Harper College

Learning that transforms your life.
Since its founding, Harper College has enjoyed a growing reputation for high-quality education. Maintaining that reputation calls for attention to the way we present ourselves to audiences within and outside our institution. In all of our communications, we work to convey a consistent image of quality and excellence.

The Harper College Brand Standards guide is designed to help you prepare Harper College materials for publication or distribution. It contains specific instructions, guidelines and examples of the approved Harper College logo, typography, colors, stationery and the guidelines for their use. It also includes specifications for the other approved Harper College logotypes, such as the Harper College Educational Foundation logo.

Proper use of the graphic standards specified in this guide is integral to maintaining Harper College’s brand, image and reputation.

For more information or assistance, please contact:
Creative Services Manager
Marketing Services
847.925.6138
Email: standards@harpercollege.edu
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OFFICIAL TYPOGRAPHY

PREFERRED TYPEFACES
Harper College has adopted two contrasting typefaces for all college communications to help establish a strong brand identity: a sans serif and a serif. Helvetica Neue LT Std is the preferred sans serif and Adobe Garamond Pro is the serif. These act as the primary typefaces for print collateral, presentations, digital content, and other College applications.

ALTERNATE TYPEFACES
Because Helvetica and Garamond may not be readily available on all systems, Times New Roman and Arial may suffice as alternative typefaces.

SANS SERIF
25 Helvetica Neue LT Std Ultra Light
26 Helvetica Neue LT Std Ultra Light Italic
35 Helvetica Neue LT Std Thin
36 Helvetica Neue LT Std Thin Italic
45 Helvetica Neue LT Std Light
46 Helvetica Neue LT Std Light Italic
55 Helvetica Neue LT Std Roman
56 Helvetica Neue LT Std Italic
65 Helvetica Neue LT Std Medium
66 Helvetica Neue LT Std Medium Italic
75 Helvetica Neue LT Std Bold
76 Helvetica Neue LT Std Bold Italic
85 Helvetica Neue LT Std Heavy
86 Helvetica Neue LT Std Heavy Italic
95 Helvetica Neue LT Std Black
96 Helvetica Neue LT Std Black Italic

SERIF
Adobe Garamond Pro Regular
Adobe Garamond Pro Italic
Adobe Garamond Pro Bold
Adobe Garamond Pro Bold Italic

ALTERNATE SANS SERIF
Arial
Arial Italic
Arial Bold
Arial Bold Italic

ALTERNATE SERIF
Times New Roman
Times New Roman Bold
Times New Roman Italic
Times New Roman Bold Italic
USING OFFICIAL TYPEFACES

Use the official College typefaces for headlines, subheadlines, body copy, etc. If the title of an event is better represented as art/design, another font may be used for that title. Importantly, it must be legible, be relative to the project topic and work well in combination with our typefaces. See the examples shown, right (see Fig. 1).

If you are considering using a font substitution for an event title, please contact Marketing Services for approval.

Call:
Creative Services Manager
Marketing Services
847.925.6138

Email:
standards@harpercollege.edu
One of the stronger visual identifiers for a brand, besides the logo, is color. It is no accident that red is commonly associated with Target or brown with UPS. Harper College is not a Target or UPS, however, consistent use of official Harper blue and silver/gray on all communications from the College will help audience recognition.

It is recommended that communications from the College contain at least 30% official blue, official silver/gray or a combination of the two (unless full-sized photos are used). See examples of how color can make a brand statement in the Brand Gallery section on pages 24–25.

The PMS (Pantone Matching System) colors shown on these pages and throughout 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.**
The Harper College logo was designed in 1969 by Carl Regehr, a prominent design consultant in Chicago. That year, it was awarded one of the world’s top 100 logos by Graphis Publishing, Inc., a renowned International Design and Advertising trade publication. The logo remains a timeless and well-designed mark. It is important that we preserve the specifications and use the logo consistently, as it is a primary identifier in all College communications.

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

**LOGO COMPONENTS**

The Harper College logo always consists of the symbol, combined with the official name “Harper College” and the registered trademark ®. Another option is the Harper College logo with the College tagline “Go Forward”. See the examples on the following page.

