

2152-06 Faculty Alliance approved identity

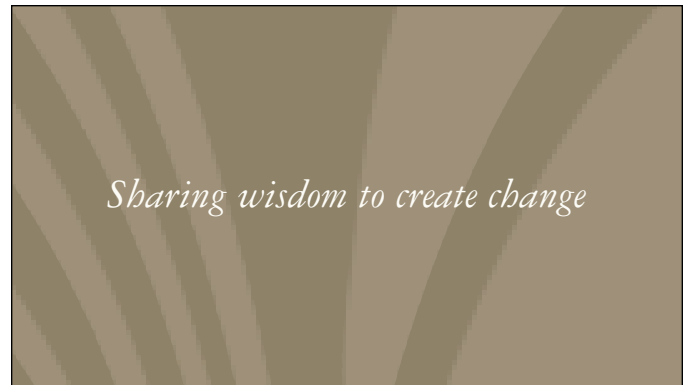
Direction One BC Modification

beckett expression super smooth prairie, garamond 3 typeface, standard business card*

business card 2/1, full bleed on back, 80 lb. cover



3.5" 75% logo + smallcap tagline



3.5" 80% logo + italic tagline; emphasis on "wisdom"



3.5" 90% logo + lowercase "to"

*all colors displayed on this pdf are not exact due to discrepancies in screen display; they serve only as a visual guide.