LOGO COLORS

Red and gray are the dominant logo colors. White being used only on dark backgrounds.

Pantone 186
C: 10 M: 100 Y: 90 K: 0
R: 194 G: 1 B: 27
HEX: #c2011b

Pantone Cool Gray 8
Black 60%
C: 0 M: 0 Y: 0 K: 60
R: 128 G: 130 B: 133
Hex: #808285

Pantone 427
Pantone Cool Gray 8 - 36%
Black 20%
C: 0 M: 0 Y: 0 K: 20
R: 209 G: 211 B: 212
Hex: #d1d3d4

WHITE
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
Hex: #FFFFFF
LOGO TYPES

STACKED
This is the preferred logo type configuration for most applications.

HORIZONTAL
This is the preferred logo type to be used when space does not allow for the stacked version.
CLEAR SPACE

To preserve Radford University’s logo integrity, always maintain a minimum clear space around the logo. The clear space isolates the logo from any competing graphic elements such as type, photography, background patterns and other elements that may divert attention. The clear space is defined as the height of the “Radford” letterforms.

MINIMUM LOGO SIZING

In order to maintain legibility and impact, the Radford University logo should not appear below these minimum sizes:

- Stacked Logo: 1.25"
- Horizontal Logo: 2”

Minimum size 1.25 inches
Minimum size 2 inches
This is the preferred logo type to be used on a dark background.

Please contact the University Relations office at 540-831-5182 if you have any questions about logo usage.
DO NOT...

- Alter the original logo colors
- Use without “University”
- Place in white box when on a dark background or add a border
- Place on busy photo or pattern
- Effects that alter the letterforms such as outline, emboss, extrude, 3-D, etc
- Stretch or squeeze to distort proportions
- Change logo’s orientation without permission
- Recreate the logo. Always use the provided files.

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