

Stanford

Graphic Identity Guidelines

June 2013 (version 9)

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Wordmark

Stanford

University Signature

Stanford University

Stacked University Signature

Stanford University

The Stanford Signature

The Stanford signature is the uniquely drawn set of typographic characters that symbolize Stanford University. It serves as the foundation for which all other graphic identity elements are added. Treat the wordmark as artwork, not as typography. It cannot be accurately reproduced with any typeface and should not be modified in any way.

Guidelines and artwork files available at
<http://identity.stanford.edu>

Signatures – Minimum Size

Signatures should always be reproduced at a size where they are clearly legible. The various signature configurations have different minimum sizes shown at left. The signatures may need to be larger when they are reproduced via low-resolution media such as on websites or in presentations, in order to retain design integrity.

Guidelines and artwork files available at
<http://identity.stanford.edu>

Print

Web

Stanford

.85 inches

Stanford

85 pixels

Stanford University

1.85 inches

Stanford University

160 pixels

Stanford
University

.85 inches

Stanford
University

100 pixels



Minimum Free Space

There should always be a buffer zone surrounding the signature or wordmark, with no type or graphics appearing in this area.

At a minimum, the space should be equal to the x-height at any given size and extend above, below, to the left and right of the signature or wordmark.

This applies to all signature and wordmark variations.

Guidelines and artwork files available at
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Correct

Stanford

Stanford

Incorrect

altered letter weight

Stanford
Stanfordadditional graphic elements:
drop shadow, outline, glow or
dimensionalized, etc.Stanford
Stanford
Stanfordincorrect free space or
wordmark position in panel

Stanford

altered letter spacing

Stanford

Stanford

incorrectly colored or identity
color screened backStanford
Stanford
Stanford
Stanford

Stanford

wordmark slanted, stretched,
compressed or otherwise distortedStanford
Stanford
Stanford
Stanforddo not alter the wordmark with
any other artwork

Stanford

Incorrect Applications

The impact of any graphic identity depends on consistent use resulting in a large number of impressions over a long period of time. Any changes to the shape and color of a wordmark reduce its impact and can, over time, defeat the entire purpose of an identity program.

The wordmark and signatures should not be altered in any way, such as extending, condensing, outlining, adding borders, special effects or drop shadows, or attaching other words or graphics. The graphics on this page are a few examples of incorrect usage and alterations of the Stanford wordmark. Please avoid these and all other changes to the Stanford wordmark and signatures.

Guidelines and artwork files available at
<http://identity.stanford.edu>

Previous Signature (replaced by new wordmark)

STANFORD UNIVERSITY

Emblems (remain in use along with new wordmark)



Seal



Block S



Block S with tree – 2 color



Block S with tree – 1 color

Previous Signature & Emblems

The new Stanford University wordmark is intended to replace the previous signature and provides numerous configurations for use with and without the existing university emblems.

The new Stanford University wordmark and signature system does NOT replace any of the existing university emblems.

