Drexel
UNIVERSITY

Graphic Identity Program

One of the goals of our strategic plan through 2017 and beyond is to reinforce that Drexel is "one university," more than the sum of our unique but complementary parts. That concept extends to the visual identity of our communications.
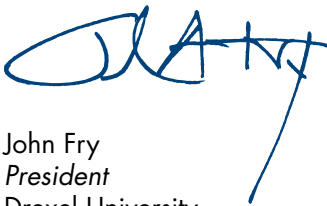
I am pleased to present Drexel's new Graphic Identity Program, a modern system facilitating a strong, consistent look across the full range of media and materials. The program was developed collaboratively by branding experts and a team of Drexel communicators.

The new look has evolved from our previous graphic identity system, and includes a redesigned University logo and icon as well as updated typefaces for use in print and web publications. The changes mirror Drexel's continued transformation and ascent among the ranks of comprehensive research universities. As we cement our place among the nation's leading institutions, we must strengthen and align our graphic identity to reflect our exceptional students, faculty and programs.

I expect the guidelines presented in the new program to inform design and production of all Drexel materials. The University's story can best be told with these new tools, which reinforce our community's ambition, optimism and creativity.

I look forward to writing that story together.

Sincerely,

John Fry
President
Drexel University

Introduction to the Drexel University Graphic Identity Program

A memorable and effective identity takes years to build, but it can quickly erode through a failure to protect and accurately implement the elements that define it.

This document will provide you with the basic guidelines for Drexel University's Graphic Identity Program, including how to use the new primary logotypes (vertical shown below). The elements outlined in this guide highlight the key graphic tools available to represent and express Drexel's unified image to the world. Used with care and imagination, these new tools will ensure that the university's image will retain its impact and consistency for years to come.

The key to this graphic identity program is the system of wordmark and contrasting color. In order to maintain consistency throughout the system, the new graphic identity program prohibits the use of any additional iconography, marks or artwork outside of the approved university dragon icon.

To learn more, go to **drexel.edu/identity**.

Drexel University and Athletics Marks Merchandise and Promotional Items

Use of the Drexel trademarks must be consistent with the university's graphic identity standards. Consistent use is important for the legal protection of the marks and to promote a consistent brand message.

The Department of Athletics, Office of External Relations, serves as the clearinghouse for use of Drexel marks in the creation of consumer products, including promotional items.

The Office of General Counsel serves as the contact point for trademark registration requests and inquiries.

General Guidelines
Only authorized licensed vendors may produce consumer products, including promotional items (giveaway items) that include university trademarks or wordmarks.

Academic and Administrative Units
The university graphic identity standards must be followed as it relates to colleges, schools, institutes, centers, departments, offices, or other university organizations.

Student Organizations & Club Sports
Student organizations formally recognized by the Office of Student Life can use select Drexel marks and athletic marks in conjunction with the organization name and design of promotional products.

Club sports teams recognized by Drexel Athletics are authorized to use select Drexel Athletics marks in conjunction with team names, uniform designs and the creation of promotional products.

Restrictions

- The Office of University Communications must approve use of Drexel marks.
- Use of Drexel and Athletic marks for merchandise and promotional items must be approved by the Department of Athletics, Office of External Relations.
- Product restrictions: University marks are prohibited for use on tobacco products, alcoholic beverages, sexually explicit graphics or descriptions and unless authorized by Department of Athletics, Office of External Relations, in conjunction with other third-party trademarks.

To request the use of trademarks for merchandise and promotional items, contact the Department of Athletics, Office of External Relations, **drexeldragons.com**.

The Drexel University Graphic Identity Program has been designed to convey the unique qualities of Drexel University and is composed of a system of coordinated graphic elements, including:

University Seal
The Dragon Icon
The Wordmark
Vertical Logotype
Horizontal Logotype
Banner Logotype
Informal Logotype

When consistently applied with the university's full name, the elements of the graphic identity work together to create a coherent Drexel University image. Along with the use of official university colors and typefaces in all university print, digital and product applications, these graphic elements create awareness, recognition and loyalty in the Drexel brand.

The university seal is the imprimatur of Drexel University. It is used in the most formal applications and expressions of the university's identity and is reserved as a formal insignia for documents of institutional and legal importance; for example, diplomas, transcripts, certificates, commencement programs, and flags. Usage of the seal is prohibited without express permission from the Office of University Communications. *Do not alter or attempt to recreate these elements in any way. Always use approved artwork.*

No maximum
usage restriction.

0.75"

Minimum usage is
0.75 inch wide.

The dragon icon is the imprimatur of Drexel University. It should be used in most applications and expressions of the identity, as a stand-alone graphic element or in conjunction with the wordmarks. The dragon icon should never be cropped horizontally, and careful consideration should be taken when cropping vertically as a stand-alone graphic. *Do not alter or attempt to recreate these elements in any way. Always use approved artwork.*

No maximum
usage restriction.

0.5"

Minimum usage is
0.5 inch wide.

The university wordmark is a primary identifier of Drexel University. It should be used in most applications and expressions of the identity, as a stand-alone graphic element or in conjunction with the dragon icon. *Do not alter or attempt to recreate these elements in any way. Always use approved artwork.*

Formal

Drexel
UNIVERSITY

No maximum usage restriction.

Drexel
UNIVERSITY

|← 0.75" →|

Minimum usage is 0.75 inch wide.

Informal

Drexel

No maximum usage restriction.

Drexel

|← 0.75" →|

Minimum usage is 0.75 inch wide.

The vertical logotype consists of the university dragon icon and formal wordmark in a centered configuration. Combined in this specific manner, these elements create a distinct logotype for Drexel University. The vertical logotype should be used more frequently than the informal logotypes (see page 8) In addition to the vertical logotype, horizontal and banner versions have been provided for more flexibility in use. *Do not alter or attempt to recreate these elements in any way. Always use approved artwork.*

Drexel
UNIVERSITY

|← 0.625" →|

Minimum usage is 0.625 inch wide.

The minimum required space around any vertical logotype should be one quarter the logotype's height on all sides.

The horizontal logotype should be used in applications where space restricts the use of the vertical logotype. The horizontal logotype should be used more frequently than the informal logotypes (see page 8). *Do not alter or attempt to recreate these elements in any way. Always use approved artwork.*

1"

Minimum usage is
1 inch wide.

The minimum required space around any horizontal logotype should be one half the logotype's height on all sides.

The banner logotype should be used in applications where space restricts the use of the vertical and horizontal logotype. This logotype is intended for extremely horizontal situations, including banners, web applications, etc. *Do not alter or attempt to recreate these elements in any way. Always use approved artwork.*

1.5"

Minimum usage is
1.5 inches wide.

1.5"

Minimum usage is
1.5 inches wide.

The minimum required space around any banner logotype should be one half the logotype's height on all sides.

The informal logotypes combine the dragon icon and informal wordmark (without the word University) in vertical and horizontal configurations. This combination is the most informal expression of the Drexel University brand and should be used in unofficial applications that don't require the full name, such as social media logo fields, apparel, hats, etc. *Do not alter or attempt to recreate these elements in any way. Always use approved artwork.*

Vertical

0.625"

Minimum usage is
0.625 inch wide.

Horizontal

1"

Minimum usage is
1 inch wide.

The LIVE IT wordmark is the only tagline that is permitted for use with the primary Drexel University signature. Horizontal as well as vertical lockups have been created to allow flexibility. No other tagline has been approved.

LIVE IT wordmark and Drexel signature aligned horizontally

LIVE IT wordmark and informal Drexel signature aligned horizontally

LIVE IT wordmark and informal
Drexel signature aligned vertically

LIVE IT wordmark and Drexel
signature aligned vertically

The dragon icon and logotypes should not be altered in any way, including extending, condensing, outlining; adding borders, special effects or drop shadows; or attaching other words or graphics. The examples on these pages present incorrect usage and alterations of the dragon icon and logotypes.

Don't vertically scale the logotype.

Don't horizontally scale the logotype.

Don't outline the logotype.

Don't reproduce the logotype in unapproved color combinations.

Don't reproduce the logotype in an unapproved color.

Don't create additional art for use around the logotype.

Don't add any outlines, strokes, or dropshadows to the logotype.

Don't align the logotype in flush-left configuration.

Don't align the logotype in flush-right configuration.

Don't place the icon underneath the wordmark.

Don't flip the icon.

Don't rearrange the elements within the logotype.

Drexel University's official colors are Pantone 294C (blue) and Pantone 7548C (yellow). All printed materials, whether printed on coated or uncoated stock, should **match color to the coated Pantone chips**. The Pantone Matching System, or PMS, is the definitive international reference for selecting, specifying, matching and controlling ink colors. It is strongly recommended that drawdowns be requested with each print job to ensure that the PMS colors are accurate. The correct and consistent use of Drexel University's official colors helps reinforce the university's identity.

