



CALIFORNIA STATE UNIVERSITY  
FULLERTON

# Logo Standards

## Examples

### 1. Minimum reproduction sizes for print:

- a. **Horizontal Logo:** should NOT appear smaller than **1 3/8"** in length
- b. **Stacked Logo:** should NOT appear smaller than **1"** in length
- c. **Emblem:** should NOT appear smaller than **1/2"** in height



### 2. Minimum reproduction size for web:

- a. Should NOT be smaller than 195 pixels wide by 46 pixels tall (approximately 2 3/8" wide x 3/4" high)

### 3. University Colors

- a. **Blue: PMS 540**  
C = 100%, M = 50%, Y = 0%, K = 50%
- b. **Orange: PMS 152**  
C = 0%, M = 60%, Y = 100%, K = 0%



### 4. Primary Typefaces for the University:

- a. Adobe Garamond/ Garamond
- b. Helvetica Neue-Regular/Helvetica or Arial

### 5. University logo needs to go somewhere in every publication.

- a. can be in front or back

# Mihaylo College of Business and Economics

## Logo Standards

### Examples

- 1. **Type Specifications:**  
Helvetica Neue, Bold = should NOT be smaller than 1" in length  
\*when using the above, full college name must be written somewhere



**Mihaylo College of Business and Economics**  
Helvetica Neue, Regular = should NOT be smaller than 1 3/8" in length

- 2. Use the colors provided by the university
- 3. Throw away OLD LOGOS before putting the new ones on your computer.



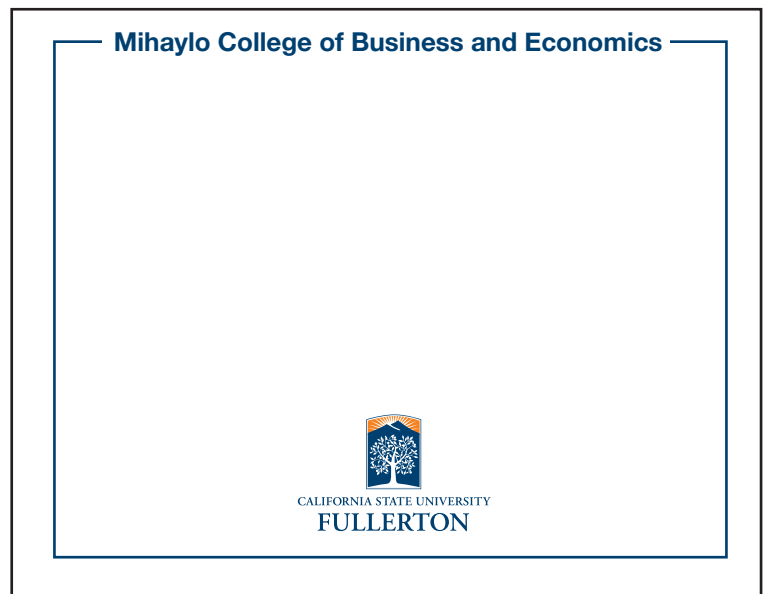
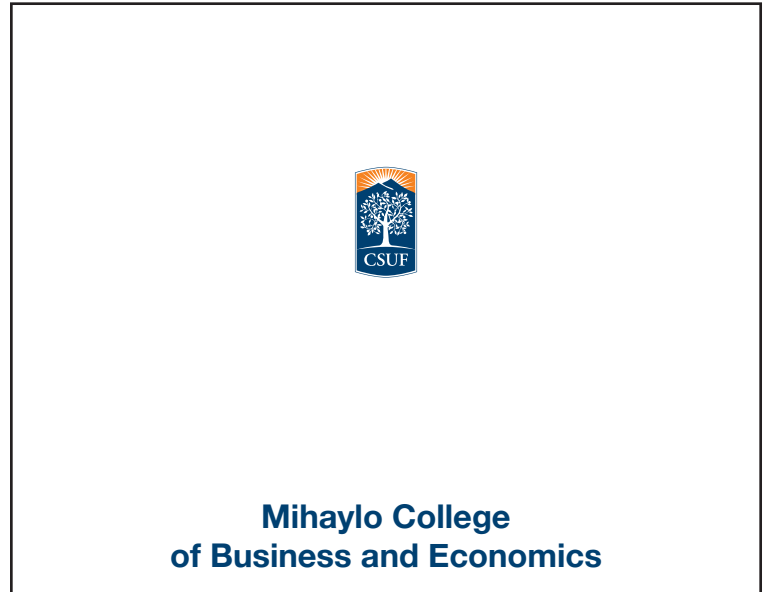
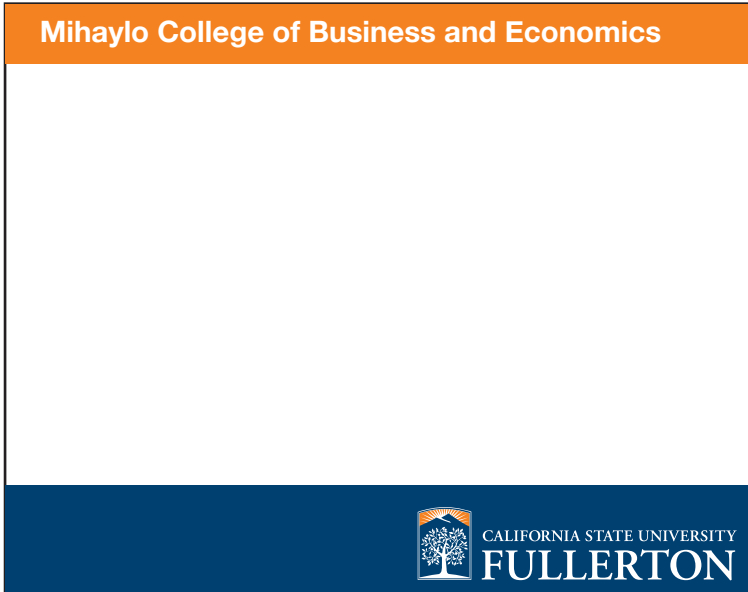
- 4. **Extension Logo**  
Should not be less than 1. 3/8" in length



- 5. **Mihaylo logo needs to go somewhere in every publication.**
  - a. can be in front or back

# Logo Standards

Possible Design samples with logo



## FOR MORE INFORMATION

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