



SIMPSON  
UNIVERSITY

**T**his branding guidelines manual has been created to preserve the value and unity of Simpson University's visual identity. Uniform, high-quality reproduction is critical to ensuring positive impressions. The Simpson University logo must always appear crisp, clear and readable. The colors must be consistent regardless of the medium, substrate or process. To ensure uniformity, all reproductions must be taken from approved logo artwork and colors must be carefully matched. The following pages provide a brief set of guidelines to use the Simpson identity correctly.

## Table of Contents

### PRIMARY SIMPSON LOGO

Primary Logo	4
Positive Reproduction	5-6
Single-Line Logo	7
Boxed Logo	8
SU Icon	9
Reverse Reproduction	10
Incorrect Negative Usage	11
Simpson Colors	12-13
Clear Space	14
Incorrect Usage	15
Typography	12
Incorrect Usage	13

### SIMPSON SCHOOL / DEPARTMENT LOGOS

Positive Reproduction	16-18
Single-Line School Logos	19
Boxed School Logo	20
Minimum Size	21
Typography	22

### SIMPSON SEAL

Primary Seal	23
Color Reproduction	24
Clear Space & Minimum Size	25
Incorrect Usage	26

### PRESIDENTS SEAL

Primary Seal	27
Color Reproduction	28
Clear Space & Minimum Size	29
Incorrect Usage	30

### A.W. TOZER THEOLOGICAL SEM.

Primary Logo	31
Tozer Colors	32
Color Reproduction	33
Incorrect Usage	34
Typography	35

### A.W. TOZER SEAL

Primary Seal	36
Color Reproduction	37
Clear Space & Minimum Size	
Incorrect Usage	38



### Primary logo

The Simpson University logo brings together two visual components, an icon and wordmark displayed in the university colors of red and black. The icon, a red crest symbolizing an open book and the shield of faith representing the integration of faith and learning, is capped with a white mountaintop, symbolizing Simpson's distinct geographical location. The "S" letterform representing "Simpson" is central and prominent. The break in the "U" letterform is a visual metaphor of a gateway tying back to the University's motto, "*Gateway to World Service*," embodying Simpson's missional heritage since its establishment in Seattle, WA in 1921.



The Simpson logo contains a customized wordmark. The Simpson wordmark is a piece of artwork—NOT a font. It should never be hand-typeset. The Simpson wordmark should not be inserted in copy. When the school name appears in copy, it should be spelled out, "Simpson University," or "Simpson."

Primary logo: Four-Color Process Horizontal



Primary logo: 2-Color Horizontal



Primary logo: Four-Color Process Vertical



Primary logo: 2-Color Vertical



Positive Reproduction

For most applications, the primary horizontal or vertical logo should be used in the color variations shown at left.

The Four-Color Process horizontal and vertical primary logos are Simpson’s predominant logos and should be used for almost all applications. An alternate 2-Color version has been created for limited color usage.

Primary logo: 1-Color (B/W) Horizontal



Primary logo: 1-Color Horizontal



Primary logo: 1-Color (B/W) Vertical



Primary logo: 1-Color Vertical



Positive Reproduction: 1-Color

The one-color, black & white version should be used in one-color situations only (newsprint, fax transmissions, all black media, etc.). An alternate one-color version in Pantone 186 has been created for limited situations where black is not an option.

## Single-Line Wordmark

SIMPSON UNIVERSITY  Pantone 186

SIMPSON UNIVERSITY  Black

## Single-Line Wordmark: Limited Usage Only

A single-line wordmark has been designed for extreme horizontal situations only.

The single-line wordmark should only be used in Pantone 186 or Black.

1-Color (Red)



1-Color (B/W)



1-Color (Red)



1-Color (B/W)



## Boxed Logo: Limited Usage Only

The “boxed” logo is a variation of the primary logo (page 1-3). Its usage is extremely limited and is determined by the complexity of the background onto which it is placed.

The boxed logo should only be used on a background—that is too competitive to implement the primary logo. A “too competitive” background compromises the legibility of the logo, is visually complex, clashes in color, or in some way negatively affects the reproduction and integrity of the logo.

The boxed logo should never be used on a white background or in any situation that the primary wordmark can be accurately reproduced.

Two versions of this boxed logo have been created: One in Pantone 186 when red is one of the print colors specified; and one in black & white.



## Four-Color Process



Four-Color Process

## 1-Color (Red)



Pantone 186

## 1-Color (B/W)



Black

## SU Icon: Limited Usage Only

The “SU Icon” is a variation of the primary logo (page 1-3). Its usage is extremely limited and is determined by the limited space available for imprinting.

The SU Icon should only be used in limited space situations where the primary logo can not be implemented such as web browser search bars.

