



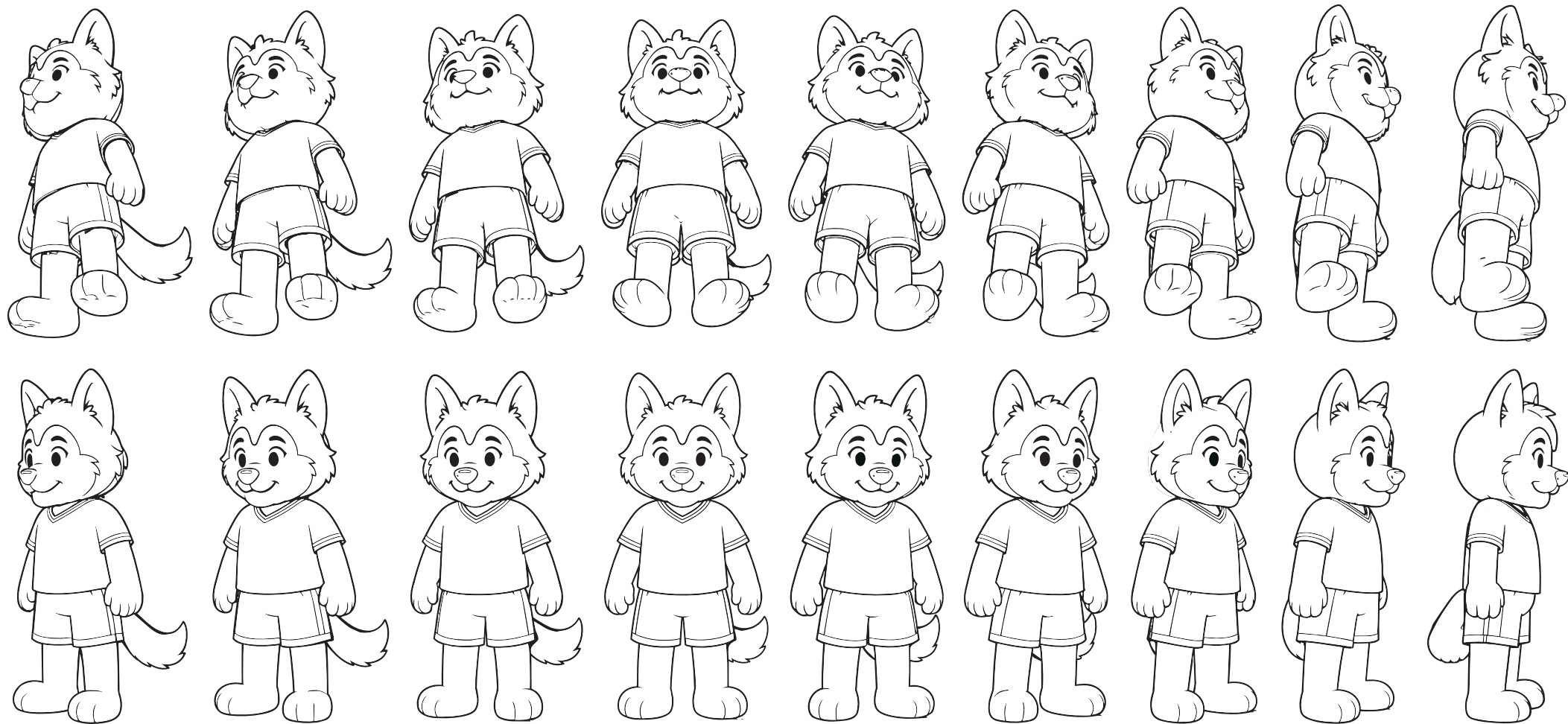
Illustrated Mingo Brand Guidelines



Purpose

Illustrated Mingo is designed to add personality and warmth to informal university communications.

It complements the HCU brand but is **not an official university logo, athletics mark, or institutional identifier.**



