Hawkeye Community College
Brand and Visual Identity Policy

1.0 Core Hawkeye Brand and Visual Identity

The Hawkeye Community College logo is the primary element of the college's visual identity. It is important that the logo is reproduced according to these guidelines to preserve the integrity of Hawkeye's visual identity.

The logo consists of a graphical letter H and the words Hawkeye Community College. There are horizontal and stacked formats of the logo. The logo must be used in its entirety and may not be altered in any way.

Horizontal Logo	**Stacked Logo**

Use of the College Name

The college should only be referenced as Hawkeye Community College or Hawkeye.

Do not use HCC, Hawkeye College, or Hawkeye CC.

For questions or to request to use the Hawkeye Community College logo or the Hawkeye RedTails logo, contact Public Relations and Marketing at 319-296-4028 or marketing@hawkeyecollege.edu.
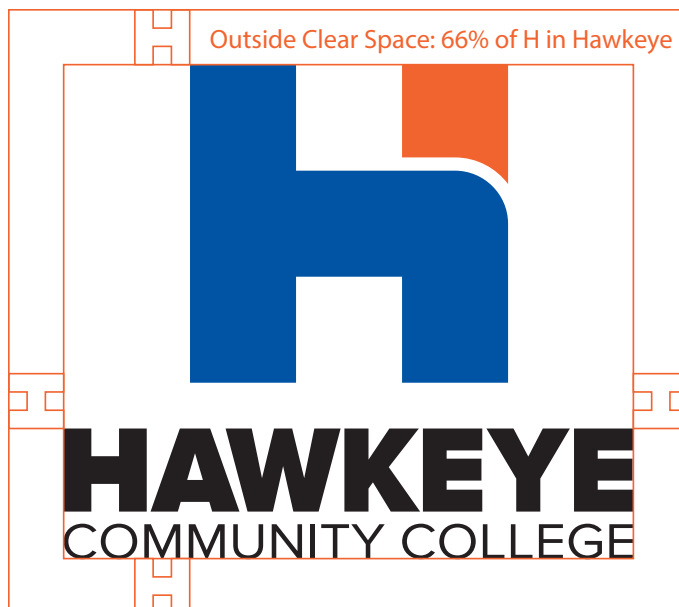
Effective April 6, 2015 • Updated July 24, 2019 • These policies may be subject to change.

1

1.1 Clear Space

The Hawkeye Community College logo must be given sufficient clear space to ensure that it is legible and clearly stands out.

Items such as text, images, or graphical elements should not appear in this space.

The clear space is equal to 66% the height of the letter H in Hawkeye.

Outside Clear Space: 66% of H in Hawkeye

Outside Clear Space: 66% of H in Hawkeye

1.2 Minimum Size

Size in Print

The logo should never be reproduced smaller than 1¼" inches wide.

Size in Web and Digital Applications

The horizontal logo should never be reproduced smaller than 175 pixels wide.

The vertical logo should never be reproduced smaller than 125 pixels wide.

1.3 Colors

Since sharing and copying files across software programs can often convert colors incorrectly, use the exact color values listed here.

Blue
CMYK: 100C / 74M / 0Y / 2K
RGB: 0R / 81G / 166B
HEX: #0051A6 (Web Only)

Orange
CMYK: 0C / 75M / 90Y / 0K
RGB: 254R / 97G / 0B
HEX: #FE6100 (Web Only)

Black
CMYK: 0C / 0M / 0Y / 100K
RGB: 0R / 0G / 0B
HEX: #000000 (Web Only)

Gray
CMYK: 3C / 0M / 0Y / 32K
RGB: 176R / 183G / 188B
HEX: #B0B7BC (Web Only)

Color formulas for Pantone differ from those listed above. If you need Pantone colors or another color format, please contact Public Relations and Marketing.

1.4 Color Configurations

The Hawkeye Community College logo is provided in multiple color configurations. Deviation from these formats or the official college colors is prohibited.

Three-Color Format (Blue, Orange, Black) (Only use on a solid white or light gray background)

Three-Color Format (Blue, Orange, White) (Only use on a solid black or dark gray background)

Two-Color Format (Blue, Orange) (Only use on a solid white background)

One-Color Format (Black) (Only use on a solid color background)

One-Color Format (White) (Only use on a solid color background)

1.5 Fonts

It is recommended to use Arial or Helvetica fonts as they work well with the logo.

