



HENDRIX

Hendrix College Graphic Identity Standards Manual

INTRODUCTION

The Hendrix College Graphic Identity Standards Manual was created to provide all Hendrix College 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 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.

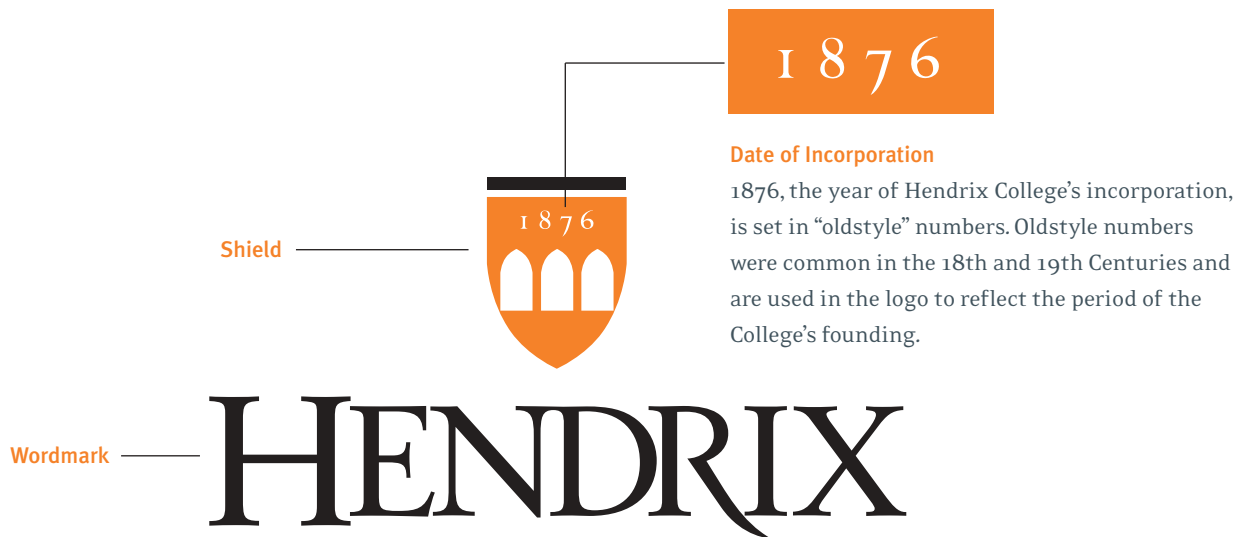
The Office of Communications staff will answer any questions related to the system and provide art and production assistance whenever needed.

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THE LOGO

The basis of the Hendrix College Graphic Identity is the logo. The logo is made up of two components; the shield and the wordmark. Within the shield is the date of the incorporation of Hendrix College, 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 the wordmark; art can be obtained from the Office of Communications.



THE SEAL

The Hendrix Seal is reserved for official and ceremonial purposes only. The use of the Seal must be approved by the Executive Director of Communications.



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 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).

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 4.3



fig 4.4



ALTERNATIVE LOGOS

The Hendrix College Graphic Identity is flexible. Variations of the logo have been created to fulfill almost any situation's needs.

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.

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.



ALTERNATIVE 4: HENDRIX SHIELD

The word Hendrix replaces the "1876." The Shield is generally reserved for promotional purposes 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).



Since Hendrix Orange is an integral part of the Hendrix Graphic Identity it is important to have the logo appear in this color as often as possible, given the production methods available. 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 the PMS color for use when printing in CMYK: PMS 158 (CMYK: oC 56M 94Y oK) (See figure 5.2).

Do not attempt to create your own logo files. Separate art files have been created for PMS, CMYK, Black, and White. These files may be obtained from the Office of Communications.

NOTE: The colors shown on this page and throughout the guidelines are not intended to match the PANTONE Color Standards. Pantone® is a registered trademark of Pantone, Inc.

fig 5.1



fig 5.2



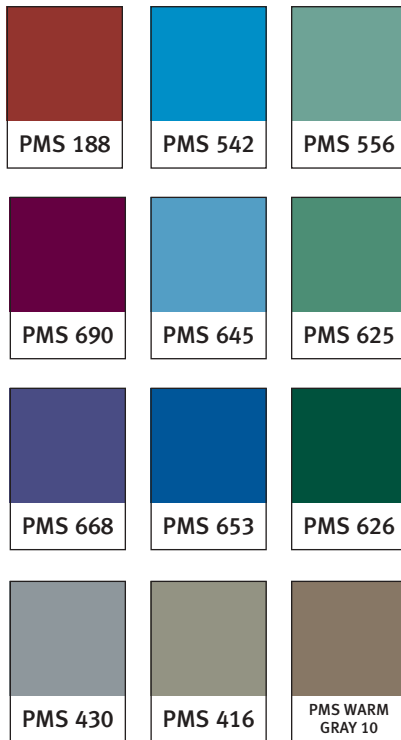
COLOR PALETTE

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.

