

SUB-BRAND GUIDELINES

06/17/13

Hope College has a strong tradition of intercollegiate athletics. A distinct sub-brand celebrates that heritage while bringing clarity and cohesion to the visual expression of the sports program.

Hope College has recently undergone a redevelopment of its College-wide brand expression. As part of that process, the Athletics Department has developed a simplified sub-brand system that helps to establish Hope athletics as a distinct entity of the College. While the athletics sub-brand has its own unique visual expression, the vocabulary of the system has been drawn from the larger school-wide identity.

Hope has fielded intercollegiate athletic teams since the late 1800s. Throughout that time, its athletic teams have been represented through the use of bold, simple, classic American collegiate graphic forms. That link to the past has inspired the current sub-brand, but it has been evolved to connect all of the teams under one consistent, contemporary system that relates to the larger college brand.

Please contact the Athletics Brand Manager or Hope College Integrated Marketing with any questions.

Athletics Brand Manager
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616.395.7688

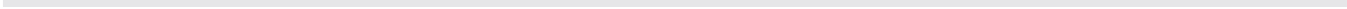
marketing@hope.edu
616.395.7150

A traditional Block H serves as the primary identifier for Hope athletics.

This emblem was formed through a custom modification of the Clarendon typeface, maintaining a visual connection with the College-wide brand. The proportions of the letterform have been developed to function well in the multitude of applications required for athletics.

The Block H emblem can be used alone on items such as caps, shoulder and chest insignia, and mid field and center court—applications in which the context of athletics and the identification of Hope College are apparent.





The configuration of the stacked logotype and Block H emblem appears below.

It is important that the spatial relationship between the emblem and the logotype remain consistent with each application. The proportions of the logo are based on the height of a block serif and its outline in the emblem (a), the height of the serif alone (b), and the thickness of the outline (c). The distance between the emblem and the logo type is $a+c$. The distance between the word “Hope” and “Athletics” is b, and the height of the word “Athletics” is equal to $a+c$.



The Block H stacked logo has been designed to accommodate each sport.

Each sport has its own version of the stacked Block H logo. This configuration should never appear on a uniform or on a playing surface.

Each sport name is typeset in the same font size for consistency, centered below the school name. Proportions from the main stacked logo have been retained.



The spirit mark for Hope athletics consists of two parts: the Block H or Anchor emblem and the school name typeset underneath.

The Hope spirit mark is to be used in situations where the Block

A horizontal version of the athletics logo has been developed for use in web and other applications that require a horizontal configuration

The horizontal logo should be used when the primary stacked version will not apply. Can be used in two-color or one color, black. This version is only to be used for general athletics and not for the individual athletic teams.



The traditional stand-alone anchor has been retained as a secondary identifier for the





B

Be careful not to place the logo or type treatment too close to the edge or seam of apparel applications or too close to the edge, fold, or trim of print and web applications.

The minimum clear space for the Block H and the athletic type treatment versions is equal to half the width of the Block H. The clear space for both the Block H and anchor stacked versions is equal to the width of the “H” in “Hope.” For the stand-alone anchor, the clear space is equal to half the width of the anchor.[E](#)

The two colors of the each version of the athletics logo are the primary Hope College colors.

Under no circumstances may any other colors or tints of a color be used. These colors apply to all versions of the logo including special use.

Full Color

The two color method should be used whenever possible on a white, gray, or other light-colored backgrounds. The colors used are specific and restricted: Hope Orange (PMS 166) and Hope Blue (PMS 289). This helps maintain brand recognition and consistency.

One Color

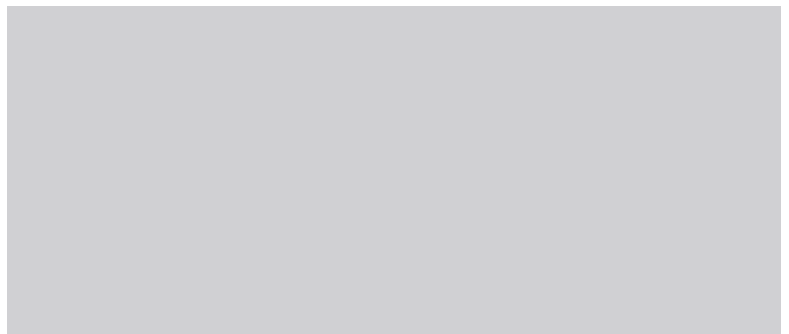
When the entire project is one color, a one color logo should be used. The acceptable colors are either Hope Orange (PMS 166) or Hope Blue (PMS 289). An all black version may be used for black and white projects. Always choose the color version that provides the greatest contrast and readability.

The logo versions also may be placed on Hope Orange backgrounds.

Note that the Block H shifts in color to Hope Blue and the outline on the Block H and “Hope” type colors shift to white in this application. The anchor shifts to solid Hope Blue.



The athletic type treatment may appear on Hope B



The athletic type treatment and the Block H may appear on playing surfaces.

The type treatment and Block H should be Hope Orange trimmed in Hope Blue when appearing directly on a wooden court. On grass, the type treatment and Block H should appear in Hope Orange trimmed in white. When the type treatment is used in endzones of a football field or at the ends of a court, it is recommended that it be Hope Orange outlined in white on a field of Hope Blue.





A:

- A: With regards to uniforms, the answer is YES. The anchor or H can be used as a secondary mark ONLY on uniforms, where it is being used in context with another primary branding mark (such as HOPE on the front of a jersey) and will be worn at an athletic event where it is obvious that HOPE is competing.**
- A: With regards to team apparel, the stand alone anchor and H can ONLY be used without the word HOPE underneath when the word HOPE appears in another approved logo elsewhere on the item. (i.e. The front of a jacket has HOPE and the team name on the front, then the anchor or H could be used as a secondary mark in another location on the jacket.)**
- A: Neither the anchor nor the H (or a similar looking capitalized H) can be combined with any other wording phrases or designs to create modified logos.**

