CAPS

CENTER *for* ADVANCED
PUBLIC SAFETY

These guidelines may only be modified for special circumstances.
The marketing department has the final authority.

C APS

CENTER *for* ADVANCED
PUBLIC SAFETY

The new CAPS word mark uses a customized arrangement of the font Adobe Garamond.

The Center's name is a customized combination of the fonts Optima and Goudy Oldstyle Italic.
.
These fonts have s a universal quality that makes them appropriate for many applications, and it is equally successful in text and display work.

By transforming the logo into a more unified design, it reflects CAPS's continual improvement of safety through technological advancements.
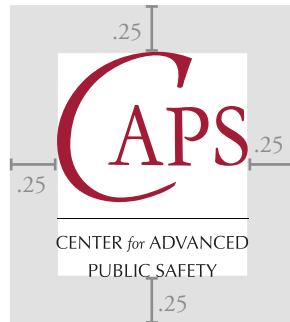
THE LOGO: Primary Version

The CAPS primary logo is the vertical arrangement. Wherever possible the primary version should be used. The design of the logo has been considered carefully and should not be altered or rearranged in any way.
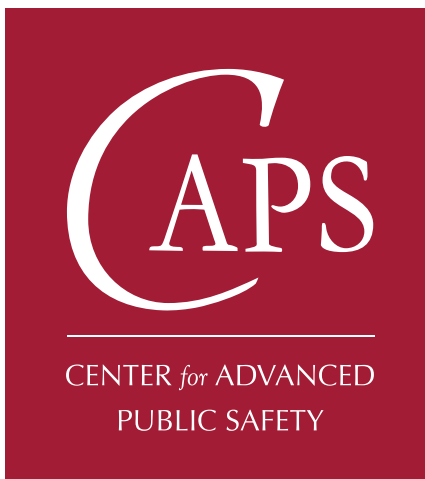
◀ **Minimum Size Requirements**
No smaller than 1" wide

◀ **Area of Isolation**
The clear space must remain free of any other element, copy, graphic or tint.

◀ **Reversing the Logo**
This example shows a proper use of the CAPS logo when it is "reversed out" on a dark-colored background.
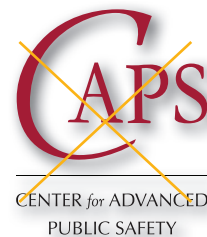
Primary Version:
Improper Logo Usage

DO NOT break the relationship between the graphic and the type. For example: do not move the type above the graphic as shown.
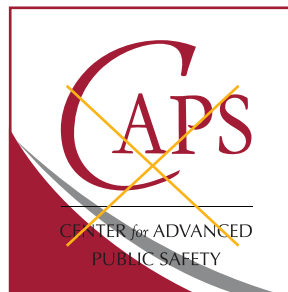
DO NOT distort the shape of the logo. It is extremely important that when placing the logo in a document and then resizing it, the height and width remain constrained in the proper aspect ratio (proportion). For example, when placing the logo in a Word document and then reducing it, click and drag on a corner of the picture box. This will ensure that the logo does not get distorted.

DO NOT change the color. Approved colors included in this document.

DO NOT place a drop shadow behind the logo.

DO NOT place the logo on or over a patterned background, image or graphic elements without proper approval. Readability of the logo should not be compromised by the background.

CAPS

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Use the CAPS secondary logo when the usable space is wider than it is tall.
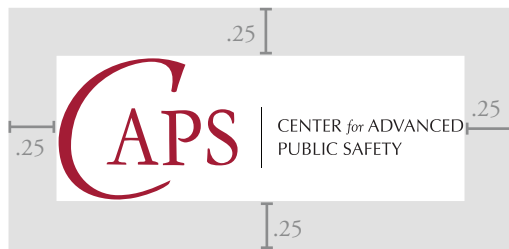
THE LOGO: Secondary Version

The CAPS secondary logo is the horizontal arrangement. Wherever possible the primary version should be used. However, when the space allotted is wider than it is tall, the secondary version is often more aesthetic. The design of the logo has been considered carefully and should not be altered or rearranged in any way.

◀ **Minimum Size Requirements**
No smaller than 1.75" wide

◀ **Area of Isolation**
The clear space must remain free of any other element, copy, graphic or tint.

◀ **Reversing the Logo**
This example shows a proper use of the CAPS logo when it is "reversed out" on a dark-colored background.

Secondary Version: Improper Logo Usage

DO NOT break the relationship between the graphic and the type. For example: do not move the type above the graphic as shown.

DO NOT distort the shape of the logo. It is extremely important that when placing the logo in a document and then resizing it, the height and width remain constrained in the proper aspect ratio (proportion). For example, when placing the logo in a Word document and then reducing it, click and drag on a corner of the picture box. This will ensure that the logo does not get distorted.

DO NOT change the color. Approved colors included in this document.

DO NOT place a drop shadow behind the logo.

DO NOT place the logo on or over a patterned background, image or graphic elements without proper approval. Readability of the logo should not be compromised by the background.

THE LOGO: Special Use

Use of the CAPS acronym icon is limited to

- special occasions;
- use on specialty items (ie: lapel pins);
- logo is so small that words aren't needed; and
- avatars, apps, fav icons, etc.

THE LOGOS: Color

The logo should only appear in the approved color combinations specified. Whenever possible the acronym should appear in red.

The logo can also be reversed out to appear white on a solid, dark background.

If used in a one- or two-color application where the standard colors are not used, the logo may appear in the predominant color of the piece.

Graphic treatments such as outlines, drop shadows, etc., should **not** be used. The logo is designed to work on a white background or solid dark background. It should not be placed on patterned backgrounds, images or graphic elements without prior approval.

