

**DISCOVER
YOU
@HOFSTRA**



HOFSTRA
UNIVERSITY®



Brand Guide

Brand Promise

Hofstra inspires you to seek and shape your own educational and career journey – and supports you as you make it yours.

The tagline: **Pride and Purpose**

Our tagline comes from the great celebration of our 75th anniversary and our history and traditions. It is also an extension of our previous tagline, “find your edge,” which challenged all stakeholders to reach higher, to use their respective strengths and to strengthen themselves and the University.

It is also a reminder that we, both individually and collectively, serve greater purposes...as students and leaders, as scholars and members of a greater community. We are part of a democratic society, engaged in service, politics, governance and advocacy, in our respective disciplines and in our role as leaders and learners.

Pride has many meanings. First, it reminds us of the lion family, strong, fierce and independent individually, but even stronger in their purpose and loyalty to each other. The sum of the pride is greater than its individual members. Pride also reminds us of our respect for our history and for our fellow students, faculty, alumni and community members; of our collective effort to advance our alma mater to be a better institution tomorrow than it is today, to never stop trying, innovating and changing.

Each of us has a purpose; different but no less important; and we find it and strengthen it through our affiliation to Hofstra. In turn, we contribute to Hofstra’s purpose of creating better and more successful people, who are not just successful in their careers but are better leaders, citizens, family members and friends.

THE BRAND

 **HOFSTRA UNIVERSITY**[®]

Brand Guide

Brand Proposition

Hofstra is a diverse, dynamic institution that honors tradition while challenging convention, always finding our own unique path. Hofstra provides students with an engaged, experiential and highly ranked education that combines an intimate learning environment with all the resources of a large university, including state-of-the-art facilities for academics and student life and competitive Division I athletics. Located just outside New York City, our traditional, tree-lined campus is home to a global, ambitious and entrepreneurial student body who take advantage of all metropolitan New York has to offer.

At Hofstra we nurture ideas. Ideas can change the world - if we're willing to work for them. That's why over 80 years, we've created an environment where new ideas take shape through collaboration, engagement and interaction. We keep our classes small. We offer tailored programs. We build spaces that encourage participation and investigation. Together, we seek creative solutions. And we look beyond our own community and experiences for inspiration, because ideas are always evolving – and so are we.

Hofstra University – Pride and Purpose.

Hofstra provides students with higher education that combines the experience of an intimate learning environment with all the resources of a large university.

At Hofstra we nurture ideas.

Ideas can change the world - if we're willing to work for them, and they have the right conditions to develop and grow.

That's why over 80 years, we've created an environment where new ideas take shape through collaboration, engagement and interaction.

We keep our classes small. We offered tailored programs. We build spaces that encourage participation and investigation. And we look beyond our own community and experiences for inspiration.

Ideas are always evolving – and so are we. We're constantly striving towards new goals and achievements, and our students share that same spirit.

THE BRAND

Our audiences include:

Students

Hofstra provides a dynamic, purpose-filled college experience tailored for innately ambitious, outcome-oriented individuals – enabling you to find your purpose and focus your true strengths...giving you an advantage in your career and in life. Your success is defined by you and your dreams. Success is not an incidental benefit of a college education, but the ultimate goal...a reward earned by hard work, dedication and tenacity, and shaped by your dreams and vision for your future.

Alumni

Hofstra celebrates your achievements and invites you to join us as we build together for an even brighter future. We'll also challenge you to reach higher. This is a reminder of our shared history; your education and experience; together we find our "pride and purpose" as we surge, together, to new prominence.

Faculty/Staff

Hofstra fosters innovation, encourages collaboration and pro-motes advocacy and purpose at every level of our University - challenging you to help advance knowledge and the University community, and to use your talents to make a positive, formative impact on the lives of our students and their success.