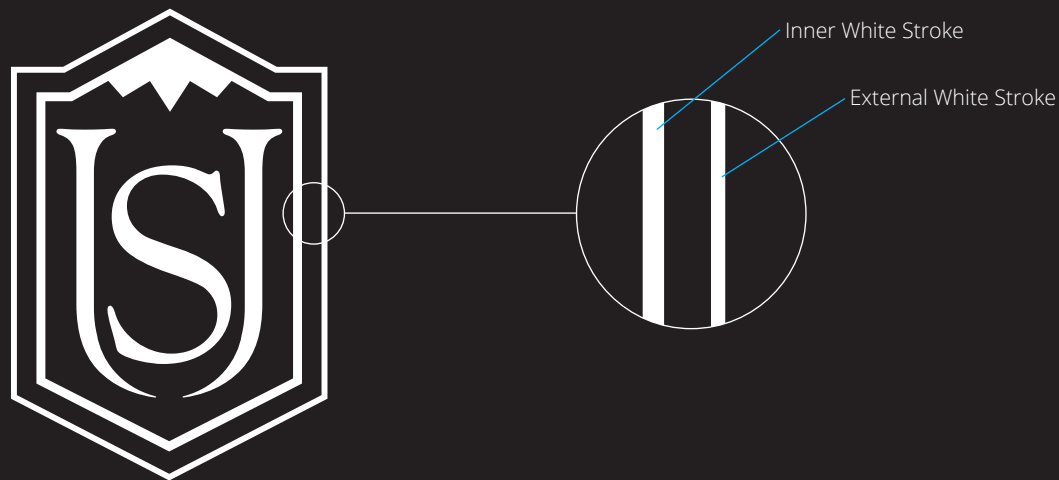
The SU Icon should never be used in any situation that the primary logo can be accurately reproduced.

Three versions of this SU Icon have been created in Four-Color Process, Pantone 186 and black.

#### Primary Logo: 1-Color (B/W) Horizontal



#### Primary logo: 1-Color (B/W) Vertical



## Reverse Reproduction

When using the primary logo on a background that does not have enough contrast in color value to use the positive reproduction versions (see page 2), the one-color (all white) reverse logo should be used. This all-white version can be used on any non-competitive background, or can be ghosted out of a 4-color image.

In order to properly implement the reverse logo an external white stroke must be applied to the outside line of the SU Icon. The weight of the stroke must be exactly half the thickness of the inner white stroke.

Again, when using the Simpson logo in any of its approved forms, it is critical to ensure that the readability or integrity of the logo is never compromised.

Incorrect Primary Logo: 1-Color (B/W) Horizontal



Incorrect Primary logo: 1-Color (B/W) Vertical



Incorrect 1-Color (B/W) Horizontal

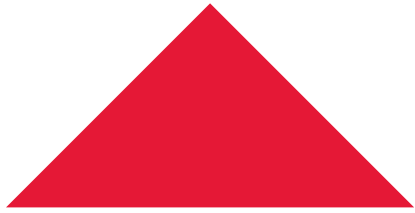


Incorrect 1-Color (B/W) Vertical



## Incorrect Negative Usage - Reverse Reproduction

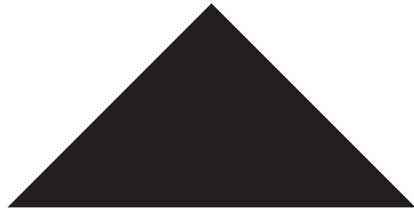
When working with reverse reproduction files, the Simpson University logo must not be inverted. As a basic rule, if there is no snow (or white) on the mountain in the SU shield, it is not represented correctly. If the mountain is black, the logo is incorrect - as represented to the left.



### Pantone 186

Coated Stocks:  
PANTONE 186 C  
(4/C): 15C 100M 100Y 0K  
HEX: D2232A

Uncoated Stocks:  
PMS or 4/C Process to  
Match Pantone 186 C



### 1-Color (B/W)

Coated Stocks:  
(4/C): 60C 40M 40Y 100K or 100K  
HEX: 000000

Uncoated Stocks:  
(4/C): 60C 40M 40Y 100K or 100K

## Simpson Colors

The Simpson University colors are based on the PANTONE\* Color Standard specified below. For matching, refer printers and other suppliers to the current editions of PANTONE Color Publications. Note that the PANTONE Color Standard is specified as C, meaning coated. **All uncoated inks should be mixed to match the coated specifications at left.**

Since differences in substrate and process can affect color, the **CMYK equivalents provided at left are guidelines only and should not be considered to provide an exact match.** To ensure consistent results, always proof carefully against the PANTONE Color Standard.

NOTE: Colors shown throughout this manual are for demonstration purposes only. For accurate color standards refer to the current edition of the PANTONE Color Formula Guide.

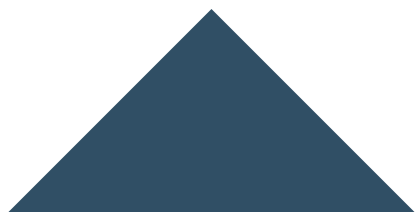
\*PANTONE is Pantone, Inc.'s check-standard for color reproduction and color-reproduction materials.