**Symbol**

The Harper College symbol is an abstract design of squares that form the letter “H”. Since the symbol does not identify Harper College by itself, it should never appear alone without the specific approval of Marketing Services.

**Wordmark**

The wordmark is an adjusted letter form of “Harper College”. The wordmark is set in Helvetica Neue LT Std, Roman, followed by the registered trademark ®.

**Tagline**

The tagline, suitable for most institutional communications, is the phrase “Go Forward” in italics to suggest forward movement. The registered trademark ® should only be placed after “Go Forward”.

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

Any attempt to recreate the logo in desktop publishing will result in inconsistencies that will compromise the integrity of the logo.
Harper College

logo

symbol

wordmark

Harper College

Go Forward®
tagline
SIGNATURE

The Harper College signature is the logo plus the complete street address set in Helvetica Neue LT Std Roman. An expanded version of the signature, which may include phone, fax, email, website and contact information, may also be used on the letterhead and certain other applications. Either the horizontal or stacked treatment, shown on the right, are acceptable.

USING THE LOGO

When creating communications for print or the web, use only first-generation art, available from Harper College Marketing Services or downloaded from the College website. If you need to resize the logo, do not stretch or disproportionately adjust the file art. Do not combine other logos, icons, art, graphic elements, etc., in conjunction with the Harper College logo or with any of the College’s secondary logos.
**Placement**

In general, the logo should be placed in the upper-left or lower-right corner of a page.

**Spacing**

To ensure readability, always maintain a space around the logo where nothing else is printed. This space, called “clear space”, should be equivalent to the width of the Harper symbol (see Fig. 1).

**Size**

In print, the logo should never appear less than 1 3/4 inches in width (see Fig. 2). The symbol and tagline should be in correct proportion to the size of the wordmark. When printing the logo or logo with the tagline at minimum size, do not include the registered trademark ®. The logo without the ® is available for download on the College website.

For digital standards, which include web, social media and video, see the Digital Standards section of this guide.

(Fig. 1)

(Fig. 2)
USING THE LOGO IN COMBINATION WITH A SECONDARY IDENTITY

When creating a piece that includes a special event or secondary campaign identity, there are two acceptable placements for the secondary identity. Both options are determined by the placement of the Harper College logo. If the Harper College logo appears in the top-left corner, the secondary identity should be placed in the bottom-right corner (Fig. 1). If the Harper College logo appears in the bottom-right corner, the secondary identity should be placed in the bottom-left corner (see the postcard example, Fig. 2).
LOGO COLORS

The Harper College logo may be represented in the color combinations shown here (Fig. 1). Only the official Harper blue and silver/gray are acceptable. Please refer to page 8 for the exact color breakdown. Any other color combinations are not acceptable. The logo may also be printed in black or reversed to white from a non-patterned dark color.

Please note when using the “Go Forward” tagline, it should always print in the same color as the wordmark.

Only black, official blue or reverse to white are acceptable for one-color uses.

Special Treatments

Foil-stamping or embossing the logo are two acceptable special treatments.

100% BLACK

100% BLUE

BLUE with SILVER or GRAY

REVERSED TO WHITE from a NON-PATTERNED DARK COLOR
LOGO USAGE DON’TS

The goal is to represent the Harper College logo with respect. If the logo doesn’t look great consistently, that reflects negatively on the College.

Here are examples of what NOT to do:

1. Never stretch or change the proportions.

2. Never deconstruct the logo in any way. For example, do not rearrange or omit components of the logo.

3. Do not size the logo too small (see page 11).

4. Do not reverse the logo from a light or patterned background.

5. Do not place copy or graphic elements within the clear space around the logo. (see page 11).

6. When placing copy under the logo, do not align the copy with the symbol. (See the example on the following page).
(6.)

Harper College®

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod ut tincidunt ut laoreet dolore magna aliquam erat volutpat.

Copy should be aligned with the “H” of Harper. (See the guideline in the example below.)

Harper College®

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod ut tincidunt ut laoreet dolore magna aliquam erat volutpat.

RESTRICTED LOGO USAGE

In addition to the Harper College Seal, the following Harper College logo formats have restricted uses. Examples 2-4 were created for digital use, only.

