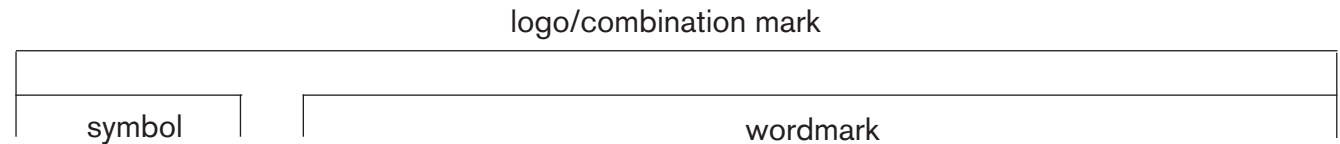




CALTECH ASSOCIATES

# INTRODUCTION



# CALTECH ASSOCIATES

The Caltech Associates logo is a combination mark consisting of a symbol and a wordmark. The symbol is a visual representation of a column capital from the arches around the Caltech campus, with the Caltech torch surrounded by acanthus leaves. Columns provide support and strength, and much like the Associates, remain a pillar to the Caltech community since its founding in 1926 by a group of local philanthropists. The Associates is the portal for the community to access Caltech and the people and discoveries that are shaping a better future for us all and to be part of changing the world.

Use this style guide as a way to preserve the integrity and impact the Caltech Associates logo will have in print and online communications. Always attempt to present the logo in an impactful and uncluttered fashion.

Traditionally, logo refers to a logotype that consisted only of a typeface or font to represent a company or organization. Today, logo has come to refer to either the logotype or symbol or combination mark that represents the company or organization.

The terminology in this guide is used to maintain clarity in identifying items. Hence, "symbol" is used to identify the column capital and "wordmark" is used to identify the words "Caltech Associates," also known as the logotype.

Together these parts make up the combination mark which will also be referred to as the logo.

# SPACING



Leave clear space around the logo that is approximately half the length of the symbol at minimum. The spacing between the symbol and the wordmark is approximately a quarter the length of the symbol. Use this as a guide to ensure that elements do not intrude upon this space, giving the Caltech Associates logo the appropriate amount of clear space for clarity.

# COLOR

## Primary Colors



Pantone 1585c  
C0 M68 Y98 K0  
R255 G108 B12  
HEX FF6C0C

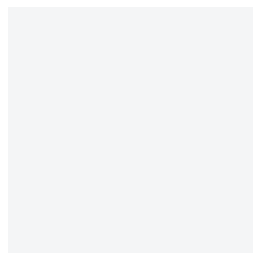


Pantone 287  
C100 M82 Y37 K19  
R22 G61 B108  
HEX 163D6C

## Secondary Colors



Pantone 2995  
C81 M12 Y1 K0  
R0 G168 B226  
HEX 00A8E2



Light Grey  
C4 M3 Y3 K0  
R241 G241 B241  
HEX F1F1F1

The primary colors for the Caltech Associates logo is orange (PMS 165) and dark blue (Pantone 287). A secondary blue (PMS 2995) may be used as an impact or complimentary color but never to replace the primary dark blue.

The two-color combination mark uses orange for the symbol and dark blue for the wordmark. If necessary, place white behind the symbol to enhance it on different backgrounds. The colors should *not* be reversed (blue symbol/orange logotype).

A one-color representation is also an option, for example a white knockout. If only one color can be used, dark blue is the preferred choice over orange, or in the case of black and white publications, black is the preferred color.

Never use a three or more color logo. Secondary colors can be used as backgrounds but if it is a busy background or color other than the official colors it is recommended to knock out in white.

Do not place the logo over busy images. There should be enough contrast between the logo and background to ensure readability.



