The Graphics Standards Manual provides a framework to ensure consistent use of the Colleges’ logo, crests, seals and other marks in print and electronic media including on stationary, business cards, advertising, signage, websites, social media and other items.

The guidelines contained within are approved by the Colleges in an effort to provide consistency and name recognition of Hobart and William Smith Colleges.

Catherine J. Williams

Vice President for Communications
Hobart and William Smith Colleges
300 Pulteney Street
Geneva, NY 14456
(315) 781-3540
cwilliams@hws.edu
GENERAL GUIDELINES

• The Hobart and William Smith Colleges logo consists of the two College crests displayed together, side by side, with the name of the Colleges beneath.

• The official seals of Hobart College and William Smith College are not a part of the logo system and cannot be interchanged with the HWS logo. The seals should be used only on formal and official institutional documents, such as diplomas and proclamations, and may only be used with the permission of the Vice President for Communications.

• The symbols of the logo system cannot be modified or altered in any way.

• Logos must be reproduced in official colors.

• All academic, administrative, and support units of the Colleges are required to use the approved letterhead styles on all stationery. Envelopes, note pads, business cards, mailing labels, and other stationery items must also conform to these logo guidelines.

• This logo system is required for all visual representations of the Colleges—for signs, promotional materials, video productions, exhibit materials, vehicles, and the like, in addition to printed publications, social networking and Web sites.

• Exceptions to these policies, guidelines, and standards must be approved in advance by the Vice President for Communications.

• These policies, standards, and guidelines may be revised as deemed necessary.

• Agencies external to the Colleges may not use any of the Colleges’ symbols or logos for any purpose without the permission of the Office of Communications.
LOGO / PRIMARY MARK

The Colleges’ logo represents the primary mark of the Hobart and William Smith brand. It presents the Colleges’ image to internal and external audiences and provides distinction from other institutions of higher learning. The only acceptable logo mark is displayed at right. It may not be altered in any way and should never be compressed or extended horizontally or vertically. It is intended to be used as shown.
LOGO SPECIFICATIONS

The Colleges’ logo should be displayed according to these specifications. No other mark or logo should be placed in direct relationship with the primary mark unless specified elsewhere in this manual.

Crests and Colleges name:
- Hobart Crest and William Smith Crest can only be displayed in this fashion.
- Hobart on left and William Smith on right.
- Crests are always of equal size.
- Crests are closely positioned (approximately 1/16” between crests). This space may vary proportionately with varying sizes.
- Crests are centered above the Colleges’ name with approximately 1/8” space between bottom of crests and cap height of Colleges name. This space may vary proportionately with varying sizes.
- All caps. Goudy Old Style. No bold.
- Type displayed on two lines with Colleges on Line 2.
- Two points of leading between line 1 and line 2 of Colleges’ name.
LOGO SPECIFICATIONS

More details.

Font: Goudy Old Style, Roman. (No Bold*)
Case: All Caps
Ampersand: Ampersand is NOT permitted and the word AND is spelled out in all instances.
Word AND: The word AND is slightly smaller ( .825% the point size of rest of text) (i.e. if text is 20 pt., the word AND is .825 \times 20 = 16.5 \text{ pt.})
Alignment: Centered
Leading: 2 points leading between lines
Lines of type: Stacked in this manner – two lines of type with the word Colleges always appearing on line 2.

* The logo is generally not bolded unless the design or material necessitates for readability. (for example when printing on fabric or vinyl)
OTHER CONFIGURATIONS

Other configurations of the Colleges' logo may be required due to **space constraints**. In the case of space constraints the logo mark may be represented in any of these fashions. Same guidelines apply as stated previously.

1. Square or vertical space

2. Linear / Horizontal space
RESTRICTED USE OF INDIVIDUAL HOBART COLLEGE OR WILLIAM SMITH COLLEGE LOGOS

Individual College logo marks are restricted for use by the:

- Hobart Deans Office
- William Smith Deans Office
- Alumni Association
- Alumnae Association
- Hobart Athletics (secondary athletics logo mark)
- William Smith Athletics (secondary athletics logo mark)

No other department has permission to use the individual logo mark.

