



Tuck Visual Identity

A reference guide to Tuck's logos and visual identification standards

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This guide specifies and illustrates the graphic standards that make up the Tuck School identity. These standards define correct usage of the elements that form Tuck's visual identity—name standards, logos, fonts, colors—and their application in both printed and online publications.

Consistent and uniform usage of Tuck's identification standards communicates the character and integrity of Tuck as an institution and establishes brand recognition of Tuck.

Please address any questions regarding this guide and Tuck's standards to Tuck Creative Services at 603-646-0384.

Tuck School of Business at Dartmouth

This is the preferred usage for first mention of the school's name when communicating with an external audience. On subsequent mentions, it's fine to shorten the name to the Tuck School of Business, the Tuck School, or Tuck.

Amos Tuck School of Business Administration

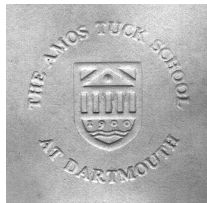
The formal school name, the Amos Tuck School of Business Administration, is used in legal documents and at least once in some publications, such as the *Annual Report of Giving*. Because of its length, it is not recommended for general usage. This name is a registered service mark owned by Dartmouth College.

Names to avoid

Do not use the Amos Tuck School, the Tuck School at Dartmouth College, or the Tuck School of Business Administration. Although one of the school's logos uses Tuck at Dartmouth with the shield, this name is not preferred in running text.



**Tuck School of Business
at Dartmouth**



Tuck's shield, logos, and seal

The **Tuck shield** is the graphic symbol appearing in all versions of the Tuck logo. Incorporating the traditional elements of a shield, the school's founding date, and the administration building's facade, it is rendered in an abstract and contemporary manner, projecting Tuck as a modern, forward-thinking institution with substantial heritage and credibility. It is the primary visual element of Tuck's identity and represents a valuable part of the school's equity. It should not be used in any way inconsistent with the standards set forth in this guide.

A **logo** is the primary visual element in any identity program and typically consists of the logotype (name of business) combined with a graphic symbol.

Tuck has three variations of logos, shown above, which can be categorized by logotype: **Tuck**, **Tuck at Dartmouth**, and **Tuck School of Business at Dartmouth**.

The **Tuck seal** is a stamp used primarily for official documents such as diplomas.



Logo usage

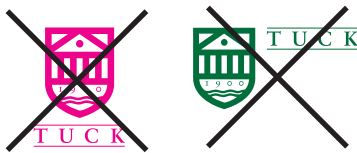
Generally, the **Tuck** logo is used when the full school name, Tuck School of Business at Dartmouth, appears on the same page or can be assumed (i.e., letterhead). It should only appear in conjunction with official Tuck communications, presentations, web publications, or events. With permission, corporate partners, recruiters, students, and others may also use the **Tuck** logo. For example, TuckStuff pays a fee for their commercial use of the logo on merchandise.



The **Tuck at Dartmouth** logo is used when it is necessary to emphasize or capitalize on the Tuck/Dartmouth connection. This holds especially true when the targeted audience may not be familiar with Tuck or when Dartmouth is not mentioned in the signature or address block. However, the **Tuck School of Business at Dartmouth** logo is frequently used instead.



The **Tuck School of Business at Dartmouth** logo is generally used in absence of any other identifying language. It appears on the web and on the back of publications as part of the Tuck address block or signoff. It also appears on speciality envelopes that are not a part of the core Tuck stationery system.



Do not use the logos in colors other than those recommended by this guide. Do not alter the logos in any way, such as by moving the type above or to one side, or by using only part of the logo with other elements. Do not stretch or otherwise distort the proportions of the logos. Do not use the shield in connection with any other logotype.



If you do need to create a special logo for an event or publication please contact Tuck Creative Services for advice in using the Tuck name and identity in new applications. We will be happy to help!



Logo colors

The standard uses of color for the Tuck logos are black, black and green, green, or white on a colored background.

Tuck green is used to preserve valuable equity and to maintain continuity with the past as well as to emphasize Tuck's connection to Dartmouth.

While the logos shown here are in color, they serve only as illustrations and are not exact color reproductions. For specifying color when creating documents for print or web, see the next page.



**Tuck School of Business
at Dartmouth**



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Color specifications

When using the logo in color for offset printing applications, there are two different color models for specifying color: the Pantone Matching System (PMS) and the four-color process (CMYK) system. When ordering printing, the following logo color formulas need to be used to ensure consistent color application.

Printing spot colors

Tuck green = Pantone 349

Printing process colors

Tuck green = 100% cyan + 0% magenta + 91% yellow + 42% black

Web applications use the hexadecimal color model. The color formula is websafe, which means the color will display similarly across different computer platforms.

