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ALBIZU UNIVERSITY

Graphic Identity Manual

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Introduction

Message from the President

With the presentation of our Institution's Graphic Identity Manual we fulfill a plan that Albizu University had conceived years ago: to unify the identity of our San Juan-Mayagüez and Miami campuses.

The plan was aimed at designing a graphic language which clearly expressed through innovative graphic elements that our University was at the forefront of higher education institutions.

The impact of the promotional name of our Institution was reevaluated and, consequently, it was modernized and shortened, following the concept of "less is more", as other universities of international renown like Harvard, Yale, and Sanford had done before when they removed the first name of their founders.

The task was completed and the result is now available to our teaching and non-teaching staff with a clear purpose in mind: to have the institutional language correctly standardized, and effectively applied to all promotional efforts and interdepartmental communication in all administrative proceedings.

Equally important is to focus our guiding messages to address the mental health problems affecting the community we serve. The new graphic identity will undoubtedly strengthen the social responsibility which characterizes our endeavors.

We would like you to review in detail all the items described in this document. Together let us direct our product in the best way and give it utmost cohesion; study each element, typography, logo, color and format as applied to printed materials and digital platforms. Also follow carefully the instructions and keep the document as a reference guide.

Thus, we shall fully reach our objective: create a consistent and powerful Albizu image in all our present and future campuses.

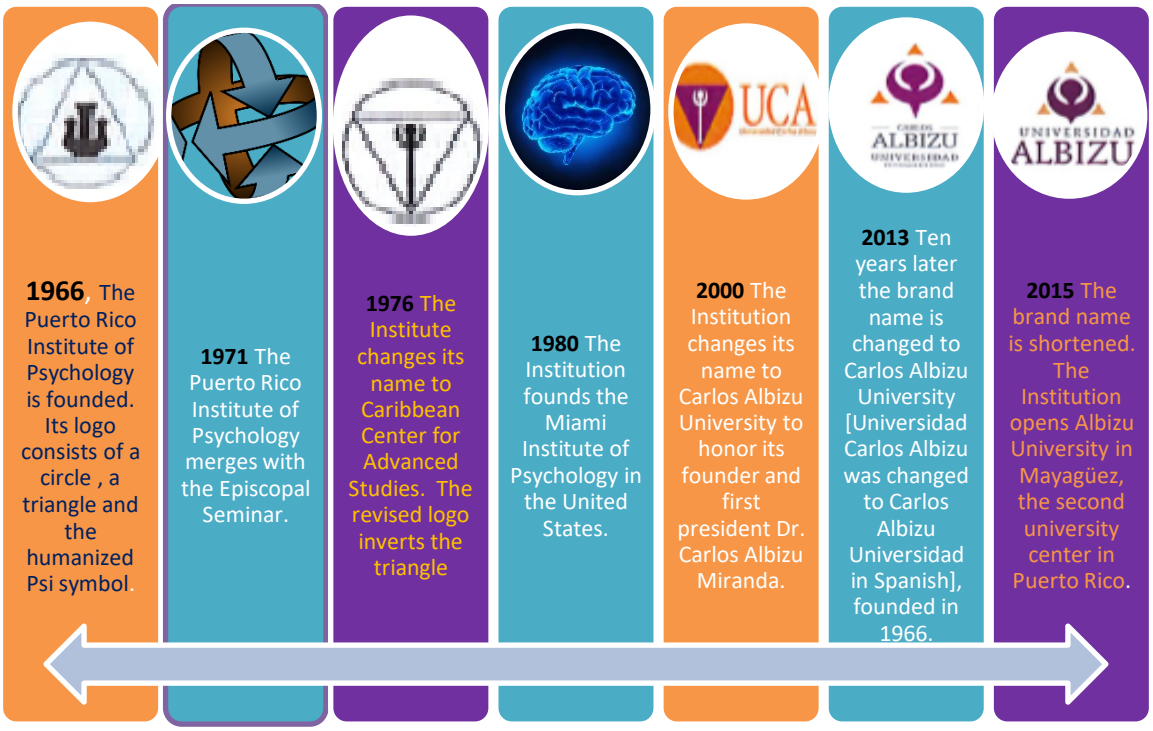
Bertha Rios, PhD

President Interim

PAGE 4

History

Brand evolution



PAGE 5

Identity

Logo

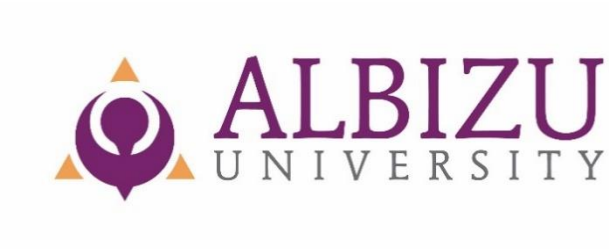
Previous Logo

Current Logo

PAGE 6

Identity

Logo changes



Albizu University's new logo has been simplified so that it only includes the elements which represent the University's values.

These elements, which have been part of the logo since 1966, are the triangle representing the spiritual dimension of human beings; the trinity representing the following principles: faith, hope and charity; the circle representing the life cycle as a psychological experience as well as a biological phenomenon, and the Psi symbol, which expresses our conviction to serve humanity. Due to composition motives, the Psi symbol, which had already been modified to humanize it, had its lower tip reduced. However, it was enlarged to make it the predominant element, so that it embraced closer and more clearly the equilateral triangle. The circle is still implicit in the logo due to its relationship with the Psi symbol in the triangle tips.

The removed elements were the horizontal lines, the founding date, and the name of the founder, Carlos, to highlight his surname, which we commonly use to refer to our Institution.

The University's representative colors were also darkened so they would better communicate the excellency and legitimacy of the Institution.

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Identity

Signature structure in a horizontal logo

The logo must have a protected space around it. This area should remain free of intrusion by any graphic element, photography, text or page break.

The protected area must be twice the size of the logo triangle.

