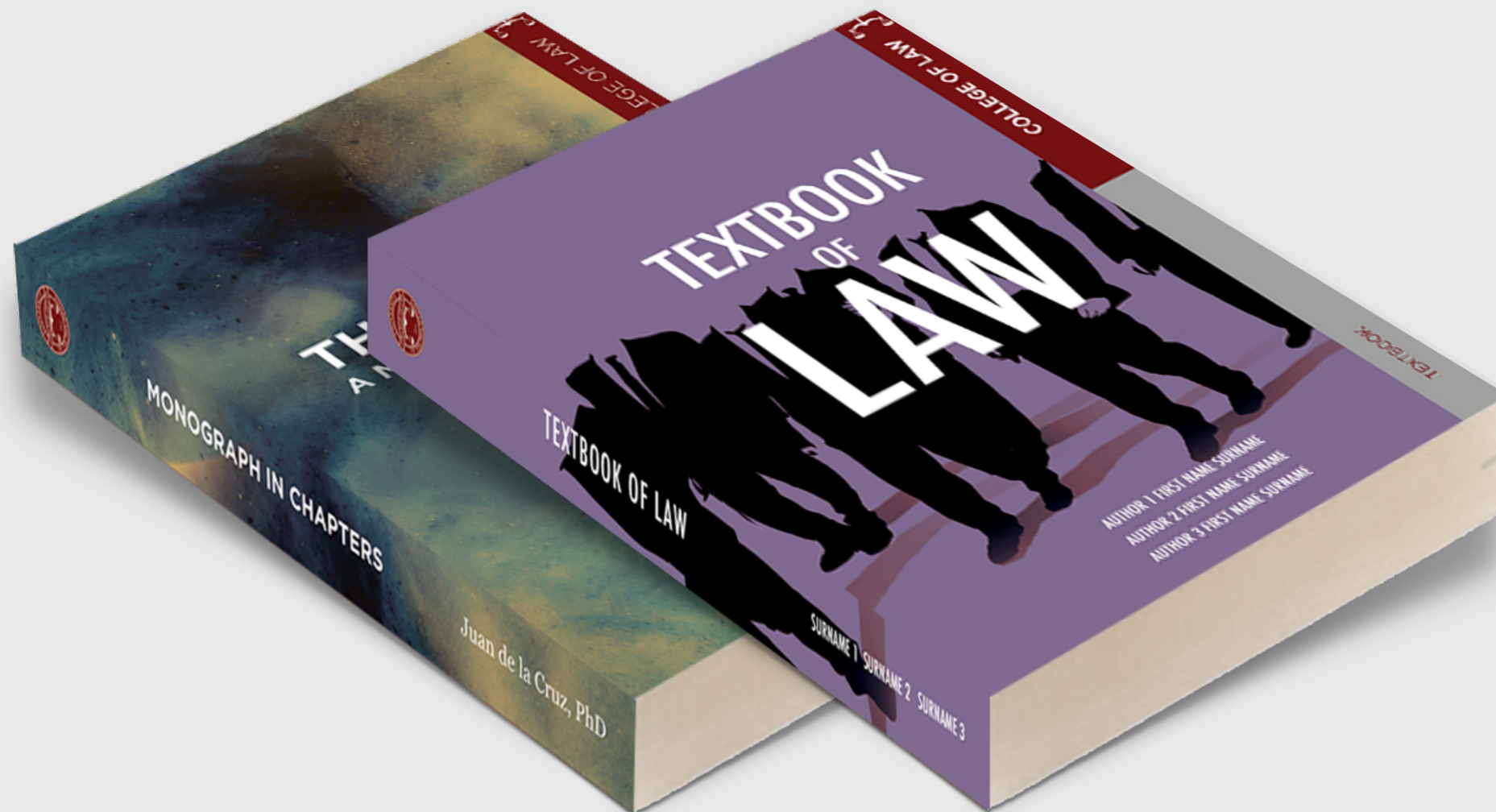
