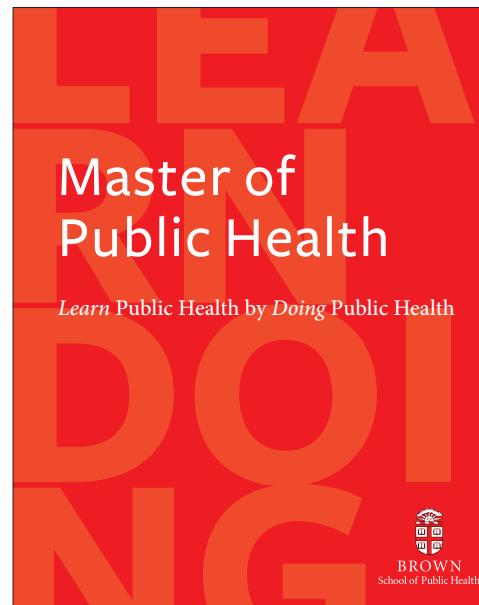
LOGO PLACEMENT

The Brown logo (or specific unit logo) should be present on the front/cover of all printed communications. When the visual identity policy was first established in 2003, a core concern was the proliferation of publications without the prominent University identification needed to distinguish Brown's programs from those of other institutions.

Depending on the communication's scope, size and design, the logo may appear on the back cover in exceptional circumstances.

Additionally, the manner in which the logo is used within design should be handled carefully and respectfully. If used on top of a design element, the background should be simple and clear, not a busy area of the photograph or pattern, or against a color that is jarring to Brown's official colors and identity.

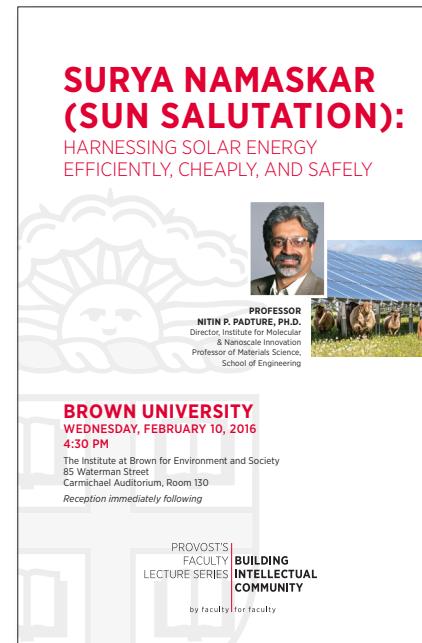
Visual effects should be handled sparingly and respectfully, avoiding excessive animation and overlays.



EXAMPLES OF GOOD
LOGO PLACEMENT

USE OF COAT OF ARMS IN ISOLATION

As stated on page 8, the Brown University Coat of Arms may only be used in isolation in circumstances where the word “Brown” or “Brown University” appears very prominently in an adjacent treatment, as demonstrated in these examples of the masthead of the website or a publication.

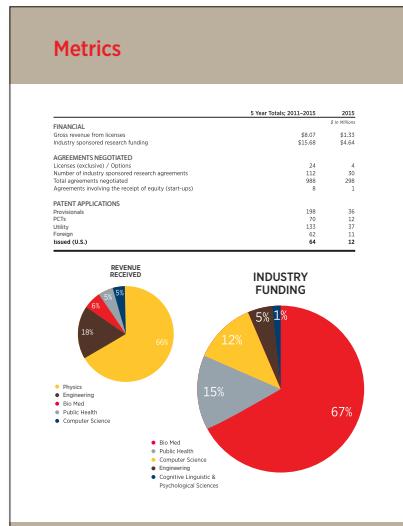


APPLYING THE IDENTITY TO STANDARD PUBLICATIONS (CONTINUED)

COLOR

The primary color palette should be used as often as possible. The secondary color palette should be used to accent or complement the primary colors. See pages 19-22 for Brown University color specifications.

EXAMPLES OF GOOD COLOR USE



TYPEFACES

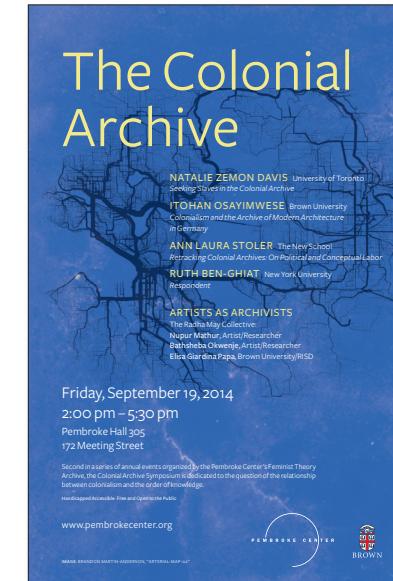
Always select and commit to a consistent body copy throughout your publication. Brown's standard is Minion or Minion Pro "Regular" at minimum 10pt size, Freight Sans at 10pt size or Gotham Narrow at 9pt size. Body copy should remain unjustified and minimally hyphenated or unhyphenated when possible. Left-aligned body copy is preferable. Avoid the urge to right-align or force-justify copy; it creates superficial and often awkward spacing.

