This identity standards manual has been created to preserve the value and unity of University of the Pacific’s visual identity. Uniform, high-quality reproduction is critical to ensuring positive impressions. The University of the Pacific Wordmark must always appear crisp, clear and readable. The colors must be consistent regardless of the medium, substrate or process. To ensure uniformity, all reproductions must be taken from approved logo artwork and colors must be carefully matched. The following pages provide a brief set of guidelines to use the Pacific identity correctly.
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The University of the Pacific identity is a customized wordmark.

In its primary form, the wordmark is made up of two typographic components which are stacked to create a visually rectangular shape.

To reproduce the Pacific Wordmark, approved artwork must be used. Remember: The Pacific Wordmark is a piece of artwork—NOT a font. It should never be hand-typeset.

The Pacific Wordmark should not be inserted in copy. When the school name appears in copy, it should be spelled out, “University of the Pacific,” or “Pacific.”
Positive Reproduction

For most applications, the primary wordmark should be used in the color variations shown at left.

The two-color primary wordmark is Pacific’s predominant mark and should be used for almost all applications. A two-color black and Pacific Orange version has been included for color-restricted usage only.

The one-color, black & white version should be used in one-color situations only (newsprint, etc.), and an alternate one-color version in Pacific Orange has been created for limited situations where black is not an option.

A line art (all black) wordmark should only be used for all black media, such as a fax transmittal cover sheet.
Single-Line Wordmark

**Limited Usage Only**

A single-line wordmark has been designed for extreme horizontal situations only, such as lower level pages on the Website.

The single-line wordmark should only be used in Pacific Orange or Black.
Boxed Wordmark: Limited Usage Only

The “boxed” wordmark is a variation of the primary wordmark (page 1-3). Its usage is extremely limited and is determined by the complexity of the background onto which it is placed.

The boxed wordmark should only be used on a background—photographic or illustrative—that is too competitive to implement the primary wordmark. A “too competitive” background compromises the legibility of the wordmark, is visually complex, clashes in color, or in some way negatively affects the reproduction and integrity of the wordmark.

The boxed wordmark should never be used on a white background or in any situation that the primary wordmark can be accurately reproduced.

Two versions of this boxed wordmark have been created: One in Pacific Orange when orange is one of the print colors specified; and one in black & white.
Reverse Reproduction

When using the primary wordmark on a background that does not have enough contrast in color value to use the positive reproduction versions (see page 2), the one-color (all white) reverse wordmark should be used. This all-white version can be used on any non-competitive background, or can be ghosted out of a 4-color image.

Again, when using the Pacific Wordmark in any of its approved forms, it is critical to ensure that the readability or integrity of the wordmark is never compromised.
Pacific Colors

The University of the Pacific colors are based on the PANTONE® Color Standard specified below. For matching, refer printers and other suppliers to the current editions of PANTONE Color Publications. Note that the PANTONE Color Standard is specified as C, meaning coated. All uncoated inks should be mixed to match the coated specifications at left.

Since differences in substrate and process can affect color, the CMYK equivalents provided at left are guidelines only and should not be considered to provide an exact match. To ensure consistent results, always proof carefully against the PANTONE Color Standard.

NOTE: Colors shown throughout this manual are for demonstration purposes only. For accurate color standards refer to the current edition of the PANTONE Color Formula Guide.

*PANTONE is Pantone, Inc.’s check-standard for color reproduction and color-reproduction materials.
Pacific Accent Palette

Color is essential to the Pacific style, and the accent palette at left has been carefully selected to give users the flexibility needed to meet a large variety of objectives. This extended palette is simply a base of colors that instills a sense of consistency across diverse types of applications and many different layouts. The sophisticated warm and cool color tones all complement the Pacific Identity colors and support the Pacific brand.

The accent palette can be used for typography and solid areas where appropriate. No matter what the usage, the accent palette should always be used sparingly and purposefully.

NOTE: Aside from Pacific Cream, the accent palette should never be used as a background color for the 2-color Pacific Identity or any 3-color School Identity.

Again, since differences in substrate and process can affect color, the CMYK equivalents provided at left are guidelines only and should not be considered to provide an exact match.

To ensure consistent results, always proof carefully against the PANTONE Color Standard.

*PANTONE is Pantone, Inc.’s check-standard for color reproduction and color-reproduction materials.

