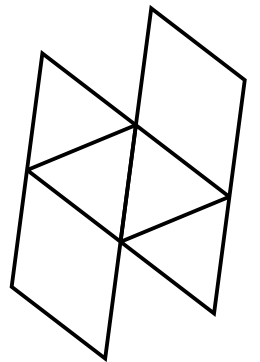


February 2002

Harvard Design School



This manual of graphic standards for Harvard Design School attempts to create consistency in the application of the new visual identity programme. It includes guidelines for the use of the logo, wordmark, typography and color, and should be applied to all the visual communications produced for the school. This manual does not attempt to provide a set of rules for every conceivable application, instead it sets out detailed specifications for all the existing applications and it outlines guides which can be applied to any new applications.

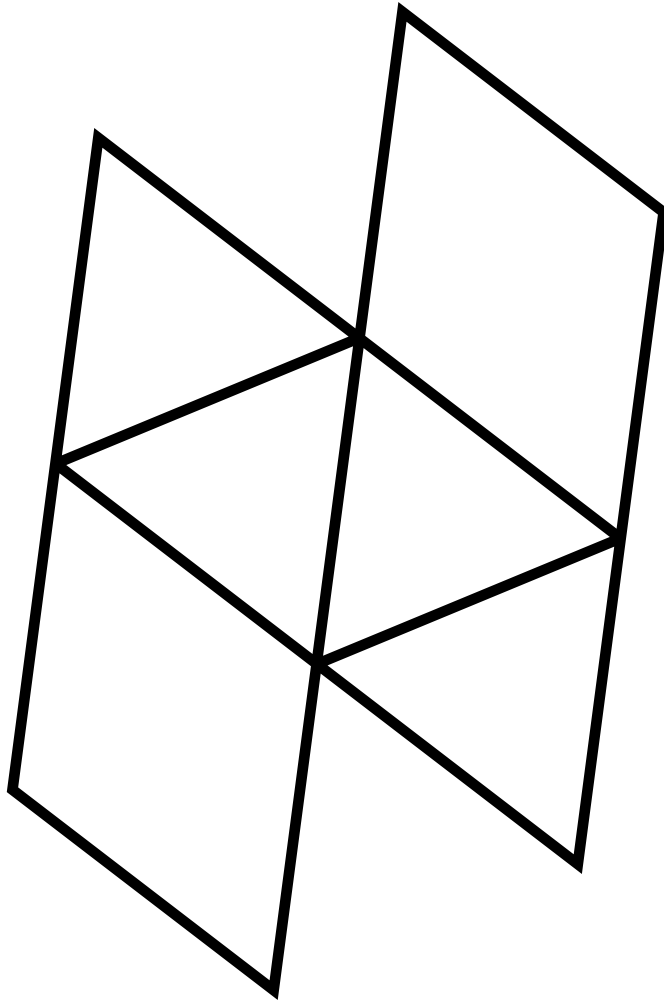
Wordmark

This is the Harvard Design School **wordmark**. It is an EPS file (custom weight, altered letterforms etc). NEVER typeset this, except in the flow of body copy – ALWAYS use the EPS. See notes on color on page 6.

Harvard Design School

Logo

This is the Harvard Design School **logo**.
It is also an EPS file. See notes on color
on page 6.



Russell Sanna PhD
*Associate Dean
for Administration and
External Relations*



Harvard University
Graduate School of Design
48 Quincy Street
Cambridge, MA 02138
www.gsd.harvard.edu

tel 617 495 0970
fax 617 496 4503
rsanna@gsd.harvard.edu

Harvard Design School

Examples of logo and wordmark style

The logo and the wordmark can be used as separate elements, as shown here. The business card layout has the wordmark on one side, while the logo appears on the other.

Examples of logo and wordmark style, cont'd.

As illustrated on the previous page, the logo and the wordmark can be used as separate elements. This A6 envelope layout, shows the reverse layout to the business card, where the logo is vertically centered on the address line on the back flap, and the wordmark is positioned on the front.

See all-in-one version on page 5 for times when you have to send out a fixed logo and will have no control over how it will be used.