PMS 294C

PMS 7548C

All printed materials, whether printed on coated or uncoated stock, should match color to the coated Pantone chips, PMS 294C (blue) and PMS 7548C (yellow).

Do not use the computer generated RGB or HEX conversions. Use the approved conversions listed below.

PMS 294C
C100 M69 Y7 K30

Direct RGB Conversion
R0 G85 B150
DO NOT USE

Approved RGB
Conversion
R0 G52 B120
Approved HEX:
#07294D

PMS 7548C
C0 M12 Y98 K0

Direct RGB Conversion
R255 G199 B0
DO NOT USE

Approved RGB
Conversion
R255 G198 B0
Approved HEX:
#FFC600

The following colors may be used sparingly as complementary colors.

Dark

PMS 7691C

PMS 384C

PMS 7427C

PMS 138C

Light

PMS 284C

PMS 583C

PMS 7597C

PMS 1495C

Neutral

Cool Gray 6C

Warm Gray 3C

PMS 5665C

PMS 427C

Approved Color Combinations

The examples shown are the approved color combinations for Drexel logotypes. As a standard, Pantone 294C and Pantone 7548C (including the approved CMYK and RGB conversions, see page 12) should be used.

White background
When the logotype appears on white, it may appear in blue or black. Yellow is also permitted, but not preferred.

Blue background
When the logotype appears on a blue background, it can appear in yellow or reverse to white.

Yellow background
When the logotype appears on a yellow background, it can appear in blue or reverse to white.

Black or dark background
When the logotype appears on a black or dark color, it can appear in yellow or reverse to white.

Approved One-Color Combinations

In limited applications in which printing restrictions do not permit two-color usage, a black and white or one-color blue combination can be used. One-color combinations should never be used on the web.

White background
When the logotype appears on white, it may appear in blue or black. Yellow is also permitted, but not preferred.

Dark background
When the logotype appears on a black or dark field, it reverses to white.

Incorrect Usage
Do not apply an unapproved color to the Drexel signature.

Incorrect Usage
Do not apply grayscale to the logotype.

Approved Color Combinations

The examples shown are the approved color combinations for Drexel logotypes. As a standard, Pantone 294C and Pantone 7548C (including the approved CMYK and RGB conversions, see page 12) should be used.

White background
When the logotype appears on white, it may appear in blue or black. Yellow is also permitted, but not preferred.

Blue background
When the logotype appears on a blue background, it can appear in yellow or reverse to white.

Yellow background
When the logotype appears on a yellow background, it can appear in blue or reverse to white.

Approved One-Color Combinations

In limited applications where printing restrictions do not permit two-color usage, a black and white or one-color blue combination can be used. One-color combinations should never be used on the web.

White background
When the logotype appears on white, it may appear in blue or black. Yellow is also permitted, but not preferred.

Dark background
When the logotype appears on a black or dark field, it reverses to white.

Incorrect Usage
Do not apply an unapproved color to the Drexel signature.

Drexel University's official serif typeface is Miller. Miller Display is used for primary identity situations, while Miller Text is used for text. This font offers a wide range of weights, allowing for small and digital use without degradation, and expresses the classic, academic and collegiate qualities of the Drexel University brand. Correct and consistent use of these official typefaces helps reinforce the university's identity.

Visit **drexel.edu/identity** for information on purchasing Miller Display and Miller Text.

Display

Miller Display Light
Miller Display Light Italic
Miller Display Roman
Miller Display Italic
Miller Display Semibold
Miller Display Semibold Italic
Miller Display Bold

Text

Miller Text
Miller Text Italic
Miller Text Bold
Miller Text Bold Italic

Drexel University's official sans serif typeface is Futura. Futura offers a wide range of weights, allowing for small and digital use without degradation, and expresses the classic, academic and collegiate qualities of the Drexel University brand. Correct and consistent use of these official typefaces helps reinforce the university's identity.

Visit **drexel.edu/identity** for information on purchasing Futura.

Regular

Futura Std Light
Futura Std Light Oblique
Futura Std Book
Futura Std Book Oblique
Futura Std Medium
Futura Std Medium Oblique
Futura Std Bold
Futura Std Bold Oblique
Futura Std Extra Bold
Futura Std Extra Bold Oblique

Condensed

Futura Std Light Condensed
Futura Std Light Condensed Oblique
Futura Std Medium Condensed
Futura Std Medium Condensed Oblique
Futura Std Bold Condensed
Futura Std Bold Condensed Oblique
Futura Std Extra Bold Condensed
Futura Std Extra Bold Condensed Oblique

Recommended Primary Serif Text

Miller Text is suggested for long blocks of copy in print materials such as brochures, newsletters, etc., as well as official correspondence. Miller Text Bold can be used sparingly, to highlight short passages.

Miller Text
Size: 9.5pt
Leading: 11.5pt

Founded in 1891 in Philadelphia, Drexel is a top-ranked, comprehensive university recognized for its focus on experiential learning through co-operative education, its commitment to cutting-edge academic technology and its growing enterprise of use-inspired research. With more than 23,500 students, Drexel is the nation's 14th largest private university and ranked in the top 100 among national universities by *U.S. News & World Report*.

Drexel offers a variety of educational and employment opportunities to students through study and internship programs in Europe, Asia, and Latin America, and the co-operative education ("co-op") program. The only mandatory co-op in Pennsylvania and one of three in the United States, Drexel's program is among the nation's oldest, largest, and most respected.

Miller Text Bold
Size: 9.5pt
Leading: 11.5pt

Founded in 1891 in Philadelphia, Drexel is a top-ranked, comprehensive university recognized for its focus on experiential learning through co-operative education, its commitment to cutting-edge academic technology and its growing enterprise of use-inspired research. **With more than 23,500 students, Drexel is the nation's 14th largest private university and ranked in the top 100 among national universities by *U.S. News & World Report*.**

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Recommended Primary Sans Serif Text

Futura Book is suggested for long blocks of copy and official correspondence. Futura Bold can be used sparingly, to highlight short passages.

Futura Book
Size: 9.5pt
Leading: 11.5pt

Founded in 1891 in Philadelphia, Drexel is a top-ranked, comprehensive university recognized for its focus on experiential learning through co-operative education, its commitment to cutting-edge academic technology and its growing enterprise of use-inspired research. With more than 23,500 students, Drexel is the nation's 14th largest private university and ranked in the top 100 among national universities by *U.S. News & World Report*.

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Futura Bold
Size: 9.5pt
Leading: 11.5pt

Founded in 1891 in Philadelphia, Drexel is a top-ranked, comprehensive university recognized for its focus on experiential learning through co-operative education, its commitment to cutting-edge academic technology and its growing enterprise of use-inspired research. **With more than 23,500 students, Drexel is the nation's 14th largest private university and ranked in the top 100 among national universities by U.S. News & World Report.**

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Alternative Typefaces

Arial, Akzidenz Grotesk, and Univers are alternate sans serif typefaces, and Times New Roman is an alternate serif typeface that may be used in unofficial applications such as email, letterhead copy, documents, PowerPoint presentations, etc. These should only be used when the primary typefaces are unavailable.

The applications shown in this section include inspirational examples of how to use the various elements of the Drexel University graphic identity system on print and web platforms as well as other mediums.

Sans Serif

Arial
Arial Italic
Arial Bold
Arial Bold Italic

Akzidenz Grotesk Roman
Akzidenz Grotesk Bold
Akzidenz Grotesk Black

Univers 55 Roman
Univers 55 Oblique
Univers 65 Bold
Univers 65 Bold Oblique

Serif

Times New Roman
Times New Roman Italic
Times New Roman Bold
Times New Roman Bold Italic

The dragon icon may be cropped vertically, provided specific rules are followed. Horizontal cropping is not permitted.

When cropping the dragon, only crop it vertically, and at the 9/16th mark so that none of the loop is shown.

Example of the preferred crop of the dragon icon.

Incorrect usage of the cropped dragon icon.

For complete guidelines and examples of recommended web applications, visit **drexel.edu/identity**.

Close up of the primary logotype placed on Drexel website navigation bar

Drexel University home page

Campus Life home page

Primary Colors

#07294D
R:7 G:41 B:77

*headers, back-
grounds, content
containers*

#FFC600
R:255 G:198 B:0

*footer, call to
action, arrows, on
state*

HTML/System Text/Links

#07294D
R:7 G:41 B:77

*body copy
landing pages*

#006699
R:0 G:102 B:153

body links

#000000
R:0 G:0 B:0

*body copy detail
pages*

#333333
R:51 G:51 B:51

Sub footer

Rules & Pipes

#E1E1E0
R:217 G:217
B:217

*sub navigation
divider, vertical
rail pipe*

Fly Out Tabs

#9E0B0F
R:7 G:41 B:77

System Fonts

Arial
Arial Bold
Arial Italic
Arial Bold Italic

Georgia
Georgia Bold
Georgia Italic
Georgia Bold Italic

Display Fonts

Futura Medium Condensed
Futura Bold Condensed

Below are examples of the approved PowerPoint template designs for administrative units. Each template is anchored by a blue branding bar, containing the approved logotype.

