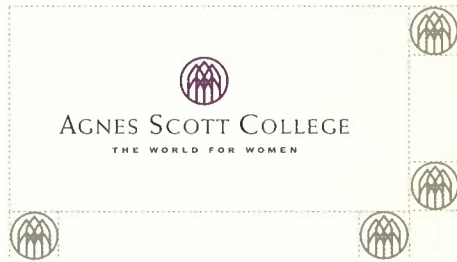


## Isolation Area

To prevent a cluttered look, maintain a protected or staging area around the logo equal to the diameter of the "arches" element or mark in the logo-type. No graphic element—type, rule, art—should be allowed within this area. The exception is when the secondary tags "Atlanta/Decatur" or "www.agnesscott.edu" are used.



AGNES SCOTT COLLEGE  
THE WORLD FOR WOMEN



▲ Horizontal Orientation

AGNES  
SCOTT  
COLLEGE  
THE WORLD  
FOR WOMEN

Text Only Version ▼

AGNES  
SCOTT  
COLLEGE  
THE WORLD  
FOR WOMEN

▲ Vertical Orientation



▲ Circular Orientation

There are four versions of the Agnes Scott College logo. All versions include three interlocking gothic arches, encased in a circle with the name Agnes Scott College. The tagline, "The World for Women," either appears below the graphic element (in the horizontal and vertical formats) or around the arches (in the circular format). The only exception is the faculty logo, which never has the tagline. Art and typography should appear as a single (unmanipulated) unit. **The horizontal format is the preferred orientation.** If the horizontal format does not fit a certain application, the vertical format should be used. The circular and text-only formats can be used on some occasions for on-campus correspondence and external purposes. In all cases, the Office of Communications must approve usage.

**ALL REQUESTS AND RELATED USE OF THE LOGO MUST BE ROUTED THROUGH AND APPROVED BY THE OFFICE OF COMMUNICATIONS.**

Requests for logo art should be forwarded via e-mail to [asc\\_pr@agnesscott.edu](mailto:asc_pr@agnesscott.edu). Allow one week for delivery. Requests placed by Friday of one week will be delivered by Friday of the following week.

The black and color-separated versions of the logo are available in electronic format (for PC and Mac platforms and in a Microsoft-friendly format) through the Office of Communications. Black only camera-ready veloxes are also available through the Office of Communications.



AGNES SCOTT COLLEGE  
THE WORLD FOR WOMEN



AGNES SCOTT COLLEGE  
THE WORLD FOR WOMEN

Graphic Identity Standards  
Quick Reference Guide

This quick reference guide introduces and explains Agnes Scott's graphic identity program to the College community. It outlines ways to implement a strong, consistent visual character.

The logotype and variations presented here replace the bell tower logo and other symbols that have stood for the College in the past. Exceptions are the College Seal on diplomas, official documents, and certain other items.

Agnes Scott's graphic identity was developed in consultation with Mindpower Incorporated.



## Colors

Five color variations of the logo may be used for different printing situations.

**Spot-color:** When possible, use the spot-color version. This version includes three Pantone® Matching System colors: PMS 216 (burgundy), PMS 259 (purple), PMS 3025 (teal), and black.

**Process Color:** When printing four-color process, use the version where the colors have been broken down into the four process colors (cyan, magenta, yellow, black).

**Two-Color:** To reduce costs, you may use the two-color version. Produce the "arches" element or mark in PMS 216, PMS 259, or PMS 3025, and the logotype in black.

**One-Color:** In cases where the method of reproduction does not allow for either a second color or a screen tint, use the one-color version, printed with black ink or with one of the PMS logo colors: PMS 216, PMS 259, or PMS 3025. PMS 259 is the preferred spot color.

**Reverse:** The logo may be reversed out of a colored background only in special situations, which must be approved by the Office of Communications.



## Sizes

Logos in electronic format and velox copy can be obtained from the Office of Communications. Depending on the orientation, the logos range in size from four picas wide to 37 picas wide. Determine the width of the space in which you want to place the logo and the Office will provide you with the closest existing size. **Do not enlarge or reduce the logos. This policy must be adhered to strictly.** In special situations, it is possible to use the logo larger than 37 picas wide; ask the Office of Communications for guidelines. The horizontal orientation of the logo should never appear smaller than nine picas wide, and the vertical and circular orientation never smaller than four picas wide. This is because the letter spacing of the tagline changes in very deliberate and precise increments as the size decreases.



## Typography

The College will greatly enhance the graphic identity program by using its logo type style within publications. For that reason, **Weiss** has been chosen as the standard (text) copy type for College publications. In general, running text should be set in Weiss. If Weiss is unavailable, Times New Roman is the suggested replacement. Captions, headings, sidebars, and highlighted materials may use supporting faces: Weiss Italic, Weiss Bold, and Weiss Extra-Bold, or, for accent, the typeface **Meta Plus Book and Bold** may also be used.

**A caution:** All type houses do not buy fonts from the same manufacturer. It is possible to buy Weiss in variations of lesser quality. To avoid type houses that cannot assure you an exact match, please coordinate all of your graphic communications with the Office of Communications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Weiss  
abcdefghijklmnopqrstuvwxyz

MetaPlus Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

MetaPlus Bold  
abcdefghijklmnopqrstuvwxyz

MetaPlus Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

MetaPlus Book  
abcdefghijklmnopqrstuvwxyz