



# LOGO USE

### THE CABRINI COLLEGE LOGO

The Cabrini College logo consists of two elements. The first is a customized rendering of the Cabrini name in a modified version of the type font, Sabon. The special design treatment adds character and refinement and renders it unique to the College.

The second element is a coat of arms in classic heraldry style depicting four elements: the lamp of knowledge, symbolizing guidance and academic strength; the hands, representing civic engagement, social justice, and diversity; the Sacred Heart, alluding to the Missionary Sisters

of the Sacred Heart of Jesus (MSC), founders of the College and their philosophy of love for all people of the earth; and a tree, representing the beautiful campus—a veritable cathedral of trees—as well as heritage, growth and stewardship. The motto *Beneficium Supra Seipsum* means “Service Beyond One’s Self.”

The Cabrini College logo is at once classic and contemporary, appropriate for an institution respectful of its heritage while being innovative and visionary in its educational mission for the future.

### PRIMARY LOGOS

There are two primary versions of the Cabrini College logo. One consists of the Cabrini College logotype, the other displays the logotype and a graphic mark. Both versions are equally acceptable to use, and can be used alone or in combination (for example: using the logotype on

the cover of a brochure, and the logotype with graphic mark on the back cover with the address block. Whenever possible, a primary version of the Cabrini logo must be used, printed in the specified PMS colors or in a process color conversion of those PMS colors.

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primary logotype

CABRINI  
COLLEGE

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primary logotype with graphic mark



CABRINI  
COLLEGE

**THE GRAPHIC MARK**

The graphic mark was designed to work with the logo or as a stand-alone graphic. See Logo Variations and *Graphic Mark Dos and Don'ts* for guidelines regarding its usage.

When used as a stand-alone graphic, the mark can appear only in the following specified colors: PMS 281, PMS 422, black, or a screen of black. If the PMS colors are not an option, the process color conversions are always acceptable (see Logo Colors on page 2.7).

When used as a stand-alone graphic (as in a background for a PowerPoint slide), the mark should appear as a background image in a light screen of black, PMS 422, or PMS 281. In this format, text may be printed over it. In any color format other than a light screen of the previously mentioned colors, overprinting text or imagery is unacceptable. For guidelines regarding the use of the mark, please see page 2.10.

graphic mark



graphic mark colors



PMS 281



PMS 422



black



black with 33% screen of black



10% screen of black or screen of PMS 422

### ALTERNATE LOGO FORMAT

For situations where the primary logotype with graphic mark will not suit the application due to format restrictions or other, it is acceptable to use the following alternate logo format (with graphic mark appearing over the logotype) printed in the specified PMS colors or in a process color conversion of those PMS colors.

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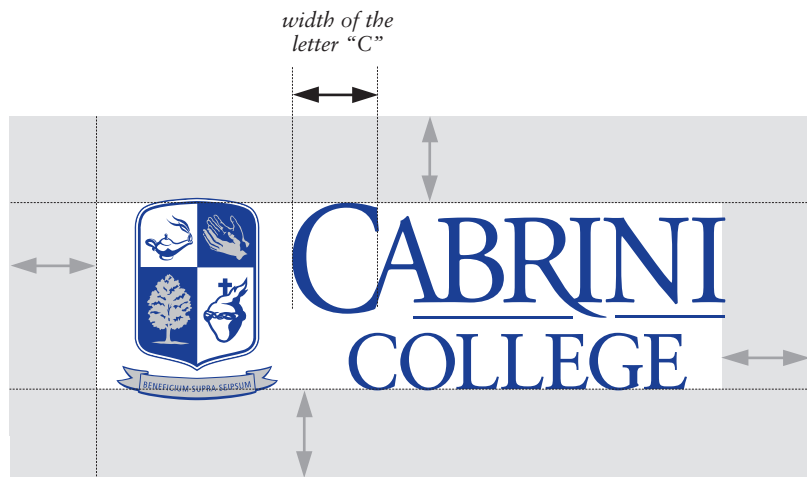
alternate logo



**CABRINI**  
**COLLEGE**

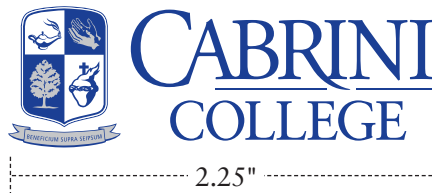
**MINIMUM CLEAR AREA**

When the logo is used in marketing materials together with photography, illustration, or other typography, a minimum amount of clear space must surround the logotype. This space is equivalent to the width of the letter “C” in Cabrini.



