PRIMARY

ONE-LINE

TWO-LINE / STACKED

TAGLINE

Please review "Harvard Kennedy School Guidelines on Use of Names, Insignias, and Logos", available on KNet, before requesting a logo.

HARVARD Kennedy School
ASH CENTER
for Democratic Governance
and Innovation

HARVARD Kennedy School
INSTITUTE OF POLITICS

HARVARD Kennedy School
BELFER CENTER
for Science and International Affairs

HARVARD Kennedy School
MOSSAVAR-RAHMANI CENTER
for Business and Government

HARVARD Kennedy School
CARR CENTER
for Human Rights Policy

HARVARD Kennedy School
SHORENSTEIN CENTER
on Media, Politics and Public Policy

HARVARD Kennedy School
Center for Public
LEADERSHIP

HARVARD Kennedy School
TAUBMAN CENTER
for State and Local Government

HARVARD Kennedy School
MALCOLM WIENER CENTER
for Social Policy

HARVARD Kennedy School
**WOMEN AND
PUBLIC POLICY PROGRAM**

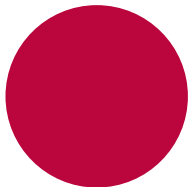Univeristy-wide Centers located at HKS

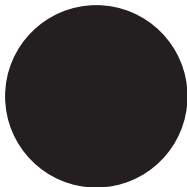**HARVARD CENTER
FOR INTERNATIONAL
DEVELOPMENT**

**BLOOMBERG
CENTER FOR CITIES**
HARVARD UNIVERSITY

HARVARD KENNEDY SCHOOL | COLOR PALETTE

BASE PALETTE
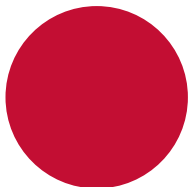**HKS LOGO**

LEGACY CRIMSON | PMS 187
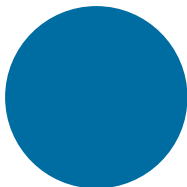CMYK   0/100/60/25 *
RGB   167/25/48
HEX   #AC162C

BLACK
CMYK   0/0/0/100
RGB   0/0/0
HEX   #000000
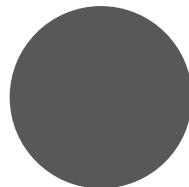
* NOTE LEGACY CRIMSON
   USES A CUSTON CMYK BUILD

PRIMARY PALETE
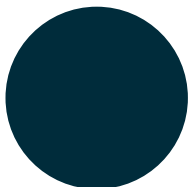**PRINT AND WEB USES**

WEB RED
CMYK   0/100/75/20
RGB   204/0/51
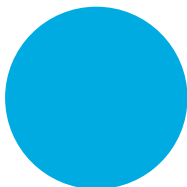HEX   #CC0033

WEB BLUE
CMYK   100/25/0/30
RGB   0/134/179
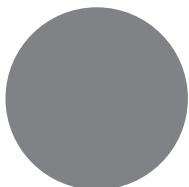HEX   #0086B3

CHARCOAL
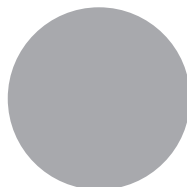CMYK   0/0/0/80
RGB   51/51/51
HEX   #333333

LEGACY BLUE | PMS 547
CMYK   100/29/27/79
RGB   0/57/70
HEX   #003946

BRIGHT BLUE
CMYK   85/0/0/7
RGB   35/183/237
HEX   #23B7ED

DARK GRAY
CMYK   0/0/0/60
RGB   102/102/102
HEX   #666666

MEDIUM GRAY
CMYK   0/0/0/40
RGB   153/153/153
HEX   #999999

SECONDARY PALETTE
NEUTRALS FOR BACKGROUNDS OR TINT FILLS

HILITE COLORS IN LIMITED USE ONLY

LIGHT GRAY / NEUTRAL
CMYK   0/0/0/5
RGB   243/243/243
HEX   #F3F3F3

WARM GREY / NEUTRAL
CMYK   5/5/9/10
RGB   215/209/201
HEX   #D7D1C9
PMS   WARM GREY 2

SUN YELLOW / HILITE
CMYK   0/9/66/1
RGB   255/233/86
HEX   #AC162C

GREEN / HILITE
CMYK   58/17/100/2
RGB   124/165/64
HEX   #7CA541

META PRO
(FONTFONT)

