USING THE **LOGO**
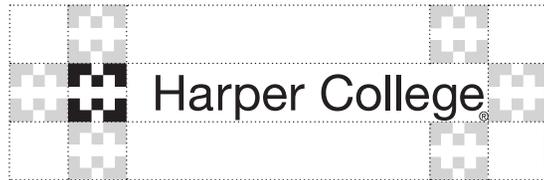
Consistent and proper use of the logo strengthens recognition of Harper College and reinforces its reputation for quality.

Give the logo its own space

A clear space equal to or greater than the width of the Harper symbol ▓ around the logo will give it room to stand out.

Logo Placement

In general, the logo should be placed in the upper-left or lower-right corner of a document. When body copy is centered on a page, the logo may be placed centered, as well.

The Harper symbol ▓ should not be used by itself without the approval from the Creative Services Manager at 847.925.6138 or email standards@harpercollege.edu

Minimum Size

For clarity, the logo should not be printed smaller than 1¾ wide. The ® should never be used when the logo is printed minimum size.

1¾" minimum

OFFICIAL **COLORS**

Harper College's official colors are Harper blue, (PMS 288)* and Harper silver, (PMS 877 metallic silver). Gray (PMS 422) may be substituted for the silver.

When using four-color process to print, please use the CMYK builds specified with each color swatch.

HARPER BLUE
PMS 288 C
CMYK: C:100 M:80 Y:6 K:32**
RGB: R:0 G:51 B:102
#003366

HARPER GRAY
PMS 422 C
CMYK: C:19 M:12 Y:13 K:34**
RGB: R:153 G:153 B:153
#999999

HARPER SILVER
PMS 877 C

* The PMS (Pantone Matching System) colors shown on this guide are not intended to match the PANTONE COLOR STANDARDS. PANTONE is a registered trademark of Pantone, Inc.

**CMYK breakdowns are for printing on coated and uncoated paper.

Logo Color

The Harper College logo is available for use in black, reverse (white), and Harper blue (PMS 288).

OFFICIAL **TYPOGRAPHY**

Helvetica Neue LT Std (sans serif font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

If Helvetica Neue LT Std is unavailable, Arial may be substituted.

Adobe Garamond Pro (serif font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

If Adobe Garamond Pro is unavailable, Times New Roman may be substituted.

SECONDARY **COLOR PALETTE**

The secondary colors shown below are available to use strictly as an accent to the official blue (PMS 288)* and official silver (PMS 877). However, the official blue, gray or combination of the two should always act as the primary colors. A secondary color should never take

precedence over the College's official blue or silver. It is recommended that communications from the College contain at least 30% Harper blue or a combination of Harper blue and Harper silver/gray.

PANTONE 2356
CMYK: C:66 M:100 Y:25 K:14**
RGB: R:107 G:36 B:106
#6B246A

PANTONE 228
CMYK: C:33 M:100 Y:48 K:18**
RGB: R:150 G:28 B:80
#961C50

PANTONE 7628
CMYK: C:18 M:100 Y:100 K:11**
RGB: R:185 G:32 B:37
#B92025

PANTONE 7579
CMYK: C:4 M:78 Y:95 K:0**
RGB: R:231 G:94 B:43
#E75E2B

PANTONE 4008
CMYK: C:1 M:37 Y:100 K:0**
RGB: R:248 G:170 B:26
#F8AA1A

PANTONE 382
CMYK: C:33 M:4 Y:100 K:0**
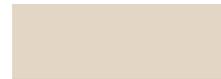RGB: R:183 G:205 B:51
#B7CD33

PANTONE 3295
CMYK: C:86 M:28 Y:68 K:11**
RGB: R:6 G:129 B:105
#068169

PANTONE 7705
CMYK: C:90 M:49 Y:25 K:4**
RGB: R:0 G:112 B:151
#007097

PANTONE 2925
CMYK: C:76 M:25 Y:0 K:0**
RGB: R:16 G:154 B:215
#109AD7

PANTONE 9183
CMYK: C:10 M:13 Y:21 K:0**
RGB: R:229 G:215 B:197
#E5D7C5

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