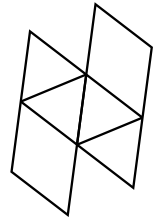
Harvard Design School

Harvard University Graduate School of Design 48 Quincy Street, Cambridge, MA 02138

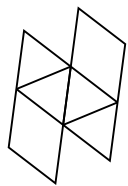


All-in-one logo configuration

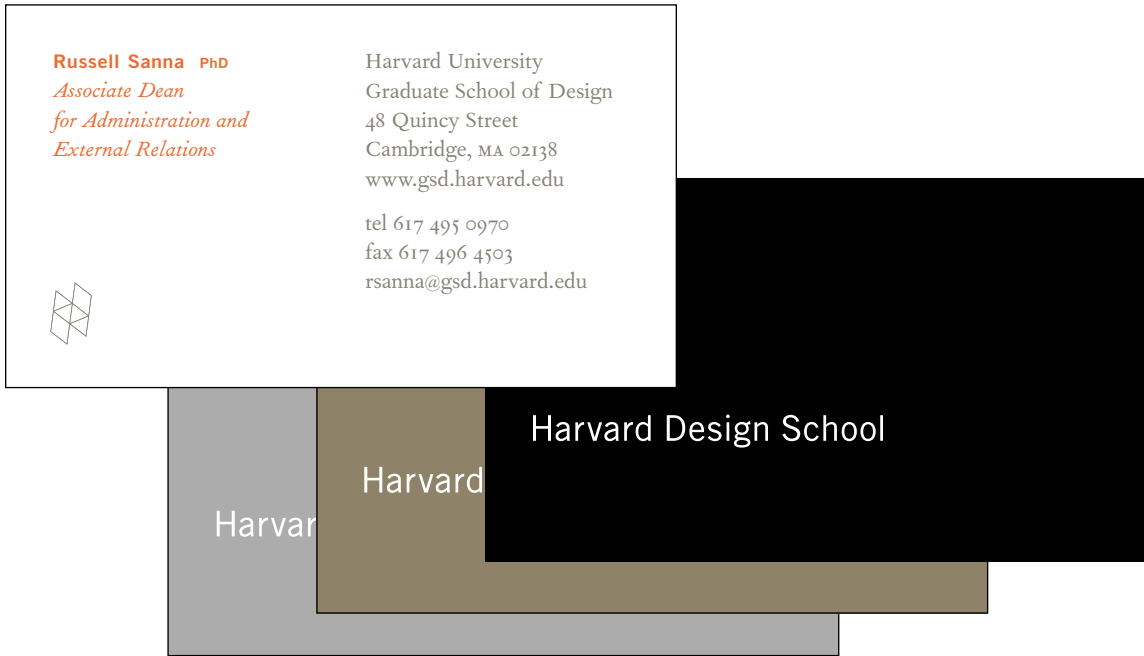
This is the logo and wordmark together, in an “all-in-one” configuration. This is to be used if the “logo” needs to be supplied for a use outside the control of Harvard Design School. Materials produced by the school use the more sophisticated relationship of the logo and wordmark described on pages 3 and 4.



Harvard Design School



Harvard Design School



Color Notes

This is the color family:

Wordmark Red:

Pantone Warm Red U

Logo + Text Gray:

Pantone 7533 U

Business Card Grays:

Pantone Black 6 U

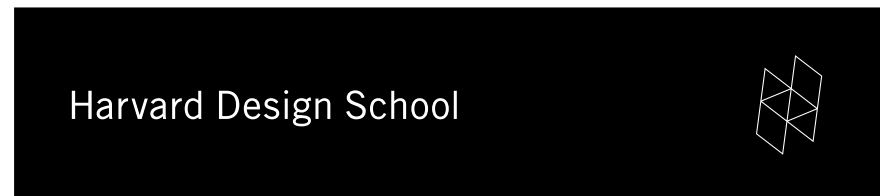
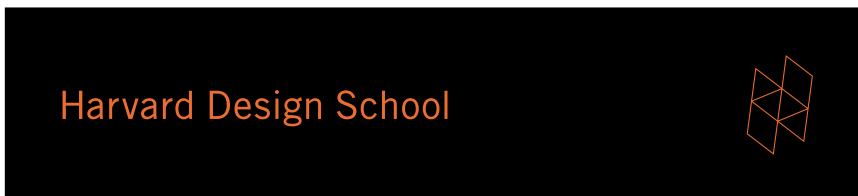
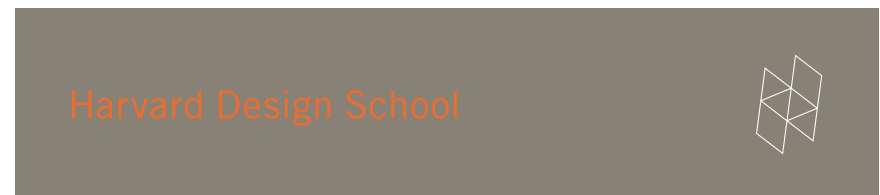
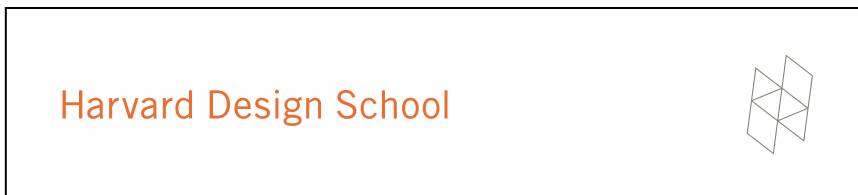
Pantone Warm Gray 11

Pantone Cool Gray 7

How to use colors:

on white background: wordmark in PMS Warm Red U, logo and other text in PMS 7533 U

on colored or black background: wordmark, logo and text should generally knock out to white or surprint in black if the background is very light. On a dark background only, the wordmark and logo can also print red, or a combination of white and red.



Harvard Design School



Harvard University
Graduate School of Design
George Gund Hall
48 Quincy Street
Cambridge, MA 02138
www.gsd.harvard.edu

Letterhead Style: A-Level Generic

wordmark: PMS Warm Red U
this is an eps - it is NEVER typeset.

logo: PMS 7533 U
this is an eps

address block: PMS 7533 U
Typefaces: Main address is Fournier MT plain,
9.5 point on 12 point leading.
“MA” and zip are Fournier Expert MT, 9.5 point
on 12 point leading.

Harvard Design School



Department of Architecture
tel 617 495 2591
fax 617 495 8916

Harvard University
Graduate School of Design
George Gund Hall
48 Quincy Street
Cambridge, MA 02138
www.gsd.harvard.edu

Letterhead Style: B-Level Departments

wordmark: PMS Warm Red U
this is an eps - it is NEVER typeset.

logo: PMS 7533 U
this is an eps

department block: PMS 7533 U
Typeface: Trade Gothic Bold, 7pt on 12 point
leading with 107.5% horizontal scale and
5 point tracking.

address block: PMS 7533 U
Typefaces: Main address is Fournier MT plain,
9.5 point on 12 point leading.
“MA” and zip are Fournier Expert MT, 9.5 point
on 12 point leading.

Harvard Design School



*George Baird,
G. Ware Travelstead
Professor of Architecture*

Department of Architecture
tel 617 495 2591
fax 617 495 8916

Harvard University
Graduate School of Design
George Gund Hall
48 Quincy Street
Cambridge, MA 02138
www.gsd.harvard.edu

Letterhead Style: C-Level Departments/ Senior Faculty

wordmark: PMS Warm Red U
this is an eps - it is NEVER typeset.

logo: PMS 7533 U
this is an eps

senior faculty block: PMS Warm Red U
Typeface: Fournier MT Italic, 9.5 point on 12
point leading.
(always punctuate with comma and line break
after name, then separate multiple titles with
semicolon and line break)

department block: PMS 7533 U
Typeface: Trade Gothic Bold, 7pt on 12 point
leading with 107.5% horizontal scale and
5 point tracking.

address block: PMS 7533 U
Typefaces: Main address is Fournier MT plain,
9.5 point on 12 point leading.
“MA” is Fournier Expert MT, 9.5 point on
12 point leading.

Letterhead typing template

margins:
left 1.5"
right 1.75"
top 2"
bottom 1.5"

text setting is Times Roman 10.5 point with 12.5 point leading and full line space (double carriage return) between paragraphs, with no indent or tab. Use two double carriage returns or 4 full line spaces between address and name, and for signature space.

the text box is never to exceed the 5.25" wide and 7.5" long area shown here. Begin the text 2" from the top and finish the text no closer than 1.5" from the bottom edge. The text starts at the 1.5" margin on left and the type box is not to exceed 5.25" wide.

