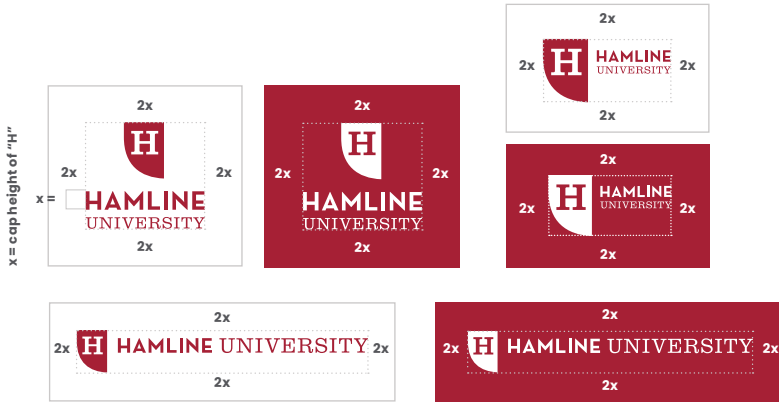


HAMLIN UNIVERSITY BRAND GUIDE

Having a consistent look and feel is key to Hamline University's coherence as an organization. To create on-brand materials, follow these simple guidelines and use the resources available at hamline.edu/MarketingResources.

STANDARD HAMLIN LOGOS



- The "H" shield logo and "Hamline University" type should always go together (as shown in the standard HU logo to the left) and be incorporated into all print and digital pieces.
- The logo should appear only in the brand PMS 201 red, black, or white. Never use a different color or place on a busy pattern or background. Red is not used on a black background.
- Only use original logo files from hamline.edu/logos; do not re-create or alter the logo.
- Honor the 2x clear space (shown at left) around the logo.
- The interlocking HU logo (shown here) is only used by Athletics; it should never be used in place of the standard logo.



HAMLIN FONTS

HEADLINE FONTS (pick one)

Arial Bold | ABCabc123
Helvetica Bold | ABCabc123

BODY COPY (non-headline) FONTS (pick one)

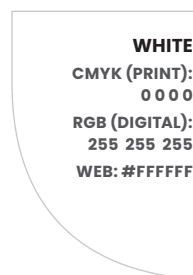
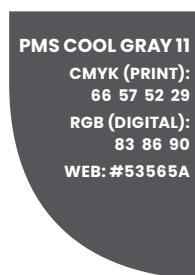
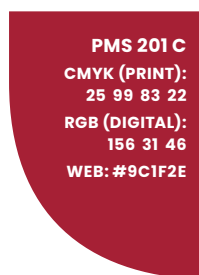
Arial Regular | ABCabc123
Georgia Regular | ABCabc123
Helvetica Regular | ABCabc123

- Use only the specified Hamline brand fonts.
- Arial or Georgia 10 pt. type with 14 pt. leading (space between lines) is ideal for body text.
- Text in black or dark gray is recommended. Only use brand red colors for text such as a short header or call-out text.
- Avoid italics except when required for proper sentence mechanics.

And for the love of John Wesley, do not use Comic Sans or Papyrus. Please.

HAMLIN COLOR PALETTE

PRIMARY (red should be the dominant color)



SECONDARY (use only with Hamline 201C present)



GRAPHICS

Leave out color overlays, graphic elements, and "We take the lead" text. These are strategic, brand-specific design elements and should therefore only be used by the marketing department. If you believe these elements would enhance your piece or messaging, reach out to marketing via email: mcs@hamline.edu.



MATCH LANGUAGE TO OUR STYLE GUIDE

The Hamline style guide is the set of grammar, punctuation, and editorial conventions all Hamline publications—print and digital—follow for clarity and consistency. A comprehensive list can be found at hamline.edu/styleAZ.

Use spell check and Grammarly to thoroughly proof your document. A simplified proofing checklist can be found at hamline.edu/proofing.

You don't want a piece going out to you're audience with a typo. (SEE HOW EMBARRASSING THAT IS?)