These fonts should not be used to replace the font or the text of the logo.

1.6 Using the Hawkeye Logo

The logo is a representation of Hawkeye Community College. It should always be respected and replicated in its entirety.

Any use of the Hawkeye Community College logo must be approved by the Public Relations and Marketing office.

Improper Use - DO NOT

- change the color
- distort, rotate, skew, or change vertical/horizontal proportions
- change proportion of the logo's elements
- change fonts
- isolate elements, such as using the name or the graphical H alone
- create separate logos for departments, offices, events, activities, etc.
- use in a repeating pattern
- use on backgrounds with insufficient contrast
- use on complex backgrounds
- recreate or alter in any way
- add surrounding or overlapping elements
- scan or photograph printed versions or screen capture etc. from the computer
- use a 72 dpi web version in printed documents or signage
- screen back the color to any percentage other than 100
- print a color logo on color paper or background
- print color logo in black and white

Licensing

The Hawkeye Community College logo cannot be used for licensing or resale without the permission of the Hawkeye Public Relations and Marketing office. Additionally a separate agreement must be signed for the Hawkeye Community College RedTails logo and the Hawkeye Community College Alumni logo.

Logo Modification

Any modification of the Hawkeye Community College logo, other than proportionately resizing the logo, is a violation of the Brand and Visual Identity Policy.

Questions? Please contact Hawkeye's Public Relations and Marketing office at 319-296-4028.

For questions or to request to use the Hawkeye Community College logo or the Hawkeye RedTails logo, contact Public Relations and Marketing at 319-296-4028 or marketing@hawkeyecollege.edu.
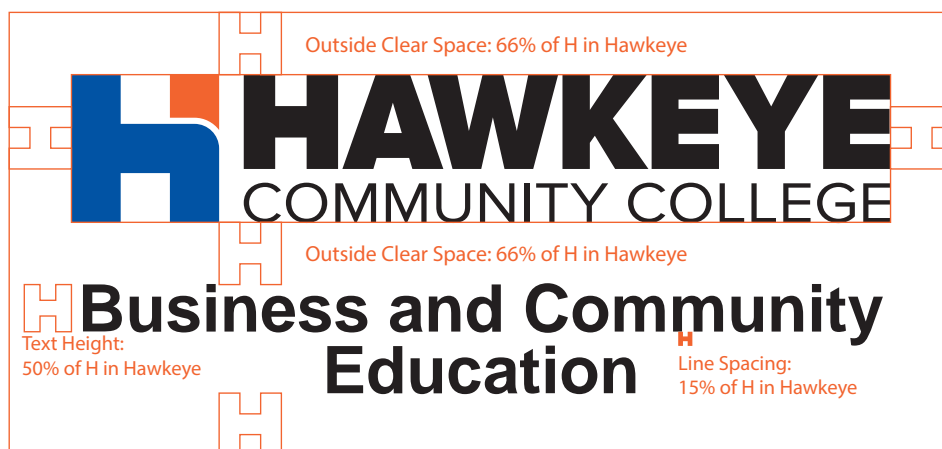
1.7 Program and Department Use

Hawkeye Community College does not recognize department, program, building, club, or any other college entity individual logo.

Therefore, these logos will not be used in official college materials, website, apparel, or correspondence.

Apparel and Giveaways

If a department would like to include their department or program name on apparel or giveaways, this is how it should appear.

- Use Arial Bold or Helvetica Bold font
- Font size should be 50% of the height of the H in Hawkeye
- Text should be title case
- If two lines are needed, the space between the lines should be 15% of the height of the H in Hawkeye
- The lines should be centered under the logo
- Do not use acronyms
- Department names should not exceed the width of the logo

6

1.8 Guidelines for Stationery

Email Signatures and Templates

It is best not to use logos, social media icons, backgrounds, images, or graphics in your email signatures and templates.

Images may look nice in your email signature, but will add to the size of your email and may make loading your email slow and difficult.

Backgrounds generally do not look professional and limit text readability. Applying backgrounds will also increase the size to open and store your email. If printed, emails with backgrounds use much higher levels of ink than those without backgrounds.

