



GRAPHIC STANDARDS **MANUAL**



HAMLINE
UNIVERSITY

Piper Logos



Primary logo



Secondary logo

The Piper is the official mascot of the university and may be used only on athletic or sports-related apparel and materials or on other materials approved by the Office of Strategic Communications. The Piper logo should never be used to replace the official university logo without permission. The preferred logo for use is the primary mark. However, a secondary logo is provided for use on applications approved by the Office of Strategic Communications.

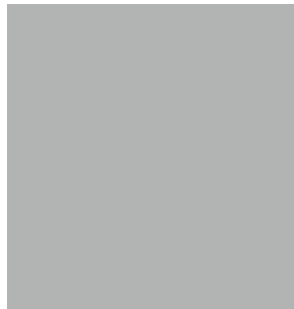
Only the official electronic file of the logo should be used; the logo should not be recreated in another format.

Color

Color Palette



PMS: 201
CMYK: 7/100/68/32
HEX: **#95021E**



PMS: 421
CMYK: 0/0/0/35
HEX: **#B3B4B3**



PMS: BLACK
CMYK: 0/0/0/100
HEX: **#000000**

Hamline's official athletic colors are burgundy (Pantone 201), gray (Pantone 421), and (Pantone Black).

A wider color palette exists to add depth and energy to Hamline's identity. The following colors are the only colors to be used on publications, materials, and the website. Tints of these colors, as well as black and white, are also acceptable.

Variations



Full Color



Pantone 201



Black

Both versions of the Piper logo are available in full color burgundy, gray, and black, as well as one color Pantone 201 or all black. Examples are shown above.

Variations

On a burgundy (PMS 201) background



On a black background



Dark Color Backgrounds

Frequently it may be desirable to place the logos on a dark field of color. Shown above are the only versions of the logos allowed on dark color backgrounds. The preferred logo versions are always towards the left of the row.

Variations

On a white background



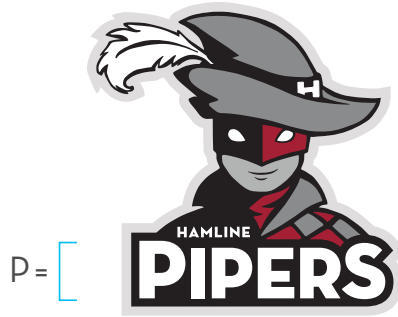
On a gray background



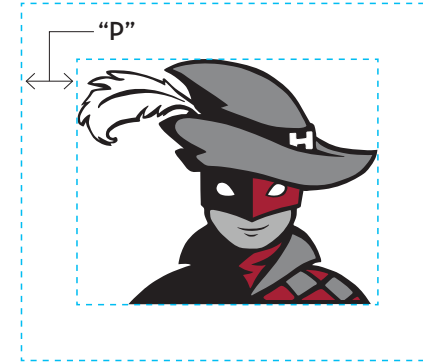
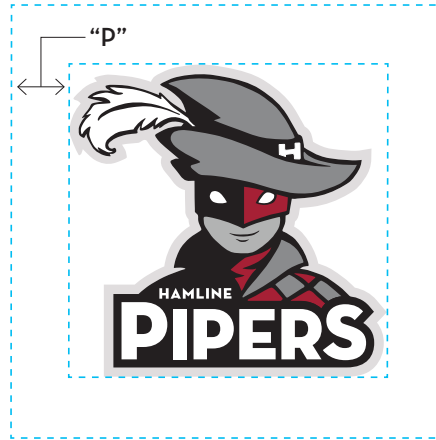
Light Color Backgrounds

Frequently it may be desirable to place the logos on a light field of color. Shown above are the only versions of the logos allowed on light background colors. The preferred logo versions are always towards the left of the row

Usage



P = cap height of "P"



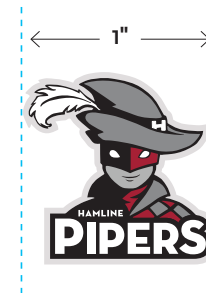
Spacing

In order to protect the integrity of the Piper logo, white space needs to be maintained around the logo's perimeter. Under no circumstances should any text or graphic intersect or be placed immediately adjacent to the Piper logo.

No matter at what size you're using the logo, leave at least a space around the logo equal to the height of "P" in "Piper" (see illustration above). The preferred amount of space is at least 1/2 inch all the way around, but the P-height is the minimum allowable space.

Minimum Sizing

In order to ensure clear reproduction and legibility, the logos must not be used any smaller than the sizes shown to the right. When possible, It is preferred that the logos be used larger than their minimum size.



Contact

Contact

For additional information regarding the use of Hamline University logos, please contact:

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