Below is an example of the approved email signature for Drexel University administrative units. The type spec is Arial, bold, 10 point, and Times New Roman, italic and roman, 10 point. Highlighted elements of these signatures should be set in Arial, bold and blue, while the rest of the signature should be set in Times New Roman, black. The title is Times New Roman italic, black. *Added icons, images, links, save the earth copy, etc. are not permitted.*

PRESENTATION TITLE
Presentation Subtitle

Presenter's Name

SECTION TITLE | 2

HEADLINE
General descriptor copy to further explain context
General descriptor copy to further explain context
General descriptor copy to further explain context

HEADLINE
General descriptor copy to further explain context
General descriptor copy to further explain context
General descriptor copy to further explain context

HEADLINE
General descriptor copy to further explain context
General descriptor copy to further explain context
General descriptor copy to further explain context

Name
Title
Department

Drexel University
Address Line 1
Address Line 2
Philadelphia, PA 19104
Tel: 215.xxx.xxxx | Fax: 215.xxx.xxxx
drexel.edu

The boxed logotypes consist of the university dragon icon and either the formal or informal wordmark in a centered configuration. The primary intended use of these logotypes is in social media applications.

Drexel signature in blue box

Drexel signature in yellow box

Informal Drexel signature in blue box

Informal Drexel signature in yellow box

Drexel Medicine signature in blue box

Drexel Medicine signature in yellow box

Below is an example of the approved Drexel University logotype for use in social media, such as Facebook and Twitter.

Formal, informal and Drexel Medicine logotype in blue box used for social media profile pictures

Suggested design options for Drexel University vehicles. The Drexel logo should never appear in a box on any vehicle. Futura Bold is used to set the university website, the van identification number, and any additional information.

Suggested design options for Drexel University t-shirts.

Suggested design options for Drexel University hats.

Suggested design options for Drexel University mugs.

Suggested design options for Drexel University mousepads.

Suggested design options for Drexel University water bottles.

Suggested design options for Drexel University flash drives and pens.

The Drexel University Graphic Identity Program has been designed to allow all academic units and administrative offices—with their various departments, programs, institutes and centers—the flexibility to represent themselves in unique and compelling ways. In this identity system, the university is always represented with the Drexel University wordmark. The academic unit is represented prominently with either the donor's name or the discipline name for unnamed units. In most cases, the specific departments, programs, institutes, centers and offices are to be represented by a descriptor line set just below the university monogram and academic unit descriptor.

Primary logotypes are to be used more frequently than the formal and informal logotypes for print and should always be used for web applications.

Formal logotypes are only to be used in rare exceptions for formal events and occasions when a donor's full name must be used, such as on private invitations.

Informal logotypes are to be used less often than the primary logotypes, and may be used on merchandise and apparel. They should not be used on the web.

The academic unit or administrative logotype consists of the dragon icon, the university wordmark and the academic unit or administrative descriptor. Combined in a precise manner, these elements create distinct logotypes for Drexel University's academic units and administration. *Do not alter or attempt to recreate these elements in any way. Always use approved artwork.*

DREXEL UNIVERSITY
LeBow
College of Business

School, college, or office descriptor below.

DREXEL UNIVERSITY
Office of
Institutional
Advancement

School, college, or office descriptor above.

Drexel
Engineering

No school, college, or office descriptor.

The academic unit and administrative logotype consisting of the dragon icon, the university wordmark and the academic unit or administrative descriptor can also include the department in italic. Combined in a precise manner, these elements create distinct logotypes for Drexel University's academic units and administration. *Do not alter or attempt to recreate these elements in any way. Always use approved artwork.*

DREXEL UNIVERSITY
LeBow
College of Business
Center for Corporate Governance

School, college, or office descriptor below.

DREXEL UNIVERSITY
Office of
Institutional
Advancement
Alumni Relations

School, college, or office descriptor above.

Drexel
Engineering
Electrical and Computer Engineering

No school, college, or office descriptor.

The LIVE IT tagline can be used with an academic unit or administrative logotype but it has to be separated from the lockup. Only the primary Drexel University signature is permitted to use the LIVE IT tagline in its lockup. The LIVE IT tagline is the only approved tagline. Individual college and school taglines or slogans are no longer permitted.

The legibility and distinction of the university logotypes is very important. To ensure that the logotype is highly visible, always separate it from its surroundings. The area of isolation, or minimum required clear space, surrounding all horizontal logotypes should be one half the logotype's height on all sides as shown below. Do not allow any other graphic elements to penetrate this area of isolation. In addition, the elements of the Drexel University Graphic Identity Program should not be placed over a photograph or patterned background (see page 44-45 for approved color combinations).

DREXEL UNIVERSITY
Earle Mack
School of Law

DREXEL UNIVERSITY • PHILADELPHIA, PENNSYLVANIA • DREXEL.EDU **LIVE IT.**

DREXEL UNIVERSITY
Office of
University Communications

DREXEL UNIVERSITY • PHILADELPHIA, PENNSYLVANIA • DREXEL.EDU **LIVE IT.**

DREXEL UNIVERSITY
Earle Mack
School of Law

The minimum required space around any horizontal logotype should be one half the logotype's height on all sides.

The examples below illustrate the approved color combinations for Drexel University academic unit logotypes and administration.

White Background
When the logotype appears on a white background, the icon and university wordmark are blue, and the academic unit logotype is black.

Blue Background
When the logotype appears on a blue background, the icon and university wordmark are yellow, and the academic unit logotype is white.

Yellow Background
When the logotype appears on a yellow background, the icon and university wordmark are blue, and the academic unit logotype reverses to white or appears black.

The examples below illustrate the approved one-color combinations for Drexel University academic unit logotypes and administration.

White background
When the logotype appears on a white background, the primary configuration is a blue logotype. Black may be used when blue is not available, and yellow is permitted, but not preferred.

Black or Dark Background
When the logotype appears on a black or dark background, the logotype is reversed to white.

Incorrect Usage
Do not apply the logotype in an unapproved color.

Primary

DREXEL UNIVERSITY
College of
Arts and Sciences

Primary

DREXEL UNIVERSITY
School of
Biomedical
Engineering, Science,
and Health Systems

Three-line

DREXEL UNIVERSITY
School of
Biomedical Engineering,
Science, and Health Systems

Formal

DREXEL UNIVERSITY
Bennett S. LeBow
College of Business

Primary

DREXEL UNIVERSITY
LeBow
College of Business

Primary

DREXEL UNIVERSITY
School of
Education

Primary

DREXEL UNIVERSITY
College of
Engineering

Informal

Drexel
Engineering

Formal

DREXEL UNIVERSITY
C.R. "Chuck" and
Annette Pennoni
Honors College

Primary

DREXEL UNIVERSITY
Pennoni
Honors College

Primary

DREXEL UNIVERSITY
The iSchool
College of Information Science
and Technology

Two-line

DREXEL UNIVERSITY
The iSchool
College of Information Science and Technology

Primary

DREXEL UNIVERSITY
Earle Mack
School of Law

Formal

DREXEL UNIVERSITY
Antoinette Westphal
College of Media Arts & Design

Primary

DREXEL UNIVERSITY
Westphal
College of Media Arts & Design

Primary

DREXEL UNIVERSITY
College of
Medicine

Primary

DREXEL UNIVERSITY
College of
Nursing and
Health Professions

Two-line

DREXEL UNIVERSITY
College of
Nursing and Health Professions

Formal

DREXEL UNIVERSITY
Richard C. Goodwin
College of Professional Studies

Primary

DREXEL UNIVERSITY
Goodwin College
of Professional Studies

Primary

DREXEL UNIVERSITY
School of
Public Health

The following pages are a sampling of logotypes. Please contact the Office of University Communications (**ucomm@drexel.edu**) to request a logotype for a specific office or department.

