The terms “PRINCETON” and “PRINCETON UNIVERSITY,” as well as the University shield, are valuable trademarks that are registered with the U.S. Trademark Office. The University owns other valuable marks both registered and unregistered.

It is important that the registration symbol ® be used whenever the marks are used as trademarks. The symbol “TM” should be used for University marks that are not registered.

Failure to use the appropriate symbol dilutes the value of the University marks and can expose the University to unnecessary litigation and expense to enforce its trademark rights. The marks should be used on all merchandise, whether for internal or external groups.

The symbols should appear on the lower right hand corner of the registered term. In advertisements, it should appear at least the first time it is used in the title and then the first it is used in the text. This is especially critical when the marks are used on goods or with services sold by the University or its licensees.

Please contact Allison Brooks, associate director for trademark licensing, 609-258-3097, allisonb@princeton.edu, regarding all trademark licensing questions and specific placement of the trademark symbols.
5 Signature and wordmark
6 Signature or wordmark
7 Signature configurations
8 Wordmark configurations
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10 Signature and wordmark isolation

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Guide to Princeton’s Graphic Identity

Princeton University has a history of educational excellence that spans more than 260 years. It is world renowned as both one of the finest undergraduate colleges and as a leading research university.

When publications of the University identify themselves clearly and consistently with Princeton, they strengthen the University’s prestigious reputation.

Princeton has a tradition of graphic expression that is deeply associated with its name, its colors orange and black, its seal and shield.

In recent times, Princeton also has used a specific typographic treatment of the University’s name and shield—its “signature”—to reinforce affiliation with the University, and a set of preferred typefaces to achieve consistency across publications, websites, and other projects.

Princeton’s new core typeface, Princeton Monticello, has historic ties to the University.

It is derived from an 18th-century American typeface, Monticello, which has been available to the public for many years but not widely used.

Princeton’s new signature (Princeton Monticello capitals with a re-proportioned shield) is a distinctive mark, rooted in typographic tradition yet offering contemporary flavor.

Consistent application of these graphic identifiers will ensure that University communication reinforces Princeton’s reputation for excellence.
The Princeton signature is a unique way of writing the University’s name that reinforces connection to the University. The signature stands for Princeton—it heralds the positive reputation of the institution.

The signature comprises the wordmark “Princeton University”—typeset in Princeton Monticello Bold and a special light drawing of the typeface (called Princeton Monticello Display)—and the Princeton shield.
The wordmark
The wordmark may be used alone in some situations. When the wordmark is used alone, the shield may also appear somewhere on the publication or item. It may be particularly useful to incorporate the wordmark separately from the shield in display settings or in less formal situations.

Please visit our website (www.princeton.edu/trademark) or contact Allison Brooks, associate director, Princeton University Trademark Licensing, (allisonb@princeton.edu / 609-258-3097) regarding all trademark licensing questions.
**Primary signature**
The primary signature should be used whenever possible. We refer to this signature as the “stacked version.”

The primary signature comprises the stacked wordmark and the shield, proportioned to share three points of alignment.

For the sake of consistency, please reproduce the art as it is supplied, and do not separate or alter the components.

**One-line signature**
The one-line signature should be used only in cases where the primary signature does not fit well, such as on the spine of a book.
The wordmark may be used without the shield. These treatments are particularly useful for merchandise. (Please refer to page 20 for guidelines on placement of the ® and TM or contact Allison Brooks, associate director, Princeton University Trademark Licensing, 609-258-3097, allisonb@princeton.edu.

When the wordmark is used, the shield should appear independently in the publication or on the item. (See page 21-24.)

STACKED WORDMARK

PRINCETON UNIVERSITY

ONE-LINE WORDMARK

PRINCETON UNIVERSITY

PRINCETON ONLY

PRINCETON ®
The signature and wordmark should be reproduced exactly as they appear in supplied digital files ("lock-ups"), which are downloadable from our website at www.princeton.edu/trademark.

Consistent use of the wordmark and signature is key to maintaining a cohesive and effective graphic identity for the University.

If the signature and wordmark appear in a variety of altered or modified forms, the marks become less reliable as symbols of the University.

These guidelines apply to the primary and one-line signature and wordmark.

