



# Standards Manual

for University Graphics,  
Promotional Materials  
and Media Relations

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November 8, 2016

Excerpts for Vendor Reference

# Table of Contents

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<b>Introduction.....</b>	<b>1</b>
<b>Colors .....</b>	<b>2</b>
<b>Logos and Seals .....</b>	<b>3</b>
HPU Nameplate.....	3
HPU Seals .....	7
HPU “Heritage, Purpose, Unity” Monogram .....	12
HPU Type Blocks (“HPU Yellow Jackets” and “Howard Payne University”).....	13
Guy D. Newman Honors Academy Artwork.....	15
Academy Seal.....	15
Academy U.S. Flag Icon with Text.....	17
Alumni Association Logo.....	19
<b>Buzzsaw, the HPU Yellow Jacket Mascot.....</b>	<b>22</b>
Terminology .....	22
General Use.....	22
Special Versions .....	24
Costume.....	25

## **Note:**

This document contains excerpts covering graphic standards.  
The complete version of the *Standards Manual for University Graphics,  
Promotional Materials and Media Relations*  
is posted on the campus network for use/reference  
by university personnel.

Maintaining a consistent image is important as Howard Payne University encounters and engages prospective and current students, parents, alumni, donors, the local community and other constituencies. This helps the university forge a recognizable identity that can more effectively distinguish itself in an increasingly competitive higher-education market.

Contributing to the establishment of a consistent image are such factors as visual identity (official colors, logos and more) and the method with which information is communicated to the public. This standards manual details a number of procedures designed to help HPU maintain and present its image more intentionally and successfully.

The various art elements detailed in this publication are the property of Howard Payne University. Any non-official use must be approved by the Office of University Marketing and Communications on a case-by-case basis.

Depicted in this publication are a number of HPU's most widely used and recognized art elements. A wide range of other logos and illustrations have been developed for specific uses, such as special events, and are not included here. However, these remain the property of HPU and any subsequent usage should be secured through proper channels as needed on a case-by-case basis. Please contact the Office of University Marketing and Communications with any questions or specific requests.

Any issues will be resolved as needed by the HPU Office of University Marketing and Communications in conjunction with the Administrative Council and the Office of the President.

This standards manual will be updated as needed. Each edition will feature its date of publication.

For more information, please contact the Office of University Marketing and Communications at 325-649-8009 or [communications@hputx.edu](mailto:communications@hputx.edu).

“Hail the Gold and Blue,” the HPU alma mater states. While the terms “navy blue” and “old gold” are commonly mentioned as HPU’s official colors, these terms can often be vague when selecting exact colors for printed materials, online publication and other uses. For consistency, HPU has designated specific golds and blues for official use.

***PANTONE® Matching System (spot-color printing):***

PANTONE® 281 (navy blue)

PANTONE® 122 (yellow gold) or Pantone 872 (metallic gold)

***CMYK formula (four-color process printing):***

100C, 72M, 0Y, 38K (navy blue)

0C, 18.5M, 83Y, 0K (yellow gold)

***RGB formula (online/computer monitor use):***

0R, 57G, 118B (navy blue)

R: 255R, G: 208G, B: 70B (yellow gold)

***Gold foil-stamping***, when available, may also be used for the metallic gold.

From time to time, depending on the project and production limitations, alternate formulas for HPU’s blue and gold may be used, pending approval by the Office of University Marketing and Communications on a case-by-case basis.

## HPU NAMEPLATE

The nameplate is Howard Payne University's standard logo and is approved for everyday use according to the regulations below. The HPU nameplate is not to be altered or combined with any other logo or artwork (including Buzzsaw, the HPU Yellow Jacket mascot; see page 22) to create a different version.

When reproduced on backgrounds of various colors, the nameplate must conform to one of the following color schemes, regardless of the background color:

**Two colors: navy blue and white** (one color if reproduced on a navy blue or white background, as the background color works as the second color)



**CORRECT**



**CORRECT**  
**(OFFICIAL COLORS WHILE ON  
A BACKGROUND OF A DIFFERENT COLOR)**



**INCORRECT**  
**(NON-APPROVED COLOR)**



**INCORRECT**  
**(ALTERED COLORS WHEN ON  
A BACKGROUND OF A DIFFERENT COLOR)**



**INCORRECT**  
**(WRONG COLOR PLACEMENT)**



**INCORRECT**  
**(NON-APPROVED COLOR)**

**Two colors: black and white** (one color if reproduced on a black or white background, as the background color works as the second color)