Community

As an active, engaged part of the community, Hofstra University is a source of pride. We infuse energy (through our graduates and students); contribute to the local culture (through services, arts, & sports); provide a forum for discourse and discovery (through a host of community events) and encourage academic excellence and learning (through a variety of partnerships with K-12 organizations) – sharing our purpose with the larger community.

KEY STAKEHOLDERS

We've spent 80 years becoming who we are today. When people ask, we're proud to say that we're:

Ambitious

We're determined to go far

Entrepreneurial

We create our own success

Resourceful

We find a way to solve problems

Worldly

We pursue global experiences

Outgoing

We're confident and friendly

Hard-working

We do what it takes. Then we do more.

Curious

We ask questions and seek out new experiences and perspectives.

Intelligent

We are creative, perceptive and thoughtful.

KEY BRAND ATTRIBUTES

Hofstra doesn't just make promises. We deliver on them. Below are our core offerings – and the benefits that invariably result.

Through

tailored, outstanding education
experiential, applied learning
a socially conscious, inclusive environment

Hofstra helps you

be you

because you're

empowered to lead the way
prepared to excel in the global workforce
supported to grow and participate.

ATTRIBUTES & BENEFITS

Know what we mean & how we say it.

We give you a tailored, outstanding education through

- a competitive range of accredited degree programs
- customizable learning pathways, majors and degrees
- a culture of individual scholarship and inquiry
- an academic experience that combines classroom and lab experience with externships, clinical hours, and service projects

So that you're empowered to lead the way with

- a deep understanding with wide application. gained through classroom and experiential learning
- knowledge that reflects your unique interests and academic experience
- powerful, effective, progressive thinking
- understanding of the field, industry experience, and a network of professional contacts

For example...

Be Challenged @ Hofstra School of Health Professions and Human Services
Skilled practitioners. Compassionate advocates. (Graduate Counseling)
A Degree of Change. (MPH)

ATTRIBUTES & BENEFITS

Hofstra



PMS 661
CMYK 96 71 10 1
RGB 19 88 155
HEX 13579A

Hofstra Blue



PMS 123
CMYK 1 21 91 0
RGB 253 200 47
HEX FDC82F

Hofstra Gold

Accents



PMS 7465
CMYK 67 0 33 0
RGB 53 196 181
HEX 35C4B5

Seafoam Blue



PMS 1665
CMYK 0 76 100 0
RGB 221 72 20
HEX DD4814

Sunburst Orange



PMS 7751
CMYK 26 31 100 1
RGB 195 163 3
HEX C1A42E

Confident Gold

Gradients



Seafoam to Hofstra



Hofstra to Sunburst



Hofstra to Hofstra



Confident to Hofstra

Youth



PMS 310
RGB 83 198 227
CMYK 59 18 0
HEX 52C6E2

Blue



PMS 158
RGB 214 92 25
CMYK 12 77 100 2
HEX D55C19

Warm



PMS 376
RGB 122 184 0
CMYK 584 100 0
HEX 7AB800

Green

Hofstra's logo colors, and primary identity colors. The blue serves as the base color.

These colors are used as accent colors. Confident Gold is intended for use with more mature audiences.

Gradients can go from light to dark or vice versa, depending on need.

These candy colors are used for youth audiences, including summer camp.

COLOR PALETTE

Primary

AVENIR LT STD - LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-+

AVENIR LT STD - ROMAN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-+

AVENIR LT STD - HEAVY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-+

Secondary

MINERVAMODERN - REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-+

Tertiary (for graphic treatments)

NEUTRAFACE DEMI-ALT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-+

Serif

TIMES NEW ROMAN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-+

Italic and Oblique versions not shown

TYPOGRAPHY



Our photography should focus on real stories. It should include diversity, genuine expressions, inspiration, determination and success. We want our viewers inspired and able to relate to our subject matter.

- Isolated subjects
- In the moment
- Sense of place
- Portrait/documentation

NOTE: The photography throughout these guidelines is for placement only, it is intended to use as reference only and should not be used outside of this document.

