Hamline University’s message is an important one.

This brand identity guide is designed to help us all share it.

A brand identity system is a focused strategy that creates a strong, unified set of visual standards, ensuring that all graphic and visual elements used in publications communicate the same message. The identity is not read as words, but processed by the brain visually, evoking a complex set of associations much more powerful than text.

In this guide, you will find visual identity guidelines that all Hamline publications—print or electronic—are required to follow. These guidelines help us convey Hamline’s personal, welcoming nature and commitment to innovation in education. Having a clear, consistent message helps Hamline’s identity become more well-known and enhances its reputation in the marketplace.

Please use this guide as a resource for your office and external vendors.

Obtaining visual elements
All university logos, photography, and graphic elements are available for download at www.hamline.edu/medialibrary. A login is required and will be granted to faculty and staff upon request.
University Version

Hamline University’s logo should be used on all Hamline publications, websites and e-communications, and materials. Only the original electronic files from Hamline (available at www.hamline.edu/medialibrary) should be used; the logo should never be recreated or altered. This logo replaces all previous Hamline University wordmarks and logos, but does not replace the university seal and athletic logo (see page 13).

Formats
Two formats exist: horizontal and vertical. You may use either logo depending on the piece; in general, the horizontal format is best for web and electronic usage, and the vertical format works best on print publications.
School versions

School-specific versions of the logo also exist and should be used on school-specific materials. In cases where multiple schools are involved, the university-level version of the logo should be used (see page 2). The official electronic files must be used. School names or other names may not be written in below the logo (see examples on page 9).

These logos are the only versions that may be used. Offices and departments should use the university or school-specific logo as appropriate.
**Usage**

**Spacing**

In order to protect the integrity of the Hamline 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 Hamline logo.

No matter what size you’re using the logo, leave at least a space around the logo equal to the height of two “H’s in “Hamline” (see illustration at right). The preferred amount of space is at least 1/2-inch all the way around, but the 2x-height is the minimum allowable space.

\[
x = \text{cap height of “H”}
\]
**Usage**

**Sizing**

The logo looks best when used at a size appropriate for the medium it is on. For brochures and other hand-held publications, the recommended size for the vertical logo is 1 inch wide and the recommended size for the horizontal logo is 2.5 inches wide. This is also true for the school versions of the logos.

Because the words in the logo can be difficult to read when the logo is small, the minimum recommended sizes are 5/8 inches wide for the vertical and 1.75 inches wide for the horizontal.

On posters, signage, and other media meant to be viewed from a distance, a larger size of logo is recommended.

**Recommended size (for brochures and other hand-held publications)**

![Recommended size](image)

**Minimum recommended size (for all uses)**

![Minimum recommended size](image)
**Usage**

**Color**
The logo should appear in burgundy, black, or white (if reversed out on a colored background).

The logo is always used in one color at a time, i.e. all elements of the logo must be the same color.

Make sure to keep an obvious contrast between the logo and the background. Once that contrast is no longer obvious, reverse the element out of the background color. Use a one-color reverse on dark colors.

Do not tint the logo or change the colors.
Usage

Logo mark
The abbreviated logotype (university’s initial) may be used when there is limited space available to use the full logotype.

Due to the wide range of materials on which the Hamline logo may appear, an abbreviated logotype has been created to accommodate limited space applications such as online banner ads, button ads, video bugs, or labels.

Guidelines

• When using the logomark symbol by itself, the Hamline University name must appear elsewhere on the page.

• Do not combine the abbreviated logotype with any other logos or identities.

• Do not distort or rotate the abbreviated logotype.

• The acceptable abbreviated logotype color is PMS 201 (see page 6).

• The minimum width of the abbreviated logotype is 0.25” or 18 pixels wide on screen.
Unacceptable Executions

Color
Pages 7-8 illustrate some of the most common errors made when reproducing the Hamline logo.

The sizes and position of these two elements should never be changed, though the logo as a whole may be sized to any percentage.

The following list outlines the basic rules for working with the logotype:

• Maintain the proportions of the logotype as shown above.
• Do not obscure any part of the logo.
• Do not remove the word “University.”
• Do not add a drop shadow or any other special effects to the logotype.
• The illustrations on the following pages demonstrate how the logo should be sized and how it should be applied to publications, novelty items, and other materials.

Incorrect color:
Logo

Attaching text to the logo, not preserving the safe space, using the logo as part of a sentence or headline

Placing the logo over photos, textures, or colors that make the logo difficult to read

Use of logotype without H seal

Altering the logo, modifying the type, not preserving proportions

Applying a drop shadow

The logotype should never be expanded or condensed
Usage for Print

Hamline’s official colors are burgundy (Pantone 201) and gray (Pantone 405).

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.

Please use the exact PMS colors (for print) or hex colors (for web) and avoid trying to match colors based on what you see on a computer screen or office printer. The appearance of the colors will vary widely on different media; using the PMS and hex colors will ensure accuracy.
Usage for Web

Hamline's official colors are burgundy (HEX: #95021e) and gray (HEX: #BFB9B6). Burgundy is the primary color and should have a strong presence on any piece. Gray should also be included as a secondary accent color when possible.

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 emails, ads, and the website. Tints of these colors, as well as black and white, are also acceptable.

Please use the exact hex colors and avoid trying to match colors based on what you see on a computer screen or office printer. The appearance of the colors will vary widely on different media; using the hex colors will ensure accuracy.
**Typography**

**Print**
Hamline recommends the use of these fonts in print publications: Neutraface or Clarendon. These fonts convey Hamline’s brand identity and ensure a consistent experience across platforms.

For paragraph copy, Myriad and Adobe Garamond provide the best readability and spacing. Garamond may be used when Adobe Garamond isn’t available.

Clarendon is best used for bold or headline copy and should not be used for paragraph copy.

**Web**
Hamline web communications use one of five fonts: Verdana, Myriad, Neutraface, Adobe Garamond, or Clarendon.

Verdana is a commonly used font for web products and should be used for body copy. The CMS uses only Verdana.

Adobe Garamond, Clarendon, Myriad, and Neutraface may be used for graphic text elements such as headers or buttons.

Neutraface Book (primary typeface)

Clarendon (secondary typeface)

Georgi (web typeface)
Other Marks

Seal
The Hamline University seal is the academic symbol of the university. It may be used on diplomas, formal publications, and legal documents. It may not be used as an identifier or graphic on any other publication without the permission of Marketing Communications. The seal may only appear in PMS 201 (burgundy), with or without gold foil, or black.

The School of Law has an official seal of its own. It may be used on academic publications and for formal occasions.

Athletic Logo
The interlocking HU is the athletic symbol of the university. It may be used on only athletic or sports-related apparel and materials. Only the official electronic file of the logo (available at www.hamline.edu/medialibrary) should be used; the logo should not be recreated in another format.
Hamline maintains one letterhead system to be used by all areas of the university. Letterhead orders are batched as a university and organized biannually through Mail Services.

Artwork and ordering information will be available in mid-February.