HSU Brand Guidelines

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

‘Humboldt’ should be visually dominant over ‘State University’ by about 50%.

On light backgrounds ‘Humboldt’ should be darker than ‘State University’

On dark backgrounds ‘Humboldt’ should be lighter than ‘State University’

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

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.

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

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

HSU’s 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.

DO NOT stretch the wordmark.

DO NOT rotate the wordmark.

DO NOT use a different font.

DO NOT add graphics to the wordmark.

DO NOT put a box around the wordmark.

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.