



HILBERT COLLEGE

A CATHOLIC FRANCISCAN COLLEGE FOR ALL

Brand Style Guide – October 2021

Contents

1 OUR BRAND

- 2 Why do we need a brand style guide?
- 3 Brand Position
- 4 Brand Promise
- 5 Brand Story
- 6 Brand Chapters
 - 7 Good In The World Amplifier
 - 8 Grit Gets It Done
 - 9 Powered Up So You Can Level Up
 - 10 The Timeless Skill Sets That Matters
- 11 Brand Personality
- 12 Reasons to Believe

13 LANGUAGE

- 14 How we refer to ourselves
How we talk about ourselves
- 14 AP Style

15 EMAIL SIGNATURE FORMAT

16 VISUALS

- 17 Color
- 18 Hilbert Master Brand Palette vs. Hilbert College Global Palette
- 19 Hilbert Brand Gradient Map Overlay
- 20 Hilbert College Global Image Treatment
- 21 Typography

23 BRAND MARKS

24 Primary Brand Mark

- 25 Color options
- 26 Orientation options

27 Department and Organization Lockups

- 28 Clearance
- 29 Other guidelines

30 Shield

- 31 Color options
- 32 Clearance
- 33 Other guidelines

34 Wordmark

- 35 Color options
- 36 Orientation options
- 37 Wordmark and Tagline
- 38 Color options
- 39 Orientation options

40 Department and Organization Lockups

- 41 Clearance
- 42 Other guidelines

43 Hilbert College Global Mark and Tagline

- 44 Color options
- 45 Orientation options
- 46 Clearance
- 47 Other guidelines

48 HI Campaign Mark

- 49 Color options
- 50 Use of HI with the Hilbert Mark
- 51 Use of HI as part of the Hilbert name in headlines
- 52 HI + descriptor

53 College Seal

54 Athletic Marks

55 Contact

56 QUICK REFERENCE

- 57 Quick Reference One-Sheet

THE HILBERT BRAND



Why do we need a brand style guide?

Our brand style guide helps us clarify and reinforce our brand identity across all of our communications. When we build strong brand consistency, we:

Maximize the effects of all communications

Reach is the total number of people who come into contact with our brand. Frequency is the number of times that contact occurs. And when we reach many people with great frequency and consistent branding, we give them a common experience upon which our brand identity and reputation can grow. When we maintain this consistency over multiple exposures, we build familiarity and trust. It is through this consistent usage of our branding that we can develop a relationship that moves past constantly reintroducing ourselves and begins to engage in deeper, more nuanced conversations. It makes what we say and the work we do even more effective.

Leverage our success across the college

When our diverse community speaks together through a shared brand messaging, successes in one area—such as a faculty member’s recognition for outstanding work in their field or a student group winning a national competition—can positively impact other areas, such as undergraduate recruitment or alumni engagement. As the adage goes, a rising tide raises all ships. When we share in our commitment to communicating our brand identity effectively, we also share each other’s successes.

Speak with a unified voice

Establishing brand consistency is like conducting a well-trained 100-voice choir: We don’t all need to sing the same notes or even the same words, but if we follow the same score and harmonize with each other, what we say will have a greater impact. Likewise, when even one voice is out of sync with the rest of the choir, that dissonance becomes the focus of what people hear and damages the entire song. Consistency ensures that our voices come together to amplify our brand message. We are who we are because of a sense of shared values and goals among our diverse community. A brand style guide is not about enforcing conformity but rather about achieving harmony.

Brand Position

Our brand position stakes out our distinct place in the busy landscape of higher education. It tells people where we stand and how we stand out. Our brand position is:

Global, accessible, Catholic and Franciscan, we are a college with an exceptional ability to encourage and empower students at all life stages for success.

Brand Promise

Our brand is a promise. It's what we commit to do for others. It is our unique offering to the world. In this way, our brand promise carries us into the future: It is our assurance to our community that we will continue delivering on our foundation, goals, and values over time—consistently and recognizably.

Emotional Promise

Hilbert College believes in you so you can believe in your future.

Functional Promise

With timeless values, the skill sets the future needs, and the mindset employers want, Hilbert College ignites lifelong student success.

Brand Story

Our brand story brings together our brand position, brand promise, and brand chapters into a compelling narrative that tells people what makes the Hilbert experience singular. It takes these statements, directives, and images and weaves them together to tell the story of who we are. It inspires a sense of pride and aspiration. It is what we stand for and why we're proud to be Hawks.

This brand story is for us. Although it should always inform how we talk about ourselves, it is not intended to be used verbatim in outward-facing communications. Our brand story is as follows:

Global, accessible, Catholic and Franciscan, we are a college with an exceptional ability to encourage and empower students at all life stages for success. From new high school graduates to professionals earning graduate degrees, our students have the drive, the determination, and the guts to go after the lives they want.

What they need are pathways to live their best lives. Hilbert delivers the programs, the mentors, and the support for students to act on their dreams. Through affordable tuition and global access online, we make a quality education for personal and professional success more possible for more students. Hilbert believes in you so you can believe in your future.

Yes, Hilbert will empower you to get ahead. But not because you'll elbow others out of the way or leave them behind. Quite the opposite. That's the connection between our community's get-it-done grit and our doing-good-in-the-world Franciscan values. Hilbert people have the courage to recognize goodness in the world and amplify it through respect, service, hope, vision, joy, integrity, compassion, and peace. Hilbert people create change you can see. They are the everyday leaders the future needs—people who stand up to help and lean in to create more goodness and face tomorrow with confidence, compassion, and courage.

Brand Chapters

Our brand chapters are the individual pillars that create a cohesive structure for our brand story. Each brand is as unique as a fingerprint, with different elements interacting to create a combination like no other. For us, our goals, values, offerings, and culture come together to create a clear and definitive identity.

Chapter One

GOOD IN THE WORLD AMPLIFIER

Franciscan Values

Yes, Hilbert will empower you to get ahead. But not because you'll elbow others out of the way or leave them behind. Quite the opposite. Our graduates amplify good in the world. What's the connection between our get-it-done grit and our doing-good-in-the-world Franciscan values? It's courage—the courage to recognize goodness in the world and amplify it through respect, service, hope, vision, joy, integrity, compassion, and peace. Hilbert people create change you can see. They are the everyday leaders the future needs—people who stand up to help and lean in to create more goodness and face tomorrow with confidence, compassion, and courage.



