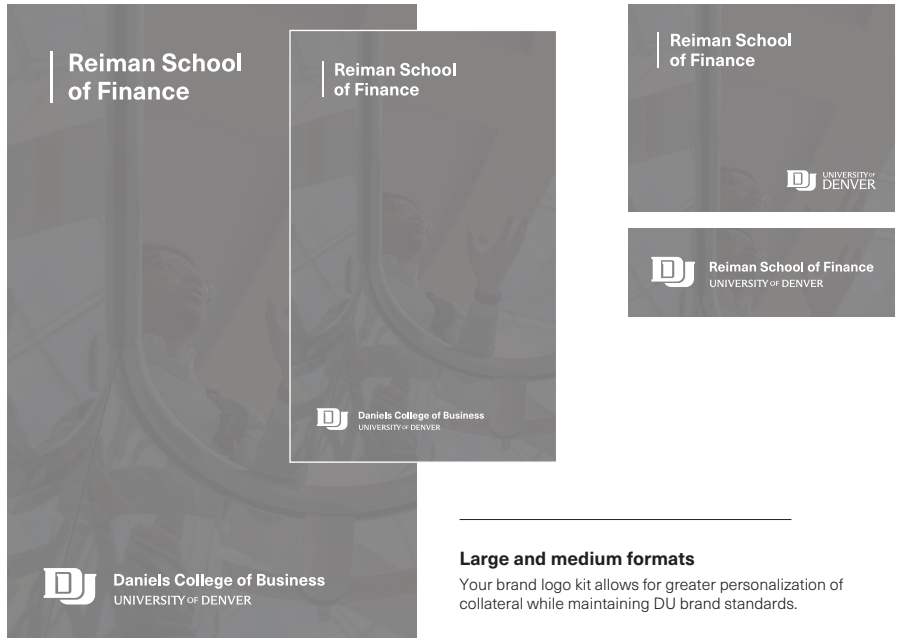


# Secondary Logo Lockups: Usage Guidelines

When building a graphic layout, available space determines which lockup combinations to use. In any graphic piece, both the DU monogram and name of the institution should be present at all times.

## Logo usage guidelines for DEPARTMENTS, INSTITUTIONS AND PROGRAMS



### Small formats

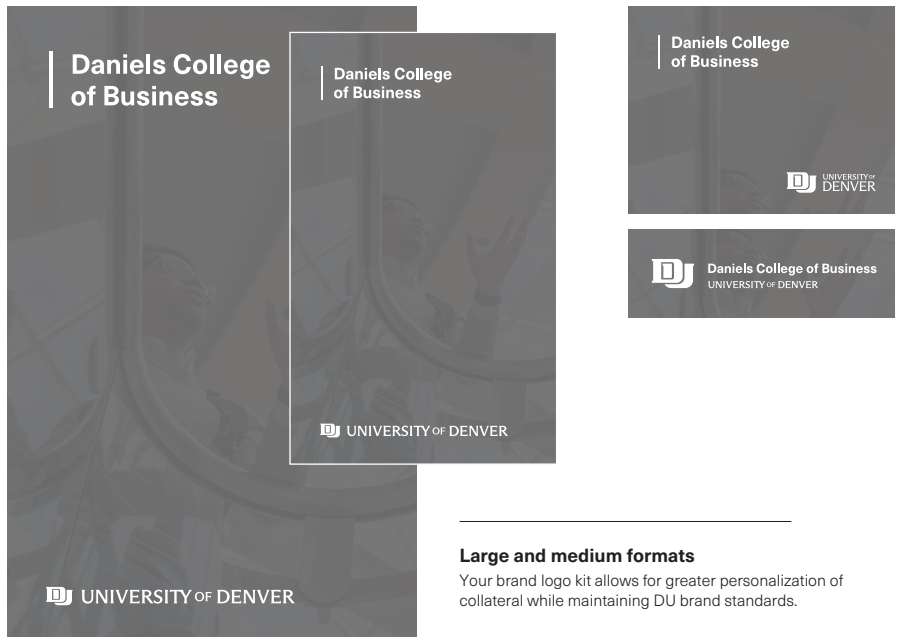
Restricted space still allows for co-branding. Use unit lockup prominently and official DU lockup.

Additionally, use full secondary lockup in instances where units are the primary identifier but space for the separate DU logo is not available.

### Large and medium formats

Your brand logo kit allows for greater personalization of collateral while maintaining DU brand standards.

## Logo usage guidelines for SCHOOLS, COLLEGES, AND DIVISIONS



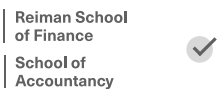
### Small formats

Restricted space still allows for co-branding. Use unit lockup prominently and official DU lockup.

Additionally, use full secondary lockup in instances where units are the primary identifier but space for the separate DU logo is not available.

### Pipe usage

Offspring "Pipe" lockups **CAN** appear together on the same page or panel of a collateral piece.



Conversely, offspring "Pipe" lockups **CANNOT** appear with its "Parent Pipe" on the same page or panel of a collateral piece.

