

THE HAVERFORD SCHOOL

BRAND GUIDE

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What is Brand?

A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another. If the consumer (whether it's a business, a buyer, a voter or a donor) doesn't pay a premium, make a selection or spread the word, then no brand value exists for that consumer.

– Seth Godin

As Tufts University puts it, a distinctive brand is achieved by the use of consistent visuals and messaging that frame and influence the way target audiences perceive that brand.

Your support of The Haverford School's brand is critical in affirming our reputation as a leader in educating boys and ensuring we are appropriately differentiated in a competitive market.

Mission, Vision, Tagline

The Mission

The Haverford School, a nonsectarian college preparatory day school for pre-kindergarten through grade 12, provides a superior liberal arts education for qualified boys of differing backgrounds. We are committed to developing the full intellectual, artistic, athletic, and moral potential in each boy, and we aim to graduate young men with strong character who possess a passion for learning and the necessary problem-solving skills to make a difference in the world. The Haverford School prepares boys for life.

The Vision

The Haverford School seeks to prepare boys to succeed and provide leadership in a world that is globally and culturally interconnected, technologically ever-advancing, and environmentally vulnerable. Haverford strives to create and nurture a supportive and inclusive community in which boys will develop a passion for lifelong learning, creative problem-solving, and good decision making. Every aspect of our program fosters lasting friendships among the boys, as well as meaningful relationships between the boys and their teachers.

The Haverford faculty prepares each boy to be future-ready through developing his character and his emotional intelligence, as well as his academic, artistic, and athletic talents. Pairing the best of a liberal arts education with innovative programs and technology, Haverford inspires its students to be intellectually curious, mindful of the past, and equipped with the vision, judgment, and skills to be successful leaders. Haverford prepares boys to face and resolve tomorrow's challenges and to make enduring, positive contributions to this complex world.

The Tagline

Preparing boys *for life*

Key Messages

Excellence at Every Turn

Haverford students attain academic excellence at every level. The intense and fast-paced culture inspires all members of the school community to work incredibly hard to achieve success. High standards in and out of the classroom cultivate well-rounded young men who accomplish their goals. The boys thrive in a culture of healthy competition, but support and protect each other.

Leaders in Educating Boys

Every decision at Haverford is made with national best practices for boys' education in mind. Creative faculty members harness the boys' interests and tailor the curriculum to the needs of each student. Service programs and global studies develop good citizenship. A diverse student body prepares boys for life in a multicultural world. Everyone works to ensure that all students feel welcomed and accepted.

Best for Boys

Haverford keeps in mind that boys learn differently, and celebrates all facets of their masculinity. Boys' energy is channeled into an enthusiastic love of learning; they are encouraged to explore, move, get their hands dirty and try new things. This leads to high-energy, hands-on learning that takes place in the Design and Engineering Studio, on the athletic field, at a robotics competition, in senior projects or on stage. The entire school community supports each boy as he forges his own path, identifies talents and passions and develops the confidence to soar. Every element of Haverford is dedicated to forming boys into great men.

Men of Character

Many families choose Haverford for its tradition of preparing men of strong character. Boys learn respect, self-discipline, an ethical framework and solid leadership qualities. Also, boys gain perspective through service opportunities and awareness of cultures and global issues. Defying stereotypes of an all-boys environment, the school's brotherhood is an authentic bond among a diverse group of classmates, from the star athlete to the soft-spoken artist.

Extraordinary Educators

The Haverford experience is not one size fits all. Faculty, who are also coaches and mentors, realize that each boy has different needs and interests. They develop a sense of trust that allows them to encourage boys to take risks and try something new outside their comfort zone. Haverford is dedicated to providing a personalized experience and developing strong bonds that make a lasting impact.

Exceptional Outcomes

Haverford prepares students for a lifetime of success. Graduates attend elite institutions such as Harvard, MIT and Juilliard, or leading NCAA Division I programs, with the confidence to hit the ground running. Students of all ages make an impact and gain readiness to compete at the next level. Their powerful connection with all Haverford alumni is a valuable networking resource. Haverford graduates gain unparalleled academic preparation, a strong sense of identity and solid character.

