Hendrix

Graphic Identity
Standards Manual

Hendrix College Graphic Identity Standards Manual

INTRODUCTION

The Hendrix College Graphic Identity Standards Manual was created to provide all Hendrix employees and associates with the ability to maintain the College's visual identity through an easy-to-follow set of guidelines.

The success of the Hendrix College Graphic Identity depends on the consistent use of these standards by everyone involved in the creation of Hendrix communications. This includes external suppliers such as advertising and design agencies and printers, as well as internal Hendrix communications and IT professionals.
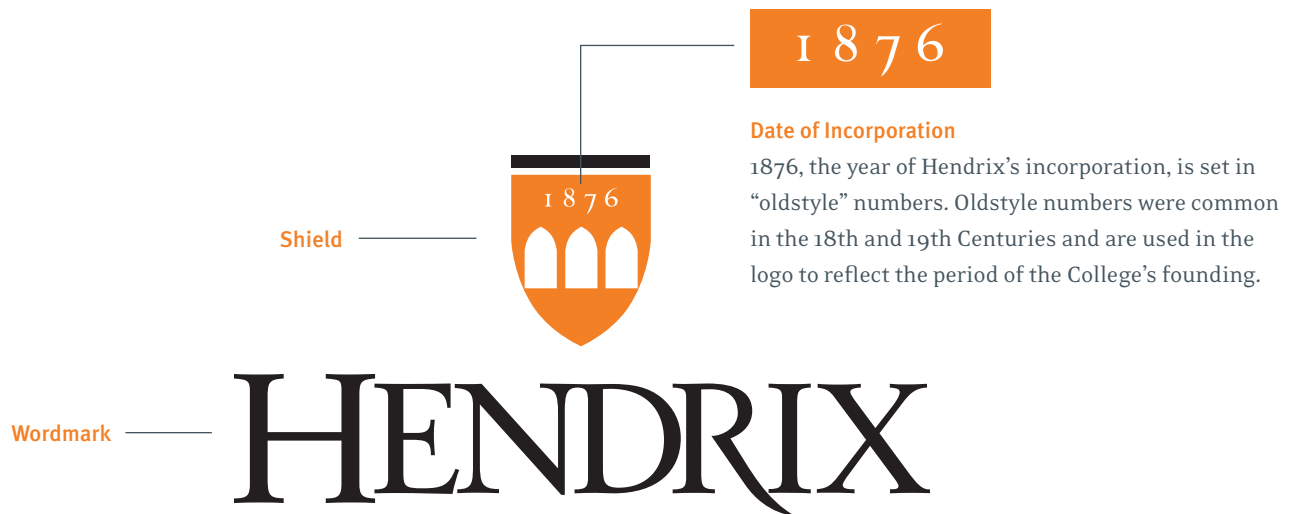
The Office of Communications and Marketing staff will answer any questions related to the system and provide art and production assistance whenever needed. Additional resources may be found online at www.hendrix.edu/identity.

CONTENTS

THE LOGO

The basis of the Hendrix College Graphic Identity is the logo. The logo consists of two parts: the shield and the wordmark. Within the shield is the College's date of incorporation, 1876, and three Gothic arches reminiscent of the arches found in front of Staples Auditorium and Trieschmann Fine Arts Building. The wordmark is unique and has been specifically crafted; do not attempt to recreate it or any other part of the logo. Art may be obtained from the Office of Communications and Marketing or online at www.hendrix.edu/identity.

1 8 7 6

Date of Incorporation
1876, the year of Hendrix's incorporation, is set in "oldstyle" numbers. Oldstyle numbers were common in the 18th and 19th Centuries and are used in the logo to reflect the period of the College's founding.

Shield

Wordmark

HENDRIX

THE SEAL

The Hendrix seal is reserved for official and ceremonial purposes only. The use of the seal must be approved by the Associate Vice President of Communications and Marketing. Once approved, art may only be obtained from the Office of Communications and Marketing.

APPROPRIATE USE

The Hendrix logo may only be used to identify the College's identity, its programs and its services (See figure 3.1). The development and use of any other logo, mark and/or symbol is strictly prohibited. The Hendrix logo may not be combined with any other feature — including, but not limited to, other logos, words, graphics or symbols. The shape, proportion or color of the Hendrix logo may not be altered in any way. The logo may not be redrawn or altered (See figure 3.2).

When in doubt about the appropriate use of the Hendrix logo, contact the Office of Communications and Marketing for assistance.

fig 3.1

fig 3.2

LOGO SIZE AND PROPORTIONS

To ensure legibility, the Hendrix logo should never be reproduced at sizes smaller than 1 inch wide (See figure 3.3). The Hendrix logo's proportions should never be altered. Do not condense or extend the logo (See figure 3.4).

fig 3.3

fig 3.4

ALTERNATIVE LOGOS

The Hendrix College Graphic Identity is flexible. Variations of the logo have been created to fulfill almost any situation's needs. Contact the Office of Communications and Marketing for assistance in determining when it's appropriate to use an alternative logo. Do not attempt to recreate any of these logos; art may be obtained from the Office of Communications and Marketing or online at www.hendrix.edu/identity.

ALTERNATIVE 1: HENDRIX LOGO + COLLEGE
To be used on stationery and most official documents. Primarily for use when communicating with a broad audience where the name Hendrix is not as widely known.

ALTERNATIVE 2: HENDRIX LOGO HORIZONTAL
To be used in situations where vertical space is limited. A version of this logo with "College" is also available.

ALTERNATIVE 3: HENDRIX WORDMARK
To be used in situations where clarity or size is an issue. The wordmark can be reproduced at very small sizes. A version of this logo with "College" is also available.

ALTERNATIVE 4: HENDRIX SHIELD
The word "Hendrix" replaces the "1876." The shield is generally reserved for promotional items such as cups, tie-tacks or other bookstore material. It is also used as part of the Special Programs logos.

HENDRIX ORANGE

Orange and black have been the Hendrix colors for almost 100 years. Through the years, attempts have been made to change the school colors to red or black and gold but none have been able to displace the orange and black in the hearts of students and alumni. The specific orange has been harder to determine; some say it's a burnt orange and some say it's bright and sunny. To create consistency, a specific orange has been selected for the use as the Hendrix Orange: PMS 158 (See figure 5.1).

PMS 158

BLACK

Since Hendrix Orange is an integral part of the Hendrix College Graphic Identity, it is important to have the logo appear in this color as often as possible. When the production method will not permit the use of the custom color, an allowable alternative has been provided. A process color equivalent has been assigned for PMS 158 for use when printing in CMYK: 0C 61M 97Y 0K (See figure 5.2). Use hexadecimal value #F58025 for use when displaying Hendrix Orange digitally on screen (See figure 5.3).

Separate files have been created for PMS, CMYK, Black and White. These files may be obtained from the Office of Communications and Marketing or online at www.hendrix.edu/identity.

NOTE: The colors depicted on this page and throughout the Hendrix College Graphic Identity Standards Manual are only representational of the actual PANTONE MATCHING SYSTEM® colors. Please refer to a PMS color guide for accurate color.

fig 5.1

PMS 158

Black — HENDRIX

fig 5.2

0C, 61M, 97Y, 0K

0C, 0M, 0Y, 100K — HENDRIX

fig 5.3

#F58025 (245R, 128G, 37B)

#000000 (0R, 0G, 0B) — HENDRIX

COLOR PALETTE

Hendrix Orange is a very bright and intense color. It is an excellent color for athletic uniforms, banners, signage and other uses in which the intended desire is to stand out. The intensity of Hendrix Orange, however, is not always appropriate for every use. Publications need a more subtle yet still distinctive color palette that will work with Hendrix Orange.

