

PACE

UNIVERSITY
Brand Standards



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Brand Statement

A brand is more than just a logo. It defines how people think of Pace and how Pace thinks of itself. These Brand Standards provide the information you need for communicating the Pace brand appropriately, both internally and externally. These rules and guidelines apply to all material produced for and by Pace University. All designers, editors, writers, vendors, suppliers, and all those who produce promotional or marketing matter in which Pace University is the focus must comply with the style and identity rules in this guide. This includes all work produced internally and externally, by and for Pace University in which University funds are spent. There are no exceptions or exclusions from using the brand guide when creating visual media or communications that represent Pace University.

Pace University Logo

Our logo identifies who we are and consistent usage strengthens the brand.

Whenever possible, the logo should be in two colors: **Pace Blue PMS 288** and **Pace Gold PMS 123** or equivalent CMYK breakdown.

Pace Blue PMS 288
CMYK: 100, 80, 6, 32

Pace Gold PMS 123
CMYK: 0, 19, 89, 0

It may also be completely knocked out to white against a dark background.

Used on all publications and other promotional materials.

Used on all stationery other than the President's and Board of Trustees.

Do not attempt to recreate the logo.



LOGO CLEAR SPACE REQUIREMENTS

No matter the size or application, the logo must always be given a **minimum clear space of 1/4 of an inch all around**. It is important not to crowd the logo with text, images, or other logos. The measurement shown is the absolute minimum of clear space needed to showcase the identifier correctly; however, greater spacing is allowed and encouraged.

The University Seal

Pace College inaugurated the seal in 1956. The seal successfully embodies Pace's founding ideals. An article in February 10, 1956, *Pace College Press*, "Pace Inaugurates New Great Seal As the Official College Emblem" describes the seal in this way:

The circular shape depicts the all-encompassing earth, and the rims around the periphery represent the wheel of progress. The placement of the legend within portray the stars and the heavens, taking account of the universe. The female figure classically represents learning. Her sitting position indicates security in achievement while her flowing robes imply protectiveness. The inscription on the stone, the foundation stone of the college, is the original designation of the founders of Pace Institute. The prominent position of the chart, signifying business, indicates that Pace was primarily a school of business, while the laurel wreath represents liberal arts. A respect for law and the continuing need for good government is indicated by the presence of the scrolls, scales and quill. The sunburst signifies renewal of opportunity and the *Opportunitas* embodies the aim and belief upon which Pace College was founded.

The University Seal is reserved for the Office of the President, Pace Board of Trustees, Commencement, and other presidential events. It is generally used for such documents as ceremonial awards, diplomas, formal invitations, and this branding guide. If you are unsure about the usage of the University seal for a particular project, the University Relations Department can assist you.



Schools and Colleges

A uniform design has been created to identify the colleges, schools, and programs of Pace. This design is consistent with the Pace University “swoosh” logo. Whenever the name of the college or school of the University is used together with the Pace University logo, it must be presented as the horizontal lockup, while the vertical lock-up should be secondary.

The vertical lock-up should only be used when the horizontal lock-up does not fit into your design.



Schools and Colleges

Logos are available for download at www.pace.edu/logos.



College of
**Health
Professions**



School of
Education



Dyson
College of Arts and Sciences



Seidenberg
School of Computer Science
and Information Systems



Lubin
School of Business



**Pforzheimer
Honors College**

Logo Don'ts

Always use the official Pace University logo. Do not attempt to recreate or alter it in any way.

The University seal and logo should never be used together as a unit.

Do not distort, stretch, compress, or angle the logo.

Do not place the logo in a box, over a design, texture, pattern, or any confusing background.

Do not add shadows or gradient fills to the logo.

Do not crop the logo.

Do not use elements of the logo independently.

Do not make any color or outline changes to the logo.

Do not reduce the logo smaller than 1/2" in height.

Do not use a low resolution of the logo in which the logo becomes pixelated or blurry. Always use a high resolution of the logo.

Do not use the logo in a sentence instead of the words "Pace University."

This applies to the University seal and college and school logos.



Pace Athletics Logo

The athletics logo was designed to be used on materials promoting Pace athletic teams and events. It should not be used on formal correspondence to students, student recruitment, fundraising materials, or communications of a serious or legal nature.

The athletics logo should appear in **Pace Blue PMS 288** and **Pace Gold PMS 123**. If you have any questions about the logo use, please contact the [Pace Athletics Department](#).

Pace Blue PMS 288
CMYK: 100, 80, 6, 32

Pace Gold PMS 123
CMYK: 0, 19, 89, 0

