



HOOD COLLEGE BRAND STANDARDS

PRIMARY LOGO

The official Hood College logo is a representation of both our history and our vision for the future.

It is a graphic identity that is representative of our deeply rooted traditions and our longstanding heritage of excellence. At the same time, its stylish nature lends a contemporary, forward-moving feel.

The shield symbol is incorporated into a distinctive, customized arrangement of Electra typography to form the complete logo.

The Hood College name is presented in a contemporary, sophisticated style befitting our goal of delivering an excellent, relevant, values-based educational experience for our students.

The official logo and guidelines for its use provide a touchstone of continuity for all our communications.



The Hood College logo can be used with or without “Frederick, Maryland” as a part of the logotype.

LOGO VARIATIONS

The Hood College logo may be used full color (as seen on the left), reversed out to white as below, or in solid black as needed (see below):

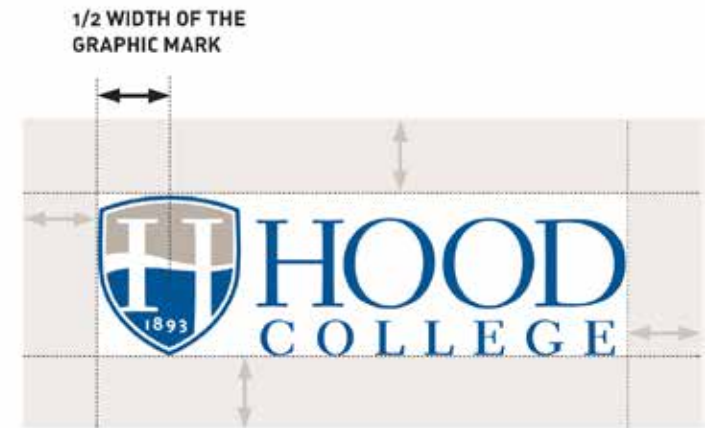
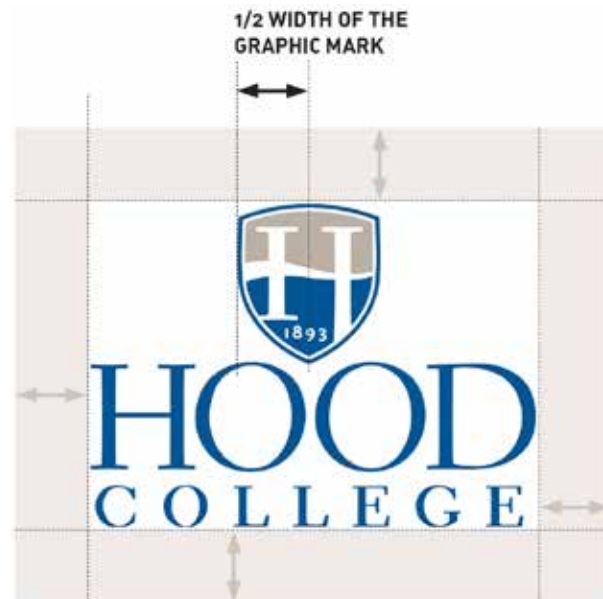


To ensure the identity’s strongest impact, do not modify or distort the logo. The uses shown in the section “Logo Misuse” are all unacceptable treatments to the logo. Most questions about logo usage will be answered by reviewing these improper examples on page 8.

PRIMARY LOGO | CLEAR SPACE RULES AND MINIMUM SIZE REQUIREMENT

When the logo is used in marketing materials together with photography, illustration or other typography, a minimum amount of clear space must surround the logotype. This space is equivalent to one-half the width of the graphic mark, as illustrated.

To ensure legibility, the primary logo may not be reproduced smaller than one and one-half inches in width for the horizontal logo and one inch in width for the vertical logo.



COLOR PALETTE: PRIMARY COLORS

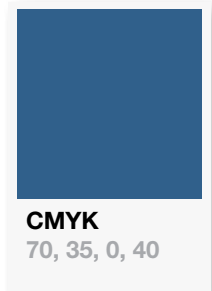
Color usage is a very important part of maintaining Hood's visual identity and brand.

Two specific colors, Pantone® 647C and Pantone® Warm Gray 6 have been chosen to represent the Hood College identity. Screens or tints (percentages of color) of the primary colors may be used to achieve a desired effect. However, the primary use on the page should be maintained at 100 percent.

Never use unapproved colors or create a new color palette.