HENDRIX ORANGE

Two groups of color are provided. The Primary Group is colors that are to be used for large coverage areas such as a book cover or a folder. The Secondary Group is colors that should be used as accents in coordination with the Primary Group and be used sparingly.

NOTE: The colors depicted on this page and throughout the Hendrix College Graphic Identity Standards Manual are only representational of the actual PANTONE MATCHING SYSTEM® colors. Please refer to a PMS color guide for accurate color.

Group 1 Primary

PMS 188	PMS 542	PMS 556
0C 97M 100Y 50K	62C 22M 0Y 3K	42C 0M 33Y 27K
#7C2230	#569FD3	#72A492

PMS 690	PMS 645	PMS 625
0C 97M 0Y 59K	55C 24M 0Y 9K	56C 0M 44Y 33K
#7D0049	#6799C8	#4D917B

PMS 668	PMS 653	PMS 626
65C 64M 0Y 30K	100C 62M 0Y 20K	76C 0M 64Y 62K
#524E86	#005295	#005C42

PMS 430	PMS 416	PMS WARM GRAY 10
5C 0M 0Y 45K	0C 0M 16Y 50K	0C 14M 28Y 55K
#939BA1	#949484	#8A7967

Group 2 Secondary

PMS 451	PMS 5425	PMS 5575
33C 28M 58Y 0K	30C 4M 0Y 31K	20C 0M 16Y 17K
#B3AA7E	#80A1B6	#ADC7BD

PMS 4515	PMS 1525	PMS 623
0C 9M 50Y 24K	0C 58M 100Y 10K	32C 0M 24Y 10K
#CBB677	#DF7A1C	#9DC9BA

PMS 5777	PMS 193	PMS 5493
10C 0M 49Y 28K	0C 100M 66Y 13K	43C 0M 14Y 21K
#B1B579	#D21242	#72AFB6

CONTROL AREA

To be visually effective, the Hendrix logo requires an open area around it. This open area is called "the Control Area" in this manual. No other visual elements may appear in the Control Area. The Control Area is a border (margin) of empty space around the logo equal to the width (**X**) of the letter H in the Hendrix wordmark (See figure **7.1**).

fig 7.1

Photographs may be used behind the logo, though care should be taken to ensure the logo is free from clutter and is easy to read (See figure **7.2**).

fig 7.2
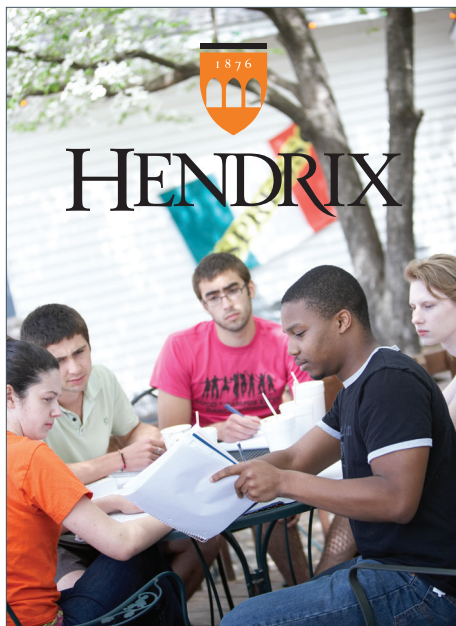
LEGIBILITY

Clarity and readability are key to the overall strength of the Hendrix logo. Do not place the logo on colored or patterned backgrounds that impair the readability of the mark. The preferred color background for the Hendrix logo is white. Colored backgrounds are acceptable; however, it is important to use care in selecting the correct version of the logo to use in these situations (See figure **8.1**).

In situations where the logo is used on a color of similar value to any of the PMS colors included in Hendrix's color palette, the logo should be reversed (white) from the color. Or, if there is enough contrast, it can be printed in black.

For assistance in selecting the appropriate version of the Hendrix logo to use, contact the Office of Communications and Marketing.

fig 8.1
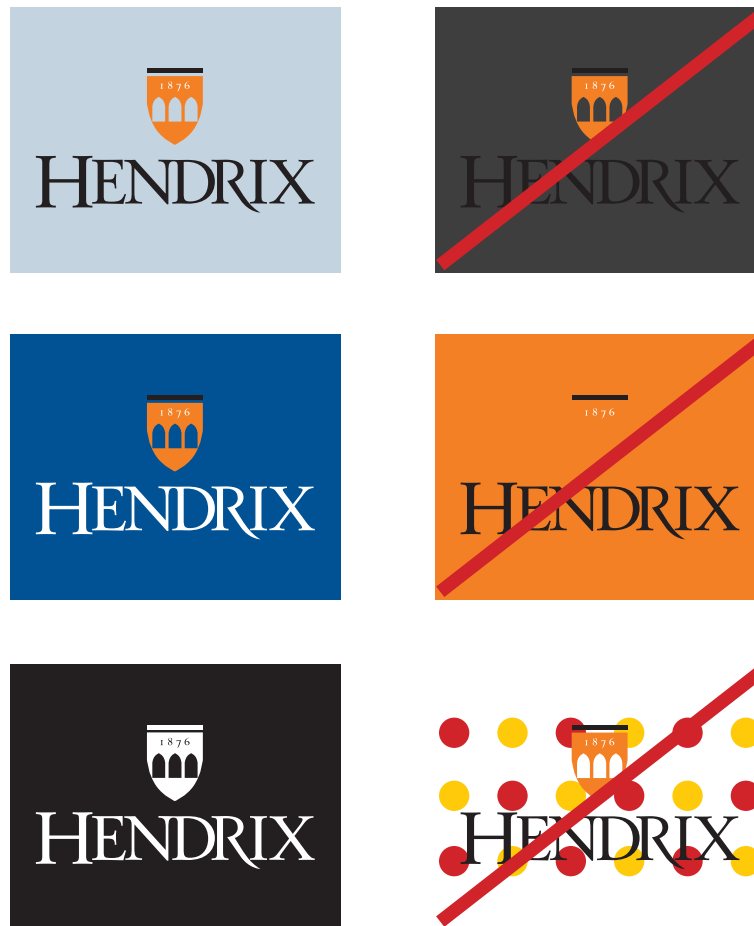
BLACK & WHITE

There may occur instances when color is not an option, such as a newspaper advertisement or a flyer. Black and white versions of the logo have been developed for use on these occasions (See figure 9.1). Do not attempt to recreate these logos; art may be obtained from the Office of Communications and Marketing or online at www.hendrix.edu/identity.

