



Hennepin Technical CollegeSM

BRAND GUIDE

A handbook of informational standards
created to maintain consistency and
aid in alignment of the overall brand of
Hennepin Technical College
and its campuses



MINNESOTA STATE

Basic Logo Guidelines

PRIMARY LOGO	3
MINIMUM LOGO SIZE	3

Color

PRIMARY COLORS	4
COMPLEMENTARY GREYS	4

Typography

PRIMARY AND ALTERNATE FONTS	4
-----------------------------------	---

Logo Reproduction

LOGO SOLID COLOR / REVERSED OUT OF A SOLID BACKGROUND	5
---	---

Logo Integrity

UNACCEPTABLE REPRODUCTIONS	6
----------------------------------	---

Alternate URL Logo

URL LOGO SOLID / REVERSED OUT OF A SOLID BACKGROUND	6
---	---

Logo Use with Secondary Text

APPROPRIATE USE OF LOGO AND SECONDARY TEXT	7
--	---

Logo Use with Partnering Agency Logos and Program Badges

ACCREDITATION & PARTNERING AGENCY LOGOS	7
PROGRAM IDENTIFICATION BADGES	7

Use of Secondary and Outdated Logos

UNACCEPTABLE LOGO USE	8
-----------------------------	---

The Minnesota State Brand

PRIMARY MINNESOTA STATE LOGO	9
MINIMUM LOGO SIZE	9
COLOR	9
BOARD OF TRUSTEES SEAL	9
LOGO REPRODUCTION	10
MINNESOTA STATE AFFILIATION CO-BRANDING	11
CO-BRANDING USE GRID	11

Required Statements

COMMUNICATIONS / EMAIL SIGNATURE	12
--	----

Environmental Design

OVERALL STYLE & ATTRIBUTES	13
ENVIRONMENTAL COLORS	13
ADDITIONAL ELEMENTS	14
CARPET GUIDELINES / FLOORING COLORS	14

BASIC LOGO GUIDELINES

A strong identity creates a lasting impression of unity and strength. Our identity revolves around our signature. It is a combination of our symbol — an “H” with an open door, or this can be seen as a book — and our name: Hennepin Technical College. The goal of creating these standards is to put forth our identity in a way that is easy to use, reflects our purpose and provides a distinctive visual presence in the education community.

The Hennepin Technical College Logo

The HTC signatures consist of the “H” symbol and HTC logotype. The size and position of these elements have been carefully designed and should not be altered in any way. The logo must always be used as a provided file, and never typeset by the user, to ensure that the correct scale relationships and spacing are maintained. The HTC logo may be used vertically or horizontally.

Primary Logo – Vertical



Hennepin Technical CollegeSM

Clear Space Around Logo



Primary Logo – Horizontal



Measure clear space using the H



Minimum Logo Size



Hennepin Technical CollegeSM



1.75" minimum width



2.75" minimum width

COLOR

HTC uses a color palette that communicates the optimism and opportunity of HTC. Color formulas have been optimized for their application. Use only the approved signature colors.

Primary Colors

The HTC primary color pallet will consist of Orange, Grey, and White.

HTC Orange Pantone® 158C C0 M75 Y99 K0 R242 G101 B34 HTML f26522	HTC Grey 87% Black C0 M0 Y0 K87 R70 G70 B70 HTML 464646	White 0% C0 M0 Y0 K0 R255 G255 B255 HTML ffffff	Black 100% Black C0 M0 Y0 K100 R0 G0 B0 HTML 000000
---	--	--	--

Complementary Greys

Greys may be used to compliment the primary colors and specified logo options.

C0 M0 Y0 K20 R238 G238 B238 HTML eeeeee	C0 M0 Y0 K45 R170 G170 B170 HTML aaaaaa	C0 M0 Y0 K70 R100 G100 B100 HTML 646464	C0 M0 Y0 K87 R70 G70 B70 HTML 464646
---	---	---	--

TYPOGRAPHY

The HTC identity system includes the use of the DIN and Arial typefaces in three different weights. The use of these three weights provides elegant visual contrast and helps to maintain a consistent visual image for the college.

Primary Fonts

The HTC primary fonts consist of the DIN font family choices below. Use these fonts whenever possible.

