

Ruth S. Harley
University Center

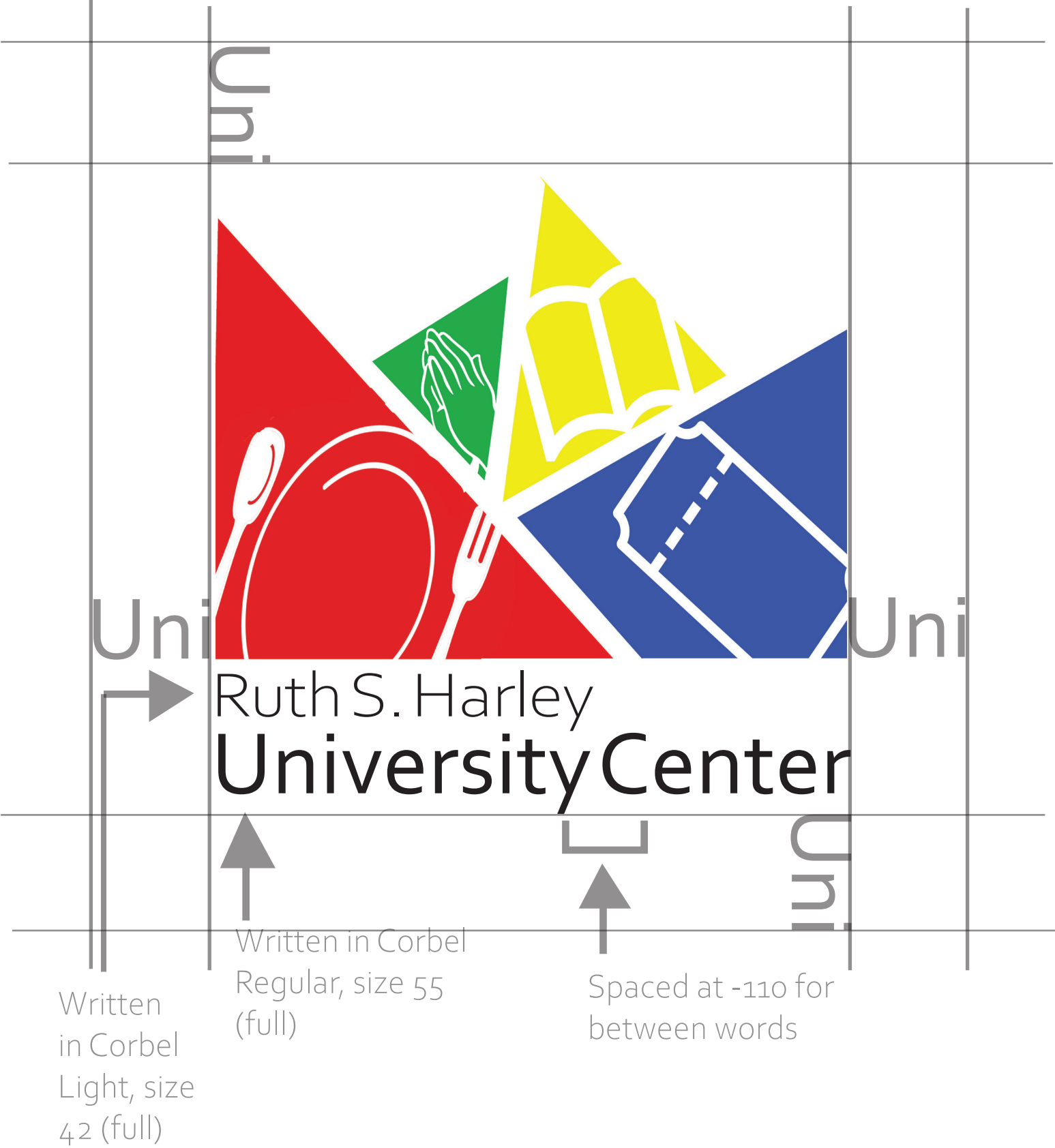
BRANDING AND STYLE GUIDE

ABOUT

Adelphi University was renamed in honor of alumna and Dean Ruth S. Harley in 1972. This building, with its distinct structure of “spikes” from brick, is the heart of the Garden City campus. This building has been the center of campus life and events since it was built. The building houses such groups as the Interfaith Center, the Center for Student Involvement, the Panthertainment ticket/event booth, the UC Art Gallery, the Bookstore, and such food outlets as the UC Cafe and Starbucks Underground, among others.

With the upcoming renovation of the UC following commencement this year, the primary focus of this redesign is to reflect the building as a classic symbol of life, events, and community involvement. The UC is more than just a “spiky” building, but a great symbol of Adelphi’s students, faculty, and overall values.

MAIN DETAILS



VARIATIONS



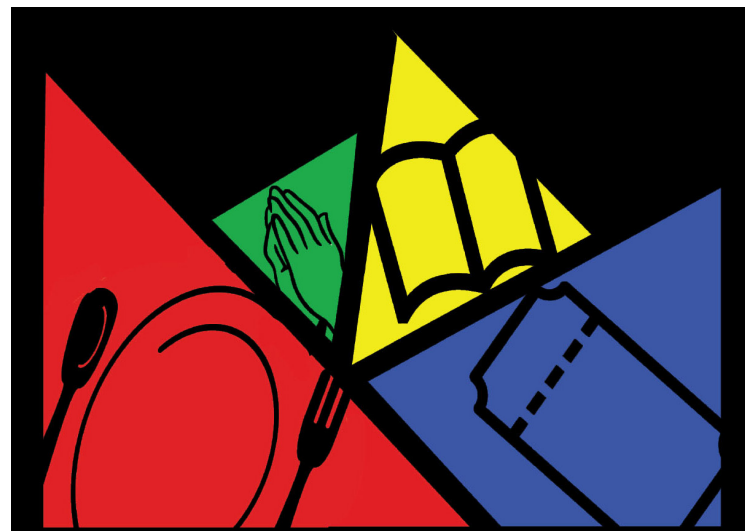
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← BLACK ON WHITE



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WHITE ON BLACK



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COLOR ON BLACK

COLORS

#E02C2E

RGB: 224-44-34
C=6, M=97, Y=92, K=0

#F2EA0F

RGB: 242-234-15
C=8, M=0, Y=98, k=0

#415BA6

RGB: 65-91-166
C=84, M=72, Y=2, K=0

#1AA94B

RGB: 26-169-75
C=81, M=5, Y=100, K=0

Black (#000000) and White (#FFFFFF) Are used here with the colors when needed. No other colors may be implemented for this logo.

This logo must be used with the correct proportions to the image and text. There is no stretching, warping, or adding effects to the logo at all.

TYPOGRAPHY

Logo and Title Preference:

Corbel Regular

Corbel @!&ABCdefG

Subtitles and Text Preference:

Corbel Light

Corbel Light !@&HIJklmN

Subheadings Preference:

Bahnschrift

Bahnschrift 986@%\$noP

Preference if none are available:

Arial

Arial 5412@*&snOaL