HOLLAND HALL

Logo Guidelines

Elements

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Usage

All printed & digital materials using the Holland Hall logo must be approved by the Communication Department.
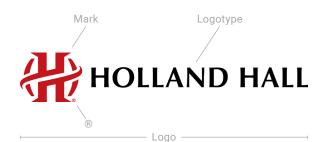
Logo Guidelines

Elements

The Holland Hall (HH) Logo is made up of three integrated elements:

1. The "H" mark

2. Logotype name

3. ® (Registered Trademark Symbol)

A registered trademark is a federal and legal registration of the mark. The mark must not be deviate from the established usage guidelines.

Mark

Logotype

Logo

Approved Formats

The "H" mark and the logotype must be used together in approved formats. The "H" mark may be used without the logotype name. The logotype name should never appear without the "H" mark. The HH Logo is configured in four formats for use in a variety of applications.

Horizontal

Vertical

Stacked

The "H" mark

Primary Brand Colors

The logo should only appear in the official primary colors. Where situations restrict the use of color, use the one-color black or white color treatment.

PMS 1797 (C or U)
C:0 **M:**100 **Y:**100 **K:**20
R:196 **G:**22 **B:**28
Hex: c4151c

PMS Black (C or U)
C:0 **M:**0 **Y:**0 **K:**100
R:0 **G:**0 **B:**0
Hex: 000000

Secondary Brand Colors

Secondary colors are for use as backgrounds and design elements. The logo should never appear in secondary brand colors but may be placed on or near secondary colors.

PMS 292 (C or U)
C:40 **M:**10 **Y:**0 **K:**5
R:139 **G:**188 **B:**223
Hex: 8abbdf

PMS Black 70% (C or U)
C:0 **M:**0 **Y:**0 **K:**70
R:99 **G:**99 **B:**99
Hex: 636363

PMS Black 30% (C or U)
C:0 **M:**0 **Y:**0 **K:**30
R:194 **G:**194 **B:**194
Hex: c2c2c2

File Types

All approved HH logo formats are provided in industry standard file types appropriate for use in specific applications.

.eps = vector file; use when enlarging or for professional 2-color (PMS) or 4-color (CMYK) printing, embroidery, or promo items
.jpg = rgb file with white background; use for digital printing, online/web, or Microsoft products; do not enlarge
.png = rgb file with transparent background; use for digital printing, online/web, or Microsoft products; do not enlarge

Logo Guidelines

Acceptable Usage

The HH Logo may only be used in the primary brand colors. When appearing in white, the logo should only appear reversed out of primary or secondary colors OR a photo with sufficient contrast and legibility.

Unacceptable Usage

To maintain the integrity of the logo, it should never be altered. Relative proportion or position of logo elements cannot be changed. Misuse of the logo, in reference to color, shape, and proportions, undermines the brand and any efforts to create integrity. Logo guidelines should be followed at all times. The samples shown are to illustrate improper use of the logo.

(Stretched or expanded)

(Condensed)
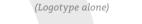
(Filled with a pattern or texture)

(Enlarged mark)

(Reduced mark)

(Logotype alone)

(Drop shadow)

(Skewed / distorted)

(Effects, filters or styles - e.g. bevel and gradient)

(Outer glow)

(Non-brand colors)

(Outlined)

(Photo which may impair legibility)

(Background which may impair legibility)

(All red)