Brand Guide

Holy Family
UNIVERSITY

Identity Marks

LOGO

The full color logo is Holy Family University's visual identity, representing the institution's mission and values and acting as our signature.

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

Logos are available to download in the resources section of the marketing page on the Holy Family website, or contact the Marketing and Communications office for special sizes or formats.

On a dark background, the logo should be used in one color (white).

When used in a situation with only one ink, a one-color black logo is permissible, but full color or white is always preferred.

Horizontal Full Color Logo

Vertical Full Color Logo

Identity Marks

UNIVERSITY 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.

Identity Marks

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).

.25"

.25"

.25"

Holy Family
UNIVERSITY

MINIMUM clear space / nothing in this area

Holy Family
UNIVERSITY

.25"

.25"

.25"

Holy Family
UNIVERSITY

MINIMUM clear space / nothing in this area

Holy Family
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Identity Marks

COMMON LOGO 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 with questions.
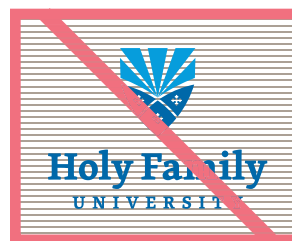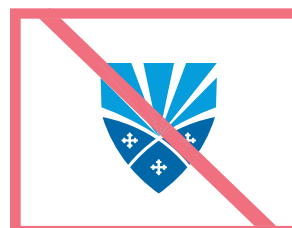
Do **NOT** place on a busy pattern or image.

Do **NOT** distort the logo.

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

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

Do **NOT** use text alone.

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

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

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

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

Standardized Materials

STATIONERY

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

Please contact the Marketing and Communications office if you need updated stationery or make a request through the appropriate form on the *"Start Your Project"* link of the marketing page on Holy Family's website.

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. Alternative lockups may be permissible for limited times for significant events and milestones (e.g., the 50th anniversary of the nursing department or Bold Vision campaign). ***Please contact the Marketing and Communications office with questions or for assistance.***

PRESENTATION TEMPLATE

Holy Family's standardized presentation template ensures consistent, professional communication across all University materials. The template establishes a unified structure for slide layouts, typography, color usage, and visual elements, helping presentations feel cohesive and aligned with the brand identity. Templates for both Powerpoint and Google Slides are available on the *"Resources" link* of the marketing page on Holy Family's website.

Standard Letterhead & Business Cards

Joseph R. Sample
Professor of Basket Weaving
555-555-5555 office
jsample@holyfamily.edu

Holy Family Hall, 8th Floor
9801 Frankford Avenue
Philadelphia, PA 19114-2009

Jane R. Sample
Assistant Advancement Person
555-555-5555 office
jsample2@holyfamily.edu

Holy Family Hall, 8th Floor
9801 Frankford Avenue
Philadelphia, PA 19114-2009

Additional University Logos

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.

UNIT-SPECIFIC CO-BRANDS

Units (schools, offices, departments and locations) are considered sub-brands of Holy Family University and are 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.

Units should contact the Marketing & Communications Department for the development of unit-specific co-brands.

Standard Vertical Co-Brand

Standard Horizontal Co-Brand

A NOTE ON STUDENT GROUPS

Student groups are not intended to be governed by Holy Family's full brand identity guide, and may create their own visual styles for internal use, including color palettes, typography, and graphics. However, if a student group is granted permission to use the University logo on any materials—such as posters, apparel, digital graphics, or event promotions—those must fully comply with all relevant brand guidelines. This includes correct logo usage, required clear space, approved color treatments, and restrictions on altering, distorting, or combining the logo with other graphics. Use of the logo without authorization, or in any format that violates the brand standards, is not permitted. This approach allows student groups creative freedom while ensuring the University's visual identity remains consistent and protected wherever the official logo appears.

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.

UNIVERSITY SEAL

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

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 by Holy Family's Marketing & Communications department to ensure they do not conflict with the university's official branding.

Holy Family
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Typography

Consistently using the official fonts selected for Holy Family strengthens and reinforces the brand.

See Typography Samples & Tips on page 11 for examples.

CERA PRO FONT FAMILY

Cera Pro Thin/*Italic*
Cera Pro Light/*Italic*
Cera Pro Regular/*Italic*
Cera Pro Medium/*Italic*
Cera Pro Bold/*Italic*
Cera Pro Black/*Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*(){};',./

CHRONICLE DISPLAY

Chronicle Display Extra Light/*Italic*
Chronicle Display Light/*Italic*
Chronicle Display Roman/*Italic*
Chronicle Display Semibold/*Italic*
Chronicle Display Bold/*Italic*
Chronicle Display Black/*Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*(){};',./

CHRONICLE TEXT

Chronicle Text Roman/*Italic*
Chronicle Text Semibold/*Italic*
Chronicle Text Bold/*Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*(){};',./

Holy Family
U N I V E R S I T Y

Typography Additional Options

SUBSTITUTE SYSTEM FONT: ARIAL

Because brand font licenses are not available to all users, Arial should be used as approved replacement for Cera. As a standard system font, Arial is widely available, ensuring consistency and accessibility across all materials.

Arial Regular/*Italic*
Arial Bold/*Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*(){};',./

aA

SUBSTITUTE SYSTEM FONT: GEORGIA

Because brand font licenses are not available to all users, Georgia should be used as approved replacement for Chroniccle. As a standard system font, Georgia is widely available, ensuring consistency and accessibility across all materials.