To ensure the quality of the reproduction in any black and white media, the black logo does not utilize "screens" (dot pattern used to make gray). As with the color logo, always take care in the placement of the logo and avoid busy or highly patterned backgrounds.

fig 9.1
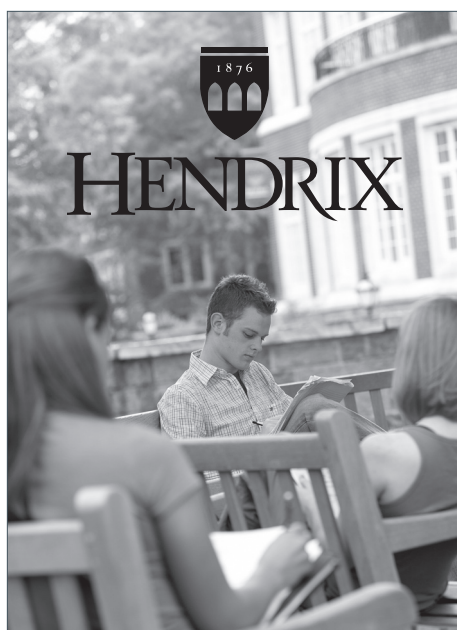
TYPOGRAPHY

A consistent approach to typography reinforces the effectiveness of the Hendrix College Graphic Identity. With consistent use, these typefaces, also known as fonts, will create a strong and recognizable identity for Hendrix College.

To provide flexibility and complement the Hendrix logo, two groups of typefaces have been selected for the use in the Hendrix College Graphic Identity. Group 1 is for documents such as memos, letters and flyers created by the general population of Hendrix College. Group 2 is for use in documents that are being created by communication professionals such as offset-printed brochures or posters. A serif and a sans-serif typeface have been selected for each grouping.
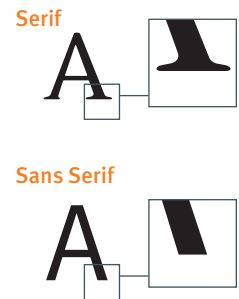
NOTE: The fonts used on the Hendrix Web site are Trebuchet MS (menus, headings and italics font) and Verdana (body font). These fonts are automatically applied as users enter copy through the content managment systems used on campus.

Serif

Sans Serif

Group 1
The typefaces selected for this group complement the typography used in the logo and are available on most PCs. If your PC does not have these typefaces, contact the IT Office and they will provide you with the typefaces. The serif face selected is Adobe Garamond Pro, and the sans-serif face is Trebuchet MS (See figures **10.1a** and **10.1b**). These are TrueType fonts; while they are ideal for desktop purposes, TrueType fonts are not for use in commercial printing.

Group 2
The typefaces selected for this group are for use by communication professionals. These typefaces are Postscript typefaces and are ideal for use in commercial printing. Unlike TrueType, Postscript fonts require different fonts for italic, bold and other variations and are provided complete in the type family. The serif type family selected is Eidetic Neo, and the sans-serif type family is Meta Normal (See figures **10.2a** and **10.2b**).

fig 10.1a Trebuchet MS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$?!%&

fig 10.2a Meta Normal Roman

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$?!%&

fig 10.1b Adobe Garamond Pro

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$?!%&

fig 10.2b Eidetic Neo Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$?!%&

ATHLETICS LOGOS

The athletics logos, the Warrior Shield and the Warrior Logo (See figures **11.1** and **11.2**), should not be used in place of the Hendrix Shield or in coordination with the Hendrix logo. They should continue as unique symbols for the College's athletics teams. Do not attempt to recreate these logos; art may be obtained from the Office of Communications and Marketing, the Department of Intercollegiate Athletics or online at www.hendrix.edu/identity.

fig 11.1 Warrior Shield   **fig 11.2** Warrior Logo

Black and white versions of the athletics logos have been developed for use on occasions when color is not an option (See figures **11.3** and **11.4**).

fig 11.3   **fig 11.4**

ALTERNATIVE ATHLETICS LOGOS

Variations of the athletics logos have been created to fulfill almost any situation's needs. Contact the Office of Communications and Marketing or the Department of Intercollegiate Athletics for assistance in determining when it's appropriate to use an alternative logo. Do not attempt to recreate any of these logos; art may be obtained from the Office of Communications and Marketing, Department of Intercollegiate Athletics or online at www.hendrix.edu/identity.

ALTERNATIVE 1: H LOGO

Taken from the Warrior Shield. Primarily for use on athletics apparel and for promotional items. The H Logo is also displayed on the banner carried by the Warrior mascot.

ALTERNATIVE 2: WARRIOR WITH BANNER

To be used in situations where the banner with the H Logo is preferred over the sword. Incorporates the Hendrix workmark for use when communicating with a broad audience where the Hendrix name and its mascot are not widely known.

ALTERNATIVE 3: WARRIOR WORDMARK

To be used in situations where vertical space is limited or where clarity or size is an issue. The Warrior wordmark can be reproduced at very small sizes.

SPECIAL PROGRAMS

It is essential that the visual identities of Hendrix's special programs and centers reflect the graphic identity of the College while still retaining a certain level of visual distinction. Therefore, separate logos have been specifically created for all such programs. Each retains key elements of the Hendrix College Graphic Identity (shield, colors, typography), but the name of the individual program replaces or is used in conjunction with the Hendrix wordmark (See figure **13.1**).

Do not attempt to recreate any of these logos or design a new logo. Contact the Office of Communications and Marketing for a complete listing of logos for special programs and centers, to obtain art for these logos, or to request assistance in producing a new logo.

NOTE: The standards discussed in other sections of this guide apply to each of the special program and center identities.

fig 13.1

STATIONERY

Stationery is the most visible and prominent representative of Hendrix College. Stationery includes business cards, letterhead and envelopes (See figures **15.1a**, **15.1b**, **16.1**, **17.1**, **18.1a** and **18.1b**). As part of the objectives of the Hendrix College Graphic Identity, all stationery must have the same appearance. The look of the Hendrix stationery is based on a system of color, typefaces, type positions and margins. Additionally, most stationery is printed on special, watermarked stock approved by the College.

How to Order Stationery Items

The College has contracted with a local vendor to produce stationery items using templates outlined in this manual. Contact the Business Office or the Office of Communications and Marketing for information about ordering stationery items. Online order forms and downloadable templates are available at www.hendrix.edu/identity.

NOTE: Taglines, slogans, promotional information and all other extraneous information not addressed in these standards is prohibited from all stationery items. When in doubt about the appropriate use of text or images not included in these standards, contact the Office of Communications and Marketing for assistance.

STATIONERY

A business card format approved for official use by the College is shown below. Contact the Office of Communications and Marketing for information about ordering business cards, or complete an online order form at www.hendrix.edu/identity. Business cards must be ordered in batches of 250.