Chapter Two

GRIT GETS IT DONE

Target Audience

At every stage of life, from new high school graduates to professionals earning graduate degrees, our students have the drive, the determination, and the guts to go after the lives they want. What they need are pathways to their best lives. Hilbert delivers with the programs, the mentors, and the support for students to act on their ambition. Through affordable tuition and global access online, we make a quality education for personal and professional success more possible for more students. It's why U.S. News ranks us 14th in the country for helping students get ahead. And why we're in the top 10% of colleges nationally for graduate income advancement and the top 25% for return on investment. We know you've got the grit to get it done. We make sure it's worth it.



Chapter Three

POWERED UP SO YOU CAN LEVEL UP

Faculty and Academics

While many colleges have low student-to-faculty ratios, Hilbert graduates say it's more than small classes that make the difference here. Graduates say they feel "powered up" by their professors and propelled forward. From criminal justice and forensic science to sports management, cybersecurity, digital media, and health and human services, your professors are active practitioners in their fields. That means you start building the network you need to get the jobs you want now, not after you graduate. It's student-centered and personalized learning on campus and online. The result is graduates with a well-earned confidence in their education, in their experience—and most importantly—in themselves.



Chapter Four

THE TIMELESS SKILL SET THAT MATTERS

Outcomes

No matter what program they study, Hilbert alumni gain the skill set employers say is essential. Problem-solving, collaborative, leadership, creative, and human skills that make our graduates adaptable, able to add value, and ready to anticipate what's needed and what's next in an always changing environment. And that means when it comes to hiring, they don't just beat the competition — they are the competition. Which is why over 90% of undergraduates and 100% of graduate students report positive career outcomes within six months of graduating.



Brand Personality

Our brand has a distinct, well-rounded personality. It is a nuanced and dynamic integration of diverse yet interwoven traits. These traits should be used as a guide when crafting any visual or verbal communications.

FRIENDLY
SUPPORTIVE
CLEAR-EYED
GENEROUS
GUTSY
DRIVEN
DETERMINED
DOWN-TO-EARTH
ENERGETIC
ENTREPRENEURIAL
ACTIVE
IMPACTFUL

Reasons to Believe

Our brand wasn't born in a focus group or committee meeting. It was built on a decades-long dedication to excellence and commitment to our Franciscan values. While this brand style guide is about strengthening our identity as we move forward, our brand itself was born of all we've accomplished together.

#14 Social Mobility Top Performer in 2021 among Regional Colleges in the North

#40 Best Regional Colleges in the North (U.S. News 2021)

8th Best Residence Halls in New York State

Top 10 (#10) Best Residence Halls in New York State

Top 15 (#12) Best College Campuses in New York State

Top 15% Best College Food in the Nation, **Top 20** (#19) in New York State (Niche.com)

Top 11% in the Nation — Criminal Justice program

Top 10% Income Mobility Index in the Nation indicates Hilbert graduates move up two or more income quintiles. (The New York Times)

Top 25% in the Nation — Return on Investment (Georgetown University Center on Education and the Workforce study of 4,500 institutions)

17th in the Nation — Best Criminal Justice Programs (CollegeChoice.net)

“Hilbert College is priced well for the kind of quality education they provide and thus has earned a good price recognition from College Factual’s analysis.” (College Factual)

90.5% Positive Undergraduate Career Outcomes

100% Positive Graduate Career Outcomes
Positive career outcomes include employment, continuing education, military service, and volunteer service within the first six months after graduation.

79.2% Employed Related to Major (Graduate)

62.7% Employed Related to Major (Undergraduate)

92.9% Employed in Western New York (Graduate)

80% Employed in Western New York (Undergraduate)

NCAA **Division III** Athletics

88% Retention Rate

Student-athletes with **20 Consecutive Semesters** of a 3.0 GPA

LANGUAGE



Language

How we refer to ourselves

Just as any of us might go by different names in different social situations (full name in professional settings, a nickname with friends, a pet name with loved ones), what we call ourselves in official institutional materials varies depending on the medium and our audience.

Hilbert. In headlines and introductory copy of promotional materials, we are simply Hilbert. We want our audience to feel comfortable with us. This is how we begin our ongoing conversation.

Hilbert College. In body copy of promotional materials and in all instances of official communications from our administration, we should be Hilbert College. Once we begin really talking about what we do and offer, we like to be more professional to show people what we're about.

Hilbert College Global. In promotional materials for Hilbert's online programs, we use Hilbert College Global for the first reference. Following that, we are Hilbert.

Hawks. When we talk about our athletics, alumni pride, or our school spirit, we are Hawks.

How we talk about ourselves

Hilbert College is committed to each and every person's excellence. We work together as a community so that each of us can thrive and reach our goals. This spirit should come through in how we write about ourselves as well as in our voice and tone. All of our writing needs to resonate with this sense of unity and energy.

Second person plural. We challenge and celebrate each other. We are in this together. We must speak and write not as mere observers of the College but as voices of community and solidarity. We present ourselves as inclusive representatives of our community, not as an unapproachable institution. For this reason, we use "we," "us," and "our" whenever possible. For example: "Our students," not "Hilbert College students." "We believe," not "Hilbert believes."
PLEASE NOTE: This direction is for marketing, admissions, and promotional materials only. Press releases, administrative communications, and official documents should follow their own industry best practices.

Tone. Our brand identity should come through in all our communications. We want to be sure to strike a vibrant and accessible tone—not something stifled or distant. We want to invite people in and welcome them to our community. At the same time, we are also an institution of excellence, and we want to make sure we reflect that. As such, the tone of all writing should balance these different elements of our brand identity: friendly but respectful, conversational but not unprofessional, casual but never crude. Be sure to develop your own understanding of our Brand Story and Brand Personality before composing any College communications. Take on the tone of a favorite teacher from your own past: someone who is warm and welcoming, but who effortlessly commands respect and speaks with intelligence.

AP Style

We want to speak with a singular voice about who we are. But these days, our voice is usually conveyed through writing—whether in print or online. And each of us writes in our own unique way. By agreeing to uniform writing style guidelines, we can ensure that readers pay attention to what we're saying, not the technicalities of how we wrote it. Our message will be heard because questions of capitalization, punctuation, and grammar fade into the background.

This is why, when it comes to how our writing is composed and published, we need to all be on the same page or, rather, in the same book—the AP Stylebook, that is.

The Associated Press Stylebook is the gold standard of mainstream media publishing. Its guidelines are clear and concise, emphasizing accuracy and brevity. What's more, because it is used so much in journalism, it is familiar to most readers. So, when reading our literature, they will not be distracted by unfamiliar styling and formatting practices. Instead, they'll simply take in what we're saying and become part of the conversation.

