

Harvey Mudd College Identity Standards

May 2015

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Introduction

For many individuals, their first or only contact with Harvey Mudd College is through its publications, promotional items and website. An effective visual identity program is vital to the College's efforts to recruit outstanding faculty, students and staff; to engage alumni; and to attract external support. Research confirms that a clear and consistent identity helps build and maintain reputation. Well-defined graphic symbols can convey and reinforce the strengths of an institution.

This visual identity system provides guidelines for usage of the College's logo and official seal. Every member of the College community plays an important role in bringing this cohesive identity to life and in maintaining its integrity by applying it consistently throughout all College communications, including print, web, display, broadcast, presentations and all other electronic formats. Because the College's identity is built through visual clarity and consistency, it is important that these fundamental College images not be altered to suit individual or department preferences.

Those with questions about use of the Harvey Mudd College logo and seal should contact Janice Gilson, art director, at 909.607.6012 or jgilson@hmc.edu.

Introduction

Contact for Advice, Approvals and Graphics

Communications and Marketing

Communications and Marketing is responsible for creating and maintaining the College's visual identity system and is available to respond to inquiries regarding its use, including:

- Use of the official logo and seal
- Use of logo and seal on merchandise, including T-shirts and other gift items
- Use of logo and seal by faculty, staff and student groups
- Use of logo and seal by external entities
- Requests to create new visual identity graphics
- Questions concerning the contents of this manual

Faculty and Staff

Faculty and staff should follow the visual identity guidelines when using the logo or seal for reports, promotional items or other uses. The approved logo, in several formats, is downloadable from the Web (internal use only).

Students and Student Groups

Students are required to follow the guidelines for the logo and seal as outlined in this visual identity system. The approved logo, in several formats, is downloadable from the Web (internal use only).

Individuals External to the College

This manual is intended for use by the on-campus College community and by external graphic designers and other vendors performing work on behalf of the College. Any individuals, groups or companies external to the College wishing further information about the logo and seal should contact Janice Gilson, art director, at 909.607.6012 or jgilson@hmc.edu.

Visual Identity Policy

This visual identity manual provides specific guidelines and standards about the Harvey Mudd College logo and seal and their use in all forms of College communications. These guidelines and standards have been developed by the team of communications professionals in the Office of Communications and Marketing as part of the College's comprehensive communications program.

Since the power of a strong visual identity can only be realized through consistent application over time, it is the College's policy that the official logo and seal as described within this manual are the only sanctioned marks for use across the College. Neither the logo nor seal should be reproportioned, redrawn or modified in any way. Both should always be reproduced from approved electronic files. They should never be scanned or reproduced from previous printed materials nor downloaded from unauthorized areas on the Web (older versions) as this process reduces overall reproduction quality.

Both the name "Harvey Mudd College" and the official seal are registered under the Trademark Act of 1946 in the U.S. Patent and Trademark Office.

College Logo



The Official Harvey Mudd College Logo

The Harvey Mudd College logo is a graphic representation of the College's name. It is the primary and most commonly used symbol of the College's visual identity system, is appropriate for the widest range of print and electronic communications and is suitable for a broad audience.

The logo has been designed with specific dimensions and spacing to be easily read, distinctive and readily identifiable at various sizes. It should be used in all communications, whenever a logo is required. The logo, appearing alone, is the preferred visual representation of the College. The logo is available in different formats: JPG/JPEG, EPS and TIFF as well as other formats upon request.

College Logo

PREFERRED
PRIMARY LOGOS
BLACK + PMS124



100% BLACK



ALTERNATE
PRIMARY LOGOS
PMS124 + BLACK



100% PMS124



Institutional Logo Usage

The Primary Institutional Logo is the only logo that should be used in media intended for off-campus distribution. The only exception is for materials that use the Harvey Mudd Personification Logo. See the Personification Logo section for usage details.

The preferred primary logos should be used in most cases. The alternate primary logos should only be used when the logo appears on a black or dark-colored background.

The logo can also be reversed to white when appearing on a solid background.

Color choices should never compromise legibility.

PMS 124 may be replaced with PMS 10128 when metallic ink is used. In all other instances, PMS 124 is the preferred color.

College Logo



The **Primary Institutional Logo** is designed to be highly legible even when used on top of photography. However, care should be taken when it is used in proximity to other typographic elements to maintain visual integrity.

