150 YEARS
URSINUS COLLEGE
FOUNDED 1869

The Ursinus "150 Logo" has been created for use during the 2019-2020 academic year to use on documents or items as a way to commemorate Ursinus's sesquicentennial.

"150 Logo" Guidelines

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Logo mark is to be used as whole unit at all times, which includes the numbers, ribbon, and type. It is not to be combined with other Ursinus logos or word marks.

The mark is not to be used as a replacement for the primary or secondary Ursinus logos. Where possible both should be used on the same document.

Primary Mark

FULL COLOR

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Allow for white space around the mark equal to the height of the type below the numbers.

SIZING

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0.75"

Minimum size is 0.75 inches wide. There is no maximum.

Acceptable Variations

2 COLOR	1 COLOR BLACK	1 COLOR OLD GOLD	1 COLOR RED	1 COLOR WHITE

Use only approved brand colors for the 150 Logo.
Red: PMS 202 or C=0, M-100, Y=61, K=43; **Old Gold:** PMS 137 or C=0, M-35, Y=90, K=0; **Black:** 100% Black

Additional Information

Please refer to the visual style guide for all common approved and non-approved uses. All applications of the 150 Logo should be approved by the Office of College Communications. For questions and application approvals please contact:

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Ursinus College