A special logo was designed in commemoration of Iona College’s 75th anniversary, for use throughout 2015 to promote the year of anniversary celebrations.

The guidelines presented here are intended to facilitate the effective use and consistent presentation of our 75th anniversary identity, as presenting an inconsistent image can confuse our public and undermine our message.

Please observe these guidelines if you would like to use the 75th anniversary logo in print or online, or for producing material relating to the anniversary.

Should you have any questions or concerns about the logo’s use, please consult:

SUZANNE AUGUSTYN  
Director of Creative Services  
Marketing & Communications  
Advancement & External Affairs

(914) 637-2783  
saugustyn@iona.edu
COLOR PALETTE
Color consistency is one of the most important elements of the 75th anniversary logo. The colors at right are the only approved colors for the logo. The 75th anniversary logo should not be reproduced in any other colors.

IONA MAROON (PMS 202)
Iona Maroon should always appear as part of the logo (unless the logo prints one-color black).

PRINT APPLICATIONS
The 75th anniversary logo must be printed in no less than 300 dpi, the minimum required for effective printed reproduction. Use only files obtained from the Marketing and Communications office.

Files are available in EPS, TIFF and JPG formats. Do not use versions of the logo obtained through scans, photocopies, or taken from the website.

WEB APPLICATIONS
The 75th anniversary logo is available in RGB format for Internet usage.

Please visit iona.edu/brand to download the logo for web and other uses.
PREFERRED LOGO USAGE
The logotype is the primary identifier of Iona College’s 75th anniversary. When at all possible the 75th anniversary logo should be used in one of the following ways.

Please visit iona.edu/brand to download the logos shown at right.

ON WHITE
V1 Standard Color Application

BLACK AND WHITE
V2 One Color - Black

ON MAROON OR BLACK
V3 One Color - Maroon

IMAGERY
Photographic background. The preferred background color is white.

If the logo is used on a photo, adequate contrast must be maintained to maximize legibility.

If further questions should arise, please consult with Suzanne Augustyn for direction.
SPACE AND PROPORTION
The 75th anniversary logo must be given adequate space to exist on all materials whenever possible.

Use the “O” in “IONA” as a spacing guide for establishing the safe space area as it remains proportional to the logo size.

MINIMUM PRINT SIZE
Maintaining the legibility of the type components should be a priority when determining the size of the logo.

The minimum size for the 75th anniversary logo in print formats are shown at right. The logo should not be used smaller than this size.

UNACCEPTABLE LOGO USAGE
The following are unacceptable uses of the 75th anniversary logo.

If further questions should arise, please consult with Suzanne Augustyn for direction.

DO NOT condense or expand the logo.

DO NOT rotate the logo.

DO NOT skew the logo.