With the exception of logo lock-ups, a clear-zone, defined by the distance of the capital "H" in the logo, should be maintained at all times.

Acceptable Sizes for Logo

The logo should be produced at a reasonable size to maintain legibility. For printed materials, the logo must never be reproduced smaller than one-half inch wide. For digital use, the logo must never be smaller than 60 pixels wide.

Logo minimum width of 1/2 inch.



Primary Personification Logo

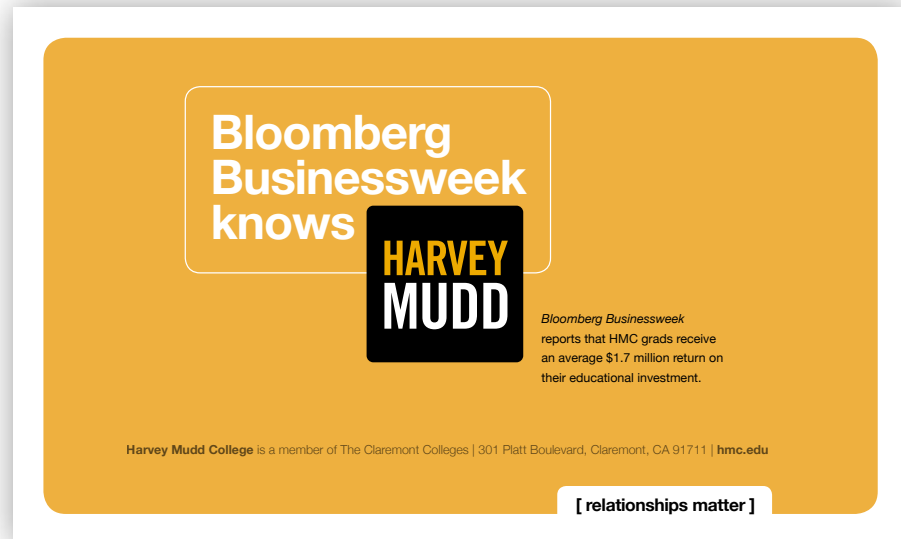
BLACK + PMS124



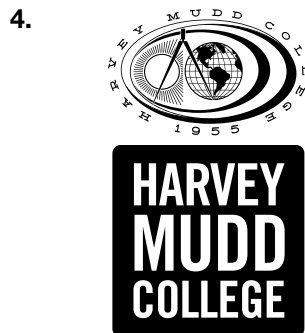
PMS124 + BLACK



The **Primary Personification Logo** is ONLY to be used when personifying the College as a person in a headline. It is never to be used in place of the Primary Institutional Logo in a traditional logo/signature capacity. The Personification Logo should never be used in conjunction with the Primary Institutional Logo. Instead, the name of the College is spelled out on one line in Helvetica Neue, bold type.



College Logo



Unacceptable Uses of the College Logo

It is extremely important for consistency's sake that the logo be displayed correctly and consistently. The following examples illustrate a few of the unacceptable uses of the logo.

1. DO NOT distort (stretch) the logo in any way.
2. DO NOT rearrange elements within the logo.
3. DO NOT add a drop shadow to the logo.
4. DO NOT combine the seal with the logo.

College Logo Lockups

Preferred Logo Lockups

These typographic lockups, or arrangements, have been created for use by all academic and administrative units. Please don't customize or otherwise rearrange these lockups. Use the horizontal version wherever possible. Use the vertical design when space is limited. Please contact Janice Gilson at 909.607.6012 or jgilson@hmc.edu for your lockup.

Academic Logo Lockups (formal)



Computer Science Department

Academic Logo Lockups (informal)



Computer Science



Computer Science

Administrative Office Lockups

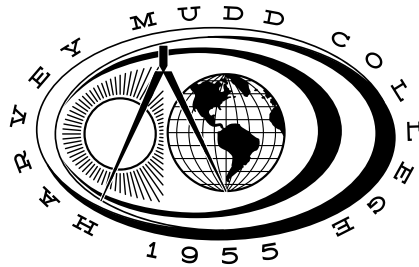


Admission and Financial Aid



Admission and Financial Aid

College Seal



The Official College Seal

Institutional seals were used historically to authenticate official messages. Most are intentionally intricate and descriptive. The original Harvey Mudd College Seal, created in 1960 by Thomas Jamieson, represents the various ideals of the College. The Founding Class of 1961 described the seal in the 1961 yearbook: “The seal combines symbols intended to convey the image of the College. Medieval heraldry was avoided as inappropriate for a college founded in mid-twentieth century with its sights set on the technology of the future. The sun represents energy, the elliptical Möbius strip denotes structure, and the dividers, measurement. The globe depicts the humanities and civilization. The dividers are placed in the design to bridge the gap between the sun and the globe to symbolize the measure of energy and things scientific as well as the measure of man and his civilization. The outer as well as the inner ellipse can be read as orbital paths suggesting man’s concern with space.”

