GRAPHIC IDENTIFICATION ELEMENTS

Signature

The Harper College signature is the logo plus the complete street address set in 8 point Helvetica Neue LT Std Light. An expanded version of the signature, which may include phone, fax, e-mail, website and contact information, may also be used in letterhead and certain other applications.

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

When space or design considerations require it, you may "stack" the signature underneath the College name to create a vertical or stacked treatment. The illustrations below show the horizontal, stacked and service line treatments of the Harper College signature.

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.

Electronic, reproduction-quality artwork is available via the Harper College employee portal, under Resources, Marketing Services Resource Center.

Harper College

1200 West Algonquin Road
Palatine, Illinois 60067-7398

horizontal treatment of signature

Harper College

1200 West Algonquin Road
Palatine, Illinois 60067-7398

stacked treatment of signature

Harper College

Continuing Education
1200 West Algonquin Road
Palatine, Illinois 60067-7398

treatment of specific
signature line

USING THE LOGO

When creating publications for print or the web, users should not use self-created or second-generation art (scanned from their printouts or from other College publications). Only first-generation art, available from Harper College Marketing Services or via the College website is acceptable. If you need to resize an electronic version of the logo, do not stretch or disproportionately adjust the file art.

Placement

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

Spacing

To ensure readability, there should always be a space maintained around the logo where nothing else is printed. Around the logo should be the space equivalent to the height of the Harper symbol.

Size

To prevent loss of detail, the wordmark should never appear at less than 1⅜" in width. The tagline should be in correct proportion to the size of the logo.

Please observe the following guidelines when horizontal space is an issue:

- The tagline must always be placed with proper indentation under the College name. Never place the tagline flush left.

- The symbol must always "hang" off to the left. It may not be stacked on top of the College name.

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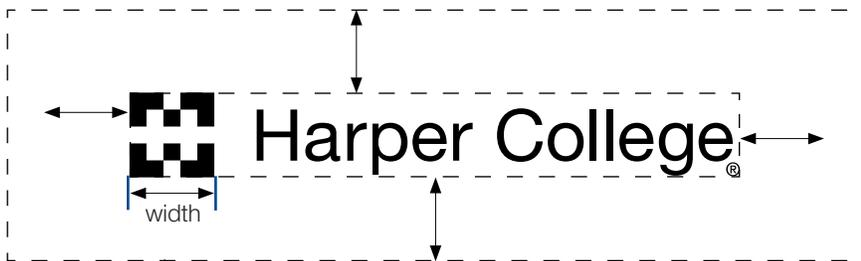
width

maintain at least a space the width of the symbol of clear space around the logo

minimum size for the wordmark: 1⅜" wide

Harper College®

Harper College
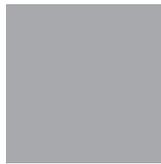**Go**Forward®
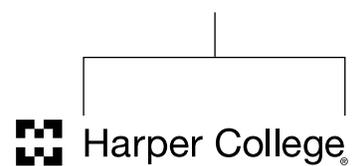
Harper College

USING THE LOGO

Official colors

The Harper College official colors*
are official blue, or PMS 288 Blue, and
official silver, or PMS 877
Metallic Silver. Gray (PMS 421
uncoated or PMS 422 coated)
may be substituted for the silver if
print budgets or specifications do
not permit a metallic ink.

Using the designated PMS (Pantone†
Matching System) colors for the
official colors provides the greatest
consistency in appearance. For this
reason, please do not attempt to build
these colors without working closely
with the Marketing Services Center.

When printing four color process,
please be sure to use the following
CMYK ‡ builds for the College's
official colors below.

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

Official Silver
PMS 877 coated/uncoated
CMYK: C:100 M:67 Y:0 K:23
RGB: R:153 G:152 B:153
#999899
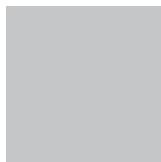
Official Gray
PMS 421u (uncoated)
PMS 422c (coated)
CMYK: C:0 M:0 Y:0 K:26
        uncoated
        C:0 M:0 Y:0 K:33
        coated
RGB: R:153 G:153 B:153
#999999

*The colors shown on this page and throughout this manual are not intended to match
the PANTONE COLOR STANDARDS.

†PANTONE is a registered trademark of Pantone, Inc.

‡The CMYK builds are equivalent to their Pantone colors.