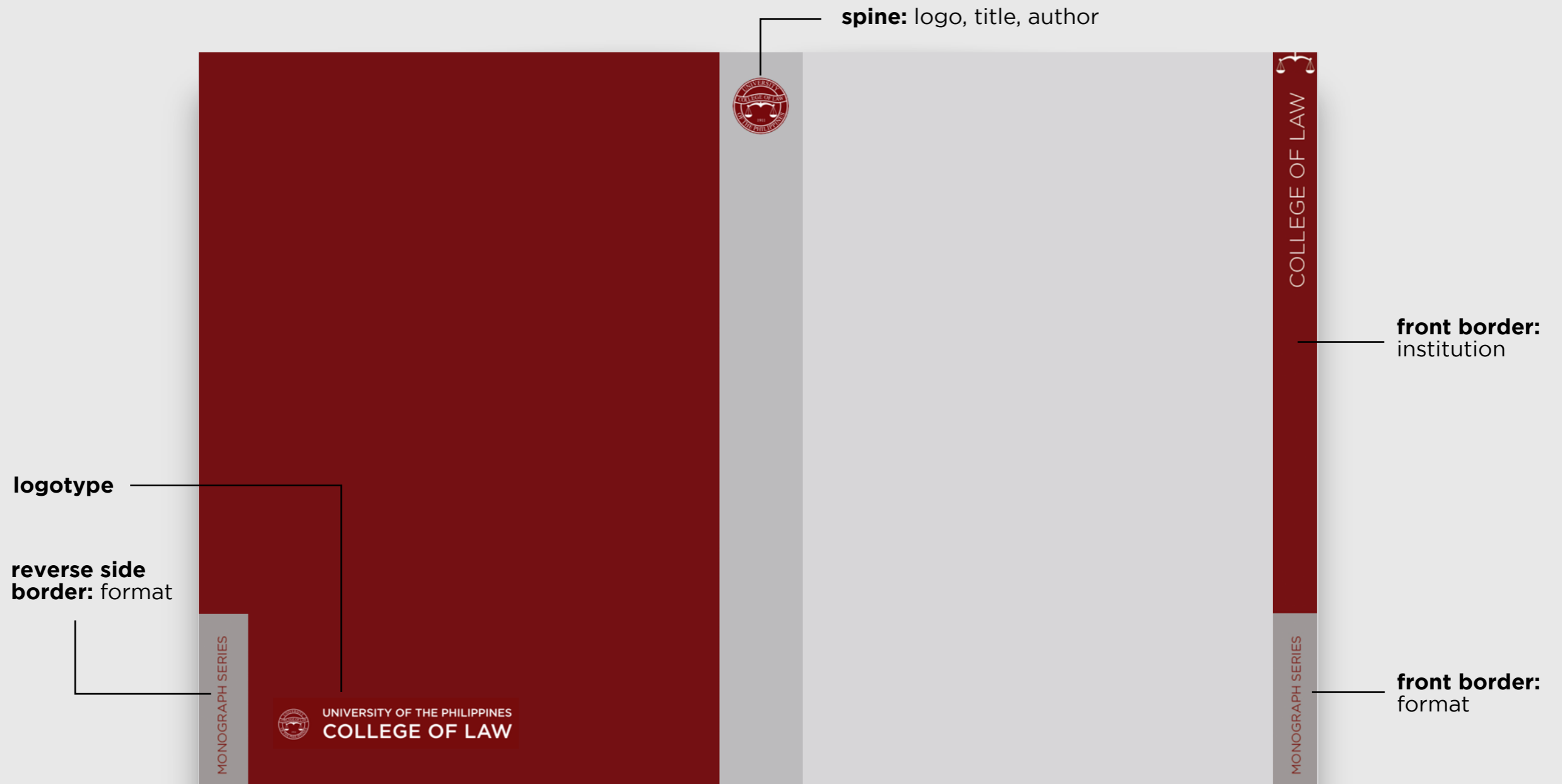


