

# 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



## 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  
nOoPpQqRrSsTtUuVvWwXxYyZz  
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

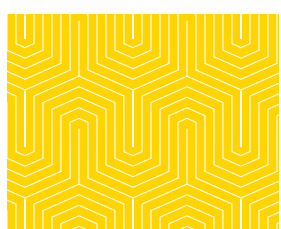
AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

Lora Regular  
*Lora Italic*  
Lora Bold  
*Lora Bold Italic*

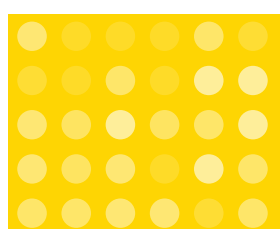
### FONT AWESOME



## PATTERNS



BRAIN ROCK



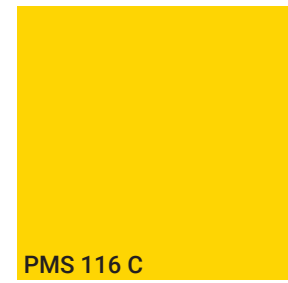
PARTICLES



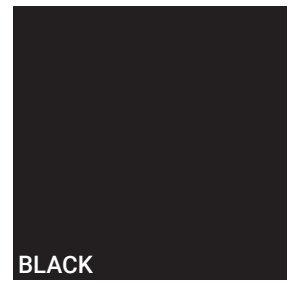
COMMUNITY

## COLOR

### PRIMARY COLORS



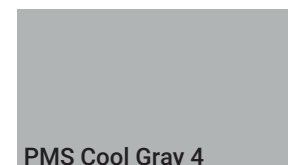
PMS 116 C  
CMYK: 0 14 100 0  
HEX: #FFCD00  
RGB: 255 205 0



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

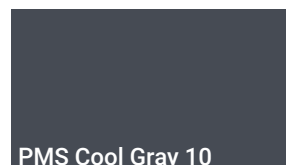
### SECONDARY COLORS

#### PRINT

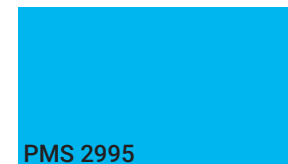


PMS Cool Gray 4  
CMYK: 12 8 9 23  
HEX: #BBBCBC  
RGB: 187 188 188

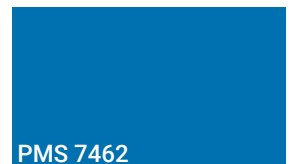
#### DIGITAL/WEB



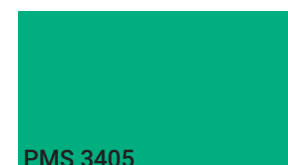
PMS Cool Gray 10  
CMYK: 40 30 20 66  
HEX: #63666A  
RGB: 99 102 106



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



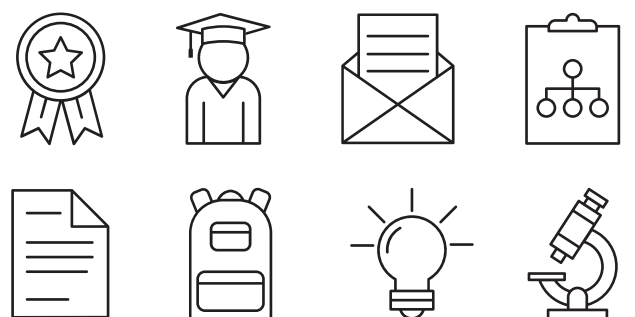
PMS 151  
CMYK: 0 60 100 0  
HEX: #FF8200  
RGB: 255 130 0



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

## ICONS

### ONE-COLOR ICONS



### TWO-COLOR ICONS

