

50TH LOGO FORMATS

COMPONENTS

The Harper College 50th Anniversary logo consists of the 50 Years mark, the tagline, dates and the official Harper College name. The 50 Years mark and tagline are permanent elements; however, the dates and “Harper College” name may be removed depending on specific parameters explained in this document.

The 50 Years Mark

The 50 Years mark is set in adjusted letter forms with “Years” tilted slightly upwards to convey forward motion (strong future). “Years” is set in a script font which adds a celebratory feel to the mark.

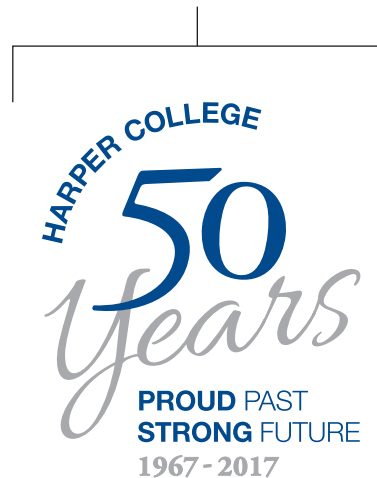
Tagline

The tagline, which positively reflects our institution’s accomplishments and anticipated good future, is the phrase *Proud Past Strong Future*. The tagline utilizes our institutional font Helvetica Neue LT Std; Bold and Light.

Date

The dates, located below the tagline, show the timespan Harper has been an institution: 1967-2017. Dates are in Adobe Garamond Pro; Bold.

Verticle Format



Horizontal Format



Note: Because the kerning (letter spacing) of the logo has been carefully crafted, Harper College requests that electronic art be used to create all forms of communication.

Any attempt to recreate the art, letter forms, spacing and styling in desktop publishing will result in inconsistencies that will compromise the integrity of the logo.

For more information or assistance, please contact:

Marketing Services
847.925.6138
or 847.925.6986

E-mail: standards@harpercollege.edu

A link titled “50th Marketing Toolkit” located at the footer of the 50th site under general information will also bring you to downloadable 50th logos, letterheads and powerpoint templates.

VERTICAL LOGO LAYOUT

Fig. 1 and Fig. 2 show the correct breakdown of the vertical logo depending on the project and space available. Any other combinations are not acceptable.

HORIZONTAL LOGO LAYOUT

The horizontal layout should only be used when there is not enough vertical space available.

Fig. A and Fig. B show the correct breakdown of the horizontal logo depending on the project and space available. Any other combinations are not acceptable.

REMOVABLE ELEMENTS

The only elements that can be removed from the 50th logo are “Harper College” (only when the official Harper College logo is also present) and the dates.

Fig. 1



Fig. 2



Fig. A



Fig. B



USING THE LOGO

Only first-generation art, available from Harper College Marketing Services or downloaded from the College web site, is acceptable. If you need to resize an electronic version of the logo, do not stretch or disproportionately adjust the file art.

Placement of Vertical Layout

In general, the logo should be placed in the upper left or lower right corner of a page. This is dependent on where the official Harper College logo is placed. For more detail, please see the Combining Logos page in this document.

Size

In print, the word “Years” should never appear at less than 1 1/4” in either Horizontal or Vertical format.

Spacing

To ensure readability, there should always be a space maintained around the logo where nothing else is printed. There should be a margin of clear space surrounding the logo at all times. The clear space should never be less than the height of the “0” in the number 50.



minimum size (width-wise) for the “years” mark: 1 1/4” wide



The margin of clear space surrounding the logo should never be less than the size/height of the 0 in the 50.

HARPER COLLEGE 50TH ANNIVERSARY IDENTITY STANDARDS

OFFICIAL 50TH COLORS

The Harper College 50th anniversary official colors* are official blue, or PMS 288 Blue, and Gray (Black at 40%)



Official Blue
PMS 288 coated/uncoated
CMYK: C:100 M:67 Y:0 K:23
WEB EQUIVALENT
RGB: R:0 G:51 B:102
#003366



Gray
CMYK:
C:0 M:0 Y:0 K:40 uncoated
C:0 M:0 Y:0 K:40 coated
Silver
PMS 877 coated/uncoated
WEB EQUIVALENT
RGB: R:153 G:153 B:153
#999999

COLOR COMBINATIONS

The examples on this page provide the correct color combinations to be used in the logo. Any other color combinations are not acceptable.

The logo may be reversed out of black or any dark color. The logo may also be printed in a solid color; blue or black (Fig. 1). When reversing the logo that includes the years, the years should remain white.

Fig. 1



COLOR

100% Blue
(PMS 288) or
CMYK: C:100
M:67 Y:0 K:23
and
40% black or
PMS 877 Silver



REVERSED



GRAYSCALE

Black
and
40% black or
PMS 877 Silver



GRAYSCALE REVERSED

Black
and
40% black or
PMS 877 Silver

COMBINING HARPER LOGOS

Using the 50th logo with the Harper College logo

When the official Harper College logo is present and is placed in the top left corner, the verticle 50th Anniversary logo without the words “Harper College”, should appear in the lower right-hand corner, as shown on the Harper College letterhead (Fig. 1.)

Fig. 1



COMBINING OTHER LOGOS

Using the 50th logo with other Harper College logos

There will be times when the 50th logo is used with another logo associated with Harper College (e.g. Educational Foundation, Promise, etc.). The 50th logo containing the words “Harper College” must be used in these instances. (See Fig. 1)

Fig. 1