publication cover

Publications should follow **a cover template** for monographs, journals, and textbooks. Each will have its own visual template — varying only slightly for its different editions. This institution branding implements the “bar” design in various and distinctive formats.

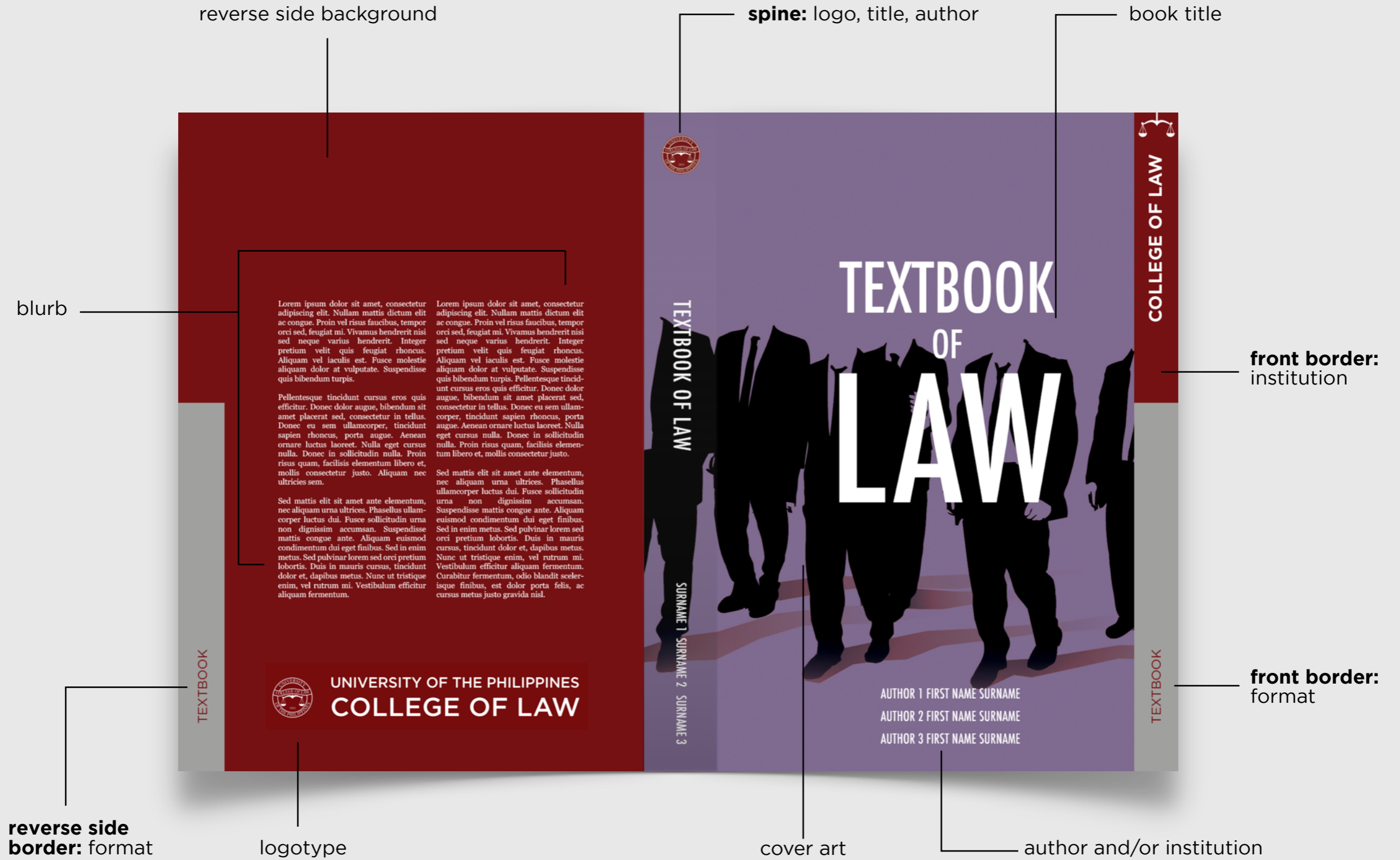