NOTE: Hendrix employees often inquire about ordering name tags at the time business card orders are placed. To order name tags, contact the Human Resources Office. The College has contracted with a local vendor to produce name tags using the standards outlined in this manual.

fig 15.1a Business card (actual size shown)

Office or Department Name
Meta Medium Capitals
all lower case
8/11, +6 kerning

OFFICE OR DEPARTMENT NAME

1600 Washington Avenue
Conway, Arkansas 72032-3080

PHONE   501-450-0000
CELL   501-472-0000
FAX   501-450-0000

HENDRIX@HENDRIX.EDU
WWW.HENDRIX.EDU

Logo
Hendrix_College_158
32%

Name
Meta Medium Roman
9/11, -3 kerning

Tom Hendrix
Title

Contact Information
Adobe Garamond Pro
8/10, -2 kerning
.069 in. between
paragraphs

Title
Adobe Garamond Pro
Italic
7/11, -2 kerning

Contact Information Titles
Meta Medium Capitals
all lower case
7/10, -2 kerning

fig 15.1b Portion of business card (actual size shown)

Top of office or department name aligns with top of shield

OFFICE OR DEPARTMENT NAME

Top of address aligns with top of wordmark

1600 Washington Avenue
Conway, Arkansas 72032-3080

PHONE   501-450-0000
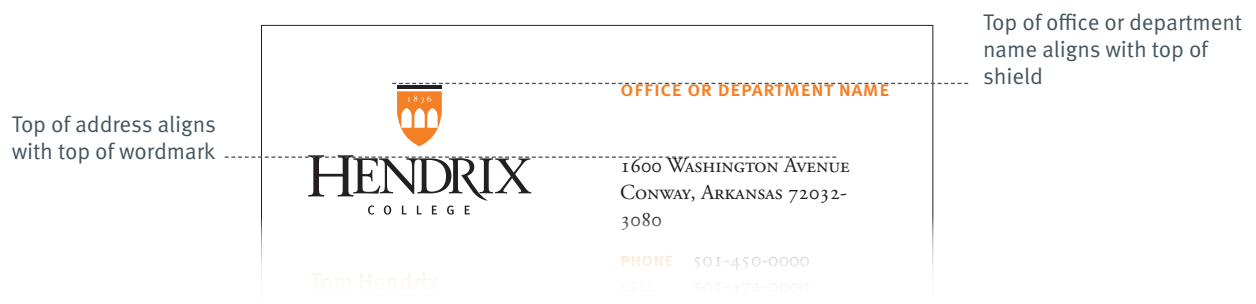
STATIONERY

fig 16.1 Letterhead (not shown to scale; actual size 8.5 x 11 inches)

.5 inches

Logo
Hendrix_College_158
50%

HENDRIX
C O L L E G E

1600 WASHINGTON AVENUE
CONWAY, ARKANSAS 72032-3080

Address
Adobe Garamond Pro
centered
8/10, -2 kerning

Appropriate Control Area
between logo and address
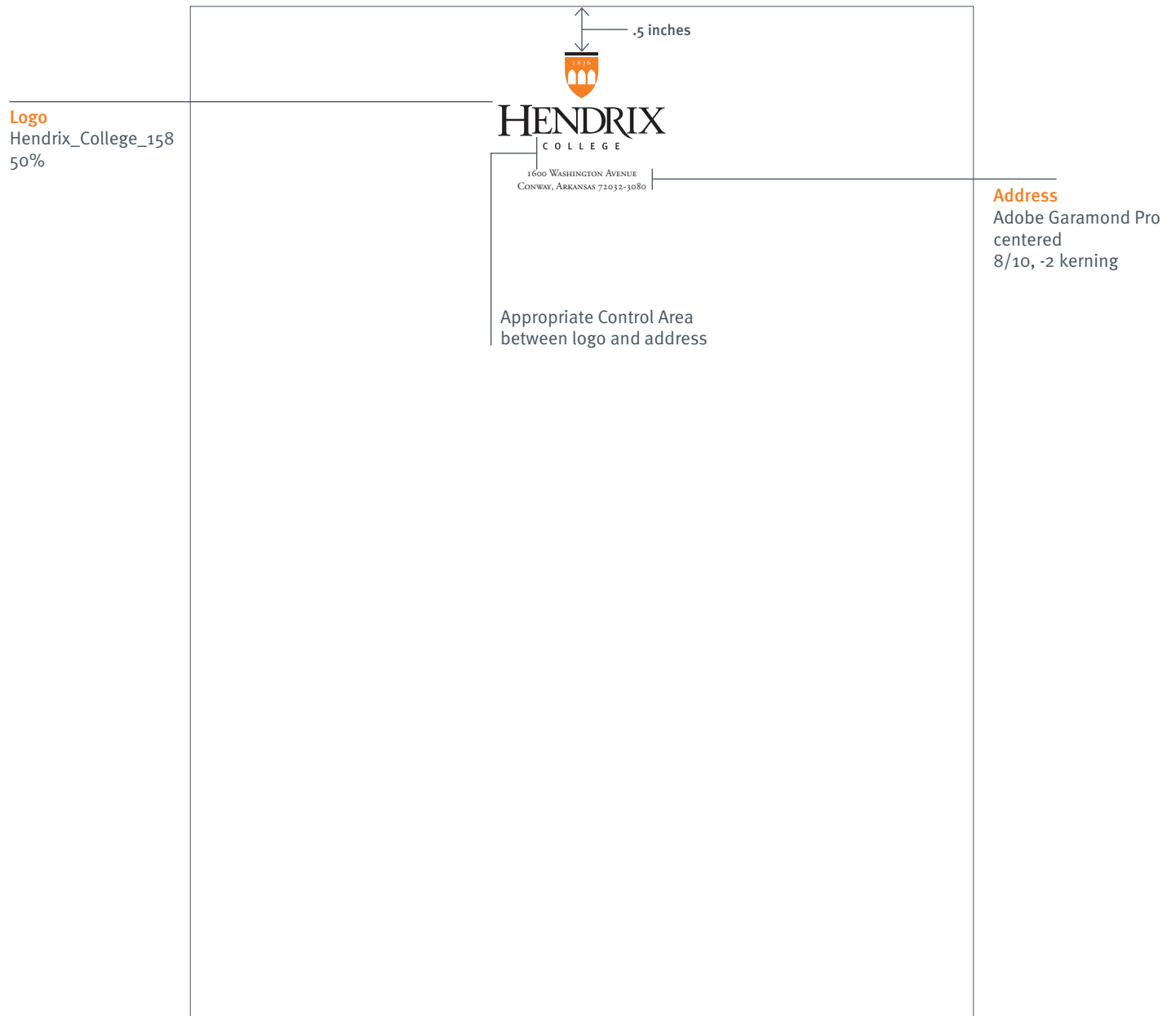
STATIONERY

Hendrix employees have the option to personalize letterhead with the name and contact information of their office or department in the footer. A downloadable template for use in Microsoft Word is available at www.hendrix.edu/identity.

fig 17.1 Letterhead (not shown to scale; actual size 8.5 x 11 inches)

2.25 inches

HENDRIX
COLLEGE

1600 Washington Avenue
Conway, Arkansas 72032-3080

This shaded area is designated for letter copy. The justified left and rag right format is recommended, as well as 11-point Garamond type.

