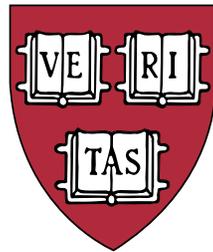


# HARVARD UNIVERSITY



## Graphic Identity Guidelines

SEPTEMBER 2021

*DEVELOPED BY HARVARD PUBLIC AFFAIRS & COMMUNICATIONS*

# WELCOME TO THE IDENTITY GUIDELINES FOR HARVARD UNIVERSITY

This guide is a resource for designers, vendors, and anyone who is visually representing Harvard University - whether online, in print, or in person. These guidelines are primarily for use by Central Administration and Faculty of Arts and Sciences departments.

## **Why does Harvard University need identity guidelines?**

The graphic elements we use to represent Harvard enable us to establish and maintain a clear, unified University identity, both within the Harvard community and beyond. We developed these to both improve consistency and reduce costs associated with units having to develop their own marks.

If you have any questions about the guidelines or the specifics, please contact Harvard Public Affairs & Communications at **[identityguidelines@harvard.edu](mailto:identityguidelines@harvard.edu)**.

**TABLE OF CONTENTS**

05..... IMPORTANCE OF A GRAPHIC IDENTITY	31..... TYPOGRAPHY
06..... GENERAL GUIDELINES	37 ..... COLOR PALETTE
07 ..... DEFINITIONS, SIGNATURES VS. WORDMARK	40 ..... PHOTOGRAPHY
10..... VERITAS SHIELD	43 ..... UNIVERSITY STATIONERY
14..... UNIVERSITY SIGNATURE	48 ..... MERCHANDISE
18..... SIGNATURE ELEMENTS	50 ..... APPENDIX
29 ..... UNIVERSITY SEAL	

# INTRODUCTION

**INTRODUCTION**

Importance of a Graphic Identity &

Contact Information

General Guidelines

Definitions, Wordmark vs. Signature

Identity Elements

**VERITAS SHIELD****UNIVERSITY SIGNATURE****SIGNATURE ELEMENTS****UNIVERSITY SEAL****TYPOGRAPHY****COLOR PALETTE****PHOTOGRAPHY****UNIVERSITY STATIONERY****MERCHANDISE****APPENDIX****IMPORTANCE OF A GRAPHIC IDENTITY**

Harvard competes with academic institutions across the nation and around the globe. Given this dynamic environment, it is important for us to express a single, compelling voice in everything we do.

The totality of the graphic elements, visuals, and words we use to describe Harvard will enable us to establish and maintain a clear, unified university identity, both within the Harvard community and beyond.

This manual provides general guidelines for the visual articulation of the Harvard graphic identity, as well as specific direction for the application of our updated signatures and related elements.

We recommend that you refer to this guide whenever you develop communications materials.

**CONTACT INFORMATION**

If you have questions or need assistance developing communications materials, please email **[identityguidelines@harvard.edu](mailto:identityguidelines@harvard.edu)**.

For questions about the licensing or use of Harvard's trademarks on merchandise, the unauthorized use by others or the protection of Harvard's marks, or the use of any of Harvard's trademarks, including the Harvard wordmark or shield, in any manner other than prescribed in this graphic manual, please contact:

Harvard Trademark Program  
**[trademark\\_program@harvard.edu](mailto:trademark_program@harvard.edu)**  
[trademark.harvard.edu](http://trademark.harvard.edu)  
(617) 495-9513

**INTRODUCTION**

Importance of a Graphic Identity &

Contact Information

[General Guidelines](#)

Definitions, Wordmark vs. Signature

Identity Elements

**VERITAS SHIELD**

**UNIVERSITY SIGNATURE**

**SIGNATURE ELEMENTS**

**UNIVERSITY SEAL**

**TYPOGRAPHY**

**COLOR PALETTE**

**PHOTOGRAPHY**

**UNIVERSITY STATIONERY**

**MERCHANDISE**

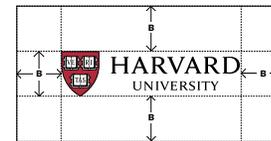
**APPENDIX**

**GENERAL GUIDELINES**

- **Do** use the original artwork in its provided format
- **Don't** manually alter the artwork in any way
  
- **Do** treat the signature as artwork
- **Don't** typeset the Harvard wordmark
  
- **Do** use the shield alongside the wordmark
- **Don't** replace the shield with a new mark
  
- **Do** scale the artwork proportionally
- **Don't** stretch the artwork or type
  
- **Do** give the signature its own space
- **Don't** place the signature too closely to other graphic elements, logos, or marks
  
- **Do** use the signature and shield on an appropriate background color
- **Avoid** placing the shield on a crimson background or any other close value
  
- **Do** maintain the proportion of the signature, while keeping primary extensions to one line
- **Don't** stack primary extensions
  
- **Don't** use wordmark without the shield
- **Don't** outline the shield

**DO:**

**DON'T:**



**INTRODUCTION**

Importance of a Graphic Identity &  
Contact Information  
General Guidelines  
[Definitions, Wordmark vs. Signature](#)  
Identity Elements

**VERITAS SHIELD****UNIVERSITY SIGNATURE****SIGNATURE ELEMENTS****UNIVERSITY SEAL****TYPOGRAPHY****COLOR PALETTE****PHOTOGRAPHY****UNIVERSITY STATIONERY****MERCHANDISE****APPENDIX****DEFINITIONS**

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

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

**Wordmark:** The wordmark is only the text 'Harvard University'

**Shield:** The shield refers to the Veritas shield.

**WORDMARK VS SIGNATURE**

When a Central Administration department includes "University" in its official name, the alternate-use or "University" signature system may be used. The alternate presentation incorporates "Harvard University" into the signature, as well as one or two levels of office information, depending on the signature orientation. In some cases, where brevity and design necessitate, a sub-institution of significant stature (i.e., Harvard Library or Harvard College) may substitute their institution for "University," provided the institution follows a similar naming construct.

Extension signatures indicate an office, group, or department within Harvard University. These signatures are built upon the Harvard wordmark, within a structure for primary and secondary information. It is important to note that the primary signature system is preferred, and the alternate signature system should only be used after first exploring the primary system as there are limitations to the alternate system.

