ELEMENTS OF THE IDENTITY SYSTEM
GUIDELINES

PRINTING
All requests for printing or reprinting stationery, business cards, letterhead, labels, envelopes, event posters, etc. are to be made through Graphic Arts. Standard and repeating requests for event programs, announcements, nametags, save-the-date cards, invitations, etc. are also be made through Graphic Arts, which partners with Marketing and Communications to maintain the College’s graphic and identity standards.

LOGOS AND STATIONERY
All requests to apply the College logos or seals to advertising, social media, signage or other communication channels should be made through College Marketing and Communications. Marketing and Communications will supply high-resolution graphic files for approved applications only. College logos and seals should never be reproduced, copied or shared.

CAMPUS SIGNAGE AND BANNERS
College Marketing and Communications will approve and assist in the development and placement of all fixed and temporary College signage and banners.

ADVERTISING
College Marketing and Communications will assist in the creation, approval and placement of all College advertising, both print and electronic (i.e. newspaper, radio, TV ads; billboards, web-based ads, etc.)

COPYING
Graphic Arts and the Copying Center, located in Hogan Center, are available for internal communication and classroom needs.

DIGITAL COMMUNICATIONS
College Marketing and Communications will assist all divisions, departments and offices in developing and maintaining an electronic presence that is consistent with College standards. This includes web and mass email communications.

CONTACT INFORMATION
To discuss marketing and communications needs for a new initiative or program involving graphic design, printing, digital communications, logo usage/application, or printing intended for audiences external to Holy Cross, please begin the process by contacting College Marketing and Communications. Staff will be in touch with you to get additional information, answer your questions, and provide necessary resources.

To place an order for departmental business printing (stationery, business cards) or to re-order printed materials for an existing or long-running event for your department or division, please complete a Graphic Arts work order or contact Tom Parsons, manager of Graphic Arts at tparsons@holycross.edu.
HOW TO REFER TO THE COLLEGE OF THE HOLY CROSS

When writing about or referring to the College of the Holy Cross in copy, please use the following rules:

• The College's proper name is “College of the Holy Cross” and should be used on all materials, legal documents, on formal publications, and in address blocks.

• In body text or press releases, the full name, “College of the Holy Cross,” should be used on first reference, and the shortened “Holy Cross” or “the College” may be used for subsequent references. (e.g., At the College of the Holy Cross, questions live at the heart of our liberal arts culture, and our Jesuit tradition. For everyone in the Holy Cross community, questions point us to the future.)

• Never use the initials “HC” in running copy. “HC” can be used in informal text and references.

• Never use the initials “CHC.”

• Never refer to the College as “Holy Cross College.”

• For other usage questions, refer to the guidelines published on the College Marketing and Communications website.
INSTITUTIONAL LOGOS
This is the full suite of institutional logos for the College of the Holy Cross.

Our logos are the most important and recognizable elements of our brand's identity. They are the visual focus for our brand and communicate who we are and how we differentiate ourselves from our peers.

The role and usage of each logo are explained on subsequent pages.

Do not alter, redraw or add any additional words or graphic elements to the logo. Always use approved and provided electronic artwork.
LOGO DESCRIPTION
To create a more distinctive image among liberal arts colleges, the College of the Holy Cross has an updated logo with a more distinctive font, and a refreshed design with a new shield drawn from the formal seal of the College. The new shield incorporates a strong graphic element alluding to the "sunburst" that is found in the seal of the Society of Jesus.

In addition, our new design includes our full name to help us stand out from other organizations as audiences search for us in the cluttered online world.

The primary College of the Holy Cross logo* is pictured on this page. It may not be reconstructed or altered in any way. It must be reproduced from high-resolution digital files.

The logo with tagline should be used on such materials as podium signs, nametags, banners and displays, advertising, broadcast media, and websites.

For questions regarding the use of the logo and tagline, contact College Marketing and Communications.