1 inch

1 inch

OFFICE OR DEPARTMENT NAME

PHONE: 501-450-0000   FAX: 501-450-0000
E-MAIL: name@hendrix.edu   WEB: www.hendrix.edu

Footer
(actual size shown)

OFFICE OR DEPARTMENT NAME

PHONE: 501-450-0000   FAX: 501-450-0000
E-MAIL: name@hendrix.edu   WEB: www.hendrix.edu

1 inch

STATIONERY

The #10 envelope is the standard envelope used by the College along with its letterhead. On those occassions when a different envelope size is required, or when an office or department name is needed in the return address, contact the Office of Communications and Marketing for assistance.

fig 18.1a #10 Envelope (not shown to scale; actual size 9.5 x 4.125 inches)

Logo
Hendrix_College_158
42%

1600 Washington Avenue
Conway, Arkansas
72032-3080

Address
Adobe Garamond Pro
8/10, -2 kerning
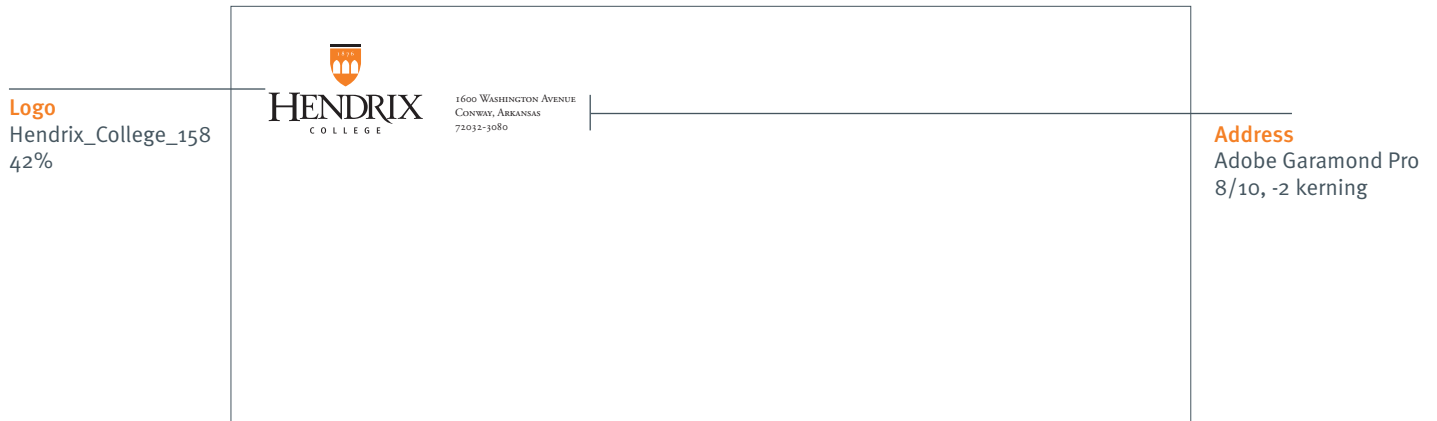
fig 18.1b Portion of #10 Envelope (actual size shown)

.375 inches

Top of return
address aligns with
top of wordmark

HENDRIX
COLLEGE

1600 Washington Avenue
Conway, Arkansas
72032-3080

Appropriate Control
Area between logo
and address

PUBLICATION TEMPLATES

The Hendrix College Graphic Identity should also be consistently reflected in the basic "look and feel" of any publication that is intended for distribution to one of our off-campus constituencies (prospective students, alumni, parents, friends and members of our neighboring communities).

To that end, we have developed the following templates which can be used as guidelines for producing publications in the most commonly used sizes. If these designs do not meet your needs, Hendrix communications professionals can help you to adapt them as necessary. Please consult with the Office of Communications and Marketing before you develop any new publication. A member of the staff can work with you to ensure that the final product matches the Hendrix College Graphic Identity, fulfills your goals and fits your budget.

fig 20.1 8.5 x 11 inch booklet, no bleeds (not shown to scale)

Logo
Hendrix_Logo_4C

Primary Color
PMS 625
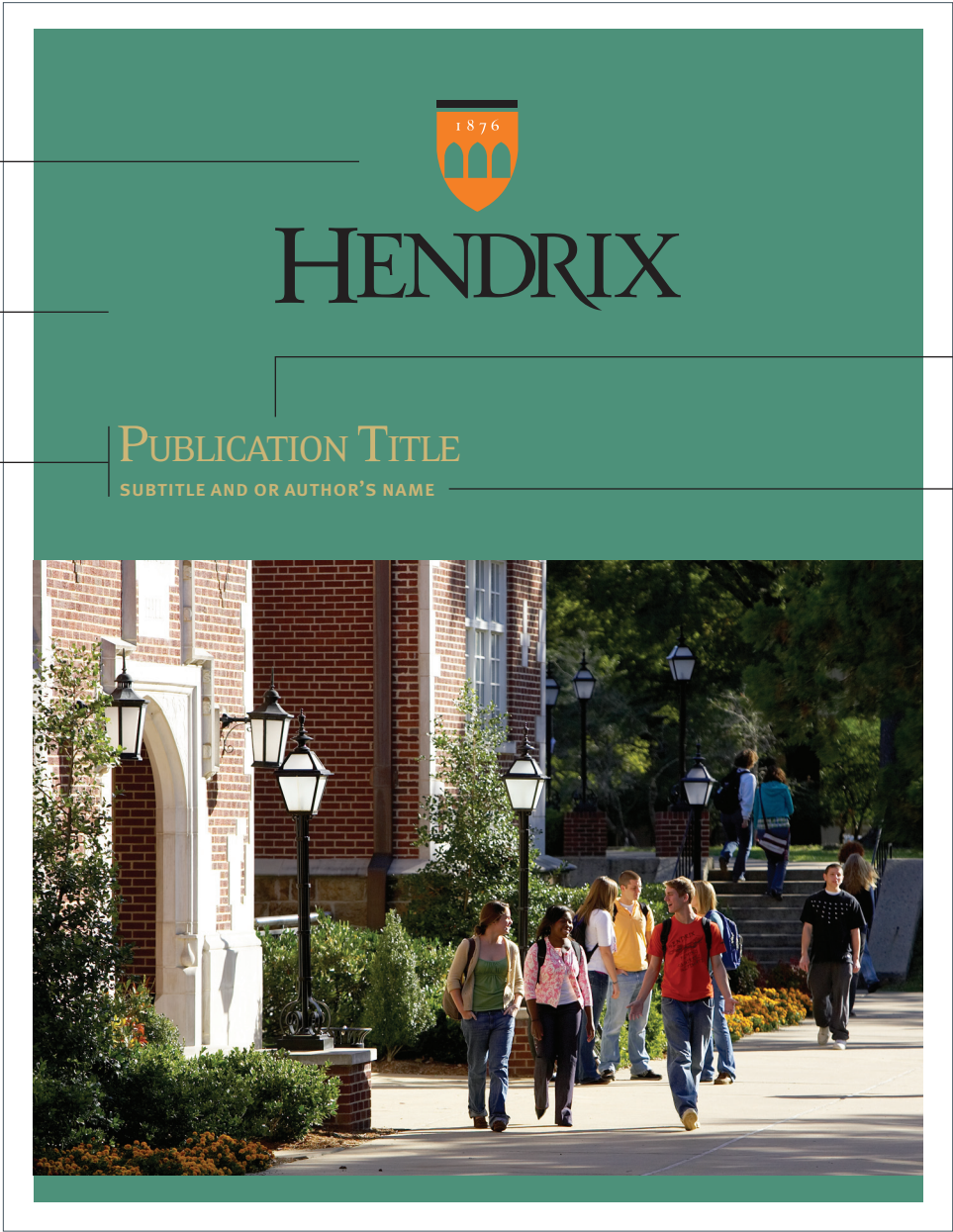
Secondary Color
PMS 4515

