

Visual Identity

Primary Logos

Whenever possible and appropriate, the navy and red logo should be used by default as the primary logo version on a white or light solid background.

The white logo can be used against a dark background, where the primary logo may not be legible. Use caution to make sure that the logo is still readable with enough contrast to the background.

FULL COLOR For primary usage, and for use on light backgrounds that have enough contrast with the purple stock of the logo

ONE COLOR For use on dark backgrounds

WHITE For use on colored backgrounds without enough contrast with the full/blue stock of the logo



Primary Logo Usage

MINIMUM SIZES

In order to ensure legibility, the primary logo should never appear smaller in print and on web than the sizes that are outlined below.



Print minimum size
Width: 2.25 inch



Web minimum size
Width: 144px

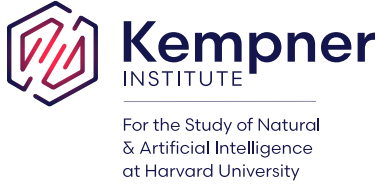
Logo Mark

The logo mark version should only be used only where a more graphical representation of the Kempner Institute brand is more appropriate, or where the presence of the Kempner Institute brand is already established. For example: label stickers, custom pins and badges, website favicon, and social media profile images, etc.

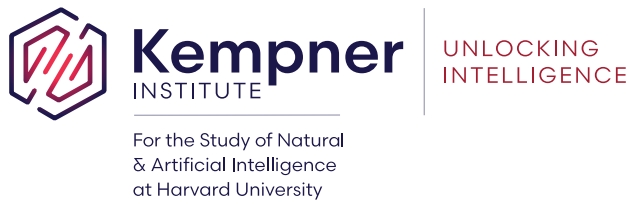


Secondary Logos

Harvard Affiliation Versions



Tagline Versions



Kempner and Harvard Logo Lockups



Color Palette

PMS (Pantone Matching System) is the industry standard for color matching on offset printed materials. Using PMS colors will give you the most consistent, accurate printing results. However, offset printing is only a choice if your timeline and print quantities make sense with this printing method. PMS C is for use on coated paper. PMS U is for use on uncoated paper.

CMYK is the formula for 4 color process offset and digital printing applications. Using this print method delivers good results but variations in the color outcome can happen depending on variables such as equipment, paper, humidity, use of coatings, and many other factors.

RGB and **HEX** codes are used in digital applications. Color will vary greatly on screens depending on variables such as resolution, environment, brightness, equipment, and many other factors.

Primary Palette

NAVY

CMYK 100, 100, 34, 41

RGB 20, 21, 76

HEX #14154C

PMS 281C, 281U

HARVARD CRIMSON

CMYK 7, 94, 65, 25

RGB 165, 28, 48

HEX #A51C30

PMS 1807C, 187U

ELECTRIC RED

CMYK 0, 95, 63, 0

RGB 251, 38, 76

HEX #FB264C

PMS 032C, 032U

Secondary Palette

BULGARIAN ROSE

CMYK 44, 89, 73, 66

RGB 76, 0, 15

HEX #4C000F

VIVID PURPLE

CMYK 50, 100, 0, 0

RGB 152, 0, 153

HEX #980099

PURPLE

CMYK 66, 100, 21, 10

RGB 113, 9, 114

HEX #710972

DEEP PURPLE

CMYK 80, 100, 20, 12

RGB 86, 18, 115

HEX #561273

ULTRAMARINE

CMYK 76, 69, 0, 0

RGB 76, 84, 255

HEX #4D54FF

CLOUD

CMYK 4, 3, 0, 0

RGB 242, 242, 250

HEX #F2F2FA

Gradients



DEEP PURPLE TO NAVY



ELECTRIC RED TO PURPLE



CLOUD TO DEEP PURPLE



VIVID PURPLE TO
DEEP PURPLE



ULTRAMARINE TO NAVY

Typography

PRINT TYPOGRAPHY

For use in print collateral.

Aa

Rig Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}";',./?<>

Aa

Rig Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}";',./?<>

WEB TYPOGRAPHY

For use in presentations, word processing, and email software.

