

# Hofstra University

## Visual Identity Usage Guide



HOFSTRA  
UNIVERSITY®

# Introduction

The following guidelines have been developed to build a strong visual identity for Hofstra University in all inter-University and external communications. By adhering to these guidelines, we will create and support a consistent, familiar, and sophisticated image, inspiring pride in our students, prospective students, alumni, faculty, staff, and the general public.

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# Typography

## Primary

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Avenir // Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+{}:"'?

Avenir // Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+{}:"'?

Avenir // Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+{}:"'?

## Secondary

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Minerva Modern // Bold SC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()\_+{}:"'?

## Tertiary (for graphic treatments)

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Neutraface

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+{}:"'?

# Color

		CMYK	RGB	HEX
HOFSTRA GOLD	 PMS 123	C: 0 M: 0 Y: 85 K: 5	R: 255 G: 194 B: 17	FEB612
HOFSTRA BLUE	 PMS 661	C: 100 M: 38 Y: 0 K: 21	R: 12 G: 46 B: 135	0B1E73

Please use the conversion chart at the left when producing pieces for print, screen, and web. Do not attempt to match these swatches — always refer to the Pantone Matching System for accurate results.

# Primary Mark



The Hofstra University primary mark is comprised of both the shield mark and the Hofstra logotype. Its proportion conveys the strength of the Hofstra name, and should be used whenever possible.



.55"

The primary mark lockup should never be made smaller than .55" tall.

# Secondary Mark | Horizontal Placement



The horizontal secondary mark is comprised of both the shield mark and the Hofstra logotype as well, but should be used in smaller spaces than the vertically stacked version. The school's entire name is given equal weight, and the left justification makes this version easier to manipulate within page layouts.

 HOFSTRA UNIVERSITY | .25"

The secondary mark lockup should never be made smaller than .25" tall.

# Secondary Mark | Word Marks



The Hofstra University word marks may be used when the inclusion of the shield mark doesn't fit the tone of the piece being made. The understated elegance of the type on its own gives it great versatility.

Depending upon their orientation, each of the three wordmarks has a different minimum size:

HOFSTRA UNIVERSITY  
1.25"

HOFSTRA  
UNIVERSITY  
.75"

HOFSTRA  
.5"

# Secondary Mark | Isolated Shield



The Hofstra University shield may be used on its own, especially for promotional materials such as wearables.

**A Hofstra Word Mark (previous page) must also be visible** (not in a position that would make for a variant of the official logos) and the minimum amount of clear space must be given (1/2 the width of the mark on all sides).



.25"

The shield logo should never be made smaller than .25" tall.



# Departmental Application | Shield Lockups



Each of the schools, departments, and programs affiliated with Hofstra may use the primary and secondary marks of their choosing. The naming is created with Minerva Modern SC Bold, and remains centered under a .75 pt. rule. The department or school name should never be wider than the rule or the University's name.



Because of the small type size of the secondary information, no departmental logo should be made smaller than 2.8" wide. Or, the secondary type should never be smaller than 7 points.

# Departmental Application | Word Marks

**HOFSTRA**  
**UNIVERSITY®**

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**HOFSTRA COLLEGE OF  
LIBERAL ARTS AND SCIENCES**

**HOFSTRA UNIVERSITY®**

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**HOFSTRA COLLEGE OF LIBERAL ARTS AND SCIENCES**

Each of the schools, departments, and programs affiliated with Hofstra may use the primary and secondary marks of their choosing. The naming is created with Minerva Modern SC Bold, and remains centered under a .75 pt. rule. The department or school name should never be wider than the rule or the University's name.

Because of the small type size of the secondary information, no departmental logo (without shield) should be made smaller than 2.45" wide. Or, the secondary type should never be smaller than 7 points.

# Improper Identity Usage

Do not enclose the mark in any shape.



Do not distort or rotate the mark in any way.



Do not place the mark on visually complex backgrounds.



Do not adjust the mark's proportions.



Do not use colors other than those specified in this guide.



Do not place the mark on backgrounds of similar value.



