



Haverford College

GRAPHIC IDENTITY STANDARDS AND GUIDELINES



ICONIC RELEVANCE

Founders Hall is the most recognizable and distinctive building on campus. It has been part of the visual identity for decades and remains a most appropriate iconic symbol for the College. In its new rendition the look of previous versions has been retained, but the detail has been simplified and graphically stylized to be more contemporary and easier to reproduce.

In the spirit of both idealism and pragmatism, a logo using Founders with the college name and a wordmark of the college name alone have been created to serve all of Haverford's graphic identity needs.

WHY WE HAVE GRAPHIC IDENTITY STANDARDS AND GUIDELINES

This Graphic Identity Standards and Guidelines manual establishes rules of usage and scale, specifies colors, and provides application examples for the development of printed and electronic materials. It serves as a guide to communicators for a consistent and effective implementation of the Haverford College graphic identity.

A well-managed graphic identity will help Haverford achieve its larger goal of strengthening the College's reputation and prominence nationally and internationally through standardized usage of these guidelines.

College Communications will oversee the implementation of the graphic identity, and help users at Haverford and those working on behalf of the College to use the graphic identity appropriately and effectively.

For questions or needs that are not addressed in this manual please contact Chris Mills '82, assistant vice president for College Communications, at cmills@haverford.edu or at 610-896-1039.

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LOGO GUIDELINES

This section provides logo and wordmark guidelines for color, size, positioning, balance, and usage on backgrounds and images.



HVERFORD
COLLEGE

Haverford_Logo_PMS.eps

HVERFORD
COLLEGE

Haverford_Wordmark_PMS.eps

HVERFORD

Haverford_Only_PMS.eps

GRAPHIC IDENTITY OVERVIEW

Haverford College's identity system consists of a logo and two wordmarks. Each is available in the preferred color (shown here) and alternate color versions (shown on next page).

The logo is the primary identity for Haverford College and should be used whenever possible, particularly for external communications. The logo's two components, Founders Hall and HVERFORD COLLEGE, are in a fixed configuration, referred to as a lock-up, and should not be changed in any way. HVERFORD COLLEGE has been customized using the font Revival 565. Ligatures have been created by selectively connecting serifs and the kerning has been manually adjusted to achieve an aesthetically pleasing balance between the letters and white space. The logo should never be typeset in Revival 565 or any other font by the user, but used only as provided to preserve these deliberate design features. The preferred colors are black and a dark red, Pantone 201, as shown here.

The preferred color for both wordmarks is a dark red, Pantone 201. The first wordmark, HVERFORD COLLEGE, can be used if the reproduction quality of the logo will be compromised due to complex or inappropriate backgrounds, insufficient space, visual competition or specific reproduction limitations.

The second wordmark, HVERFORD, is appropriate for alumni, in-house communications, and other informal applications when the identity of Haverford College is well known. Generally it should not be used for external communications or in instances when Haverford College cannot be readily differentiated from Haverford School or Haverford, PA.

To ensure the consistency necessary to maintain a recognizable identity, it is important that the Haverford College logo or the wordmark be used in all internal and external communications.



Haverford_Logo_Black.eps



Haverford_Logo_White.eps



Haverford_Wordmark_Black.eps*



Haverford_Wordmark_White.eps*

LOGO COLOR ALTERNATES

Consistent use of the specified colors is an essential element in setting a recognizable tone and look for the identity.

When necessary, one of the alternate color versions of the logo or wordmark may be used to ensure quality reproduction and readability.

In cases when only one color can be used in the logo, it must be black. In rare cases when only one color can be used and black type is not suitable for readability, the version of the logo with black Founders and white type can be used.

Pantone 201 is the preferred single color for the wordmarks. When printing the wordmark in one color is necessary and Pantone 201 is not an option, a black or white version can be used. The choice of which version to use should be determined by readability and best reproduction results.

The logo or wordmark can appear on photographs, providing that necessary criteria such as sufficient contrast and adequate surrounding space are met. Guidelines and examples of appropriate usage on photographs and backgrounds are on pages 5 and 6.

* The same guidelines and considerations apply to Haverford_Only_Black.eps and Haverford_Only_White.eps.

SIZE, BALANCE AND POSITIONING

Although the logo can be used in various sizes, the minimum size is a width of 1.5 inches. The minimum size for the wordmark is a width of one inch.

To ensure its integrity and visibility, and maintain its balance and wholeness, the logo should be clear of competing type or images with sufficient clear space on all sides. That clear space must be at least equal in size to the height of Founders Hall and HAVERFORD.

The logo cannot bleed off of any edge or appear so close to an edge that it does not have this sufficient clear space.



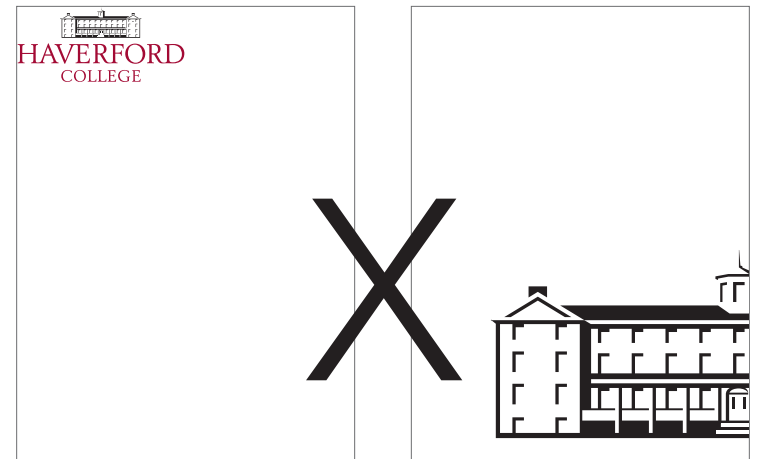
Minimum width is 1.5"



Minimum width is 1"



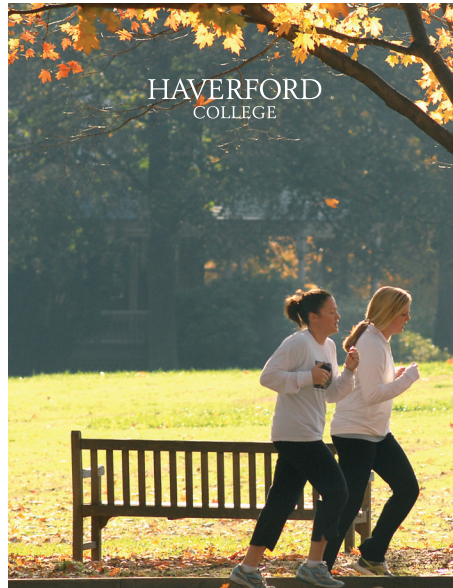
The clear space on all sides of the logo must be at least equal in size to the height of Founders Hall and HAVERFORD, as shown.



