

Logos



Wordmark  
(two-color)



Wordmark  
(single-color)



Wordmark  
(gray scale)



Wordmark  
(inverted)

The Digital Commons Wordmark should be used as the primary logo mark for the Digital Commons brand. The Icon should be used as a secondary logo mark where the full Digital Commons name isn't fitting due to restrictive spacing and/or size constraints. It is also the recommended logo to be used when framed in a square or circle plane.

The registered symbol is to be included in the Digital Commons Wordmark. The line "powered by bepress" should also be included unless other arrangements are made by bepress.



DC Icon



DC Icon  
(single color)

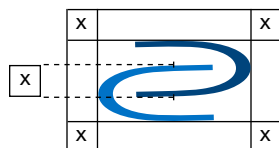


DC Icon  
(gray scale)



DC Icon  
(inverted)

Spacing



The Digital Commons logos should have enough spacing to ensure importance to other typographic elements and prevent any instances of false affiliation with other entities.

The Wordmark should have a protected clear space equal to the height of the "D" and "C" of the Wordmark's icon. The DC icon should have a protected clear space that is equal in distance from the bottom of the "D" to the top of the "C."

Sizing



1cm

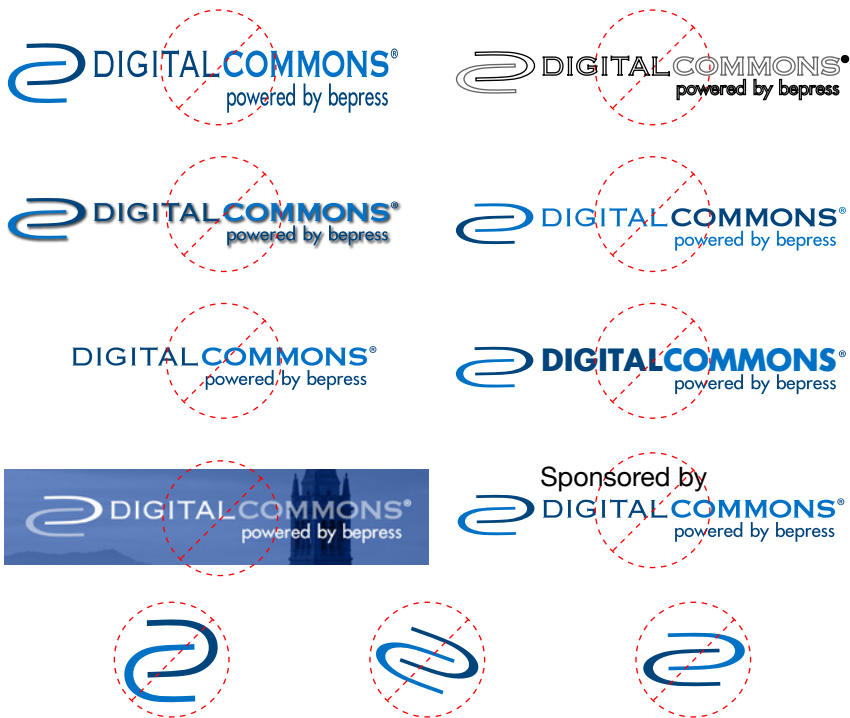


1cm

The Digital Commons logos should be large enough to ensure legibility.

The DC Icon should never be thinner than 1cm in width for the Wordmark as well as the solo DC Icon.

## Unacceptable Usage



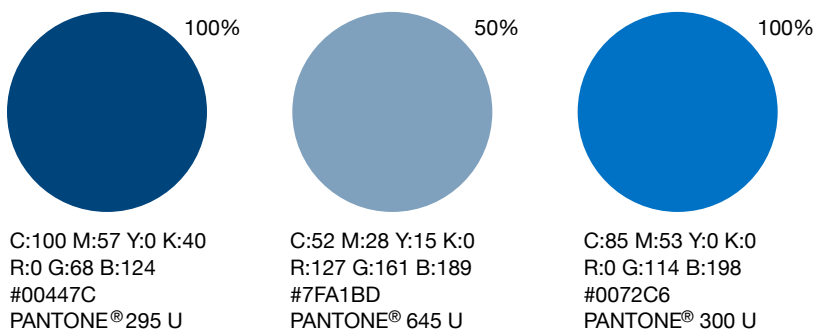
Do not attempt to alter or distort the Digital Commons logos in any unspecified way. This includes stretching, outlining, changing logo elements, adding shadows, outer glows, etc.

The Digital Commons Full Logo and Icon logo should not be mixed and matched.

Do not attempt to replace the Digital Commons Full Logo with other typefaces. This exclusion includes the official Digital Commons typefaces Intrepid, Helvetica Neue, and Gill Sans.

The Digital Commons logos should always be displayed horizontally and should not be shifted from this axis.

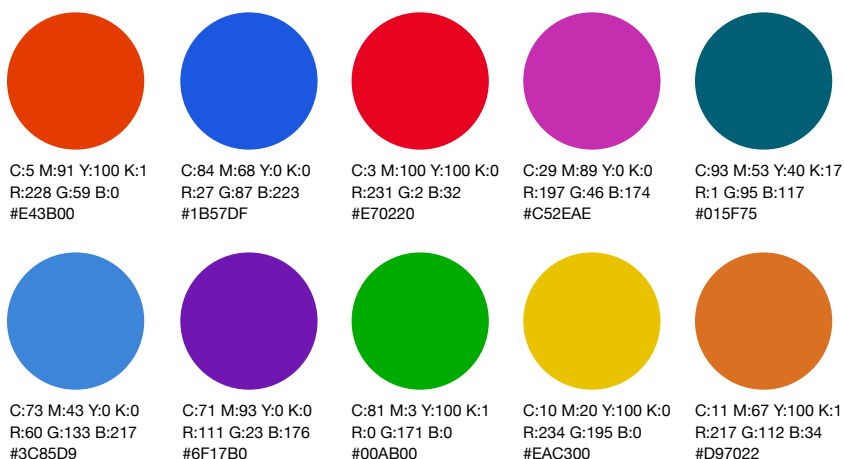
## Primary Colors



The official Digital Commons colors are shown here.

