

BRAND GUIDELINES

Identity Marks

Logo

Our logo is our visual identity, representing Holy Family University's mission and values and acting as our signature.

This is used for any Holy Family University communications internally or externally.

Vertical Option



Horizontal Option



Seal

The seal is reserved for communication from the university president, and for academic achievements or accomplishments.



Full Name Usage

Do not use abbreviations. When referring to **Holy Family University**, the full name must be used on first reference.

On subsequent references, **Holy Family** may be used, but HFU or any other abbreviation should be avoided in public-facing communications when possible.

Logo Details

Logo Spacing

Always position the Holy Family University 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.

Consider the clear space as a "frame" around the logo.

Clear Space

The clear space in the diagrams to the right show the minimum amount of clear space that should surround the logo at all times. This separates it at a minimum from other elements such as headlines, text, and images.

As shown, the clear space is equal to the height of the "H" and "F" of the logo. (e.g., the "H" in Holy Family).









Logo Misuses

Common Misuses

The integrity of the logo must be retained at all times. Do not stretch, condense, or otherwise abstract the logo. Any modification of the logo diminishes the impact. Some common misuses are shown here. Please contact the Marketing & Communications office at communications@holyfamily.edu.



Do **NOT** change the color of the logo.



Do **NOT** rearrange or alter the symbol and logotype.



Do **NOT** use the symbol in all black.



Do **NOT** place the logo on a busy pattern or image.



Do **NOT** use the symbol by itself in place of the logo.



Do **NOT** place the logo on a background that reduces its legibility. Use the white logo on dark backgrounds.



Do **NOT** distort the logo.



Do **NOT** use text alone.



Do **NOT** outline the logo rather than fill.



Do **NOT** recreate the logo with other fonts or using Al.

Unit-Specific Co-Brands

Units (schools, offices, departments and locations) are considered sub-brands of Holy Family University and prohibited from creating or using independent, custom logos. The only authorized unit-specific visual identifier is the **approved co-brand lockup** provided by Holy Family Marketing & Communications.

Special Logo Cases

Custom event, campaign and initiative logos may be developed for limited-duration events or activities. These logos can have a unique design associated with the event. An institutional mark must also be present when the custom logo appears in a printed advertisement, publication, poster, postcard, or any other printed or electronic format. **Units must contact the Marketing & Communications Department for the development of special logos.**

Standardized Materials

All unit stationery, including letterhead, business cards, and official documents, must use approved, standardized templates.

Email Signatures: Units are mandated to use the official, standardized email signature format, which includes the university name, unit name, and approved contact information, without unauthorized graphics or personalization.

Student Groups

Student groups are not intended to be governed by Holy Family's brand identity guide. If they are permitted to use the University logo on any materials, they are then bound by brand guidelines.

Standard Horizontal Co-Brand:



CAREER DEVELOPMENT

Standard Vertical & One-Color Styles:



CAREER
DEVELOPMENT
SERVICES



Promotional Items

Units should contact the Marketing & Communications Department for assistance with promotional items & merchandise.

Logo Use

The use of an official Holy Family University logo is always the preferred and most recommended way to brand merchandise.

All merchandise bearing an official logo must strictly adhere to the guidelines set forth in the full branding guide, including rules for color, readability, minimum size, and required clear space.

College, department, and program names or acronyms cannot be incorporated into designs in a way that would create a new logo (apart from the approved, unit-specific co-brand).

Athletics Logos

Athletic or spirit marks (less formal marks) can be used on products, uniforms, or merchandise, but cannot be paired or combined with formal marks. Please refer to the Athletic Brand Identity Guide for reference on use of Athletics logos and marks.

Casual Wordmarks

Items for internal audiences (e.g., class shirts, giveaways, student clubs) may use wordmarks more creatively. Custom designs may be approved, but cannot compete with licensed items in the marketplace.

Casual wordmarks cannot be paired or combined with official logos, official unit co-brands or athletic logos.

