

DEFIANCE COLLEGE BASIC BRAND STANDARDS

INSTITUTIONAL TYPEFACE

DEFIANCE COLLEGE

(Garamond, All caps, 110% vertical scale)

INSTITUTIONAL LOGO



(Always one color. Prefer black or Pantone 267 CP)

INSTITUTIONAL LOGO 2



(Always one color. Prefer black or Pantone 267 CP on a light background or white or Pantone 127 C on a dark background. Should never have an outline. For aesthetics, the diamond may be filled with white but inside lines must remain visible.)

INSTITUTIONAL LOGO 2

(Always one color.
Prefer black or purple.
Should never have an
outline.)



(Always two color, with
Pantone 267 CP for the
body and Pantone 127
C as the outline.)

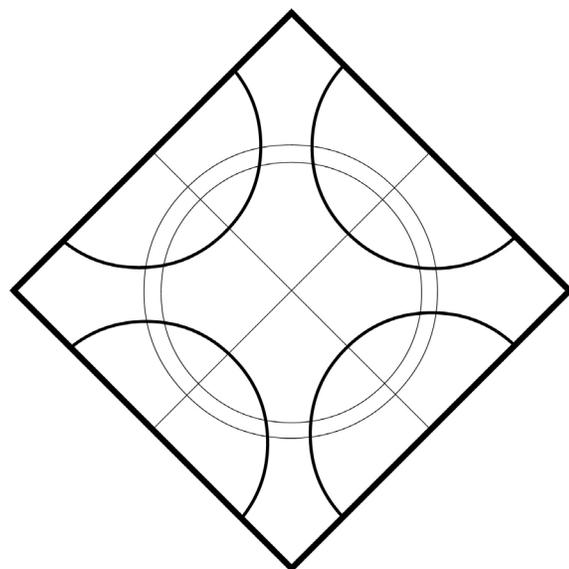
THE ACADEMIC SEAL



(This logo is special approved use or academic use ONLY.)

(Always one color. Prefer black or Pantone 267 CP. If on dark background, prefer white or Pantone 127 C. Never to be used as a stand-alone logo.)

THE DIAMOND



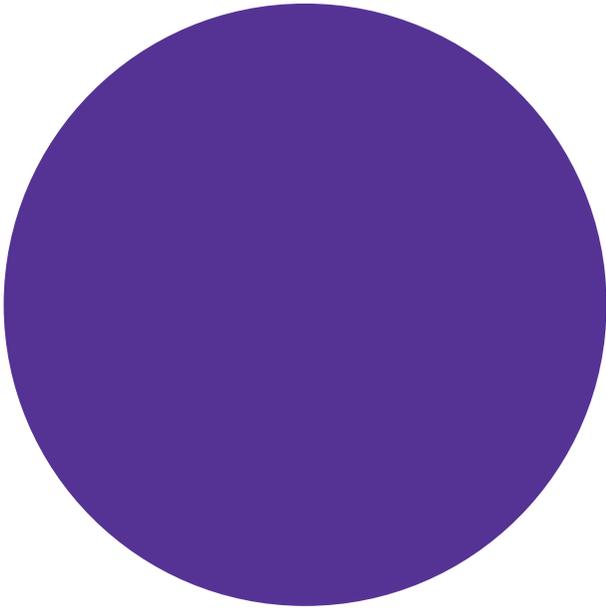
(Always one color.
Prefer black or Pantone 267 CP. If on dark background, prefer white or Pantone 127 C. Never to be used as a stand-alone logo.)

