BRAND GUIDELINES
2022

Holy Family
UNIVERSITY

Logo & Seal

Logo

This is the logo. This is used for any Holy Family University communications internally or externally.
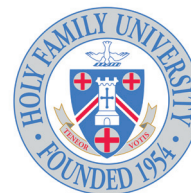
Vertical Option

Horizontal Option

Seal

The seal is reserved for **Academic achievements** or **accomplishments**.

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 legability 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

.25"
.25"
.25"

Holy Family
UNIVERSITY

MINIMUM clear space / nothing in this area

Logo Misuses

Common Misuses

The integrity of the logo must be retained at all times. Do not stretch, condesnse, or otherwise abstract the logo. Any modification of the logo diminishes the impact. Some common misues are shown here. Please contact Jay Soda at jsoda@holyfamily.edu or x.3338 with any questions.

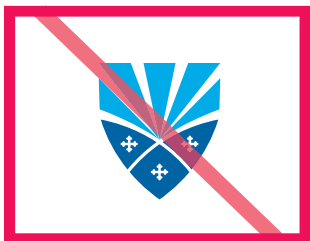**Do** NOT **change the color of the logo.**

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

Do NOT **distort the logo.**

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

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

Do NOT **use text alone.**

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

CLOTHING
- **use color logo on white material**
- **use white logo (PNG) on any color material.**

Typography

TAKE A JOURNEY OF PASSION AND PURPOSE.

CERA PRO BLACK
For headlines and large typography

Take a journey of passion and purpose.

CERA PRO BLACK
For headlines and large typography

Inspire us with your achievements and get set to make your contribution. Our supportive faculty will do everything possible to ensure your success.

CERA PRO REGULAR
For body copy along with its various other weights

Inspire us with your achievements and get set to make your contribution. 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

CHRONICLE DISPLAY ITALIC
For headlines and large typography

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
For body copy along with its various other weights

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 ITALIC
For body copy along with its various other weights

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: 2006
6c 27m 86y 0k
226r 182g 68b
#efba41

PMS: 7765
31c 21m 100y 0k
187r 180g 51b
#bbb433

PMS: 7748
51c 36m 98y 15k
125r 128g 52b
#7d8034

PMS: 5425
55c 32m 25y 0k
124r 153g 171b
#7c98ab

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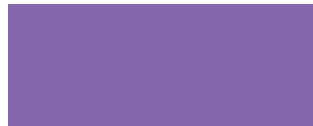100c 84m 45y 51k
6r 35g 64b
#062340

Tertiary Colors

PMS: 1495
0c 54m 95y 0k
247r 141g 40b
#f78d28

PMS: 1788
0c 96m 83y 0k
238r 45g 56b
#ee2d38

PMS: 265
53c 68m 0y 0k
134r 102g 172b
#8666ac