

Stetson University 140th Anniversary Identity

Quick Reference Guide

Primary Logo



This mark is the primary identity for the anniversary branding campaign and should be in all official communications and event applications.

Primary Logo - One Color



Primary Logo - Reversed



Secondary Logo



This more detailed secondary variation of the logo should be used on applications where the final size is large enough for all details to remain legible and serves as the main source of anniversary information (i.e. publication ads where space is limited or specifically requested uses)

These temporary, limited-use logos have been created to align with Stetson University's visual identity and provide a consistent method of recognizing this important milestone when sharing stories or promoting events that coincide with our anniversary, to culminate on December 31, 2023.

Secondary Logo - One Color



Secondary Logo - Reversed



Notes

- Logo should only be used in approved primary brand colors, no accent colors or additional combinations.
- When using over photos, be mindful of contrast in all areas of the logo.
- For additional information or formats, please contact Anna Owensby at aowensby@stetson.edu

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Unacceptable Executions



Do not reconfigure



Do not reproduce or distort



Do not add items to the logo



The 140th year graphic was created to work as a unit with the Stetson logo. The graphic may never be used as stand-alone artwork.



Do not use the extension with unit extensions. "140 years" directly relates to the institution as a whole and should not be used in a manner that would be confused with an individual unit or school.

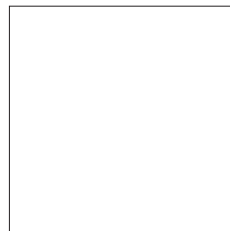
Color Palette



Hatter Green
Pantone 343 C
C: 89 M: 41 Y: 77 K: 38
R: 9 G: 85 B: 64
Hex: #095540



Stetson Green
Pantone 363 C
C: 68 M: 0 Y: 100 K: 24
R: 9 G: 85 B: 64
Hex: #095540



Bright White
Pantone White
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
Hex: #FFFFFF



Beyond Black
Pantone Black C
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
Hex: #000000



University Gray
Pantone 424 C
C: 0 M: 0 Y: 0 K: 61
R: 126 G: 128 B: 131
Hex: #7E8083