
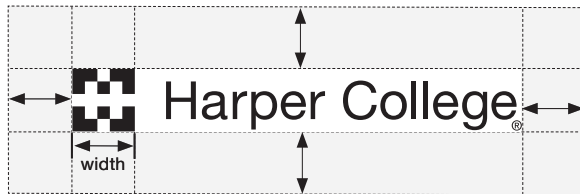


USING THE HARPER COLLEGE LOGO

Consistent and proper use of the logo strengthens recognition of Harper College and reinforces its reputation for quality.


Give the logo its own space

A clear space equal to or greater than the width of the Harper symbol  around the logo where nothing else is printed.



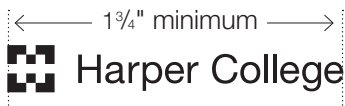
Logo Placement

In general, the logo should be placed in the upper-left or lower-right corner of a document. When body copy is centered on a page, the logo may be placed centered, at the bottom, as well.

The Harper symbol  should not be used by itself without the approval from the Creative Services Manager at 847.925.6138 or email standards@harpercollege.edu

Minimum Size

For clarity, the logo should not be printed smaller than 1¾ wide. The @ should never be used when the logo is printed minimum size.



OFFICIAL COLORS

Harper College's official colors are Harper blue, (PMS 288)* and Harper silver, (PMS 877 metallic silver). Gray (PMS 422) may be substituted for the silver.

When using four-color process to print, please use the CMYK builds specified with each color swatch.



HARPER BLUE
PMS 288 C
 CMYK: C:100 M:80 Y:6 K:32**
 RGB: R:0 G:51 B:102
 #003366



HARPER GRAY
PMS 422 C
 CMYK: C:19 M:12 Y:13 K:34**
 RGB: R:153 G:153 B:153
 #999999



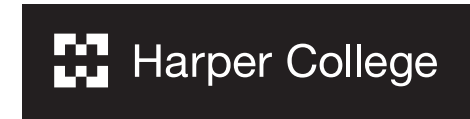
HARPER SILVER
PMS 877 C

* The PMS (Pantone Matching System) colors shown on this guide are not intended to match the PANTONE COLOR STANDARDS. PANTONE is a registered trademark of Pantone, Inc.

**CMYK breakdowns are for printing on coated and uncoated paper.

Logo Color

The Harper College logo is available for use in black, reverse (white), and Harper blue (PMS 288).



OFFICIAL TYPOGRAPHY

Helvetica Neue LT Std (sans serif font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

If Helvetica Neue LT Std is unavailable, Arial may be substituted.

Adobe Garamond Pro (serif font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

If Adobe Garamond Pro is unavailable, Times New Roman may be substituted.

SECONDARY **COLOR PALETTE**

The secondary colors shown below are available to use strictly as an accent to the official blue (PMS 288)* and official silver or Gray (PMS 877, PMS 422). However, the official blue, gray or combination of the two should always act as the

primary colors. A secondary color should never take precedence over the College’s official blue or silver. It is recommended that communications from the College contain at least 30% Harper blue or a combination of Harper blue and Harper silver/gray.



PANTONE 2356
 CMYK: C:54 M:100 Y:0 K:21**
 RGB: R:115 G:25 B:119
 #731977



PANTONE 228
 CMYK: C:30 M:100 Y:13 K:25**
 RGB: R:145 G:14 B:101
 #910E65



PANTONE 1807
 CMYK: C:0 M:100 Y:79 K:25**
 RGB: R:186 G:16 B:45
 #BA102D



PANTONE 2028
 CMYK: C:0 M:82 Y:100 K:0**
 RGB: R:241 G:86 B:35
 #F15623



PANTONE 143
 CMYK: C:0 M:37 Y:100 K:0**
 RGB: R:251 G:171 B:24
 #FBAB18



PANTONE 109
 CMYK: C:0 M:9 Y:100 K:0**
 RGB: R:255 G:223 B:0
 #FFDF00



PANTONE 382
 CMYK: C:35 M:0 Y:100 K:0**
 RGB: R:178 G:210 B:54
 #B2D236



PANTONE 3295
 CMYK: C:100 M:0 Y:55 K:28**
 RGB: R:0 G:132 B:116
 #008474



PANTONE 299
 CMYK: C:88 M:20 Y:0 K:0**
 RGB: R:0 G:154 B:218
 #009ADA

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