Brand Promise

Hofstra inspires you to seek and shape your own educational and career journey – and supports you as you make it yours.

The tagline: Pride and Purpose

Our tagline comes from the great celebration of our 75th anniversary and our history and traditions. It is also an extension of our previous tagline, “find your edge,” which challenged all stakeholders to reach higher, to use their respective strengths and to strengthen themselves and the University.

It is also a reminder that we, both individually and collectively, serve greater purposes…as students and leaders, as scholars and members of a greater community. We are part of a democratic society, engaged in service, politics, governance and advocacy, in our respective disciplines and in our role as leaders and learners.

Pride has many meanings. First, it reminds us of the lion family, strong, fierce and independent individually, but even stronger in their purpose and loyalty to each other. The sum of the pride is greater than its individual members. Pride also reminds us of our respect for our history and for our fellow students, faculty, alumni and community members; of our collective effort to advance our alma mater to be a better institution tomorrow than it is today, to never stop trying, innovating and changing.

Each of us has a purpose; different but no less important; and we find it and strengthen it through our affiliation to Hofstra. In turn, we contribute to Hofstra’s purpose of creating better and more successful people, who are not just successful in their careers but are better leaders, citizens, family members and friends.
Brand Proposition

Hofstra is a diverse, dynamic institution that honors tradition while challenging convention, always striving to carve its own path.

Hofstra provides students with higher education that combines the experience of an intimate learning environment with all the resources of a large university.
At Hofstra we nurture ideas.

Ideas can change the world - if we’re willing to work for them, and they have the right conditions to develop and grow.

That’s why over 80 years, we’ve created an environment where new ideas take shape through collaboration, engagement and interaction.

We keep our classes small. We offered tailored programs. We build spaces that encourage participation and investigation. And we look beyond our own community and experiences for inspiration.

Ideas are always evolving – and so are we. We’re constantly striving towards new goals and achievements, and our students share that same spirit.

Our mission is to help them find their way – in their own way.
Our audiences include:

**Students**
Hofstra provides a dynamic, purpose-filled college experience tailored for innately ambitious, outcome-oriented individuals – enabling you to find your purpose and focus your true strengths…giving you an advantage in your career and in life. Your success is defined by you and your dreams. Success is not an incidental benefit of a college education, but the ultimate goal…a reward earned by hard work, dedication and tenacity, and shaped by your dreams and vision for your future.

**Alumni**
Hofstra celebrates your achievements and invites you to join us as we build together for an even brighter future. We’ll also challenge you to reach higher. This is a reminder of our shared history; your education and experience; together we find our “pride and purpose” as we surge, together, to new prominence.

**Faculty/Staff**
Hofstra fosters innovation, encourages collaboration and promotes advocacy and purpose at every level of our University – challenging you to help advance Hofstra, and to use your talents to make a positive, formative impact on the lives of our students and their success.

**Community**
As an active, engaged part of the community, Hofstra University is a source of pride. We infuse energy (through our graduates and students); contribute to the local culture (through arts & sports); provide a forum for discourse and discovery (through a host of community events) and encourage academic excellence and learning (through a variety of partnerships with K-12 organizations) – sharing our purpose with the larger community.
We’ve spent 80 years becoming who we are today. When people ask, we’re proud to say that we’re:

Ambitious
We’re determined to go far

Outgoing
We’re confident and friendly

Entrepreneurial
We create our own success

Hard-working
We do what it takes. Then we do more.

Resourceful
We find a way to solve problems

Curious
We ask questions and seek out new experiences and perspectives.

Worldly
We pursue global experiences

Intelligent
We are creative, perceptive and thoughtful.
Hofstra doesn’t just make promises. We deliver on them. Below are our core offerings – and the benefits that invariably result.

Through tailored, outstanding education experiential, applied learning a socially conscious, inclusive environment

Hofstra helps you be you because you’re empowered to lead the way prepared to excel in the global workforce supported to grow and participate.
Know what we mean & how we say it.

We give you a tailored, outstanding education through
- a competitive range of accredited degree programs
- customizable learning pathways, majors and degrees
- a culture of individual scholarship and inquiry

So that you’re empowered to lead the way with
- a deep understanding with wide application
- knowledge that reflects your unique interests
- powerful, effective, progressive thinking

For example...
Be challenged @ Hofstra School of Health Professions and Human Services.
Seek what matters – and make it yours.
Know what we mean & how we say it.

We give you experiential, applied learning through
- expert instruction and application of research
- small-group classrooms and individual mentorship
- internships, work experience and a worldly environment

So that you’re prepared to excel in the global workforce with
- outstanding capabilities and cutting-edge understanding
- validated comprehension and confidence in your knowledge
- exposure to real-world situations and opportunities.

For example...

Be ambitious @ Hofstra Frank G. Zarb School of Business.
Find what drives you – and follow it all the way.
Know what we mean & how we say it.

We give you a socially conscious, inclusive environment through
- mentoring, clubs and opportunities to join in
- a warm, diverse, progressive setting
- scholarships, grants and assistance

So you’re supported to grow and participate with
- countless chances to be your best self
- classmates, faculty and staff who care
- access to what you need to succeed.

For example...

**Be amazing @ Hofstra.**

Know what inspires you – and live every moment.
Hofstra's logo colors, and primary identity colors. The blue serves as the base color.

These colors are used as accent colors. Confident Gold is intended for use with more mature audiences.