Due to standard privacy settings, most email clients store images as attachments rather than displaying them. Others may distort or exclude the logo, image, or graphic altogether.

You may include the logo in your signature if you feel it's necessary. It is best to use the following absolute URL when inserting the logo into your signature. This will maintain consistency of use and proper sizing. **Do not create an image to use as your signature.**

1. When creating your signature, click on the Insert Picture icon.

2. Copy this url into the file name field:
    http://www.hawkeyecollege.edu/webres/Image/orange/brand/logo_emailsig-sample.jpg

Example Signature

Separator -- OR closing line such as Best, Thanks, etc.

Thomas Miller
Financial Aid Representative
Hawkeye Community College Financial Aid
319-296-2320 ext.5555 | 1-800-555-9876
thomas.miller@hawkeyecollege.edu

Facebook | Twitter | www.hawkeyecollege.edu/financial-aid

For complete signature and template, visit
www.hawkeyecollege.edu/public-relations-marketing/brand-and-visual-identity-policy

For questions or to request to use the Hawkeye Community College logo or the Hawkeye RedTails logo, contact Public Relations and Marketing at 319-296-4028 or marketing@hawkeyecollege.edu.

Effective April 6, 2015 • Updated July 24, 2019 • These policies may be subject to change.

7

1.8 Guidelines for Stationery (Continued)

Electronic Letterhead

An electronic letterhead template is available for Hawkeye Community College.

When using the electronic template, additional information should not be added to the header. A footer should not be created.

Margins: The top margin should be 2" and the left, right, and bottom margins should be 1".

Font: Use 12-point, black Arial font.

Saving and Sending: Electronic letterhead should always be sent to the recipient electronically as a PDF, never as a Word document or as a printed document.

> **Save the Electronic Letterhead as a Quality PDF**
> 1. File > Save As
> 2. Select the location to save the file.
> 3. Change the "Save as type" to PDF.
> 4. Select "Standard" optimization.
> 5. Save.

To request the electronic letterhead template, contact Public Relations and Marketing.

Printed Letterhead

Printed letterhead is available for Hawkeye Community College.

When using printed letterhead, additional information should not be added to the header. A footer should not be created.

Margins: The top margin should be 2" and the left, right, and bottom margins should be 1".

Font: Use 12-point, black Arial font.

Order Hawkeye printed letterhead from the Hawkeye Print Shop.

Name Tents

Hawkeye Community College name tents are available for college use.

Font: Use black Arial font.

Order Hawkeye name/place cards from the Hawkeye Print Shop.

For questions or to request to use the Hawkeye Community College logo or the Hawkeye RedTails logo, contact Public Relations and Marketing at 319-296-4028 or marketing@hawkeyecollege.edu.

Effective April 6, 2015 • Updated July 24, 2019 • These policies may be subject to change.

8

1.8 Guidelines for Stationery (Continued)

Envelopes

The following Hawkeye Community College envelopes are available:

- #10 Envelope
- #10 Envelope with Window
- 9" x 12" Envelope

When using an envelope, additional information should not be added to the return address other than a cost code.

Font: Use 12-point, black Arial font.

Delivery Address: Use the United States Postal Service postal addressing standards when formatting the delivery address: http://pe.usps.gov/text/pub28/28c2_001.htm.

Order Hawkeye envelopes through Hawkeye's Pandora Office Supply.

Business Cards

Hawkeye Community College uses a standard template and formatting for business cards. The business card template is two sided.

Side one has college information.

- Hawkeye logo
- college location/center
- address, city, state, and zip code
- college website

Side two has employee contact information.

- name
- title
- department
- phone number
- cell number (optional)
- fax number (optional)
- email address

To request Hawkeye Community College business cards, visit www.hawkeyecollege.edu/public-relations-marketing/business-card-request.

For questions or to request to use the Hawkeye Community College logo or the Hawkeye RedTails logo, contact Public Relations and Marketing at 319-296-4028 or marketing@hawkeyecollege.edu.

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2.0 College Seal

Use of the Hawkeye Community College seal is reserved for special academic purposes such as official Hawkeye transcripts.

Questions or to request use of the seal, contact Public Relations and Marketing.

For questions or to request to use the Hawkeye Community College logo or the Hawkeye RedTails logo, contact Public Relations and Marketing at 319-296-4028 or marketing@hawkeyecollege.edu.