Due to its intricate nature and specific meaning, the official seal has very limited use. The Seal is reserved as the official, formal mark of the College and is used only for special occasions and formal ceremonies. Other uses should be considered carefully, keeping in mind the audience, readability of the seal and appropriateness.

The seal should not be used routinely on print or electronic communications or merchandise. The seal is a stand-alone mark of the College and should not be combined with the logo. For permission to use the seal, contact Janice Gilson, art director, at 909.607.6012.

College Seal

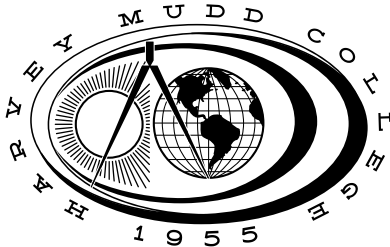


Pantone Matching System (PMS)
Pantone 10128 (metallic)

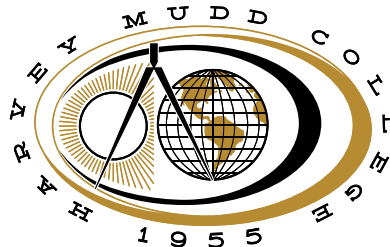


Black

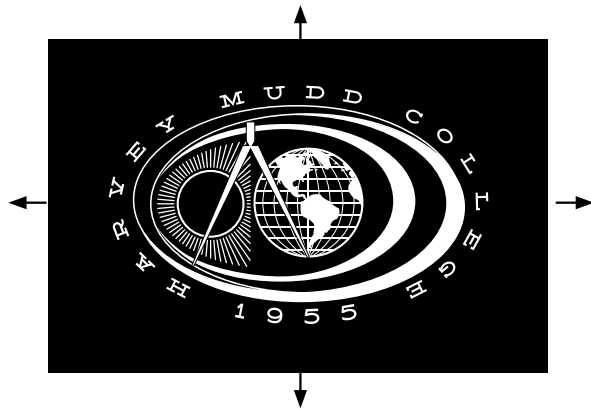
100K



Black



Black and Gold



Reverse out of Black



College Seal Color Usage

The primary colors for the College Seal are metallic gold (Pantone 10128) and black. Equivalent color formulas and digital media are provided here.

The preferred color usage for the seal is shown.

When metallic ink is not available, always use the black or white version.

The seal can also be reversed as shown when appearing on a solid black background.

College Seal

Unacceptable Usage of the College Seal

It is extremely important that the seal be displayed correctly. The following examples illustrate a few of the unacceptable uses of the seal.

1. DO NOT distort (stretch) the seal.
2. DO NOT crop any portion of the seal.
3. DO NOT tilt the seal.
4. DO NOT combine the seal with the logo.
5. DO NOT print text or images on top or behind the seal.
6. DO NOT color parts of the seal.
7. DO NOT embellish any part of the seal.
8. DO NOT add a drop shadow to the seal.

1



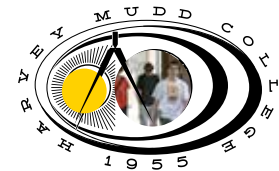
3.



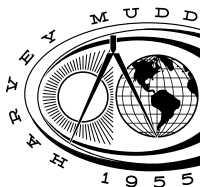
5.



7.



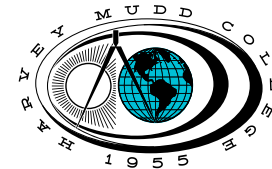
2.



4.



6.



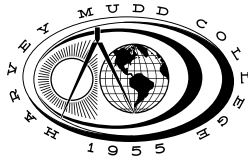
8.