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See page 8, for approved
color combinations.

Approved Colors

PANTONE® 201	PANTONE® Warm Grey 9	PANTONE® 423
BLACK 100%	BLACK 60%	WHITE (REVERSE)

CAPS
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Pantone 201 + Black

CAPS
CENTER *for* ADVANCED
PUBLIC SAFETY

Pantone 201 +
Pantone 423

*(60% Black may be
substituted for Pantone 423)*

CAPS
CENTER *for* ADVANCED
PUBLIC SAFETY

Pantone 201 +
Pantone Wm Grey 9

CAPS | CENTER *for* ADVANCED
PUBLIC SAFETY

Pantone 201 + Black

CAPS | CENTER *for* ADVANCED
PUBLIC SAFETY

Pantone 201 +
Pantone 423

*(60% Black may be
substituted for Pantone 423)*

CAPS | CENTER *for* ADVANCED
PUBLIC SAFETY

Pantone 201 +
Pantone Wm Grey 9

BRAND ELEMENTS:
CAPS Color Palette

To enhance the individuality of the Center's brand identity, a specific color palette of primary colors and secondary accent colors has been specially formulated.

The color palette is designed to enhance the overall visual impact of the CAPS brand and further reinforce the quality and standards of the Center.

The primary family consists of Pantone 201 red and Pantone 423 Grey. The color palette also includes a secondary family consisting of subdued and bright/dark accent colors. Listed to the right of each Pantone color is its process color equivalent. Screens of these colors are permitted.

PRIMARY

PANTONE 201	24c100m78y18k
PANTONE 423	*or* 55k

SECONDARY
Subdued

9c9m9y0k
32c24m25y0k
Pantone Warm Grey 9 32c24m25y0k
White

SECONDARY
Bright

|	
Pantone 199 6.83c100m85.23y1k	Pantone 199 40.1c23.19m30.21y0k
Pantone 7404 4.13c10.31m86.86y0k	Pantone 7404 0c4m27y0k
Pantone 7483 83.69c38.4m88.39y33.99k	18c16m17y0k
Pantone 547 98.82c66.12m55.5y55.43k	50c19m52y1k

COLORED BACKGROUNDS

Use of the logo on colored or textured backgrounds is acceptable as long as the texture does not compromise readability.

BACKGROUNDS

CAPS provides a number of backgrounds for design purposes. High resolution and vector files are available for download at caps.ua.edu/design
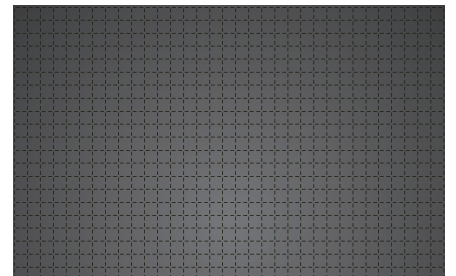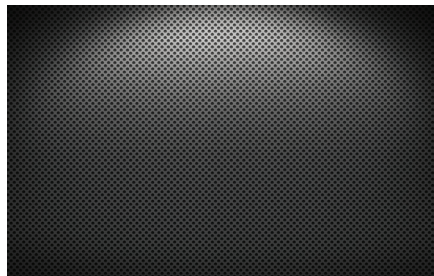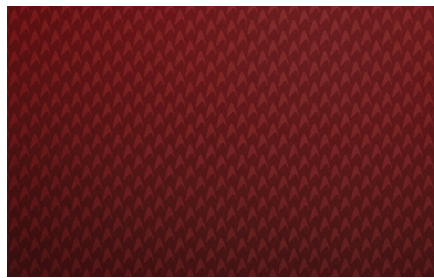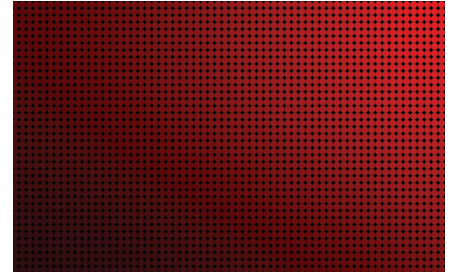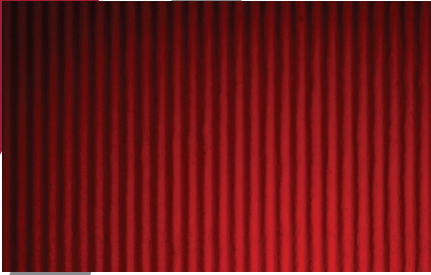
ADOBE GARAMOND

A modified version of the original Garamond, Adobe Garamond is an excellent text typeface; the font has a delicacy and grace that come from long, elegant serifs and the subtle transfer of stroke weight from thick to very thin.

Adobe Garamond Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Semi-Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Semi-Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MYRIAD PRO

"Myriad's clean open shapes, precise letter fit, and extensive kerning pairs make this unified family of roman and italic an excellent choice for text typography."

— Adobe TypeKit

Myriad Pro Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Bold Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Semi-Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Semi-Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CAPS Brand Typeface: Sans Serif, Option 2

OPEN SANS

"Open Sans is optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.."
— Adobe Typekit

Open Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Regular Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Bold Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CAPS Brand Typeface:
Sans Serif, Additional Options

SEGOE UI FONT FAMILY

Segoe UI is a product of Microsoft

Products that supply this font include
Excel 2007
Office 2007
Office 2010
Outlook 2007
PowerPoint 2007
Publisher 2007
Windows 7
Windows 8
Windows Server 2008
Windows Vista
Word 2007

DESIGN:

Examples of trifold brochure covers using
CAPS approved textured backgrounds