Please don’t center the shield over or under the wordmark.

Please don’t change the relative sizes or spacing of the type.

Please don’t recreate the type in Monticello or any other typeface.

Please don’t stretch the signature or the wordmark.

In this treatment the shield is too big.

In this treatment the shield is placed incorrectly relative to the name.

In this example, “Official Guide” should not have been tacked on to the lock-up.

Part of the name should not change size.

Alternate typefaces should not be used.

The proportions of the art should not be altered.
Signature and wordmark isolation

Space should be left around the signature and wordmark; at a minimum, the space should be equal to the cap height at any given size.

This applies to the primary and one-line wordmark and signature.
Orange and black

For more than 140 years, the combination of orange and black has been associated with Princeton. Today, “Princeton Orange” is defined as PMS 158, the closest ink match to the swatch of cloth showing the orange adopted by the trustees in 1959 and kept in the archives for historical reference.

Note: This manual was printed on a Xerox iGen, so oranges appearing here are accurate to that process. For accurate color matching samples for offset printing, please refer to a Pantone® Matching System (PMS) guide pertaining to the paper specified.

As early as the 1860s, Princetonians began wearing orange ribbons at athletic competitions, perhaps in reference to William III, Prince of Orange (of the House of Nassau), for whom Nassau Hall was named. When students began to write class numerals in black ink on their orange ribbons, the two colors became associated. The tradition was solidified within a decade. The trustees adopted orange and black as Princeton’s official colors in 1896, despite a professorial plea that the true colors of the House of Nassau were orange and dark blue. But by then no one was about to change the title of the beloved song “The Orange and the Black” to “The Orange and the Blue.”

From www.princeton.edu/pr/pub/ph/07/history
Princeton Orange and black are the core colors for Princeton.

Princeton Orange should be printed as a spot color (PMS 158) whenever possible. It will never reproduce as brightly and richly in four-color process as it does as a spot ink (bright oranges never do).

When printing four-color process, a spot color may be added to print Princeton Orange if the project’s budget allows this added expense. Spot color is more accurate than screen-built color.
## Additional color options

### The secondary orange

PMS 165 may be used when a brighter orange is desired for a publication that is not originated by the board of trustees or cabinet.

PMS 165 is already specified by the Athletics/Spirit graphic identity.

### For merchandise

Textile ink and embroidery thread is more readily available in the secondary orange (there is no need to request an exact PMS match).

### iGen oranges

When printing digitally on an iGen printer, specify PMS 144 for uncoated paper, and 165 for coated paper.

### Gray

Gray is often useful to supplement Princeton Orange and black. In order to maintain consistency across publications, use a member of the Cool Gray PMS color family when using gray as a spot color.

### Screens of black

<table>
<thead>
<tr>
<th>Secondary Orange / PMS 165</th>
<th>iGen oranges</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="example.png" alt="Orange" /></td>
<td><img src="example.png" alt="Orange" /></td>
</tr>
<tr>
<td>PMS: 165</td>
<td>Uncoated: Specify PMS 144. It will be darker than it appears here.</td>
</tr>
<tr>
<td>CMYK: 0-59-96-0</td>
<td>Coated: Specify PMS 165.</td>
</tr>
<tr>
<td>RGB: 245-132-38</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gray / PMS Cool Gray</th>
<th>Screens of Black</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="example.png" alt="Gray" /></td>
<td><img src="example.png" alt="Gray" /></td>
</tr>
<tr>
<td>PMS: Cool Gray 10</td>
<td>60 percent Black</td>
</tr>
<tr>
<td>PMS: Cool Gray 5</td>
<td>30 percent Black</td>
</tr>
</tbody>
</table>
The primary shield is two colors, Princeton Orange and black.

The shield may appear in black only and orange only on a white background.

The shield may appear in white only on a black background.

Do not use the outlined two-color shield on a white background.

It is only necessary to outline the two-color shield on a black background. For two-color offset printing on coated stocks, or for digital printing on all stocks, the white outline should be .5 point. For two-color offset printing on uncoated stocks, or for screen builds on all stocks, the white outline should be 1 point.