### Pantone Warm Grey 1C

Coated Stocks:  
PANTONE Warm Grey 1C  
(4/C): 3C 5M 6Y 0K  
HEX: E5E3DC

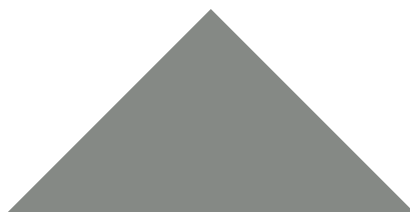
Uncoated Stocks:  
PMS or 4/C Process to  
Match Pantone Warm Grey 1C



### Pantone 7477

Coated Stocks:  
PANTONE 7477  
(4/C): 85C 63M 42Y 25K  
HEX: CE9F51

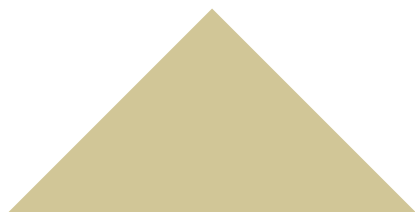
Uncoated Stocks:  
PMS or 4/C Process to  
Match Pantone 7407



### Pantone Cool Grey 8

Coated Stocks:  
PANTONE Cool Grey 8  
(4/C): 40C 30M 35Y 20K  
HEX: 8A8A8D

Uncoated Stocks:  
PMS or 4/C Process to  
Match Pantone Cool Grey 8



### Pantone 5865

Coated Stocks:  
PANTONE 5865  
(4/C): 10C 10M 40Y 10K  
HEX: CCC693

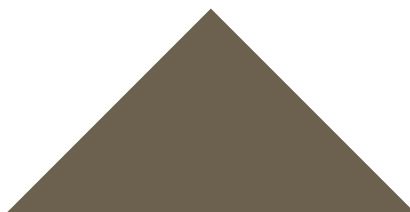
Uncoated Stocks:  
PMS or 4/C Process to  
Match Pantone 5665



### Pantone 202

Coated Stocks:  
PANTONE 202 C  
(4/C): 0C 100M 81Y 40K  
HEX: 9E0620

Uncoated Stocks:  
PMS or 4/C Process to  
Match Pantone 202 C



### Pantone 405

Coated Stocks:  
PANTONE 405  
(4/C): 0C 10M 30Y 70K  
HEX: 696057

Uncoated Stocks:  
PMS or 4/C Process to  
Match Pantone 405

## Simpson Accent Palette

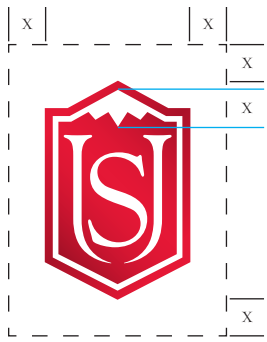
Color is essential to the Simpson style, and the accent palette at left has been carefully selected to give users the flexibility needed to meet a large variety of objectives. This extended palette is simply a base of colors that instills a sense of consistency across diverse types of applications and many different layouts. The sophisticated warm and cool color tones all complement the Simpson Identity colors and support the Simpson brand.

The accent palette can be used for typography and solid areas where appropriate. No matter what the usage, the accent palette should always be used sparingly and purposefully.

NOTE: Aside from (?), the accent palette should never be used as a background color for the 2-color Simpson Identity or any 2-color School Identity.

Again, since differences in substrate and process can affect color, the CMYK equivalents provided at left are guidelines only and should not be considered to provide an exact match. To ensure consistent results, always proof carefully against the PANTONE Color Standard.

\*PANTONE is Pantone, Inc.'s check-standard for color reproduction and color-reproduction materials.



## Clear Space

The Simpson logo must be surrounded by a clear space at least equal to the height of the white mountain —or “x”.

The clear space is measured from the top center point and bottom center point of the white mountain in the SU icon. As a general rule, more clear space is always preferred.

No other competitive design elements may be positioned within this space, including typography.

Do Not  
alter the logo in any way.



Do Not  
reproduce the wordmark in colors  
other than those specified on pages  
2-4.



Do Not  
set the logo on an angle or reshape it  
in any way.



**Incorrect Usage**  
As the key visual expression of our University, we must treat our logo with respect. We must also ensure a singular and unified impression across all the various applications upon which it appears.

The examples at left illustrate unacceptable uses of our logo. The Simpson logo must not be compromised or manipulated in any way and should always be reproduced from approved artwork.

Do Not  
use any part of the logo on its own.



Do Not  
reproduce the logo at a width smaller  
than sizes indicated on page 8.



Do Not  
reproduce the boxed logo in colors  
other than those specified on page 4.



Do Not  
add any department lock ups in the  
reserved space for the school names.



Do Not  
alter the logo lock-up in any way.



Do Not  
set the logo on a competitive back-  
ground that will detract from its  
readability.



#### School of Adult Studies Horizontal



#### School of Adult Studies Vertical



#### Enrollment Management



#### Department of Psychology, MACP



### Simpson School Logos

Like the Simpson Logo, the Simpson School Logos are designed to be used as one unit. The type within these wordmarks has been specifically configured and cannot be altered. The typeset Cap height is the same height as the Cap height in the word "UNIVERSITY." School Logos must be reproduced from final artwork.