**CORRECT**



**CORRECT**

**(OFFICIAL COLORS WHILE ON  
A BACKGROUND OF A DIFFERENT COLOR)**



**INCORRECT  
(WRONG COLOR)**



**INCORRECT  
(ALTERED COLORS WHEN ON  
A BACKGROUND OF A DIFFERENT COLOR)**



**INCORRECT  
(WRONG COLOR PLACEMENT)**



**INCORRECT  
(WRONG COLORS)**

**Off-white** is the only background color for which the white areas of the nameplate can change to the background color.



**CORRECT**



**CORRECT**

To provide additional flexibility, a **one-color alternate version** of the nameplate may be used. This version may be reproduced in navy blue, black or white against backgrounds of any color.



**CORRECT**



**CORRECT**



**CORRECT  
(ON A COLOR BACKGROUND)**



**INCORRECT  
(WRONG COLOR)**

Wherever the nameplate is used, there should be substantial contrast between the artwork and the background.

See page 2 for approved color formulas.

When the nameplate art is resized, it should be enlarged or reduced proportionally in order to not appear distorted. Also, the nameplate is not to be tilted or rotated.



**INCORRECT  
(DISTORTED)**



**INCORRECT  
(DISTORTED)**



**INCORRECT  
(POSITIONING NOT LEVEL)**

## HPU SEALS

In 2012, a new official seal for Howard Payne University was designed. At that time, the previous seal, with the scalloped edges, was modified with the addition of the 1889 date and is now designated as the unofficial seal. The previous seal in its original form, without the date, is no longer in circulation.

The **official seal** is reserved for official university use as directed by the Office of the President and the Office of the Provost. Any other use must be secured through the Office of University Marketing and Communications on a case-by-case basis.

The **unofficial seal** is available for university-wide use in response to the numerous requests for an HPU logo that would fit spatial requirements in which the HPU nameplate, for instance, would not.

Neither seal may be altered or combined with any other logo or artwork to create a different version.

When approved for use, the **official seal artwork** must conform to one of the following color schemes, regardless of the background color:

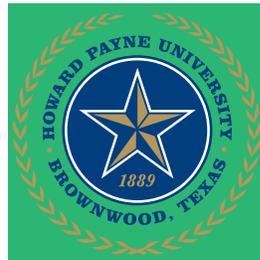
**Three colors: navy blue, metallic gold and white** (two colors if reproduced on a navy blue or metallic gold background, as the background color works as the third color)



**CORRECT**



**CORRECT**



**CORRECT  
(ON A COLOR  
BACKGROUND)**



**INCORRECT  
(WRONG COLOR  
PLACEMENT)**

**Two colors: navy blue and white** (one color if reproduced on a navy blue or white background, as the background color works as the second color)



**CORRECT**



**CORRECT**



**CORRECT  
(ON A COLOR  
BACKGROUND)**

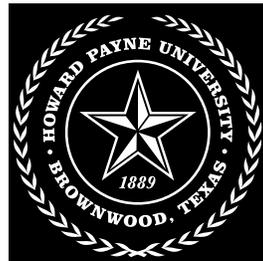


**INCORRECT  
(WRONG COLORS)**

**Two colors: black and white** (one color if reproduced on a black or white background, as the background color works as the second color)



**CORRECT**



**CORRECT**



**CORRECT  
(ON A COLOR  
BACKGROUND)**



**INCORRECT  
(WRONG COLOR  
PLACEMENT)**

Wherever the seal is used, there should be substantial contrast between the artwork and the background.

See page 2 for approved color formulas.

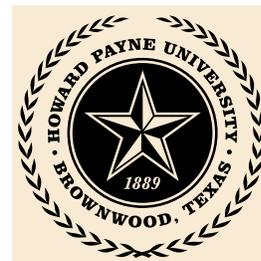
**Off-white** is the only background color for which the white areas of the official seal can change to the background color.



**CORRECT**



**CORRECT**



**CORRECT**

When the seal art is resized, it should be enlarged or reduced proportionally in order to not appear distorted. Also, the seal is not to be tilted or rotated; when the seal is properly positioned, the words “Howard Payne University” are centered around the top and the words “Brownwood, Texas” are centered around the bottom.