Georgia Regular/*Italic*
Georgia Bold/*Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*(){};',./

aA

HOLY FAMILY ATHLETICS: FRIZQUADRATA BOLD ITALIC

For athletics-related use, primarily in ALL CAPS.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#$%^&(){};',./*

aA

Holy Family
U N I V E R S I T Y

Typography Samples & Tips

IN THE NEWS

Holy Family's Economic Impact Surges

Holy Family University isn't just growing—it's lifting the economy with it. New studies have confirmed what many in the area already see: the University is fueling job creation and investment, while also boosting economic and social mobility across the Philadelphia region.

Pre-Header (or Label)
Cera Pro Bold, All Caps
11 Point Size
Tracking: +40

Headline
Chronicle Display
22 Point Size
24 Point Leading

Body Copy
Cera Pro Light
9 Point Size
11.5 Point Leading

Both of Holy Family's approved type families, Cera and Chronicle, offer a range of weights and styles. Chronicle conveys readability and sophistication, while Cera provides a clean, modern tone with strong visual impact for headlines. Either typeface may be used for headlines, body copy, or supporting elements, but pairing the serif and sans-serif together often creates effective contrast.

Using the two in combination helps distinguish sections and enhance overall clarity. Keep contrast balanced, maintain consistent hierarchy and font usage throughout a document (or related documents), and ensure readability remains the priority.

WELCOME
to Holy Family University Immersion Day

Headline
Cera Pro Black Italic
All Caps
48 Point Size

Subhead
Cera Pro Bold
24 Point Size
24 Point Leading

Dear students and families,

Welcome to Holy Family University! We are delighted that you have chosen to begin this exciting new chapter of your educational journey with us. Today marks not just the start of orientation — but the beginning of your experience as part of the Holy Family community.

Body Copy
Chronicle Text
10 Point Size
14 Point Leading

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Color Palette

PRIMARY COLORS

Holy Family Blue
PMS: 2945
100c 45m 0y 14k
0r 105g 170b
#0069AA

Sky Blue
PMS: 299
85c 19m 0y 0k
0r 157g 220b
#009DDC

MAY BE TINTED

Holy Family University's primary colors come directly from the University logo, with **Holy Family Blue** taking precedence over **Sky Blue** in most applications. **Navy Blue** may be used as an alternative, especially when a darker or more formal background is needed.

Secondary colors add visual interest and texture but should never compete with the primary blues. **Tertiary colors** are intended for limited use, providing occasional emphasis or visual punch. **Neutral tones** may be used in similar supporting roles, and can also be tinted to create broader background fields without dominating the palette.

SECONDARY COLORS

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

MAY BE TINTED

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

MAY BE TINTED

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

MAY BE TINTED

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

NEUTRAL COLORS

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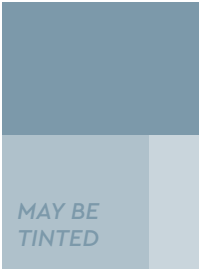
Slate
PMS: 5425
55c 32m 25y 0k
124r 153g 171b
#7C98AB

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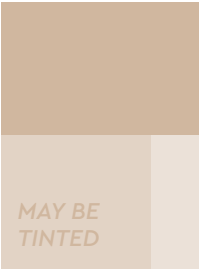
Camel
PMS: 7590
41c 15m 99y 1k
208r 184g 159b
#D0B89F

TERTIARY COLORS

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

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

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Patterns

Holy Family University's three approved patterns—Double Cross, Diagonal Lines, and Window—are intended to serve as subtle, secondary design elements. Each pattern should be applied at 30% opacity or less to maintain a light, unobtrusive texture on backgrounds. For best results, use the patterns at a relatively small scale, allowing them to add visual interest without drawing attention away from primary content, imagery, or core brand elements.

Patterns should be used in one of Holy Family's primary blue colors (Holy Family Blue PMS 2945 or Sky Blue PMS 299), Navy Blue (PMS 289) or white.
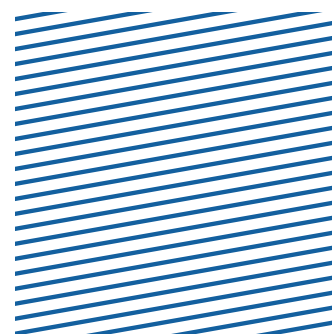
CROSS PATTERN
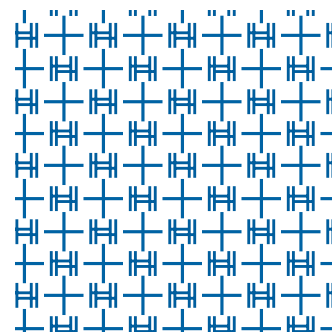
WINDOW PATTERN
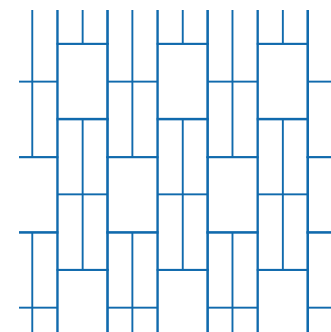
DIAGONAL LINES PATTERN

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Photography

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."

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.