

Logo Usage

Correct

Clues to correct usage:

Pages of the book and the lines of the globe are lighter than the background.

The shield is an outline.



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Incorrect

Clues to incorrect usage:

Pages of the book and the lines of the globe are darker than the background.

The shield is not an outline.



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Minimum
clear space
= height
of H in
Hopkins



Incorrect:
Edges of blue
rectangle are
too close to the
shield and name



Vertical format



Minimum print size is 1.25"
and 160 pixels for digital.

Horizontal format



Minimum print size is 1.625"
and 190 pixels for digital.