



H A M P S H I R E C O L L E G E

Visual Identity

ACADEMIC YEAR 2012-2013

The visual identity program provides guidelines for presenting Hampshire College in a cohesive way to all audiences, internal and external.

The guidelines consist of an integrated system of graphic elements, including:

- Logo and seal
- Color palette
- Fonts
- Paper stock

Consistent use of these elements will reinforce our visual identity, presenting Hampshire's communications in a unified manner across the College.

Applications of these elements extend from the alumni magazine and College stationery system to admission and fundraising publications, and to digital media presentations and the College website.

The guidelines exist to assist communicators in the consistent, integrated, effective use of the College's brand across all media, print and electronic.

If you have questions regarding the visual identity system, please contact:

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H A M P S H I R E C O L L E G E

Visual Identity

The Hampshire College logo, four rectangles that form an H in the open space between them, represents the four colleges (Amherst, Mt. Holyoke, Smith, and the University of Massachusetts Amherst) that created Hampshire and Hampshire itself. The logo **must** appear on every piece of internal and external communications.

LOGO USE

COLOR

 H A M P S H I R E C O L L E G E


H A M P S H I R E C O L L E G E

BLACK

 H A M P S H I R E C O L L E G E


H A M P S H I R E C O L L E G E

WHITE ON DARK OR PHOTO BACKGROUND



The Hampshire seal comprises the tree, College motto Non Satis Scire (“to know is not enough”), and founding date. The tree symbolizes knowledge as an organic process, deeply rooted in liberal arts traditions, yet subject to continual revision and growth. As the College’s official identifying mark, **only** Hampshire College’s Board of Trustees, President, or Director of Communications, may authorize its use. While the seal may be printed in any color from Hampshire’s color palette, it may not otherwise be altered.



Consistent use of color reinforces our visual identity. The 2012-13 print color palette consists of a primary green; various accents and neutrals complement our primary color.

PRINT COLOR PALETTE

ACCENTS

PRIMARY



50C 100Y 40K



100C 35M 40K



77M 100Y 14K



50C 100M 40K



23C 100Y 20K



13M 100Y

NEUTRALS



43Y 25K



25Y 10K

Please contact communications if PMS colors are needed.

Consistent use of color reinforces our visual identity. When coordinating colors across websites, blogs, and email templates, please use the following color codes:

WEB COLOR PALETTE



92A642



6E232E



454D60



B04E10



8C2B2B



696B46



576E25



6B364E



E3DEB6



918F76

FONTS

ITC Franklin Gothic, Adobe Garamond and Museo Slab are used in the text of Hampshire publications. The use of these typefaces is essential to Hampshire's visual identity.

ITC Franklin Gothic **Adobe Garamond** **Museo Slab**

PC users may use Franklin Gothic and Garamond. Museo Slab can be downloaded from www.fontsquirrel.com.

PAPER STOCK

Paper quality is important in the presentation of our visual ideas. With sustainability in mind, the stock should be FSC certified and contain as much post consumer recycled content as possible.