Cream
Coated Stocks: PANTONE® 7527 C
(4/C): 5C 5M 0Y 15Y
Hex: F4EFD
Uncoated Stocks:
PMS or 4/C Process to Match PANTONE® 7527 C

Blue
Coated Stocks: PANTONE® 5405 C
(4/C): 75C 20M 0Y 15K
Hex: 5F6F7D
Uncoated Stocks:
PMS or 4/C Process to Match PANTONE® 5405 C

Purple
Coated Stocks: PANTONE® 5205 C
(4/C): 50C 60M 30Y 0K
Hex: 8B687D
Uncoated Stocks:
PMS or 4/C Process to Match PANTONE® 5205 C

Dusty Red
Coated Stocks: PANTONE® 4985 C
(4/C): 0C 70M 45Y 40K
Hex: 854A50
Uncoated Stocks:
PMS or 4/C Process to Match PANTONE® 4985 C

Violet
Coated Stocks: PANTONE® 5285 C
(4/C): 50C 40M 15Y 0K
Hex: 8581A4
Uncoated Stocks:
PMS or 4/C Process to Match PANTONE® 5285 C

Green
Coated Stocks: PANTONE® 5773 C
(4/C): 15C 0M 45Y 30K
Hex: A7AB74
Uncoated Stocks:
PMS or 4/C Process to Match PANTONE® 5773 C
Clear Space

The Pacific Wordmark must be surrounded by a clear space at least equal to the cap height of “University of the”—or “x”. The clear space is measured from the top right, left, and bottom-most points of the primary or boxed wordmark. As a general rule, more clear space is always preferred.

No other competitive design elements may be positioned within this space, including typography.
Minimum Size
For Print
The minimum allowable reproduction size for the primary Pacific Wordmark is .875” (22.225 mm) in width, and for the boxed wordmark it is 1” (25.395 mm) in width. Reproduction below these sizes is not recommended since the forms of the wordmark may begin to fill in, thereby compromising readability.

For applications that may require a size smaller than those specified at left, please contact the Marketing Department at for artwork revisions and recommendations.
Typography
The primary typeface for print is Adobe Garamond Regular. It should be used for main text and for titles that appear separate from text, such as on the cover of a brochure. It should also be used for initial drop caps where appropriate.

The secondary typefaces complement Adobe Garamond Regular and add interest and contrast to layouts.

Adobe Garamond Italic may be used for emphasis within text or as subheads or as large pull quotes.

Adobe Garamond Bold should be used for subhead emphasis within text.

(This paragraph is an example.)

Adobe Garamond Regular is not appropriate.

News Gothic BT Roman should be reserved for such limited copy elements as pull quotes or photo captions to provide contrast to Adobe Garamond Regular.

News Gothic BT Italic and Bold may be used for emphasis within News Gothic BT Roman text.

The use of Franklin Gothic BT Roman should be limited to headlines, titles and initial drop caps when a drop cap in Adobe Garamond Regular is not appropriate.

### Primary Typeface
Adobe Garamond Regular

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

### Secondary Typefaces
Adobe Garamond Italic

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

Adobe Garamond Bold

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

News Gothic BT Roman

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

News Gothic BT Bold

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

News Gothic BT Italic

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

Franklin Gothic BT Roman

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```
### Incorrect Usage

As the key visual expression of our University, we must treat our logo with respect. We must also ensure a singular and unified impression across all the various applications upon which it appears.

The examples at left illustrate unacceptable uses of our wordmark. The Pacific Wordmark must not be compromised or manipulated in any way and should always be reproduced from approved artwork.

<table>
<thead>
<tr>
<th>Do Not</th>
<th>Do Not</th>
<th>Do Not</th>
</tr>
</thead>
<tbody>
<tr>
<td>alter the wordmark in any way.</td>
<td>reproduce the wordmark in colors other than those specified on pages 2-4.</td>
<td>set the wordmark on an angle or reshape it in any way.</td>
</tr>
<tr>
<td>use any part of the wordmark on its own.</td>
<td>reproduce the wordmark at a width smaller than (0.875)&quot;, or those indicated on page 8.</td>
<td>reproduce the boxed logo in colors other than those specified on page 4.</td>
</tr>
<tr>
<td>add any modifiers to the wordmark except the approved school lock-ups.</td>
<td>alter the wordmark lock-up in any way.</td>
<td>set the wordmark on a competitive background that will detract from its readability.</td>
</tr>
</tbody>
</table>
The file naming system at left has been developed to indicate logo variations for Pacific’s final artwork.

