HEADWATERS

campus store

CONTENTS

COMPONENTS OF OUR VISUAL IDENTITY

Theses are the components of Headwaters Campus Store visual identity. Both of the visual marks identified pertain to how the logo is represented on and off campus through marketing and advertsiing purposes.

Primary Store Logo

Off Campus Callege Logo

PRIMARY STORE LOGO

THE STORY OF OUR LOGO

The logo was created to show the combination of both the history of Headwaters and the services the business provides currently. The 'H' icon includes a bridge in the center that derives from the historic Headwaters painitng, dinnerware and sketches. This bridge represents the connection between the Juniata College campus and the Huntingdon community. Relating back to the businesses tagline 'campus and community store'.

H
HEADWATERS
campus store

The primary store logo will be used for all on campus promotional material and for online usage. This will include all on campus advertisements, usuage on all online platforms (Facebook, Instagram, Juniata web page, and Alumni site).

OFF CAMPUS COLLEGE LOGO

Similar to the primary logo the off campus college logo includes the tagline 'at Juniata College'. This logo will be used in any off campus promotinal materials. These materials include any off campus advertisements, business cards, and any Huntingdon community advertisements.

COLOR VERISONS OF THE LOGO

When presented in full color, the logo uses the Headwaters color of Navy (Pantone)

One-Color Primary Logo

Reverse Primary Logo

COLOR VERISONS OF THE LOGO

These are alternate logo color options that can be used on clothing and marketing materials.
THESE SHOULD NOT BE USED IN PLACE OF THE PRIMARY LOGO ON BUSSINESS
CARDS OR ON ONLINE PLATFORMS.

LOGO GUIDELINES: UNACCEPTABLE TREATMENTS

Don't stretch, compress or wrap the logo.

Don't change or rearrange any elements of the logo.

Don't use the graphic illustration separately.

STATIONARY

BUSINESS CARD

front

back

HEADWATERS

campus & community store

Ellis Hall, Juniata College
Huntingdon, PA
(814) 641-3380
www.headwatersjuniatacollege.com
headwatersjuniatacollege@gmail.com

CLOTHING TAGS

TYPOGRAPHY

ROBOTO SLAB

ROBOTO SLAB THIN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ROBOTO SLAB LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ROBOTO SLAB REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**ROBOTO SLAB BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

CRIMSON TEXT

*CRIMSON
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

CRIMSON
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

COLOR PALETTE

This full color palette is to be used wherever accent colors are needed in printed and electronic communications. These colors have been selected to represent Headwaters history and their current brand. A consistent use of these select colors will further enhance Headwater's identity and provide consistency throughout all communications, across all audiences.
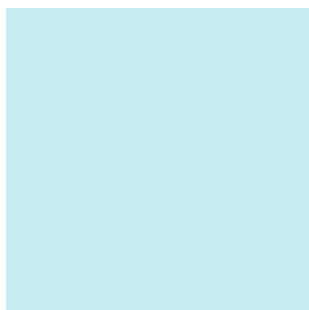
PRIMARY COLORS

NAVY
CMYK: 95/80/44/42
RGB: 25/47/75
HEX: #192f4b
PMS:

WHITE
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #ffffff
PMS:

SECONDARY COLORS

SKY
CMYK: 19/0/7/0
RGB: 205/234/237
HEX: #cdeaed
PMS:

OLIVE
CMYK: 19/0/7/0
RGB: 205/234/237
HEX: #cdeaed
PMS:

NIGHT
CMYK: 71/63/60/55
RGB: 52/54/56
HEX: #343638
PMS:

ORANGE
CMYK: 22/70/100/10
RGB: 183/96/40
HEX: #b76028
PMS: