



Hamilton

Style Guide

**Guidelines for using
the Hamilton College
Graphic Identity**

Updated August 2007

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Hamilton

The purpose of Hamilton's visual identity plan is to present a clear and consistent image of the College to each viewer, reader or recipient every time that person encounters a communication from Hamilton.

The Chapel cupola with its quill weather vane represents the architectural presence of this historical building and the College's commitment to writing.

As the visual representation of Hamilton, these graphics should always be used in a manner that conveys and reinforces the values and mission of the College.

This manual provides guidelines for many typical applications. Logos and a pdf copy of this style guide can be found at www.hamilton.edu/logos/.

Questions regarding the use of the logo, or requests for different file formats, may be directed to:

Catherine Brown
Art Director
315-859-4276
cbrown@hamilton.edu

or

Mike Debraggio
Executive Director of Communications
315-859-4680
mdebragg@hamilton.edu

Wordmark and Logo

Hamilton College's primary signature is comprised of the wordmark "Hamilton," the stylized cupola of the Chapel and the horizontal line above the wordmark to support the cupola.

The wordmark "Hamilton" is set in Bodoni type and is a customized arrangement of letters. **No substitute may be used for this wordmark.**

The cupola, with its distinctive quill weather vane, is also customized for Hamilton. **No substitute may be used for this logo.**

The horizontal line, its weight and spatial relationship to the logo and wordmark are part of the Hamilton signature. There may be variation to the length of this line as illustrated in this manual, but no other variations are acceptable.

The College colors are PMS 288 blue and PMS 465 tan.*

*Pantone Matching System



Wordmark and Logo The Hamilton College Address

Occasionally there will be opportunities for Hamilton to use its primary signature in conjunction with our New York state address. Illustrated below is the preferred arrangement of these elements. The horizontal line is extended to accommodate our full name and address. The typeface for the address line is Goudy. Its exact size, weight and placement are a part of the Hamilton signature. **No substitutes may be used in this format.**



Wordmark without Logo

It is acceptable to use the College wordmark without the logo.

The approved colors for this usage are PMS 288 blue and, depending on the background, PMS 465 tan, black or white.

The wordmark “Hamilton” is set in Bodoni type and is a customized arrangement of letters. **No substitute may be used for this wordmark.**

Hamilton

Minimum Size

The wordmark and logo have been created for maximum readability and clarity. The minimum acceptable sizes are shown below. Please do not attempt to re-create or adjust the size or configuration of any of these components.

Occasionally there will be an exception to this guideline, such as imprinting an item such as a pen, or some other small piece. In that case, the logo may be reduced only as much as good quality can be maintained, or the use of the wordmark alone is recommended. Any questions should be referred to the art director.



**Acceptable size
if format dictates
smaller image
(i.e. return address logo
on small envelope)**



Protected Area

The protected area ensures that the wordmark and logo are always readable. The purpose is to prevent other graphic images or words from getting too close to our signature. No other type or images should appear in the space indicated.

Protected area size

The protected area equals **half** the x-height of the lower case letters in Hamilton



Custom Wordmark and Logo

Custom logos have been created in some instances. These logos have been authorized by the Communications Office and may not be created without approval. The full name sits on the line, or extended line, in the typeface Goudy. The exact size, weight and placement of this type are a part of the Hamilton signature. No substitute may be used in this format.

ANNUAL FUND

 Hamilton

REUNIONS

 Hamilton

ALUMNI RELATIONS

 Hamilton

BIOLOGY COMPUTING FACILITY

 Hamilton

THE HAMILTON COLLEGE TOWN-GOWN FUND

 Hamilton

MAURICE HOROWITCH CAREER CENTER

 Hamilton

HAMILTON COLLEGE JAZZ ARCHIVE

 Hamilton

ARTHUR LEVITT PUBLIC AFFAIRS CENTER

 Hamilton

Hamilton College Colors

The Hamilton College colors are blue (PMS 288) and tan (PMS 465). The tan color is dark enough to print readable type at 100%; when screened to 60%, it creates the acceptable “Hamilton Buff” color. Use these colors on both coated and uncoated paper.

