Purpose and Goals

• Build upon Harvard’s branding to ensure a strong visual identity for Campus Services.
  
  ✓ Unify the various departments under the Campus Services umbrella.

  ✓ Deliver a more visually consistent experience to our clients.

• Communicate guidance for applying the visual identity to clothing
Campus Services Logo w/o Department Name
Campus Services Logo w/Department Name

Anziano Pro

HARVARD
CAMPUS SERVICES

Benton Sans

TRANSPORTATION
# Harvard Color Palette

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
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<tr>
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<td>B=30</td>
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</tbody>
</table>

To learn more, visit [Harvard’s Branding Guidelines webpage](#).
Uniform Shirt
Polo Shirt
Jacket
Baseball Style Hats

• *With limited space, Campus Services logos are usually placed on hats without an accompanying department name*
Need a Logo?

• Download Harvard Campus Services logos here

• If you need a vector version of a logo or have any other questions, please contact cscommunications@harvard.edu