Type Family
Eidetic Neo Regular
38/32

Type Family
Meta Medium Capitals
all lower case
14/22

HENDRIX

PUBLICATION TITLE
SUBTITLE AND OR AUTHOR'S NAME

fig 21.1 Alternate cover for 8.5 x 11 inch booklet, with bleeds (not shown to scale)
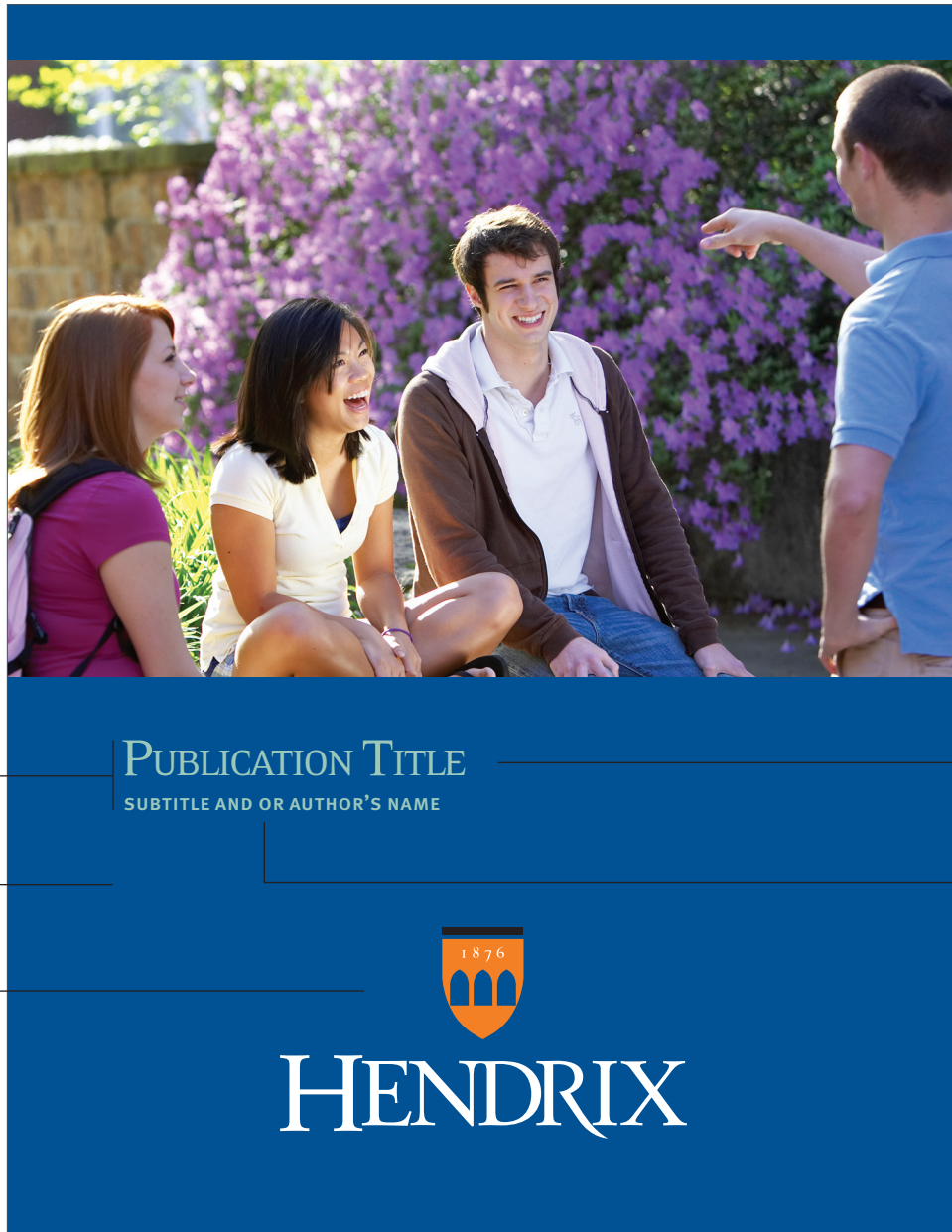
Secondary Color
PMS 623

Primary Color
PMS 653

Logo
Hendrix_Logo_W4C

PUBLICATION TITLE

SUBTITLE AND OR AUTHOR'S NAME

Type Family
Eidetic Neo Regular
38/32

Type Family
Meta Medium Capitals
all lower case
14/22

fig 22.1 Alternate cover for 8.5 x 11 inch booklet, with bleeds (not shown to scale)

Primary Color
PMS 188

Type Family
Eidetic Neo Regular
50/44

Type Family
Meta Medium Capitals
all lower case
14/26

Logo
Hendrix_Logo_W4C

PUBLICATION TITLE

SUBTITLE AND OR AUTHOR'S NAME

1876

HENDRIX

fig 23.1 Alternate cover for 8.5 x 11 inch booklet, with bleeds (not shown to scale)

Logo
Hendrix_WM_4C

Type Family
Eidetic Neo Regular
38/22
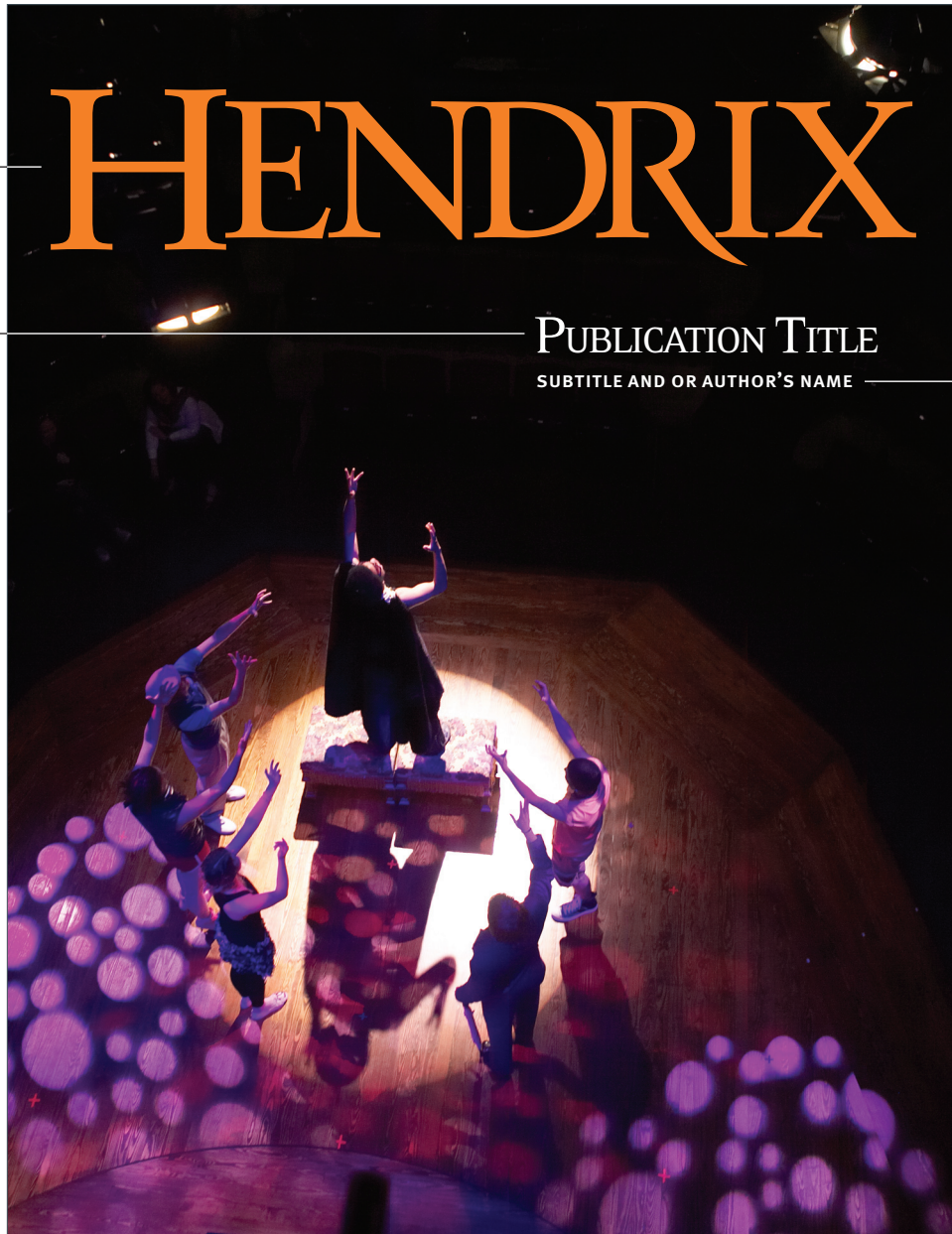
HENDRIX