**Usage:**

- The Harvard signature should be present on all official, departmental Harvard communications
- Treat the wordmark as artwork, not as typography
- It may not be manually altered, except for proportionally in size/scale
- Use original artwork only and do not try to replicate

# IDENTITY ELEMENTS

These elements (shield and wordmark) make up the signature

shield



university wordmark  
do not use without the shield

**HARVARD**  
UNIVERSITY

university signatures



**HARVARD**  
UNIVERSITY



# SIGNATURE ELEMENTS

## Harvard wordmark

---

**HARVARD**  
UNIVERSITY

**HARVARD**

for use on mobile

### EXTENSIONS:

#### PRIMARY EXTENSIONS:

Faculty of Arts and Sciences

FACULTY OF ARTS AND SCIENCES

#### SECONDARY EXTENSIONS:

OFFICE FOR FACULTY AFFAIRS

---

*Extensions should not be used  
independently of the signature*

## signatures - large shield

---



**HARVARD**  
Faculty of Arts and Sciences

Best for web use



**HARVARD**  
Faculty of Arts and Sciences  
OFFICE FOR FACULTY AFFAIRS

**HARVARD**

FACULTY OF ARTS AND SCIENCES



Best for signage

**HARVARD**

FACULTY OF ARTS AND SCIENCES



OFFICE FOR FACULTY AFFAIRS

## signatures - small shield

---



**HARVARD**  
Faculty of Arts and Sciences



**HARVARD**  
Faculty of Arts and Sciences  
OFFICE FOR FACULTY AFFAIRS

**HARVARD**

FACULTY OF ARTS AND SCIENCES



To obtain small shield signatures, please email

[identityguidelines@harvard.edu](mailto:identityguidelines@harvard.edu)

VERITAS SHIELD

## INTRODUCTION

### VERITAS SHIELD

#### Artwork

Color and Greyscale

Adorned Shield

### UNIVERSITY SIGNATURE

#### SIGNATURE ELEMENTS

#### UNIVERSITY SEAL

#### TYPOGRAPHY

#### COLOR PALETTE

#### PHOTOGRAPHY

#### UNIVERSITY STATIONERY

#### MERCHANDISE

#### APPENDIX

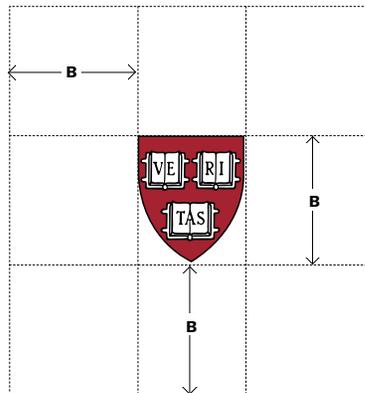
## VERITAS SHIELD: ARTWORK

The Veritas shield should be used in combination with Harvard/Harvard University wordmarks and related signatures. It is a central element of the University's graphic identity.

The Veritas shield may not be altered nor may appendages be added to it.



A clear zone of "**B**" (b = shield height) around the shield will give it the room it needs to stand out.



## INTRODUCTION

### VERITAS SHIELD

Artwork

[Color and Greyscale](#)

Adorned Shield

### UNIVERSITY SIGNATURE

#### SIGNATURE ELEMENTS

#### UNIVERSITY SEAL

#### TYPOGRAPHY

#### COLOR PALETTE

#### PHOTOGRAPHY

#### UNIVERSITY STATIONERY

#### MERCHANDISE

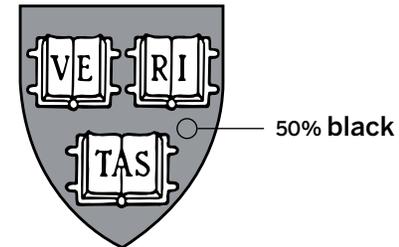
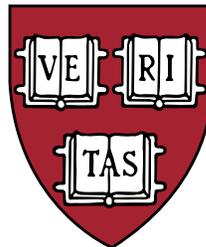
#### APPENDIX

## VERITAS SHIELD: COLOR AND GREYSCALE

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

**INTRODUCTION****VERITAS SHIELD**

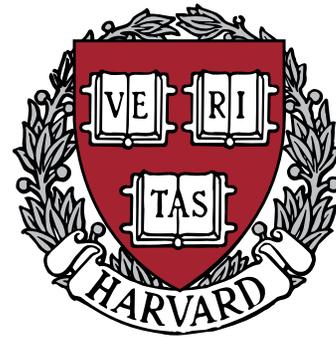
Artwork

Color and Greyscale

Adorned

**UNIVERSITY SIGNATURE****SIGNATURE ELEMENTS****UNIVERSITY SEAL****TYPOGRAPHY****COLOR PALETTE****PHOTOGRAPHY****UNIVERSITY STATIONERY****MERCHANDISE****APPENDIX****VERITAS SHIELD: ADORNED**

The Veritas shield with wreath and banner, which is also known as the adorned Veritas shield, is used by the University for commemorative purposes, for other official University functions and purposes where the University is being represented as a whole, and by offices that represent the senior-level leadership of the University, such as the Office of the President, the Office of the Provost, and other comparable offices. Please contact [identityguidelines@harvard.edu](mailto:identityguidelines@harvard.edu) for permission before using.



UNIVERSITY SIGNATURE

**INTRODUCTION****VERITAS SHIELD****UNIVERSITY SIGNATURE***Artwork*

Reverse

Placement

**SIGNATURE ELEMENTS****UNIVERSITY SEAL****TYPOGRAPHY****COLOR PALETTE****PHOTOGRAPHY****UNIVERSITY STATIONERY****MERCHANDISE****APPENDIX****UNIVERSITY SIGNATURE ARTWORK**

Please **DO NOT** add the shield to the University wordmark manually. Use provided artwork instead. Your Harvard University contact can help obtain the appropriate logo files. Treat the wordmark as artwork, not as typography.



**HARVARD**  
UNIVERSITY

horizontal

**HARVARD**  
UNIVERSITY

vertical



**INTRODUCTION**  
**VERITAS SHIELD**

**UNIVERSITY SIGNATURE**

Artwork

Reverse

Placement

**SIGNATURE ELEMENTS**

**UNIVERSITY SEAL**

**TYPOGRAPHY**

**COLOR PALETTE**

**PHOTOGRAPHY**

**UNIVERSITY STATIONERY**

**MERCHANDISE**

**APPENDIX**

## UNIVERSITY SIGNATURE: REVERSE

**REVERSE**

Please use the Veritas shield in its original form; do not attempt to add a white outline to the shield. Your Harvard University contact can help obtain the appropriate logo files with white text.



