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Using this guide

This guide serves as a resource for designers, communicators and anyone who is visually representing Harvard Law School—whether online, in print or in person. The HLS guidelines were created in accordance with those established by Harvard University. The Harvard Identity Guidelines site serves as a university-wide resource providing information on mobile best practices, analytics, social media and more.

Why does HLS need identity guidelines?

The graphic elements we use to represent HLS will enable us to establish and maintain a clear, unified identity, both within the HLS community and beyond. We developed these to both improve consistency and reduce costs associated with departments having to develop their own marks.

This document provides general guidelines for the visual articulation of the HLS graphic identity, as well as specific direction for the application of our updated logos, which are referred to here as signatures, and related elements.

We recommend that you refer to this site whenever you develop communications materials. Please share this document with any designers, writers or developers you contract with to create or update print or web marketing and communications materials.
Design contacts

Questions pertaining to the graphic representation of Harvard Law School, including web and print graphics, fonts, and access to files for signatures, shields and wordmarks, should be directed to the Office of Communications.

For graphic design support, contact:
design@lists.law.harvard.edu

For photography or assets, contact:
photo@lists.law.harvard.edu

For online support, contact:
online@lists.law.harvard.edu
Definitions

Becoming familiar with commonly used design terms will help facilitate clear communication between your office and the design professionals you hire.

ACCENT PALETTE
The accent palette should be used minimally as needed for highlighting items or when additional colors are needed for branding and usability.

BLACK AND WHITE
Black and white refers to the use of only black and white as "colors." Black and white themselves are created differently whether you are creating assets that call for colors in HEX, RGB, CMYK or Pantone values.

COLOR
Color typically refers to the spectrum used within a design. As stated above, color is created individually based on the application in which the design is created. For example, the same visual color is created differently in different media. Online colors are created in HEX or RGB, and print assets use CMYK or Pantone color values. Be sure to refer to and use the proper color.

COLOR PALETTE
Color palette refers to the unique set of colors chosen to reflect Harvard’s or HLS’s brand.

CMYK
CMYK is a four color commercial print process consisting of Cyan, Magenta, Yellow and Black, which are the primary colors from which other colors can be derived.

EXTENSIONS
Extensions to the HLS signature typically include a department or program name—for example, Office of Career Services.
Definitions

FONT
The font is the specific typography chosen to represent HLS’s brand. Different media or content types may require different font families and styles from within the HLS’s brand guide.

GRAYSCALE
Grayscale refers to the use of shades of black and white when applied to anything graphic.

HEX
Web colors are colors used in designing web pages and there are particular methods for describing and specifying those colors. Hexadecimal color codes begin with a hash (#).

LOCK UP
A lock up refers to when we display together two distinct visual objects, like the HLS shield and the name of the School or an office.

LOGO
A logo is the set of items that make up the symbol that represents Harvard, HLS or its subcategories. We use the word “signature” in this document to refer to what is commonly known as the HLS logo.

PANTONE MATCHING SYSTEM
This is a system for matching colors, used in specifying printing inks.

PRIMARY PALETTE
The primary palette is made up of the colors that are to be used first and foremost and with the most emphasis.
Definitions

**REVERSE**
Reverse is when a logo, typeface, or other graphic mark appears in white on a colored or black background.

**RGB**
The RGB color model is an additive color model in which red, green and blue light are added together in various ways to reproduce a broad array of colors. RGB is typically used for online display.

**SECONDARY PALETTE**
The secondary palette enhances the primary palette and is useful for items like background colors.

**SAN SERIF/SERIF**
In typography, serifs are semi-structural details on the ends of some of the strokes that make up letters. A sans-serif typeface is one that does not have the small projecting features called “serifs” at the end of strokes.

**SHIELD**
The shield refers to the image of three sheaves of wheat on a coat of arms, which appears to the left of “Harvard Law School” in the signature.

**SIGNATURE**
A signature represents the wordmark and shield when they are together, also commonly referred to as the logo.

**TYPOGRAPHY**
Typography refers to the unique styling of font families to represent HLS, including spacing, leading, caps and boldness.

**WORDMARK**
A wordmark is when the words “Harvard Law School” are used without a shield or in conjunction with an extension (such as Executive Education).
Harvard Law School is working to retire the Shield from all print and online materials.

Please do not use the Shield. Use the HLS Watermark instead.

Contact design@lists.law.harvard.edu with any questions.
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Shield usage

- HLS signature
- HLS signature with extensions

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HLS signature

SCALE-LARGE
Either horizontal or vertical in either color, black and white, or grayscale can be used at a large scale. Please scale artwork proportionately so it does not stretch or skew. Be sure to use an appropriately large file so that it does not degrade in quality due to low resolution. Contact The Office of Communications for assistance at design@lists.law.harvard.edu.

SCALE-SMALL
Either horizontal or vertical in either color, black and white, or grayscale can be used at a small scale. The chosen orientation may depend on the type of space available. Please do not scale so small that the shield is not legible. You should be able to see the details of the lines.