Freight Sans, Gotham Narrow and Minion Pro have been selected as Brown's official fonts because they look attractive together. When using a sans-serif font for body text, Minion Pro should ideally be used as the heading or secondary typeface, and vice versa.

When the official Brown standard fonts are unavailable, two of the most commonly available fonts, Georgia and Arial, should be used as substitutes to most closely match Brown's official fonts.

Other typefaces and treatments may be used sparingly (and consistently) as the title or theme of a specific event or program, depending upon the scope of the project.

TYPOGRAPHIC EXAMPLES



CHINA INITIATIVE DISTINGUISHED SPEAKER SERIES
知名学者演讲系列

In connection with its research programs and the Wilson Institute's broader agenda across governance, development, and security, the China Initiative during 2014–2015 commenced its distinguished speaker series.

In October 2014, Dr. Gao Jian, vice governor of the China Development Bank—the Chinese government's leading provider of development aid and infrastructure funding—delivered a talk titled "The Chinese Approach to Development Aid: The History, Mission, and Challenges of the China Development Bank."

In November 2014, New Yorker journalist Evan Osnos delivered a talk on his book *Age of Ambition: Chasing Fortune, Truth, and Power in the New China*. Osnos, who had recently linked to the China Initiative's program on urbanization, came one day after Osnos's *Age of Ambition* received the 2014 National Book Award.

CHINA TODAY IS UNDERGOING THE LARGEST SCALE AND MOST RAPID PROCESS OF URBANIZATION IN HUMAN HISTORY.

INDEPENDENT LOGOS

The spirit of independence and creativity is among Brown's strengths. And in that spirit, departments and programs are often drawn to create unique logos for themselves, sometimes so unique that it disassociates them from the University itself, or undermines their goals of projecting prestige or professionalism.

Offices and programs must seek guidance from the Office of University Communications before choosing to develop a unique identity or logo, and especially before engaging a designer or marketing/branding firm to help.

These considerations can help guide departments and programs deciding whether to pursue an independent logo:

- Assess carefully whether a unique identity is a strategic or promotional necessity, and ensure that it will not lead to perceived disassociation from the University.
- Consider what role the name recognition of the established Brown logo and identity may have in building the reputation of your department or program.
- Determine what marketing resources your unit will be able to devote to building new brand recognition of a new logo in a crowded marketplace where logos compete for attention.
- Review whether your department's own photographs, videos and stories can capture uniqueness and personality as immediately and emotionally as a conceptual logo.

If your assessment leads you to pursue an independent logo:

- Use Brown's design resources or a Brown-approved vendor who understands the University's message, character and identity standards well. This can help avoid expending resources while a new designer or firm "discovers" Brown for themselves. It also ensures your identity is aligned with the larger Brown identity.
- Your logo must include the word "Brown" or "Brown University" to establish clearly your affiliation with the University.
- Do not manipulate or alter the Brown logo to incorporate it into your unique logo.
- On print or digital communications bearing your logo, the Brown University logo should also be displayed (e.g., if your unique logo is on the front cover, the University logo could be displayed in a band at the bottom of the cover, or on the back cover).

USE OF THE BROWN LOGO WITH OTHER LOGOS

When the University co-sponsors an initiative or event as an equal partner with external academic, community or corporate entities, the Brown logo should be presented as equal in scale and importance to the other logos.

Care must be taken to ensure ample clear space is provided between the logos—to either side and above and below—to avoid any mistaken suggestion of merger or dependence. Partner or co-sponsor logos should never be combined by touching, overlapping, or using a graphic element to join the distinct logos.

Proper permissions, specifications and requirements should be obtained from all co-sponsoring organizations before using their logos in Brown University publications or media.

For further guidance with co-sponsor logos, please contact marketing_communications@brown.edu.



EXAMPLE OF GOOD
LOGO SPACING

BROWN IMAGERY

Images should be used to draw a viewer into a publication and to add a deeper understanding of the information being communicated in text.

For the most effective visual storytelling, use one or two larger images rather than multiple smaller images. "Less is more" because it allows the viewer to focus on the key concepts being communicated, and will help keep the designs clean and concise.