Extensions to the file naming system (for School Logos) can be found on page 23.
Any collateral, document or piece of merchandise that displays the seal is stating that this material has been officially sanctioned by the University of the Pacific. Because the seal functions as the official signature of the university, it must NOT be altered in any way.

The seal may be used in conjunction with the Pacific Wordmark (see page 14) or on its own. The seal should never be used extraneously to fill space or to create a pattern.
Pacific Seal

Color Reproduction

The Pacific Seal can be reproduced in its positive and reverse forms: positive versions for use on lighter backgrounds and reverse versions for use on darker backgrounds.

It is recommended that the seal be reproduced in the approved Pacific palette colors (page 5-6) or as a screen tint of a color to achieve a subtle tone on tone effect. (See sample color combinations at left.) Color usage should never compromise legibility.

The Pacific Seal should only be reproduced in one color. The positive elements of the seal are line art—colors and textures should NEVER be applied into its negative areas.

Sample Positive Reproduction (for use on white backgrounds)

Sample Positive Reproduction (for use on backgrounds lighter than the Seal)

Sample Reverse Reproduction (for use on backgrounds darker than the Seal)
Pacific Seal
Clear Space
The Pacific Seal must be surrounded by a clear space at least equal to 1/8th the diameter of the seal—or “x”.

No other competitive design elements should be positioned within this space, including typography.

Minimum Size for Print
The minimum allowable reproduction size for the Pacific Seal is .875” (22.225 mm) in diameter. Reproduction below this size is not recommended since the forms of the small type and thin rules may begin to fill in, thereby compromising readability.
Pacific Seal

As stated on page 13, the seal may be used in conjunction with the Pacific Wordmark or on its own.

When the seal is used with the Pacific Wordmark, it should function as a secondary element. This can be achieved by using a lighter color for the seal or screening it back behind the wordmark (see examples at left). The Pacific letterhead is also a good example, where the seal is a subtle watermark.

The seal should never be used extraneously to fill space or to create a pattern.
**Pacific Seal**

**Incorrect Usage**

The Pacific Seal should be considered as one unit—no elements should be altered or manipulated individually. The seal should remain clearly legible at all times and should never be placed on highly textured, complex or patterned backgrounds that would compromise legibility.

The examples at left illustrate unacceptable uses of the Pacific Seal. The seal must not be compromised or manipulated in any way and should always be reproduced from approved artwork.
Like the Pacific Wordmark, the Pacific School Logos are designed to be used as one unit. The type within these wordmarks has been specifically configured and cannot be altered. School Logos must be reproduced from final artwork.

Approved School Logos:
Eberhardt School of Business
College of the Pacific
Arthur A. Dugoni School of Dentistry
Gladys L. Benerd School of Education
School of Engineering and Computer Science
School of International Studies
McGeorge School of Law
Conservatory of Music
Thomas J. Long School of Pharmacy & Health Sciences
Pacific School Logos
Positive Reproduction

The schools may either be used in their locked-up, logo version (at left), typeset separately in upper and lower case in Adobe Weiss with an appropriate size relationship to the Pacific Wordmark, or typeset by the specifications on page 3 for a single-line treatment.

The School Logos should never be inserted in copy. When the school name appears in copy, it should be spelled out in the typeface being used.
Single-Line School Logos

If a school needs to define with the single-line version of the University (see page 3), a lock-up format has been provided. The name of the school should be typeset in Adobe Weiss to the specifications at left. The school name should only be set in upper and lower case—NOT all caps—and should always have the same cap height (height of a non-curved capital letter) as the single-line Pacific artwork.

The space between the “University of the Pacific” and the School equals the cap height, or “x”.

In a two-color lock-up (when the University name is in Pacific Orange), the School name can be typeset in Black, Pacific Gray, or Light Gray. In a one-color lock-up (when the University name is all black), the School name should be typeset in 45% Black.

**NOTE:** The space between the “University of the Pacific” and the school may need to be altered optically (tightened) when scaled to larger sizes.
When using the School Logos on a background that does not have enough contrast in color value to use the positive reproduction versions (see page 18), the one-color (all white) reverse logo should be used. This all-white version can be used on any non-competitive background, or can be ghosted out of a 4-color image.

Again, when using a School Logo in any of its approved forms, it is critical to ensure that its readability or integrity is never compromised.
The “boxed” wordmark is a variation of the primary wordmark (page 18). Its usage is extremely limited and is determined by the complexity of the background onto which it is placed.

