

BRAND STYLE GUIDE

EFFECTIVE: MARCH 2021



Huron
AT WESTERN

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Huron
AT WESTERN



THE HURON DISTINCTION



1

We develop Leaders
with Heart by offering
personalized educational
experiences and support that
nurtures individual gifts.

2

Students hold one other
accountable to contribute
and collaborate because
small classes demand
authentic participation.

3

We prioritize, so students
can explore their social
conscience, develop
meaningful connections and
determine how they want to
actively shape their world.

HURON ISN'T A BIG BOX STORE: WE WILL NEVER
PRIORITIZE QUANTITY OVER QUALITY OR
OFFER A ONE SIZE FITS ALL EDUCATION.



THE **Liberal Arts**

DISTINGUISHES YOU AS A
LEADER WITH HEART –
IN THE WORKPLACE
AND THE WORLD
MORE BROADLY.

We are redefining
the landscape of Liberal Arts
in Canada by championing an
education that emphasizes
character development, as much
as academic excellence.

CHARACTER, PASSION, HEART AND COMMITMENT.



An education

that encourages authentic learning within and beyond the classroom, so students learn how to critically analyze situations, create solutions and motivate others to create meaningful change.



We live

in an increasingly digital world. We push to cultivate the human advantage by learning how to persuasively share your story, while also developing the ability to empathize with complex global narratives.



Our large

professor-to-student ratio means you will receive one-on-one support from faculty and engage with peers and classroom materials in ways that develop empathy, confidence and transferable knowledge and skills.

CONSISTENCY RECOGNITION COHESIVENESS STREAMLINE
EFFICIENCY RELEVANT STRATEGY STRENGTH REPUTATION

VISUAL



Branding is a strategic discipline,
involving identity, reputation and
communication. It is informed by
the organization's mission and
vision and plays a fundamental role
in representing the organization's
strategy and culture.

THE CONSISTENT APPLICATION OF OUR BRAND STANDARDS
STRENGTHENS OUR RECOGNITION WITHIN AND BEYOND OUR CAMPUS.

IDENTITY...

A strong brand featuring a consistent
visual identity and messaging will
increase our internal and external
communities' understanding of what
values Huron ascribes to and what
we are striving to achieve.



THE HURON LOGO

At Huron, we strive to build a brand that is internationally recognized. This process, currently, requires us to strategically use several renditions of the Huron logo in order for Huron's brand awareness to grow.

The Huron University College logo is to be used on all official letterhead and official documents.

As for the Huron at Western logo, this is to be used on marketing and communications material, as well as any recruitment material to help bolster the institution's connection with Western University.

The logos are available in both **horizontal** and **vertical** formats.



Reversed formats are available for use on dark or coloured backgrounds.

Huron at Western – for marketing, communications and recruitment material



Huron University College – for official letterhead and official documents



Huron Only



CLEAR SPACE

Keep a minimum clear space around the Huron logo approximately the size of the 'H' in Huron.



MINIMUM SIZE

For tiny applications, use the 'Huron Only' logo for legibility and try to keep a minimum size of 1" for horizontal and 0.5" for vertical.

