



other entities

OTHER ENTITIES

The University consists of many schools, colleges, departments, and partnerships. Several of these entities have University approval to operate under separate and/or complementary graphic identity systems. Their graphic identities have brand equity in the general marketplace and should be protected and used as consistently as the University's primary graphic systems.



Bison Express

Howard University's Bison Express logo is the official mark for the Department of Intercollegiate Athletics donor support program administrated through the Division of University Advancement.

It was developed as a complementary symbol to the University's athletics logo that embodies the intensity of the program to which it supports.

Usage

To create a strong, unified presence in the public, it is imperative to avoid improper uses of the logo. No attempt should be made to reproduce the logo, other than from the artwork which is readily available in either camera-ready or digital form from the Office of University Communications and Department of Graphics and Printing. The stylized elements of the logo, the colors of blue and red, as well as the typography, are integral to the logo. These elements may not be modified.

Do not alter the logo in any way, which includes:

- Do not stretch, compress the logo or allow the logo to become distorted due to improper scaling.
- Do not transpose the approved color scheme.
- Do not display the logo on a background that provides inadequate contrast or is overly busy.
- Do not use the logo within a box or frame.
- Do not use an alternate or substitute typeface.
- Do not display the logo at an angle.

Color Specifications

Since PMS 2757 (blue) and PMS 185 (red) are the primary colors, it is important for the logo to appear in these colors as frequently as possible. There will be instances, however, where the design of marketing materials or the production methods used do not

permit the use of the logo in this version. In these cases, the entire logo should be printed in the Howard PMS blue (PMS 2757), black or white. It should never be printed entirely in red.

Use With Other Logos

The Bison Express logo must appear on all printed pieces representing the Howard University Intercollegiate athletes donor programs. It must be the dominant graphic mark, and it may not be commingled with other graphic marks. The Bison Express logo is not intended for use as graphic identifiers for academic or service units.

For More Information

If you have further questions regarding usage of the Bison Express logo, contact the Department of Intercollegiate Athletics at (202) 806-7140/7141 or the Office of University Communications at (202) 238-2330.



Department of Intercollegiate Athletics

The Bison Athletic Logo

Howard University's Charging Bison logo is the official mark for the University's athletics programs. It was developed to symbolize the strength and athleticism of the Howard University mascot, the Bison. It is used on materials promoting Howard University athletic events and recruitment.

It consists of a charging bison with a ribbon along the side with the word "Bison" in all capital letters. The "charging bison" is positioned over a specially designed treatment of "Howard University." The logo must be printed in its entirety on all occasions.

Usage

To create a strong, unified presence in the public, it is imperative to avoid improper uses of the logo. No attempt should be made to reproduce the logo, other than from the artwork which is readily available in either camera-ready or digital form from the Office of University Communications and Department of Graphics and Printing. The stylized elements of the logo, the colors of blue and red, as well as the typography, are integral to the logo. These elements may not be modified.

Do not alter the logo in any way, which includes:

- Do not stretch, compress the logo or allow the logo to become distorted due to improper scaling.
- Do not transpose the approved color scheme.
- Do not display the logo on a background that provides inadequate contrast or is overly busy.
- Do not use the logo within a box or frame.
- Do not use an alternate or substitute typeface.
- Do not display the logo at an angle.

Color Specifications

Since PMS 2757 (blue) and PMS 185 (red) are the primary colors, it is important for the logo to appear in these colors as frequently as possible. There will be instances, however, where the design of marketing materials or the production methods used do not permit the use of the logo in this version. In these cases, the entire logo should be printed in the Howard PMS blue (PMS 2757), black or white. It should never be printed entirely in red.

Use With Other Logos

When representing the athletics department or sports teams, the logo must be the dominant graphic mark, and it may not be commingled with other graphic marks. Howard athletics logos are not intended for use as graphic identifiers for academic or service units.