PMS 288

When building PMS 288 from cmyk, use the following:

C-100 M-67 Y-0 K-23

PMS 465

When building PMS 465 from cmyk, use the following:

C-20 M-32 Y-58 K-0

60% PMS 465

Acceptable Color Variations

Hamilton



Hamilton



Hamilton



Hamilton



Hamilton



Hamilton

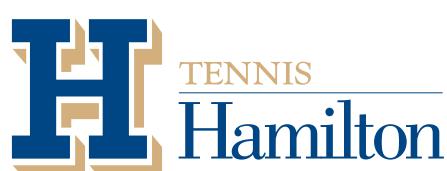
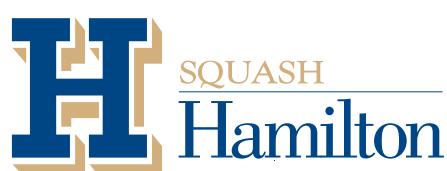
Hamilton

Hamilton

Athletics Logo

Illustrated below is the Hamilton athletics logo and wordmark. The block “H” logo, the Hamilton wordmark, the horizontal line and the word “Athletics” are all part of the signature. These parts should be used together as shown. Logos for specific sports are shown on page 13. Please contact the art director before attempting variations of this design. A pdf file showing many of the acceptable variations with different sports is available from the art director.





Athletics "H"

The block "H" logo may be used by itself in some athletic applications. **IMPORTANT: Please do not try to create, or ask your vendor to create, this artwork.** The art director will supply it on request to you or directly to your vendor.



College Seal

Illustrated below is the official seal of Hamilton College. There are formal applications for the seal such as diplomas. The seal is never to be used as a primary signature for the College. Only the executive director of communications or the art director can authorize use of the official College seal.



Stationery Guidelines

Stationery is one of the most visible uses of the graphic identity. Stationery includes letterhead, envelopes, mailing labels, business cards, note cards and facsimile cover pages. To ensure consistency across all forms of stationery, the following pages show examples of approved letterhead, envelopes, business cards and mailing labels.

General stationery guidelines:

1. The College has selected a bright white recycled paper* for all printing needs. To ensure consistency, all stationery is to be ordered through the College Print Shop.
2. The recommended College stationery typing format is shown on the following page. We strongly encourage everyone to follow this style for consistency.
3. The recommended typeface for body copy on stationery and letterhead is Times New Roman. If this font is not installed on your computer system, contact Desktop Integration Services at 315-859-5347. The point size (height of the letters) for the typeface is 11 pt. and the leading (amount of space from the baseline of one line of type to the next line of type) is 13 pt.
4. **All College stationery must be ordered through the Print Shop.** Do not attempt to create your own stationery from the examples shown in this guide. The College will not pay for stationery that does not conform to the guidelines contained in this style manual.
5. **Never use photocopied stationery for official College correspondence.**

The examples on pages 17-23 will be used as guidelines for creating all business cards, envelopes, letterhead and labels.

* Stationery: Strathmore Writing, 24lb. Text,
Bright White Recycled

Business Cards: Strathmore Cover, 88lb. Cover,
Bright White Recycled



Office of Admission

Hamilton

Date

Dear Colleagues:

There are many styles of typing formats. This example illustrates the preferred typing style for all communications on the College's stationery.

The recommended typeface for body copy on stationery and letterhead is Times New Roman. The point size for the typeface is 11 pt. and the leading is 13 pt.

The left margin should line up one and one-quarter (1 1/4") inches from the left edge of the page, and the right margin should not extend past one inch from the right edge of the page.

When a letter is longer than one page, use plain white matching stock for the second page.

