Carlow University Visual Style Guide

This visual style guide has been created by Marketing and Communications to preserve the value and unity of Carlow University's visual identity in print and digital media. The following pages provide a brief set of guidelines to use the Carlow University identity correctly.

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**Carlow University Wordmark**

The Carlow University wordmark is the primary identifier for Carlow University. The wordmark is designed to be used as one unit and is to appear **only in purple, black, or white**. Elements of the wordmark are not to be used separately or combined with other elements. This wordmark has been specially designed for use by the university and may not be changed in terms of proportion, typeface, or color. The Carlow University wordmark must be reproduced from official artwork.

Wordmark files are available as .eps, .png, or .jpeg.

**PMS 2627 Purple (primary)**

![Purple Wordmark](image)

**Black**

![Black Wordmark](image)

**White**

*Use the white wordmark when the background does not provide enough contrast to show the logo properly.*
Clear Space

Ample clear space around the Carlow University wordmark ensures the integrity and impact of the mark. There may be cases where it is difficult to allow the full recommended clear space (e.g., a small display ad). However, this guideline should be followed whenever possible.

No other graphic elements can touch, overlap, or be combined with the Carlow University mark.

\(X = \text{cap height of “C” in “Carlow”}

\text{recommended clear space} = 1\times\)

Minimum Size

The minimum allowable reproduction size for the Carlow University wordmark is 1.25” in width. Reproduction below this size would compromise the readability of the wordmark.
Incorrect Usage

These examples illustrate unacceptable uses of the Carlow University wordmark. The wordmark must not be compromised or manipulated in any way and should always be reproduced from approved artwork.

**DO NOT**
- use different typefaces in place of the wordmark—it was created as artwork.
- change the size relationships or positioning of the Carlow wordmark.
- set the wordmark on an angle or reshape it in any way.
- scan the wordmark from reproduction masters or recreate the logo in any way.
- reproduce the wordmark in colors other than those specified on page 4.
- use drop shadows, outlining, or special effects to all or part of the wordmark.
- reproduce the wordmark at a width smaller than 1.25.”
- use former Carlow University logos/wordmarks under any circumstances.

**DO NOT**
- set the wordmark on a competitive background that will detract from its readability.
**Carlow Celtics**

The Carlow Celtics logo is the primary identifier for Carlow University’s athletic teams. The logo is designed to be used as one unit. Elements of the logo are not to be used separately or combined with other elements. This logo has been specially designed for use by the University and may not be changed in terms of proportion, typeface, or color.

The Carlow Celtics wordmark is a secondary identifier to be used in place of the primary logo when deemed appropriate.

Both the Carlow Celtics logo and wordmark must be reproduced from official artwork. Neither the logo or wordmark should be used in combination with other elements.

Logo and wordmark files are available as .eps, .png, and .jpeg.
Carlow University Seal

Formal Seal
This seal is reserved for specialized use such as diplomas, commencement programs, and invitations from the president of Carlow University.

Presidential Seal
This seal is reserved for specialized, presidential use.
Carlow Official Colors

Carlow University’s official and primary color is purple (Pantone 2627C). Gold (Pantone 7406C) is Carlow’s secondary color. The correct and consistent use of Carlow’s official colors helps reinforce the university’s identity. These swatches indicate the correct translations of the official colors for both print and digital use.
Carlow Secondary Color Palette

Color is essential to the Carlow style, and the accent palette at the left has been carefully selected to give users the flexibility needed to meet a large variety of objectives, both print and digital. This extended palette instills a sense of consistency across diverse types of applications and plays well with the Carlow University purple.

Light Blue
PANTONE 2995C
90C 11M 0Y 0K
#00a4e4

Orange
PANTONE Bright OrangeC
0C 77M 100Y 0K
#ff5f00

Green
PANTONE 361C
75C 4M 100Y 0K
#3fae29

Light Orange
PANTONE 1375C
0C 45M 96Y 0K
#ff9e15

Bright Green
PANTONE 389C
24C 0M 100Y 0K
#cede00

Pink
9C 96M 18Y 0K
#dc277c

Bright Purple
PANTONE PurpleC
35C 88M 0Y 0K
#c126b8

Dark Navy
PANTONE 539C
97C 76M 51Y 57K
#002539

Black
0C 0M 0Y 100K
#000000
Fonts

Entire Font Family
Museo Slab 100
Museo Slab 100 Italic
Museo Slab 300
Museo Slab 300 Italic
Museo Slab 500
Museo Slab 500 Italic
Museo Slab 700
Museo Slab 700 Italic
Museo Slab 900
Museo Slab 900 Italic
Museo Slab 1000
Museo Slab 1000 Italic

Use
Body Copy
Display Text (print and digital)
Website

Museo Slab (Primary Serif)

Cu

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

MUSEO SLAB 300

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

MUSEO SLAB 500

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

MUSEO SLAB 500 ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

MUSEO SLAB 900
**Entire Font Family**

- Quiet Sans ExtraLight
- Quiet Sans ExtraLight Italic
- Quiet Sans Light
- Quiet Sans Light Italic
- Quiet Sans Regular
- Quiet Sans Italic
- Quiet Sans SemiBold
- Quiet Sans SemiBold Italic
- Quiet Sans Bold
- Quiet Sans Bold Italic
- Quiet Sans ExtraBold
- Quiet Sans ExtraBold Italic