The AP Stylebook is designed for ease of use: It is organized just like a giant glossary. Want to know when to use a person's title and whether it should be capitalized? Titles are right there under T. Whether to spell out or use a numeral? That's found under N. It's simple, direct, and set up for your success.

Exceptions. When presenting our website's URL, initial cap Hilbert: **www.Hilbert.edu**, not **www.hilbert.edu**.

Email Signature Format

We value the importance of professionalism in every communication from our institution. In official College emails, all faculty and staff should follow one of these signature formats.

SHELBY RUSSELL (She/Her/Hers)
Coordinator of Social Media & Design
716.926.8837 | sbraidich@hilbert.edu | hilbert.edu



SHELBY RUSSELL (She/Her/Hers)
Coordinator of Social Media & Design
716.926.8837 | sbraidich@hilbert.edu | hilbert.edu

[FACEBOOK](#) | [INSTAGRAM](#) | [TWITTER](#) | [YOUTUBE](#)



SHELBY RUSSELL (She/Her/Hers)
Hilbert College, *Coordinator of Social Media & Design*
716.926.8837 | sbraidich@hilbert.edu | hilbert.edu

[FACEBOOK](#) | [INSTAGRAM](#) | [TWITTER](#) | [YOUTUBE](#)

SHELBY RUSSELL (She/Her/Hers)
Coordinator of Social Media & Design
716.926.8837 | sbraidich@hilbert.edu | hilbert.edu



VISUALS



Color

Primary palette

Hilbert College Blue is the anchor of our brand palette. It is appropriate for all College communications and should take a primary role in any visual communications.

Secondary palette

Our secondary palette comprises four supporting tones that can be used along with Hilbert Blue to bring depth, variety, and visual hierarchy to any layout.

Accent colors

Our accent colors can bring even greater depth and functionality to layouts. Although we do not discourage you from using these colors, they should not be implemented at the expense of our brand primary and secondary palettes, nor should they compromise visual clarity and tone. They are best used when attention needs to be drawn to a specific item (such as a callout in print, or a clickable link online) or some degree of differentiation from the master brand is required for an individual department or event.

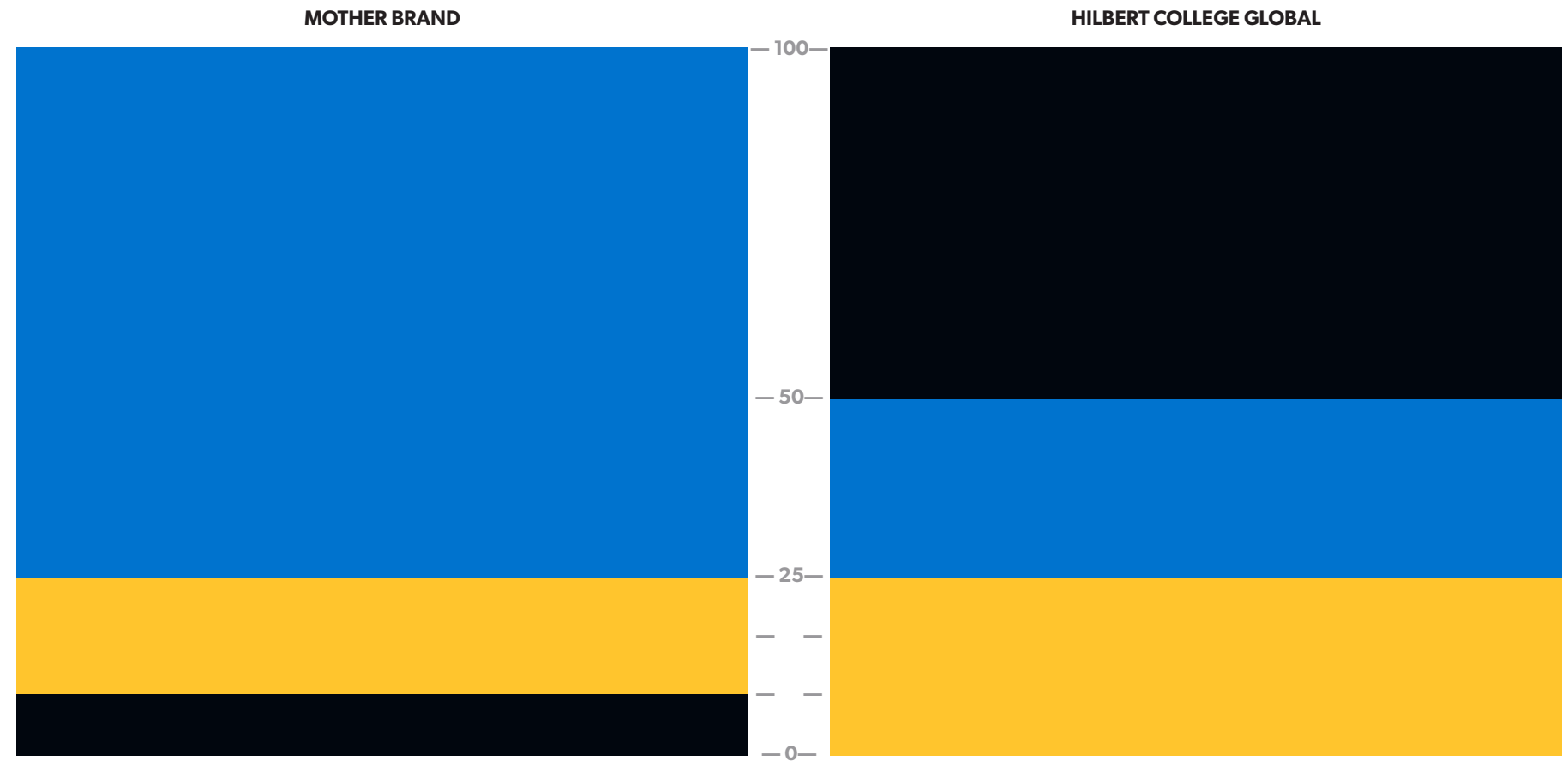
Neutrals

Not every color in a layout can shout. Sometimes we need grounding colors that can still help us organize information or convey a mood without demanding the spotlight. This is where our neutrals come in. Though designers need not limit themselves exclusively to these two neutral tones, the more we utilize these two specific shades, the more consistency (and in turn, viewer trust, and prestige) we bring to our brand.

