BARD PUBLICATIONS OFFICE EDITING AND LOGO GUIDE

This information is provided as a starting point for submitting text and imagery to the Publications Office for printed publications and as a guide to the Bard logo. Please contact publications@bard.edu for more information.

EDITING GUIDE

The Bard Publications Office bases its editorial decisions mainly on two standard references—*Chicago Manual of Style*, 17th edition, and the latest edition of *Merriam-Webster's Collegiate Dictionary*—except in our treatment of numbers, which is based on the style used by the Associated Press. The guidelines below cover only selected points and are by no means complete. Campus offices can access *Chicago* at chicagomanualofstyle.org and *Merriam-Webster's* at merriam-webster.com. Consult these references on all matters of spelling, grammar, punctuation, and style not covered by the following guidelines. Feel free to contact us with any questions at publications@bard.edu.

BARD TERMINOLOGY

Bard has four academic divisions: Division of the Arts; Division of Languages and Literature; Division of Science, Mathematics, and Computing; Division of Social Studies. The faculty member who heads a division is its *chair.*

Belonging to those divisions are the College's academic programs (not departments):
Chemistry and Biochemistry Program, Economics Program, Film and Electronic Arts Program, Literature Program. The faculty member heading a program is its *director.* Interdivisional concentrations (if they are not majors) have *coordinators*. (If majors, they too are programs.)

Use the following full and partial designations (no upper-case "The" unless specified):
Bard College; the College
Bard Center for Environmental Policy; Bard CEP
Bard College Conservatory of Music; the conservatory
Bard Graduate Center: Decorative Arts, Design History, Material Culture;
    Bard Graduate Center or BGC
Center for Curatorial Studies and Art in Contemporary Culture; CCS Bard
Gabrielle H. Reem and Herbert J. Kayden Center for Science and Computation;
    the Reem-Kayden Center or RKC
Institute for International Liberal Education; IILE; the institute
Levy Economics Institute of Bard College; the Levy Institute
Master of Arts in Teaching Program at Bard College; Bard MAT Program
Milton Avery Graduate School of the Arts; Bard MFA
The Richard B. Fisher Center for the Performing Arts at Bard College (referring to the building); Fisher Center at Bard (referring to programming); the Fisher Center

Terms referring to Bard's curriculum and academic calendar include the following:
Senior Project, Moderation, Major Conference, January intersession; spring/fall
semester (*but* upper case in titles, such as Spring 2022 *Bardian*)

When cited in text, the full title of an academic course is set in roman type, without quotes:
Professor Adams's new course, Mystical Beliefs and Practices, will meet on Monday.
She planned to teach a course on mystical beliefs and practices.

adviser (not advisor)

alumni/ae (always male and female plurals, except when referring to sex-specific circumstances) (see "Specific Terms")

Bard's mailing address for USPS is:
> Bard College
> PO Box 5000
> Annandale-on-Hudson, NY 12504-5000

> This is also the address that shoud be used as the return address for presort first class and bulk mailings.

Bard's Shipping & Receiving building address for large packages (FedEx, UPS) is:
> Bard College
> 30 Campus Road
> Annandale-on-Hudson, NY 12504-5000

The website is bard.edu (no "www").

Do not enclose telephone area codes within parentheses. The main telephone number at Bard is given as 845-758-6822.

NUMBERS

Spell out numbers one through nine. Use figures for 10 and above, including whole numbers followed by hundred, thousand, million, and so on:
> two; nine; 36; 120; four thousand; 7,247; 65 million

The rule applies to ordinals (no superscript) as well as cardinal numbers:
> second, 19th, 36th
> 125th, 122nd, 123rd

Use figures for ages and for all specific quantities when a unit of measure is given (whether written out, abbreviated, or represented by a symbol):
> 4 degrees, 2 kilograms, 8 lbs., 20 miles, 9 percent
> 2 years old, 45-year-old person

