Basic Standards

EMBRY-RIDDLE
AERONAUTICAL UNIVERSITY

1 UNIVERSITY, STANDARD

The Logo

The elements of the Embry-Riddle logo have been carefully positioned and proportioned so that the university identity remains consistent. The following pages show the different ways in which these elements may be used correctly for virtually every need and situation. To avoid confusion, the university logotype and the university seal are also included. It is important that these identifying marks of the university are used in the manner specified in this manual.
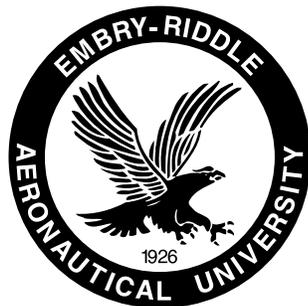
The eagle graphic located to the left of the logotype in the logo is referred to in this manual as the university "symbol." The symbol cannot replace the logotype as an identifying mark of the university.

Embry-Riddle Aeronautical University Logo
(consisting of the university logotype and the symbol)

Embry-Riddle Aeronautical University Logotype

Embry-Riddle Aeronautical University Seal

Logo Versions

It is acceptable to use the logotype ("Embry-Riddle Aeronautical University") either with the university symbol or by itself in either of the ways shown below.

Position the university logo at least 1/8" away from other text, so that the text is not interpreted as part of the logo.

EMBRY-RIDDLE
AERONAUTICAL UNIVERSITY

Embry-Riddle Aeronautical University Logotype

EMBRY-RIDDLE
AERONAUTICAL UNIVERSITY

Embry-Riddle Aeronautical University Logo

Adding Color

The same guidelines apply to color logos that apply to the black-and-white versions with regard to usage and choices. When using the university logo in color, the logotype should always appear in PMS 287 blue. The options available for the use of the university symbol are illustrated below.

NOTE: PMS 287 translates to the following in four process color reproduction: C:100; M: 69; Y:0; K:11.

Embry-Riddle Aeronautical University Logo (with PMS 287 Blue Symbol)

Embry-Riddle Aeronautical University Logotype

Embry-Riddle Aeronautical University Logo (with PMS 871 Gold Symbol)

Reverse

You may reverse any of the approved versions of the university logo shown in section 2.2 as long as you follow the same guidelines and note the following:

1) Reverse the logo out of a solid black or dark background.
2) Allow at least 1/4" of background to extend from the top, bottom, left, and right of the logo.
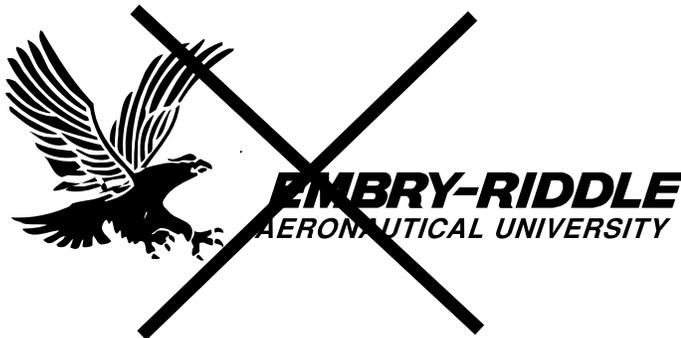
1/4"

1/4"

Embry-Riddle Aeronautical University Logo
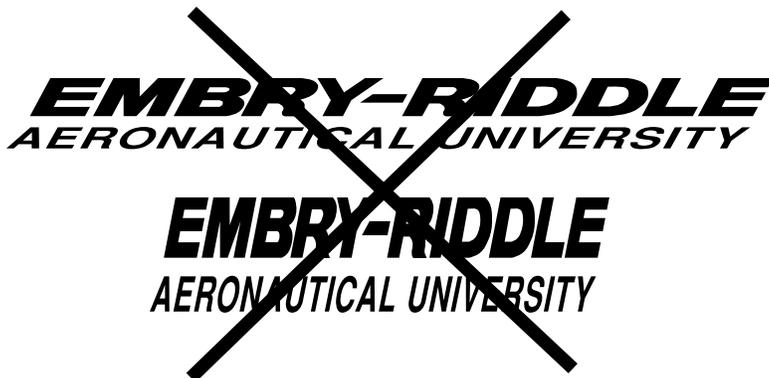
Unacceptable Logo Versions