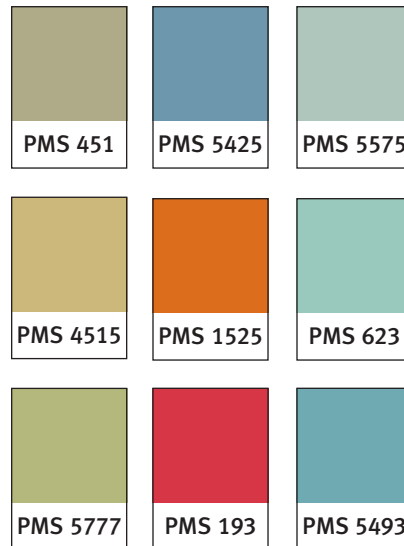


Two groups of color are provided.* The Primary Group is colors that are to be used for large coverage areas such as a book cover or a folder. The Secondary Group is colors that should be used as accents in coordination with the Primary Group and be used sparingly.

Group 1 Primary



Group 2 Secondary



* Please note that the colors depicted are only representational of the actual PMS colors, please refer to a PMS color guide for accurate color.

CONTROL AREA

To be visually effective, the Hendrix College 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 can 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, the logo should be reversed (white) from the color or if there is enough contrast, printed in black.

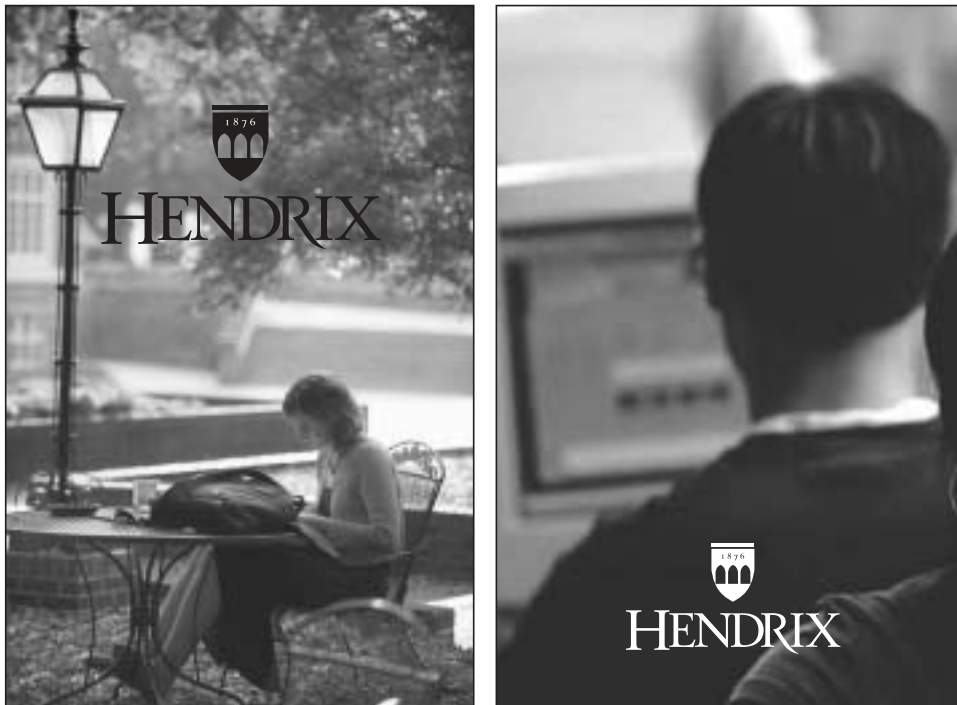
fig 8.1



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). 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 One 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 and IT professionals such as offset printed brochures or posters and the College's Web site. A *serif* and a *sans serif* typeface have been selected for each grouping.



Group One

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 Garamond and the sans serif face is Trebuchet MS. These are TrueType fonts and while TrueType fonts are ideal for desktop purposes they are not for use in commercial printing. See figure 10.1 for examples of these two typefaces.



