

HAWKEYE ENGAGE

BRAND STANDARDS GUIDE

FEBRUARY 2022

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BRAND OVERVIEW

The Hawkeye Engage logo consists of key identity elements that, when used consistently at every point of contact with our audience and community, help build recognition of the brand.

The purpose of the brand standards is to clearly define the look and feel of the Hawkeye Engage logo and to establish parameters for acceptable use and application. The value of strong brand equity is priceless. How we apply our identity elements to communications, collateral and promotional items set us apart from other university entities, government groups, and organizations and influences how we are perceived by those who come in contact with us. Creating materials that support the Hawkeye Engage brand requires solid commitment and vigilance to guarantee the image we present to our audiences and constituencies look consistent every time. Guidelines governing logos, including fonts and colors, are found on the following pages.

LOGO USAGE

Size Requirements

To maintain legibility, do not use the primary logo smaller than 0.5 inch in height.

Secondary logo should not be smaller than 0.75 inch in height.




Clear Space


To ensure the logo is quickly and easily identified, it is important to keep the logo area clear of distracting visual elements such as type, illustration or photography. When the logo overprints a photograph or color, make sure the contrast against the background is great enough for the logo to read clearly.




COLOR PALETTE

Primary Colors

 **Black**
c:0 m:0 y:0 k:100
r:35 g:31 b:32

 **White**
c:0 m:0 y:0 k:0
r:255 g:255 b:255

 **Gold**
c:0 m:14 y:100 k:0
r:255 g:205 b:0

LOGO VARIATIONS

Several variations of the Hawkeye Engage logo have been provided to cover all layout and production needs.

HAWKEYE ENGAGE

GOLD & BLACK

HAWKEYE ENGAGE

GOLD & WHITE

HAWKEYE ENGAGE

WHITE

HAWKEYE ENGAGE

BLACK

HAWKEYE ENGAGE

GOLD

**HAWKEYE
ENGAGE**

GOLD & BLACK

**HAWKEYE
ENGAGE**

GOLD & WHITE

**HAWKEYE
ENGAGE**

BLACK

**HAWKEYE
ENGAGE**

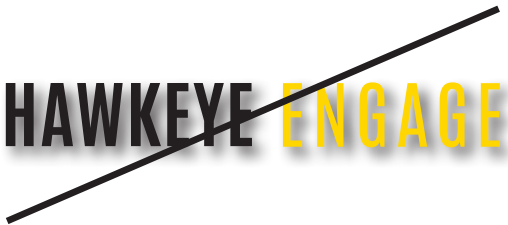
GOLD

**HAWKEYE
ENGAGE**

WHITE

INCORRECT LOGO USAGE

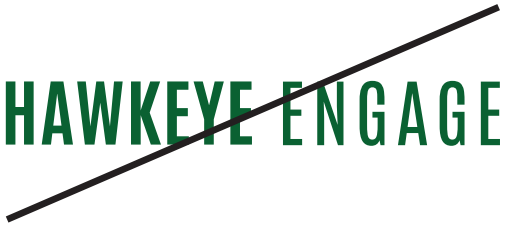
The integrity of the logo must be respected at all times. Please do not stretch, squeeze or manipulate the logo in any way. Any modification changes its impact and reduces its recognizability and can damage the brand perception.



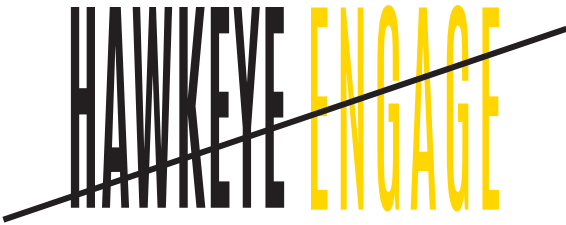
Do not use graphic effects, i.e., drop shadows, outlines or enclose the logo within a border.



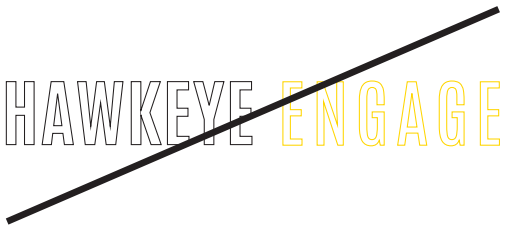
Do not place the logo on backgrounds that limit legibility.



Do not change the color of the logo.



Do not stretch, distort or alter the logo in any way.



Do not use the logo in outline form.

TYPOGRAPHY

Typography in all communication should be simple, clean and readable. Layouts should be bold deliberate and sophisticated.

Body Copy

In general, a range of 9 - 11 point type is recommended for body copy for all page format documents. Smaller or larger type sizes should be reserved for special uses, such as legal footnotes, charts and display signage.

Letter Spacing

Letters should be spaced to provide maximum ease of readability. They should never be so tight that they crowd one another, or so loose that words become difficult to read. Loose letter spacing on headlines is permitted.

Text Leading

Leading is the distance between lines of type. A minimum of two points of leading between lines of body copy is recommended for ease of readability. For an enhanced level of sophistication, additional leading creates a light, airy feel.

LOGO FONT

“HAWKEYE” = ANTONIO BOLD

“ENGAGE” = ANTONIO LIGHT