



Logo and Identity Standards Manual

How to Use This Manual

This logo standards manual has been developed by the Office of Communications/Publications to achieve Princeton Theological Seminary's communications goal—to produce professional quality communications that reflect Princeton Seminary's mission and programs.

This manual provides a starting point for any project involving use of the Seminary's logo.

Whether you are creating publications, novelty items, banners, or building a page for the internet, this manual provides essential information for Princeton Seminary faculty, staff, and students as well as outside vendors serving the Seminary.

Campus Resources

Numerous resources are available on campus to help you with your communications needs.

Writing and Design Consultation

The Office of Communications/Publications provides creative consulting services. A range of writing, editorial, design, photography, and advertising services are available. Please call 609.497.7760 or email comm-pub@ptsem.edu.

Media Relations

For consultation regarding publicity and for interacting with the news media, please call 609.497.7760 or email comm-pub@ptsem.edu.

Computer Consultation

The Office of Information Technology can provide you with technical support services. Please call 609.497.7812.

Printing, Binding, and Mailing

The Office of Duplicating and Mailing provides a range of photocopying, binding, and mailing services. Please call 609.497.7715.

The Role of the Office of Communications/Publications

The Office of Communications/Publications has a dual focus: it provides campus news and information to the internal campus community, as well as providing communications and marketing support to Seminary departments and programs in communicating with external audiences.

The Office of Communications/Publications produces publications to educate and inform the Seminary community and/or the public about campus news and programs, emerging trends and issues in theological education, and the work and accomplishments of students, faculty, staff, and alumni/ae.

The Wineskin is a weekly online newsletter for students, faculty, and staff. *On Campus This Month* is a monthly online news and events calendar for the local area community. And *inSpire* magazine is published three times annually to report on major Seminary initiatives and developments in theological education, to highlight the ministry of alumni/ae, and to provide theological reflection on issues facing the church and the world. *On Campus This Month* and *inSpire* are distributed to alumni/ae, churches, and the community, as well as internally.

The Office of Communications/Publications supports the communications and marketing needs of Seminary departments, offices, and programs by helping them develop publications, advertising, web pages, and other media to meet their objectives. We provide editorial and creative services including concept development, writing, graphic design, photography, manuscript editing, copywriting, proofreading, layout, and bid management for projects ranging from program catalogs to institutional advertising.

To achieve editorial accuracy and graphic consistency, the Office of Communications/Publications has developed for all its publications, print and electronic, a *Logo and Identity Standards Manual* and an *Editorial Style Guide*. The Office of Communications/Publications is charged with implementing these resources.

Why identity standards are important

The positive image of Princeton Theological Seminary is important to everyone associated with the institution. While the marketing of the institution involves many things, from a simple matter like how a telephone is answered to the more complex process of how the Seminary is advertised, a person's first contact with the Seminary occurs most often in the form of printed materials or online.

In today's marketplace the quality of our institution's image is increasingly dependent on visual communication and "branding." Maintaining a strong, consistent image reinforces the stability, quality, and reputation of the Seminary.

A strong and consistent visual identity system offers many advantages. It serves to unify and strengthen the various parts of the Seminary, projects a cohesive image of the Seminary, and eliminates the confusion caused by the use of different logos and typefaces.

This *Logo and Identity Standards Manual* has been developed to ensure consistency in how we present ourselves to the public and to help develop awareness of the growing scope of our institution.

This manual must be used and adhered to by anyone who makes decisions about publishing. It is not an editorial guide on letter writing or other business correspondence.

It is recognized that this manual cannot possibly cover every design situation that may occur. Any questions regarding Princeton Theological Seminary's identity should be directed to the Communications/Publications Office.

The Seminary Logo

The look and feel of a signature, logo, and color palette need to communicate visually the essential qualities and values of the organization, along with its mission. In the case of Princeton Seminary, some of those qualities include:

- Christian
- biblically and theologically grounded
- modern
- sophisticated
- global/international
- scholarly
- a leader



Our newly “enhanced” signature and logo give more weight to the word “Princeton,” as that is the word that distinguishes this theological seminary from other theological seminaries. They offer a cleaner, more modern presentation to ensure that the Seminary looks like a leader in theological education, research, discourse, and reflection on behalf of the church broadly and the Presbyterian church specifically. They also show a refinement of the previous Chi Rho logo and balance it with an updated signature for a total graphic identity that is stronger and more nuanced.

The purpose of an identity refinement is to introduce subtle changes that are consistent with an institution’s current and future direction, and not only to its past. While new brand positioning and a new graphic identity may be in the Seminary’s future, they should be undertaken with care, commitment, time, and both human and financial resources.

The Princeton Theological Seminary logo must be used consistently and correctly in order to function effectively. Specifications for its use and reproduction are detailed in this section.

All use of the Seminary logo must be reviewed by the Office of Communications/Publications before implementation.

