

Princeton University 200th Anniversary of the Alumni Association

Primary logo (informal)



Secondary logo (formal)



Fonts:

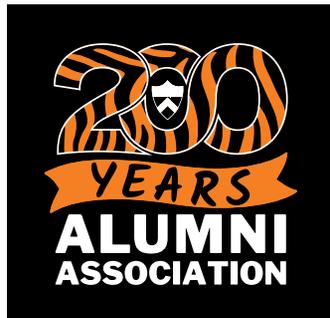
“Years” Kalam, bold

“Alumni Association” Libre Franklin, black

Colors: orange (0-62-97-0) and black

Body text for the website can be any sans serif that will work well throughout different platforms: franklin-gothic-urw, “Helvetica Neue”, Helvetica, Roboto, Arial, sans-serif

Primary and secondary logos on dark background



Use the primary logo on light background color wherever is possible.



Minimum space needed around the logo.

Space should be left around the logo; at a minimum, the space should be equal to the cap height at any given size.

For consistency, please reproduce art as it is supplied, and do not separate or alter the components.