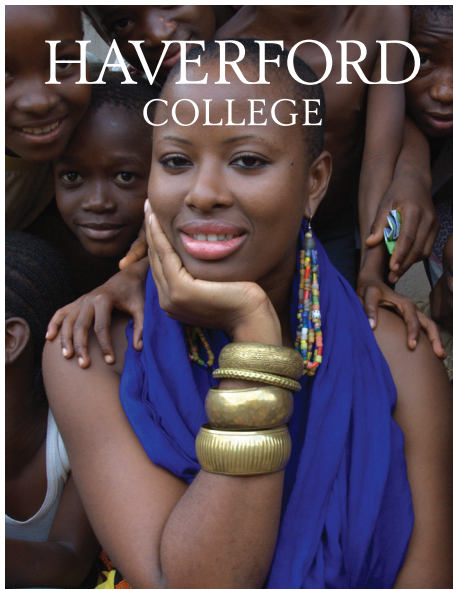
The logo cannot bleed or lack sufficient clearspace on any side.



Photo is too detailed and color hurts logo's readability. Logo is disproportionately large.



In some instances the wordmark is a better choice for readability and aesthetic appeal.



Wordmark can be used large.

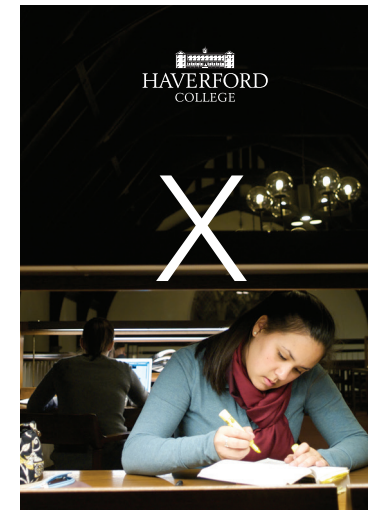


Logo can be placed where readability is best.

SIZE, BALANCE, AND POSITIONING

The logo should not be used on photos that are too detailed or on colors that make it hard to read. The logo should not be used disproportionately large in an effort to aid readability. In some instances the wordmark will be a better choice to aid readability, minimize competition between visual elements, and maintain a tasteful, aesthetically appealing balance.

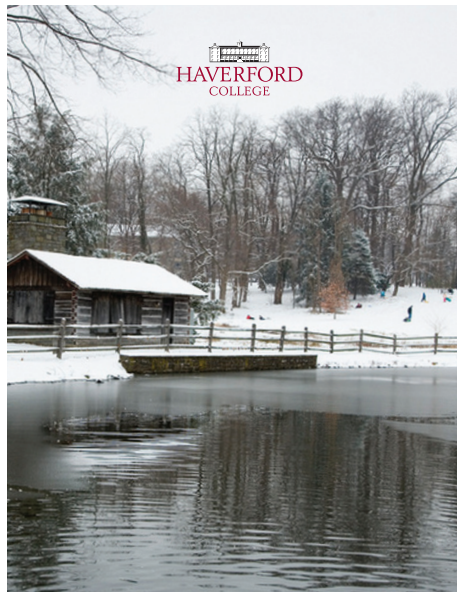
When using a logo on a photograph there must be sufficient contrast for the logo to reproduce clearly and cleanly. The logo cannot be placed on photographs that lack a sufficient clear area or are too complicated. Additionally the logo or wordmark cannot be placed so close to the edge that they lack sufficient clear space.



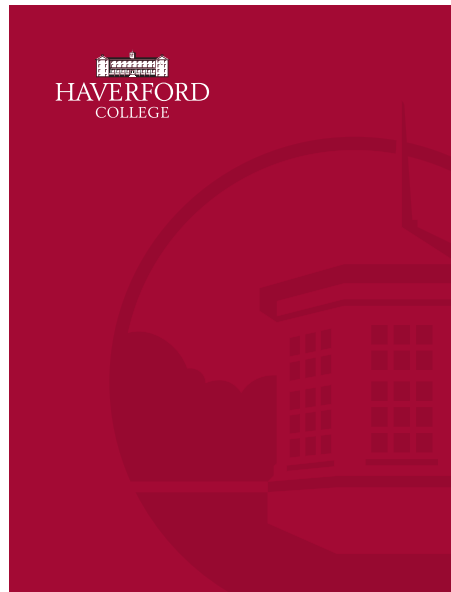
Edges of Founders disappear against black or a very dark background.



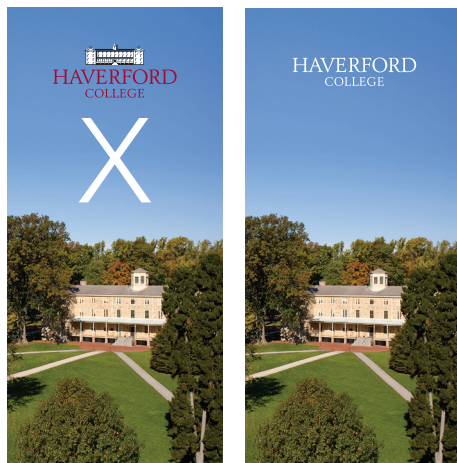
Wordmark is too cramped and too close to the edges.



Use the preferred color version of the logo whenever possible.



Use the white type version of the logo on color backgrounds when necessary for readability.



The wordmark can be used rather than the logo when Founders Hall in the logo will be in visual competition with a photograph of Founders Hall. It should be used in areas that are not too detailed and on colors that make it easy to read.



Use the wordmark in a clear space or create a clear space for it so it does not interfere or compete with illustrations or other backgrounds.

SIZE, BALANCE, AND POSITIONING

Whenever possible the logo or wordmark should be used on the front cover of publications. If readability is too difficult due to complex backgrounds or insufficient contrast, and adding clear space (as shown below) is not an option, the logo or wordmark should be used on the back cover.

All publications need to be branded with one of the official marks.



Use the logo in a clear space away from competing, complex colors and backgrounds.



Founders Hall should not be used without the type.



Founders Hall and the type should not be used in a different configuration.

MAINTAINING INTEGRITY OF THE LOGO

Founders Hall and HAVERFORD COLLEGE are in a fixed relationship and should never be separated from each other or changed in any way, and the type cannot be set in a different font.

The logo and wordmark must always be used in their correct proportions, not stretched vertically or horizontally.

They should not be positioned at an angle. Embellishments, such as shadows, tints, or gradients should not be added, and only the specified colors should be used.



The proportions should not be changed.



The fonts should not be changed.



The logo should not be stretched vertically.



The logo and wordmark should not be angled.



Colors should be used as specified in the provided files.



Colors should be used as specified in the provided files.



The logo should not be stretched horizontally.



Shadows or outlines should not be added.



Colors should be used as specified in the provided files.



Tints should not be used.