No departmental logos will be created.
An official logo treatment can be
customized for departmental use.

Academic units will use this departmental
logo treatment.



Non-academic units will use this
departmental logo treatment.



DEPARTMENTAL LOGOS

For graphic applications, the tagline “pride and purpose” should be set using one of the provided graphic files, in lock-up with the Hofstra logo. The logo with tagline is available in vertical and horizontal orientations, and the “pride and purpose” text can be used in multiple color combinations to enhance legibility, depending on the color/ image behind it.

The text is all lowercase, with no spaces (with the exception of the one-color variation [see below]). In the vertical layout, the text sits below a rule below the logo. The space between the logo and the rule is the equivalent of one letter height from the word UNIVERSITY in the logo. The space between the rule and the “pride and purpose” text is also the equivalent of one letter height from the word UNIVERSITY, from the rule to the top of the letter “n” in “and.” The rule’s width runs from one letter height from the word UNIVERSITY from the edge of the U in UNIVERSITY to the same space from the edge of the Y in UNIVERSITY.

The color combinations available include:

- Blue and Gold — Pride, Purpose: Blue; and: Gold
- Blue and White — Pride, Purpose: Blue; and: White
- Gold and White — Pride, Purpose: Gold; and: White
- White and Gold — Pride, Purpose: White; and: Gold
- All One Color — text separated slightly
- Black and White — Pride, Purpose: Black; and: Gray

The treatment should be toward the end of a visual, so as to serve as the sign-off.



