BRAND GUIDELINES
QUICK START GUIDE

Modified:
5/14/13

Hope COLLEGE

OVERVIEW

Consciously developing and choosing a brand identity is a powerful way to build and strengthen connections with all of our constituents. By becoming more thoughtful and consistent about what is most important and relevant about Hope College, we speak with a stronger voice and make the most of our resources.

Because a brand is the total of all the experiences someone has with Hope College, any of us who represents Hope (student, faculty, staff or alumni) shapes the College's reputation and how others experience it. The success of our brand is up to us.

Contained within this Quick Start Guide are tools to communicate Hope's brand and story. These are the essentials of Hope's brand. For more in-depth discussion of the brand and design examples, please refer to the complete Brand Guidelines. Download or request a printed copy at **hope.edu/brand**.

BRAND PROMISE

The brand promise defines what Hope College intends to be and the experience an individual can expect to have when engaging with the institution. The brand promise is for internal use and is different than Hope's mission statement.

Hope College inspires students to be fully alive in mind, body and spirit through an exceptional liberal arts education and a community grounded in a vibrant Christian faith.

BRAND ATTRIBUTES

Brand attributes are key words and phrases that describe Hope College as it is and aspires to be. This language is used to be clear and relevant to the College's key audiences.

Rare Combination

Rigorous academics and vibrant, inviting Christian faith combined to prepare students to live within a global society.

Picturesque and Welcoming Community

A historic campus, located just blocks from award-winning downtown Holland, and part of an engaging and increasingly diverse community that approaches relationships with respect, compassion and support.

Close Student-Faculty and Student-Staff Relationships

Masterful teachers and talented researchers in small classes and one-on-one collaboration, with a strong commitment to students' personal, intellectual, social and career development.

Christian Character

Offers many voluntary opportunities to grow one's faith in an inviting Christian community, while seeking to engage the whole person through academics and co-curricular programs.

Nationally Recognized Academics

Known for undergraduate research, scholarship, preparation, and life-shaping experiences.

Holistic Approach

Liberal arts and pre-professional programs with high academic standards and exceptional career opportunities. Holistic approach has been lauded for character, preparedness, service, and life-changing experiences for students.

Championship Athletics

A nationally competitive tradition with scholar-athletes, quality facilities, and a community that supports Hope teams.

Remarkable Facilities

World-class facilities that support the high caliber research, athletic, social and spiritual opportunities offered throughout the campus experience.

Vibrant Student Life

Commitment to the whole person, in mind, body and spirit, with an emphasis on cultivating relationships through award-winning social activities and unique traditions within a thriving and safe residential community.

LOGO GUIDELINES

Primary Logo Configurations

The primary logo consists of two parts: the name of the college, or logotype, and the anchor icon. This is an update of the previous logo. There are two configurations, horizontal and vertical. Horizontal is the preferred orientation for college communications. The vertical configuration may be used when space does not allow for the horizontal configuration.

Horizontal Configuration

Vertical Configuration

Logo Reproduction

Scaling – The logo must be scaled proportionally when being resized.

Clear space – An area free of graphics must be maintained around the logo. The clear area for both horizontal and vertical configurations is the height of the "O" in 'College'.

Minimum size – The minimum sizes for the logos are based on legibility of the icon. The smallest the icon size should be is .3" high.

Horizontal Logo Minimum size: .3" high

Vertical Logo Minimum size: .5" high

Color Specifications – Solid

The two colors of the logo are the primary Hope College colors. These colors apply to both the horizontal and vertical versions of the logo.

Under no circumstances may any other colors or tints of a color be used. These colors apply to all versions of the logo including special use.

Two Color – The two-color method should be used whenever possible on a white, cream, or other light-colored background (20% or less tint). The colors used are specific and restricted: the icon in Hope Orange (PMS 166), and the logotype in Hope Blue (PMS 289). This is done for brand recognition and consistency.

Two-color Logo

One Color and Black – When the entire project is one color, a one-color logo may be used. The acceptable colors are either Hope Orange (PMS 166) or Hope Blue (PMS 289). An all black version may be used for black and white projects. Always choose the color version that provides the greatest contrast and readability.

One-color Logo

LOGO GUIDELINES CONT'D

Color Specifications – Reversals

When reversing the logo out of a color background, be sure the logo is large enough for the logotype and icon to be read clearly, with sufficient contrast.

Reversed logo colors – The one-color (white) logo may be reversed out of any primary or secondary color with the exception of PMS 106 (Cottage Yellow) and PMS 317 (Macatawa Mist). The two-color (PMS 166 and white) logo may be reversed out of a PMS 289 (Hope Blue) background. This is the only background color permitted for use with this type of reversal.