For More Information

If you have further questions regarding usage of the Charging Bison logo, contact the Department of Intercollegiate Athletics at (202) 806-7140/7141 or the Office of University Communications at (202) 238-2330.



Howard University Bookstore (The HUB)

The Howard University Bookstore logo is the official brand of the University's retail establishment dedicated to supporting the academic mission of the University by providing a wide range of textbooks, general books, supplies, apparel, gifts and other merchandise for students, faculty, staff, and alumni.

It was developed to build brand equity and awareness within the campus and surrounding communities.

The brand is in the shape of an oval which consists of the Howard University Bookstore moniker, "The HUB." The word "the" is in small capital letters and the word "HUB" is featured in large capital letters. To symbolize the support of the Howard University academic mission, the official Howard University Clock Tower logo is also within the oval located above the moniker. Surrounding both the Clock Tower logo and "The HUB" are two spotlights on each side.

The HUB logo is to be utilized for marketing and promotional materials, retail promotional and sales materials, media purposes, marketing and advertising, promotional products and items, in-store and off-site events.

Approval is required from the Howard University Bookstore Marketing Department for any use not mentioned.

Usage

To create a strong, unified presence in the public, it is imperative to avoid improper uses of the logo. No attempt should be made to reproduce the logo, other than from the artwork which is readily available in either camera-ready or digital form from the Howard University Marketing Department and Department of Graphics and Printing. The stylized elements of the logo, the colors of blue and red, as well as the typography, are integral to the logo. These elements may not be modified.

Do not alter the logo in any way, which includes:

- Do not stretch, compress the logo or allow the logo to become distorted due to improper scaling.
- Do not transpose the approved color scheme.
- Do not display the logo on a background that provides inadequate contrast or is overly busy.
- Do not use the logo within a box or frame.
- Do not use an alternate or substitute typeface.
- Do not display the logo at an angle.

Color Specifications

Since PMS 2757 (blue) and PMS 185 (red) are the primary colors, it is important for the logo to appear in these colors as frequently as possible. There will be instances however, where the design of marketing materials or the production methods used do not permit the use of the logo in this version. In these cases, the entire logo should be printed in the Howard PMS blue (PMS 2757), black or white. It should never be printed entirely in red.

For More Information

If you have further questions regarding usage of the HUB brand, contact the Howard University Bookstore Marketing Department at (202) 238-2660/2640.



Howard University Hospital

Howard University Hospital's logo was designed to maintain a visually cohesive and consistent identity for the Hospital and its departments. The logo was developed to symbolize HUH's commitment to excellence in both patient care and health education. The HU references the Hospital's tradition as a university teaching hospital, a part of Howard University. The final H, in a field of red, represents the Hospital, a private acute-care facility and community resource.

Usage

To create a strong, unified presence in the public, it is imperative to avoid improper uses of the logo. No attempt should be made to reproduce the logo, other than from the artwork which is readily available in either camera-ready or digital form from the Marketing and Public Relations Department and Department of Graphics and Printing. The stylized elements of the logo, the colors of blue and red, as well as the typography, are integral to the logo. These elements may not be modified.

Do not alter the logo in any way, which includes:

- Do not stretch, compress the logo or allow the logo to become distorted due to improper scaling.
- Do not transpose the approved color scheme.
- Do not display the logo on a background that provides inadequate contrast or is overly busy.
- Do not use the logo within a box or frame.
- Do not use an alternate or substitute typeface.
- Do not display the logo at an angle.

Color Specifications

Since PMS 2757 (blue) and PMS 185 (red) are the primary colors, it is important for the logo to appear in these colors as frequently as possible. There will be instances however, where the design of marketing

materials or the production methods used do not permit the use of the logo in this version. The example shown is the only acceptable alternative.

Use With Other Logos

In some instances, the logo for the University and Hospital must appear on marketing materials. The example shown is the only acceptable format for combining the two logos.