Aa

DM Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}";',./?<>

Aa

DM Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}";',./?<>

SYSTEM TYPOGRAPHY

For use in presentations and word processing applications.

Aa

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*(){}:";',./?<>

Aa

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*(){}:";',./?<>

Design Elements

The Kempner Institute brand identity includes design elements for visual continuity. These graphic elements include a Logo mark element and a mega and micro hexagon pattern.

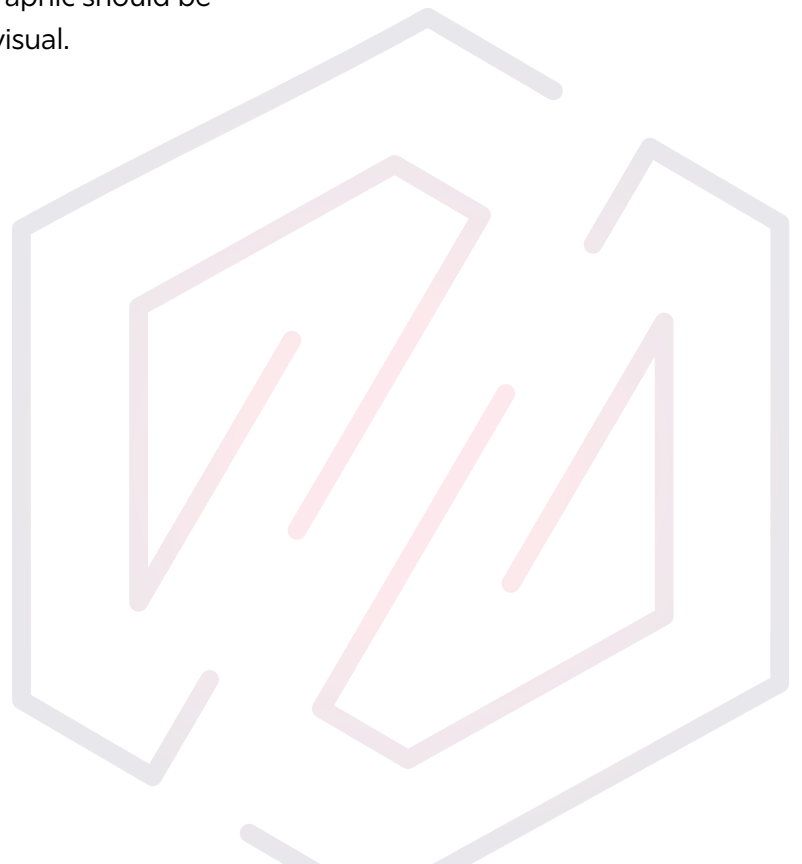
TAGLINE ELEMENT

The tagline can be used on it's own in support of Kempner Institute materials. This element should be used at a readable size but not oversized.

