



## HSAB BRANDING GUIDE

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### WHY BRAND?

**Branding.** It's a word you may hear thrown around when you talk about marketing and promotions (and also cows, but that's a different kind of branding). But what does it mean, and how can it help HSAB? That's what this branding guide seeks to do - answer these questions, and provide a reference as to **HOW** and **WHY** it's good we have our own **HSAB Brand**.



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According to Brandingmag, branding is “a marketing practice in which a company [or organization] creates a name, symbol or design that is easily identifiable as belonging to the company. This helps to identify a product and distinguish it from other products and services.” Essentially, branding is creating a distinct “persona” for a company or organization. This serves a lot of purposes for companies, organizations, including...

- Giving the organization an “emotional feel” - *fun, professional, etc.*
- Leaving a memorable impression of the organization on consumers - *this makes the organization easily recognizable*
- Helps show that an organization is well-run, efficient, and organized - *consistent branding shows the organization puts time and effort into its public image*
- And many other reasons!

For HSAB, we use our branding for these reasons. By using branding, we help our organization look **consistent**, **organized**, **professional**, and **fun** to Honors students and potential members. We also aim to leave a lasting impression on Honors students through our branding, helping to increase attendance and engagement to HSAB events. After all, our goal is to help engage the Honors community - our branding helps us to do so!

**CONFORMING TO MIAMI UNIVERSITY'S BRANDING STANDARDS**



## HSAB BRANDING GUIDE

When creating materials for HSAB that use Miami University's assets, it is **VERY** important they conform to [Miami University Branding Guidelines](#). This means that...

- HSAB materials should not contain the Miami Beveled M or any other Miami University logo unless they are for merchandise.
- When ordering merchandise with Miami logos, they must have appropriate spacing, coloration, etc.
- HSAB branding should, in general, reflect Miami University's branding. However, it's okay to use our own colors, typefaces, etc., as long as we do not misuse the Miami University brand in any way.

Not conforming to said standards may cause orders for print items, merchandise, etc. to take longer, as well as get HSAB in trouble with the university.

### LOGOS

Unlike a lot of organizations, we don't really have our "own" logo. Instead, we try to use the **Beveled M Miami University Logo**, with **Honors Student Advisory Board** or **HSAB** somewhere nearby (for proper branding of the Beveled M logo, see [Miami University's Branding Guide](#)). Some examples of HSAB logos include:





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*Outlined logo, used on HSAB-related documents (like this one!).*

*This looks really good against a black background (as shown below).*



*Circular logo, used as our avatar for Instagram, Twitter, etc.*



*Square Logo, used as our avatar for LinkedIn*

If possible, when using the logo on documents and other merchandise, use the first logo - it gives the most information about our organization, and is currently the only logo with the Miami University trademark included (*the circular and square should probably be updated to include that*).



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### TYPOGRAPHY

For HSAB, we have two main fonts we try to use on promotional material...

CATALINA AVALON SANS

**Catalina Avalon Sans** is mainly used for **headers** and **logos**. It was chosen for its handwritten style, as well as its thin lettering, allowing for lots of characters in tight spaces. However, this font is hard to read at long distances, so you may want to use an alternative font described below.

This font is not pre-installed on computers, but can be downloaded from the [\*\*Director of PR Resources folder\*\*](#).

Raleway

**Raleway** is used for **body text**. It's easy to read and is appears more fun than a font like Arial or Times New Roman.

If these fonts aren't available on your computer, than some alternatives include...

**For**

Any handwritten, bold font can work. On Google Drive, **Permanent Marker** is a great choice. In fact, it's currently being used since Catalina is



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CATALINA AVALON SANS

not available.

For  
Raleway

Try to use a sans-serif font that's easy to read, like Arial, Helvetica, Futura, Century, etc.

Also, if you can find them, you can use some of Miami University's Brand Typefaces.

### COLORS

HSAB has **three** main colors for branding, which are listed below. You can also use Miami University's colors.

Color Name	RGB	Hexadecimal Value	CMYK	HSL
White	255, 255, 255	#FFFFFF	0%, 0%, 0%, 0%	0, 0%, 100%
Maroon-Red	198, 32, 52	#C62034	0%, 84%, 74%, 22%	353, 72%, 45%
Black	0, 0, 0	#000000	0%, 0%, 0%, 100%	0, 0%, 0%

### PRINT MEDIA BRANDING



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In general, branding for print media is only important for items directly promoting HSAB, like posters and quarter sheets (which are handed out at Mega Fair). It should be noted that print materials which are printed through the **Print Center** CANNOT have the Miami Beveled M.

