

# HOLY CROSS COLLEGE

# **VISUAL IDENTITY GUIDE**

REVISED SEPTEMBER 2021

## TABLE OF CONTENTS

| Introduction               | 1  |
|----------------------------|----|
| The Colors                 | 2  |
| Fonts and Usage Guidelines | 3  |
| Logos                      | 6  |
| The Core Four              | 13 |
| Rules to Remember          | 14 |
| The Language               | 16 |

# **VISUAL IDENTITY GUIDE**

2021

## INTRODUCTION

Through a consistent and cohesive visual identity, Holy Cross College shows the world who we are:

### SCHOLARS, CITIZENS, LEADERS, AND DISCIPLES

And what our purpose is:

# to serve the common good by educating and forming global citizens with the competence to see and the courage to act.

These guidelines will help you correctly apply the College's colors, logos, fonts, and imagery in your work, ensuring a consistent brand presence across all platforms in order to strengthen and protect the message and identity of the College.

The elements of the Holy Cross College identity have been carefully crafted. Any attempt to recreate the art, letter-forms, spacing or styling of the identity may result in inconsistencies that compromise the integrity of our message.

If you need further instruction regarding the visual identity or need assistance in developing your communications materials, please consult the Office of Communications.

## THE COLORS

The primary colors for Holy Cross College are maroon and gray. The primary colors may not be altered.

The secondary colors (jade, beige, and dove gray) may be used to accent the main colors.

When appropriate, those alternate colors may be used in lighter tints to compliment primary colors.

The tertiary colors, pumpkin and cobalt blue should be used sparingly.



## FONTS AND USAGE GUIDELINES

Attention to typeface is also crucial to the visual continuity of the Holy Cross College identity. Proper implementation of fonts ensures the consistency of design and messages, as well as the legibility of type across all communications.

#### PRIMARY SERIF FONT

The primary font is the Berkeley font family, previously known as "California Old Style." Berkeley was originally designed by Frederic W. Goudy in 1938 for the University of California Press in Berkeley. It is a classic serif font with uniquely elongated descenders and a light, inviting style.

When Berkeley is not available, Goudy Old Style or Times may be used.

Berkeley Book ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

# Berkeley Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Berkeley Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

# **Berkeley Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

**Berkeley Bold Italic** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

# **Berkeley Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

# **Berkeley Black Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

## FONTS AND USAGE GUIDELINES

#### **PRIMARY SANS SERIF FONT**

Holy Cross College uses the Myriad font family. Both readable and accessible, the Myriad family involves Greek and Cyrillic glyphs with old style characters. It is a clean and easily read sans serif font designed by Carol Twombly and Robert Slimbach in the early '90s.

When Myriad Pro is not available, Arial may be used as an alternative.

# Myriad Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

# Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

# Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

# **Myriad Pro Semibold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

# Myriad Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

# **Myriad Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

# **Myriad Bold Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

### FONTS AND USAGE GUIDELINES

**HEADLINE 1 OPTION** 

# Caps MYRIAD BOLD

HEADLINE 2 OPTIONS Caps BERKELEY BOLD Small caps BERKELEY BOLD Upper & Lower Case Berkeley Bold

#### **BODY COPY**

9.5 - 11 point

Berkeley Regular

Berkeley Italic

Berkeley Bold

#### **BODY COPY**

#### 9.5 - 11 point

Myriad Regular

Myriad Italic

#### **Myriad Bold**

#### **THE LOGOMARK**

The cross and anchors, along with the wordmark, are used together as the College's primary, institutional logomark. It consists of a wordmark, (the College's title), appearing in Berkeley Medium typeface, followed by the location "at Notre Dame, Indiana". This distinction is not included merely as a locator, but rather as an indication of the rich tri-campus community of which the College is a member. The locator of "at Notre Dame, Indiana" also assists in setting our institution apart from several others for which we may be mistaken.

ACCEPTABLE



Use this stacked logo on all official Holy Cross College communications, whether internal or external. The logomark should serve as the academic mark for the College. It should be used with all academic communications. This logomark should be used on the College's program lockups.

If the Holy Cross Logo needs to be printed on a color, the "reverse" or "white" version is to be used.

ACCEPTABLE



Refer to the College with its full title and with consideration for the audience's familiarity with the institution.

In written correspondence, the full title, "Holy Cross College" should be used on the first mention and can be followed by "Holy Cross" or "the College."

Never refer in written correspondence to the College as "HCC."

When abbreviated, as is the case in the athletics monogram, use "HC."

#### NOT ACCEPTABLE





#### HORIZONTAL LOGOMARK



at Notre Dame, Indiana

**STACKED LOGOMARK** 



#### **PROGRAM LOGO LOCKUPS**

Lockups are available for all departments and should be included on all email signatures to the right-hand side of the individual's name, title, and contact number. Lockups can be created by the communications office.