Guidelines and artwork files available at
<http://identity.stanford.edu>

Primary Palette



Cardinal

Pantone 201C
cmyk 0-100-65-34
rgb 140-21-21
hex 8C1515



Pantone Cool Gray 11C
cmyk 48-36-24-66
rgb 77-79-83
hex 4D4F53



Pantone Process Black
cmyk 0-0-0-100
rgb 0-0-0
hex 000000

Neutral Color Palette



Pantone 467
cmyk 3-12-34-10
rgb 210-194-149
hex D2C295



Pantone 465
cmyk 7-27-55-22
rgb 179-153-93
hex B3995D



Pantone 403
cmyk 14-18-22-42
rgb 146-139-129
hex 928B81



Pantone 401
cmyk 8-9-14-24
rgb 182-177-169
hex B6B1A9



Pantone 7527
cmyk 3-4-14-8
rgb 218-215-203
hex DAD7CB



Pantone 5665
cmyk 12-3-13-8
rgb 199-209-197
hex C7D1C5



Pantone 445
cmyk 50-28-24-65
rgb 77-83-87
hex 4D5357



Pantone 405
cmyk 23-29-32-67
rgb 95-87-79
hex 5F574F

Deep Tone Color Palette



Pantone 1817
cmyk 23-84-54-68
rgb 94-48-50
hex 5E3032



Pantone 7526
cmyk 10-78-100-46
rgb 141-60-30
hex 8D3C1E



Pantone 3165
cmyk 100-12-28-59
rgb 0-80-92
hex 00505C



Pantone 561
cmyk 83-16-45-54
rgb 23-94-84
hex 175E54



Pantone 262
cmyk 57-92-12-56
rgb 83-40-79
hex 53284F

Bright Color Palette



Pantone 2925
cmyk 84-21-0-0
rgb 0-152-219
hex 0098DB



Pantone 3145
cmyk 100-5-20-22
rgb 0-124-146
hex 007C92



Pantone 334
cmyk 100-0-60-3
rgb 0-155-118
hex 009B76



Pantone 7511
cmyk 5-48-93-23
rgb 178-111-22
hex B26F16



Pantone 144
cmyk 0-52-100-0
rgb 233-131-0
hex E98300



Pantone 124
cmyk 0-27-100-0
rgb 234-171-0
hex EAAB00

Color Specifications

The colors that have been developed as part of Stanford's identity are embedded in Stanford's history. The clear colors of the Northern California landscape and the rich, natural tones of our campus architecture provide the foundation for the supporting color palettes.

The official Stanford color is Pantone 201C, designated as Cardinal, and provides a way to clearly identify a communication as part of Stanford's community. It should be printed as a spot color whenever possible as it is more accurate than screen-built color. The best way to achieve accurate results is to request a draw down and on-site press check from your printer.

Guidelines and artwork files available at
<http://identity.stanford.edu>

Correct



Wordmark in Cardinal on white



Wordmark in black on white



Wordmark reversed to white on Cardinal



Wordmark in Cardinal on neutral background equivalent to or lighter than 30% black



Wordmark in black on neutral background equivalent to or lighter than 30% black



Wordmark reversed to white on black



Wordmark reversed to white on neutral background equivalent to or darker than 50% black

Incorrect



Do not use Cardinal on black background



Do not use black on Cardinal background



Do not reverse wordmark to white against a light background



Do not use Cardinal against darker backgrounds



Do not use black against darker backgrounds



Do not use wordmark against contrasted or complex photographic backgrounds

Wordmark Color

Full color variations

These full-color guidelines apply to process color printing and to on-screen use for the web, presentations and video.

The Stanford wordmark may be displayed in Cardinal, black or white. The background should provide sufficient contrast for the workmark to be clearly legible.

In Cardinal or black the wordmark can be used against white or neutral tints lighter than 30% black.

Reversed to white it can be used on black, Cardinal or darker neutral backgrounds (equivalent to 50% black or darker).

Do not use the wordmark against backgrounds which conflict with Stanford wordmark colors, prevent good contrast or clear legibility. Generally these will include multi-colored, textured or vari-hued photographic backgrounds.

Guidelines and artwork files available at <http://identity.stanford.edu>

Correct



Black against white is preferred



Reversed to white against black



Solid black against approximately 30% or lighter value of black



Reversed to white against a 50% or darker value of black

Stanford Only



Do not tint wordmark less than 60% black against white



Do not tint wordmark greater than 40% black against black



Do not use solid black wordmark against darker backgrounds



Do not reverse wordmark to white against lighter backgrounds

Wordmark Color

Applied tone backgrounds

In newspaper ads, low-budget printing, and originals for photocopying, designers may be restricted to the use of black and white or grayscale. In these conditions the preferred treatment of the logo is black against white, because that provides for maximum contrast.

It's also acceptable to reverse the logo to white against black. However, please remember that newsprint and photocopying do not provide a true black, so some contrast will be lost.

Against grayscale backgrounds of values 30% black or lighter, use the logo in solid black. Reverse the logo to white for backgrounds 50% black or darker. Take great care in applying tints to the logo itself.

Remember, reproduction on newsprint is somewhat unpredictable. There will be variances day to day and sometimes within a print run. When in doubt, choose the design solution that provides maximum contrast.

Guidelines and artwork files available at
<http://identity.stanford.edu>

Stanford University



Using Emblems with Signature

The Stanford University wordmark and signature system has been designed to perform as a stand alone identity for the university and related business units. For those who would like to leverage past design devices, the system has been designed to be compatible with existing university emblems: the seal and the block-S with tree.