APPLYING THE TAGLINE

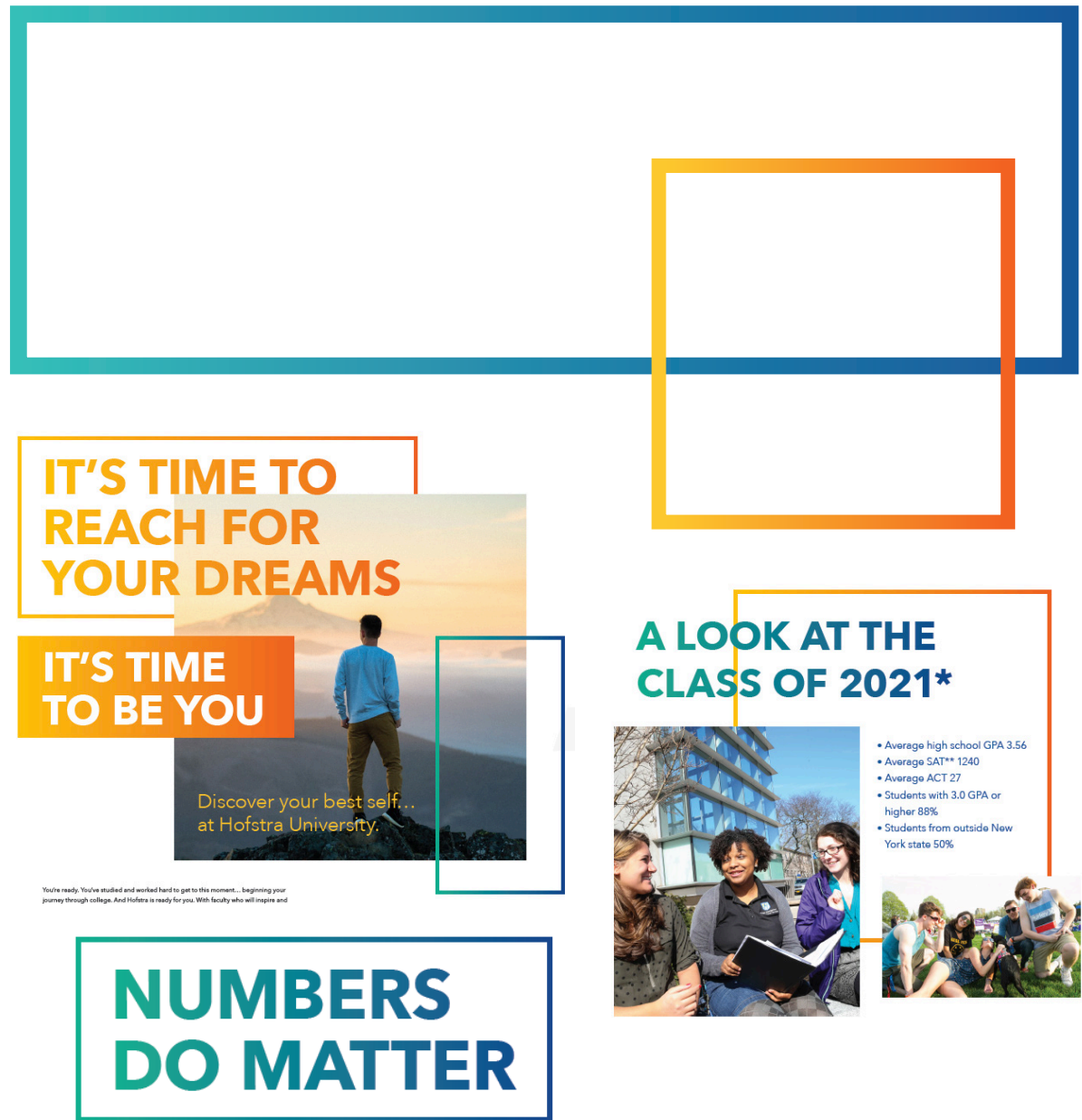
Frame

The frame element can be used as an abstract decorative device or to highlight text. Specs on thickness and space are included later in the book.

It can be used as a complete box or broken by an image or page edge, but at least one corner must be visible.

The frame can have gradient coloring or be white or black (on black and white designs).

The coloring does not need to match any adjacent text.



APPLYING THE BRAND

**TRANSFER
TO
HOFSTRA**

Shape your own educational and career path at a nationally ranked university.

HOFSTRA UNIVERSITY

LEARN MORE

**DISCOVER
YOUR
STORY**

There has never been a more exciting time in media and communication. If your passion is storytelling, if your ambition is to make a mark on the world, if you are ready to learn your craft and create your own vision -- then we are ready for you at The Lawrence Herbert School of Communication.

We offer a full range of graduate and undergraduate degree programs, every program emphasizes "learning by doing," as students combine scholarly excellence with hands-on work in all media. A rich array of student-run media organizations complement classroom work, while most students take full advantage of the media opportunities in nearby New York City, completing (on average) 2.86 internships during their academic careers.

UNDERGRADUATE PROGRAMS

- Journalism — BA, BA/MA, Sports Media concentration
- Mass Media Studies
- Public Relations
- Film Studies and Production
- Audio/Radio Production and Studies
- Television Production and Studies, Video/Television + Film + Business

GRADUATE PROGRAMS

- Journalism
- Public Relations — Marketing concentration, 16 mo. Saturday Program

hofstra.edu/herbert
@HerbertSchoolHU

HOFSTRA UNIVERSITY
THE LAWRENCE HERBERT SCHOOL OF COMMUNICATION

**DISCOVER
YOU
@HOFSTRA**

Shape your own educational and career path at a nationally ranked university in the heart of Nassau County, NY.

You're ready and Hofstra is ready for you, with faculty who will inspire and engage you in your major or in other interests.

13:1 Student/Faculty Ratio

93% of Hofstra graduates have a job, are in grad school, or both

88% of Hofstra students qualify for some kind of financial aid

Explore your future at hofstra.edu/admission or call **516-463-6700**.

HOFSTRA UNIVERSITY

Bars

The bar element can be used in connection with the frame element or on its own.

Bars can emerge from either the left or right side of a frame, and can emerge into the frame or out of the frame, depending on the space available.

The bars can have gradient coloring or be white or black (on black and white designs).