Stats & Facts

9:1
faculty-student ratio

Founded in 1884;
135 years of leadership in educating boys

LEED gold-certified
Upper School

The metro area's only pre-k-12
nonsectarian school for boys

2/3
of faculty hold advanced degrees

A diverse community
28% students of color; students from more than 90 zip codes

10 science labs
10 art studios
9 music studios
2 performance halls

Founding member of the
International Boys' Schools Coalition

Haverford has the
strongest record
of any Inter-Ac team and fields 16 varsity sports.

$8.8 million
awarded annually for
tuition assistance,
with 39% of families receiving need-based aid

School Colors

Brand Colors

These are the main colors of The Haverford School and are most appropriate for use in visually representing the School.

Maroon

PANTONE 202C OR 202U
CMYK: 0, 100, 61, 43
RGB: 128, 0, 0
HEX: #800000

Haverford Gold

PANTONE 130C OR 129U
CMYK: 0, 30, 100, 0
RGB: 255, 179, 0
HEX: #FFB300

Accent Colors

These colors may be used in addition to the main School colors in design, but should not be predominant.

Black

PANTONE BLACK C OR
PANTONE BLACK U
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

Warm Grey

PANTONE 431C OR PANTONE 431U
CMYK: 11, 1, 0, 64
RGB: 82, 91, 92
HEX: #525B5C

White

RGB: 255, 255, 255
HEX: #FFFFFF

Metallic Gold

PANTONE 872C OR PANTONE 871U
CMYK: 0, 20, 50, 30
RGB: 186, 154, 108
HEX: #BA9A6C

School Logos

School Seal

This is The Haverford School's primary logo and is available in the following variations. The two-color seal is preferred.

School logos should never be recolored or otherwise distorted.



MAROON, HAVERFORD GOLD, AND WHITE
ON WHITE BACKGROUND



MAROON, HAVERFORD GOLD, AND WHITE
ON MAROON BACKGROUND



MAROON



HAVERFORD GOLD



METALLIC GOLD



WHITE

Wordmark

When only the name of the School is needed, the following wordmarks are available.

THE HAVERFORD SCHOOL

THE
HAVERFORD
SCHOOL

LOGOTYPES ARE AVAILABLE IN MAROON, HAVERFORD GOLD, BLACK, AND WHITE

Lockups

When both the seal and the wordmark are needed (e.g. department stationery), the configurations are as follows.



THE HAVERFORD SCHOOL



THE HAVERFORD SCHOOL



THE HAVERFORD SCHOOL
TUITION ASSISTANCE OFFICE



THE HAVERFORD SCHOOL
ATHLETICS

Other Logos

Other official Haverford logos are available for certain programs or departments on campus. If you need access to these logos, please contact the Marketing and Communications Office for files and usages.

Headmaster's Seal

For use from the Headmaster's Office

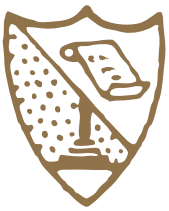


METALLIC GOLD

Shield

Used under special circumstances to represent the School; available in either the standard shield or hand drawn version





AVAILABLE IN SEVERAL OPTIONS

Athletics "H"

For use in athletics applications only, primarily uniforms and spirit gear



MAROON, VEGAS GOLD, AND WHITE

For a full understanding of the Athletics visual identity, please see the Athletics Brand Guide starting on page 16.

Community "H"

For use with informal, internal events/gear that are not associated with athletics



MAROON, HAVERFORD GOLD, AND WHITE

HSPA

For use on HSPA communications and materials



MAROON, HAVERFORD GOLD, AND WHITE

Fords Store

For use on Fords Store communications and materials



MAROON, HAVERFORD GOLD, VEGAS GOLD

Haverford Fund

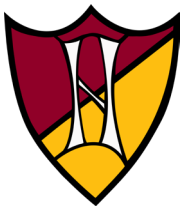
For use on Haverford Fund communications and materials



MAROON, HAVERFORD GOLD, AND WHITE

Planned Giving

For use on Planned Giving communications and materials



MAROON, HAVERFORD GOLD, WHITE, AND BLACK

School Fonts

School Fonts

Haverford has two main fonts for use – a serif font and a sans serif. These should be the dominant fonts used in most communications.

