



**NORWICH**  
**UNIVERSITY®**

*Expect Challenge. Achieve Distinction.*

## **Brand guidelines**





Contents

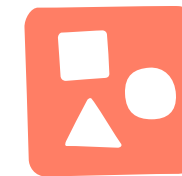
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# Norwich University

Describe the personality of the business.

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Donec efficitur augue vitae  
quam dignissim feugiat et elementum erat.

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Proin tempus suscipit ipsum,  
nec facilisis nunc laoreet pharetra.



**Add an image which reflects the brand**

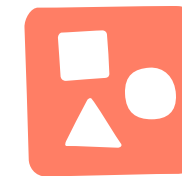
Request from your client or  
use a royalty free image.

# Norwich University

Describe the personality of the business.

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Donec efficitur augue vitae  
quam dignissim feugiat et elementum erat.

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Proin tempus suscipit ipsum,  
nec facilisis nunc laoreet pharetra.



**Add an image which reflects the brand**

Request from your client or  
use a royalty free image.

# Master logo



NORWICH  
UNIVERSITY®

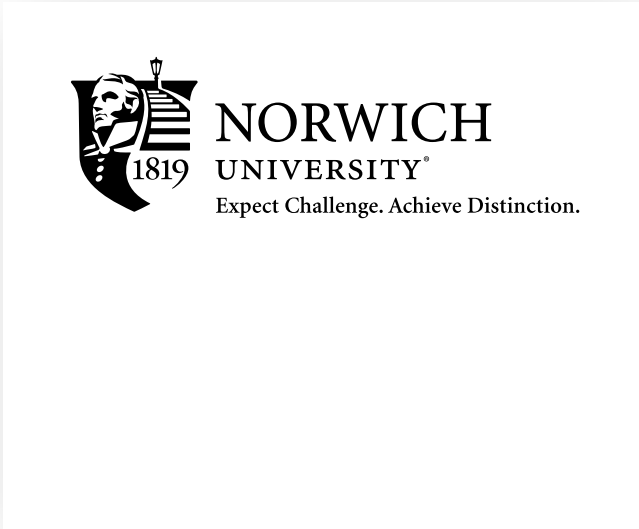
Expect Challenge. Achieve Distinction.

## Logo variations



Brand guidelines

# Logo variations

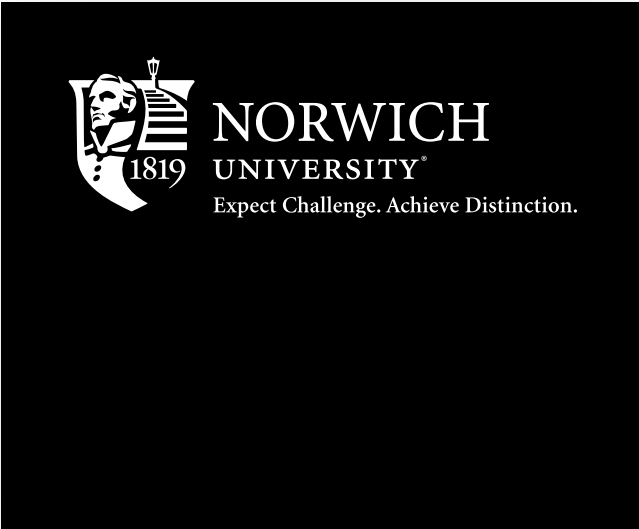


Grey



Brand guidelines

# Logo variations





Logo usage



Exclusion zones

Always allow a minimum space around the logo.

# Typography

## Minion Pro

Minion Pro Regular

The quick brown fox jumps over the lazy dog.

Minion Pro Italic

*The quick brown fox jumps over the lazy dog.*

Minion Pro Semi Bold

**The quick brown fox jumps over the lazy dog.**

Minion Pro Semi Bold Italic

***The quick brown fox jumps over the lazy dog.***

Minion Pro Bold

**The quick brown fox jumps over the lazy dog.**

Minion Pro Bold Italic

***The quick brown fox jumps over the lazy dog.***

## Myriad Pro

Myriad Pro Regular

The quick brown fox jumps over the lazy dog.

Myriad Pro Italic

*The quick brown fox jumps over the lazy dog.*

Myriad Pro Semi Bold

**The quick brown fox jumps over the lazy dog.**

Myriad Pro Semi Bold Italic

***The quick brown fox jumps over the lazy dog.***

Myriad Pro Bold

**The quick brown fox jumps over the lazy dog.**

Myriad Pro Bold Italic

***The quick brown fox jumps over the lazy dog.***

Brand guidelines

# Color palette

Primary



Patone 202  
C30 M95 Y75 K30  
R138 G36 B36  
HEX 000000



Patone 871  
C30 M30 Y30 K100  
R0 G0 B0  
HEX 000000

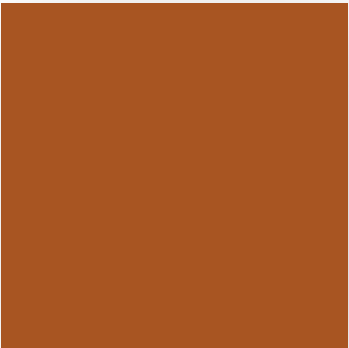


Patone Black C  
C30 M30 Y30 K100  
R0 G0 B0  
HEX 000000

Secondary



Patone Cool Grey 10  
C30 M30 Y30 K100  
R0 G0 B0  
HEX 000000



Patone 1605  
C30 M30 Y30 K100  
R0 G0 B0  
HEX 000000



Patone 116  
C30 M30 Y30 K100  
R0 G0 B0  
HEX 000000



# Brand guidelines

## Image Map





Brand guidelines

# Image Map





# Glossary

### JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

### AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

### EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

### PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

### PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

### TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.