

GUIDELINES FOR USE OF HazingPrevention.Org LOGOS

The logos for HazingPrevention.Org and its programs have been developed as a “family” of identities in a comprehensive branding effort. Repeated use of typefaces, colors and circular elements connect the logos without making them all look the same. These guidelines have been established to preserve the integrity of the HPO brand.

None of the HazingPrevention.Org logos, or any graphic elements from any of the logos, should be used without the express consent of HazingPrevention.Org

The HazingPrevention.Org Logo



HPO Logo Stack



HPO Logo



HPO Logo Stack Tag



HPO Logo Tag

Square and horizontal versions of the HPO logo were created to facilitate use when working with a specific dimension of space. As part of our branding strategy, we also developed a tagline and a version of both logos that feature the tagline, “Empowering People to Prevent Hazing.” We encourage use of the Stack Tag version of the logo.

Logo font: Futura Extrabold

Logo PMS Colors: 2603 Purple

382 Acid Green

General Guidelines for Use of All HPO Logos

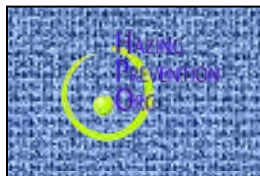
- No alterations of any type should be made to any of the HPO logos.
- Logos should be reproduced in a size that's readable/distinguishable.
- Logos should appear in their original PMS colors or in black/grayscale. Colors should otherwise not be altered.
- Logos should be used as they appear and not combined with any other logo or graphic element.
- Background colors, if other than white, should not obscure the logos.



- Logos should not be placed at an angle nor appear out of proportion.



- Logos should not be placed on a heavily textured background where it will compete with other elements.



- Type sizes should not be changed.
- Fonts should not be changed.
- The elements of each logo should appear intact and unaltered; however, you can use some of them separately as graphic elements in your design:



- HPO logo family typefaces are Futura Extrabold and Garamond
- HPO logo family PMS colors are:



HPO Program Logos



Logo font: Garamond

Logo PMS colors: 308 Blue
166 Orange
575 Olive Green



Logo font: Futura Extrabold

Logo PMS colors: 2603 Purple
382 Green
166 Orange
Black