Introduction

The following guidelines have been developed to build a strong visual identity for Hofstra University in all 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**

Avenir // Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+{}:"?

Avenir // Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+{}:"?

Avenir // Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+{}:"?

**Secondary**

Minerva Modern // Bold SC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+{}:"?

**Tertiary** (for graphic treatments)

Neutraface
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+{}:"?
Color

<table>
<thead>
<tr>
<th>Color Name</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hofstra Gold</td>
<td>C: 0</td>
<td>R: 255</td>
<td>FEB612</td>
</tr>
<tr>
<td></td>
<td>M: 0</td>
<td>G: 194</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y: 85</td>
<td>B: 17</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K: 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hofstra Blue</td>
<td>C: 100</td>
<td>R: 12</td>
<td>0B1E73</td>
</tr>
<tr>
<td></td>
<td>M: 38</td>
<td>G: 46</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y: 0</td>
<td>B: 135</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K: 21</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

minimum clear space

The Hofstra University 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.

The secondary mark lockup should never be made smaller than .25” tall.
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 0.75”
- HOFSTRA 0.5”
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).

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.
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.
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.
About the program
Periorer atempellens pratur magnis poreperum esti oditia quam sinvent, to quas del lilt, ea consequi ipsuntiamet am, tem quunt et ut quantes el ili quas picis corecum qui siniquas ips est maximas sed maios volume imus euruptae cu cus doles ea essinci enihit idestis nossunt otasio erquint quae volenest, conet adiciae venti coractectus resequis ma vendi digieniur rem fugiasp eremem harchilias sequam quias recepedi impor sitatus ex es ape voluptat accae laccepria si occabore et et eost, odi blaut inciendae pre, sima vit ipxa dolecaborate voluptat faccestrum non peliqu volstrum doles magnam.

Other health-related degree programs at SOEHHS:
• If you are interested in pursuing a career in clinical health care, inquire about Hofstra’s Health Science, B.S.
• If you are looking to continue on to graduate studies after completing the Community Health, B.S., you should explore the Health Administration, M.H.A. and Community Health, M.S.

For more information on applying to Hofstra:
Undergraduate Admissions
Phone: (516) 463-1701
Toll-free: 1-800-HOFSTRA
hofstra.edu/Admission

Bachelor of Science in Community Health

Hofstra University continues to demonstrate its commitment to extending equal opportunity. All qualified individuals without regards to race, color, religion, sex, sexual orientation, marital status, age, national or ethnic origin, or physical or mental disability, in the conduct and operation of its educational programs and activities, including admission and employment. This statement of non-discrimination is in compliance with Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973 and other federal, state and local laws. The Americans with Disabilities Act Compliance Officer in the Plant Department, (516) 463-6641, is designated by the University to coordinate its efforts to comply with Section 504. The Equal Rights and Opportunity Officer is the University's official responsible for coordinating its adherence to Title IX and other equal opportunity regulations and laws. Questions or concerns regarding Title IX or other aspects of this policy (other than Section 504) should be directed to the Equal Rights and Opportunity Officer, (516) 463-6775.

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

You want to make an impact. An impact on your family, your community, even your world.
You want more than a career, you want a purpose. You want a life filled with meaning.
At Hofstra University, we understand what pride and purpose is all about. It’s about finding an academic area that excites you, challenges you, and fulfills you. It’s about studying with leading faculty in small classes where you really get to know your colleagues. It’s about amazing internship experiences and campus opportunities that give you an edge when it is time to start that career. And it’s about living and learning on a campus that never stops moving, changing, and working for you.

Visit hofstra.edu/newsday and discover what Hofstra’s pride and purpose is all about.

You want to make an impact. An impact on your family, your community, even your world.
You want more than a career, you want a purpose. You want a life filled with meaning.
At Hofstra University, we understand what pride and purpose is all about. It’s about finding an academic area that excites you, challenges you, and fulfills you. It’s about studying with leading faculty in small classes where you really get to know your colleagues. It’s about amazing internship experiences and campus opportunities that give you an edge when it is time to start that career. And it’s about living and learning on a campus that never stops moving, changing, and working for you.

Visit hofstra.edu and discover what Hofstra’s pride and purpose is all about.
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 | Two Color, Dark Background
Printing Guide | One Color, Dark Background