Primary

DREXEL UNIVERSITY
Office of the
President

Primary

DREXEL UNIVERSITY
Office of the
Provost

Primary

DREXEL UNIVERSITY
Office of
Finance, Treasurer
& CFO

Informal

DREXEL UNIVERSITY
Finance, Treasurer
& CFO

Primary

DREXEL UNIVERSITY
Office of
University
Communications

Informal

DREXEL UNIVERSITY
University
Communications

Primary

DREXEL UNIVERSITY
Office of
Institutional
Advancement

Informal

DREXEL UNIVERSITY
Institutional
Advancement

Primary

DREXEL UNIVERSITY
Office of the
General Counsel

Primary

DREXEL UNIVERSITY
Division of
Enrollment
Management

Informal

DREXEL UNIVERSITY
Enrollment
Management

Primary

DREXEL UNIVERSITY
Office of
Admissions

Informal

Drexel University
Admissions

Primary

DREXEL UNIVERSITY
Office of
Government and
Community Relations

Informal

DREXEL UNIVERSITY
Government and
Community Relations

Primary

DREXEL UNIVERSITY
Division of
Student Life and
Administrative Services

Informal

DREXEL UNIVERSITY
Student Life and
Administrative Services

Primary

DREXEL UNIVERSITY
Business
Services

Informal

Drexel
Business Services

Primary

DREXEL UNIVERSITY
Office of
Equality and
Diversity

Primary

DREXEL UNIVERSITY
Department of
Human Resources

Informal

Drexel University
Human Resources

Primary

DREXEL UNIVERSITY
Office of
Information Resources
and Technology

Informal

DREXEL UNIVERSITY
Information Resources
and Technology

Primary

DREXEL UNIVERSITY
Office of
Real Estate and
Space Management

Primary

DREXEL UNIVERSITY
Department of
Public Safety

Informal

Drexel University
Public Safety

Primary

DREXEL UNIVERSITY
Office of
Student Life

Informal

Drexel University
Student Life

Primary

DREXEL UNIVERSITY
Department of
University Facilities

Informal

Drexel University
Facilities

Primary

DREXEL UNIVERSITY
Office of
Internal Audit and
Management Consulting
Services

Informal

DREXEL UNIVERSITY
Internal Audit and
Management Consulting
Services

Primary

DREXEL UNIVERSITY
Office of the
Ombuds

Formal

DREXEL UNIVERSITY
Laurence A. Baiada Institute
for Entrepreneurship

Primary

DREXEL UNIVERSITY
Baiada Institute
for Entrepreneurship

Primary

DREXEL UNIVERSITY
Center for
Labor Markets and Policy

Three-line

DREXEL UNIVERSITY
Center for
Labor Markets
and Policy

Formal

DREXEL UNIVERSITY
Harold D. Steinbright
Career Development Center

Primary

DREXEL UNIVERSITY
Steinbright
Career Development Center

Formal

Drexel University
Libraries

Primary

Drexel
Libraries

Primary

Drexel University at
Burlington County College

Primary

DREXEL UNIVERSITY
Center for
Graduate Studies
Sacramento, California

Primary

DREXEL UNIVERSITY
11th Street
Family Health Services

Affiliate

DREXEL UNIVERSITY
11th Street
Family Health Services
College of Nursing and Health Professions

Primary

THE ACADEMY
OF NATURAL SCIENCES
of DREXEL UNIVERSITY

The Drexel Medicine wordmark is a primary identifier for the clinical practices of the College of Medicine. It should be used in most applications and expressions of the identity, as a stand-alone graphic element or in conjunction with the dragon icon. *Do not alter or attempt to recreate these elements in any way. Always use approved artwork.*

Informal

THE ACADEMY
OF NATURAL SCIENCES
of DREXEL UNIVERSITY

Horizontal

THE ACADEMY OF NATURAL SCIENCES
of DREXEL UNIVERSITY

Vertical Signature

Academy Colors

PMS 2767C	PMS 371C	PMS Warm Gray 1

Horizontal Signature

Accent Colors

PMS 872C	PMS 3005C	PMS 7489C

Wordmark

0.5"

Minimum usage is 0.5 inch wide.

Drexel Medicine

Drexel Medicine
Family Medicine

Drexel Medicine
Neurology

Drexel Medicine
Center for Women's Health

Drexel Medicine
Cancer Care

Drexel Medicine
Gastroenterology and Hepatology

Drexel Medicine
Obstetrics & Gynecology

Drexel Medicine
Cardiology

Drexel Medicine
Partnership Comprehensive Care Practice

Drexel Medicine
Women's Care Center

Drexel Medicine
Cardiothoracic Surgery

Drexel Medicine
Travel Health

Drexel Medicine
Psychiatry

Drexel Medicine
Department of Medicine

Drexel Medicine
Infectious Disease Clinic

Drexel Medicine
Pulmonology

Drexel Medicine
Dermatology

Drexel Medicine
Internal Medicine

Drexel Medicine
Sleep Center

Drexel Medicine
Endocrinology

Drexel Medicine
Convenient Care Center

Drexel Medicine
Rheumatology

Drexel Medicine
Eye Physicians

Drexel Medicine
Nephrology

Drexel Medicine
Surgery

Don't vertically scale the logotype.

Don't add any outlines, strokes, or dropshadows to the logotype.

Don't rearrange elements in the academic logotype.

Don't horizontally scale the logotype.

Don't center the type in the academic logotype.

Don't reproduce the logotype in an unapproved color.

Don't use the wordmark separate from the icon.

Don't align the logotype in flush-right configuration.

Don't create additional art for use around the logotype.

Don't reproduce the logotype in unapproved color combinations.

Don't align the logotype in flush-left configuration.

Don't outline the logotype.

The applications shown in this section include inspirational examples of how to use the various elements of the Drexel University academic unit and administrative graphic identity system on print and web platforms as well as other mediums.

Below are examples of the approved PowerPoint template designs for academic units and administration. Each template is anchored by a blue branding bar, containing the approved logotype.

Below is an example of the approved email signature for Drexel University academic units. The type spec is Arial, bold, 10 point, and Times New Roman, italic and roman, 10 point. Highlighted elements of these signatures should be set in Arial bold and blue, while the rest of the signature should be set in Times New Roman, black. The title and department are Times New Roman italic, black. *Added icons, images, links, save the earth copy, etc. are not permitted.*

Below is an example of the approved Drexel University logotype and dragon icon for use in social media, such as Facebook and Twitter.

Name
Title
Department

Earle Mack School of Law
Drexel University
Address Line 1
Address Line 2
Philadelphia, PA 19104
Tel: 215.xxx.xxxx | Fax: 215.xxx.xxxx
drexel.edu/law

Embroidered Apparel

Embroidered apparel logos have been created to meet the restrictions of embroidery machines. The minimum size of the clinical practice or department should never be below 1/4" height. These should not be used for college and school logos, but restricted to the clinical practices and departmental uniforms. To obtain a logotype for embroidery, visit **drexel.edu/identity**.

Drexel
Medicine
Obstetrics &
Gynecology

1/4" minimum height

Drexel University
Facilities

Scaled to 80%

Suggested design options for Drexel University t-shirts.

Suggested design options for Drexel University hats.

Suggested design options for Drexel University mugs.

Suggested design options for Drexel University mousepads.

Suggested design options for Drexel University water bottles.

Suggested design options for Drexel University academic unit flash drives and pens.

The applications shown in this section include approved designs for Drexel University stationery.

All Drexel University colleges, schools, institutes, centers, departments, and offices should use letterhead, envelopes, business cards, and other related materials in the style shown on the following pages.

No other logos or marks are permitted other than the approved Drexel University or academic unit logotypes.

For questions about stationery orders, please contact Drexel Printing and Mailing Services by visiting **drexel.edu/printing**.

The university letterhead, which contains the primary logotype, is used for all administrative units.

1.5″   0.75″

0.75″   0.75″

Drexel
UNIVERSITY

2.25″   Date   2.25″

Addresse's Name
Street Address Line 1
Street Address Line 2
City, State, Zip

3.65″   Salutations   3.65″

Founded in 1891 in Philadelphia, Drexel is a top-ranked, comprehensive university recognized for its focus on experiential learning through co-operative education, its commitment to cutting-edge academic technology and its growing enterprise of use-inspired research. With more than 23,500 students, Drexel is the nation's 14th largest private university and ranked sixth among national universities in the most recent U.S. News & World Report list of "Up-and-Comers." Drexel offers a variety of educational and employment opportunities to students through study and internship programs in Europe, Asia, and Latin America, and the co-operative education ("co-op") program. The only mandatory co-op in Pennsylvania and one of three in the United States, Drexel's program is among the nation's oldest, largest, and most respected.

The Steinbright Career Development Center (SCDC) is one of the most highly ranked co-op and career service organizations at any university in the country and works to ensure that students and alumni get the most from their experiential and career placement activities.

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Closing,

Signatory Name
Title

Street Address 1, Street Address 2, Philadelphia, PA 19104 | Tel: 215.xxx.xxxx | Fax: 215.xxx.xxxx | drexel.edu

0.375″   0.375″

One-color university letterhead shown at 45% actual size.
Actual size of letterhead is 8.5 x 11 inches.

1.5″   0.75″

0.75″   0.75″

Drexel
UNIVERSITY
Department

2.25″   Date   2.25″

Addresse's Name
Street Address Line 1
Street Address Line 2
City, State, Zip

3.65″   Salutations   3.65″

Founded in 1891 in Philadelphia, Drexel is a top-ranked, comprehensive university recognized for its focus on experiential learning through co-operative education, its commitment to cutting-edge academic technology and its growing enterprise of use-inspired research. With more than 23,500 students, Drexel is the nation's 14th largest private university and ranked sixth among national universities in the most recent U.S. News & World Report list of "Up-and-Comers." Drexel offers a variety of educational and employment opportunities to students through study and internship programs in Europe, Asia, and Latin America, and the co-operative education ("co-op") program. The only mandatory co-op in Pennsylvania and one of three in the United States, Drexel's program is among the nation's oldest, largest, and most respected.

