

USING THE HAWK LOGOS

The Hawk logo was created to provide Harper College with a consistent, dynamic and memorable image exemplifying athletics and school spirit. The Hawk logo, like the Harper College logo, is trademark-protected and can't be altered.

There are two additional versions of the Hawk logo that are acceptable; the Hawk Head and the word mark Hawks. However, when using the Hawk Head, "Harper College" or "Harper Hawks" must be referenced, outside the clear space area (See clear space defined on the reverse side of this document).

The Hawk logos may be used on merchandise and promotional materials related to athletics and school spirit. Applications must follow institutional brand standards and guidelines.

These logos should not be used to promote academic programs or institutional services.

LOGO COLORS

The hawk logos were created using the official College colors: PMS 288* blue and PMS 877 metallic silver or gray (PMS 422) may be substituted for the silver if print budgets or specifications do not permit metallic ink.

		
HARPER BLUE	HARPER GRAY	HARPER SILVER
PMS 288 C*	PMS 422 C*	PMS 877 C*
CMYK: C:100 M:80 Y:6 K:32	CMYK: C:19 M:12 Y:13 K:34	

Full Color (Blue, Gray/Silver and White)



* The PMS (Pantone Matching System) colors shown are not intended to match the PANTONE COLOR STANDARDS.

One Color Option

Black



Blue

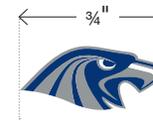


Reversed (white) from a dark color



MINIMUM SIZES

For clarity, the logo should not be printed smaller than the minimum size specified below. The © should never be used when the logo is printed minimum size.



The one-color logos above should only be used when one-color printing is required.

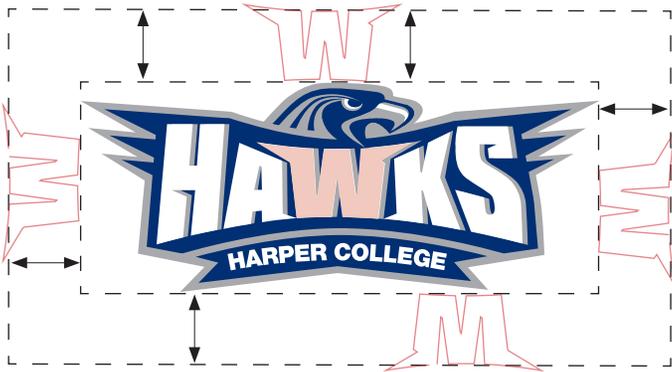
Do not manipulate the official colors. If you need to resize the logo, do not stretch or disproportionately adjust the file art. These logos should not be used in combination with the Harper College logo or with any of the College's secondary logos. They should not be used in combination with icons, art, graphic elements or placed on top of a pattern.

When printing with an external vendor, please send the proof to standards@harpercollege.edu for approval. Please allow up to 3 business days for response.

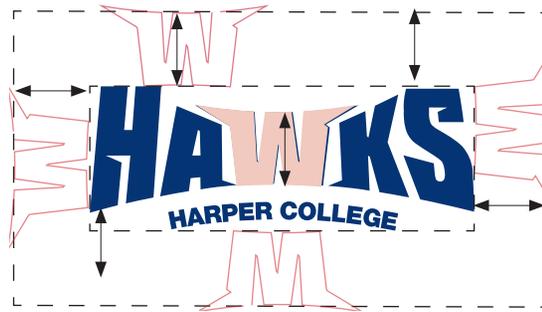
Questions about the use and purpose of the Hawk logo? Contact the Creative Services Manager 847.925.6138 or email standards@harpercollege.edu

CLEAR SPACE

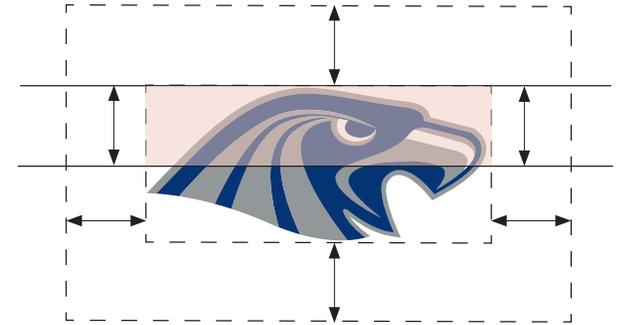
To ensure readability, always maintain a space around the logo called **clear space**. Don't place text or any graphic elements within this **clear space** area.



Maintain at least the height of the **W** of clear space around the logo.



Maintain at least the height of the **W** of clear space around the logo.



Maintain at least 1/2 the height of the Hawk Head of clear space around the logo.*

EXAMPLES



* When using the Hawk Head logo, "Harper Hawks" or "Harper College" would need to be referenced.