Minimum size: one-inch width:

Minimum size: one-inch height:

PAGE 8

Identity

Logo restrictions: composition and size

The icon, just like the text section, has a size restriction which must always be observed. None of the elements should be bigger; when viewed, all should be the same size. Reducing, moving or eliminating the icon from the logo is not allowed.

These principles apply to the horizontal and vertical versions of the logo.

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Identity *Versions of the horizontal logo and use of color*

The logo must be only used in the following forms.

Correct use of the logo in full color: Pantone 255 and Pantone 157

Correct use in a single color on a white background: Pantone 255

Black 70%

Black 80%

Black 50%

Black 80%

Correct use in gray scale on a white background: Black 80%, Black 70%, Black 50%

Correct use in black on a white background: Black 100%

Correct use in inverted color. This should only be used on Pantone 255 violet. If necessary, it can be used on Pantone 157 orange or Black 100%.

Colors

PANTONE 255
RGB: 118, 35, 109
CMYK: 61, 100, 25, 10
Websafe: #663366

PANTONE 157
RGB: 240, 160, 85
CMYK: 3, 43, 75, 0
Websafe: #ff9966

PANTONE 424
RGB: 112, 114, 113
CMYK: 0, 0, 0, 70
Websafe: #58585b

NEGRO 70%
RGB:109, 101, 113
CMYK: 0, 0, 0, 70
Websafe: #6d6e70

NEGRO 50%
RGB: 147, 149, 152
CMYK: 0, 0, 0, 50
Websafe: #939597

Black 70%

Black 50%

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Identity

Versions of the vertical logo and use of color

The logo must be only used in the following forms.

Correct use in full color: Pantone 255 and Pantone 157

Correct use in a single color on a white background: Pantone 255

Black 50%

Black 80%

Black 70%

Black 80%

Correct use in gray scale on a white background: Black 80%, Black 70% and Black 50%

Correct use in black on a white background: Black 100%

Correct use in inverted color. This should only be used on Pantone 255 violet. If necessary, it can be used on Pantone 157 orange or Black 100%.

Colors

Black 80% Black 70% Black 50%

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Identity

Vertical and horizontal logo restrictions: color

None of the logo versions should be used on images or color combinations as shown below. The text section cannot be altered or enhanced with shadows.

Refer to pages 5 through 7 of the manual to view accepted uses of the logo.

The logo should not be used on cluttered or saturated backgrounds.

Colors not specified on the previous page should not be used.

Shadows should not be used.

The logo should not be used on background colors not specified on the previous page.

The logo should not be used with transparencies.

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Identity

Colors

Primary colors

PANTONE 255
RGB: 118, 35, 109
CMYK: 61, 100, 25, 10
Websafe: #663366

PANTONE 157
RGB: 240, 160, 85
CMYK: 3, 43, 75, 0
Websafe: #ff9966

PANTONE 424
RGB: 112, 114, 113
CMYK: 0, 0, 0, 70
Websafe: #6d6e70

Color is an essential component and it has utmost importance in corporate identity. Consequently, only the three colors specified here should be used. Pantone 255 and 157 plus gray (Black 70%) are the only colors to be used in the icon of the University's official logo.

Secondary colors

PANTONE 263
RGB: 215, 196, 230
CMYK: 13, 23, 0, 0
Websafe: #ccccff

PANTONE 148
RGB: 255, 204, 140
CMYK: 0, 22, 50, 0
Websafe: #ffcc99

PANTONE 420
RGB: 204, 204, 204
CMYK: 0, 0, 0, 23
Websafe: #d1d2d4

PANTONE 290
RGB: 185, 217, 236
CMYK: 26, 5, 3, 0
Websafe: #ccccff

PANTONE 7485
RGB: 208, 222, 188
CMYK: 19, 4, 30, 0
Websafe: #d0debb

The above color selection maintains coherence and consistency in the design components since they complement our primary colors. However, they should not be used for the logo's background.

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Identity

Seal uses

The corporate identity seal of Albizu University is its graphic official coat of arms whose outer circle displays the inscription **UNIVERSITATIS CARLOS ALBIZU** in Latin. In its inner circle the seal has the following words in Latin: **EXCELLENTIA, INVESTIGATIO** and **DIVERSITAS.** Excellency, investigation and diversity. These words are guide and foundation of our institutional vision and mission. The color blue is associated with authority, loyalty, truth, mind and health. It represents the location of the Institution headquarters, the island of Puerto Rico surrounded by the sea.

The use of the seal is restricted to:

- Official institutional printed documents issued by the Office of the President or the Board of Trustees.
- Administrative protocol rubber stamps
- Diplomas conferring academic degrees
- Official transcripts
- Academic border decorations

The reproduction of this seal will be allowed in specific official protocol acts such as graduation ceremonies and Honoris Causa awards. The use of the seal requires previous authorization in writing which must be requested through the Office of the President.

Seal colors

Negro 70%	Black 70%
Pantone 290	
Pantone 255	
Pantone 157	

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Identity

Seal Restrictions: color and composition

Changing the colors or reducing the size of the elements included in the seal is not allowed.

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Fonts

Primary

The institutional font family is Helvetica Neue Condensed in the versions specified below. Helvetica Neue Roman and Medium should be used in official printed documents or those sent by email which contain a lot of text. Since this font is very legible, it should also be used for content on the Internet.

Substitution of the Helvetica Neue Condensed font should be Helvetica or Arial.

Helvetica Neue Condensed
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
0 1 2 3 4 5 6 7 8 9

Helvetica Neue Medium Condensed
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
0 1 2 3 4 5 6 7 8 9

Helvetica Neue Bold Condensed
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
0 1 2 3 4 5 6 7 8 9

Helvetica Neue Black Condensed
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
0 1 2 3 4 5 6 7 8 9

Helvetica Neue Roman
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
0 1 2 3 4 5 6 7 8 9

Helvetica Neue Medium
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
0 1 2 3 4 5 6 7 8 9

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Fonts

Secondary

The secondary font family is ITC Mendoza in the versions specified below. In may be used in subheadings or to highlight relevant information.