**horizontal**



**vertical**

**INTRODUCTION**  
**VERITAS SHIELD**

**UNIVERSITY SIGNATURE**

Artwork

Reverse

Placement

**SIGNATURE ELEMENTS**

**UNIVERSITY SEAL**

**TYPOGRAPHY**

**COLOR PALETTE**

**PHOTOGRAPHY**

**UNIVERSITY STATIONERY**

**MERCHANDISE**

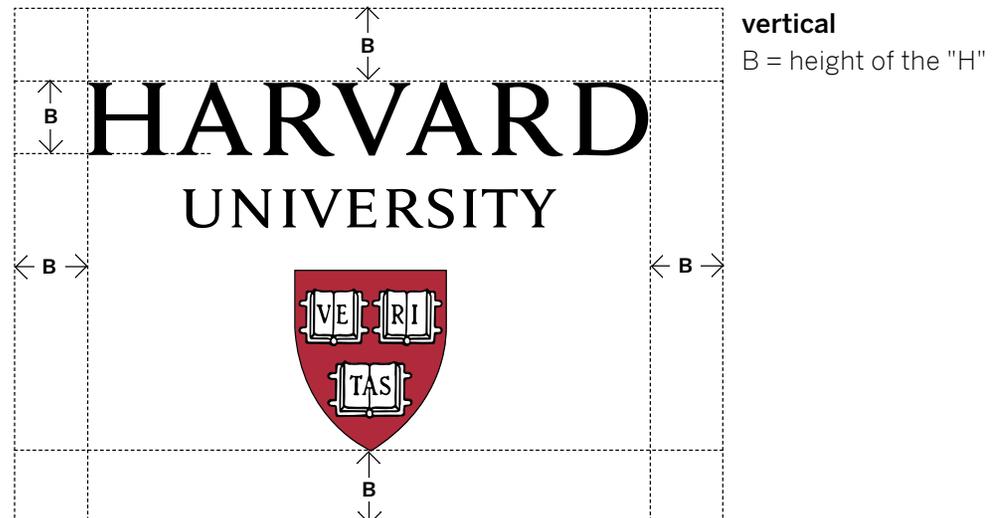
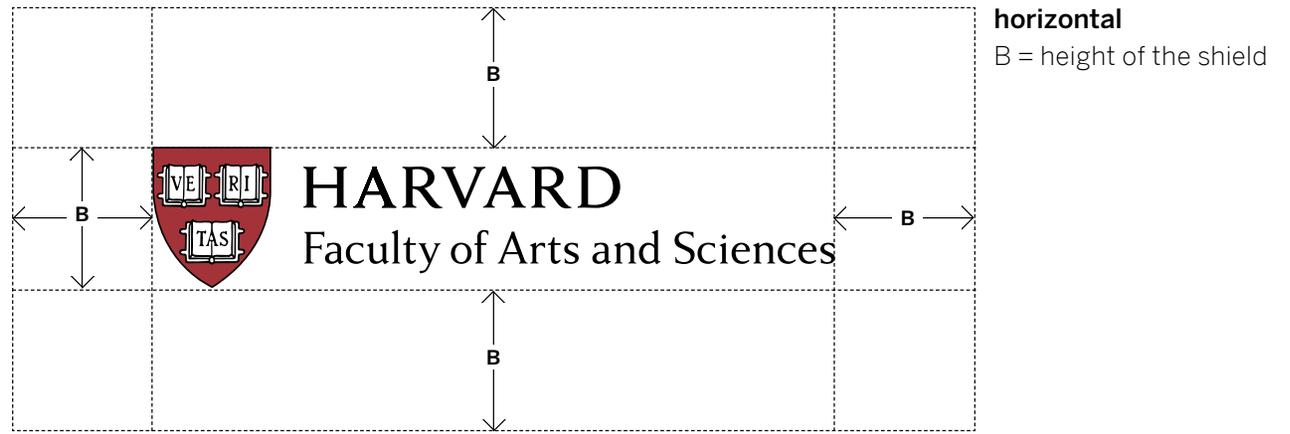
**APPENDIX**

**UNIVERSITY SIGNATURE: PLACEMENT**

**GIVE THE SIGNATURE ITS OWN SPACE**

The University signature should be treated as artwork and the space between the shield and wordmark should never be manually adjusted.

A clear zone of “**B**” around the signature will give it the room it needs to stand out.



# SIGNATURE ELEMENTS

**INTRODUCTION**  
**VERITAS SHIELD**  
**UNIVERSITY SIGNATURE**

**SIGNATURE ELEMENTS**

*Introduction*

- Harvard Signature Elements
- Extensions Overview
- Horizontal Marks
- Vertical Marks

**UNIVERSITY SEAL**  
**TYPOGRAPHY**  
**COLOR PALETTE**  
**PHOTOGRAPHY**  
**UNIVERSITY STATIONERY**  
**MERCHANDISE**  
**APPENDIX**

**INTRODUCTION**

The central identity elements (Veritas shield, Harvard wordmark) are the building blocks for additional signatures used across Central Administration offices and schools.

**In a Central Administration signature there are two layers:**

1. Harvard or Harvard University
2. School or primary office affiliation

**In a FAS or School signature there are three layers:**

1. Harvard or Harvard University
2. School
3. Primary office affiliation

There may occasionally be a secondary office affiliation for Central Administration, but generally we do not encourage this. In the case of multiple layers, consider separating the School or office as a headline, instead of incorporating within the signature.



**HARVARD**  
 Faculty of Arts and Sciences

horizontal wordmark  
 with school or primary  
 office affiliation



**HARVARD**  
 Faculty of Arts and Sciences  
 OFFICE FOR FACULTY AFFAIRS

horizontal wordmark with  
 FAS (school) and primary  
 office affiliation

**INTRODUCTION**  
**VERITAS SHIELD**  
**UNIVERSITY SIGNATURE**

**SIGNATURE ELEMENTS**

Introduction

[Harvard Signature Elements](#)

Extensions Overview

Horizontal Marks

Vertical Marks

**UNIVERSITY SEAL**

**TYPOGRAPHY**

**COLOR PALETTE**

**PHOTOGRAPHY**

**UNIVERSITY STATIONERY**

**MERCHANDISE**

**APPENDIX**

## HARVARD SIGNATURE ELEMENTS

The combination of the Harvard wordmark and shield is the Harvard signature.

The Harvard signature is the common thread across Harvard communications. It serves as the basis upon which all additional graphic identity elements are added. Deliberate, consistent placement of the wordmark will establish Harvard's name and institutional credence without distracting from your message.

- The Harvard wordmark must be present on all Harvard communications.
- Treat the wordmark as artwork, not as typography.
- It may not be manually altered, except for proportionally in size/scale.
- Use original artwork only and do not try to replicate.