The boxed wordmark should only be used on a background—photographic or illustrative—that is too competitive to implement the primary wordmark. A “too competitive” background compromises the legibility of the wordmark, is visually complex, clashes in color, or in some way negatively affects the reproduction and integrity of the wordmark.

The boxed wordmark should never be used on a white background or in any situation that the primary wordmark can be accurately reproduced.

Two versions of this boxed wordmark have been created: One in Pacific Orange when orange is one of the print colors specified; and one in black & white.
School Logos Minimum Size
For Print
The minimum allowable reproduction size for Pacific School Logos (either one- or two-line versions) is 1.125” (28.574 mm) in width, and for the boxed wordmark it is 1.25” (31.742 mm) in width. Reproduction below these sizes is not recommended since the forms of the wordmark may begin to fill in, thereby compromising readability.

Clear Space
As specified for the Pacific Wordmark on page 8, a clear space around the equal to the cap height of the letter “U” in “University”—or “x”—should be observed around all School Logos.

No other competitive design elements may be positioned within this space, including typography.
Three letter acronyms for the School Logos have been added to the Pacific file naming system (page 12) to indicate logo variations. The system for McGeorge School of Law is shown here as an example.

The following three letter acronyms have been used to identify and classify artwork for the nine Pacific schools:

- **SOB:** Eberhardt School of Business
- **COP:** College of the Pacific
- **SOD:** Arthur A. Dugoni School of Dentistry
- **EDU:** Gladys L. Benerd School of Education
- **ECS:** School of Engineering and Computer Science
- **SIS:** School of International Studies
- **MCG:** McGeorge School of Law
- **MUS:** Conservatory of Music
- **PHS:** Thomas J. Long School of Pharmacy & Health Sciences
The Letterhead example at left illustrates the format to be used when typing standard business letters.

The typeface may be either Adobe Garamond or Times Roman (shown). In Microsoft Word, the type size for Times Roman is 11 point with line spacing set at “Exactly” at 15 point (Format > Paragraph > Line Spacing).

Set the top margin at 1.5”, the bottom margin at 1”, the left margin at 1.75” and the right margin at .75”. Begin with the date on the first line. Leave two empty line spaces between the date and address and three line spaces between the closing and signatory name. Leave one empty line space between all other paragraphs.
The Letterhead example at left illustrates the format to be used when typing standard business letters on any personalized, department, or office letterhead.

The typeface may be either Adobe Garamond or Times Roman (shown). In Microsoft Word, the type size for Times Roman is 11 point with line spacing set at “Exactly” at 15 point (Format > Paragraph > Line Spacing).

Set the top margin at 1.5”, the bottom margin at 1”, the left margin at 1.75” and the right margin at .75”. Begin with the date on the first line. Leave two empty line spaces between the date and address and three line spaces between the closing and signatory name. Leave one empty line space between all other paragraphs.
The Letterhead example at left illustrates the format to be used when typing mass mailings pre-configured for a centered letter format. (Usage for this format is extremely limited.)

The typeface may be either Adobe Garamond or Times Roman (shown). In Microsoft Word, the type size for Times Roman is 11 point with line spacing set at “Exactly” at 15 point (Format > Paragraph > Line Spacing).

Set the top margin at 1.75”, the bottom margin at 1.375”, the left and right margins at 1.25”. Begin with the date on the first line. Leave two empty line spaces between the date and address and three line spaces between the closing and signatory name. Leave one empty line space between all other paragraphs.
The example below illustrates the typing format to be used on #10 envelopes.

The typeface may be either Adobe Garamond or Times Roman (shown). In Microsoft Word, the type size for Times Roman is 11 point with line spacing set at “Exactly” at 15 point (Format > Paragraph > Line Spacing).

Set the top margin at 2”, the bottom margin at .5”, the left margin at 4” and the right margin at 1.5”. Additional address information (Suite, Floor, Building, Room No., ATTN) would be inserted as separate lines, not to exceed the dotted-lined space specified.
**Typing Format: Pacific Basic 4” x 6” Mailing Label**

**Typing Format: Pacific Personalized 4” x 6” Mailing Label**

---

**Pacific 4” x 6” Mailing Labels**

The example below illustrates the typing format to be used on mailing labels.

The typeface may be either Adobe Garamond or Times Roman (shown). In Microsoft Word, the type size for Times Roman is 11 point with line spacing set at “Exactly” at 15 point (Format > Paragraph > Line Spacing).

