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A graceful union of the university’s cornerstone elements, the Norwich logo creates a powerful identity—one that captures and celebrates the heritage, the vision, and the enduring values of the school. The mark balances both a civilian and military aesthetic to create a distinguished, academic icon that visually reflects many of the school’s key brand qualities: heritage, honor, integrity, and leadership. Grounded by the founding date, a silhouette of Captain Partridge combines with the centennial stairs, all contained in the elegant sweep of the Norwich shield. The mark is anchored by the Norwich University name typeset in Minion—a traditional serif typeface that offers excellent legibility.
PRIMARY LOGO  FULL-COLOR APPLICATION

The full-color application of the primary Norwich logo is shown below, with the mark in Norwich maroon (PMS® 202), and the logotype in black.
While the full-color Norwich logo is preferred for use in most cases, a one-color version may be more appropriate for certain applications. Shown below are the acceptable one-color applications in which the logo may appear: black, Norwich maroon (PMS® 202), or Norwich gold (PMS® 871).

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PRIMARY LOGO  REVERSE APPLICATIONS: TWO-COLOR

In circumstances in which the Norwich logo appears in Norwich gold (PMS® 871) on a solid, dark background (such as black, or Norwich maroon, as shown), several minor modifications have been made to the mark to ensure optimal legibility and visual impact. Please use the artwork provided.
PRIMARY LOGO  REVERSE APPLICATIONS: ONE-COLOR

In circumstances in which the Norwich logo appears reversed out in white on a solid, dark background (such as black, Norwich maroon, or Norwich gold, as shown), several minor modifications have been made to the mark to ensure optimal legibility and visual impact. Please use the artwork provided.
The primary Norwich logo with the tagline—“Expect Challenge. Achieve Distinction.”—appears below the school name. The tagline should appear in Norwich maroon (PMS® 202), as indicated. All the same color and clear space guidelines apply to the primary and secondary logos.
PRIMARY LOGO WITH DEPARTMENTAL DESCRIPTORS

The primary Norwich logo consists of the vertical format with departmental descriptor centered below the school name. The departmental extender should appear in Norwich maroon (PMS® 202), as indicated. All the same color and clear space guidelines apply to the primary and secondary logos.
SECONDARY LOGO   HORIZONTAL FORMAT

The secondary Norwich logo is a horizontal rendering of all the primary logo elements, with the mark to the left of the type, and is for use in all applications in which a horizontal format is appropriate. All the same color and clear space guidelines apply to the primary and secondary logos.
SECONDARY LOGO  REVERSE APPLICATIONS: TWO-COLOR

In circumstances in which the Norwich secondary logo appears in Norwich gold (PMS® 871) on a solid, dark background (such as black, or Norwich maroon, as shown), several minor modifications have been made to the mark to ensure optimal legibility and visual impact. Please use the artwork provided.
SECONDARY LOGO  REVERSE APPLICATIONS: ONE-COLOR

In circumstances in which the Norwich secondary logo appears reversed out in white on a solid, dark background (such as black, Norwich maroon, or Norwich gold, as shown), several minor modifications have been made to the mark to ensure optimal legibility and visual impact. Please use the artwork provided.

LOGO REVERSED OUT OF PMS® BLACK

LOGO REVERSED OUT OF PMS® 202

LOGO REVERSED OUT OF PMS® 871

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SECONDARY LOGO  
WITH TAGLINE

The secondary Norwich logo consists of the horizontal format with the tagline—“Expect Challenge. Achieve Distinction.” — appearing below the school name. The tagline should appear in Norwich maroon (PMS® 202), as indicated. In this format, several minor modifications have been made to the placement of the Norwich University type to ensure optimal legibility. Please use the artwork provided. All the same color and clear space guidelines apply to the primary and secondary logos.
SECONDARY LOGO WITH DEPARTMENTAL DESCRIPTORS

The secondary Norwich logo consists of the horizontal format with departmental descriptors appearing below the school name. The departmental extender should appear in Norwich maroon (PMS® 202), as indicated. In this format, several minor modifications have been made to the placement of the Norwich University type to ensure optimal legibility. Please use the artwork provided. All the same color and clear space guidelines apply to the primary and secondary logos.
CLEAR SPACE GUIDELINES

To ensure that the Norwich logo maintains distinction from all other graphic elements, no type, symbols, or marks of any kind should intrude in the clear space area indicated—a space equal to the proportional height of the “W”.
MINIMUM SIZE GUIDELINES

To ensure maximum legibility and impact of the Norwich logo, it should not appear at any size smaller than those indicated below: .735” for the primary logo with no tagline, .875” for the primary logo with tagline and departmental descriptor, and .45” for all versions of the secondary logo.
IMPROPER USAGE GUIDELINES

The examples provided below address the most obvious misuses of color and structure for the Norwich University logo.