#### **NEW LOCKUP - ACCEPTABLE**



#### **OLD LOCKUP - NOT ACCEPTABLE**



#### WORDMARK

While the College name is typically presented within the logomark, there are times when it may be used alone, typically when there is insufficient space to accommodate the full logomark. The wordmark may also be used alone when it appears on more formal printed materials, event banners, or specialty items.

The wordmark may be presented vertically stacked in three lines or in a horizontal version. The use of vertical or horizontal presentations is dictated by available space.

Whenever the wordmark is used, it is essential that the name of the College be followed by, "at Notre Dame, Indiana."

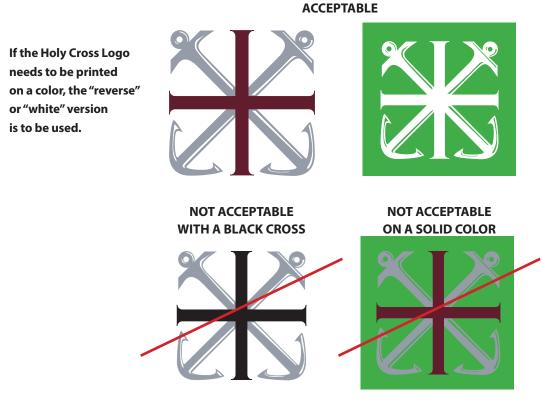
#### ACCEPTABLE

# HOLY CROSS COLLEGE at Notre Dame, Indiana

#### LOGO

The Cross and Anchors serve as the logo for the College. The cross, rooted by anchors reflects the motto of the Holy Cross order, "*Ave Crux, Spes Unica*," or "Hail the Cross, Our Only Hope."

Generally, it should appear with the wordmark. It may be used as a stand-alone symbol for the College when space is limited or when the audience is familiar with Holy Cross College.



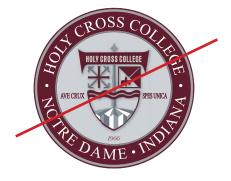
#### THE SEAL

The Holy Cross College seal is reserved for use by the President's Office and is to appear only on official documents, high-end merchandise and other communications at the discretion of the President or the President's designee.



#### **ACCEPTABLE - NEW VERSION**

#### NOT ACCEPTABLE (OLD VERSION)



#### ATHLETIC LOGOS

Holy Cross College's students are known as the "Saints." The trademarks (monogram and wordmark) are used specifically by the athletics department. They should not be used by any other department on campus without permission from the athletics department and the Office of Communications.

Logos may be requested from the Office of Communications.

#### **MONOGRAM WITH "SAINTS"**

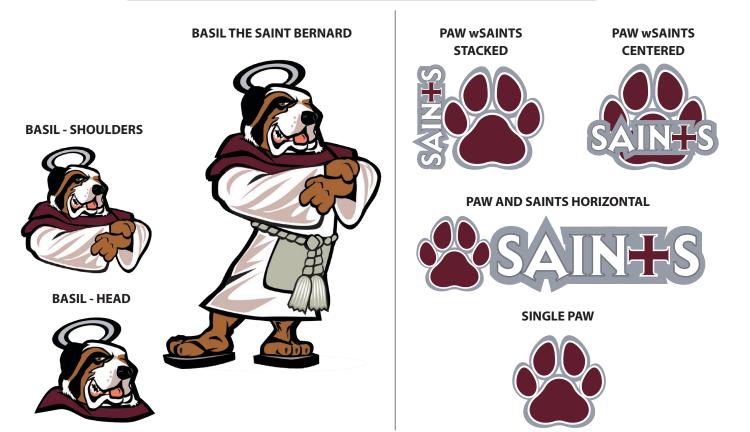


**ATHLETIC WORDMARK** 



THE MONOGRAM





HOLY CROSS COLLEGE VISUAL IDENTITY GUIDE

## **NON-CONFORMING LOGOS**

Several non-conforming logos may be used for the organization or department. These are shown below. A clear connection to the Holy Cross College brand must be apparent, and they must be approved for usage by the Office of Communications.

