



Brand Standards Guide



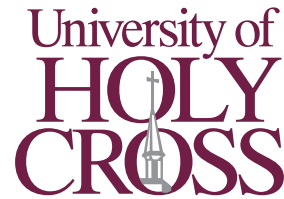
University of Holy Cross Logo

The University of Holy Cross logo is the primary identifier for the University of Holy Cross. The logo is designed to be used in one unit and is to appear only in maroon, black or white with a grey steeple. In special instances, the logo can be used in a single color. Elements of the logo are not to be used separately. This logo has been specially designed for use by the university and may not be changed in terms of proportion, typeface or color. The University of Holy Cross logo must be reproduced from official artwork.

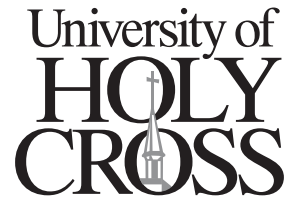
Logo files are available as .eps, .png or .jpg.

The logo may also be used within a maroon circle format, utilizing the white logo art with a grey steeple.

PMS 222 Maroon (primary)

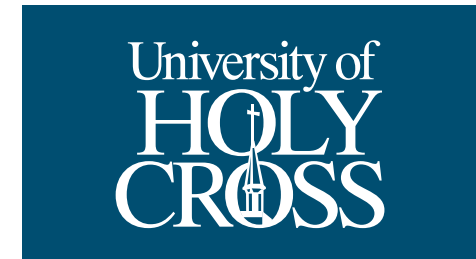
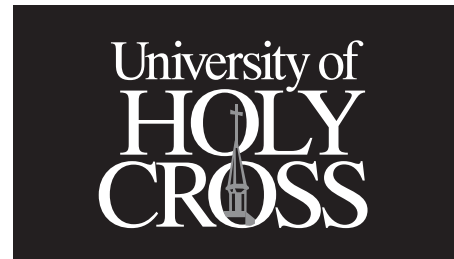


Black



White

Use the white logo when the background does not provide enough contrast.



PMS 222 Maroon Circle



Clear Space

Ample clear space around the University of Holy Cross logo ensures its integrity and impact. There may be cases where it is difficult to allow the full recommended clear space (e.g., a small display ad). However, this guideline should be followed wherever possible.

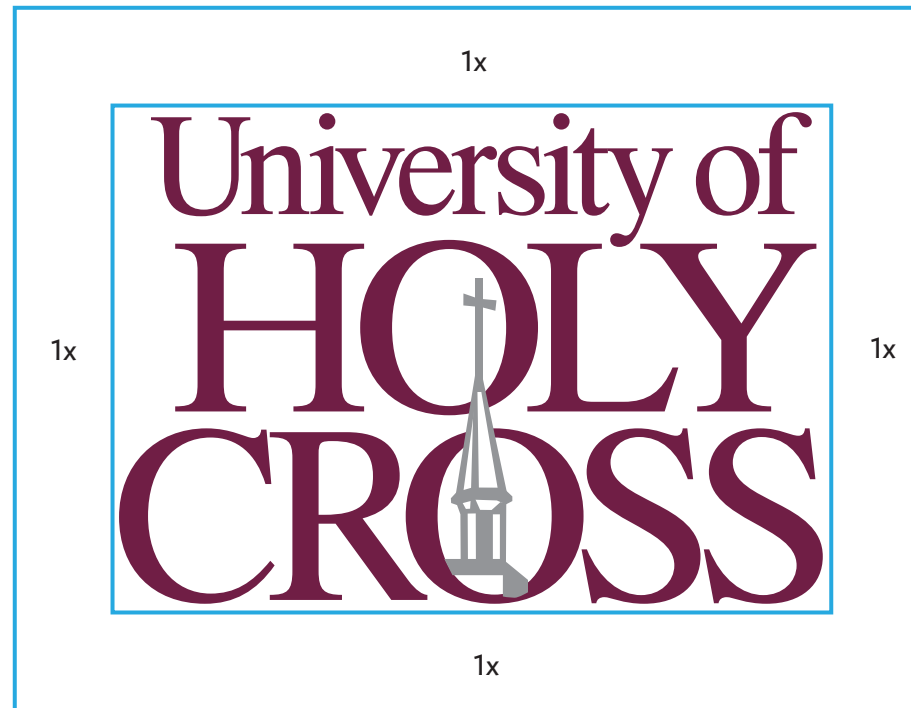
No other graphic elements can touch, overlap or be combined with the University of Holy Cross logo.

x = cap height of “U” in
“University”
recommended clear space = 1x

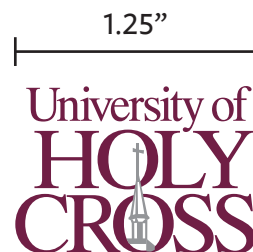
Minimum Size

The minimum allowable reproduction size for the University of Holy Cross logo is 1.25” in width. Reproduction below this size would compromise the readability of the work.