**Use**

- Body Copy
- Display Text (print and digital)
Fonts

Entire Font Family
Din Light
Din Regular
Din Medium
Din Bold
Din Black

Use
Body Copy

Carlow University Visual Style Guide
Fonts

Entire Font Family
Archer Medium
Archer Book Italic
Archer Semibold Italic
Archer Bold

Use

Body Copy

Archer

```
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

ARCHER MEDIUM

```
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

ARCHER BOOK ITALIC

```
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

ARCHER SEMIBOLD ITALIC

```
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

ARCHER BOLD
Fonts

Select Font Family

Intro Head H UC Base
Intro Head H UC G Base
Intro Head H UC H2 Base
Intro Head H UC L Base

Use

Display Text (print and digital)
Fonts

Select Font Family

Intro Rust Base
Intro Rust Base Line
Intro Rust H2 Base
Intro Rust L Base

Use

Display Text (print and digital)
Examples

The following pages show recent examples of Carlow University’s print and digital publications. These pieces illustrate how Carlow’s fonts and color palette are used across different applications to create a cohesive and consistent visual brand.

Your probably realize by now that there’s more to this college thing than meets the eye. Yes, you’ll eventually need to choose a major and think about a path. But first, you need to decide what really matters to you. What drives you. What you value.

Maybe what matters most is making a difference—no matter how small—it can be meaningful. Or maybe it’s making a difference for your community, your country, or the world. Or maybe it’s making a difference in a way that you can’t even see. Or maybe it’s making a difference in a way that makes you feel good. Or maybe it’s making a difference in a way that makes you feel good about yourself. Or maybe it’s making a difference in a way that makes you feel good about others. Or maybe it’s making a difference in a way that makes you feel good about your community. Or maybe it’s making a difference in a way that makes you feel good about your country. Or maybe it’s making a difference in a way that makes you feel good about the world. Or maybe it’s making a difference in a way that makes you feel good about yourself. Or maybe it’s making a difference in a way that makes you feel good about others. Or maybe it’s making a difference in a way that makes you feel good about your community. Or maybe it’s making a difference in a way that makes you feel good about your country. Or maybe it’s making a difference in a way that makes you feel good about the world.

You can do this. You can do anything. You can make a difference. You can make a difference in a way that makes you feel good about yourself. You can make a difference in a way that makes you feel good about others. You can make a difference in a way that makes you feel good about your community. You can make a difference in a way that makes you feel good about your country. You can make a difference in a way that makes you feel good about the world. You can make a difference in a way that makes you feel good about yourself. You can make a difference in a way that makes you feel good about others. You can make a difference in a way that makes you feel good about your community. You can make a difference in a way that makes you feel good about your country. You can make a difference in a way that makes you feel good about the world.

For more information, please visit www.carlow.edu/mission-values.

Carlow University
Visual Style Guide

GET THE SUPPORT YOU NEED.

Experience matters. That’s why our classes are taught by professionals—not by teaching assistants or student teachers. Classes are small—average 15 students, and we have the support services you need and want to fit your busy schedule.

Choose from Project Management, an area of specialization for a flat price. Take three or four graduate courses in our Micromasters! And Greensburg—as well as our Oakland campus in Pittsburgh.

NEW! MICROMASTERS!

Check out for more information about our many degrees and programs, multitude of learning formats, and options at regional sites in Cranberry and Greensburg—as well as our Oakland campus in Pittsburgh.

OLIVIA BENNETT
Assistant Management Major, Information Technology Management Major

YOUR DEGREE. YOUR WAY.

Like Olivia, a busy mother of four looking to complete her degree, you have outside obligations—like work, or taking care of your family. Or both. That’s why we offer flexible learning options for both on-campus and online classes. And you can customize your degree by taking electives and adding certificates that fulfill your needs and interests. At Carlow, we know that one size doesn’t fit all.

Check out carlow.edu/admissions for more information about our many degrees and programs, multitude of learning formats, and options at regional sites in Cranberry and Greensburg—as well as our Oakland campus in Pittsburgh.

NEW MICROMASTER’S!

After you complete your bachelor’s, take three or four graduate courses in an area of specialization for a flat price. Choose from Project Management, Business Management Major, Liberal Studies Major, Information Technology, or Financial Management.

#CARLOWCLASSOF2021

THE FUTURE’S SO BRIGHT I GOTTA WEAR SHADES!

At Carlow, our students tell us they want to do good—and do well. Make a meaningful difference—and have a successful career. We call that values-driven and career-focused.

A Carlow University education prepares students to be ethical leaders in the fields where employers are hiring. Our location in Pittsburgh’s “Eds, Meds, and Tech” district is huge—especially when it comes to getting internships, networking, and landing that job.

Our alumni are paying it forward—to the world. And 94 percent are employed or pursuing graduate studies within six months of graduation. We get results. The results that matter most.

WHAT DRIVES YOU?

WHY WAIT?

APPLY BY DECEMBER 1!

Receive maximum scholarship consideration long before space and financial awards may become limited.

+ No application fee
+ No essay
+ Automatic scholarship consideration

Upon admission, receive a special invitation to register early for classes! Invitations are sent the end of January.

carlow.edu/apply