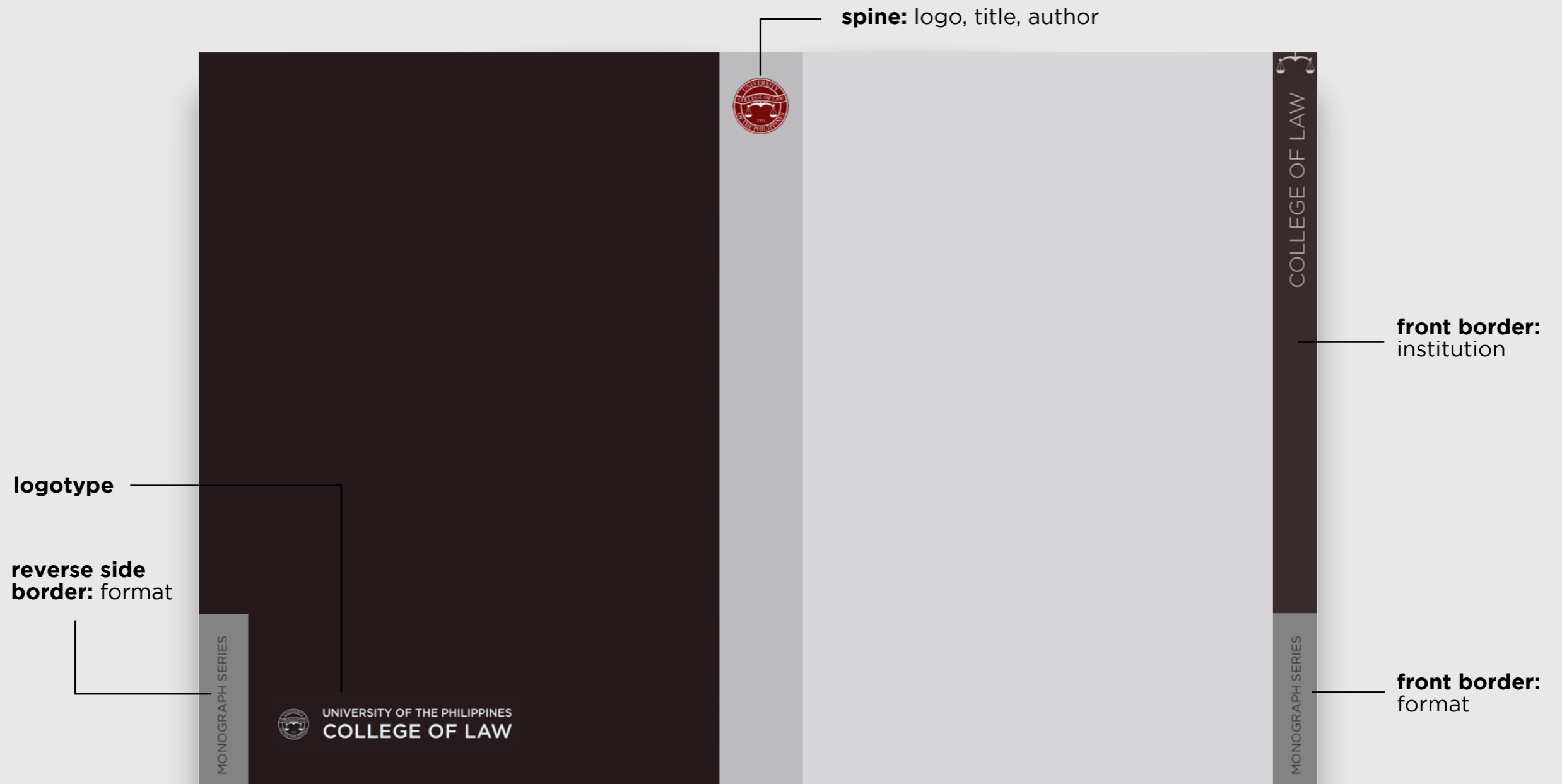
The book cover includes both the front and reverse sides as well as the spine. The side borders (front and reverse), spine, and logotype are standard parts and must appear in all books and journals. All other elements (cover art, title and author, and blurbs) may change as necessary.