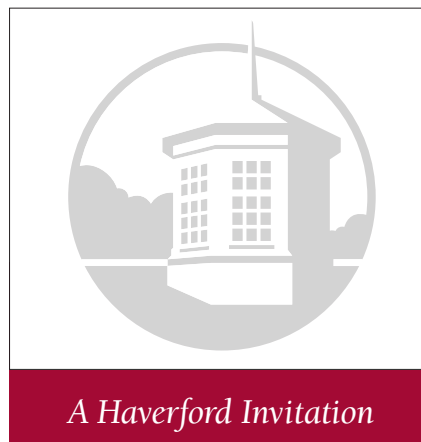
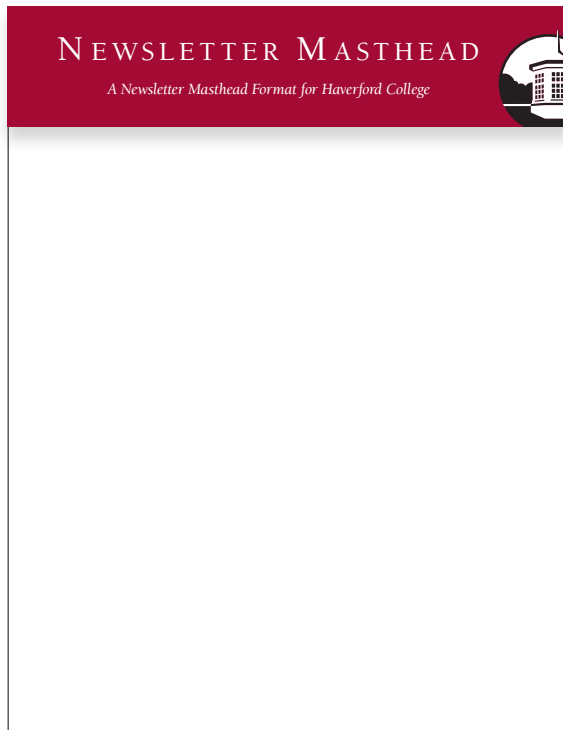
Haverford_Cupola_Black.eps



ADDITIONAL VISUAL OPTIONS

In cases when there is a desire or need for a visual element and none exists, the cupola can be used. It should be considered as an illustrative or decorative element and not a replacement for the logo or wordmark. If used small, it should not be combined with the wordmark in such a way that it appears to be the college logo.

Generally it will be most effective when used large, and/or in a pale tint. It is permissible to bleed the cupola off the edge.





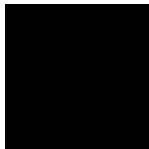
COLOR PALETTE

In addition to the preferred logo and wordmark core colors of black and a dark red, Pantone 201, an extended palette of colors is available. These additional colors are derived from Founders Hall and the natural surroundings of the Haverford campus. Use of this recommended color palette will help unify Haverford's visual identity.

For the website color palette, please see page 38.



Haverford Red
Pantone: 201
CMYK: 7/100/65/32
RGB: 152/30/50



Squirrel Black
Pantone: Black
CMYK: 40/40/40/100
RGB: 0/0/0



Magill Grey
Pantone: 70% Black
OR Cool Grey 9
CMYK: 29/23/16/51
RGB: 116/118/120



Granite Grey
Pantone: 40% Black
OR Cool Grey 6
CMYK: 18/11/8/23
RGB: 173/175/175



Stone Beige
Pantone: 467
CMYK: 3/12/34/10
RGB: 210/194/149



Tree Bark Tan
Pantone: 465
CMYK: 7/27/55/22
RGB: 179/153/93



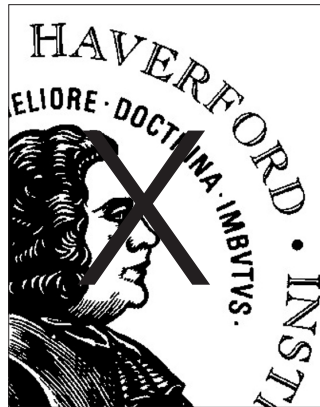
Founders Green
Pantone: 5625
CMYK: 41/13/34/39
RGB: 113/134/116



Duck Pond Blue
Pantone: 646
CMYK: 73/30/3/10
RGB: 84/130/171



HC_seal_jpg



THE COLLEGE SEAL

The seal is reserved for diplomas, certificates, and other documents and items as determined by College Communications. **It should not be considered a replacement for the logo or wordmark.**

It must be used in its entirety and should never be cropped. Elements of the seal should not be extracted or used separately. No lines, words, or artwork should overlap or intersect the seal. The seal's design should not be modified or altered in any way.

The seal color should always be black.

When reproducing the seal, use only the supplied official tif or jpg files. Only use the seal for approved purposes.

VISUAL SYSTEM GUIDELINES

This section provides guidelines for typography, image style, and recommended paper choices.

Georgia

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

1 2 3 4 5 6 7 8 9 10

TYPOGRAPHY: EVERYDAY USAGE SERIF FONT

Georgia is the preferred **serif font** for general, everyday use. It is a readily-available system font for both Macs and PCs. It should be used in PowerPoint and Keynote presentations and letters and fax cover sheets.

Serif fonts are generally perceived as timeless, less casual, and more appropriate for traditional or formal use than sans serifs. Conventionally they are considered easier to read when copy is lengthy, such as in magazines or newsletters.

Specifically, Georgia should be used in PowerPoint and Keynote presentations, letters and fax cover sheets.

Georgia is available in regular and italic in two weights.

Georgia Regular

One of America's leading liberal arts colleges

Georgia Regular Italic

One of America's leading liberal arts colleges

Georgia Bold

One of America's leading liberal arts colleges

Georgia Bold Italic

One of America's leading liberal arts colleges

Verdana

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

1 2 3 4 5 6 7 8 9 10

TYPOGRAPHY: EVERYDAY USAGE SANS SERIF FONT

Verdana is the preferred **sans serif font** for general, everyday use. It is a readily-available system font for both Macs and PCs.

Sans serif fonts are generally perceived as contemporary and clean. Their simplicity makes them easier to read in small sizes and on computer screens than serif fonts.

Specifically, Verdana should be used in name tags, email signatures, signage and small text in PowerPoint and Keynote presentations.

Verdana is available in regular and italic in two weights.

Verdana Regular

One of America's leading liberal arts colleges

Verdana Regular Italic

One of America's leading liberal arts colleges

Verdana Bold

One of America's leading liberal arts colleges

Verdana Bold Italic

One of America's leading liberal arts colleges

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

1 2 3 4 5 6 7 8 9 10

TYPOGRAPHY: CUSTOM FONT

In both the logo and wordmark HAVERFORD COLLEGE is set in a customized version of Revival 565.

Revival 565 is the Bitstream version of Berling, created by Karl-Erik Forsberg for the Swedish Berling foundry in 1951. It has the characteristic features of old style romans with its small x-height and ascenders that exceed the height of the capital letters. Appropriately classic without looking old fashioned, it has a timelessness that will serve Haverford well for years to come.

Revival 565 should not be considered an everyday typeface to be used with regularity. It is the font used in Haverford College stationery. It can also be used in special circumstances, when approved by College Communications.

The HAVERFORD COLLEGE wordmark should never be typeset in Revival 565 or any other font by the user, but used only as provided to preserve its customized design features.

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

1 2 3 4 5 6 7 8 9 10

TYPOGRAPHY: SERIF FONT FOR PUBLICATION DESIGN PROJECTS

The serif font, Berkeley, created by Frederic W. Goudy in 1938 is similar to, but distinctive from Revival 565, used in the College logo and wordmark. **Berkeley is the preferred serif font to be used in publication design projects when a serif font is most appropriate for the message and intended audience.**

Berkeley is available in regular and italic in a variety of weights.