Arno Pro
Arno Pro Light
Arno Pro Light Italic
Arno Pro Regular
Arno Pro Italic
Arno Pro Semibold
Arno Pro Semibold Italic
Arno Pro Bold
Arno Pro Bold Italic

Gotham
Gotham Thin
Gotham Thin Italic
Gotham Light
Gotham Light Italic
Gotham Book
Gotham Book Italic
Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic
Gotham Black
Gotham Ultra

Special Use Fonts

Under special circumstances, the following fonts may be used in addition to our standard brand fonts.

ALUMNI & TRADITION

Used to evoke tradition at The Haverford School, this font may be used for alumni communications or other materials surrounding history and tradition.

P22 Mayflower
P22 Mayflower Italic

ATHLETICS

There are several variations with the United Serif font family that may be used for design and communications surrounding the Department of Athletics at Haverford. *For a full understanding of the Athletics visual identity, please see the Athletics Brand Guide starting on page 16.*

United Serif Regular Light
United Serif Regular Bold
United Serif Regular Heavy
United Serif Regular Black

FORMAL

For situations requiring a formal asthetic, such as Commencement or event invitations, Lily Wang is available.

Lily Wang

HSPA

Spring LP Standard is available for use on HSPA logos, event signage, and communications.

Spring LP Standard

MEMORIAL SIGNAGE

For plaques and other memorial signage around campus, Trajan Pro is the standard font.

TRAJAN PRO



THE HAVERFORD SCHOOL

ATHLETICS BRAND GUIDE

The Haverford Athletics Brand

ATHLETICS & SPIRIT MARKS

The Haverford School's athletics branding elements are for use by the School's Department of Athletics and School-sanctioned sports. The Haverford School's athletics marks include the "H," the team name "FORDS," and the spirit wordmark, GO FORDS.

The Haverford School "H" is the primary identity mark for Haverford Athletics. All official athletics materials of any kind must use the primary mark. The spirit wordmark, and the "FORDS" term may be used as secondary marks in addition to the primary mark. Secondary marks may be used on uniforms in addition to the primary mark. Haverford Maroon (PMS 202) and Haverford Gold (PMS 130) are the official School colors; however, the Athletics brand for varsity sport uniforms replaces Haverford Gold with Vegas Gold (PMS 466).

While the spirit marks may be sized appropriately for the specific use, the proportions of their individual elements must not be altered. They must be displayed in designated official athletics colors — Haverford Maroon and Vegas Gold. All marks must be reproduced from the official artwork.

The Haverford Athletics "H" Mark

The Haverford "H" is the School's primary athletics branding element. The "H" provides a strong, distinctive, modern mark that still honors the traditional use of the block "H" throughout the School's history.

The "H" consists of two parts: an inner base letterform in Haverford Maroon and an outline in Vegas Gold. The space between the two parts is white.



PANTONE
202

HAVERFORD MAROON
CMYK: 0, 100, 61, 43
RGB: 128, 0, 0
HEX: #800000

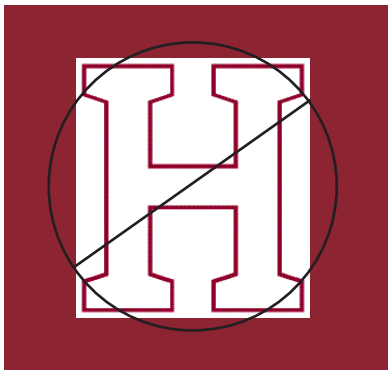
PANTONE
466

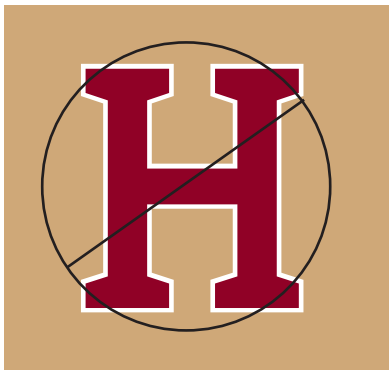
VEGAS GOLD
CMYK: 12, 22, 43, 0
RGB: 224, 195, 145
HEX: #e0c791

