

Soar

Heritage
University
Graphic
Standards

Our Brand:

A BRAND IS MUCH MORE THAN A LOGO, A TAGLINE OR A WEBSITE. A BRAND IS A COLLECTION OF EXPECTATIONS, MEMORIES, STORIES AND RELATIONSHIPS THAT DEVELOP IN THE MIND OVER TIME. OUR BRAND IS A COMBINATION OF WHAT PEOPLE SEE, FEEL, HEAR AND THINK ABOUT HERITAGE UNIVERSITY.

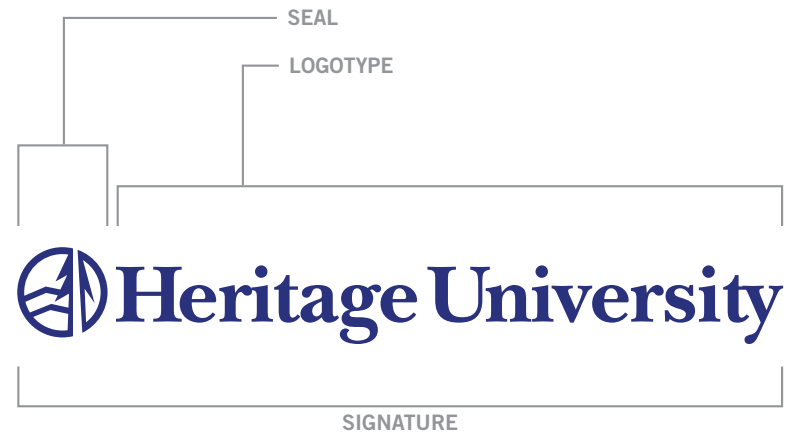
The value of any organization is directly tied to what people believe about it. That is why Heritage University considers the perception of our brand to be of critical importance.

The principles presented in this document are designed to foster clarity and brand consistency in all of the university's communications. It is imperative that the brand components described here remain as consistent and purposeful as our school itself.

The Signature:

The Heritage University signature is the heart of our brand. Born of tradition, it represents the importance of “place” as well as our dedication to students and their success in the real world.

Solid Heritage Blue, as shown, is the preferred presentation. Vector artwork is available for reproduction in all acceptable variations; do not redraw or modify it in any way.



The Signature: Variations

Since the preferred signature may not always be practical or desirable, these alternative treatments extend our design flexibility. No other variations are acceptable.

Heritage Blue and black are the only acceptable colors for the positive version. The signature may be reversed out of a background color, preferably Heritage Blue or any of the secondary Heritage colors, except Heritage Gold, which does not provide enough contrast.

SOLID
HERITAGE BLUE



SOLID
BLACK



REVERSED
TO WHITE



The stacked signature is intended for extremely narrow applications where the standard signature is too wide. Its use is restricted to these special conditions and it is not to be used interchangeably with the single-line version. All other usage guidelines apply to this version as well.



The Signature: Staging

The Heritage University signature must always be treated respectfully, beginning with proper staging. It is important that it be positioned prominently and in a manner that allows it ownership of the message, regardless of the medium.

The diagrams at right illustrate the size of the exclusion zone surrounding the signature. No other text or graphics may intrude into this area.



THE DISTANCE "H" IS
DERIVED FROM THE CAP
HEIGHT OF THE LOGOTYPE.

Minimum sizes: The linear signature may not be used any smaller than 1.6875" wide. The stacked version may not be smaller than 1" in width.



The Signature: Misuses

The Heritage University signature may not be modified in any way. Shown at right are a few examples of unacceptable treatments.



USE ONLY THE APPROVED COLORS.



DO NOT DISTORT THE SIGNATURE.



DO NOT ALTER THE RELATIONSHIP
OF SIGNATURE ELEMENTS.



DO NOT REPLACE OR MODIFY ANY ELEMENT.



DO NOT RESET THE LOGOTYPE.