Harvard Design School

January 26, 2000

John McLeod, Director
Gallery McLeod: Centre for Contemporary Art
401 Holmes Street West, Suite 120
Toronto, Ontario M5V 3A8

Dear John McLeod,

Thank you for asking us to those proposals for the project discuss this project. In our opinion it is operational and travel really shows potential.

This is a scene and meetings will be held in the office to determine the organizational plan. On this exhibition keep going! We feel that our fund raising achievements, our working method and our experience working with *contemporary artists*, museum art galleries, both locally and internationally, uniquely scope of work and description of working method and preliminary fee proposal and estimated production cost. Consult regarding, schedules, budgets and priorities may change. Please feel free to contact us to discuss any of these figures.

Please do not hesitate to call adopt the minutes should you have any questions. We look forward to hearing from you. Thank you again for the Porsche. We will now consider your excellent proposal.

Sincerely,

Jorge Silveti
Chair, Department of Architecture

telephone 617 495 3552
fax 617 495 8916
email jsilvetin@gsd.harvard.edu

Never print below this line!

Harvard University
Graduate School of Design
George Gund Hall
48 Quincy Street
Cambridge, MA 02138
www.gsd.harvard.edu

Sincerely,

Jorge Silvetti
Chair, Department of Architecture

telephone 617 495 3552

fax 617 495 8916


email jsilvetti@gsd.harvard.edu

Letter signatures

nomenclature
Chair, Department of Architecture

multiple titles separated by line breaks; where
space is a concern use semicolons only

name and department typeface is Times Roman
10.5 point with 12.5 point leading. "telephone",
"fax" and "email" to be in Times Italic, 10.5
point on same leading, while numbers and
email address are Times Roman.

<p>Russell Sanna PhD <i>Associate Dean for Administration and External Relations</i></p> 	<p>Harvard University Graduate School of Design 48 Quincy Street Cambridge, MA 02138 www.gsd.harvard.edu</p> <p>tel 617 495 0970 fax 617 496 4503 rsanna@gsd.harvard.edu</p>
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<p>Spiro N. Pollalis Dipl Eng, SM, MBA, PhD, AM(hon) <i>Professor of Design Technology and Management; Director, Center for Design Informatics; Director, MDesS and Doctor of Design Programs</i></p> 	<p>Harvard University Graduate School of Design 48 Quincy Street Cambridge, MA 02138 www.gsd.harvard.edu</p> <p>tel 617 495 0970 fax 617 496 4503 spollalis@gsd.harvard.edu</p>
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Business Card: basic

nomenclature: PMS Warm Red U

name typeface: Trade Gothic Bold, 7 point on 11 point leading with 107.5% horizontal scale and 5 point tracking.

credentials typeface: Trade Gothic Bold, 5.25 point on 11 point leading with 107.5% horizontal scale and 5 point tracking.

department typeface: Fournier MT Italic, 9.25 point on 11 point leading.

address block: PMS 7533 U
Typeface: Fournier MT, 9.25 point on 11 point leading. "MA", zip and phone numbers (but not "tel" and "fax" typefaces are Fournier Expert M, 9.25 point on 11 point leading.

Business Card: expanded

credentials to be same point size as basic card but set as separate line, use 8.25 leading.

use semi colons to separate multiple titles within department block.

Harvard Design School

Russell Sanna PhD
*Decano Adjunto de
Administración y
Relaciones Exteriores*

Escuela de Posgrado de Diseño
Harvard University
48 Quincy Street
Cambridge, MA 02138
www.gsd.harvard.edu

tel 617 495 0970
fax 617 496 4503
rsanna@gsd.harvard.edu



Russell Sanna PhD
*Associate Dean
for Administration and
External Relations*

Harvard University
Graduate School of Design
48 Quincy Street
Cambridge, MA 02138
www.gsd.harvard.edu

tel 617 495 0970
fax 617 496 4503
rsanna@gsd.harvard.edu



Business Card: bilingual

English copy to position on the inside folded card. Second language to position on outside of card.