**INCORRECT  
(DISTORTED)**



**INCORRECT  
(DISTORTED)**



**INCORRECT  
(ROTATED)**

The **unofficial seal artwork** must conform to one of the following color schemes, regardless of the background color:

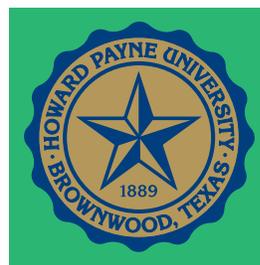
**Two colors: navy blue and metallic gold** (one color if reproduced on a navy blue or metallic gold background, as the background color works as the second color); an outline in gold or – if an additional color is an option – white should be added as needed to distinguish the seal from the background color



**CORRECT**



**CORRECT  
(WITH OUTLINE WHEN  
NEEDED AGAINST  
BACKGROUND)**



**CORRECT  
(ON A COLOR  
BACKGROUND)**



**INCORRECT  
(WRONG COLOR  
PLACEMENT)**

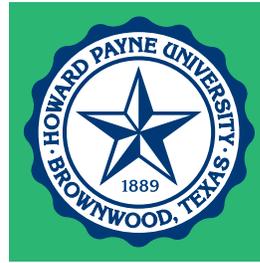
**Two colors: navy blue and white** (one color if reproduced on a navy blue or white background, as the background color works as the second color); a white outline should be added as needed to distinguish the seal from the background color



**CORRECT**



**CORRECT  
(WITH OUTLINE WHEN  
NEEDED AGAINST  
BACKGROUND)**



**CORRECT  
(ON A COLOR  
BACKGROUND)**



**INCORRECT  
(WRONG COLORS)**

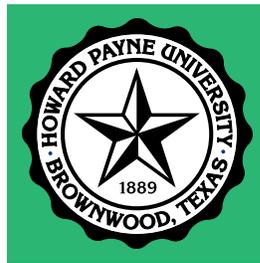
**Two colors: black and white** (one color if reproduced on a black or white background, as the background color works as the second color); a white outline should be added as needed to distinguish the seal from the background color



**CORRECT**



**CORRECT  
(WITH OUTLINE WHEN  
NEEDED AGAINST  
BACKGROUND)**



**CORRECT  
(ON A COLOR  
BACKGROUND)**



**INCORRECT  
(WRONG COLOR  
PLACEMENT)**

Wherever the seal is used, there should be substantial contrast between the artwork and the background.

See page 2 for approved color formulas.

**Off-white** is the only background color for which the white areas of the unofficial seal can change to the background color.



**CORRECT**



**CORRECT**

When the seal art is resized, it should be enlarged or reduced proportionally in order to not appear distorted. Also, the seal is not to be tilted or rotated; when the seal is properly positioned, the words “Howard Payne University” are centered around the top and the words “Brownwood, Texas” are centered around the bottom.



**INCORRECT  
(DISTORTED)**



**INCORRECT  
(DISTORTED)**



**INCORRECT  
(ROTATED)**

## **HPU “HERITAGE, PURPOSE, UNITY” MONOGRAM**

This “HPU” monogram was designed for the “Heritage, Purpose, Unity” theme of Celebration Week in April 2010. Subsequent use of the monogram is reserved for special events and other purposes as directed by the Office of the President.



## HPU TYPE BLOCKS

Developed in conjunction with the artwork for Buzzsaw, the HPU Yellow Jacket mascot (see page 22), the two versions of the HPU type block may be used with the Buzzsaw artwork or independently. The HPU type blocks are more casual than the HPU nameplate and the HPU seal, and are appropriate for purposes related to student life and athletics. The HPU type blocks are not to be altered or combined with any other logo or artwork to create different versions.

The following three versions of HPU type blocks are approved for use:



The HPU type blocks must conform to one of the following color schemes, regardless of the background color:

**Two colors: navy blue and yellow gold** (one color if reproduced on a navy blue or yellow gold background, as the background color works as the second color); the uses of navy blue and yellow gold can be switched depending on the background color (for instance, if the background is navy blue, the type block's blue areas can be yellow gold or white and the yellow gold areas can be navy blue)



CORRECT



CORRECT  
(ON A COLOR  
BACKGROUND)



INCORRECT  
(WRONG COLOR)

**Two colors: navy blue and white** (one color if reproduced on a navy blue or white background, as the background color works as the second color); the uses of navy blue and white can be switched depending on the background color (for instance, if the background is navy blue, the type block's blue areas can be white and the white areas can be navy blue)



CORRECT



CORRECT  
(ON A COLOR  
BACKGROUND)



INCORRECT  
(WRONG COLOR)

**Two colors: black and white** (one color if reproduced on a black or white background, as the background color works as the second color); a white outline should be added as needed to distinguish the type block from the background color



**CORRECT**



**CORRECT  
(ON A COLOR  
BACKGROUND)**



**INCORRECT  
(WRONG COLORS)**

Wherever the type block is used, there should be substantial contrast between the artwork and the background.