The following elements should be used in signatures when black and white variations are necessary.

- The shield should be used in its original form and not be outlined or used in reverse
- **The shield should always be paired with the full Harvard University wordmark, not simply 'Harvard'**

- INTRODUCTION**
- VERITAS SHIELD**
- UNIVERSITY SIGNATURE**

**SIGNATURE ELEMENTS**

- Introduction
- Harvard Signature Elements
- [Extensions Overview](#)
- Horizontal Wordmarks
- Vertical Marks

- UNIVERSITY SEAL**
- TYPOGRAPHY**
- COLOR PALETTE**
- PHOTOGRAPHY**
- UNIVERSITY STATIONERY**
- MERCHANDISE**
- APPENDIX**

# 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, small caps, for vertical signatures.

**B. Horizontal Signatures**

Faculty of Arts and Sciences



**A. Vertical Signatures**

FACULTY OF ARTS AND SCIENCES



**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.

**A. Horizontal Signatures**

OFFICE FOR FACULTY AFFAIRS



**B. Vertical Signatures**

OFFICE FOR FACULTY AFFAIRS



Use only large shield for vertical signatures with secondary extensions

**INTRODUCTION****VERITAS SHIELD****UNIVERSITY SIGNATURE****SIGNATURE ELEMENTS**

Introduction

Harvard Signature Elements

Extensions Overview

**Horizontal Wordmark: Primary Extensions**

Primary and Secondary Extension

Large &amp; Small Shields

Vertical Marks

**UNIVERSITY SEAL****TYPOGRAPHY****COLOR PALETTE****PHOTOGRAPHY****UNIVERSITY STATIONERY****MERCHANDISE****APPENDIX****HORIZONTAL WORDMARK: PRIMARY EXTENSION**

Whenever possible, the wordmarks should be typeset by a design professional. They should not be manually typed. If this is not possible, please follow the below guidelines:

- Begin with the Harvard wordmark. This should never be manually adjusted, as it is artwork.
- The extension should be set in Anziano Pro regular.
- The extension should be left aligned under the Harvard wordmark.
- The extension should be tracked in to avoid overly open letter spacing.



When the extension is longer than 2 times the width of the Harvard wordmark, as seen below, it must be minimized to fit within the 2 times guidelines. The distance between the Harvard wordmark and extension should remain consistent with the above guidelines.



**INTRODUCTION**  
**VERITAS SHIELD**  
**UNIVERSITY SIGNATURE**

**SIGNATURE ELEMENTS**

Introduction  
 Harvard Signature Elements  
 Extensions Overview  
 Horizontal Wordmark: Primary Extensions  
     *Primary and Secondary Extensions*  
     Large & Small Shields  
 Vertical Marks

**UNIVERSITY SEAL**  
**TYPOGRAPHY**  
**COLOR PALETTE**  
**PHOTOGRAPHY**  
**UNIVERSITY STATIONERY**  
**MERCHANDISE**  
**APPENDIX**

**HORIZONTAL WORDMARK:  
 PRIMARY AND SECONDARY EXTENSIONS**

- The primary extension should be set in Anziano Pro.
- The secondary extension should be set in Benton Sans, medium small caps.
- The wordmark "Harvard" should not be used alone and should always have the shield and at least one extension.



**INTRODUCTION**

**VERITAS SHIELD**

**UNIVERSITY SIGNATURE**

**SIGNATURE ELEMENTS**

Introduction

Harvard Signature Elements

Extensions Overview

Horizontal Wordmark: Primary Extensions

Primary and Secondary Extensions

Large & Small Shields

Vertical Marks

**UNIVERSITY SEAL**

**TYPOGRAPHY**

**COLOR PALETTE**

**PHOTOGRAPHY**

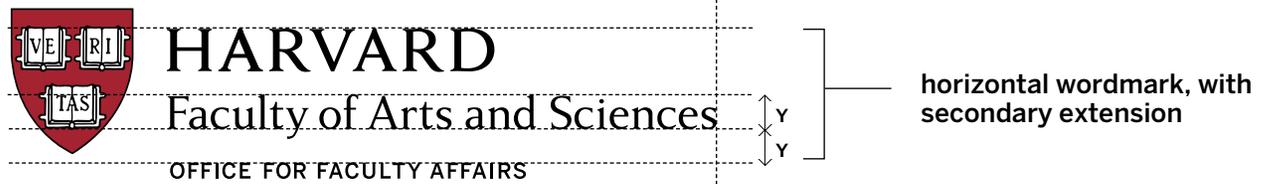
**UNIVERSITY STATIONERY**

**MERCHANDISE**

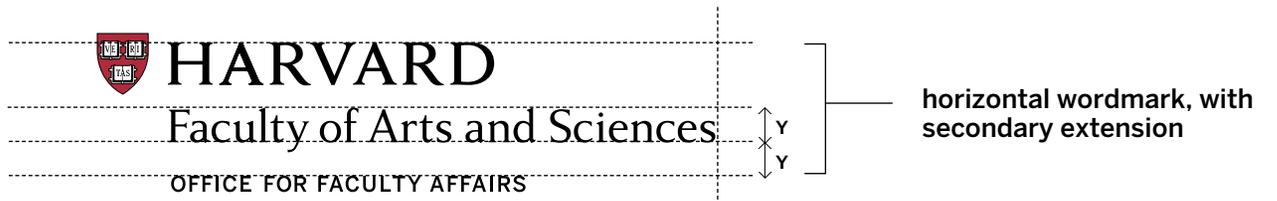
**APPENDIX**

# HORIZONTAL LARGE AND SMALL SHIELD SIGNATURES

**LARGE SHIELD:**



**SMALL SHIELD:**



**INTRODUCTION**  
**VERITAS SHIELD**  
**UNIVERSITY SIGNATURE**

**SIGNATURE ELEMENTS**

Introduction  
 Harvard Signature Elements  
 Extensions Overview  
 Horizontal Signatures  
 Vertical Large Shield Signatures  
 Primary Extension  
 Large Shield  
 Small Shield

**UNIVERSITY SEAL**  
**TYPOGRAPHY**  
**COLOR PALETTE**  
**PHOTOGRAPHY**  
**UNIVERSITY STATIONERY**  
**MERCHANDISE**  
**APPENDIX**

**VERTICAL LARGE SHIELD SIGNATURE:  
 PRIMARY EXTENSION**

Whenever possible, the wordmarks should be typeset by a design professional. They should not be manually typed. If this is not possible, please follow the below guidelines:

- Begin with the Harvard wordmark. This should never be manually adjusted, as it is artwork.
- The extension should be set in Anziano Pro, small caps regular.
- The extension should be perfectly centered under the Harvard wordmark.
- The extension should be tracked in (kerned) to avoid overly open letter spacing.
- The wordmark should not be used alone and should always have the shield and extension.