nomenclature: PMS Warm Red U

name typeface: Trade Gothic Bold, 7 point on 11 point leading with 107.5% horizontal scale and 5 point tracking.

credentials typeface: Trade Gothic Bold, 5.25 point on 11 point leading with 107.5% horizontal scale and 5 point tracking.

department typeface: Fournier MT Italic, 9.25 point on 11 point leading.

address block: PMS 7533 U
Typeface: Fournier MT, 9.25 point on 11 point leading. "MA", zip and phone numbers (but not "tel" and "fax" typefaces are Fournier Expert M, 9.25 point on 11 point leading.

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Graduate School of Design
George Gund Hall
48 Quincy Street
Cambridge, MA 02138



Envelopes: #10 A level

wordmark: PMS Warm Red U
this is an eps - it is never typeset

address block: PMS 7533 U
Typeface: Fournier MT, 9.25 point on 11 point leading. "MA", zip and phone numbers (but not "tel" and "fax" typefaces are Fournier Expert M, 9.25 point on 11 point leading.

logo: PMS 7533 U
this is an eps

Department of Landscape Architecture

Harvard Design School

Harvard University
Graduate School of Design
1033 Massachusetts Avenue
Fifth Floor
Cambridge, MA 02138



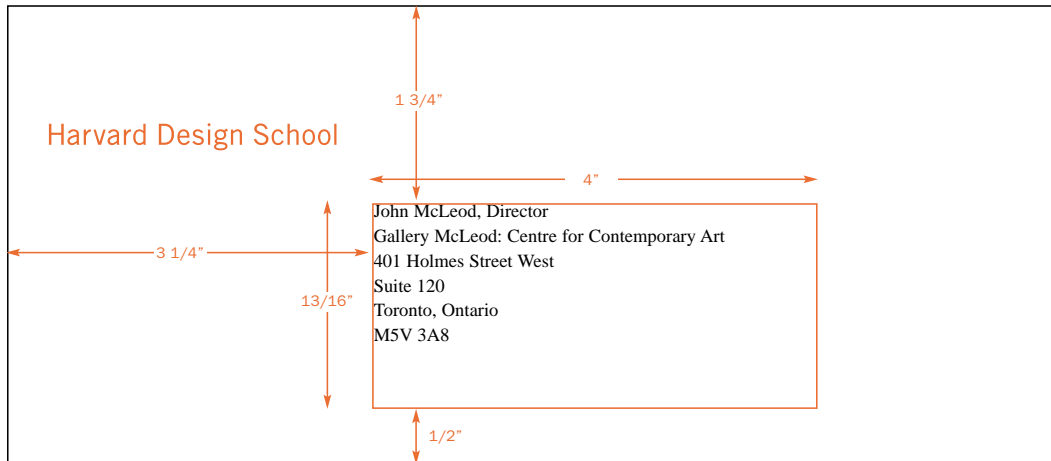
Envelopes: #10 B level

wordmark: PMS Warm Red U
this is an eps - it is never typeset

department typeface: Trade Gothic Bold,
7 point on 11 point leading with 107.5%
horizontal scale and 5 point tracking.

address block: PMS 7533 U
typeface: Fournier MT, 9.25 point on 11 point
leading. "MA", zip and phone numbers (but not
"tel" and "fax" typefaces are Fournier Expert M,
9.25 point on 11 point leading.

