

OFFICE OF COMMUNICATIONS  
**SUB-BRAND LOGO OVERVIEW**

**HORIZONTAL AND STACKED LOGOS**

There are three versions of the sub-brand logo — horizontal, stacked left-aligned and stacked centered. **The horizontal version is the preferred version** and the stacked versions are alternates for situations where the horizontal logo won't fit.

**PRINT FOLDER**

This folder contains EPS files of your sub-brand logo with various color options:

PMS blue uncoated  
PMS blue coated  
CMYK blue  
white  
black

EPS files are high-resolution vector files that are suitable for printing and can be enlarged to any size. They can be used in the Adobe Creative Suite design programs (Illustrator, InDesign and Photoshop) on both a Mac and PC. On a Mac, they can also be used in Microsoft Word and PowerPoint. On a PC, EPS files cannot be used in Microsoft Office. We've provided transparent TIFF files in the TIFF folder for PC users.

A PMS color is a solid ink color made by Pantone and is used for offset printing. Before choosing between uncoated (U) and coated (C) PMS files, ask your printer which file type would be better for your project. Otherwise, if you are printing on a local printer, choose the CMYK files. These files use a four-color process build that can be used in offset and digital printing.

**DIGITAL FOLDER**

This folder contains PNG files of your logo with two color options:

RGB blue (web-ready color)  
white

PNG files are for web, social media and email platforms. They have transparent backgrounds and maintain their resolution. We haven't provided JPEG files since they don't have a transparent background and lose quality when passed through email.

RGB colors are color builds for screens such as desktop monitors or mobile devices.

**QUESTIONS?**

Please contact Deborah Wieder, director of Creative Services, at [dwieder@brandeis.edu](mailto:dwieder@brandeis.edu) with any questions.

## OFFICE OF COMMUNICATIONS COLOR OVERVIEW\*

### FOR PRINT

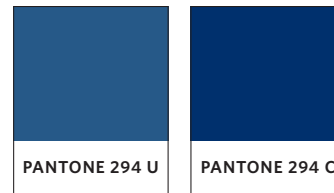
#### PMS 294

Solid ink color made by Pantone that is used for offset printing.

#### PROCESS COLORS (CMYK)

Four-color process build that can be used for offset or digital printing.

CYAN	100
MAGENTA	86
YELLOW	14
BLACK (K)	24



### FOR DIGITAL USE

Color builds for screens such as desktop monitors or mobile devices.

HEX# 003478

R 0  
G 52  
B 120



\*The colors used in this document are digital versions of their print counterparts. Please note that the PMS colors and CMYK build may look different when printed.