* There are also Holy Cross Athletics logos that are acceptable to use within the constraints of its guidelines. Please contact College Marketing and Communications for those files and guidelines.
FORMAL LOGO DESCRIPTION
The College of the Holy Cross seal is reserved for special, formal applications such as official College documents, Presidential reports, diplomas, applications, and other uses as determined by the President. The seals should only be used on a white background.

The seals should only be provided by College Marketing and Communications and should never be copied or recreated manually.

The formal seal—the third in the College's history—identifies the College of the Holy Cross as an educational institution founded by the Society of Jesus (Jesuits). The outer circle of the seal states in Latin, College of the Holy Cross of the Society of Jesus at Worcester, Massachusetts. The inner shield contains an open book (denoting a place of learning) and a gold cross (symbol of Christian faith). The red and sable colors of the formal seal recall the ancient shield of Worcester, England. The upper part of the shield has in its center the emblem of the Society of Jesus, a blazing sun with the letters IHS, Jesus' name in Greek. On each side is a martin, reminiscent of martins on the ancestral crest of Holy Cross founder Rev. Benedict J. Fenwick, S.J., second Bishop of Boston. The Latin motto in the book, “In Hoc Signo Vinces” (in this sign you shall conquer) is attributed to King Constantine the Great, a Roman emperor noted for his tolerance of Christians. According to historians of that time, King Constantine had a dream or vision of a flaming cross in the sky with this inscription, on the day preceding his decisive victory over Maxentius at the Milvian Bridge (Oct. 28, 312). This victory led to his capturing Rome and convinced him of the importance of the Christian faith.
PRIMARY LOGO REPRODUCTIONS
The only acceptable coloration options for the logomark are shown here.

The full-color logo and one-color versions may only be placed on a white background or on a light color background as long as there is enough contrast for the logo to be legible.

The full-reversed logo may be placed on any dark color background as long as there is enough contrast for legibility. The full-reversed logo is the only version that the background color or image is allowed to show through. In all other versions of the logo the shield must have a white rule and sunburst.

Use the no tagline version when the logo would be too small for the tagline to be legible, and for collateral pieces or other materials where including the tagline would be redundant or undesirable given the context.

For questions regarding logo reproductions, contact College Marketing and Communications.

SPECIAL TREATMENTS
If using the shield symbol by itself, College of the Holy Cross name must appear elsewhere on the page.

The values of the purple within the logomark may be adjusted to create a watermark effect. Some applications where such versions of the logomark can be used include letterhead, administrative folders, etc. The Holy Cross purple shield may be used as a background to create a decorative texture.
FORMAL LOGO REPRODUCTIONS
The only acceptable coloration options for the formal seal and two-color formal seal logomark are shown here.

The only versions available for use for the formal seal are the full-color and one color-reversed logos.

Both the full-color logo and one-color versions may only be placed on a white background or on a light color background as long as there is enough contrast for the logo to be legible.

The full-reversed two-color logo may be placed on any dark color background as long as there is enough contrast for legibility. The full-reversed logo is the only version where the background color or image is allowed to show through. In all other versions of the logo the seal must have a white background.

For questions regarding logo reproductions, contact College Marketing and Communications.
IMPROPER USE OF THE LOGO
No elements of the logo should be modified. Some examples of what should be avoided are listed to the right. Avoiding these misapplications helps maintain the visual integrity of the brand and allows for a cohesive look across all materials.

The following list outlines the basic rules for working with the logo:

- Maintain the proportions of the logo as shown.
- Do not obscure any part of the logo.
- Do not add a drop shadow or any other special effects to the logo.

Do not reconfigure elements of the logo or change the wording.

Do not substitute colors for any elements in the logo.

Do not use other fonts for the logo.

Do not stretch or physically alter the proportions of the logo.

Do not place the logo on a densely patterned background.

Do not place additional graphic elements on the logo, such as the border.
APPLYING THE LOGO

The College of the Holy Cross logo should always be afforded a predetermined area of breathing space, referred to as an area of isolation. This ensures that the identity maintains its hierarchy and is not overwhelmed by other visual elements. The area of isolation can be calculated as a margin of clear space equivalent to the height of the shield.