Monograph layout template



Textbook layout template



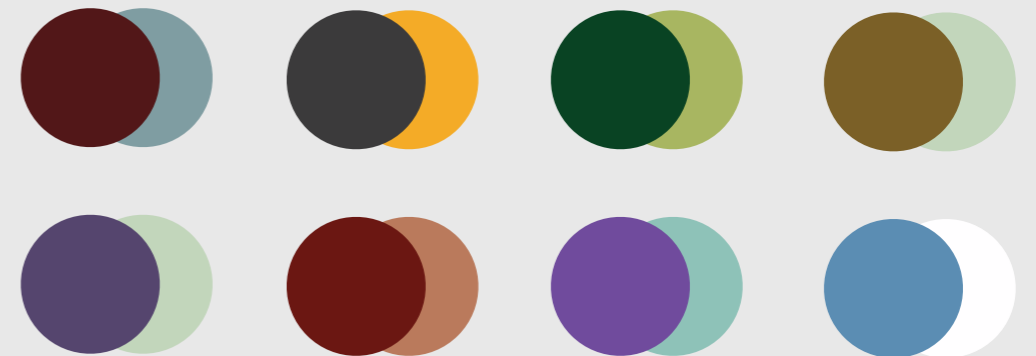
The book cover template (borders, spine, and logotype) may also be rendered in monochromatic gray tones for cover designs that do not complement the maroon template. The logo on the spine should still be rendered in full color.

