Holy Family College

Table of Contents

The Holy Family College Brand

Holy Family College is a dynamic value-centered learning community that empowers students through faith, family and academic excellence. All students experience an environment based upon the principles and truths of the Franciscan Catholic tradition.

Mission & Vision

Used for body text and captions in most cases for magazines, brochures, flyers, ads, and business cards.

Mission

Holy Family College is a dynamic learning community that empowers students through a quality liberal arts education integrated with professional preparation offered in an environment of mutual respect and concern for persons, based on the principles and truths of Franciscan Catholic tradition.

Vision

Holy Family College will be known as a Franciscan Catholic college dedicated to developing students to serve, lead, and transform our world. Our future will be centered on educating the whole person in an environment that celebrates teaching and learning, integrates our Franciscan values in all that we do, and delivers on a promise of quality liberal arts education and professional preparation.

logos

Logo Formats

The proper application of our logo is critical to developing and strengthening our brand equity. Please note the following logo variations and color applications.

	Master Logo	Stacked Logo
Color	Holy Family College	Holy Family College
Black	Holy Family College	Holy Family College
Reversed	Holy Family College	Holy Family College

The typeface is based on Cormorant Garamond Bold.

Master Logo

The logo is to be used whenever space is available for all promotions and advertising.

Stacked Logo Variation

The vertical orientation of the logo should be used in a very limited capacity, only when spatial constraints require it. The same guidelines used for the horizontal orientation of the master logo apply to the vertical orientation.

Logo Symbol

The compass logo can be used when target audience for placement is familiar with the college, or used in conjunction with logo placement.

The symbol can be used alone.

The symbol can be used in color, black, white or as a watermark

The symbol can be used alone.
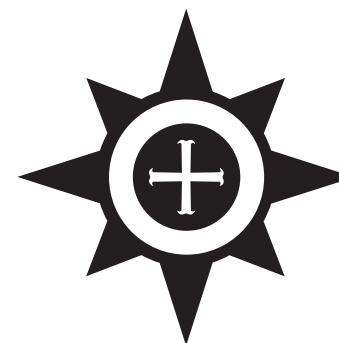
The symbol can be used in color, black or white.

At least half of the logo symbol should display if It is used alone or as a background graphic.

The symbol can be used as a tint as long as at least half of the image is displayed.

Appropriate use of logo on a blue background.
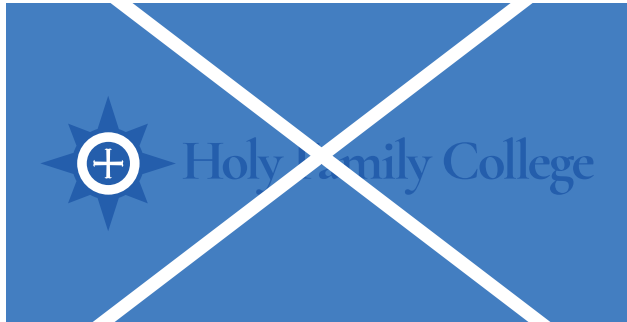
There is not enough contrast between the background color and bue logo.

Use white logo on dark background colors.
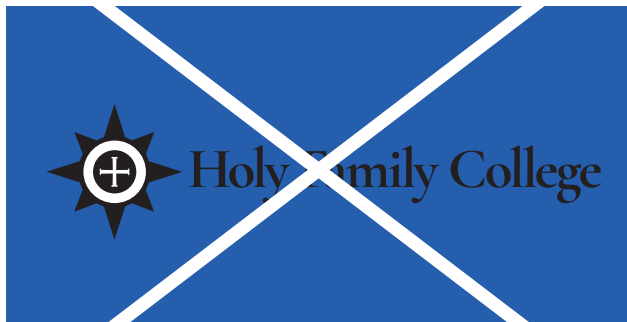
The black version does not have enough contrast on this dark background color.

Use white logo on black background.

Use color logo whenever possible.

Background Color Usage with Logo

The inner ring and cross should always be white (not transparent) unless you are using the white version of the logo.

Make sure there is enough contrast between the logo and the background color.

When placed on a darker background the white version of the logo should be used.

Clear Space

Always allow enough padding (referenced in light blue) around the logo to avoid unwanted visual tension. This general rule should be applied to any logo or mark. Use the example shown for reference. At a minimum, the clear space around the logo should be equal to the inner circle of the compass symbol.

Minimum Size

The logo must be clearly visible in all uses in reference to size and placement.

Minimum sizing for the master logo and master logo with tagline is 2" wide.

Minimum sizing for the vertical logo and vertical logo with tagline is 1" wide.
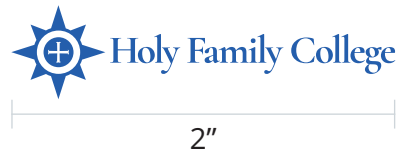
Tagline Usage

Use only approved taglines listed on this page.