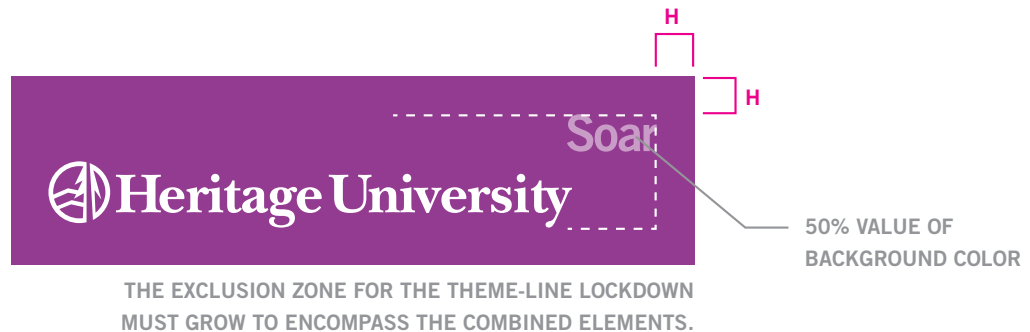
AVOID INSUFFICIENT BACKGROUND CONTRAST
WHEN PLACED OVER IMAGERY.

Typography: Signature plus Theme-line

To emphasize the aspirational nature of our theme-line, it is uniquely elevated above the level of the signature. In order for the signature to retain its appropriate prominence, the theme-line should appear as a 50% value of the background color. For example, on a white background it would be 50% black. On a purple background it would be 50% PANTONE 7656. Do not use over Heritage Gold or any other color that does not provide sufficient contrast.

This signature is available as vector art. Do not redraw or modify it in any way other than to adjust the color of “Soar.”

The “Soar” theme-line may occasionally be used as a headline or other prominent graphic treatment. In these circumstances, the theme-line is not used as a part of the signature lockdown to avoid redundancy.



Brand Colors: Primary

The strength and energetic spirit of our organization are represented by Heritage Blue and Heritage Gold, the official colors of Heritage University. Thoughtful and consistent application of these colors helps to foster a strong visual link with our brand identity across a broad range of applications.

HERITAGE BLUE
CMYK 100 89 0 0
PANTONE Reflex Blue
RGB 32 65 154

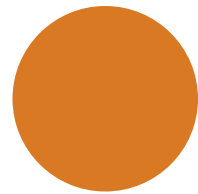


HERITAGE GOLD
CMYK* 0 25 89 0
PANTONE 123
RGB 255 194 53

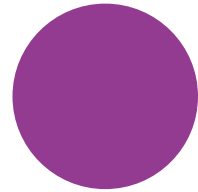
*NOTE: Heritage Gold's CMYK breakdown differs from PANTONE standards. Use this ink combination for all CMYK reproduction.

Brand Colors: Secondary

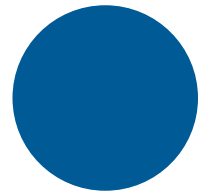
This secondary palette was created to complement and support Heritage Blue and Heritage Gold in communications materials. The positive signature must be seen in Heritage Blue or Heritage Gold and these secondary colors may not be used as substitutes. The signature may be reversed to white out of these colors.



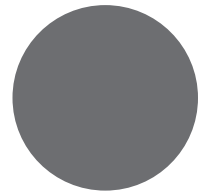
CMYK 2 58 96 10
PANTONE 7412
RGB 211 130 53



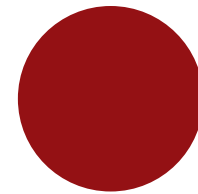
CMYK 45 90 0 4
PANTONE 7656
RGB 142 58 128



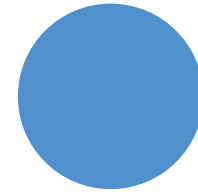
CMYK 94 57 4 18
PANTONE 653
RGB 50 98 149



