SMFA at Tufts
Logo Guidelines

Presented by
Studio Mercury
Black logo for use on light backgrounds

SMFA AT TUFTS

PRIMARY SQUARE MARK

SECONDARY HORIZONTAL MARK
White logo for use on dark backgrounds
**General Placement Guidelines**

**USE THE PRIMARY MARK WHENEVER POSSIBLE**

Prioritize using the primary square mark over the secondary horizontal mark. Reserve the secondary horizontal mark for use cases where it is not possible to display the primary mark at its minimum legible size.

**MINIMUM LEGIBLE SIZE**

Please ensure the primary square mark is at least .375" (27px) wide.

![Primary Square Mark (.375"
27px)](image)

When using the secondary horizontal mark, please ensure it is at least .75" (54px) wide.

![Secondary Horizontal Mark (.75"
54px)](image)

**MARGINS**

For both the primary and secondary mark, leave a margin measuring at least 1x cap height around all sides of the logo.

![Margins](image)
DO NOT COMBINE WITH THE TUFTS WORDMARK
The SMFA at Tufts logo should never appear directly next to the Tufts / Tufts University logo.

DO ALLOW THE SMFA MARK TO TAKE PRECEDENCE
When promoting the SMFA at Tufts, allow the SMFA mark to take visual precedence.

Ovitatem dis et rem inciam quaepudamet doluptio. Di ullamte serio te conseque eosandam, eatem alit restion comnis sum untius ium fuga. Agnam soluptaquam intist, que reptaspic.

When it is necessary to include both marks, place the Tufts logo on a separate line or align it to the opposite edge. Leave adequate spacing around (at least 1x height or 1x width of SMFA at Tufts logo) so that it does not appear to be a combination mark.
**Don’ts**

**DO NOT ALTER**
Use the lockups as provided. Do not resize or move individual elements within the logo.

**DO NOT STRETCH OR DISTORT**
Always scale the logo at its original width x height ratio.

**DO NOT ROTATE OR SKEW**
Always place the logo on the page horizontally so that it is oriented at the correct angle.

**DO NOT ADD ANY ADDITIONAL ELEMENTS**
Do not add borders, lines, text or shapes. This includes encasing the logo inside another box.

**DO NOT PLACE ON COMPETING BACKGROUNDS**
Avoid placing the logo on competing colors or on busy areas of a photo or illustration. The entire logo should always be clearly legible.

**DO NOT ADD EFFECTS**
Do not apply gradients, drop shadows, embossing or other effects to the logo.

**DO NOT CHANGE COLORS**
Only use the logos in black or white, as provided.