

EDSITEment!

THE BEST OF THE HUMANITIES ON THE WEB

The EDSITEment! mark consists of two elements, the website name and its tagline, which are separated by a horizontal rule.

The EDSITEment! logo is part of a corporate signature and as such is subject to legal protection. To maintain that protection, the design should never be altered or repropotioned.

The logo should be rendered in "EDSITEment! Red, Yellow and Gray" as specified in this document. When used on a dark background, the logo may be reversed to white. When applications require, the logo may be rendered in all black.

Proportions/Scale
Black/White

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The logo and its corresponding tagline should be reproduced in this proportion (scale as a whole). When logo is featured at extremely small sizes, the tagline may be used separately from the the logo, but must remain in one line.

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Incorrect Logo Usage



Color of logo should not vary from what has been highlighted in this document.



Typeface used for tagline should never change.



Logo should never be used on a complex or busy background.



Logo should never be stacked.



Logo typeface and case should never change.

Print Reproduction

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Offset Colors

EDSITEment! Red PMS 1807c
EDSITEment! Red PMS 1807uc



EDSITEment! Yellow PMS 7407c
EDSITEment! Yellow PMS 7407uc



EDSITEment! Gray PMS 418c
EDSITEment! Gray PMS 418uc



Colors represented here will appear differently on screen and process printers. Pantone Matching System (PMS) numbers will ensure color accuracy in offset printing. CMYK, Web and RGB values are included for color matching across media.

4-c Process

25c/100m/100y/22k



23c/39m/91y/2k



62c/52m/62y/32k



Web Colors

#9c1d20



#c29638



#575850



RGB Colors

156r/29g/32b



194r/150g/56b



87r/88g/80b



Typefaces

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Capitalized type in the EDSITEment! logotype is set in Caecilia Light.

The secondary typeface used for “The Best of the Humanities on the Web” is set in Avenir Book. For the web, Arial and Georgia should be used as supporting typefaces.

Primary typeface

Caecilia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;!?"’)

Secondary typeface

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;!?"’)

Web typefaces

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;!?"’)

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;!?"’)