



Holy Family
UNIVERSITY

BRAND GUIDELINES

Identity Marks

Logo

Our logo is our visual identity, representing Holy Family University's mission and values and acting as our signature.

This is used for any Holy Family University communications internally or externally.

Vertical
Option

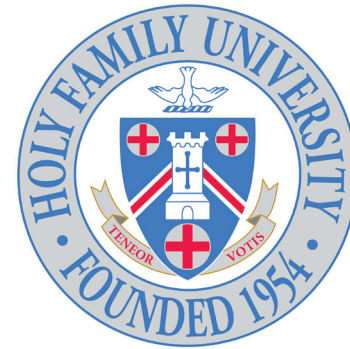


Horizontal
Option



Seal

The seal is reserved for communication from the university president, and for Academic achievements or accomplishments.



Logo Details

Logo Spacing

Always position the Holy Family University logo for maximum impact and give it plenty of room to “breathe”.

This will ensure the logo’s legability and create a sense of presence.

Consider the clear space as a “frame” around the logo.

Clear Space

The clear space in the diagrams to the right show the minimum amount of clear space that should surround the logo at all times. This separates it at a minimum from other elements such as headlines, text, and images.

As shown, the clear space is equal to the height of the “H” and “F” of the logo. (e.g., the “H” in Holy Family).



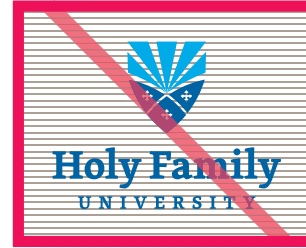
Logo Misuses

Common Misuses

The integrity of the logo must be retained at all times. Do not stretch, condense, or otherwise abstract the logo. Any modification of the logo diminishes the impact. Some common misuses are shown here. Please contact the Marketing & Communications office at communications@holyfamily.edu.



Do **NOT** change the color of the logo.



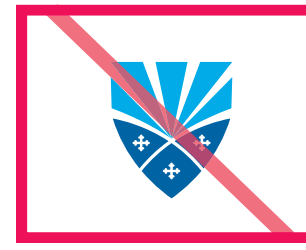
Do **NOT** place the logo on a busy pattern or image.



Do **NOT** distort the logo.



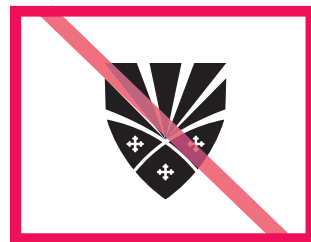
Do **NOT** rearrange or alter the symbol and logotype.



Do **NOT** use the symbol by itself in place of the logo.



Do **NOT** use text alone.



Do **NOT** use the symbol in all black.



Do **NOT** place the logo on a background that reduces its legibility. Use the white logo on dark backgrounds.



Do **NOT** outline the logo rather than fill.

Typography

TAKE A JOURNEY OF PASSION AND PURPOSE.

Take a journey of passion and purpose.

Inspire us with your achievements and get set to make your contribution.
Our supportive faculty will do everything possible to ensure your success.

*Inspire us with your achievements and get set to make your contribution.
Our supportive faculty will do everything possible to ensure your success.*

CERA PRO BLACK
For headlines and large typography

CERA PRO BLACK
For headlines and large typography

CERA PRO REGULAR
For body copy along with its various other weights

CERA PRO REGULAR ITALIC
For body copy along with its various other weights

Holy Family University *Holy Family University*

Holy Family University *Holy Family University*

At Holy Family University, you'll be joining a close-knit community—one predicated on
the belief that each student is an important member of our family.

*At Holy Family University, you'll be joining a close-knit community—one predicated on
the belief that each student is an important member of our family.*

CHRONICLE DISPLAY BOLD
For headlines and large typography

CHRONICLE DISPLAY BOLD ITALIC
For headlines and large typography

CHRONICLE DISPLAY ROMAN
For headlines and large typography

CHRONICLE DISPLAY ITALIC
For headlines and large typography

CHRONICLE TEXT G1 ROMAN
For body copy along with its various other weights

CHRONICLE TEXT G1 ITALIC
For body copy along with its various other weights

SUBSTITUTE FONTS

We don't have licenses for everyone for the branding fonts, so please use Arial and Georgia as replacement fonts.
They are common system fonts so will be readily available.