When using the one-color shield in black ink on orange paper or goods, use the outlined shield.
Princeton Monticello is the core typeface for Princeton’s new graphic identity because it is historically related to the University. Based on an early American typeface, it was revived in the 1950s for Princeton University Press and digitized in 2003, again at the behest of the press. While rooted in the 18th century, Princeton Monticello has a vibrancy in detail and overall character that makes it distinctive today. The Princeton Monticello family of fonts is available for purchase from Linotype.
Typesetting rules of thumb
Please follow these rules of thumb when setting type in Princeton Monticello:

Do not stretch the typeface.

Do not track the type more than +5 or -5 units when copyfitting.

When setting type in small caps, it is rarely advisable to use initial caps.

Except in manuscripts, use only one character space between sentences, not two.

Old style and tabular numerals
The old style (non-aligning) numerals that are part of Princeton Monticello regular, italic, small caps, bold and bold italic should be used for the stationery. Tabular (aligning) numerals are available for setting charts and tables.
Princeton Monticello Display is designed to be used for headlines in print publications, and at large point sizes on posters, signs, and other large items.

In general, the display face should NOT be used under 12 point.

Princeton Monticello Display is drawn with greater contrast between the thick and thin strokes than the book face in order to maintain contrast at large sizes. Consequently, when display is printed at a small point size, the thin strokes look too weak.

---

**PRINCETO MONCICELLO DISPLAY REGULAR**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**PRINCETO MONCICELLO DISPLAY ITALIC**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**PRINCETO MONCICELLO DISPLAY AT 9 PT.**

Nulpute tismod tate moluptat nullaor ercilisit augi amet iliquis dolobore magna, digna consecte con enim zrrillan veliquam adiam, volor in henim in erat. Illa licipisi. Wis num nonsenim quam vel dolobat. Duis accum-sandiam quipsom esu molorpero od magna faciliquamet veliqum irl dolum er se eu feum vel eu feu facip triliquam dunt ulpute diamet lore moloren adit wis at doloboreet, sit ute temmolum dolum vulluptat.

Princeton Monticello Display should not be used for text settings under 12 points. It is not designed to be used at small sizes.
When a project calls for a sans serif typeface, Franklin Gothic is recommended.

When setting Franklin Gothic in all caps, it is often advisable to track out the letters 80–120 units (shown at 80 here).

Franklin Gothic is available on most PCs. Mac users can purchase Franklin Gothic from many online sources. ITC Franklin Gothic is shown here.
Merchandise

Please contact Allison Brooks, associate director, Princeton University Trademark Licensing, 609-258-3097, allisonb@princeton.edu, regarding the required trademark symbols.
The terms “PRINCETON,” “PRINCETON UNIVERSITY,” and the University shield are valuable trademarks and are/will be registered with the U.S. Trademark Office.

It is important that the registration symbol ® be used whenever the marks are used as trademarks. (The symbol “TM” should be used for University marks that are not registered.)

The symbols should appear on the lower right hand corner of the registered term.

As the logomarks are produced bigger, the trademark symbols may be scaled down to remain discreet, subject to the approval of the Office of Trademark Licensing.

For more information on trademarks, please see page 2.

Please contact Allison Brooks, associate director, Princeton University Trademark Licensing, 609-258-3097, allisonb@princeton.edu, regarding placement of proper symbols.

When the logomark is used large, the registered trademark should remain small to be discreet; it can be placed closer to the end of the name.
Apparel and mugs

On merchandise the wordmark and shield may be used separately.

The registration symbol ® or the trademark symbol TM must be included also. This symbol always should be the same color as the type.

Please contact Allison Brooks, associate director for Princeton University Trademark Licensing, 609-258-3097, allisonb@princeton.edu, regarding the required symbols.
Please contact Allison Brooks, 609-258-3097, allisonb@princeton.edu, regarding the required symbols.
More examples
More examples
More on the signature and wordmark
Size variation, print publications
The signature appears at the recommended size for most publications in supplied digital files. Sizes on merchandize may vary.

The one-line signature should not appear in print smaller than the recommended size, that is, 3" wide. It may appear in print at up to 3.5" wide.

On collateral material for merchandise (hang tags and labels, etc.) The primary signature should appear in print at a minimum width of 1.25", and a maximum width of 1.75".