PUBLICATION TITLE

SUBTITLE AND OR AUTHOR'S NAME

Type Family
Meta Medium Capitals
all lower case
14/22

fig 24.1 Text page, 8.5 x 11 inch booklet (not shown to scale)

2   publication title

This is a heading
this is a subhead

This is greeking. This is text that is about nothing. It is to be looked at and not read. This text is greeking. The copy is meaningless and has no content. This text is to be viewed and not read. This is greeking. This is greeking. This is text that is about nothing. The copy is meaningless and has no content. This text is greeking.Copy that is meaningless and has no content. This text is to be viewed and not read. This is greeking. This text is greeking. It is to be looked at and not read. This is greeking. Copy that is meaningless and has no content. This text is to be viewed and not read. This is greeking.

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this is a subhead

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this is a subhead

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This is greeking. This is text that is about nothing. It is to be looked at and not read. This is greeking. Copy that is meaningless and has no content.

Copy that is meaningless and has no content. This is greeking. This is text that is about nothing. This is greeking. Copy that is meaningless and has no content. This text is to be viewed and not read. This is text that is about nothing. It is to be looked at and not read. This is greeking.

Type Family
Eidetic Neo Regular
30/13

Type Family
Eidetic Neo Regular
11/22

Primary Color
PMS 625

Secondary Color
PMS 4515

Type Family
Eidetic Neo Regular
11/13

Type Family
Meta Medium Capitals
all lower case
9/13

Type Family
Meta Medium Capitals
all lower case
11/13

Type Family
Meta Medium Capitals
11/13

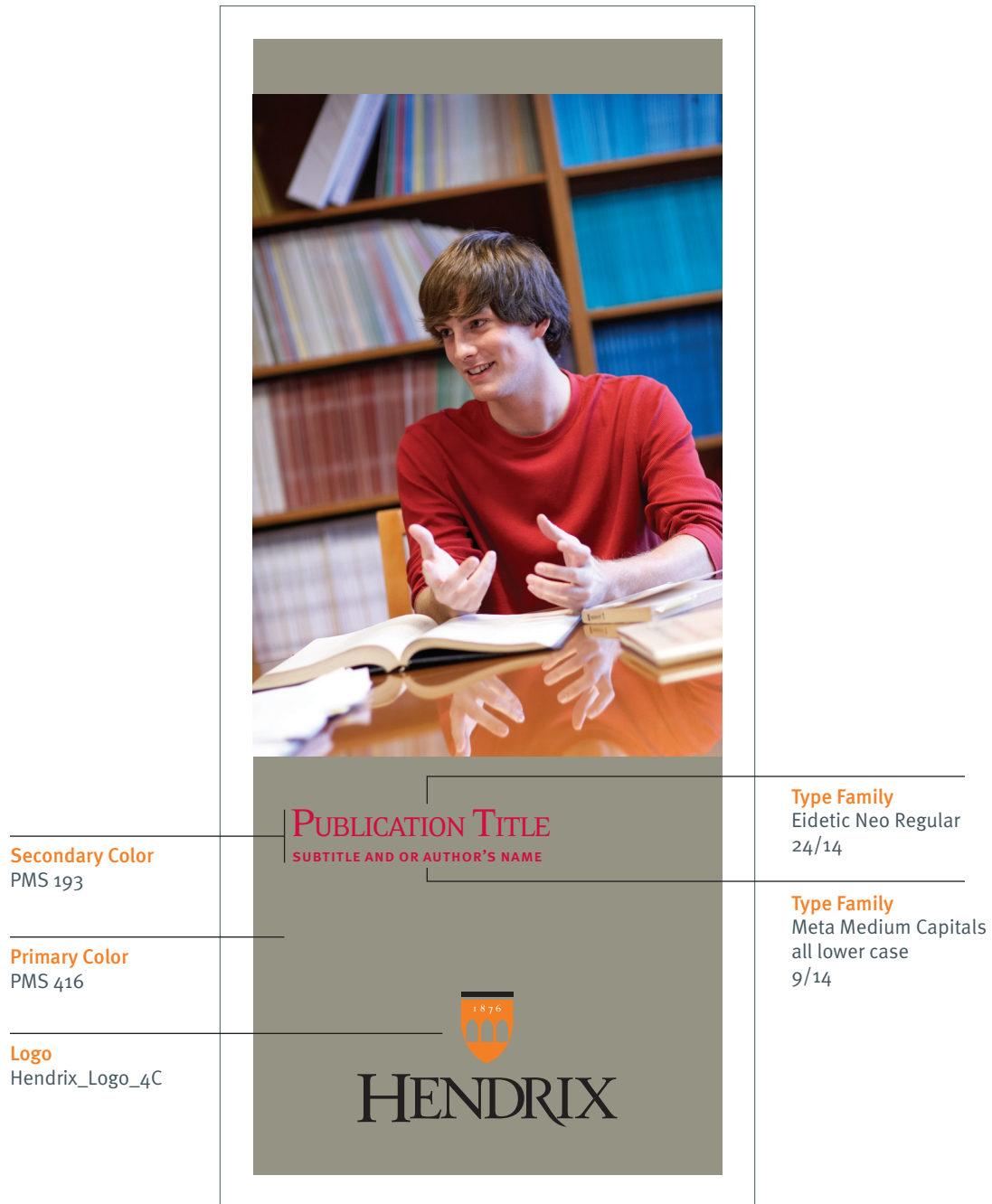fig 25.1 Tri-fold brochure, no bleeds (not shown to scale)