For the purpose of presenting a consistent identity to the public, it is necessary to avoid the following misuses of the logo:

When the symbol is used with the log, do not change the proportions between logotype and symbol

Do not use the official university seal on brochures or other promotional materials

Do not use elongated or condensed logotype or symbol treatment

Unacceptable Logo Versions

For the purpose of presenting a consistent identity to the public, it is necessary to avoid the following misuses of the logo:

Do not alter the spacing of any element of the symbol and logotype

Do not use a drop shadow with the logo
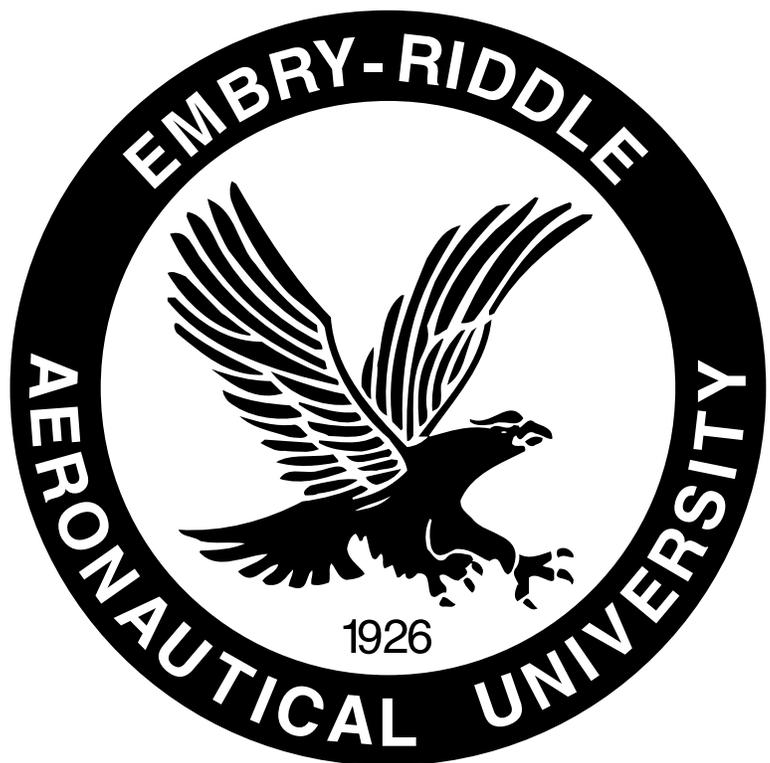
Avoid poor reproduction of the logo

Do not use logo at an angle

Do not use logo with a dark or obscuring background

2.5

University Seal

The university seal (shown below) should not be used in any publications or materials. This seal is designed for official use only on university contracts, transcripts, and diplomas.

The Official Seal
of Embry-Riddle Aeronautical University

University Typography

For the sake of legibility, do not use type styles that are decorative, fancy, or hard to read. A type style should draw attention to the message it carries, not to itself. Suggestions for good type styles include the following:

Sans serif fonts: Universe, Helvetica, Avant Garde, Arial, Gill Sans, News Gothic.

Serif fonts: New Baskerville, Garamond, Times, Palatino, Centaur, Georgia.

Samples of some of the acceptable, commonly available type styles are shown below:

Universe

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*();:'"

News Gothic

ABCDFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*();:'"

Garamond

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*();:'"

Brand Consistency

Although the standards in this manual are meant to provide flexibility in the many different materials we produce, the standards themselves should never be compromised or altered. Please remember the following:

X   Never change the proportions of the symbol and the logotype.

X   Never use colors on the logo other than the colors specified in section 2.3 of this manual.

X   Never nullify the effectiveness of the logo by placing competing elements directly on or near it.

X   Never rotate the symbol or the logotype (with the exception of binder spine applications).

X   Never add a drop shadow or introduce other graphic elements that interfere with the logo.

X   Never use the university seal as a logo.

X   Never use a background color that interferes with or reduces the impact of the logo.

X   Never elongate or condense the logotype or symbol.

X   Never use a logo with poor reproduction.

X   Never alter the spacing between any elements of the logo.