

HARVARD

B R A N D I D E N T I T Y G U I D E

THIS IS HARVARD.

With a program that is the largest and one of the most successful in Division I of the NCAA, Harvard is a leader in advancing **education through athletics** and **building community and pride in the University**.

The values that have long been taught by athletic participation include the pursuit of excellence through personal development and teamwork, ethical and responsible behavior on the field and off, leadership and strength of character and sportsmanship, and these values are vital to the continued success and vibrancy of the athletic programs.

Athletics at Harvard builds community through the engagement of students, faculty, staff, and alumni and creates bridges with neighboring communities. Pride in the Crimson is developed through **transformative experiences**.

Harvard's leadership and commitment to competitive excellence in athletics started in 1852 as a participant in the first intercollegiate athletic event (a crew race against Yale) on Lake Winnepesaukee in N.H. Harvard won that two-mile contest and set into motion a rivalry that thrives to this day.

In 1858, Harvard distinguished itself from its competition when six red silk handkerchiefs were purchased for crew members to wear at their regatta. It is believed to be the first time a sports team featured an identifying mark. As team members wiped the sweat from their brows during the race, the handkerchiefs turned deep red and hence the Harvard Crimson was born.

The Harvard Athletics brand is a reflection of these classic traditions and established values, with a continuing evolution with respect to the past and representation of the future. The simplified "H" design in the primary logo shield is inspired by the arches that appear in many buildings on campus and on the bridges connecting the Harvard community. The arches signify strength, support, and a welcoming image. The consistent graphic system provides an authentic and unified look depicting equity among Harvard varsity teams. The Harvard Athletics logos and marks serve as inspiration for a strong and proud community united by common principles and values.

PRIMARY MARK

Harvard's primary mark is the "H" shield. The "H" shield should be used as the primary identifier for all athletic programs.

The primary mark is composed of a Crimson shield shape, outlined in white, with a solid white "H" lettermark in the center.

The shield shape draws from the University's "Veritas" mark, demonstrating the connection between academics and athletics.

The simplified "H" lettermark draws inspiration from the arches that appear in many buildings throughout campus, as well as the bridges connecting the Harvard community. The arches featured in this simplified primary logo shield signify strength, support, and a welcoming image.



SECONDARY MARKS

Secondary marks for Harvard Athletics include the "H" shield with Harvard text and the "H" lettermark. The alternate "H" shield and "H" lettermark should not be used as primary identifiers except when specific permission is obtained from the Athletic Department.



WORDMARKS

The “Harvard” and “Crimson” wordmarks may be used in place of the shields and lettermark.

Wordmarks should never be combined with other marks.

The “Harvard” wordmark may be used as a primary identifier however the “Crimson” wordmark should not be used as a primary identification mark.



HARVARD



HARVARD



HARVARD



HARVARD



CRIMSON



CRIMSON



CRIMSON



CRIMSON

NUMERALS

The numeral design is based off the shape and look of both the primary logo and wordmarks and are therefore, specific to Harvard Athletics.

These numerals are intended for uniforms, large displays and other similar projects. They are not intended for everyday use in graphics or promotional items.

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

COLOR SCHEME

PRIMARY

CRIMSON

PMS 201 C
CMYK 24/99/78/18
RGB 163/31/54
HTML A31F36

Nike Color Standard
Team Crimson 69W

WHITE

NO INK / OPAQUE WHITE
CMYK 0/0/0/0
RGB 255/255/255
HTML FFFFFFFF

Nike Color Standard
White 10A

The primary colors of Harvard Athletics are Crimson and white. Crimson and white should always be the first choice for primary identifiers of the department.

Secondary colors include black and anthracite. Secondary colors are intended for accents and other cases where the primary colors are not sufficient. Black and anthracite should never be used as the primary identifying colors and should never be chosen when Crimson or white are available options.

SECONDARY

BLACK

PMS PROCESS BLACK C
CMYK 0/0/0/100
RGB 44/42/41
HTML 2C2A29

Nike Color Standard
Black 00A

ANTHRACITE

PMS 447 C
CMYK 50/30/40/90
RGB 55/58/54
HTML 373A36

Nike Color Standard
Anthracite 06F

Auxiliary colors for Harvard Athletics include a light tonal gray, a dark tonal maroon and gold. The light and dark tonal are only present in the flagmark and the gold is only present in the Veritas shield. The auxiliary colors are specifically displayed in Harvard marks and are never to be used as identifiers in any form. Auxiliary colors are not intended for any accent or other detailing.

AUXILIARY

LIGHT TONAL

PANTONE COOL GRAY 3C
CMYK 18/13/10/00
RGB 200/201/199
HTML C8C9C7

DARK TONAL

PMS 504 C
CMYK 29/88/45/65
RGB 87/41/50
HTML 572932

GOLD

PMS 872 C
CMYK 00/25/56/51
RGB 133/113/77
HTML 85714D

TYPOGRAPHY

HEADING - OSWALD

Preferred weights - Regular, **DemiBold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

BODY COPY - UNIVERS

Preferred weights - **65 Bold**, 55 Roman, 45 Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

HANDWRITING - THE FRIDAY STROKE

Preferred weights - *Regular*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Selected fonts are central to keeping Harvard's brand consistent. Every effort should be made to adhere to appropriate use of designated fonts.