The HUH logo must appear on all printed pieces representing the Hospital. It must be the dominant graphic mark, and it may not be commingled with other graphic marks.

For More Information

All projects which use graphic and style elements and are distributed Hospital-wide or externally must be approved by the Marketing and Public Relations department prior to printing. If you have further questions regarding usage of the Howard University Hospital logo, contact the Marketing and Public Relations Department at (202) 865-4234 or the Office of University Communications at (202) 238-2330.



Howard University Press

The Howard University Press (HUP) logo is the official mark for the book publishing division of the University.

Usage

To create a strong, unified presence in the public, it is imperative to avoid improper uses of the logo. No attempt should be made to reproduce the logo, other than from the artwork which is readily available in either camera-ready or digital form from the HUP and Department of Graphics and Printing. The stylized elements of the logo, as well as the typography, are integral to the logo. These elements may not be modified.

Do not alter the logo in any way, which includes:

- Do not stretch, compress the logo or allow the logo to become distorted due to improper scaling.
- Do not transpose the approved color scheme.
- Do not display the logo on a background that provides inadequate contrast or is overly busy.
- Do not use the logo within a box or frame.
- Do not use an alternate or substitute typeface.
- Do not display the logo at an angle.

Color Specifications

The placement, size and color of the HUP logo will be determined on an individual basis. All book jacket and cover designers must be reviewed by the HUP editorial office before logo approval is given.

To submit a design for a book to be published by HUP, contact the HUP editorial office at (202) 238-2570.

For More Information

If you have further questions regarding use of the Howard University Press logo, contact the Howard University Press offices at (202) 238-2570.

Howard University Press supports its parent institution's goal of providing "Leadership for America and the Global Community" by publishing noteworthy new scholarship that addresses the contributions, conditions, and concerns of African Americans, other people of African descent, and people of color around the world. For more information, visit our Web site: www.hupress.howard.edu.



Howard University Radio

Howard University Radio WHUR-FM is a commercial business enterprise for Howard University. As a commercial business, the station has created graphic logos which identify the commercial division and has established brand equity.

The logo itself has specific formats in color and black and white. Historically, the color logo with the call letters includes a color-blended frequency identifier (96.3), which represents the spectrum of music played by the station. Recent modifications include the stations Web address (www.WHUR-FM.com).

The station logo is designed to be presented in a rectangular and a square format. Use is based on the medium (stationery, newspaper ads, cards, memos, etc.) to be utilized. A slogan may be used to reinforce the on-air positioning of the station.

The "corporate" logo of WHUR-FM is used on permanent signage, vehicles, and specialty items.

Usage

To create a strong, unified presence in the public, it is imperative to avoid improper uses of the logo. No attempt should be made to reproduce the logo, other than from the artwork which is readily available in either camera-ready or digital form from Howard University Radio. The stylized elements of the logo are integral to the logo. These elements may not be modified.

Do not alter the logo in any way, which includes:

- Do not stretch, compress the logo or allow the logo to become distorted due to improper scaling.
- Do not transpose the approved color scheme.
- Do not display the logo on a background that provides inadequate contrast or is overly busy.
- Do not use the logo within a box or frame.
- Do not use an alternate or substitute typeface.
- Do not display the logo at an angle.

Color Specifications

The typical logo treatments are as follows:

1. Rectangular, color or black and white
2. Square, color or black and white
3. Rectangular, color, "corporate"
4. Square color "corporate"

Use With Other Logos

Additionally, Howard University Radio is not placed on any third-party promotional items. Permission to utilize logo by third parties is granted only with approval of the general manager. The official University shield/logos is never used on station signage or items. There is no black-and-white format for this.

More Information

If you have further questions regarding usage of the WHUR-FM logo, contact the the general manager at (202) 806-3500 or the Office of University Communications at (202) 238-2330.