In general, the seal reads best in formal correspondence or celebratory materials such as formal stationery, foil seals on diplomas, formal report covers, etc. Likewise, the block-S with tree is recommended for informal, communications such as student functions, gatherings, social media, etc.

Numerous configurations of the wordmark incorporating the seal and block-S with tree have been developed for your use.

Guidelines and artwork files available at
<http://identity.stanford.edu>



Stanford

Stanford



Stanford University



Stanford University

Stanford University



Stanford University

Signature Configurations: Seal

The formal Stanford University signature is composed of the Stanford wordmark and Stanford seal. Numerous configurations have been developed and pre-approved for immediate use. This signature configuration is best suited for formal materials: official letterhead, prestigious event invitations, awards, etc. As a refined illustration, the Stanford seal emblem does not reproduce well in small applications and on many online venues.

Guidelines and artwork files available at
<http://identity.stanford.edu>



Signature Configurations: Block-S

Two Color

The Block-S Stanford University signature is composed of the Stanford wordmark and Stanford block-S with tree. Numerous configurations have been developed and pre-approved for immediate use. This signature configuration is best suited for informal / student related materials: student business cards, informal event flyers, community related notification, even social media etc.

The two-color block-S with tree should always be used in multicolor applications. A special one-color block-S with tree is available for use on limited color applications such as one color printing, black & white templates or copy outputs for internal communications. A special block-S with tree is available for use in social media.

Guidelines and artwork files available at
<http://identity.stanford.edu>



Signature Configurations: Block-S

One Color

The Block-S Stanford University Signature is composed of the Stanford wordmark and Stanford block-S with tree. Numerous configurations have been developed and pre-approved for immediate use. This signature configuration is best suited for informal / student related materials: student business cards, informal event flyers, community related notification, even social media etc.

The two-color block-S with tree should always be used in multicolor applications. This special one-color block-S with tree is available for use on limited color applications such as one color printing, black & white templates or copy outputs for internal communications. A special block-S with tree is available for use in social media.

Guidelines and artwork files available at
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Seal



Stanford

.375 inches

Stanford
University



.375 inches



Stanford University

.375 inches

Block-S

.375 inch



Stanford

.375 inch



Stanford
University

.375 inch



Stanford University

Signature Configurations

Minimum Size

Signatures should always be reproduced at a size where they are clearly legible. When using a signature with the seal, the seal should never be smaller than 3/8 of an inch. When using the Block-S signatures the Block S should never be smaller than 3/8 of an inch tall. Signatures may need to be larger when reproduced via low-resolution media such as on websites or in presentations, in order to retain design integrity.

Guidelines and artwork files available at
<http://identity.stanford.edu>

Seal



Block-S



Signature Configurations

Minimum Free Space

There should always be a buffer zone surrounding the signature or wordmark, with no type or graphics appearing in the area.

At a minimum the space should be equal to the x-height at any given size and extend above, below, to the left and right of the signature or wordmark.

This applies to all signature and wordmark variations.

Guidelines and artwork files available at
<http://identity.stanford.edu>

Stanford Seal

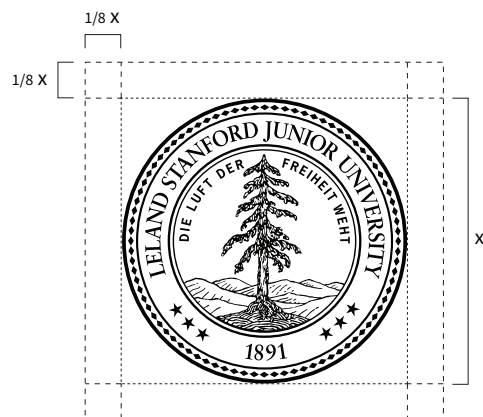


Minimum Size



.375 inch

Clear Space



1 inch

Seal Emblem Usage

Use of the seal is reserved for the most formal applications and expressions of the identity as a stand-alone graphic element or in conjunction with the Stanford wordmark. Examples of where the seal might be used would include diplomas, certificates, and commencement programs.

Minimum Size

Please use the seal only on communications of sufficiently high quality and resolution that it can be legibly reproduced.

3/8 inch is the minimum size for high-resolution printed materials. When the seal is reversed to white the minimum size is 1 inch.