**HONORS STUDENT ADVISORY BOARD**

**Important Dates for Joining Our Organization**

Wednesday, August 28	Mega Fair
Friday, September 6 @ 5pm	Application due!
Saturday, September 7	Applicants notified of status
September 10-13	Interviews
Saturday, September 14	Applicants notified of final decision
Tuesday, September 24	First new member general body meeting

**Find us (and our application) on the Hub!**

 @MIAMIHSAB  [WWW.MIAMIOH.EDU/HSAB](http://WWW.MIAMIOH.EDU/HSAB)  @MIAMIHSAB

*An example of HSAB printed media - a quarter sheet from Mega Fair 2019. Notice the lack of the Beveled M.*



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Posters and fliers promoting HSAB events should not really follow our branding. It's encouraged that you have complete creative control when designing posters, as it makes them more appealing and thematic. These posters also don't have to follow Miami University branding if they don't contain Miami University assets.



*An example of an HSAB event poster. Notice how it doesn't follow HSAB Branding Guidelines.*



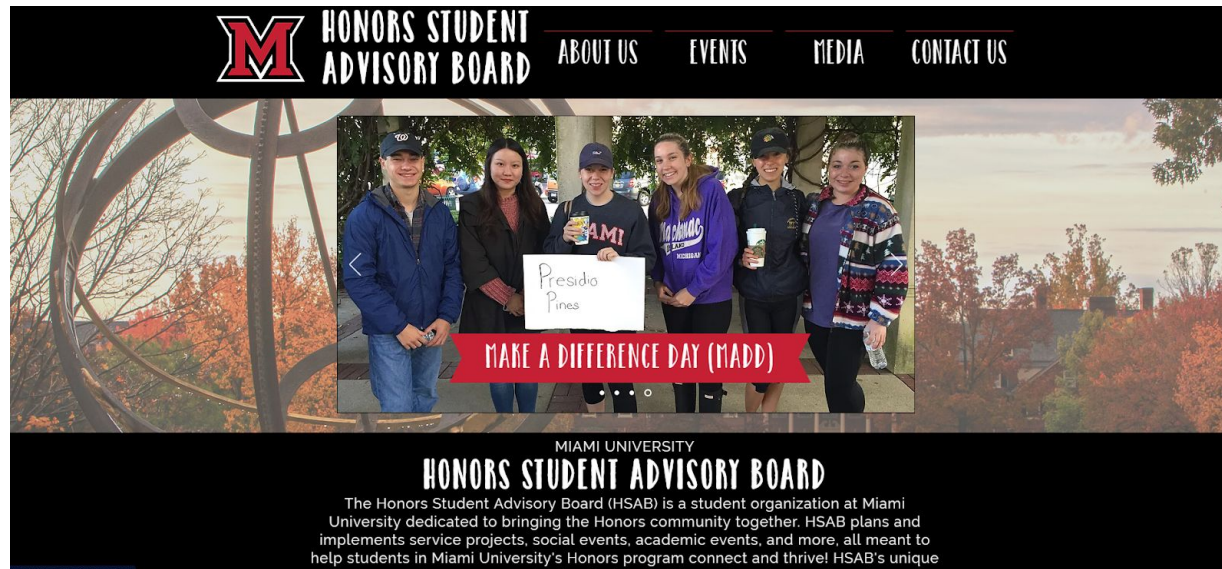


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### WEB AND DIGITAL BRANDING

Like with print media, only try to follow branding if you're creating explicitly promotional material, like application advertisements. Regular picture uploads don't really have to follow the branding guidelines. A lot of good examples of this can be seen on our [Instagram](#)

Web branding is almost exclusively promotional - as such, it should pretty much all follow the styling guidelines. Examples of web branding include our website and emails.



*A screenshot of our website, which uses our distinct branding style.*



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### MERCHANDISE

Merchandise (shirts, stickers, hats, bottles, etc.) should preferably follow our branding standards. However, the important thing with merchandise is it **MUST** follow Miami University's Branding (especially if using Miami University assets), and be ordered by a [Miami-approved vendor](#).



*An example of HSAB merchandise branding.*



## **HSAB BRANDING GUIDE**

### **OTHER BRANDING TIPS**

In general, don't adhere to this branding guide super strictly. At the end of the day, we're just a student organization, and our job is to help students have fun and get engaged. It's not imperative that all the guidelines here be kept, but it definitely helps our public image if they are.

If you want to revise or redo our branding at all, make sure you get approval of the **HSAB executive board** beforehand - it's in our constitution.