Berkeley Oldstyle Book

One of America's leading liberal arts colleges

Berkeley Oldstyle Book Italic

One of America's leading liberal arts colleges

Berkeley Oldstyle Medium

One of America's leading liberal arts colleges

Berkeley Oldstyle Medium Italic

One of America's leading liberal arts colleges

Berkeley Oldstyle Bold

One of America's leading liberal arts colleges

Berkeley Oldstyle Bold Italic

One of America's leading liberal arts colleges

Berkeley Oldstyle Black

One of America's leading liberal arts colleges

Berkeley Oldstyle Black Italic

One of America's leading liberal arts colleges

Avenir

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

1 2 3 4 5 6 7 8 9 10

TYPOGRAPHY: SANS SERIF FONT FOR PUBLICATION DESIGN PROJECTS

Avenir, a sans serif typeface designed by Adrian Frutiger in 1988, means “future” in French. **Avenir is the preferred sans serif font to be used in publication design projects when a sans serif font is most appropriate to the medium, message, and intended audience.**

Avenir is available in regular and italic in a variety of weights.

Avenir Light

One of America’s leading liberal arts colleges

Avenir Light Italic

One of America’s leading liberal arts colleges

*Avenir Book **

One of America’s leading liberal arts colleges

Avenir Roman

One of America’s leading liberal arts colleges

Avenir Roman Italic

One of America’s leading liberal arts colleges

*Avenir Medium **

One of America’s leading liberal arts colleges

*Avenir Heavy **

One of America’s leading liberal arts colleges

*Avenir Black **

One of America’s leading liberal arts colleges

* Italics available in all weights.

Lato

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

1 2 3 4 5 6 7 8 9 10

TYPOGRAPHY: SANS SERIF FONT FOR THE WEBSITE

Lato is the preferred **sans serif font** to be used on the College website. It is a free font that can be downloaded for use on both Macs and PCs. In special cases, approved by College Communications, Lato can be used when Avenir, the preferred sans serif font, is not an option.

Lato is available in regular and italic in a variety of weights.

Lato Light

One of America's leading liberal arts colleges

Lato Light Italic

One of America's leading liberal arts colleges

Lato Regular

One of America's leading liberal arts colleges

Lato Regular Italic

One of America's leading liberal arts colleges

Lato Bold

One of America's leading liberal arts colleges

Lato Bold Italic

One of America's leading liberal arts colleges

Lato Black

One of America's leading liberal arts colleges

Lato Black Italic

One of America's leading liberal arts colleges

* Italics available in all weights.

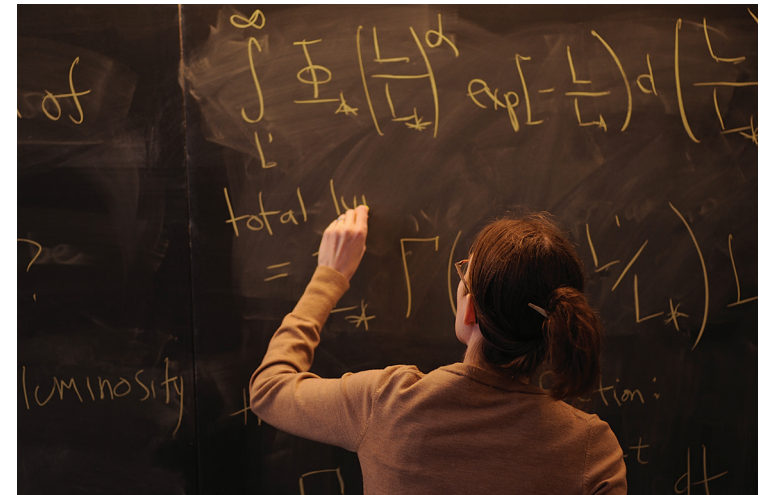
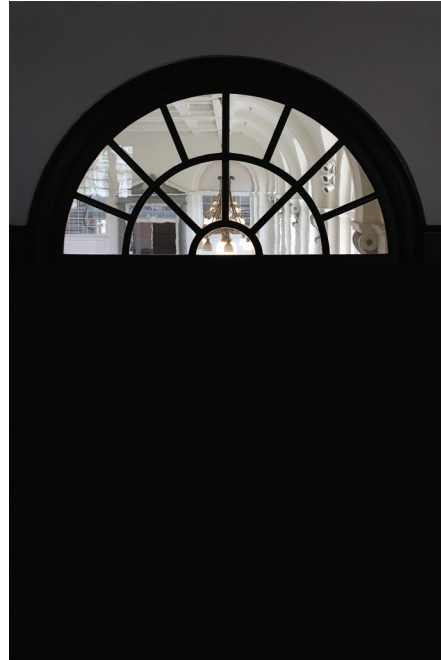


IMAGE STYLE

Photographs should be conceptual and/or journalistic in style. They should be people-oriented and not appear to be staged, posed, or clichéd. Dynamic cropping, varied angles, natural looking lighting, and a spontaneous feel are the objectives.

The photographs should be captivating, authentic, and appropriate for the intended audience. They should always be at the highest quality possible to best represent the College's prestige. Cameras should be set at the largest file size and photographs should be exported at the highest resolution possible. For print production, photographs should be 8.5" x 11" or larger at 300 dpi.

Design should allow for the use of large photographs whenever possible, rather than several small ones.



RECOMMENDED PAPER

Generally, uncoated papers are most appropriate in look and feel for Haverford. Some specific uncoated recommendations for both digital and offset printing include:

Finch Fine

Cougar

Mohawk Navajo

Mohawk Superfine

Mohawk Everyday Digital

Neenah Classic Crest

Some specific coated recommendations include:

McCoy Silk

Chorus Art Silk

Explorer

XPRI Matte

Haverford's stationery stock is Strathmore Ultimate White Wove.

When possible, Forest Stewardship Council (FSC) certified papers should be used.

APPLICATION EXAMPLES

This section provides guidelines and examples of:
Stationery, Forms, and Name Tags
PowerPoint Template
Signage and Banners
Vehicles with Visual Identity
Email Signatures
Website and Social Media

STATIONERY: GENERAL LETTERHEAD


Stationery orders are handled by Purchasing (610-896-1032).

Format: 8.5" x 11"

Typography: Body of letter typeset in Georgia 11 or 12 pt.

Paper Stock: Strathmore Ultimate White Wove 24lb.

2"


Haverford
COLLEGE

May 1, 2014

Madison Stone
Jackson Enterprises, Inc.
2400 Maryland Avenue
Baltimore, MD 21218

Dear Madison,

El ing eugait nisi. Pute voluptat venissi. Patuercip et nonsequis numsan ut eu feugiate facil ullan ve-
raessim ex eliquat. Dio od deliquatin ut amet, sit nullan hendre faci blaor sum vulput lute tat alis alisl
dolorem am enibh eril irit alis eros del ulla aliquamet ut et, volum qui bla faccum andipsum augait
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alissim zrril ulputpat. La facipisim nos digna corem irit in utat, quat alis elit inis alis nulput ad mod
mod ea conum vulla adio delit wisit nibh esequis at, quate doloreet adio diam ero core modo et lorem
veros nulla acip ent iure dolobore molore eum dolore ex etum quisl enim ip eugait diametu ercilla
oreet, quisi tin ullan ut utet, vel ullan dipis nos dit la autat lut lamet, voluptat.

Sincerely,

Dorothy Jones

370 Lancaster Avenue • Haverford, PA 19041 • 610-896-1021 • fax 610-896-4202 • www.haverford.edu

1.13" ← → 1.13"

1"




STATIONERY: MONARCH LETTERHEAD

Stationery orders are handled by Purchasing (610-896-1032).

