



Salus at
Drexel University

Brand Guidelines Cheat Sheet

COLORS



Drexel University's official colors are Pantone 294C (blue) and Pantone 7548C (yellow). Always use blue and yellow as your main colors, while using complementary colors sparingly.

COMPLEMENTARY COLORS



FONTS

Futura offers a wide range of weights and expresses the approachable and contemporary qualities of the Drexel University brand.

Miller offers a wide range of weights and expresses the classic, academic and collegiate qualities of the Drexel University brand.

Arial, Akzidenz Grotesk, and Univers are alternate sans serif typefaces, and Times New Roman is an alternate serif typeface that may be used in unofficial applications such as email, letterhead copy, documents, PowerPoint presentations, etc. These should only be used when the primary typefaces are unavailable.

To download communications materials such as powerpoint templates and poster templates or request fonts and logos, visit salus.edu/communications

To learn more about Salus at Drexel University branding and identity, visit drexel.edu/identity

For additional questions, please contact the Office of Marketing Communications at communications@salus.edu

*Pending USED and third party approvals.