HOLLAND HALL

Brand Guidelines

2023-2024

Brand Guidelines

Table of Contents

All printed & digital materials using the Holland Hall logo must be approved by the Communication Department.

Logo Anatomy

Mark   Logotype

HOLLAND HALL

®
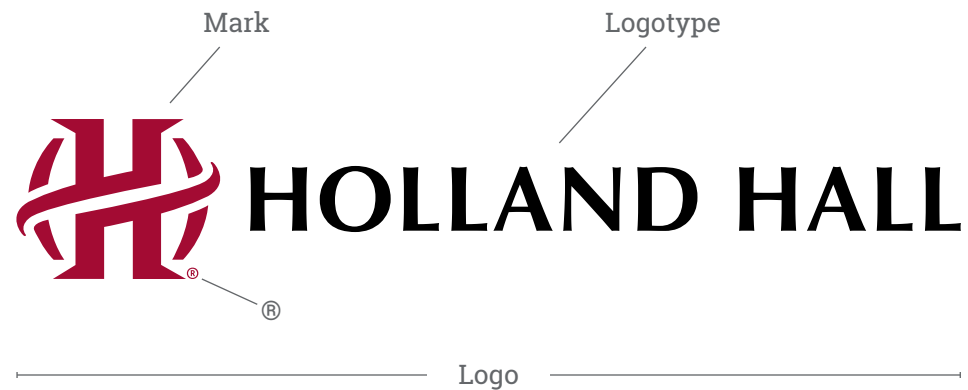
Logo

The Holland Hall (Holland Hall) Logo is made up of three integrated elements:
1. The "H" mark
2. Logotype name
3. ® (Registered Trademark Symbol)

A registered trademark is a federal and legal registration of the mark. The mark must not deviate from the established usage guidelines.

Brand Guidelines

Approved Logos

The "H" mark and the logotype must be used together in approved formats. The "H" mark may be used without the logotype. The logotype should never appear without the "H" mark. The Holland Hall Logo is configured in four formats for use in a variety of applications.

Primary – Holland Hall Logo

Horizontal

Vertical

Stacked

The "H" Mark

Brand Guidelines

Approved Logos

Secondary – Shield Logo

The Shield Logo is a nod to our history. The lion is part of the imagery within the school's crest. We have narrowed the focus solely on the lion to represent our true One Dutch. Below are the approved variations of the logo.
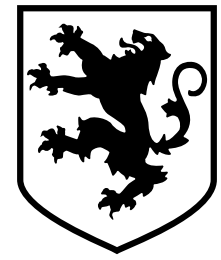
Color – Solid

Color – Reversed

Black & White – Solid

Black & White – Reversed

Tertiary – Mascot Logo

The Mascot Logo was created to cater to our younger audience. **Note:** The Mascot Logo was created specifically for use on children's merchandise or communications. It should not be used in any other application.

Brand Guidelines

Approved Logos

Holland Hall Crest

The Holland Hall Crest is a part of the identity of the school. **Note:** The crest is reserved for alumni and for the head of the school uses.

Brand Guidelines

Spacing

The protected area around the all of the approved logos ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the 'X'.

x = 1/4 HEIGHT OF LOGO

Note: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing logotype on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing.

Brand Guidelines

Acceptable Uses

The Holland Hall Logo may only be used in the approved brand colors. When appearing in white, the logo should only appear reversed out of primary or secondary colors OR a photo with sufficient contrast and legibility.

Unacceptable Uses

To maintain the integrity of the logos, it should never be altered. Relative proportion or position of logo elements cannot be changed. Misuse of the logos, in reference to color, shape, and proportions, undermines the brand and any efforts to create integrity. Logo guidelines should be followed at all times. The samples shown are to illustrate improper use of the logos.