DATES

19th century, 19th-century architecture
1990s, nineties, or '90s, but *not* 1990's; use same form consistently throughout a work
July 1993 (no comma between month and year), *but* July 3, 1993
from Thursday, January 12 to Friday, January 13 (no comma after day unless a year is included)
200 AD, 300 BC, fourth century BC, 621 BCE (note that era designations are in capital letters; Bard style is BCE and CE, rather than BC and AD, in all texts other than diplomas)

TIME

Abbreviations for divisions of the day are in lowercase:
> 4:00 pm *or* 4 pm
> 11:30 am
> noon (*not* 12:00 pm); midnight (*not* 12:00 am)

HYPHENATION

Do not use a hyphen with prefixes such as *ante-*, *anti-*, *bi-*, *counter-*, *extra-*, *infra-*, *inter-*, *mid-*, *multi-*, *non-*, *over-*, *post-*, *pre-*, *under-*, etc., even when two of the same vowels or consonants fall together—unless the second element is capitalized, is a number, or consists of more than one word (pre-1914, un-American, non-interest-bearing) or the word might be misread (re-create, re-cover, un-ionized). Change the hyphen to an en dash (see section below on dashes) if the second element is an open compound (pre–Civil War).

Hyphenate words beginning with *self-* and *all-*.

Hyphenate compounds used as adjectives before a noun to avoid confusion.

Do not hyphenate following a noun:
    community-based organization; the organization was community based

Do not hyphenate permanent compounds used as adjectives:
    community development banks, civil rights movement

Do not hyphenate compounds formed with adverbs ending in *−ly*:
    highly developed, fully illustrated, poorly seen

Hyphenate adjectival compounds formed with other than *-ly* adverbs when the compound precedes the noun:
    ever-increasing speed (the speed was ever increasing)
    much-maligned person (he was much maligned)

Hyphenate adjectival compounds with *well, ill, better, best, little, lesser* when the compound precedes the noun; do not hyphenate when it follows the noun, unless the word is hyphenated in *Merriam-Webster's*:
    a well-known scholar (the scholar is well known); *but* she is well-informed

NAMES OF ORGANIZATIONS

Full, formal names of governmental bodies, political and economic organizations and alliances, institutions, companies, and formal divisions of such organizations are capitalized. Adjectives derived from them and incomplete designations are not capitalized. The article preceding a name is lowercased in text, even when part of the official title:
    Committee of Foreign Affairs, Foreign Affairs Committee; the committee
    the University of Chicago; the university
    the Department of History; the department
    the Division of Chemical Research; the division
    the Yenching Institute; the institute

OTHER NAMES; TITLES

Personal Names
When a person's given name consists of initials, insert a space between them:
> F. W. Olin, J. C. P. Wilson

Do not insert a comma before a suffix such as *Jr., Sr., II,* or *III:*
> Charles Emerson Winchester III, Robert Downey Jr.

Names of Academic Degrees and Honors
The general names of academic degrees and honors are lowercased:
> bachelor's degree, bachelor of arts, bachelor's degrees; master's degree, master of science; doctorate *or* doctoral degree

Degrees, abbreviated, do not take periods (BA, MFA); the same is the case if referring to a program, such as the Bard MAT Program (see Bard Terminology, above).

Official Titles
Civil, military, religious, and professional titles and titles of nobility are capitalized when they immediately precede a personal name, as part of the name:
> President Barack Obama, General Eisenhower, Cardinal O'Connor, Prince Charles, Professor Mary Warren, Professor Warren

> The president of the United States
> Barack Obama, president of the United States
> the president, the pope, the emperor

"Dr." is only used for medical doctors and only on first reference.