Group Two

The typefaces selected for this group are for use by communication and IT 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 and the sans serif type family is Meta Plus. See figure 10.2 for examples of these two typefaces.

fig. 10.1 Trebuchet MS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrst
vwxyz 1234567890 &

fig. 10.2 Meta Plus Normal

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz 1234567890 &

fig. 10.1 Garamond

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrst
vwxyz 1234567890 &

fig. 10.2 Eidetic Regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrst
vwxyz 1234567890 &

ATHLETICS

The athletic logo, the Warrior Shield, should not be used in place of the Hendrix Shield or in coordination with the Hendrix Logo. The Warrior Shield should continue as a unique symbol for the College's athletic teams.



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 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 12.1).

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

fig 12.1



HENDRIX-LILLY
VOCACTIONS INITIATIVE



HENDRIX-MURPHY
FOUNDATION PROGRAMS IN LITERATURE
AND LANGUAGE



MARSHALL T. STEEL
CENTER FOR THE STUDY OF RELIGION
AND PHILOSOPHY



CENTER FOR
ENTREPRENEURIAL
STUDIES



HENDRIX
SPECIAL EVENTS
PROGRAMS IN THE FINE AND PERFORMING ARTS



ROBERT AND LILLIAN
DRAKE ENDOWED
LECTURESHIP



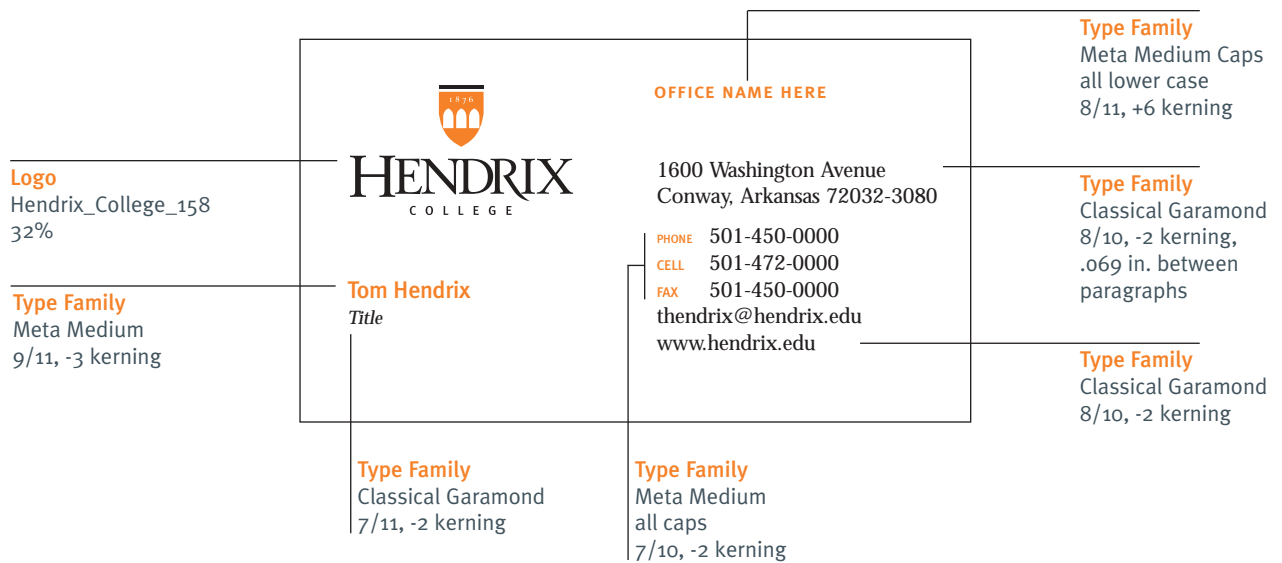
W.C. BUTHMAN
ENDOWED VISITING SCHOLAR AND LECTURESHIP PROGRAM

STATIONERY

Stationery is the most visible and prominent representative of Hendrix College. Stationery includes business cards, envelopes and letterhead. (See figures 13.1, 14.1 and 15.1). As part of the objectives of the Hendrix 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. The College has contracted with a local vendor to produce stationery items using templates outlined in this manual. Contact the Business Office (x3849) or the Office of Communications (x1381) for information about ordering stationery and business cards.

NOTE: Taglines, slogans, promotional information and all other extraneous information not addressed in these standards is prohibited from all stationery items.