College Seal

Size Restrictions for the College Seal

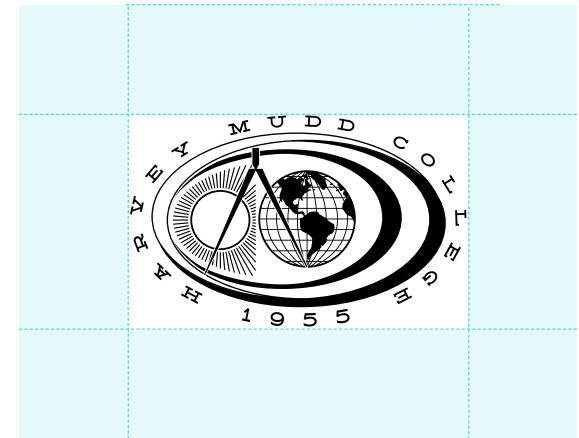
The seal should be produced at a reasonable size to maintain legibility. For printed materials, the seal must never be reproduced smaller than 1 1/4 inches wide. For digital use, the seal must never be smaller than 375 pixels wide.



Seal minimum width of 1 1/4 inches

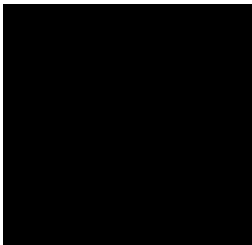
The College Seal Surrounding Space Requirements

A prescribed amount of clear-zone around the seal should be maintained in all uses. The unit of measure is a square equal to half the height of the seal. The light blue area represents the amount of space that must be maintained between the seal and any other element including the edge of a page.

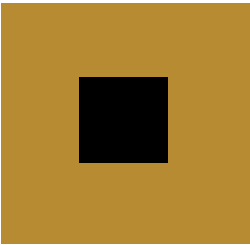


College Color Palette

Formal



Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
WEB: #000000



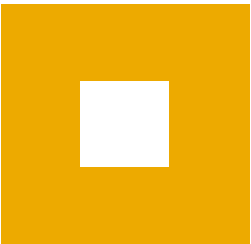
PMS 10128
Metallic Coated

Primary Colors

Harvey Mudd College's school colors are **black and gold**. These colors are to be used on externally facing print and collateral pieces and on the College's website.

PMS 10128 should be reserved for more formal occasions such as graduation invitations and other high-end communications. When not printing with metallic ink, PMS 124C (7406U) is preferred.

When printing on uncoated paper, use PMS 7406U instead of PMS 124U. All other colors translate well to uncoated paper.

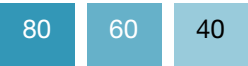
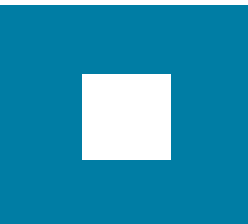


PMS 124C
C:0 M:30 Y:100 K0
R.234 G.170 B.0
WEB: #EAAA00

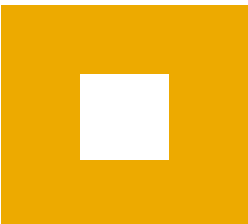
College Color Palette

Secondary Colors

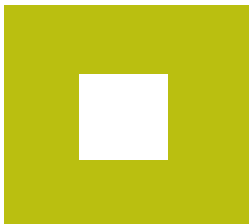
The College’s secondary colors are to be used as support to the primary palette. Please limit the number of secondary colors used on any given piece or spread. There’s no hard rule about how many colors you can use. However, you want to avoid using so many that your design ends up looking like Skittles.™



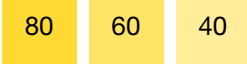
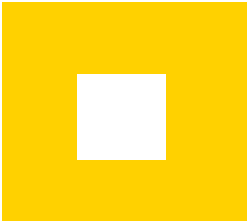
PMS 314C
C:100 M:5 Y:14 K:17
R.0 G.127 B.163
WEB: #007FA3



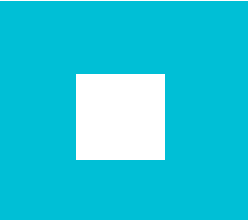
PMS 124C
C:0 M:30 Y:100 K:0
R.234 G.170 B.0
WEB: #EAAA00



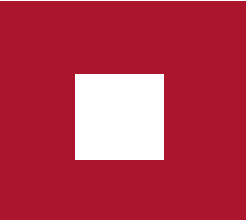
PMS 583C
C:26 M:1 Y:100 K:10
R.183 G.191 B.16
WEB: #B7BF10