Stretched or expanded

Condensed

Filled with a pattern or texture

Enlarged mark

Reduced mark

Logotype alone

Drop shadow

Skewed / distorted

Effects, filters or styles – e.g. bevel and gradient

Outer glow

Non-brand colors

Outlined

Photo or background which may impair legibility

Not including the registry mark or using the wrong trademark icon with the logo

Alternate type

Colors

The logo should only appear in the official primary colors. Where situations restrict the use of color, use the one-color black or white color treatment.

Primary

Holland Hall Red

Pantone: 201 C
CMYK: 7, 100, 68, 32
RGB: 163, 12, 51
HTML: #A30C33

Robison: 9006
Madeira: 1982
DMC: 498
Isacord: 1913

Holland Hall Black

Pantone: Black C
CMYK: 70, 60, 60, 100
RGB: 0, 0, 0
HTML: #000000

Robison: 5841
Madeira: 1000
DMC: 310
Isacord: 0020

Holland Hall White

Pantone: Transparent White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HTML: #FFFFFF

Robison: 5597
Madeira: 1002
DMC: White
Isacord: 0010

Colors

Secondary and tertiary colors are for use as backgrounds and design elements.

SECONDARY	PRINTING		DIGITAL		THREAD			
	PANTONE	CMYK	RGB	HTML/HEX	ROBISON	MADEIRA	DMC	ISACORD
Holland Hall Blue	278 C	41,16,0,0	143,188,230	#8FBCE6	5604	1028	3755	3640
Holland Hall Dark Gray	446 C	2,0,0,73	63,68,68	#3F4444	2589	1673	3799	4174
Holland Hall Light Gray	427 C	2,0,0,17	208,211,212	#D0D3D4	2485	1810	415	0145

TERTIARY	PANTONE	CMYK	RGB	HTML/HEX	ROBISON	MADEIRA	DMC	ISACORD
Tandy & Chapman Green	361 C	76,4,100,0	61,174,43	#3DAE2B	2214	1701	702	5510
Walter Arts Center	325 C	54,0,20,0	100,204,201	#64CCC9	2204	1799	3849	4620
Athletics	209 C	38,100,58,46	105,0,49	#690031	1385	5796	902	2224
Upper School & Chapel	130 C	4,36,100,0	24,17,30	#F1AA1E	2556	1172	972	0700
Middle School	300 C	100,54,0,3	0,94,184	#005eb8	2436	1829	336	3900
Primary School	151 C	0,60,100,0	255,130,0	#ff8200	2330	1065	971	1102

Brand Guidelines

Colors

Distribution
Below is a scale of color usage within the materials created for your audience.

60%

30%

10%

File Types

All approved Holland Hall logo formats are provided in industry standard file types appropriate for use in specific applications.

EPS
EPS files are a graphic format for vector-based images in Adobe Illustrator. They're used for printing and editing purposes and are commonly referred to as "working files" or "master files."

Vector file; use when enlarging or for professional 2-color (PMS) or 4-color (CMYK) printing, embroidery, or promo items, not web-friendly

SVG
SVG files are developed for the web using mathematical formulas rather than individually colored pixels on the page. Vector files will always be crisp and maintain quality — for this reason, you should use them whenever they're accepted, especially when sending a logo to print.

Vector file; use when enlarging or for professional 2-color (PMS) or 4-color (CMYK) printing, embroidery, or promo items, web-friendly

PDF
PDF files are another file format developed by Adobe. They're commonly used for document purposes, but can also be used to share images, including logos.

RGB or CMYK file with or without white background; use for print materials (business cards, posters, stickers, and more), clothing and swag

PNG
PNG files can be used for almost any digital purpose. They're also useful if you need digital images with transparency, such as logos to put on colored backgrounds or on top of other images. This file type is not recommended for print.

RGB file with transparent background; use for online/web, or Microsoft products; do not enlarge; not ideal for print

JPG
JPG or JPEG files are perfect for maintaining true tone colors while being a relatively, small file size.