#### APPROVED SCHOOL LOGOS:

School of Adult Studies  
School of Education  
Graduate Studies  
School of Graduate Profesional Studies  
School of Nursing  
Betty M. Dean School of Nursing  
Woodland Regional Center

### Simpson Deparment Lock-ups

Like the Simpson School Logos, the Simpson Department Lock-ups are designed to be used as one unit. The type within these wordmarks has been specifically configured and cannot be altered. The typeset Cap height is the same height as the Cap height in the word "UNIVERSITY." Kerning is set to 25pts with auto tracking. The font selection is Requiem Text Italic.



School of Adult Studies Horizontal



School of Adult Studies Horizontal



School Logo Positive Reproduction

The schools may either be used in their locked-up, logo version (at left), typeset separately in upper and lower case in Requiem Text Roman with an appropriate size relationship to the Simpson Logo, or typeset by the specifications on page 4 for a single-line treatment, or nested within the boxed version of the logo.

The School Logos should never be inserted in copy. When the school name appears in copy, it should be spelled out in the typeface being used.

The Four-Color Process logos are the primary colors. A secondary 2-Color version is available for limited color usage.

School of Adult Studies Vertical



School of Adult Studies Vertical



School of Education Horizontal



School of Education Horizontal



School of Education Vertical



School of Education Vertical



School of Adult Studies Horizontal



School of Education Horizontal



Positive Reproduction

The one-color, black & white version should be used in one-color situations only (newsprint, fax transmissions, all black media, etc.).

School of Adult Studies Vertical



School of Education Vertical



SIMPSON UNIVERSITY x  
2/3X  
School of Adult Studies 2/3X

SIMPSON UNIVERSITY Pantone 186  
School of Education

SIMPSON UNIVERSITY Black  
School of Adult Studies

SIMPSON UNIVERSITY Black  
School of Education

Single-Line School Logos:  
Limited Usage Only

If a school needs to be defined with the single-line version of the University (see page 4), a lock-up format has been provided. The name of the school should be typeset in Requiem Text Roman to the specifications at left. The school name should only be set in upper and lower case—NOT all caps—and should always have 2/3 the cap height (height of a noncurved capital letter) as the single-line Simpson Wordmark.

The space between the “Simpson University” and the School equals 2/3 cap height, or “x”.

The Single-Line Wordmark and School Name can be typeset in Black or Pantone 186.

NOTE: The space between the “Simpson University” and the school may need to be altered optically (tightened) when scaled to larger sizes.

1-Color (Red)



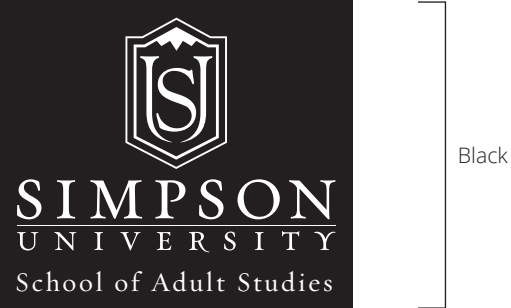
1-Color (B/W)



1-Color (Red)



1-Color (B/W)



**Boxed School Logo:  
Limited Usage Only**

The “boxed” wordmark is a variation of the primary logo (page 1). Its usage is extremely limited and is determined by the complexity of the background onto which it is placed.

The boxed logo should only be used on a background—photographic or illustrative—that is too competitive to implement the primary logo. A “too competitive” background compromises the legibility of the logo, is visually complex, clashes in color, or in some way negatively affects the reproduction and integrity of the logo.

The boxed logo should never be used on a white background or in any situation that the primary logo can be accurately reproduced.

Two versions of this boxed logo have been created: One in Pantone 186 when orange is one of the print colors specified; and one in black & white.

Primary logo: Four-Color Process or 2-Color Horizontal



Primary logo: Four-Color Process or 2-Color Vertical



Boxed logo: 1-Color Horizontal



Boxed logo: 1-Color Vertical



## Minimum Size

### FOR PRINT

The minimum allowable reproduction size for Simpson School Logos (either four color process or 2-color versions) is 1.125" in width for the horizontal logo and 0.875" in width for the vertical logo. The boxed horizontal logo is 1.25" in width and the boxed vertical logo is 0.75" in width. Reproduction below these sizes is not recommended since the forms of the logo may begin to fill in, thereby compromising readability.

### CLEAR SPACE

As specified for the Simpson logo on page 10, a clear space around the equal to the height of the white mountain in the SU icon—or "x"—should be observed around all School Logos.

No other competitive design elements may be positioned within this space, including typography.

For applications that may require a size smaller than those specified at left, please contact the Marketing Department at [marketing@simpsonu.edu](mailto:marketing@simpsonu.edu) for artwork revisions and recommendations.

