



## Style Guide

The Roux Academy Of Art, Media & Design is recognized nationally and internationally as a leading institution for the study of art and design. These branding guidelines are designed to ensure a consistent look and a consistent tone in all its communications.

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## 01 About the Roux Academy brand

The Roux Academy brand communicates excellence and usually serves as the first impression of Roux Academy with any audience—in person or online. We have developed these guidelines to promote the clear and consistent use of the Roux Academy's identity as a global, interdisciplinary university whose departments work together for a common mission.

The standards extend to the use of logos, colors, typography and other matters that affect Roux Academy's identity.

The major objective of setting brand standards is to display a clear and consistent message across all forms of communication. The Creative Team will provide strategic assistance on any branding applications that are unclear. We are passionate about our brand and we are here to help. For more information about the Roux Academy brand or these guidelines, please contact the Creative Team.

## 01.01 Voice

All communications should be plain-spoken and uncomplicated with a minimum of jargon.

Roux Academy is

- Connected
- Student-focused
- Inclusive
- Enthusiastic

## 01.02 Naming Conventions

In correspondence the first usage should include the full name: Roux Academy of Art, Media & Design; thereafter use Roux Academy.

### Correct

Roux Academy of Art, Media & Design

Roux Academy

Roux Academy | Graphic Design

Roux Academy Department of Graphic Design

### Incorrect

Roux Academy of Art, Media and Design

Roux Academy of Art, Media, & Design

Roux Academy of art, media & design

Roux academy

Roux

Roux Academy: Graphic Design

Roux Academy—Graphic Design

Roux Academy Dept. of Graphic Design

Roux Academy Graphic Design Department

On all questions of correct usage, The Roux Academy uses the Chicago Manual of Style (16th Edition).

## 02 The Roux Academy logo



The Roux Academy logo is made up of the circle, petals, the initial R, as well as the full name written outside the circle. The typeface is Myriad Pro, chosen for its combination of elegance and contemporary feel.

The Roux Academy logo comes in the following versions:



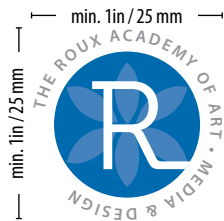
The main logo should be used on all public-facing materials (direct mail, advertisements, the homepage of the website, etc.). The alternate logo is acceptable for audiences that are already familiar with the Roux Academy brand or for internal documents. When in doubt, use the full logo or contact the Creative Team for clarification/guidance.

## 02.01 Black & White versions of the logo



These versions of the logo are to be used when printing in black and white.

## 02.02 Sizing and positioning



The minimum height of the Roux Academy logo should be 1" (25mm). NEVER go smaller than this. If the space you have is smaller than this, then the application medium is unsuitable.

The logo does not have a maximum reproduction size.



Don't do this

The logo should always be situated in a clear, readable location. The logo must always have good contrast with the background to ensure maximum impact and accessibility.

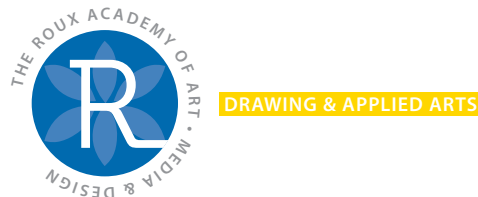
## 02.03 Clear Space



The clear space (or exclusion zone) may be white, the color of the background or a simple area of a photo. The clear space should never be cropped or infringed upon in any way. The clear space ratio is related to the height and width of the entire logo. The minimum clear space is the height of one of the petals. This is not a placement guide. It is a minimum only.

