Sacred Heart Shield and Crest Logos

Using the Sacred Heart Logo

Logo Variations

There are several variations of the logomark and logotype: horizontal, vertical, horizontal with tagline or department/office title, and vertical with tagline or department/office title.

School Name, Offices, and Taglines

The font used in the lettermark and accompanying subcategories is Adobe Garamond Pro. Subcategory names or taglines should appear in this font, capitalized, with the gray horizontal lines above and below, as seen here. The tagline is seen in three different colors: SHU Red, SHU Gray, or black, depending on the color format of the logo.

Dimensions and Spacing of the Sacred Heart Crest
Sacred Heart Shield and Crest Logos

Minimum Sizes

The logo typography should never exceed 1.25 inches in width for legibility.

Social Profile images 100x100 pixels

Web browser favicon 16x16 pixels
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Logo Colors and Variations

Three colors are used in combination for the Sacred Heart Logos: red, gray and black. Below are the Pantone colors as well as the web variations. Depending on the situation, the logo may appear in color (red, gray and black), grayscale (gray and black), solid black, or solid white.

- **Pantone 187 C**
  - CMYK: 0-100-79-20
  - RGB: 172-26-47
  - HEX#: ac1a2f

- **Pantone 877 C**
  - CMYK: 0-0-0-40
  - RGB: 167-169-172
  - HEX#: a7a9ac

- **Pantone Black C**
  - CMYK: 0-13-49-98
  - RGB: 0-0-0
  - HEX#: 000000
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Logos and Photos

It is acceptable to use the Sacred Heart logo overlayed on a photograph or illustration. For the sake of readability, the solid white or black logo should be used, depending on the image in the background. Below are a few appropriate examples.

When do I use the Crest and when do I use the Shield?

- **Daily Use**
  - Admissions materials
  - Media and Marketing
  - Daily use by departments
  - Transient signage, posters, clothing

- **Permanent signage, such as buildings**
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Logo Fonts

The Sacred Heart logotype uses Adobe Garamond Pro. The main logotype uses the regular weight of this font. Office subtitles and taglines appear in all caps underneath the main logotype, either centered or left-aligned, depending on the logo orientation.

Adobe Garamond Pro

<table>
<thead>
<tr>
<th>CENTERED (for vertical logo)</th>
<th>LEFT ALIGNED (for horizontal logo)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
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