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10

3.0 Athletic Brand and Visual Identity

The Hawkeye Community College RedTails logo is the primary element of the athletic visual identity. It is important that the RedTails logo is reproduced according to these guidelines to preserve the integrity of Hawkeye's athletic teams.

The RedTails logo consists of a graphical hawk head, feather swoosh, the word RedTails, and the words Hawkeye Community College.

There is a primary RedTails logo and a secondary RedTails logo that can only be used with the Hawkeye Community College Logo. The logo must be used in its entirety and may not be altered in any way.

Primary Logo

Secondary Logo
(Only Use with Hawkeye Community College Logo)

For questions or to request to use the Hawkeye Community College logo or the Hawkeye RedTails logo, contact Public Relations and Marketing at 319-296-4028 or marketing@hawkeyecollege.edu.

Effective April 6, 2015 • Updated July 24, 2019 • These policies may be subject to change.

11

Use of the RedTails Name

The college should only be referenced as Hawkeye Community College or Hawkeye.

Do not use HCC, Hawkeye College, or Hawkeye CC.

When referencing athletics or RedTails the following terms should be used:
- Hawkeye Community College Athletics
    - NOT Hawkeye Athletics
    - NOT Hawkeye Sports
- Hawkeye Community College RedTails
- Hawkeye RedTails
- Hawkeye RedTail Athletics

The following are the proper names for the sports at Hawkeye:
- Sports shooting
    - NOT trap shooting
- Soccer
- Track and field
- Cross country
- Golf
- Bowling
- Volleyball
- Dance
- Esports

When referencing the athletic teams or sports the following terms should be used:
- The Hawkeye RedTail Sports Shooting team...
- The RedTail Sport Shooting team at Hawkeye Community College…
- Our sports shooting team….
- Our sports shooting program…

When referencing a student-athlete the following terms should be used:
- John Doe is a Hawkeye RedTail student-athlete on the men's soccer team.

When referencing the mascot the following terms should be used:
- The Hawkeye RedTail mascot
- The RedTail mascot
- Rusty the RedTail
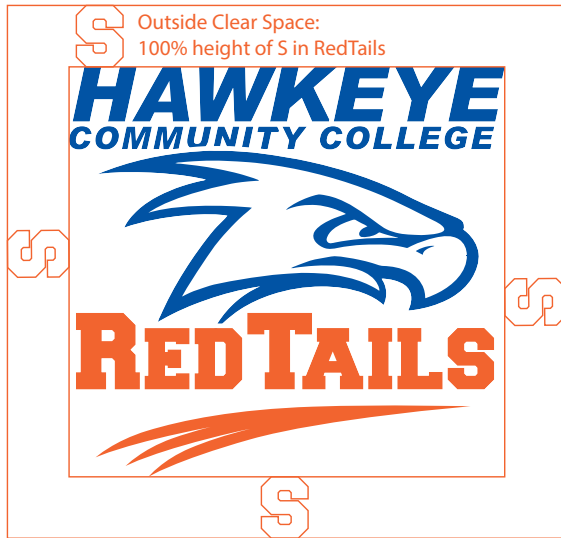
The mascot is a red-tailed hawk.

3.1 Clear Space

The RedTails logo must be given sufficient clear space to ensure that it is legible and clearly stands out.

Items such as text, images, or graphical elements should not appear in this space.

The clear space is equal to 100% the height of the letter S in RedTails.

Primary Logo

Outside Clear Space: 100% height of S in RedTails

Secondary Logo
(Only Use with Hawkeye Community College Logo)

Outside Clear Space: 100% of S in RedTails

3.2 Minimum Size

Size in Print

The primary and secondary logos should never be reproduced smaller than 1 ½" inches wide.

Size in Web and Digital Applications

The primary and secondary logos should never be reproduced smaller than 150 pixels wide.

3.3 Colors

Since sharing and copying files across software programs can often convert colors incorrectly, use the exact color values listed here.