# College Alumni, crauon L'é Dame, Indiana

**ALUMNI ASSOCIATION** 

#### **STUDENT GOVERNMENT**



**Saint Simeon Society** 

**NEW - APPROVED VERSION** 



**Driscoll Society** 

**NEW - APPROVED VERSION** 

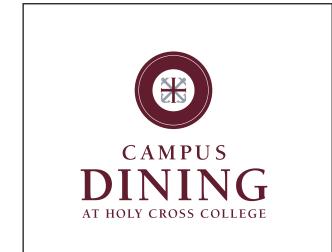
ríscoll

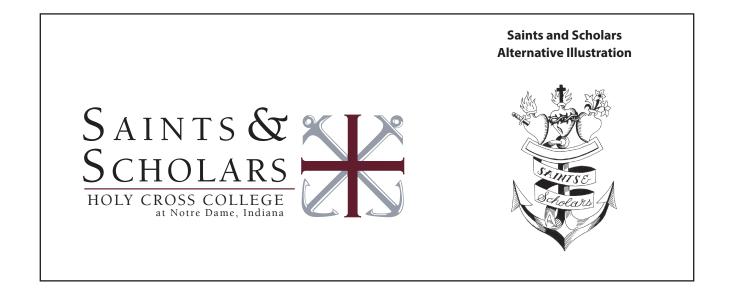


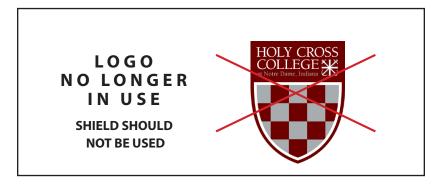
THE BROTHER JOHN DRISCOLL SOCIETY











## THE CORE FOUR

The identities are printed on signage and correspondence around and from the College. Either of the primary colors may be used in the text, offset by the dividers of the alternate color.

They are most frequently placed on their own or along with the cross and anchors.

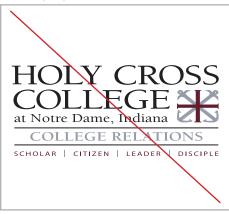


**STACKED / VERTICAL IDENTITY** 

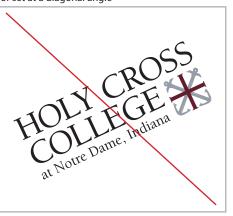
SCHOLAR CITIZEN LEADER DISCIPLE

## IMPORTANT RULES TO REMEMBER

**Do not** alter or modify the logos (stretch, condense, etc.)



**Do not** rotate the logos or set at a diagonal angle



**Do not** alter or scale any of the proportions or elements

HOLY CROSS

Do not add shapes, graphics,

at Notre Dame, Indiana

Do not change the logo typeface

Do not change the colors of the logo



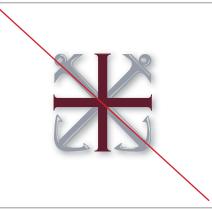
HOLY CROSS COLLEGE at Notre Dame, Indiana

HOLY CROSS COLLEGE at Notre Dame, Indiana

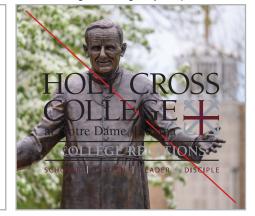
**Do not** substitute the logomark with the



**Do not** use effects (shadow, glow, etc.) on the logo



**Do not** apply the logo on a background that reduces the logomark's legibility and presence



## IMPORTANT RULES TO REMEMBER

Apply the appropriate logo within the correct context.

Maintain clear space around logos



Use logos at a comfortable size



The smallest text should not be printed smaller than 6 pt.



The height of a square or round footprint should not be less than .3125"

Questions about logo usage and validity should be directed to the Office of Communications

pr@hcc-nd.edu or 574.239.8356

### THE LANGUAGE

## SCHOLAR | CITIZEN | LEADER | DISCIPLE

"These four titles name well the goals of a liberal arts education, providing our students with the tools they need to be productive and flourishing members of our community in this life—and the next."

-Reverend David T. Tyson, C.S.C., President, Holy Cross College

More than a tagline, these four identities represent the College's students and graduates and the rich intellectual heritage that sets them apart in the world.

All four identities naturally share some characteristics, but this arrangement best embraces the transition into the new core curriculum's four sections under Father Tyson's leadership.

When listed, do not rearrange the order of the four identities:

Correct: SCHOLAR, CITIZEN, LEADER, DISCIPLE

Incorrect: SCHOLAR, LEADER, CITIZEN, DISCIPLE

These titles may be made plural: SCHOLARS, CITIZENS, LEADERS, DISCIPLES

In Spanish: Académico, Comunitario, Líder, Discípulo

#### SCHOLARS:

curious | <u>cultured | grounded | dedicated | ambitio</u>us | global | conscious informed | knowledgeable | academic | intellectual | truth | mindful | insightful

#### CITIZENS:

universal | welcoming | Catholic | courageous | compassionate | devoted generous | spirited | competent | responsive

#### LEADERS:

courageous | transformative | bold | honest | conscientious | intellectual impassioned | formed | vocational | considerate | worthy

#### DISCIPLES:

informed | prayerful | believers | modern day | hope | gospel | truth | beauty mission | vision | honest | tradition | giving serving | sacred | everyday word | deed



SCHOLAR | CITIZEN | LEADER | DISCIPLE

P.O. Box 308 | 54515 State Road 933 North | Notre Dame, IN 46556-0308 | P 574.239.8377 | F 574.239.8323 | www.hcc-nd.edu