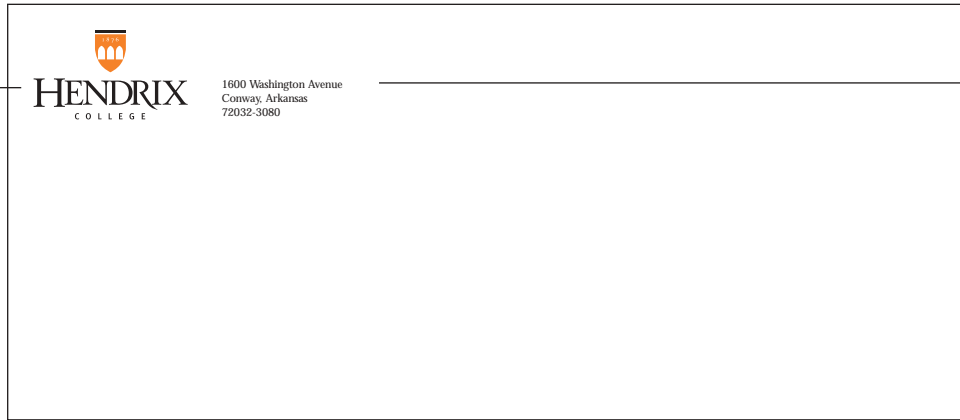
fig 13.1 Business Cards (shown actual size)



STATIONERY

fig 14.1 #10 Envelope (actual size 9.5 x 4.125 inches)

Logo
Hendrix_College_158
42%



Type Family
Classical Garamond
8/10, -2 kerning,

STATIONERY

fig 15.1 Letterhead (actual size 8.5 x 11 inches)

Logo
Hendrix_College_158
50.1%



Type Family
Classical Garamond
8/10, -2 kerning,
centered

PUBLICATION TEMPLATES

The Hendrix 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).

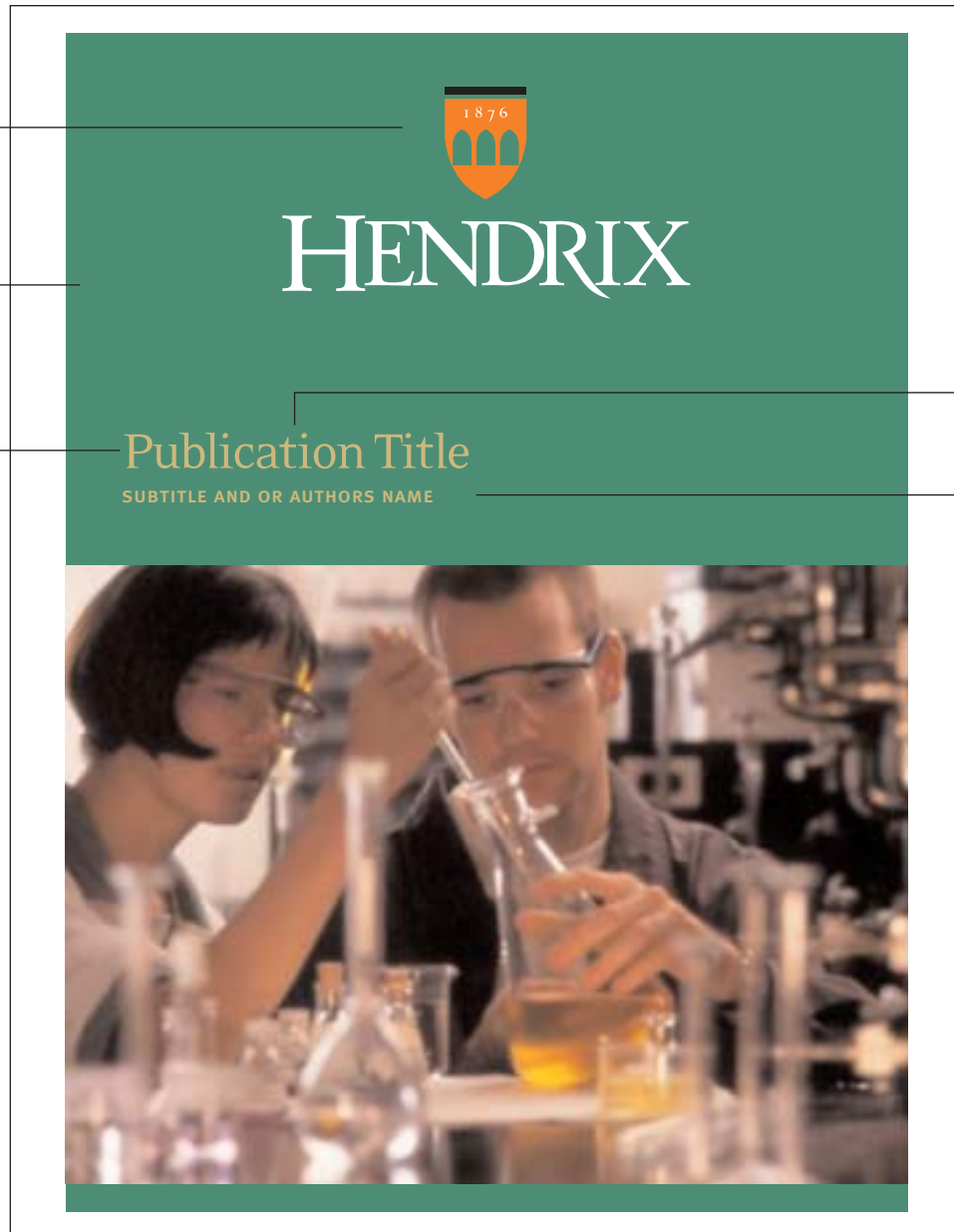
To that end, we have developed the following templates which can be used as guidelines for producing publications in the most commonly used sizes. If these designs do not meet your needs, Hendrix communications professionals can help you to adapt them as necessary. Please consult with the Office of Communications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