Set the top margin at 2”, the bottom margin at .5”, the left margin at 2.75” and the right margin at .5”. Additional address information (Suite, Floor, Building, Room No., ATTN) would be inserted as separate lines, not to exceed the dotted-lined space specified.
Stationery Printing Guide
for the Schools of
University of the Pacific

Specifications for Printing & Formatting
As of 04.14.04
Pacific Colors

The University of the Pacific colors are based on the PANTONE® Color Standard specified below. For matching, refer printers and other suppliers to the current editions of PANTONE Color Publications. Note that the PANTONE Color Standard is specified as C, meaning coated. All uncoated inks should be mixed to match the coated specifications at left.

Since differences in substrate and process can affect color, the CMYK equivalents provided at left are guidelines only and should not be considered to provide an exact match. To ensure consistent results, always proof carefully against the PANTONE Color Standard.

NOTE: Colors shown throughout this manual are for demonstration purposes only. For accurate color standards refer to the current edition of the PANTONE Color Formula Guide.

*PANTONE is Pantone, Inc.’s check-standard for color reproduction and color-reproduction materials.
Pacific Schools: Basic Letterhead

Using McGeorge School of Law as an example, the letterhead shown at left contains all the specifications necessary to format Basic Letterhead for your particular School and have it printed.

Whether your School is a two-line or three-line lock-up (see page 18-19 for verification), it will always measure 1.625" in width and align .75" from the top and right of the page.

All PMS colors noted should match the coated PANTONE chip that has been specified.

NOTE: Tracking and kerning can vary from program to program. The specs listed at left are from Adobe Illustrator. If you are creating artwork in any other program, please adjust to achieve the same optical look and feel.

(Example shown at 56% of actual size.)
Using McGeorge School of Law as an example, the letterhead shown at left contains all the specifications necessary to format Personalized Letterhead for your particular School and have them printed.

Whether your School is a two-line or three-line lock-up (see page 18-19 for verification), it will always measure 1.625” in width and align .75” from the top and right of the page.

All PMS colors noted should match the coated PANTONE chip that has been specified.

When letterhead is personalized and an email address included, the location of the University’s Website moves from below the fax number (see Basic School letterhead on page 30) to below the school address.

NOTE: Tracking and kerning can vary from program to program. The specs listed at left are from Adobe Illustrator. If you are creating artwork in any other program, please adjust to achieve the same optical look and feel.

(Example shown at 56% of actual size.)
Pacific Schools: #10 Envelopes
(Basic & Personalized)

Using McGeorge School of Law as an example, the #10 Envelopes shown at left contains all the specifications necessary to format Basic and Personalized envelopes for your particular School and have it printed.

Whether your School is a two-line or three-line lock-up (see page 18-19 for verification), it will always measure 1.25”. The return address will be .325” from the last line of the School name.

All PMS colors noted should match the coated PANTONE chip that has been specified.

**NOTE:** Tracking and kerning can vary from program to program. The specs listed at left are from Adobe Illustrator. If you are creating artwork in any other program, please adjust to achieve the same optical look and feel.

(Example shown at 56% of actual size.)
Using McGeorge School of Law as an example, the 4”x6” adhesive Mailing labels shown at left contains all the specifications necessary to format Basic and Personalized labels for your particular School and have them printed.

Whether your School is a two-line or three-line lock-up (see page 18-19 for verification), it will always measure 1.25”. The return address will be .325” from the last line of the School name.

All PMS colors noted should match the coated PANTONE chip that has been specified.

**NOTE:** Tracking and kerning can vary from program to program. The specs listed at left are from Adobe Illustrator. If you are creating artwork in any other program, please adjust to achieve the same optical look and feel.

(Example shown at 56% of actual size.)
Pacific Schools: Business Cards

Using McGeorge School of Law as an example, the business card front and back shown at left contains all the specifications necessary to format Business Cards for your particular School and have them printed.

Whether your School is a two-line or three-line lock-up (see page 18-19 for verification), it will always measure 1.25” in width and align 7/32” from the top and left of the card trim.

All PMS colors noted should match the coated PANTONE chip that has been specified.

**NOTE:** Tracking and kerning can vary from program to program. The specs listed at left are from Adobe Illustrator. If you are creating artwork in any other program, please adjust to achieve the same optical look and feel.

(Example shown at 56% of actual size.)