See page 2 for approved color formulas.

When the type block art is resized, it should be enlarged or reduced proportionally in order to not appear distorted. Also, the type blocks are not to be tilted or rotated.



**INCORRECT  
(DISTORTED)**



**INCORRECT  
(DISTORTED)**



**INCORRECT  
(POSITIONING NOT LEVEL)**

## GUY D. NEWMAN HONORS ACADEMY ARTWORK

In 2013, the name of HPU's multidisciplinary honors program was changed from the Douglas MacArthur Academy of Freedom to the Guy D. Newman Honors Academy: The Program for Civic Leadership and Public Policy. Artwork with the former name is no longer in circulation.

Two items of artwork are used by the Guy D. Newman Honors Academy: an official seal and a U.S. flag icon with text.

### Academy Seal

The seal of the Guy D. Newman Honors Academy is reserved for official use as directed by HPU's Office of the President or the director of the Academy. Any other use must be secured through the Office of University Marketing and Communications on a case-by-case basis.

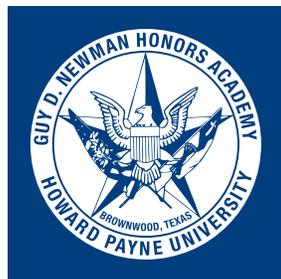
The Academy seal is not to be altered or combined with any other logo or artwork to create a different version.

When approved for use, the Academy seal artwork must conform to one of the following color schemes, regardless of the background color:

**Two colors: navy blue and white** (one color if reproduced on a navy blue or white background, as the background color works as the second color)



**CORRECT**



**CORRECT**



**CORRECT  
(ON A COLOR  
BACKGROUND)**

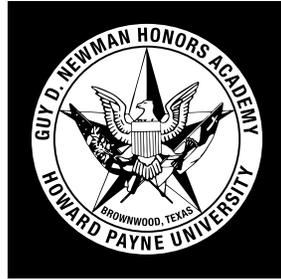


**INCORRECT  
(WRONG COLOR  
PLACEMENT)**

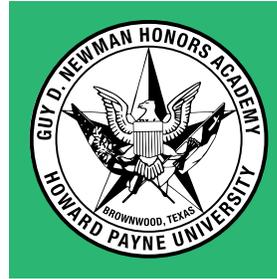
**Two colors: black and white** (one color if reproduced on a black or white background, as the background color works as the second color)



**CORRECT**



**CORRECT**



**CORRECT  
(ON A COLOR  
BACKGROUND)**



**INCORRECT  
(WRONG COLOR  
PLACEMENT)**

Wherever the Academy seal is used, there should be substantial contrast between the artwork and the background.

See page 2 for approved color formulas.

When the Academy seal art is resized, it should be enlarged or reduced proportionally in order to not appear distorted. Also, the seal is not to be tilted or rotated; when the seal is properly positioned, the words "Guy D. Newman Honors Academy" are centered around the top and the words "Brownwood, Texas" and "Howard Payne University" are centered around the bottom.



**INCORRECT  
(DISTORTED)**



**INCORRECT  
(DISTORTED)**



**INCORRECT  
(ROTATED)**

## Academy U.S. Flag Icon with Text

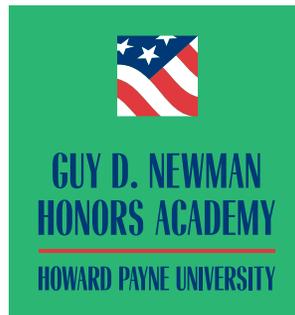
The Guy D. Newman Honors Academy's U.S. Flag Icon with Text is the general-use logo for the Academy program. The logo is not to be altered or combined with any other logo or artwork to create a different version.