DIN Mittelschrift

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Engschrift

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Next XL Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternate Fonts

The HTC alternate fonts may be used when the DIN font family is not available for use.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LOGO REPRODUCTION

When reproduced in color, the logo should appear in the primary brand color, orange, 87% black (grey), 100% black or all white for reverses on orange, 87% black (grey), or 100% black.

Do not print or reproduce the Hennepin Technical College logo in any other color than the approved orange, 87% black (grey), 100% black (35 percent screen of black minimum), or reversed out in solid white.

Logo Solid



Hennepin Technical College™



The preferred logo use is HTC orange and 87% black (htc grey)



Hennepin Technical College™



The used in 87% black (htc grey)



Hennepin Technical College™



The logo used in 100% black for black and white formats

Logo Reversed



Hennepin Technical College™



The logo reversed out of an HTC orange background



Hennepin Technical College™



The logo reversed out of an 87% black (htc grey), background



Hennepin Technical College™



The HTC logo used in HTC orange and white on black background

LOGO INTEGRITY

The Hennepin Technical College logo is the official mark of the institution and should be rendered accordingly with consistency and integrity.

Unacceptable Reproductions

The logo should never be tweaked, stretched, or otherwise manipulated



Hennepin Technical College

Do not substitute fonts in the elements



Hennepin Technical College™

Do not tilt or break apart any of the elements



Hennepin Technical College™

Do not reconfigure elements



Hennepin Technical College™

Do not change the color of elements



Hennepin Technical College™

Do not crop elements



Hennepin Technical College™

Do not change the shape or skew elements

ALTERNATE URL LOGO

The alternate HTC URL logo is only to be used for advertising purposes or when the minimum logo size cannot be achieved. The reproduction rules that apply to the HTC primary logo also apply to the HTC URL logo.

URL Logo Solid



HennepinTech.edu



HennepinTech.edu



HennepinTech.edu

URL Logo Reversed



HennepinTech.edu



HennepinTech.edu



HennepinTech.edu

LOGO USED WITH SECONDARY TEXT

Represent sub-entities within the organization by using the Hennepin Technical College logo with secondary text.

Use the DIN 1451 Mittelschrift or Arial font in all capital letters for accompanying secondary entity text. The text should appear in HTC Orange or HTC Grey (87% Black). The secondary entity text should always be smaller than the Hennepin Technical College text that appears in the logo.

Appropriate Use of Logo and Secondary Text



Hennepin Technical CollegeSM
EMERGENCY MEDICAL SERVICES



Hennepin Technical CollegeSM
INTERACTIVE DESIGN &
VIDEO PRODUCTION

Remember to allow clear space around the logo that is the width of one of the bars of the logo H. No line is used to separate the logo from the text.

USE OF PARTNERING AGENCY LOGOS AND PROGRAM BADGES

Accreditation or partnering agency logos may also be used with the agencies permission and prior HTC approval.

Accreditation & Partnering Agency Logos

Accreditation and partnering agency logos may be used at a size that is a minimum of 75% smaller than the HTC logo when used together.



Program Identification Badges

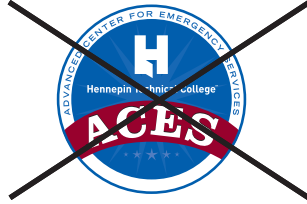
Approved badges are to be used exclusively for apparel/clothing. Advertisements, publications, and website representation for these programs should use the "secondary text" approach instead of adding the badge designs.



USE OF SECONDARY AND OUTDATED LOGOS

Unacceptable Logo Use

Do not create secondary logos to identify programs, courses or seminars without Marketing approval.



Always use the most current version of the orange and grey HTC logo to maintain brand consistency.



THE MINNESOTA STATE BRAND

The new Minnesota State (formerly know as MnSCU), identity is a simple but bold expression that borrows from the past, but points to the future. The banner-shaped mark represents the stature of the system. The M stands for Minnesota. The star represents the Star of the North, guiding our students on their journey.