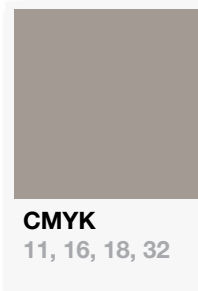
Pantone® Matching System (PMS) is a color-matching tool used by the print industry for reproducing colors consistently across various printing mediums. Typically, Pantone® is used for specialty printing.

To ensure the consistency of our visual identity, specifications for each color are provided for both print and digital use. Pantone® colors and CMYK values are provided for color printing applications. In order to best match the Pantone® colors, use the conversion ratios provided for CMYK, RGB and HEX (web colors).



RGB
48, 96, 139

HEX
30608b



RGB
164, 154, 148





HEX
a39994

PRINT USE ONLY

ONLINE/SCREEN USE ONLY

COLOR PALETTE: SECONDARY COLORS

The colors of the secondary palette complement the primary colors. Screens or tints of the secondary colors may be used to achieve a desired effect. However, screening the coral and bright blue shades should be avoided altogether.

CORAL  CMYK 0, 71, 59, 0	BRIGHT YELLOW  CMYK 0, 20, 90, 0	BRIGHT BLUE  CMYK 80, 0, 5, 10	NAVY  CMYK 100, 56, 19, 73	PRINT USE ONLY
RGB 243, 111, 97	RGB 255, 204, 50	RGB 0, 169, 211	RGB 0, 35, 65	
HEX # f36f61	HEX # ffcc32	HEX # 00a9d3	HEX # f36f61	ONLINE/SCREEN USE ONLY

TYPOGRAPHY

PRIMARY TYPEFACE: Electra LH
SECONDARY TYPEFACE: Helvetica Neue LT Std.

These font families were carefully chosen to reflect Hood College’s brand identity. In the case that these fonts are not available, you may use the closest available match such as Helvetica and Minion.

Do not use Times New Roman or Calibri.

Electra LH, Regular

Helvetica Neue LT Std. Font Family

SUB BRANDS | PRIMARY LOGO LOCKUPS

INCLUDING DEPARTMENTS, OFFICES, SCHOOLS, COLLEGES, CENTERS, INSTITUTES, COMMITTEES AND UNITS

Hood College sub-brand signatures provide a simple way to have consistent visual identity and brand for all entities across campus. All Hood College departments, offices, schools, colleges, centers, institutes, committees and units have their own official signature aligned with the Hood College logo created by the marketing department.

Departments, offices, schools and colleges will occupy the top part immediately below the Hood logo. Where applicable, units, committees, etc. are placed underneath.

Together, the Hood logo and the accompanying signature create a “lockup” that ensures consistency for every entity, every message, across every piece of communication. A logo lockup may be used in place of the Hood logo.

Especially in the case that a communication tool is intended to target off-campus constituents, a **logo lockup must be used**.

A lockup is a formal combination of all official college logo elements together in a set position created by the Office of Marketing and Communications within brand standards of Hood College.

Logo lockups are created for you by the Office of Marketing and Communications. Requests for new logos will be filled within two weeks of request and at the discretion of the vice president for marketing and communications.

Do not attempt to typeset or recreate the Hood logo, shield, wordmark or any of its elements. Do not add to the Hood College logo or any of its elements. Instead, use the college-created digital logo lockup file. ***When distributed, whether in print or online/digitally, outside of the campus, NO OTHER LOGOS, SYMBOLS OR TYPE TREATMENTS should be developed or used by departments, offices, schools, colleges, centers, institutes, committees, units, recognized student organizations*, groups, centers, institutes, or any other businesses or private efforts as they distract from the emphasis and identity of the College.***

EXAMPLE OF LOGO LOCKUPS



* This includes all recognized clubs, organizations, learning communities, associations, etc. at Hood College.

SUB BRANDS | PRIMARY LOGO LOCKUPS | INTERNAL CAMPUS USE ONLY

INCLUDING RECOGNIZED STUDENT ORGANIZATIONS, CLUBS, GROUPS AND ANY OTHER BUSINESSES OR PRIVATE EFFORTS IN ASSOCIATION WITH HOOD COLLEGE.

The use of a sub brand, or logo other than the approved Hood College logo, is conditional.

The use of a departmental or organizational* logo or identifying mark (such as a club logo) is permissible **if, and only if**, the communication tool within which it appears is meant **solely for internal campus use** and any use of “Hood College” or its logo parts are not included as part of the logo except in the case that the words “HOOD COLLEGE” or “AT HOOD COLLEGE” in Helvetica Neue LT Std 57 Condensed in all capital letters are placed tastefully under the logotype.

Internal Campus Logo Use Examples:

DO NOT put “Hood College” in the logo:



NO!

