

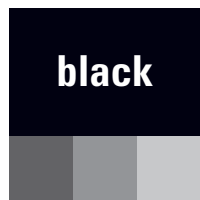


# *The* **VISUALS**

Our logo, typefaces, and colors—and how to use them.

## Color Palette

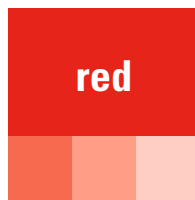
The primary colors for the Archaeology Southwest Brand Identity should be limited to the colors shown. Additional colors can be introduced through the use of color photography.



### pantone black

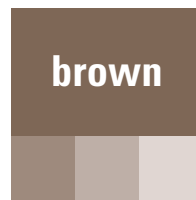
cmyk 40/40/0/100\*  
rgb 0, 0, 0  
hex #000

*\*if using a tint of black (gray),  
do so using cmyk 0/0/0/100*



### pantone 485

cmyk 0, 95, 100, 0  
rgb 255, 8, 16  
hex #e1251b



### pantone 7531

cmyk 0, 10, 27, 50  
rgb 148, 134, 113  
hex #7b6756



### pantone 7531 (at a 50% tint)

cmyk 23, 21, 30, 0  
rgb 199, 190, 175  
hex #c6beae

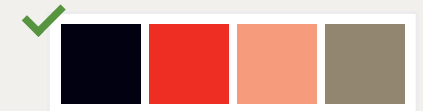
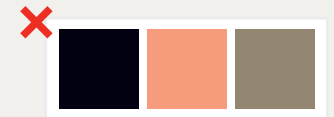
## TINTS AND SHADES

Tints and shades are also acceptable, with some discretion. Ideally pair them with the original, unaltered color. An example that uses both tints and shades is below. The background is a tint of brown (10%), and the text is a darker shade of brown (with 20% black added). This is also what's being used for the righthand sidebar throughout this document.

Univers Condensed 47 Light in a darker shade of brown (cmyk 0/10/27/70)  
on a background using a lighter tint of brown (10%)

## Additional Considerations

- » Tints or shades of the red must also be paired with the original red.



- » When using red and black together, you must also use brown (or a tint of brown).



- » Be mindful of legibility when using a text color on a background color. For example, never use brown text on red, or red text on brown (unless using a lighter tint of brown).



## Logo Usage

The Archaeology Southwest Brand Identity can be used with or without the tagline as shown. These can be used interchangeably, depending on the demands and spacing of your project.

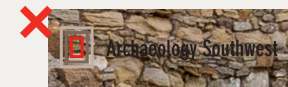
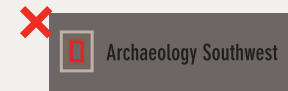


Always prioritize the full-color logo. When color is not available, use the black ink version.



## Additional Considerations

- » Be mindful of legibility when placing the logo on a background image or color. Avoid using the logo on dark backgrounds or busy textures.



- » Avoid using the logomark separately from the wordmark. The one exception to this rule is online profiles, when you're restricted by the circular profile picture shape (for example, on social media sites). In these instances, use just the logomark, and ensure that the edges of the icon run up to (but never exceed) the edges of the circular space.



- » Be careful to preserve the correct aspect ratio of the logo. Never stretch or squash it.



## Sizing and Placement

To preserve the integrity of the logo, keep a minimum margin around the entirety of the logo equal to the width of the space between the icon and the left edge of the “A”, as seen below.



When including the tagline, the minimum width for print is 1.5” and the minimum width for screens is 108 px. Otherwise, the minimum width is 1.133” for print, and 82 px for screens.



**min width:**  
print 1.133”  
digital 82 px



Exploring and protecting heritage places while  
honoring their diverse values

**min width:**  
print 1.5”  
digital 108 px



## Brand Fonts and Typefaces

The primary typefaces for Archaeology Southwest are Univers Condensed and Adobe Caslon. In general, Univers 47 Condensed Light may be prioritized as the main text font for screens and Adobe Caslon Regular as the main text font for print, but this is by no means a hard and fast rule. You are encouraged to select the fonts that best match the tone and intentions of your project. Every project should be primarily or entirely composed of the brand fonts, with few exceptions (see righthand sidebar).

### Aa UNIVERS CONDENSED

Univers 47 Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Univers 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Univers 67 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Aa ADOBE CASLON

Adobe Caslon Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Adobe Caslon Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Adobe Caslon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Additional Considerations

### POWERPOINT

If preparing a powerpoint for a computer that doesn't have Univers Condensed installed, use Roboto Condensed instead. Both Roboto Condensed and Adobe Caslon can be embedded in the powerpoint presentation, but Univers Condensed cannot. Embedding your fonts ensures that you'll have a more consistent display across all systems.

### EMAIL

When Adobe Caslon or Univers Condensed aren't available—as is the case with most email builders—use Georgia to replace Adobe Caslon and Lato to replace Univers Condensed.

### OTHER SUPPORTING FONTS

In special cases where you'd like to convey a feeling of levity or playfulness, sparing (no more than 10%) use of one additional, highly contrasting font is permissible. Limit yourself to one, and never use it as the primary font for a project. Examples of contrasting font types include script, handwritten, and slab serif fonts. Lobster is an example of a script font that has been used on event invitations.

## Using Typefaces

There are many ways to combine the brand typefaces to suit the demands of your project, so long as the type is legible and the hierarchy is clear and consistent. Having the titles/subtitles/captions in one typeface and the main text in another is often a good starting point. Two examples below:

Univers LT 47 Condensed  
Light, 28 pt type

### Hands-On Archaeology

Univers LT 57 Condensed,  
10 pt type, 100 pt tracking

MAY 17, 2023 AT STEAM PUMP RANCH

Adobe Caslon Regular,  
10 pt type, 13 pt leading

Join us in May for a special Hands-On Archaeology demonstration by Allen Denoyer, ancient technologies expert. Come explore the pithouse, throw some atlats, and learn more about what we've been up to.

Univers LT 47 Condensed  
Light Oblique, 10 pt type

*Presented in Partnership with the City of Oro Valley*

Adobe Caslon Bold  
24 pt type

### Hands-On Archaeology

Adobe Caslon Semibold  
10 pt type, 75 pt tracking

MAY 17, 2023 AT STEAM PUMP RANCH

Univers LT 47 Condensed  
Light, 10 pt, 13 pt leading

Join us in May for a special Hands-On Archaeology demonstration by Allen Denoyer, ancient technologies expert. Come explore the pithouse, throw some atlats, and learn more about what we've been up to.

Adobe Caslon Italic  
10 pt

*Presented in Partnership with the City of Oro Valley*

## Considerations in MS Word

To avoid inconsistent line spacing/leading in MS Word, you can fine-tune your control in the paragraph settings by establishing an exact size, rather than a multiple of the font. Adobe Caslon especially can behave inconsistently if using the default MS Word settings, so may require extra care. Use the following settings for consistent results:

**Adobe Caslon Regular**  
11 pt type, with the line spacing set to exactly 13.8 pt.