Primary Minnesota State Logo

Primary Logo Vertical



Allow clear space around the logo

Primary Logo Horizontal



Minimum logo size



Board of Trustees Seal

Authorized For Use On the Hennepin Technical College Diploma Only



Minnesota State Brand Color

Minnesota State Blue
Pantone® 2955C
C100 M55 Y10 K50
R0 G60 B102
HTML # 003c66

The primary brand color, Dark Blue, is the main expression of the brand. The logo should always be reproduced using this color, except when it is necessary to use black or white.

MINNESOTA STATE LOGO REPRODUCTION

When reproduced in color, the logo should appear in the primary brand color, Dark Blue, black, or all white for reverses on dark backgrounds.

Do not print or reproduce the Minnesota State logo in any other color than the approved blue, black, grey (35 percent screen of black minimum), or reversed out in white.

On the occasion that member institutions are printing or producing materials in one color other than black or blue, it is acceptable to “reverse out” the Minnesota State logo. This results in the logo appearing as white against a colored background. See examples below.

Minnesota State Logo Reversed



Minnesota State Logo Solid



Logo Reversed Out of HTC Orange is Acceptable



Logo in Solid HTC Orange is Not Acceptable



MINNESOTA STATE AFFILIATION CO-BRANDING

Additional details and the most current brand standards for Minnesota State can be found at mnsu.edu.

Logo with System Affiliation Identifier



The System affiliation identifier should be formatted in a minimum font size of 9 point.

Co-Branding Use Grid

Media	Logo with Identifier	Text Only	“Logo” Mark	Seal Only
Website	X			
Brochure editorial boxes	X			
School monument signs	X	X		
Official forms and letterhead		X		
Branded collateral (mugs, apparel, etc.)			X	
Diploma		X		X

Note: An X in both boxes indicates choice of system affiliation identifier.

REQUIRED STATEMENTS

Required Equal Opportunity and Alternative Formats Statements

Minnesota State requires the following statements on all printed materials and communications:

A MEMBER OF MINNESOTA STATE

HTC is an affirmative action, equal opportunity educator and employer.

This document is available in alternative formats to individuals with disabilities, consumers with hearing or speech disabilities may contact us via their preferred Telecommunications Relay Service.

The alternative formats statement may be omitted on small advertisements or listings where there is not room to include them if the HTC website is present.

Communications

Letterhead,
Business Card
& Envelope

Hennepin Technical College™

Hennepin Technical College™
A MEMBER OF MINNESOTA STATE
13100 College View Drive, Eden Prairie, MN 55347-2600

Hennepin Technical College™
A MEMBER OF MINNESOTA STATE

First Last
Vice President of Academic and Student Affairs
firstname.lastname@hennepintechnical.edu
952-995-1444 office | 952-995-9999 cell
952-995-1300 fax

Brooklyn Park Campus, 9000 Brooklyn Boulevard, Brooklyn Park, MN 55445
Eden Prairie Campus, 13100 College View Drive, Eden Prairie, MN 55347

Brooklyn Park Campus | Eden Prairie Campus | Law Enforcement and Criminal Justice Education Center
9000 Brooklyn Boulevard | 13100 College View Drive | 9110 Brooklyn Boulevard
Brooklyn Park, MN 55445-2399 | Eden Prairie, MN 55347-2600 | Brooklyn Park, MN 55445-2410

HennepinTech.edu
952-995-1300
info@HennepinTech.edu
A MEMBER OF MINNESOTA STATE

HTC is an affirmative action, equal opportunity educator and employer. This document is available in alternative formats to individuals with disabilities, consumers with hearing or speech disabilities may contact us via their preferred telecommunications Relay Service.

Email signature



A MEMBER OF
MINNESOTA STATE

First Last

**Vice President of Academic and Student Affairs
Hennepin Technical College**

952-995-1444 office | 952-995-1444 fax | 952-995-1444 cell

Brooklyn Park Campus, 9000 Brooklyn Boulevard, Brooklyn Park MN 55445
Eden Prairie Campus, 13100 College View Drive, Eden Prairie MN 55347

HennepinTech.edu

ENVIRONMENTAL DESIGN

Overall style and attributes

The Hennepin Technical College campus should feel clean and open with an emphasis on modern industrial style. Construction materials, exposed ductwork and electrical are considered design elements. Focus is placed on the beauty and simplicity that raw spaces can provide. Reinforcing that HTC is open, transparent and without fake facade. This minimalist approach gives a gentle nod to the college's history.