USES:
HKS LOGO FONT
—

FORMAL
INSTITUTIONAL
USE ONLY

META PRO BOOK
Aximus molenimus unditat faceste solupta temporeium qui dolor sum aciam re voluptatis dolentisitae corum cone nusto cone dolor sus dolorit utem licim quas et essim reribus aut autatatiis atemporem expel es dolumsandaes sinus. Faccatem. *Et ut harcide temporeium qui dolor sum aciam re voluptatis stiantum qui dunt aut inus dolestist odis quibus, quuntor estium.*

META PRO MEDIUM
Aximus molenimus unditat faceste solupta temporeium qui dolor sum aciam re voluptatis dolentisitae corum cone nusto.

META PRO BOLD
Aximus molenimus unditat faceste solupta temporeium qui dolor sum aciam re voluptatis dolentisitae corum cone nusto.

META PRO / HEADLINE / SIGNAGE
1 2 3 4 5 6 7 8 9 0

GOTHAM NARROW
(HOEFFLER)

USES:
WEBSITE
PRINT
—

HEADLINES
SUBHEADS
DATA
LISTS
DISPLAY TEXT
GRAPHICS

BOOK
Aximus molenimus unditat faceste solupta temporeium qui dolor sum aciam re voluptatis dolentisitae corum cone nusto cone dolor sus dolorit utem licim quas et essim reribus aut autatatiis atemporem expel es dolumsandaes sinus. Faccatem. *Et ut harcide stiantum qui dunt aut inus dolestist odis quibus, quuntor estium sunt re quasperio voluptatur siminverit idelictat fugia doluptaeped ut doluptat eum ilit adio.*
Body copy 9/12

DEGREE YEARS / USE CAPITALS
Harcide Stantum MC/MPA 2019

MEDIUM
Aximus molenimus unditat faceste solupta temporeium qui dolor sum aciam re voluptatis dolentisitae corum cone nusto.

BOLD
Aximus molenimus unditat faceste solupta temporeium qui dolor sum aciam re voluptatis dolentisitae corum cone nusto.

NUMBERS / TEXT / DEGREE YEARS
1 2 3 4 5 6 7 8 9 0

SENTINEL
(HOEFFLER)

USES:
WEBSITE
PRINT
—

SUBHEADS
RUNNING TEXT
PULLQUOTES
DISPLAY TEXT
ITALIC

BOOK
Aximus molenimus unditat faceste solupta temporeium qui dolor sum aciam re voluptatis dolentisitae corum cone nusto cone dolor sus dolorit utem licim quas et essim reribus aut autatatiis atemporem expel es dolumsandaes sinus. Faccatem. *Et ut harcide stiantum qui dunt aut inus dolestist odis quibus, quuntor estium sunt imablaut fugia doluptaeped utm ilit adio.*
Body copy 10/12

DEGREE YEARS / USE CAPITALS
Harcide Stantum MC/MPA 2019

MEDIUM
Aximus molenimus unditat faceste solupta temporeium qui dolor sum aciam re voluptatis dolentisitae corum cone nusto.

BOLD
Aximus molenimus unditat faceste solupta temporeium qui dolor sum aciam re voluptatis dolentisitae corum cone nusto.

NUMBERS / TEXT / DEGREE YEARS
1 2 3 4 5 6 7 8 9 0

**ALTERNATE
FONTS
FOR EMAIL**

For live text:
Arial = Gotham
Georgia = Sentinel

Use Gotham and Sentinel for static graphics