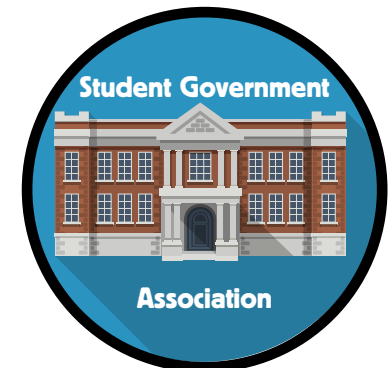
DO NOT put the Hood College logo or any parts of the logo or logotype in the logo



NO!

YES!

Put ‘AT HOOD COLLEGE’ in Helvetica Neue LT Std 57 condensed font in all capital letters under the logo.



AT HOOD COLLEGE

External campus use - request a logo lockup using the project request form.



* This includes all recognized clubs, organizations, learning communities, associations, etc. at Hood College.

IMPROPER LOGO USE

PLEASE SEE THE PRIMARY LOGO SECTION ON PAGE 2 FOR PROPER LOGO USAGE.

To ensure the identity's strongest impact, **do not modify or distort the logo or any part of the logo.**

The uses shown in this section are all unacceptable treatments to the logo. Most questions about logo usage will be answered by reviewing these improper examples. Should you have questions, please contact the Office of Marketing and Communications to ensure proper usage.



DO NOT change the colors of the logo.



DO NOT print the color logo on colored paper—this will change the color of the logo when printed. Only use the black

version of the logo on colored paper.



DO NOT apply special graphic effects to the logo.



DO NOT recreate the logo—digital files are available on the website.



DO NOT print the logo on a patterned or busy background or paper.



DO NOT distort the proportion of the logo in any way.



DO NOT place other graphics on or close to the logo (see clear space rules on page 3).



DO NOT alter the composition of the logo.



DO NOT print another color version of the logo other than our specified colors on page 2 in the Primary Logo section.



DO NOT add a drop shadow or any other effects to the logo.



DO NOT put the logo in a shape.

THE SHIELD

The graphic mark was designed for incorporation with the logo or as a stand-alone graphic. See Logo Variations (page 2) and Dos and Don'ts (page 8) for guidelines regarding its usage. When used as a stand-alone graphic, the mark should appear only in the following specified colors: PMS 647, PMS Warm Gray 6, black, or reversed to white. If the PMS colors are not an option, the process color conversions are always acceptable (see Logo Colors on page 4). The mark may also be produced as a watermark or as a white graphic (reversed or 'knocked out') on a solid background or photo. In the case of athletics, the shield may be Hood's Navy (see page 5.)

In cases where embroidery is needed, a version of the shield may be requested without '1893' included in the shield.

DO NOT change the colors of the shield.

DO NOT print the shield on colored paper—this will change the color of the shield when printed onto the other color. Only use the black version of the shield on colored paper.

DO NOT apply special graphic effects to the shield.

DO NOT recreate the shield—digital files are available on the website.

DO NOT print the shield on a patterned or busy background or paper.

DO NOT distort the proportion of the shield in any way.

DO NOT place other graphics on or close to the shield - a *clearspace distance of 1/2 full shield height is required.*

DO NOT alter the composition of the shield.

DO NOT put the shield in a shape.



THE LETTER “H”

At the center of the logo graphic shield is the iconic Hood “H.” The H can be used as a stand-alone graphic for special usage, **individually approved by the vice president for marketing and communications.**

The H may be used in PMS 647, PMS Warm Gray 6, black or white (or conversions for print or screen) and in some instances, PMS 2965.

DO NOT use this logo graphic without approval.



THE SEAL

The College seal represents the history, tradition and mission of the institution. The primary usages for the seal are for official documents, ceremonial purposes and for use by the Offices of the President or Provost, and the Board of Trustees.

Corde, et mente, et manu freely translates to *with heart and mind and hand*; the heart to conceive, the mind to direct, and the hand to execute. The College seal was adapted from the cover of a German magazine, and represents a man and woman seated amid products of invention, industry, discovery, literature and art.

The seal may be displayed for special events on the fronts of podiums, inside and outside College buildings and on flags. The seal should not be used in advertising, publications or printed materials that publicize a program, activity or service of the College.

The seal should not be used for items of clothing or in general merchandise. The seal is allowed for executive-style gifts purchased through the bookstore or with permission granted by the vice president for marketing and communications.

There are two variations of color, in addition to black, for official documents: a gold foil version for diplomas and silver foil version for Commencement.

