Logo Spacing and Colors

Clear Space

Clear space surrounding logo should be equal to 1/4 the width of logo.

Sizing

Minimum size of logo for printed documents should be 1 inch wide.

Color Values

Pantone
PMS #471

RGB
Red 183  Green 83  Blue 18

Web Safe Hex
#993300

CMYK
Cyan 23 %
Magenta 76%
Yellow 100%
Black 13%

Note: Colors may vary depending on quality and color of paper stock.
INTERNATIONAL HOUSE

- PRINT STYLEGUIDE -

FONTS AND TEXT

Logo Font:

COPPERPLATE GOTHIC LIGHT
COPPERPLATE GOTHIC BOLD

INTERNATIONAL HOUSE

First letters may be larger for emphasis as shown above.

Copperplate is also used in some document titles, headings and the tag line:

THE FUTURE LIVES HERE

Note: Copperplate is an all-caps font, so do not use with long paragraphs of text. Only use it for page titles, headings and contact info blocks (see below).

Body Text Font:

Minion Regular
Minion Bold
Minion Italic

Contact Info Blocks:

To be used at the bottom or last page of document for address, phone number, email, etc. Font size should be at least 8 pt. as shown here:

INTERNATIONAL HOUSE AT THE
UNIVERSITY OF CALIFORNIA, BERKELEY
2299 PIEDMONT AVENUE
BERKELEY, CA 94720
(510) 642-4128 PHONE
(510) 643-8968 FAX
IHOU@BERKELEY.EDU
HTTP://IHOU@BERKELEY.EDU

Contact info blocks may also be used in conjunction with the logo and tag line as shown here:

THE FUTURE LIVES HERE

INTERNATIONAL HOUSE AT THE
UNIVERSITY OF CALIFORNIA, BERKELEY
2299 PIEDMONT AVENUE
BERKELEY, CA 94720
(510) 642-4128 PHONE
(510) 643-8968 FAX
IHOU@BERKELEY.EDU
HTTP://IHOU@BERKELEY.EDU