Design Guidelines

Central New York Humanities Corridor

Updated: July 29, 2021

Logo

Primary colorful logo should be used when possible. Black and white versions are also available for use on light or dark backgrounds, in print, etc.

Example of black logo on a white colored background (e.g. black and white printout)

Example of white logo on a dark colored background.

Example of white logo on a multi-color background.

Color Palette

Purple is the primary brand color, and should be used for actions (buttons, links, etc.) or for use as a strong emphasis.

**PRIMARY PURPLE
#6C00AF**

Primary Purple should be used with White or Light Gray text to meet WCAG AAA color contrast guidelines.

SECONDARY COLORS

**WATERMELON
#DD6666**

Watermelon is a secondary color, for use in accents, gradients, lines, borders, images, etc.

It should NOT be used for text as it is low contrast.

**DARK WATERMELON
#923242**

Dark Watermelon can be used as a secondary color when WCAG AAA contrast is needed against white, for example in gradient backgrounds against white text.

Watermelon as used in gradient with Primary Purple.

This gradient is NOT capable of serving as a background for text.

WHITE TEXT

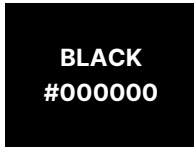**Dark Watermelon** as used in gradient with Primary Purple.

This gradient is capable of serving as a background against White text, meeting WCAG AAA color contrast.

SUPPORTING COLORS

**WHITE
#FFFFFF**

White is used as the primary background, or as text against a dark background.

**BLACK
#000000**

Black is used as the primary text color for maximum contrast against light backgrounds.

**LIGHT GRAY
#F2F2F2**

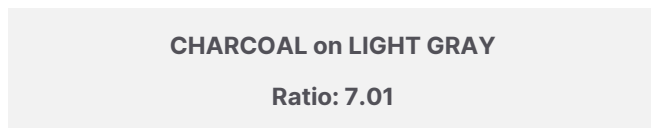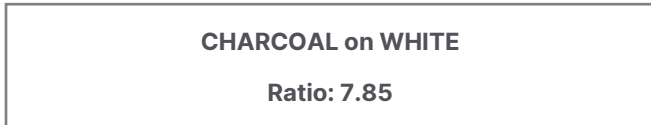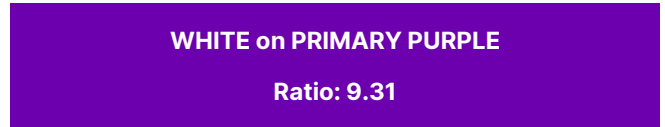**Light Gray** can be used as an alternate background, or as an alternate to white text.
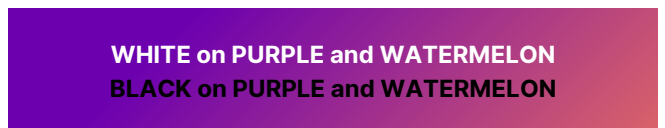
**CHARCOAL
#525158**

Charcoal can be used as an alternate to Black text when on a light background.

Color Usage

The following color combinations are recommended by brand standards, and meet the WCAG AAA contrast ratio (7) for legibility of text above 12px size.

|	
PRIMARY PURPLE on WHITE **Ratio: 9.31** ✓	**WHITE on PRIMARY PURPLE** **Ratio: 9.31**
BLACK on WHITE **Ratio: 21** ✓	**WHITE on PURLE and DARK WATERMELON** **Ratio: 7.62~9.31**
CHARCOAL on WHITE **Ratio: 7.85** ✓	
BLACK on LIGHT GRAY **Ratio: 18.76** ✓	
CHARCOAL on LIGHT GRAY **Ratio: 7.01** ✓	

The following colors may be used for accent colors, icons, and photos, but should NOT be used for text, as they do not meet the WCAG AAA contrast ratio.

✓	
BLACK on WATERMELON **WHITE on WATERMELON** ✗	**WHITE on PURPLE and WATERMELON** **BLACK on PURPLE and WATERMELON**

Photography

Ideal photographs or imagery used for marketing purposes (excluding photos taken of events, staff members, etc.) should contain:

- Colors from the brand color palette (purple, watermelon, white, gray, etc.).

- May use subtle amounts of orange, teal, greens, pinks, blues, or other colors which blend well with the primary brand color palette.

- Avoid photos of humans to represent humanities topics.

- Instead choose photos of cultural icons or places which provide more direct metaphors of the topics at hand.

- Rounded shapes are preferred over square or angular shapes, to better match the openness of the brand.
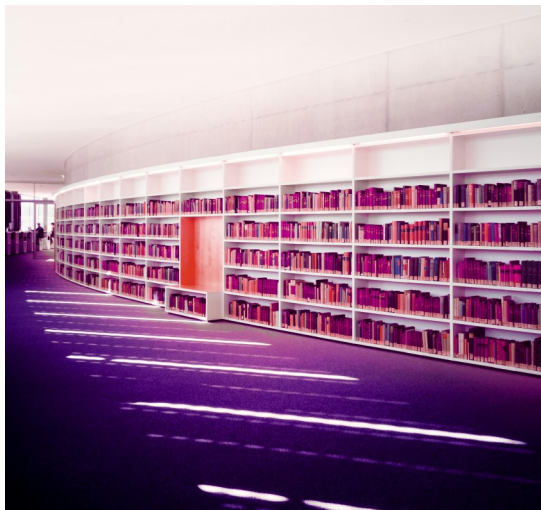
Example photo showing a relevant place and color palette, while providing a metaphor for "institutional", "learning", "university" topics.

Example photo showing relevant shapes and color palette, while also providing a metaphor for "global" topics.

Typography

Open Sans is the primary typeface that should be used in connection with Humanities Corridor branding. This typeface was selected due to its unique humanist style, which conveys openness and a naturalness reminiscent of handwriting, while still remaining professional and highly legible.

Open Sans is freely available: https://fonts.google.com/specimen/Open+Sans

Weights:

- Headings: 800 (Extra Bold)

- Text: 400 (Regular)

(Specimen below)

Central New York Humanities Corridor

We are a dynamic research consortium linking 11 universities and colleges across the region, supported by an award from the Andrew W. Mellon Foundation. Our network cultivates innovative collaborative research, teaching, and programming.

Smaller Heading.

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