

## 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.



1200 West Algonquin Road  
Palatine, Illinois 60067-7398

horizontal treatment of signature



1200 West Algonquin Road  
Palatine, Illinois 60067-7398

stacked treatment of signature



**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

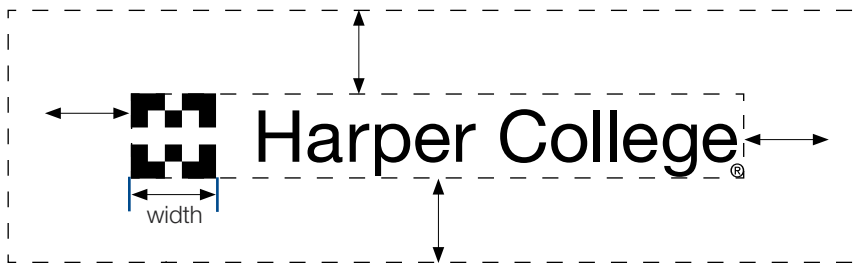
To ensure readability, there should always be a space maintained around the logo where nothing else is printed. Around the logo should be the space equivalent to the height of the Harper symbol.

### Size

To prevent loss of detail, the wordmark should never appear at less than 1 $\frac{3}{8}$ " in width. The tagline should be in correct proportion to the size of the logo.

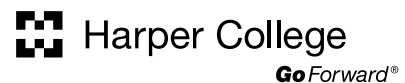
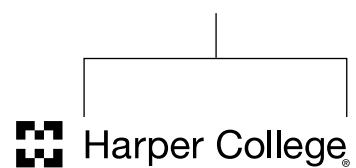
Please observe the following guidelines when horizontal space is an issue:

- 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.



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

minimum size for the wordmark: 1 $\frac{3}{8}$ " wide



## 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.



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

Using the designated PMS (Pantone<sup>†</sup> 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.



**Official Silver**  
**PMS 877** coated/uncoated  
 CMYK: C:100 M:67 Y:0 K:23  
 RGB: R:153 G:152 B:153  
 #999899

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



**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<sup>†</sup> 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 <sup>‡</sup> 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.

<sup>†</sup>PANTONE is a registered trademark of Pantone, Inc.

<sup>‡</sup>The CMYK builds are equivalent to their Pantone colors.

## 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)



## 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.





## 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.

#### 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.

#### Omitting the College name (Fig. 3)

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

#### Stretching the logo (Fig. 4)

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

#### Too small (Fig. 5)

For all uses of the logo, the words Harper College should be at least 1 $\frac{3}{8}$ " inches in width.

#### Stacked logo (Fig. 6)

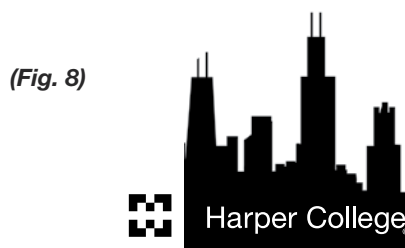
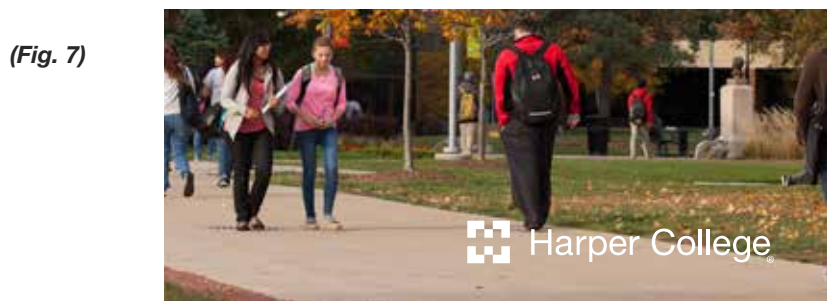
The symbol may never be stacked on top of the Harper College name, nor should the words in the College name be stacked on one another.

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

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

#### 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.*

## 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).