1. Symbol by itself
   The Harper College logo must be easily recognizable. The symbol used by itself may not be as identifiable without the wordmark. Therefore, its use is restricted. There are times when using the symbol alone works best. For example, on a podium where the wordmark is not readable from a distance, it is better to use the large symbol rather than the entire logo, where it is too small to read. (See illustration below.)

2. Facebook

3. Instagram

4. Twitter

If you have cause to use the symbol by itself or the digital logos above, please contact:

Creative Services Manager
Marketing Services
847.925.6138
Email:
standards@harpercollege.edu
OFFICIAL SEAL

USING THE SEAL (restricted use)

The use of the College’s official seal is limited to the President’s Office and official College documents such as awards, certificates and diplomas.

Due to its restricted use, the seal is not available for download.

Color Combinations

The Harper College seal also prints in the College’s official colors. See page 8 for color breakdowns.

The examples to the right provide the correct color combinations for the College seal. Any other color combinations are not acceptable. Only black, official blue or reverse to white are acceptable for one-color uses.
Special Treatments

The seal may be printed in PMS 877 metallic silver, as shown on the commencement book cover on the right. Also, foil-stamped in silver, or embossed on heavy card stock are two other special treatments that may be used.

For more information or assistance, please contact:

Creative Services Manager
Marketing Services
847.925.6138
Email: standards@harpercollege.edu
STANDARD LETTERHEAD

The manner in which letters are printed on official Harper College letterhead helps to maintain the College’s quality reputation.

Contact Publishing Services to obtain Harper College’s letterhead. For consistency in College correspondence, individual departments should not design their own letterheads.

Harper’s general letterhead is printed in black. The following guidelines should help with your letter layout.

- Set margins according to the guidelines indicated. Letters should appear centered on the page. The logo symbol should always hang outside of the left-hand print margin and appear alone as the left-most item on the page.
- All information should be typed in block style. The left margin should always align under the letter “H” in the logo.
- Type should always be set at a minimum of 10 points in size or a maximum of 12. Body copy should have a single space between sentences.
STANDARD ENVELOPES

Harper College standard-sized envelopes (#10, #9, A7, A6, A2) use the stacked signature for the return address, printed on the front in black. The department name may be added in bold, above the street address.

The Harper College signature should print the same size on all envelopes, regardless of envelope size. Logo size on envelopes should always be equal to the logo size on Harper College standard letterhead.

Envelopes should match the same paper as the letterhead. Standard #10 envelopes may be ordered online through the template system. For other sizes, please contact Harper College Publishing Services.
STANDARD BUSINESS CARD

The Harper College standard business card prints black. The logo on the President’s Office business card is printed in color, using the specified CMYK build for official Harper blue and gray.

Business Card Guidelines:

- All business cards should have an official Harper College address. A non-institutional phone number may be added, e.g., cell phone.
- Email should reflect a Harper College institutional email address unless one is not available.
- Phone numbers should be displayed using (.) as separators—123.456.7890.
- Fax numbers should be followed by the word “fax” in lowercase.
- Cell numbers should be followed by the word “cell” in lowercase.
- Business cards are printed on 100 lb. Cougar smooth paper. The job title, department, address and contact information is set in 7 point Helvetica Neue LT Std Light, and the employee’s name is set in 8 point Helvetica Neue LT Std Bold.

There is room for two phone numbers and an email address. The order of information should always remain: address, telephone(s), fax number(s), then email. A third means of contact can be placed appropriately using the optional line.
OFFICIAL EMAIL SIGNATURE BLOCK

Email is one of the most common ways we communicate daily, and perhaps the most visible. It helps shape perceptions of the College while conveying necessary information to its readers. Therefore, it is essential to use a consistent signature block for Harper College email communications to enhance its brand perception and aid clarity.

It is preferred that emails are constructed using Helvetica (the College’s primary font) or the alternate font Arial. See the sample official signature block on the right.

Refrain from the use of quotes or philosophical statements in your email signature. This is to avoid the potential confusion that such statements represent the College. Also, do not embed additional images into your signature other than the College logo.

