



BRAND GUIDELINES

COMMUNICATIONS OFFICE

We provide professional skills in communications and marketing, media relations, editorial content creation, digital advertising, website management, and graphic design for Hampshire.

In the interest of representing Hampshire's public information efforts, externally focused publications, online activities, media inquiries, and the like should always be coordinated through the Communications Office. When in doubt, please be in touch.

Contact us

communications@hampshire.edu
newsmedia@hampshire.edu

413.559.6062

VISUAL IDENTITY

LOGO

The Hampshire College logo consists of four rectangles, with open space between them that forms the letter H. This design recalls the four institutions — Amherst College, Mount Holyoke College, Smith College, and the University of Massachusetts Amherst — that created Hampshire as a proving ground for educational innovation and reform.

The primary logo should appear on every piece of internal and external communications. Find it on our website at hampshire.edu/logo

Only use authorized digital art files when applying the logo to communications or materials. Do not attempt to typeset or recreate them yourself. Be mindful of scaling and proportions.



Logo Mark

Word Mark

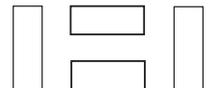
LOGO MARK

The logo mark may appear on its own, separate from the word mark, when the layout requires a monogram or graphic accent. This usage is only appropriate if the master brand is established elsewhere in the piece; the logo mark should never be the sole identifier of the Hampshire brand within any communication.

Filled



Outlined



STACKED

For applications where space is limited, an alternate version, with the logo's elements stacked vertically, may be employed. These versions should be used sparingly.



Logo Colors

The versions below show the approved color variations; note that the logo mark and word mark are always set in the same color.

Use discretion in choosing the color option that works best for your application. Use the reversed versions when your background doesn't provide enough contrast for the other versions to be legible.

Black

 **Hampshire College**

White/Reversed

 **Hampshire College**

Teal / Pantone 7467

 **Hampshire College**

THE TREE & SEAL

The Hampshire tree has been a symbol of the College since at least 1966. From the evidence of a widely circulated memo, it appears that the tree was drawn by Eric Patterson, the son of Hampshire's first president.

In 1994, just before the 25th anniversary of the College, the administration elevated the Hampshire tree to appear on the seal of the institution, which includes the College's motto and founding date.

Please contact the Communications Office about use of the tree or seal.



TYPOGRAPHY

When it's used thoughtfully, typography is a powerful brand tool that can reflect or expand on the meaning of what we're communicating. Using fonts consistently throughout media ensures a user experience that reflects trust.

Primary Typeface

Open Sans

is a humanist sans-serif typeface designed by Steve Matteson with an upright stress, open forms, and a neutral yet friendly appearance. It has been optimized for print, web, and mobile interfaces, and its letterforms possess excellent legibility.

Uses

- Headlines
- Subheads
- Callouts
- Body Copy
- Captions

Characters

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#\$%&::.

Weights

Light Regular **Semibold Bold ExtraBold**

Sample

Your course of study is an original work of art.

Find it at [Google Fonts](https://fonts.google.com/?query=open+sans) > fonts.google.com/?query=open+sans

Accent Typefaces

STAATLICHES

is a clean-cut, all-caps display face with charmingly unconventional proportions and a Bauhaus pedigree. It features full sets of capitals, numbers, punctuation, symbols, and common Latin accents.

Uses

- Headlines and subheads
- Impact Moments (such as pull quotes)

Characters

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!@#%&::.

Sample

DISTINGUISH YOURSELF FROM THE HERD. WE DID.

Find it at [Google Fonts](https://fonts.google.com/?query=staatliches) > fonts.google.com/?query=staatliches

IMPACT LABEL IMPACT LABEL REVERSED

is a display font that recalls the embossed tape labels of yesteryear, created letter by letter on hand-operated devices. This typeface should be used intentionally and sparingly.

Uses

- Callouts
- Impact Moments

Characters

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!@#%&:;.