Oswald and Univers are the suggested complimentary fonts as they align with the clean, bold look of the updated marks. Both are readily available.

The Friday Stroke is suggested for limited detail on graphics and promotional items.

LOCKUPS

Logos with team or department designation are available in H Shield and Harvard wordmark formats.

Displays of all individual team and department lockups are shown in Appendix - A.

While non-gender designated logos are preferred in all instances, gender designated versions are available for specific uses with prior approval from the Athletic Department. Additionally, gender designated logos are never approved for apparel.

Team lockups with the secondary H Shield are available, however are not preferred and may only be used in specific circumstances approved by the Athletic Department or when the primary H Shield is not sufficient or appropriate.



VERBIAGE

Institutional Information

Name: Harvard University

Established: 1636

Location: Cambridge, Mass.

Nickname: Crimson

Conference: Ivy League

Listed below are official facility names that are a part of Harvard Athletics

- Beren Tennis Center
- Berylson Field
- Blodgett Pool
- The Bright-Landry Hockey Center
- Dillon Fieldhouse
- Gordon Indoor Track
- Hall of History
- Harvard Stadium
- Hemenway Gymnasium
- Jordan Field
- Lavietes Pavilion
- Malkin Athletic Center
- McCurdy Outdoor Track
- Roberto A. Mignone Field
- Murr Center
- Newell Boathouse
- O'Donnell Field
- Ohiri Field
- Palmer Dixon Strength & Conditioning Center
- Quadrangle Recreational Athletic Center
- Sailing Center
- Soldiers Field
- Weld Boathouse

Listed below is approved language to refer to and accompany language identifying the Harvard Athletic Department and Harvard Athletic teams.

- Harvard Crimson
- Harvard University Crimson
- Harvard
- Crimson
- Go Crimson
- The Game
- Crim

*Note the term “Crimson” is a *singular* noun.

*“Crimson Tide” is *never* an acceptable way to refer to Harvard Athletics.

Listed below are additional conference affiliations for regular and postseason competition for sports which the Ivy League and NCAA do not sponsor, respectively.

- Collegiate Water Polo Association (CWPA)
- ECAC Hockey
- Eastern Intercollegiate Ski Association (EISA)
- Eastern Intercollegiate Volleyball Association (EIVA)
- Eastern Intercollegiate Wrestling Association (EIWA)
- New England Intercollegiate Sailing Association (NEISA)
- Northeast Water Polo Conference (NWPC)
- College Squash Association (CSA)
- Intercollegiate Rowing Association (IRA)
- Intercollegiate Sailing Association (ICSA)
- National Intercollegiate Rugby Association (NIRA)

TERTIARY/ AUXILIARY MARKS

Displayed are tertiary and auxiliary marks for Harvard Athletics. Tertiary marks may be used to represent Harvard Athletics, but should never be the primary identifier.

Auxiliary marks are provided for specific events, circumstances or groups and are never allowed to be used as a primary identifier of a Harvard Athletics program.

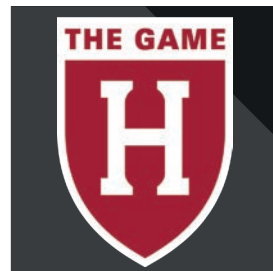
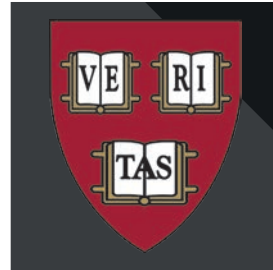
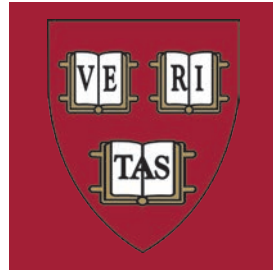
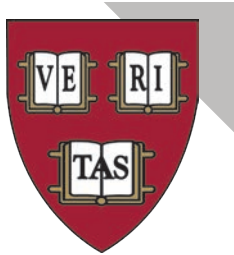
The Veritas shield is the official mark of Harvard University's Faculty of Arts and Sciences, of which the athletic department falls under organizationally.

The Department of Harvard Athletics (DHA) logo is intended for internal use only.

The Flagmark is a new tertiary mark for athletics and is designed with a "C" shape for Crimson that supports the arch theme.

The Crimson colored inset represents the handkerchiefs worn by Harvard crew members in 1858, believed to be used as the first identifying mark in sports, and became the origin for the color Crimson.

"The Game" shield is used to identify one of the most prolific sports rivalries, between Harvard and Yale, that first squared off on the football field in 1875.