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Closing,

Signatory Name
Title

Street Address 1, Street Address 2, Philadelphia, PA 19104 | Tel: 215.xxx.xxxx | Fax: 215.xxx.xxxx | drexel.edu/department

0.375″   0.375″

One-color non-personalized university department letterhead shown at 45% actual size.
Actual size of letterhead is 8.5 x 11 inches.

The departmental URL is permitted in the contact information.

1.5"   0.75"

0.75"   0.75"

Drexel
UNIVERSITY
Department

Name
Title

2.25"   2.25"

Date

Addresse's Name
Street Address Line 1
Street Address Line 2
City, State, Zip

3.65"   3.65"

Salutations

Founded in 1891 in Philadelphia, Drexel is a top-ranked, comprehensive university recognized for its focus on experiential learning through co-operative education, its commitment to cutting-edge academic technology and its growing enterprise of use-inspired research. With more than 23,500 students, Drexel is the nation's 14th largest private university and ranked sixth among national universities in the most recent U.S. News & World Report list of "Up-and-Comers." Drexel offers a variety of educational and employment opportunities to students through study and internship programs in Europe, Asia, and Latin America, and the co-operative education ("co-op") program. The only mandatory co-op in Pennsylvania and one of three in the United States, Drexel's program is among the nation's oldest, largest, and most respected.

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Closing,

Signatory Name

Streed Address 1, Street Address 2, Philadelphia, PA 19104 | Tel: 215.xxx.xxxx | Fax: 215.xxx.xxxx
drexel.edu/department |name@drexel.edu

0.375"   0.375"

One-color personalized university letterhead shown at 45% actual size
Actual size of letterhead is 8.5 x 11 inches.

The departmental URL and personal email is permitted in the contact information.

Header

Drexel
UNIVERSITY
Department

The department or office is set in 9.5pt Miller Text Italic, .125" below the Drexel University signature.

Name/Title

Name
Title

The name on personalized stationery is set at 7.5pt Miller Text Bold, and the title is set at 7.5pt Miller Text Italic with 10pt leading.

**Date,
Addressee,
and Body
Copy**

Date

Addresse's Name
Street Address Line 1
Street Address Line 2
City, State, Zip

The date, address and body copy are set at 9.5pt Miller Text with 11.5pt leading.

Street Address 1, Street Address 2, Philadelphia, PA 19104 | Tel: 215.xxx.xxxx | Fax: 215.xxx.xxxx
drexel.edu/department |name@drexel.edu

**Contact
Information**

The contact information is set centered at 7.5pt Miller Text with 10pt leading.

Only the Drexel University logotype is permitted on the back of the card.

gold foil

0.25″

0.1875″

0.25″

Name
Title

Department
Street Address 1
Street Address 2
Philadelphia, PA 19104
Tel: 215.xxx.xxxx | Fax: 215.xxx.xxxx
Email: name@drexel.edu

drexel.edu/department

back

Street Address 1, Street Address 2, Philadelphia, PA 19104

0.5″

0.5″

Department

0.5″

0.875″

Drexel University business card.
Shown at actual size (3.5 x 2 inches).

Type is set at 7.5pt Miller Text with 9pt leading, using Bold, Italic, and Roman.

One-color university and personalized #10 non-window (top) and window (bottom) envelope shown at 65% actual size. Actual size of #10 envelope is 9.5 x 4.125 inches.

Drexel signature is aligned on front in upper left corner with the department set in 9.5pt Miller Text Italic, and the return address is located on a single line on the back flap set in 7.5pt Miller Text Roman.

Suggested design for oversized envelopes.

0.25″

0.25″

0.5″

0.5″

Street Address 1, Street Address 2, Philadelphia, PA 19104

Drexel
UNIVERSITY

Drexel
UNIVERSITY
Department

Drexel
UNIVERSITY
Department

Street Ad
Tel: 215.x

Street Address 1, Street Address 2, Philadelphia, PA 19104
Tel: 215.xxx.xxxx | Fax: 215.xx.xxxx | drexel.edu/department

Drexel University and department oversized envelopes.
Shown at 45% actual size. Actual size is 12 x 9 inches.

Drexel signature is aligned on front in upper left corner with the department set in 9.5pt
Miller Text Italic, and the return address is located on a single line on the back flap set
in 7.5pt Miller Text Roman.

Drexel University and department notepad.
Shown at 85% actual size. Actual size is 4 x 6 inches.

The department and contact information are set at 7.5 Miller Text Italic and
Roman, respectively.

The academic unit letterhead, which contains the primary logotype, is used for academic units.

1.5"   0.75"

0.75"   0.75"

DREXEL UNIVERSITY
Westphal
College of Media Arts & Design

2.25"   Date   2.25"

Addresse's Name
Street Address Line 1
Street Address Line 2
City, State, Zip

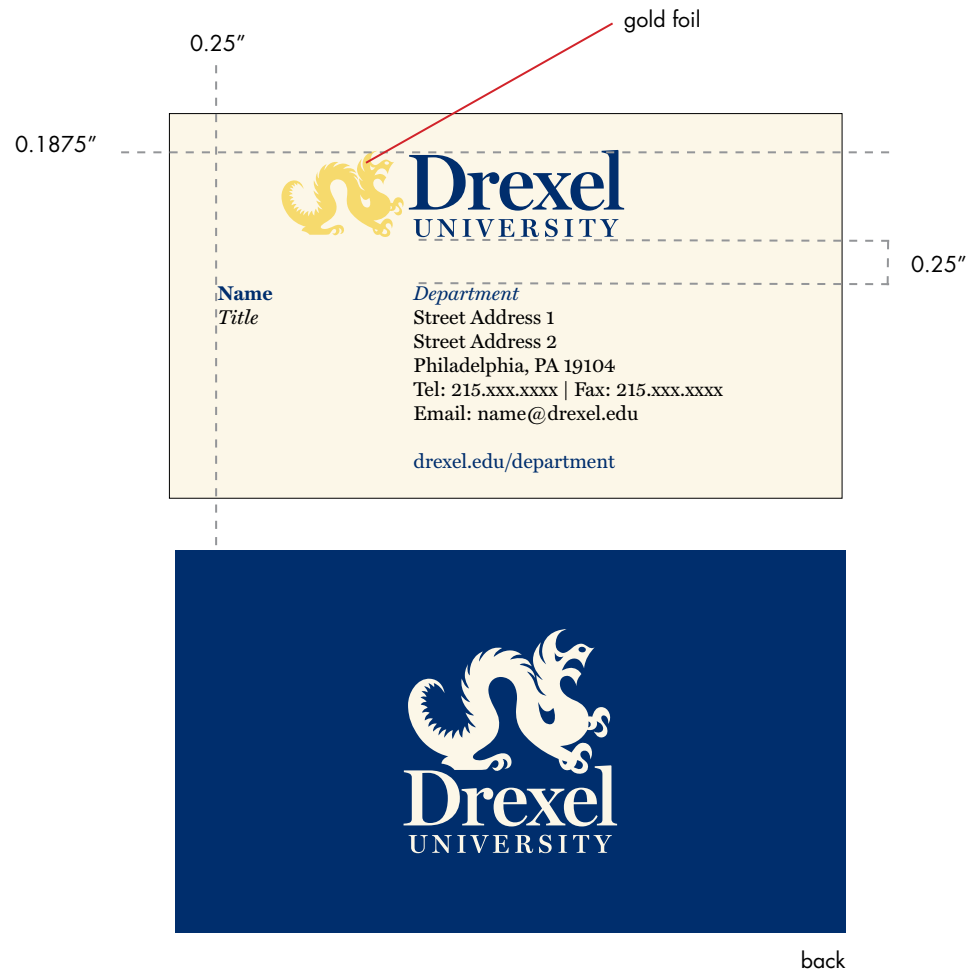3.65"   Salutations   3.65"