In text, titles following a personal name or used in place of a name are, with few exceptions, lowercased, and second reference is last name only:
> Maria Stella, professor of music; Stella / the chair of the division; Frank Whitehead, chair of the division (*but* chair of the Division of the Arts)

Among academic titles, named professorships are an exception to the above rule:
> Alice Stark, Waterston Professor of Literature

Titles of Works
Titles and subtitles of published books, newspapers, magazines, journals, and other periodicals are italicized, as are the titles of long poems and plays. Titles of short works are set in roman type and quotation marks:
> *Disease, Pain, and Sacrifice: Toward a Psychology of Suffering*
> Marilynne Robinson's *Housekeeping*
> *New York Times* (lowercase "the" in the middle of a sentence)*,* the *Washington Post*
> *Time, Newsweek, Sports Illustrated*
> *New England Journal of Medicine*
> *Paradise Lost*
> "The Love Song of J. Alfred Prufrock," from *Prufrock and Other Observations*
> Shaw's play *Arms and the Man*

Titles of articles and features in periodicals, journals, and newspapers; chapter titles and part titles; and titles of short stories, essays, and individual selections in books are set in roman type and enclosed in quotation marks:

"A Defense of Shelley's Poetry," by Kathleen Raine in the *Southern Review*
"Talk of the Town" in last week's *New Yorker*
"Maternal Behavior and Attitudes," chapter 14 of *Human Development*

Titles of long musical compositions are italicized, but titles of songs and short compositions are set in roman type and quotation marks:

Don Giovanni   "Jesu Joy of Man's Desiring"
Death and Transfiguration   "Strange Fruit"

Musical compositions that have no distinctive titles and are identified by their musical form or movement, often including a number or key designation, are set in roman type and punctuated as follows:

Symphony in B Major, Op. 3   Sonata in E-flat
Fantasy in C Minor   Adagio from the Fifth Symphony

However, use lower case in running text (C minor) and in second reference (the symphony).

Titles of paintings, drawings, statues, plays, and other works of art are italicized:

Grant Wood's *American Gothic*
'night, Mother by Marsha Norman
Rembrandt's etching *The Strolling Musicians*

Titles of films and of television and radio programs are italicized, but single episodes are treated as "chapters":

the movie *Moonlight*
PBS's *Masterpiece Theater*
the following episode of *West Wing*, "Opposition Research," . . .
National Public Radio's *All Things Considered*

Titles of exhibitions are italicized; series (of anything) are set in roman type with no quotation marks; titles of events such as lectures or conferences are set in roman and quoted:

the Baltimore Museum of Art's exhibition *American Prints, 1870–1950*
The Art for Art's Sake lecture series overstated the obvious.
His lecture, "Wildflowers of the Desert," was received enthusiastically.
The association's June conference, "Assessing the New Software," took place in Miami.

Blog and video-game titles are italicized; website names are in roman with initial capitals; individual posts or pages are in roman with quotation marks. URLs need not have "http" or "www" prefixes if the website opens without them.

SPELLING

Use American rather than British spelling:

color, *not* colour
industrialization, *not* industrialisation
toward, *not* towards
center, *not* centre
labeled, *not* labelled

USAGE

comprise, constitute:
> comprise—to contain, to be composed of, to consist of
> constitute—to compose, to form
> A body comprises those things of which it is constituted.
> A whole comprises the parts; the parts constitute the whole.
> Use *comprise* to mean all of the constituent parts ("the play comprises three acts").
> Use *include* when only some of the parts are enumerated.
> Use *comprise* only in the active voice. It is never *comprised of.*

that or which as a relative pronoun to introduce a qualifying clause:
> Use *that* to introduce a defining (restrictive) clause.
> The report that the committee submitted was well documented.
> Use *which* to introduce a descriptive (nonrestrictive) clause.
> The report, which was well documented, was clandestine.

e.g., i.e.:
> The abbreviation e.g. means "for example"; i.e. means "that is." They are not interchangeable.
> A comma always follows each abbreviation. They are discouraged in running text.

names of states:
> In running text, spell out the names of states: Alabama, Maryland, Washington.
> When abbreviating the names of states, as in lists or notes, use the form cited in *Chicago* (section 10.27) that includes periods (Ala., Md., N.Y., Pa., Wash.). *Do not use* the two-capital-letter form (AL, MD, NY, PA, WA), which is specifically for use with zip codes, unless it is used in a mailing address. United States is spelled out except in adjectival usage ("US-China relations").