FAITH • FAMILY • ACADEMIC EXCELLENCE

LEADING WITH FAITH & VALUES

Holy Family College
FAITH • FAMILY • ACADEMIC EXCELLENCE

Holy Family College
LEADING WITH FAITH & VALUES

Holy Family College
FAITH • FAMILY
ACADEMIC EXCELLENCE

Logo with Tagline

Should be used when?

Color:
C:12 M:5 Y:0 K:40
R:146 G:154 B:166
HEX: #929aa6 | PMS: 430 C

Master Logo with tagline:
Should be aligned with the bottom of the symbol

Stacked Logo with tagline:
Only one approved tagline with the stacked logo variation (see example)

Based on the font:
Cormorant Garamond Bold

Standard College Info and Sponsorship Tagline Usage

Use only college info/sponsorship stylings listed on this page.

Usage

The sponsorship tagline and standard college info should:

- Use bullet points to separate address, city/state/zip, phone, and website

- College info should be one font size larger than sponsorship tagline

- Sponsorship tagline should be no smaller than 7pt

Standard College info based on the font: Myriad Pro Regular

Sponsorship Tagline based on the font: Myriad Pro Italic

✦ Holy Family College

2406 S. Alverno Road • Manitowoc, WI 54220-9319 • 800-236-4752, ext. 175 • holyfamilycollege.edu
Sponsored by the Franciscan Sisters of Christian Charity

2406 S. Alverno Road, Manitowoc, WI 54220-9319 • 800-236-4752, ext. 175 • holyfamilycollege.edu
Sponsored by the Franciscan Sisters of Christian Charity

2406 S. Alverno Road, Manitowoc, WI 54220-9319
800-236-4752, ext. 175 • holyfamilycollege.edu
Sponsored by the Franciscan Sisters of Christian Charity

Holy Family College Seal

The official seal of the college is reserved for diplomas and commencement-related materials, presidential letters, and other official documents left to the discretion of the Marketing Office.

Color Variations

These are the approved color options available for use within any approved print or digital application. Blue, black, black outlineds and white outlines.

Logo Color

PMS 2728

Holy Family College blue

C:91 **M:**68 **Y:**0 **K:**0
R:33 **G:**94 **B:**172
HEX: #215EAC
PMS: 2728 (coated)

Logo can also be reproduced in black or white. See pages 2-3.

Primary Color Palette

Building off the brand palette; these colors will build consistency and continue to bring brand & identity collateral to life.

C:91 **M:**68 **Y:**0 **K:**0
R:33 **G:**94 **B:**172
HEX: #215EAC | **PMS:** 2728 C

C:75 **M:**45 **Y:**0 **K:**0
R:71 **G:**113 **B:**174
HEX: #4771ae | **PMS:** 7683 C

C:75 **M:**15 **Y:**0 **K:**0
R:0 **G:**154 **B:**212
HEX: #009ad4 | **PMS:** 2925 C

C:4 **M:**0 **Y:**0 **K:**17
R:198 **G:**205 **B:**209
HEX: #c6cdd1 | **PMS:** 427 C

Secondary Color Palette

Building off the brand palette; these colors will build consistency and continue to bring brand & identity collateral to life.
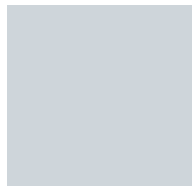
C:61 **M:**19 **Y:**100 **K:**5
R:99 **G:**141 **B:**50
HEX: #638d32
PMS: 370 C

C:69 **M:**90 **Y:**10 **K:**0
R:105 **G:**52 **B:**122
HEX: #69347a
PMS: 7664 C

C:11 **M:**100 **Y:**78 **K:**4
R:194 **G:**36 **B:**52
HEX: #c22434
PMS: 200 C

C:27 **M:**34 **Y:**100 **K:**5
R:171 **G:**139 **B:**38
HEX: #ab8b26
PMS: 111 C

C:17 **M:**47 **Y:**25 **K:**0
R:199 **G:**135 **B:**142
HEX: #c7878e
PMS: 500 C

C:100 **M:**68 **Y:**10 **K:**50
R:0 **G:**42 **B:**80
HEX: #002a50
PMS: 648 C

C:12 **M:**5 **Y:**0 **K:**40
R:134 **G:**140 **B:**150
HEX: #868c96
PMS: 430 C

Departmental Color Themes

Building off the brand palette; these colors will build consistency and continue to bring brand & identity collateral to life. The color on top of each block is the accent color from the secondary palette. The colors that display below the accent color are from the primary palette. White and black would also be used.

Music

Science

Art

Nursing

Business

Theology

Education

Music & Art Giving Circle

Strategic Partnerships

Athletics

Alumni

Admissions

LOD

PRINT FONT:

Myriad Pro

Myriad Pro Regular and Italic to be used for body text and captions in most cases – magazines, brochures, flyers, ads, and business cards.

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( ) ¢ © + =

Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

*0 1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( ) ¢ © + =*

PRINT FONT:

Myriad Pro

Use Myriad Pro Semibold and Bold for headings and subheadings.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( ) ¢ © + =

Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( ) ¢ © + =

Bold

Use other font weights and styles as needed, but these are the primary font weights.