Substitution of the ITC Mendoza font should be Georgia.

ITC Mendoza Book
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
0 1 2 3 4 5 6 7 8 9

ITC Mendoza Book 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
0 1 2 3 4 5 6 7 8 9

ITC Mendoza Medium
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
0 1 2 3 4 5 6 7 8 9

ITC Mendoza Medium 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
0 1 2 3 4 5 6 7 8 9

ITC Mendoza 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
0 1 2 3 4 5 6 7 8 9

ITC Mendoza 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
0 1 2 3 4 5 6 7 8 9

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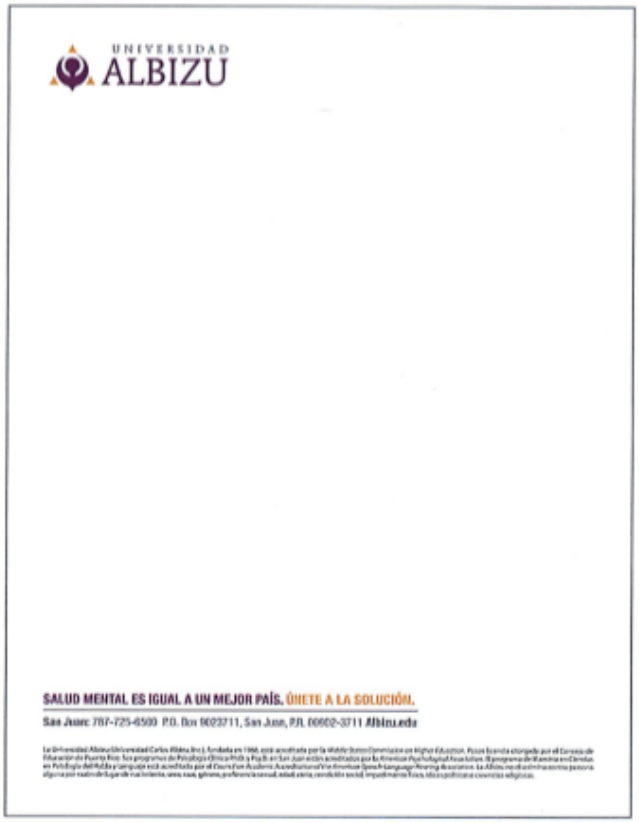
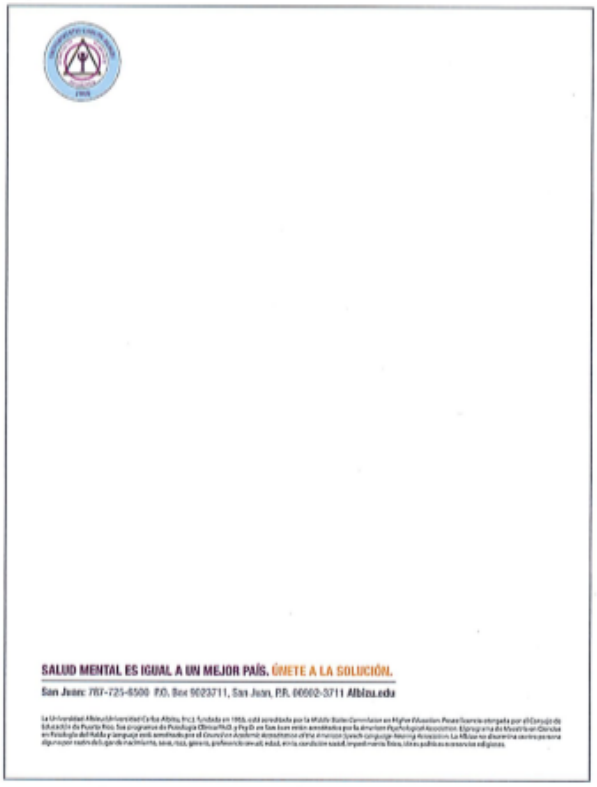
Stationery

Standard letter paper

All external or internal correspondence in all campuses will use this format.



This correspondence format should be used in a particular campus.



This format will only be used by the President and the Board of Trustees.

The letterhead printing process will be coordinated through the Office of the President.

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Stationery

Envelopes

The horizontal logo will placed on the upper left corner, under which the campus address will appear in Helvetica Neue Condensed in 70% Black. The slogan will be on the left of the closing flap.

The color of the closing flap should be Pantone 255.

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Stationery

Business card

All business cards will use a horizontal logo. The following information should be included on the right of the logo:

- Person's name printed in Helvetica Neue Condensed Medium, 12 point font size. The color should be Pantone 255.
- Title printed in ITC Mendoza Book, 10 point font size. The color should be gray, 70% Black.
- The employee's information will be grouped together, including email and phone numbers. The name should be in 12 points and his position or title in 10 points. The rest of the information in 9 points, Helvetica Neue Condensed. The email's color will be Pantone 157 and the rest of the information in gray, 70% Black.
- Under the first group, the second group will contain the Institution's information: website and postal address. The website's color is Pantone 157, and the rest goes in gray, 70% Black.

The business card printing process will be coordinated through the Office of the President.