*Note:* The words “William” and “Smith” should NOT BE SEPARATED ON TWO LINES OF TYPE.
COLOR SPECS

The official colors of Hobart and William Smith Colleges are **purple** and **green**.

The official colors for Hobart College are purple and orange.

The official colors for William Smith College are green and white.

*Spot conversions to process are permitted when running full color print jobs.*

**Hobart Purple**

*SPOT COLOR = PMS 2607* (Coated and Uncoated)

- CMYK = C-80; M-100; Y-0; K-10
- R-79, G-16, B-122
- WEB # 472663

**William Smith Green**

*SPOT = PMS 349* (Coated and Uncoated)

- CMYK = C-100, M-0, Y-80, K-40
- R-0, G-105, B-62
- WEB # 00593d

**Hobart Orange**

*PMS 165* (Coated and Uncoated)

- C-0, M-75, Y-99, K-0
- R-255, G-100, B-24
- WEB # #ff6418

*PMS = Pantone Color*
SECONDARY COLOR SPECS

A secondary color palette has been developed to complement the official HWS colors. These accent colors should be used in addition to the official colors and do not replace them.

*Spot conversions to process are permitted when running full color print jobs.*

---

PMS 518 U

PMS 7496 U

PMS 383 U

PMS 5415 U

PMS 302 U

PMS 7712 U

PMS 7579 U

PMS 7500 U

PMS 460 U

*PMS = Pantone Color*
BLACK AND WHITE COLOR SPECS

It is acceptable to use the logo in black and white.

It is acceptable to emboss and screen (i.e. watermark) the logo.

It is acceptable to reverse the logo (white against a solid background).
BRAND STATEMENT

The Colleges’ Brand Statement may be used in conjunction with the Colleges’ logo or select secondary logos.

It should be displayed as shown here with a period after Consequence.

When used with the Colleges’ logo it should be displayed below the logo using a sans serif font (Arial Narrow).

PREPARING STUDENTS TO LEAD LIVES OF CONSEQUENCE.

Arial Narrow Bold (105% Horizontal Scale)
BRAND STATEMENT GRAPHIC

The Brand Statement may also be used as a graphic in the following ways:

Primary Color Palette

(green) PMS 349
(purple) PMS 2607

Secondary Color Palette

(green) PMS 7496 (50% tint)
(blue) PMS 5415 (40% tint)

Reversed/White against a dark background color.
THE SEALS

The Hobart and William Smith seals are reserved for use only by the Board of Trustees, Office of the President, and at the discretion of the Office of Communications for use on official Colleges materials and for formal, ceremonial events.

Examples of documents requiring the formal dignity of the seal include diplomas, medallions, awards, and honorary certificates. The seals are NOT to be used as the Colleges logo and not to be used on stationery, signage, vehicles, banners and promotional items (pens, napkins, mugs, etc.)

Permission for use of the seals can be obtained from the Vice President for Communications at (315) 781-3540.

The seals may not be altered or reconfigured in any way and should never be compressed or extended horizontally or vertically.

When used in color, the seals should be displayed in the ways described at right.
In special instances, each College’s seal may be used individually for official materials and events in conjunction with each respective Dean’s Offices and the Alumni Association and Alumnae Association.

Individual seals may also be used in color as shown here.
SECONDARY MARKS

ATHLETICS

Hobart Athletics and William Smith Athletics have exclusive use of these marks. Permission to use these marks must be obtained from the Athletics Communications Director.

These logos should never be compressed or extended horizontally or vertically.

*Refer to color specifications on page 9.*

HOBART ATHLETICS PRIMARY MARK

To be used in Hobart Athletic Communications.