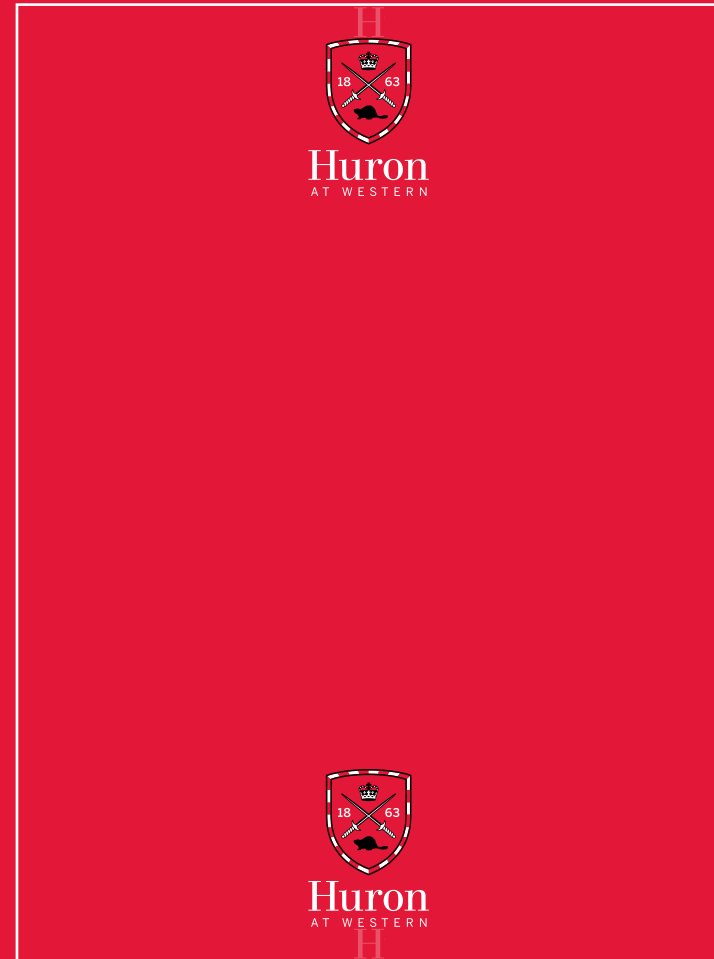


THE HURON LOGO

LOGO PLACEMENT

For consistent brand recognition, the Huron logo should be prominent and free from design clutter.

Either logo format can be **right-justified** or **centred** on the page, leaving at least the minimum amount of clear space.



DO NOT ADJUST THE LOGO

ARTWORK IN ANY WAY.

A logo package is available, which includes logos in a variety of colour profiles to fulfill your needs, including CMYK, RGB, reverse and greyscale.



Do not use previous version of the Huron logo.



Do not squish or expand.



Do not tilt or rotate.



Do not add a drop shadow.

















Do not place on a background that impedes legibility. Use the appropriate reversed logo.



Do not change the logo lock-up.

CAMPUS LOGOS

To establish a unified and easily recognizable identity, Huron has developed logos for the various departments and services across campus. Please contact the **Marketing and Communications** department to receive your logo package.

 	STUDENT SUPPORT SERVICES	  <hr/> STUDENT SUPPORT SERVICES
 	ADVANCEMENT	  <hr/> ADVANCEMENT
 	HURON UNIVERSITY COLLEGE FOUNDATION	  <hr/> HURON UNIVERSITY COLLEGE FOUNDATION
 	CHAPEL OF ST. JOHN THE EVANGELIST	  <hr/> CHAPEL OF ST. JOHN THE EVANGELIST

A close-up photograph of two hands, palms facing each other, with the fingers slightly spread to form a heart shape. The hands are light-skinned and appear to be belonging to a woman. The right hand is wearing a gold ring with a red 'H' on the ring finger. The background is a blurred outdoor scene with green foliage and a white building. The text is centered over the heart shape.

WE'RE ALL PART
OF A TEAM AIMING
TO CREATE A
STRONG VISUAL
IDENTITY WITH
INTEGRITY THAT IS
NOT DILUTED OR
COMPROMISED.

COLOUR PALETTE

Red and black are integral to Huron's identity and should be the dominant colours used within your layout.

PRIMARY

COLOUR PALETTE

BLACK

C	0	R	0
M	0	G	0
Y	0	B	0
K	100		

Hex #000000

HURON RED

PMS 186 C

C	0	R	227
M	100	G	24
Y	80	B	56
K	4		

Hex #E31838

ONLY USE HURON RED AT 100% SCREEN VALUE.

WHITE

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

Hex #E1E1E1

GREY

C	0	R	119
M	0	G	120
Y	0	B	123
K	65		

Hex #77787B

The PANTONE® Colour Standards is a colour matching tool used by industry for reproducing colours consistently across various printing mediums. Consult current PANTONE® Publication for accurate colour. The colors shown on this page and throughout this manual have not been evaluated by PANTONE® for accuracy and may not match the PANTONE® Color Standards. PANTONE® is the property of Pantone LLC.

SECONDARY**COLOUR PALETTE**

The use of the secondary colours should be subtle and not overpower the use of the primary Huron colours.



