

Graphic Standards

www.reed.edu/public_affairs/tools/standards.html

Reed College Graphic Standards

Reed College Logo: The Wordmark

Reed's logo is its wordmark. The font in the wordmark is Reed New Roman; it was created for the college and is based on Times New Roman. The wordmark's letters and spacing between were designed to look exactly as they are below. Substituting Times New Roman or other typefaces will not reproduce Reed's logo.

You can download an approved Reed wordmark at www.reed.edu/public_affairs/tools/logos.html. If the version available for download does not meet your needs, contact the office of public affairs.

REED COLLEGE

Wordmark Size Requirements

Consistency in size of the wordmark will help to ensure the visibility and integrity of Reed's identity. The recommended length of the wordmark is 2.25 inches on printed publications that are 8.5 x 11 inches or smaller.

RECOMMENDED PRINT SIZE

REED COLLEGE

————— 2.25" —————

MINIMUM PRINT SIZE

REED COLLEGE

————— 1.75" —————

Positioning the Wordmark

Reed's wordmark should not be crowded by other text or images. As a general rule, keep a space equal to or greater than the height and width of the capital *R* in *Reed* surrounding the wordmark.



Wordmark Background Guidelines

Background colors and images can easily obscure the Reed wordmark. The preferred treatment is to place the wordmark on white or a light solid color. It can also be placed in white, or “reversed out,” on a darkly colored background.

When placing the wordmark over an image, use caution and good judgment; place it over an image only if there is sufficient contrast to distinguish the logo from the background.

PROPER USE OF THE WORDMARK



White is the preferred background color; 60–100 percent black is the preferred wordmark color



The wordmark “reversed out” of Reed red background



The wordmark in Reed red on a 50 percent black background or PMS 417



Placed on a photo that does not obscure or compete with the wordmark



20%



40%



60%



80%



100%



“Reversed out” of a photo that does not obscure or compete with the wordmark

WORDMARK MISUSE



REED COLLEGE

Never skew or distort the wordmark.



REED COLLEGE

Never skew or distort the wordmark.



REED COLLEGE

Don't use special graphic treatments.



REED COLLEGE

Don't use colors that are not part of the Reed palette.



REED COLLEGE

Don't use the wordmark over busy photos.



REED COLLEGE

Don't tilt or rotate the wordmark.



REED
COLLEGE

Don't stack the wordmark.



REED COLLEGE

Don't outline the wordmark.



REED COLLEGE

Don't substitute typefaces in the wordmark.



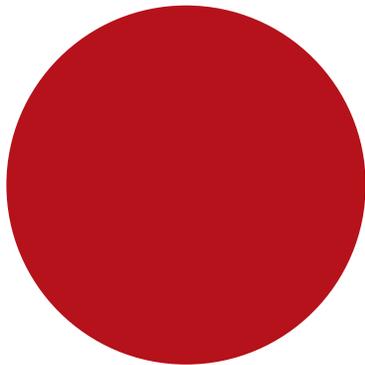
REED COLLEGE

Don't put the wordmark in an arch or other shape.

Color

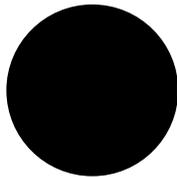
Official college publications, including Reed’s website, draw on a palette of colors to maintain consistency and recognition. Reed’s core color is a vibrant, warm red. Supporting colors are used to complement the core color.

REED’S CORE COLOR—REED RED



PMS: 1807
C:0 M:100 Y:96 K:35
R: 167 G: 14 B: 22
HEX: A70E16

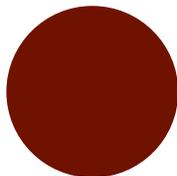
REED’S SUPPORTING COLORS



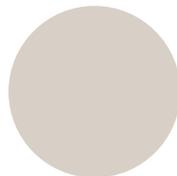
black



Reed Gray
PMS U: 417
C: 0 M: 0 Y: 25 K:65
R: 67 G: 67 B: 67



Reed accent red
PMS U: 1817
C:0 M:90 Y:100 K:65
R: 94 G: 5 B: 1



Reed light gray
PMS U: warm gray 3
C: 0 M: 4 Y: 8 K:17
R: 191 G: 175 B: 159

Typographic Style

Typography plays an important role in Reed's identity. The college uses a variety of typefaces depending upon the medium, intended use, publication, and audience.