fig 17.1 8.5 x 11 inch booklet, no bleeds. All measures shown in inches.

Logo
Hendrix_Logo_W4C

Primary color
PMS 625

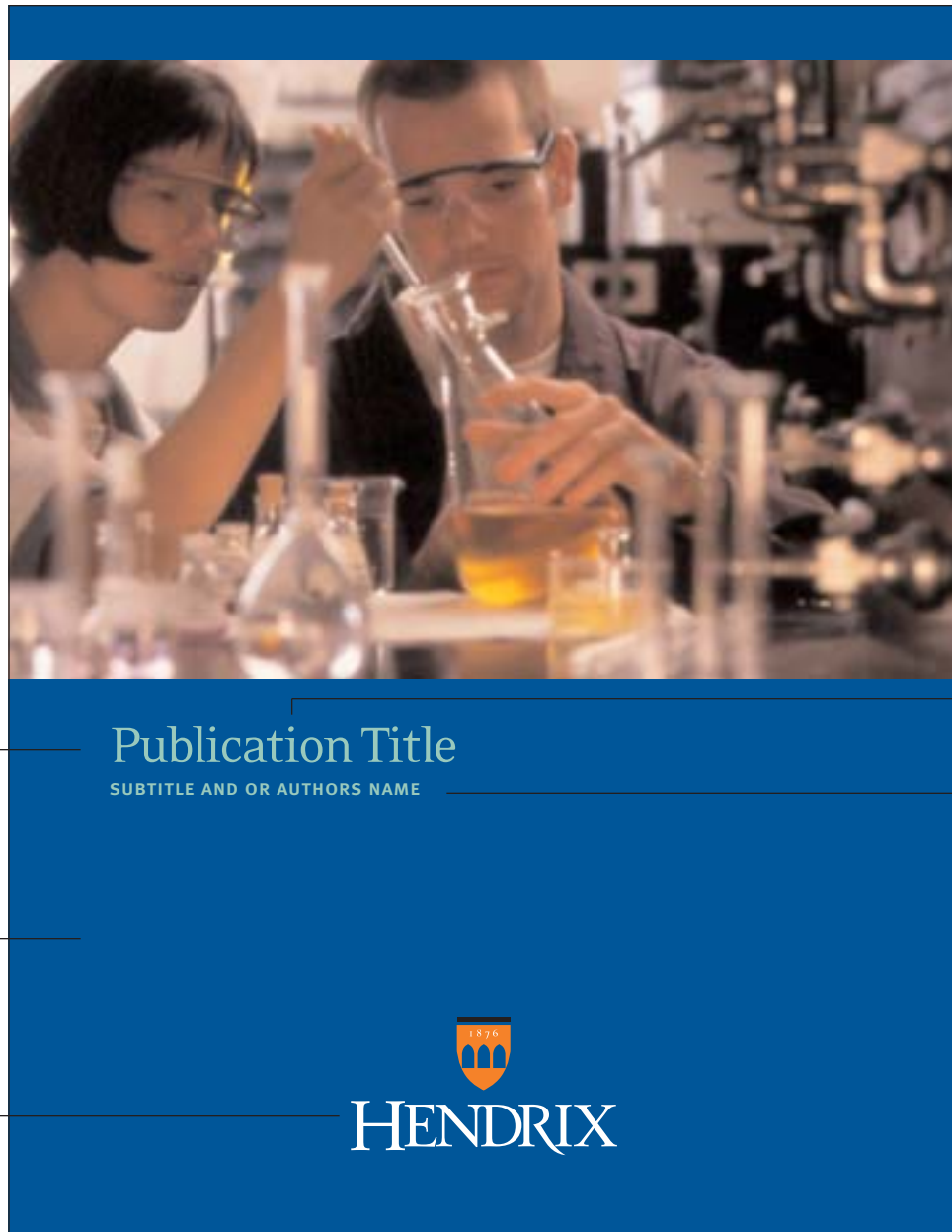
Secondary color
PMS 4515



Type Family
Eidetic Regular
38/22

Type Family
Meta Medium Caps
all lower case
14/22

fig 18.1 Alternate cover 8.5 x 11 inch booklet, with bleeds.