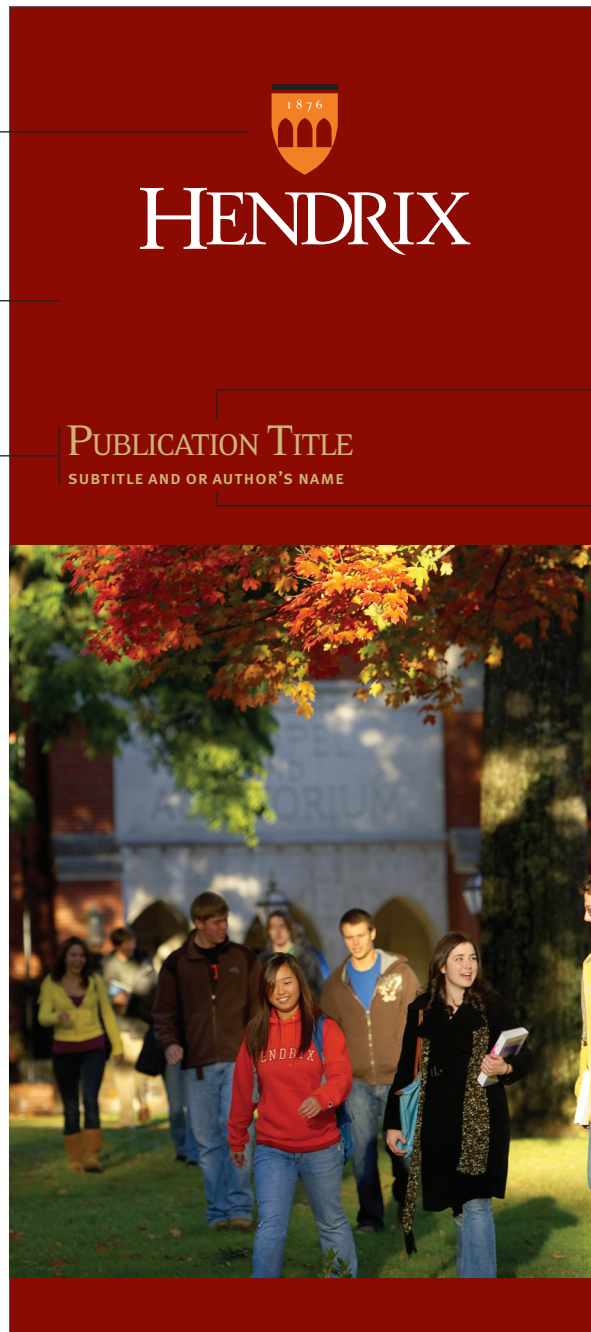**Secondary Color**
PMS 193

Primary Color
PMS 416

Logo
Hendrix_Logo_4C

PUBLICATION TITLE
SUBTITLE AND OR AUTHOR'S NAME

Type Family
Eidetic Neo Regular
24/14

Type Family
Meta Medium Capitals
all lower case
9/14

fig 26.1 Tri-fold brochure, with bleeds (not shown to scale)

Logo
Hendrix_Logo_
W4C

Primary Color
PMS 188

Secondary Color
PMS 4515

PUBLICATION TITLE
SUBTITLE AND OR AUTHOR'S NAME

Type Family
Eidetic Neo Regular
24/14

Type Family
Meta Medium Capitals
all lower case
9/14

fig 27.1 Tri-fold brochure, sample panel (not shown to scale)

Primary Color
PMS 625

Secondary Color
PMS 451

This is a heading

this is a subhead

This is greeking. This is text that is about nothing. It is to be looked at and not read. This is greeking. Copy that is meaningless and has no content. This text is to be viewed and not read. This is greeking. This is greeking. This is text that is about nothing. It is to be looked at and not read. This is greeking. Copy that is meaningless and has no content. This text is to be viewed and not read. This is greeking. This is greeking. This is text that is about nothing. It is to be looked at and not read. This is greeking. Copy that is meaningless and has no content. This text is to be viewed and not read. This is greeking.

Type Family
Eidetic Neo Regular
26/13

Type Family
Meta Medium Capitals
all lower case
11/13

Type Family
Eidetic Neo Regular
10/13

this is a subhead

This is greeking. This is text that is about nothing. It is to be looked at and not read. This is greeking. Copy that is meaningless and has no content. This text is to be viewed and not read. This is greeking. This is text that is about nothing. It is to be looked at and not read. This is greeking. Copy that is meaningless and has no content. This text is to be viewed and not read. This is greeking.

Caption copy. This greeking is for a caption. This is greeking for a caption. This is greeking. More caption copy. Greeking for a caption this is to go unread.

Type Family
Meta Normal Roman
8/13

Secondary Color
PMS 451

This is greeking. This is text that is about nothing. It is to be looked at and not read. This is greeking. Copy that is meaningless and has no content. This text is to be viewed and not read. This is greeking. This is greeking. This is greeking. This is text that is about nothing. It is to be looked at and not read. This is greeking. Copy that is meaningless and has no content. This text is to be viewed and not read. This is greeking.
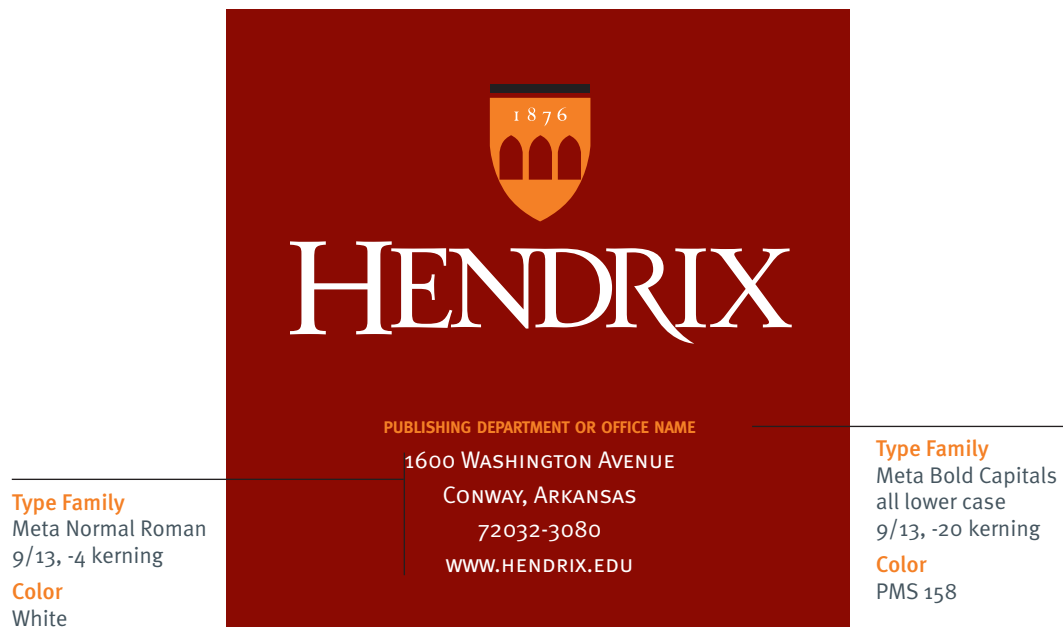
SIGNATURE

The "signature" (See figures **28.1** and **28.2**) is the format for the address, logo and Web site as it will appear on the back of all Hendrix publications.

fig 28.1 Standard signature

PUBLISHING DEPARTMENT OR OFFICE NAME

1600 Washington Avenue
Conway, Arkansas
72032-3080
www.hendrix.edu

Type Family
Meta Normal Roman
9/13, -4 kerning
Color
Black

Type Family
Meta Bold Capitals
all lower case
9/13, -20 kerning
Color
PMS 158

fig 28.2 Reversed signature

PUBLISHING DEPARTMENT OR OFFICE NAME

1600 Washington Avenue
Conway, Arkansas
72032-3080
www.hendrix.edu

Type Family
Meta Normal Roman
9/13, -4 kerning
Color
White

Type Family
Meta Bold Capitals
all lower case
9/13, -20 kerning
Color
PMS 158