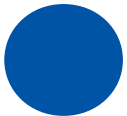


# HENRY FORD COLLEGE BRAND STYLE GUIDE



## College Official Colors

HFC Blue



**PMS** 286 CP  
**C** 100 **M** 75 **Y** 0 **K** 0  
**R** 0 **G** 84 **B** 166  
**WEB** #0054A6

Silver



**PMS** Cool Gray 9 C  
**C** 55 **M** 47 **Y** 44 **K** 10  
**R** 119 **G** 119 **B** 121  
**WEB** #777779

## Logo Information

Alterations of any kind, including arrangement, proportions, and official HFC colors are prohibited. Construction of the logo from scratch should never be attempted and only approved original digital files or hard copies should be used.

Failure to follow these guidelines can result in confusion in the marketplace. This confusion will most likely transfer to HFC's image, creating a perception of inconsistency and low quality.

## Typography

Primary headline typeface – **Walkway**

Secondary typeface – **Myriad Pro\***

Aa

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
1234567890\$%&(!,;#!?)

**Walkway** should be used for headlines and display purposes **by designers in the Marketing and Communications department only.**

Aa

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
1234567890\$%&(!,;#!?)

**Myriad Pro** should be used for internal college communications (emails, letters, memos, etc.).

Complementary serif typeface – **Minion Pro**

\* If **Myriad Pro** is unavailable for internal college communications, departments may substitute one of the following sans-serif fonts: **Arial** or **Helvetica**.

# HENRY FORD COLLEGE BRAND STYLE GUIDE

## Logos & Correct Usage

### 2-color



### 1-color



## HFC Color Palette

### Primary



**PMS 286 CP**  
**C 100 M 75 Y 0 K 0**  
**R 0 G 84 B 166**  
**WEB #0054A6**



**PMS Cool Gray 9 C**  
**C 55 M 47 Y 44 K 10**  
**R 119 G 119 B 121**  
**WEB #777779**

### Secondary



**PMS 715 CP**  
**C 3 M 56 Y 92 K 0**  
**R 238 G 135 B 48**  
**WEB #EE8730**



**PMS 375 CP**  
**C 38 M 6 Y 88 K 0**  
**R 170 G 197 B 78**  
**WEB #AAC54E**

### Reserved



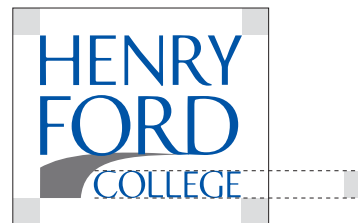
**PMS 7417 C**  
**C 3 M 86 Y 85 K 0**  
**R 232 G 74 B 55**  
**WEB #E84A37**



**PMS 468 C**  
**C 12 M 18 Y 39 K 0**  
**R 224 G 202 B 161**  
**WEB #E0CAA1**

## Minimum Clear Space

The logo should always have sufficient clear space. The minimum clear space is equal to the height of "COLLEGE".



## Minimum Size

Measuring the width of the logo, the minimum size is 0.5" in print and 36 pixels on screen.



## Legal Uses

The college logo is the official mark of the college and is the only logo that can be used to represent college departments and programs. The logo cannot be redrawn, re-proportioned, recolored, or altered in any way.

# HENRY FORD COLLEGE BRAND STYLE GUIDE

## Brand

2-color

FUTUREDRIVEN

1-color

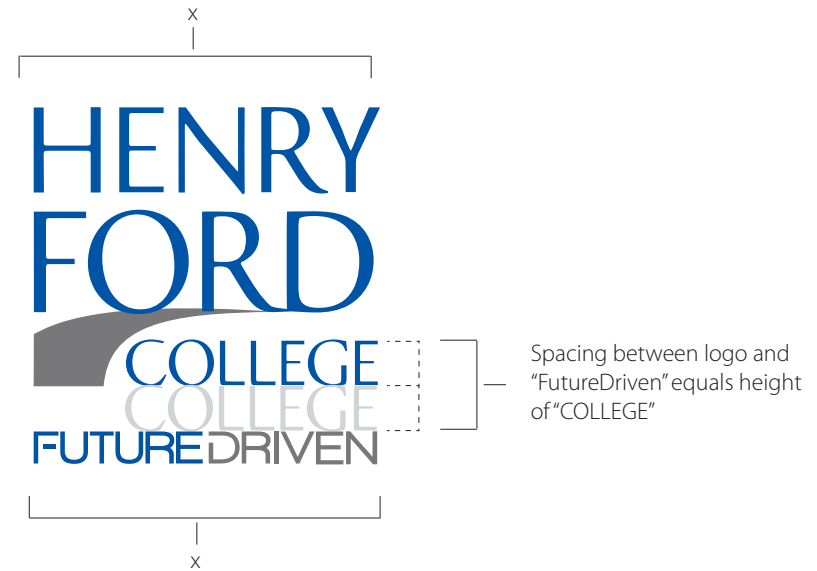
60% Black

FUTUREDRIVEN

FUTUREDRIVEN

FUTUREDRIVEN

## Brand & College Logo



## Brand & College Logo (Acceptable alternatives)

Spacing between logo and "FutureDriven" is equal to  $2x$  the height of "COLLEGE"



Width of "FutureDriven" is equal to  $2x$  the width of logo