Hexadecimal web-safe color

Tuck green = #006633

In RGB color mode the Tuck green is specified as R=30, G=98, B=55.

Typefaces

To ensure a consistent and organized appearance, two typefaces have been selected for Tuck communications: Sabon, an old-style typeface reflecting quality and tradition, and Frutiger, a modern, nonserif typeface.

While there are no strict rules governing the use of typefaces, there are many guidelines governing the setting of type to ensure legibility, to guide readers through the text, and to make pages of text visually appealing.

If these typefaces are not available, Arial and Times New Roman can be used as substitutes.

Sabon (shown here are Sabon Roman and Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Frutiger (shown here are Frutiger Roman and Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

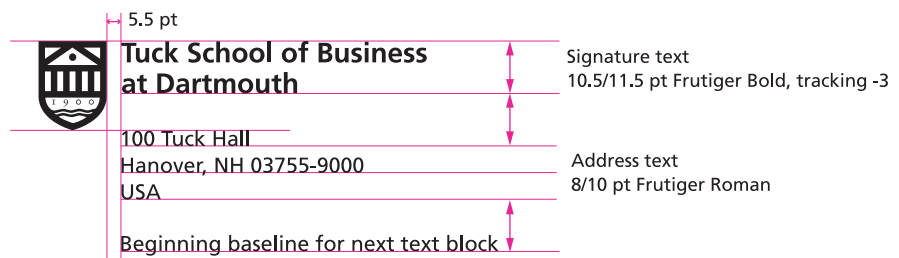
Shown here are specifications for using the Tuck logo with an addressblock. This is the standard size used in custom printed envelopes and the back covers of publications.

The logo/address block file is available as a single EPS image.



**Tuck School of Business
at Dartmouth**

100 Tuck Hall
Hanover, NH 03755-9000
USA



For purposes of this guide there are only two types of digital file formats to consider when creating documents for print or presentation. These are bit-mapped (raster) images, and object-oriented (vector) images. Being aware of file formats insures that images are correctly reproduced in print and on screen.



Raster file

Raster file
on background

Raster Images

TIF, or TIFFs, JPEGs and GIFs are examples of bit-mapped images and are made up of a raster of pixels (enlarge a TIF or JPEG file and each individual pixel becomes visible). Raster images are used for reproducing photographs and for creating web graphics.

With the exception of GIF files, these file formats do not offer transparency when placing them on a colored background (see *illustration, row 1*). They also cannot be enlarged without resulting in a loss of quality.



EPS file

EPS file
on background

Vector Images

Vector-based images, or EPS (Encapsulated Postscript) files, are described by mathematical equations, not pixels. It is the simplest file format to use since, unlike the raster format, it allows for one image to be scaled up or down, always reproducing the same way in any size without distortion or loss in image quality.

In the graphics industry EPS files are the standard format for logos and any other graphics that involve type destined for print. Unlike raster images, EPS files are transparent when placed on a colored background (see *illustration, row 2*).

The main limitation in handling EPS graphic files is that the layperson needs postscript software to be installed on both computers and printers in order to display and print EPS graphics correctly.

Image resolution

Raster images for print require an optimal image resolution of 300-400 pixels per inch. The higher the resolution, the finer the raster of pixels and the sharper the image.

Web photos, in contrast, require a low resolution of 72–100 pixels per inch in order to transfer quickly over the internet. Web images are inadequate for print projects. Images used for print can be reformatted for web use, but not vice versa (i.e., a high resolution image can be downgraded, but a low resolution image cannot be upgraded).

Image dimensions

Along with resolution, the final reproduction dimensions of an image (height and width) need to be known when preparing raster files for print.

If the photo is to be printed 5 inches high, the image file must be 5 inches high at final resolution. Raster images can be reduced in size without loss of quality. They cannot be scaled up without compromising quality. The “jaggies” and fuzziness one sees in final images are due either to low resolution or to being over-enlarged. In the graphics industry, TIFs are never printed at more than 125% of their original size.

Vector-based images are free from the restrictions of size and resolution. One file can be scaled infinitely up and down without any loss of quality. All logo and type files are in EPS format and only these files should be used for print.

Both an image's resolution and dimensions will determine the final size of a file, expressed in bytes. Raster files, especially photographs destined for color print, use much more digital space (memory) than EPS files.

Special attention needs to be given to the digital file transport of images (sending from one computer to another). Emailing is usually reserved for low resolution images since many email servers have file limits placed on them and typically will not accept messages over 2 MB. A single raster image file can easily surpass this amount.

Files can be also be corrupted by digital transfer if not first compressed using specific software (Stuffit® for Macs and Ziplt® for PCs).