



identity

## OFFICIAL GRAPHIC IDENTITY SYSTEM

As Howard strengthens its public image, one of the basic components of a strong institutional marketing communications effort is a unified graphic identity.

The Howard University wordmark carries dual responsibilities. It must stand as the sum of the University's many parts - the authentic, recognizable essence of the University - while concurrently symbolizing our potential.

It is this potential that has shaped the creation of this Graphic Standards Manual. By complying with its specifications, you help project a clear, unifying image for the University as a whole.

## Graphic Identity System

Howard University's identity system consists of four official icons: the Seal, the Clock Tower logo, the Wordmark, and the HU. No one icon is more important than another, but rather, each was created to serve a distinct and specific purpose. This section outlines the proper usage of each icon.

## Official University Colors

Howard University's identity system is also unified by a consistent color standard. This color standard applies to all icons of the identity system.

### Pantone Matching System (PMS)

Blue: PMS 2757

Red: PMS 185

### Four Color Process

Blue: C:100 M:82 Y:0 K:30

Red: C:0 M:91 Y:76 K:0

### RGB Builds

Blue: R:11 G:21 B:96

Red: R:252 G:25 B:33

### Web-Safe Colors

Blue: 000066

Red: FF0033

### Proper Proportions

In all applications using the University colors, blue should always be dominant. The color red should be no more than 30 percent of the color scheme.

**One-Color Options:** When printing in one color, the icon may only be all black, all white reversed out or all PMS 2757.

**Four-Color Options:** When printing in four color, the official Pantone Matching System (PMS) colors should be replaced with the four-color process builds.

**Special Techniques:** The use of blue, silver, and gold metallic inks, embossing, debossing, use of foil, etc. may be allowed; each case will be judged individually. Please contact the Graphics and Printing Department at (202) 806-1200 for consultation.

## Consistent Use

- Always use furnished electronic or reproducible artwork when producing any icon of the Howard University identity system. These can be found on the enclosed CD, downloaded from the Internet at [www.howard.edu/logos](http://www.howard.edu/logos), or by contacting the Office of University Communications and/or the Graphics and Printing Department.
- Never reproduce the icon from a laser print, color print, or facsimile copy.
- Always maintain clear space around the icon equal to half the height of the icon.
- Always resize the icon proportionally.
- **DO NOT** attempt to alter or recreate any part of the icon in any way.
- **DO NOT** use the icon on a busy photo or graphic background where readability is lost.
- **DO NOT** rearrange or alter the configurations.
- **DO NOT** substitute other typefaces.
- **DO NOT** skew, stretch, condense, or rotate the icon.
- **DO NOT** add "effects" such as drop shadows, etc.
- **DO NOT** use the icon to function as a graphic element such as a bullet, text ending (dingbat), map icon, or decorative background.

### Restrictions

- Icons must not be incorporated in a design or used in association with the name of a business, logo, advertising services, entertainers or a product in any way that could imply an endorsement.
- Icons should not be incorporated with trademarks not owned by Howard University without written permission for such use from the trademark holder.
- Icons may not be associated with alcoholic beverages, tobacco and smoking products, sexually oriented goods, lotteries or items considered by the University to be in poor taste, or that in any way may impugn another entity.
- Icons are not to be used in any manner that will discriminate on the basis of age, color, disability, marital status, national or ethnic origin, religion, sexual orientation, political affiliation or any other basis prohibited by Federal or District of Columbia law.

## Official Seal



Black



Reverse to White



PMS 2757

### Elements of the Seal

**The Shield:** The shield in the middle of the Seal was created by the Founders of the University in 1867. It symbolizes truth and usefulness.

**1867:** The year Howard University was founded.

**Logotype:** The specially set type style for Howard University should never be altered or replaced with another typeface.

### Official Uses

- Authenticating official University documents
- For use by the Office of the President
- For use by the Office of the Secretary
- For use by the Executive Officers of the University
- For use by the University Mace
- For use on legal documents

## Proper Usage

The Corporate Seal of the University, approved by the Board of Trustees in 1910 (amended), is the official symbol that reflects the vested image and authority granted to Howard University by Charter (an Act of Congress of the United States) in 1867, and is under the custodial care of the Secretary of the University, who is the keeper of the Seal.

The use of the Seal is restricted to authenticating official University documents, such as diplomas, transcripts, certification of Board actions, corporate certifications, trustee and presidential publications, and other official documents. The Seal is also used by the Office of the President on the University Mace, University Presidential stationery, and legal documents. Additionally, it is displayed at major ceremonies such as Opening Convocation, Charter

Day, Commencement, and special events hosted by the President, Board of Trustees, and members of the Executive Cabinet. The Seal must appear in official PMS colors when displayed.