EXAMPLE:
Jane Doe
Title
Marketing Services Center
Building S
1200 West Algonquin Road
Palatine, Illinois 60067
ph 847.925.XXXX
fx 847.925.XXXX
harpercollege.edu

Harper College
This section showcases samples of College communications from print, web and social media. Note that the Harper College brand is consistent and unified across each medium for ease of recognition.

PRINT

We are thinkers, doers, creators and achievers.

Let’s get started. Classes begin January 14.
we are architects. we are visionaries. we are dreamers. we are scholars. we are partners. we are experts. we are fans. we are philanthropists. we are guides. we are athletes. we are ambassadors. we are trendsetters. we are helpers. we are believers. we are pioneers. we are underdogs. we are students. we are confidants. we are problem-solvers. we are stargazers. we are mentors. we are explorers. we are optimists. we are advisers. we are team-builders. we are advocates. we are nurturers. we are creators. we are innovators. we are leaders. we are educators. we are artists. we are supporters. we are life-changers. we are mediators. we are learners. we

WEBSITE

SOCIAL MEDIA
ATHLETIC MARK

In 2005, the Athletic Department and Creative Services developed a standard for the athletic logo and colors consistent with the College communication colors. The logo was designed to give the students a dynamic and memorable image that exemplifies school spirit, leadership, strength and pride. The new logo became a registered trademark for Harper College in April 2008.

HAWK LOGO

The Harper College athletic logo is a unique graphic representation of a hawk. The word “Hawks” is incorporated within the wingspan on the following page (Fig. 1). There are two other acceptable versions, one without the hawk’s head (Fig. 2) and one with the hawk’s head by itself (Fig. 3).

Colors

The Harper College athletic logo is printed in 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. Although printing the athletic logo in its two-color version is preferred, it is also acceptable to print a grayscale version (fig. 4).

When printing using a four-color process, please be sure to use the CMYK builds specified on page 8, of this guide.

Typography

The font for the word “Hawks” was designed specifically for Harper College. Do not try to recreate this font for any other use.

Trademark

The Harper College athletic logos are registered trademarks. As such, the logos must appear with the ® registration mark.

If you have a question about using one of the Hawk logos, please contact the Athletic Director. For questions regarding the specifications on this page contact:

Creative Services Manager
Marketing Services
847.925.6138
Email: standards@harpercollege.edu

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

(Fig. 1)

(Fig. 2)

(Fig. 3)

(Fig. 4)
HARPER COLLEGE EDUCATIONAL FOUNDATION LOGO

The Harper College Educational Foundation logo was designed to distinguish the Foundation as the nonprofit organization designated to provide funding and resources for the College.

LOGO COMPONENTS
The Educational Foundation logo consists of an adjusted letter form of “Harper College” and “Educational Foundation.”

“Harper College” is set in Helvetica Neue LT Std Roman. “Educational Foundation” is set in Adobe Garamond Pro, in all capital letters. It is justified on two lines beneath “Harper College” and separated by three rule lines (.5 point rule for a logo measuring 1 3/4 inches wide).

USING THE LOGO
The Educational Foundation logo should be used on all communication materials for the Foundation. The guidelines should follow those set for the Harper College logo unless otherwise specified in this guide.

Only first-generation art, available from Marketing Services or as a download from the College website, is permitted for Foundation communication materials. Do not stretch, distort or disproportionately adjust the file art if the logo requires resizing.

Placement
The logotype should be placed in the upper-left or lower-right corner of the page. However, center placement is acceptable in situations where type is center-justified, such as invitations.

Do not combine other logos, icons, art, graphic elements, etc., in conjunction with the Harper College logo, Foundation logo or any of the College’s other marks.

Size
In print, the wordmark should never appear at less than 1¼ inches in width. The width of the rule lines should always maintain proper proportion with the type.

Spacing
To ensure readability, there should always be clear space maintained around the logo that is equivalent to the height of the “H” in “Harper”.

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

Any attempt to recreate the logo in desktop publishing will result in inconsistencies that will compromise the integrity of the logo.
Harper College

Educational Foundation

Minimum size 1 ¼ inches wide

Harper College

Educational Foundation

Maintain at least the height of the “H” of clear space around the logo.
OFFICIAL COLORS
The Harper College Educational Foundation logo is printed in the College’s official 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.