C **0**
M **32**
Y **100**
K **0**

R **242**
G **169**
B **0**

Hex **#F2A900**



C **100**
M **61**
Y **0**
K **43**

R **0**
G **60**
B **113**

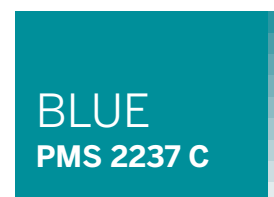
Hex **#003C71**



C **8**
M **100**
Y **70**
K **33**

R **151**
G **27**
B **47**

Hex **#971B2F**



C **81**
M **13**
Y **31**
K **16**

R **5**
G **134**
B **142**

Hex **#05868E**

TYPOGRAPHY

The primary font is

Benton Sans

Available in a variety of weights, including: light *italic* **black** compressed

Authentic Clear **BOLD**

The secondary font is

Adobe Caslon

Available in a variety of weights, including: regular *italic* semibold **bold**

Sophisticated *Elegant* **CLASSIC**

When Huron's brand fonts are **unavailable** (for example, in web and MS Office applications), please use:

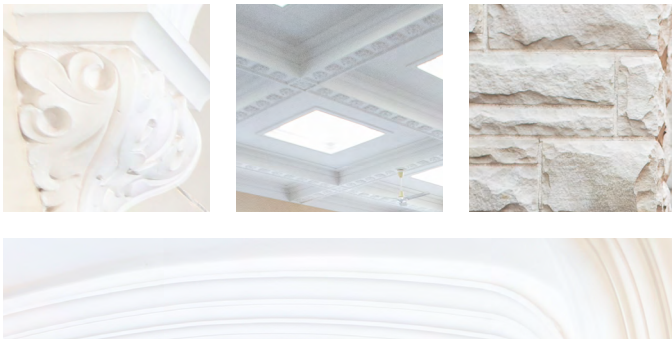
Arial and Georgia



PHOTOGRAPHY

Every picture should tell an accurate and meaningful story about life at Huron. Candid student interactions, dynamic community activity and engaged professors and students all align perfectly with depicting the essence of our university.

The use of uniquely Huron architecture is also an effective way to add sophistication and elegance to promotional materials.



High-quality imagery should be used at all times.







The Huron Voice should convey our dedication to Developing Leaders with Heart through elite, yet accessible education. Communicate in ways that are approachable. But, more importantly, maintain a tone that is entirely unique to Huron.

THE HURON VOICE

Our writing needs to tell the story of an exceptional Liberal Arts university that prioritizes creativity, compassion and courage of thought, word and deed.

Avoid cliches and generalities that don't genuinely portray our Distinct Advantages.

We're building a brand people can trust, which demands consistency and transparency.

Do not try to be all things to everyone speak to exactly what we stand for – and what we stand against.

THE HURON VOICE IS:

