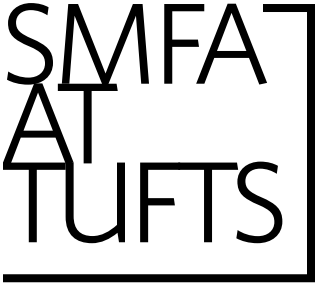


# SMFA at Tufts Logo Guidelines

Presented by  
Studio Mercury

Black logo for use on light backgrounds



PRIMARY SQUARE MARK



SECONDARY HORIZONTAL MARK

White logo for use on dark backgrounds



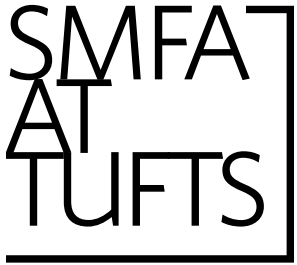
PRIMARY SQUARE MARK



SECONDARY HORIZONTAL MARK

# 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.



.375"  
(27px)

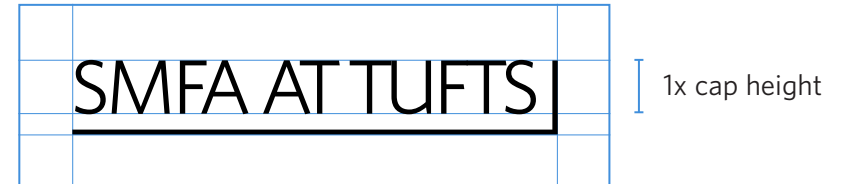
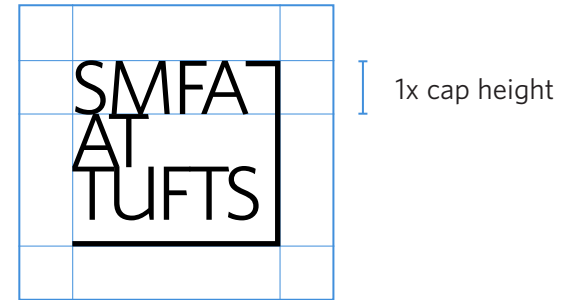
When using the secondary horizontal mark, please ensure it is at least .75" (54px) wide.



.75"  
(54px)

## MARGINS

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



# Placement with Tufts Logo

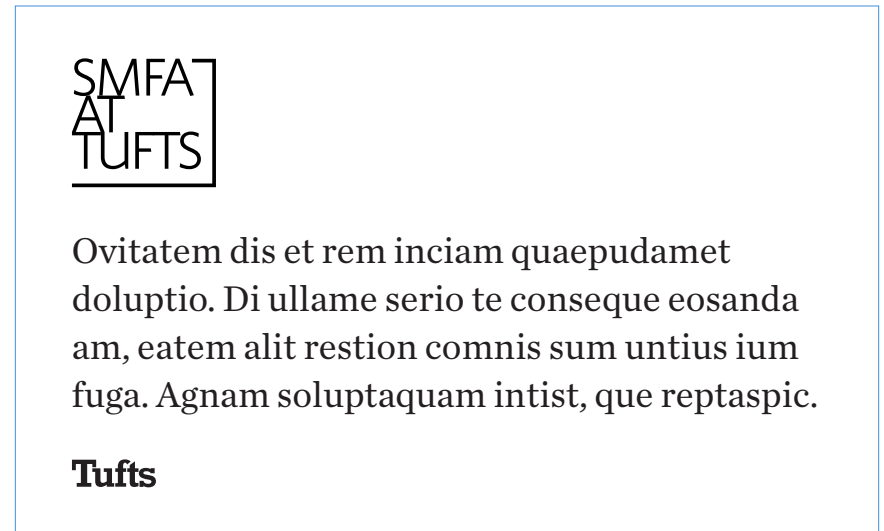
## DO NOT COMBINE WITH THE TUFTS WORDMARK

The SMFA at Tufts logo should never appear directly next to the Tufts / Tufts University logo.

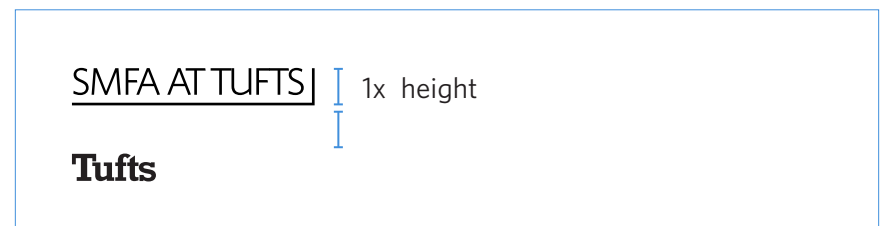
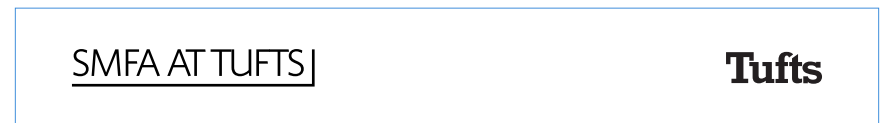


## DO ALLOW THE SMFA MARK TO TAKE PRECEDENCE

When promoting the SMFA at Tufts, allow the SMFA mark to take visual precedence.



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 CHANGE COLORS

Only use the logos in black or white, as provided.



## DO NOT ADD EFFECTS

Do not apply gradients, drop shadows, embossing or other effects to the logo.



## 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.