# PREFERRED USAGE



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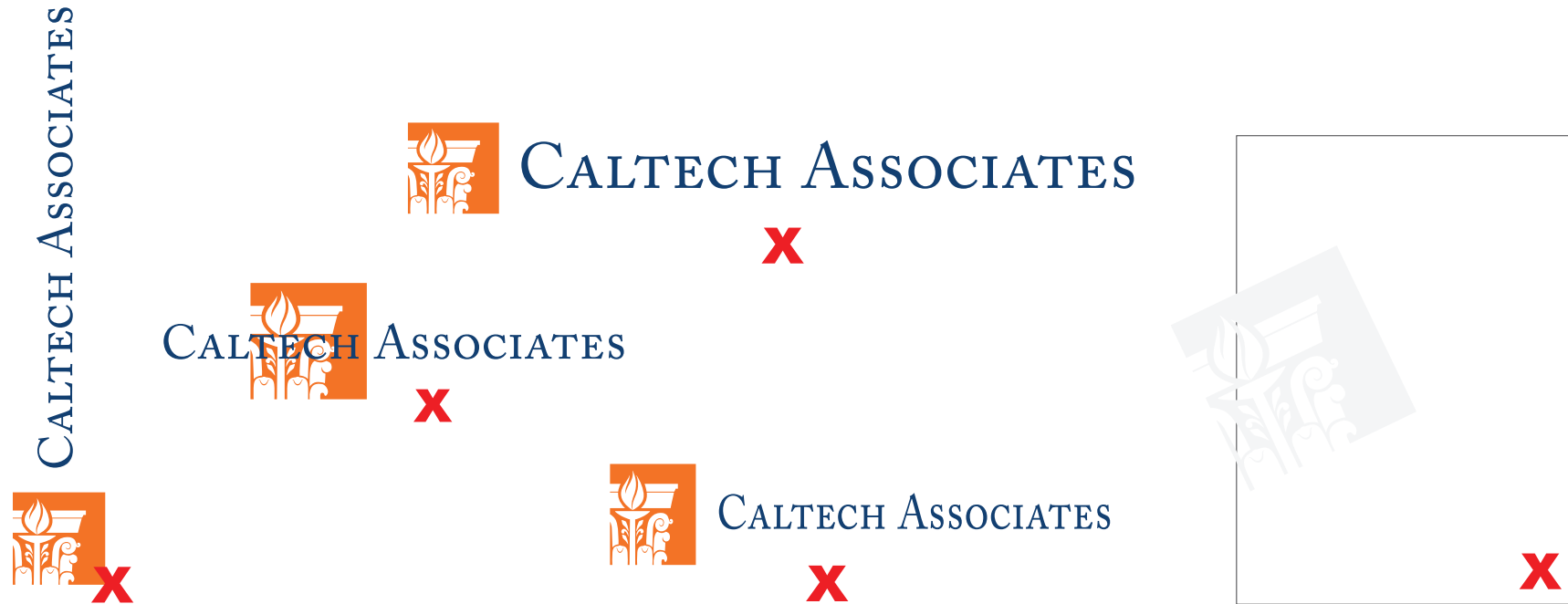


CALTECH ASSOCIATES

# INCORRECT USAGE



# INCORRECT USAGE



- Do not change the orientation of the symbol or wordmark
- Do not overlap the wordmark and symbol
- Do not scale the symbol and wordmark separately
- Do not scale the logo disproportionately
- Avoid tilting or cutting off the logo
- It is preferred to present the logo as a combination mark, however, in special cases, the symbol and wordmark may function separately.
- Watermarks are acceptable when treated in a classy, unobstructive way. Do not use it simply to fill space. Ensure that text is always legible and has enough contrast from the watermark.

# SIZE & LAYOUT



A minimum size of 3/8 inch in height should be used to ensure maximum readability.



# POSITION



CALTECH ASSOCIATES



Position the logo with ample space around it. Avoid running the logo off the page, or centering it at the top or bottom of a page.

In spaces that are narrow, use the alternate layout of the logo (for example, as shown on the pen above.)

# FONTS

## Adobe Caslon

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ? ! " ”

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ? ! " ”*

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ? ! " ”**

## Berthold Aksidenz Grotesk

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ? ! " ”

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ? ! " ”*

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ? ! " ”**