First and Last Name
Title
Department

Email
Tel: 787- XXX-XXXX Ext XXXX
C: 787-XXX-XXXX

Albizu.edu
First line of address
Second line of address

First and Last Name
Title
Department

Email
Tel: 787- XXX-XXXX Ext XXXX
C : 787-XXX-XXXX

Albizu.edu
First line of address
Second line of address

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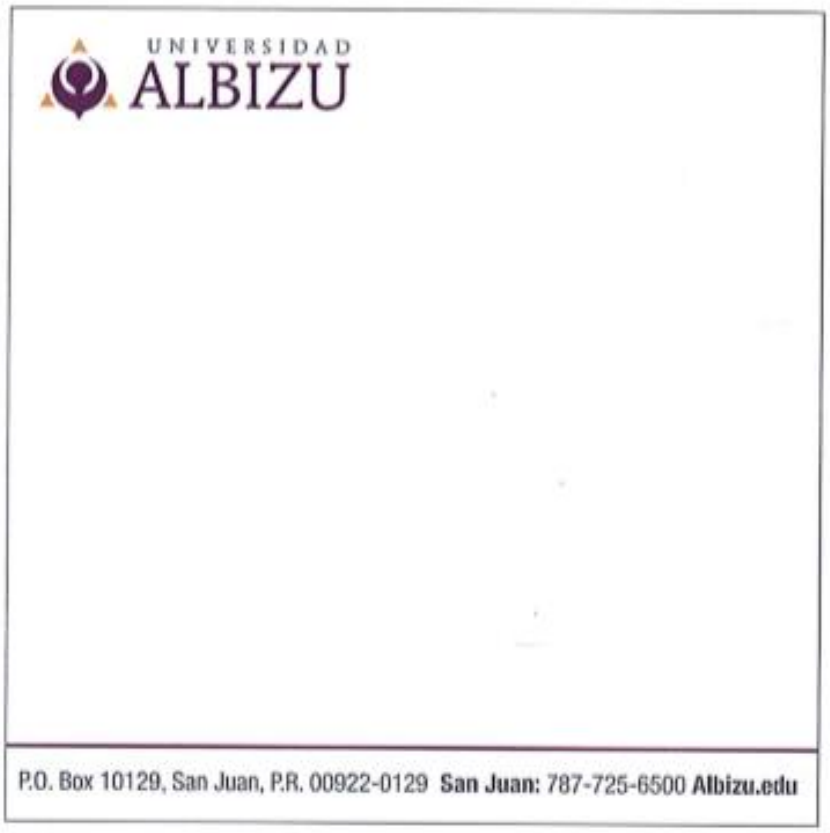
Stationery

Mail label

The label's logo will be horizontal, placed on the upper left corner. At the bottom of the label will appear the address and telephone of the respective campus, and the website address.

The font is Helvetica Neue Condensed. The campus and website address will be highlighted in bold. The color should be gray, 70% Black.

The label size is 4"x4". This is the preferred size for a 9"x6" envelope.



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Stationery

Official letterhead for press releases

These press releases are announcements and notifications sent by the Institution to the media. On the upper left corner will appear the horizontal logo next to “News Release” to show urgency.

On the lower left corner, to conclude the press release, the campaign slogan will appear next to a call for action (if required by the advertising campaign). Immediately below, contact information (phone number and postal address) and website will appear.

UNIVERSIDAD ALBIZU | NEWS RELEASE

13 de noviembre de 2014

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas et libero placerat quam sagittis commodo.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas et libero placerat quam sagittis commodo. Aenean quis faucibus turpis. Fusce volutpat nibh urna, vel interdum metus sodales sed. Praesent lobortis auctor vulputate. Nullam accumsan, eros sit amet varius auctor, ipsum ipsum venenatis sem, a condimentum leo lacus auctor leo. Nulla condimentum arcu sed quam molestie, in semper nisi euismod. Sed dictum, turpis at congue malesuada, ante neque auctor est, ut volutpat tellus quam et lacus. Quisque varius urna sed ligula sodales, non elementum nunc hendrerit. Nunc a suscipit ligula, ut elementum lorem. Duis dictum tellus diam, at commodo felis gravida nec. Integer interdum porta nisi ut ultricies. Phasellus ornare a velit et accumsan. Etiam pellentesque metus sapien, at iaculis risus pharetra lobortis.

Aenean consequat elit a ligula placerat tincidunt. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Donec lobortis eu leo a sodales. Phasellus vestibulum in nisl at lobortis. Donec posuere, sem vitae malesuada molestie, orci libero fermentum neque, eget porta ex augue vitae lacus. Aliquam blandit neque arcu, vitae tincidunt lorem euismod sit amet. Pellentesque consectetur eleifend diam, a convallis diam vestibulum quis. Ut a lobortis lectus, id facilisis ipsum.

Duis aliquam faucibus urna nec pharetra. Morbi hendrerit, erat et malesuada pharetra, lectus magna bibendum ligula, quis luctus velit dui eu eros. Maecenas rhoncus, tellus in suscipit posuere, mauris neque faucibus tortor, eget egestas justo dui sit amet metus. Vestibulum a nisl ac nisl tristique venenatis hendrerit aliquet ex. Nunc mattis fringilla nisl id facilisis. Cras vestibulum at magna at varius. Vestibulum aliquam purus ut massa tempus euismod.

SALUD MENTAL ES IGUAL A UN MEJOR PAÍS. ÚNETE A LA SOLUCIÓN.

San Juan: 787-725-6500 P.O. Box 9023711, San Juan, P.R. 00902-3711 **Albizu.edu**

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Logo uses

Logo positioning and press release closures

The Institution's logo in all printed communications will be horizontal. It should always be placed on the lower right corner of the page leaving the margin indicated in this manual. The campaign ad and the call to action should be on the lower left corner, and immediately below the following institutional information:

- Campus and phone number
- Physical address
- Website address
- Social network icons

Unlike the other stationery, the press release closure information is divided into two lines; the website address goes on the second line next to the social network icons.

The color of the campaign ad line is Pantene 255 and the font is Helvetica Neue Condensed Bold. Another color approved by the identity guide may be used in the call to action. The remaining information will be in gray, 70% Black, in Helvetica Neue Condensed.

Follow the same closure format and composition as shown in the example on the right.

If the campaign's call to action is included in the press release, it may be omitted in the closure, but the gray line should be adjusted so that it has the same length as that of the contact information.

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Logo uses

PowerPoint

800 x 600 pixels standard format. The fonts used must be those set forth in this manual. If they are not available, Helvetica, Arial or Georgia fonts may be used in regular, bold, italics or bold italics.

Opening slide:

The institutional logo must be aligned to the left of the page. A vertical line will separate the logo from the name of the conference; if there is no name, a campaign line will be used.

Subsequent slides:

The logo and the name of the conference or campaign line should be aligned to the lower right corner.