## Primary San Serif Typeface

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*Open Sans Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*Open Sans Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*Open Sans Semibold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*Open Sans Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Open Sans Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*Open Sans Extra Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Primary Serif Typeface

Requiem (T1) Display HTF Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*Requiem (T1) Display HTF Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

REQUIEM (T1) DISPLAY HTF SMALLCAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

## Typography

The primary san serif typeface for print is Open Sans\*.

It should be used for main text and for titles that appear separate from text, such as on the cover of a brochure.

The primary serif typeface, Requiem, both complements and works in conjunction with the primary san serif typeface \* adding interest and contrast to layouts.

\*All condensed, expanded, small cap and ligatures within fonts are acceptable.



## Simpson Seal

Any collateral, document or piece of merchandise that displays the seal is stating that this material has been officially sanctioned by Simpson University. Because the seal functions as the official signature of the university, it must NOT be altered in any way.

The seal may NOT be used in conjunction with the Simpson logo unless appropriately cobranded. The seal may be used on its own. The seal should never be used extraneously to fill space or to create a pattern.

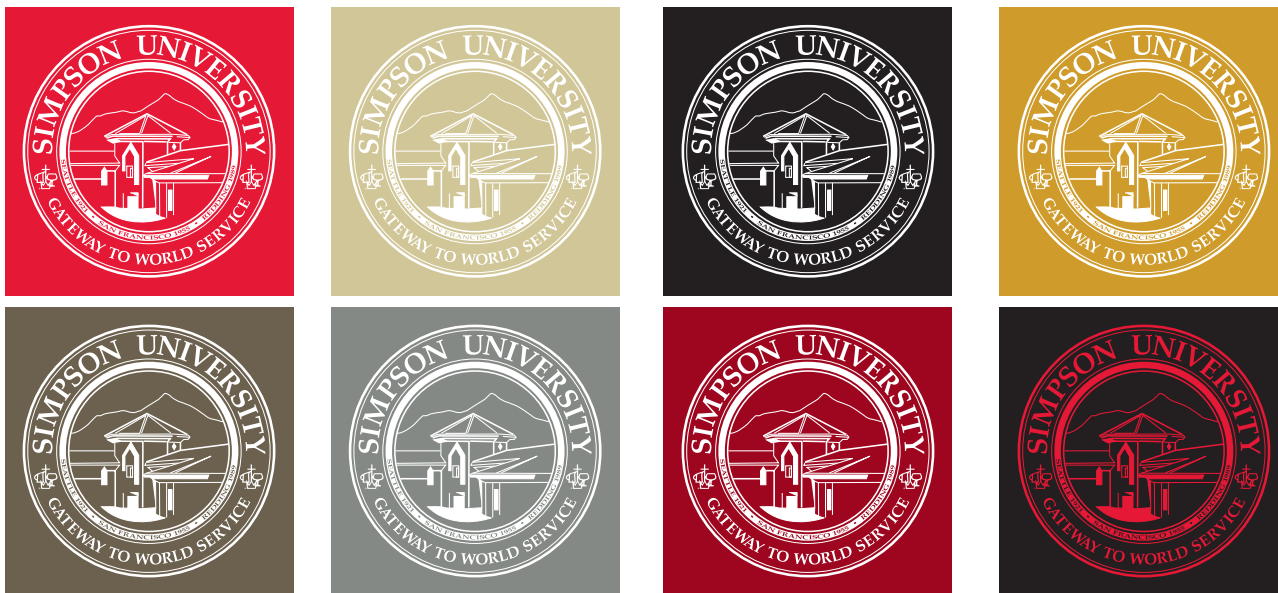
## Sample Positive Reproduction (For use on white backgrounds)



## Sample Positive Reproduction (For use on backgrounds lighter than the Seal)



## Sample Reverse Reproduction (For use on backgrounds darker than the Seal)



## Simpson Seal

### COLOR REPRODUCTION

The Simpson Seal can be reproduced in its positive and reverse forms: positive versions for use on lighter backgrounds and reverse versions for use on darker backgrounds.

It is recommended that the seal be reproduced in the approved Simpson palette colors (page 8) or as a screen tint of a color to achieve a subtle tone on tone effect. (See sample color combinations at left.) Color usage should never compromise legibility.

The positive elements of the seal are line art—colors and textures should NEVER be applied into its negative areas.



Clear Space



Simpson Seal

CLEAR SPACE

The Simpson Seal must be surrounded by a clear space, the distance between inside lines above and below the Simpson text—or “x”. No other competitive design elements should be positioned within this space, including typography.

MINIMUM SIZE FOR PRINT

The minimum allowable reproduction size for the Simpson Seal is 0.875” in diameter. Reproduction below this size is not recommended since the forms of the small type and thin rules may begin to fill in, thereby compromising readability.

For applications that may require a size smaller than those specified at left, please contact the Marketing Department at [marketing@simpsonu.edu](mailto:marketing@simpsonu.edu) for artwork revisions and recommendations.

Minimum Size for Print



Do Not  
alter the seal in any way.



Do Not  
reproduce the seal in colors other than those specified on page 22.



