

PREPARED FOR:



PROJECT:

Styleguide

February 13, 2014

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Logo

Pace University's standard logo is set in a navy blue box with white text. However, for usage on the website the mark is inverted to blue text with no bounding box in order to create cohesion between Pace's identity and the site content.

Standard Logo



Digital Logo



Logo: Configuration

The Pace logo requires a minimum amount of clear space in all compositions.



Logo: Correct & Incorrect Usage

The consistent visual presentation of the Pace logo will help maximize recall and build our reputation. The following are examples of correct and incorrect usage of the logo.

Following these guidelines will help assure the most consistent and distinct visual expression of the Pace brand as possible.

Correct Usage

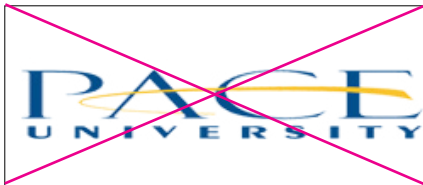


Over a light background.
Use PMS 349.



Reverse over a dark background
color or photo.

Incorrect Usage



Do not distort



Do not use gradients



Do not use logo on a background
that compromises legibility.



Do not use a drop shadow.

Color Palette

Primary Colors:

The primary blue and gold are established by Pace University's logo. The high-contrast color combination conveys energy, strength and authoritativeness in a gender neutral palette. Use the dark blue for full-width background colors. Either primary color can be used for headlines and display copy.

Accent Colors:

Accent colors should be used sparingly but in equal amounts to differentiate content. When they are used simultaneously, accent colors should be used in the reverse order of the color spectrum (roygbiv) in order to avoid conveying chaos.

Identity 'Base' Color:



CMYK: 99, 84, 25, 10
RGB: 33, 66, 119
HEX: 214277



CMYK: 1, 24, 100, 0
RGB: 253, 193, 45
HEX: fdc12d

Accent Color Palette:



CMYK: 75, 35, 1, 0
RGB: 61, 141, 198
HEX: 3d8dc6



CMYK: 45, 13, 100, 1
RGB: 156, 179, 29
HEX: 9cb31d



CMYK: 19, 48, 94, 2
RGB: 203, 139, 54
HEX: cb8b36



CMYK: 8, 87, 100, 1
RGB: 222, 68, 20
HEX: de4414

Brand Face

Brandon Grotesque is the official font for the Pace brand. is used for headlines and calls to action. Various weights of Brandon Grotesque is used for promos and body copy.

Other Typographic Specifications

Georgia should be used for large areas of body copy. The Georgia family can also be substituted when it is not possible to use Brandon Grotesque in applications such as Microsoft Office.

BRANDON GROTESQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BRANDON GROTESQUE ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Georgia Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890



Large Feature Brandon Grotesque, Bold, Caps, 50 px

FOR MORE THAN 100 YEARS, PACE UNIVERSITY HAS BEEN PREPARING STUDENTS
TO BECOME LEADERS IN THEIR FIELDS BY PROVIDING AN EDUCATION THAT COMBINES
EXCEPTIONAL ACADEMICS WITH PROFESSIONAL EXPERIENCE
AND THE NEW YORK ADVANTAGE.

Sub Headline Brandon Grotesque, Bold, Italic, Caps 24px

CURRENTLY AT PACE



FACTS FACTS

THE ARTS AT PACE

Universal Promo Brandon Grotesque, Bold, Italic, Caps 24px

Prehead, Brandon Grotesque, Bold, Italic, Caps 14px

Headline, Brandon Grotesque, Bold, Caps 24px

SPECIAL NOTES

- Maria's Tower 18 floors total, but residents only live on 5-17
- Maximum capacity of student residents: 550
- Typical room dimensions: 16'11" x 9'10"
- Bed style: Standard twin (loftable; in some rooms, beds are REQUIRED to be lofted due to available space or room configuration)

Listing Headline, Brandon Grotesque, Bold, Caps 14px

List, Georgia, Regular, 14px/18px

Photography

Pace's imagery should convey the academic excellence, community, diversity and global reach of the school. Appropriate subjects are the campus, students, faculty,

parents, New York, global destinations and research topics.

Recommended Use



Images of the campus should show favorable weather and diversity of students.