| | | | | |
|-----------|--|---|--|--|
| PRIMARY | HILBERT BLUE PMS 285 C91 M53 Y0 K0 R0 G113 B206 HEX 0071CE | | | |
| SECONDARY | HILBERT GOLD PMS 123 C0 M23 Y91 K0 R255 G198 B41 HEX FFC629 | RICH BLACK PMS BLACK 6 C40 M20 Y20 K100 R0 G0 B0 HEX 000000 | LIGHT BLUE PMS 298 C66 M10 Y0 K0 R60 G180 B229 HEX 3CB4E5 | DARK BLUE PMS 654 C100 M84 Y31 K17 R0 G58 B112 HEX 003A70 |
| ACCENT | PURPLE PMS 2602 C57 M99 Y0 K0 R138 G26 B155 HEX 8A1A9B | RED PMS 179 C0 M91 Y91 K0 R228 G61 B48 HEX E43D30 | BROWN PMS 7533 C54 M63 Y75 K57 R72 G55 B41 HEX 483729 | TEAL PMS 7472 C64 M7 Y34 K0 R87 G182 B178 HEX 57B6B2 |
| NEUTRAL | MID GRAY PMS COOL GRAY 7 C0 M0 Y0 K37 R152 G152 B152 HEX 989898 | LIGHT GRAY PMS COOL GRAY 7 (17%) C0 M0 Y0 K7 R236 G236 B236 HEX ECECEC | | |

Hilbert Master Brand Palette vs. Hilbert College Global Palette

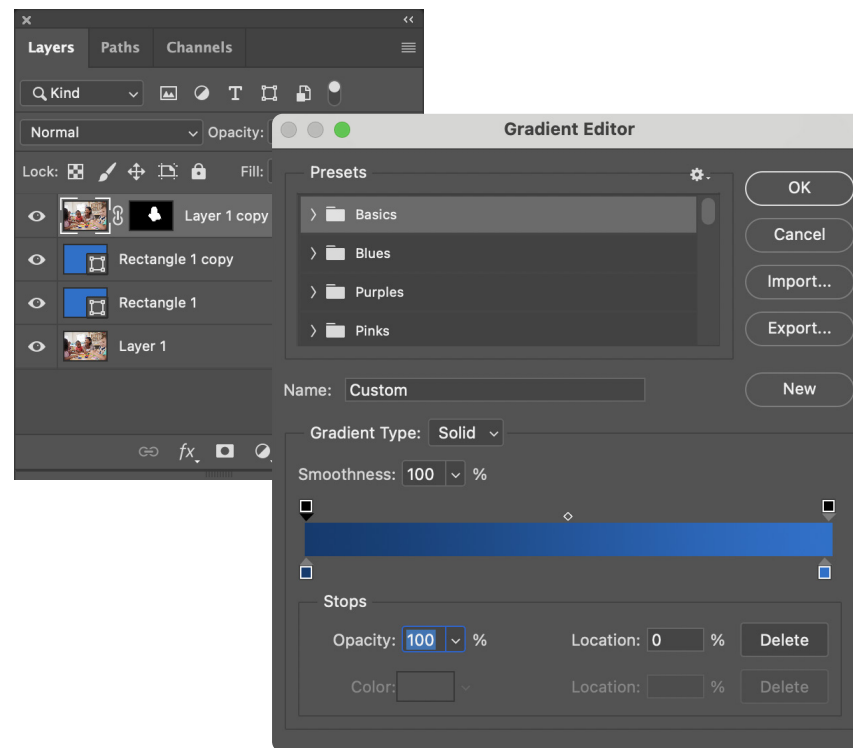
While Hilbert College Global uses the same basic palette as the Hilbert master brand, it uses these colors in different proportions. In addition, designers should strictly limit their use of our accent colors in Hilbert College Global executions.



Hilbert Brand Gradient Map Overlay

Gradient map overlay

A gradient map may be overlaid onto photography to create a more brand-forward image or to provide a graphically powerful field from which to knock out a headline. When creating a gradient map, be sure that the darker color is our brand secondary palette dark blue (PMS 654 or #003A70), and the lighter color is Hilbert Blue (PMS 285 or #0071CE).



Hilbert College Global Image Treatment

Gradient maps and color treatments

While Hilbert College Global (HCG) images may be treated with gradient maps based on Hilbert Blue (PMS 285 or #0071CE) or Hilbert Gold (PMS 123 or #FFC629), there is also a specific grayscale image treatment reserved exclusively for Hilbert College Global. In this HCG-specific treatment, the image should be rendered in black and white and set to Multiply over a field of 23% black.



Typography

Primary, web, and default

Hilbert College typography consists of two sans serif fonts: a condensed face best suited for headlines or callouts, and more general use font suitable for everything from headlines and subheads to body copy.

To ensure consistency across all levels of the college by users with varying levels of design experience and font access, three different sets of fonts have been approved.

Primary brand fonts

All designers who are creating Hilbert branded materials for external audiences should use our primary brand fonts of Univers Ultra Condensed and Gibson. Univers is available for purchase at <https://www.myfonts.com/fonts/linotype/univers/pro-ultra-condensed/> and Gibson can be accessed through Adobe TypeKit (<https://fonts.adobe.com/fonts/gibson>). These fonts are appropriate for all Hilbert branded materials. They should be used on all outward-facing communications from Hilbert College, especially with audiences who might be unfamiliar with Hilbert.

UNIVERS ULTRA CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Gibson SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Gibson Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Typography

Web substitution fonts

Because use of our primary fonts may require purchased licenses or access to specific software, they may not be convenient for use by nondesigners or easily implemented as live text in online applications. With this in mind we have approved the use of two fonts as substitutes when our primary brand fonts are unavailable. Both Oswald Medium and Montserrat may be downloaded for use in print or embedded on webpages free of charge via Google Fonts at fonts.google.com.

OSWALD MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Default and administrative fonts

Finally, not all users will be able to download and install new fonts, due to machine limitations or lack of familiarity with the process. For situations like this, we have identified Arial and Arial Narrow Bold as our default fonts. These system fonts should be used for internal communications, memos, and presentations. While these fonts are not appropriate for outward-facing marketing materials, they are almost universally available and come preinstalled on most computers and other digital devices.

ARIAL NARROW BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BRAND MARKS



Primary Brand Mark

The **Primary Brand Mark** is the foundational graphic element of our brand system. Its consistent use strengthens our brand and reinforces our reputation with our students, faculty, staff, and alumni; other academic institutions; the people of New York and surrounding regions; and the wider world.

