

VISUAL IDENTITY AT A GLANCE

→ BRAND.UIOWA.EDU

LOGO



CLEAR SPACE



MINIMUM SIZE

- Print: 0.75 inches wide
- Digital: 85 pixels wide
- Limited imprint area: 0.5 inches wide

LOCKUPS

IOWA

College of Liberal Arts
and Sciences

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TYPOGRAPHY

PRIMARY TYPEFACES

ANTONIO

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Antonio Light
Antonio Regular
Antonio Bold

ROBOTO

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Roboto Thin
Roboto Thin Italic
Roboto Light
Roboto Light Italic
Roboto Regular
Roboto Regular Italic
Roboto Medium
Roboto Medium Italic
Roboto Bold
Roboto Bold Italic
Roboto Black
Roboto Black Italic

ZILLA SLAB

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Zilla Slab Light
Zilla Slab Light Italic
Zilla Slab Regular
Zilla Slab Regular Italic
Zilla Slab Medium
Zilla Slab Medium Italic
Zilla Slab Semibold
Zilla Slab Semibold Italic
Zilla Slab Bold
Zilla Slab Bold Italic

SECONDARY TYPEFACES

LORA

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Lora Regular
Lora Italic
Lora Bold
Lora Bold Italic

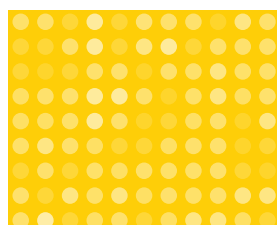
FONT AWESOME

→ f X @ y in

PATTERNS



BRAIN ROCK



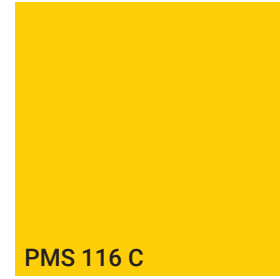
PARTICLES



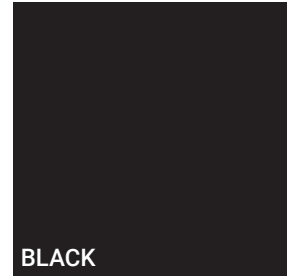
COMMUNITY

COLOR

PRIMARY COLORS



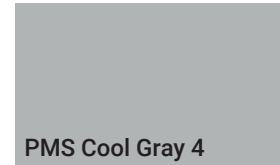
PMS 116 C
CMYK: 0 18 100 0
HEX: #FFCD00
RGB: 255 205 0



BLACK
CMYK: 0 0 0 100
HEX: #000000
RGB: 40 30 30 100

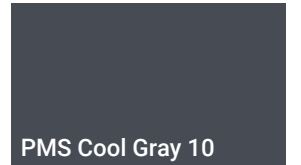
SECONDARY COLORS

PRINT

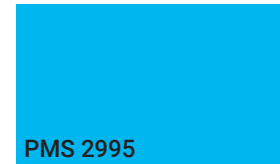


PMS Cool Gray 4
CMYK: 12 8 9 23
HEX: #BBBCBC
RGB: 187 188 188

DIGITAL/WEB



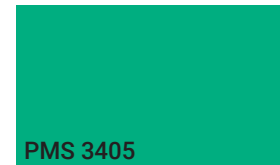
PMS Cool Gray 10
CMYK: 40 30 20 66
HEX: #63666A
RGB: 99 102 106



PMS 2995
CMYK: 83 1 0 0
HEX: #00A9E0
RGB: 0 169 224



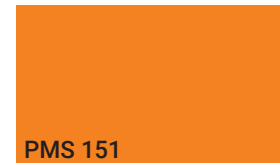
PMS 7462
CMYK: 100 48 6 3
HEX: #00558C
RGB: 0 85 140



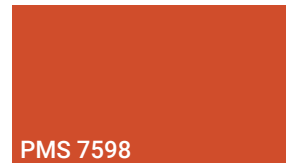
PMS 3405
CMYK: 88 0 68 0
HEX: #00AF66
RGB: 0 175 102



PMS 336
CMYK: 95 11 70 44
HEX: #00664F
RGB: 0 102 79



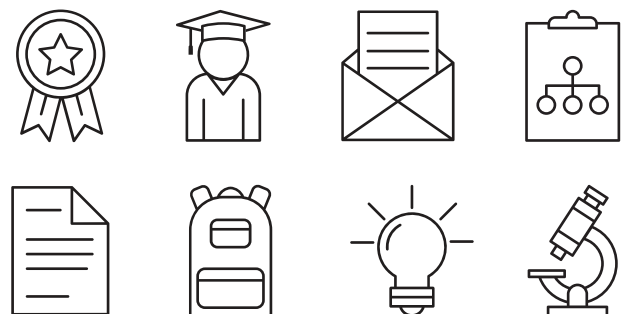
PMS 151
CMYK: 0 60 100 0
HEX: #FF8200
RGB: 255 130 0



PMS 7598
CMYK: 1 80 88 14
HEX: #BD472A
RGB: 189 71 42

ICONS

ONE-COLOR ICONS



TWO-COLOR ICONS