PRINT FONT:

Domine

Use Domine Regular for headings and subheadings.

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( ) ¢ © + =

Typography continued...

PRINT FONT:

Fontgrab

The "Admissions font" used for headlines and headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ! @ # $ % & * ( ) ¢¢ + =

PRINT FONT:

Oswald

Used for headlines and titles or as a decorative body text font.

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( ) ¢ © + =

Extra Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( ) ¢ © + =

Arvo

ATHLETICS: Use Regular and Bold for headings and subheadings for Athletics promotions.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*()¢©+=

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*()¢©+=

Bold

Typography continued...

Hind

Used for body text and captions.

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( ) ¢ © + =

Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
*0 1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( ) ¢ © + =*

Typography continued...

Hind

Use Semibold and Bold for subheadings and headings.

Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( ) ¢ © + =

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( ) ¢ © + =

Letterhead

Regular, Athletic and Alternate Letterhead samples shown here.

Regular Letterhead

Include:
- Color Horizontal Logo
- Address text: Myriad Pro Regular, 10pt
- Use only the icons shown on these examples (do not substitute)
- Sponsorship text: Myriad Pro Italic, 8pt, color C:12 M:5 Y:0 K:40
- Letterhead may or may not contain designated tagline

Alternate Letterhead:

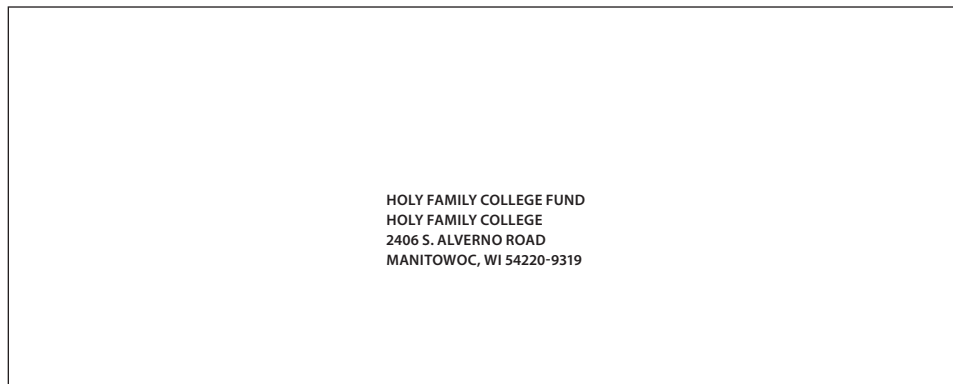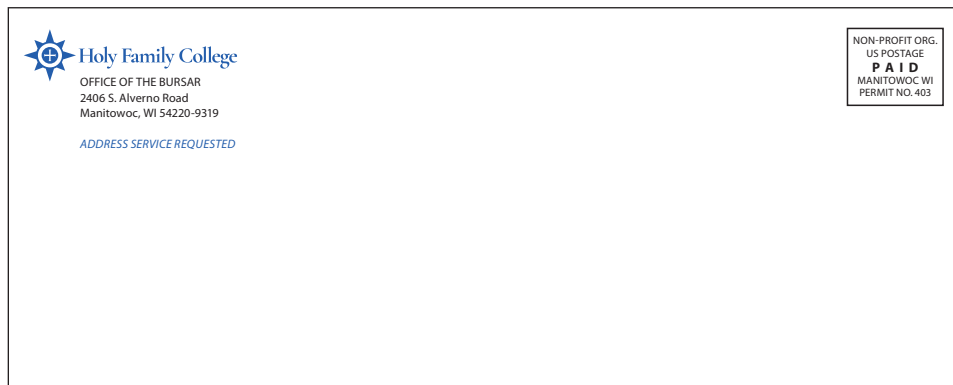- May contain department or name
- Specific phone number(s), email address

Athletic Letterhead:

- Utilizes Athletic Logo (Freddy)
- Athletic contact information

Envelopes

Example for #9 envelopes

Holy Family College

OFFICE OF THE BURSAR
2406 S. Alverno Road
Manitowoc, WI 54220-9319

ADDRESS SERVICE REQUESTED

NON-PROFIT ORG.
US POSTAGE
P A I D
MANITOWOC WI
PERMIT NO. 403

HOLY FAMILY COLLEGE FUND
HOLY FAMILY COLLEGE
2406 S. ALVERNO ROAD
MANITOWOC, WI 54220-9319

Mailing Envelopes

Include:
- Color Horizontal Logo
- Use Myriad Pro Regular, 8/9pt
- Department name if needed in Upper Case
- Address as follows in Black:
  2406 S. Alverno Road
  Manitowoc, WI 54220-9319
- When required the addition of:
  ADDRESS SERVICE REQUESTED
  to be set in Logo Blue, Upper Case,
  Italic
- When required include postage paid indicia as shown at right.

