

## Scaling the Logo

This chart illustrates the use of the Lewis Center logo at various scales. To ensure that legibility is maintained, the logo should not be reproduced smaller than 1.25" in width.

**LEWIS  
CENTER  
PRINCETON** | arts

3.25" wide

**LEWIS  
CENTER  
PRINCETON** | arts

2.75" wide

**LEWIS  
CENTER  
PRINCETON** | arts

2.25" wide

**LEWIS  
CENTER  
PRINCETON** | arts

1.75" wide

**LEWIS  
CENTER  
PRINCETON** | arts

1.25" wide

## Typography

### Serif Typeface: Monticello

Designed specifically for Princeton University, Monticello is the workhorse serif typeface of institutional graphics for the Lewis Center. Monticello should be the default font for projects such as newsletters, books, institutional forms, and other collateral applications.

### Sans-serif Typeface: Franklin Gothic

Franklin Gothic is a bold sans-serif typeface that has been specified to compliment Monticello. It may be used in conjunction with Monticello in all appropriate contexts.

The Lewis Center for the Arts is intended to

Monticello Roman

SERVE AS A FOCAL POINT FOR SCHOLARSHIP,

Monticello Small Caps

*teaching and practice in the arts and to provide*

Monticello Italic

leadership and advocacy for the arts at Princeton.

Franklin Gothic Book

*The Lewis Center for the Arts is intended to serve*

Franklin Gothic Book Italic

**as a focal point for scholarship, teaching and**

Franklin Gothic Demi Bold

***practice in the arts and to provide leadership***

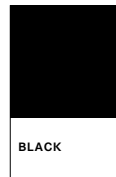
Franklin Gothic Demi Bold Italic

## Color

### Core Colors:

Lewis Center graphics use the standard institutional colors established for Princeton (Pantone 258 and black). For a palette of extended colors, please refer to the University-wide graphic standards.

**LEWIS  
CENTER  
PRINCETON** | arts



CMYK 0/0/0/100  
RGB 0/0/0  
HEX #000000



Pantone 158 U (158 C)  
CMYK 0/61/97/0  
RGB 245/128/37  
HEX #f58025

## Color Applications

The applications at left show allowable Lewis Center wordmark variation on fields of flat color.



color variations on orange field



color variations on black field

## Integrity of the Mark

The Lewis Center wordmark is the official mark of the institution and should accordingly be rendered with consistency and dignity. It should never be tweaked, stretched, or otherwise manipulated, but reproduced with consistency and integrity.



**DO NOT** adjust placement, spacing, and scale of any element of the logo.



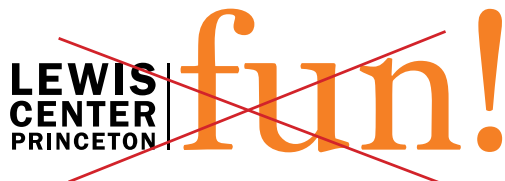
**DO NOT** typeset any part of the logo.



**DO NOT** stretch any part of the logo.



**DO NOT** outline any part of the logo.



**DO NOT** substitute words within the logo.



**DO NOT** render the logo in non-approved colors.



**DO NOT** place imagery within the typography of the logo.



**DO NOT** place the logo at an angle.