## 02.04 Incorporating sub brands

Each of Roux Academy's four departments has its own logo, incorporating the department name against a color-coded bar of solid color. These logos can be used in either their horizontal or square versions:





## 02.05 Examples of what not to do

Please respect the Roux Academy logo, which is essential to the Roux brand. The logo should never be altered in any way. Though not an exhaustive list, here are some things NOT to do:

- redesign, redraw, animate, modify, distort or alter the proportions of the logo.
- surround the logo with—or place over—a pattern or design.
- rotate or render the logo three-dimensionally.
- add words, images or any other new elements to the logo.
- replace the approved typeface with any other typeface.
- enclose the logo in a shape or combine it with other design elements or effects.
- modify the size or position relationship of any element within the logo.
- add additional copy to the logo.



## 02.06 Logo file formats for specific uses

- Files with an .ai extension should be used for printed materials
- Files with a .png extension should be used for screen viewing

A zip file containing all versions of the logo can be downloaded [here](#)

## 03 Typography

### 03.01 Readability

The type we use helps to convey the personality of our brand.

Myriad is a humanist sans-serif typeface designed by Robert Slimbach and Carol Twombly in 1991. It combines elegance, a contemporary look and a strong sense of tradition—values integral to Roux Academy.

Where a serif font is required in combination with Myriad, use Minion Pro.

Arial, also a sans-serif typeface, has been chosen for its compatibility as well as its clean, neutral look. Arial is packaged with Microsoft Windows and Mac OS X.

### 03.02 Office fonts and web fonts

Myriad Pro and Minion Pro should be used in all printed correspondence.

Arial should be used on the web and in all email correspondence.

Myriad Pro

abcdefghijklmnopqABCDEFGHIJKLM  
123456789?&%\$!\*  
**abcdefghijklmnopqABCDEFGHIJKLM**  
**123456789?&%\$!\***  
**abcdefghijklmnopqABCDEFGHIJKLM**  
**123456789?&%\$!\***

Arial

abcdefghijklmnopqABCDEFGHIJKLM  
123456789?&%\$!\*  
**abcdefghijklmnopqABCDEFGHIJKLM**  
**123456789?&%\$!\***

Minion Pro

abcdefghijklmnopqABCDEFGHIJKLM  
123456789?&%\$!\*  
**abcdefghijklmnopqABCDEFGHIJKLM**  
**123456789?&%\$!\***

Text should be set left aligned. Avoid centered or justified titles and text.

Four score and seven years ago  
our fathers brought forth on  
this continent, a new nation,  
conceived in liberty, and  
dedicated to the proposition  
that all men are created equal.

Four score and seven years ago  
our fathers brought forth on  
this continent, a new nation,  
conceived in liberty, and  
dedicated to the proposition  
that all men are created equal.

Four score and seven years ago  
our fathers brought forth on  
this continent, a new nation,  
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### 03.03 Accessibility

Every piece of communication is an opportunity to reinforce the Roux brand. To ensure that all Roux Academy materials, in print and web, meet current accessibility standards, please ensure that:

- All type is above 6pt in size
- There is sufficient contrast between the text and the background color. Dark type on a white or very pale background is the most legible. White type should only be used on dark backgrounds.
- the type does not run over busy backgrounds as this will make it harder to read.
- Type is set in upper and lowercase—i.e. avoid unnecessary use of ALL CAPS

## 04 Using brand colors

### 04.01 Primary and secondary color palettes

The Roux Academy logo uses two spot colors: Pantone® 300 and Pantone® Warm Gray 7. When necessary these may be converted to their CMYK equivalents for process color printing.

The Roux Academy color palette allows the brand to be communicated clearly and appropriately. The colors are meant to evoke excellence and stability. The secondary colors distinguish the different academic departments that make up the school.

These colors are listed in the following color models:

- Pantone® (for 2-color printing)
- CMYK (for 4-color/full color process printing)
- RGB or HEX values for web and screen.