Blue
CMYK: 100C / 74M / 0Y / 2K
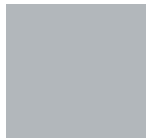RGB: 0R / 81G / 166B
HEX: #0051A6 (Web Only)

Orange
CMYK: 0C / 75M / 90Y / 0K
RGB: 254R / 97G / 0B
HEX: #FE6100 (Web Only)

Black
CMYK: 0C / 0M / 0Y / 100K
RGB: 0R / 0G / 0B
HEX: #000000 (Web Only)

Gray
CMYK: 3C / 0M / 0Y / 32K
RGB: 176R / 183G / 188B
HEX: #B0B7BC (Web Only)

Color formulas for Pantone differ from those listed above. If you need Pantone colors or another color format, please contact Public Relations and Marketing.

For questions or to request to use the Hawkeye Community College logo or the Hawkeye RedTails logo, contact Public Relations and Marketing at 319-296-4028 or marketing@hawkeyecollege.edu.

Effective April 6, 2015 • Updated July 24, 2019 • These policies may be subject to change.

14

3.4 Color Configurations

The RedTails logo is provided in multiple color configurations. Deviation from these formats or the official college colors is prohibited.

Blue and Orange
(Only use on a solid white, black, or blue background)

Black or Gray
(Only use on a white background)

White
(Use on all background colors.)

Questions? Please contact Hawkeye's Public Relations and Marketing office at 319-296-4028.

3.5 Fonts

It is recommended to use Arial or Helvetica fonts as they work well with the logo.

These fonts should not be used to replace the font or the text of the logo.

3.6 Using the RedTails Logo

The logo is a representation of the Hawkeye Community College RedTails. It should always be respected and replicated in its entirety.

Any use of the RedTails logo must be approved by the Public Relations and Marketing office.

Improper Use - DO NOT

- change the color
- distort, rotate, skew, or change vertical/horizontal proportions
- change proportion of the logo's elements
- change fonts
- isolate elements, such as using the name, graphical hawk head, or feather swoosh alone
- **create separate logos for sports, camps, events, activities, tournaments, etc.**
- use in a repeating pattern
- use on backgrounds with insufficient contrast
- use on complex backgrounds
- **recreate or alter in any way**
- add surrounding or overlapping elements
- scan or photograph printed versions or screen capture etc. from the computer
- use a 72 dpi web version (low resolution) in printed documents or signage
- screen back the color to any percentage other than 100
- print a color logo on color paper
- print color logo in black and white

Licensing

The RedTails logo cannot be used for licensing or resale without the permission of the Hawkeye Public Relations and Marketing office. Additionally a separate agreement must be signed for the Hawkeye Community College logo and Hawkeye Community College Alumni logo.

Logo Modification

Any modification of the RedTails logo, other than proportionately resizing the logo, is a violation of the Brand and Visual Identity Policy.

For questions or to request to use the Hawkeye Community College logo or the Hawkeye RedTails logo, contact Public Relations and Marketing at 319-296-4028 or marketing@hawkeyecollege.edu.

Effective April 6, 2015 • Updated July 24, 2019 • These policies may be subject to change.

16

3.7 Sport or Team Use

A version of the RedTails logo exists for each of the college's official intercollegiate athletic programs. Hawkeye Community College does not recognize any other individual logos outside of these official logos and they will not be used in official college materials, website, apparel, or correspondence. Each of these logos must be used in its entirety. No single element should be moved, altered, or eliminated. Clear space between RedTails and the sport name is 100% of the height of the sport name and must be preserved in all uses.

Sport or Team Logo with Hawkeye Community College

Blue and Orange
(Only use on a solid white, black, or blue background)

Black or Gray
(Only use on a white background)

White
(Use on all background colors.)

Sport or Team Logo WITHOUT Hawkeye Community College

This version of the logo is ONLY for use on apparel, correspondence, or other materials where the official Hawkeye Community College logo is also in use, or where the full name of Hawkeye Community College is in use in the same graphical space. For use with the Hawkeye logo, see the page 19. No single element should be moved, altered, or eliminated. Clear space between RedTails and the sport name is 100% of the height of the sport name and must be preserved in all uses.

Blue and Orange
(Only use on a solid white, black, or blue background)

Black or Gray
(Only use on a white background)

White
(Use on all background colors.)

Effective April 6, 2015 • Updated July 24, 2019 • These policies may be subject to change.