**ILLUSTRATED MINGO
APPROVED USAGES**

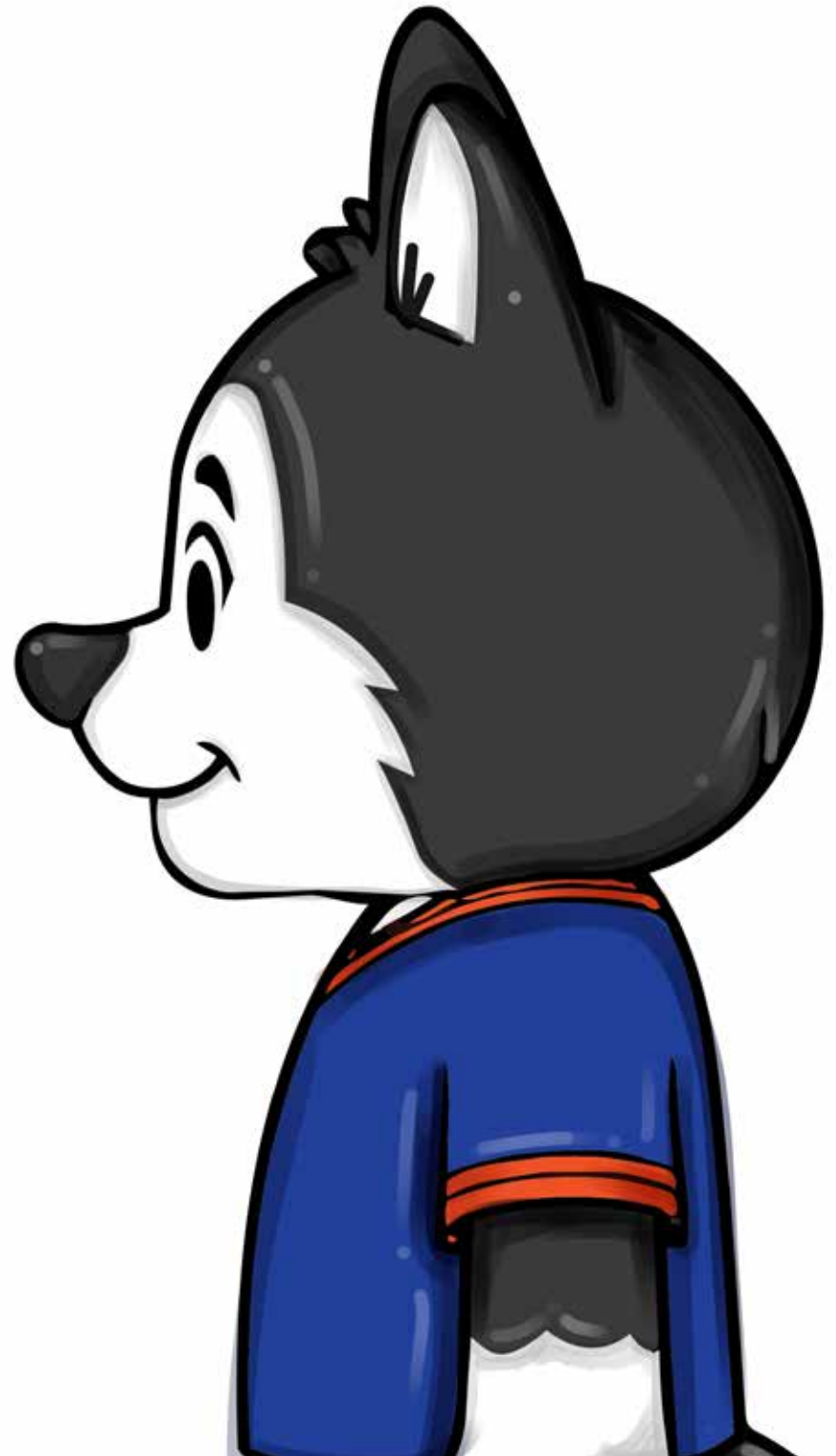
Approved Uses

- Husky Pups materials
- Children's activities and coloring books
- Internal employee communications
- Informal web graphics

Not Approved

Do not replace the HCU logo, Athletics Husky Head, or other official marks with Illustrated Mingo. **Do not use on official printed university publications**, admissions materials, institutional merchandise without Marketing approval.

For any questions or approval requests, please contact us at Branding@HC.edu



Character Consistency

Every illustration must clearly resemble the official Illustrated Mingo. Preserve the facial structure, ears, eyes, fur markings, body proportions, paws, line quality, colors, and overall illustration style. New poses, clothing, and expressions are encouraged, but the character should always be immediately recognizable.



AI Artwork

AI-generated artwork may only be used when it faithfully follows the approved reference character. AI-generated versions that noticeably change the anatomy, facial features, illustration style, or personality should not be used



Wrong AI Artwork

Does not preserve
the facial structure,
ears, eyes, fur
markings or colors



Correct AI Artwork

Preserves the facial
structure, ears, eyes, fur
markings and colors

Marketing Review

New illustrations or expanded uses should be reviewed by Marketing to ensure visual consistency.

If you are uncertain whether your illustration complies with these guidelines, please contact Branding@HC.edu for review and approval.

Character Reference

These examples demonstrate character consistency across multiple poses and expressions.



Mingo Illustration Library

Download approved Mingo illustrations for use in university communications and creative materials. These illustrations are designed to keep Mingo's appearance consistent across all applications.

Please use the artwork as provided. Do not alter Mingo's proportions, facial features, colors, clothing, or illustration style.



Waving



Dawgs Up



Thinking



Celebrating