UNACCEPTABLE USES



HARVARD

Logos may not be combined.



Logo colors may not be altered.



Logos may not be stretched in any way.



Logos may not be rotated.



Text may not be placed on top of any portion of the logo.



Images may not be placed over any part of the logo or masked on the logo.



Logos may not be placed on overly distracting backgrounds.



Patterns may not be applied to logos.



Additional strokes may not be added to logos.



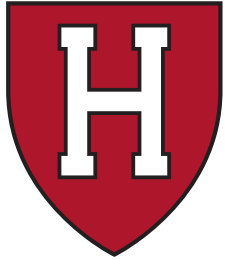
Logos may not be reduced to outlines or watermarks except for specific uses and with approval from the Athletic Department.



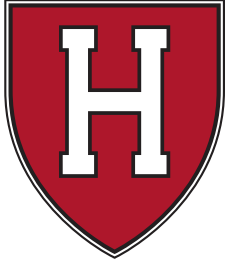
Logos may not be cropped except for design elements where another logo is fully visible.

DISCONTINUED MARKS

Below are discontinued athletic marks that should never be used to identify Harvard Athletics or its teams.



The H Shield no longer has a black border.



The H Shield no longer has a double border.



The Harvard-Yale logo is now Harvard specific.



The DHA logo no longer has a black border.



Shown above are discontinued lettermarks. Lettermarks no longer have black or Crimson borders and the vertical posts of the letter are not perpendicular throughout.

HARVARD
CRIMSON

HARVARD
CRIMSON

HARVARD
CRIMSON

Above are discontinued wordmarks. New "Harvard" and "Crimson" marks have updated letter shapes and wordmarks are not allowed to be arched or shaped in any way.

RADCLIFFE

Radcliffe rowing fills a unique role in the tradition of women's varsity athletics at Harvard. The heavyweight and lightweight rowing teams are the only women's varsity programs in the Department of Harvard Athletics that continue to compete in black and white under the name Radcliffe. In 1976, the athletic departments of the all-men's Harvard College and all-women's Radcliffe College merged, but the women's rowing teams elected to continue competing under the historic name and colors.

The Radcliffe marks may never be used to identify any Harvard sports team with the exception of the women's heavyweight and lightweight rowing teams.

In an effort to maintain brand consistency, the H Shield paired with the Radcliffe shield is the preferred mark, tying the two teams to the larger department. The Radcliffe shield as a standalone mark is only acceptable in specific instances approved by the Athletic Department.

Pictured right are discontinued marks for Radcliffe heavyweight and lightweight rowing. These marks should not be used to identify Radcliffe rowing.

HARVARD-RADCLIFFE

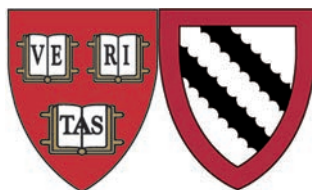


ROWING

HARVARD-RADCLIFFE



ROWING



HARVARD-RADCLIFFE



ROWING



ATHLETICS



BASEBALL



BASKETBALL



HEAVYWEIGHT ROWING



LIGHTWEIGHT ROWING



CROSS COUNTRY



FENCING



FIELD HOCKEY



FOOTBALL



GOLF



HOCKEY



LACROSSE



RUGBY



SAILING



SKIING



SOCCER



SOFTBALL



SQUASH



SWIMMING AND DIVING



TENNIS



TRACK & FIELD



VOLLEYBALL



WATER POLO



WRESTLING

HARVARD WORDMARK
CRIMSON BACKGROUND

PROMO
SPORT NAMES

HARVARD
ATHLETICS

HARVARD
BASEBALL

HARVARD
BASKETBALL

HARVARD
HEAVYWEIGHT ROWING

HARVARD
LIGHTWEIGHT ROWING

HARVARD
CROSS COUNTRY

HARVARD
FENCING

HARVARD
FIELD HOCKEY

HARVARD
FOOTBALL

HARVARD
GOLF

HARVARD
HOCKEY

HARVARD
LACROSSE

HARVARD
RUGBY

HARVARD
SAILING

HARVARD
SKIING

HARVARD
SOCCER

HARVARD
SOFTBALL

HARVARD
SQUASH

HARVARD
SWIMMING AND DIVING

HARVARD
TENNIS

HARVARD
TRACK & FIELD

HARVARD
VOLLEYBALL

HARVARD
WATER POLO

HARVARD
WRESTLING



ATHLETICS



BASEBALL



BASKETBALL



HEAVYWEIGHT ROWING



LIGHTWEIGHT ROWING



CROSS COUNTRY



FENCING



FIELD HOCKEY



FOOTBALL



GOLF



HOCKEY



LACROSSE



RUGBY



SAILING



SKIING



SOCCER



SOFTBALL



SQUASH



SWIMMING AND DIVING



TENNIS



TRACK & FIELD



VOLLEYBALL



WATER POLO



WRESTLING