When used in connection with a frame, the coloring should be continuous across the elements.

APPLYING THE BRAND

Logo Placement

The brand features a great deal of white space, and logo placement should take advantage of this space. A strip of white is the best location for this purpose.

The logo can be placed inside or outside of a frame.



**DISCOVER
YOU
@HOFSTRA**

Shape your own educational and career path at a nationally ranked university in the heart of Nassau County.

- Staying on the Island or transferring back home? Hofstra's more than 165 undergraduate programs in arts and science, business, communication, engineering and applied science, and health care will give you an edge when it comes to your college career.
- Connect with the real world through experiential learning.
- Participate in service projects that give back to the community.
- Work in cutting-edge facilities and research labs.


Virtual Fall Open House Weeks:
October 25-29, 2020 and
November 15-19, 2020

Join us for one or more of our programs to learn about the things that most interest you! Register at hofstra.edu/openhouse

Can't make an Open House event? Our admission counselors are available for virtual visits that fit your schedule! Learn more at hofstra.edu/visit



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prideandpurpose



**ONLINE
SUMMER
PROGRAMS**

Kids in grades K-12 can now explore their passions in art, athletics, video game development, STEM and more - all from the comfort and safety of home.



HOFSTRA
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Register today!



Come home to Hofstra University!

Attend an upcoming Transfer Day to apply and receive an admissions decision right on the spot. Tour our 244-acre campus and discover the many benefits of our central Nassau County location – including access to internship and networking opportunities in Manhattan. Discover YOU – and so much more – at Hofstra.

Fall Transfer Days:
Friday, November 22, 2019 • 9 a.m.-5 p.m.
Monday, November 25, 2019 • 9 a.m.-7 p.m.
Tuesday, November 26, 2019 • 9 a.m.-5 p.m.
Wednesday, November 27, 2019 • 9 a.m.-3 p.m.

Register at hofstra.edu/transferday
or call 516-463-6700.



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APPLYING THE BRAND



of Hofstra University
undergraduate degree
recipients are employed

or attending or planning to attend graduate school*

Hofstra taught me that I am good enough.
That I don't need to settle for the first thing that
comes my way. That I can display confidence
instead of fear. That I can follow my dreams.

**IT'S TIME
TO BE YOU**

Text

Headline text should be in Avenir Heavy, with a Horizontal Scale of 95%, and tTacking of -25. It can be in Title Case or ALL CAPS, though no more than five short words should be in all caps.

Subheads should be Avenir Roman, with a Horizontal Scale of 95%, and tracking of -25. They should be in Title or Sentence Case.

Body copy can be either Avenir Roman or Tomes New Roman Regular.

When an image is too complex to allow for legibility, a gradient of Hofstra Blue, white or black can be overlaid onto the image behind the text to enhance clarity.