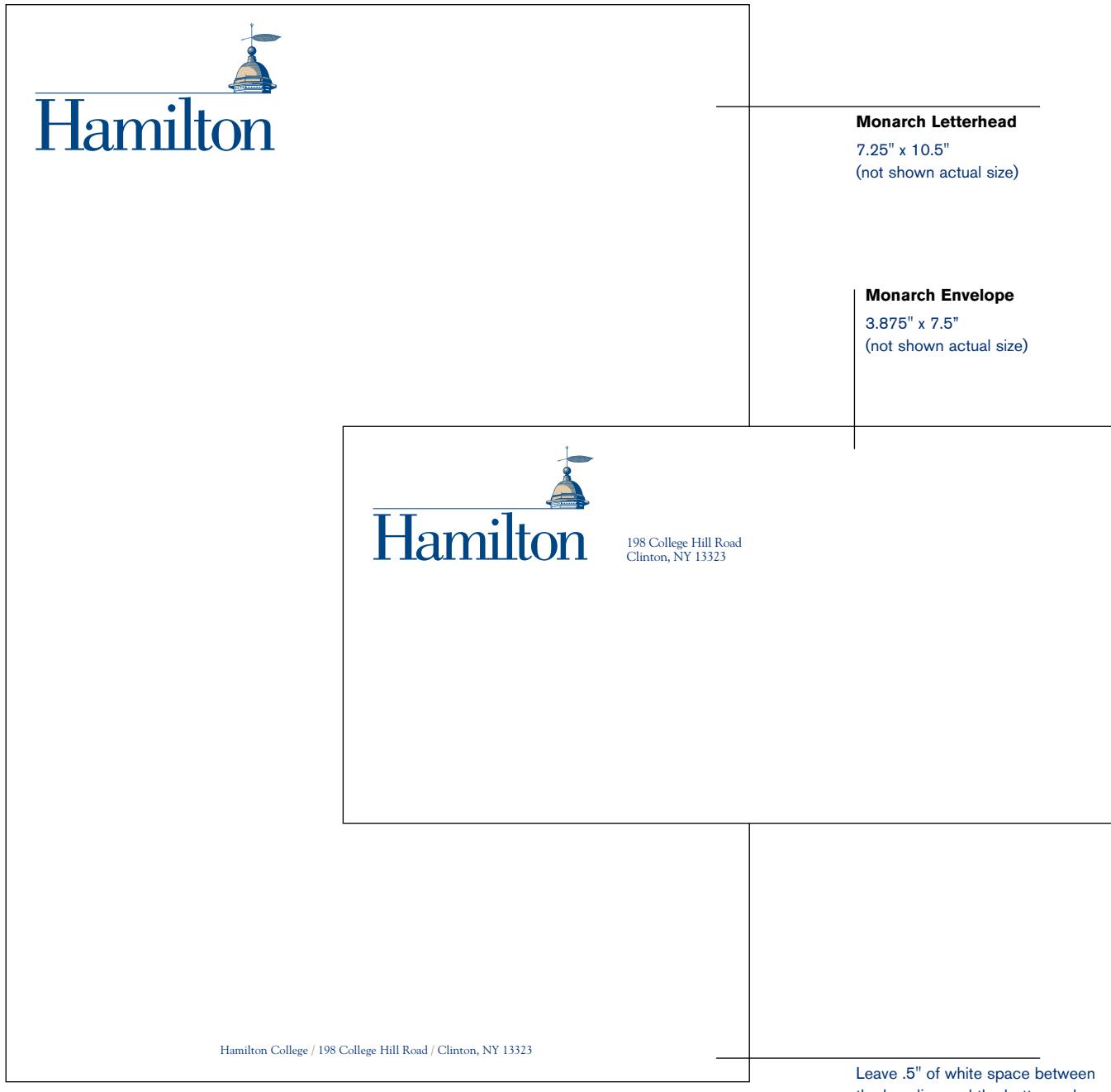
Remember, correspondence portrays the image of the College. How your letters look often say as much about Hamilton College as the words on the page.

