



logo and marks size guidelines

minimum size requirements

The recommended minimum reproduction size of the Illinois Wesleyan logo is 2.5" in width. Reducing the logo further compromises the integrity of the Seal and readability of the logo text. The Seal used by itself should not appear any smaller than 1 inch.

2.5 inches

(when printed in Black & PMS 342 Green)



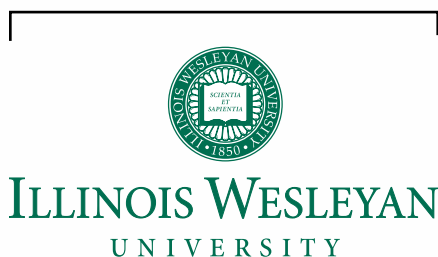
2.66 inches

(when printed in PMS 342 Green & PMS 8640 Gold)



2.233 inches

(when printed in Black, PMS 342 Green or
PMS 342 & PMS 8640)



1 inch

(when printed in Black, PMS 342 Green or PMS 342 & 8640 Gold)



maximum size requirements

The IWU Logo or Seal should not appear any larger than 2.5 inches.

Any IWU Seal or Seal Logo larger than 2 inches requires the use of an specially created Display Logo capable of being sized up to 8 feet. Contact Susan at x3055 for usage permission & requirements.

2 inches

(when printed in Black, PMS 342 Green or PMS 342 & 8640 Gold)





clear space guidelines

For the IWU Logo to create a consistent impact on printed and electronic material, it is important for it to be sized appropriately and be surrounded by ample clear space. The following samples provide the guidelines for sizes and clear space.

clear space

As a general rule, maintain a minimum distance between any part of the logo and any other elements appearing with it or the edge of the page. The clear space around all IWU logos should equal the height of the letter “W” in the logo.

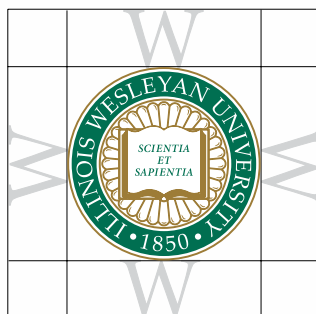
Primary Stacked Signature



Primary Line Signature



IWU Seal used in PMS 342 & PMS 8640, PMS 342 or black



The above applies to all Primary and Secondary Logos, Seals and Wordmarks.