



Visual Brand Guide

June 2016

inside.heidelberg.edu/brand


Heidelberg
U N I V E R S I T Y

Introduction

Our brand is what people think and feel about Heidelberg. It is both the way we look and the way we sound. It is how we express who we are and what we represent. Our brand is our audience's perception of what we do, what we stand for, and what makes us relevant. When the elements of our visual brand align, we connect with our audience in a meaningful and authentic way.

It is important that our entire campus projects a consistent and cohesive image that conveys the Heidelberg story to our various audiences.

This manual is available as a pdf download at inside.heidelberg.edu/marketing.

Why we have Graphic Standards

This guide outlines the correct usage and specific guidelines for Heidelberg's visual brand. When used consistently, we can build a distinctive image that is memorable and reflects what makes Heidelberg a great place to learn, live and work, while providing a recognizable face to the University.

Elements such as logos, colors, and typefaces are outlined in this guide and should serve as a guide to help you properly represent the University. Use these standards in all instances to help us connect with our target audiences and strengthen our brand.

You can also find a variety of downloads, from logo files to our letterhead template, on the intranet at inside.heidelberg.edu/brand.

If you have questions about the use of a logo or any visual brand element, please contact the Office of Marketing & Communication Services.

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These guidelines were established in June of 2016 by the Office of Marketing and Communication Services and will be updated as needed.

CONTENTS

1. Introduction
2. Why we have Graphic Standards
3. Quick Reference Guide
4. University Logo
 5. University Logo
 6. Brand Mark
 7. Sizing the Logo
 8. Spacing the Logo
 9. Scaling the Logo
 10. Improper Usage: University Logo
 11. Improper Usage: Brand Mark
 12. Outdated Logos
 13. Program/Department Logos
14. University Colors
 15. Official Colors
 16. Color Combinations
 17. Acceptable Color Variations: The University Logo
 18. Acceptable Color Variations: Logo Elements
 19. Color Lingo
20. Typography
 21. Leitura News
 22. Amsi Pro Narrow
23. Campus Stationery
 24. Letterhead
 25. Envelopes
 26. Business Cards
 27. Email
28. Miscellaneous
 29. The University Seal
 30. FAQ's

Quick Reference Guide

THE UNIVERSITY LOGO

The Heidelberg University logo is composed of our brand name “Heidelberg University” and our brand mark “H” in a specific configuration. Each element is designed to work with the other and should not be altered under any circumstance.

Use this two-color version of the University logo whenever possible.



THE BRAND MARK

More popularly referred to as the Heidelberg H, our brand mark is based on earlier renderings of historic stylized H.

The brand mark should be used only for internal campus publications and should never be presented as a single element to represent the University.



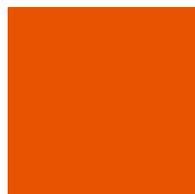
PRIMARY COLORS

The official University colors are red (PMS 200), orange (PMS 166 C), and black (Pantone Black 7 C).

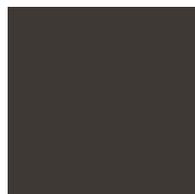
PMS 200 (red) should never be used in the University logo or as a lead color in any print materials, but it may still be used as an accent color to add visual interest to a design.



PMS 200 C
CMYK: 16, 100, 87, 7
RGB: 194, 32, 50
Hex#: C22032



PMS 166 C
CMYK: 4, 82, 100, 1
RGB: 228, 84, 36
Hex#: E45424



PANTONE BLACK 7 C
CMYK: 0, 0, 0, 92
RGB: 20, 20, 20
Hex#: 141414

TYPOGRAPHY

The use of consistent typography is an effective means of reinforcing a cohesive look in all Heidelberg University materials. *Leitura News* and *Amsi Pro* are the official typefaces of Heidelberg University communications.

NOTE:

- If *Leitura News* is not available to you, substitute it with *Garamond* or *Times New Roman*.
- If *Amsi Pro* is not available to you, substitute it with *Calibri*.

Leitura News | Roman 1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Leitura News | Italic 1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Amsi Pro Narw | Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Amsi Pro Narw | Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

University Logo

A logo is the defining feature of any visual brand and what people most closely relate to when they think of an organization. Consistent and correct usage of our University logo and brand mark is the key to reinforcing this message and making our visual brand strong and unmistakable.