UNLOCKING INTELLIGENCE

LOGO MARK AS AN ELEMENT

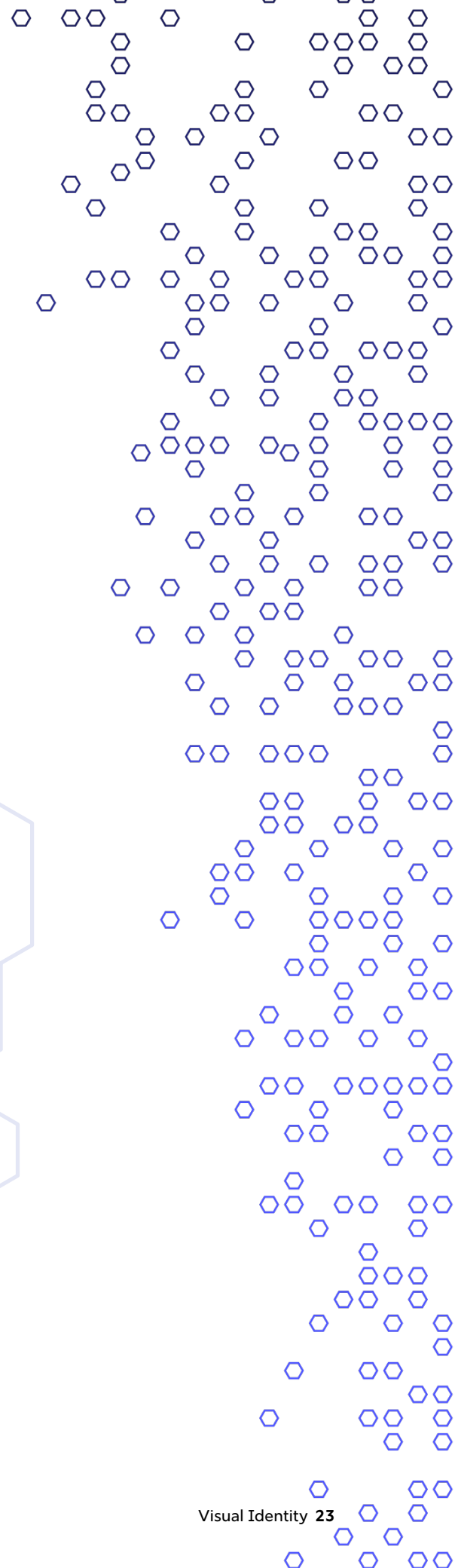
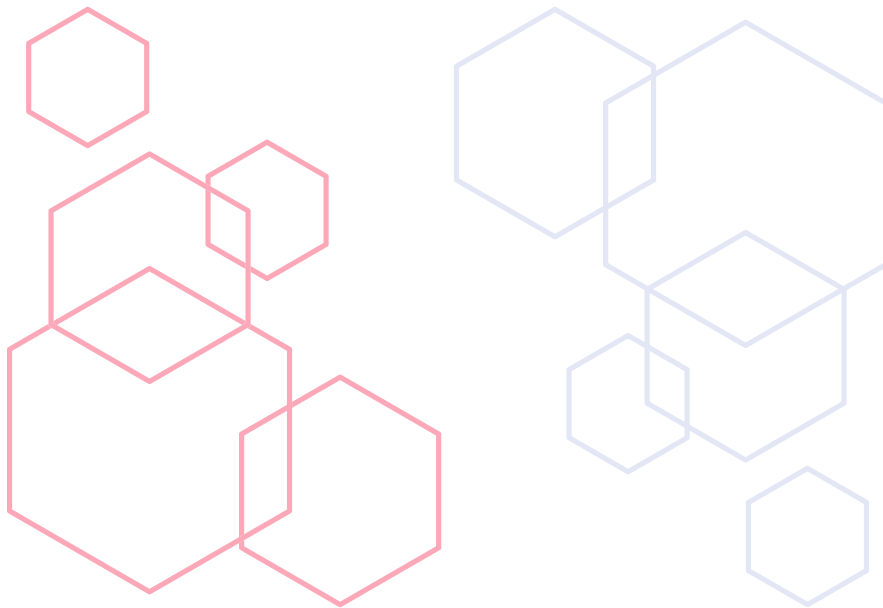
The Logo mark can be used as a graphic element. The mark can be used in full color at 10% transparency, or Electric Red or Ultramarine at 40% transparency. This graphic should be used at a larger scale and as a background visual.



HEXAGON PATTERNS

We recommend using the micro hexagon pattern to add visual texture to design applications, but sparingly. The pattern works best as a lead-in paired with titles or large statements, or as a bookend to mark the end of a document or page.

The mega hexagon pattern can be used to add emphasis within content, but should be used 1-2 times per application so that it doesn't become too repetitive in design. This pattern should be used in White, Cloud, or Electric Red at 40% transparency. The below vertical orientations may be used for this pattern, and it should not be rotated in any other directions.





Kempner
INSTITUTE

For the Study of Natural
& Artificial Intelligence
at Harvard University

kempnerinstitute.harvard.edu

Design by Opus | opusdesign.us