Isolated words or phrases in a foreign language may be set in italics if they are likely to be unfamiliar to readers, but foreign words and phrases that are found in *Merriam-Webster's* should be treated as English (set in roman type):
> The *grève du zèle* is not a true strike but a nitpicking obeying of work rules.
> They formed an ad hoc committee to examine the issue.
> When studied in vivo, the compound appeared to be just as effective.

SPECIFIC TERMS

African American, Italian American, etc
alumni/ae or alums informally (only use "alumnx" if user specifies)
artist (or scholar, writer, etc.) in residence (no hyphens)
Black (n., adj.)
catalogue (v., n.)
coartistic director
communist, except capitalized when referring to the party or a member of the party
coursework
Eastern Hemisphere
email (cap. Email when starting a sentence)
fiber optics (n.), fiber-optic (adj.)
fundraiser; fundraising
Indigenous
internet

Mid-Hudson Valley
online
political affiliation: R–Mich. (no period after "R" or "D," en-dash, standard abbr.)
postgraduate, postdoctoral
socioeconomic
they (as a singular noun) (see *Chicago* section 5.48)
website (*but* web page)
workforce, workplace, workstation

LISTS

In lists and elsewhere in text, do not substitute an ampersand (&) for the word *and*:
John Harris and Joan Merrill, *not* John Harris & Joan Merrill
Mr. and Mrs. Anthony Temple, *not* Mr. & Mrs. Anthony Temple

To arrange a series of words in alphabetical order, use the letter-by-letter system described in *Chicago* (section 16.59), whereby one first considers the initial letter of the word, then the second letter, the third letter, and so on:
aardvark
Aaron
Ab
aba
abaca

The above rule applies to alphabetizing names, including those beginning with *Mac, Mc,* or *O'*.

To arrange alphabetically a couple with different surnames, use the initial surname:
Gene Haley
John Harris and Joan Merrill
LeRoy Lassiter
Suzanne Masters and Chris Blake
Thomas Mattingly

Organizations are alphabetized by first name:
Rebecca and Nathan Miller Foundation
Millie and Robert Wise (personal names)
The Wood Family Foundation

PUNCTUATION

Colon
Use a colon to introduce a formal statement or quote or a list or series that is not an object or part of the introductory statement:
It included three subjects: a, b, c (or "The three subjects it included were a, b, and c").
The areas are as follows: a, b, and c (or "It included (1) a, (2) b, and (3) c").
It included:
a
b
c

Capitalize full sentences following a colon only if more than one sentence follows (see *Chicago* section 6.61) or if there is a (rare) rhetorical need.

Comma
Use a comma before the conjunction in a series of words, phrases, and clauses:
>   The flag is red, white, and blue.

Dashes
There are several dashes, differing in length. Each kind of dash has its own uses.
Two kinds, the *en* dash and the *em* dash, are most commonly used.

En dash
The en dash is half the length of an em dash and longer than a hyphen. To create an en dash on a Macintosh computer, use the keyboard command Option + Hyphen; on a PC the command is Control + Minus.

Use an en dash in place of a hyphen in a compound when one element consists of two words or a hyphenated word:
>   New York–London flight
>   Pulitzer Prize–winning writer
>   quasi-public–quasi-judicial body (en dash between two hyphenated phrases)
>   *but*: non-English-speaking country (hyphens)

Use an en dash to indicate inclusive numbers (dates, times, pages) in lists, charts, tables, and the like and to indicate periods extending over two calendar years, but do not use an en dash in place of words in text:
>   May–June (*but* from May to June)
>   9:00–11:00 (*but* from 9:00 to 11:00)
>   pp. 234–55
>   fiscal year 1968–69 (*but* from 1968 to 1969)
>   a multivolume work (1960–)

The spacing on either side of an en dash depends on whether the dash separates two numbers (pp. 234–55, fiscal year 1968–69), in which case there is no space before or after the dash; or a letter and a number (11:15 am – 2:30 pm), in which case there is a space before and after the dash.