Environmental Colors

Brand Colors

HTC Orange
Pantone® 158C
C0 M75 Y99 K0
R242 G101 B34
HTML f26522

White
0%
C0 M0 Y0 K0
R255 G255 B255
HTML ffffff

C0 M0 Y0 K20
R238 G238 B238
HTML eeeee

C0 M0 Y0 K45
R170 G170 B170
HTML aaaaa

C0 M0 Y0 K70
R100 G100 B100
HTML 666664

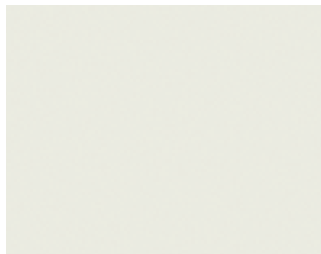
HTC Grey
87% Black
C0 M0 Y0 K87
R70 G70 B70
HTML 464646

Black
100% Black
C0 M0 Y0 K100
R0 G0 B0
HTML 000000

Wall Colors



SW 6886 – Invigorate



SW 7009 – Pearly White



SW 7016 – Mindful Gray

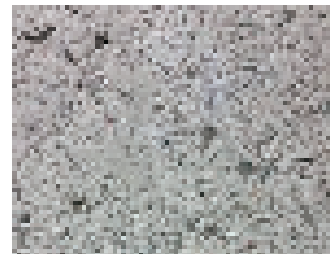


SW 6990 – Caviar

Additional Elements



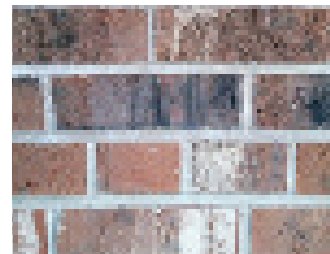
Exposed Ductwork



Concrete



Wood Panels



Brick

ENVIRONMENTAL DESIGN

Carpet Guidelines

The following carpet tile styles and colors have been carefully chosen to maintain consistency and align with the overall environmental branding of Hennepin Tech and its campuses. Please consult Marketing for design suggestions and consult with Facilities for requests or implementation/installation.

Floor color should be monochromatic and not introduce other accent colors. Any color from light grey to black is acceptable when choosing flooring.

Brand Colors

HTC Orange
Pantone® 158C
C0 M75 Y99 K0
R242 G101 B34
HTML f26522

White
0%
C0 M0 Y0 K0
R255 G255 B255
HTML ffffff

C0 M0 Y0 K20
R238 G238 B238
HTML eeeeee

C0 M0 Y0 K45
R170 G170 B170
HTML aaaaaa

C0 M0 Y0 K70
R100 G100 B100
HTML 666666

HTC Grey
87% Black
C0 M0 Y0 K87
R70 G70 B70
HTML 464646

Black
100% Black
C0 M0 Y0 K100
R0 G0 B0
HTML 000000

Flooring Colors

Primary Color



Style: 59537 city grid tile

NOTE: To be used in main corridors and offices.

It was first used in the 2011-2012 remodel project and is the primary color/pattern for most large areas.

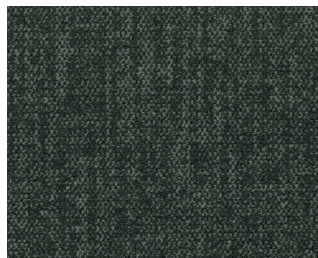
Primary Accent



Style: 59537 city grid tile
Color: 38505 mine your past

NOTE: To be used as an accent to the main corridors when placed adjacent to the primary tile. An example of this would be using this tile to define the learning commons space.

Multipurpose & Runner



Style: ST081 color frame tile
Color: 81507 mask

NOTE: To be used almost anywhere, such as classrooms or offices. Also used as an accent or "runner" in corridors such as the space near B area or in front of the student lounge fireplace.

State of MN vendor: St. Paul Linoleum & Carpet Co.,
Shelly Lorsung at shelly@splino.com / 651-393-2930

To find additional information about the carpet, visit: www.shawcontractgroup.com