When creating print documents it is ideal to use CMYK color or the Pantone® equivalent. When creating web documents RGB color is the appropriate color model to use.

## Secondary Colors



The official secondary Digital Commons colors are shown here. They are based off the Digital Commons discipline wheel.

When creating print documents it is ideal to use CMYK color. When creating web documents RGB color is the appropriate color model to use.

These colors should be used sparingly when an extra dash of color is needed.

# Typography

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Intrepid

Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890!@#%&^\*()

*Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890!@#%&^\*()

**Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz1234567890!@#%&^\*()**

The acceptable typefaces used for Digital Commons collateral are shown here.

Intrepid is a sans serif font that is used for the “powered by bepress” subtext in the Digital Commons logo. It is the preferred font for use with subheadings. For headings it is suggested that the bold version is used in all-caps.

Helvetica Neue

Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890!@#%&^\*()

*Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890!@#%&^\*()

**Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz1234567890!@#%&^\*()**

***Bold Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz1234567890!@#%&^\*()***

Helvetica Neue is a reworking of the classic sans serif font Helvetica, and is the preferred use for body text in print and web.

Gill Sans

Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890!@#%&^\*()

*Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890!@#%&^\*()

**Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz1234567890!@#%&^\*()**

***Bold Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz1234567890!@#%&^\*()***

Gill Sans is a sans serif font which can be used as an alternate font for subheadings, subtext and pull quotes due to Intrepid’s lack of font styles.

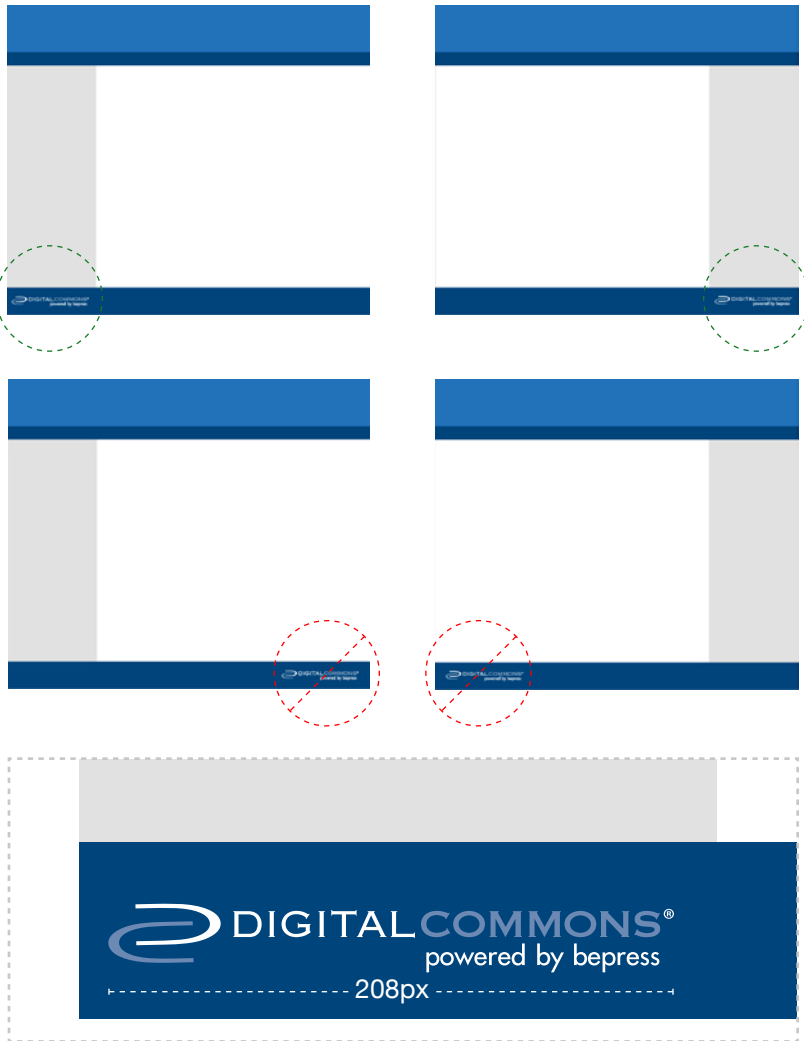
COPPERPLATE

REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#%&^\*()

LIGHT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#%&^\*()

COPPERPLATE is the font used for the official Digital Commons logo. “Digital” is using the light font style and “Commons” is using the regular font style. This font should only be used sparingly so it doesn’t subtract from the significance of the Digital Commons logo. It’s a great font to use as as illuminated letter for the first word in the body text of a brochure or pamphlet.

## Logo use for Digital Commons websites



The Digital Commons logo is standard in the footer of all DC sites. It can benefit the institution because it allows users to connect into the web of DC sites world-wide. In rare circumstances, an institution may not be permitted to put company logos on its website. In those cases, should there be no other option, we have made arrangements to remove the logo from the site. An annual maintenance fee for that is applied.

## Usage of Words



Acceptable  
Header  
Layout



Unacceptable  
Header  
Layout

Digital Commons is a trademarked name and should not be confused with a unique instance of an institutional repository or its publications. If the name of a Digital Commons repository includes the words "Digital Commons," those words should not appear on a line by themselves or appear significantly larger than the rest of the repository's name.