The PRINCIPIA

VISUAL IDENTITY GUIDELINES

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ONLINE RESOURCES

To download logos, presentation templates, print material templates, digital letterhead, and other assets, visit the Marketing page.

COLLATERAL REQUEST

Customized letterhead, envelopes, business cards, and note cards can be ordered from the Principia Copy Center using the Copy Center Request Form.

USING THE GUIDELINES

Visual Identity Guide Overview

A core part of an organization's brand is its visual identity. Our name and logos are important assets that are recognized around the world. This branding guide, along with those for the School and College, is designed to help everyone at Principia present our visual identity in a consistent way across all communications.

Utilizing the visual identity standards provided in this guide will help accomplish three key objectives:

- Enable departments to communicate cohesively and consistently to a diverse range of audiences
- Differentiate Principia in a consistent and effective manner
- Reinforce Principia's brand, which, in turn, will support the institution's growth and strategic objectives

FOR QUESTIONS ABOUT BRAND ASSETS
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LOGOS

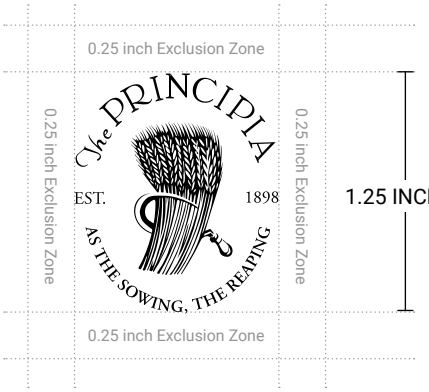
Principia's visual identity marks are vitally important to our brand. These marks act as a signature, an identifier, and a stamp of quality and recognition. They are, and always should be, the most consistent component in our communications. By reviewing and adhering to these guidelines, you will help support this vital consistency and brand awareness.



THE PRINCIPIA SEAL

The Principia seal consists of a sheaf of wheat, the institution's wordmark, the year Principia was established, and our motto, "As the sowing, the reaping." The seal is the dual-campus mark of Principia and should be used for all dual-campus communications. The seal can appear only in the colors shown here.





PMS 872



PMS 295



BLACK



REVERSE





MINIMUM HEIGHT

In some instances, the seal height may be reduced, but it should never be smaller than 0.875 inches, to preserve legibility. If working within a smaller visual space, use the appropriate wordmark in place of the seal.

PRINCIPIA DUAL-CAMPUS WORDMARK

A wordmark is a stylized treatment of an institution's name. The wordmark uses Principia's font, a special typeface that cannot be replicated, so the correct artwork must always be used and should appear only in the colors below.

The PRINCIPIA

The PRINCIPIA

The PRINCIPIA

The PRINCIPIA

WORDMARKS + SEAL

The dual-campus wordmark and seal should be paired on official documents such as letterhead and business cards.



The PRINCIPIA



The PRINCIPIA

SOCIAL MEDIA

Our audiences may encounter Principia digitally through our website or social media long before they experience Principia in person. To translate our brand thoughtfully for digital communications, it's important to keep in mind how our audience digests digital content and how it appears on screen.



SOCIAL MEDIA OVERVIEW

Many of our audiences communicate primarily through one of the four main social media channels. Below are high-level practices to keep in mind so that appropriate content is crafted in the right manner for each channel.

CHANNEL	TWITTER	FACEBOOK	INSTAGRAM	LINKEDIN
HOW TO USE	Share live-event updates, engage one on one with the community, and seek out and engage in brand-related conversations.	Share news, milestone updates, or photos and videos that show campus life and events.	Post visually striking "in-the-moment" photos and videos that communicate a sense of brand personality.	Post job opportunities and industry thought leadership, and publish news about the institution itself.
CORE USER DEMOGRAPHIC	MILLENNIALS GEN Z	BOOMERS GEN X MILLENNIALS GEN Z	MILLENNIALS GEN Z	BOOMERS GEN X MILLENNIALS
COPY APPROACH	 CASUAL FORMAL	 CASUAL FORMAL	 CASUAL FORMAL	 CASUAL FORMAL
IMAGE PRODUCTION VALUE	 CASUAL FORMAL	 CASUAL FORMAL	 CASUAL FORMAL	 CASUAL FORMAL

IDENTITY FOR SOCIAL MEDIA

Principia runs active channels on Facebook, Instagram, LinkedIn, and YouTube. We encourage our community to like, share, and engage with these channels to increase Principia's exposure and help us communicate via social media. For a full list of Principia's social media channels, visit principia.edu/socialmedia.