Gradients can go from light to dark or vice versa, depending on need.

These candy colors are used for youth audiences, including summer camp.
Primary
AVENIR LT STD - LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()-+

AVENIR LT STD - ROMAN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()-+

AVENIR LT STD - HEAVY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()-+

Secondary
MINERVAMODERN - REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()-+

Tertiary (for graphic treatments)
NEUTRAFACE DEMI-ALT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()-+

Serif
TIMES NEW ROMAN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()-+

Italic and Oblique versions not shown
Our photography should focus on real stories. It should include diversity, genuine expressions, inspiration, determination and success. We want our viewers inspired and able to relate to our subject matter.

• Isolated subjects
• In the moment
• Sense of place
• Portrait/documentation

NOTE: The photography throughout these guidelines is for placement only, it is intended to use as reference only and should not be used outside of this document.
No departmental logos will be created. An official logo treatment can be customized for departmental use.

Academic units will use this departmental logo treatment.

Non-academic units will use this departmental logo treatment.
For graphic applications, the tagline “pride and purpose” should be set using one of the provided graphic files, in lock-up with the Hofstra logo. The logo with tagline is available in vertical and horizontal orientations, and the “pride and purpose” text can be used in multiple color combinations to enhance legibility, depending on the color/image behind it.

The text is all lowercase, with no spaces (with the exception of the one-color variation [see below]). In the vertical layout, the text sits below a rule below the logo. The space between the logo and the rule is the equivalent of one letter height from the word UNIVERSITY in the logo. The space between the rule and the “pride and purpose” text is also the equivalent of one letter height from the word UNIVERSITY, from the rule to the top of the letter “n” in “and.” The rule’s width runs from one letter height from the word UNIVERSITY from the edge of the U in UNIVERSITY to the same space from the edge of the Y in UNIVERSITY.

The color combinations available include:
Blue and Gold — Pride, Purpose: Blue; and: Gold
Blue and White — Pride, Purpose: Blue; and: White
Gold and White — Pride, Purpose: Gold; and: White
White and Gold — Pride, Purpose: White; and: Gold
All One Color — text separated slightly
Black and White — Pride, Purpose: Black; and: Gray

The treatment should be toward the end of a visual, so as to serve as the sign-off.
Frame

The frame element can be used as an abstract decorative device or to highlight text. Specs on thickness and space are included later in the book.

It can be used as a complete box or broken by an image or page edge, but at least one corner must be visible.

The frame can have gradient coloring or be white or black (on black and white designs).

The coloring does not need to match any adjacent text.
Bars

The bar element can be used in connection with the frame element or on its own.

Bars can emerge from either the left or right side of a frame, and can emerge into the frame or out of the frame, depending on the space available.

The bars can have gradient coloring or be white or black (on black and white designs).

When used in connection with a frame, the coloring should be continuous across the elements.
Logo Placement

The brand features a great deal of white space, and logo placement should take advantage of this space. A strip of white is the best location for this purpose.

The logo can be placed inside or outside of a frame.
Headline text should be in Avenir Heavy, with a Horizontal Scale of 95%, and Tracking of -25. It can be in Title Case or ALL CAPS, though no more than five short words should be in all caps.

Subheads should be Avenir Roman, with a Horizontal Scale of 95%, and Tracking of -25. They should be in Title or Sentence Case.

Body copy can be either Avenir Roman or Times New Roman Regular.

When an image is too complex to allow for legibility, a gradient of Hofstra Blue, white or black can be overlaid onto the image behind the text to enhance clarity.
Print Specs

Frame Stroke: 20% of X

50% of X

14% of Longest Edge

50% of X

7% of Longest Edge

5% of Longest Edge

20% of Longest Edge

50% of Longest Edge

Whatever you seek you’ll find it at Hofstra. These are your classes, your journeys, your ideas and your possibilities. And you can take them anywhere you want. Being great isn’t about following someone else’s path. It’s about shaping your own journey and discovering your own destination. Because to find yourself you have to think for yourself. So seek what matters to you. And make it yours at Hofstra.
Print Specs

Frame Stroke: 20% of X

50% Longest Edge

50% of X

14% of Longest Edge

30% of X
(pending title length)

50% of X

50% of X

5% of Longest Edge

5% of Longest Edge

5% of Longest Edge

Longest Edge

Hofstra University - Brand Refresh 2017

Creative - Print

Innovative - Longest Edge

Be Ambitious

@Hofstra

FRANK G. ZARB SCHOOL OF BUSINESS

Whatever you seek you’ll find it at Hofstra. These are your classes, your majors, your clubs and your possibilities. And you can take them anywhere you want. Being great isn’t about following someone else’s path. It’s about shaping your own journey and discovering your own destination. Because to find yourself you have to think for yourself. So seek what matters to you. And make it yours at Hofstra.

hofstra.edu

Applying the Brand

Brand Guide
Digital Specs

Frame Stroke: 30% of X
50% of X
14% of Longest Edge
10% of Longest Edge
20% of Longest Edge
5% of Longest Edge
Digital Specs

50% of X
50% Longest Edge
Longest Edge
5% of Longest Edge

Be Ambitious
@Hofstra
FRANK G. ZARB
SCHOOL OF BUSINESS
Be You @Hofstra

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For More Information

To request logos, graphic shapes or elements related to the brand standards and guidelines, please contact Hofstra University Creative Services at creativeservices@hofstra.edu.