Scaling the Logo

This chart illustrates the use of the Lewis Center logo at various scales. To ensure that legibility is maintained, the logo should not be reproduced smaller than 1.25” in width.
The Lewis Center for the Arts is intended to 
serve as a focal point for scholarship, 
teaching and practice in the arts and to provide 
leadership and advocacy for the arts at Princeton.

Typography

Serif Typeface: Monticello
Designed specifically for Princeton University, Monticello is the workhorse serif typeface of institutional graphics for the Lewis Center. Monticello should be the default font for projects such as newsletters, books, institutional forms, and other collateral applications.

Sans-serif Typeface: Franklin Gothic
Franklin Gothic is a bold sans-serif typeface that has been specified to complement Monticello. It may be used in conjunction with Monticello in all appropriate contexts.
Color

Core Colors:
Lewis Center graphics use the standard institutional colors established for Princeton (Pantone 258 and black). For a palette of extended colors, please refer to the University-wide graphic standards.
Color Applications

The applications at left show allowable Lewis Center wordmark variation on fields of flat color.
Integrity of the Mark

The Lewis Center wordmark is the official mark of the institution and should accordingly be rendered with consistency and dignity. It should never be tweaked, stretched, or otherwise manipulated, but reproduced with consistency and integrity.

- **Do not** adjust placement, spacing, and scale of any element of the logo.
- **Do not** typeset any part of the logo.
- **Do not** stretch any part of the logo.
- **Do not** outline any part of the logo.
- **Do not** substitute words within the logo.
- **Do not** render the logo in non-approved colors.
- **Do not** place imagery within the typography of the logo.
- **Do not** place the logo at an angle.