

HARVARD

CAMPUS SERVICES



Branding Guidelines For Vehicles

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 Campus Services vehicles.



General Practices

While vehicle size and shape will vary greatly, this document is intended to provide some direction for how the branding should be applied. There are generally two scenarios:

- 1) A Campus Services logo without the department name is placed on the driver and passenger doors. The department name is then placed on the rear quarter panels. See “pick-up truck” example.
- 2) The sides of the vehicle are large enough to accommodate a full Campus Services logo that includes the department name. See “box truck” example.

There should only ever be one logo on the side of any vehicle.

For questions or additional guidance, please contact CScommunications@harvard.edu.



Campus Services Logo w/o Department Name

Anziano Pro  **HARVARD**

Anziano Pro  **CAMPUS SERVICES**



Campus Services Logo w/Department Name

Anziano Pro  **HARVARD**


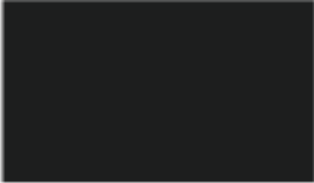
Anziano Pro  **CAMPUS SERVICES**



Benton Sans  **TRANSPORTATION**



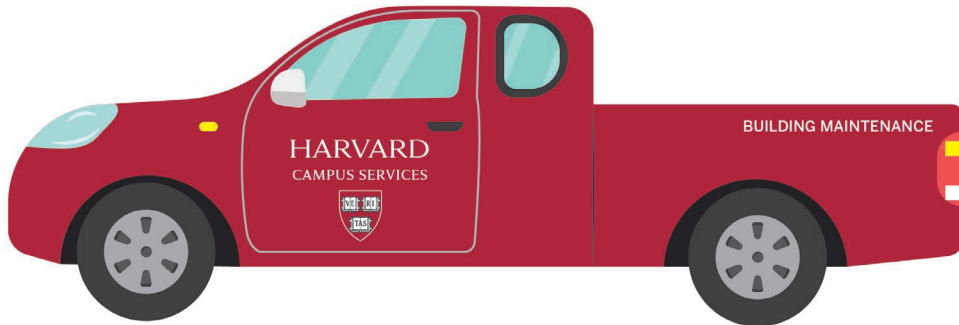
Harvard Color Palette

	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](#).



Vehicle Branding – Pickup Truck



- On dark colored vehicles, utilize logo with white lettering
- On driver/passenger doors, apply Campus Services logo w/o department
- On rear quarter panel, apply department name
- On rear of vehicle, Campus Services logo w/o department name

Since space is usually tight, a Campus Services logo w/department name should not be applied to the driver or passenger doors



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Vehicle Branding – Box Truck



- On lighter colored vehicles, apply logo with standard black lettering
- On both sides, if there's enough space, apply Campus Services logo w/department
- On the rear door, apply a Campus Services logo w/o department name

*Only apply **ONE** Campus Services logo on the side of any vehicle. In this instance, since there is a CS logo w/department name on the sides of the truck, a CS logo would **NOT** be applied to the driver or passenger doors.*



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Vehicle Branding – Delivery Van



- On the driver and passenger doors, apply Campus Services logo w/o department
- On the rear sides, apply the department name
- On the rear of the vehicle, apply Campus Services logo w/o department



Vehicle Branding – Flatbed



- On the driver and passenger doors, apply Campus Services logo w/o department
- On the rear sides, apply the 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*

