

THE TAGLINE

*Learning by heart.*SM

The tagline “Learning by heart” should be incorporated whenever practical.

Guidelines

1. Digital or camera-ready artwork only.
2. Always use the tagline without altering it in any way. The tagline must always be in the exact proportions to the tagline shown here.
3. Do not reduce the tagline beyond legibility.
4. An area of empty space should surround the tagline. The empty space, shown here by the dotted lines, should be proportional to the size of the tagline.
5. Do not print at an angle.
6. Colors must be the official PMS colors or black only.

Contact University Relations to obtain digital or camera-ready artwork.