Exceptions to the restrictive use of the Seal are considered based on a written request accompanied by justification to the Secretary of the University. Unauthorized use of the Seal is prohibited.

The Seal is a trademark of Howard University governed by local and federal law with protection against and remedies for trademark infringement. Use of the Seal is monitored and enforced by the Office of Trademark Licensing and Vending and the Office of the General Counsel.

## Clock Tower Logo

HOWARD  

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UNIVERSITY



Black



Reverse to White



PMS 2757

### The Elements of the Logo

**Symbol:** The Clock Tower logo represents a time-honored landmark at the University. In smaller reproductions on promotional or specialty items, the clock face in the steeple may appear solid if necessary.

**1867:** The year Howard University was founded.

**Logotype:** The specially set type style for Howard University should never be altered or replaced with another typeface.

### Official Uses

- The institutional marketing signature
- Signage, marketing, communications, licensing, positioning, promotional, and capital campaign efforts
- For use by all offices, departments, schools and colleges

## Proper Usage

For Howard University's signage, marketing, communications, licensing, positioning, promotional and capital campaign efforts, the Clock Tower logo will be used as the official and primary identifier. It may also be referred to as the institutional marketing signature.

Since its opening in November 1938, Founders Library has sat majestically, as the Alma Mater says, "on hilltop high." At its peak is the clock tower, a recognized symbol of the knowledge that is passed down through time from generation to generation.

Thus, when focus groups were conducted with alumni in the Washington, D.C., metropolitan area, Detroit, Atlanta, New York City and Los Angeles in conjunction with a University-wide committee to

develop a marketing, licensing, and capital campaign symbol representative of the spirit and image of Howard University, the Founders Library clock tower was the overwhelming choice. It is a symbol that is readily identifiable by past and present Howard students, faculty, and staff, and it marries the University's triumphant past with its present and future mission to provide "Leadership for America and the Global Community."

The Clock Tower logo is a registered trademark and may not be altered. If you have a question or concern regarding the printing or use of the Clock Tower logo, please contact the Office of University Communications at (202) 238-2330 or the Department of Graphics and Printing at (202) 806-1200.

## University Tagline



Black



Reverse to White



PMS 2757

“Leadership for America and the Global Community” is the Official Tagline for Howard University. It embodies the mission and work the University and its faculty, administration, students, alumni and extended family have always strived to achieve. This is how the tagline should be printed with the University logo.

In addition to the University's Tagline, there are several authorized taglines and mottos used by

various University entities, such as Howard University Hospital and on the University Seal.

If you have a question or concern about which tagline should be printed on University collateral, please contact the Office of University Communications at (202) 238-2330.

## Unit Signatures



### John H. Johnson School of Communications



Black



Reverse to White



PMS 2757

In an academic environment, individuality and expressive freedom are paramount goals. We understand that units desire a distinct visual presentation that captures their uniqueness. However, each unit of the University is an important segment of a greater whole. Therefore, in an effort to reclaim a unified image, the Department of Graphics and Printing will create unit signatures for all schools, colleges, departments, divisions, services, centers and other units.

Unit signatures consist of the primary University logo with the unit's name centered beneath the symbol. The purpose of unit signatures is to present a unified,

consistent image for the University, while recognizing the individuality of each unit. They were created for use on internal and external communications pieces specific to each unit.

Each official unit signature is a registered trademark and may not be altered.

If you have a question or concern regarding the printing or use of the unit signature, please contact the Office of University Communications at (202) 238-2330 or the Department of Graphics and Printing at (202) 806-1200.

## Official Wordmark

HOWARD  

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UNIVERSITY

HOWARD  

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UNIVERSITY

Black

HOWARD  

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UNIVERSITY

Reverse to White

HOWARD  

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UNIVERSITY

PMS 2757

### Elements of the Wordmark

**Logotype:** The specially set type style for Howard University should never be altered or replaced with another typeface. The words “Howard” and “University” are separated by a red pinline.

### Official Uses

- Marketing, communications, licensing, positioning, signage, and capital campaign efforts
- For use by all offices, departments, colleges, and schools

## Proper Usage

The Official Wordmark is derived from the Clock Tower logo and is used for the same applications.

The use of the full Clock Tower logo is ideal, but when space or style restricts the use of the full Clock Tower Logo, the Wordmark may be used.