logo: PMS 7533 U
this is an eps



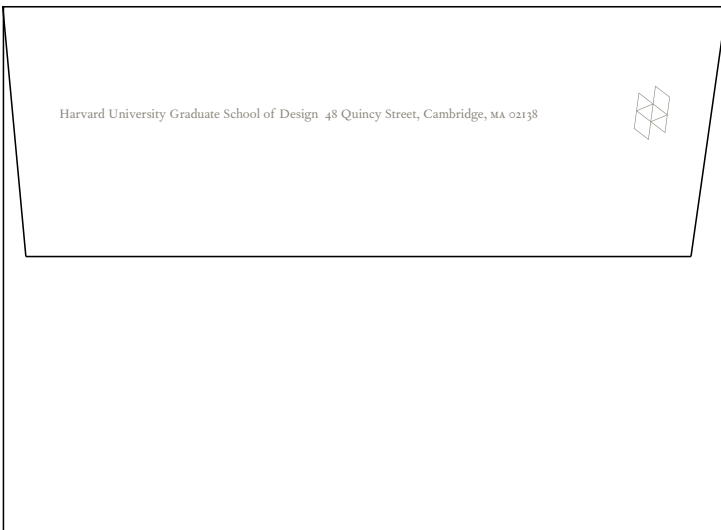
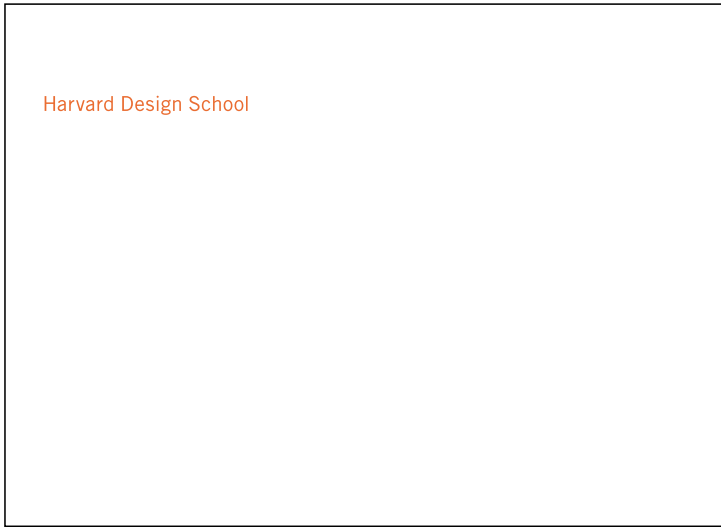
Envelopes: #10 typing template

margins:
left 3.25"
top 1.75"
bottom .5"

text setting is Times Roman 12 point with 16 point leading.

the address box is never to exceed the 4" wide and 13/16" long area shown here.

start text 1.75" from the top, and finish the text no closer than .5" from the bottom edge. The text starts at 3.25" margin on left and type box is not to exceed 4" wide.

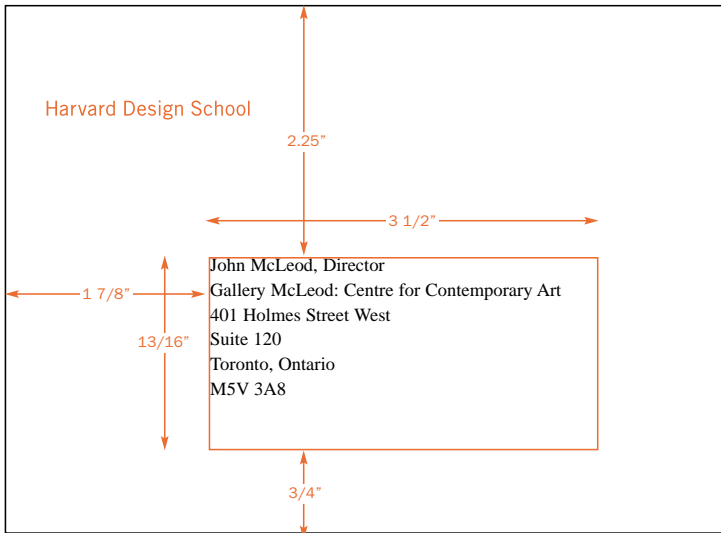


Envelopes: A6

wordmark: PMS Warm Red U
this is an eps - it is never typeset

address: PMS 7533 U
typeface: Fournier MT, 9.25 point on 11 point
leading. "MA" and zip are Fournier Expert M,
9.25 point.
vertically center address line on logo

logo: PMS 7533 U
this is an eps



Envelopes: A6 typing template

margins:
 left 1.875"
 top 2.25"
 bottom .75"

text setting is Times Roman 12 point with 16 point leading.

the address box is never to exceed the 3.5" wide and 13/16" long area shown here.

start text 2.25" from the top, and finish the text no closer than .75" from the bottom edge. The text starts at 1.875" margin on left and type box is not to exceed 3.5" wide.