University Logo

The Heidelberg University logo is composed of our brand name “Heidelberg University” and our brand mark “H” in a specific configuration. Each element is designed to work with the other and should not be altered or manipulated in any way.

The University logo is available for download in .jpg format. If you need another file type, please contact the Office of Marketing & Communication Services.



UNIVERSITY LOGO

Use this two-color version of the University logo whenever possible.

Brand Mark

More popularly referred to as the Heidelberg H, our brand mark is based on earlier renderings of the historic stylized H. The newest version of our brand mark was adjusted to interact with our brand name “Heidelberg University” in the University logo.

The brand mark should be used only for internal campus publications and should never be presented as a single element to represent the University.

Note: Do not crop the University logo to use the brand mark. The brand mark should never be used on the same page as the University logo or with graphics or symbols that compete with the it.



BRAND MARK

The mark should only be used as a graphic for internal campus publications.

Sizing the Logo

Heidelberg University's logo has been created for maximum readability. The recommended minimum acceptable size of each component is shown. Please do not attempt to recreate or adjust the size or configuration of any logo component.



SIZING: PRIMARY LOGO

The minimum acceptable size for use of the primary logo is a measurement of .75 inches or 45 pixels in height.



SIZING: THE H

The minimum acceptable size for use of the Heidelberg H is a measurement of .25 inches or 15 pixels in height.

Spacing the Logo

Maintaining a clear area around the extreme points of the logo (free from other text, imagery or logos) helps ensure our logo's visibility and clarity. The purpose is to prevent other graphics, images, or words from getting too close to our logo. No other type or images should appear in the space indicated.

We use a relative measuring system, meaning the clear space measurement is always based on the exact logo size you are working with, so an appropriate amount of clear space can be determined regardless of the size of the logo.

Use these guidelines to determine the minimum clear space that surrounds our logo.

Note: These guidelines are for a minimum amount of space. There are no regulations for a maximum amount of space.



HOW TO DETERMINE SPACE AROUND OUR LOGO

Establish the outermost points of the logo. Shown with a black box.

Next, determine the height of the H in the wordmark. Shown with an orange box. Use this measurement to calculate clear space, starting from the extreme points and measure outward.

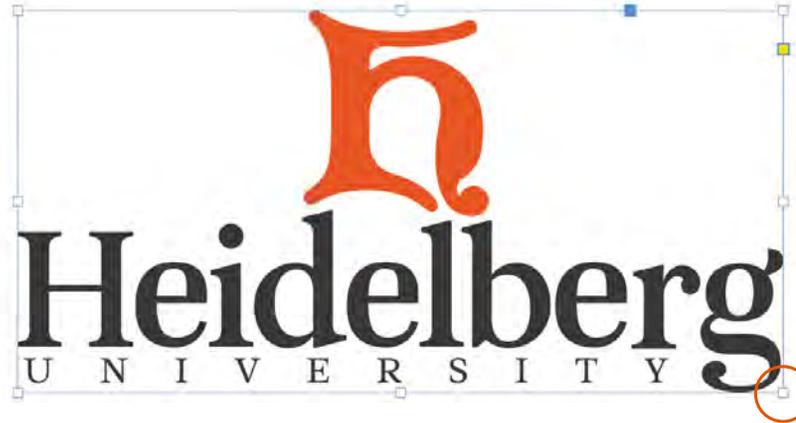
The orange boxes demonstrate the appropriate amount of clear space needed around the logo.



The protected area is consistent with the height of the capital "H" in the word Heidelberg.

Scaling the Logo

To change the logo size, be sure to size it proportionally so as not to stretch it out of its original shape. To do so, hold the shift key as you drag the bounding box corner to the size you need.



HOW TO PROPERLY SCALE THE LOGO
While holding the shift key, click this corner and drag until the logo is the size you want.

Improper Usage: University Logo

What not to do

Our logo has been carefully designed as a unified element to be visually balanced and represent our brand appropriately. The elements that make up the logo are the official colors and proportions. Alteration of the logo is prohibited.

Unacceptable logo alterations

- Substituting fonts
- Outlining logo elements
- Distorting (stretching/condensing)
- Applying special effects
- Changing the size or positioning of the elements
- Combining elements of outdated logos
- Filling the logo with a pattern or photo
- Using the logo as a watermark
- Using the logo as part of a sentence or phrase
- Reproducing the logo in colors other than the official colors
- Using the logo on a background that distracts or overpowers the logo
- Placing other graphics in front or behind the logo

NO
COLOR VARIATION



NO
SIZE VARIATION



NO
REARRANGING ELEMENTS



NO
OTHER FONTS



NO
OTHER/OUTDATED MARKS



DO NOT
SKEW OR ANGLE THE LOGO



DO NOT
OUTLINE THE LOGO



DO NOT
STRETCH OR DISTORT THE LOGO
See page 9 on how to properly scale logos.