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Logo uses

Promotional items

The material used in the promotional items should be taken into account. Should reverse or single color printing be necessary, please refer to logo use in the **Identity** section. The background should be preferably white or Pantone 255. Although the preferred position of the logo is horizontal, if the composition requires it to be vertical, this option should prevail.

PAGE 25

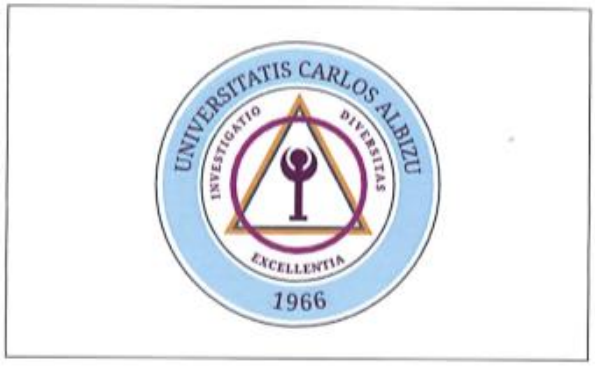
Logo and seal uses

Banner

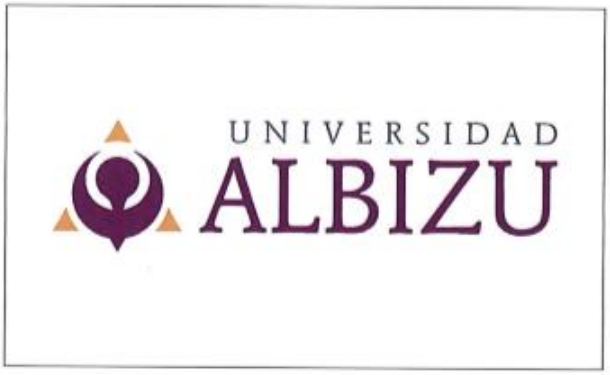
The institutional banner identifies the organization and members of Albizu University. When displayed, it strengthens the Institution's presence and spirit as well as its mission, history and aspirations. The banner is also an integral part of our identity. Its origin goes back to 1971 when it was first conceived and the decision was made that its colors were to be the same as those of its corporate logo. Subsequently, the banner was redesigned and now its main and only element is the corporate identity seal on a white background.

The University displays the banner on the upper right in solemn protocol acts which are presided over by its Chancellor or President. It is also displayed outdoors in relevant buildings such as campuses and outreach centers.

The banner is displayed on the lower right in informal activities such as conferences and open house events, so that the corporate logo is more easily recognized.



Banner displayed in formal activities



Banner displayed in informal activities

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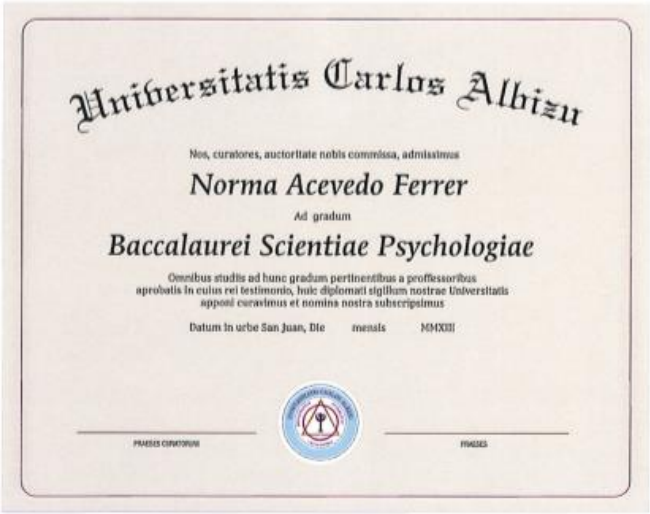
Seal uses

Diplomas

This official graphic item is highly representative and of permanent validity. Its format is 14” wide by 11” high.

The institutional identity corporate seal should always be centered in the bottom margin.

The name of the University, graduate and degree awarded should be in ITC Mendoza. The rest of the text should go in Helvetica Neue Condensed, 70% Black.


Universitatis Carlos Albizu

Nos, curatores, auctoritate nobis commissa, admisimus

Norma Acevedo Ferrer

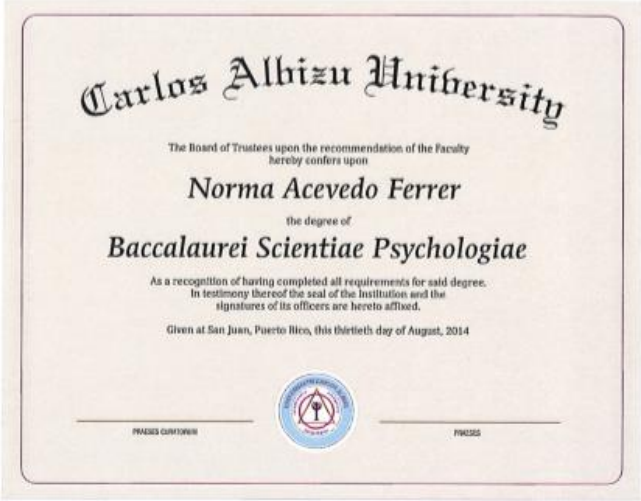
Ad gradum

Baccalaurei Scientiae Psychologiae

Omnibus studiis ad hunc gradum pertinentibus a proffesoribus aprobatis In cuius rei testimordo, huic diplomari sigillum nostrae Universitatis apponi curavimus et nomina nostra subscripsimus

Datum In urbe San Juan, Die mensis MMXIII

Official diploma in Latin


Carlos Albizu University

The Board of Trustees upon the recommendation of the Faculty hereby confers upon

Norma Acevedo Ferrer

the degree of

Baccalaurei Scientiae Psychologiae

As a recognition of having completed all requirements for said degree. In testimony thereof the seal of the Institution and the signatures of its officers are hereto affixed.