- **DO NOT** use the logo in any color combination other than those approved in this style guide.

- **DO NOT** skew, stretch or distort the logo.

- **DO NOT** alter the size or positioning relationship between the type and the mark.

- **DO NOT** apply a drop shadow to the logo.

- **DO NOT** use primary logo on white version. Use the artwork provided.

- **DO NOT** place the logo over a distracting background.
WORDMARK   HORIZONTAL FORMAT

The horizontal format wordmark is for use without the Norwich University mark. The horizontal format should never be modified from the examples shown below. Please use the artwork provided.

WORDMARK PMS® BLACK

NORWICH UNIVERSITY

WORDMARK PMS® 202

NORWICH UNIVERSITY

WORDMARK PMS® 871

NORWICH UNIVERSITY

WORDMARK REVERSED OUT OF PMS® BLACK

NORWICH UNIVERSITY

WORDMARK REVERSED OUT OF PMS® 202

NORWICH UNIVERSITY

WORDMARK REVERSED OUT OF PMS® 871

NORWICH UNIVERSITY

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WORDMARK VERTICAL FORMAT

The vertical format wordmark is for use without the Norwich University mark. The vertical format should never be modified from the examples shown below. Please use the artwork provided.

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TRADMARK USAGE GUIDELINES

The Norwich University logo and wordmark with trademark placed exactly as shown is to be used for external communications applications such as merchandise, advertising and vehicles. For such applications, please use the artwork provided.
TRADENAME MINIMUM SIZE GUIDELINES

To ensure maximum legibility of the Norwich University logo and wordmark with the trademark symbol on small merchandise applications, these should not appear at any sizes smaller than those indicated below.

.95" NORWICH UNIVERSITY™

1.1" NORWICH UNIVERSITY™

.575 NORWICH UNIVERSITY™

.60" NORWICH UNIVERSITY™

.315" NORWICH UNIVERSITY™

.185" NORWICH UNIVERSITY™
COLOR PALETTE  PRIMARY

The Norwich brand primary color palette is comprised of three colors—Norwich maroon, Norwich gold, and black. Please refer to the corresponding PANTONE®, RGB, and CMYK breakdowns indicated below.

PMS® 202 CVC
PMS® 202 CVU
R: 142  G: 0  B: 28
C: 0  M: 100  Y: 60  K: 40

PMS® 871 CVC (METALLIC)
PMS® 871 CVU (METALLIC)
R: 190  G: 153  B: 69
C: 0  M: 20  Y: 60  K: 25

PMS® 147 CVC (NON-METALLIC)
PMS® 1255 CVU (NON-METALLIC)
R: 190  G: 153  B: 69
C: 0  M: 20  Y: 60  K: 25

PMS® BLACK CVC
PMS® BLACK CVU
R: 0  G: 0  B: 0
C: 0  M: 0  Y: 0  K: 100

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COLOR PALETTE  SECONDARY

The Norwich brand secondary color palette is comprised of three colors—Norwich gray, Norwich brown, and Norwich yellow. Please refer to the corresponding PANTONE®, RGB, and CMYK breakdowns indicated below.

PMS® COOL GREY 10 CVC
R: 71  G: 71  B: 71
C: 0  M: 0  Y: 0  K: 72

PMS® 1605 CVC
R: 190  G: 153  B: 69
C: 0  M: 20  Y: 60  K: 25

PMS® 7406 CVC
R: 255  G: 209  B: 0
C: 0  M: 18  Y: 0  K: 100

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Minion was selected as the Norwich University typeface for its traditional appeal. Three versions of this typeface may be used for the applications indicated: Minion small caps should be used for headlines only; Minion semi-bold should be used for sub-headings; and Minion regular should be used for all other applications, including body copy.

MINION SMALL CAPS:
ABCDEFGHIJKLMNOPQRSTUVWXYZ

EXAMPLE HEADLINE USAGE AT 13PT:
LOREM IPSUM DOLOR SIT AMET.

Minion Semibold:
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example Sub-head Usage at 11.5pt:
Lorem ipsum dolor sit amet, consectetuer adipiscing elit sed diam nonummy.

Minion Regular:
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example Usage at 10pt:
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
The Norwich default typeface is Times Roman. This typeface should only be used when Minion is not available.

**Times Bold:**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example Sub-head Usage at 11.5pt:
Lorem ipsum dolor sit amet, consectetuer adipiscing elit sed diam nonummy.

**Times Roman:**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example Usage at 10pt:
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
The Norwich brand identity has been extended into a variety of applications that help serve as “ambassadors” for the brand to external audiences, and help reinforce a consistent image for the University in all its communications.
STATIONERY TEMPLATES  LETTERHEAD

Stationery is the primary means of establishing Norwich's image at the personal level; as such, all items in the stationery system follow a consistent format, and feature a distinguished presentation of the Norwich University logo, colors and typography.

