

# The University of Vermont STYLE GUIDE



# STATIONERY

## Letterhead

### DOCUMENT

8.5" x 11"

### MARGINS

Top: 0.75"

Bottom: 0.75"

Left: 0.75"

Right: 0.75"

### LOGO

Tower is .63"x.76", UVM

Green, abuts to margin

Logo type is Arno Light

Display, 19 pt., 'f' is Light

Display italic, 100 tracking

between 'f' and 'V'; UVM

Green, sits on baseline with  
tower

### DEPARTMENT

Myriad Pro Semibold, caps,

9/10 pt., track 50, black,

flush left

### ADDRESS

Myriad Pro Regular, u&l.c.,

9/10 pt., track 10, black,

flush left



The University of Vermont

#### UNIVERSITY COMMUNICATIONS

86 South Williams Street, Burlington, VT 05401-3404

(802)656-1100 • fax: (802)656-3203

newserv@uvm.edu • www.uvm.edu/~uvmpr

Equal Opportunity/Affirmative Action Employer

# STATIONERY

## Small Letterhead

### DOCUMENT

6" x 7.75"

### MARGINS

Top: 0.5"

Bottom: 0.5"

Left: 0.5"

Right: 0.5"

### LOGO

Tower is .59X.75", UVM green, abuts to margin

Type is 17 pt. Arno Pro Light Display, 'f' is Light Display Italic, track 80 between 'f' and 'V', UVM green, sits on baseline with tower

### DEPARTMENT

Myriad Pro Semibold, caps, 8.5/9 pt., track 50, black, flush left

### ADDRESS

Myriad Pro Regular, u&l.c., 8/9 pt., track 10, black, flush left



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# STATIONERY

## No. 10 envelope/ mailing label

### #10 ENVELOPE



The University of Vermont  
UNIVERSITY COMMUNICATIONS  
86 South Williams Street  
Burlington, VT 05401-3404

Address service requested

### LABEL



The University of Vermont  
UNIVERSITY COMMUNICATIONS  
86 South Williams Street  
Burlington, VT 05401-3404

### DOCUMENT

9.5" x 4.125"

### MARGINS

Top: 0.25"  
Left: 0.25"

### LOGO

Tower is .6X.72", UVM green, abuts to margin

Type is 17 pt. Arno Pro Light Display, 'f' is Light Display Italic, track 80 between 'f' and 'V'

### DEPARTMENT

Myriad Pro Semibold caps, 7.5/8.5 pt, flush left, black, track 50

### ADDRESS

Myriad Pro Regular, u&l.c., 7.5/8.5 pt, flush left, black, track 10, align last line of address with bottom of tower box

### ADDRESS CORRECTION LINE

Myriad Pro Regular Italic, u&l.c., 7.5/8.5 pt, flush left, black, 1.25" from top edge

### DOCUMENT

5" x 3.5"

### MARGINS

Top: 0.25"  
Left: 0.25"

### LOGO

Tower is .56X.68", UVM green, abuts to margin

Type is 16 pt. Arno Pro Light Display, 'f' is Light Display Italic, track 80 between 'f' and 'V'

### DEPARTMENT

Myriad Pro Semibold caps, 7/8 pt, flush left, black, track 50

### ADDRESS

Myriad Pro Regular, u&l.c., 7/8 pt, flush left, black, track 10, align last line of address with bottom of tower box

# STATIONERY

## Business card

### DOCUMENT

3.5" x 2"

### MARGINS

Top: 0.5"  
Left: 0.2"  
Right: 0.2"

### LOGO

Tower is .45X.53", abuts to margins, UVM green

Lettering Arno Pro Light Display, 12.5 pt., 'f' is Light Display Italic, track 100 between 'f' and 'V'; UVM green

### NAME

Myriad Pro Regular Caps, 10/10 pt., track 10, black, flush left

### DEPARTMENT

Myriad Pro Semibold Caps, 8/10 pt., track 10, black, flush left

### TITLE

Myriad Pro Regular, u&l.c., 8/10 pt., track 10, black

On separate line, Myriad Pro Regular, u&l.c., 8/9 pt., track 10, black

### ADDRESS

Myriad Pro Regular, u&l.c., 8/10, track 10, black, flush left with text above, space before p6, 2 letter spaces on either side of bullets



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# ATHLETIC MARKS

## Merchandising

For the use of these UVM logos in a merchandising capacity, organizations must first sign a trademark license agreement through the licensing program. The form is available at: [www.uvm.edu/~license](http://www.uvm.edu/~license).

For next steps and more information about licensing the UVM identity, please contact Chris McCabe, assistant vice president of marketing and business development at: (802) 656-7728.

In certain cases, these UVM Tower logo may also be licensed for commercial use. For information on this, please contact Chris McCabe, assistant vice president of marketing and business development at: (802) 656-7728.

See page 5 for general UVM Tower logo color and usage guidelines.

### PRIMARY ATHLETIC MARKS



### SPORT SPECIFIC ATHLETIC MARKS



# ATHLETIC WORDMARKS

## Merchandising

### CATAMOUNTS WORDMARKS

**CATAMOUNTS®**

*Catamounts®*



### COLOR GUIDELINES



**CATAMOUNT GREEN**

Spot color: PMS 3435    Process color:  
C:100%  
M: 0%  
Y: 81%  
K:66%



**CATAMOUNT BROWN**

Spot color: PMS 464    Process color:  
C:10%  
M: 50%  
Y: 100%  
K:35%



**CATAMOUNT GOLD**

Spot color: PMS 123    Process color:  
C:0%  
M: 24%  
Y: 94%  
K:0%



**CATAMOUNT LIGHT BROWN**

Spot color: PMS 466    Process color:  
C:12%  
M: 22%  
Y: 43%  
K:0%



**CATAMOUNT ORANGE**

Spot color: PMS 1585    Process color:  
C:0%  
M: 56%  
Y: 90%  
K:0%



**CATAMOUNT BLACK**

Spot color: Process Black