Please choose the appropriate values for the medium in which you are working. Color palettes compatible with the Adobe Creative Suite are available here:

[Spot Color / Process Color](#)

[Web & Screen](#)

## Primary palette

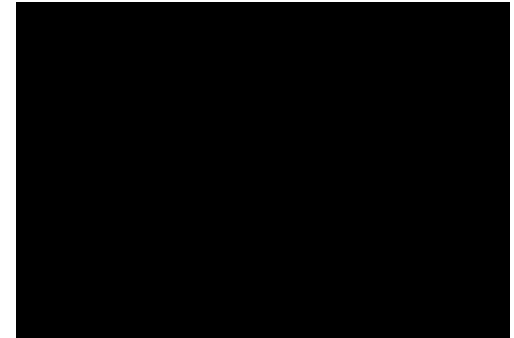


Pantone®	CMYK	RGB	HEX
300	100 54 4 0	0 106 175	0060A8

Pantone 300 and Warm Gray 6 are unique to the Roux Academy logo and should not be used elsewhere in our publications



Pantone®	CMYK	RGB	HEX
Warm Gray 6	0 0 0 50	147 149 152	9D9C9C



Pantone®	CMYK	RGB	HEX
Process Black	0 0 0 100	0 0 0	000000

When printing in CMYK, black should be built as Rich Black (C60 M40 Y40 K100) when applied to solid fields. (Note Rich Black should never be applied to text.)

## Secondary palette



CMYK	RGB	HEX
0		
54	246	F18A2D
87	141	
0	57	



CMYK	RGB	HEX
47		
71	147	9A5EA2
0	99	
0	169	



CMYK	RGB	HEX
0		
14	255	FFD600
100	214	
0	0	



CMYK	RGB	HEX
0		
80	241	E84E1B
95	90	
0	41	



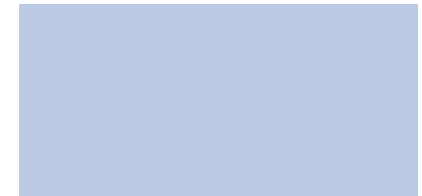
Pantone® 300 100%



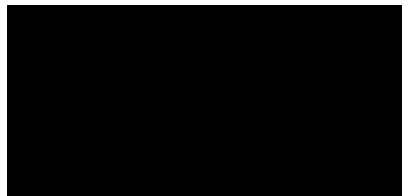
Pantone® 300 75%



Pantone® 300 50%



Pantone® 300 25%



Pantone® Black 100%



Pantone® 300 75%



Pantone® 300 50%



Pantone® 300 25%

Pantone® 300 and Pantone® Process Black may also be used as tints in the following percentages: 25, 50, 75.  
Pantone® Warm Gray 6 should not be used at anything less than 100%.

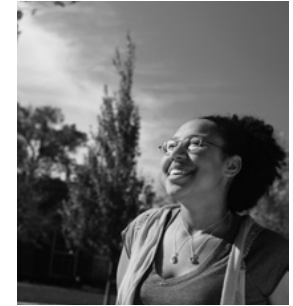


## 05 Use of imagery

### 05.01 Our image style

Photography is a powerful and dynamic tool. Our values and ethos are reflected in the images we use. They should communicate the diversity, energy and personality of what we do. Photography should convey emotions and atmosphere. Look beyond the straightforward and typical to find a more inspirational perspective. Consider detail or unusual angles to increase impact and create effective communications.

Our images show Roux Academy students, faculty, and staff in real-life situations. They should convey emotions, atmosphere and engage the audience. Images should feel observational and spontaneous rather than staged, and show the energy of the people who interact with Roux Academy. Only use images that are relevant and add value. Ensure the content does not offend or alienate. Avoid clichés, and racial and gender stereotyping.



## **05.02 Image usage**

Important guidance regarding consent, usage and copyright issues can be found at [www.rouxacademy/communications/services/photos/index.html](http://www.rouxacademy/communications/services/photos/index.html)

## **05.03 Technical considerations**

Images can be reproduced in full color, single color (monotone) and black and white. Images that are for use in printed materials should of sufficiently high resolution – 300 pixels per inch.

## Questions?

The Creative Team is here to help. Call us on (212) 555-1212