Format: 7.25" x 10.5"

Typography: Body of letter typeset in Georgia 11 or 12 pt.

Paper Stock: Strathmore Ultimate White Wove 24lb.


Haverford
College
 CENTER FOR CAREER AND
 PROFESSIONAL ADVISING

May 1, 2014

Madison Stone
 Jackson Enterprises, Inc.
 2400 Maryland Avenue
 Baltimore, MD 21218

Dear Madison,

El ing eugait nisi. Pute voluptat venissi. Patuercip et nonsequis numsan ut eu feugiate facil ullan ve-
 raessim ex eliquat. Dio od deliquatin ut amet, sit nullan hendre faci blaor sum vulput lute tat alis alisi
 dolorem am enibh eril irit alis eros del ulla aliquamet ut et, volum qui bla faccum andipsum augait
 la augait dolor adionsequat. Illam, quat nim quisit do do eniat ing ercidui psumsan henim dolore
 conum nulput iriliscidunt pratumm odigniam aliquisi.

Onsequis am quat, quat. Ut lobor sequame onsequam, velenia mconsenim num inci eliquat ulpute
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Raessi. Vullam quismolorero commy niscidunt diam, quat accum quam quis nostrud ea am ent ip-
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 alissim zrril ulputpat. La facipisim nos digna corem irit in utat, quat alis elit inis alis nulput ad mod
 mod ea conum vulla adio delit wisit nibh esequis at, quate doloreet adio diam ero core modo et lorem
 veros nulla acip ent iure dolobore molore eum dolore ex etum quisl enim ip eugait diametu ercilla
 oreet, quisi tin ullan ut utet, vel ullan dipis nos dit la autat lut lamet, voluptat.

Sincerely,

Dorothy Jones

370 Lancaster Avenue • Haverford, PA 19041 • 610-896-1181 • fax 610-896-4230 • www.haverford.edu

STATIONERY: DEPARTMENT-SPECIFIC LETTERHEAD

Stationery orders are handled by Purchasing (610-896-1032).

Format: 8.5" x 11"

Typography: Body of letter typeset in Georgia 11 or 12 pt.

Paper Stock: Strathmore Ultimate White Wove 24lb.

1.75"

HAVERFORD
COLLEGE

CENTER FOR CAREER AND PROFESSIONAL ADVISING

May 1, 2014

Madison Stone
Jackson Enterprises, Inc.
2400 Maryland Avenue
Baltimore, MD 21218

Dear Madison,

El ing eugait nisi. Pute voluptat venissi. Patuercip et nonsequis numsan ut eu feugiate facil ullan veraessim ex eliquat. Dio od deliquatin ut amet, sit nullan hendre faci blaor sum vulput lute tat alis alisl dolorem am enibh eril irit alis eros del ulla aliquamet ut et, volum qui bla faccum andipsum augait la augait dolor adionsequat. Illam, quat nim quisit do do eniat ing ercidui psumsan henim dolore conum nulput iriliscidunt pratumm odigniam aliquisi.

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Iduipis ismolore vel il in utem exeros nostrud mod dit volor ipit velenisi tat ut adit lor sum qui tat laoreraesto essim do conullutate dunt aliquis alit, sit ing euis doloreet lum irit wis ad esectet endiam, sequi blam ing eum ver sum am vendignisim zrrilisi.

Sincerely,

Dorothy Jones

370 Lancaster Avenue • Haverford, PA 19041 • 610-896-1181 • fax 610-896-4230 • www.haverford.edu

.75"

.75"

.75"

STATIONERY: DEPARTMENT-SPECIFIC MONARCH LETTERHEAD

Stationery orders are handled by Purchasing (610-896-1032).

Format: 7.25" x 10.5"

Typography: Body of letter typeset in Georgia 11 or 12 pt.

Paper Stock: Strathmore Ultimate White Wove 24lb.

STATIONERY: GENERAL ENVELOPES

Stationery orders are handled by Purchasing (610-896-1032).

Format: Number 10 size

Typography: Name and address typeset in Georgia 11 or 12 pt.

Paper Stock: Strathmore Ultimate White Wove 24lb.

HAVERFORD
COLLEGE

370 Lancaster Avenue
Haverford, PA 19041

Madison Stone
Jackson Enterprises, Inc.
2400 Maryland Avenue
Baltimore, MD 21218

STATIONERY: MONARCH ENVELOPES

Stationery orders are handled by Purchasing (610-896-1032).

Format: Monarch size (3.875" x 7.5")

Typography: Name and address typeset in Georgia 11 or 12 pt.

Paper Stock: Strathmore Ultimate White Wove 24lb.

Haverford
COLLEGE

370 Lancaster Avenue
Haverford, PA 19041

Madison Stone
Jackson Enterprises, Inc.
2400 Maryland Avenue
Baltimore, MD 21218

STATIONERY: DEPARTMENT-SPECIFIC ENVELOPES

Stationery orders are handled by Purchasing (610-896-1032).

Format: Number 10 size

Typography: Name and address typeset in Georgia 11 or 12 pt.

Paper Stock: Strathmore Ultimate White Wove 24lb.

HAVERFORD
COLLEGE

CENTER FOR CAREER AND
PROFESSIONAL ADVISING

370 Lancaster Avenue
Haverford, PA 19041

Madison Stone
Jackson Enterprises, Inc.
2400 Maryland Avenue
Baltimore, MD 21218

STATIONERY: DEPARTMENT-SPECIFIC MONARCH ENVELOPES

Stationery orders are handled by Purchasing (610-896-1032).

Format: Monarch size (3.875" x 7.5")

Typography: Name and address typeset in Georgia 11 or 12 pt.

