



Don't stretch or squeeze the logo.



Do not reduce the logo beyond legibility.



Don't screen or tint university logo

DO'S AND DON'TS

To the left are examples of what NOT to do with any of the Schreiner University logos or taglines.

Guidelines

1. **Do** contact the Marketing and University Relations Departments if you have a question about the appropriate use of the visual identity marks of the University.
2. **Do** please understand that a consistent, high-quality "look and feel" is important to communicating a quality impression of our University.
3. **Do** include the University logo or tagline prominently on all publications, ads, videos, films, and web sites.
4. **Don't** hesitate to ask for any kind of assistance you may need in producing your written or graphic communications.
5. **Don't** create individual logos for academic or administrative units.
6. **Don't** stretch, skew or alter the proportions of University marks and logos.
7. **Don't** crowd or overprint the University marks.
8. **Don't** screen or tint (print at a percentage) the University marks without approval from Marketing and University Relations.