LOGO:

For use on all web, print, and collateral pieces, use the full color logo whenever possible (RGB for web, Pantone or CMYK for print).

Due to legibility, do not size the logo smaller than 1.25" diameter.

To preserver the logo's integrity, always maintain a minimum of .25" of clear space around all sides. The clear space isolates the logo from competing graphic elements.

For use on all web, print, and collateral pieces, use the black and white logo whenever color is not an option.

Due to legibility, do not size the logo smaller than 1.25" diameter.

To preserver the logo's integrity, always maintain a minimum of .25" of clear space around all sides. The clear space isolates the logo from competing graphic elements.

FONTS:

Carrois Gothic* and Arial are the fonts chosen to accommodate the logo above. Both are print and web-friendly, so the following guidelines can apply to both formats.

Beta Alpha Psi Logo Refresh —— H1
established 1919 ———— H2

Beta Alpha Psi is an honorary organization for Financial Information —— body copy
students and professionals. The primary objective of Beta Alpha Psi
is to encourage and give recognition to scholastic and professional
excellence in the business information field.

H1
For all headlines, headers, and titles, use Carrois Gothic (title case) kerned out to 50.

H2
For all subheads, use Carrois Gothic (sentence case) kerned out to 50, half the size of the H1 used.

body copy
For all body copy, use Arial, no larger than 11pt and no smaller than 6 pt.

*download Carois Gothic web font here: http://www.google.com/fonts/specimen/Carrois+Gothic+SC

COLORS:

BAP Red
c: 5 m: 96 y: 80 k: 22
r: 175 g: 39 b: 47
HEX: AF272F

BAP Tan
c: 24 m: 18 y: 42 k: 0
r: 197 g: 193 b: 157
HEX: C5C19D