



CORPORATE IDENTITY STANDARDS

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The purpose of this Corporate Identity Standards guide is to describe the ways Huntington University uses its corporate logo and colors. In order to establish a strong identity, these guidelines must be followed consistently and correctly in any form of communication in which the logo appears, including printed material, signage, clothing, web pages and promotional items. The Huntington University logo must be reproduced exclusively in the composition as shown below. Logos cannot be created or modified/alterd without approval from the University Relations Office.



VERTICAL PLACEMENT

The vertical distance between the bottom of the bell tower graphic and the top of the large caps “H” and “N” is equal to the distance from the bottom of the small caps “UNTINGTO” to the top of the word “UNIVERSITY.” The top of the small caps “UNTINGTO” is positioned a serif height below the “H” and “N,” and is approximately 7/8 of the height of the large caps. The bottom spear graphics are centered vertically with the middle of the word “UNIVERSITY.”

HORIZONTAL PLACEMENT

The center point of the Huntington University logo; “HUNTINGTON,” “UNIVERSITY,” and bottom blades should always align with the center point of the bell tower window. The bell tower graphic, “HUNTINGTON,” and blades should be justified (flush left and flush right). The distance between letters in “HUNTINGTON” is equal to the width of the narrow side of the “U.” The distance between the letters in “UNIVERSITY” is equal to the width of the letter “Y,” and “UNIVERSITY” is centered between the blades. The “U” and “Y” in “UNIVERSITY” should never extend past the “U” and “O” in “HUNTINGTON.”

COLOR USAGE

Huntington University’s corporate colors are important in establishing and maintaining a strong image. The Huntington University logo must be reproduced exclusively in the corporate colors as shown below.

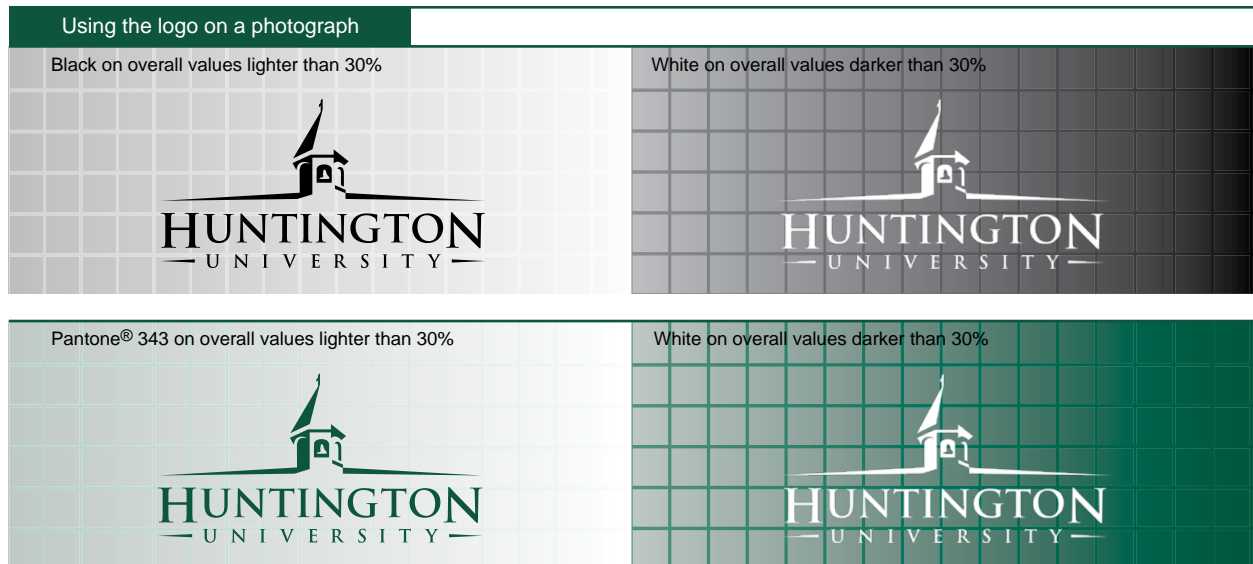
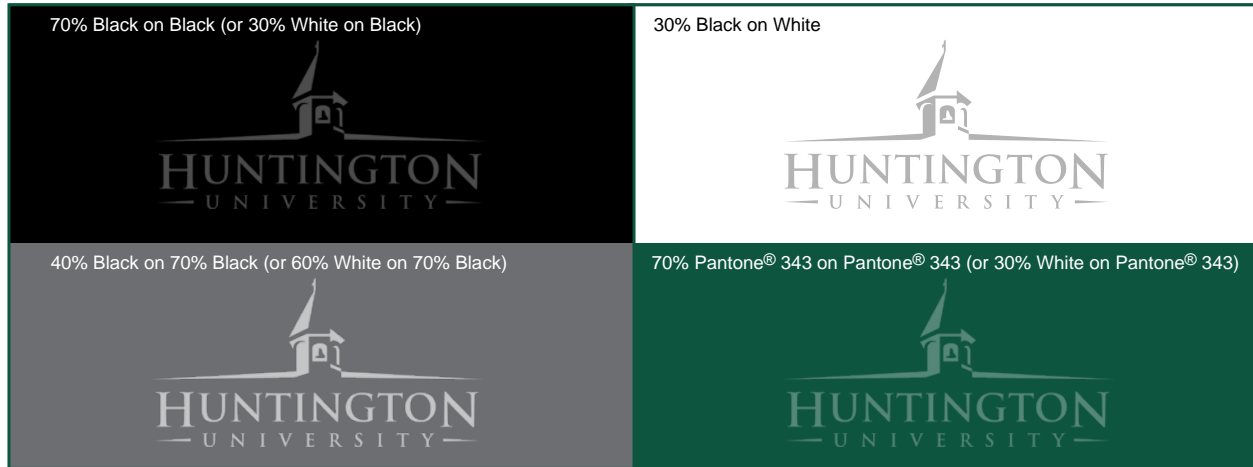
LOGO RESTRICTIONS