Imagery should tell a story whenever possible, and the obvious image is not always the freshest or most compelling choice. Genuine engagement between people, facial expressions, emotion and feeling create a relatable response in the viewer and can make a lasting impression.

Imagery should reflect Brown's unique understanding of higher education, its diverse and inclusive community, and open and expansive curriculum. Ensure that images encompass multiple disciplines and represent a diversity of people and engaging points of view.

It is always best to schedule a professional photographer, when the time and budget allow. The Brown Image Gallery is also available for use by the Brown University community and contains a growing variety of professional photographs for use on printed and digital media. For more information, visit brown.widencollective.com.



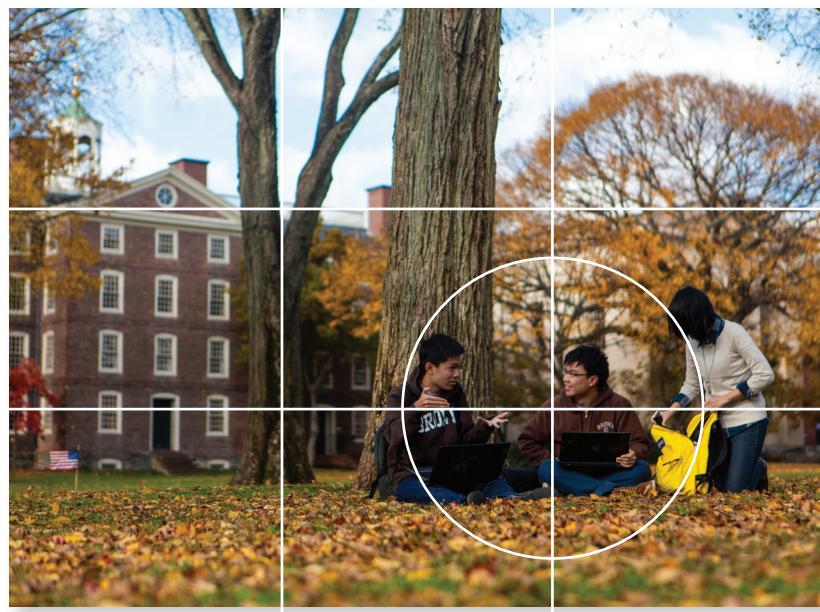
All published images must comply with Browns' image use permission policy, available on the University Communications website. For help with imagery selection, options or use, please email marketing.communications@brown.edu or contact the Office of University Communications.

BROWN PHOTOGRAPHY

BASIC TECHNICAL GUIDELINES

BASIC COMPOSITION

A photograph's composition – the position of different elements within the frame – tells the viewer what the subject is within the context and interest needed to make the image compelling. A common composition technique, the “rule of thirds,” is demonstrated below. Divide the frame into nine squares of roughly equal size. Align the subject along one of these intersections. This creates a more dramatic, visually interesting shot than one where the subject is located dead center.



WHITE BALANCE

White balance issues occur most commonly when the subject is lit by unnatural or multiple sources of light. When the white balance is off, all the colors in the photograph will be inaccurate, with an overall yellow, green or orange hue. This will give the photograph (and the publication) an unprofessional or unimportant appearance. Whenever possible, use natural lighting or the camera’s automatic white balancing feature to help eliminate this issue.

LIGHTING

Bad lighting obscures a photograph’s subject and diminishes the professionalism of the communication. Dark shadows on the subject’s face, halos, and silhouettes can all ruin a good photograph. When shooting outdoors, ensure that the subject is not lit harshly from behind or from one side, and when necessary, use the camera’s flash to fill in shadows.

RESOLUTION AND SCALING

Using low-resolution, stretched or blurry images will diminish the professionalism of a print or digital publication. For most printed materials, a photograph should be at least 300 dpi at actual printed size. For digital or Web images, you can use a lower resolution of 72 dpi at actual size. Never stretch or distort your images to fill a space. All images should be scaled proportionally.

SOCIAL MEDIA

Social media identity guidelines are meant to help the followers of Brown social media platforms instantly and easily recognize your account as officially associated with the University.

The graphic identity of an account that meets Brown's social media identity standards is consistent, visual and unique, as described below.