One-color Reversal

Two-color Reversal on PMS 289 only

Color Specifications – With Screens

The logo may appear in one or two colors when using a background of screened color. Only recommended tints of a color may be used as a background color (see Color Palette, pg 4).
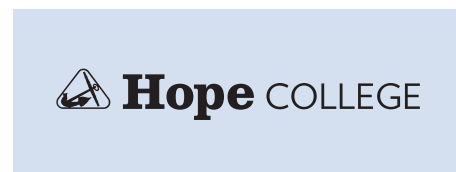
Background Color Screen Percentages

- 20% or less, logo prints as solid color
- 50% or more, the logo must be reversed
- Screens between 20% and 50% are not recommended as backgrounds
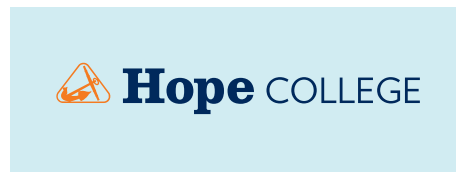
Two-color logo on a 20 percent screen of color

One-color logo on a 20 percent screen of color

One-color logo (black) on a 20 percent screen of color

Reversed logo on a 50 percent screen of color

Color Specifications – With Photography

The logo must print in one or two colors or reverse in white. If the logo is placed on top of or reversed out of a photograph, the the background should provide distinct contrast so the logo is legible. Minimum clear space and size should apply.

Color Specifications – Unacceptable Usage

- Do not use unacceptable colors for the entire logo or for parts of the logo. This includes unacceptable use of brand colors.

- Do not add any effects such as bevels or drop shadows to the logo.

- Do not reverse the logo out of unacceptable colors. Do not reverse only part of the logo out of a color.

- Do not reverse the logo out of a tint or screen lighter than 50 percent. Do not use a color or black logo on a tint or screen 50 percent or greater.

- Do not place the logo on busy backgrounds of either photography or vector art. Do not reverse the logo out of a light-colored background. Do not put a color or black logo on a dark background, unless there is sufficient contrast.

COLOR PALETTE

Primary Colors

Orange and Blue are Hope's primary brand colors. Orange or Blue must be present in every layout with the exception of black and white media. These colors can be used in a variety of elements, including but not limited to type, photography, texture, graphics and the logo.
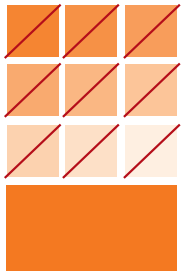
Secondary Colors

The secondary color palette is based on colors in the rose window of Dimnent Chapel and also reference elements unique to the Hope experience. Secondary colors are an expansion of the color palette and should never be used without the presence of the primary brand colors.

Tints

Each color has a range of tints that may be used. The range was chosen based on several criteria: whether the tints hold true to the original color, whether the color is too light for use in print, and its overall aesthetic. Hope Orange (PMS 166) is the only color that may not be used as a tint.

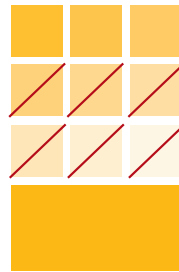*Primary Colors*

Secondary Colors

Hope Orange
TINTS NOT PERMITTED
PMS 166 C
0/74/100/0 CP
PMS 166 U
0/57/84/2 UP
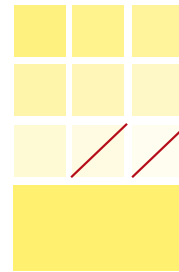HEX# F46A1F
R: 244, G: 106, B: 31
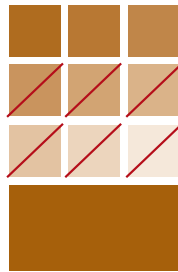
Veneklasen Brick
100–70% tint
PMS 1535 C
8/75/100/40 CP
PMS 1535 U
10/52/92/24 UP
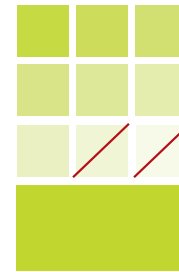HEX# 91420E
R: 145, G: 66, B: 14

Tulip Orange
100–70% tint
PMS 130 C
0/30/100/0 CP
PMS 129 U
0/27/86/0 UP
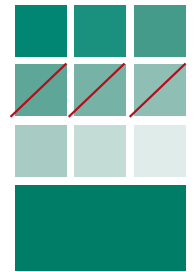HEX# F0AB00
R: 240, G: 171, B: 0

Cottage Yellow
100–30% tint
PMS 106 C
0/1/70/0 CP
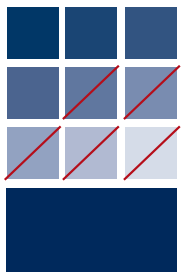PMS 106 U
0/1/74/0 UP
HEX# F7E654
R: 247, G: 230, B: 84