When reproduced, the Academy's U.S. Flag Icon with Text must conform to the following color scheme, regardless of the background color:

**Three colors: red, white and blue** (two colors if reproduced on a red, white or blue background, as the background color works as the third color)



**CORRECT**

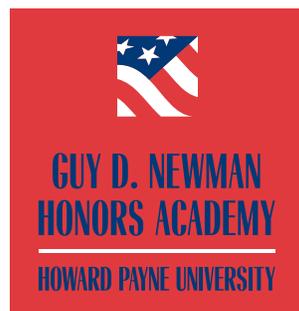


**CORRECT  
(ON A COLOR  
BACKGROUND)**

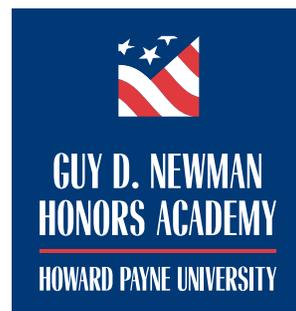


**INCORRECT  
(WRONG COLOR)**

While the red, white and blue colors of the flag art should always appear in the same locations as on the U.S. flag, the colors of the text and horizontal line may be switched depending on the background color, as shown in the following examples:



**CORRECT**



**CORRECT**

Wherever the Academy's red, white and blue U.S. Flag Icon with Text is used, there should be substantial contrast between the artwork and the background.

The approved colors for the red and navy blue in the Academy U.S. Flag Icon with Text are:

***PANTONE® Matching System (spot-color printing):***

PANTONE® 186 (red)

PANTONE® 281 (navy blue)

***CMYK formula (four-color process printing):***

0C, 91M, 76Y, 6K (red)

100C, 72M, 0Y, 38K (navy blue)

***RGB formula (online/computer monitor use):***

224R, 58G, 62B (red)

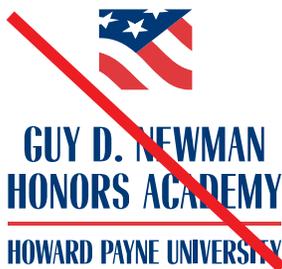
0R, 57G, 118B (navy blue)

From time to time, depending on the project and production limitations, alternate formulas for the red and blue may be used, pending review by the Office of University Marketing and Communications on a case-by-case basis.

When the Academy's U.S. Flag Icon with Text art is resized, it should be enlarged or reduced proportionally in order to not appear distorted. Also, the art is not to be tilted or rotated.



**INCORRECT  
(DISTORTED)**



**INCORRECT  
(DISTORTED)**



**INCORRECT  
(POSITIONING NOT LEVEL)**

## ALUMNI ASSOCIATION LOGO

The Howard Payne University Alumni Association is a network of former students united in their affinity for the university and the friendships forged here. The Alumni Association logo incorporates an image of Old Main, HPU's legendary original building, which was destroyed by fire in 1984.

This logo is reserved for official use as directed by HPU's Office of Institutional Advancement or the Office of Alumni Relations. Any other use must be secured through the Office of University Marketing and Communications on a case-by-case basis.

The Alumni Association logo is not to be altered or combined with any other logo or artwork to create a different version.

When approved for use, the Alumni Association logo artwork must conform to one of the following color schemes, regardless of the background color:

**Two colors: navy blue and white** (one color if reproduced on a navy blue or white background, as the background color works as the second color)



**CORRECT**



**CORRECT**



**CORRECT  
(ON A COLOR  
BACKGROUND)**



**INCORRECT  
(WRONG COLOR  
PLACEMENT)**

**Two colors: black and white** (one color if reproduced on a black or white background, as the background color works as the second color)



**CORRECT**



**CORRECT**



**CORRECT  
(ON A COLOR  
BACKGROUND)**



**INCORRECT  
(WRONG COLOR  
PLACEMENT)**

Wherever the logo is used, there should be substantial contrast between the artwork and the background.

See page 2 for approved color formulas.

**Off-white** is the only background color for which the white areas of the Alumni Association logo can change to the background color.



**CORRECT**



**CORRECT**

To provide additional flexibility, a **one-color alternate version** of the logo may be used. This version may be reproduced in navy blue, black or white against backgrounds of any color.



**CORRECT**



**CORRECT**



**CORRECT**  
**(ON A COLOR BACKGROUND)**



**INCORRECT**  
**(WRONG COLOR)**

When the logo is resized, it should be enlarged or reduced proportionally in order to not appear distorted.