The Official Wordmark is a registered trademark and may not be altered. If you have a question or concern regarding the printing or use of the Official Wordmark, please contact the Office of University Communications at (202) 238-2330 or the Department of Graphics and Printing at (202) 806-1200.

## Official HU



Black



Reverse to White



Black



PMS 2757



Reverse to White



PMS 2757

### Elements of the HU

**Logotype:** The specially set type style for HU and 1867 should never be altered or replaced with another typeface.

### Official Uses

- Marketing, communications, licensing, positioning, capital campaign efforts
- For use by all offices, departments, colleges, and schools

## Proper Usage

The HU logo was developed to brand an informal identity of Howard University. The HU logo is best suited for specialty and apparel items. The HU logo is not suitable for material that requires an official signature for the University. To accommodate different design possibilities, several approved configurations of the HU logo are available. Choose the version that best suits the style of your communications piece.

The HU logo is a registered trademark and may not be altered. If you have a question or concern regarding the printing or use of the HU logo, please contact the Office of Trademark Licensing and Vending at (202) 806-2414 or the Office of University Communications at (202) 238-2330 or the Graphics and Printing Department at (202) 806-1200.

### Secondary Logos And Graphic Identifiers

Prior to Dec. 1, 2003, specific written permission was granted to a limited number of units to create and use a "secondary logo" or graphic identifier. These graphic identifiers have "grandfather" status for continued use. In order to maintain the University's recognizable visual identity, these graphic identifiers are to be considered as design elements only, and always graphically subordinate to Howard University's institutional or unit signatures.

When any approved "secondary logo" or graphic identifier is used, it must appear in conjunction with either the approved Howard University institutional marketing signature or an approved Howard University unit signature. The goal is to ensure that all units of the University are visually linked to the graphic identity of Howard University. For example, if the School of Business identifier is used on a T-shirt, the Howard University institutional signature must appear in a dominant manner. Consider using the institutional signature for the front panel of a brochure with a secondary logo on the back.

The creation of new secondary logos is strongly discouraged. Units must obtain written permission from the Office of University Communications before development of any new secondary logo, as well as final approval of the final design. Permission to develop a secondary logo or graphic identifier will be considered based on the following criteria: The unit can justify its need for external branding for marketing purposes; the unit is officially named for a donor

or benefactor; the program or organization is not a legal entity of Howard University but exists to benefit a program; or the unit is a state or federal program operated by Howard University. Contact the Office of University Communications for established guidelines for the use and development of secondary logos.

University departments currently with approved primary or secondary logos on file with the Office of University Communications are:

- Bison Express
- Department of Intercollegiate Athletics
- Howard University Bookstore
- Howard University Hospital
- Howard University Press
- Howard University Radio
- Howard University Television
- Moorland-Spingarn Research Center
- The Campaign for Howard

If you have a question or concern regarding the printing or use of the secondary logos or graphic identifiers, please contact the Office of University Communications at (202) 238-2330 or the Graphics and Printing Department at (202) 806-1200.

### Logo Reproduction

- For best results in printing or manufacturing, use the vector format of the logo. This is the Illustrator .eps file. This type of file ensures the highest quality in crispness and accuracy, no matter how small or large the logo is reproduced.
- For best results on the Web or Powerpoint, use the raster format of the logo. These are the Photoshop .jpg or .tif files. These types of files are small for faster loading, but do not sacrifice much quality. Make sure you are using Web-safe colors for logos used on the Web and RGB for any logos viewed on-screen.



### Publication Use

- If a communications piece refers to Howard University as a single unit, use of an institutional signature is required.
- When more than one University unit is responsible for a communications piece, the more appropriate institutional signature should be displayed more prominently, with the other logo or graphic identifier used as required.
- The institutional signature or a unit signature is required when a secondary logo is used. See the "Secondary Logos and Graphic Identifiers" section of this manual.
- The institutional signature or unit signatures must be prominently displayed on the front and back covers of all large published materials designed for external audiences, such as magazines, journals, booklets, and other sizeable publications.
- The institutional signature or unit signatures must be prominently displayed on the front page or front panel of smaller communication pieces, such as brochures and newsletters.
- The institutional signature or unit signatures must be prominently displayed on all advertisements, displays, flyers, signage, posters, invitations, postcards, and other communication pieces.

If you have a question or concern regarding the printing or use of the Howard University logo, institutional signature, or unit signatures, please contact the Office of University Communications at (202) 238-2330 or the Graphics and Printing Department at (202) 806-1200.