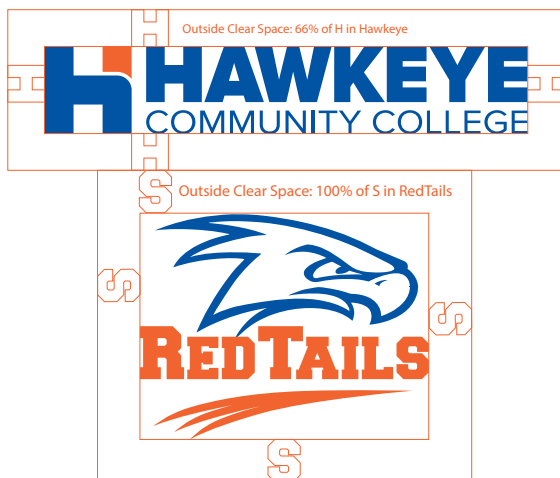# 3.8 Using Secondary RedTails Logo with Hawkeye Community College Logo

The secondary RedTails logo should only be used when athletics isn't the primary focus. In those cases the secondary RedTails logo must be used with the Hawkeye Community College logo. The secondary logo is always at a smaller size and secondary position to the Hawkeye logo.

Minimum size requirements and clear space for all logos still apply. The color combination of the secondary RedTails logo should match the color combination of the Hawkeye logo.
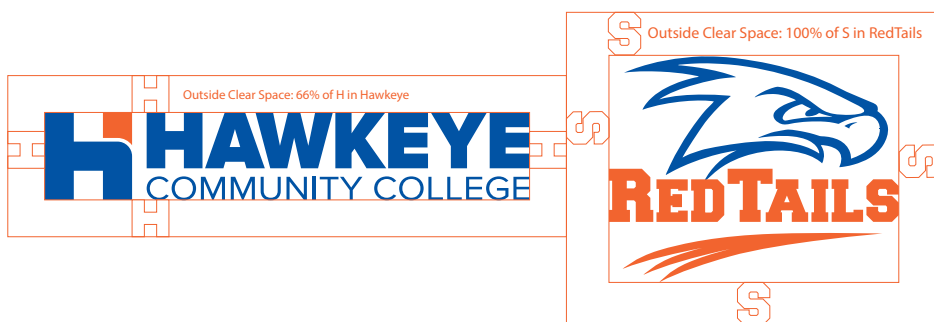
Using with Horizontal Hawkeye Logo

If using the secondary RedTails logo with the horizontal Hawkeye logo, the RedTails logo must be no wider than 60% of the width of the horizontal Hawkeye logo.

- When stacked, the secondary RedTails logo should be centered under the Hawkeye logo.

- When lined up horizontally, the top of RedTails in the secondary RedTails logo should line up with the bottom of the word HAWKEYE in the Hawkeye logo.

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3.8 Using Secondary RedTails Logo with Hawkeye Community College Logo (Continued)

Using with Stacked Hawkeye Logo

If using the secondary RedTails logo with the stacked Hawkeye logo, the RedTails logo must be no wider than 85% of the width of the horizontal Hawkeye logo.

- When stacked, the secondary RedTails logo should be centered under the Hawkeye logo.

- When lined up horizontally, the top the feather swoosh in the secondary RedTails logo should line up with the top of the words in the Hawkeye logo.
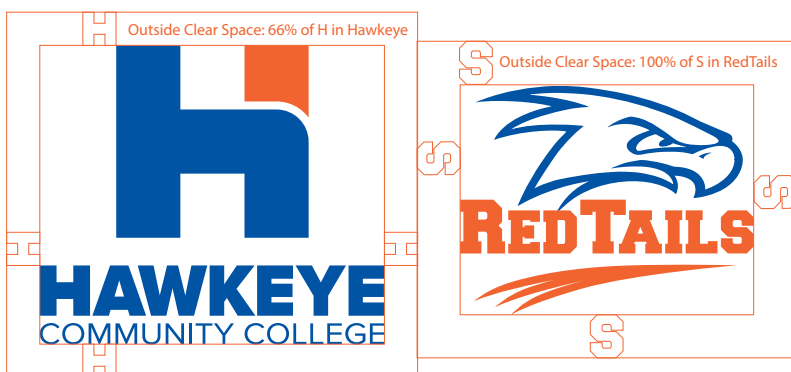
Effective April 6, 2015 • Updated July 24, 2019 • These policies may be subject to change.

