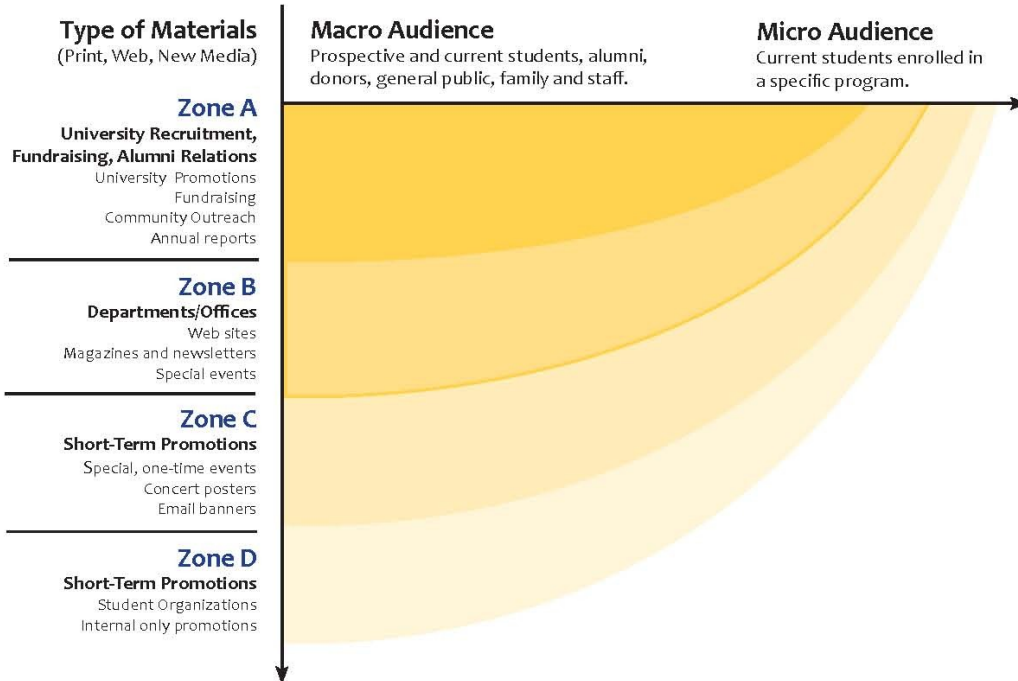


# Brand Review Zones

## BRAND REVIEW ZONES



## BRAND REVIEW GUIDELINES

	Zone A	Zone B	Zone C	Zone D
<b>University Logo</b>	All materials must include the official University logo ("swoosh" without tagline).	All materials must include an approved University logo.		Prefer logo use; at minimum, use written identifier.
<b>Sub-brand Identification/Logos</b>	Appropriate department/office logos and identification may be used, but they should not overshadow or exceed the size of the University logo.			
<b>Brand promise /Key Words</b>	The University's brand is appropriately described using suggested key words.			
<b>Colors</b>	University color palette, with complementary color palette used for accents/enhancements.	Complementary color palette; University color palette does not need to be primary.	Complementary color palette encouraged, but not required.	
<b>Fonts</b>	For body type and headlines, the preferred serif typefaces are Palatino Linotype (or Palatino) or Times New Roman (or Times). For headlines and sub-headlines, the preferred sans serif typefaces are Helvetica, Arial or Candara.			
<b>Photography and Images</b>	Current, University-approved photos and images.	Primarily current, University approved photos—especially for large and cover images.	Current University photos encouraged, but not required.	