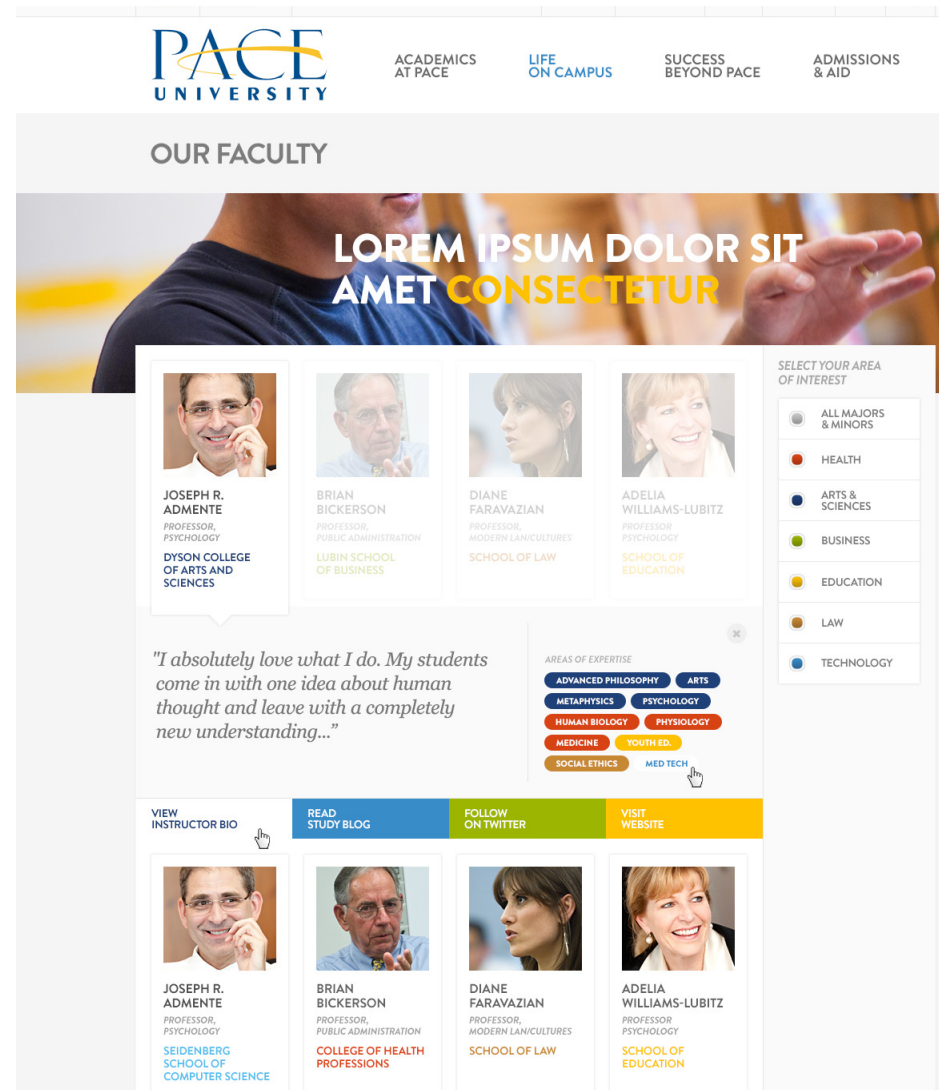
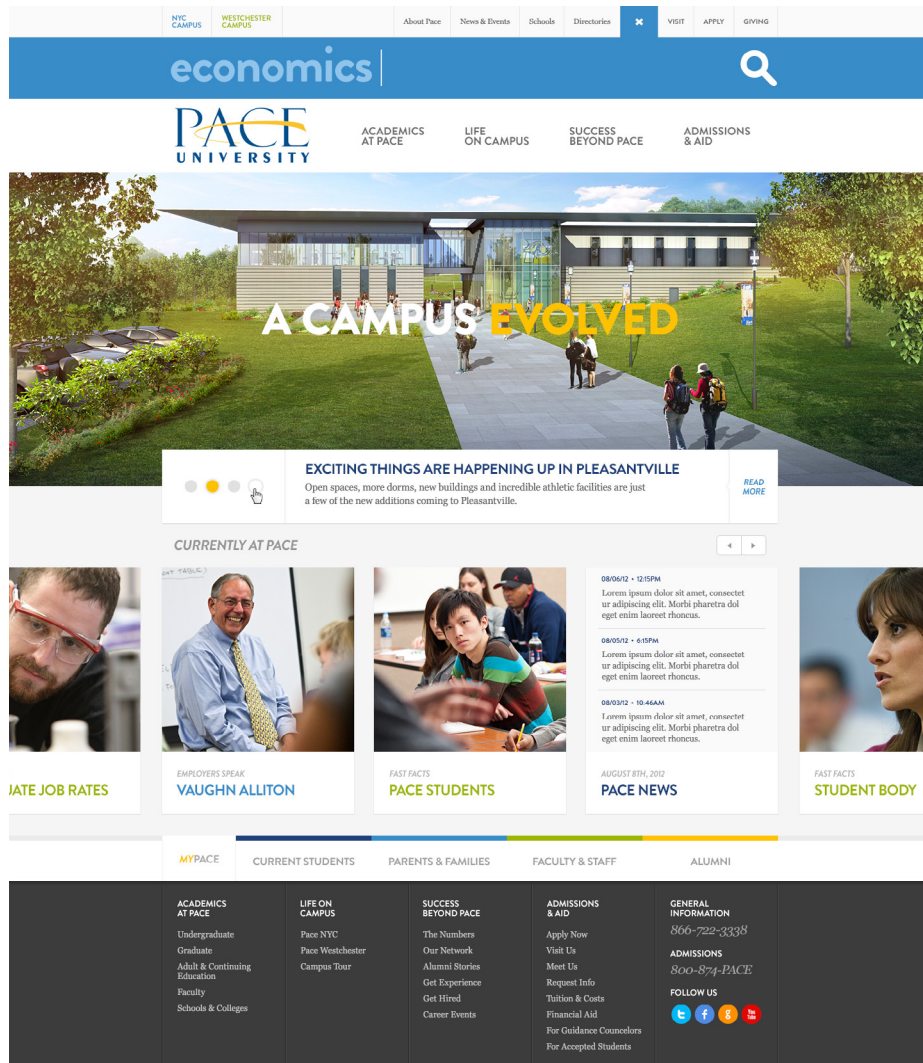
Images with people should feel authentic so do not use stock photography.