Em dash
The em dash is twice the length of an en dash. To create an em dash on a Macintosh computer, use the keyboard command Shift + Option + Hyphen; on a PC the command is Control + A + Minus.

Use an em dash to denote a sudden break in thought that causes an abrupt change in sentence structure:
>   "Will he—can he—obtain the necessary signatures?" Mills asked pointedly.
>   Consensus—that was the goal she doggedly pursued.
>   The chancellor—she had been awake half the night—was in an angry mood.

There is no space before or after an em dash.

Ellipses

An ellipsis, or elision—the omission of a word, phrase, line, paragraph, or more from a quoted passage—must be indicated by ellipsis points. (See *Chicago* for a full discussion of ellipses.)

Omission within a sentence

Three dots, with a space before and after each dot, indicate an omission within a quoted sentence or fragment of a sentence. Thus an omission in the sentence

> The porcupine, which is common in this region, is characterized by stiff bristles.

could be shortened to

> The porcupine . . . is characterized by stiff bristles.

Omission between sentences

When the last part of a quoted sentence is omitted and what remains is still grammatically complete, four dots—a period followed by three ellipsis dots—are used to indicate the omission. There is no space between the period and the preceding word, even if that word does not end the original sentence. *Chicago* condones changes in punctuation and capitalization to fit the context:

> The spirit of their conservatism is thoughtless and shortsighted. . . . The liberal faction . . . is more idealistic.

As noted, these guidelines cover only selected points. Please contact publications@bard.edu with any questions.

SUBMITTING TEXT AND IMAGERY

The Publications Office produces printed pieces for the College as well as publications that are distributed only as PDFs. To schedule a project with us, contact publications@bard.edu.

We can also help with outdoor signs, but permanent campus "wayfinder" signage has its own set of rules. Contact Buildings and Grounds for further information on permanent signage. We recommend Dutchess Signs in Red Hook or Timely Signs and Fast Signs in Kingston for production.

All inquiries for website design should be addressed to webservices@bard.edu.

For posters and brochures distributed only on campus we recommend contacting SPARC for design (student.bard.edu/sparc) and Central Services for printing (printjobs@bard.edu).

Submitting Text
Text for a project should be submitted to the Publications Office in MS Word as an email attachment, or in Google Docs (we will convert it into a Word doc before sending on to the design stage). Please do not format the file through operations such as centering, justifying the text, or inserting tabs or tables. Please do not submit any text in all-capital letters. (However, appropriate use of other typography, including boldface and italics, is acceptable.)

The submitted document is to be in 12-point Times New Roman font, 100 percent black, 1.5 spacing, block paragraphs (i.e., no indents) separated by hard returns, 1-inch margins all around, and pages numbered.

Text is most easily managed when it is aligned flush left and ragged right (as in this document). Suggestions or instructions about the project's design can be inserted in brackets, clearly distinguished from the document text, and discussed with the designer.

Using Copyrighted Text
Below are general guidelines for uses of copyrighted text in published or online Bard College documents. Keep in mind that usage varies on a case-by-case basis; in all instances, please be aware of the need to check before incorporating copyrighted material into your piece of writing.

You may want to keep within the limits of what is called "fair use," which allows scholars, researchers, and others to use small portions of copyrighted texts for instructional or other, usually noncommercial, purposes.

The rules for fair use are not hard and fast, but simply including a title/author/publisher citation is not enough to adhere to copyright protections. Sometimes even a small (but important) portion borrowed from a larger work may constitute copyright infringement, according to copyright.gov. This can be true even when colleges and universities use quoted material for educational purposes.