**INCORRECT  
(DISTORTED)**



**INCORRECT  
(DISTORTED)**

The outdated Alumni Association seal artwork (below) was removed from circulation when the current Alumni Association logo was introduced and is no longer in use.



**NO LONGER IN USE**



**NO LONGER IN USE**

# Buzzsaw, the HPU Yellow Jacket Mascot

---

For many years, HPU used a variety of yellow jacket art from a wide range of sources, but in 1996 the Buzzsaw character was created for HPU to have a uniquely designed, official yellow jacket character of its own. The name “Buzzsaw” was the winning entry in a student contest to name the character.

## TERMINOLOGY

When used in connection with Howard Payne University and its mascot, the term “yellow jacket” is two words. When used to designate an individual from HPU, a group from HPU or the HPU populace as a whole, the term serves as a proper noun and the “y” and “j” are capitalized (“the Howard Payne University Yellow Jackets”).

The mascot’s name, Buzzsaw, is one word.

## GENERAL USE

When reproduced on backgrounds of various colors, the Buzzsaw artwork must conform to one of the following color schemes, regardless of the background color:

**Three colors: navy blue, yellow gold and white** (two colors if reproduced on navy blue, yellow gold or white, as the background color works as the third color); an outline in white should be added as needed to distinguish the artwork from the background color



**CORRECT**



**CORRECT  
(WITH OUTLINE WHEN  
NEEDED AGAINST  
BACKGROUND)**



**CORRECT  
(ON A COLOR  
BACKGROUND)**



**INCORRECT  
(WRONG COLOR  
PLACEMENT)**

**Two colors: navy blue and white** (one color if reproduced on a navy blue or white background, as the background color works as the second color); an outline in white should be added as needed to distinguish the artwork from the background color



**CORRECT**



**CORRECT  
(WITH OUTLINE WHEN  
NEEDED AGAINST  
BACKGROUND)**



**CORRECT  
(ON A COLOR  
BACKGROUND)**

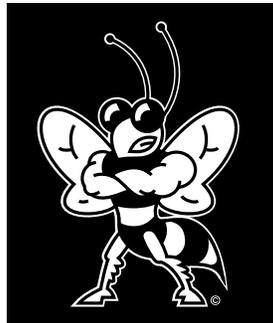


**INCORRECT  
(WRONG COLOR  
PLACEMENT)**

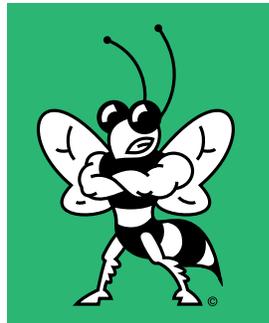
**Two colors: black (or gray) and white** (one color if reproduced on a black, gray or white background, as the background color works as the second color); an outline in white should be added as needed to distinguish the artwork from the background color



**CORRECT**



**CORRECT  
(WITH OUTLINE WHEN  
NEEDED AGAINST  
BACKGROUND)**



**CORRECT  
(ON A COLOR  
BACKGROUND)**



**INCORRECT  
(WRONG COLOR  
PLACEMENT)**

Wherever the Buzzsaw artwork is used, there should be substantial contrast between the artwork and the background.

See page 2 for approved color formulas.

When the Buzzsaw artwork is resized, it should be enlarged or reduced proportionally in order to not appear distorted. Also, the artwork should not be rotated or tilted unless the particular pose of the character is designed to do so.



**INCORRECT  
(DISTORTED)**



**INCORRECT  
(DISTORTED)**



**INCORRECT  
(POSITIONING NOT LEVEL)**

The HPU type blocks were developed in conjunction with Buzzsaw for instances in which text is needed to accompany the character:



For details regarding the type blocks, see page 13.

A small copyright symbol (©) should always accompany the Buzzsaw artwork. The most common location is next to one of the character's feet or ankles.

## **SPECIAL VERSIONS**

Artwork for Buzzsaw is available in a wide variety of poses for sports and other activities. For a complete list, or to have a new pose designed for a specific approved use, contact the Office of University Marketing and Communications.

Buzzsaw artwork may also be reproduced with a weathered, distressed effect for a vintage look.

## **COSTUME**

The mascot costume should always be based on the official Buzzsaw artwork to maintain the character's identity for brand reinforcement and recognition. The costume is representative of Howard Payne University and, accordingly, the person wearing the costume should conduct himself or herself in a manner reflecting well upon the university.