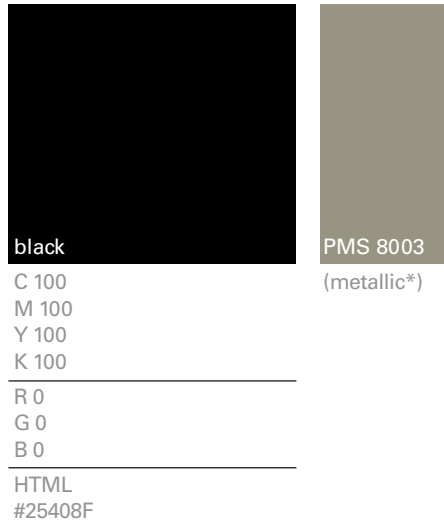


¹⁰: Office of the President



PRESIDENT'S OFFICE PRIMARY PALETTE



Office of the President Official Colours

The Office of the President has been designated a colour palette which corresponds with TWU's official colours (p. 73). This colour palette is comprised of black and metallic platinum*. Using single, distinctive shades will, over time, make the Office of the President visual identity memorable, eliminate production and cost limitations, eliminate readability issues and help the graphic and lettering work as a cohesive logo unit.

The numerical values for both print and digital media are listed here.

**Metallic ink is not an option in digital printing.*



Office of the President Logos

The Office of the President logos are comprised of a wordmark and a customized torch signet.

USAGE

Official Office of the President materials (Presidential medallion), formal invitations, recognition gifts, collateral materials (donor gifts), stationery and other official president's office materials.

The Office of the President logos are graphic elements and must be used in conjunction with the TWU torch logo ([p. 6](#)).

 OFFICE *of the* PRESIDENT

pol_k8003.eps

the PRESIDENT'S
CIRCLE 

pc_k8003_v.eps

the PRESIDENT'S CIRCLE 

pcl_k8003_h.eps

Office of the President Arrangements

There are three versions of the Office of the President logos: The President's Circle logo and the Office of the President logo.

OFFICE OF THE PRESIDENT

This logo has one arrangement. It is comprised of Trajan Pro, all caps, on one line with "of the" in Adobe Garamond italic. The President's signet is placed before "OFFICE" and occupies one character block.

THE PRESIDENT'S CIRCLE

This logo's vertical arrangement is the primary arrangement. It is comprised of Trajan Pro, all caps, on two lines flush left with "the" in Adobe Garamond italic extending left of "PRESIDENT'S". The President's signet is placed to the right of "CIRCLE" and occupies one character block.

A horizontal arrangement may be used when space prohibits the use of vertical formats (i.e. signage, university web banner). It is comprised of Trajan Pro, all caps, on one line with "the" in Adobe Garamond italic. The President's signet is placed after "CIRCLE" and occupies one character block.

To ensure that all uses of the President's Office logos will be consistent in appearance and quality, do not attempt to recreate the graphics.

the PRESIDENT'S
CIRCLE 

pc_k8003_v.eps

the PRESIDENT'S CIRCLE 

pcl_k8003_h.eps

 OFFICE *of the* PRESIDENT

pol_k8003.eps

the PRESIDENT'S
CIRCLE 

pcl_k_v.eps

the PRESIDENT'S
CIRCLE 

pcl_8003_v.eps

the PRESIDENT'S CIRCLE 

pcl_k_h.eps

the PRESIDENT'S CIRCLE 

pcl_8003_h.eps

 OFFICE *of the* PRESIDENT

pol_k_h.eps

 OFFICE *of the* PRESIDENT

pol_8003_h.eps

Office of the President Primary Palette

The Office of the President primary colour arrangement is black text with the signet in metallic platinum (PMS 8003)*.

Office of the President Supplementary Palette

When printing options are limited the Office of the President logos can be printed in one of the two palette colours.

The numerical colour values for both print and digital media are listed on [page 62](#).

*Metallic ink is not an option in digital printing.

1



pcl_r8003_v.eps



pcl_r_v.eps

2



pcl_8003_v.eps



pcl_8003_v.eps

3



pcl_r_v.eps



pcl_k_v.eps

4

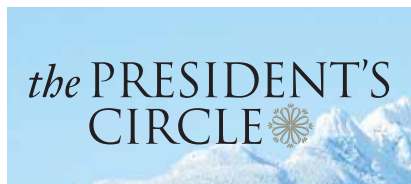


pcl_k8003_v.eps



pcl_r8003_v.eps

5



pcl_k8003_v.eps



pcl_r_v.eps

Office of the President Logo Backgrounds

PALETTE BACKGROUNDS

1. It is preferred that the Office of the President logos in reverse be placed on solid backgrounds of black.
2. It is preferred that the Office of the President logos in metallic platinum (PMS 8003)* be placed on white or solid backgrounds of black.
3. On solid backgrounds of platinum, the logos must be black or reverse.

PHOTOGRAPHIC / MID-TONE BACKGROUNDS

4. The Office of the President logos shall only be placed on mid-toned backgrounds light/dark enough for the logos to be legible.
5. The Office of the President logos shall be placed on photographic backgrounds simplified and neutral enough for the logos to be legible.

*Metallic ink is not an option in digital printing.



pcg_8003.eps

Office of the President Signet

The Office of the President logos are composed of two elements: the torch signet and the wordmarks. The wordmarks and signet may be used apart from one another.

PRESIDENT'S SIGNET

The Office of the President signet is comprised of the original TWU torch arranged radially eight times. It resembles a seal, flower and sun. The signet embodies the meaning of the TWU torch graphic (p. 6) and represents a circle of individuals coming together to generate unified growth, community and light.

The signet acts as a seal for Office of the President materials (Presidential medallion), formal invitations and recognition gifts, stationery and other official Office of the President materials.

To ensure that all uses of the President's Office signet will be consistent in appearance and quality, do not attempt to recreate the graphic.

**Metallic ink is not an option in digital printing.*



Office of the President Palette

The Office of the President primary colour is metallic platinum (PMS 8003)* or reverse (p. 69). When the signet is used as a single graphic element, the platinum can be applied as a screen.



pcg_8003.eps



TWU Supplementary Palette

Black is included in the colour palette to be used when printing options are limited. When the signet is used as a single graphic element, the black can be applied as a screen.

The numerical colour values for both print and digital media are listed on [page 62](#).



pcg_blk.eps

**Metallic ink is not an option in digital printing.*



Office of the President Signet Backgrounds

PALETTE BACKGROUNDS

1. It is preferred that the reverse signet (in any screened value) be placed on solid backgrounds of black.
2. It is preferred that the platinum* signet (in any screened value) be placed on solid backgrounds of black.
3. The black and reverse signets (in any screened value) are both permitted on solid backgrounds of platinum.

PHOTOGRAPHIC / MID-TONE BACKGROUNDS

4. The Office of the President signet shall only be placed on mid-toned backgrounds light enough for the platinum and black versions to be legible and dark enough for the platinum and reverse versions to be legible.
5. The Office of the President signet is permitted to be placed on photographic backgrounds simplified and neutral enough for the signet to be legible.

**Metallic ink is not an option in digital printing.*