Some examples of the kinds of citations commonly considered allowable under fair use:

> Civil disobedience can be uncivil. But Hannah Arendt knew that being an active citizen is dangerous. In *The Human Condition*, she famously wrote, "Whoever entered the political realm had first to be ready to risk his life. . . . Courage therefore became the political virtue par excellence."

> Fryderyk Chopin was eulogized as "a Varsovian by birth, a Pole at heart, a citizen of the world by virtue of his talent" by the Polish poet Cyprian Kamil Norwid.

If an entire book chapter, article, or piece of research is being copied, you should contact the publisher for its permission requirements. Remember to build in sufficient time to receive a response and comply with the publisher's conditions.

Submitting Imagery

If you wish to submit your own photography for a printed publication, files must be a minimum of 300 dpi at the final size used. EPS, TIFF, or JPEG files are all acceptable file formats. Please do not submit images in PDF files, embedded in Word docs, or PNG files. (Do not fake the resolution.)

Logos should be submitted as Adobe Illustrator AI or EPS files.

To submit photography for the website, files must be a minimum of 72 dpi at 100 percent of the final size used. JPEG, GIF, and PNG are all acceptable file formats. Please contact webservices@bard.edu for more details.

The Publications Office has an archive of photos that you are welcome to use. Photos in this archive are for print and digital use on the Bard website or on Bard-related sites, and outside newspapers and magazines when the publication features Bard College. Credit must always be given to the photographer.

Image Permissions

If you are submitting your own imagery, for printed publications or your program's website, you are responsible for acquiring all licenses and permissions.

Various museums, libraries, and image resource sites online provide downloadable, high-resolution digital files. They can also sometimes help you secure rights for works still under copyright.

You will need a high-resolution digital file for printing, but please note that while you may not have to pay a license fee for images in the public domain, you may need to pay to acquire the high-resolution file.

Do not copy images from websites. Screenshots, phone photos, and other low-resolution imagery will not be accepted for any printed publication.

Copyright varies. The responsibility to secure rights is on the user.

PHOTOGRAPHY

If you are interested in having your class photographed or need to hire a photographer for a conference or other Bard event please contact publications@bard.edu.

Audio and Image Recording Policy as stated in the College Catalogue
By registering for classes and/or music lessons at Bard College, students grant Bard, and those acting on its behalf, the authorization to: 1) record all students' participation and appearance on video media, audio media, film, photograph, or any other medium. Along with audio and video recordings, Bard reserves the right to stream, via the web, students' performances in ensemble and class concerts; 2) record all students' work, including musical compositions, on video media, audio media, film, photograph, or any other medium; and 3) use all students' names, likenesses, voices, and biographical materials in connection with these recordings. Students who may have commitments to any other person or entity that would conflict with the rights granted above are responsible for informing Bard in writing of these relationships at the time of registration.

LOGO GUIDE

Logo   **Alternate Options**

Bard   **Bard College**   **Bard College**

In printed publications the "Bard" logo should not be used any smaller than 0.5" wide; the horizontal "Bard College" no smaller than 1.25" wide; the stacked "Bard College" no smaller than 0.75" wide. For the web, "Bard" should not be smaller than 30 pixels tall or 70 pixels wide.

Bard's Color is Red, PANTONE (PMS) 193c
PMS 193c is the preferred logo color (used at 100 percent); however, depending on your design and printing process, the logo may also be used in any of the secondary logo colors:
PMS 425c (grey, used at 100 percent), 100 percent black, or 100 percent white.

Web red: HEX #ad1a1f, and web greys: #222222; #333333; #ededed (light grey). (RGB red is R173, G26, B31. RGB grey is R86, G88, B89.) When printing on fabric or other materials, the red may be adjusted to suit.

File Format
For print we recommend using an AI vector file. You can also use an EPS or TIFF. If you need a logo with a transparent background, use the AI or EPS file. For the web we recommend a JPEG, PNG, or GIF file. For a transparent background, use the PNG file.

Logo Placement
The logo must be placed on all College publications on the front cover and/or back cover, depending on your design. On your website the Bard logo should appear at the top and again at the bottom.