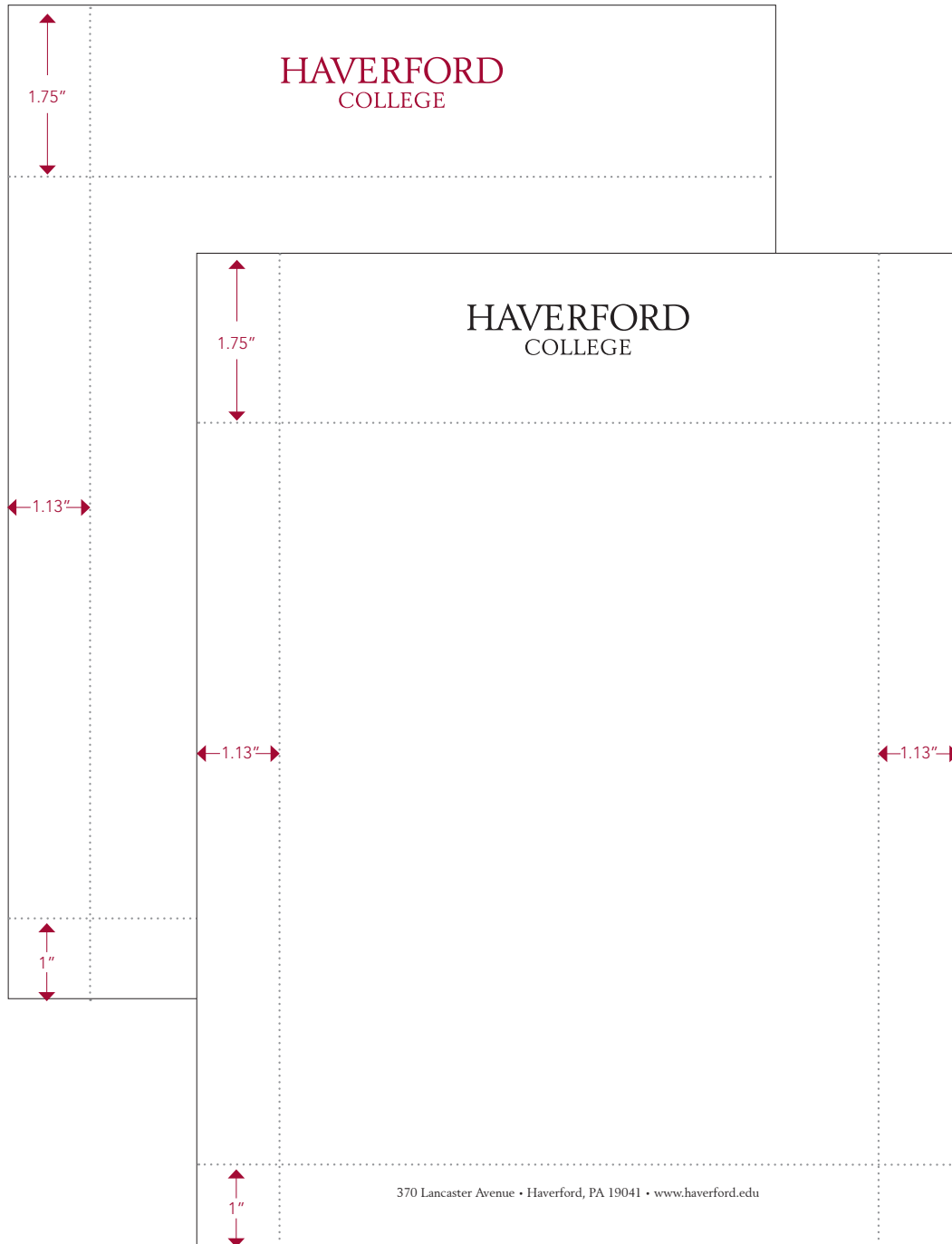
Paper Stock: Strathmore Ultimate White Wove 24lb.

HAVERFORD
COLLEGE

CENTER FOR CAREER AND
PROFESSIONAL ADVISING


370 Lancaster Avenue
Haverford, PA 19041

Madison Stone
Jackson Enterprises, Inc.
2400 Maryland Avenue
Baltimore, MD 21218



MICROSOFT WORD COLOR AND BLACK LETTERHEAD TEMPLATES

Microsoft Word letterhead template files, available in color and in black, should be used for Word documents created and printed in color or black and white, in-house. These templates can be downloaded at haverford.edu/logo.


Haverford
COLLEGE

Date:
To:
From:
Subject:
Number of pages:

370 Lancaster Avenue • Haverford, PA 19041 • 610-896-1021 • fax 610-896-4202 • www.haverford.edu

FAX COVER SHEET TEMPLATE

A Microsoft Word template should be used as a cover sheet for faxing and can be downloaded at haverford.edu/logo.



**Haverford
College**

Chris Mills '82
Assistant Vice President for College Communications


370 Lancaster Avenue • Haverford, PA 19041
610-896-1039 (desk) • 215-313-6839 (cell)
cmills@haverford.edu • www.haverford.edu

STATIONERY: GENERAL BUSINESS CARDS

Stationery orders are handled by Purchasing (610-896-1032).

Comprehensive guidelines and templates for business cards are available through College Communications. The guidelines specify the exact handling of one, two, and three line titles, as well as the handling of individualized address, phone, fax, and website information.

Paper Stock: Strathmore Ultimate White Wove 88lb.



**Haverford
College**

Rufus Jones, CAIA
Investment Analyst

370 Lancaster Avenue • Haverford, PA 19041
610-896-0000 • fax 610-896-0000
rufusj@haverford.edu • www.haverford.edu



**Haverford
College**

Rufus Jones
Assistant Dean / Director of Career Services
Center for Career and Professional Advising


370 Lancaster Avenue • Haverford, PA 19041
610-896-0000 • fax 610-896-0000
rufusj@haverford.edu • www.haverford.edu



**Haverford
College**

Rufus Jones
Elizabeth Ufford Green Professor of Natural Sciences,
Professor of Biology, Executive Director,
Marian E. Koshland Integrated Natural Sciences Center

370 Lancaster Avenue • Haverford, PA 19041
610-896-0000 • fax 610-896-0000
rufusj@haverford.edu • www.haverford.edu



**Haverford
College**

Rufus Jones
Peoplesoft Application Lead
Instructional and Information Technology Services
Enterprise Systems

370 Lancaster Avenue • Haverford, PA 19041
610-896-0000 • rufusj@haverford.edu



**Haverford
College**

Rufus Jones
Class of 2014
B.A. Candidate
Sociology and Religion

370 Lancaster Avenue • Haverford, PA 19041
610-896-0000 • rufusj@haverford.edu

NAME TAGS



Avery 5095

Avery 5095 (red border) labels have rounded corners, adhesive backs and are 3 3/8" x 2 1/3."

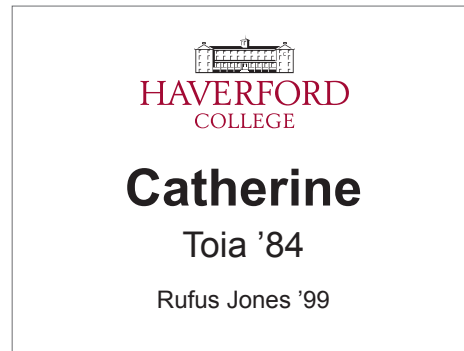
Avery 5392 are 4" x 3" inserts to be used horizontally.

First names should be set in 28 pt. Verdana Bold and last names should be set in 20 pt. Verdana Regular. On the Avery 5392 labels the spouse name should be set in 14 pt. Verdana Regular. All type should be centered.

Templates can be downloaded at haverford.edu/logo.



Avery 5392



Avery 5392



Title of Presentation

Subtitle

1

POWERPOINT TEMPLATE

A PowerPoint template with basic slides using the logo and recommended fonts and colors is available through College Communications. The font Georgia is for titles and subheads and Verdana is for smaller text.

