

Iowa State University Sesquicentennial Logo Guidelines

Spring 2007 – Spring 2008



Introduction

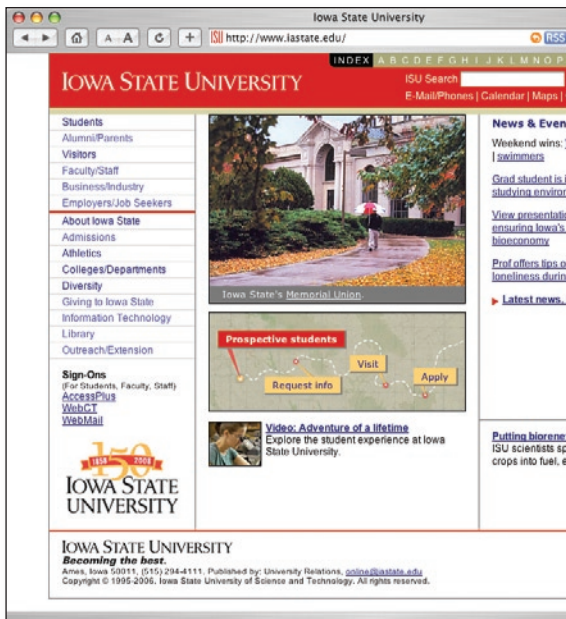
The Iowa State University sesquicentennial logo and its variations were developed to recognize the 150th anniversary of the founding of Iowa State University. It should be used on communications materials to promote the anniversary celebration.

Usage time frame

The sesquicentennial logo commemorates Iowa State University's sesquicentennial year and should only be used on communications from spring 2007 through 2008. The sesquicentennial logo should not be used on communications that may continue to be used after 2008.

Suggested uses

- brochures that have a 1-year shelf life
- reports
- newsletters
- posters
- flyers
- Web sites (as a link to the 150th Web site)
- promotional items for events
- fax communication sheets
- should not be used on general university stationery such as letterhead, business cards, or envelopes (see section on mail)



Elements of the primary logo

The ISU sesquicentennial logo consists of three graphical elements. These elements should not be separated or used individually. The logo using the horizontal ISU nameplate is the primary sesquicentennial logo and should be used in all applications if possible. However, the sesquicentennial logo should not replace the Iowa State nameplate when used in conjunction with an affiliate or department names.



Secondary logos

If the primary logo will not fit in the available space, the stacked ISU nameplate, may be used.



Event tagline version

The sesquicentennial logo with the tagline shown below may be used on applications relating to or promoting a specific sesquicentennial event. The logo with tagline combination should be used as a signature at the close, or bottom, of a communication, not as the primary identity.

Examples for usage of the ISU sesquicentennial logo with tagline: the back panel of an event brochure or the bottom of an event poster.



Web site tagline version

The sesquicentennial logo may be combined with the sesquicentennial Web site, as shown below, in situations where a link to the Web site may be desired to provide additional information. The logo with Web site combination should be used as a signature at the close, or bottom, of a communication, not as the primary identity.



Color usage in print applications

The ISU sesquicentennial logo print version is available as CMYK process, 3-color, 1-color and grayscale versions.



print logo 4-color CMYK version
ISU_150Yrs_1_4c.eps



C = 0
M = 28
Y = 76
K = 0



C = 0
M = 100
Y = 81
K = 4



C = 0
M = 0
Y = 0
K = 100



print logo 3-color PMS version
ISU_150Yrs_1_Spot.eps



Pantone 142



Pantone 186



Black



print logo 1-color version (red)
ISU_150_1_Red.eps



print logo 1-color version (reversed)
ISU_150_1_Rev.eps



print logo grayscale version
ISU_150Yrs_1_Grayscale.eps



print logo 1-color version (black)
ISU_150Yrs_1_Black.eps

Color usage in Web applications

The ISU sesquicentennial logo Web version is available in RGB format for Internet usage.