WILLIAM SMITH HERONS PRIMARY MARK

To be used in William Smith Athletic Communications.
SECONDARY MARKS

HOBART ATHLETICS

Hobart Athletics has exclusive use of these secondary marks. Permission to use these marks must be obtained from the Athletics Communications Director. Refer to color specifications on page 9.

WILLIAM SMITH ATHLETICS

William Smith Athletics has exclusive use of these marks. Permission to use these marks must be obtained from the Athletics Communications Director. Refer to color specifications on page 9.

*This logo should never be compressed or extended horizontally or vertically. The full length logo’s width:height ratio must always be 2.5:1. Regardless of the color scheme used, the darker half of the H is always on top.

*This logo should never be compressed or extended horizontally or vertically. The full length logo’s width:height ratio must always be 1:1.25.

*This logo should never be compressed or extended horizontally or vertically. The full length logo’s width:height ratio must always be 1.22:1.
MASCOT - “BART”

Hobart Athletics has exclusive use of mascot graphics. Permission to use these graphics must be obtained from the Athletics Communications Director. Refer to color specifications on page 9.

Black, Purple 2607, Orange 165
(Skintone 165-45%)

*This graphic should never be compressed or extended horizontally or vertically. The full length graphic’s width:height ratio must always be 1:1.8. The head only graphic is square. The full length graphic should not be cropped in any way other than the one shown above.
WILLIAM SMITH ATHLETICS

MASCOT - “HERON”

William Smith Athletics has exclusive use of mascot graphics. Permission to use these graphics must be obtained from the Athletics Communications Director. *Refer to color specifications on page 9.*

*This graphic should never be compressed or extended horizontally or vertically. The graphic’s width:height ratio must always be 1:1.6. Also, it is unacceptable make the Heron face left. The Heron always faces right.*
HWS SAILING - PRIMARY MARK

This mark is used by the Hobart and William Smith Sailing Teams. Refer to color specifications on page 9.

This mark should never be compressed or extended horizontally or vertically. The mark's width:height ratio must always be 3:2.
ATHLETIC ASSOCIATIONS

STATESMEN ATHLETIC ASSOCIATION

Hobart Athletics has exclusive use of SAA graphics. Permission to use these graphics must be obtained from the Athletics Communications Director. Refer to color specifications on page 9.

WILLIAM SMITH HERON SOCIETY

William Smith Athletics has exclusive use of Heron Society graphics. Permission to use these graphics must be obtained from the Athletics Communications Director. Refer to color specifications on page 9.

*These graphics should never be compressed or extended horizontally or vertically.

*This graphic should never be compressed or extended horizontally or vertically.
SECONDARY LOGOS

In an effort to create brand unity across the Colleges, Hobart and William Smith do not create or support secondary logos for individual departments, offices, buildings, programs, lecture series or initiatives. The Colleges encourage the use of the crest logo with the name of the program beneath it.

These logos, in existence before the establishment of the Graphics Standards Manual, may be used with permission from the Vice President for Communications.
STATIONERY SYSTEM

A coordinated system of Hobart and William Smith stationery and identification materials presents a unified brand. It is expected that all HWS business will be conducted on official letterhead using the approved formats.

Individual departments and programs may not create their own stationery or identification materials apart from the approved Hobart and William Smith system. The approved format will be maintained in all instances with no derivation.
LETTERHEAD

To be used for all official Colleges Communication. (Refer to example).

The only varying fields are Office Name, Address, Phone and Fax Numbers. All other content remains fixed and is preset at the printer. All letterhead will include the Colleges official logo and website address www.hws.edu. No other website addresses/URLs will be permitted.

**Paper:** Strathmore Writing 24lb. Ultimate White Wove

**Ink:** Black plus
Purple - PMS 2607
Green - PMS 349

Goudy Old Style is the typeface for the Colleges’ name on Colleges’ letterhead. Arial Narrow is the san serif font for address information.

