

THE OFFICES AT UNIVERSITY HILLS

---

GRAPHIC  
STANDARDS

## LOGO COLORS



## PRINT AND WEB COLOR PALETTE

When reproducing The Offices at University Hills colors, always match approved swatches.

### Purple

CMYK 64 / 60 / 33 / 10  
RGB 105 / 101 / 127  
HEX 69657f

### Grey

CMYK 48 / 39 / 38 / 5  
RGB 136 / 138 / 140  
HEX 888a8c



CMYK  
64, 60, 33, 10



CMYK  
48, 39, 38, 5

## LOGO USAGE



STACKED LOGO



HORIZONTAL LOGO



REVERSED LOGO

When used on dark backgrounds, logo reverse in white.

## LOGO USAGE (EAST)



STACKED LOGO



HORIZONTAL LOGO



REVERSED STACKED AND HORIZONTAL LOGO

When used on dark backgrounds, logo reverse in white.

## LOGO USAGE (WEST)



STACKED LOGO



HORIZONTAL LOGO



REVERSED STACKED AND HORIZONTAL LOGO

When used on dark backgrounds, logo reverse in white.

# LOGO APPEARANCES (STACKED)

## SPACE REQUIREMENTS

To ensure The Offices at University Hills logo is free from visual distraction, elements such as other logos, images, copy, etc., it must be positioned at a minimum distance from the logo with consistent distance to all edges, as shown. This is defined as "clear space."

Clear space for The Offices at University Hills logo is identified in terms of the X HEIGHT measurement, as shown below. The X HEIGHT is the height of the sub-logotype.

The minimum clear space above, below and to the sides of the logo is the X HEIGHT. The only elements that can violate this space are the URL and the mailing address.



## SIZE REQUIREMENT

The minimum size of The Offices at University Hills logo should appear no smaller than 0.75inch tall.



# LOGO APPEARANCES (HORIZONTAL)

## SPACE REQUIREMENTS

To ensure The Offices at University Hills logo is free from visual distraction, elements such as other logos, images, copy, etc., it must be positioned at a minimum distance from the logo with consistent distance to all edges, as shown. This is defined as "clear space."

Clear space for The Offices at University Hills logo is identified in terms of the X HEIGHT measurement, as shown below. The X HEIGHT is the height of the sub-logotype.

The minimum clear space above, below and to the sides of the logo is the X HEIGHT. The only elements that can violate this space are the URL and the mailing address.



## SIZE REQUIREMENT

The minimum size of The Offices at University Hills logo should appear no smaller than 0.5inch tall.



# LOGO APPEARANCES (STACKED—EAST)

## SPACE REQUIREMENTS

To ensure The Offices at University Hills—East logo is free from visual distraction, elements such as other logos, images, copy, etc., it must be positioned at a minimum distance from the logo with consistent distance to all edges, as shown. This is defined as “clear space.”

Clear space for The Offices at University Hills—East logo is identified in terms of the X HEIGHT measurement, as shown below. The X HEIGHT is the height of the sub-logotype.

The minimum clear space above, below and to the sides of the logo is the X HEIGHT. The only elements that can violate this space are the URL and the mailing address.



## SIZE REQUIREMENT

The minimum size of The Offices at University Hills—East logo should appear no smaller than 0.75inch tall.





# LOGO APPEARANCES (HORIZONTAL—EAST)

## SPACE REQUIREMENTS

To ensure The Offices at University Hills—East logo is free from visual distraction, elements such as other logos, images, copy, etc., it must be positioned at a minimum distance from the logo with consistent distance to all edges, as shown. This is defined as “clear space.”

Clear space for The Offices at University Hills—East logo is identified in terms of the X HEIGHT measurement, as shown below. The X HEIGHT is the height of the sub-logotype.

The minimum clear space above, below and to the sides of the logo is the X HEIGHT. The only elements that can violate this space are the URL and the mailing address.



## SIZE REQUIREMENT

The minimum size of The Offices at University Hills—East logo should appear no smaller than 0.5inch tall.



# LOGO APPEARANCES (STACKED—WEST)

## SPACE REQUIREMENTS

To ensure The Offices at University Hills—West logo is free from visual distraction, elements such as other logos, images, copy, etc., it must be positioned at a minimum distance from the logo with consistent distance to all edges, as shown. This is defined as “clear space.”

Clear space for The Offices at University Hills—West logo is identified in terms of the X HEIGHT measurement, as shown below. The X HEIGHT is the height of the sub-logotype.

The minimum clear space above, below and to the sides of the logo is the X HEIGHT. The only elements that can violate this space are the URL and the mailing address.



## SIZE REQUIREMENT

The minimum size of The Offices at University Hills—West logo should appear no smaller than 1.25inch tall.



# LOGO APPEARANCES (HORIZONTAL—WEST)

## SPACE REQUIREMENTS

To ensure The Offices at University Hills—West logo is free from visual distraction, elements such as other logos, images, copy, etc., it must be positioned at a minimum distance from the logo with consistent distance to all edges, as shown. This is defined as “clear space.”

Clear space for The Offices at University Hills—West logo is identified in terms of the X HEIGHT measurement, as shown below. The X HEIGHT is the height of the sub-logotype.

The minimum clear space above, below and to the sides of the logo is the X HEIGHT. The only elements that can violate this space are the URL and the mailing address.



## SIZE REQUIREMENT

The minimum size of The Offices at University Hills—West logo should appear no smaller than 1 inch tall.



# TYPOGRAPHY

The primary typeface to be used for The Offices at University Hills is the DIN family, which will give all communication materials a consistent, professional appearance. For headlines we recommend **DIN Medium** or **DIN Regular**, and for body copy, **DIN Medium**. As a secondary font, Ropa Sans will add more interest to layouts when used in subheads or body copy.

The typefaces are available from reputable fontographers including [www.fonts.com](http://www.fonts.com) or [www.fonts.google.com](http://www.fonts.google.com).

Other fonts may also be used to distinguish unique items or programs, however all font usage must be pre-approved by the agency or by The Offices at University Hills.

## FOR PRINT

D

DIN

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

## FOR WEB AND EMAIL

R

ROPA SANS

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

## EXAMPLES OF FONTS

### DIN FOR ALL HEADLINES, SUBHEADS & BODY COPY

REGULAR

**LOREM IPSUM DOLOR SIT AMET CONSECTETUR  
ADIPISCING ELIT**

MEDIUM

**LOREM IPSUM DOLOR SIT AMET CONSECTETUR ADIPISCING ELIT**

LIGHT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

### DIN FOR HEADLINES, ROPA SANS FOR SUBHEADS & BODY COPY

**DIN  
REGULAR**

**LOREM IPSUM DOLOR SIT AMET CONSECTETUR  
ADIPISCING ELIT**

ROPA SANS  
REGULAR

Lorem ipsum dolor sit amet consectetur adipiscing elit

ROPA SANS  
REGULAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.