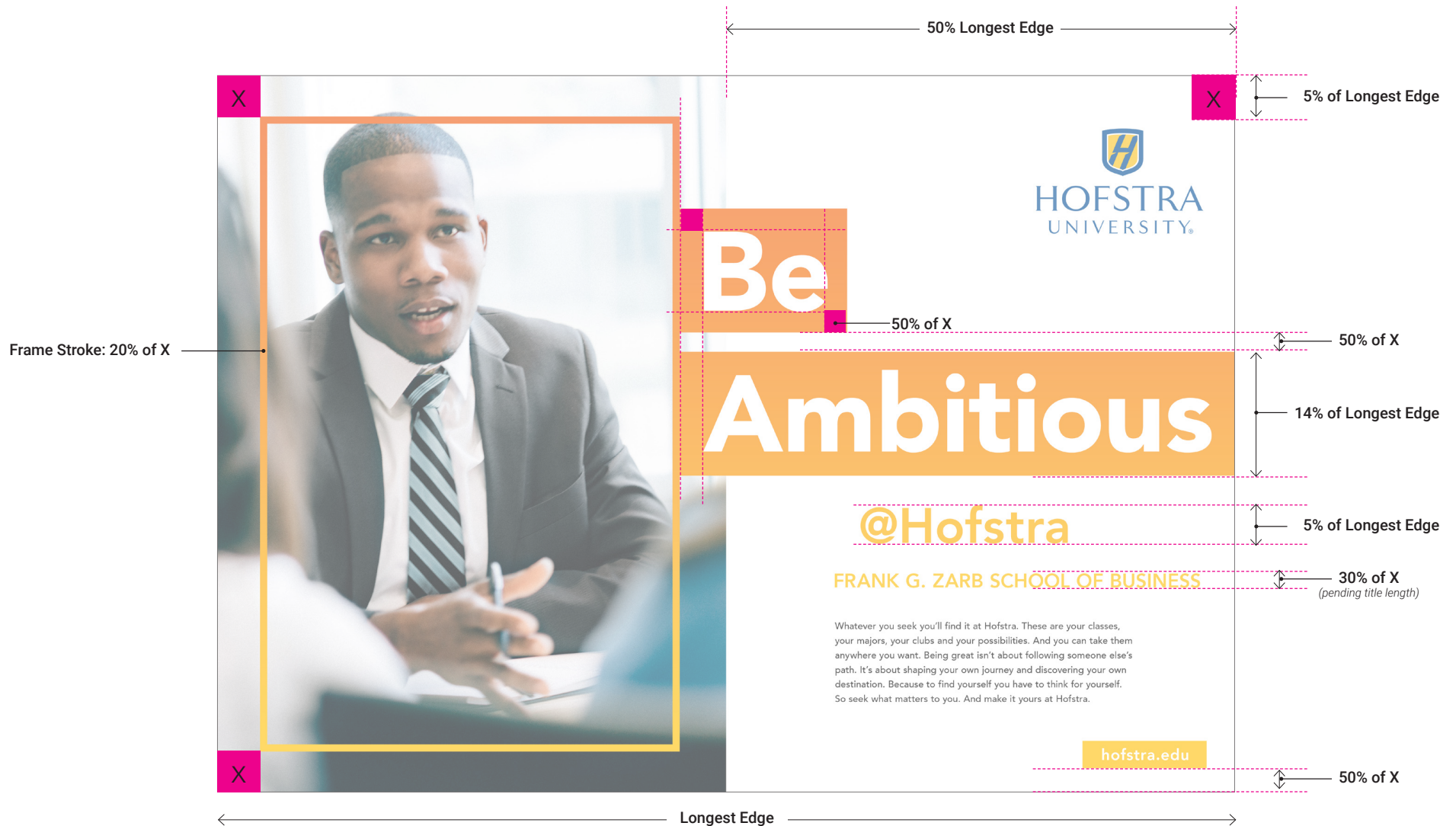
APPLYING THE BRAND

Print Specs



APPLYING THE BRAND

Print Specs



APPLYING THE BRAND

Digital Specs



APPLYING THE BRAND

Digital Specs



APPLYING THE BRAND



Staying on the Island or transferring back home? Hofstra's more than 135 programs in arts and science, business, communication, engineering and applied science, and health care give you an edge.

- Connect with the real world through experiential learning.
- Participate in service projects that give back to the community.
- Work in cutting-edge facilities and research labs.

Attend a virtual transfer event that fits your schedule! Our counselors are available to help you find out more about Hofstra and your options. Learn more at hofstra.edu/visit



EARN A DEGREE IN CHANGING LIVES.

Advanced Certificates, Master's Degree Programs, and more.

LEARN MORE

YOUR FUTURE IS NOW

MS in Cybersecurity

LEARN MORE

BRAND EXAMPLES



Brand Guide

For More Information

To request logos, graphic shapes or elements related to the brand standards and guidelines, please contact Hofstra University Creative Services at creativeservices@hofstra.edu.