DO NOT
FILL THE LOGO WITH AN IMAGE



Improper Usage: Brand Mark

What not to do

The brand mark is available for download in our official colors and with the appropriate proportions. Alteration or customization of the brand mark is prohibited.

Unacceptable logo alterations

- Outlining the brand mark
- Distorting (stretching/condensing)
- Applying special effects
- Filling the brand mark with a pattern or photo
- Using the brand mark as part of a sentence or phrase
- Reproducing the brand mark in colors other than the official colors
- Using the brand mark on a background that distracts or overpowers the logo
- Placing other graphics in front or behind the logo

NO
COLOR VARIATION



DO NOT
SKEW OR ANGLE THE LOGO



DO NOT
FILL THE H WITH AN IMAGE OR PATTERN



DO NOT
OUTLINE THE LOGO



DO NOT
STRETCH OR DISTORT THE LOGO
See page 9 on how to properly scale logos.



DO NOT
PLACE OTHER GRAPHICS ON OR BEHIND



Outdated Logos

These logos have been phased out of use by Heidelberg University. Please do not use any of the logos (in any color) or combination of any of the marks (tower or H) on your printed materials.

Please replace these old graphics with the new logo. New logo files can be downloaded from the intranet at inside.heidelberg.edu/brand.

This section of the visual brand guide will be removed in June of 2018.

DO NOT USE THESE LOGOS OR ANY VARIATION OF THEM.

RETIRED, JULY 2015



RETIRED, APRIL 2016



Program/Department Logos

Additional logos, including department, programs and offices align with the University logo. Events have more flexibility in their identities, but should work well with the University logo.

Do not attempt to recreate these logos.

How to use these logos

Program/Department logos follow the same guidelines of usage as the University logo regarding sizing, spacing and scaling.

How to obtain the internal logo

Digital files are available from the Office of Marketing & Communication Services. For a copy of your department logo, please submit a work request with your department name. You can find the request form at inside.heidelberg.edu/marketing.

How to obtain the external logo

Digital files are kept by the Office of Marketing & Communication Services and will not be released to campus. Please contact the Office of Marketing & Communication Services for all external publication needs by submitting a work request. You can find the request form at inside.heidelberg.edu/marketing.



INTERNAL (ON-CAMPUS) LOGO

This style of program/department logo is for internal, on-campus use only. Do not use this logo to represent your department to off campus audiences.

What does internal or on-campus mean? It means the audience for the logo is current students, faculty and staff.

Items such as posters, inter-office memos, and give aways will feature this logo.



Office of Admissions

EXTERNAL (OFF-CAMPUS) LOGO

This style of program/department logo is for external, off-campus use only. Unlike the internal logo, this style may be used for both on and off-campus audiences.

What does external or off-campus mean? It means the audience for the logo is prospective students or donors, alumni, and community members.

Items such as event invitations and informational brochures or posters will feature this logo.

University Colors

Beyond our logo, color is the most recognizable aspect of the Heidelberg University visual identity. Using the primary color palette appropriately is one of the easiest ways to make sure our print materials reflect our visual brand.

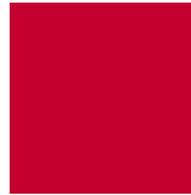
Historically, our official colors have been red, orange and black. In recent years, we used red as our lead color on promotional materials. A careful decision was made to use orange as our lead color to reflect our rich history and focus on the color our alumni and current students most closely identify with.

Official Colors

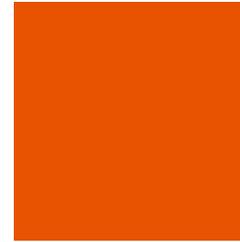
Primary Colors

The official University colors are red (PMS 200), orange (PMS 166 C), and black (Pantone Black 7 C). The logo is to appear in only orange (PMS 166 C) and black (Pantone Black 7 C), or as one color in black. Use the two-color version whenever possible.

