Touro University California
Brand Standards

TOURO UNIVERSITY
CALIFORNIA

Touro University California Brand Attributes

INTERDISCIPLINARY

Unique and important, this approach crosses traditional boundaries. In the health care arena, Touro's approach creates integrated health care teams.

COMMUNITY-MINDED

Serving underserved communities locally, nationally and globally; working in partnership with the community; regarding the local community as an asset.

ACCESSIBLE

Diversity of students, staff and faculty; student access to faculty, access to unique programs and to leadership opportunities.

STUDENT-FOCUSED

A unique, intimate and inclusive relationship with students, in an environment that supports their success.

Official Logo Elements

The University's logo consists of three elements:

1. Touro University California logo mark
2. Touro University California letter mark
3. Divider rule

Touro University California logo mark

Touro University California letter mark

TOURO UNIVERSITY
C A L I F O R N I A

Divider rule

Official Logos

The University's logo consists of four variations:

1. Touro University California Primary Logo
2. Touro University California Horizontal Logo
3. Touro University California Letter Mark
4. Touro University California Logo Mark

The logo mark and the logo type should always be spaced and aligned as shown here.

Note:
All logos must be re-sized proportionately and not stretched or distorted.

The Letter Mark should only be used when there are space limitations around the logo

PRIMARY LOGO

HORIZONTAL LOGO

LETTER MARK

LOGO MARK

Official Logos

Primary Color

Black

*Secondary Color

Black & Reversed Logos

The logo may be reversed out in white with Touro University California appearing in white. The approved Touro blue or Touro red colors are preferred for most backgrounds; however, in some cases with very dark, very light, or clashing backgrounds, alternate colors may be used.

Note:
White logos that may be reversed out of a dark background are available in .eps format only, for use with specific design software. The use of reversed logos in layout requires outside graphic design services; please coordinate through External Relations.

Black

Reversed on Primary Color

Reversed on Black

Reversed Logos on Background Images

The logo may only be reversed out in all black or all white and should never be reversed out in any color combination.

Black

White

Touro University California Logo with College Names

This version of the logo has been developed for colleges that wish to designate their names with the Touro logo. For this type of logo usage, please request electronic files from External Relations. When combining the college name with the logo, use the format shown below.

The logo mark and the "Touro University California" logo type are always spaced and aligned as shown. The unit logo type is added as shown. Please note that only college names are used.
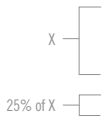
Any variations must be approved by External Relations.

Unit Logo Type
Align center

Size
25% of the height of the logo mark

DO NOT
Substitute the typeface of college names

Black

Color

Touro University California Logo with College Names

TOURO UNIVERSITY
C A L I F O R N I A
COLLEGE OF EDUCATION
AND HEALTH SCIENCES

TOURO UNIVERSITY
C A L I F O R N I A
COLLEGE OF
OSTEOPATHIC MEDICINE

TOURO UNIVERSITY
C A L I F O R N I A
COLLEGE OF PHARMACY

Logo Safe Space

A safe area around the logo must be preserved to allow maximum legibility of the logo. No elements such as typography, other logos, graphics or photos may intrude upon this safe area. In addition, placing the logo too close to an edge or gutter also violates the safe area. Maintain a distance at least equal to the size of the TU logo mark.

Primary Logo use

Letter Mark use

Horizontal Logo use

Minimum Logo Size

This is the minimum size each logo can be used in order to maintain legibility.

Primary Logo use – 1.5" x .66"

Secondary Logo use – 1.5" x .25"

Secondary Logo use – 2" x .3375"

Alternative Uses of Touro University California Logo

The black or blue version of the TU mark can be screened back to use as a watermark for some graphic purposes. Make sure that any text printed over the watermark is legible. The tint percentages to use when creating that effect are as follows.

5% of the black in CMYK,
RGB or PMS colorspace

5% of the blue in CMYK,
RGB or PMS colorspace

Official Seal - Not for General Use

The university seal is restricted for use only on specially-designated official university materials such as diplomas, regalia, class rings, certain permanent architectural elements and other limited uses as approved by the office of the Provost.

