

BRAND STYLE GUIDE

EFFECTIVE: JUNE 2024



Huron
UNIVERSITY

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Huron
UNIVERSITY



Huron

THE HURON DISTINCTION



1

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

2

We foster accountability and collaboration because small class sizes demand authentic participation.

3

We offer world-class academics with innovative programs, so students can explore their social conscience 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 are proud of our brand and work hard to ensure it is globally recognized. This requires us to strategically use the Huron logo in order for Huron’s brand awareness to grow. The Huron University logo is to be used on all official letterhead and documents. As for the Huron University at Western logo, this is to be used on certain marketing and communications material, as well as any international 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 University Primary Logo – for official letterhead, official documents, marketing, communications, domestic recruitment materials



Huron University at Western – for international recruitment materials



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.



**PLEASE 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. Brand consistency is vital for Huron's continued success. The following examples of logo application must be avoided:



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.

Huron  | STUDENT SUPPORT SERVICES


Huron
STUDENT SUPPORT SERVICES

Huron  | ADVANCEMENT


Huron
ADVANCEMENT

Huron  | HURON UNIVERSITY COLLEGE FOUNDATION


Huron
HURON UNIVERSITY COLLEGE FOUNDATION

Huron  | CHAPEL OF ST. JOHN THE EVANGELIST


Huron
CHAPEL OF ST. JOHN THE EVANGELIST

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**

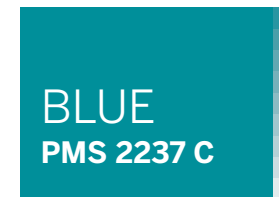
Hex **#003C71**



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:

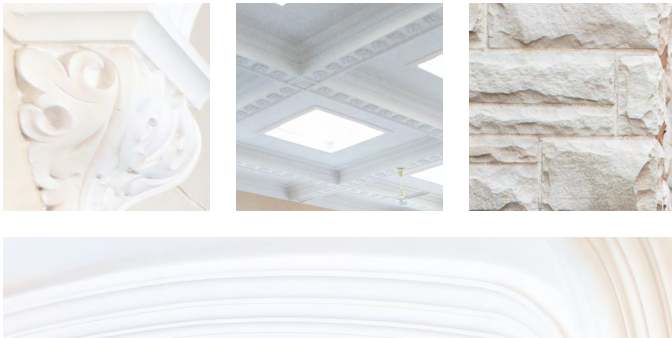
Arial and Georgia



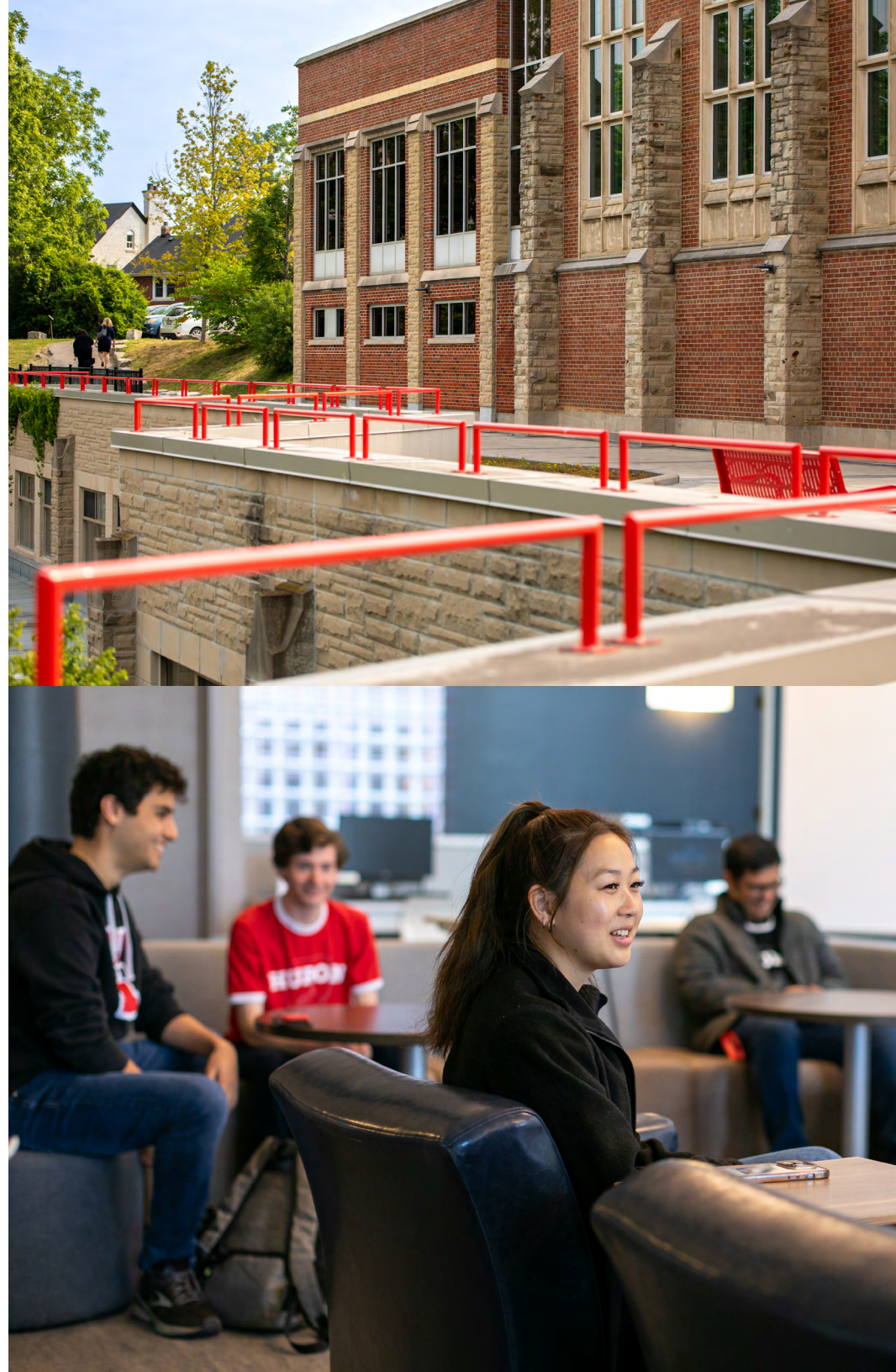
PHOTOGRAPHY

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 prestigious, 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

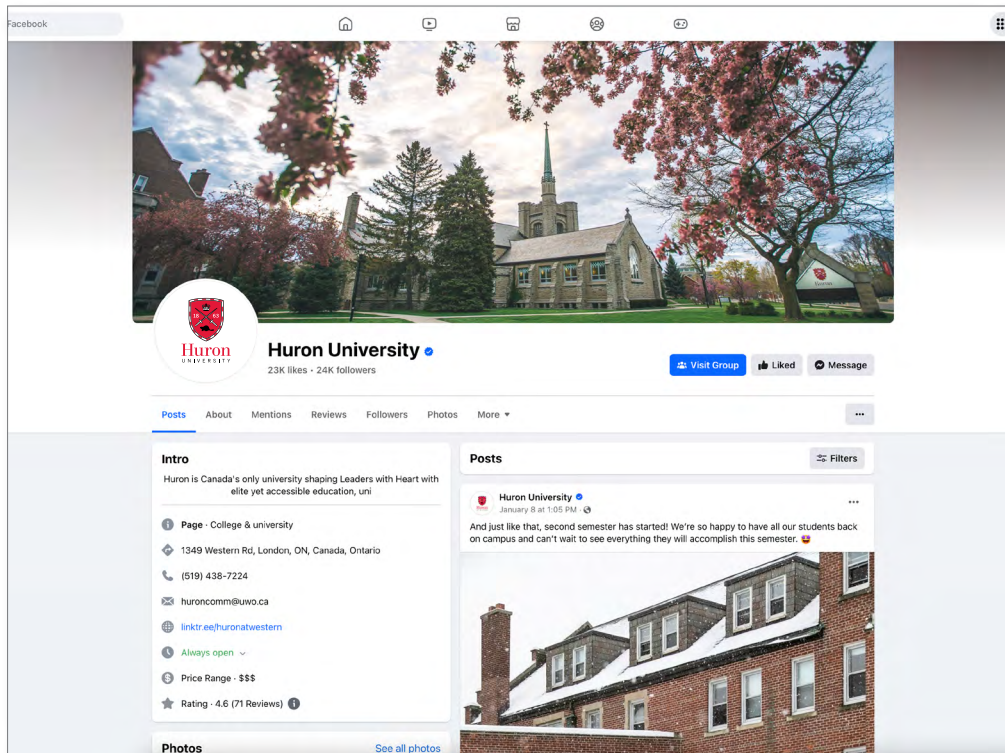
HUMBLE, *BUT UNAFRAID TO SHARE OUR ACCOMPLISHMENTS IN BOLD WAYS.*

SOCIAL MEDIA



@huronuni

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



Common hashtags include:

#LeaderswithHeart

#HuronUniversity

#Headed2Huron

#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.