DUAL-CAMPUS SOCIAL MEDIA PROFILES AND CHANNELS

Facebook—Alumni
@PrincipiaAlumni

Instagram—Alumni
@PrincipiaAlumni

LinkedIn—The Principia
company/the-principia



YouTube—The Principia
@Principia

COLOR

Principia’s colors say a lot about who we are. Beyond our logos, they’re one of the most identifiable aspects of our brand. Our color palette helps audiences identify us at a glance, and the way we use color sets the mood for all communications.

PRINCIPIA DUAL-CAMPUS COLORS

Principia's primary palette features the institutional colors—blue and gold. This primary palette ensures we stay true to who we are, while working with a range of neutral and secondary colors to meet the needs of various communications.

PRIMARY COLOR PALETTE



PRINCIPIA GOLD

PMS 872 + Metallic (offset printing only)
CMYK 28 / 43 / 79 / 5
RGB 181 / 141 / 80
HEX #b58d50



PRINCIPIA BLUE

PMS 295C (offset printing only)
CMYK 100 / 85 / 36 / 38
RGB 16 / 43 / 81
HEX #102b51

TYPOGRAPHY

When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is communicated. Principia's typography communicates clearly and cleanly and is flexible across a wide range of print and digital communication mediums.



TYPOGRAPHY OVERVIEW

Flexibility comes from using one type family that contains all the necessary styles. Principia's typeface, Roboto, features sans and slab fonts. The typeface was selected because of its modern and clean form.

PRIMARY SANS-SERIF

ROBOTO

Uses: Headlines, subheadlines, body copy, page titles, captions

CHARACTERS

ABCDEFGHIJKL
MNOPQRSTUVW
XYZ

abcdefghijklmn
opqrstuvwxyz

123456789!@#$%
^&*~({[“-+=.,;:•”]})

WEIGHTS

REGULAR
ITALIC
BOLD
BOLD ITALIC

PRIMARY SERIF

ROBOTO SLAB

Uses: Headlines, callouts, fast facts

CHARACTERS

ABCDEFGHIJKL
MNOPQRSTUVW
XYZ

abcdefghijklmn
opqrstuvwxyz

123456789!@#$%
^&*~({[“-+=.,;:•”]})

WEIGHTS

LIGHT
REGULAR
BOLD

TYPOGRAPHY HIERARCHY

This sample setting shows how typography could be used in a hierarchy that ensures effective use of typefaces to convey information.

PELLENTESQUE HABITANT MORBI TRISTIQUE

Label

Roboto, Black, All Caps
Kerning -25, Size 9 pt.

LOREM IP SUM DOLOR.

Short Headline

Roboto Slab, Bold, All Caps
Size 45 pt., Leading 45 pt.

Lorem ipsum dolor sit amet, onsectetur adipiscing elit. Ut diam risus, sollicitudin vel dolor in, molestie cursus ligula.

Subhead or Lead-In Copy

Roboto, Bold, Title Case
Size 16 pt., Leading 20 pt.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut diam risus, sollicitudin vel dolor in, molestie cursus ligula. Vivamus vestibulum dictum est, sit amet dignissim eros scelerisque sed. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Integer gravida venenatis sollicitudin.

Body Copy

Roboto, Regular
Size 10 pt., Leading 14 pt.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut diam risus, sollicitudin vel dolor in, molestie cursus ligula.

Captions

Roboto, Italic
Size 8 pt., Leading 12 pt.

PHOTOGRAPHY

Photography is a powerful asset for visual storytelling. It helps us tell the rich, full story that is Principia. By aligning our photography style and usage across the institution, we can create a look and feel that's distinctly ours.



PHOTOGRAPHY SNAPSHOT

Principia's photography should feel personal, joyful, and light, while also conveying a sense of engagement and innovation.