Approval for custom designs is conditional: The design cannot compete with, imitate, or cannibalize official items. All submissions will be reviewed to ensure they do not conflict with the university's official branding.

University Seal

The University Seal is restricted and is not to be used on any merchandise.

Typography

TAKE A JOURNEY OF PASSION AND PURPOSE.	CEDA DO BLACK
Take a journey of	CERA PRO BLACK For headlines and large typography
passion and purpose.	CERA PRO BLACK & BLACK ITALIC
Inspire us with your achievements and get set to make your contribution. Our supportive faculty will do everything possible to ensure your success. Inspire us with your achievements and get set to make your contribution.	For headlines and large typography CERA PRO REGULAR For body copy along with its various other weights
Our supportive faculty will do everything possible to ensure your success.	CERA PRO REGULAR ITALIC For body copy along with its various other weights
Holy Family University	CHRONICLE DISPLAY BOLD For headlines and large typography
Holy Family University	CHRONICLE DISPLAY BOLD ITALIC For headlines and large typography
Holy Family University	CHRONICLE DISPLAY ROMAN For headlines and large typography
Holy Family University	——————————————————————————————————————
At Holy Family University, you'll be joining a close-knit community-one predicated on the belief that each student is an important member of our family.	CHRONICLE TEXT G1 ROMAN
At Holy Family University, you'll be joining a close-knit community-one predicated on the belief that each student is an important member of our family.	For body copy along with its various other weights CHRONICLE TEXT G1 ITALIC For body copy along with its various other weights
CURCULTUTE FONTS	

SUBSTITUTE FONTS

We don't have licenses for everyone for the branding fonts, so please use Arial and Georgia as replacement fonts. They are common system fonts so will be readily available.

Arial is to be used in place of Cera.

Georgia is to be used in place of Chronicle.

Color Palette

Primary Colors



PMS: 2945 100c 45m 0y 14k 0r 105g 170b #0069AA PMS: 299 85c 19m 0y 0k 0r 157g 220b #009DDC

Secondary Colors



PMS: 289 100c 84m 45y 51k 6r 35g 64b #062340



PMS: 129 0c 16m 85y 7k 239r 197g 61b # F3D03E



PMS: 7745 41c 15m 99 1k 164r 18g 57b #A4B539



PMS: 3295 88c 31m 67y 15k 0r 120g 100b #007864



PMS: 5425 55c 32m 25y 0k 124r 153g 171b #7C98AB

Tertiary Colors



PMS: 144 5c 54m 100y1k 237r 139g 18b #ED8B00



PMS: 188 34c 98m 75y 46k 109 98g 37b #76232F



PMS: 7590 41c 15m 99y 1k 208r 184g 159b #D0B89F

Patterns

Cross Pattern

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PMS: 289 100c 84m 45y 51k

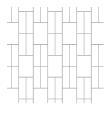


PMS: 2945 100c 45m 0y 14k

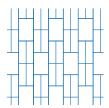


PMS: 299 85C 19M 0Y 0K

Window Pattern



PMS: 289 100c 84m 45y 51k



PMS: 2945 100c 45m 0y 14k



PMS: 299 85c 19m 0y 0k

Lines Pattern



PMS: 289 100c 84m 45y 51k



PMS: 2945 100c 45m 0y 14k



PMS: 299 85c 19m 0y 0k

All patterns should be used at 30% (or less) opacity on a background.

The pattern is also best used smaller rather than larger as a secondary element.

It should be subtle.

Photography



Programs begin at 9:00 a.m.







All photography should feel genuine and feature actual students and faculty members. Images should reflect the values, character and diversity of our campus and students, with a special emphasis on the concept of "family."

or scan the QR code

Photographs for print publications should be well composed and high resolution. Full color photos are preferred. Always avoid showing name tags and personal information.











Photographs for use on social media may be more organic in nature, capturing events or spotlighting stories and environments as they happen. These may be lower in resolution (captured with a high quality phone, for instance), but still should reflect the values of the University.