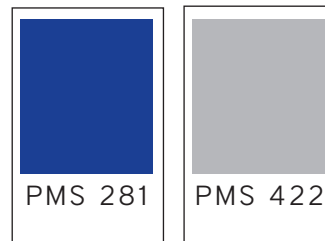
**MINIMUM REPRODUCTION SIZE**

The primary logo with graphic mark may not be reproduced any smaller than 2.25 inches in width. The primary logotype cannot be reproduced any smaller than .75 inches in width.



## LOGO COLORS

The logo, designed with tradition in mind, continues Cabrini's use of blue. When it appears in two colors, the blue is PMS 281, and the gray is PMS 422. When using spot PMS colors is not an option, print the logo as a process-color build. *See below.*



The process conversion for PMS 281 is 100% cyan, 72% magenta, 32% black

The process conversion for PMS 422 is 33% black

*The representation of color throughout this guide is not an exact match due to the limitations of the digital reproduction process. For this reason, please refer to a Pantone® swatch book, available from either the Marketing and Communications office or a commercial printer.*

LOGO VARIATIONS

The use of the logo has to be more flexible than the standard two-color positive image. These logo variations provide a wide choice for all communications materials that represent the college.

For one-color applications, the PMS 281 blue or PMS 422 can be used, or the logo can appear in solid black. For one-color applications when screening is also an option, the logotype should appear in black and the graphic mark should appear in black and a 33% screen of black.

When reversing the logo, use a solid color as the background and knock out the

logo in white, or printing the graphic mark in PMS 281 and PMS 422 and knocking out the type on a colored background. It is acceptable to reverse the logo on a background color other than the Cabrini PMS colors—but use caution when doing this. Do not print the seal in colors other than the Cabrini PMS colors. If only one color is an option and the color is not PMS 281, 422, or black, use the text-only version of the logo.

These variations also apply to the primary logotype and alternate format versions of the logo.

one color / from left: PMS 281, PMS 422, black



two color / PMS 281, PMS 422 reverse on PMS 281



one color / black with 33% screen of black



one color with reverse / PMS 422, PMS 281, black



DOS AND DON'TS

Using the official logo correctly will maintain consistency and respect for the Cabrini College identity. Please follow the guidelines below. These guidelines also apply to the primary logotype and alternate format versions of the logo.

**Do** use the primary form of the logo whenever possible.

**Do** maintain the minimum clear space and reproduction size specifications (see page 2.6).

**Do** print the two-color version of the logo on a white background when possible.

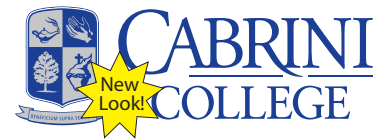
**Do** consult this style guide when in question.



**Do NOT** change the colors of the logo (see logo variations for color options).



**Do NOT** recreate the logo—digital files are available from the Marketing and Communications office.



**Do NOT** place other graphics on or close to the logo.



**Do NOT** print the color version of the logo on colored paper—this will change the color of the logo. If you must use a colored paper, choose the black version of the logo.



**Do NOT** distort the proportion of the elements of the logo.



**Do NOT** print a one-color version of the logo in a color other than black, PMS 281, or PMS 422.



**Do NOT** alter the composition of the logo.



**Do NOT** apply special graphic effects to the logo.



**Do NOT** print the logo on a patterned or speckled paper.

## GRAPHIC MARK DOS AND DON'TS

Using the graphic mark correctly will maintain consistency and respect for the Cabrini College identity. Please follow the guidelines below.