RGB file with white background; use for digital printing, online/web, or Microsoft products; do not enlarge

Brand Guidelines

Typography

To maintain consistency throughout our materials we have designated typographic standards that will be used throughout marketing materials both internal and external.

Primary
Our primary typeface is Roboto Slab. This is to be used for headers or any large message that is needed to grab attention.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Slab Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Slab Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Slab Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Slab Bold

Note: This typeface can be found and downloaded at Google Fonts.

Typography

To maintain consistency throughout our materials we have designated typographic standards that will be used throughout marketing materials both internal and external.

Secondary
Our secondary typeface is Roboto Serif. This is to be used for body copy in magazines, letters, documents, etc.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Serif Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Serif Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Serif Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Roboto Serif Bold

Note: This typeface can be found and downloaded at Google Fonts.

Typography

To maintain consistency throughout our materials we have designated typographic standards that will be used throughout marketing materials both internal and external.

Alternative

Teachers and administrators should use the universally common PC font Arial when creating everyday communications and PowerPoint shows.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold

Embroidery Guidelines

At the beginning of the 2023-2024 school year, students will have the opportunity to have the Holland Hall logo embroidered uniforms and some outerwear and accessories. Below are the guidelines to keep you in compliance of the logo policy.

Approved Logos

HH Red
Pantone: 201 C
Robison: 9006
Madeira: 1982
DMC: 498
Isacord: 1913

HH Black
Pantone: Black
Robison: 5841
Madeira: 1000
DMC: 310
Isacord: 0020

HH White
PMS: Trans. W.
Robison: 5597
Madeira: 1002
DMC: White
Isacord: 0010

HH Dark Gray
Pantone: 446 C
Robison: 2589
Madeira: 1673
DMC: 3799
Isacord: 4174

Thread Colors

▸ Preferred: 1.75" to 2"
▸ Maximum: 3"

Size Restrictions

The Holland Hall logo must be the **only** logo visible. Unless the branded product is Adidas, then you may have that shown alongside the Holland Hall logo. The registry mark must be included with the logo.

Branding

Holland Hall Red	Holland Hall Black	Holland Hall White
Holland Hall Blue	Holland Hall Dark Gray	Holland Hall Light Gray	True Navy

Approved Outerwear Colors

The apparel that the logo will be embroidered on must be a solid color of one of the approved colors for the products. It may be embroidered on hoodies, zippered hoodies and crewnecks in approved solid colors only.

Restrictions

Note: The Communications and Marketing office are always here to help with any doubts or concerns you might have with the sizing issues for the logo on the product.

Uniform Guidelines

At the beginning of the 2023-2024 school year, students will have the opportunity to have the Holland Hall logo embroidered on their shirts of choice. Below are the guidelines to keep you in compliance of the uniform policy.

Approved Logos

HH Red
Pantone: 201 C
Robison: 9006
Madeira: 1982
DMC: 498
Isacord: 1913

HH White
Pantone: Transparent White
Robison: 5597
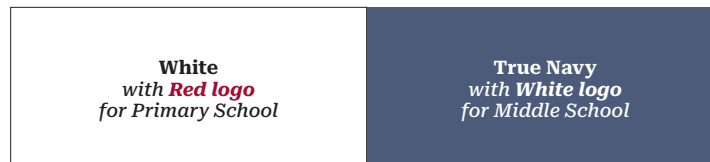Madeira: 1002
DMC: White
Isacord: 4174

Thread Colors

▸ 1.75" to 2" on left breast

Size Restrictions

The Holland Hall logo must be the only logo visible.

Shirt Branding

White
with Red logo
for Primary School

True Navy
with White logo
for Middle School

Approved Polo & Logo Colors

The shirt that the logo will be embroidered on must be a solid color shirt of one of the approved colors for polos.

Polo Restrictions

Note: The Communications and Marketing office are always here to help with any doubts or concerns you might have with the polo or the sizing issues for the logo on the product.