Secondary color
PMS 623

Primary color
PMS 653

Logo
Hendrix_Logo_W4C

Type Family
Eidetic Regular
38/22

Type Family
Meta Medium Caps
all lower case
14/22

fig 19.1 Alternate cover 8.5 x 11 inch booklet, with bleeds.

Type Family
Eidetic Regular
50/28

Publication Title

SUBTITLE AND OR AUTHORS NAME

Type Family
Meta Medium Caps
all lower case
14/28

Logo
Hendrix_Logo_W4C



HENDRIX

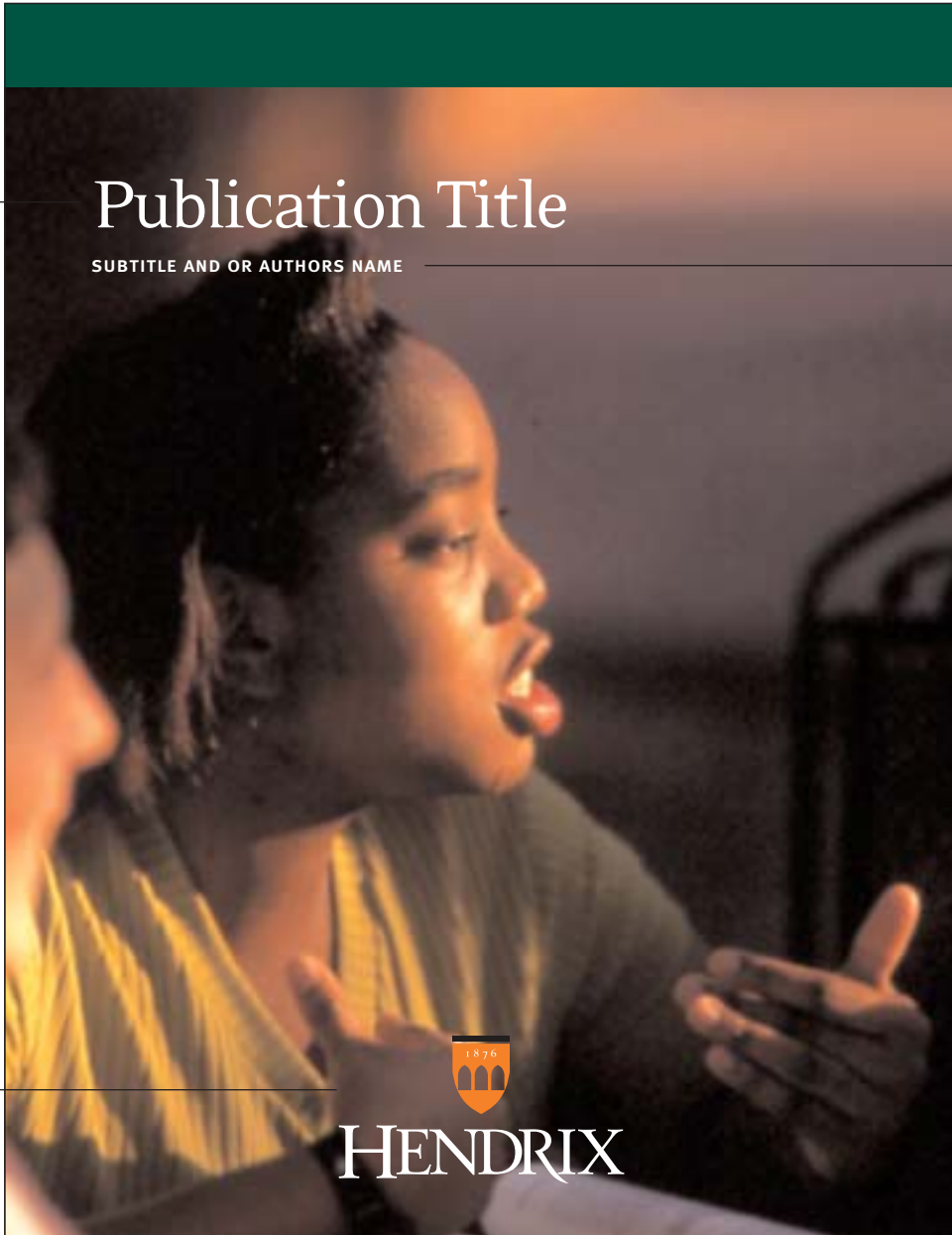
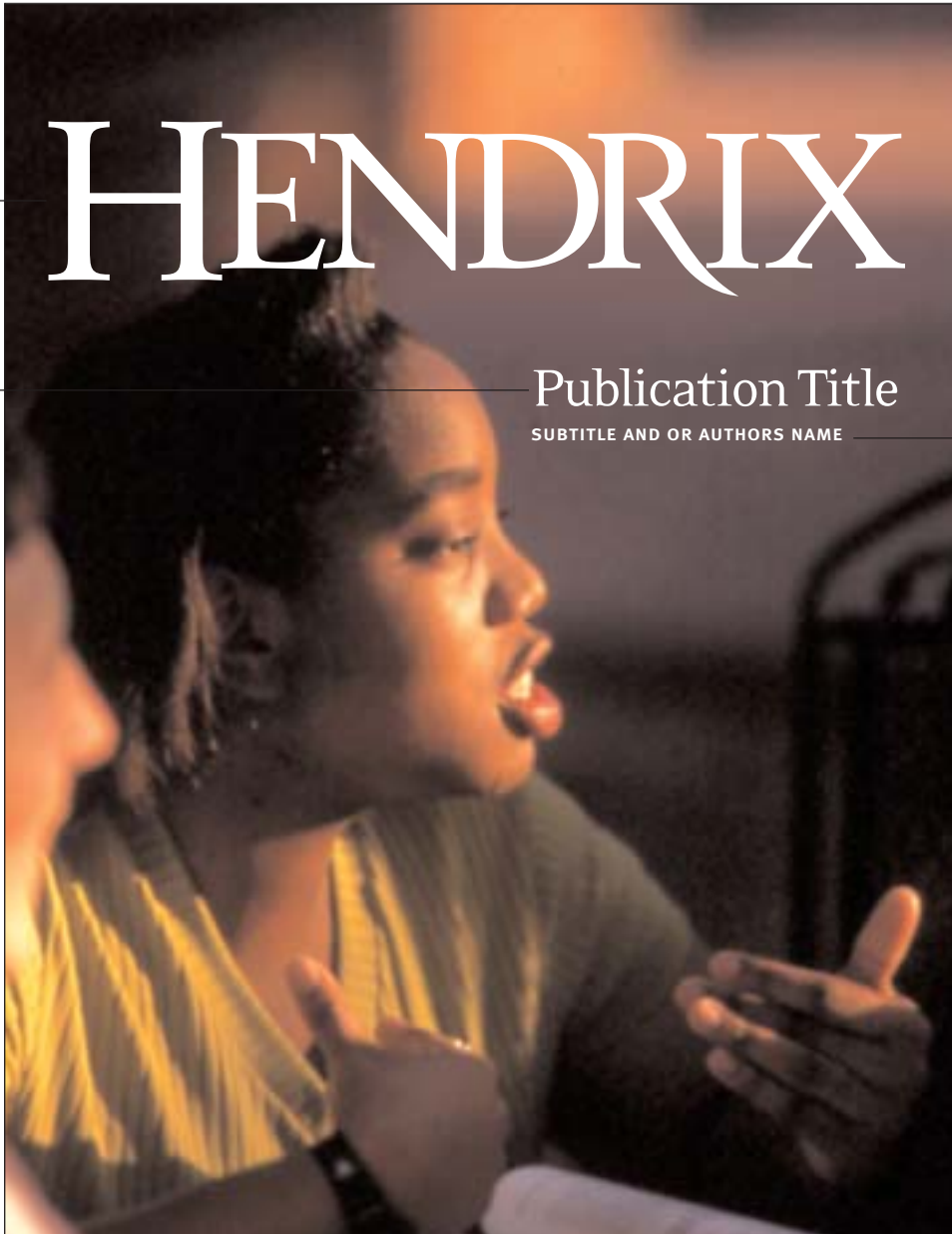


fig 20.1 Alternate cover 8.5 x 11 inch booklet, with bleeds.

Logo
Hendrix_WM_W

Type Family
Eidetic Regular
38/22



Type Family
Meta Medium Caps
all lower case
14/22

fig 21.1 Text page, 8.5 x 11 inch booklet.

