Why does Harvard University Information Technology need identity guidelines?
The graphic elements we use to represent HUIT enable us to establish and maintain a clear, unified identity, which aligns with the visual identity of the University. This manual provides general guidelines for the visual articulation of the HUIT graphic identity, as well as specific direction for the application of our updated signatures and related elements. It is a resource for designers, vendors, and anyone who is visually representing HUIT. Whether online, in print, or in person, we recommend that you refer to this guide whenever you develop communications materials.

If you have any questions about the guidelines or would like to make a special request for a department signature, please contact ucio@harvard.edu with the subject "Identity Guidelines Inquiry." To view a complete overview of the Harvard University Graphic Identity Standards, please visit guidelines.hwp.harvard.edu. For general questions or signature requests, please contact identityguidelines@harvard.edu.
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INTRODUCTION
GENERAL SIGNATURE GUIDELINES

Please avoid:

• Manually altering the artwork in any way or typeseting the Harvard wordmark; only use provided artwork
• Stretching the artwork or type; the unit should always be scaled proportionally
• Treating the wordmarks as typography; they should be treated as artwork
• Adding appendages to the signatures or Veritas shield
• Placing the signatures or wordmarks too closely to other graphic elements, logos, or marks
• Placing the Veritas shield on a crimson background or any other close value
• Outlining the wordmarks or Veritas shield
• Using the Veritas shield with a primary signature extension alone
• Stacking primary extensions on more than one line; the width of the line length should instead be proportionally shortened
• Altering the color of the Harvard wordmark, unless it is to reverse (white) if necessary
• Reordering the primary and secondary extensions

DEFINITIONS

This manual outlines the use of a few different graphic elements. This includes:

Signature: A signature represents the wordmark and shield when they are used together

Wordmark: A wordmark is when Harvard University Information Technology is used in conjunction with an extension.

Shield: The shield refers to the Veritas shield.
VERITAS SHIELD
VERITAS SHIELD: COLOR AND B&W

Whenever possible, the Veritas shield should be represented in its original color combination of Harvard crimson, black, and white. These values should never be altered. The shield may be displayed in black and white if necessary. In reproducing Harvard University colors for print, recognize the recommended mixes herein serve as a starting point. Proof against a printed Pantone chip and adjust mixes for best match.

IN GENERAL:
• The shield should be used in its original form, and not be outlined or used in reverse
• Whenever possible, the shield should not be applied against a crimson background

PMS  187U
PMS  1807C
CMYK  C-7 M-94 Y-65 K-25
HEX#  A51C30
RGB  R-165 G-28 B-48

PMS PROCESS BLACK U
PMS PROCESS BLACK C
CMYK: C-0 M-0 Y-0 K-100
HEX#  1E1E1E
RGB: R-30 G-30 B-30
HUIT SIGNATURE & SIGNATURE ELEMENTS
Please **DO NOT** add the shield to the HUIT wordmark manually. Use provided artwork or contact ucio@harvard.edu to obtain signatures. To download signatures, please go to huit.harvard.edu and navigate to the resource section of the intranet. Treat the wordmark as artwork, not as typography.
SIGNATURE ELEMENTS: EXTENSIONS OVERVIEW

PRIMARY EXTENSIONS
Primary extensions refer to the Central Administration offices and Schools. The primary extension is set in Anziano Pro Roman for horizontal signatures and Anziano Pro Roman, for vertical signatures.

SECONDARY EXTENSIONS
Secondary extensions refer to an office, department, or program within the aforementioned primary extension. They are set in Benton Sans medium, small caps.

ADMINISTRATIVE SYSTEMS
**SIGNATURE CLEAR SPACE**

Be sure to provide sufficient clear space around the logo.

Avoid outlining the shield.

---

**INTRODUCTION**

**VERITAS SHIELD**

**HUIT SIGNATURE & SIGNATURE ELEMENTS**

HUIT Signature Artwork
Signature Elements
Signature Clear Space

**TYPOGRAPHY**

**KEY**

x = .125
TYPOGRAPHY
GENERAL TYPOGRAPHY RULES

Font selection is a key component in the creation of successful communications. Typography should work in concert with the overall design, photography, and editorial writing to help describe and define HUIT’s graphic identity. Since our intention is to depict Harvard as a unified, global institution, representing a tradition of academic excellence, choosing the right style of type is critical. There are many fonts available, but generally we recommend that you:

- Use clean and classic typefaces, with a preference for sans-serif fonts.
- Don’t use fonts that are overly stylized.
- Don’t use Harvard crimson for text color.
- Don’t use type with drop shadows.
- Don’t stretch type. Always scale proportionally.
- Don’t outline type.
- Avoid condensing, excessive tracking, or horizontal scaling.
- Use italicized styles sparingly.
- Avoid using more than two different fonts in one piece of communications.
For the web, we encourage the use of non-licensed, system fonts whenever possible. Please see the recommended system fonts below.

**System fonts - body copy and headers - sans serif and serif**

- **Arial Regular**
- **Arial Italic**
- **Arial Bold**
- **Arial Bold Italic**
- **Georgia Regular**
- **Georgia Italic**
- **Georgia Bold**
- **Georgia Bold Italic**
## TYPOGRAPHY: TYPEFACES FOR GENERAL USE

### System fonts - body copy and headers - sans serif and serif

<table>
<thead>
<tr>
<th>Sans Serif</th>
<th>Serif</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial Regular</td>
<td>Georgia Regular</td>
</tr>
<tr>
<td>Arial Italic</td>
<td>Georgia Italic</td>
</tr>
<tr>
<td>Arial Bold</td>
<td>Georgia Bold</td>
</tr>
<tr>
<td>Arial Bold Italic</td>
<td>Georgia Bold Italic</td>
</tr>
</tbody>
</table>

### Print - body copy and headers - serif

<table>
<thead>
<tr>
<th>Sans Serif</th>
<th>Serif</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caslon Regular</td>
<td>Garamond Regular</td>
</tr>
<tr>
<td>Caslon Italic</td>
<td>Garamond Italic</td>
</tr>
<tr>
<td>Caslon Bold</td>
<td>Garamond Bold</td>
</tr>
<tr>
<td>Caslon Bold Italic</td>
<td></td>
</tr>
</tbody>
</table>

Shelley script is recommended as a decorative font.

<table>
<thead>
<tr>
<th>Script</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shelley Allegro</td>
</tr>
<tr>
<td>Shelley Andante</td>
</tr>
<tr>
<td>Shelley Volante</td>
</tr>
</tbody>
</table>