Sincerely,

Jane Doe

 <p><i>Office of Admission</i></p>	<p>Department Identifier Goudy Italic 12 pt. (not shown actual size)</p>
<p>June 26, 2002</p>	
<p>Susan Brown Director of Communications Hamilton College</p> <p>Dear Sir:</p> <p>This copy is for layout purposes only. It should not be considered relevant with respect to content. Its sole function is to give the viewer an accurate idea of type size and style. This copy is for layout purposes only. It should not be considered relevant with respect to content. Its sole function is to give the viewer an accurate idea of type size and style. This copy is for layout purposes only. It should not be considered relevant with respect to content. Its sole function is to give the viewer an accurate idea of type size and style. This copy is for layout purposes only.</p>	<p>College Letterhead 8.5" x 11" (not shown actual size)</p>
<p>Function is to give the viewer an accurate idea of type size and style. This copy is for layout purposes only. It should not be considered relevant with respect to content. Its sole function is to give the viewer an accurate idea of type size and style. This copy is for layout purposes only. It should not be considered relevant with respect to content. Its sole function is to give the viewer an accurate idea of type size and style. This copy is for layout purposes only. It should not be considered relevant with respect to content. Its sole function is to give the viewer an accurate idea of type size and style. This copy is for layout purposes only. It should not be considered relevant with respect to content.</p> <p>Its sole function is to give the viewer an accurate idea of type size and style. This copy is for layout purposes only. It should not be considered relevant with respect to content. Its sole function is to give the viewer an accurate idea of type size and style. This copy is for layout purposes only. It should not be considered relevant.</p> <p>With respect to content. Its sole function is to give the viewer an accurate idea of type size and style. This copy is for layout purposes only. It should not be considered relevant with respect to content. Its sole function is to give the viewer an accurate idea of type size and style. This copy is for layout purposes only. It should not be considered relevant with respect to content. Its sole function is to give the viewer an accurate idea of type size and style. This copy is for layout purposes only.</p>	<p>Body Copy Font: Times New Roman Point size: 11 pt. Leading: 13 pt. (not shown actual size)</p>
<p>Sincerely,</p> <p>John Smith Director of Communications Hamilton College</p> <p>Hamilton College / 198 College Hill Road / Clinton, NY 13323 / 315-859-4421 / 800-843-2655 / Fax: 315-859-4457 admission@hamilton.edu / www.hamilton.edu/admission</p>	<p>Address Goudy Point size: 9 pt. Leading: 10 pt. (not shown actual size)</p>

 <p>June 26, 2002</p>	<p>Swimming</p> <p>Individual Sport Identifier</p>
<p>Susan Brown Director of Communications Hamilton College</p> <p>Dear Sir:</p> <p>This copy is for layout purposes only. It should not be considered relevant with respect to content. Its sole function is to give the viewer an accurate idea of type size and style. This copy is for layout purposes only. It should not be considered relevant with respect to content. Its sole function is to give the viewer an accurate idea of type size and style. This copy is for layout purposes only. It should not be considered relevant with respect to content. Its sole function is to give the viewer an accurate idea of type size and style. This copy is for layout purposes only.</p> <p>Function is to give the viewer an accurate idea of type size and style. This copy is for layout purposes only. It should not be considered relevant with respect to content. Its sole function is to give the viewer an accurate idea of type size and style. This copy is for layout purposes only. It should not be considered relevant with respect to content. Its sole function is to give the viewer an accurate idea of type size and style. This copy is for layout purposes only. It should not be considered relevant with respect to content. Its sole function is to give the viewer an accurate idea of type size and style. This copy is for layout purposes only. It should not be considered relevant with respect to content.</p> <p>Its sole function is to give the viewer an accurate idea of type size and style. This copy is for layout purposes only. It should not be considered relevant with respect to content. Its sole function is to give the viewer an accurate idea of type size and style. This copy is for layout purposes only. It should not be considered relevant.</p> <p>With respect to content. Its sole function is to give the viewer an accurate idea of type size and style. This copy is for layout purposes only. It should not be considered relevant with respect to content. Its sole function is to give the viewer an accurate idea of type size and style. This copy is for layout purposes only. It should not be considered relevant with respect to content. Its sole function is to give the viewer an accurate idea of type size and style. This copy is for layout purposes only.</p>	<p>Athletics Letterhead 8.5" x 11" (not shown actual size)</p>
	<p>Body Copy Font: Times New Roman Point size: 11 pt. Leading: 13 pt. (not shown actual size)</p> <p>Hamilton College / 198 College Hill Road / Clinton, NY 13323 / 315-859-4114 / Fax: 315-859-4117 / www.hamilton.edu/athletics</p>