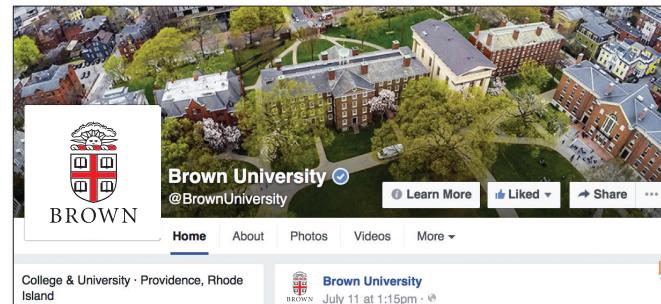
Consistent:

- Profile pictures, or avatars, should be the same across all digital platforms. For example, your profile picture on Instagram should always match your profile picture on Twitter, SnapChat, Facebook, etc. Your audience will come to recognize your account by your profile picture, so it should rarely, if ever, change.
- Cover photos, the horizontal images across the top of most social media profiles, should also match across platforms. Cover photos can be changed on a regular basis according to current events happening in your area of social media coverage or something more general, such as the seasons.
- Your account name should be the same across platforms as well. For example:

facebook.com/BrownUniversity
twitter.com/BrownUniversity
youtube.com/BrownUniversity

Visual:

Profile pictures and cover photos should consist of images (a photo or text-free logo) instead of words. Text on a profile picture is often too small to be seen on a mobile device, which is often what your audience uses to access your content. Including the name of your department, unit or group in your profile picture is also unnecessary because it is listed on your profile and



EXAMPLE OF SOCIAL MEDIA IDENTITY

next to every post you publish across platforms. Cover photos are best as images as well. They will resize differently on desktop and mobile, so text often gets cut off or covered depending on the device a visitor uses to access your social media profile.

Unique:

While your accounts should be unified in name, cover photo and profile picture, no image should be the same as another Brown account's image. This will allow our audience members to differentiate between accounts and make it easier to find yours while scrolling through a feed.

Accounts must meet standards to be cross-promoted through the primary Brown University social media accounts.

The social media staff in the Office of University Communications manages the primary Brown University social media accounts and leads the University community in strategic social media efforts. If you manage an account that does not meet identity standards, please contact the social media team at social-media@brown.edu or email [marketing_communications@brown.edu](mailto:marketing.communications@brown.edu) for guidance.

STATIONERY

The standard letterhead design features the University wordmark in the horizontal format at the top left to clearly emphasize the Brown name. At the top right, either the specific unit or an individual's name and title are highlighted. The full University name and address are at the bottom of the sheet.

Similarly, the business card features the horizontal wordmark to the left and space to the right to accommodate all manner of titles and addresses. The Brown University name should always be the first line of the address block.

Specialty stationery for distinct purposes – for example, for presidential, Corporation or international use – may reflect variations of this standard template, but must remain in line with policies for the use of the Coat of Arms and other aspects of the Brown visual identity.

For assistance with stationery design and ordering, visit www.brown.edu/webmaster/visual_identity/stationery.



BROWN

JANE BROWN
Director of XXXXXXXX
Department of XXXXXXXXXX



BROWN

JANE BROWN
Director of XXXXXXXX

Brown University
Box xxxx, Providence, RI 02912
TEL: 401 863-XXXX FAX: 401 863-XXXX
e-mail address

Brown University Box xxxx / xx Street Address Providence, RI 02912 TEL: 401 863-XXXX FAX: 401 863-XXXX

STANDARD TEMPLATES

Standardized digital templates and graphics for Microsoft Office presentations and documents, video intros and endings, and other repeatable projects ensure work has a professional, attractive, consistent and readable appearance.

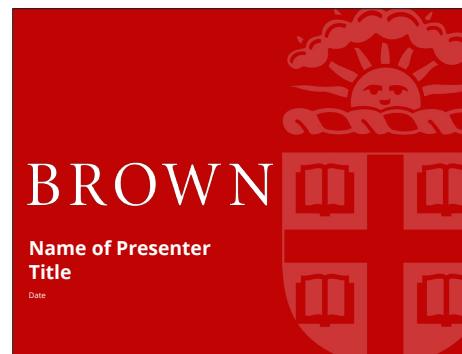
The Office of University Communications can provide the following:

- Microsoft PowerPoint presentation templates
- Microsoft Word stationery templates
- Microsoft Word fax and memo templates
- video “bumpers” for intro and ending
- email signatures

These templates are designed for easy use and can be obtained by emailing marketing_communications@brown.edu.



EXAMPLE OF VIDEO BUMPER



A screenshot of a Microsoft Word document. At the top right is the Brown University crest logo. Below it, the word "Heading" is written in a bold, black font. Underneath, there is a horizontal line and three bullet points, each preceded by a red triangle symbol. The rest of the page is blank white space.

EXAMPLES OF POWERPOINT TEMPLATES

FOR MORE INFORMATION ON:

The Brown University Visual Identity Policy and Strategy
Editorial style guidelines
Web standards or practices
Accessing logo files
Review of new logo requests

PLEASE CONTACT:

marketing_communications@brown.edu

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The Brown Visual Identity Policy and Strategy was created by the Office of University Communications and its Graphic Services unit.