Do Not  
set the seal on an angle or reshape it in any way.



**Incorrect Usage**  
As the key visual expression of our University, we must treat our seal with respect. We must also ensure a singular and unified impression across all the various applications upon which it appears.

The examples at left illustrate unacceptable uses of our seal. The Simpson seal must not be compromised or manipulated in any way and should always be reproduced from approved artwork.

Do Not  
use any part of the seal on its own.



Do Not  
reproduce the logo at a width smaller than sizes indicated on page 8.



Do Not  
create borders or additional art for the seal.



Do Not  
add any modifiers to the seal except the approved school lock-ups.



Do Not  
print the seal over typography.



Do Not  
set the seal on a competitive background that will detract from its readability.



Communications

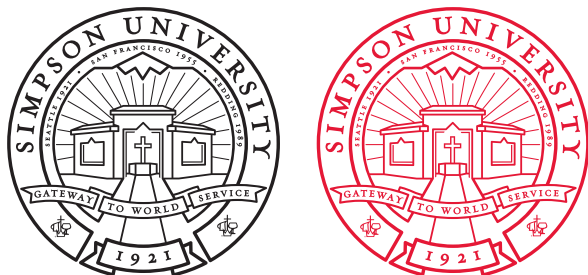


## Presidents Seal

Any collateral, document or piece of merchandise that displays the seal is stating that this material has been officially sanctioned by the Simpson University President. Because the seal functions as the official signature of the university president, it must NOT be altered in any way.

The seal may NOT be used in conjunction with the Simpson logo unless appropriately cobranded. The seal may be used on its own. The seal should never be used extraneously to fill space or to create a pattern.

## Sample Positive Reproduction (For use on white backgrounds)



## Sample Reverse Reproduction (For use on backgrounds darker than the Seal)



## Presidents Seal

### COLOR REPRODUCTION

The Simpson Presidents Seal can be reproduced in its positive and reverse forms: positive versions for use on lighter backgrounds and reverse versions for use on darker backgrounds.

It is recommended that the seal be reproduced in the approved Simpson palette colors (page 8) or as a screen tint of a color to achieve a subtle tone on tone effect. (See sample color combinations at left.) Color usage should never compromise legibility.

The positive elements of the seal are line art—colors and textures should NEVER be applied into its negative areas.

Clear Space



Presidents Seal

CLEAR SPACE

The Simpson Presidents Seal must be surrounded by a clear space, the distance between inside lines above and below the Simpson text—or “x”. No other competitive design elements should be positioned within this space, including typography.

MINIMUM SIZE FOR PRINT

The minimum allowable reproduction size for the Presidents Seal is 0.875” in diameter. Reproduction below this size is not recommended since the forms of the small type and thin rules may begin to fill in, thereby compromising readability.

For applications that may require a size smaller than those specified at left, please contact the Marketing Department at [marketing@simpsonu.edu](mailto:marketing@simpsonu.edu) for artwork revisions and recommendations.

Minimum Size for Print



Do Not  
alter the seal in any way.



Do Not  
reproduce the seal in colors other than those specified on page 22.



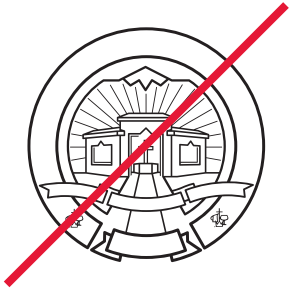
Do Not  
set the seal on an angle or reshape it in any way.



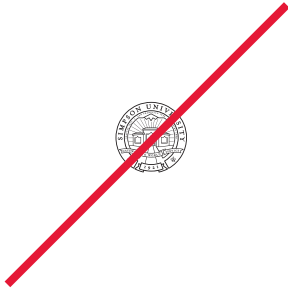
**Incorrect Usage**  
As a secondary visual expression of our University, we must treat our presidents seal with respect. We must also ensure a singular and unified impression across all the various applications upon which it appears.

The examples at left illustrate unacceptable uses of our seal. The presidents seal must not be compromised or manipulated in any way and should always be reproduced from approved artwork.

Do Not  
use any part of the seal on its own.



Do Not  
reproduce the logo at a width smaller than sizes indicated on page 29.



Do Not  
create borders or additional art for the seal.



Do Not  
add any modifiers to the seal except the approved school lock-ups.



Do Not  
print the seal over typography.



Do Not  
set the seal on a competitive background that will detract from its readability.

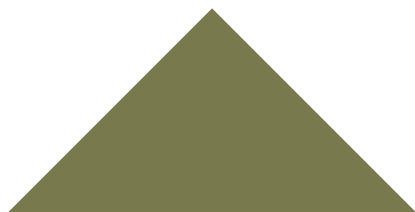




## A.W. Tozer Theological Seminary logo

The Tozer logo may NOT be used in conjunction with the Simpson logo or Seal unless appropriately cobranded. The Tozer logo may be used on its own in the single variation shown left.