When the extension is greater than 1.5 times the width of the word Harvard, it must be minimized to fit within 1.5 times the width of Harvard. The distance between the Harvard wordmark and extension should remain consistent with the above guidelines.

**INTRODUCTION**  
**VERITAS SHIELD**  
**UNIVERSITY SIGNATURE**

**SIGNATURE ELEMENTS**

- Introduction
- Harvard Signature Elements
- Extensions Overview
- Horizontal Signature
- Vertical Large Shield Signature
- Primary Extension
- Small Shield

**UNIVERSITY SEAL**

**TYPOGRAPHY**

**COLOR PALETTE**

**PHOTOGRAPHY**

**UNIVERSITY STATIONERY**

**MERCHANDISE**

**APPENDIX**

**VERTICAL LARGE SHIELD SIGNATURE:  
 PRIMARY EXTENSION**

Your Harvard University contact can help obtain the appropriate logo files.



A clear zone of "B" (b = height of the "H") around the signature will give it the room it needs to stand out.



**INTRODUCTION**  
**VERITAS SHIELD**  
**UNIVERSITY SIGNATURE**

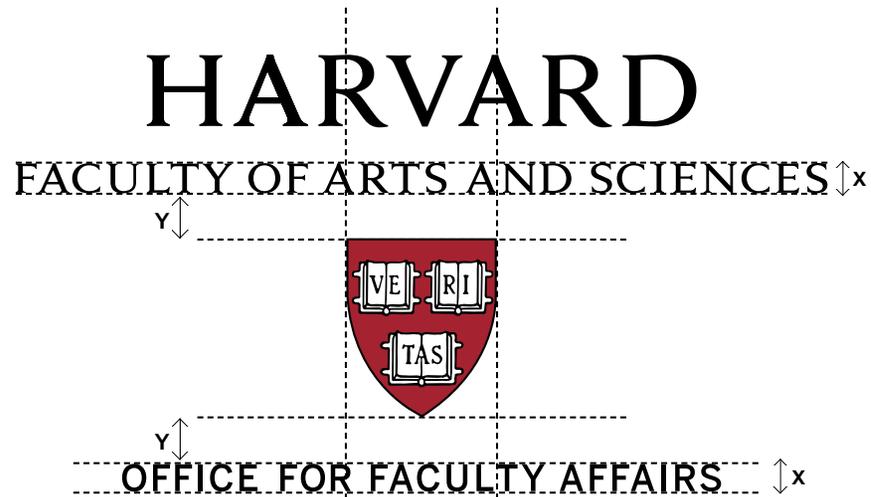
**SIGNATURE ELEMENTS**

- Introduction
- Harvard Signature Elements
- Extensions Overview
- Horizontal Signature
- Vertical Signature
  - Primary Extension
  - Primary and Secondary Extensions
  - Small Shield

**UNIVERSITY SEAL**  
**TYPOGRAPHY**  
**COLOR PALETTE**  
**PHOTOGRAPHY**  
**UNIVERSITY STATIONERY**  
**MERCHANDISE**  
**APPENDIX**

**VERTICAL LARGE SHIELD SIGNATURE:  
 PRIMARY AND SECONDARY EXTENSIONS**

Your Harvard University contact can help obtain the appropriate logo files.



A clear zone of "B" (b = height of the "H") around the signature will give it the room it needs to stand out.



**INTRODUCTION**  
**VERITAS SHIELD**  
**UNIVERSITY SIGNATURE**

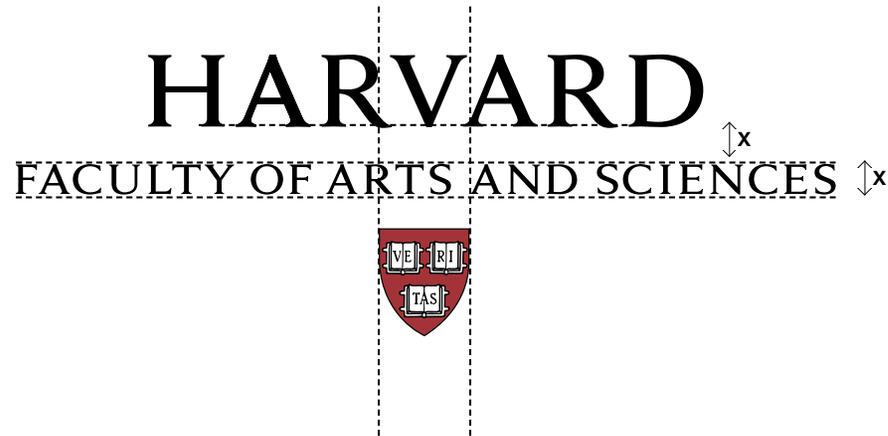
**SIGNATURE ELEMENTS**

- Introduction
- Harvard Signature Elements
- Extensions Overview
- Horizontal Signature
- Vertical Signature
- Primary Extension
- Primary and Secondary Extensions
- Small Shield

**UNIVERSITY SEAL**  
**TYPOGRAPHY**  
**COLOR PALETTE**  
**PHOTOGRAPHY**  
**UNIVERSITY STATIONERY**  
**MERCHANDISE**  
**APPENDIX**

## VERTICAL SMALL SHIELD SIGNATURE

Your Harvard University contact can help obtain the appropriate logo files.



A clear zone of "B" (b = height of the "H") around the signature will give it the room it needs to stand out.



UNIVERSITY SEAL

**INTRODUCTION****VERITAS SHIELD****UNIVERSITY SIGNATURE****SIGNATURE ELEMENTS****UNIVERSITY SEAL****TYPOGRAPHY****COLOR PALETTE****PHOTOGRAPHY****UNIVERSITY STATIONERY****MERCHANDISE****APPENDIX**

## UNIVERSITY SEAL

The President and Fellows of Harvard College have a seal, which is to be used only by the Corporation for its official documents. The seal is not to be used as a design or a graphic element, nor as a decoration.

