

Logo

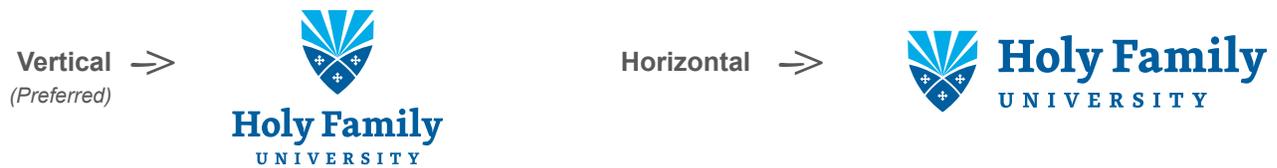
The Holy Family University logo is the simplest, most immediate, and most recognizable representation of our brand. A logo is a critical element in the building of a brand identity. It is the touchstone by which audiences judge the quality of an institution, as well as a visual representation of a brand 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.



100c 53m 2y 16k
Or 95g 158b
#005f9e



86c 8m 0y 0k
Or 170g 231b
#00aae7

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.

Arts / Sciences



1c 72m 100y 7k
223r 100g 32b
#df6420

Business



56c 59m 4y 14k
112r 101g 154b
#70659a

Education



8c 86m 100y 36k
155r 50g 20b
#9b3214

Nursing



54c 5m 94y 24k
103r 150g 58b
#67963a

Student Life



0c 45m 94y 0k
249r 157g 42b
#ff9d2a

Secondary Colors



100c 47m 22y 82k
0r 29g 52b
#01d34



16c 23m 23y 44k
135r 123g 119b
#877b77



6c 7m 10y 11k
213r 208g 202b
#d5d0ca



26c 85m 85y 72k
78r 18g 2b
#4e1202



0c 4m 27y 0k
255r 240g 195b
#fff0c3

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.

