



# HEARTLAND COMMUNITY COLLEGE HUNTER THE HAWK USAGE GUIDELINES

Heartland Community College's Hunter the Hawk is a trademark of Heartland Community College and may not be used without the College's approval. All designs that include the College's trademarks MUST be approved by the Marketing & Public Information Design Office at Heartland Community College.

For questions please contact Heartland Community College's Marketing & Public Information office at (309) 268-8176.

# HUNTERU SAGE

**Hunter the Hawk is the newest addition to the Heartland Community College logo family.**














In order to maintain the design integrity of Hunter the Hawk and to maximize the mascot's effectiveness, it is mandatory that all variations of the mascot be applied as indicated without modification. The mascot is not to be altered in any way. Heartland Community College must be identified in conjunction with the use of the mascot in graphic applications to identify the College.

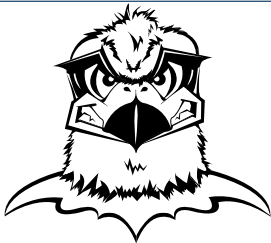












## VERSIONS

There are 4 different versions of the Hunter illustration that may be used. Please see below for variations. The versions below are 4 color versions of the illustration. There are also 1, 2 and 3 color options available.



# COLOR EXAMPLES

			
1 color version - line art version		2 color version	
		 Black	 PMS 301
			
3 color version		4 color process	
 Black	 PMS 301	 PMS 116	

			
1 color version - line art version		2 color version*  Black  PMS 116	
			
3 color version*  Black  PMS 540  PMS 116		4 color process	

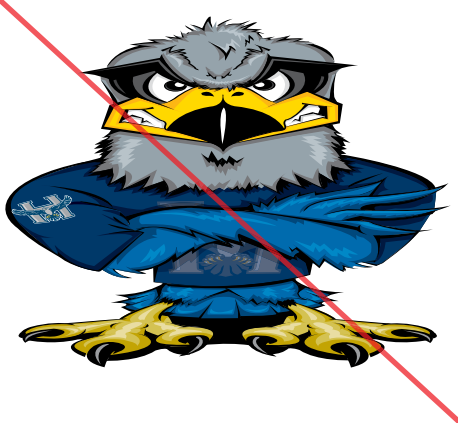
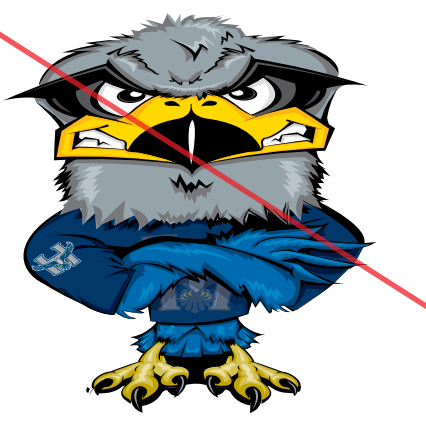



*\*Please note-the colors used in the 2 & 3 color versions of the head are different than the 2 & 3 color versions used in the full body mascot. The reason is because the feathers are not visible in just the head shot, allowing the beak to stay yellow.*

### Cropping

In certain instances, it is permissible to use Hunter the Hawk on it's own as a design element. In these circumstances, Hunter may be reproduced in a large scale and may be cropped for impact. Permission and approval from the Heartland Community College Marketing and Public Information Department is **required** in order to use only a portion of the logo in any layout.

### Unacceptable use of logos

In order to maintain the design integrity of the Heartland Hawks identity logos and to maximize each logo's effectiveness, it is mandatory that all logos be applied as indicated without modification. The logos are not to be altered in any way. Shown here are unacceptable uses of the Heartland Hawks logo...that means, don't mess with it!

	<b>Please note:</b> To scale the logo proportionally, <b>HOLD DOWN THE SHIFT KEY</b> and click and hold with your mouse while pulling or pushing the corner of the transformation box.	
Never stretch the mascot.		Never resize elements, distort, redraw and reposition any part of the logo.
		
Never change the color of any parts of the mascot.	Never flip mascot to face the other way.	Never add any additional graphics to the mascot.

### Minimum sizes

Heartland Community College's Hunter the Hawk has a minimum allowable size. In order to ensure clear reproduction and legibility. The mascot may not be used any smaller than the sizes to the right.