The Norwich stationery system letterhead is printed on 24 lb. Strathmore Ivory Wove. The letterhead includes a double box graphic of solid Norwich gold (PMS® 871) followed immediately by the Norwich logo in gold reversed out of Norwich maroon (PMS® 202). The contact information for the individual department is presented in a horizontal format directly to the right of the logo, and is printed in maroon. To add further visual interest, at the bottom right-hand, a blind deboss that features a circular rendering of the school tagline and motto creates the appearance of a notary seal.

To ensure that Norwich University's stationery system meets the brand's visual guidelines, the following typesetting specifications must be met:

DEPARTMENT:
MINION REGULAR
ALL CAPS
POINT SIZE 7.5
LEADING 10.75
TRACKING 60
PMS® 202

DEPARTMENT CONTACT INFORMATION:
MINION REGULAR SMALL CAPS
NUMBERS ARE MINION REGULAR EXPERTS
POINT SIZE 8.75
LEADING 10.75
TRACKING 15
PMS® 202
STATIONERY TEMPLATES  BUSINESS CARD & ENVELOPE

The Norwich University double-sided business card features the Norwich University logo in Norwich gold (PMS® 871) reversed out of a Norwich maroon (PMS® 202) background, along with the blind emboss of the circular rendering of the school tagline and motto. The opposite side features the owner’s name in all caps, and their title and email address in Norwich gold. Below, the individual’s department and department contact information is listed in Norwich maroon.

The business letterhead envelope features the double box of solid Norwich gold followed immediately by the Norwich logo in gold reversed out of Norwich maroon, along with the blind emboss of the circular rendering of the school tagline and motto. The back of the envelope includes the department name and contact information printed in Norwich maroon.

To ensure that Norwich University’s stationery system meets the brand’s visual guidelines, the following typesetting specifications must be met:

OWNER’S NAME:  
MINION REGULAR  
ALL CAPS  
POINT SIZE 8.75  
LEADING 10.75  
TRACKING 60  
PMS® 871

OWNER’S TITLE AND EMAIL ADDRESS:  
MINION REGULAR  
POINT SIZE 8.75  
LEADING 10.75  
TRACKING 5  
PMS® 871

DEPARTMENT:  
MINION REGULAR  
ALL CAPS  
POINT SIZE 7.5  
LEADING 10.75  
TRACKING 60  
PMS® 202

DEPARTMENT CONTACT INFORMATION:  
MINION REGULAR SMALL CAPS  
NUMBERS ARE MINION REGULAR EXPERTS  
POINT SIZE 8.75  
LEADING 10.75  
TRACKING 15  
PMS® 202

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The examples offered on pages 25 through 27 of this style guide offer a variety of options for how the various individual elements of the Norwich brand system can extend into wearable merchandise applications that promote the University.
MERCHANDISE  EXAMPLES CONT’D.
VEHICLE BRANDING  MINIVAN EXAMPLES

As highly visible and mobile brand extensions, Norwich University-owned vehicles may be branded with combinations of the Norwich University logo and wordmark, as illustrated in the following examples. Please use the recommended placements, configurations and colors exactly as shown for vehicle type.
VEHICLE BRANDING  PICK-UP TRUCK EXAMPLES
SIGNAGE  EXTERIOR EXAMPLES

The Norwich University identity should be consistently communicated throughout the physical campus environment. The example shown below represents an external building application designed to maximize visibility and impact. Please note that while the artwork is not to scale, the recommended configuration and color should be followed exactly.
SIGNAGE  INTERIOR EXAMPLES

The Norwich University identity should be consistently communicated throughout the physical campus environment. The examples shown below represent a variety of interior building applications designed to maximize visibility and impact. Please note that while the artwork is not to scale, the recommended configurations and colors should be followed exactly.

INTERIOR GENERAL SIGNAGE
EVENTS, CONFERENCES, ETC.

LOREM IPSUM DOLOR
SIT AMET CONSECTETUER ADIP
ELIT SED DIAM NONUMMY NIBH
EUISMOD TINCIDUNT UT.

DATE: JULY 18, 2005
TIME: 3:00 PM - 5:00 PM
ROOM 256

INTERIOR DOOR SIGNAGE
OFFICE SPECIFIC

PUBLIC AFFAIRS OFFICE
ANTHONY E. VENTI, Director
MARK ALBURY, Assistant Director
DIANA WEGLER, Editor of the Record

ADMISSIONS OFFICE

413 PUBLIC AFFAIRS OFFICE

INTERIOR DOOR SIGNAGE
OFFICE GENERAL