

Harlaxton College Style Guide for Partner Schools

Promotion, Advertising and Publicity Standards

Harlaxton College strives to maintain consistency as it relates to all aspects of marketing and communications. Harlaxton has created a pathway to assist in the marketing of Harlaxton semesters and custom programs. The images provided by the University of Evansville are the only authorized images that may be used in promotion and advertising of programs at Harlaxton College or partnerships with Harlaxton College. All materials must contain the Harlaxton College logo and may only use the approved images of Harlaxton Manor. These are provided for your use at this web page along with a style guide.

harlaxton.evansville.edu/partners/branding.cfm

The use of any other images of the manor is not permitted and would be considered violating promotional materials containing these images violate our standards of excellence. Flyers, posters, websites, or other advertising materials must contain the Harlaxton logo and failure to use this logo also violates our standards. If alerted to any advertising and promotional materials that violate our standards, Harlaxton College will request that they are removed immediately and only replaced by materials that conform to the standard listed at URL provided.

Harlaxton College Logo

A new logo for Harlaxton College was adopted in 2005. It is similar in appearance to the University of Evansville's logo, but uses the colors of the family crest. Use of the Harlaxton logo must be approved by the director of study abroad at the University of Evansville.



Owned and operated by the
UNIVERSITY OF EVANSVILLE

Full Color

Blue

4-color process: C=93 M=66 Y=24 K=9

RGB: Red=28 Green=90 Blue=136

Hex: 015480

Red

4-color process: C=23 M=100 Y=74 K=16

RGB: Red=168 Green=29 Blue=59

Hex: A91D35

Yellow

4-color process: C=0 M=17 Y=80 K=0

RGB: Red=255 Green=210 Blue=81

Hex: FFD346



Owned and operated by the
UNIVERSITY OF EVANSVILLE

Black

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Harlaxton College Logo (continued)

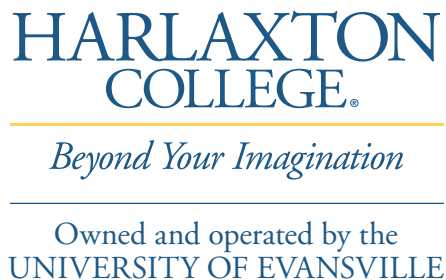


Full Color Reversed

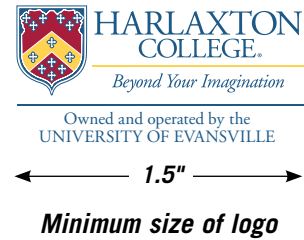
The Harlaxton logo can be used in reverse but **ONLY** on the blue background. It should never be used on the red or yellow backgrounds.



Stacked version

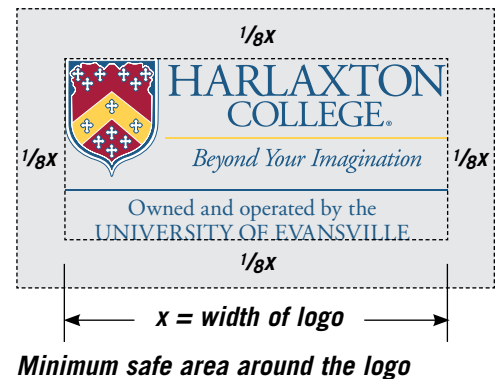


Name block version



Size Restrictions

The minimum size requirement for the Harlaxton logo is 1-1/2" in width from the farthest left edge to the farthest right edge of the logo.



Safe Area

To allow for maximum legibility, an adequate safe area must always be preserved on all sides of the logo. The safe area must be the same color as the logo's background color. The minimum safe area is equal to one-eighth (1/8) the width of the logo used, as shown.



**Do not place or use the logo
within a headline or sentence.**

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Approved Images of Harlaxton College - Exterior Shots

These are provided for your use at this web page:

harlaxton.evansville.edu/partners/branding.cfm



Harlaxton_P1110016_rev.jpg 18.25 x 12.25 300 dpi



Harlaxton_CSC_1052.JPG 16.427 x 10.88 300 dpi



Harlaxton_8_rev.jpg 19.35 x 9 300 dpi



Harlaxton_DSC_0704.JPG
13.333 x 20 300 dpi



Harlaxton_Manor Entrance.jpg 17.407 x 13.057 300 dpi



Harlaxton_CSC_0943.JPG 16.427 x 10.88 300 dpi

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Harlaxton_DSC_0653.JPG 20 x 13.333 300 dpi



Harlaxton_DSC_0738.JPG
13.333 x 20 300 dpi

Approved Images of Harlaxton College - Interior Shots



Harlaxton_DSC_0889.JPG 18.25 x 12.25 300 dpi



Harlaxton_Folder 1 - 034.jpg 19.35 x 9 300 dpi



Harlaxton_Folder 3 - 054.jpg 20 x 13.333 300 dpi



Harlaxton_Folder 3 - 084.jpg 16.427 x 10.88 300 dpi

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Please Avoid

The following are common examples of misuse of the Harlaxton College logo. Please make every effort to understand the guidelines provided in this style guide and avoid misuse of the brand identity.

- Always use the original file of the logo, not one copied and pasted from a web page.
- Do not use former versions of the logo.
- Do not use colors other than those approved.
- Do not use the University logo in a sentence.
- Do not invade the logo's safe area.
- The University logo should never appear on a background color that is not shown in this guide.
- Do not separate elements of the logo.
- The logo should always appear sharp, clean, and at the proper resolution.
- Do not distort the logo.
- Do not place the University logo on top of other patterns or graphics.
- Do not crop the logo.
- If the logo is placed on a photographic background, position it such that it avoids areas of details, pattern, or low contrast.

Trademark

The Harlaxton logo/icon is registered trademark. As such it cannot be used without permission.

The ® symbol must appear as indicated throughout this guide.