3.9 Guidelines for Stationery

Email Signatures and Templates

It is best not to use logos, social media icons, backgrounds, images, or graphics in your email signatures and templates.

Images may look nice in your email signature, but will add to the size of your email and may make loading your email slow and difficult.

Backgrounds generally do not look professional and limit text readability. Applying backgrounds will also increase the size to open and store your email. If printed, emails with backgrounds use much higher levels of ink than those without backgrounds.

Due to standard privacy settings, most email clients store images as attachments rather than displaying them. Others may distort or exclude the logo, image, or graphic altogether.

You may include the logo in your signature if you feel it's necessary. It is best to use the following absolute URL when inserting the logo into your signature. This will maintain consistency of use and proper sizing. **Do not create an image to use as your signature.**

1. When creating your signature, click on the Insert Picture icon.

2. Copy this url into the file name field:
    http://www.hawkeyecollege.edu/webres/Image/orange/brand/redtails-sample.jpg

Example Signature

Separator -- OR closing line such as Best, Thanks, etc.

John Doe
Head Coach, Men's and Women's Soccer
Hawkeye Community College RedTail Athletics
319-296-2320 ext.1223
john.doe@hawkeyecollege.edu

Facebook | Twitter | Instagram | www.redtailathletics.com

For complete signature and template, visit
www.hawkeyecollege.edu/public-relations-marketing/brand-and-visual-identity-policy.

For questions or to request to use the Hawkeye Community College logo or the Hawkeye RedTails logo, contact Public Relations and Marketing at 319-296-4028 or marketing@hawkeyecollege.edu.

Effective April 6, 2015 • Updated July 24, 2019 • These policies may be subject to change.

21

3.9 Guidelines for Stationery (Continued)

Electronic Letterhead

An electronic letterhead template is available for Hawkeye Community College RedTail Athletics.

When using the electronic template, additional information should not be added to the header. A footer should not be created.

Margins: The top margin should be 2" and the left, right, and bottom margins should be 1".

Font: Use 12-point, black Arial font.

Saving and Sending: Electronic letterhead should always be sent to the recipient electronically as a PDF, never as a Word document or as a printed document.

Save the Electronic Letterhead as a Quality PDF
1. File > Save As
2. Select the location to save the file.
3. Change the "Save as type" to PDF.
4. Select "Standard" optimization.
5. Save.

To request the electronic letterhead template, contact Public Relations and Marketing.

Printed Letterhead

Printed letterhead is available for Hawkeye Community College RedTail Athletics.

When using printed letterhead, additional information should not be added to the header. A footer should not be created.

Margins: The top margin should be 2" and the left, right, and bottom margins should be 1".

Font: Use 12-point, black Arial font.

Envelopes

A #10 envelope is available for Hawkeye Community College RedTail Athletics.

When using an envelope, additional information should not be added to the return address other than a cost code.

Font: Use 12-point, black Arial font.

Delivery Address: Use the United States Postal Service postal addressing standards when formatting the delivery address: http://pe.usps.gov/text/pub28/28c2_001.htm.

For questions or to request to use the Hawkeye Community College logo or the Hawkeye RedTails logo, contact Public Relations and Marketing at 319-296-4028 or marketing@hawkeyecollege.edu.

Effective April 6, 2015 • Updated July 24, 2019 • These policies may be subject to change.

22

Business Cards

Hawkeye Community College uses a standard template and formatting for business cards. The business card template is two sided.

Side one has college information.

- Hawkeye logo
- college location/center
- address, city, state, and zip code
- college website

Side two has employee contact information.

- name
- title
- department
- phone number
- cell number (optional)
- fax number (optional)
- email address
- athletic website

To request Hawkeye RedTail Athletics business cards, visit
https://www.hawkeyecollege.edu/public-relations-marketing/business-card-request.

For questions or to request to use the Hawkeye Community College logo or the Hawkeye RedTails logo, contact Public Relations and Marketing at 319-296-4028 or marketing@hawkeyecollege.edu.

4.0 Alumni Brand and Visual Identity

The Hawkeye Community College Alumni logo is the primary element of the alumni visual identity. It is important that the Hawkeye Alumni logo is reproduced according to these guidelines to preserve its integrity.

