

# HILL COLLEGE STYLE GUIDE

IDENTITY & GRAPHIC STANDARDS

## ABOUT THE GRAPHIC STYLE GUIDE

The Communications Department has created a style guide as a reference that helps campus communicators adopt a style that is consistent and appropriate for College use.

### OUR GRAPHIC STYLE GUIDE

This graphic style guide is not intended to be comprehensive, although we have tried to address some of the most frequently troublesome graphical issues. The Hill College Style Guide is also a living document. It will be updated as the College grows, evolves and changes to meet the educational and workforce needs of its service area. Any deviation from the style guide must be approved by the Hill College Communications Department.

### OFFICIAL HILL COLLEGE LOGO

The term “logo” refers to the stylized image that incorporates two graphical elements, the Star with the two colored square and the logotype “Hill College” in a customized type font. The two elements must always be used together. The logo must appear prominently (generally on the cover) of all materials published externally by the College in print or electronic format.

Both vertical and horizontal versions of the logo have been created to accommodate different layout compositions.

Vertical Logo

Horizontal Logo



### PROPER LOGO PROPORTIONS

The logo has a unique proportion and must not be altered. When the logo is reduced or enlarged, it should always be sized proportionally. The logo should not be reduced beyond 3/4 of an inch for print or 75 pixels for web in size.

### COLLEGE PRIMARY COLORS

PRIMARY COLORS	PANTONE	HEX	PROCESS	RGB
BLUE	3005	007DCC	100/31/0/0	0/119/200
RED	485	D42E12	0/95/100/0	218/41/28
SILVER GRAPHIC ELEMENTS	428	C9C9C4	10/4/4/14	193/198/200
GRAY BODY COPY ON WHITE	7539	A3A199	47/38/43/4	142/142/137

### LOGO SAFE AREA

A safe area around the logo must be preserved to give dignity to the logo and allow for maximum legibility. The safe area should equal the size of the width of the C in “College” and should be applied to all four sides of the logo in order to create a “box” of safe space. No elements such as typography, other logos or graphics may intrude upon this safe area.

### TYPOGRAPHY

Two typeface families are approved for Hill College materials.

- Palatino Linotype Regular and **Bold** - Headlines
- Calibri - Body Copy

Additional fonts may be used for headlines and text on a myriad of special event marketing pieces created by the Communications staff. However, when official marketing materials are created for the College (website, viewbook, etc.), the traditional fonts of Palatino Linotype and Calibri remain the prevalent fonts for each piece created.

When headline and body copy fonts are the same point size, all cap and bold the headline. If the headline is a larger point size than the body use all cap and use regular. Subheads are not required to be in all caps.

When using bullets, they must be flush left. The first letter in each word needs to be capitalized (excluding to, on, and, etc.) unless the bullet is a complete sentence.

Copy color can be gray text on white background, blue text on silver background and white text on red or blue background. Please keep white space in mind and use color backgrounds sparingly. Red font may only be used with the permission of Institutional Affairs.

### LAYOUT / COMPOSITION

A consistent approach to layout and composition will follow these directives:

- Type should either be flush left or flush right, or a combination of both. Center on Center should be avoided whenever possible.
- Main headlines should be all caps and in Palatino Linotype in white on a blue bar with a small red bar under.
- Full bleed or large full color photography needs to be the dominate visual.
- Copy should be kept minimal.
- The Hill College logo should be placed in the lower right corner of the layout when possible.
- All contact information must be included at the bottom of all layouts and when possible in the format shown in the example below.



**BEST PRACTICES IN DUAL CREDIT**  
All principles and guidelines in this service area are intended to connect and receive information on Best Practices in Dual Credit.

Wednesday, Aug. 7, 10 a.m.  
Hilco Event Center  
1000 S. Files St.  
Itasca, TX 76055



For more information, contact: Regina Panelitz | 254-659-7620 | rpanelitz@hillcollege.edu

### PHOTOGRAPHY DIRECTION

Photographic style should be consistent, producing quality images that feature student, alumni, faculty and staff and in an engaged manner. All images must be captured with the following set of directives:

- Photography must be cropped from the waist up with groups and in single subject photography more closely on the face of the individual.
- When possible, the subject should be looking at the camera to draw the viewer in.
- Images must capture a genuine moment or interaction between people on location.
- Use soft play of light and shadow.
- Use select focus to keep subject sharp and clear.
- Backgrounds need to be kept simple.

