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:

Mary Zyskowski
Director of Design
413.559.5721 or email mzyskowski@hampshire.edu

Elaine Thomas
Director of Communications
413.559.6180 or email ethomas@hampshire.edu
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.
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.

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
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 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.