Return Envelopes

Include:
- Department and address in Upper Case
  Myriad Pro Semibold, 10/13pt, Black

Postcard Usage

Postcards are used for various college communications and promotions.

4x6" Postcards
• 3" address area

5x7" Postcards
• 4.5" address area

8.5x5.5" Panel Postcards
• 4.5" address area

Bulk Mailing Postcards
Include indicia and college return address:
OFFICE OF ADMISSIONS
HOLY FAMILY COLLEGE
2406 S. ALVERNO ROAD
MANITOWOC, WI 54220-9989

Guidelines
Holy Family College return address: Myriad Pro Regluar, 9pt font and 11pt line spacing.
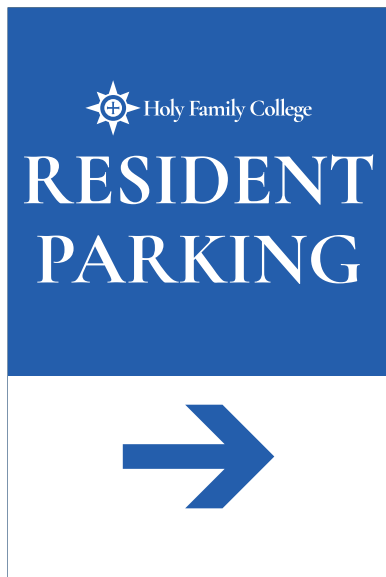
Postcards

Various postcard sizes.

Holy Family College
2406 S. Alverno Road
Manitowoc, WI 54220

NON-PROFIT ORG.
US POSTAGE
P A I D
MANITOWOC WI
PERMIT NO. 403
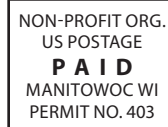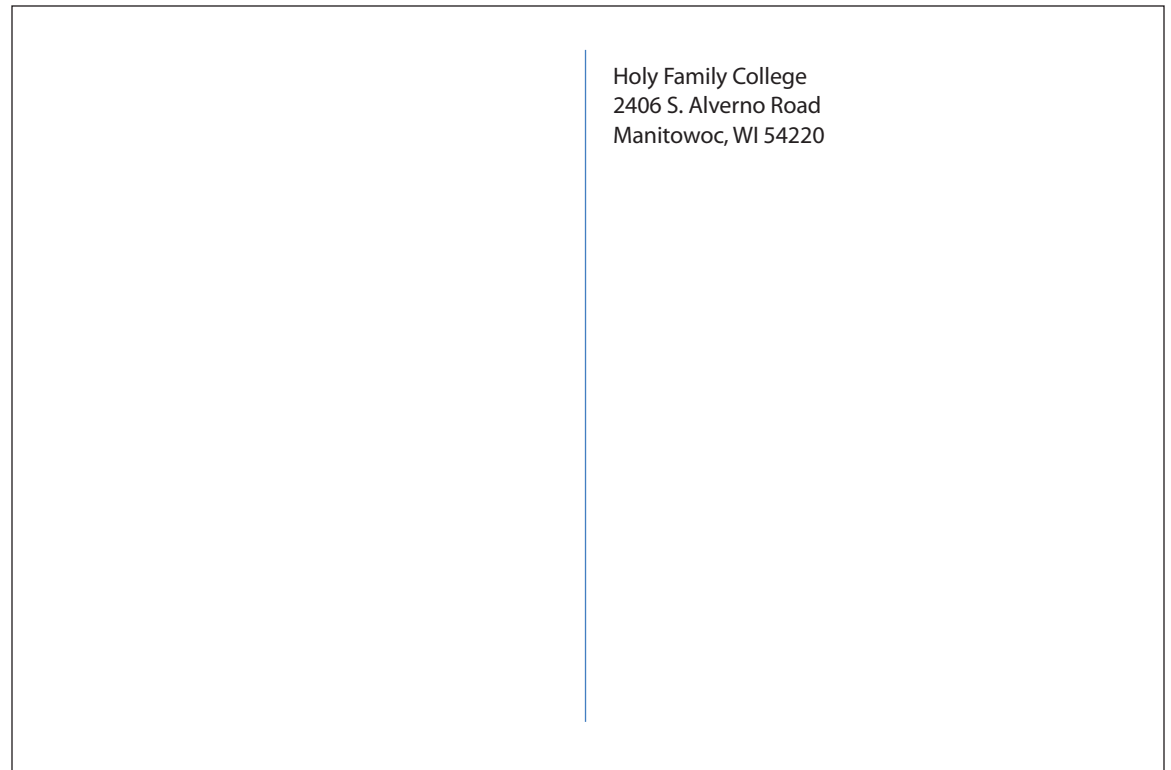
Signage

Wayfinding and internal signage.

RESIDENT PARKING

Holy Family College

→

Holy Family College

Chiara Hall

Signage Usage

Wayfinding Signage
- Font: Cormorant Garamond, Bold, Upper Case
- Holy Family College Master logo at the top
- Holy Family College blue and white, unless other colors are approved or required

Internal Signage
- Holy Family College blue and white, unless other colors are approved or required
- Sizing based on need, Common sizes: 8.5" x 11", 11" x 17", 20" x 30"
  (Can be horizontal or vertical format.)