Slide Title

- Tat eum niamet lutatinim nos el erate vent nos dolo my num dunt praessequat. Ut ipis ex et
- Praesectem vel iure dipit dolorero od tatinis erosto od euguer alis delit ea feuisidunt illan ex endreetum ex
- Euisseq uamcorp erosto dolore eugiatin henim nulla faccum vel essi er outpat in hent ing ero dit alis adiat
- Aute velis dolendit aliquis nosto esed, euguer aci ex

5

Chart Title



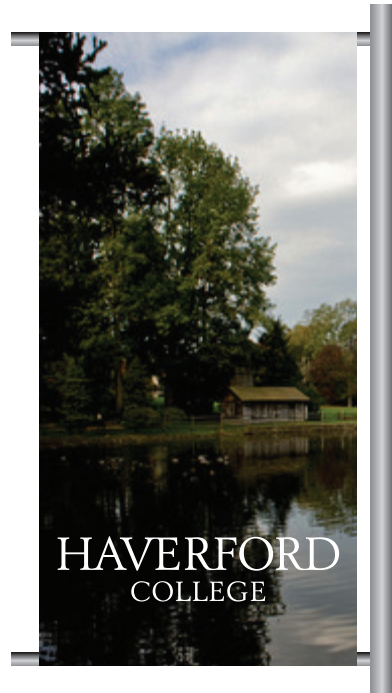
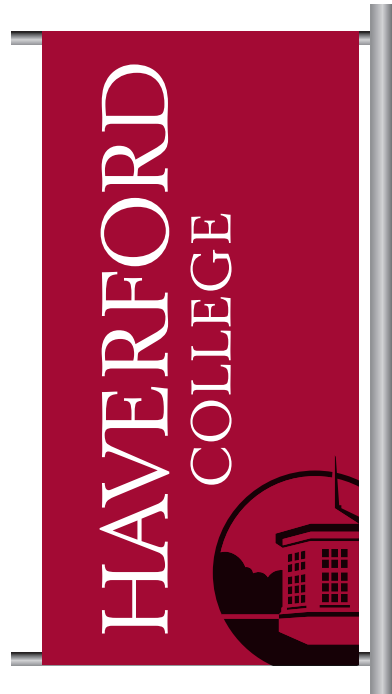
7



SIGNAGE

New signage should use the white wordmark on a Haverford Red background. Templates have been created and requests for signage are handled by Facilities Management in conjunction with College Communications.





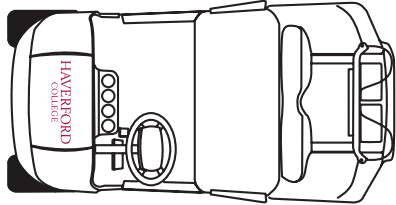
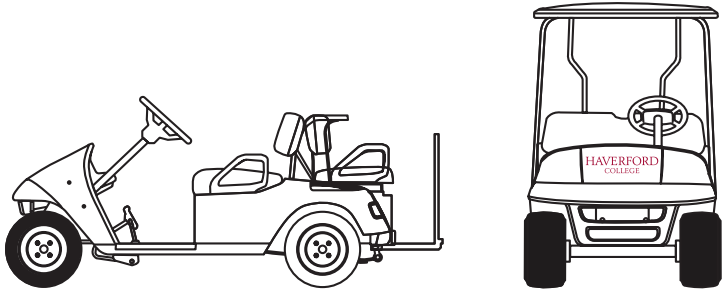
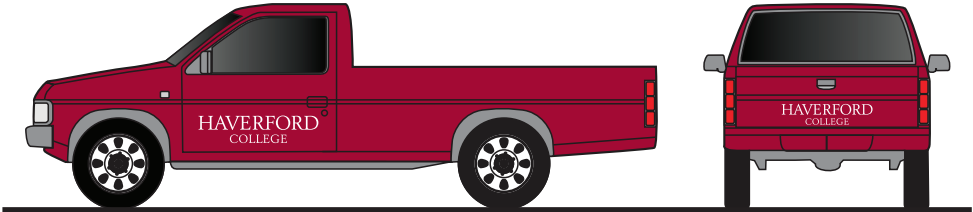
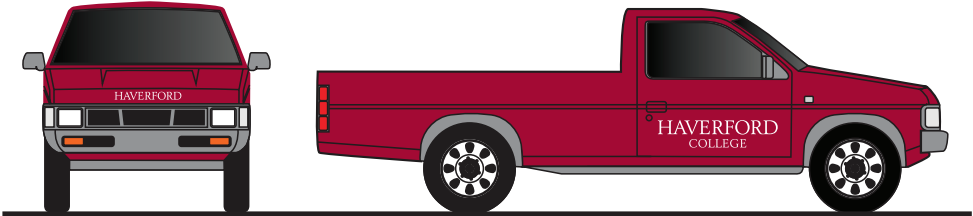
BANNERS

College banners use the wordmark, rather than the logo, primarily because of their extreme vertical shape. Several designs have been created using the cupola and the College colors. Requests for banners are handled by College Communications.

VEHICLES WITH VISUAL IDENTITY

The College's vehicles can have decals of the Haverford wordmark applied to them, as shown here.

Light colored vehicles should use red when possible, otherwise black. Dark colored vehicles should use white.



Name Goes Here

Assistant Vice President for College Communications
Haverford College
370 Lancaster Avenue • Haverford, PA 19041
(610) 896-0000 desk • (610) 555-0000 cell • (610) 896-0000 fax

Name Goes Here

William R. Kenan Professor of Classics
and Comparative Literature
Executive Director, The John B. Hurford '60 Center
for the Arts and Humanities

Haverford College
370 Lancaster Avenue • Haverford, PA 19041
(610) 896-0000 desk • (610) 896-0000 fax

Name Goes Here

Programmer / Analyst
Instructional and Information Technology Services
Enterprise Systems

Haverford College
370 Lancaster Avenue • Haverford, PA 19041
(610) 896-0000 desk • (610) 896-0000 cell

Name Goes Here

Associate Director for Employer and Institutional Partnerships
Center for Career and Professional Advising
Haverford College
370 Lancaster Avenue • Haverford, PA 19041
(610) 896-0000 desk • (610) 896-0000 fax

EMAIL SIGNATURES

A Google document with a variety of email signature formats, as shown at left, is available for copying and pasting (hav.to/emailsig).

Name, title, college, address, phone, and fax numbers should be set in Verdana in the “normal” size in Gmail’s settings (“General>Signature”). To position them flush left, use “Align Left” in Gmail’s “Align” options.

Names should be set in Verdana Bold in the black text color. Everything else should be set in Verdana in a dark grey.

Lengthy titles that are several letters longer than the address line should be split at logical points into two or more lines, as shown at left.

If titles are longer than two lines, a hard return can be used to add visual separation between the last line of the title and “Haverford College.”

Bullets (used as separators in the address and numbers) can be created by using the “option” and number “8” keys on a Mac. On a PC “Numlock” should be on. Then by holding down the “alt” key and using the numbers “0149” on the numerical keyboard, a bullet can be created. Add a space on either side of the bullet to visually separate it.

The font selection, font size, or colors **should not be changed**. Images (including logos, wordmarks or photos) or copy (e.g. inspirational quotes) **should not be added**.



HEX #800000



HEX #8B0000



HEX #C60F13



HEX #1E728C



HEX #2BA6CB



HEX #CDEBF4



HEX #5DA423



HEX #FFCF48



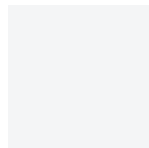
HEX #000000



HEX #666666



HEX #CCCCCC



HEX #F2F2F2

WEBSITE

The Web Communications team of College Communications oversees the Haverford College website. The haverford.edu template serves to deliver a cohesive look and feel for official Haverford College websites and provides a quality experience to users no matter how large (or small) their display.

Web Color Palette

A distinct difference can exist between color examples as they appear on computer screens and printed materials. The color palette at left is approved for use on official haverford.edu websites.

Logo Usage

The HAVERFORD COLLEGE wordmark (white on Haverford Red) appears in the upper left corner of the header area on official Haverford College websites, and always links back to the haverford.edu homepage.