Our Primary Brand Mark is composed of three separate elements: our Shield, our Wordmark, and our Tagline.

All three components may be combined or “locked up” in specific arrangements to form our Primary Brand Mark, or variations on the mark. Only officially approved lockups as outlined in this guide may be used.

Our Shield and Wordmark may also be used on their own in appropriate situations and when given the proper context. Guides to such usage may be found on the following pages.

The Primary Brand Mark is suitable for use on all Hilbert College communications wherever you can ensure quick and effortless readability.



SHIELD

HILBERT COLLEGE

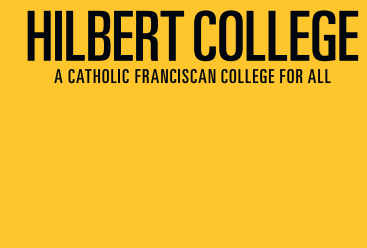
WORDMARK

A CATHOLIC FRANCISCAN COLLEGE FOR ALL

TAGLINE

Color options

Whenever possible, the Primary Brand Mark should be reproduced in Hilbert Blue, Hilbert Gold, and Rich Black. When this is not feasible due to reproduction or visibility concerns, it may also be reproduced entirely in Hilbert Blue, Hilbert Gold or black, or knocked out in white. Our logo should not be reproduced in any other colors unless approved by the Office of Marketing & Communications. Our mark should be printed at 100% opacity—shades or tints are not acceptable.



Orientation options

The centered Wordmark is the preferred format for most applications. When space limitations or size of reproduction preclude the use of this orientation, horizontal and stacked versions of the mark may be used.



CENTERED



HORIZONTAL



STACKED

Department and Organization Lockups

The names of individual departments, schools, or organizations may also be locked up with the Hilbert College marks. Our Tagline should not be included when using these sub-brand lockups.



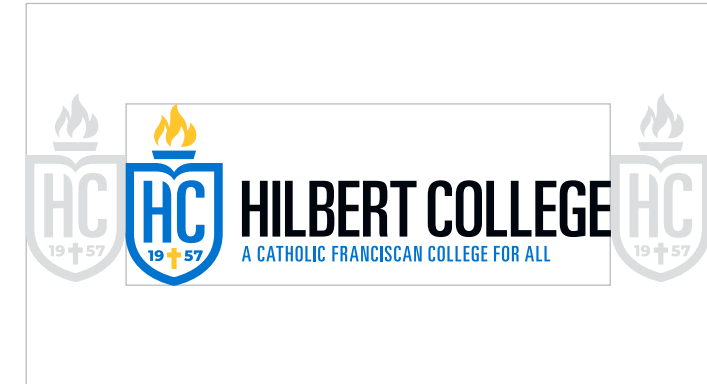
Clearance

Clearspace

To ensure visibility and clarity, all text, graphic elements, and other logos must observe a clear space on all sides of our marks. This clearspace should, on all sides, be equal to the width of the Shield.

Minimum size

In order to ensure that our logo remains readable in all reproductions, the **minimum height of the Shield is 0.375 inches in print.** In onscreen applications, the **minimum height of the Shield is 30 pixels.**



Other guidelines



Do not skew or scale disproportionately.



Do not reproduce in unapproved colors, even if those colors are part of our secondary brand palette.



Do not rotate or set on an angle.



Do not set the logo as a tint or screen.



Do not distort.



Do not rearrange, alter proportions, or recreate any constituent parts.



Do not substitute fonts or alter typesetting.



Do not alter approved lockups.



Do not stack or place multiple copies of the logo on top of each other.



Do not apply filters such as drop shadows, outer glows, or faux embossing (NB: This does not apply to print materials that are physically embossed).



Do not reproduce on busy or competing backgrounds that reduce readability of the Hilbert College name.



Do not combine with other College marks.

The Shield

The Shield should not be edited, recreated, or combined with other graphic or typographic elements (outside of those elements outlined in this guide). Always use the official Hilbert College supplied artwork.

The Shield may be used on its own, locked up with the Hilbert College Wordmark and Tagline, or locked up with only the Wordmark. Any other configurations of the Wordmark are not authorized for use.

Unique to Hilbert College, our Shield was created to differentiate our institution with a shorthand mark that is ownable, versatile, and special to Hilbert. The outline of the mark combines the classic shape of a shield as a sign of tradition and trust with the form of an open book as a symbol of the transfer of knowledge. The torch comes from our College Seal and symbolizes the light of truth. The cross is a sign of our Catholic Franciscan heritage and mission, and “1957” honors our history and acknowledges our founders.



Color options

Whenever possible, the Shield should be reproduced in Hilbert Blue and Hilbert Gold. Only the cross and flame should be set in Hilbert Gold. When this is not feasible due to reproduction or visibility concerns, it may also be reproduced in one-color executions of Hilbert Blue, Hilbert Gold, black, or white. Our Shield should not be reproduced in any other colors unless approved by the Office of Marketing & Communications.



Clearance

Clearspace

To ensure visibility and clarity, all text, graphic elements, and other logos must observe a clear space on all sides of the Shield. This clearspace should, on all sides of the Shield, be equal to the width of the Shield.

Minimum size

In order to ensure that our logo remains readable in all reproductions, its **minimum height is 0.375 inches in print.** **In onscreen applications, the minimum height of the Shield is 30 pixels.**



Other guidelines



Do not skew or scale disproportionately.



Do not distort.



Do not stack or place multiple copies of the logo on top of each other.



Do not reproduce in unapproved colors, even if those colors are part of our secondary brand palette.



Do not rearrange, alter proportions, or recreate any constituent parts.



Do not apply filters such as drop shadows, outer glows, or faux embossing (NB: This does not apply to print materials that are physically embossed).



Do not rotate or set on an angle.



Do not substitute fonts or alter typesetting.



Do not reproduce on busy or competing backgrounds that reduce readability of the Shield or its components.



Do not set the logo as a tint or screen.



Do not alter approved lockups.



Do not combine with other College marks.

Wordmark

Our Wordmark has long been used as an identifier for Hilbert College and may be used either on its own, locked up with our Tagline, or as part of the full Primary Brand Mark.

The Wordmark should not be edited, recreated, or combined with other graphic or typographic elements. Always use the official Hilbert College Wordmark supplied artwork.

HILBERT COLLEGE

Color options

The preferred reproduction of our Wordmark is in a two-color setting (HILBERT in Hilbert Blue, and COLLEGE in black) in the horizontal orientation. Other two-color settings are also available.