PMS 200 (red) should never be used in our official logo, but it may still be used as an accent color to add visual interest to a design. PMS 200 (red) should never be used as the lead color in any print materials.



PMS 200 C
CMYK: 16, 100, 87, 7
RGB: 194, 32, 50
Hex#: C22032



PMS 166 C
CMYK: 4, 82, 100, 1
RGB: 228, 84, 36
Hex#: E45424



PANTONE BLACK 7 C
CMYK: 0, 0, 0, 92
RGB: 20, 20, 20
Hex#: 141414

Secondary Colors

Our secondary color palette was developed to increase visual interest and allow for the use of color hierarchy. These specific colors were selected to reflect our warm and friendly community.

Use the color combination guide on the next page for more details on using secondary colors.



PMS 1235 C
CMYK: 0, 32, 95, 0
RGB: 253, 181, 37
Hex#: FDB525



PMS 144 C
CMYK: 2, 54, 100, 0
RGB: 241, 140, 33
Hex#: F18C21



PMS 1815 C
CMYK: 31, 93, 82, 35
RGB: 128, 37, 41
Hex#: 802529



PMS 2905 C
CMYK: 41, 9, 2, 0
RGB: 144, 198, 230
Hex#: 90C6E6



PMS 549 C
CMYK: 60, 24, 21, 0
RGB: 106, 162, 184
Hex#: 6AA2B8



PANTONE COOL GREY 4 C
CMYK: 0, 0, 0, 30
RGB: 179, 179, 179
Hex#: B3B3B3

Color Combinations

Primary Colors

Our primary colors are PMS 166 (orange), Pantone Black 7 C (black), and PMS 200 (red). Together these create the most common color combination that should be used in ALL instances when representing the University.

Note: Notice that PMS 166 (orange) is used as the primary color in each subsequent palette. It should be used as the lead color in all Heidelberg University materials produced.



The standard color combination. Use this palette before adding a secondary color.

Secondary Colors

Secondary colors exist to add depth, hierarchy and visual interest in publications. Use secondary colors sparingly, only as an accent. Choose only one color, in addition to our designated primary colors as to not create color confusion.

Note: secondary colors are used primarily for Admissions Marketing publications and on the web.



Add one secondary color with our standard color palette to create depth and visual interest.

When in doubt, use the standard color combination.

Acceptable Color Variations: University Logo

University Logo

A two-color and black version of the logo are available for download at inside.heidelberg.edu/brand. The two-color version of the University logo should be used whenever possible.

When using the logos, be sure to use the logo as provided. Do not change the colors or spacing, as careful adjustments have been made to make sure each logo is correct for the intended background.

When placing the logo on a white or light color background, use the two-color logo version. On a darker background, the white version will work best.



TWO-COLOR

Use this logo whenever possible.



BLACK

Use this logo when color printing is not possible. Primarily used on return envelopes.



REVERSE

Use on dark backgrounds or photographs.

Acceptable Color Variations: Brand Mark

Brand Mark

When placing the H on a white or light color background, use the PMS 166 (orange). On a darker background, a white H will work best.

Note: The H should never appear in PMS 200 (red).



Color Lingo

On page 15, we have identified a series of color codes for each official university color. You may be thinking, “what do these mean?!” You’ll find the answers here.

Our primary colors are the most important colors to consider when printing. Please use the exact color code outlined on page 15 to achieve consistency throughout all University publications.

Note: Colors will appear differently on each computer monitor, and will vary from monitor to printed piece. To ensure color consistency in the final product, be sure to use the CMYK color formulas.



PMS 166 C

CMYK: 4, 82, 100, 1

RGB: 228, 84, 36

HEX#: E45424

● PANTONE MATCHING SYSTEM

PMS colors, often referred to as spot colors, are ideal. This color system produces the most accurate colors when printed and should be used when possible or when exact color is needed.

● CMYK

CMYK (cyan, magenta, yellow and black), also known as process colors, refers to the four ink colors that are used to create every color of the rainbow. This is the color system used for internal (on campus) print pieces. Photographs should be converted to CMYK for color printing.

● RGB

RGB (red, green, and blue) refers to colors used on screen only: web, phone, and video. Photos should be in RGB when intended for on-screen viewing.

● HEX

Hex refers to the hexadecimal number assigned to solid colors for use on the web. These numbers appear as #xxxxxx

Typography

Typography, like color, is essential to building our visual identity. The use of consistent typography is an effective means of reinforcing a cohesive look in all Heidelberg University materials. Leitura News and Amsi Pro Narrow are the official typefaces of Heidelberg University communications.