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Closing,

Signatory Name
Title

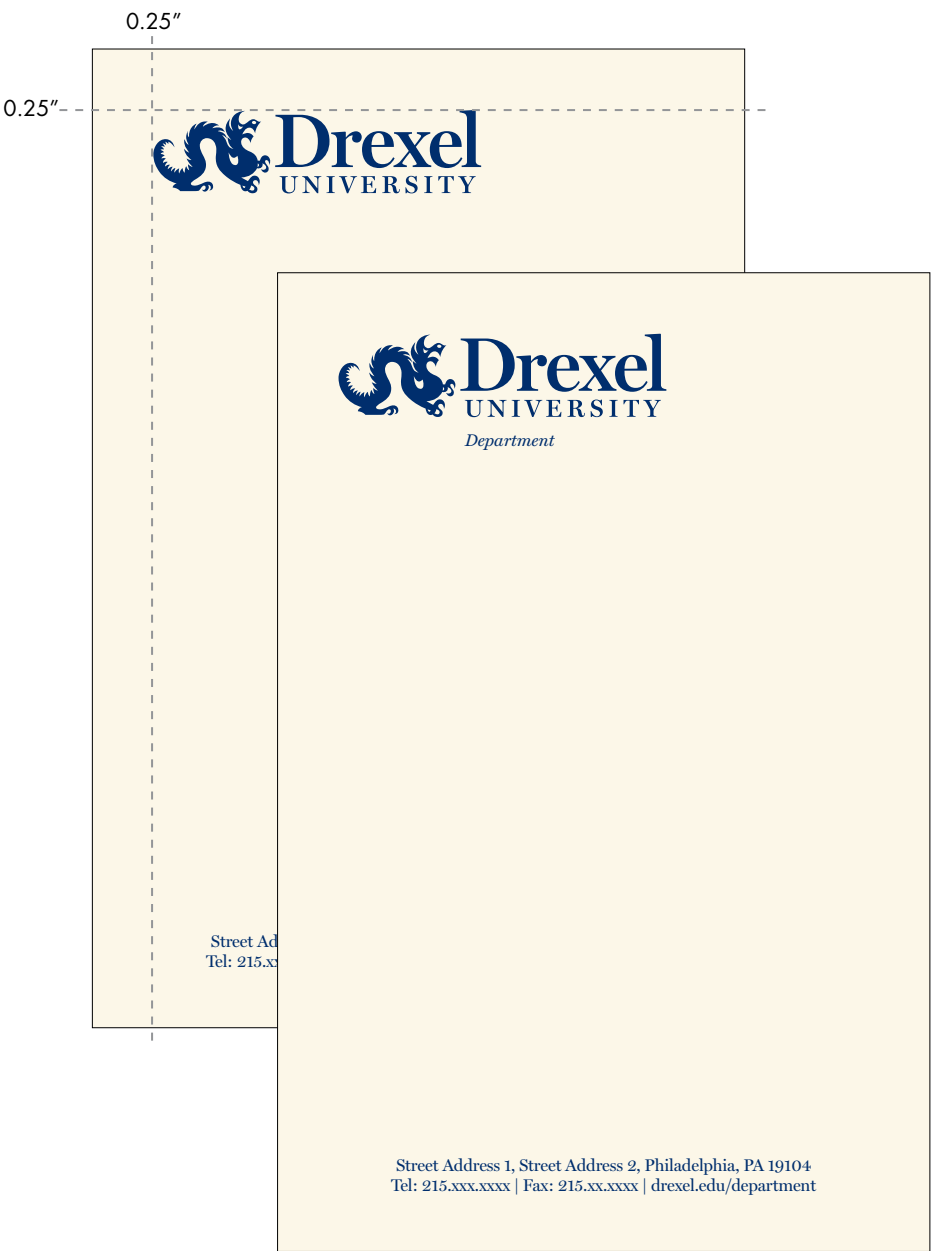0.375"   Street Address 1, Street Address 2, Philadelphia, PA 19104 | Tel: 215.xxx.xxxx | Fax: 215. xxx.xxxx | drexel.edu/westphal   0.375"

Two-color non-personalized academic unit letterhead shown at 45% actual size. Actual size of letterhead is 8.5 x 11 inches.
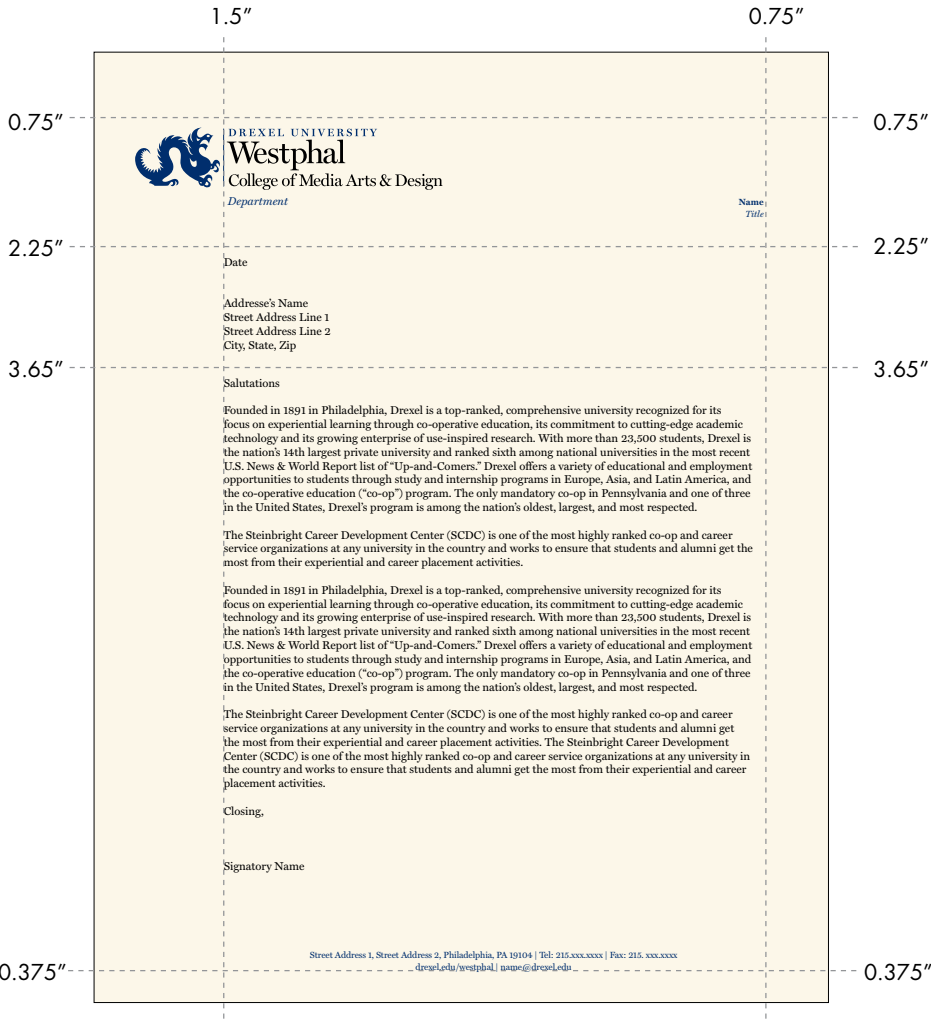
The college or school URL is permitted in the contact information.

1.5"   0.75"

0.75"   0.75"

DREXEL UNIVERSITY
Westphal
College of Media Arts & Design
Department

2.25"   Date   2.25"

Addresse's Name
Street Address Line 1
Street Address Line 2
City, State, Zip

3.65"   Salutations   3.65"

Founded in 1891 in Philadelphia, Drexel is a top-ranked, comprehensive university recognized for its focus on experiential learning through co-operative education, its commitment to cutting-edge academic technology and its growing enterprise of use-inspired research. With more than 23,500 students, Drexel is the nation's 14th largest private university and ranked sixth among national universities in the most recent U.S. News & World Report list of "Up-and-Comers." Drexel offers a variety of educational and employment opportunities to students through study and internship programs in Europe, Asia, and Latin America, and the co-operative education ("co-op") program. The only mandatory co-op in Pennsylvania and one of three in the United States, Drexel's program is among the nation's oldest, largest, and most respected.

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Closing,

Signatory Name
Title

0.375"   Street Address 1, Street Address 2, Philadelphia, PA 19104 | Tel: 215.xxx.xxxx | Fax: 215. xxx.xxxx | drexel.edu/westphal   0.375"

Two-color non-personalized academic unit departmental letterhead shown at 45% actual size. Actual size of letterhead is 8.5 x 11 inches.

The college or school URL is permitted in the contact information, but not the department URL.

1.5" 0.75"

0.75"

DREXEL UNIVERSITY
Westphal
College of Media Arts & Design
Department

Name
Title

0.75"

2.25" 2.25"

Date

Addressee's Name
Street Address Line 1
Street Address Line 2
City, State, Zip

3.65" 3.65"

Salutations

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Closing,

Signatory Name

Street Address 1, Street Address 2, Philadelphia, PA 19104 | Tel: 215.xxx.xxxx | Fax: 215. xxx.xxxx
drexel.edu/westphal | name@drexel.edu

0.375" 0.375"

Two-color personalized academic unit letterhead shown at 70% actual size. Actual size of letterhead is 8.5 x 11 inches.

The school or college URL and personal email is permitted in the contact information, but not the department URL.

Header

DREXEL UNIVERSITY
Westphal
College of Media Arts & Design
Department

The department or office is set in 9.5pt Miller Text Italic, .125" below the Drexel University signature.

Name/Title

Name
Title

The name on personalized stationery is set at 7.5pt Miller Text Bold, and the title is set at 7.5pt Miller Text Italic with 10pt leading.

