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

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

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