Business Cards

Business cards include the tagline:
FAITH · FAMILY · ACADEMIC EXCELLENCE

Primary Business Card

• Stacked logo with tagline on front
• Master logo on back
• holyfamilycollege.edu

Admissions, HR and Finance business cards should include fax numbers. Exclude on all others.

Athletics Business Card

• Holy Family Lakers logo on front
• Master logo on back
• holyfamilylakers.com and holyfamilycollege.edu
• Social media handles
  HolyFamilyMBB
  HolyFamilyWBB
  HolyFamilyBOWL
  HolyFamilyMSOC
  HolyFamilyWSOC
  HolyFamily_XC
  HolyFamilyVB
  HolyFamilySOFT

Notes:
If they are both faculty/staff and a coach, create two separate business cards.

Amy Hanson
Director of Marketing

2604 S. Alverno Road
Manitowoc, WI 54220-9319

920-686-6197
800-236-4752 ext. 197
920-645-4393
920-684-7082
amy.hanson@holyfamilycollege.edu

holyfamilycollege.edu

Primary Side 1

holyfamilycollege.edu

Primary Side 2

Brandt Danals
Director of Athletics
Head Men's Basketball Coach

2406 S. Alverno Road
Manitowoc, WI 54220-9319

920-686-6135
260-458-4105
920-684-7082
@HolyFamilyMBB
brandt.danals@holyfamilycollege.edu

holyfamilylakers.com

Athletic Side 1

holyfamilylakers.com | holyfamilycollege.edu

Athletic Side 2

iconography

Icon Usage

Use the following styles when applying icons and infographics.

Icon Usage

Icons are intended to provide visual interest and to help guide users while they're navigating a page.

Contact Icons
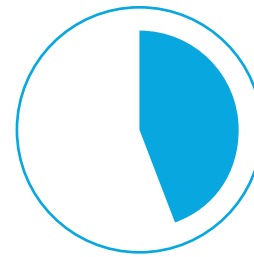Use the icons provided to keep consistency within the brand.

Social Icons
Use the icons provided to keep consistency within the brand.

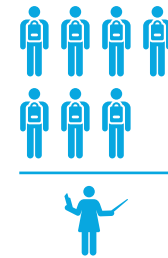**Infographics**
Use a similar style to the example provided.

Fonts
Use brand fonts with icons. Fontgrab, Myriad Pro, or Oswald
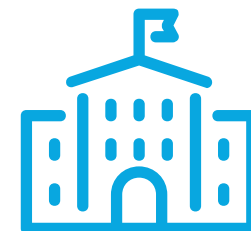
40%
minority student enrollment

9:1
student-to-faculty ratio

70%
of freshman students live on campus

Image Style

Use images that represent the school's values and culture. Use actual photography from the college campus whenever possible.


Requirements

- A great photo crop makes all the difference on the style of the photos for Holy Family College

- Images should not be flipped horizontally or vertically unless approved.

- If using an overlay, refer to the image settings on the following page.

- Brochure cover design and headline fonts and styling should stay consistent.

30% B/W image over PMS 2728

Holy Family College
FAITH · FAMILY · ACADEMIC EXCELLENCE
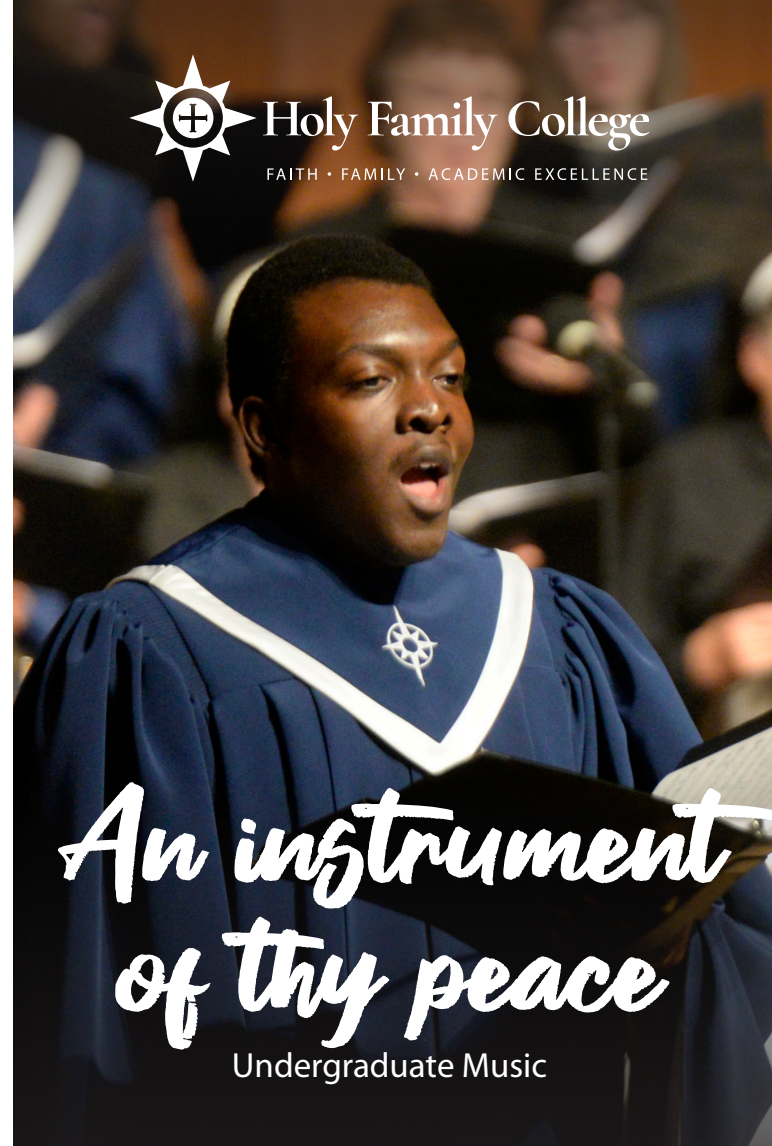
An instrument of thy peace