FOR PRINT
When the HLS signature is reproduced for print, it may appear either horizontal or vertical, and either color, black and white, or grayscale may be used for print. Make sure to download the appropriate format for your printing type (CMYK, Pantone, etc.).

FOR ONLINE
Either horizontal or vertical may be used for online, although it’s likely that the horizontal will work better.
HLS signature with extensions

The central identity elements (shield shield, HLS wordmark) are the building blocks for additional signatures used across HLS administration offices and programs.

For HLS administration offices or programs, there are two layers:
1. HLS
2. Office or program affiliation

WORDMARKS
Wordmarks are built from the following assets.

PRIMARY EXTENSIONS
Primary extensions refer to the administration departments and programs.

SECONDARY EXTENSIONS
Secondary extensions refer to an office or department within the aforementioned primary extension.

Office of Communications

Lorem ipsum dolor sit
HLS signature with extensions

HORIZONTAL WORDMARK - PRIMARY EXTENSION
Whenever possible, the wordmarks should be typeset by a design professional. They should not be manually typed. For more information, please contact the Office of Communications at design@lists.law.harvard.edu.

The extension should not be wider than the width of the HLS wordmark.
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HORIZONTAL WORDMARK - PRIMARY AND SECONDARY EXTENSIONS
The secondary extension should be set in Benton Sans medium small caps.
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PALETTE
HLS takes its color palette from the Harvard University guidelines but emphasizes them slightly differently in order to appeal to its unique audience.

HLS focuses on more subdued hues as its core palette—ink, slate, mortar and shade, with crimson as a highlight color.

We also suggest creating shades of these accent colors—except crimson which can become pink—when necessary. This should provide you with a good selection of background and foreground colors. You should never adjust the crimson or gray shades.
COLOR

HOW TO WORK WITH COLOR IN PRINT AND ONLINE

It is always recommended that you work with a designer in selecting color for your projects. However, there are a few guiding principals of which to be aware of.

**DO:**

- Use colors only from the HLS palette
- Select the proper color for your media
  - Online – Use HEX or RGB colors
  - Print – use CMYK or Pantone colors
- Keep it simple and remember usability
- Test to make sure the text is readable on multiple screens or devices
- Have calls to action that pop
- Ensure that the page is scannable
- Have enough contrast between the background and typography

**DO NOT:**

- Use too many colors
- Use multiple colors for body copy
- Use gradient color for text
- Use colored drop shadows
### Color

#### Core Palette

A primary palette has been defined. These should be the core colors used across HLS media.

**INK**

- PMS PROCESS BLACK U
- CMYK: C-0 M-0 Y-0 K-100
- HEX#: 1E1E1E
- RGB: R-30 G-30 B-30

**SLATE**

- PMS 7544U
- CMYK: C-33 M-15 Y-14 K-17
- HEX#: 8996A0
- RGB: R-137 G-150 B-160

**MORTAR**

- PMS WARM GRAY 8 U
- CMYK: C-16 M-23 Y-23 K-44
- HEX#: 8C8179
- RGB: R-140 G-129 B-121

**SHADE**

- PMS 7542 U
- CMYK: C-21 M-0 Y-6 K-20
- HEX#: BAC5C6
- RGB: R-186 G-197 B-198

**PARCHMENT**

- PMS COOL GRAY 1 U
- CMYK: C-3 M-2 Y-5 K-5
- HEX#: F3F3F1
- RGB: R-243 G-243 B-241

**CRIMSON**

- PMS 187U
- CMYK: C-7 M-94 Y-65 K-25
- HEX#: A51C30
- RGB: R-165 G-28 B-48

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**Primary Palette**

The primary palette is made up of the colors that are to be used first and foremost and with the most emphasis.
Color

ACCENT PALETTE
The following accent palette has been defined for Harvard Law School. The accent palette should be used minimally as needed for highlighting items or when additional colors are needed for branding and usability.

INDIGO
- PMS 540U
- PMS 533C
- CMYK: C-100 M-83 Y-46 K-13
- HEX#: 293352
- RGB: R-41 G-51 B-82

IVY
- PMS 363U
- PMS 363C
- CMYK: C-68 M-0 Y-100 K-24
- HEX#: 52854C
- RGB: R-82 G-133 B-76

SAFFRON
- PMS 1595U
- PMS 1595C
- CMYK: C-0 M-59 Y-100 K-5
- HEX#: D16103
- RGB: R-232 G-125 B-30

BLUEBONNET
- PMS 2727 U
- PMS 2727 C
- CMYK: C-71 M-42 Y-0 K-0
- HEX#: 4E84C4
- RGB: R-78 G-132 B-196

PEAR
- PMS 578U
- PMS 578C
- CMYK: C-20 M-0 Y-40 K-6
- HEX#: C3D7A4
- RGB: R-195 G-215 B-164

GOLD
- PMS 125U
- PMS 125C
- CMYK: C-0 M-26 Y-100 K-26
- HEX#: C4961A
- RGB: R-196 G-150 B-26

*COMMEMORATIVE WREATH
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ACCENT PALETTE, CONTINUED

LEMON
- PMS 120U
- PMS 120C
- CMYK: C-0 M-9 Y-58 K-0
- HEX# FFDB6D
- RGB: R-255 G-219 B-109

CREME
- PMS 7499U
- PMS 7499C
- CMYK: C-0 M-2 Y-15 K-0
- HEX# F4EDCA
- RGB: R-244 G-237 B-202
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THE TYPE SYSTEM
HLS takes its fonts from the Harvard University guidelines but uses them in a slightly different way. The primary typefaces for HLS are Anziano, Benton Sans, Arial, Georgia, Helvetica, Garamond and Minion. We realize that not everyone will have Anziano and Benton Sans. Anziano and Benton Sans are used primarily for wordmarks, and are not recommended for general text. For more information, please contact the Office of Communications at design@lists.law.harvard.edu.