Leitura News

Leitura News

Leitura News is a traditional serif typeface, used primarily for headings. If using Leitura for body copy, a point size ranging from 10 - 12 is ideal. The Leitura News font family is available in four weights, each weight has a standard and italicized option.

Note: If Leitura News is not available to you, substitute it with Garamond or Times New Roman.

LEITURA NEWS FAMILY

Leitura News | Roman 1

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Leitura News | Roman 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Leitura News | Roman 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Leitura News | Roman 4

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Leitura News | Italic 1

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Leitura News | Italic 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Leitura News | Italic 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Leitura News | Italic 4

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

LEITURA DISPLAY

Leitura Display | Swashes

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

SPECIAL USE

Leitura Display is for special use purposes as an extension of the Leitura News family. This typeface is to be used ONLY by the Office of Marketing & Communication Services.

Amsi Pro Narrow

Amsi Pro Narrow

Amsi Pro Narrow is a modern sans serif font family with a large variety of weight and width options. There are three width options, each including eight weights ranging from thin to ultra in a standard and italicized options, providing a large variety of options for design. Amsi Pro Narrow works best with body copy, such as letter content. It works well at large sizes as well as small sizes with a minimum size of 8 recommended.

Note: If Amsi Pro Narrow is not available to you, substitute it with Calibri.

AMSI PRO NARROW FAMILY

Amsi Pro Narw | Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Amsi Pro Narw | XLight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Amsi Pro Narw | Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Amsi Pro Narw | Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Amsi Pro Narw | Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Amsi Pro Narw | Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Amsi Pro Narw | Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Amsi Pro Narw | Ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Amsi Pro Narw | Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Amsi Pro Narw | XLight Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Amsi Pro Narw | Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Amsi Pro Narw | Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Amsi Pro Narw | Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Amsi Pro Narw | Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Amsi Pro Narw | Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Amsi Pro Narw | Ultra Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Campus Stationery

Stationery is the most common use of the University visual identity. Stationery includes letterhead, envelopes, business cards, and notecards. To ensure consistency across all forms of stationery, the following pages show examples of approved letterhead, envelopes, and business cards.

The examples on the following pages should serve as a guide only. Do not attempt to create your own stationery from these examples. To obtain stationery files please visit inside.heidelberg.edu/brand.

Letterhead

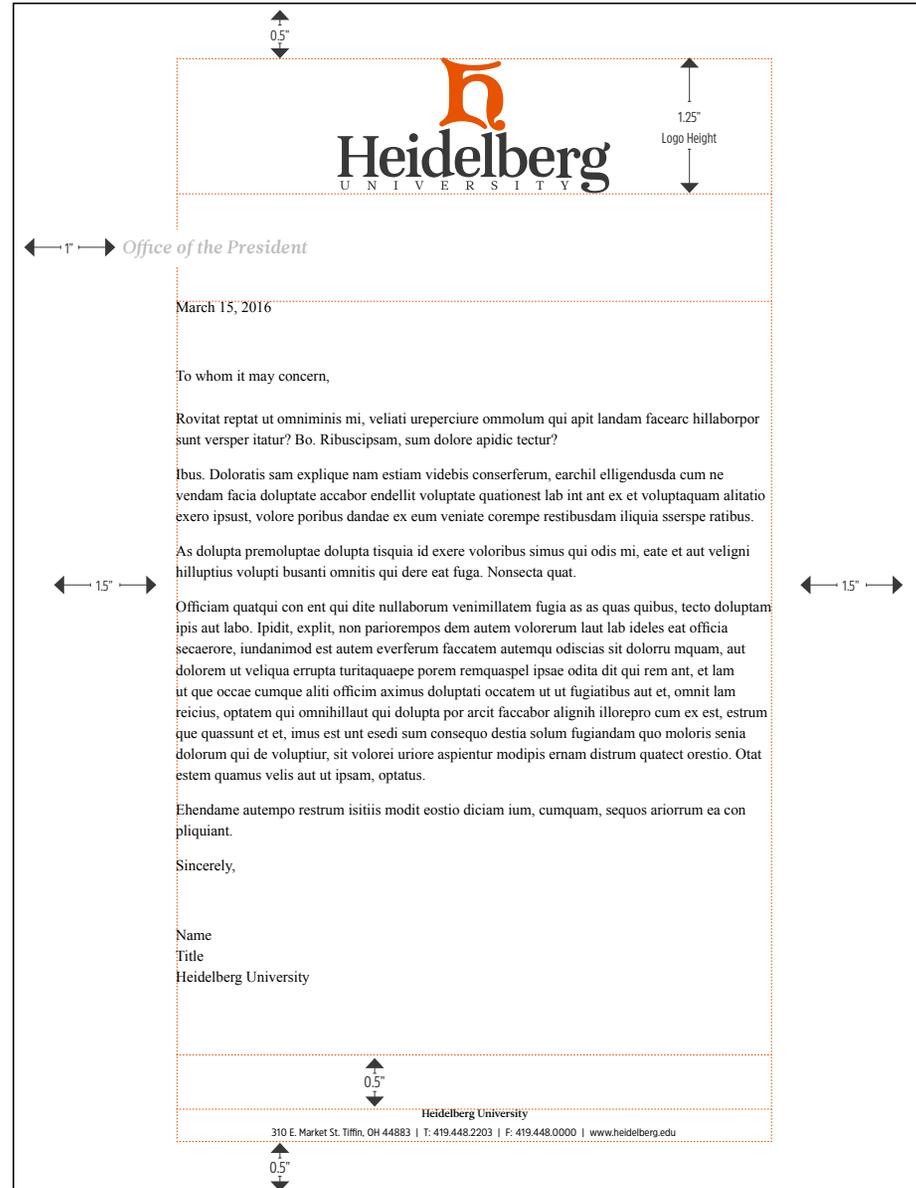
The Heidelberg University letterhead is an extension of the visual brand. For this reason, no other graphics may be added to the document. All campus departments must use the official, unaltered University letterhead.