CONVERSATIONAL

AUTHENTIC

SOPHISTICATED, *BUT UNPRETENTIOUS*

VIBRANT

PERSUASIVE

UNIQUE

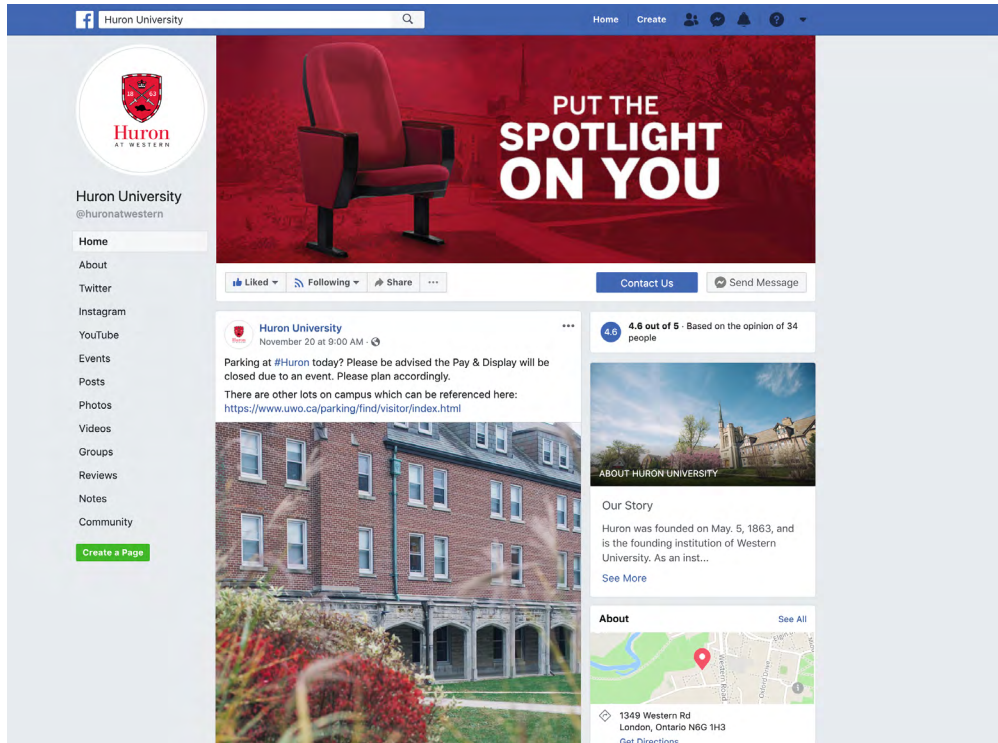
HUMBLE, *BUT UNAFRAID TO SHARE OUR ACCOMPLISHMENTS IN BOLD WAYS.*

SOCIAL MEDIA



@HuronAtWestern

To keep current and accessible
we have a strong social media presence.



Common hashtags include:

#LeaderswithHeart

#HuronAtWestern

#Headed2Huron

#Huron1Read

#Huron

#HuronU

#HuronProud

Common topics of posts include:

Photos of campus

Great talks happening on campus

Community and campus involvement

Examples of Leaders with Heart

Social events

Student success stories

POSTS SHOULD ALWAYS BE
PROFESSIONAL AND INSPIRING.



AVATARS

Avatars are available for Huron's
departments and services.

VIEWBOOK

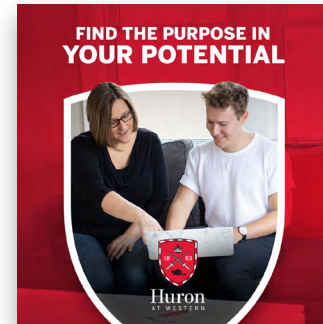
LEAD

CONSISTENCY RECOGNITION COHESIVENESS STREAMLINE STRATEGY STRENGTH REPUTATION

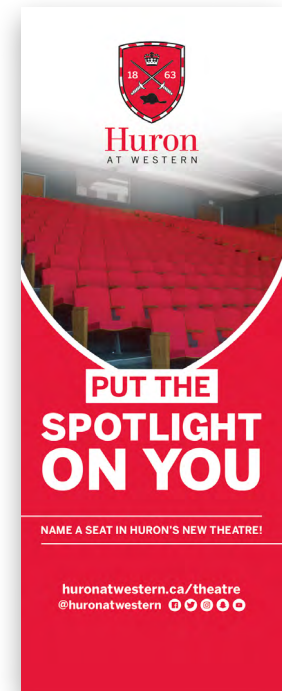
ADS



DIGITAL ADS



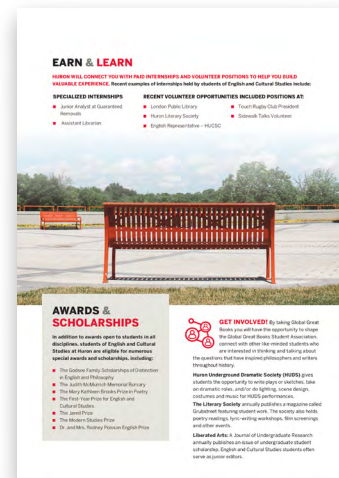
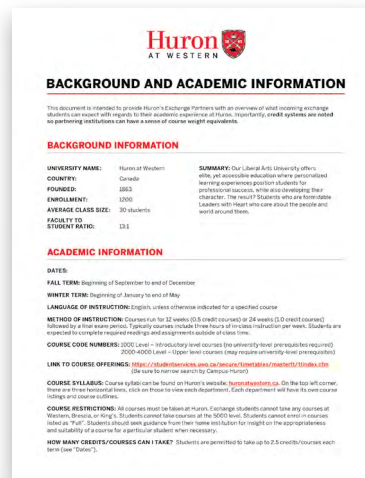
BANNER



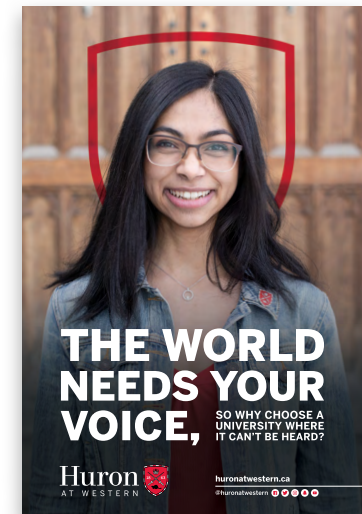
ALUMNI MAGAZINE



INFORMATIVE MATERIAL



POSTER



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