Questions about the seal may be directed to the Assistant Secretary of the Corporation [ogb@harvard.edu](mailto:ogb@harvard.edu).



restricted use

# TYPOGRAPHY

- INTRODUCTION**
- VERITAS SHIELD**
- UNIVERSITY SIGNATURE**
- SIGNATURE ELEMENTS**
- UNIVERSITY SEAL**

**TYPOGRAPHY***Working With Type*

Web Fonts

Primary Typeface

Secondary Typeface

Typefaces for General Use

**COLOR` PALETTE****PHOTOGRAPHY****UNIVERSITY STATIONERY****MERCHANDISE****APPENDIX**

## TYPOGRAPHY: WORKING WITH TYPE

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 the Harvard 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 faces, 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.

**INTRODUCTION**  
**VERITAS SHIELD**  
**UNIVERSITY SIGNATURE**  
**SIGNATURE ELEMENTS**  
**UNIVERSITY SEAL**

## **TYPOGRAPHY**

Working With Type

Web fonts

Primary Typeface

Secondary Typeface

Typefaces for General Use

**COLOR PALETTE**

**PHOTOGRAPHY**

**UNIVERSITY STATIONERY**

**MERCHANDISE**

**APPENDIX**

## **TYPOGRAPHY: WEB FONTS**

### **Font Purchasing:**

Our fonts are licensed only for installation on your local system, they cannot be shared or transferred to a colleague, and are restricted to print media or digital media such as PDF's. If you want to embed a font in your website, you'll need an extended license. Please use the following contacts to purchase additional font licenses for Anziano Pro and Benton Sans.

Anziano Pro from MyFonts

<https://www.myfonts.com/>

Benton Sans from the TypeNetwork or available on Adobe Fonts

<http://www.typenetwork.com/>

<https://fonts.adobe.com/>

### **Restrictions:**

You cannot share fonts with users that do not have a license. You cannot embed a non-licensed font into a Website or Application. One license is granted per computer.

### **Recommended System Fonts**

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***

**INTRODUCTION**  
**VERITAS SHIELD**  
**UNIVERSITY SIGNATURE**  
**SIGNATURE ELEMENTS**  
**UNIVERSITY SEAL**

**TYPOGRAPHY**

Working With Type

Web Fonts

Primary Typeface

Secondary Typeface

Typefaces for General Use

**COLOR PALETTE**

**PHOTOGRAPHY**

**UNIVERSITY STATIONERY**

**MERCHANDISE**

**APPENDIX**

## TYPOGRAPHY: PRIMARY TYPEFACE FOR SIGNATURES

### ANZIANO PRO

Anziano is Harvard's primary typeface and should be used for the secondary level in wordmarks as well for headlines in communications materials. It is a transitional style font which features a flat apex on its letters "A" and "V" among others, furthering its resemblance to the engraved, Roman style it was based on. Anziano bears some resemblance to the font Albertus but has a softer curve to its serifs. Anziano features a short foot on its serifs—more so than other serif fonts in this classification. Anziano is derived from a Roman engraved style of font and thus uses less contrast in its stroke weights. Both weights of Anziano Pro are represented below.

#### ANZIANO PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()?+=

123456789

#### ANZIANO PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()?+=

123456789

**INTRODUCTION****VERITAS SHIELD****UNIVERSITY SIGNATURE****SIGNATURE ELEMENTS****UNIVERSITY SEAL****TYPOGRAPHY**

Working With Type

Web Fonts

Primary Typeface

Secondary Typeface

Typefaces for General Use

**COLOR PALETTE****PHOTOGRAPHY****UNIVERSITY STATIONERY****MERCHANDISE****APPENDIX****TYPOGRAPHY: SECONDARY TYPEFACE FOR SIGNATURES****BENTON SANS**

**Benton Sans Medium** should be used as the supporting typeface of Anziano Pro when tertiary information is used. It should **NOT** be used as the primary font. Each of the weights available for Benton Sans are represented below.

**BENTON SANS**

Benton Sans Regular

**Benton Sans Medium**

**Benton Sans Bold**

**BENTON SANS ITALIC**

*Benton Sans Regular*

***Benton Sans Medium***

***Benton Sans Bold***

- INTRODUCTION
- VERITAS SHIELD
- UNIVERSITY SIGNATURE
- SIGNATURE ELEMENTS
- UNIVERSITY SEAL

**TYPOGRAPHY**

- Working With Type
- Web Fonts
- Primary Typeface
- Secondary Typeface
- Typefaces for General Use

- COLOR PALETTE
- PHOTOGRAPHY
- UNIVERSITY STATIONERY
- MERCHANDISE
- APPENDIX

## TYPOGRAPHY: TYPEFACES FOR GENERAL USE

### 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***

### print - body copy and headers - serif

Caslon Regular

*Caslon Italic*

**Caslon Bold**

***Caslon Bold Italic***

Garamond Regular

*Garamond Italic*

**Garamond Bold**

### Shelley script is recommended as a decorative font.

*Shelley Allegro*

*Shelley Andante*

*Shelley Volante*

# COLOR PALETTE

- INTRODUCTION
- VERITAS SHIELD
- UNIVERSITY SIGNATURE
- SIGNATURE ELEMENTS
- UNIVERSITY SEAL
- TYPOGRAPHY

**COLOR PALETTE**

Core Colors

Accent Colors

- PHOTOGRAPHY
- UNIVERSITY STATIONERY
- MERCHANDISE
- APPENDIX

## COLOR PALETTE: CORE

### Color Matching

In reproducing Harvard University colors for print and/or on-screen viewing, recognize the recommended mixes herein serve as a starting point. Proof against a printed Pantone chip, adjusting mixes for best match.

### Harvard Crimson

Whenever possible, the Veritas shield should appear in the Harvard crimson. It should never be represented in any other colors. Use only the officially designated shades and always insist upon accurate color matching, as poorly matched colors will weaken the impact and effectiveness of our graphic identity.



**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**

- INTRODUCTION
- VERITAS SHIELD
- UNIVERSITY SIGNATURE
- SIGNATURE ELEMENTS
- UNIVERSITY SEAL
- TYPOGRAPHY

**COLOR PALETTE**

Core Colors

Accent Colors

- PHOTOGRAPHY
- UNIVERSITY STATIONERY
- MERCHANDISE
- APPENDIX

**COLOR PALETTE: ACCENTS**

**NEUTRAL COOL**



SLATE

PMS 7544 U  
 PMS 7544 C  
 CMYK: C-33 M-15 Y-14 K-17  
 HEX# 8996A0  
 RGB: R-137 G-150 B-160



SHADE

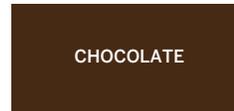
PMS 7542 U  
 PMS 7542 C  
 CMYK: C-21 M-0 Y-6 K-20  
 HEX# BAC5C6  
 RGB: R-186 G-197 B-198