Tilt shift, blurred, and macro photography is also acceptable.

Website

Principles of flat design are evident on all website pages. Typography, navigation and

iconography are examples of how to use the digital color palette.



NYC CAMPUS WESTCHESTER CAMPUS

About Pace News & Events Schools Directories A to Z

ACADEMICS AT PACE

LIFE ON CAMPUS

SUCCESS BEYOND PACE

ADMISSIONS & AID

UNDERGRADUATE ADMISSIONS

WHAT'S NEXT? ▾

APPLY NOW

VISIT CAMPUS

ATTEND EVENTS

REQUEST INFORMATION

TUITION & COSTS

FINANCIAL AID

AN INVESTMENT IN YOUR FUTURE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse vestibulum mollis augue, faucibus volutpat nibb. Donec ante sapien, porttitor nec nunc in, convallis egestas augue. Morbi orci elit, ultricies placerat imperdiet euismod, ultrices nec purus. Aliquam non neque odio. Pellentesque non semper nibb, non feugiat nulla. Curabitur condimentum sed purus at dictum. Quisque auctor dignissim porta. Aenean auctor dignissim blandit. Vestibulum vel semper nibb, sit amet rutrum libero. Vestibulum ac aliquet dolor, laoreet pretium augue. Suspendisse tempor nulla non laoreet pharetra. Vestibulum tincidunt suscipit velit eget dictum.

START YOUR APPLICATION

HOW TO APPLY >

STEPS AFTER APPLYING >

CALCULATORS >

VIDEO TUTORIALS >

WHAT YOU NEED TO KNOW

TYPES OF AID >

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NEWS & RESOURCES

NEWS & EVENTS >

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PARENTS & FAMILIES >

VETERANS >

LAW SCHOOL >

CONTACT US >

PLAY VIDEO ▶

MANAGING YOUR COLLEGES EXPENSES AND MAXIMIZING YOUR INVESTMENT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi pharetra dolor eget enim laoreet.

HOW TO READ YOUR FINANCIAL AID AWARD LETTER

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi pharetra dolor eget enim laoreet.

HOW TO READ YOUR FINANCIAL AID AWARD LETTER

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ACADEMICS

WHAT'S NEXT? ▾

PLAY VIDEO ▶

INNOVATIVE CURRICULUM. PERSONAL ATTENTION.

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LIFE & CAREER: A BALANCING ACT

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MENTORS & MENTORING: GUIDING CAREERS

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UNDERGRADUATE

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GRADUATE

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COLLEGE OF HEALTH PROFESSIONS

DYSON COLLEGE OF ARTS AND SCIENCES

LUBIN SCHOOL OF BUSINESS

SCHOOL OF EDUCATION

SCHOOL OF LAW

SEIDENBERG SCHOOL OF COMPUTER SCIENCE

\$17,915

THE AVERAGE AMOUNT OF INSTITUTIONAL AID OFFERED TO ALL NEW UNDERGRADUATE ADMITS

\$289M

THE AMOUNT OF FINANCIAL AID OFFERED TO STUDENTS AT PACE DURING THE 2013 AWARD YEAR

96%

THE AVERAGE NUMBER OF FIRST-YEAR STUDENTS RECEIVING FINANCIAL AID AT PACE UNIVERSITY

Website: Header & Navigation