The Wordmark may also be reproduced in a single color. In one-color executions, the only permissible colors for the Wordmark are Hilbert Blue, Hilbert Gold, white, or black.

The Wordmark must be printed at 100% opacity—shades or tints are not acceptable. It may be placed over a background image or pattern only if there is sufficient contrast to distinguish the Wordmark from outside elements.

HILBERT COLLEGE
HILBERT COLLEGE
HILBERT COLLEGE
HILBERT COLLEGE

HILBERT COLLEGE
HILBERT COLLEGE
HILBERT COLLEGE
HILBERT COLLEGE

HILBERT COLLEGE
HILBERT COLLEGE
HILBERT COLLEGE
HILBERT COLLEGE

HILBERT COLLEGE
HILBERT COLLEGE
HILBERT COLLEGE
HILBERT COLLEGE

Orientation options

While the horizontal Wordmark is the preferred orientation for most applications, the alternate stacked Wordmark may also be used. Any other configurations of the Wordmark are not authorized for use.

The wordmark 'HILBERT COLLEGE' is displayed horizontally. 'HILBERT' is in blue and 'COLLEGE' is in black. A thin grey line is positioned below the text, with short vertical bars at each end.

HILBERT COLLEGE

HORIZONTAL

The wordmark 'HILBERT COLLEGE' is displayed in a stacked orientation. 'HILBERT' is on top in blue, and 'COLLEGE' is on the bottom in black. A thin grey line is positioned below the text, with short vertical bars at each end.

**HILBERT
COLLEGE**

STACKED

Wordmark and Tagline

Our Wordmark and Tagline may be locked up together as an identifying Hilbert College mark. Though the Wordmark may be used on its own, the Tagline may not be used separate from the lockup with either the Wordmark or the full Primary Brand Mark.

The Wordmark and Tagline lockup may only be used when the Tagline is large enough to be clearly and easily read. If the Tagline in the lockup is smaller than 8 point, this lockup should not be used.

The Wordmark and Tagline should not be edited, recreated, or combined with other graphic or typographic elements. Always use the official Hilbert College Wordmark and Tagline supplied artwork.

HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL

Color options

The preferred reproduction of our Wordmark and Tagline is in a two-color setting (HILBERT COLLEGE in black with our Tagline in Hilbert Blue) in the horizontal orientation. Other two-color settings are also permissible.

The Wordmark and Tagline may also be reproduced in a single color. In one-color executions, the only permissible colors for the Wordmark and Tagline are Hilbert Blue, Hilbert Gold, white, or black.

The Wordmark and Tagline must be printed at 100% opacity—shades or tints are not acceptable. They may be placed over a background image or pattern only if there is sufficient contrast to distinguish the Wordmark and Tagline from outside elements.

HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL

HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL

HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL

HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL

HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL

HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL

HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL

HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL

HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL

HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL

HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL

HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL

HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL

HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL

HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL

HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL

Orientation options

While the centered Wordmark and Tagline is the preferred orientation for most applications, the alternate flush left and the stacked Wordmark and Tagline lockups may also be used. Any other configurations of the Wordmark are not authorized for use.

HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL

CENTERED

HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL

FLUSH LEFT

**HILBERT
COLLEGE**
A CATHOLIC FRANCISCAN COLLEGE FOR ALL

STACKED

Department and Organization Lockups

The names of individual departments, schools, or organizations may also be locked up with the Hilbert College Wordmark. Our Tagline may not be included in these lockups. The Wordmark should be set in a single color, and whenever possible, the name of the department, school, or organization should be set in a contrasting color.

HILBERT COLLEGE
Marketing & Communications

HILBERT COLLEGE
Department of Criminal Justice

HILBERT COLLEGE
Conference & Event Center

HILBERT COLLEGE
Student Ambassadors

Clearance

Clearspace

To ensure visibility and clarity, all text, graphic elements, and other logos must observe a clear space on all sides of the Wordmark or Wordmark and Tagline. This clearspace should, on all sides of the Wordmark or Wordmark and Tagline, be equal to the height of the capital H of HILBERT.

Minimum size

In order to ensure that our mark remains readable in all reproductions, its **minimum height is 0.25 inches in print.**
In onscreen applications, the minimum height is 20 pixels.



0.25" [HILBERT COLLEGE

20 px [HILBERT COLLEGE

Other guidelines

HILBERT COLLEGE

Do not skew or scale disproportionately.

HILBERT COLLEGE

Do not reproduce in unapproved colors, even if those colors are part of our secondary brand palette.

HILBERT COLLEGE

Do not rotate or set on an angle.

HILBERT COLLEGE

Do not set the logo as a tint or screen.

HILBERT COLLEGE

Do not distort.

HILBERT COLLEGE

Do not rearrange, alter proportions, or recreate any constituent parts.

HILBERT COLLEGE

Do not substitute fonts or alter typesetting.

HILBERT COLLEGE

Do not alter approved lockups.

HILBERT COLLEGE

Do not stack or place multiple copies of the logo on top of each other.

HILBERT COLLEGE

Do not apply filters such as drop shadows, outer glows, or faux embossing (NB: This does not apply to print materials that are physically embossed).



Do not reproduce on busy or competing backgrounds that reduce readability of the Hilbert College name.

HILBERT COLLEGE
HAWKEYES

Do not combine with other College marks.

Hilbert College Global Mark and Tagline

The Hilbert College Global (HCG) Primary Mark identifies Hilbert College's online programs. It is important to note that the HCG Tagline differs from the Master Brand Tagline in both its content and styling. Just as with the Master Brand Tagline, the HCG Tagline may not be used on its own as an identifying mark.



SHIELD

HILBERT COLLEGE GLOBAL
ONLINE & FRANCISCAN

WORDMARK

TAGLINE

Color options

Whenever possible, the Hilbert College Global (HCG) Mark should be reproduced in Hilbert Blue, Hilbert Gold, and Rich Black as shown at right. When this is not feasible due to reproduction or visibility concerns, it may also be reproduced entirely in Hilbert Blue, Hilbert Gold, or black or knocked out in white. Our logo should not be reproduced in any other colors unless approved by the Office of Marketing & Communications. Our mark should be printed at 100% opacity—shades or tints are not acceptable.



Orientation options

While the centered Hilbert College Global (HCG) Primary Mark is the preferred format for most applications, alternate horizontal and stacked orientations may also be used. Any other configurations are not authorized for use.