Note:
PMS color selections will appear drastically different on screen and via desktop printing.

Note:
Please request "external seal" files for PMS and CMYK use.

Note:
Please request "internal seal" files for Electronic and Internal use.

Note:
White logos that may be reversed out of a dark background are available in .eps format only, for use with specific design software. The use of reversed logos in layout requires outside graphic design services; please coordinate through External Relations.

Primary Color
Touro University California Seal
PMS 302C & 302U

Primary Color
Touro University California Seal
Black

Secondary Color Combination
Touro University California
Seal PMS 302C + Black & 302U + Black

This color combination to be used only by
External Relations.

Reversed Touro University California Seal
to be used only by External Relations.

Official Color Selections of Touro University California

The primary color for the logo is blue. Blue is rooted in the Touro and Judaic traditions and is also a familiar color in the health care arena. The color blue represents depth, stability, wisdom, trust, loyalty, faith and truth.

Secondary colors are black, gray and white, to complement the blue primary color.

Black is conservative, and goes well with almost any other color. It can be serious, conventional and sophisticated.

Neutral Gray is a traditional color of neutrality, practicality, coolness, timelessness and great quality.

White, like black, goes with almost any color. It signifies cleanliness, purity or softness. It contrasts well with darker colors so they look brighter and more prominent.
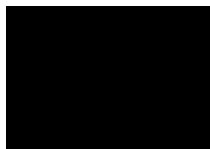
Red functions as a tertiary accent color for certain limited applications. It symbolizes vigor, elegance, richness, refinement, leadership and maturity.
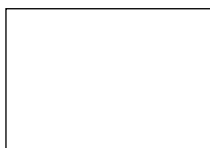
Primary Color

Blue
CMYK
100/72/54/25

Secondary Colors

Black
CMYK
100/0/0/0

Grey
CMYK
5/0/5/13

White
CMYK
0/0/0/0

Tertiary Color

Red
CMYK
43/86/86/38

Only to be used by External Relations.

Official Touro University California Color Swatches for **Internal** and **Electronic Use**

Listed next to the color swatch are the primary RGB and HTML colors to be used for web or screen use, as well as for in-house printing. These RGB and HTML color breakdowns match the official Touro colors on screen and via desktop printing.

Colors for web/screen use and in-house printing:

RGB 41/70/87
HTML 294657

RGB 0/0/0
HTML 000000

RGB 96/50/43
HTML 60322b

RGB 255/255/255
HTML ffffff

Note:
Any printing of colors other than the official Touro University California colors must be approved the External Relations department.

Note:
Please request "internal logo" files for Electronic and Internal use.

Note:
For in-house printing, JPG file format is suitable to use. For **EXTERNAL** printing, JPG, BMP and GIF file formats are **NOT** suitable. For this purpose please use EPS files.
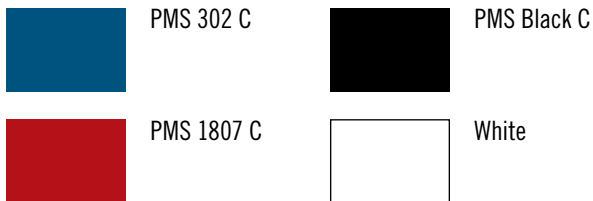
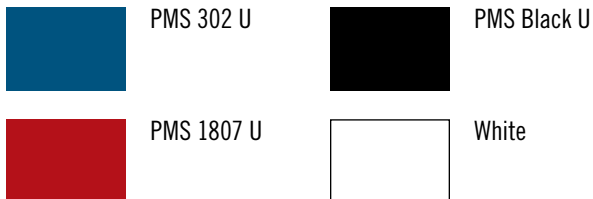Contact the External Relations department if you need assistance.