THE "H" HAS A WHITE SPACE BETWEEN THE MAROON AND GOLD — IT IS NOT TRANSPARENT

Improper uses of the Haverford Athletics “H” Mark

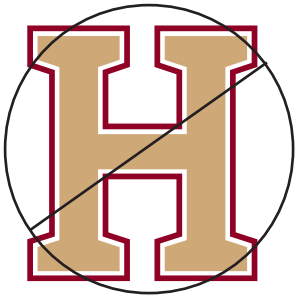
The Haverford “H” should only appear upright and in its proper colors of Vegas Gold outline, white space and Haverford Maroon “H” letterform. Do not change or alter the official colors. Do not alter the shape or stance of the mark.



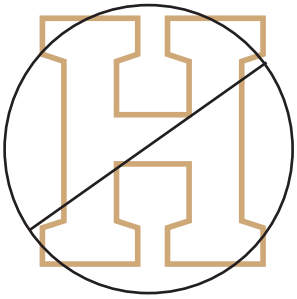




















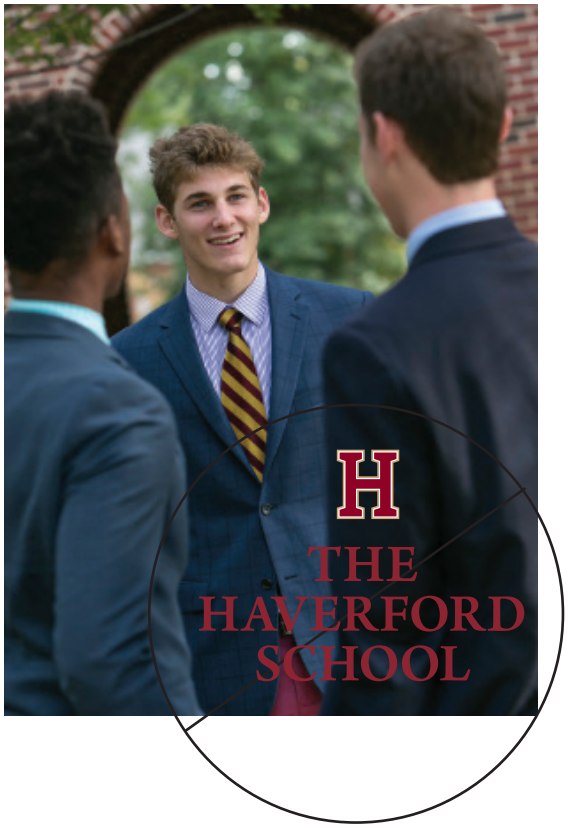
The Haverford Athletics "H" Mark— for Athletics Use Only

The "H" should only be used in athletics applications, primarily on uniforms. However, it can appear on promotional and spirit items such as banners, water bottles, mugs, etc. Obvious applications are on playing fields, courts and scoreboards.

The "H" should not appear on school publications or in "lockup" with the School's institutional branding.



ATHLETICS "H" LOGO SHOULD NOT BE LOCKED UP WITH THE LOGOTYPE IDENTITY



ATHLETICS "H" LOGO SHOULD NOT BE USED ON SCHOOL PUBLICATIONS

The Haverford Athletics Brand— Typefaces

The UNITED typeface is the official typeface of the Haverford athletics brand.

Although the United typeface contains a myriad of fonts and weights, the Haverford athletics brand utilizes just two fonts — United Serif Regular-Heavy and United Serif Semi Condensed-Heavy. These typefaces are available from the Marketing and Communications Office.