The recommended font for text on letterhead is Leitura News (Roman 1) with a point size ranging from 10-12. If Leitura News is not available to you, please use Garamond or Times New Roman.

Please follow the formatting shown for consistency.

All University letterhead must be ordered through the Office of Marketing & Communication Services or purchased at the University Bookstore.

Note: The example is not shown in actual size.



DEPARTMENT TEXT

Font: Leitura News Italic 3
(Garamond or Times New Roman
bold italic)

Size: 12 pt.

Color: Pantone Cool Grey 4C (CMYK
- 0, 0, 0, 30)

BODY COPY/LETTER TEXT

Font: Leitura News Roman 1 or
Amsi Pro Narrow Regular

Size: 10 pt.

Color: Pantone Black 7 C
(CMYK: 0, 0, 0, 92)

FOOTER TEXT

Heidelberg: Leitura News Roman 3

Font: Amsi Pro Narrow Regular

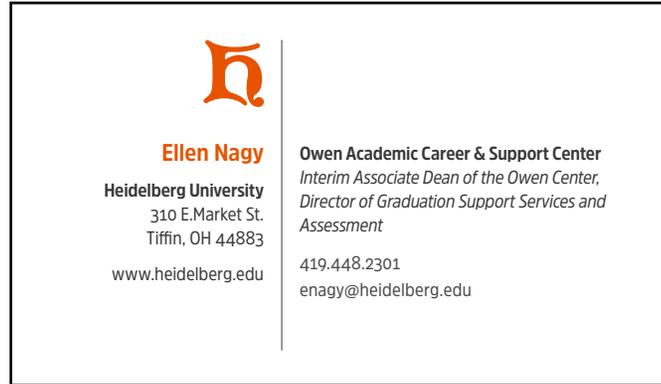
Size: 7-8 pt.

Color: Pantone Black 7 C
(CMYK: 0, 0, 0, 92)

Business Cards

Campus departments must use official, unaltered university business cards. All University business cards must be ordered through the Office of Marketing & Communication Services.

To request official University business cards visit inside.heidelberg.edu/workrequest.



