

Brand Expression: Logo Guidelines

Department Signatures

TERTIARY FIELD

The **Tertiary Field** is an optional field and can be used to communicate **unit, school, college or other affiliated department names**.

Within the **Tertiary Field**, the font style (color, point size, upper and lower case formatting) is specific to this field and should not be altered. Every effort should be made to keep the **Tertiary Field** to a single line. An ampersand (&) should be used in place of the word “and”. The words “the” and “of” should be lower case.

When signatures need to be either larger or smaller, the relative scale of elements, leading, etc., should be observed.



UNIVERSITY *of*
DENVER

COLLEGE OF BREVITY EXPLORATION

Center for Logos & Issues of Import

12.25

TERTIARY FIELD Entities:

10/12.25 BT Futura Book, Initial capitals and lowercase, -20 em letter space, 100% word space, Prints Black / Reverse to White

Note: Always close up excessive letter-space gaps between initial capitals and lowercase letters.



UNIVERSITY *of*
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10/11 BT Futura Book, Initial capitals and lowercase, -20 em letter space, 100% word space, Prints Black / Reverse to White

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