If your program or center has its own logo that incorporates the Bard logo you do not have to repeat the Bard logo. If your current logo does not include the Bard logo, you must place the Bard logo on your publication and website in addition to your own logo.

If your publication mails, you may want to consider placing the logo with the College's address.

If your publication is mailing via US Postal Service (USPS) marketing mail (also called third-class bulk), use: Bard College, PO Box 5000, Annandale-on-Hudson, NY 12504-5000

If you are not mailing your publication, you can use: Bard College, Annandale-on-Hudson, New York

If you need to give our address in order to receive large USPS shipments as well as FedEx or UPS deliveries: Bard College, 30 Campus Road, Annandale-on-Hudson, NY 12504-5000 (this is the Buildings and Grounds shipping and receiving building)

Do Not Download the Bard Logo from the Internet
Contact publications@bard.edu if you need the logo files or have any questions on usage.

CREATING A NEW LOGO

All new program and center logos must incorporate the Bard logo and Bard red. If your current logo does not, you must place the Bard logo on your publication and website in addition to your logo.

Logos should be able to be reproduced small without being difficult to read and large without becoming pixelated. We recommend that you design your logo as an AI vector file. AI and EPS files (made from the AI file) are the most versatile formats.

We are happy to help you with a redesign of your current logo or help you create a new logo (contact publications@bard.edu).

Always Make Variations
Allow for some flexibility in your logo. Design an all-black option and an all-white option for publications that do not print in full color or when red will not reproduce well on your background color.

If your logo is horizontal, design a secondary option for use when you need a vertical or square. If you have small type in your logo, design a secondary option that does not use the small type at all.

Example of a Bard Logo
This is the preferable format for all new logos. The Bard logo does not have to be repeated here as it is already incorporated.

Logo	**Alternate Options**

You may also pair your name with the logo like this:

Bard Office of Admission
Bard Publications Office

DO NOT ALTER THE BARD LOGO

The logo may never be used in any other color.

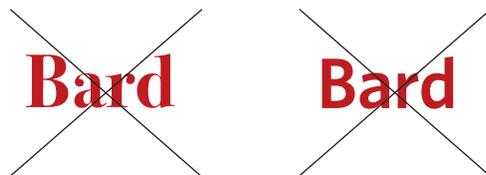The logo may not be disproportionately scaled vertically or horizontally.

Avoid using red on a medium-tone grey background as red on grey vibrates and can be difficult to read.

Do not typeset the logo in all caps.

The logo may not be reset in a different serif typeface or in a sans serif typeface.
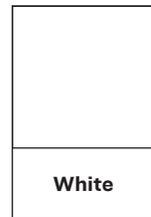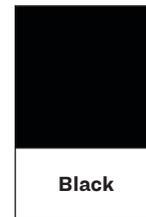
LOGO COLOR PALETTE FOR PRINTED PUBLICATIONS

Primary Logo Color

Secondary Logo Color

Coated Paper

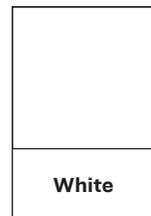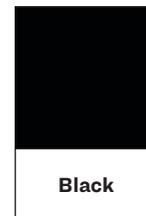| 193c |
| :---: |

Coated Paper

425c	Black	White

Uncoated Paper
Please note that UCC8755 is specific to Quality Printing and will need adjustment if using a different printer.

UC8755

Uncoated Paper

425u	Black	White

CMYK on Both Coated and Uncoated Paper
Cyan 13 Magenta 100 Yellow 100 Black 12
Please note that the K12 percentage in the red may be adjusted to suit the background color you are printing on.

13/100/100/12

CMYK on Both Coated and Uncoated Paper
Bard Grey: Cyan 66 Magenta 56 Yellow 55 Black 30
Bard Black: Cyan 40 Magenta 30 Yellow 30 Black 100

66/56/55/30	40/30/30/100	0/0/0/0