1.1 ARTWORK

1.1.1 The Job

The responsibility of the Artwork Chair is to design and develop the logo and any related artwork to complement and express the reunion theme. Ideally, the reunion will have artistic and creative resources within—an artist, graphic designer or art director, a website developer or computer graphics specialist, an editor or publisher—with the appropriate design and technical skills. Once developed, the logo appears in the PAW, on stationery, clothing, buttons, a yearbook, signs for the P-rade, bumper stickers, pennants, refrigerator magnets, lapel pins, reunion guides, tent banners, etc.

For each and every one of these uses, a high-resolution graphic file, usually an Adobe Illustrator or Encapsulated PostScript (EPS), will be needed for reunion committee members—and their vendor(s)—to do their jobs smoothly. Thus one person needs to be “Keeper of the Artwork”; the central source for a common file that will ensure a consistent look and quality in all uses. Once the logo is complete, be sure to send it to the Office of Alumni Affairs and the PAW. The Artwork Chair will:

1. Begin to develop artwork in the earliest discussions about theme, incorporating your class year and reunion. Some logos use an extension of a prior logo and theme from the last major reunion. Decide on artwork at the same time as the theme.

2. Build a list of all uses, including the nature and the color of material on which the artwork will be imprinted, embossed, stitched, stenciled, etc.

3. Remind all subcommittee chairs to contact the Artwork Chair for each use of the artwork when needed by vendors. Keeping this central source avoids potential problems in the use of the artwork.

1.1.2 Related Information

The University Shield and other images. Princeton’s registered trademarks include the names: “PRINCETON UNIVERSITY”, PRINCETON, the “Dei Sub Numine Viget” Shield, the 250th Anniversary logo, and the “Clio Tiger” design. Other marks include variations on the above marks, tigers, the block “P”, buildings, such as Nassau Hall, and any other mark associated with the University. These are available for approved uses when permission is obtained. The Office of Alumni Affairs will help with the process, but be sure to have the logo approved before it has been printed on anything to avoid a reprint. Contact the Office of Alumni Affairs about use of such graphic identities and to obtain approval.

Color Matching. Print vendors and others use the Pantone Matching System of colors and numbers to ensure consistency. Princeton’s orange is PMS 158.

Copyrighted materials. If you are planning to use existing graphic materials, such as magazine covers or illustrations, titles of books or movies, as part of your reunion “signage” and image, be sure to get permission from the copyright owner through the Office of Communications or the Office of Trademark Licensing.
**Things to avoid.** As a general practice, you should create logo images that are family friendly and avoid images in your theme and logo that may offend people or create negative feelings or feedback about your reunion. Some negative examples include using weapons, ethnic parodies, clear references to alcohol, etc.