color options

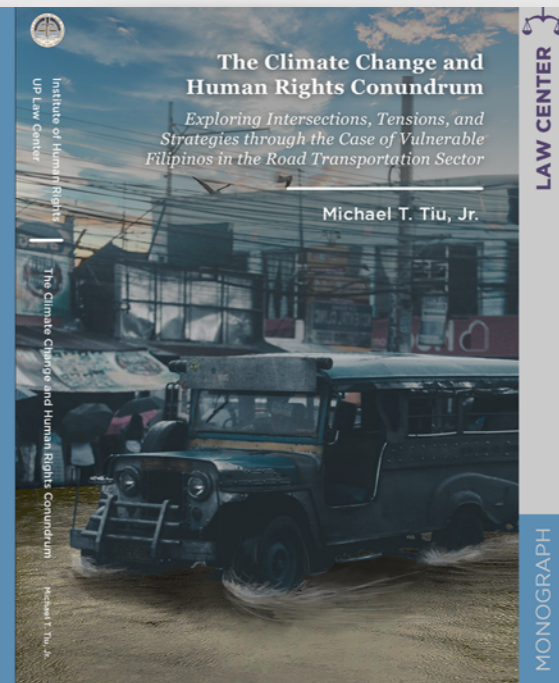
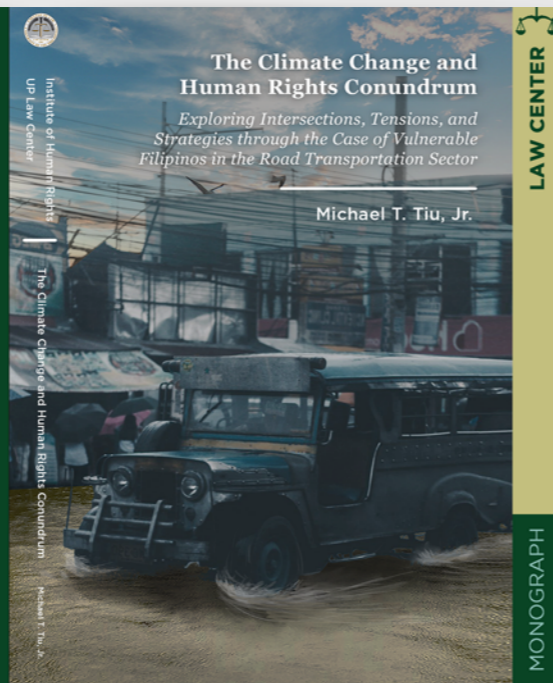
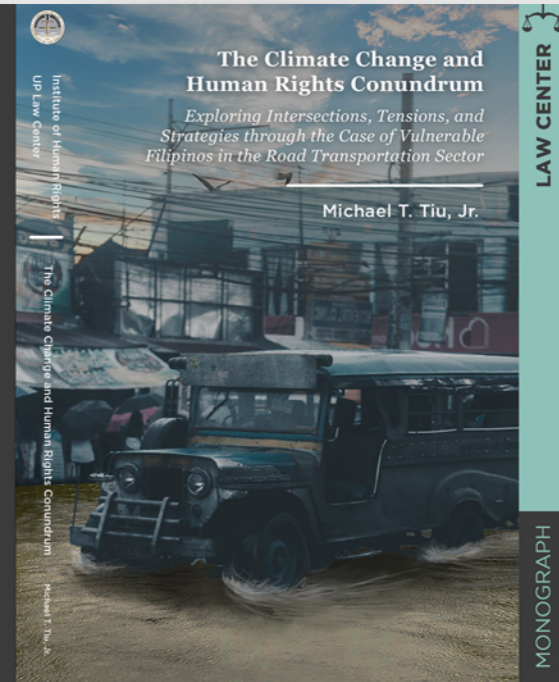
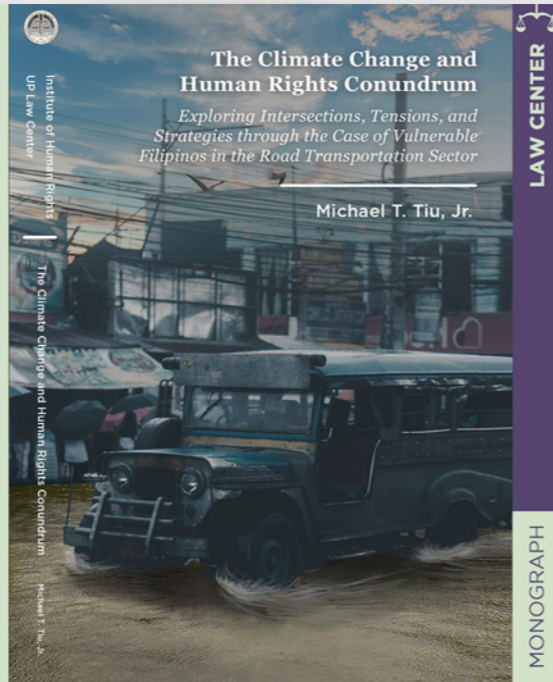


Alternatively, book cover templates may be designed with complementary colors. This color wheel is a useful guide.