Hexadecimal numbers in Web design are used to convert RGB color values so that
HTML can understand which colors you've chosen.

Hexadecimal color codes equivalent to their RGB color formulas appear in parentheses.

USING THE LOGO

Official secondary colors

The Harper College official secondary colors* are pictured to the right. The official secondary colors are available as accents to the official blue, (PMS 288) and official silver (PMS 877) used on most communications. The official blue and official silver should be the featured/primary colors in all communications.

Using the designated PMS (Pantone† Matching System) colors for the official secondary colors provides the greatest consistency in appearance. For this reason, please do not attempt to build these secondary colors without working closely with the Marketing Services Center.

When printing four color process, please be sure to use the following CMYK ‡ builds for the College's official secondary colors.

PMS 187 coated/uncoated
CMYK: C:0 M:100 Y:79 K:20
RGB: R:196 G:18 B:48
#c41230

PMS 186 coated/uncoated
CMYK: C:0 M:100 Y:81 K:4
RGB: R:227 G:24 B:55
#e31837

PMS 173 coated/uncoated
CMYK: C:0 M:69 Y:100 K:4
RGB: R:232 G:109 B:31
#e86d1f

PMS 137 coated/uncoated
CMYK: C:0 M:35 Y:90 K:0
RGB: R:251 G:176 B:52
#fbb034

PMS 129 coated/uncoated
CMYK: C:0 M:16 Y:77 K:0
RGB: R:255 G:212 B:87
#ffd457

PMS 107 coated/uncoated
CMYK: C:0 M:2 Y:83 K:0
RGB: R:255 G:234 B:83
#ffea53

PMS 364 coated/uncoated
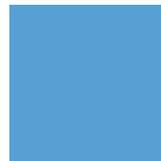CMYK: C:65 M:0 Y:100 K:42
RGB: R:56 G:124 B:43
#387c2b

PMS 369 coated/uncoated
CMYK: C:59 M:0 Y:100 K:7
RGB: R:108 G:179 B:63
#6cb33f

PMS 382 coated/uncoated
CMYK: C:29 M:0 Y:100 K:0
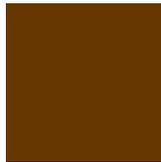RGB: R:193 G:216 B: 47
#c1d82f

PMS 308 coated/uncoated
CMYK: C:100 M:5 Y:0 K:47
RGB: R:0 G:104 B:146
#006892

PMS 542 coated/uncoated
CMYK: C:62 M:22 Y:0 K:3
RGB: R:86 G:160 B:211
#56a0d3

PMS 2623 coated/uncoated
CMYK: C:50 M:100 Y:0 K:32
RGB: R:108 G:13 B:106
#6c0d6a

PMS 1545 coated/uncoated
CMYK: C:0 M:53 Y:100 K:72
RGB: R:102 G:55 B:0
#663700

PMS 404 coated/uncoated
CMYK: C:0 M:8 Y:22 K:56
RGB: R:136 G:126 B:110
#887e6e (NOTE: Not a good color match for web. Not recommended for web.)

PMS 219 coated/uncoated
CMYK: C:1 M:92 Y:1 K:0
RGB: R:234 G:54 B:146
#ea3692

*The colors shown on this page and throughout this manual are not intended to match the PANTONE COLOR STANDARDS.

†PANTONE is a registered trademark of Pantone, Inc.

‡The CMYK builds are equivalent to their Pantone colors.

Harper College®

USING THE LOGO

Using correct color combinations in the logo

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

When printing in a color palette that does not include the official colors, use black to create a one-color version of the logo.

If the official blue is a color being used, it may also be used to create an acceptable one-color version of the logo.

Only black, official blue or reverses are acceptable for one-color uses.

Foil-stamping the logo in silver is also acceptable.

100% Black

Reversed

100% Blue
(PMS 288)

Silver (PMS 877)
Blue (PMS 288)

Gray (PMS 421u
or 422c)
Blue (PMS 288)

USING THE LOGO

Using correct color combinations in the logo with the tagline

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

100% Black

Reversed

100% Blue
(PMS 288)

Blue (PMS 288)
Silver (PMS 877) or
Gray (PMS 421u
or 422c)

![Harper College logo]

USING THE LOGO

Reverse

Reverse is artwork or type that appears as the color of the paper on which it is printed as a result of being reversed out of a dark background.