## Primary Colors



### Pantone 5763 C

Coated Stocks:  
PANTONE 5763 C  
(4/C): 53C 38M 79Y 17K

Uncoated Stocks:  
PMS or 4/C Process to  
Match Pantone 5763 C

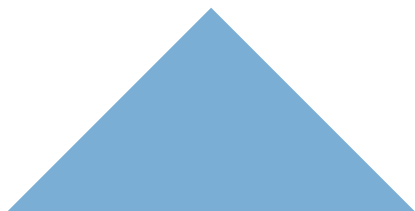


### Pantone 431 C

Coated Stocks:  
PANTONE 431 C  
(4/C): 66C 52M 44Y 17K

Uncoated Stocks:  
PMS or 4/C Process to  
Match Pantone 431 C

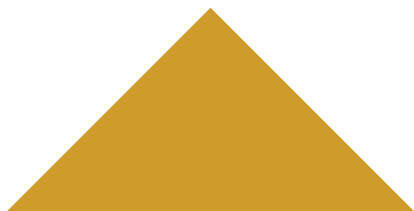
## Secondary Program Specific Colors



### Pantone 542 C

Coated Stocks:  
PANTONE 542 C  
(4/C): 50C 20M 5Y 0K  
HEX: 7DAED3

Uncoated Stocks:  
PMS or 4/C Process to  
Match Pantone 542 C



### Pantone 7563 C

Coated Stocks:  
PANTONE 7563 C  
(4/C): 15C 41M 100Y 1K  
HEX: D58B29

Uncoated Stocks:  
PMS or 4/C Process to  
Match Pantone 7563 C

## Tozer Colors

The Tozer colors are based on the PANTONE\* Color Standard specified below. For matching, refer printers and other suppliers to the current editions of PANTONE Color Publications. Note that the PANTONE Color Standard is specified as C, meaning coated. **All uncoated inks should be mixed to match the coated specifications at left.**

Since differences in substrate and process can affect color, the **CMYK equivalents provided at left are guidelines only and should not be considered to provide an exact match.** To ensure consistent results, always proof carefully against the PANTONE Color Standard.

NOTE: Colors shown throughout this manual are for demonstration purposes only. For accurate color standards refer to the current edition of the PANTONE Color Formula Guide.

\*PANTONE is Pantone, Inc.'s check-standard for color reproduction and color-reproduction materials.



### Sample Positive Reproduction



### Sample Negative Reproduction



### Sample Negative Reproduction (Color)



## A.W. Tozer Theological Seminary logo

### COLOR REPRODUCTION

The Tozer logo can be reproduced in its positive forms: positive versions for use on lighter backgrounds

The Tozer logo can be reproduced in its negative form: reverse versions for use on darker backgrounds. This version is to be used sparingly.

It is recommended that the logo be reproduced in the approved Tozer palette colors (page 33). See sample color combinations at left. Color usage should never compromise legibility.

Do Not  
alter the logo in any way.



Do Not  
reproduce the logo in colors other  
than those specified on page 22.



Do Not  
set the logo on an angle or reshape it  
in any way.



## Incorrect Usage

As the key visual expression of the A.W. Tozer Theological Seminary, we must treat the Tozer logo with respect. We must also ensure a singular and unified impression across all the various applications upon which it appears.

The examples at left illustrate unacceptable uses of our logo. The Tozer logo must not be compromised or manipulated in any way and should always be reproduced from approved artwork.

Do Not  
use the text of the logo on its own.



Do Not  
reproduce the logo at a width smaller  
than sizes indicated on page 8.



Do Not  
add effects or additional art to  
the logo.



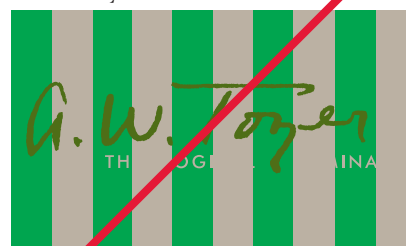
Do Not  
add any modifiers to the logo except  
the approved sport lock-ups.



Do Not  
print the seal over typography.



Do Not  
set the seal on a competitive back-  
ground that will detract from its  
readability.



## Primary Typeface

Futura Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Futura Light Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Futura Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Futura Book Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Futura Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Futura Medium Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Futura Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

***Futura Bold Italic***  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Futura Extra Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

***Futura Extra Bold Italic***  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Secondary Typeface

Adobe Caslon Pro Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Adobe Caslon Pro Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Adobe Caslon Semibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Adobe Caslon Semibold Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Adobe Caslon Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Adobe Caslon Bold Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Typography

The primary typeface for print is Futura Book\*. It should be used for main text and for titles that appear separate from text, such as on the cover of a brochure.

The secondary typefaces complement Futura\* and add interest and contrast to layouts.

Futura Bold\* may be used for emphasis within text or as subheads or as large pull quotes.

Futura Medium\* and Medium Italic\* should be used for subhead emphasis within text.

Adobe Caslon Pro\* should be reserved for, pull quotes, photo captions, headlines, titles and initial drop caps when a drop cap in Futura is not appropriate.