INSTITUTIONAL FONT

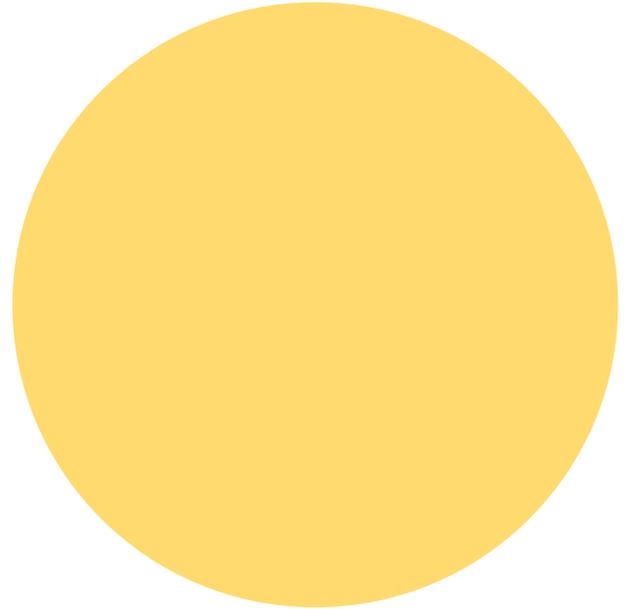
Garamond

(Premier or Pro may be used if needed)

INSTITUTIONAL COLORS

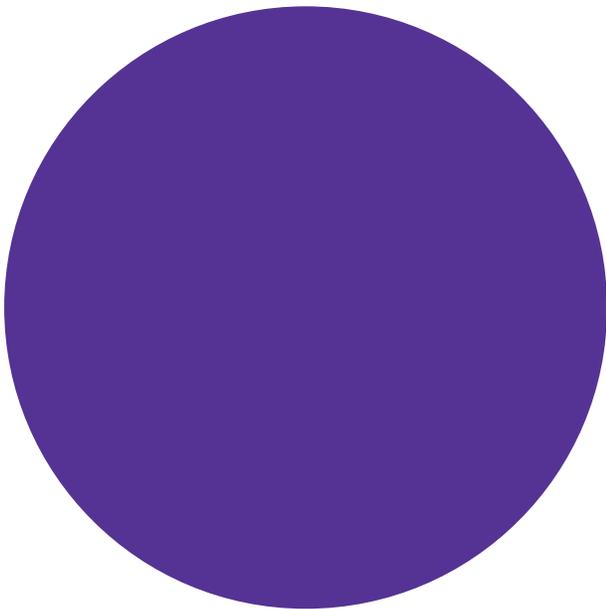


(PANTONE 267 CP)

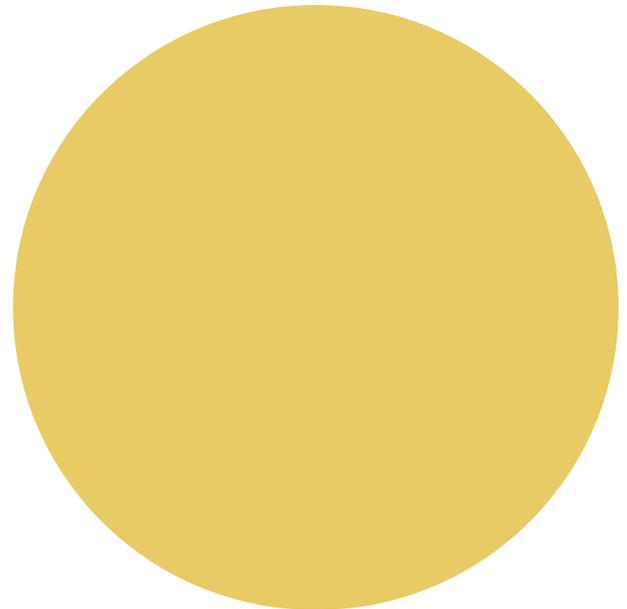


(PANTONE 127 C)

ATHLETIC COLORS



(PANTONE 267 CP)



(PANTONE 459 C)



(Only faces right. Any single color acceptable, prefer black or Pantone 267 CP. Can be used on either institutional or athletic material.)

No additional items should be placed on the Yellow Jacket.



(Only faces right. Should only appear on athletic material. Colors can only be Pantone 267 CP and Pantone 459 C.)