Sample

A PLACE TO BE FULLY KNOWN

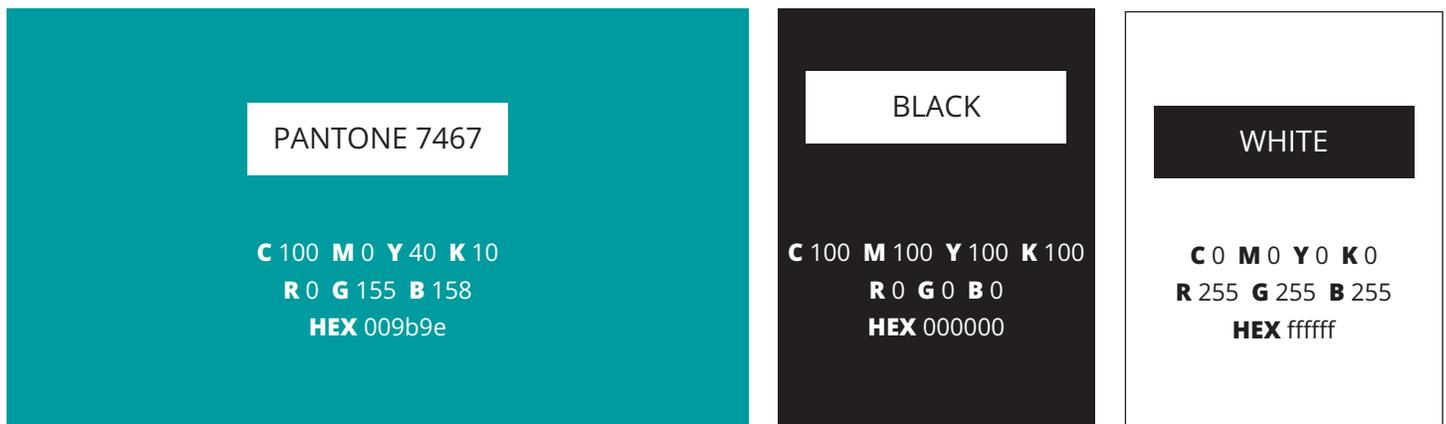
Find it at [Font Squirrel](https://fontquirrel.com/fonts/impact-label) > fontquirrel.com/fonts/impact-label

COLOR

Our color palette has two main layers: primary and secondary. Our communications lean heavily on the primary palette; we use accents from the secondary palette to keep layouts from becoming too stale or one-dimensional.

Primary Palette

Our primary palette consists of teal, charcoal, and white. Our layouts draw heavily on these colors, mixing with the accent palette as needed to build color schemes that are complementary and balanced.



Secondary Palette

Our secondary palette includes accent colors to add depth and nuance to our designs. In general, they should be used sparingly, and should not appear without being accompanied by a primary color, but they can appear more prominently with thoughtful consideration and in certain applications.



POSITIONING

WHY HAMPSHIRE?

Hampshire College was created in response to a changing world.

The brand has always been about disruption and innovation.

We offer an alternative to traditional colleges.

Our curriculum is in a near-constant state of evolution to meet the needs of today's students.

We are responsive, inventive, and experimenting.

Hampshire continues to push the boundaries of what college is, transforming higher ed.

DIFFERENTIATORS

- > student-designed courses of study
- > narrative evaluations instead of grades
- > divisional system
- > no majors or departments
- > interdisciplinary study
- > project-based
- > community engaged learning
- > strong advising/mentorship
- > confronting global challenges
- > culture of diversity and inclusion

BEST-FIT STUDENTS

- self-directed
- passionate
- unconventional
- creative
- intellectually curious
- risk-taking
- adventurous
- socially conscious
- ethical and moral
- think across boundaries
- want to act on knowledge now
- inspired to improve the world

MESSAGING

MOTTO & TAG LINE

TO KNOW IS NOT ENOUGH

Non Satis Scire — the Latin version — reminds our community that the mere acquisition of information is insufficient in learning and in living, that gaining knowledge only matters if it is put into action.

WHAT WERE YOU MADE FOR?

Developed in 2020 as part of a brand refresh, this statement, which graces our website, viewbook, and other key communications materials, compels prospective and current students to consider what drives them, how they feel called to purpose, what they will create or do that makes an impact.

OTHER OVERARCHING HEADLINES

CREATE YOUR OWN EDUCATION

YOUR COLLEGE EXPERIENCE WILL BE UNLIKE ANYONE ELSE'S

AN ACADEMIC PROGRAM RELEVANT TO THE WORLD WE LIVE IN

MAKE POWERFUL CONNECTIONS TO TACKLE REAL ISSUES

REVOLUTIONIZING EDUCATION. REIMAGINING THE FUTURE.

URGENT. UNBOUND. ENTREPRENEURIAL.