

HOFSTRA

BRAND STYLE GUIDE

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THE PRIDE

The following guidelines have been developed to maintain a strong visual identity for the Hofstra University Department of Athletics in all intra-university and external communications. By adhering to these guidelines, we will create and support a consistent, familiar and sophisticated image. This will inspire pride in our current and prospective student-athletes, alumni, administration, staff, fans and the general public.

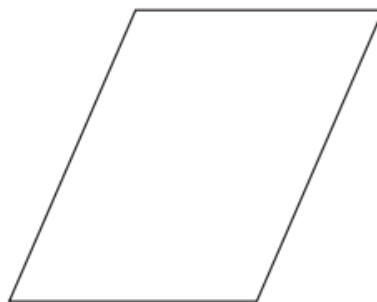
COLOR PALETTE



PMS: 661
RGB: 19,88,155
CMYK: 96,71,10,1
HEX: #13589B



PMS: 123
RGB: 255,199,44
CMYK: 0,24,100,0
HEX: #FFC72C



PMS: White
RGB: 255,255,255
CMYK: 0,0,0,0
HEX: #FFFFFF



PMS: Black (***printed material only***)
RGB: 0,0,0
CMYK: 0,0,0,100
HEX: #000000

FOUNDATIONAL

As the foundation of the Hofstra University visual identity, our color palette should be honored as closely as possible in all applications. This can get tricky when moving between the digital and print worlds, and even more so when choosing materials, like fabrics. The Pantone Matching System (PMS) theoretically can help minimize any fluctuations, but it's definitely important to get as close as possible to these colors in every instance.

FAMILY OF MARKS

PRIMARY LOGO

HOF-1



LION MARK

HOF-L



H MARK

HOF-H



SECONDARY LOGO

HOF-2



WORD MARK

HOF-W



TYPE-ONLY MARK

HOF-TYPE



PRIMARY LOGO



MINIMUM PRINT SIZE
1.5 inches
144 pixels

MINIMUM EMBROIDERY SIZE
3.5 inches
336 pixels

USES

The Primary Logo lockup should be used wherever possible. This mark combines the logo mark and the wordmark into a single image, and best communicates the **HOFSTRA** brand at a glance.

We also use sports-specific versions of this mark to represent the individual departments.

PRIMARY LOGO

HOF-1_full color



HOF-1_one color-blue



HOF-1_two color-white gold



HOF-1_one color-white



HOF-1_two color-blue white



HOF-1_one color-white



COLORWAYS

The Primary Logo should appear in all three colors (blue/gold/white) when possible. The female lion should always appear white—regardless of background color—except in cases where the mark is one color (blue or black) on a very light background. A PMS 661 blue background eliminates the need for blue in the mark, while a PMS 123 gold background requires a white stroke to be substituted for the gold stroke in the Primary Logo.

Use these same colorways for the separate Lion Mark and Word Mark.

Use black for printed material only.

HOF-1_one color-black



HOF-1_one color-white



WORD MARK

USES

The Word Mark, like the Primary Logo, may be used wherever the **HOFSTRA** brand needs to be communicated succinctly.

We also use sports-specific versions of this mark to represent the individual departments.



MINIMUM PRINT SIZE
1.5 inches
144 pixels

MINIMUM EMBROIDERY SIZE
3.5 inches
336 pixels

WORD MARK

HOF-W_full color



HOF-W_one color-blue



HOF-W_two color-white gold



HOF-W_one color-white



HOF-W_two color-blue white



HOF-W_one color-white



COLORWAYS

The Word Mark should appear in all three colors (blue/gold/white) when possible. A PMS 661 blue background eliminates the need for blue in the mark, while a PMS 123 gold background requires a white stroke to be substituted for the gold stroke in the mark.

Use these same colorways for the separate Lion Mark and the Primary Logo.

Use black for printed material only.

HOF-W_one color-black



HOF-W_one color-white



LION MARK



MINIMUM PRINT SIZE
0.75 inches
72 pixels

USES

The Lion Mark, when used outside of the Primary Logo lockup, should never appear without the Word Mark, or the name **HOFSTRA** (in HU Pride-Regular) somewhere in the same collateral. To that end, it can be used as an additional design element for most projects.



Existing Lion Mark files may need to be **rotated 9°** in order to accurately match the Primary Logo. Older files place the lion's chin on a baseline with the midpoint, giving the mark a downward trajectory.



LION MARK

HOF-L_full color



HOF-L_one color-blue



HOF-L_two color-gold white



HOF-L_one color-white



HOF-L_two color-blue white



HOF-L_one color-white



COLORWAYS

The Lion Mark should appear in all three colors (blue/gold/white) when possible. The female lion should always appear white—regardless of background color—except in cases where the mark is one color (blue or black) on a very light background. A PMS 661 blue background eliminates the need for blue in the mark, while a PMS 123 gold background requires a white stroke to be substituted for the gold stroke in the mark.

Use these same colorways for the separate Word Mark and the Primary Logo.

Use black for printed material only.

HOF-L_one color-black



HOF-L_one color-white



H MARK



MINIMUM PRINT SIZE

1 inch
96 pixels

MINIMUM EMBROIDERY SIZE

1.5 inches
144 pixels

USES

The H Mark should never appear without either the Primary Logo, the Word Mark, or the name **HOFSTRA** (in HU Pride-Regular) somewhere in the same collateral. To that end, it can be used as an additional design element for most projects.

COLORWAYS

Pay close attention to the "BG" suffix where used; this indicates the appropriate background color and will help avoid the appearance of a too-thick or too-thin H Mark, as the stroke alignment varies.