The two main typefaces used in Reed publications are Myriad Pro and Sabon. If those fonts are not available to you, there are many appropriate substitutions; Times New Roman may be substituted for Sabon, while Frutiger or Lucida may be substituted for Myriad Pro.

Below are suggestions for appropriate type usage in publications. For questions about or advice on typography in your document, please contact public affairs.

HEADLINES IN PRINTED PUBLICATIONS—SANS SERIF OPTIONS

Myriad Pro Bold 12 point, upper/lower case

MYRIAD PRO BOLD 11 POINT, ALL CAPS

HEADLINES IN PRINTED PUBLICATIONS—SERIF OPTIONS

Sabon Roman 16 point, upper/lower case

BODY TEXT IN PRINTED PUBLICATIONS—SANS SERIF OPTIONS

Myriad Pro regular 9 point

Myriad Pro regular 10 point

BODY TEXT IN PRINTED PUBLICATIONS—SERIF OPTIONS

Sabon Regular 10 point

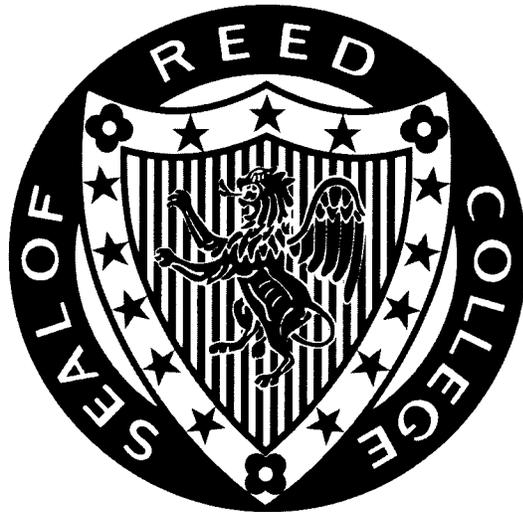
Sabon Regular 11 point

Seal of Reed College

Reed has an official college seal that is registered with the State of Oregon. The seal is not a substitute for the wordmark and is not the college's logo. The seal is used only on official college documents, such as diplomas and presidential communications.

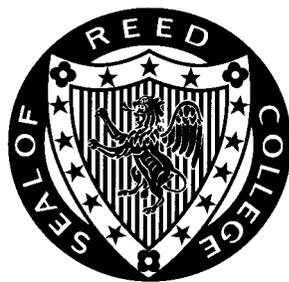
The seal should stand alone with plenty of free space surrounding it. The color should not be reversed.

MAXIMUM PRINT SIZE



2.75"

MINIMUM PRINT SIZE



1.5"

Reed College Griffin

The griffin is an unofficial mark used by Reed. Its use varies widely. The griffin is not required on publications or web pages and should not be used in lieu of the wordmark on official publications. Many different griffins have been used throughout the college's history. Below is the current griffin.

You can download a print-ready version of the griffin at www.reed.edu/public_affairs/tools/logos.html. If the download does not meet your needs, contact the office of public affairs.

MAXIMUM PRINT SIZE



MINIMUM PRINT SIZE



Reed's Identity on the Web

Reed uses a designed template and content management system (CMS) for its academic and administrative web pages. The placement of text, use of typography, and overall appearance are governed by the template. Users with CMS access can edit body content, side navigation, and side bar content.

A selection of photo banners has been created for use on office and department web pages. Contact a web support person for assistance in accessing and placing these images. Web support staff members can also assist in the creation of a custom photo banner.

For assistance with revisions to existing academic pages, contact computing and information services. For assistance with revisions to existing administrative web pages, contact the web designer in the public affairs office.

HOME PAGE



The content on Reed's home page is managed by public affairs.

SECONDARY PAGE



photo banner
side navigation
body content
side bar content