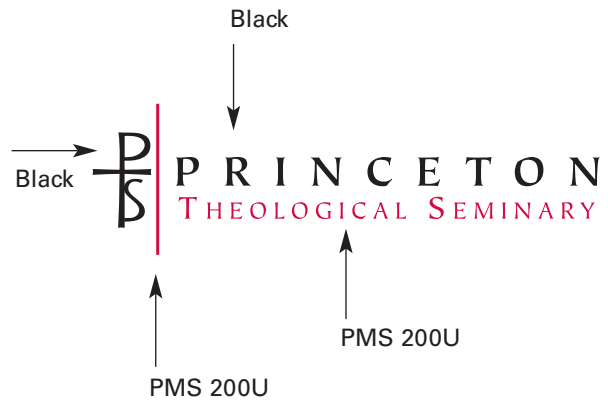
The logo is printed in Black and Pantone® 200U Maroon inks.

Note: Pantone® is a registered trademark of Pantone, Inc., publishers of the Pantone Color Formula Guide.

Logo Color Construction

The Seminary logo and wordmark construction are detailed here. Whenever possible, the logo should be reproduced in PMS 200U and Black. However if only black is available, the logo should be reproduced in 100% black. The logo can also be reproduced in white (reversed on color background).

Electronic art in both Macintosh and PC format can be obtained through the Office of Communications/Publications.



Use of Space

The Seminary logo must always be isolated from distracting graphic and typographic elements. The logo must be surrounded by sufficient space to allow it to be the focal point. Backgrounds must not interfere with or become part of it.

The minimum surround space is equal to the height of the box on the sides, bottom, and top.



Sample Business Card

Dimensions: 2" x 3-1/2"

Paper stock: 80#, Classic Laid Imaging Cover, Natural White

Typography: The name, title, and phone, email, and web site information should be set in 70% screen of black ink, flush right in Optima Medium as shown. Font size is 9pt on 11pt leading for name and 7.5pt on 11pt leading for remaining information.

Rule between name and information is set at .7pt weight and 70% screen of black.

***Please contact the Office of Communications/
Publications for all of your printed stationery needs.***



Sample Letterhead/Envelope

Dimensions: 8-1/2" x 11" Letterhead/ #10 Envelope

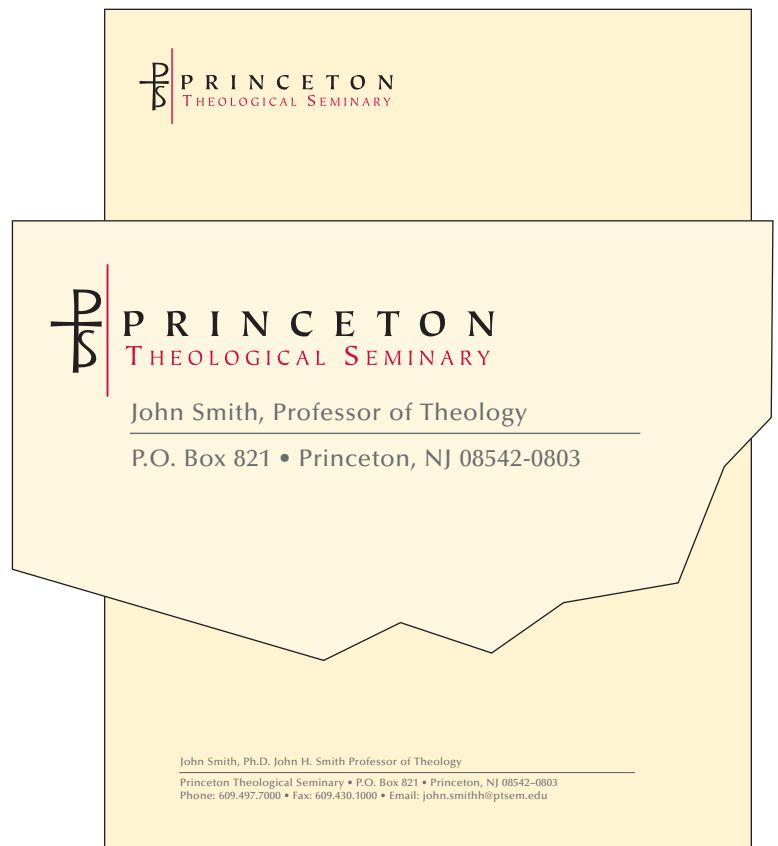
Paper stock: 24#, Classic Laid Imaging Text, Natural White

Typography: The logo is set at the top left as shown. The name, title, and phone, email, and web site information should be set in 70% screen of black ink, flush left in Optima Medium as shown. On the letterhead: font size is 10pt on 11pt leading for name and all other information. On the envelope: font size is 9pt on 11pt leading for name and all other information.

Rule between name and information is set at .7pt weight and 70% screen of black.

Second sheet is plain 24#, Classic Laid Imaging, Natural White. No printing.

***Please contact the Office of Communications/
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Web site

The two-color logo (below) with grey drop shadow is the logo that has been chosen and approved for all Seminary web pages from the main index pages through at least three clicks into the site. This includes the department index pages.

After three clicks into the site, departments are free to depart from the Seminary web templates, but we advise that some consistency is maintained with the main Seminary pages (those pages that are one click to three clicks into the site) so that the department pages appear to be part of the whole Seminary web site.