Date, Addressee, and Body Copy

Date

Addressee's Name
Street Address Line 1
Street Address Line 2
City, State, Zip

The date, address and body copy are set at 9.5pt Miller Text with 11.5pt leading.

Street Address 1, Street Address 2, Philadelphia, PA 19104 | Tel: 215.xxx.xxxx | Fax: 215.xxx.xxxx
drexel.edu/westphal | name@drexel.edu

Contact Information

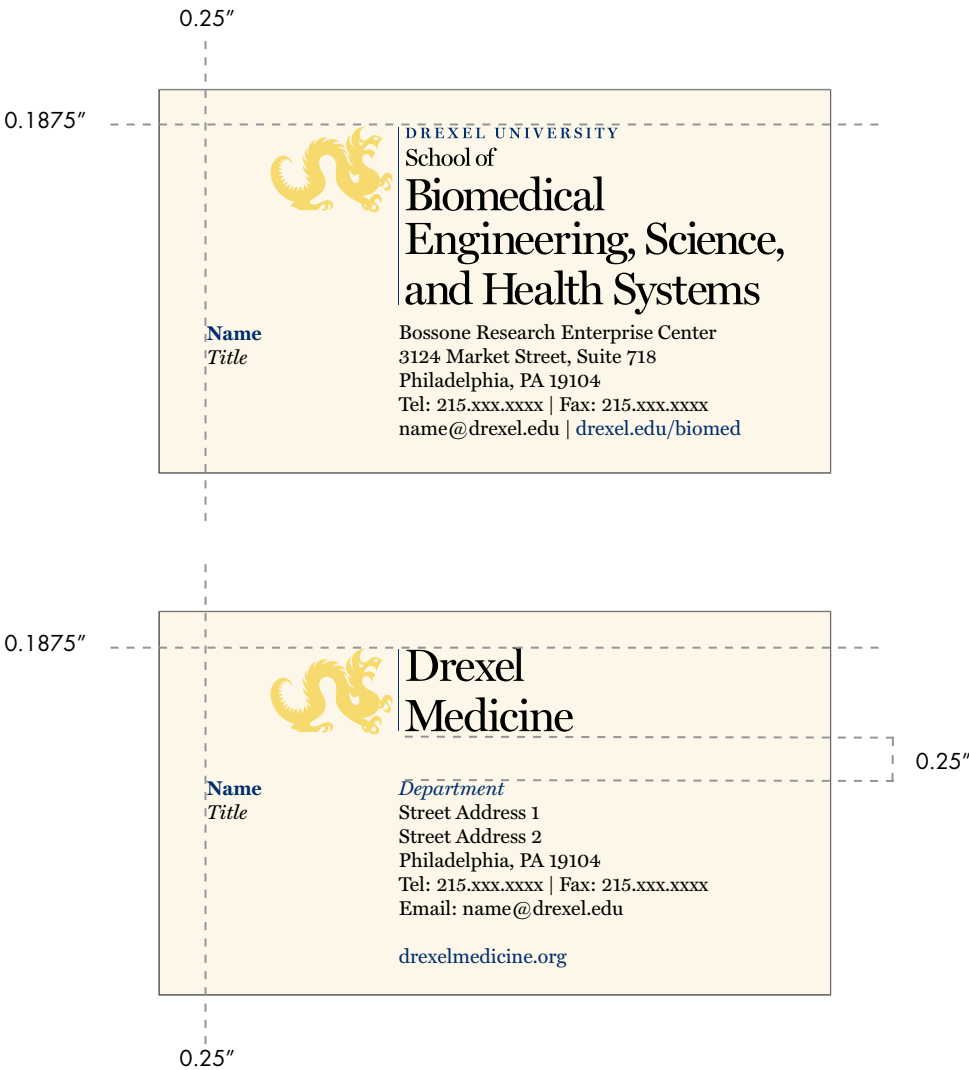The contact information is set centered at 7.5pt Miller Text with 10pt leading.

Only the Drexel University logotype is permitted on the back of the card.

0.25″

gold foil

0.1875″

0.25″

DREXEL UNIVERSITY
Westphal
College of Media Arts & Design

Name
Title

Department
Street Address 1
Street Address 2
Philadelphia, PA 19104
Tel: 215.xxx.xxxx | Fax: 215.xxx.xxxx
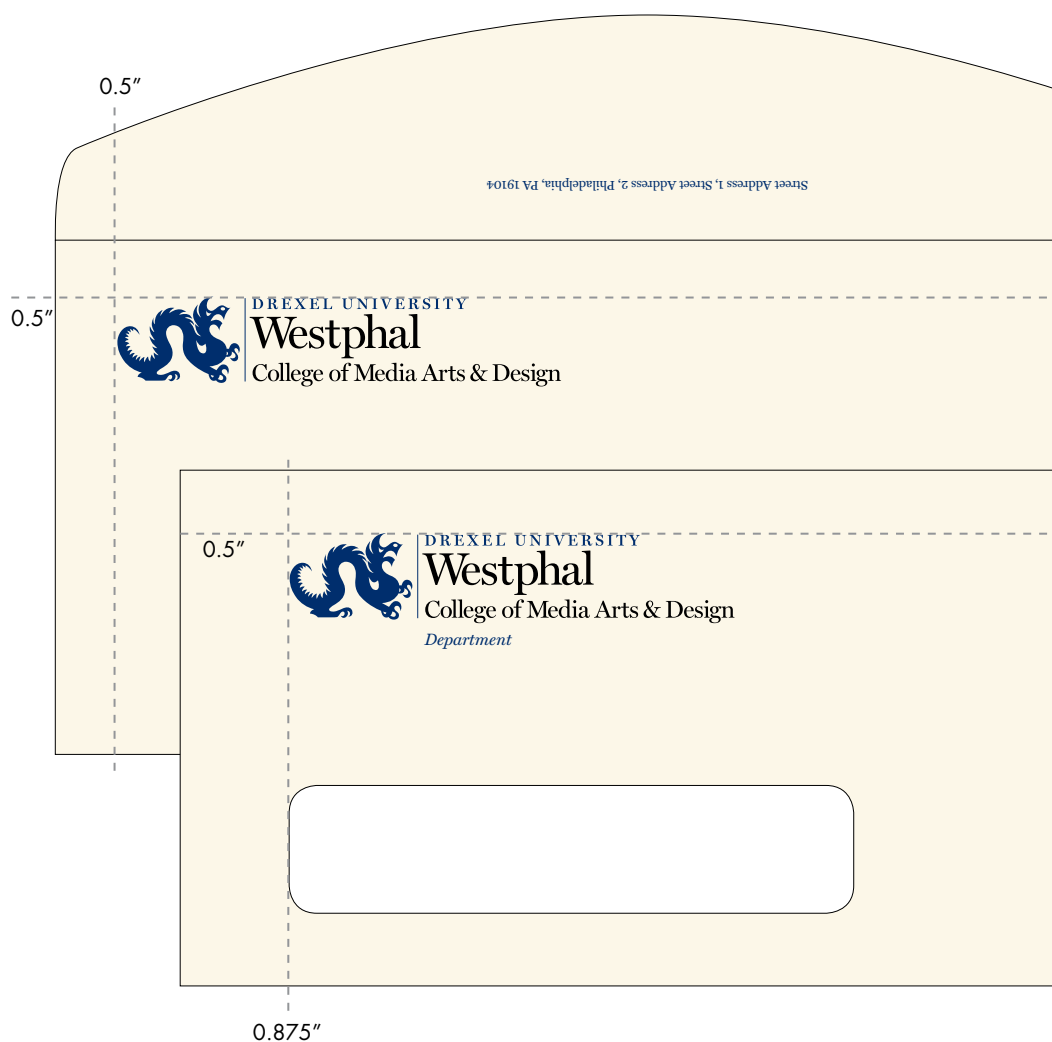Email: name@drexel.edu

drexel.edu/westphal

back

Drexel University academic unit business cards.
Shown at actual size (3.5 x 2 inches).

