

125TH LOGO USAGE GUIDELINES

BACKGROUND

DePaul University's 125TH 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 125TH 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 125TH 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 125TH 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 125TH 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

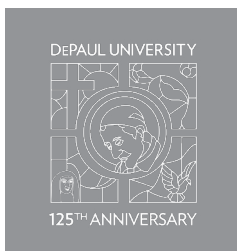
- Large-scale environmental installations (banners, posters, window clings, etc.)
- Square version recommended for vertical layouts.
- Print materials (brochures, postcards, invites, etc.)
- Large imprint areas (giveaways such as t-shirts, bags, etc.)



125th logo PRIMARY-white



125th logo PRIMARY-blue



125th logo SQUARE-white



125th logo SQUARE-blue



125th logo HORIZONTAL-white



125th logo HORIZONTAL-blue

HORIZONTAL

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



125th logo HORIZONTAL STAINED GLASS-white



125th logo HORIZONTAL STAINED GLASS-blue

HORIZONTAL-STAINED GLASS

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