Using the logo on white		
Black 	Pantone® 343 	Pantone® 877 Metallic 
Black 	Pantone® 343 	Pantone® 877 Metallic 
Using the logo on a color		
White on Pantone® 343 	White on Black 	
White on Pantone® 343 	White on Black 	

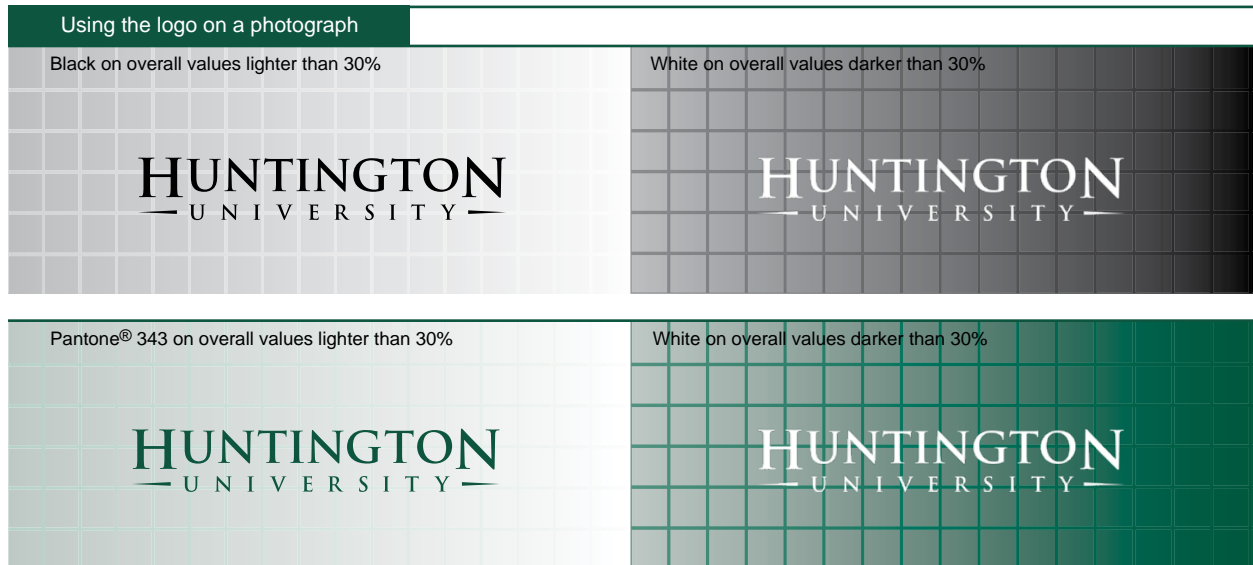
COLOR USAGE (CONTINUED)

Maintain a 30% difference between the screened color and the background color.