H MARK

HOF-H_two color-blue gold-LITE BG



HOF-H_two color-blue white-LITE BG



HOF-H_two color-gold white-LITE BG



HOF-H_two color-gold blue



HOF-H_two color-white gold-LITE BG



HOF-H_one color-gold line



HOF-H_one color-white line



HOF-H_two color-gold white-BLUE BG



HOF-H_one color-gold fill



HOF-H_two color-white gold-BLUE BG



HOF-H_two color-blue white-GOLD BG



HOF-H_one color-blue fill



HOF-H_one color-blue line



HOF-H_two color-white blue



HOF-H_one color-white fill



SECONDARY LOGO

USES

The Secondary Logo may be used in place of the Primary Logo and Word Mark for each of the athletic departments. Whenever possible — as in any instance where the application isn't meant to represent the entire university to a wide audience—opt for the Secondary Logo.



MINIMUM PRINT SIZE
1 inch
96 pixels

MINIMUM EMBROIDERY SIZE
3.5 inches
336 pixels

SECONDARY LOGO

HOF-2_blue gold-gold dept



HOF-2_blue gold-white dept



HOF-2_white gold



HOF-2_blue white-gold dept



HOF-2_blue white-white dept



COLORWAYS

The Secondary Logo is available in these 5 colorways, and may be used as a one-color option on non-game type items.

Example: Practice tees

IMPROPER USAGE



1. Do not add words or phrases to existing primary logos. Use the sport-specific logo.

2. Do not reverse the logo direction, unless given permission from the marketing department.

3. Keep the logos horizontal, do not place on an angle.

4. Do not reverse the colors of the two lions. The female lion should NEVER be in blue and should ALWAYS be in white.

5. Do not adjust the proportionality of any mark.

6. Do not use another element to create a custom image. Logos must be independent from any other element.

*Exceptions are made for special events such as Winter Homecoming that uses its own logo.

Retired marks:

HOFSTRA
ATHLETICS

#ROAR
WITH PRIDE

FONTS & NUMERALS

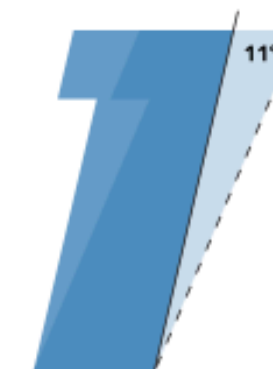
***HU PRIDE-
REGULAR***
0123456789

POSTER GOTHIC CONDENSED
ATF BOLD

Avenir

This font is reserved for use in the logos, as well as titles or headlines only, which allows the font to stand out in the hierarchy across the brand. Use only uppercase, unless lowercase letters are necessary for communication.

When using HU Pride Regular to create numerals for uniforms or other applications where they may be isolated, shearing the numerals -11° brings them more upright, improving legibility. All approved numerals for uniforms are set at this angle.



This font is reserved for use in the Secondary Logos, as well as subtitles and subheadings in all branded collateral.

This font family features many weights (Light, Book, Roman, Medium, **Heavy**, and **Black**, as well as *oblique* versions of these) and is highly accessible. It should be used consistently for all other informational copy.

THEME / HASHTAG

#PrideOfLI



UNIFORM / GAME DAY



The HU Pride font must be prominent with “HOFSTRA” written across the uniform.

Uniforms and game day warmup top must have all three Hofstra colors represented: blue, gold, and white.

Softball and baseball will be permitted to wear gray bottoms, as part of the standard in the respective sport.

Coaching staffs are to wear blue, gold, or white on game day.

Exceptions to uniforms may be permitted for “awareness” games; i.e. Breast Cancer Awareness pink uniforms.

A final uniform design must be submitted to the equipment staff, sports supervisor, and Director of Athletics for approval.

PRACTICE GEAR



***BUILDING
CHAMPIONS***

A sport-specific version of the secondary mark (pictured to the left) is suggested for practice gear. The logo may be printed as a one-color.

The Building Champions mark should be present on the back of the neck for athletic department standard grey tees.

The athletics department will be releasing a new t-shirt design each January for the coaches to add to their orders if they choose.

Design release - January 2025



FACILITY BRANDING



USES

Windscreens at facilities should have a similar look to these softball windscreens.



PRIMARY LOGO + SPORTS



WORD MARK + SPORTS



SECONDARY LOGO + SPORTS

BLUE BACKGROUND

HOFSTRA
ATHLETICS

HOFSTRA
BASEBALL

HOFSTRA
BASKETBALL

HOFSTRA
CHEERLEADING

HOFSTRA
XC / TRACK

HOFSTRA
DANCE TEAM

HOFSTRA
FIELD HOCKEY

HOFSTRA
GOLF

HOFSTRA
LACROSSE

HOFSTRA
MEN'S BASKETBALL

HOFSTRA
MEN'S LACROSSE

HOFSTRA
MEN'S SOCCER

HOFSTRA
PEP BAND

HOFSTRA
PRIDE CLUB

HOFSTRA
SAAC

HOFSTRA
SOCCER

HOFSTRA
SOFTBALL

HOFSTRA
SPORTS MEDICINE

HOFSTRA
STRENGTH & CONDITIONING

HOFSTRA
TENNIS

HOFSTRA
VOLLEYBALL

HOFSTRA
WOMEN'S BASKETBALL

HOFSTRA
WOMEN'S LACROSSE

HOFSTRA
WOMEN'S SOCCER

HOFSTRA
WRESTLING