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
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
No. 10 envelope/mailing label

#10 ENVELOPE

LOGO
Tower is .6X.72", UVM green, abuts to margin
Type is 1.7 pt. Arno Pro Light Display, ‘f’ is Light Display Italic, track 80 between ‘f’ and ‘V’

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

LABEL

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’

ADDRESS
Myriad Pro Regular, u&l.c., 7/8 pt, flush left, black, track 50
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
Business card

**DOCUMENT**
3.5” x 2”

**MARGINS**
Top: 0.5”
Left: 0.2”
Right: 0.2”

**LOGO**
Tower is .45" x .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
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.

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.
Merchandising

CATAMOUNTS WORDMARKS

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: 1.2%
M: 56%
Y: 100%
K: 0%

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

CATAMOUNT BLACK
Spot color: Process Black