

MOUNT HOLYOKE

Visual Style Guide

The Mount Holyoke Logo System

Design History

A distinctive logo is a critical tool for any institution seeking to heighten and build its name recognition and visibility. The Mount Holyoke College visual identity program includes two versions of the logo. Common to both are two graphic elements: a stylized arc, suggestive of a horizon, and the letter H, which has been designed to represent a gate. The combination of these elements conveys a sense of passage and aspiring toward goals and ideals. The logo connotes both entrance into the world of Mount Holyoke as well as passage from Mount Holyoke to the world beyond the gates.

The logo is modern but has roots in classical letterforms that suggest the liberal arts and scholarly endeavors. The crafting of the letters and their combination with the arc give the logo a “soaring” quality. Its handling and proportions convey movement, vitality, confidence, and style.

Logo Choices

The primary “Mount Holyoke logo” with the wide arc below the word “Mount Holyoke” is the official design that should be used whenever possible. It should appear at least once on all printed materials. (The College seal is reserved for official College documents.)

Only when space or readability of the Mount Holyoke logo is an issue should the secondary “MHC logo” be used. Its proportions may work better when size is an issue, such as on a T-shirt pocket or swim cap.

Because the full name of the College is not represented in these logos, there is an alternative version that includes Mount Holyoke College spelled out below the mark. It should be used only in contexts where Mount Holyoke’s identity as a college needs to be clearly indicated.



Primary: Mount Holyoke logo



Secondary: MHC logo



Alternative: Mount Holyoke logo with full name

Colors

The logo can print in black, white, or in the College blue, identified by printers as Pantone 285. The four-color process (cmyk) equivalent is cyan 100%, magenta 50%. On the web, use 0077CC.

Incorrect usage

Altering the logo will detract from its effectiveness as a visual symbol. Only the provided versions of the logo should be used. It should not be altered in any way, such as outlining, adding shadows, adding borders, changing its proportions, rotating it, or cropping it. Other art or type should not be added to it.

Typefaces and Use of Type

Two typeface families should be used on College print-related materials. Adobe Garamond Pro is a serif typeface generally used for body text. Adobe Garamond Pro Regular is the preferred text type for longer text. ARS Maquette is a sans serif typeface. ARS Maquette Bold is the preferred headline font.

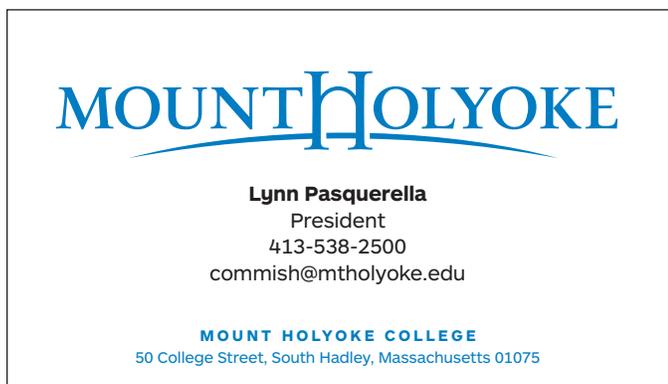
Adobe Garamond Pro Regular is the preferred text type for longer text.

ARS Maquette Bold is the preferred headline font.

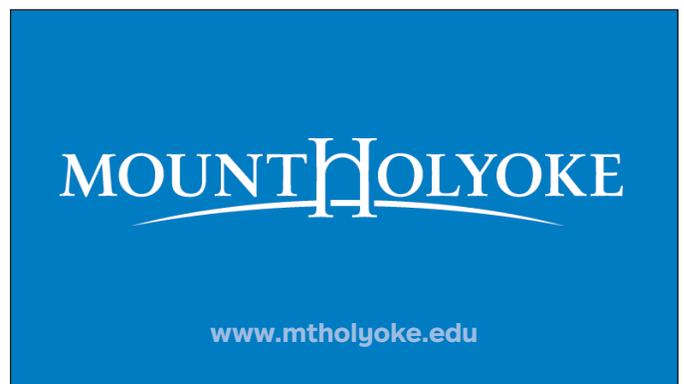
ARS Maquette Light is an alternative headline font.

Business Cards, Letterhead, Envelopes

All official College stationery is ordered through the College Purchasing Department and printed by the vendor who holds our watermarked paper and templates.



Business card: front



Business card: back (optional)