Undergraduate Music

ABOVE:
15% B/W image over PMS 2925

Color Overlays
Color overlays should be one of the 3 blue colors from the primary color palette: PMS 2728, 7683, or 2925 (or the CMYK, RGB or HEX equivalents)
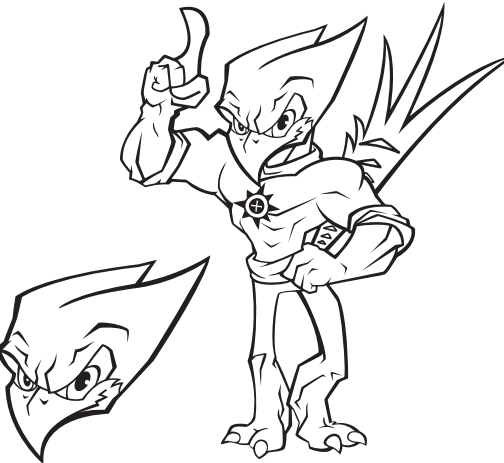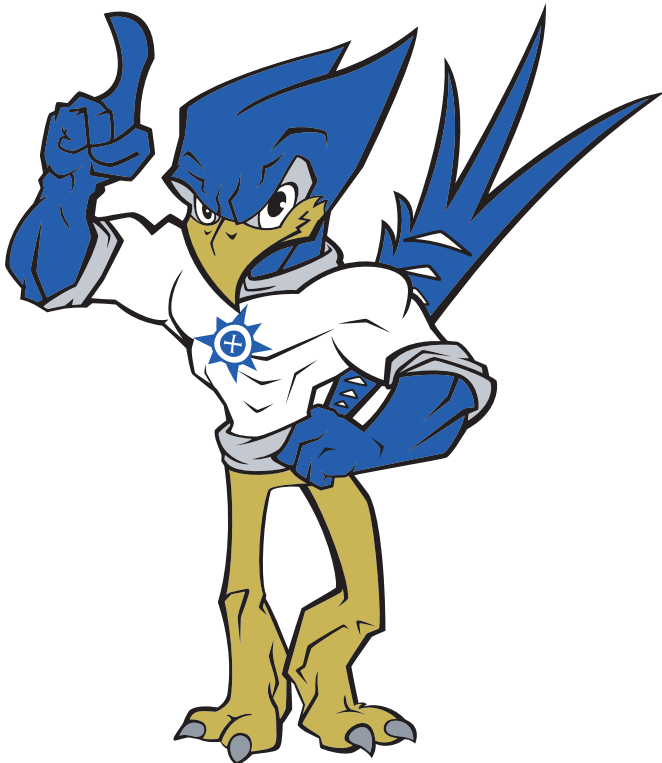
Black Gradients
Black Gradients can be used to help white logo, artwork, and text stand out from the photo.

The head can be used as full color or 2-color.

100% Black Detail Lines/Outlines.

Freddy Mascot

Two versions can be used, full body or just Freddy's head. Acceptable coloration is shown on this page. Do not substitute or add colors.

C:91 **M:**68 **Y:**0 **K:**0
R:33 **G:**94 **B:**172
HEX: #215EAC
PMS: 2728 C

C:12 **M:**5 **Y:**0 **K:**40
R:134 **G:**140 **B:**150
HEX: #868c96
PMS: 430 C

C:23 **M:**24 **Y:**80 **K:**0
R:201 **G:**179 **B:**87
HEX: #c9b357
PMS: 111 C @ 80%

C:6 **M:**3 **Y:**0 **K:**20
R:194 **G:**199 **B:**207
HEX: #c2c7cf
PMS: 430 C @ 50%

Black & White versions.