Clear Space

Whenever possible, allow more than this minimum clear space area to surround the seal. With the exception of trademark designations, do not place other graphics or typography in the minimum clear space area.

Guidelines and artwork files available at
<http://identity.stanford.edu>

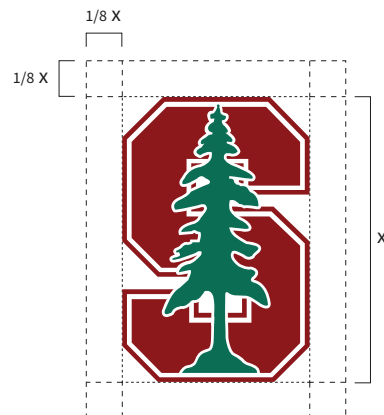
Block-S Emblems

*Block S with tree – 2 color**Block S with tree – 1 color**Plain Block S*

Minimum Size



Clear Space



Block S Emblem Usage

The Stanford Block “S” symbols lend an informal quality to communications. They are commonly used on materials related to events, athletics, and promotions. Whenever possible, use the Block “S” with Tree rather than the Plain Block “S” because it is more proprietary to Stanford. The Block “S” without the tree is more closely linked to Athletics.

Minimum Size

Block “S” symbols should always be reproduced at a size where they are clearly legible in the medium used. 3/8 inch is the minimum size for high-resolution printed materials. The Block “S” may need to be rendered larger than this minimum size when reproduced via low-resolution media in order to retain design integrity.

Clear Space

The minimum clear space area ensures that no other elements infringe upon the Stanford emblems, allowing them to be easily seen and quickly recognized. Clear space standards apply to all versions of the Block “S”. Whenever possible, allow more than this minimum clear space area to surround a Block “S”. With the exception of trademark designations, do not place other graphics or typography in the minimum clear space area.

Guidelines and artwork files available at
<http://identity.stanford.edu>

One example of a School Signature option and a department within that school

Stanford | ENGINEERING

Stanford | ENGINEERING
Mechanical Engineering

Example of a two-line option, and tiered option

Stanford | The Freeman Spogli Institute
for International Studies

Stanford | Program on International
and Cross-Cultural Education
The Freeman Spogli Institute

Example of Department, Center, Institute or Administrative Unit Options

Stanford | Office of the Provost

Preferred

Stanford
Office of the Provost

Alternate

Stanford | Office of
the Provost

Alternate

The Stanford Unit Signature Configurations

Choosing the right signature

Stanford University, the institution, is a wonderfully big place containing many divisions, units and departments.

The all capitals, semi-bold is reserved for Schools and a few select University wide initiatives.

We have a broad variety of ready-to-use templates available for use. Academic, University Centers/Institutes & Administrative lockups all have the same look. When it's important to communicate that a unit is part of a larger entity, we have multi-tier approaches available for use. While all options are acceptable, it's generally best if a unit chooses the "preferred" signature options unless medium/layout does not allow it.

Guidelines and artwork files available at
<http://identity.stanford.edu>

Primary San Serif Typeface

Source Sans Pro Extra Light
Source Sans Pro Extra Light Italic
 Source Sans Pro Light
Source Sans Pro Light Italic
 Source Sans Pro Regular
Source Sans Pro Italic

Source Sans Pro Semibold
Source Sans Pro Semibold Italic
Source Sans Pro Bold
Source Sans Pro Bold Italic
Source Sans Pro Black
Source Sans Pro Black Italic

Primary Serif Typeface

Crimson
Crimson Italic
Crimson Semibold
Crimson Semibold Italic
Crimson Bold
Crimson Bold Italic

Typography

Correct and consistent use of typography helps reinforce the university's identity. There are two recommended typefaces used on University communications: Source Sans Pro and Crimson. They have been carefully selected to compliment the Stanford identity system and offer a wide range of weights to provide flexibility and allow for digital use without degradation.

These fonts can be downloaded at the following links:
<http://sourceforge.net/projects/sourcesans.adobe/files/>
<http://www.fontsquirrel.com/fonts/Crimson>

The text in e-mail messages, Microsoft Word® documents and Microsoft PowerPoint® presentations should use the system fonts commonly found on all Windows and Mac computers. Arial can be used in place of Source Sans Pro and Times New Roman may be used in place of Crimson.

Guidelines and artwork files available at
<http://identity.stanford.edu>