When printing using a four-color process, please be sure to use the CMYK builds specified to the right* and also found on page 8, of this guide.

Color Combinations
The examples on the next page provide the correct color combinations for the Educational Foundation mark (see Fig. 1-4). Any other color combinations are not acceptable. Only black, official blue or reverse to white from a non-patterned dark color are acceptable for one-color uses.

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

(Fig. 1) 100% Black
Harper College
EDUCATIONAL FOUNDATION

(Fig. 2) 100% Blue
Harper College
EDUCATIONAL FOUNDATION

(Fig. 3) Reversed
Harper College
EDUCATIONAL FOUNDATION

(Fig. 4) 100% Blue
100% Silver or Gray
Harper College
EDUCATIONAL FOUNDATION
STATIONERY

All stationery components for the Harper College Educational Foundation are printed using four-color process. The official blue should print using the CMYK builds specified on page 8.

Standard Letterhead

The logo should be placed in the top-left corner and follow the same guidelines for Harper College standard letterhead. A campaign tagline may be printed in one of Harper College’s secondary colors. The secondary color palette is outlined on page 9.

Standard Envelopes

Unlike the Harper College envelopes, where the return address appears with the logo on the front side, the Foundation envelopes print the return address on the back envelope flap formatted in Adobe Garamond Pro Regular.
BUSINESS CARDS

The Foundation business cards print 2-sided. The front of the card follows the guidelines set for Harper College business cards (see page 22). Variable lines are available under the name and title section, if required. Names, titles, addresses, phone numbers and email information are printed in the Harper College official blue CMYK build for PMS 288* and official gray for PMS 422.

Name
Title
Additional line if needed
Additional line if needed

Harper College
EDUCATIONAL FOUNDATION

1200 West Algonquin Road
Palatine, Illinois 60067-7398

Phone #1
Phone #2 fax
Email@harpercollege.edu

Educational Foundation business card front side (actual size shown)

Harper college.edu/promise

Business card back side. Art may change depending on current campaign or initiative.

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

WOJCIK CONFERENCE CENTER

The Harper College Wojcik Conference Center is located on the main campus. The Center offers space for holding business meetings, events training and board meetings. The identity for the conference center portrays the professional conference services and reflects Harper College’s reputation for quality and excellence.

LOGO COMPONENTS

The “Wojcik Conference Center at Harper College” logo is an adjusted letter form set in Helvetica Neue LT Std Black Italic. All letters should be uppercase (Fig. 1).

USING THE LOGO

The logo should be used on all communication materials for the conference center. The guidelines should follow those set for the Harper College logo, unless specified in this guide.

Only first-generation art, available from Marketing Services or as a download from the College website, is permitted for Conference Center communication materials. Do not stretch, distort or disproportionately adjust the file art if the logo requires resizing.

Placement

The logo should be placed in the upper-left or lower-right corner of the page.

Spacing

To ensure readability, there should always be clear space maintained around the logo that is equivalent to the height of the “W” in “Wojcik” (Fig. 2).

Size

In print, the wordmark should never appear at less than 1½ inches in width. The width of the rule lines should always maintain proper proportion with the type (Fig. 3).

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

Any attempt to recreate the logo in desktop publishing will result in inconsistencies that will compromise the integrity of the logo.
OTHER MARKS

(Fig. 1)

WOJCIK CONFERENCE CENTER AT HARPER COLLEGE

(Fig. 2)

maintain at least the height of the “W” of clear space around the logo

(Fig. 3)

minimum size 1¼ inches wide

WOJCIK CONFERENCE CENTER AT HARPER COLLEGE
OFFICIAL COLORS

The conference center logo, per the College’s other marks, uses the College’s official 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.

When printing using a four-color process, please be sure to use the CMYK builds specified to the right and found on page 8 of this guide.

Color Combinations

The examples on the following page provide the correct color combinations for the conference center (Fig. 1-4). Any other color combinations are not acceptable.

OFFICIAL BLUE

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

OFFICIAL SILVER

PMS 877 C

Please note that there is no CMYK build for metallic inks. If budget does not allow for a fifth color, substitute with the CMYK build for gray.

