

# HSU Brand Guidelines

HUMBOLDT STATE UNIVERSITY

brand.humboldt.edu

Any of the following wordmarks are part of HSU's brand identity system and are suitable for use on any publication or product

**HUMBOLDT**  
STATE UNIVERSITY

  
**HUMBOLDT**  
STATE UNIVERSITY

California's  
**HUMBOLDT**  
STATE UNIVERSITY

**HUMBOLDT** STATE UNIVERSITY

  
**HUMBOLDT** STATE UNIVERSITY

California's  
**HUMBOLDT** STATE UNIVERSITY

'Humboldt' should be visually dominant over 'State University' by about 50%

**HUMBOLDT STATE UNIVERSITY**

On light backgrounds 'Humboldt' should be darker than 'State University'

**HUMBOLDT** STATE UNIVERSITY

On dark backgrounds 'Humboldt' should be lighter than 'State University'

**HUMBOLDT** STATE UNIVERSITY

The entire wordmark can also be set in any single, solid color

**HUMBOLDT STATE UNIVERSITY**

HSU's wordmark can be set in any color or combination of colors so long as it's clearly readable and conforms to the guidelines set above

**HUMBOLDT STATE UNIVERSITY**

**HUMBOLDT STATE UNIVERSITY**

**HUMBOLDT STATE UNIVERSITY**

HSU's acronyms and Circle 'H' marks are secondary brand identities, and should ideally be accompanied by a full wordmark.

 **H** **HSU**

### HSU's University Seal

The University Seal is not intended to be used as an identifying mark for most publications, websites, or other materials. The seal is intended for very formal uses or to imply specific endorsement of the University President's Office. Its use must be approved by the Office of the President or Marketing & Communications. The Seal is used on official University documents, executive stationery, and for select campus-wide events such as Commencement. **Please contact Marketing & Communications if you're considering using the University Seal.** There are separate versions for light and dark backgrounds.



HSU's informal Seal does not have to be accompanied by a wordmark. There are separate versions for light and dark backgrounds.



**DO NOT** stretch the wordmark

~~HUMBOLDT STATE UNIVERSITY  
HUMBOLDT STATE UNIVERSITY~~

**DO NOT** rotate the wordmark

~~HUMBOLDT STATE UNIVERSITY~~

**DO NOT** use a different font

~~HUMBOLDT STATE UNIVERSITY~~

**DO NOT** add graphics to the wordmark

~~ HUMBOLDT STATE UNIVERSITY~~

**DO NOT** put a box around the wordmark

~~HUMBOLDT STATE UNIVERSITY~~

**The trees are no longer part of HSU's identity. They should not appear next to any wordmark. They should not be used as a stand alone graphic.**



**HUMBOLDT STATE UNIVERSITY**