Holy Family Lakers Logo

Used for athletics. Acceptable coloration is shown on this page.
Do not substitute or add colors.

1"

Clear Space

Always allow enough padding (referenced in light blue) around the logo to avoid unwanted visual tension. Use the example shown for reference. At a minimum, the clear space around the logo should be equal to the inner circle of the compass symbol.

Minimum Size

The logo must be clearly visible in all uses in reference to size and placement.

Minimum sizing for the Lakers logo is 1" wide.

Apparel Artwork

Holy Family College and athletics apparel recommendations.

Recommended color options

Blue, white, gray and black are the recommended color options for all Holy Family College-related apparel (i.e., T-shirts, polos, hats, etc.)

Design / Artwork placement

FRONT: artwork should be placed on the upper portion of the shirt
BACK: artwork should be printed two inches from the top of the neck seam.
SLEEVE: artwork should be at least 3 inches wide.

Small-Scale Logos

When using the Holy Family College logo for embroidered items do not scale below 0.5 inches to ensure legibility

powerpoint

Note:

Logo icon appears in bottom right corner of page either as 10% PMS 2728 or 10% white.

PowerPoint Layout

PowerPoint layout samples shown here. Ask for the HFC PowerPoint Template file to use for your presentations.

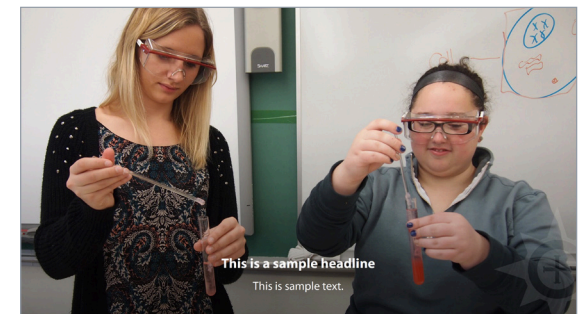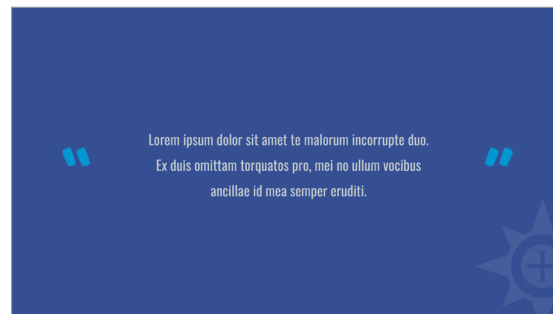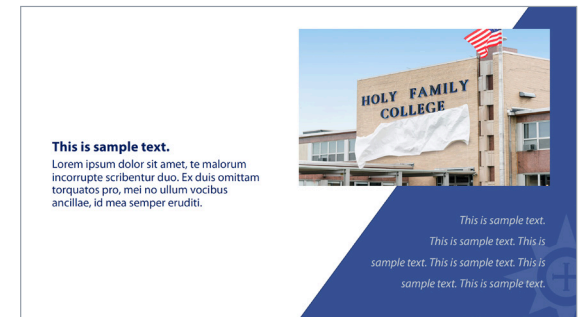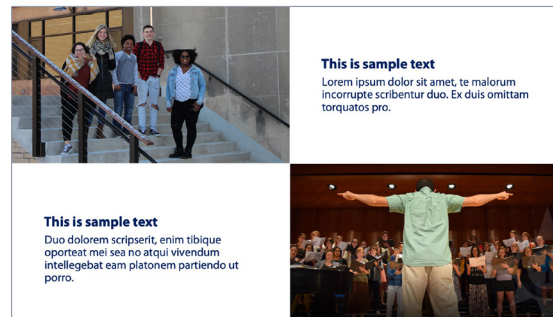LOGO BLUE = **PMS:** 2728 | **C:**91 **M:**68 **Y:**0 **K:**0 | **R:**33 **G:**94 **B:**172
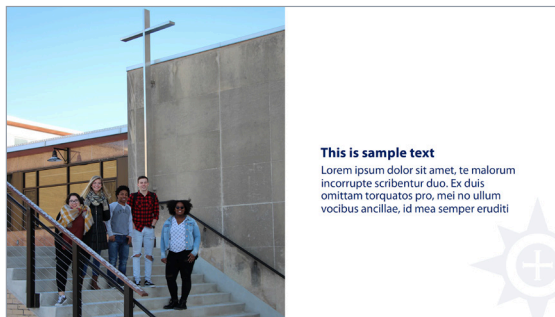
ACCENT BLUE = **PMS:** 2925 | **C:**75 **M:**15 **Y:**0 **K:**0 | **R:**0 **G:**154 **B:**212

Headlines: Domine Regular

Subheads: Oswald Regular or Myriad Pro Bold

Body Text: Myriad Pro Regular, Bold for emphasis

Accents: Fontgrab (use sparsely)

Artwork

Regularly designed print and web sizes are listed below, as well as design files needed for special Holy Family College events.

