

Using the Logo

When creating publications in desktop publishing, users should not use self-created or second-generation art (scanned from their printouts or from other College publications). Only first-generation, camera-ready art, available from the Harper College Marketing Services Center or via the College Web site 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. For more information on placement, contact the Marketing Services Center at 847.925.6138.

Spacing

To ensure readability and appeal, designs should maintain a space at least equivalent to the height of the symbol around the logo whenever these marks are used.

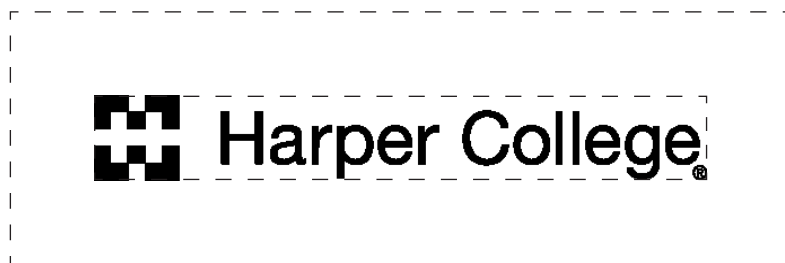
Size

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

- Spacing
- Size
- Official Colors
- Color Combinations
- Reverses
- Special Treatments
- Unacceptable Uses

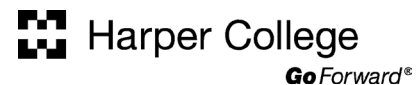
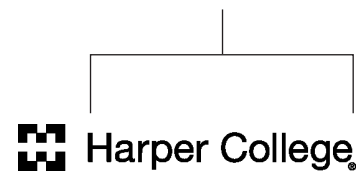
Please also observe the following guidelines when horizontal space is an issue:

- 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 any way.
- In general, the logo should be placed in the upper left or lower right corner of the page. For more information on placement, contact the Marketing Services Center at 847.925.6138.



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

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



Official Colors

Harper College's official colors used in the great majority of internal and external communications and publications, are the "official blue," or PMS 288 Blue, and the "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 our official colors provides the greatest consistency in their appearance. For this reason, please do not attempt to build these colors without working closely with our Marketing Services.

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



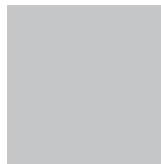
Official Blue

CMYK: C:100 M:67 Y:0 K:23
coated/uncoated
PMS: 288
RGB: R:0 G:0 B:102
(HEXADECIMAL: 003366)



Official Silver

PMS: 877
coated/uncoated



Official Gray

CMYK: C:0 M:0 Y:0 K:26
uncoated
C:0 M:0 Y:0 K:33
coated
PMS: 421 uncoated
422 coated
RGB: R:153 G:153 B:153
(HEXADECIMAL: 999999)

- Spacing
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*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.

- Spacing
- Size
- Official Colors
- Color Combinations
- Reverses
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- Unacceptable Uses

Official Colors

Using correct color combinations in the logo

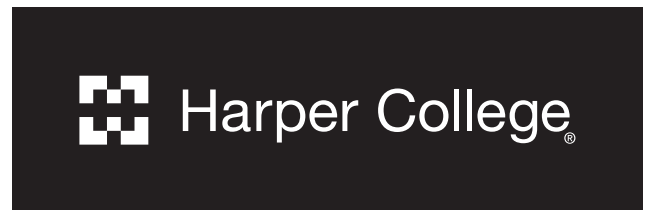
The examples to the right provide the only correct combinations of colors to be used in our logo. All other combinations of colors are unacceptable.

When printing in a color palette that does not include the official colors, use black to create a one-color version of our 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 (described in the next section) 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)



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- Spacing
- Size
- Official Colors
- Color Combinations
- Reverses
- Special Treatments
- Unacceptable Uses

Official Colors

Using correct color combinations in the logo with the tagline

The examples to the right provide the only correct combinations of colors to be used in our identity. All other combinations of colors are unacceptable.

100% Black



Reversed



100% Blue
(PMS 288)



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



Official Colors

- Spacing
- Size
- Official Colors
- Color Combinations
- Reverses
- Special Treatments
- Unacceptable Uses

Reverses

Instant recognition is the key element in proper use of the Harper College logo. Users should take care that any reverse of the logo offers a high contrast for maximum legibility. Dark inks on light papers offer the best effect.

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). Contact Harper College Marketing Services for approval if you are considering reversing the logo out of a black or color screen.

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.



- Spacing
- Size
- Official Colors
- Color Combinations
- Reverses
- Special Treatments
- Unacceptable Uses

Using the Logo

Unacceptable Print Uses

The symbol alone (Fig. 1)

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

(Fig. 1)



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. 2)

Harper College

Omitting the College name (Fig. 3)

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

(Fig. 3)



Stretching the logo (Fig. 4)

The graphic identity should never be stretched or distorted in any way. Use only first-generation, camera-ready artwork.

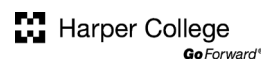
(Fig. 4)

 Harper College

Too small (Fig. 5)

For all uses of the logo, the words “Harper College” should be at least 1½” inches in length.

(Fig. 5)



Stacked logo (Fig. 6)

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

(Fig. 6)



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

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

(Fig. 7)



Web Applications

- Acceptable Usage
- Color
- Special Effects

Using the Logo on the web

On internal websites, the Harper College brand 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 then the Harper symbol can be used in those instances.

The examples to the right provide the only correct combinations of colors to be used in our 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 for our official “institutional communication” colors are:

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

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

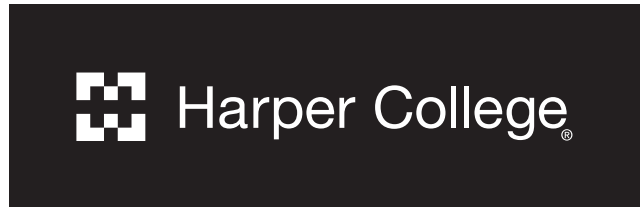
Black
 Hex #000000
 Blue
 Hex #003366



100% Black
 Hex #000000



Reversed
 Hex #FFFFFF



100% Blue
 Hex #003366



Gray
 Hex #999999
 Blue
 Hex #003366



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Web applications

- Acceptable Usage
- Color
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Special effects

The World Wide Web permits many visually captivating special effects, such as animation, pulsing effects or 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 colors described above.

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