Arial is to be used in place of Cera.

Georgia is to be used in place of Chronicle.

Color Palette

Primary Colors



Holy Family Blue

PMS: 2945
100c 45m 0y 14k
0r 105g 170b
#0069aa



PMS: 299
85c 19m 0y 0k
0r 157g 220b
#009ddc

Secondary Colors



PMS: 289
100c 84m 45y 51k
6r 35g 64b
#062340



PMS: 2006
6c 27m 86y 0k
226r 182g 68b
#efba41



PMS: 7748
51c 36m 98y 15k
125r 128g 52b
#7d8034



PMS: 7765
31c 21m 100y 0k
187r 180g 51b
#bbb433



PMS: 5425
55c 32m 25y 0k
124r 153g 171b
#7c98ab

Tertiary Colors



PMS: 1495
0c 54m 95y 0k
247r 141g 40b
#f78d28



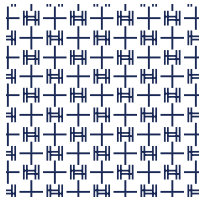
PMS: 708
0c 42m 34y 4k
245r 141g 162b
#f58da2



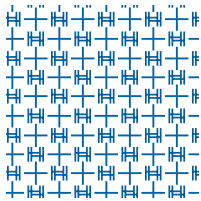
PMS: 265
53c 68m 0y 0k
134r 102g 172b
#8666ac

Patterns

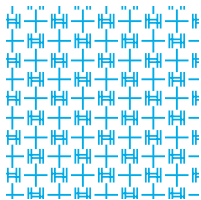
Cross Pattern



PMS: 289
100c 84m 45y 51k

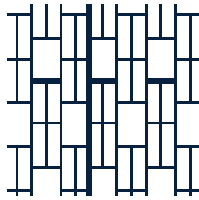


PMS: 2945
100c 45m 0y 14k

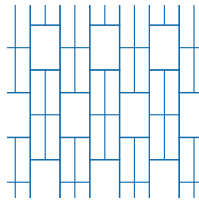


PMS: 299
85c 19m 0y 0k

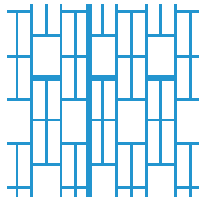
Window Pattern



PMS: 289
100c 84m 45y 51k

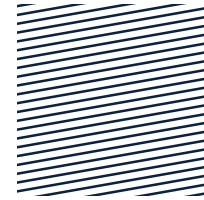


PMS: 2945
100c 45m 0y 14k

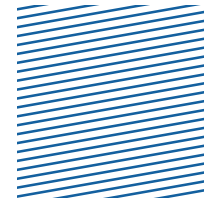


PMS: 299
85c 19m 0y 0k

Lines Pattern



PMS: 289
100c 84m 45y 51k



PMS: 2945
100c 45m 0y 14k



PMS: 299
85c 19m 0y 0k

All patterns should be used at 30% opacity on a background.
The pattern is also best used smaller rather than larger as a secondary element.
It should be subtle.

Headlines

Sample Headlines

Sample headlines to show the usage of headlines and style. If you need a headline, please contact Holy Family University's Marketing and Communications office at communications@holyfamily.edu.

Examples:

Make an impact on the world.

Take a journey of purpose.

Find your north star.

Discover your inner light.

Find the spirit within.

Be a force for good.

Look inward. Reach outward.

Life requires courage.

Greater things await.

Lead an inspired life.

TAKE A JOURNEY OF
PURPOSE

FIND YOUR
North Star

Photography



All photography should feel genuine and feature actual students and faculty members. Images should reflect the values, character and diversity of our campus and students, with a special emphasis on the concept of “family.”

Photographs for print publications should be well composed and high resolution. Full color photos are preferred.

Photographs for use on social media may be more organic in nature, capturing events or spotlighting stories and environments as they happen. These may be lower in resolution (captured with a high quality phone, for instance), but still should reflect the values of the University.