\*All condensed, expanded, small cap and ligatures within fonts are acceptable.



## A.W. Tozer Seal

Any collateral, document or piece of merchandise that displays the seal is stating that this material has been officially sanctioned by A.W. Tozer Theological Seminary. Because the seal functions as the official, secondary signature of the seminary, it must NOT be altered in any way.

The seal may NOT be used in conjunction with the Simpson logo unless appropriately cobranded. The seal may be used on its own. The seal should never be used extraneously to fill space or to create a pattern.

### Sample Positive Reproduction (For use on white backgrounds)



### Sample Positive Reproduction (For use on backgrounds lighter than the Seal of the same color)

Seal set to "Multiply" Opacity 20%



### Sample Reverse Reproduction (For use on backgrounds darker than the Seal)



## A.W. Tozer Seal

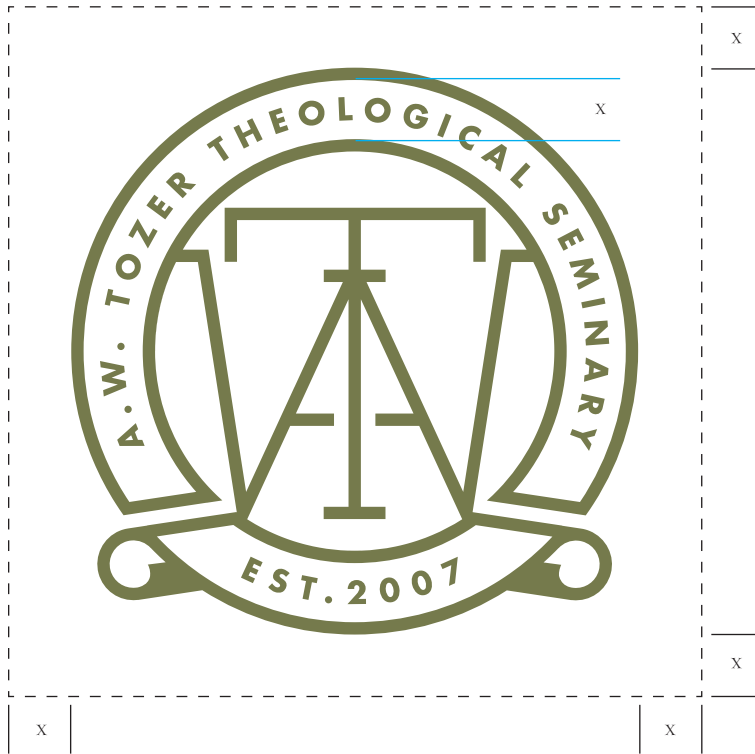
### COLOR REPRODUCTION

The A.W Tozer seal can be reproduced in its positive and reverse forms: positive versions for use on lighter backgrounds and reverse versions for use on darker backgrounds.

It is recommended that the seal be reproduced in the approved Tozer palette colors (page 32) or as a screen tint of a color to achieve a subtle tone on tone effect or watermark. (See sample color combinations at left.) Color usage should never compromise legibility.

The positive elements of the seal are line art—colors and textures should NEVER be applied into its negative areas.

## Clear Space



## A.W. Tozer Seal

### CLEAR SPACE

The A.W. Tozer seal must be surrounded by a clear space, the distance between inside lines above and below the A.W. Tozer Theological Seminary text—or “x”. No other competitive design elements should be positioned within this space, including typography.

### MINIMUM SIZE FOR PRINT

The minimum allowable reproduction size for the A.W. Tozer seal is 0.875” in diameter. Reproduction below this size is not recommended since the forms of the small type and thin rules may begin to fill in, thereby compromising readability.

For applications that may require a size smaller than those specified at left, please contact the Marketing Department at [marketing@simpsonu.edu](mailto:marketing@simpsonu.edu) for artwork revisions and recommendations.

## Minimum Size for Print



Do Not  
alter the seal in any way.



Do Not  
reproduce the seal in colors other than those specified on page 32.



Do Not  
set the seal on an angle or reshape it in any way.

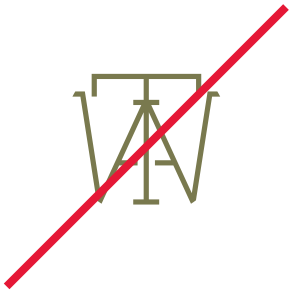


## Incorrect Usage

As a secondary visual expression of our seminary, we must treat the A.W. Tozer seal with respect. We must also ensure a singular and unified impression across all the various applications upon which it appears.

The examples at left illustrate unacceptable uses of our seal. The A.W. Tozer seal must not be compromised or manipulated in any way and should always be reproduced from approved artwork.

Do Not  
use any part of the seal on its own.



Do Not  
reproduce the logo at a width smaller than sizes indicated on page 29.



Do Not  
create borders or additional art for the seal.



Do Not  
add any modifiers to the seal except the approved school lock-ups.



Do Not  
print the seal over or under typography.



Do Not  
set the seal on a competitive background that will detract from its readability.