# Collateral | Business Card



2"

3.5"



9 pt. Avenir Book

7 pt. Avenir Book

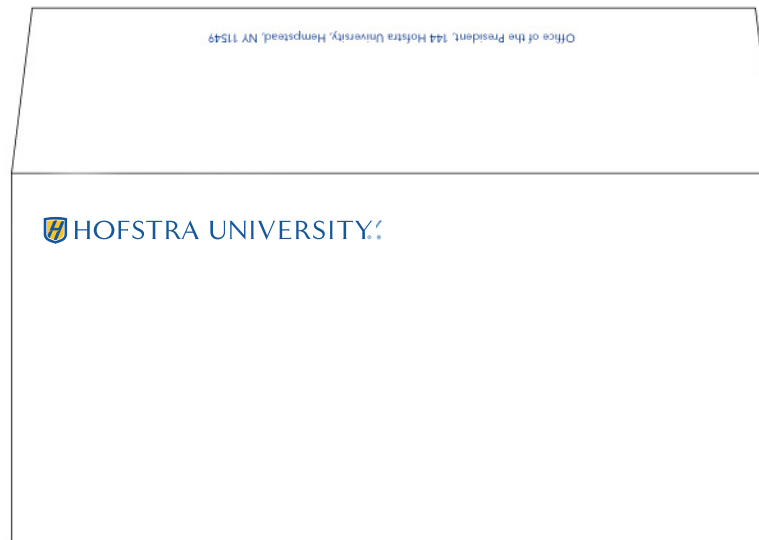
Hofstra business cards are printed with Hofstra Blue and Hofstra Gold. Their clean, legible typography and simple justification makes them suitable for all schools and departments and showcases the new shield mark by giving it some breathing room.

# Collateral | Letterhead & Envelope



Letterhead uses the Hofstra University primary mark, centered with a .75 pt. rule below it that extends to the margins. Specific address information is run in one or two lines at the bottom of the page, set in 10 pt. Avenir Book. The envelope uses the horizontal secondary mark, and the return address information is printed in 10 pt. Avenir Book on the back flap.

The body copy for all correspondence should be set in Times New Roman, 11 pt. (black) and the margins should be set to .75" on all sides. Correspondence should never be double spaced.



# Collateral | Promotional Brochure

## Graduate Clubs and Organizations

These clubs and organizations provide students with volunteer, career, and social opportunities that allow them to network and gain practical experience in their fields of study.

- **Association of Students in Counseling Professions** is a faculty-advised, student-run professional development and community service organization, which holds meetings during the fall and spring semesters during evening hours to accommodate student schedules. Guest speakers are invited to present on current topics and concerns related to the field of school counseling, mental health counseling, and rehabilitation counseling.
- **Chi Sigma Iota** is an international academic and professional counseling honor society dedicated to scholarship, academic excellence, and community service.
- **Creative Arts Therapy Club at Hofstra (CATCH)** is an active student club that sponsors many programs that provide members and alumni with additional opportunities to connect and share ideas, network, and participate in social activities year-round.
- **Marriage and Family Therapy Club** is a student-run club that seeks to enhance the educational experience of students by organizing and sponsoring monthly meetings and occasional workshops that provide a forum for experts from outside the Hofstra community to share their experience and knowledge with students.

## Financial Aid/Scholarships

Internal and external sources are available.



For more information about the  
**Department of Counseling and Mental Health Professions,**  
please contact our program directors:

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[hofstra.edu/cmhp](http://hofstra.edu/cmhp)

facebook.com/HofstraPHPS  
 twitter.com/HOFPHPS

**Department of Counseling  
and Mental Health Professions**  
Graduate Programs

**HOFSTRA**  
UNIVERSITY  
SCHOOL OF HEALTH PROFESSIONS  
AND HUMAN SERVICES

Department is set in Avenir Light. Titles should be set in Avenir Heavy. Text may be set in Avenir Light. The use of .75 pt. rules throughout will aid in space allocation and structure, especially when using the center-justified primary mark.

# Outdoor Banner



The outdoor banners simply and elegantly introduce Hofstra's students, neighbors, and the general public to its new identity. The Hofstra Gold section on the bottom of the banner is slightly larger for optical balance, and allows the primary mark to speak for itself.