The HCG Wordmark may be used on its own or locked up with the HCG tagline (without the Shield). The HCG Tagline may not be used on its own as an identifying mark.



CENTERED



HORIZONTAL



STACKED



CENTERED



HORIZONTAL



STACKED

Clearance

Clearspace

To ensure visibility and clarity, all text, graphic elements, and other logos must observe a clear space on all sides of the Hilbert College Global (HCG) marks. For the Primary HCG mark, this clearspace should be equal to the width of the Shield on all sides of the mark. For the HCG Wordmark, the clearspace should be equal to the height of the capital H of HILBERT on all sides.

Minimum size

In order to ensure that our logo remains readable in all reproductions, the **minimum height of the Shield in the HCG Primary Mark is 0.375 inches in print. In onscreen applications, the minimum height of the Shield is 30 pixels.**

For the HCG Wordmark, **the minimum height is .25 inches in print. In onscreen applications, the minimum height is 20 pixels.**

The HCG Wordmark and Tagline should not be used when the Tagline is smaller than 8pt in print, or 10 pixels onscreen.



Other guidelines



HILBERT COLLEGE GLOBAL
ONLINE & FRANCISCAN

Do not skew or scale disproportionately.



HILBERT COLLEGE GLOBAL
ONLINE & FRANCISCAN

Do not reproduce in unapproved colors, even if those colors are part of our secondary brand palette.



Do not rotate or set on an angle.



HILBERT COLLEGE GLOBAL
ONLINE & FRANCISCAN

Do not set the logo as a tint or screen.



HILBERT COLLEGE GLOBAL
ONLINE & FRANCISCAN

Do not distort.

HILBERT COLLEGE GLOBAL
ONLINE & FRANCISCAN



Do not rearrange, alter proportions, or recreate any constituent parts.



HILBERT COLLEGE GLOBAL

Do not substitute fonts or alter typesetting.



HILBERT COLLEGE GLOBAL
ONLINE & FRANCISCAN

Do not alter approved lockups.



HILBERT COLLEGE GLOBAL
ONLINE & FRANCISCAN

Do not stack or place multiple copies of the logo on top of each other.



HILBERT COLLEGE GLOBAL
ONLINE & FRANCISCAN

Do not apply filters such as drop shadows, outer glows, or faux embossing (NB: This does not apply to print materials that are physically embossed).



Do not reproduce on busy or competing backgrounds that reduce readability of the Hilbert College name.



HILBERT COLLEGE GLOBAL HAWKEYES
ONLINE & FRANCISCAN

Do not combine with other College marks.

HI Campaign Mark

While the HI Mark is a campaign mark and cannot take the place of our institutional brand marks, it's nonetheless important that it be implemented consistently. It should never be directly locked up with the Primary Brand Mark, Shield, or Tagline. It cannot take the place of a Hilbert Brand Mark in external communications.

The HI Mark should not be edited, recreated, or combined with other graphic or typographic elements. Always use the official Hilbert College HI Mark supplied artwork.



Color options

When possible the HI Mark should be reproduced in two of the following colors: Hilbert Blue, Hilbert Gold, white, or Rich Black. However, it is acceptable to set the mark in just one of the aforementioned colors whenever deemed necessary due to reproduction limitations or aesthetic considerations. The HI Mark should not be reproduced in more than two colors.



Use of HI with the Hilbert Mark

When used as part of the HI campaign, the first two letters of HILBERT (HI) in the Primary Brand Mark should be set in a contrasting color to emphasize the presence of HI in the Hilbert name.



HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL



HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL



HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL



HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL



HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL



HILBERT COLLEGE
A CATHOLIC FRANCISCAN COLLEGE FOR ALL

Use of HI as part of the Hilbert name in headlines

HI may be locked up with the rest of the Hilbert name at display sizes. This treatment is only appropriate at headline sizes and should not be used in body copy.


It's important to note that the artwork for HI on its own is not the same as the artwork for HI locked up with the HILBERT name, as the line weights are in different proportions. Therefore, care must be taken not to recreate the HI+LBERT Wordmark and only use HI+LBERT from the original supplied artwork.



HILBERT



HILBERT



HILBERT



HILBERT



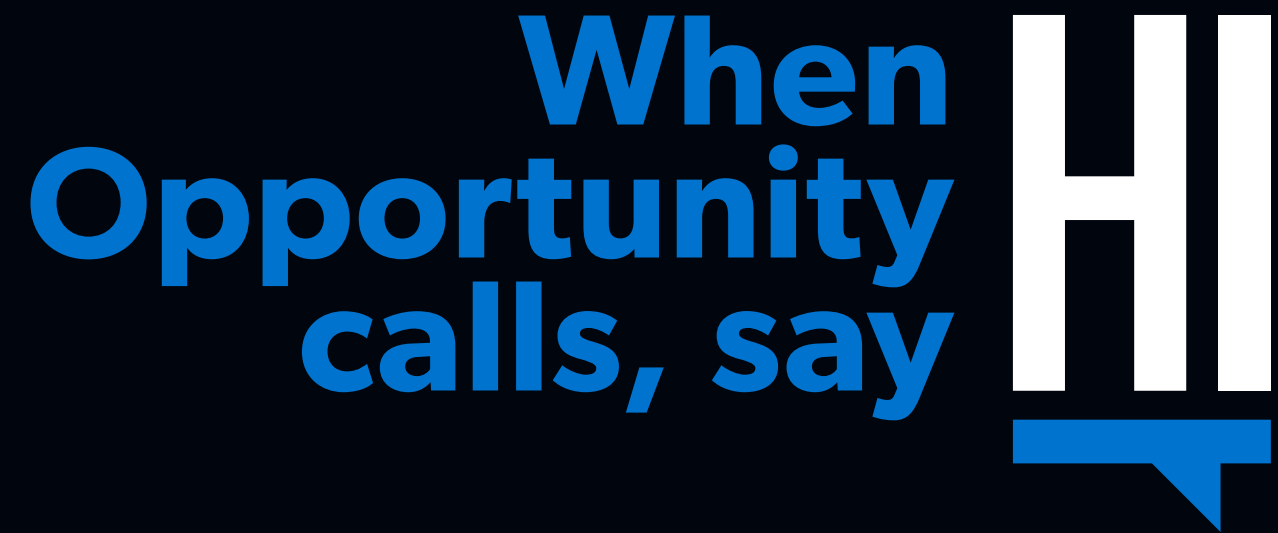
HILBERT



HILBERT

HI + descriptor

The HI Mark may be combined with a descriptor (e.g., “go getter,” “rockstar,” or “change maker”). In these cases, the descriptor should be set in Gibson Bold and typically bottom aligned to the baseline of HI. The color of the descriptor text should be set in the same color as the talk line below HI.



