

HARVARD

CAMPUS SERVICES



Branding Guidelines For Clothing

Updated May 2023

Purpose and Goals

- Build upon Harvard's branding to ensure a strong visual identity for Campus Services.
 - ✓ Unify the various departments under the Campus Services umbrella.
 - ✓ Deliver a more visually consistent experience to our clients.
- Communicate guidance for applying the visual identity to clothing



Campus Services Logo w/o Department Name

Anziano Pro  HARVARD

Anziano Pro  CAMPUS SERVICES



Campus Services Logo w/Department Name

Anziano Pro  **HARVARD**


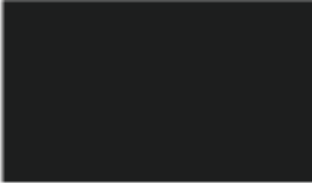
Anziano Pro  **CAMPUS SERVICES**



Benton Sans  **TRANSPORTATION**



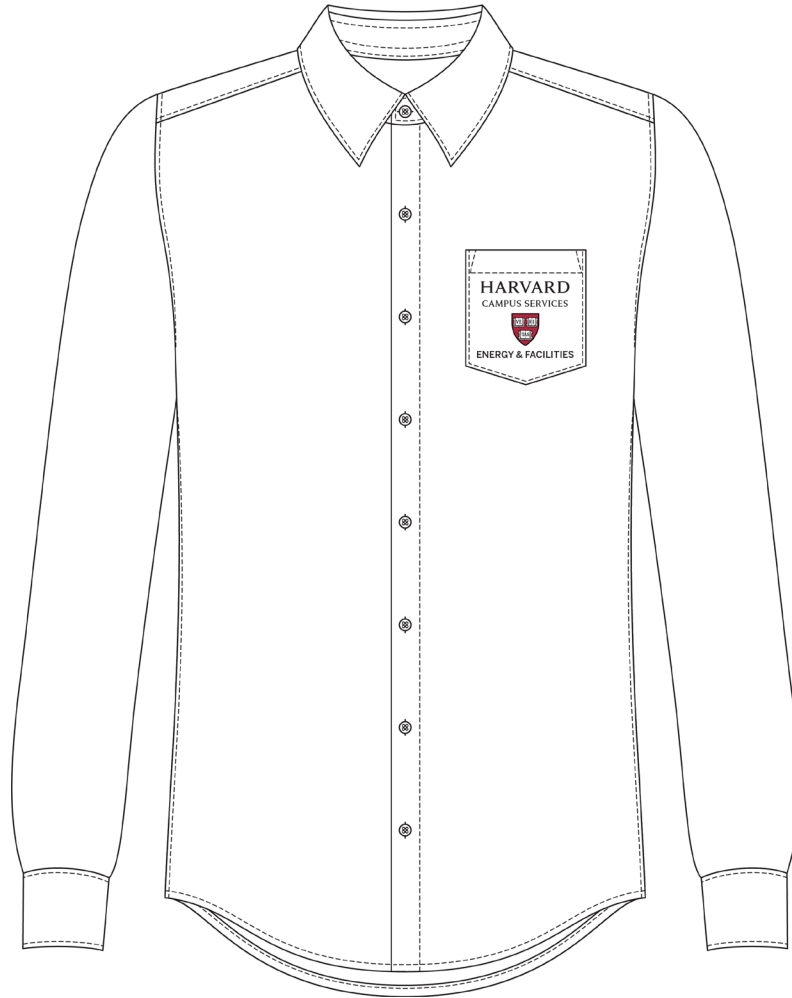
Harvard Color Palette

	PMS	CMYK	RGB	HEX
Crimson 	PMS 187U PMS 1807C	C= 7 M= 94 Y= 65 K= 25	R= 165 G= 28 B= 48	A51C30
Ink 	PMS Process Black U PMS Process Black C	C= 0 M= 0 Y= 0 K= 0	R= 30 G= 30 B=30	1E1E1E

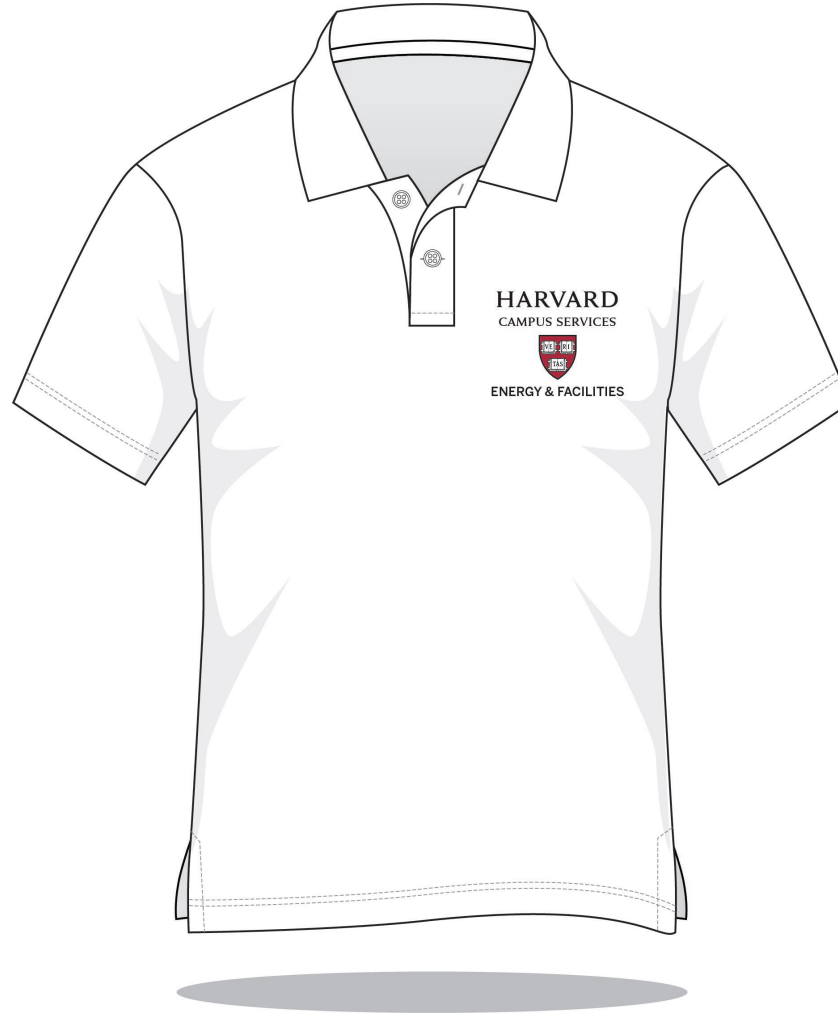
To learn more, visit [Harvard's Branding Guidelines webpage](#).



Uniform Shirt



Polo Shirt



Jacket



Baseball Style Hats



- *With limited space, Campus Services logos are usually placed on hats without an accompanying department name*



Need a Logo?

- [Download Harvard Campus Services logos here](#)
- *If you need a vector version of a logo or have any other questions, please contact csccommunications@harvard.edu*