Given at San Juan, Puerto Rico, this thirtieth day of August, 2014

Diploma in English available to the student upon request

PAGE 27

Photos

Correct use and style

University photos should be non-commercial, editorial style. They should show life unfiltered and avoid stereotypes, highlighting the human side.

Photographic style

- Editorial
- Realistic
- Dynamic composition
- Use of natural light
- Avoid excessive retouching
- Images should not be too unsaturated
- Photos should be real, not a montage product
- Avoid HD style; image should not appear hyperreal
- Close ups should not be too extreme
- Simple backgrounds
- Do not combine photos with vector graphics
- Images should not provoke sadness
- Images should not be very abstract

Photos should evoke:

- Tranquility
- Honesty
- Simplicity
- Warmth
- Good health
- Positive attitude

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Photos

Restrictions of use and style

Setting is not real

Too posed and artificial

Too cold and abstract

Should not evoke sadness

Light is artificial and pose looks unreal

Close up is too extreme and seems ambiguous

Avoid photomontage

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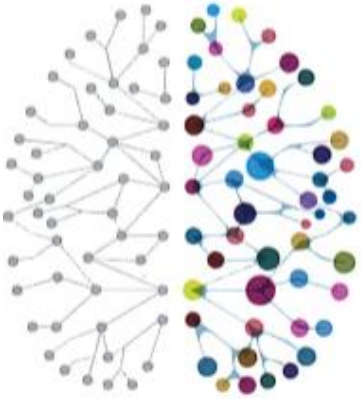
Vectors

Style and use

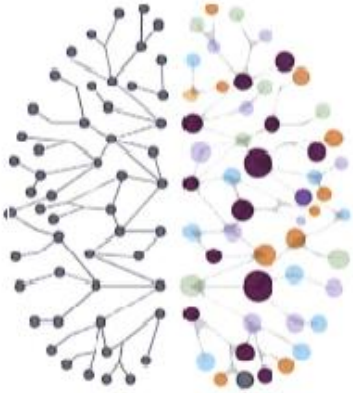
Vectors are editable graphics which can be downloaded from diverse websites. They are economical artwork that can be easily adapted. Although photos are preferred over vectors, we understand that the ideal photo is not always obtainable, or there are time constraints in getting it.

Vectors must be simple in their composition and design. Since they are editable, the University colors should be preferably used. Vectors should not be too detailed nor display flashy effects, like excessive light and shadows.

For example, these vectors can be used for conference handouts to provide information or results graphically in a more eye catching manner, or in simple digital or TV animations.



Simple vector



The same vector adapted with the University colors

Example of an unacceptable vector

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Website

Email signature

The email signature should comply with the brand standards. No other Institutional email signature can be used. It should appear as shown on the right.

The information provided in the signature is divided into two groups. The first group contains the employee's name, title and contact information: email, cell phone, and work phone. The second group has the University information and postal address. The website address and the horizontal University logo should go at the end.

The font is Helvetica or Arial; the employee's name should be in bold and two points larger than the rest of the text. The website address should also be in bold.

The email signature will be prepared in coordination with the Information Technology Office.

First and last name
Title
Email
Cell phone: 787-XXX-XXXX
Work phone: 787-XXX-XXX

Albizu University
P.O. Box 9023711
San Juan, PR 00901-3711

Albizu.edu

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Website

Social networks: use of profile and cover photo

In the social networks the logo should always appear in the profile photo. The cover photo, which is above the profile, may be a photograph or a message relevant to the advertising campaign. It should never contain excessive information since its purpose is to convey the Institution's identity.

If the cover photo is used to announce an event, it should only include essential information such as the name of the event, place and time. The details of the event should go in the comment section of the cover photo.

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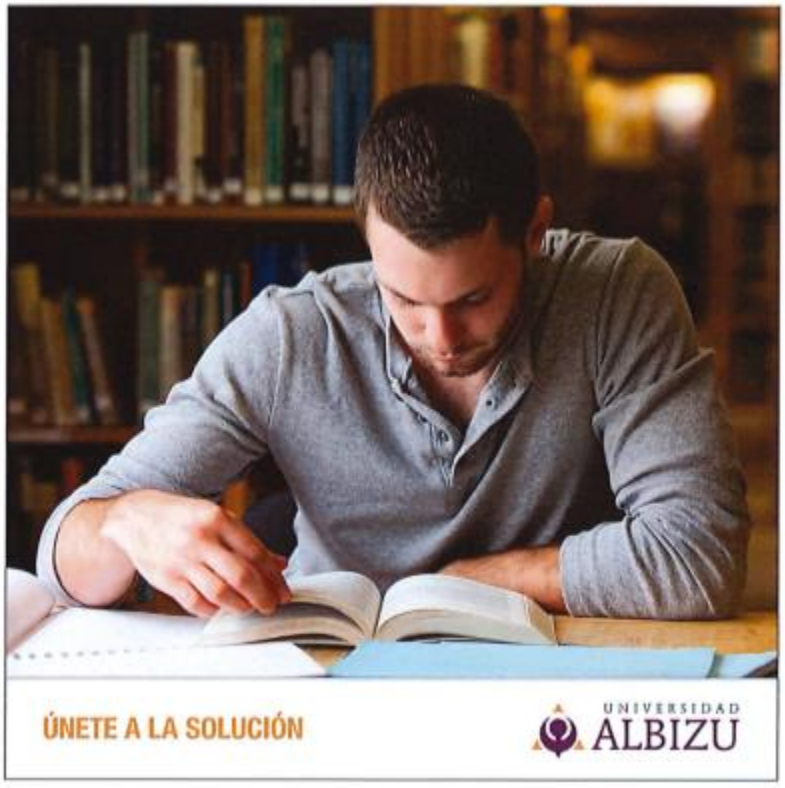
Website

Social networks: format for publications and posts

Posts which are focused on a photo should always have the horizontal logo on the right on a white horizontal strip leaving the required margin for the logo. On the left there should be a call to action in Pantone 157.

The logo should always be on a white background and never on the photo.