Clear space



Minimum Size



Incorrect Usage

These examples illustrate unacceptable uses of the University of Holy Cross logo. The logo must not be compromised or manipulated in any way and should always be reproduced from official artwork.

DO NOT
use different typefaces in place of the logo—it was created as artwork.



DO NOT
change the size relationships or positioning of the logo.



DO NOT
set the logo on an angle or reshape it in any way.



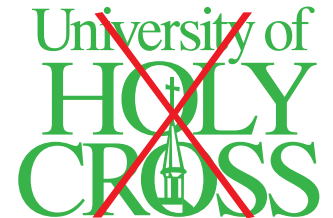
DO NOT
use the logo on a competitive background that will detract from readability.



DO NOT
use drop shadows, outlining, or special effects to all or part of the logo.



DO NOT
reproduce the logo in colors other than those specified on page 1.



DO NOT
use former logos or wordmarks under any circumstances.



DO NOT
scan the logo from reproduction masters or recreate the logo in any way.

DO NOT
reproduce the logo at a width smaller than 1.25".

University of Holy Cross Seal

This seal is reserved for specialized use such as diplomas, the commencement programs, and invitations from the president of the University of Holy Cross.

The seal is available in full color, black, or with a PMS 222 background.

Full color



PMS 222 Background



Black



University of Holy Cross Colors

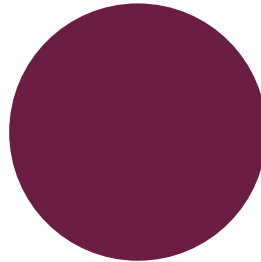
The University of Holy Cross official and primary color is Maroon (PMS 222).

The accent color is Gray (PMS 8401).

Secondary colors include Orange (PMS 021) and Blue (PMS 3025).

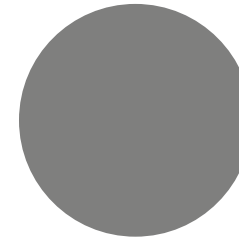
Tertiary colors include Yellow (PMS 109) and Green (PMS 339).

Primary



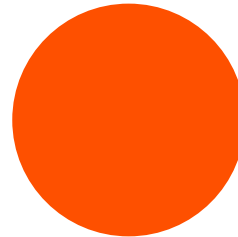
Pantone 222 C/U
cmyk: 46, 96, 47, 36
hex #6C1D45
RGB: 108, 29, 69

Accent

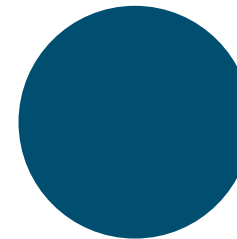


Pantone 8401 C/U
cmyk: 52, 43, 44, 8
hex #7F7F7E
RGB: 127, 127, 126

Secondary

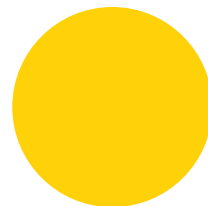


Pantone 021 C/U
cmyk: 0, 83, 100, 0
hex #FE5000
RGB: 254, 80, 0

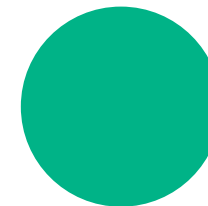


Pantone 3025 C/U
cmyk: 98, 67, 35, 18
hex #004F71
RGB: 0, 79, 113

Tertiary



Pantone 109 C/U
cmyk: 1, 16, 99, 0
hex #FFD100
RGB: 255, 209, 0



Pantone 339 C/U
cmyk: 78, 1, 63, 0
hex #00B388
RGB: 0, 179, 136

Fonts

Entire Font Family

- Ideal Sans Thin
- Ideal Sans Thin Italic
- Ideal Sans Extra Light
- Ideal Sans Extra Light Italic
- Ideal Sans Light
- Ideal Sans Light Italic
- Ideal Sans Book
- Ideal Sans Book Italic
- Ideal Sans Medium
- Ideal Sans Medium Italic
- Ideal Sans Semibold
- Ideal Sans Semibold Italic
- Ideal Sans Bold
- Ideal Sans Bold Italic
- Ideal Sans Black
- Ideal Sans Black Italic

Use

- Body copy
- Headings
- Display text

Ideal Sans

Uhc

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
12345678910

Ideal Sans Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
12345678910

Ideal Sans Book

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
12345678910

Ideal Sans Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
12345678910

Ideal Sans Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
12345678910

Ideal Sans Black

Fonts

Entire Font Family

Ideal Sans Thin
Ideal Sans Thin Italic
Ideal Sans Light
Ideal Sans Light Italic
Ideal Sans Regular
Ideal Sans Regular Italic
Ideal Sans Medium
Ideal Sans Medium Italic
Ideal Sans Bold
Ideal Sans Bold Italic
Ideal Sans Black
Ideal Sans Black Italic

Use

Headings
Display text

Canela

Uhc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910

Canela Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910

Canela Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910

Canela Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910

Canela Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910

Canela Black