Size variation, websites
The primary and one-line signatures should not appear smaller than the recommended size on website). They may each appear up to 50 pixels wider.

Size variations, posters and signage
The signature may be printed at a bigger scale on posters and other over-sized applications and displays. Please use discretion so that the signature is legible in all contexts, yet does not overwhelm the main content of the piece.

Recommended size for print publications

1.5 inches
9 picas

Acceptable range for print publications

Minimum size
1.25 inches or 7.5 picas

Maximum size
1.75 inches or 10.5 picas

Recommended size for websites

150 pixels

Recommended size for book spines

3 inches
18 picas

Recommended size for some websites

300 pixels
**Left alignment**
The signature is designed to work best left aligned. Text may either left align with the workmark, leaving the shield to “hang” on the left, or align left with the shield.

**Centered alignment**
The centered solution should be reserved for ceremonial or celebratory pieces, for example, diploma frames.

When centering the signature on a page, exercise care when placing it in close proximity with centered text. Since the signature is inherently an uncentered form, it may look off-center even when mathematically on center.

When centering the signature on a page with other centered elements, isolating the signature from other elements with white space will help minimize alignment issues.

---

**LEFT ALIGNED WITH WORDMARK, SHIELD HANGING**

![Signature left aligned with wordmark, shield hanging]

---

**LEFT ALIGNED WITH SHIELD**

![Signature left aligned with shield]

---

**CAUTION: Align signature on center with care.**

Delenim dipit. Odiam corem vendionulla faccum nonulla feum quam in euisim nisl. Sandip elis augiat alit nismodi gnisis et iusto ex ea

![Signature centered on page]

PRINCETON UNIVERSITY

PRINCETON UNIVERSITY
Recommendations for hang tags, brochures, and labels:

When possible, the signature should be aligned with the left margin of the page. The next best option is right alignment, followed by center alignment.

The signature may be placed at the top or the bottom of the document. Placement at the bottom will likely make the signature less dominant in the design.

The signature may be placed in a different position on the page or product if it suits the design.

The signature should be equidistant from the side and the top or bottom, unless there is a specific grid underlying the design that dictates otherwise.

The signature should never be placed closer to an edge than the height of the wordmark.

When aligning the signature vertically, align the top or bottom of the wordmark, allowing the top or bottom of the shield to overhang.

The signature should not be closer to the edge of the page than the height of the wordmark.
Use the primary signature with the two-color shield whenever possible. The two-color shield does not have a line holding the edge when used on a white background.

**One-color signatures**
When using one color, the signature can appear in black or orange. In both of these cases, the shield has an outline. The black signature may also be used on orange paper to achieve a two-color look with one-color printing.

**Signature on backgrounds**
When the two-color signature prints on an orange or black background, a hairline is needed to hold the edge. Please use the art as supplied. Do not increase the weight of the hairline.

The wordmark in the signature should be black whenever possible. On a black background it can be white. It should only be orange in the one-color orange version (in which case, the shield is also orange).

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**PRIMARY SIGNATURE: TWO COLOR**

---

**ONE-COLOR BLACK**

---

**ONE-COLOR ORANGE**

---

**ONE-COLOR BLACK ON ORANGE PAPER ONLY**

This example is for one-color printing on orange paper only.
**Background image**
The orange and black signature can only appear on a background image if the image is extremely subtle in color and detail.

If the image is rich in color, use the black and white signature.

If the image is rich in detail, do not place the signature over it, because the signature will not be legible.

**Background color**
The signature may be placed on a background color. However, only the black and white or white only signature should be used.
Signature on backgrounds

**Background image and bright colors**
Background images and colors should be avoided if they make the signature difficult to read or if they are dissonant.

Don’t put the signature on a busy background; it won’t read well.

Don’t use the orange signature on a strongly dissonant background that fights with orange.

Avoid background photos that decrease legibility.

Avoid raucous color combinations.
FOR TRADEMARK LICENSING QUESTIONS, PLEASE CONTACT:

PRINCETON UNIVERSITY TRADEMARK LICENSING

Allison Brooks
Associate Director
University Services
221 Nassau Street, Third Floor
Princeton, NJ 08542
allisonb@princeton.edu
Tel: 609.258.3097
Fax: 609.258.9422