If you have any questions, please feel free to contact Kathy Whalen, Senior Graphic Designer, Office of Communications/Publications.

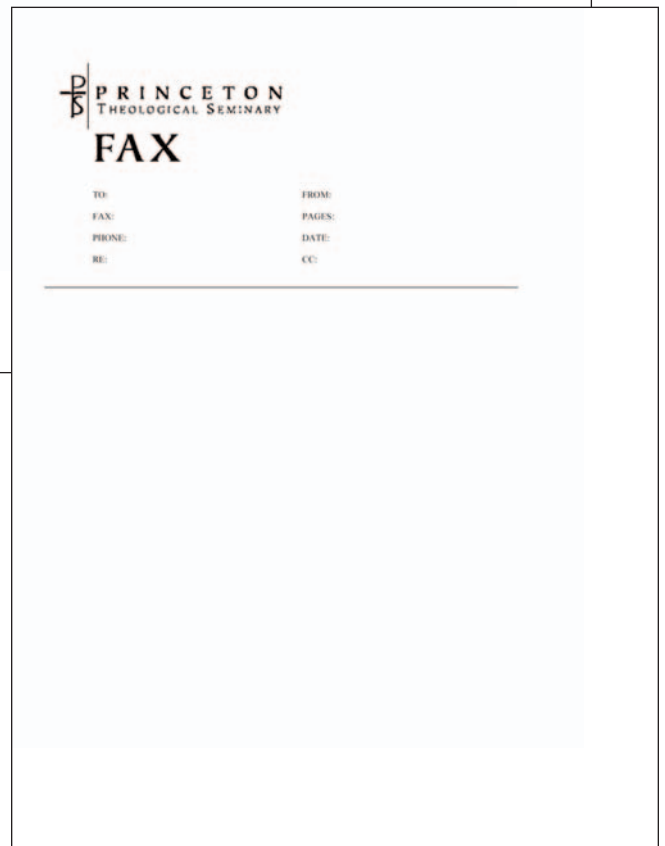
A screenshot of a web browser displaying the Princeton Theological Seminary website. The browser's address bar shows 'http://www.ptsem.edu/index.php'. The website features a navigation menu with links like 'PTS', 'Political', 'Personal Finance', 'News (881)', 'Design Ed', 'Party', 'Education', 'Urban Legen...ence Pages', 'Apple', '.Mac', 'Amazon', 'eBay', and 'Yahoo!'. The main content area includes a large image of a snowy campus scene, a 'News and Events' section with several articles, and a 'Webcast' section for 'Jihad, Just War, Holy War'.

Generic Memo and Fax Files

Dimensions: 8-1/2" x 11" Letterhead

Memo and fax MS Word templates can be downloaded from the Seminary web site.

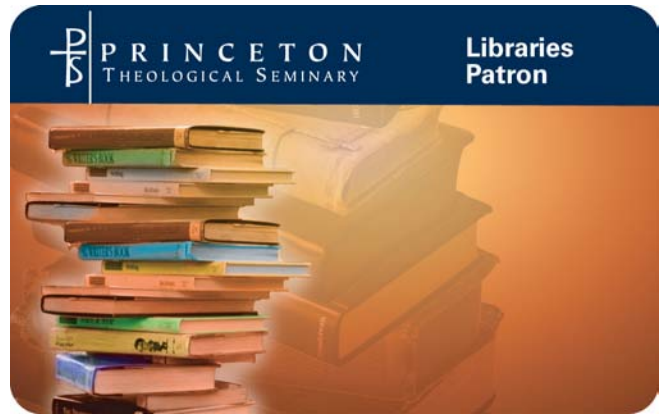
If you have any questions, please feel free to contact Kathy Whalen, Senior Graphic Designer, Office of Communications/Publications.



Identification Cards

The logo application on Seminary identification cards is the same for students, staff, and faculty: white on PMS colored backgrounds, depending on card status.

Name and other information should be set in black, flush left in sans serif face at approximately 8pt upper and lowercase. Barcode to print in lower portion with barcode numbers printing as well. Photo should be placed to the right of name and other information.



Acceptable Uses (for printed materials)

Item 1 presents the standard version of the Seminary logo.



For external and internal forms and one-color print jobs, a one-color version of the logo is allowed.



The logo may also drop out of a solid background color in white.



Unacceptable Uses (for ANY materials)

Never use alternate configurations of the logo elements.



Never use the logo at other than a right angle.



Never use the logo in other than its original proportions. It may not be stretched or distorted in any way.



In the year 1987 a logo was created for the 175th anniversary of the Seminary (figure 5).

Since the inception of the Seminary's web site, in the year 1995, the Seminary has been using the treatment of the logo (figure 6) on all of its printed publications and on the web site.

This logo uses the logo (the PTS in a box) created in 1983 in combination with the name of the Seminary, set with "Theological" being most prominent. There are elements of this logo graphic (the PTS in a box) that are strong, and suggest classical tradition; subtly, the graphic treatment of PTS based on the Greek chi rho (PXS) suggests that we are grounded in Christ. This logo is also identifiable with Princeton Seminary.



figure 5



figure 6