The photo chosen for the post should comply with the instructions set forth in the **Photos** section and be in harmony with the post information.



Be part of the solution

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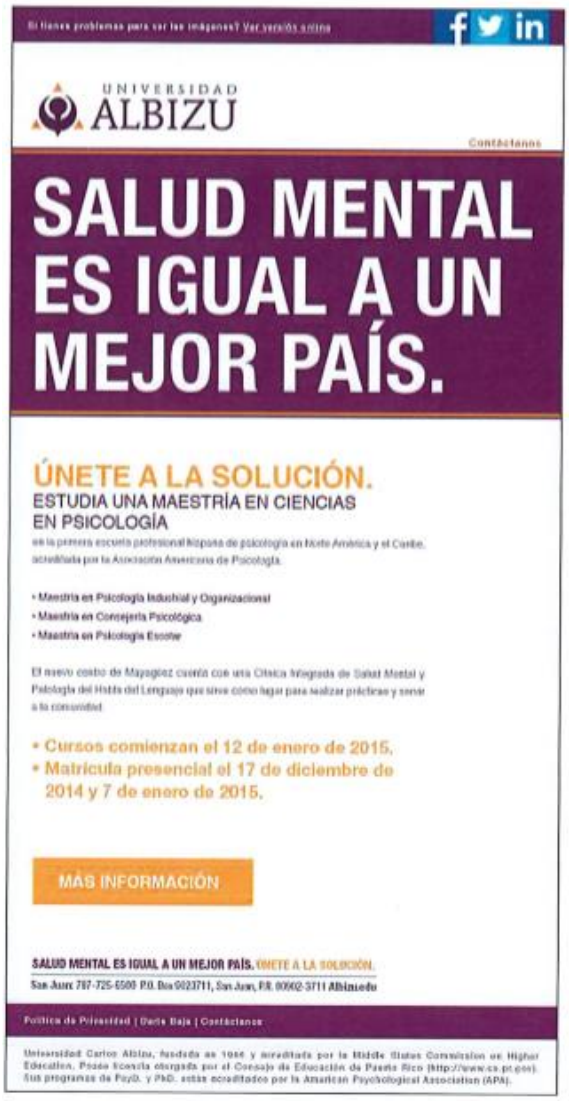
Website



Email design

The email width should not exceed 620 px.

The horizontal logo should always be the first graphic element to appear. The font for the headings is Helvetic Neue Condensed or Helvetica.

The email content should be in Helvetica, in gray, Black 70%. Helvetica Neue Condensed should not be used since it is not a web safe font.

The headings or any other text to be highlighted can be in the University's primary or secondary colors. For additional information, refer to the use of colors in the **Identity** section.

Text bullets should always be consistent regarding color, size and font. Preferably use orange, Pantone 157.

Color, size and fonts should also be consistently used in any included link such as "See online version", "Privacy policy", "Unsubscribe" and "Contact us".

The University contact information, phones and physical address must appear in the same manner as in other forms of communication. However, the icons of social networks to which the University belongs should be placed in the upper part of the email to maximize the visibility.

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Legal notice

Documents and promotions

Albizu University (Carlos Albizu University, Inc.), founded in 1966, is accredited by the Middle States Commission on Higher Education and licensed by the Puerto Rico Education Council. Its San Juan Ph.D. and Psy.D. Clinical Psychology programs are accredited by the American Psychology Association. Its Master of Science in Speech and Language Pathology program is accredited by the Council on Academic Accreditation of the American Speech-Language-Hearing Association. Albizu University does not discriminate against any individual on grounds of place of birth, sex, race, gender, sexual orientation, age, ethnic origin, social status, physical impairment, political ideas, or religious beliefs.

If programs under "Gainful Employment" are included in the promotion, the latter should end as follows:

For additional information on our graduation statistics, average debt of students completing the program, and other important data, visit…

Graduate Certificate in Autism
https//www.albizu.edu/Portals/0/Documents/graduate_certificates/autism

Graduate Certificate in Forensic Psychology
https//www.albizu.edu/Portals/0/Documents/graduate_certificates/forensic

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Signage

Offices and rooms

Directional signs should be clear, especially those identifying offices. Numbers and names should be within a restricted space related to the place where they will be displayed. The text of the signs should be centered.

The font should be Helvetica Neue Condensed, and only use primary colors. For further information, refer to the **Identity** section of the manual.

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Signage

Buildings

Signs are usually the first contact when a person approaches the University. Consequently, these should be clear and minimalistic to distinctively highlight the logo and name.

The logo will go on a white background or on a frosted surface to maintain visual consistency with all the sign's components and comply with use of color instructions.

The logo can be horizontal or vertical although we recommend horizontal use whenever possible; this will depend on the available space in the building. Refer to the **Identity** section.

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Additional logos

Creation of additional logos

To create additional logos that comply with the institutional brand, please contact our Marketing Department.

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Additional logos

Albizu University Alumni: correct use

EGRESADOS
DE LA ALBIZU

Albizu University Alumni

EGRESADOS
DE LA ALBIZU

Correct use in a single color
on a white background: Pantone 157

Correct use in black
on a white background: Black 70%

EGRESADOS
DE LA ALBIZU

EGRESADOS
DE LA ALBIZU

Correct use in a gray scale on a white background:
Black 80% and Black 70%

EGRESADOS
DE LA ALBIZU

EGRESADOS
DE LA ALBIZU

Correct use on a black or Pantone 157 background: White

Colors

PANTONE 255
RGB: 118, 35, 109
CMYK: 61, 100, 25, 10
Websafe: #663366

PANTONE 157
RGB: 240, 160, 85
CMYK: 3, 43, 75, 0
Websafe: #ff9966

NEGRO 80%
RGB: 88, 89, 91
CMYK: 0, 0, 0, 80
Websafe: #58585b

NEGRO 70%
RGB: 109, 101, 113
CMYK: 0, 0, 0, 70
Websafe: #6d6e70

Black 80%

Black 70%

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Additional logos

Albizu University Alumni: restrictions

The logo should not be used as follows:

Logo should not be used on an overloaded or saturated background.