The original logo must always be reproduced so the width of the Holy Cross logo measures a minimum of 1.5” wide to ensure all elements of the identity are legible.

When the Holy Cross logo is used to signify a sponsorship, partnership or affiliation, a secondary area of isolation and identity lockup with another logo is needed. In this case, the Holy Cross logo should always appear first in sequence if it is dominant in the partnership agreement. If the Holy Cross logo is subordinate in the agreement/relationship, the logo should always appear second but adjacent, not underneath the other logo. The other logo must maintain a visual balance with the Holy Cross logo.
**COLOR PALETTE**

The color palette is essential to communicating a consistent brand image for the College of the Holy Cross. Consistency and proper usage of the palette protects and strengthens the brand.

The Holy Cross palette includes core primary, secondary and neutral colors.

The primary palette colors are used in the full-color logos. They are to be strongly present across all communications and applications. The secondary and neutral palettes may be used as blocks of color to highlight important information and as accents to the Holy Cross purple and black.

The secondary and neutral palettes add variety, and are always used in combination with the primary colors. These colors are never to be used as a replacement or alternative to the core brand colors.

The colors shown on this page are not intended to match PANTONE® color standards.
COLOR APPLICATION
When applying the color palette on primary messaging documents use the Holy Cross purple as the dominant color with black or neutral color acting as an accent along with a secondary color from the palette.

When the design allows (multipage documents, websites, event collateral) use the primary colors as accents (or only in use in the logo). Depending on the design the neutral palette could be dominant with a secondary color the primary accent. Another possibility is to use a secondary color as the dominant color.

Many other combinations are possible. The main question is if the purple needs to be dominant or an accent.
TYPOGRAPHY

The Holy Cross logotype has been custom created and should NEVER be approximated by retyping the identity’s text component. The logos are provided as font independent file formats; it is not necessary to purchase these fonts for use of the logo.

When creating collateral materials, the typeface Avenir Book for subheads and body copy and Avenir Black should be used for headlines. For long-form text and call-outs use Plantin.

Arial and Times New Roman can be used for Microsoft applications and the web when Avenir and Plantin are unavailable.

AVENIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

PLANTIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ARIAL

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abcdefghijklmnopqrstuvwxyz0123456789

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abcdefghijklmnopqrstuvwxyz0123456789

TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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ATHLETIC LOGOS ADDENDUM
ATHLETIC LOGOS

The College of the Holy Cross' athletic logos are to be used only on materials for the Athletic Department. The primary logo should always be used as a solid piece of art. Never use the crusader illustration or "Holy Cross" as separate elements.

When adding a team name use the x-height (the width of the cross) as a spacer between the bottom of the shield and the top of the type. The team name should be set in Avenir Heavy.

When a simplified mark is needed an interlocking "HC" may be used either as a stand-alone mark or within a shield.
PRIMARY ATHLETIC LOGO REPRODUCTIONS
Color applications of the primary athletic logo have been designed to maximize the impact of this symbol among the brand colors for the college. Acceptable options are shown here.

For questions regarding logo reproductions, contact College Marketing and Communications.
SECONDARY ATHLETIC LOGO REPRODUCTIONS
Color applications of the interlocking "HC" within the shield have been designed to maximize the impact of this symbol among the brand colors for the college. Acceptable options are shown here.

For questions regarding logo reproductions, contact College Marketing and Communications.
SECONDARY ATHLETIC LOGO REPRODUCTIONS
Color applications of the interlocking “HC” have been designed to maximize the impact of this symbol among the brand colors for the college. Acceptable options are shown here.

For questions regarding logo reproductions, contact College Marketing and Communications.
TERTIARY ATHLETIC LOGO REPRODUCTIONS

Color applications of the tertiary athletic logo have been designed to maximize the impact of this symbol among the brand colors for the college. Acceptable options are shown here. It is preferred that this logo be used sparingly.

For questions regarding logo reproductions, contact College Marketing and Communications.