WORKING WITH TYPE
Font selection is a key component in the creation of successful communications. Typography should work in concert with the overall design, photography, and editorial writing to help describe and define the HLS graphic identity. Since our intention is to depict Harvard as a unified, global institution, representing a tradition of academic excellence, choosing the right style of type is critical.

FONT
The font is the specific typography chosen to represent HLS’s brand. Different media or content types may require different font families and styles from within HLS’s brand guide.

TYPOGRAPHY
Typography refers to the unique styling of font families to represent HLS, including spacing, leading, caps and boldness.
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DO:
• Use fonts from the HLS identity guide
• Use clean and classic faces
• Use italicized styles sparingly
• Use fonts that convey desired mood
• Make sure type is legible and large enough when it prints
• Test to make sure text is readable on multiple screens or devices (if online)
• Have calls to action that pop
• Ensure that the page is scannable
• Have a clear hierarchy

DO NOT:
• Use fonts that are overly stylized
• Use Harvard crimson for text color
• Use type with drop shadows
• Stretch type—always scale proportionately
• Outline type
• Condense text or use excessive tracking or horizontal scaling

Sample text here for you to see.

DO NOT:

Harvard

body copy body copy body copy body copy body copy body copy body copy

body copy body copy body copy

Sample text here for you to see.

• Stretch type.
• Use Harvard crimson for text color.
• Use excessive tracking.
• Use overly stylized text.
• Use drop shadows.
Typography

ANZIANO PRO
Anziano Pro is a transitional style font that features a flat apex on its letters “A” and “V” among others, furthering its resemblance to the engraved, Roman-style it was based on. It bears some resemblance to the font Albertus but has a softer curve to its serifs. Anziano Pro features a short foot on its serifs—more so than other serif fonts in this classification and uses less contrast in its stroke weights. Each of the three weights available for Anziano Pro are represented below. It should only be used in files with the HLS wordmark, not for headers or body text.

For more information, please contact the Office of Communications at design@lists.law.harvard.edu.

ANZIANO PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()?+=

ANZIANO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()?+=

ANZIANO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()?+=
Typography

**BENTON SANS AND BENTON SANS CONDENSED**

Benton Sans should be used as the supporting typeface of Anziano Pro when tertiary information is used. It should NOT be used as the primary font. It is typically used for logos and headers. Each of the weights available for Benton Sans and Benton Sans Condensed is represented below. For more information, please contact the Office of Communications at design@lists.law.harvard.edu.

**BENTON SANS**
- Benton Sans Regular
- *Benton Sans Regular Italic*
- Benton Sans Regular Small Caps
- Benton Sans Medium
- **BENTON SANS MEDIUM SMALL CAPS**
  - *Benton Sans Medium Italic*

**BENTON SANS CONDENSED**
- Benton Sans Condensed Regular
- *Benton Sans Condensed Italic*
- Benton Sans Condensed Regular Small Caps
- Benton Sans Condensed Bold
- **BENTON SANS CONDENSED BOLD SMALL CAPS**
  - *Benton Sans Condensed Bold Italic*
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ARIAL
Arial is a recommended sans serif for online use.

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

GEORGIA
Georgia is a recommended serif for online use.

Georgia Regular
Georgia Italic
Georgia Bold
Georgia Bold Italic

HELVETICA
Helvetica is a recommended sans serif for use in print.

Helvetica Light
Helvetica Regular
Helvetica Bold
Helvetica Italic

GARAMOND
Garamond is a recommended serif for use in print.

Garamond Regular
Garamond Italic
Garamond Bold

MINION
Minion is not a Harvard recommended font, but it is one that has been used by HLS for years, and will continue to be in use.

Minion Regular
Minion Bold
Minion Italic
STATIONERY

Samples of letterhead and envelopes
Samples of letterheads and envelopes

The stationery system is HLS’s most widely used communications tools. Its components, both individually and as a whole, are designed to create a coherent graphic identity through consistent use. Therefore, stationery should not be altered in any way.

The stationery system features the HLS signature and is printed in two colors, Harvard crimson and black. There are two formats for the word template—horizontal and vertical. Unless otherwise noted, all stationery items are printed on a bright white sheet.

To place an order, or for more information, please contact the Office of Communications at design@lists.law.harvard.edu.
QUESTIONS?

Please contact:

Harvard Law School
design@lists.law.harvard.edu
https://hls.harvard.edu/dept/communications/hls-design-guidelines/