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.

Contents

2 Introduction & Contents
3 Typography
4 Color
5 Primary Mark
6 Secondary Mark | Horizontal Placement
7 Secondary Mark | Word Marks
8 Secondary Mark | Isolated Shield
9 Departmental Application | Shield Lockups
10 Departmental Application | Word Marks
11 Improper Identity Usage
12 Collateral | Business Card
13 Collateral | Letterhead & Envelope
14 Collateral | Promotional Brochure
15 Outdoor Banner
16 Signage
17 Website Usage
18 Advertising Usage
19 Usage of the Hofstra Crest
20 Printing Guide | Two Color
21 Printing Guide | One Color
22 Printing Guide | Black & White
23 Printing Guide | Two Color, Dark BG
24 Printing Guide | One Color, Dark BG
25 Printing Guide | Black Background
Typography

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

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

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

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

Tertiary (for graphic treatments)
Neutraface
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+{}:"?
Color

<table>
<thead>
<tr>
<th></th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOFSTRA GOLD</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS 123</td>
<td>C: 0 M: 0 Y: 85 K: 5</td>
<td>R: 255 G: 194 B: 17</td>
<td>FEB612</td>
</tr>
<tr>
<td>HOFSTRA BLUE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS 661</td>
<td>C: 100 M: 38 Y: 0 K: 21</td>
<td>R: 12 G: 46 B: 135</td>
<td>0B1E73</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 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**
  - .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).

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

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.
Collateral | Promotional Brochure

About the program
Perierer atempellens pratur magnis poreperum esti odio quam sinvent, to quias del illit, ea consequi ipsuntiamet am, tem quant et ut quantes el iquis picis corecum qua sinisquis ips est maximus sed maios volume imus eruptas ea cus doles ea essinci inhif idestis nossunt otaior enquist quae volenest, conet adiciae venti coractectus resequis ma vendi digenietur rem fugiasp ererem harchillas sequam quias recepedi impor sitiatu ex es ape voluptat acce laceptia si oca cabore et et eost, odi blaut inciendae pre, sima vit ipsa dolecaborate voluptat faczuutrum non peliqui volestrum 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) 463-6700
Toll-free: 1-800-HOFSTRA hofstra.edu/admission

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
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's 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's 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, Dark Background
Printing Guide | One Color, Dark Background