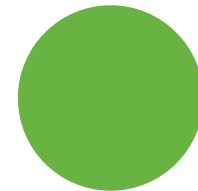
CMYK 0 0 0 70
PANTONE Cool Gray 9
RGB 109 110 113



CMYK 0 97 89 45
PANTONE 7622
RGB 147 39 44



CMYK 68 34 0 0
PANTONE 279
RGB 65 143 222



CMYK 60 0 98 7
PANTONE 7737
RGB 107 165 57

IMPORTANT:

This color palette has been developed primarily for four-color process print reproduction. Please use the process build specified rather than the PANTONE ink number, as the PANTONE CMYK conversion may not match the preferred Heritage brand colors. PANTONE ink numbers are to be used only for single-color printing or specialty items.

Brand Elements: The Heritage Eagle Emblem

The Heritage Eagle serves as a unique symbol of strength, wisdom and freedom. It is to be applied as a large-scale graphic embellishment and is not to be incorporated as a new logo. It exists as an independent element of our graphic architecture. It may not be used as a substitute for the existing brand signature.



The eagle may be cropped expressively and it may appear in any of our brand colors, including the secondary palette. Always minimize the contrast to enhance text legibility.



Brand Elements: The Heritage Background Texture

This organic texture, inspired by the positive ripple effect of individuals — many individuals — serves as a reminder that we are stronger together than alone. It may be applied in a variety of ways: reversed, screened, overlaid, transparent or solid, and may be created using any of our brand colors. It should never dominate the message but should be seen as a subtle fabric connecting elements and separate pieces together.



Typography:

Trade Gothic is the font selected for all Heritage University marketing communications such as advertising, brochures or banners. Its clear, no-nonsense character speaks honestly, strengthening our written words.

TRADE GOTHIC LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC BOLD NO. 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

For internal communications such as memos, e-mail or anything to be printed on letterhead, Times is preferred because of its readability and availability.

TIMES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TIMES BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sub-branding: College and Departmental Identities

Each college, department and significant office is represented by its own unique signature styled as shown. Each is a lock-down piece of vector art and is available from the marketing department. Do not redraw or recreate this signature in any way.



Heritage University
College of Education and Psychology



Heritage University
Department of Business and Accounting



Heritage University
Office of Advancement

Sub-brands: The Heritage University Alumni Association

In the interest of rekindling and strengthening relationships with our alumni, we've refreshed the identity for our Alumni Association. This signature may be used in the treatments shown here: two-color blues, solid black and reversed to white. Vector artwork is available for reproduction in all acceptable variations; do not redraw or modify this signature in any way.

The minimum usable width of the Alumni signature is 1.375".



1.375" MINIMUM

TWO-COLOR:
HERITAGE BLUE AND PANTONE 279



SOLID
BLACK



REVERSED
TO WHITE



THE DISTANCE "X" IS DERIVED FROM THE X-HEIGHT OF "ALUMNI" AND IS USED TO INDICATE THE EXCLUSION ZONE AROUND THE ALUMNI SIGNATURE.



E-mail Signature:

As yet another publicly visible extension of our brand, it is imperative that our e-mail signature be consistently presented. Since all university e-mail should have the sender's signature attached, an official e-mail signature will be provided for all administrators, faculty and staff members. Please contact the marketing department for yours, or with changes to the contact information. Do not recreate your own and do not modify its appearance.

Contact:

Bonnie Hughes

Communications Officer

Marketing & Communications

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First M. Lastname
Title
College of Arts & Sciences

 **Heritage University**

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wise_d@heritage.edu

Fax 509 865-7976

While these guidelines cannot specifically cover every conceivable usage, the underlying principles reflected here should be adhered to regardless of medium or application. If you have questions about unique applications that are not specifically covered by this manual, please contact the marketing department for clarifications, variance requests or reprographic files.