Web logo RGB version
ISU_150Yrs_1_Web.eps



R = 247
G = 179
B = 70
#FDB141



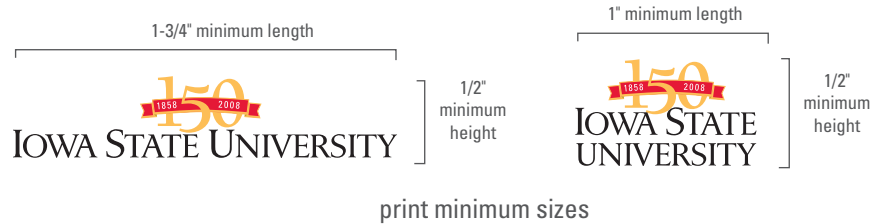
R = 204
G = 0
B = 0
#CC0000



R = 0
G = 0
B = 0
#000000

Minimum size in print applications

The ISU sesquicentennial logo print version should not be used smaller than the dimensions shown. Maintaining the readability of the ribbon dates should be a priority when determining the size of the logo.



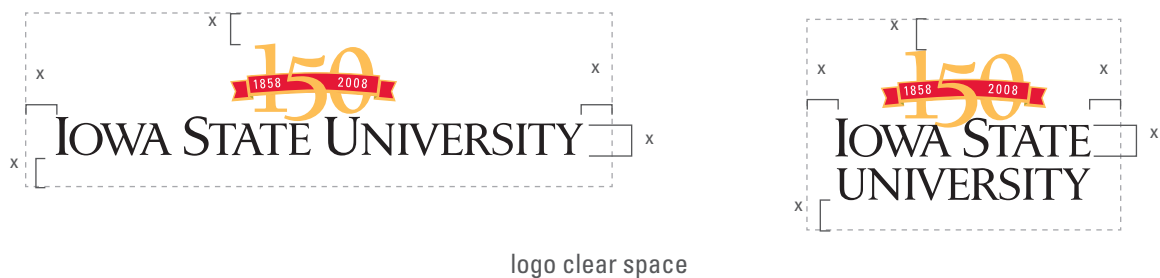
Minimum size in Web applications

The ISU sesquicentennial logo should not be reduced to the point that the ribbon dates are unreadable. A specially designed small web logo is available for situations where the logo must be substantially reduced in size on the Web.



Clear space surrounding logo

To achieve maximum impact, allow adequate clear space around the logo. Minimum clear space should be equal to the x-height of the nameplate. No other graphic elements should enter this area.



Background applications: 4-color version

To maintain legibility and consistency, the ISU sesquicentennial 4-color logo versions should only be used on white or very light color backgrounds. If the logo is used on a photo, adequate contrast must be maintained to maximize legibility.



correct usage on white background



correct usage on photo background



incorrect usage on a photo

Using the logo on solid color backgrounds

The ISU sesquicentennial 1-color logo versions should be used on solid colored backgrounds.



correct usage on solids

Obtaining artwork

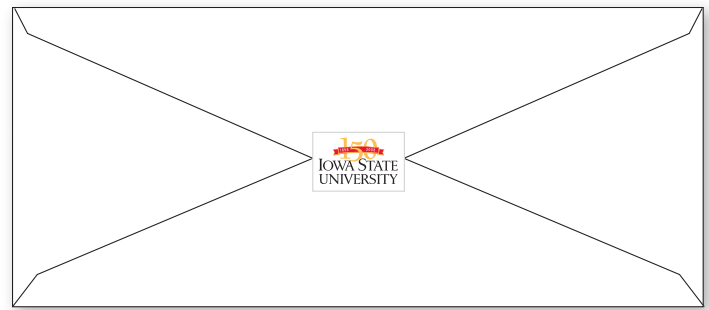
The sesquicentennial logos can be accessed and downloaded from ISU Printing Services at:

www.print.iastate.edu

Iowa State University
Printing Services
515 294-3601

Promoting the sesquicentennial on your mail

To promote the sesquicentennial on your mail, you may purchase stickers at ISU Printing to apply to backs of envelopes. The stickers are not to be used on letterhead.



sesquicentennial logo stickers