**Do** use the graphic mark in PMS 281 and PMS 422 whenever possible.

**Do** maintain the proper clear space around the mark.

**Do** print the mark on the preferred white background.

**Do** consult this style guide when in question.



**Do NOT** change the colors of the mark (see page 2.8 for color options).



**Do NOT** recreate the mark—digital files are available from the Marketing and Communications office.



**Do NOT** place other graphics on or close to the mark, or alter its meaning by attaching unrelated graphics.



**Do NOT** print the color version of the mark on colored paper—this will change the color of the logo. If you must use a colored paper, choose the black version of the logo.



**Do NOT** use special fills, such as gradient fills—the mark must always have a solid color fill.



**Do NOT** use the shape of the graphic mark as a photo frame.



**Do NOT** use the mark without the banner element.



**Do NOT** modify the individual elements of the graphic mark.



**Do NOT** distort the proportion of the logo.

### GUIDELINES FOR INTERNAL CAMPUS LOGOS

We encourage creativity and wish to further all artistic marketing ventures. However, in deference to the greater good of Cabrini College as a whole, and in an effort to promote one unified and easily identifiable market position, some level of restraint is required.

Therefore, use of a departmental or organizational logo or identifying mark is permissible if, and only if, the communication tool within which it appears is solely meant for internal campus use. If the communication tool is intended to target off-campus constituents, the only identity that is permissible is the official Cabrini College logo.

For example, if the Cabrini College Chess Club is posting flyers around campus to announce its next meeting, the use of a specific Chess Club identity is acceptable. If, however, the Chess Club is sending a request to the Philadelphia Area Chess Association for it to consider co-sponsoring a youth tournament, the Chess Club identity must be omitted and the Cabrini identity must be included.

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intramural/club logo



### OBSOLETE/LIMITED-USE LOGOS AND GRAPHICS

As the college launches and sustains its new graphic identity, it will be imperative that all communications tools carry the approved Cabrini College logo. In putting forth a consistent, recognizable institutional image, it is necessary to eliminate the many previously accepted logos and graphics.

The top two logos are not to be used for any general college purpose. The bottom two seals could be used for specific (limited) purposes, and must be approved by the Marketing and Communications Office.

obsolete logos / DO NOT USE

 Cabrini College



Cabrini College

DO NOT USE for general college purposes



## TYPOGRAPHY

Sabon—regular and small caps—is the typeface used for the Cabrini College logo. The typography in the logo cannot be rearranged or modified in any way. When used for headlines or body copy, Sabon is versatile, with different weights and italics. To maintain a consistent image, Sabon is the suggested typeface for advertising and publications.

### Alternate typeface for correspondence

Garamond, standard on most computers, is acceptable when letters or memos are created in word-processing software and laser-printed on official stationery. Please

call the Marketing and Communications office to obtain a copy of the digital Microsoft Word template that has been created for this purpose. To create your own file, please follow the specifications on page 3.4.

### Typography for electronic media

Arial is suggested for e-mail and other electronic media, such as PowerPoint presentations. It is most important in electronic media that the chosen typeface is clear, easy to read, and professional-looking.

sabon regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 UVWXYZ abcdefghijklmnopq  
 rstuvwxyz&1234567890\$ ⅛ ¼  
 ⅜ ½ ⅝ ¾ ⅞ @#% \* ~ ( ) , - ; ! ? / ”

**12-POINT** Typography is architecture, and the typographer is the architect. The building bricks used are the typefaces, and the mortar is the space used for composition. Layouts

garamond regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 UVWXYZ abcdfghijklmnopqrst  
 uvwxyz&1234567890\$ @#% \* ~  
 ( ) , - ; ! ? / ”

**12-POINT** Typography is architecture, and the typographer is the architect. The building bricks used are the typefaces, and the mortar is the space used for composition. Layouts