EGRESADOS
DE LA ALBIZU

Logo should not be used on background colors not specified on page 36.

The proportions of the logo should not be changed. Logo should not be used with colors not specified on previous page.

EGRESADOS
DE LA ALBIZU

the

EGRESADOS
DE LA ALBIZU

Logo should not be used with colors not specified on the previous page.

EGRESADOS
DE LA ALBIZU

Shadows should not be used.

Logo should not be used with transparencies.

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Additional logos

Albizu University Clinics: correct use

To distinguish the Albizu University Clinics logos from those of other institutional forms of communication in which violet predominates (Pantone 255), the color to be used is orange (Pantone 157).

The logo should only be used in the following forms.

Clínica de la Albizu

Correct use in full color on a white background: Pantone 255 and Pantone 157

Correct use in a single color on a white background: Pantone 157.

Clínica de la Albizu

Clínica de la Albizu

Correct use in black on a white background: Black 100%

Correct use in a gray scale on a white background: Black 80% and Black 50%

Clínica de la Albizu

Clínica de la Albizu

Clínica de la Albizu

Correct use on a black or Pantone 157 background: white

Colors

PANTONE 255
RGB: 118, 35, 109
CMYK: 61, 100, 25, 10
Websafe: #663366

PANTONE 157
RGB: 240, 160, 85
CMYK: 3, 43, 75, 0
Websafe: #ff9966

NEGRO 80%
RGB: 88, 89, 91
CMYK: 0, 0, 0, 80
Websafe: #58585b

NEGRO 50%
RGB: 147, 149, 152
CMYK: 0, 0, 0, 50
Websafe: #939597

Black 80%

Black 50%

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Additional logos

Albizu University Clinics: restrictions

The logo should not be used as follows:

Should not be used on background colors not specified on page 38.

Should not be used on colors not specified on page 38.

Violet should not be the predominant color.

Should not be used on an overloaded or saturated background.

Shadows should not be used.

The proportions of the logo should not be changed.

Should not be used with transparencies.

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Additional logos

Culture at Albizu University: correct use of the vertical logo

The logo should only be used as follows:

Correct use in full color on a white background: Pantone 255, Pantone 157, Black 30% and Black 70%

Correct use in a single color on a white background: Pantone 255

Correct use in a gray scale on a white background: Black 80%, 70%, 50% and 30%

Correct use in black on a white background: Black 100%

Correct use on a black background or Pantone 157: White

Colors

PANTONE 255
RGB: 118, 35, 109
CMYK: 61, 100, 25, 10
Websafe: #663366

PANTONE 157
RGB: 240, 160, 85
CMYK: 3, 43, 75, 0
Websafe: #ff9966

NEGRO 80%
RGB: 88, 89, 91
CMYK: 0, 0, 0, 80
Websafe: #58585b

Black 80%

NEGRO 70%
RGB: 109, 101, 113
CMYK: 0, 0, 0, 70
Websafe: #6d6e70

Black 70%

NEGRO 50%
RGB: 147, 149, 152
CMYK: 0, 0, 0, 50
Websafe: #939597

Black 50%

NEGRO 30%
RGB: 188, 190, 192
CMYK: 0, 0, 0, 30
Websafe: #bbbdc0

Black 30%

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Additional logos

Culture at Albizu University: correct use of the horizontal logo

The logo should only be used as follows:

Correct use in full color on a white background: Pantone 255, Pantone 157, Black 30% and Black 70%

Correct use in a single color on a white background: Pantone 255

Correct use in black on a white background: Black 100%

Correct use in a gray scale on a white background: Black 80%, 70%, 50% and 30%

Correct use on a black or Pantone 157 background: White

Colors

PANTONE 255
RGB: 118, 35, 109
CMYK: 61, 100, 25, 10
Websafe: #663366

PANTONE 157
RGB: 240, 160, 85
CMYK: 3, 43, 75, 0
Websafe: #ff9966

NEGRO 80%
RGB: 88, 89, 91
CMYK: 0, 0, 0, 80
Websafe: #58585b

Black 80%

NEGRO 70%
RGB: 109, 101, 113
CMYK: 0, 0, 0, 70
Websafe: #6d6e70

Black 70%

NEGRO 50%
RGB: 147, 149, 152
CMYK: 0, 0, 0, 50
Websafe: #939597

Black 50%

NEGRO 30%
RGB: 188, 190, 192
CMYK: 0, 0, 0, 30
Websafe: #bbbdc0

Black 30%

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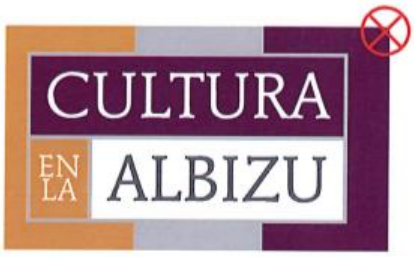
Additional logos

Culture at Albizu University : restrictions in the horizontal and vertical logos
The horizontal and vertical logos should not be used as follows:

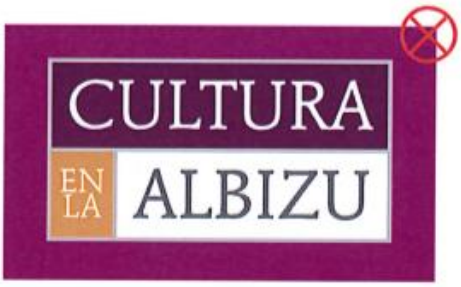
Should not be used with transparencies

Should not be used on background colors that are the same ones used in the logo (Pantone 255, Pantone 157, Black 30% and 70%).



Shadows should not be used.

Should not be used on background colors that those used in the logo,



resemble

Should not be used in colors not specified on pages 39 and 40.

The proportions of the logo should not be changed.

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Contacts

For doubts and questions

Please contact:

Karla Lopez
Chief Marketing Officer
Office of the President
klopez@albizu.edu
Work: 305-593-1223, ext. 3165