

CENTENNIAL STYLE SHEET

These logos are to be used for Centennial Celebration events and promotional materials only. All other branding guidelines remain in effect and can be found at harding.edu/branding. By using consistent brand elements and adhering to the style sheet, we can create a strong, unified voice for our yearlong celebration. All Centennial logo usage should be discontinued after Dec. 31, 2024.

PRIMARY SEAL LOGO

- Primary seal should be used for all University Centennial communications.
- Primary seal should be used whenever possible to replace University logos and lockups.
- Harding University and names of colleges, departments and offices should be included in copy and/or images.
- Minimum logo size is .75 inch wide x 1 inch tall.
- Primary seal should be used in all communications including print and digital materials and on T-shirts, promotional items, signage, etc.
- Correct logo colors are Harding Gold, Harding Black and white (see below).
- Do not alter, redraw or rebuild the logo in any case.

► [CLICK HERE TO DOWNLOAD LOGOS](#)



▲ PRIMARY SEAL LOGO



▲ FULL COLOR OUTLINED



▲ BLACK



▲ GOLD



▲ WHITE

UNIVERSITY FONTS

Font/Font: First font is preferred, and second font is a free Google font alternative.

Mercury/EB Garamond

Myriad Pro/Open Sans



Archer/Zilla Slab

Gotham/Montserrat

Gotham X Narrow/Yantramanav

The Braggest/NA

COLORS

COLORS	PANTONE	CMYK	RGB	HEX
	873 C/1255U	C-30 M-40 Y-80 K-15	R-162 G-132 B-72	a28448
	RICH BLACK	C-60 M-40 Y-20 K-100	R-0 G-0 B-8	000008

INCORRECT USAGE EXAMPLES



Centennial Template Options

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▲ FLYER



▲ DIGITAL AD



▲ BRIGHTSIGN



▲ EMAIL HEADER



▲ POSTCARD



▲ SOCIAL POST