<p>Type Family Meta Medium Caps all lower case 9/13</p>	<p>2 PUBLICATION TITLE</p> <h1>This is a heading</h1> <p>THIS IS A SUBHEAD</p> <p>This is greeking. This is text that is about nothing. It is to b 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 b 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 b 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.</p>	<p>Type Family Meta Medium Caps all lower case 11/13</p>
<p>Type Family Eidetic Regular 30/13</p>	<p>Type Family Eidetic Regular 11/22</p>	<p>Type Family Eidetic Regular 11/13</p>
<p>Primary color PMS 625</p> <p>Secondary color PMS 4515</p>	<h1>This is a heading</h1> <p>THIS IS A SUBHEAD</p> <p>This is greeking. This is text that is about nothing. It is to b 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 b 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 b 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.</p> <p>THIS IS A SUBHEAD</p> <p>This is greeking. This is text that is about nothing. It is to b 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 b 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.</p>	<p>Type Family Eidetic Regular 11/13</p>
<p>Type Family Eidetic Regular 11/13</p>	<p>THIS IS A SUBHEAD</p> <p>This is greeking. This is text that is about nothing. It is to b 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 b 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.</p> <p>This is greeking. This is text that is about nothing. It is to b 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 b 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.</p> <p>This is greeking. This is text that is about nothing. It is to b 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 b 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.</p> <p>This is greeking. This is text that is about nothing. It is to b 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 b 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.</p>	<p>Type Family Meta Medium Caps 11/13</p>

fig 22.1 Tri-fold brochure, no bleeds.



Secondary color
PMS 690

Primary color
PMS Warm Gray 8

Logo
Hendrix_Logo_W4C

Type Family
Eidetic Regular
24/14

Type Family
Meta Medium Caps
all lower case
9/14

Publication Title
SUBTITLE AND OR AUTHORS NAME



HENDRIX

fig 23.1 Tri-fold brochure, with bleeds.

Logo
Hendrix_Logo_W4C

Primary color
PMS 188

Secondary color
PMS 451



Type Family
Eidetic Regular
24/14

Type Family
Meta Medium Caps
all lower case
9/14

fig 24.1 Tri-fold brochure, sample panel.

<p>Primary color PMS 625</p>	<h1>This is a heading</h1>	<p>Type Family Eidetic Regular 26/13</p>
<p>Secondary color PMS 451</p>	<p>THIS IS A SUBHEAD</p> <p>This is greeking. This is text that is about nothing. It is to b 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 b 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 b 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.</p>	<p>Type Family Meta Medium Caps all lower case 11/13</p>
<p>Type Family Eidetic Regular 10/13</p>	<p>THIS IS A SUBHEAD</p>  <p>This is greeking. This is text that is about nothing. It is to b 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 b looked at and not read. This is greeking. This is greeking. This is text that is about nothing. It is to b 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.</p>	<p>Type Family Meta Medium Caps all lower case 11/13</p>
<p>Secondary color PMS 451</p>	<p>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.</p> <p>This is greeking. This is text that is about nothing. It is to b 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.</p>	
<p>Type Family Meta Normal 8/13</p>		

SIGNATURE

The “signature” is the format for the address and logo as it will appear on the back of all Hendrix publications.

fig 25.1 Standard signature

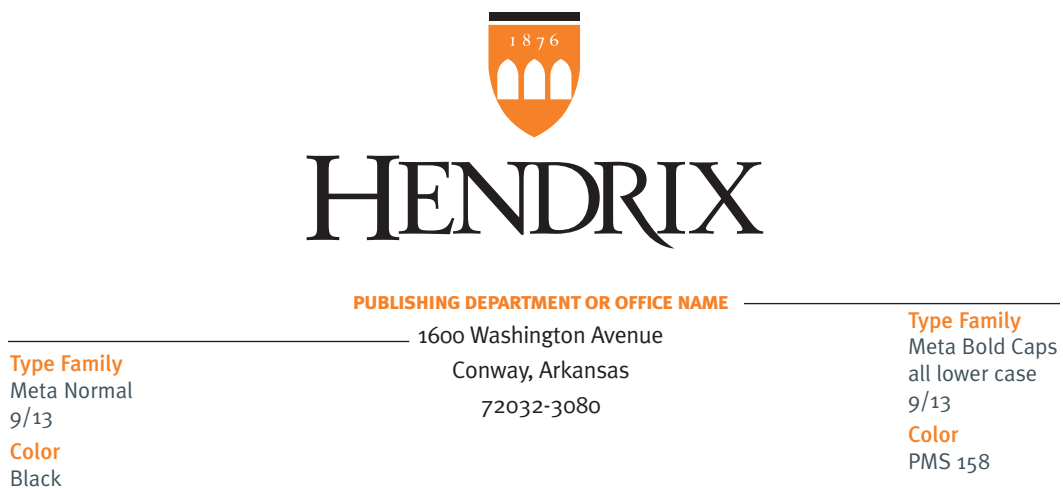


fig 25.2 Reversed signature

