Logo
The Holy Family University logo is the simplest, most immediate, and most recognizable representation of our brand. A logo is a critical element in the building of a brand identity. It is the touchstone by which audiences judge the quality of an institution, as well as a visual representation of a brand and everything a brand stands for.
The logo consists of two elements: 1) the shield mark and 2) the Holy Family University logotype.

Orientation
To adequately serve the variety of applications, two different arrangements of the logo have been established. The vertical orientation is preferred in most instances, while the horizontal orientation can be used where space is limited. You can access the logos at holyfamily.edu/logos. External requests to use an official logo should email the Office of Marketing and Communications.

Color
A combination of navy and bright blue is used for the logo. The navy blue inspires confidence, reliability, and tradition—while the bright blue is energetic, uplifting, and contemporary.

- Spot (Pantone) Colors: PMS 2945 and PMS 299.
- CMYK: breakdown for 2945 is 100c 53m 2y 16k and for 299 is 86c 8m 0y 0k.

Spacing Around Logo
Always position the Holy Family logo for maximum impact and give it plenty of room to “breathe.” This will ensure the logo’s legibility and create a sense of presence. A minimum amount of clear space must surround the logo at all times. This separates it at a minimum from other elements, such as headlines, text, and imagery. As shown, the clear space is equal to the cap-height of the Holy Family logotype (e.g., the “H” in Holy Family). If unsure, always error on the side of more space around the logo than too little.
Typography
Patua One (Headline Copy) and Arial (Body Copy). Both of these fonts are free. Arial is likely already installed on your computer; Patua One can be found on numerous font sites, accessible through a simple web search.

This is the Patua One typeface.  This is Arial Regular.  This is Arial Italic.  This is Arial Bold.  This is Arial Bold Italic.

Color Palette
A blurb explaining the color palette pointing out each school has a color associated with it for branding purposes.

<table>
<thead>
<tr>
<th>Arts / Sciences</th>
<th>Business</th>
<th>Education</th>
<th>Nursing</th>
<th>Student Life</th>
</tr>
</thead>
<tbody>
<tr>
<td>1c 72m 100y 7k</td>
<td>56c 59m 4y 14k</td>
<td>8c 86m 100y 36k</td>
<td>54c 5m 94y 24k</td>
<td>0c 45m 94y 0k</td>
</tr>
<tr>
<td>223r 100g 32b</td>
<td>112r 101g 154b</td>
<td>155r 50g 20b</td>
<td>103r 150g 58b</td>
<td>249r 157g 42b</td>
</tr>
<tr>
<td>#df6420</td>
<td>#70659a</td>
<td>#9b3214</td>
<td>#67963a</td>
<td>#f99d2a</td>
</tr>
</tbody>
</table>

Secondary Colors

<table>
<thead>
<tr>
<th>Arts / Sciences</th>
<th>Business</th>
<th>Education</th>
<th>Nursing</th>
<th>Student Life</th>
</tr>
</thead>
<tbody>
<tr>
<td>100c 47m 22y 82k</td>
<td>16c 23m 23y 44k</td>
<td>6c 7m 10y 11k</td>
<td>26c 85m 85y 72k</td>
<td>0c 4m 27y 0k</td>
</tr>
<tr>
<td>0r 29g 52b</td>
<td>135r 123g 119b</td>
<td>213r 208g 202b</td>
<td>78r 18g 2b</td>
<td>255r 240g 195b</td>
</tr>
<tr>
<td>#01d34</td>
<td>#877b77</td>
<td>#d5d0ca</td>
<td>#4e1202</td>
<td>#fff0c3</td>
</tr>
</tbody>
</table>

Common Mistakes
The integrity of the logo must be retained at all times. Don’t stretch, condense or otherwise abstract it. Any modification of the logo confuses its meaning and diminishes its impact. Some common misuses of the logo are shown here. Although these examples do not represent every misuse, they indicate areas to double-check.

1) Do NOT change the color of the logo.
2) Do NOT place the logo on a busy pattern or image.
3) Do NOT distort the logo.
4) Do NOT place the logo on a background that reduces its legibility. Be sure to use the white logo version on dark backgrounds.
5) Do NOT rearrange or alter the symbol and logotype.
6) Do NOT use the symbol by itself in place of the logo.
7) Do NOT use the text alone.
8) Do NOT outline the logo or any part of the logo.

Clothing
• use color logo on white material
• use white logo (PNG) on any color material
Feel free to contact Marketing/Communications with any questions.