A Word template for electronic mail can be obtained by contacting the Office of Communications.

**Goudy Old Style is the recommended font for use in the body of letters.**

**Ordering:** Approved Letterhead and Envelopes can be ordered through Eagle Envelope Company using the Order Form found online at [www.hws.edu/news/graphic_design.aspx](http://www.hws.edu/news/graphic_design.aspx). Follow the ordering and payment instructions. Eagle Envelope will provide proofs to client before printing.
ENVELOPES

The Colleges’ Envelopes include the logo and Office Name and Street Address. All envelopes must include a street address approved by the U.S. Post Office. The Colleges’ Post Office has a list of approved street addresses. If your street address is not approved, use the Colleges’ general street address - 300 Pulteney Street, Geneva, NY 14456

**Paper:** Strathmore Writing 24lb. Ultimate White Wove

**Ink:** Black plus Purple - PMS 2607 Green - PMS 349

**Ordering:** Colleges approved Letterhead and Envelopes can be ordered through Eagle Envelope Company, Ithaca, NY, using the Order Form found online at [www.hws.edu/news/graphic_design.aspx](http://www.hws.edu/news/graphic_design.aspx). Follow the ordering and payment instructions. Eagle Envelope will provide proofs to client before printing.

**Note:** Generic letterhead, #10 envelopes and 10 x 13” envelopes containing the Colleges logo, general address and phone information (300 Pulteney Street, Geneva, NY 14456: 315-781-3000) can be obtained through Print Services.
BUSINESS CARDS

In conjunction with the Colleges’ coordinated system of Hobart and William Smith stationery and identification materials, it is expected that all HWS business will be conducted using the approved business card format. Individual departments and programs may not create their materials apart from the approved Hobart and William Smith system. The approved format will be maintained in all instances with no derivation.

The Colleges’ logo and website address are the only logos and web addresses (URLs) that will appear on the business card.

Approved Business Cards can be ordered through The Printing Center, 44 Linden Street, Geneva, NY using the Order Form found online at www.hws.edu/news/graphic_design.aspx. Follow the ordering and payment instructions. The Printing Center will provide proofs to client before printing.

Specifications
Stock: Strathmore Writing 80lb. cover Ultimate White Wove.
Ink: Hobart - PMS 2607 purple plus Black
William Smith - PMS 349 Green and Black

PREPARING STUDENTS TO LEAD LIVES OF CONSEQUENCE.

(back of card)
NOTE PADS

Specifications
Black and White only
Pads of 100 sheets
1/4 of sheet (5.5 X 4.25”) or
1/2 sheet (5.5 X 8.5”)

Colleges approved Notepads can be ordered through The Printing Center, 44 Linden Street, Geneva, NY, using the Order Form found online at www.hws.edu/news/graphic_design.aspx. Follow the ordering and payment instructions. The Printing Center will provide proofs to client before printing.
RESTRICTED USE OF HOBART COLLEGE OR WILLIAM SMITH COLLEGE STATIONERY

Hobart College stationery OR William Smith College stationery may be used only by the respective Deans Offices and the Alumni and Alumnae Relations Offices.

Ordering: Colleges approved Letterhead and Envelopes can be ordered through Eagle Envelope Company using the order form specific for this stationery. (Contact the Office of Communications-graphic design if your office does not have the Hobart only or William Smith only order form). Follow the ordering and payment instructions. Eagle Envelope will provide proofs to client before printing.

Specifications
Ink: Hobart - PMS 2607 purple plus Black
   William Smith - PMS 349 Green and Black
If using the Colleges’ logo in email signatures, it is recommended it be configured as such:

Employee Name
Title
Address

HOBART AND WILLIAM SMITH COLLEGES

-Or-

Employee Name
Title
Address

HOBART AND WILLIAM SMITH COLLEGES
The Colleges have a standard PPT template for use in slide presentations. This is available to the HWS Community upon request.