



HOLY CROSS  
COLLEGE   
at Notre Dame, Indiana

**VISUAL IDENTITY GUIDE**

Mar/Com Update: 6/24/26

**FOR:  
HOLY CROSS FACULTY & STAFF  
EXTERNAL VENDORS**

## THE COLORS

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

The **secondary colors** (navy, sunflower and cranberry) 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** (maroon, slate blue, moss green, naval blue, ivory, and french beige) may be used to accent the main colors. When appropriate, those alternate colors may be used in lighter tints to compliment primary colors.

| PRIMARY                                                                             |               |      |     |     |    |    |     |     |     |        |
|-------------------------------------------------------------------------------------|---------------|------|-----|-----|----|----|-----|-----|-----|--------|
|                                                                                     |               | PMS  | C   | M   | Y  | K  | R   | G   | B   | WEB    |
|    | HCC MAROON    | 7421 | 19  | 82  | 44 | 65 | 96  | 29  | 46  | 601c2e |
|    | HCC GRAY      | 7544 | 10  | 04  | 0  | 40 | 149 | 156 | 167 | 949ca6 |
| SECONDARY                                                                           |               | PMS  | C   | M   | Y  | K  | R   | G   | B   | WEB    |
|  | HCC NAVY      | 280  | 100 | 79  | 38 | 28 | 4   | 57  | 94  | 04395e |
|  | HCC SUNFLOWER | 123  | 0   | 22  | 76 | 0  | 255 | 200 | 87  | ffc857 |
|  | HCC CRANBERRY | 201  | 29  | 100 | 73 | 29 | 139 | 18  | 50  | 8b1232 |

## THE PALETTE

The primary colors in this palette represent a sophisticated and meaningful combination for Holy Cross College:

The **burgundy (601C2E)** remains a primary color, exuding tradition, prestige, and academic excellence. This deep, rich hue conveys maturity and depth, reflecting the college's long-standing commitment to quality education and spiritual growth.

The **gray (949CA6)** is the other primary color, offering a neutral counterpoint to the burgundy. It suggests professionalism, stability, and balance, reflecting the college's thoughtful approach to education.

## TERTIARY COLORS

The tertiary palette introduces Slate Blue and Moss Green to enrich and complement the primary colors. Slate Blue adds depth and balance, echoing reflection and wisdom, while Moss Green brings an organic, grounded quality that symbolizes growth and renewal. Together, these tones create versatility and harmony, supporting the campaign’s visual storytelling with both heritage and vitality.

|                                                                           |                                                                          |
|---------------------------------------------------------------------------|--------------------------------------------------------------------------|
| <b>Slate Blue</b><br>#516E82<br>RGB: 81, 110, 130<br>CMYK: 73, 50, 36, 10 | <b>Moss Green</b><br>#636F47<br>RGB: 99, 111, 71<br>CMYK: 60, 40, 80, 23 |
|---------------------------------------------------------------------------|--------------------------------------------------------------------------|

## OTHER TERTIARY COLORS

Naval Blue, Ivory, and French Beige. Naval Blue reflects strength, trust, and the enduring tradition of Holy Cross, while Ivory brings clarity and openness, symbolizing truth and integrity. French Beige softens the palette with warmth and humanity, creating a sense of compassion and approachability.

|                                                                         |                                                                    |                                                                           |
|-------------------------------------------------------------------------|--------------------------------------------------------------------|---------------------------------------------------------------------------|
| <b>NAVAL BLUE</b><br>#23273D<br>RGB: 35, 39, 61<br>CMYK: 86, 79, 48, 53 | <b>IVORY</b><br>#EDE8DE<br>RGB: 237, 322, 222<br>CMYK: 6, 6, 11, 0 | <b>FRENCH BEIGE</b><br>#A815F<br>RGB: 161, 129, 95<br>CMYK: 35, 46, 67, 9 |
|-------------------------------------------------------------------------|--------------------------------------------------------------------|---------------------------------------------------------------------------|

# FONTS AND USAGE GUIDELINES

## PRIMARY SANS SERIF FONT

Holy Cross College uses the **PT Sans font family**.

PT Sans is a versatile and modern sans-serif typeface. It combines simplicity with elegance, offering a clean and contemporary appearance suitable for various design applications. Here are some key features:

Overall, PT Sans stands out as a reliable and attractive sans-serif typeface that balances modernity with tradition.

## PT Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## *PT Sans Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## PT Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## *PT Sans Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## HEADLINE 1 OPTIONS

*Caps*

## PT SANS BOLD

*Upper & Lower Case*

## PT Sans Bold

## HEADLINE 2 OPTIONS

*Caps*

## LORA BOLD

*Upper & Lower Case*

## Lora Bold

## BODY COPY

**9.5 - 11 point**

Lora Regular

*Lora Italic*

**Lora Bold**

## BODY COPY

**9.5 - 11 point**

PT Sans Regular

*PT Sans Italic*

**PT Sans Bold**

# LOGOS

## THE LOGOMARK

It can be confidently stated that maintaining the core elements of Holy Cross College's current logo while refreshing certain aspects is a strategic decision that balances tradition with contemporary appeal. The existing logo's fundamental design, with its recognizable symbol of the college's heritage, academic excellence, and spiritual foundation, should remain intact. This visual consistency is crucial for brand recognition and trust, especially in the education sector where stability and reliability are highly valued.



This current folder has the approved Holy Cross logos. This includes institutional and athletics, with other to come as we continue to develop and grow our mark. This would allow for everyone to have access to this link and utilize it for logos and brand marking.

<https://livehccnd-my.sharepoint.com/shared?listurl=https%3A%2F%2Flivehccnd%2Dmy%2Esharepoint%2Ecom%2Fpersonal%2Fmpalmer1%5Fhcc%2Dnd%5Fedu%2FDocuments&id=%2Fpersonal%2Fmpalmer1%5Fhcc%2Dnd%5Fedu%2FDocuments%2FLogos%20and%20Guidelines&shareLink=1&ga=1>

# THE PILLARS OF HOLY CROSS COLLEGE

## 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.

### HORIZONTAL IDENTITY:

SCHOLAR | CITIZEN | LEADER | DISCIPLE

SCHOLAR | CITIZEN | LEADER | DISCIPLE

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.

The listing of "key" words, as shown below, can be used when describing the pillar in short form.

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**

### STACKED / VERTICAL IDENTITY

SCHOLAR  
CITIZEN  
LEADER  
DISCIPLE



HOLY CROSS  
COLLEGE   
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SCHOLAR | CITIZEN | LEADER | DISCIPLE