Harvard Design School

Envelopes: Monarch

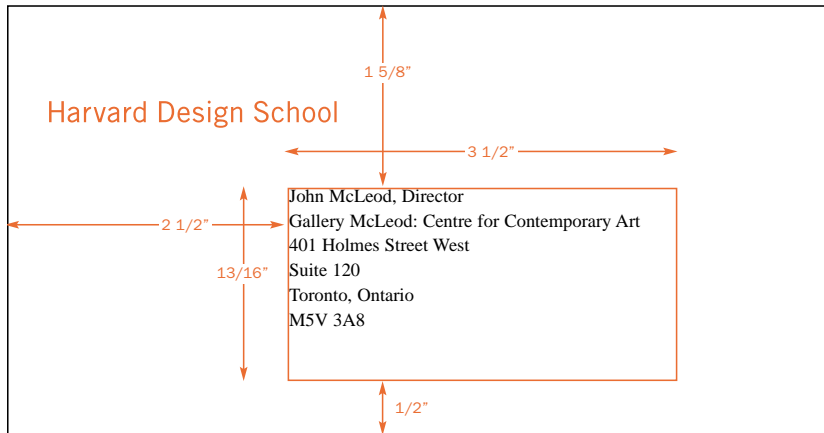
wordmark: PMS Warm Red U
this is an eps - it is never typeset

Harvard University Graduate School of Design · George Gund Hall, 48 Quincy Street, Cambridge, MA 02138



address: PMS 7533 U
typeface: Fournier MT, 9.25 point on 11 point
leading. "MA" and zip are Fournier Expert M,
9.25 point.
vertically center address line on logo

logo: PMS 7533 U
this is an eps



Envelopes: Monarch typing template

margins:
left 2.5"
top 1.625"
bottom .5"

text setting is Times Roman 12 point with
16 point leading.

the address box is never to exceed the 3.5"
wide and 13/16" long area shown here.

start text 1.625" from the top, and finish the
text no closer than .5" from the bottom edge.
The text starts at 2.5" margin on left and type
box is not to exceed 3.5" wide.

Print specifications

General Notes which apply to all of the Identity Program

This Phase 1 of the program includes the following items. Each item has been detailed separately in terms of print specifications.

Files

Most of these files are set up as base art files, to be built on to create the filled out program. We recommend that most files be set up as QuarkXpress master sheets to add the required changes of address, department name etc.

Art

Refers to the files supplied as templates from designer.

Colors

The special colors are PMS Warm Red, PMS 7533, PMS Warm Grey II, PMS Black 6 and PMS Cool Grey 7. These colors have been chosen as UNCOATED colors, however we strongly recommend that drawdowns be generated and approved on the actual stocks (bond, cover and card weights) that will be used for the final production. While large areas of ink appear a certain shade, drawdowns for the Warm Red and PMS 7533 should be generated as both a sample of the logo and type along with solid blocks of color.

Engraving

Please note that we have requested on the Compliments and Place cards to print the Red and PMS 7533 using the the engraving process instead of litho print. The colors would need to be carefully supervised on press to match the litho approved colors.

Proofing for Approvals

Dylex proofs for approval are to be generated for all items and should be circulated first to Hahn Smith Design, who will mark up any corrections or suggestions then send them to Harvard for final approval.

Letterhead

Size: 8.5 x 11"
Paper: Harvard Bond with Watermark
Ink: PMS Warm Red, PMS 7533
Prints: 2 colors one side
Art: **A Level Generic:** (General)
B-Level: Dept. of Architecture, Dept. of Landscape Arch., Dept. of Urban Planning, Office of the Dean, Advanced Studies Programs, Office of Executive Education
C-Level: (Senior Faculty)
Office of the Dean, Dept. of Urban Planning, Dept. of Architecture, Dept. of Landscape Architecture

Second Sheet

Size: 8.5 x 11"
Paper: Harvard Bond with Watermark
Ink: no print
Art: no file provided

Monarch Letterhead

Size: 7.25 x 10.5"
Paper: Harvard Bond with Watermark
Ink: PMS Warm Red, PMS 7533
Prints: 2 colors one side
Art: one generic file

Monarch Second Sheet

Size: 7.25 x 10.5"
Paper: Harvard Bond with Watermark
Ink: no print
Art: no file provided