OFFICIAL GRAY

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

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

(Fig. 1)

- 100% Blue
- 100% Gray
- or Silver

WOJCIK CONFERENCE CENTER AT HARPER COLLEGE

(Fig. 2)

Reversed

WOJCIK CONFERENCE CENTER AT HARPER COLLEGE

(Fig. 3)

- 100% Black
- 40% Black

WOJCIK CONFERENCE CENTER AT HARPER COLLEGE

(Fig. 4)

- 100% Blue

WOJCIK CONFERENCE CENTER AT HARPER COLLEGE
STATIONERY

All stationery components for the Wojcik Conference Center are printed using four-color process. The official blue should print using the CMYK builds specified on page 8 and page 36 of this guide.

Standard Letterhead

The conference center logo should be used in place of the Harper College logo and follow the same guidelines for the Harper College standard letterhead (see page 20).

Standard-size #10 Envelopes

Correct placement of name and address on Wojcik Conference Center standard #10 envelope is indicated to the right. Unlike the Harper College #10 envelope, the conference center prints the return address on the envelope flap.

Letterhead (50% of actual size shown)

#10 envelope front (50% of actual size shown)

Envelope back flap (50% of actual size shown)
BUSINESS CARDS

The conference center business card prints two-sided. They are printed in the official blue CMYK build for PMS 288 blue and the official gray CMYK build for PMS 422 specified on page 8 and page 36 of this guide. The front side follows the same guidelines as the Harper College business cards (see page 22).

NAME
Title
Department/Division
optional line (if needed)

WOJCIK CONFERENCE CENTER
AT HARPER COLLEGE

1200 West Algonquin Road
Palatine, Illinois 60067-7398
optional line (if needed)
847.925.6000
847.925.6000 fax
Email@harpercollege.edu

Business card front side (actual size shown)

Back side (actual size shown)
The Foglia Foundation Health and Recreation Center is a partnership of Harper College and Palatine Park District. Located on the main campus, the Center also houses the Northwest Community Healthcare Outpatient Care Center and the Harper College Athletic Department. The following identity was created to distinguish the center as a newly developed health and recreation space for the community, students, faculty and staff.

**LOGO COMPONENTS**

**Wordmark**
The wordmark is an adjusted letter form of “Health and Recreation Center,” set in Helvetica Neue LT Std Bold and right justified.

**Graphic Rule**
A rule line runs the height of the wordmark or the wordmark and the tagline, on the right side, at a measured distance equal to the “n” in “Recreation”.

The partnership tagline “a partnership of Harper College and Palatine Park District” should be used when the partnership information is important to communicate (Fig. 2).

Both taglines are set in a 2:1.6 ratio to the wordmark. They are set in Helvetica Neue LT Std font.

(Fig. 1) Health and Recreation Center at Harper College

(Fig. 2) Health and Recreation Center

A Partnership of Harper College and Palatine Park District

Optional Taglines
There are two optional logos that have different taglines available for use. The location tagline “at Harper College” specifies that the Health and Recreation Center is located at Harper College and should be used on communication materials sent to external audiences (Fig. 1).
OTHER MARKS

LOGO SIGNATURE

The Foglia Foundation Health and Recreation Center signature is the logo plus the complete street address set in Helvetica Neue LT Std Roman. An expanded version of the signature, which may include phone, fax, email, website and contact information, may also be used in other applications. Either the horizontal treatment (Fig. 1) or stacked treatment (Fig. 2) are acceptable.

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

Any attempt to recreate the logo in desktop publishing will result in inconsistencies that will compromise the integrity of the logo.

(Fig. 1)

Health and Recreation Center
Harper College
1200 West Algonquin Road
Palatine, IL 60067-7398

horizontal treatment

(Fig. 2)

Health and Recreation Center
Harper College
1200 West Algonquin Road
Palatine, IL 60067-7398

stacked treatment

For more information or assistance, please contact:
Creative Services Manager
Marketing Services
847.925.6138
Email: standards@harpercollege.edu
OTHER MARKS

USING THE LOGO
When using any mark or logo, 
readability and recognition is a primary 
focus. Refer to the following guidelines 
for using the Health and Recreation 
Center mark.