Email

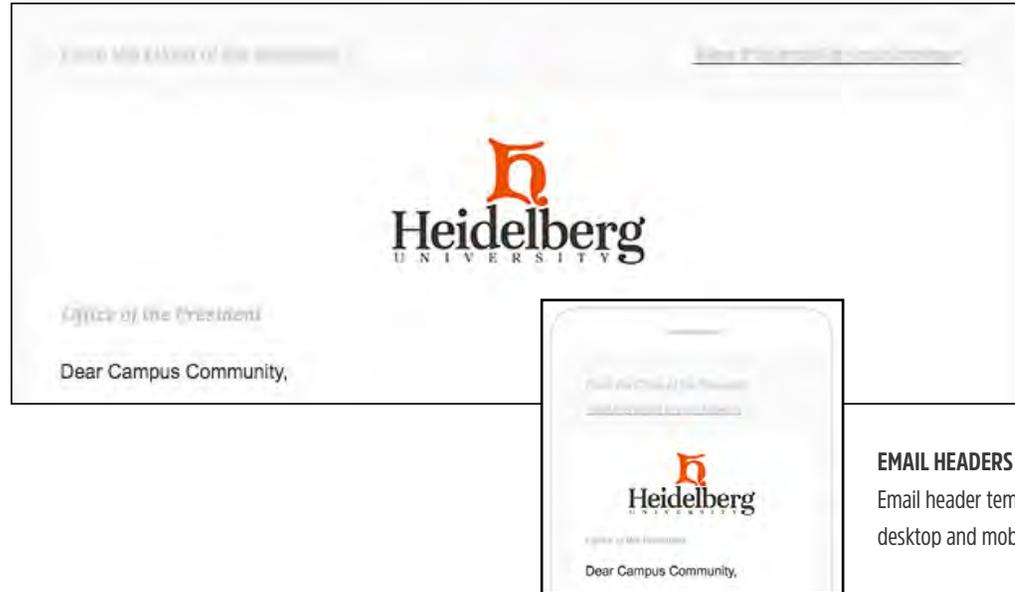
Email Headers

Email headers are available by request for all campus departments. Headers are primarily used in mass email programs such as Constant Contact or Mail Chimp. Most commonly used headers reflect the letterhead, but special headers can be requested for special programs and events as needed.

Email Signatures

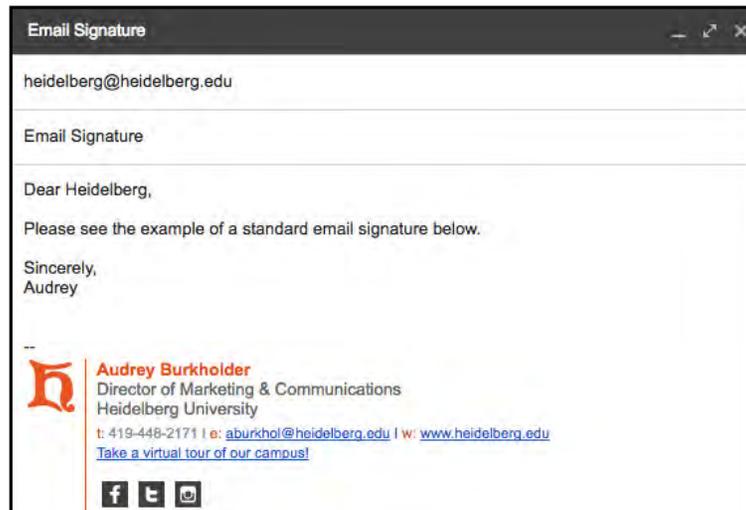
Individual email signatures should be set-up using the template available at inside.heidelberg.edu/brand. Step-by-step directions are provided for setting up a signature using BergApps.

To obtain a department email header or for assistance with individual email signatures, please contact the Office of Marketing & Communication Services.



EMAIL HEADERS

Email header templates are created to be both desktop and mobile friendly.



EMAIL SIGNATURE

All Heidelberg employees should use the standard email signature for a clean and concise way to reinforce the brand and provide basic contact information.

Miscellaneous

University Seal

University Seal

The University seal is for use on official University documents including diplomas, formal invitations, and formal publications such as the commencement program. The seal should not be used for any other purpose. Permission must be secured in advance from the Office of Marketing & Communication Services.



Q: What should I do with old logo files?

A: Remove them from your computer, they are no longer acceptable logos to represent the University.

Q: I still have envelopes/letterhead with the old logo, can I use them?

A: No. If you have print materials with old logos (either the red tower, or interim H logo) please recycle them and order new ones. Contact the Marketing Office to order bulk collateral.

Effective July 1, 2016.

Q: What if I don't want to use the University fonts?

A: The simple answer ... just use them. We've chosen these font families to keep a consistent look across all University publications. There are, however instances where a specialty typeface may be used, such as an event invitation or other items specifically designed by the Marketing & Communication Services Office.