The Alumni logo consists of a graphical letter H, the words Hawkeye Community College, and the word Alumni. There is a horizontal and stacked form of the logo. The logo must be used in its entirety and may not be altered in any way.

Horizontal Logo

Stacked Logo

4.1 Clear Space

The Hawkeye Alumni logo must be given sufficient clear space to ensure that it is legible and clearly stands out.

Items such as text, images, or graphical elements should not appear in this space.

The clear space is equal to 66% the height of the letter H in Hawkeye.

Outside Clear Space: 66% of H in Hawkeye

Outside Clear Space: 66% of H in Hawkeye

4.2 Minimum Size

Size in Print

The logo should never be reproduced smaller than 1¼" inches wide.

Size in Web and Digital Applications

The horizontal logo should never be reproduced smaller than 175 pixels wide.

The vertical logo should never be reproduced smaller than 125 pixels wide.

1.3 Colors

Since sharing and copying files across software programs can often convert colors incorrectly, use the exact color values listed here.

Blue
CMYK: 100C / 74M / 0Y / 2K
RGB: 0R / 81G / 166B
HEX: #0051A6 (Web Only)

Orange
CMYK: 0C / 75M / 90Y / 0K
RGB: 254R / 97G / 0B
HEX: #FE6100 (Web Only)

Black
CMYK: 0C / 0M / 0Y / 100K
RGB: 0R / 0G / 0B
HEX: #000000 (Web Only)

Gray
CMYK: 3C / 0M / 0Y / 32K
RGB: 176R / 183G / 188B
HEX: #B0B7BC (Web Only)

Color formulas for Pantone differ from those listed above. If you need Pantone colors or another color format, please contact Public Relations and Marketing.

For questions or to request to use the Hawkeye Community College logo or the Hawkeye RedTails logo, contact Public Relations and Marketing at 319-296-4028 or marketing@hawkeyecollege.edu.

Effective April 6, 2015   •   Updated July 24, 2019   •   These policies may be subject to change.

26

4.4 Color Configurations

The Hawkeye Alumni logo is provided in multiple color configurations. Deviation from these formats or the official college colors is prohibited.

Three-Color Format (Blue, Orange, Black)
(Only use on a solid white or light gray background)

Three-Color Format (Blue, Orange, White)
(Only use on a solid black or dark gray background)

One-Color Format (Black)
(Only use on a solid color background)

One-Color Format (White)
(Only use on a solid color background)

For questions or to request to use the Hawkeye Community College logo or the Hawkeye RedTails logo, contact Public Relations and Marketing at 319-296-4028 or marketing@hawkeyecollege.edu.

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27

4.5 Fonts

It is recommended to use Arial or Helvetica fonts as they work well with the logo.

These fonts should not be used to replace the font or the text of the logo.

4.6 Using the Hawkeye Logo

The logo is a representation of Hawkeye Community College Alumni. It should always be respected and replicated in its entirety.

Any use of the Hawkeye Community College Alumni logo must be approved by the Public Relations and Marketing office.

Improper Use - DO NOT

- change the color
- distort, rotate, skew, or change vertical/horizontal proportions
- change proportion of the logo's elements
- change fonts
- isolate elements, such as using the name or the graphical H alone
- create separate logos for departments, offices, events, activities, etc.
- use in a repeating pattern
- use on backgrounds with insufficient contrast
- use on complex backgrounds
- recreate or alter in any way
- add surrounding or overlapping elements
- scan or photograph printed versions or screen capture etc. from the computer
- use a 72 dpi web version in printed documents or signage
- screen back the color to any percentage other than 100
- print a color logo on color paper or background
- print color logo in black and white

Licensing

The Hawkeye Community College Alumni logo cannot be used for licensing or resale without the permission of the Hawkeye Public Relations and Marketing office. Additionally a separate agreement must be signed for the Hawkeye Community College logo and the Hawkeye Community College RedTails logo.

Logo Modification

Any modification of the Hawkeye Community College Alumni logo, other than proportionately resizing the logo, is a violation of the Brand and Visual Identity Policy.

Questions? Please contact Hawkeye's Public Relations and Marketing office at 319-296-4028.

For questions or to request to use the Hawkeye Community College logo or the Hawkeye RedTails logo, contact Public Relations and Marketing at 319-296-4028 or marketing@hawkeyecollege.edu.