

# HILL COLLEGE STYLE GUIDE

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## Official Hill College Logo

The Institutional Affairs Division has created a style guide as a reference that helps campus communicators adopt a style that is consistent and appropriate for college use.

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 Hill College Institutional Affairs Staff.

The term “logo” refers to the stylized image that incorporates two graphical elements, the star with the two colored flag 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.



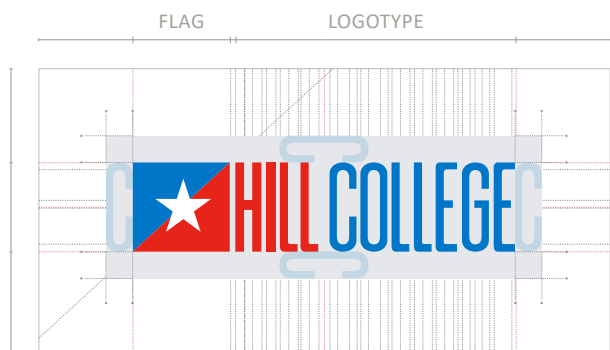
HORIZONTAL



SQUARE

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.

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.



The logo should only be used in the following color schemes: full color (blue and red with a white star on the flag, “HILL” in red, and “COLLEGE” in blue); one color (with the star and bottom portion of the flag left hollow); or black and white (with the star and bottom portion of the flag in white). Please do not modify the colors or create any other variations of the logo.

ONE COLOR



BLACK AND WHITE



## Hill College Colors

### PRIMARY

HC BLUE  
CMYK 100 / 31 / 00 / 00  
RGB 00 / 119 / 200  
HEX #0077C8

HC RED  
CMYK 00 / 95 / 100 / 00  
RGB 218 / 41 / 28  
HEX #DA291C

HC GRAY  
CMYK 47 / 38 / 43 / 4  
RGB 142 / 142 / 137  
HEX #A3A199

### SECONDARY

HC NAVY  
CMYK 93 / 71 / 47 / 41  
RGB 23 / 56 / 77  
HEX #17384D

HC SILVER  
CMYK 10 / 4 / 4 / 14  
RGB 193 / 198 / 200  
HEX #C9C9C4

HC BG GREY  
CMYK 09 / 06 / 05 / 00  
RGB 229 / 231 / 234  
HEX #E5E7EA

## Hill College 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 Institutional Affairs. 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.

## Hill College Athletics & Student Activities

The shield mascot is to be used for athletics and student activities.



PRIMARY MASCOT  
FULL COLOR



## Hill College Seal

The Hill College seal is used for ceremonial events such as graduation and pinning ceremonies, to authenticate official documents, and to represent the Board of Regents. Do not use the seal without approval from Institutional Affairs.

*Climb.*



A hill is a piece of land that rises higher than its surroundings. Not quite as high and easier to climb than a mountain, a hill that is successfully scaled still offers climbers a feeling of personal success, a breathtaking experience, and a wider world view. At Hill College, this is what we strive to provide every single student every single day. No matter your eventual destination, a four-year college or straight into a career, Hill College is an excellent place to start your climb. It's our passion, our rallying cry, and our promise: You will . . . *Climb.*

Find the full Branding Guideline and download all approved logos, templates, letterheads, and more on MyHC.