PUTTING IT ALL TOGETHER

Consider these examples as inspiration as you put our brand into practice.

VIEWBOOK



WHAT WILL MY STUDENT EXPERIENCE LOOK LIKE?

Student View: NIAMH'S STUDENT EXPERIENCE

1ST YEAR

- Volunteered at Heart to Hearts, a student support initiative organized by Wellness Services.
- Danced the night away with all her friends at the annual Huron Ball!
- Connected with her Career Development Coordinator to create a career map, helping her to define long-term career goals.
- Quickly became involved in campus activities by joining the Huron Psychology Association, becoming a First Year Ambassador for the Huron University College Students' Council (HUCSC), and starting as a Residence Ambassador.
- Moved into O'Neill-Ridley residence and attended Orientation Week.

2ND YEAR

- Received the Huron Award of Excellence for academic achievement.
- Joined Huron's Mentorship Program as an upper year mentor to first-year students.
- Participated in the Kuru Mindfulness Program, a wellness initiative about mindfulness, meditation, and stress management.
- Over the summer, completed an intensive working full-time at The Children's Foundation of Guelph.

3RD YEAR

- Connected with her Huron alumni mentor and began exploring career opportunities.

4TH YEAR

- Continued to gain experiences in her field as a lab assistant for the Huron Psychology Department, at Childhood Apraxia & Speech Therapy, and at the Children's Foundation of Guelph.
- Attended major Huron events, including Homecoming and Career Day.
- Received two volunteering awards for her dedication to civic engagement in her communities.
- Hired as a student ambassador for Huron's Recruitment department and even recruited her brother to attend Huron!
- Secured an internship at Fern Speech Language Services, allowing her to gain hands-on experience in a field she is passionate about.

2019 Huron AT WESTERN

2020 London

2021 Children's FOUNDATION OF GUELPH

2022 Scotiabank

2023 Huron AT WESTERN

"Huron has supported me throughout my education and gave me the resources to be the best version of myself. I can't help but reflect on the benefit of Huron's small community, which helped me get to know my professors and peers and enabled me to access every opportunity offered. I attribute much of my academic, personal, and professional growth to the community at Huron."

NIAMH MCKENNA '23
Honors Specialization in Psychology and Major in Linguistics
Guelph, Ontario

Huron AT WESTERN UNIVERSITY VIEWBOOK | 2024

THE HURON DISTINCTION

In recent decades, most Canadian universities have chosen to massify undergraduate education, housing as many degrees to as many students as possible, taking in tens of thousands of students while offering each individual student less. In these learning environments, hundreds, and often thousands, of students are crammed into one giant lecture hall.

At Huron, we have taken a completely opposite approach, with an unwavering commitment to quality over quantity. We specialize in select programs, while intentionally limiting our enrollment to a set number of students. This allows us to nurture every student's individual vision and needs. We provide individualized opportunities and elite connections, enabling students to enjoy a meaningful education where they can distinguish themselves from other university graduates.

- 30 STUDENTS PER CLASS**
 - Highly interactive, discussion-based learning, with real-world applications.
 - Professors who mentor you, rather than lecture you.
- HUNDREDS OF STUDENTS PER CLASS**
 - Health textbooks and memorize textbooks with minimal participation – an approach to learning that hasn't evolved in decades.
- GUARANTEED PAID INTERNSHIPS**
 - Every Huron student has the opportunity to gain valuable real-world experience, designed in well-rounded skill sets, and earn a competitive income.
- ACCESS TO INTERNSHIPS**
- PERSONALIZED SUPPORT**
 - Quick access to the amount of personal academic, career, and wellness advisors (compared to national averages who throw you on a first-name basis).
 - Our tight-knit community makes it easier to form meaningful connections with peers and mentors.
- LIMITED INTERNSHIPS**
 - Competing with thousands of other students for limited opportunities makes it challenging for every student to access a meaningful internship opportunity.
- SUPPORT BOTTLENECK**
 - Too many students with too few advisors makes receiving individual support a challenge.
 - With hundreds of students in a class, it's hard to make connections – or even raise your hand.
- CLASSROOM EXPERIENCE**
- COMMUNITY, CARE & SUPPORT**

Huron AT WESTERN UNIVERSITY VIEWBOOK | 2024

CONTACT

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