The 40 Years of Women logo was designed to celebrate the 40th anniversary of coeducation at Lehigh University. The logo reflects the past while looking ahead to the future, and was designed to be easily modified, and equally applicable for the 50th anniversary.

**FIXED DIMENSIONS**

The logo is a perfect circle. At all times, the space around the logo should be kept free from other text and graphics, with the exception of the approved artwork shown in this guide.

**COLOR GUIDE**

The 40 Years of Women logo was designed to match the official Lehigh colors. To maximize the recognition of the logo, the logo should only be used in chartreuse or greyscale. The chartreuse color is a recommended color palate combination that falls within the official Lehigh color guidelines. The font and interior graphics of the logo should always remain white.

PMS 390C  
C22 M0 Y100 K8  
R193 G205 B35  

Greyscale

**WHAT NOT TO DO**

In order to maintain consistency and ensure the logo effectively communicates the campaign’s identity, the logo should not be modified or used incorrectly. The following examples show several ways the logo should not be treated.

Do not use colors that are not approved by the official Lehigh color guide.  
Do not change the color of the font or interior graphics.  
Do not stretch or distort the logo.
The 40 Years of Women logo was designed to celebrate the 40th anniversary of coeducation at Lehigh University. The logo reflects the past while looking ahead to the future, and was designed to be easily modified, and equally applicable for the 50th anniversary.

WHEN USING WITH THE LEHIGH UNIVERSITY LOGO

When placing the 40 Years of Women logo next to the official Lehigh University logo, only the stacked wordmark in brown should be used, as outlined by the Lehigh University Graphic Standards website (https://www.lehigh.edu/commlu/guide/index.html).

HORIZONTAL ORIENTATION

When used in a horizontal format, the size of the “L” in the Lehigh University wordmark should be equal to the distance from the top of “40” to the bottom of “years” and should be placed at a distance \( \frac{1}{7} \) the X height of the logo to the right or left.

VERTICAL ORIENTATION

When used in a vertical format, the Lehigh University logo should be placed below the 40 Years of Women logo with both logos sharing equal widths. The Lehigh University logo should maintain the suggested \( \frac{3}{6} \) X height away from the 40 Years of Women logo.