125<sup>th</sup> LOGO USAGE GUIDELINES

BACKGROUND
DePaul University’s 125<sup>th</sup> logo was created by DePaul student, Vick-Ariel Privert (LAS ’23). The winning logo was voted upon by DePaul staff, faculty, students and alumni from nearly 50 submissions of student-generated work.

GENERAL
There are four versions of the 125<sup>th</sup> logo and should be selected based on context, purpose and allowable space. Logos may be downloaded here. Questions? Email Beth Roman at broman@depaul.edu.

When a piece is created specifically to celebrate the anniversary, the 125<sup>th</sup> anniversary logo can be the singular logo, however, it should only be used from November 1, 2021 through August 31, 2023.

COLOR
Each arrangement of the 125<sup>th</sup> logo comes in two colors: bright blue and white. The color may not be altered and should be assigned contextually, so the logo relates to its environment.

PLACEMENT
Any design of the 125<sup>th</sup> logo may be used in any medium. However, when selecting your preferred logo design, it’s recommended you consider how the logo will scale and if/how reproduction quality will be effected. As a starting point, consider the following:

PRIMARY AND SQUARE
- Large-scale environmental installations (banners, posters, window clings, etc.)
- Square version recommended for vertical layouts.
- Print materials (brochures, postcards, invites, etc.)
- Large imprint areas (giveaways such as t-shirts, bags, etc.)

HORIZONTAL
- Small imprint areas (giveaways such as pens, water bottles, etc.)
- Small digital spaces (social media profile, website, email headers)

HORIZONTAL-STAINED GLASS
- Small digital spaces (social media profile, website, email headers, etc.)