PARCHMENT

PMS COOL GRAY 1 U  
 PMS COOL GRAY 1 C  
 CMYK: C-3 M-2 Y-2 K-0  
 HEX# F3F4F4  
 RGB: R-243 G-243 B-241

**NEUTRAL WARM**



CHOCOLATE

PMS 7533 U  
 PMS 7533 C  
 CMYK: C-52 M-66 Y-81 K-63  
 HEX# 422E1C  
 RGB: R-66 G-46 B-28



MORTAR

PMS 408 U  
 PMS 408 C  
 CMYK: C-42 M-39 Y-39 K-2  
 HEX# 99918F  
 RGB: R-153 G-145 B-143



PUTTY

PMS WARM GRAY 1 U  
 PMS WARM GRAY 1 C  
 CMYK: C-15 M-14 Y-17 K-0  
 HEX# D7D1CB  
 RGB: R-214 G-209 B-202

**SECONDARY**



INDIGO

PMS 289 U  
 PMS 289 C  
 CMYK: C-98 M-84 Y-45 K-51  
 HEX# 0A2240  
 RGB: R-10 G-34 B-64



BLUEBONNET

PMS 2726 U  
 PMS 2726 C  
 CMYK: C-84 M-72 Y-0 K-0  
 HEX# 3A56BA  
 RGB: R-58 G-86 B-186



GOLD

PMS 7753 U  
 PMS 7753 C  
 CMYK: C-22 M-39 Y-100 K-2  
 HEX# C8980E  
 RGB: R-200 G-152 B-14

**TERTIARY**



IVY

PMS 7480 U  
 PMS 7480 C  
 CMYK: C-72 M-0 Y-73 K-0  
 HEX# 34BD78  
 RGB: R-52 G-189 B-120



PEAR

PMS 584 U  
 PMS 584 C  
 CMYK: C-20 M-0 Y-40 K-6  
 HEX# D1CE61  
 RGB: R-209 G-206 B-97



SAFFRON

PMS WARM RED U  
 PMS WARM RED C  
 CMYK: C-0 M-90 Y-100 K-0  
 HEX# FF3A0D  
 RGB: R-255 G-58 B-13

# PHOTOGRAPHY

# PHOTOGRAPHY

## INTRODUCTION

## VERITAS SHIELD

## UNIVERSITY SIGNATURE

## SIGNATURE ELEMENTS

## UNIVERSITY SEAL

## TYPOGRAPHY

## COLOR PALETTE

## PHOTOGRAPHY

## UNIVERSITY STATIONERY

## MERCHANDISE

## APPENDIX

### Photography Guidelines

The majority of our photographs are used in color, and (especially online) in a horizontal orientation.

- Use of borders should be avoided.
- Images are photojournalistic in nature generally not posed or staged.
- In addition to these technical considerations, certain sensitivities need to be considered.
- When depicting students, reflect the diversity of the student body. Show them in a positive and respectful manner. Portraits should be shot against a plain or very simple background.
- Photograph situations as they naturally occur. Be sensitive to disrupting events with strobe or being physically intrusive.
- When using seasonal images, only show freshly fallen and attractive snow. Fall images should contain vibrantly-colored trees whenever possible. Avoid using “stock” photography. In the event stock photography is used to illustrate a specific concept, it should always be of the highest quality, both technically and aesthetically. Never use clichéd or dated-looking stock.
- Overall, in any photography you choose or create, be aware of the setting, subject, and tone. It is important to maintain consistent quality of image and subject across all Harvard content.
- It’s best to hire a professional photographer when the time and budget allows.

### Production Specifications

When photo editing or submitting photographs to be considered for Harvard-related projects, keep in mind the production specifications. If you are unsure of a required file format, always ask for clarification on the specs.

#### Print

- Color mode: RGB (depending on the printer's specs). Keep in mind that they may ultimately be converted into CMYK format.
- Resolution: 300dpi
- Format: JPEG files with “large” compression (Please do not use medium or small compression JPEG files, as they are too small, or TIFF files, as they are too large)

#### Electronic (web, email, interactive):

- Color mode: RGB
- Resolution: 72dpi
- Format: “large” compression Jpeg (Please do not use medium or small compression) Use .png when a clear background is needed.

## PHOTOGRAPHY

### INTRODUCTION

### VERITAS SHIELD

### UNIVERSITY SIGNATURE

### SIGNATURE ELEMENTS

### UNIVERSITY SEAL

### TYPOGRAPHY

### COLOR PALETTE

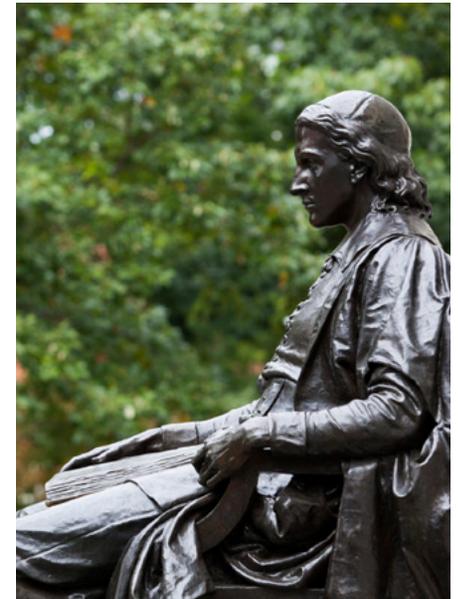
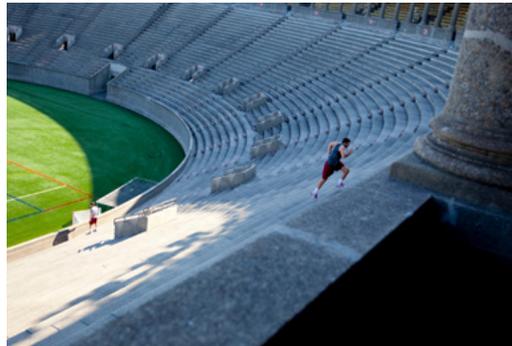
The University has a large library of stock images available for use by members of the Harvard University community with Harvard Key access. Harvard's image database is managed by Harvard Public Affairs & Communications (HPAC). Vendors and freelancers may work with their Harvard contacts to search, select, and purchase images. Most images are 300 dpi JPEGs at roughly 12x18 inches. More information is available on the Media Relations [site](#). For photography questions, including captions, credits, and permissions, reach out to [photo\\_services@harvard.edu](mailto:photo_services@harvard.edu)

### PHOTOGRAPHY

### UNIVERSITY STATIONERY

### MERCHANDISE

### APPENDIX



UNIVERSITY STATIONERY

**INTRODUCTION**  
**VERITAS SHIELD**  
**UNIVERSITY SIGNATURE**  
**SIGNATURE ELEMENTS**  
**UNIVERSITY SEAL**  
**TYPOGRAPHY**  
**COLOR PALETTE**  
**PHOTOGRAPHY**

**UNIVERSITY STATIONERY**

[Introduction, Procurement Site](#)  
Business Card  
Letterhead  
Envelope

**MERCHANDISE**  
**APPENDIX**

## STATIONERY INTRODUCTION (FOR HARVARD STAFF ONLY)

The stationery system is Harvard's most widely used communications tool. Its components, both individually and as a whole, are designed to create a coherent graphic identity through consistent use. Therefore, stationery should not be altered in any way.

