

PRIMARY MARK - WHITE BACKGROUND



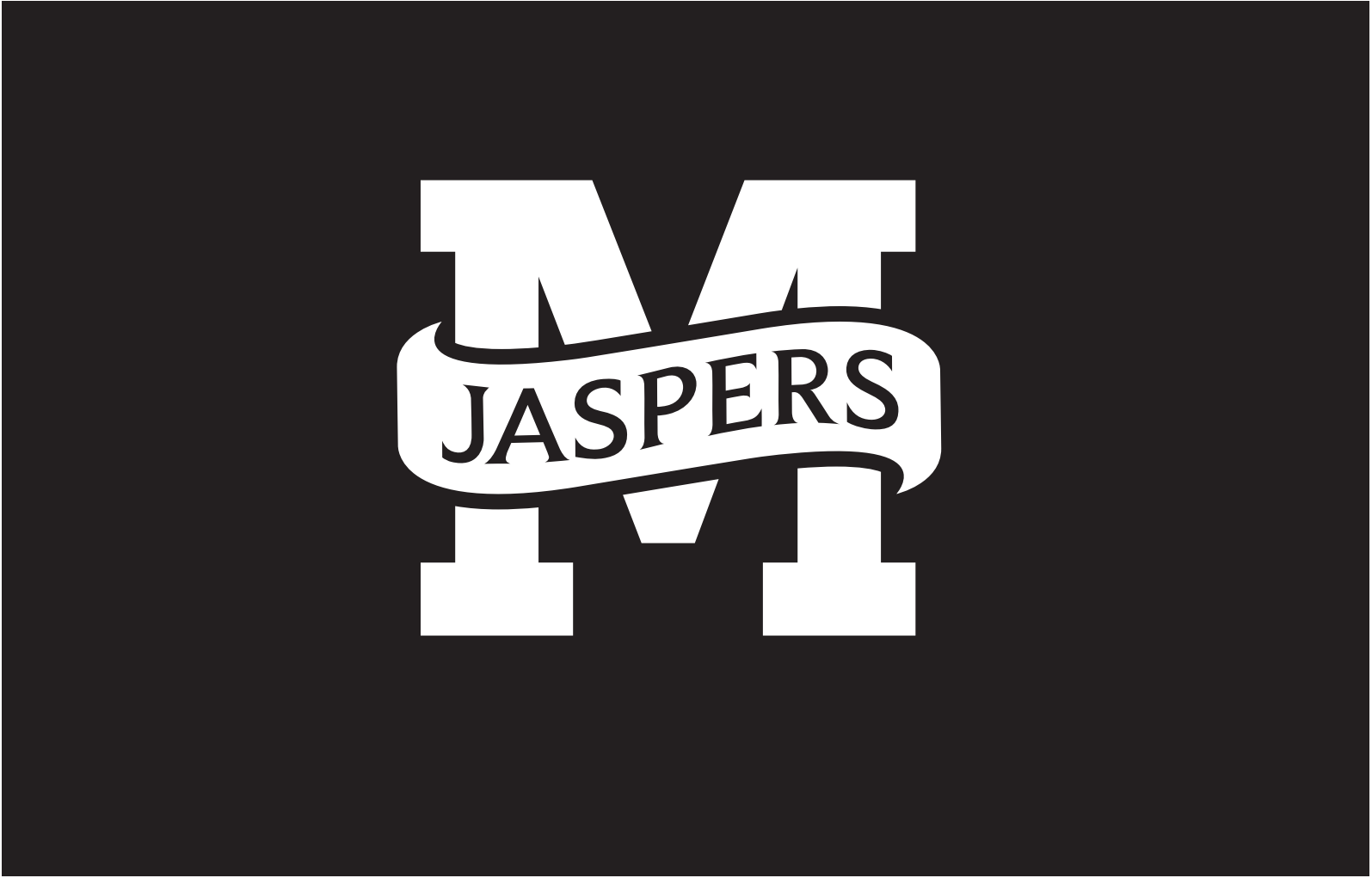
PRIMARY MARK - DARK BACKGROUND



PRIMARY MARK - (Black & White) WHITE BACKGROUND



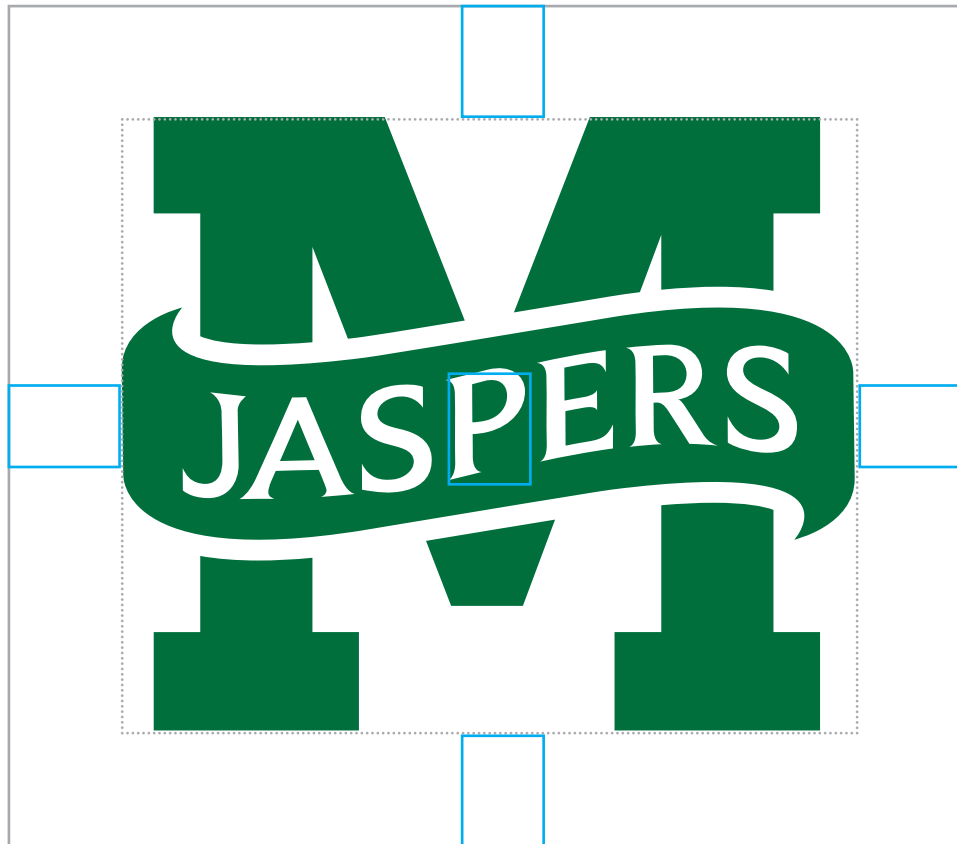
PRIMARY MARK - (Black & White) DARK BACKGROUND



## CLEAR SPACE - VERTICAL

An area of open space must be maintained around the logo to prevent it from being in conflict with other design elements. As a general rule, use the height of the “P” in Jaspers on all four sides of the logo. Nothing may intrude into this clear space.

It is important to note that while only the vertical logo is shown below, all Manhattan College logos must follow the clear zone guidelines.



## MINIMUM SIZE USAGE

All Manhattan College logos can appear in a variety of sizes to accommodate a range of applications, but they should not be sized so small that they become illegible. The primary vertical logo should not be used any smaller than  $\frac{3}{4}$ " in overall height. The primary horizontal logo should not be used any smaller than  $\frac{1}{2}$ " in overall height.

When using the Manhattan College logos for Internet applications, primary logos should not be used smaller than 54 pixels, horizontal logos should not be smaller than 36 pixels.

It is important to note all Manhattan College logos must follow the minimum size requirements.

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