Print sizes (inches)

Brochures: 10.5x8
Music Programs: 8.5x7
Panel Cards: 8.5x5.5
Postcards: 4x6, 5x7, 8.5x5.5
Posters: 11x17

Digital sizes (pixels)

Athletics Website Graphics: 290x145, 286x139, 455x130, 595x170
Billboard *(Manitowoc):* 704x352
  Include logo, sponsorship tag and url
Desktop Slider: 1920x400
Mobile Slider: 500x250
  Include sponsorship tag
Eblast: 600px wide
Facebook Post: 940x788
Facebook Event Cover: 1920x1080
Give Lively GoLive: 1740x1140
Give Lively Images: 450x600
HFM Billboard/Skywalk: 432x48
  Include logo, sponsorship tag and url

HFM Channel 23
(Hospital channel for patient rooms):
- 720px x 540px, 72ppi
- 70px margin on all sides
HFM TV:
- 26.667" x 15" 300ppi
- 1.5" margin on top/bottom
- 1.75" margin on left/right
Sliders
– Desktop: 1920x400
– Mobile: 500x250
Two Rivers Digital Billboard: 368x64
  Include logo, sponsorship tag and url
FMC Atrium Display: 1920x1080

Art Exhibit Artwork

Billboard *(Manitowoc)*
FMC Atrium Display
HFM Billboard/Skywalk
Postcards
Poster
Sliders *(desktop & mobile)*
Two Rivers Digital Billboard

Zimmer Forum Artwork

Billboard *(Manitowoc)*
FMC Atrium Display
HFM Billboard/Skywalk
HFM Channel 23
Sliders *(desktop & mobile)*
Two Rivers Digital Billboard

social media

Artwork

Should reflect Holy Family College's fonts and styling.

Facebook sizes:
Profile image: 180x180
Cover photo: 820x312
Event cover: 1920x1080
Post: 940x788

Twitter sizes:
Profile image: 400x400
Header: 1500x500
Post: 1024x512

Note: social media sizes are always being updated so be sure to stay up-to-date

Social media handles
HolyFamilyMBB
HolyFamilyWBB
HolyFamilyBOWL
HolyFamilyMSOC
HolyFamilyWSOC
HolyFamily_XC
HolyFamilyVB
HolyFamilySOFT

Social Media Usage

Includes Facebook and Twitter

Email Signatures

FONT: Myriad Pro or Arial depending on what fonts may be loaded on the recipient's computer.

Note:

All employees using a Holy Family College email address should setup the official email signature.

Email Signature for teachers and staff

(shown in Myriad Pro)

Amy Hanson
Director of Marketing
p: 920-686-6197
m: 920-645-4393
amy.hanson@holyfamilycollege.edu

2406 S. Alverno Road
Manitowoc, WI 54220
holyfamilycollege.edu

Sponsored by the Franciscan Sisters of Christian Charity

Athletics Email Signature for coaches

(shown in Arial)

Brandt Danals
Director of Athletics
Head Men's Basketball Coach

p: 920-686-6135
m: 260-458-4105
brandt.danals@holyfamilycollege.edu

Holy Family College
2406 S. Alverno Road
Manitowoc, WI 54220
holyfamilylakers.com

Sponsored by the Franciscan Sisters of Christian Charity

email cont.

Out of office reply usage

It is common practice and courtesy to utilize your Out of Office feature in Outlook when you are out. It can be customized to alert the sender if you are away on business, occasionally checking your e-mail, or if you are on vacation and not accessible.

The goal is to create a professional, engaging e-mail message that tells the recipient everything they need to know to leave an actionable message or reach someone else who can assist them.

Out of office reply etiquette

Holy Family College uses visual elements, like videos, to tell our story. Videos can be found on...

OUT OF OFFICE
I appreciate your email but I am out of the office today and will return on <date>. During this time I will be without/with limited email access. If you need immediate assistance, please contact <back-up contact> at <e-mail address>.

Thank you,
<first and last name>
<title>

eBlast

eBlast Headers

Various departmental headers are used for college email newsletters.

Artwork

eBlast headers are intended to identify the department from which an email is being sent.

Size
Standard size is 600x125, but the height may be extended if needed.

other logos

Additional college logos

Logos used for college events, campaigns and programs

Usage

Use only the approved logos colors noted.

Use...
Color: *Black*

The 1935 Societies is a ...
Colors: *#215EAC, #002a50*

Use...
Color: *#215EAC, #002a50*
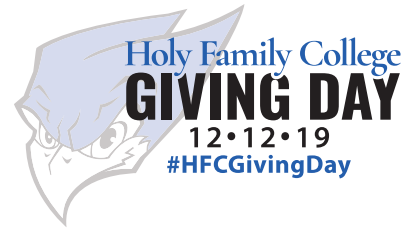
Blue & Reversed logo variations
Color: #215EAC

Stacked and horizontal logo variations
Colors: #4771ae, #c6cdd1, #002a50

Stacked and horizontal logo variations
Color: #215EAC

Color: #215EAC

Colors: #002a50, #638d32