

# Iloff School of Theology – Identity Guidelines – 2016

## Logo

The Iloff logo is comprised of the word mark which includes the name of the school and location. It has a distinctive typeface — Trajan Pro. The reversed version (white word mark purple background and white word mark) is the preferred logo. A secondary option is with a white background and purple font. Note the logo emphasis is on Iloff and the name of the school.



## Typefaces

The typefaces speak to our personality (provocative, discerning, and enriching) and ethos (forward thinking, spirited, and affirming).

**M** Merriweather Sans

ABCĆČDĎEFGHIJKLMNOPQRSŠTUV  
WXYZŽabcčćdđefghijklmnopqrsštu  
vwxyzž1234567890‘?’“!”(%)[#]{@  
}/&<-+÷x=>®©\$€£¥¢;:,.\*

Book **Bold**  
*Book Italic* ***Bold Italic***  
Regular **Extra-Bold**  
*Regular Italic* ***Extra-Bold Italic***

<https://fonts.google.com/specimen/Merriweather+Sans>

**M** Merriweather

ABCDEFGHIJKLMNOPSŠTUVW  
XYZŽabcdefghijklmnopqrsštuvwxyz  
yzž1234567890‘?’“!”(%)[#]{@}/&  
<-+÷x=>®©\$€£¥¢;:,.\*

Light **Bold**  
*Light Italic* ***Bold Italic***  
Regular **Heavy**  
*Regular Italic* ***Heavy Italic***

<https://fonts.google.com/specimen/Merriweather>

## The Rainbow Bar

The rainbow strip serves as a distinctive identifier that is special to Iloff. Its use is to intentionally differentiate and reinforce the institution’s visual identity.



## Colors

Purple and white are the two primary colors. The purple and white colors should be present in all collateral to emphasize Iloff’s distinguishing visual identity. The secondary highlight color is the orange color. The orange color is inspired by the architecture on campus, both old and new. In liturgical symbolism, purple is the color of humility, wisdom, and penance that comes from inward reflection.

Primary Colors		Secondary Color
<b>Purple</b> PANTONE 269 C Hex: #46166b RGB: 70/22/107 CMYK: 78/100/0/33	<b>White</b> Hex: #ffffff RGB: 0/0/0 CMYK: 0/0/0/0	<b>Burnt Orange</b> Hex: #bf5229 RGB: 191/85/41 CMYK: 19/78/99/7