#10 Envelopes

Size: 9 1/2 x 4 1/8"
Flap: to be a 2" square flap
Paper: Neenah Classic Crest, Solar White, 24 lb W
Ink: PMS Warm Red, PMS 7533
Print: **A-Level**
Front prints PMS Warm Red
Back, on flap prints PMS 7533
B-Level
Prints PMS Warm Red + PMS 7533
Back, on flap prints PMS 7533
Art: 2 files:
A-Level (General)
B-Level (3 Departments, Office of the Dean, Advanced Studies, Office of Executive Education)

Monarch Envelopes

Size: 7 3/8 x 3 7/8"
Flap: to be a 2" square flap, see sample envelope
Paper: Neenah Classic Crest, Solar White, 24 lb W
Ink: PMS Warm Red, PMS 7533
Print: Front prints PMS Warm Red
Back, on flap prints PMS 7533
Art: one generic file

A6 Envelopes

Size: 6.5 x 4.75"
Flap: to be a 2.25" square flap, see sample envelope
Paper: Neenah Classic Crest, Solar White, 24 lb W
Ink: PMS Warm Red, PMS 7533
Print: Front prints PMS Warm Red
Back, on flap prints PMS 7533
Art: one generic file

Basic/Expanded Business Cards

Size: 3.5 x 2"
Paper: Neenah Classic Crest, Solar White
110 lb. Cover
Ink: **Front:** PMS Warm Red, PMS 7533
Back: cards print with random choice of 3 colors. i.e: each person will have a box of cards containing a mix of cards backed with warm grey, cool grey and black
1. PMS Warm Grey II cvu, full bleed
2. PMS Black 6 cvu, full bleed
3. PMS Cool Grey 7 cvu, full bleed
Art: **Basic Cards:** for people with one title and minimal credits
Expanded Cards: for people with multiple titles and a long list of credentials
Backs: 3 files showing full bleed with knocked out type to white

Bilingual Business Cards

Size: Flat: 3.5 x 4 "
Folded: 3.5 x 2"
Paper: Neenah Classic Crest, Solar White
80 lb. Cover
Ink: **Outside:** PMS Warm Red, PMS 7533 plus random choice of 3 colors
1. PMS Warm Grey II cvu, bleeds 3 sides
2. PMS Black 6 cvu, bleeds 3 sides
3. PMS Cool Grey 7 cvu, bleeds 3 sides
Inside: PMS Warm Red, PMS 7533
Art: one generic file

Mailing Labels

Size: 6.5 x 5"
Stock: Neenah Classic Crest, Solar White,
Pressure Sensitive Label Stock
For Mass Mailing, use laser compatible stock
Ink: PMS Warm Red, PMS 7533 one side only
Print: **Mass Mailing:** print 2 up, kiss-cut on 8.5 x 11" sheets ready for laser printing
Single: print and trim to singles, 6.5 x 5"
Pad in 25's and attach to cardboard backer
Art:

- 2 up on 8.5 x 11" version
- 1 single label file

Hand Fax Cover

Size: 8.5 x 11"
Paper: White bond
Ink: Black only one side
Art: one generic file

Note Pads

Size: 5.5 x 8.5"
Stock: Neenah Classic Crest, Solar White, 24 lb W
Ink: PMS Warm Red, PMS 7533 one side only
Pads: recommend 50 sheets glued to cardboard backer
Art:

- one generic file
- 4 personally named notes

Compliments Card

Size: Flat: 4.5 x 7"
Folded: 4.5 x 3.5"
Paper: Neenah Classic Crest, Solar White
80 lb. Cover
Print: **Option A:** Engrave both colors
PMS Warm Red, PMS 7533 one side only
Option B: print litho PMS Warm Red, PMS 7533 one side only
Folding: Score and fold to 4.5 x 3.5"
Art: one generic file

Place Card

Size: Flat: 4.25 x 4.5"
Folded: 4.25 x 2.25"
Paper: Neenah Classic Crest, Solar White
110 lb. Cover
Print: **Option A:** Engrave both colors
PMS Warm Red, PMS 7533 one side only
Option B: print litho PMS Warm Red, PMS 7533 one side only
Folding: Score and fold to 4.25 x 2.25"
Art: one generic file