United Serif Regular-Heavy

abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

HAVERFORD

United Serif Semi Condensed-Heavy

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

HAVERFORD

Team Name and Spirit Wordmark

The team name "FORDS" may be used on uniforms in addition to the primary mark or Haverford block lettering. When selecting type options from uniform vendor websites or catalogs, pick a typeface that most closely resembles United Serif Regular-Heavy. For other applications, the typeface is available from the Marketing and Communications Office.

The spirit wordmark "GO FORDS" can be applied to promotional and spirit items using the proper typeface and color. Reproduction artwork is available from the Marketing and Communications Office.

FORDS
GO FORDS

UNITED SERIF
REGULAR-HEAVY,
TRACK OUT 20,
HAVERFORD
MAROON OR WHITE



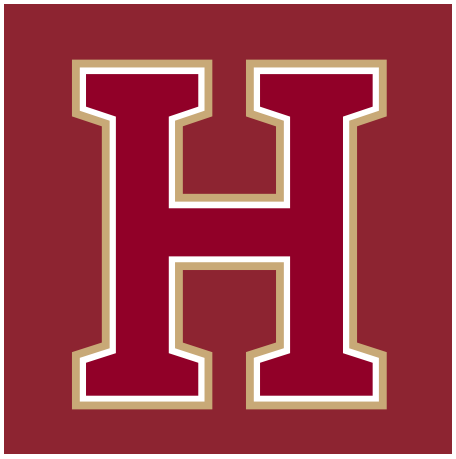
Haverford
Uniform Colors

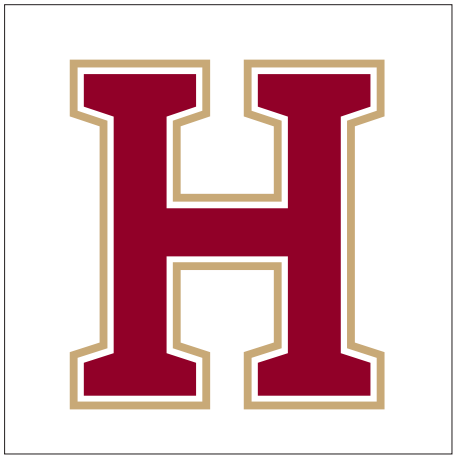
All uniforms need to have the School's main brand color of maroon featured prominently—whether on the garment or with the application of the "H" mark.

The samples below show the "H" mark on the primary uniform colors of maroon and white. Vegas Gold should be restricted to use as a uniform accent color. If Vegas Gold is used as a base color, the "H" mark is not to be applied (see page 4, Improper uses of the Haverford Athletics "H" mark).

The H mark must be used on sports uniforms, and placed on a maroon or white base.

Haverford block lettering, team name, and spirit wordmark should follow the same guidelines.





Haverford Block Lettering for Uniforms

When selecting type options from uniform vendor websites or catalogs, pick a typeface that most closely resembles United Serif Semi Condensed-Heavy. For other applications, the typeface is available from the Marketing and Communications Office.

HAVERFORD

UNITED SERIF SEMI CONDENSED-HEAVY, TRACK OUT 20, HAVERFORD MAROON OR WHITE

HAVERFORD

Haverford Script for Uniforms

When selecting type options from uniform vendor websites or catalogs, pick a typeface that most closely resembles the sample typeface below. For other applications, the typeface is available from the Marketing and Communications Office.

Haverford
Fords

FENWAY PARK JF,
HAVERFORD
MAROON OR WHITE

Haverford
Fords

The Haverford Athletics Brand— Team "H" Marks

The Haverford Athletics Brand "H" can be paired up with a descriptor such as athletics or individual sports. Prepared files are available from the Marketing and Communications Office.



UNITED SERIF SEMI CONDENSED-HEAVY, TRACK 40 LETTER SPACING, CENTER UNDER "H"

The Haverford Athletics Brand—Team “H” Marks



BASEBALL



BASKETBALL



CREW



CROSS-COUNTRY



FOOTBALL



GOLF



ICE HOCKEY



LACROSSE



SOCCER



SQUASH



SWIMMING & DIVING



TENNIS



TRACK



ULTIMATE



WATER POLO



WRESTLING