# Signage

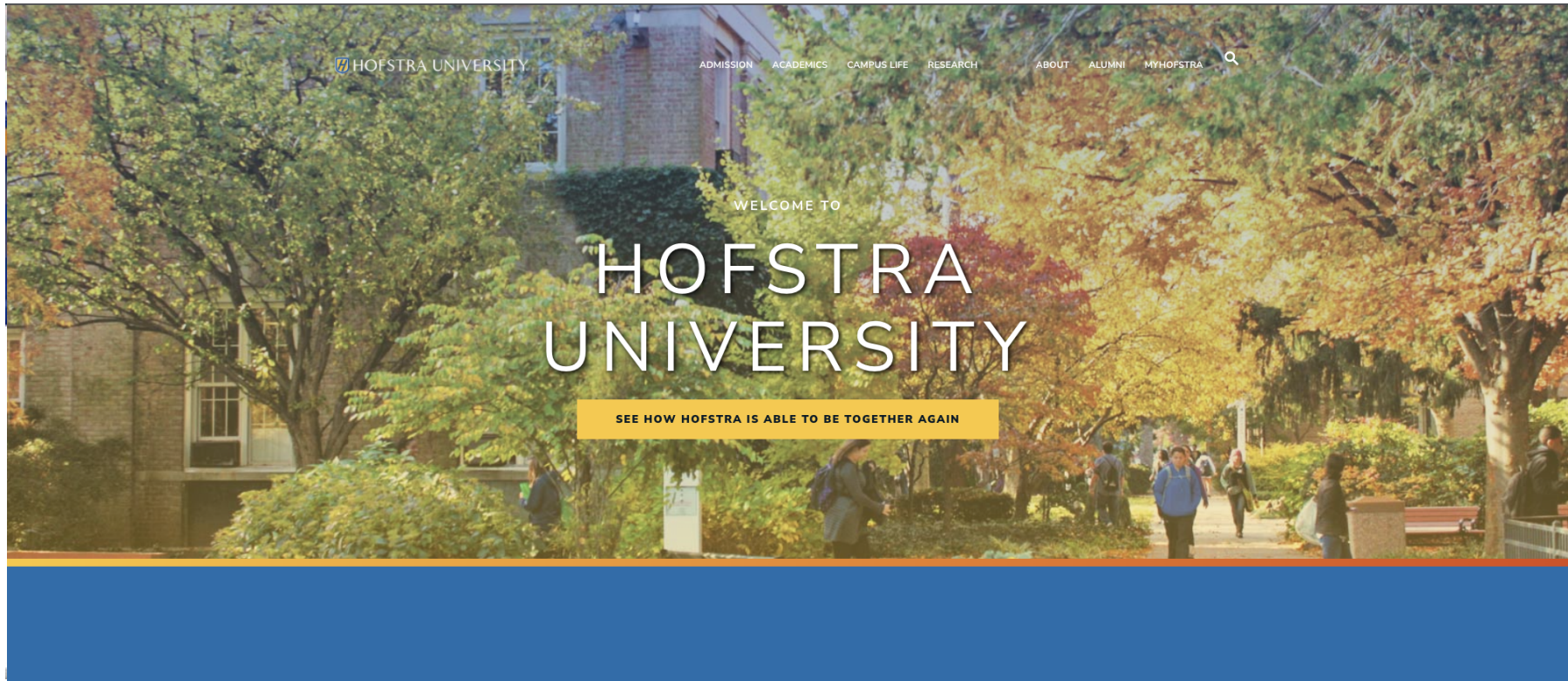
Health Profession  
& Family Studies

8th Floor

 HOFSTRA UNIVERSITY



# Website Usage



# Advertising Usage



Registration for January Session 2022\*  
is currently open for all students!

- Earn three credits in just two weeks (January 3-18, 2022) or three weeks (January 3-25, 2022)!
- Choose from a variety of on-campus and online programs including 60 online undergraduate courses, from 32 different disciplines.
- Limited on-campus jobs will be available.
- Dining facilities will be open in a limited capacity.
- Residential students may use their on-campus rooms during break at no additional cost.

Visit [hofstra.edu/january](https://hofstra.edu/january) or email  
[january@hofstra.edu](mailto:january@hofstra.edu) for more info.

\*Note: The University will be closed January 17, 2022



Transfer to a  
University that  
Respects

**Your Time.  
Your Cost.  
Your Credits.**

**TRANSFER TODAY**

Visit [hofstra.edu/transferopportunity](https://hofstra.edu/transferopportunity)  
or call 516-463-6700 to learn more.



# Usage of the Hofstra Crest



The Hofstra University crest will remain unchanged and will be used to authenticate the highest official University documents, such as diplomas and awards.

The crest may be used with discretion on any formal documents, but should not be seen often by those who might be unfamiliar with the school.

The crest indicates official sanction, while the other marks represent the University's image and visual identity.

# Printing Guide | Two Color



# Printing Guide | One Color



# Printing Guide | Black & White



# Printing Guide | Two Color, Dark Background



# Printing Guide | One Color, Dark Background





# Printing Guide | Black Background