Artwork
When creating communications 
for print or on the web, please use 
first-generation art. If you need to 
resize the mark, do not stretch or 
disproportionately adjust the file 
art. Do not combine other logos, 
icons, art or graphic elements, in 
conjunction with the Health and 
Recreation Center mark.

Placement
This mark should be placed on the 
top-right or bottom-right of a page. 
For the express purpose of readability 
and recognition, the mark should 
never be placed on a patterned 
graphic or reversed out of a color 
too light that inhibits readability of the 
white mark.

Size
To ensure readability, the minimum size 
for printing the Health and Recreation 
Center mark is 1 1/8 inches in width 
(Fig. 1).

Spacing
There should always be a space 
maintained around the mark where 
nothing else is printed. This space, 
called “clear space”, should be 
equivalent to the height of the capital 
“C” of “Center.” (Fig. 2)
OFFICIAL COLORS

Since the Health and Recreation Center is a partnership, a new color was chosen, exclusively to represent the group. PMS 2389* was chosen to reflect the pool and for a health and wellness feel. The color may also be used as an accent on their specific collateral.

Any version of the Health and Recreation Center mark, with or without a tagline may only be printed in the following colors: black, teal blue or reversed to white.

TEAL BLUE
PMS: 2389
CMYK: C:63 M:18 Y:8 K:0
RGB: R:81 G:158 B:197
#519ec5

* The PMS (Pantone Matching System) colors shown on these pages and throughout this guide are not intended to match the PANTONE COLOR STANDARDS. PANTONE is a registered trademark of Pantone, Inc.
STATIONERY
The Foglia Foundation Health and Recreation Center should use the Harper College letterhead and envelopes (see pages 20-21). The Center can be identified in the signature line.

BUSINESS CARD
Employees of the Foglia Foundation Health and Recreation Center who represent Harper College will have a two-sided Harper business card. The front will be the standard Harper College business card (see Fig. 1 on the following page). The back will print the information for the Health and Recreation Center (see Fig. 2 on the following page). To order, contact the Harper College Publishing Services Center.

Business Card Guidelines:
• Email should reflect a Harper College institutional email address unless one is not available.
• Phone numbers should be displayed using (.) as separators—123.456.7890
• Fax numbers should be followed by (fax) in lowercase.
• Cell numbers should be followed by (cell) in lowercase.
• Business cards are printed on 100lb. Cougar smooth paper. Both sides are printed in black. The job title, department, address and contact information is set in 7 point Helvetica Neue LT Std–Light and the employee's name is set in 8 point Helvetica Neue LT Std–Bold.

For more information or assistance, please contact:
Creative Services Manager
Marketing Services
847.925.6138
Email:
standards@harpercollege.edu
(Fig. 1)

Harper College

1200 West Algonquin Road
Palatine, Illinois 60067-7398
optional line (if needed)
847.925.6000
847.925.6000 fax
email@harpercollege.edu

Health and Recreation Center business card front side (actual size shown)

(Fig. 2)

Health and Recreation Center

Harper College
1200 West Algonquin Road
Palatine, Illinois 60067-7398

A Partnership of Harper College and Palatine Park District

Health and Recreation Center business card back side (actual size shown)
SECONDARY LOGOS

There are times when a secondary mark is used for a specific communication need. (See examples Fig. 1).

Colors

The Harper College secondary marks align with Harper College’s brand standards. They print in official blue (PMS 288)*, black or reversed from a dark non-patterned color.

When printing using a four-color process, please use the CMYK builds specified on page 8 of this guide.

Formats

The examples on the right are a horizontal format. However, they may get too long for some publications—a stackable version can be made available. (See Fig. 2 on the following page)

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

(Fig. 2)

Harper College  
**Registered Apprenticeships**

- **Stacked treatment**
- **Horizontal treatment**

STUDENT CLUBS AND ORGANIZATIONS

If a student club or organization wishes to create their own mark, they may do so providing it is not combined with any of the HarperCollege official logos. However, it may contain “at Harper College” as a tagline to the club/organization name or mark. Although there are not tight standards for these identities, please keep in mind the importance of readability.

For more information or assistance, please contact:
Creative Services Manager
Marketing Services
847.925.6138
Email: standards@harpercollege.edu