College Seal

Only the Office of the President or those so authorized by the President's Office may use the College Seal. It is the official legal seal of Hilbert College, and it authenticates signatures on documents issued or authorized by the Trustees. The College Seal should not be used on any other documents. Inappropriate application of the seal not only dilutes our brand but, more importantly, can also be legally compromising. Therefore, the highest caution must be taken in its application, presentation, and reproduction. For this reason, the Office of Marketing & Communications must review and approve any use of the College Seal.



Athletic Marks

Our athletic marks are dynamic elements of our overall branding. Their use, however, should be strictly reserved for use within the context of athletics or as spirit marks when addressing an internal audience, such as faculty, staff, or students. For *academic* communications directed at general external audiences, they are inappropriate and should not be used.

Please contact Marketing & Communications for any requests to use the athletic marks outside of athletics.



Contact

Questions?

If you have any questions about our brand or its implementation, please contact the **Marketing & Communications Department at MarCom@Hilbert.edu**.

Resources?

To download original logo files, and other resources, visit us online at www.Hilbert.edu/brand.

QUICK REFERENCE



We are **Hilbert** in headlines and introductory copy. In body copy of promotional materials and official communications we are **Hilbert College**. Our online programs are **Hilbert College Global**. When we talk about our athletics or our school spirit, we are **Hawks**.

Books, articles, magazines. Use quotation marks around the titles of books, songs, TV shows, poems, speeches, and works of art. Do NOT use quotation marks around books that are primarily catalogs of reference material, magazine or newspaper titles or the Bible. Do not underline or italicize any of the above.

College. When referring to ourselves, we capitalize College (“The College was established in 1957” or “The College is proud to announce that...”). When speaking about college in general, lowercase (“When deciding on a college...”).

Colons. Capitalize the first word after a colon only if it’s a proper noun or begins a complete sentence.

Dates. Abbreviate the month, use a figure only for the day (no st, nd, rd or th). A comma is not necessary if only a “month and year” are given, but do use a comma to set off the year if both month and day are given. Use figures with the letter s but no apostrophe when discussing decades—the 1960s. Use figures for centuries—the 21st century. Do not abbreviate days of the week.

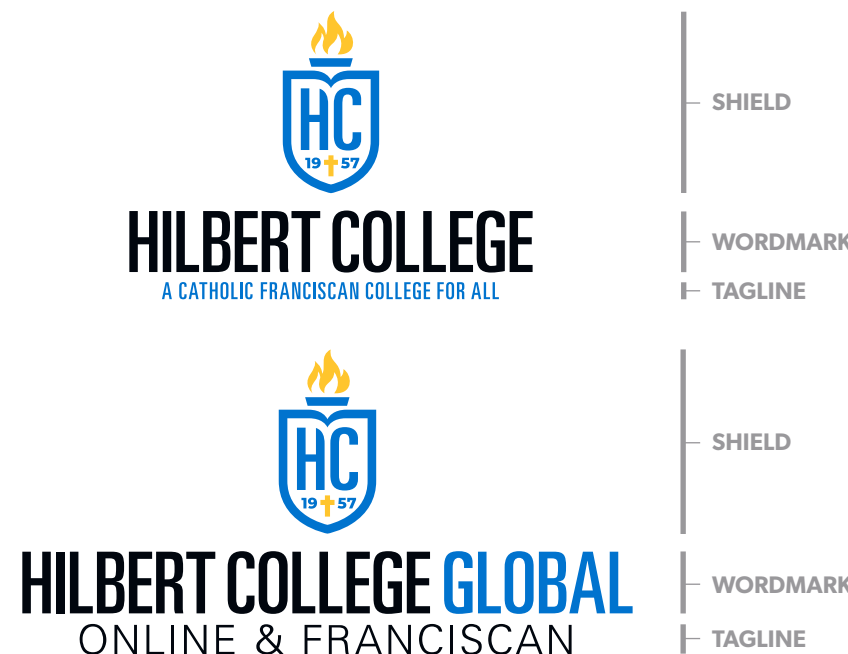
Numbers. In general, spell out one through nine; use figures thereafter. Always use figures for units of measure, when referring to someone’s age, and in all tables and statistics. Use figures with time, along with a.m. and p.m.

PhD. We drop the periods in PhD. All other degrees (B.A., B.S., M.S., etc.) keep their periods.

Second Person Plural. We use second person plural in all of our communications—“we,” “us,” “our.” “Our students,” not “Hilbert College students.” “We believe,” not “Hilbert believes.”

Titles. In general, only capitalize when it is a formal title (not simply a job title) and used directly before someone’s name—“President Michael S. Brophy,” but “our university president, Michael S. Brophy.”

Tone. Our tone in all outgoing communications should be friendly and conversational.



FOR DESIGNERS

UNIVERS ULTRA CONDENSED

Gibson Book, **Gibson Semibold**

FOR THE WEB

OSWALD MEDIUM

Montserrat Regular, **Montserrat Bold**

FOR EVERYONE ELSE

ARIAL NARROW BOLD

Arial Regular, **Arial Bold**

PRIMARY

PMS 285
C91 M53 Y0 K0
R0 G113 B206
HEX 0071CE

SECONDARY



PMS 123
C0 M23 Y91 K0
R255 G198 B41
HEX FFC629

PMS BLACK 6
C40 M20 Y20 K100
R0 G0 B0
HEX 000000

PMS 298
C66 M10 Y0 K0
R60 G180 B229
HEX 3CB4E5

PMS 654
C100 M84 Y31 K17
R0 G58 B112
HEX 003A70

ACCENT



PMS 2602
C57 M99 Y0 K0
R138 G26 B155
HEX 8A1A9B

PMS 179
C0 M91 Y91 K0
R228 G61 B48
HEX E43D30

PMS 7533
C54 M63 Y75 K57
R72 G55 B41
HEX 483729

PMS 7472
C64 M7 Y34 K0
R87 G182 B178
HEX 57B6B2

NEUTRAL



PMS COOL GRAY 7
C0 M0 Y0 K37
R152 G152 B152
HEX 989898

PMS COOL GRAY 7 (17%)
C0 M0 Y0 K7
R236 G236 B236
HEX ECECEC