Typography / Font

Lato is the preferred sans serif font for the College website. It is free and can be downloaded for use on both Macs and PCs.

Iconography

Icons are to be exclusively incorporated into sites using Font Awesome, a scalable vector based iconic font. The scalable nature of vector graphics ensures icons display correctly on small screens, as well as on larger or retina display devices. (fontawesome.github.io/Font-Awesome/)

Please contact webmaster@haverford.edu with any questions or concerns.

SOCIAL MEDIA

Profile Name

The profile name should make it clear to users that it represents a specific department or program associated with Haverford. For example, a Twitter “handle” for the Chemistry Department might be @HaverfordChemistry.

Names that are identical or too similar to other Haverford College departments and programs should not be used. Because profile names cannot be changed in some instances, please check with College Communications to ensure that other departments or programs aren’t using something similar.

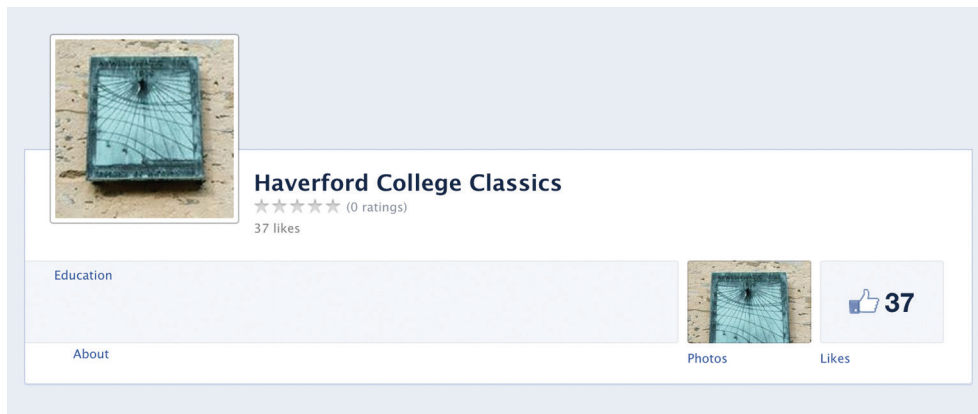
Profile Graphics

The College logo and wordmark cannot be used since they do not lend themselves to small, low-resolution reproduction.

In an effort to discourage competing identities and to help with the graphic challenge of creating appropriate solutions, College Communications would like to work with each department or program on a case-by-case basis to develop social media graphics that highlight the department or program’s unique identity. That graphic identity can be used consistently throughout Facebook, Twitter, and LinkedIn, which users will appreciate.

The Rules of Graphics Usage

- Social media graphics should only be used in social media outlets and not elsewhere in lieu of the official Haverford College logo or wordmark.
- Social media icons should not be manipulated, appended, or integrated into or combined with any other image, photo or text.



Facebook example



Twitter example

SOCIAL MEDIA



Official College Social Media Platforms

The black and white cupola is **reserved for use only on the official College social media platforms**. To avoid confusion it should not be used in other social media profiles.

Facebook Cover Photo

The use of campus photos that are relevant to departments or programs (i.e. a photo of the KINSC for the Chemistry Department Facebook page), or group photos of department or program members is encouraged. Since others outside the Haverford College community can see these pages, the imagery should enhance their understanding of a department or program and reflect positively on the College. College Communications has created a selection of pre-formatted cover photos and can also format specific photos for cover usage. Please contact Rebecca Raber (rraber@haverford.edu) for assistance.

Account Information

When creating a social media account, please email College Communications (webmaster@haverford.edu) with the account username and password. College Communications has no plans to moderate pages, but would like to keep a central list of account access information in the event that an account administrator leaves the College or an account is hacked.



Facebook cover photo



sample Facebook or Twitter images

FILE NAMING CONVENTIONS

This section provides the naming convention and appropriate usage for EPS and JPG Files.



Haverford_Logo

EPS Files

Haverford_Logo_PMS.eps
Haverford_Logo_Black.eps
Haverford_Logo_White.eps
Haverford_Logo_CMYK.eps

Haverford_Logo_CMYK_Rich_Black.eps

Use eps files in all instances unless a jpg is required.
Black and PMS 201 (Primary, preferred)
Black (For one-color usage when PMS is not an option)
Black logo and white type (For one-color usage when black type is not an option)
Black and four-color screen build of PMS 201
(For digital or offset four-color printing when PMS is not an option)
Four-color screen build of black and four-color screen build of PMS 201
(For selective usage when Founders is used large and a rich black is advisable)

JPG Files

Haverford_Logo_72_dpi.jpg
Haverford_Logo_300_dpi.jpg

Use only if required. Available in two resolutions: 72 dpi and 300 dpi
RGB color (Cannot be used larger than 100% size)
RGB color (Cannot be used larger than 100% size)



Haverford_Wordmark

EPS Files

Haverford_Wordmark_PMS.eps
Haverford_Wordmark_Black.eps
Haverford_Wordmark_White.eps
Haverford_Wordmark_CMYK.eps

JPG Files

Haverford_Wordmark_72_dpi.jpg
Haverford_Wordmark_300_dpi.jpg

Use eps files in all instances unless a jpg is required.
PMS 201 (Primary, preferred)
Black (For one-color usage when PMS is not an option)
White (When reverse is needed)
Four-color screen build of PMS 201
(For digital or offset four-color printing when PMS is not an option)

Use only if required. Available in two resolutions: 72 dpi and 300 dpi
RGB color (Cannot be used larger than 100% size)
RGB color (Cannot be used larger than 100% size)



Haverford_Only

EPS Files

Haverford_Only_PMS.eps
Haverford_Only_Black.eps
Haverford_Only_White.eps
Haverford_Only_CMYK.eps

JPG Files

Haverford_Only_72_dpi.jpg
Haverford_Only_300_dpi.jpg

Use eps files in all instances unless a jpg is required.
PMS 201 (Primary, preferred)
Black (For one-color usage when PMS is not an option)
White (When reverse is needed)
Four-color screen build of PMS 201
(For digital or offset four-color printing when PMS is not an option)

Use only if required. Available in two resolutions: 72 dpi and 300 dpi
RGB color (Cannot be used larger than 100% size)
RGB color (Cannot be used larger than 100% size)

FILE NAMING CONVENTIONS

The official logo and wordmark files are available through College Communications or online at haverford.edu/logo. File names and usage descriptions are listed here. Use eps files in all instances unless a jpg is required. The PMS 201 versions of the logo and both wordmarks are preferred.

For further assistance with choosing the appropriate file please contact Chris Mills '82, Assistant Vice President for College Communications at cmills@haverford.edu or at 610-896-1039.



Haverford_Cupola

EPS Files

Haverford_Cupola_Black.eps
Haverford_Cupola_CMYK.eps

JPG Files

Haverford_Cupola_72_dpi.jpg
Haverford_Cupola_300_dpi.jpg

Use eps files in all instances unless a jpg is required.
Black (Only color permitted)
Four-color screen build of black for four-color printing
(For four-color printing when Cupola is used large and rich black is advisable)

Use only if required.
Available in two resolutions: 72 dpi and 300 dpi
RGB color (Cannot be used larger than 100% size)
RGB color (Cannot be used larger than 100% size)