Howard University Archives

The Moorland-Spingarn Research Center (MSRC) logo is the official mark for the official archival agency of the University. No attempt should be made to reproduce the logo, other than from the artwork which is readily available through the main MSRC office or Department of Graphics and Printing.

The logo may not be commingled with other marks. It may not be altered in any way except to be enlarged or reduced proportionally. The size and spacing of individual elements may not be changed. The logo may not be adorned with boxes, bars, rules or other embellishments.

Usage

To create a strong, unified presence in the public, it is imperative to avoid improper uses of the logo. No attempt should be made to reproduce the logo, other than from the artwork which is readily available in either camera-ready or digital form from the Office of University Communications and Department of Graphics and Printing. The stylized elements of the logo, as well as the typography, are integral to the logo. These elements may not be modified.

Do not alter the logo in any way, which includes:

- Do not stretch, compress the logo or allow the logo to become distorted due to improper scaling.
- Do not transpose the approved color scheme.
- Do not display the logo on a background that provides inadequate contrast or is overly busy.
- Do not use the logo within a box or frame.
- Do not use an alternate or substitute typeface.
- Do not display the logo at an angle.

Color Specifications

The logo is usually printed in black ink or reversed out in white. The placement and size of the MSRC logo will be determined on an individual basis. All designers must consult with the director of the MRSC for approval to use the logo.

The MSRC logo must appear on all printed pieces representing Moorland-Spingarn. It must be the dominant graphic mark, and it may not be commingled with other graphic marks.

If you have further questions regarding usage of the MSRC logo, contact the Moorland-Spingarn Research Center at (202) 806-7240.

For more information regarding the policies regarding viewing archival materials and/or procedures for readying publications for archival purposes, please refer to the "Production Guidelines" section of this document.



The Campaign for Howard

Launched in 2001, the Campaign for Howard has a five-year goal of raising \$250 million to Howard University's capital campaign logo is the official mark for the development program administered through the Division of University Advancement.

It was developed as a straight-forward symbol to articulate and unify the University's various capital campaign efforts.

Each element of the logo has been carefully designed and positioned. It consists of the words "The Campaign for Howard" with the University tagline directly underneath.

No attempt should be made to reproduce the logo, other than from the artwork which is readily available through the Office of University Communications or Graphics and Printing Department.

The logo may not be commingled with other marks. It may not be altered in any way except to be enlarged or reduced proportionally. The size and spacing of individual elements may not be changed. The logo may not be adorned with boxes, bars, rules, or other embellishments.

Usage

To create a strong, unified presence in the public, it is imperative to avoid improper uses of the logo. No attempt should be made to reproduce the logo, other than from the artwork which is readily available in either camera-ready or digital form from the Office of University Communications and Department of

Graphics and Printing. The stylized elements of the logo in gold, as well as the typography, are integral to the logo. These elements may not be modified.

Do not alter the logo in any way, which includes:

- Do not stretch, compress the logo or allow the logo to become distorted due to improper scaling.
- Do not transpose the approved color scheme.
- Do not display the logo on a background that provides inadequate contrast or is overly busy.
- Do not use the logo within a box or frame.
- Do not use an alternate or substitute typeface.
- Do not display the logo at an angle.

Color Specifications

The logo should be printed in its primary color of PMS 136 (gold) whenever it will appear on a color publication; it is important for the logo to appear in this color as frequently as possible.

There will be instances, however, where the design of marketing materials or the production methods used do not permit the use of the logo in this version. In these cases, the entire logo should be printed in black or reversed out in white. It should never be printed in any other colors.

Use With Other Logos

The Campaign for Howard logo should appear on all printed pieces representing the Howard University capital campaign. It must be the dominant graphic mark, and it may not be commingled with other graphic marks. The capital campaign logo is not intended for use as a graphic identifier for academic or service units.

For More Information

If you have further questions regarding use of the Campaign for Howard logo, contact the Division of University Advancement at (202) 238-2340 or the Office of University Communications at (202) 238-2330.