Number 10 Envelope

4.125" x 9.5"

Shown at actual size



Hamilton

198 College Hill Road
Clinton, NY 13323



Hamilton

198 College Hill Road
Clinton, NY 13323

Mailing Label

4" x 5.5"

A-6 Envelope

4.75" x 6.5"

Shown at actual size

Front



Hamilton

Hamilton College
198 College Hill Road
Clinton, NY 13323

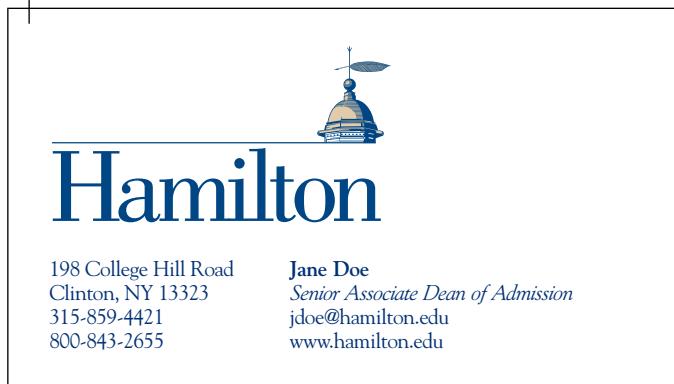
Back

Business Card Guidelines

Illustrated below is the design for all College business cards. The standard format is a one-sided business card. Some employees (e.g., language faculty members who require that their information be printed in two languages) may use the two-sided option. Two-sided business cards will be slightly more expensive and will take longer to print. The decision to choose the one-sided or two-sided option is up to the individual employee, but the design guidelines must be followed in either case.

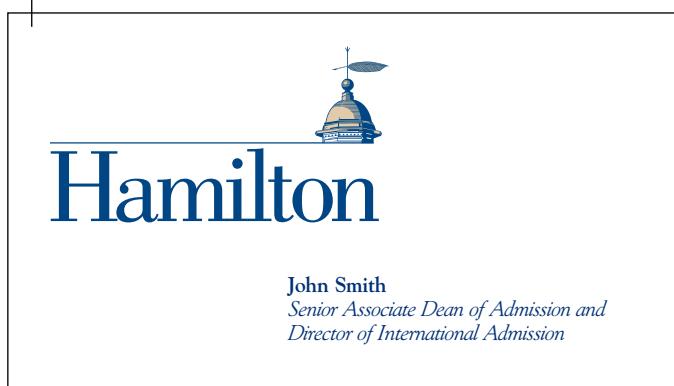
One-sided Business Card

2" x 3.5"



Two-sided Business Card

2" x 3.5"



Hamilton College
198 College Hill Road
Clinton, NY 13323
315-859-4421
800-843-2655
Fax: 315-859-4457

John Smith
*Senior Associate Dean of Admission and
Director of International Admission*
jsmith@hamilton.edu
www.hamilton.edu

Typography

The typefaces used in the primary signature have been selected and crafted especially for the Hamilton College graphic identity. **For purposes of consistency, components of the graphic identity — the Hamilton wordmark, the cupola logo or the Hamilton athletic “H” — should never be re-created.** Any questions may be referred to the art director.

When selecting typefaces for text in posters, recruitment publications and other materials, the preferred font is Goudy. If this font is not installed on your computer system, contact Desktop Integration Services at 315-859-5347.

Goudy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0