Official Touro University California Color Swatches for **External Use**

Listed next to the color swatch are the primary PMS and CMYK colors to be provided to creative agencies and printing vendors.
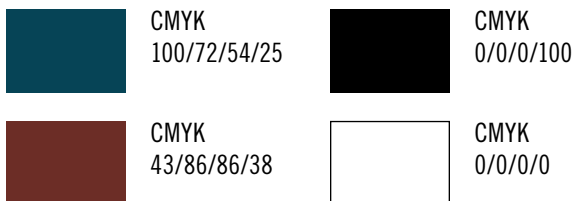
When printing one color on coated paper:

PMS 302 C   PMS Black C

PMS 1807 C   White

When printing one color on uncoated paper:

PMS 302 U   PMS Black U

PMS 1807 U   White

When printing four color process:

CMYK
100/72/54/25   CMYK
0/0/0/100

CMYK
43/86/86/38   CMYK
0/0/0/0

Note:
Any printing of colors other than the official Touro University California colors must be approved by External Relations.

Note:
PMS color selections will appear drastically different on screen and via desktop printing.

Note:
Please request "external logo" files for PMS and CMYK use.

Note:
For in-house printing, JPG file format is suitable to use. For **EXTERNAL** printing, JPG, BMP and GIF file formats are **NOT** suitable. For this purpose please use EPS files.

Contact the External Relations department if you need assistance.

Typography for Touro University California
Complementary PC Typefaces for **Internal Use**

These typefaces are readily available on PCs and should be used when producing internal documents. The typefaces have been selected to complement those in the identity.

Verdana Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefjhijklmnopqrstuvwxyz0123456789

Verdana Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefjhijklmnopqrstuvwxyz0123456789

Verdana Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Book Antiqua Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefjhijklmnopqrstuvwxyz0123456789

Book Antiqua Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefjhijklmnopqrstuvwxyz0123456789

Book Antiqua Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Note:
The use of Verdana should be primarily reserved for headline and sub-head treatments. Book Antiqua should be reserved primarily for use in body copy.

For any questions, further information or assistance on Touro University California branding, please contact the External Relations department at 707.638.5272.

Typography for Touro University California
for **External Use**

The serif and sans serif typefaces used in the logo type reflect the traditional roots of the institution, while also conveying a contemporary and long-lasting look.

EXTERNAL COMMUNICATION FONTS
These fonts are the official typefaces of Touro University California, to be used by external creative agencies.

Note:
The use of Neutra should be primarily reserved for headline and sub-head treatments. Anziano should be reserved primarily for use in body copy.

Neutra Text - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefjhijklmnopqrstuvwxyz0123456789

Neutra Text - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefjhijklmnopqrstuvwxyz0123456789

Neutra Text - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefjhijklmnopqrstuvwxyz0123456789

Anziano - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Anziano - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Anziano - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Typography for Touro University California
Secondary Fonts for **External Use**

SECONDARY EXTERNAL COMMUNICATION FONTS

This font family is a secondary choice that may be used by external creative agencies to complement the primary typefaces.

Clarendon - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefjhijklmnopqrstuvwxyz0123456789

Clarendon - Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
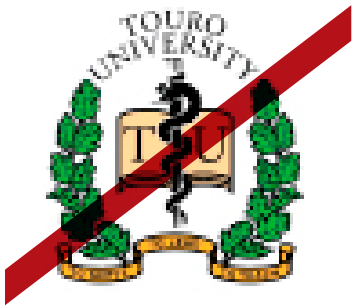abcdefjhijklmnopqrstuvwxyz0123456789

Clarendon - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefjhijklmnopqrstuvwxyz0123456789

Note:
The secondary typeface can be used for headline and body copy use.

Discontinued Logo Elements

Do not use these or other outdated versions of the logo.

Logo Use at a Glance

	ID SYSTEM					INTERNAL COMMUNICATIONS			EXTERNAL PUBS		SPECIALTY ITEMS		SPECIALLY-DESIGNATED ITEMS			ELECTRONIC	
	Business cards	Envelopes	Letterhead	Invitations	PowerPoint	Memos	Notepads	Internal Newsletters	External publications (recruitment, development, collateral)	Research posters	Wearables (apparel, hats)	Specialty items (mugs, pens, promotional items)	Diplomas	Graduation announcements	Regalia	Website	Videos
LOGO	x	x	x	x	x	x	x	x	x	x	x	x				x	x
SEAL													x	x	x		
LOGO MARK				x	x	x	x	x	x	x	x	x		x		x	x