The official logo may be reversed out of solid-colored backgrounds when printing on white or cream-colored papers. To reverse out of a photo or illustration, the area chosen for the reverse should be as dark and solid as possible, avoiding patterns that could make reading difficult (see acceptable examples below). If you are considering reversing the logo out of a black or color screen, contact Marketing Services for approval.

Special treatments of the logo

Hot-stamping and embossing of the logo are two special treatments that may be used to achieve a unique effect, provided guidelines are followed:

- For hot-stamping, two options are available: a silver foil hot stamp or a white hot stamp may be used on the entire logo. No other hot-stamping options or colors should be used.

- Embossing may be used on either the symbol alone, or on the entire logo. No other embossing options or techniques should be used.
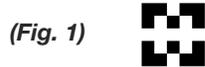
(Fig. 1)

USING THE LOGO

Unacceptable uses

The symbol alone (Fig. 1)

Because it does not identify Harper College, the symbol should never be used alone without specific approval from Marketing Services.

(Fig. 2)

Harper College®

The Harper College name alone (Fig. 2)

As part of a graphic identity, the Harper College name should always be used in conjunction with the symbol.

(Fig. 3) **Go**Forward®

Omitting the College name (Fig. 3)

The logo should always be used in its entirety. Do not mix and match different elements.

(Fig. 4) **Harper College®**

Stretching the logo (Fig. 4)

The graphic identity should never be stretched or distorted in any way.

(Fig. 5) Harper College
GoForward®

Too small (Fig. 5)

For all uses of the logo, the words Harper College should be at least 1⅜" inches in width.

(Fig. 6) Harper College®   Harper College®

Stacked logo (Fig. 6)

The symbol may never be stacked on top of the Harper College name, nor should the words in the College name be stacked on one another.

(Fig. 7)

Harper College®

Reversed out of light or inconsistent field (Fig. 7)

The logo should only appear in reverse against a dark background.

(Fig. 8)

Harper College®

Combined with other graphics (Fig. 8)

The Harper College logo should never be combined with other graphics.

USING THE LOGO

Restricted uses

All logos under Restricted Uses must have specific approval from Marketing Services.

The symbol alone (Fig. 1)

Because it does not identify Harper College, the symbol should never be used alone.

(Fig. 1)

Stacked logo (Fig. 2)

The symbol may never be stacked on top of the Harper College name, nor should the words in the College name be stacked on one another.

(Fig. 2)

Stacked logo for mobile and facebook (Fig. 3)

The logo in figure 3 is restricted for use on the College's mobile app and facebook page.

(Fig. 3)

WEB APPLICATIONS

Acceptable usage

On internal websites, the Harper College logo should follow the same guidelines as for print. For external websites, the full logo (symbol and College name) should be used at the top of the page. If the external website calls for a square graphic, the Harper College symbol can be used without the wordmark in those instances.

Color

The examples to the right provide the correct combinations of colors to be used in the logo and symbol. All other combinations of colors are unacceptable (for example, the symbol may appear in gray and the College name in blue, but not the other way around).

The equivalent Web colors are:

Official Blue:
R=0
G=51
B=102
(Hexadecimal* = 003366)

Official Silver or Gray:
R=153
G=153
B=153
(Hexadecimal* = 999999)

Black
Hex #000000
Blue
Hex #003366

100% Black
Hex #000000

Reversed
Hex #FFFFFF

100% Blue
Hex #003366

Gray
Hex #999999
Blue
Hex #003366

Hexadecimal numbers in Web design are used to convert RGB color values so that HTML can understand which colors you've chosen. The colors shown on this page and throughout this manual are not intended to match the PANTONE COLOR STANDARDS.

Harper College

WEB APPLICATIONS

Special effects

The Web permits many visually captivating special effects, such as animation, pulsing effects and color changes. While these techniques may be used with great appeal and effectiveness for a variety of purposes on College and departmental Web pages, they are not permitted with the College logo. The Harper College identity should appear static, without animation or pulsing, and in the correct color combinations as specified in the Web Applications, Color section of this manual.

It is permissible to make the logo clickable enabling website visitors to click on it to get to the Harper College home page. It is also permissible to use the logo with a mouse-over feature (in which descriptive or explanatory copy appears when a website visitor moves the mouse across the logo).