

Johnson C. Smith University

BRAND AND EDITORIAL GUIDELINES

USE OF INSTITUTIONAL MARKS

UNIVERSITY LOGO

- Logo with and without tagline (below). Font is Usuality. Colors are JCSU Gold and Blue. See reverse side for PMS color numbers.



- The logo text can be JCSU Gold, JCSU Blue, all white or all black.
- The logo text cannot be different colors - every word should be the same matching color.
- **The logo cannot be covered by other text, images or design elements.** →
- The logo is typically placed at the top of any collateral, advertisement, document, etc.
- The logo may be used with or without tagline.
- Other versions of the logo include:



Do not stretch the logo from the side - only from the corners so that the size stays proportional.



Use the EPS version of the logo if using on a solid background so there is no white space behind.