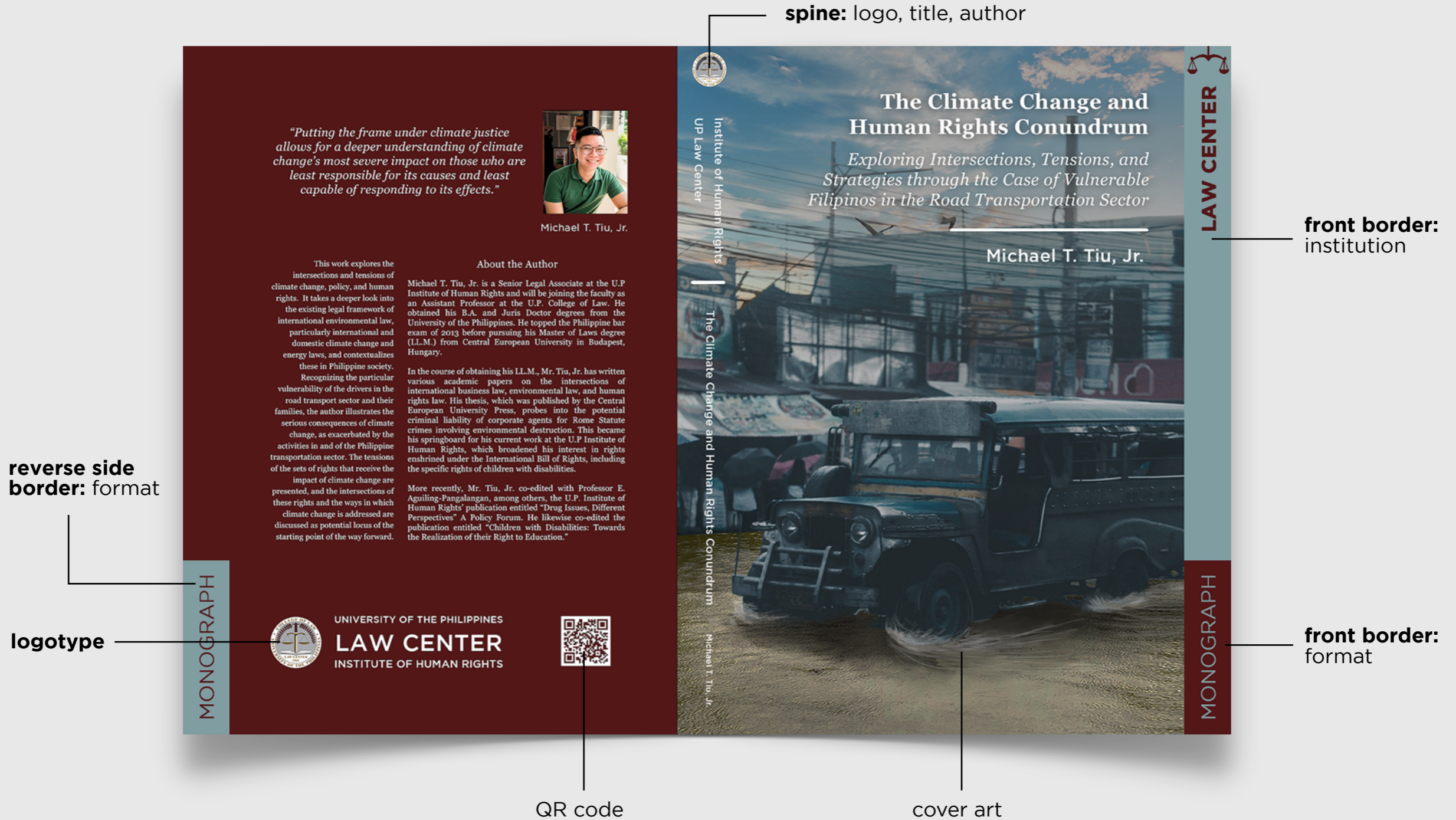
The primary and secondary identity colors are shown here side by side a selection of possible swatches that may be used for the cover template. Note that a combination of only two or three colors is recommended. Ideally, the color combination should show a good contrast between a light and a dark hue. See these examples:



Primary and secondary colors (inner wheel)
and complementary colors (outer wheel)



Using the color wheel, the designer may select colors that blend well with the cover art. Here are examples of alternative cover template color combinations.



Some elements may also be replaced: the publication format on the borders, the logo on the spine, the institution logotype, and the bar code (QR code).