Spring Fling Green
100–30% tint
PMS 382 C
28/0/92/0 CP
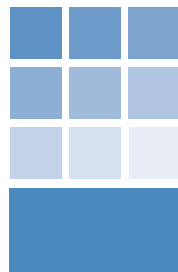PMS 380 U
15/0/65/0 UP
HEX # BED600
R: 190, G: 214, B: 0

Pine Grove Green
100–70%, 30-10% tint
PMS 568 C
89/11/48/47 CP
PMS 568 U
91/13/62/23 UP
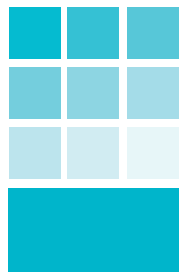HEX # 00685B
R: 0, G: 104, B: 91

Hope Blue
100–60% tint
PMS 289 C
100/76/10/65 CP
PMS 289 U
97/63/13/41 UP
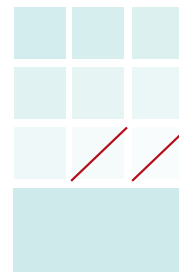HEX # 002244
R: 0, G: 34, B: 68

Lake Michigan Blue
100–10% tint
PMS 646 C
73/30/3/10 CP
PMS 646 U
62/29/10/4 UP
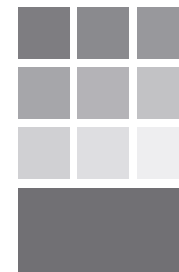HEX # 5482AB
R: 84, G: 130, B: 171

Stained Glass Blue
100–10% tint
PMS 3125 C
89/0/20/0 CP
PMS 3125 U
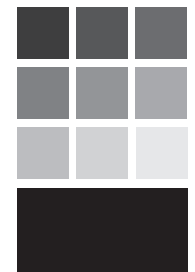67/0/18/0 UP
HEX # 00B0CA
R: 0, G: 176, B: 202

Macatawa Mist
100–30% tint
PMS 317 C
24/0/7/0 CP
PMS 317 U
32/0/14/0 UP
HEX # BBE7E6
R: 187, G: 231, B: 230

Graves Hall Gray
100–10% tint
PMS Cool Gray 11 C
48/36/24/66 CP
PMS Cool Gray 11 U
30/17/8/53 UP
HEX # 4D4F53
R: 77, G: 79, B: 83

Black River Black
100–10% tint
PMS Process Black C
0/0/0/100 CP
PMS Process Black U
0/0/0/100 UP
HEX # 000000
R: 0, G: 0, B: 0

TYPOGRAPHY

Display, Headline and Subhead/Callout

The primary typeface for display, headline and subheads/callouts is Verlag.

Verlag Extra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Verlag Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Verlag Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Verlag Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Verlag Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Copy and Callout

The secondary typeface for body copy and callouts is Baskerville.

Baskerville Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Baskerville Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Display Only

The display typeface is Clarendon BT. Display type refers to the use of type at large sizes.

Clarendon Light BT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Clarendon Roman BT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Clarendon Bold BT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Clarendon Black BT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PHOTOGRAPHY

As a general rule when selecting photography, choose images that are tightly cropped around the subject. Asymmetry, dramatic perspective and uncommon angles all make for a more powerful photo. Even a mediocre image can be improved with an interesting crop. Avoid the centered subject surrounded by lots of empty or dead space.

The best photos have contrast and saturated colors. Avoid flat, under or over-exposed images.

Hope Photography Archive

Hope College has an extensive photography archive that includes both topic specific and general brand imagery. For topic/event specific photos contact Public and Community Relations at 616.395.7860 or prelations@hope.edu. For general brand imagery contact Integrated Marketing at 616.395.7150 or marketing@hope.edu.

Stock Photography

While the advantage is immediate availability at a reasonable price, the downside is the subject matter is generic and not campus- or person-specific. Because of this, purchased stock photography should not include people. Use of stock photography should be carefully considered and used sparingly.

SUBSTITUTE FONTS

As the number of standard web fonts is limited and not all computers have the brand fonts installed, two substitute typefaces have been chosen for Hope College: Arial and Georgia. Arial is a sans serif substitute for Verlag and Georgia is a serif substitute for Clarendon and Baskerville. These versions are to be used for digital applications such as website, email, and E-news content and only when absolutely neccessary in print when primary brand fonts are not available.

CONTACT INTEGRATED MARKETING

Integrated Marketing is located on the 2nd Floor of the Anderson-Werkman Financial Center at 100 E. 8th St.

The office is open to serve you Monday through Friday from 8:00 am until noon.

Learn more about the resources available to you, including the full version of the Brand Guidelines, at **hope.edu/brand**.

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