
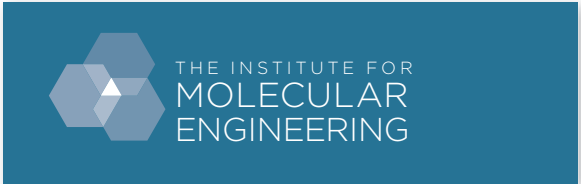


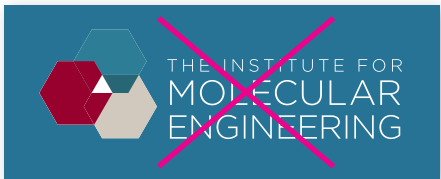
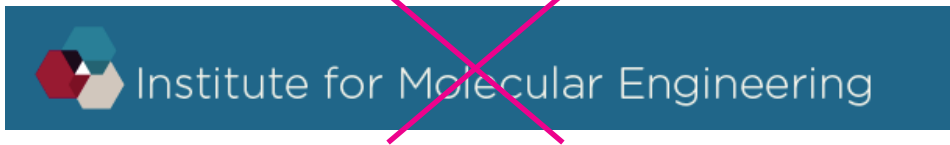
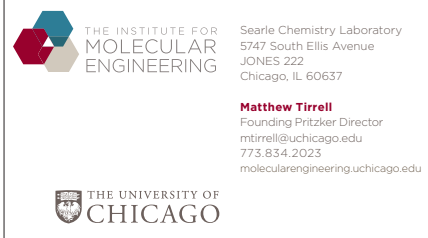


Logotype

	for use on light/white backgrounds	for use on dark backgrounds and photos
IME logo This logo can be used as long as the University logo appears on layout as well. See page 2 for example.		
IME logo with University logo This logo can be used as a header or a footer.		
Incorrect usage Full-color logo not to be used on top of dark backgrounds.		
Incorrect usage Logo not to be altered as a long horizontal option.		

NOTE: THE IME LOGOTYPE MUST ALWAYS BE USED IN CONJUNCTION WITH THE UNIVERSITY OF CHICAGO WORDMARK. The wordmark can be downloaded from the University's visual identity website at <http://communications.uchicago.edu/identity/logo>

Logo application



business card (3.5" w x 2" h)



Searle Chemistry Laboratory
5747 South Ellis Avenue, JONES 222
Chicago, IL 60637



envelope (#10 / 9.5" w x 4.125" h)



Searle Chemistry Laboratory
5747 South Ellis Avenue, JONES 222
Chicago, IL 60637

773.834.2023
molecularengineering.uchicago.edu

8.5" x 11" letterhead

Color palette

Signature logo (pages 2 and 4)

<p>Pantone 202 c:0 m:100 y:70 k:50 r:128 g:0 b:0 hex #800000</p>	<p>Pantone Warm Gray 11 c:0 m:15 y:30 k:70 r:118 g:118 b:118 hex # 767676</p>	<p>Pantone Blue 7470 c:80 m:40 y:30 k:5 r:54 g:125 b:150 hex # 155F83</p>
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