PMS 109C
C:0 M:9 Y:100 K:0
R.255 G.209 B.0
WEB: #FFD100



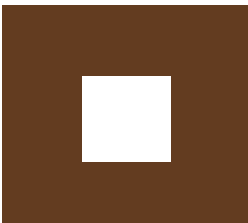
PMS 3115C
C:75 M:0 Y:17 K:0
R.0 G.193 B.213
WEB: #00C1D5



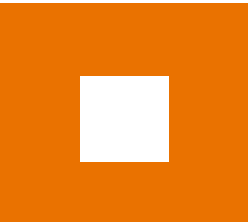
PMS 187C
C:7 M:100 Y:82 K:26
R.166 G.25 B.46
WEB: #A6192E

Complementary Colors

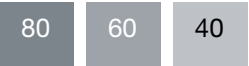
The College’s complementary colors may be used as support to the primary and secondary color palettes.



PMS 161C
C:16 M:67 Y:100 K:71
R.96 G.61 B.32
WEB: #603D20



PMS 152C
C:0 M:66 Y:100 K:0
R.229 G.114 B.0
WEB: #E57200



PMS 431C
C:45 M:25 Y:16 K:59
R.91 G.103 B.112
WEB: #5B6770

College Typefaces

The College Preferred Fonts

Helvetica Neue (the entire family)

Aa

REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Chaparral Pro (regular, italic, bold, bold italic)

Aa

REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Secondary College Fonts (to be used only when the preferred fonts are not available.)

Arial (the entire family)

Aa

REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Times (regular, italic, bold, bold italic)

Aa

REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Editorial Style Guidelines

College Editorial Style Guide

A consistent graphic identity and writing style are essential for strengthening communication with the audiences of Harvey Mudd College so there is a clear understanding of the College's mission and goals.

The College Editorial Style Guide, located online at hmc.edu/style-guide, provides guidelines for writing style, usage and College-related style issues. These standards are for use in all published materials that represent the College to an external audience. The style guide follows *The Associated Press Stylebook and Libel Manual* and *Webster's College Dictionary*. *The Chicago Manual of Style* is also used as a secondary source for information not supplied in the primary references. The style online guide refers to these sources, lists some exceptions to them and lists words and phrases specific to Harvey Mudd College.

Communications and Marketing oversees the College Editorial Style Guide and design standards. Please direct questions or comments to communications@hmc.edu or 909.607.6722.

Glossary

Brand A relationship a company builds with its customers/audience.

Baseline The imaginary horizontal line upon which most of the characters in a typeface sit.

Cap Height A unit of measurement describing the height of the large initial “H” in the Harvey Mudd College Logo.

Color Palette The core selection of identifying colors that are used in branding and identity guides.

CMYK Cyan, Magenta, Yellow and Black. This color mode is used by printers to refer to the four-color process used in printing.

File Format Electronic file formats

EPS- Vector format. Can be modifiable if you have vector-base software, such as Adobe Illustrator Creative Suite

GIF- Raster format. Usually low-resolution. Usually used for web-based needs.

JPG- Raster Format. One of the most widely used formats. Can be low-or high-resolution.

TIFF- Raster Format. Typically large file size.

PNG- Raster Format. Usually used for web-based needs, especially when a clear background is needed.

PDF- One of the most universal formats used. Can be low-resolution to high-resolution.

Font A complete set of type of one size, face and weight. The Office of Communications and Marketing purchases fonts for multiple users as part of its licensing agreements. Do not share College purchased fonts with those outside of the College.

Hexadecimal/Decimal Colors Hexadecimal numbers are used on web pages to set colors. The color is defined by its mix of Red, Green and Blue, each of which can be in the range.

Identity Standards and guidelines A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo, use of color palette, editorial style guide, stationery, templates systems, common print and web applications.

Logo A generic term for a unique graphic symbol, display of a name or a combination of both, that is used to represent a product, company, organization or other entity.

PMS Pantone Matching System. This color system is used in printing.

RGB Red, Green and Blue. This color mode is used for electronic purposes such as digital, video cameras and TV.

Seal In an institution, the official mark used on legal or ceremonial documents.

Tag Line A slogan used to support the identity.

Typeface The set of characters including uppercase and lowercase alphabetical characters, numbers, punctuation and special characters. A single typeface contains many fonts of different sizes, weights and styles. Garamond is a typeface.



Communications and Marketing

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