SCREEN-TINTED LOGOS



SCREEN TINTED LOGOS (CONTINUED)



COLOR MAKEUP

	Pantone® Coated	Pantone® Uncoated	Process CMYK	Hexadecimal # (HEX)
	Pantone® 343 C	Pantone® 324 CVU	95C, 15M, 62Y, 58K	(00,52,44) or #005244
	Pantone® 877 C	Pantone® 877 CVU	N/A	N/A
	Pantone® Black C	Pantone® Black CVU	30C, 30M, 30Y, 100K	(1E,1E,1E) or #1E1E1E

CORPORATE LOGO GUIDELINES

To keep all instances of the logo consistent and uniform, follow the directions below concerning restrictions and warnings

 <p>Treat the logo as a single piece of art. Never alter any portion of the logo.</p>	 <p>Never substitute any font in the logo.</p>	 <p>Never stretch or skew the logo.</p>
 <p>Never change the color.</p>	 <p>Never use the "bell tower" alone as a logo.</p>	 <p>Never rotate the logo.</p>
 <p>Treat the logo as a single piece of art. Never alter any portion of the logo.</p>	 <p>Never substitute any font in the logo.</p>	 <p>Never stretch or skew the logo.</p>
 <p>Never change the color.</p>	 <p>Never use the "Huntington" logo type alone as a logo.</p>	 <p>Never rotate the logo.</p>

CORPORATE LOGO GUIDELINES (CONTINUED)

The Huntington University logo may be used without the bell tower on clothing and other specialty advertising materials. Use this logo when space is limited such as on an outdoor board or in a horizontally shaped space.

CORPORATE LOGO GUIDELINES

Departmental logos are available following a consistent style. If your department needs a logo, please contact the University Relations office.


















APPROVED GRAPHIC COMPONENTS

 The Huntington Foresters logos are to be used for athletic/spirit applications only. This includes embroidery and screen printing for uniforms, field and court applications, sweatshirts, hats, etc. having to do with Huntington athletics. These uses are not a complete listing of logo options, please contact University Relations office for additional options and approval.

ATHLETIC EXAMPLE

Each sport has its own Huntington or Foresters logo variation. This logo may be used to represent the Athletic Department, or a specific sport. This is not a complete listing of logo options for specific sports. Please contact the University Relations Office for additional options and approval.

	Identity Combination 1	Identity Combination 2	Identity Combination 3
3-Color Option			
2-Color Option A			
2-Color Option B			
Grayscale Option			
1-Color Option			

ATHLETIC LOGO EXCEPTIONS

Each sport follows the format above, except for the soccer crest and basketball logos. The soccer crest is to be used for special applications and does not replace the Foresters version. The Huntington basketball logo is to be used for all basketball applications. There is no Foresters version for this sport. Other versions (i.e. Baseball, Bowling) may be available upon request. Contact University Relations office for additional options and approval.



NORM THE FORESTER LOGO

These are the color and black and white versions of Norm, including plaid and solid-shirt Norm. This is not a complete list of Norm options. In rare occasions, Norm has been adapted to promote the mission of the university. Please contact the University Relations Office for additional options and approval.



Reverse Norm for dark backgrounds with light ink only



UNIVERSITY SEAL

The Huntington University seal is reserved for special uses, such as diplomas and other official documents. Please obtain prior approval from the University Relations Office for all uses of the seal. In most cases, the white seal is preferred.



The color and black versions may also be used in special cases.



A simplified version of the seal is available for name badges, lapel pins, and similar projects.

