LOGO

The Rockefeller University Seal and Tagline

The Rockefeller University logo identity is a seal, used with and without the official university tagline. The tagline is always positioned to the right of the seal on the horizon extending from the horizontal axis of the seal.

The seal with and without the tagline is supplied in EPS format and, to ensure maximum print quality, may only be reproduced with the supplied files.

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Logo Colors

The logo may only be reproduced using PMS 294 for the seal and
PMS Warm Gray 11 for the tagline. If only one color can be used to
reproduce the seal and tagline, they can then both be either PMS 294 or
PMS Warm Gray 11. The seal and tagline may also be printed in black or
dropped out of a dark background.

The logo also may be printed in 4-color process inks (CMYK). Please contact
the Office of Communications and Public Affairs for more information.

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Logo Clear Space and Minimum Size

Clear space is the area around the logo which should remain clear of all other graphic elements.

Note: This is not a defined measurement as in inches or picas. It is a way to show how much space should be kept, at a minimum, around the logo, whether it's used on a business card or on a banner that is six stories tall.

Seal and Seal with Tagline
The clear space minimum for The Rockefeller University seal and seal with tagline is equal to the length of the word "Science."

Logo Minimum Size
The minimum size for The Rockefeller University seal and seal with tagline is .635" high from top of the seal to bottom of the seal. Reproducing the logo at a smaller size will compromise the clarity.

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Incorrect Usage of the Logo

These rules apply to both the The Rockefeller University seal and seal with tagline logos where applicable.

Only approved EPS files may be used for the tagline "Science for the Benefit of Humanity." Alternate wording or arrangement should not be substituted.
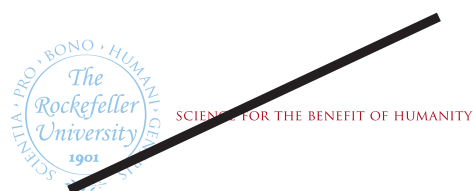

The logo must always appear in an upright position. Do not reproduce the logo at an angle or in a vertical position.

Do not rearrange the elements of the seal and tagline.

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## Incorrect Usage of the Logo (continued)

Do not use colors other than the two primary colors for the logo. For the seal use PMS 294 and for the tagline use PMS Warm Gray 11. If reproduced in one color, both the seal and the tagline can be either PMS 294 or PMS Warm Gray 11. The seal and tagline may also be reproduced in black or dropped out of a dark background.
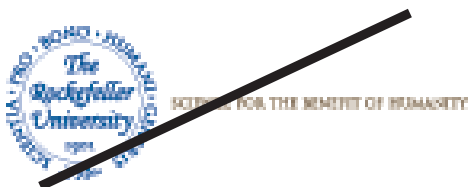

Do not distort the logo.
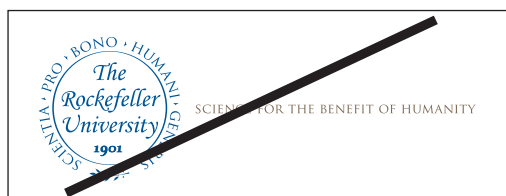
Do not place the logo inside shapes.
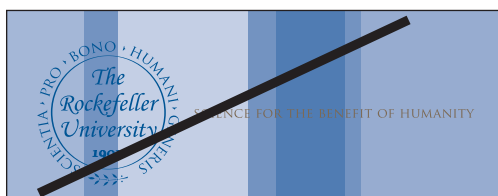
Do not place the logo on competing or patterned backgrounds.

Do not allow the logo to be scanned from printed material or printed from low resolution files. Use reproductive artwork supplied as high resolution electronic files.