The stationery system features the University and Harvard signatures and is printed in two colors, Harvard crimson and black. Unless otherwise noted, all stationery items are printed on a bright white sheet.

### Procurement Site

The procurement [site](https://procurement.harvard.edu/) (<https://procurement.harvard.edu/>) is a resource meant to assist in purchasing goods and services from the University's preferred and contracted vendors. Using these resources may result in significant cost savings and may also support Harvard's effort to become a more environmentally sensitive institution.

Central Administration stationery that is designed in templates according to these design guidelines can be ordered through Flagship Press, by using their online portal. For login information or other questions about ordering stationery, please contact Flagship Press support at [CAmaru@flagshippress.com](mailto:CAmaru@flagshippress.com).

**INTRODUCTION**

**VERITAS SHIELD**

**UNIVERSITY SIGNATURE**

**SIGNATURE ELEMENTS**

**UNIVERSITY SEAL**

**TYPOGRAPHY**

**COLOR PALETTE**

**PHOTOGRAPHY**

**UNIVERSITY STATIONERY**

Introduction, Procurement Site

Business Card

Letterhead

Envelope

**MERCHANDISE**

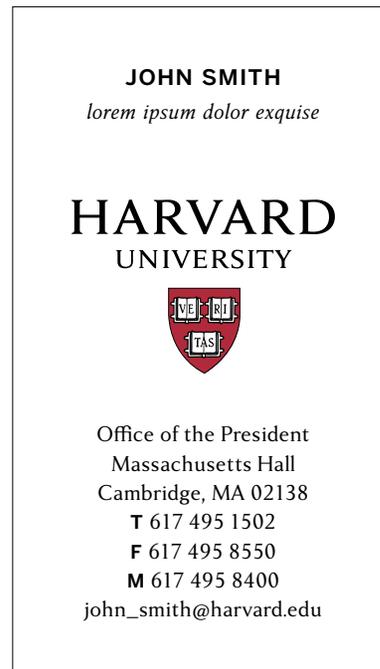
**APPENDIX**

# UNIVERSITY BUSINESS CARD

**VERTICAL TREATMENT RECOMMENDED**

- Has ability to accommodate longer/multiple titles
- Makes individual name/title more primary

Proportional numbers should be used on business papers and business cards, and not old-style numbers which are also available in Anziano. To set using InDesign, go to Open Type > Proportional lining.



**Recommended**



**Alternate**

**INTRODUCTION**

**VERITAS SHIELD**

**UNIVERSITY SIGNATURE**

**SIGNATURE ELEMENTS**

**UNIVERSITY SEAL**

**TYPOGRAPHY**

**COLOR PALETTE**

**PHOTOGRAPHY**

**UNIVERSITY STATIONERY**

Introduction, Procurement Site

Business Card

Letterhead

Envelope

**MERCHANDISE**

**APPENDIX**

## UNIVERSITY LETTERHEAD

HARVARD  
UNIVERSITY



**INTRODUCTION**

**VERITAS SHIELD**

**UNIVERSITY SIGNATURE**

**SIGNATURE ELEMENTS**

**UNIVERSITY SEAL**

**TYPOGRAPHY**

**COLOR PALETTE**

**PHOTOGRAPHY**

**UNIVERSITY STATIONERY**

Introduction, Procurement Site

Business Card

Letterhead

Envelope

**MERCHANDISE**

**APPENDIX**

## UNIVERSITY ENVELOPE



**MERCHANDISE**

**INTRODUCTION****VERITAS SHIELD****UNIVERSITY SIGNATURE****SIGNATURE ELEMENTS****UNIVERSITY SEAL****TYPOGRAPHY****COLOR PALETTE****PHOTOGRAPHY****UNIVERSITY STATIONERY****MERCHANDISE****APPENDIX**

## MERCHANDISE

Any Harvard unit that wants to have items produced bearing any of Harvard's trademarks (names and/or signatures) must contact the Trademark Program at [trademark\\_program@harvard.edu](mailto:trademark_program@harvard.edu) or (617) 495-9513 before ordering such items. The Trademark Program will provide guidance on how Harvard's marks may be used, information about official University licensees, appropriate forms to be completed by the requesting Harvard unit, and will determine if the items being ordered qualify for royalty exemption. For further information please visit the Trademark Program's website at [www.trademark.harvard.edu](http://www.trademark.harvard.edu). A valuable resources which answers frequently asked questions is [www.trademark.harvard.edu/faq](http://www.trademark.harvard.edu/faq).

## UNIVERSITY INITIATIVES

The Harvard University wordmark may be used to in combination with other University initiatives, but the wordmark itself may not be altered. Please see the Signatures section of this manual for guidance on creating a secondary signature for University initiatives.

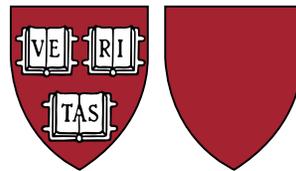
# APPENDIX

**INTRODUCTION****VERITAS SHIELD****UNIVERSITY SIGNATURE****SIGNATURE ELEMENTS****UNIVERSITY SEAL****TYPOGRAPHY****COLOR PALETTE****PHOTOGRAPHY****UNIVERSITY STATIONERY****MERCHANDISE****APPENDIX**[Dual Shield Guidelines](#)

## DUAL SHIELD GUIDELINES

Dual shields may only be used when given permission from Harvard Public Affairs & Communications, in consultation with the Trademark Program, for those programs or organizations common to two separate schools.

- The guidelines set for creating signatures should be followed
- Always place Veritas shield first.
- When using vertical format, the shields must always be small, never large.



**HARVARD**  
Lorem Ipsum Dolor



**HARVARD**  
Lorem Ipsum Dolor

**HARVARD**  
LOREM IPSUM DOLOR