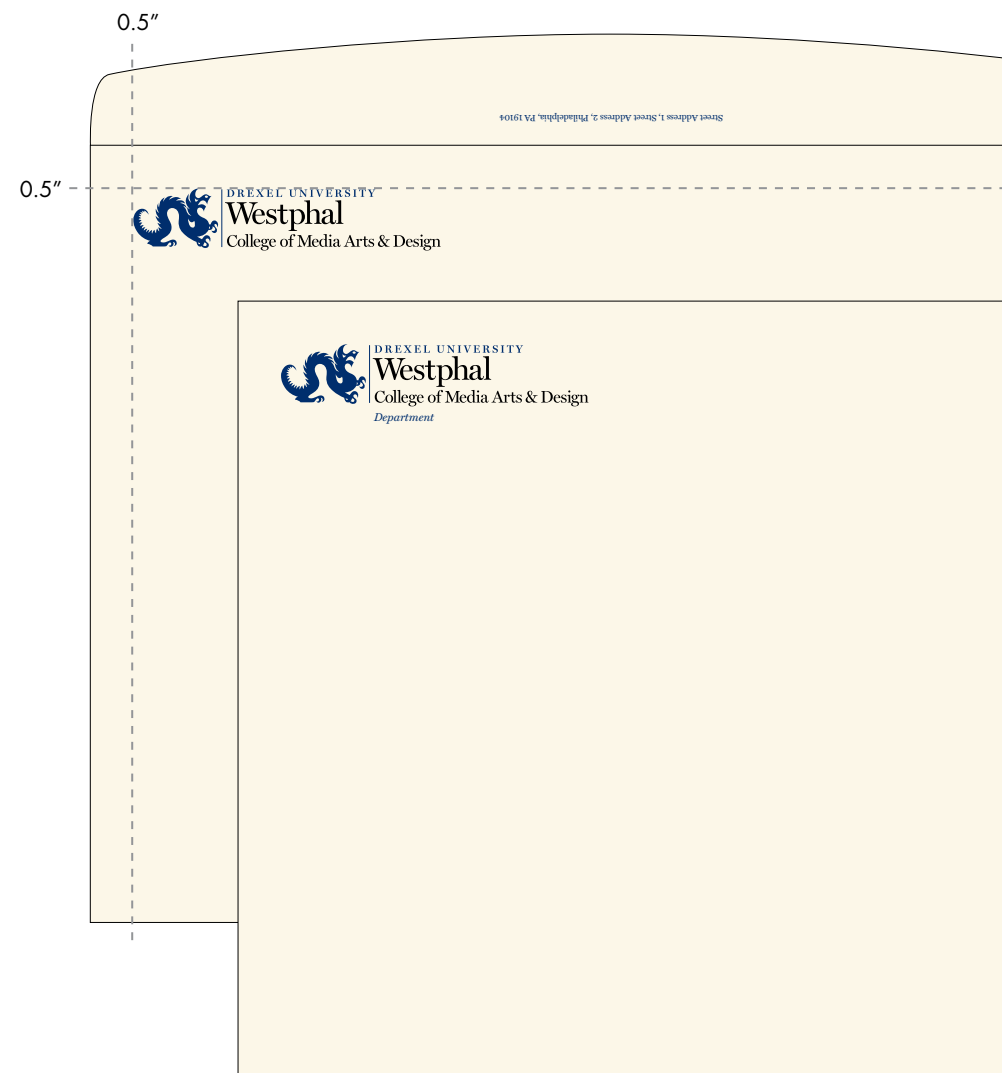Type is set at 7.5 Miller Text with 9pt leading, using Bold, Italic, and Roman.

0.25″

0.1875″

DREXEL UNIVERSITY
School of
Biomedical Engineering, Science, and Health Systems

Name
Title

Bossone Research Enterprise Center
3124 Market Street, Suite 718
Philadelphia, PA 19104
Tel: 215.xxx.xxxx | Fax: 215.xxx.xxxx
name@drexel.edu | drexel.edu/biomed

0.1875″

Drexel Medicine

0.25″

Name
Title

Department
Street Address 1
Street Address 2
Philadelphia, PA 19104
Tel: 215.xxx.xxxx | Fax: 215.xxx.xxxx
Email: name@drexel.edu

drexelmedicine.org

0.25″

Suggested design for oversized envelopes.

0.5″

0.5″

0.5″

0.5″

Street Address 1, Street Address 2, Philadelphia, PA 19104

DREXEL UNIVERSITY
Westphal
College of Media Arts & Design

Street Address 1, Street Address 2, Philadelphia, PA 19104

DREXEL UNIVERSITY
Westphal
College of Media Arts & Design
Department

0.5″

DREXEL UNIVERSITY
Westphal
College of Media Arts & Design
Department

0.875″

Two-color academic unit and department #10 window and non-window envelope shown at 65% actual size. Actual size of #10 envelope is 9.5 x 4.125 inches.
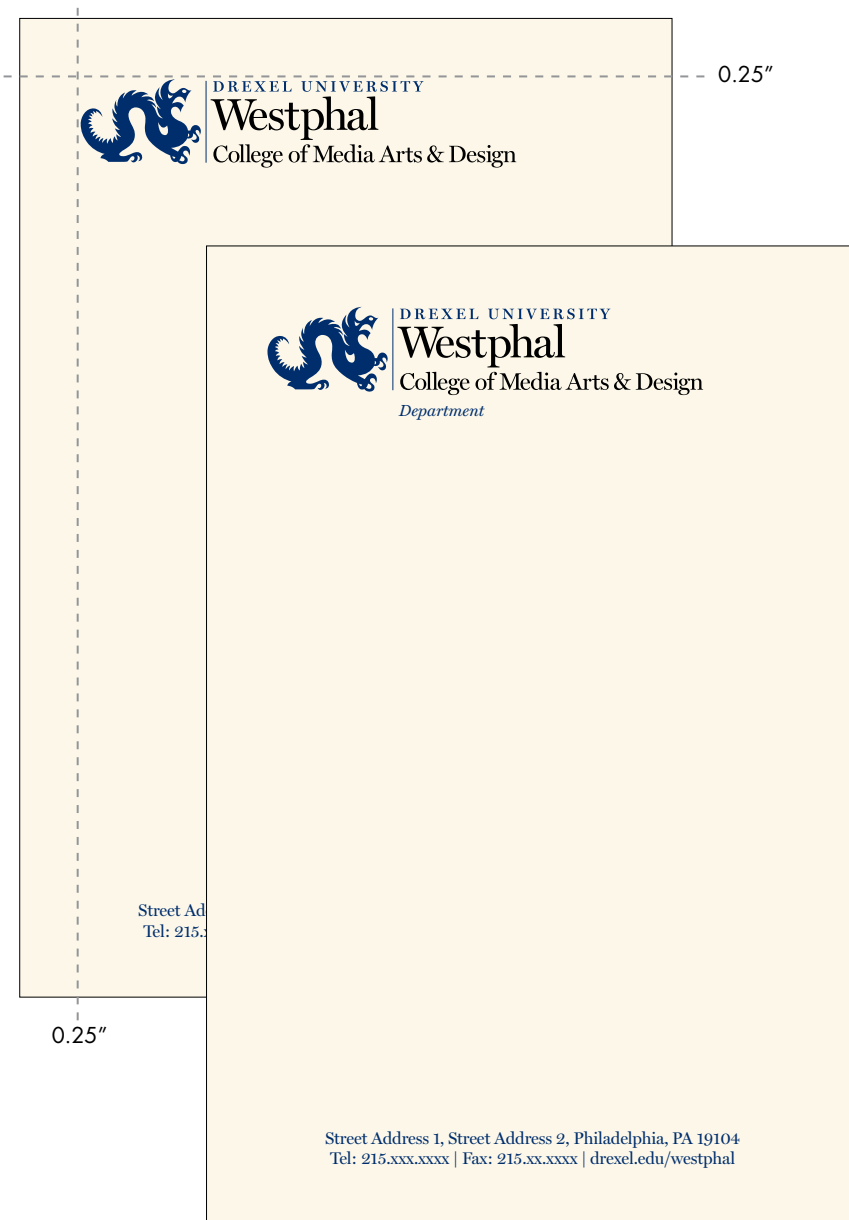
Primary logotype is aligned on front in upper left corner with the department set in 9.5pt Miller Text Italic, and the return address is located on a single line on the back flap set in 7.5pt Miller Text Roman.

Drexel University academic unit and department oversized envelopes. Shown at 45% actual size. Actual size is 12 x 9 inches.

Drexel signature is aligned on front in upper left corner with the department set in 9.5pt Miller Text Italic, and the return address is located on a single line on the back flap set in 7.5pt Miller Text Roman.

Primary

Secondary

Wordmarks

DREXEL UNIVERSITY
Westphal
College of Media Arts & Design

DREXEL UNIVERSITY
Westphal
College of Media Arts & Design
Department

Street Address 1, Street Address 2, Philadelphia, PA 19104
Tel: 215.xxx.xxxx | Fax: 215.xx.xxxx | drexel.edu/westphal

Academic unit and department notepad.
Shown at 85% actual size. Actual size is 4 x 6 inches.

The department and contact information are set at 7.5 Miller Text Italic and
Roman, respectively.

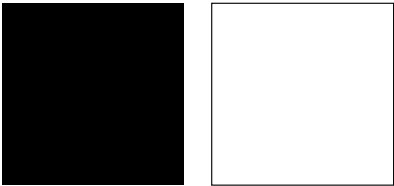| School Colors | Drexel Blue | Drexel Gold | Drexel Red |
| Pantone Colors | Pantone 294C | Pantone 7548C | Pantone 032C |

| School Colors | Drexel Black | White |
| Pantone Colors | Pantone Process Black | White |