



# BRAND STANDARDS

# MESSAGING

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## POSITIONING STATEMENT

The rational, plainspoken, detailed articulation of what HWS is today.

- **Future-focused** liberal arts and sciences
- Led by **accessible, research-active scholar/teachers/mentors**
- Dedicated to students' intellectual, professional and ethical development
- With groundbreaking leadership in **experiential education**
- Evidenced by a signature constellation of proximate **campus centers**
- In a **revitalized city** on the shore of a **resource-rich lake**
- In a collaborative community that values the **dignity and potential** of each individual

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## VALUE PROPOSITION

What makes us compelling and attractive to the marketplace, or "Why choose HWS?"

**HWS places its students' futures at the forefront**—through mentorship that maximizes potential, experiences that spur discovery, inquiry that tackles emerging challenges, community that deepens belonging, and professional preparation that accelerates careers.

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## VISION

What HWS seeks to become.

An institution known for **consistent success in preparing students for lives of consequence**—while advancing scholarship and inquiry that examines and previews **the world they will go on to lead**.

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## NARRATIVE: THE COLLEGES' STORY

These five “tentpoles” provide helpful, high-level structure for telling the Colleges' story.

**You'll be on an adventure**, and your experiences will be entirely your own—full of learning, discovery, surprises, accomplishment and joy.

**You'll find places to belong within the HWS family.**

This community welcomes open-minded people from many and varied backgrounds and perspectives.

**You'll make a plan, mentored by caring, expert guides and grounded in experiences** that will let you test your interests and pave the way to a life of purpose.

**You'll gain significant insights** into the challenges of the emerging future world.

**You will be valued as an ethical person** who approaches complex problems with empathy and discernment—and in partnership with others.

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## TALKING POINTS

These are the pieces of our story that we want others to remember about the Colleges. Think of them as guideposts; they needn't (and shouldn't) be memorized or recited verbatim.

### 1. Mentorship that maximizes potential

You get a lot more out of college when there's someone to show you the ropes.

Your professors will:

- Help you choose classes and brainstorm majors
- Involve you in research and connect you with experiences that add context to your studies
- Encourage you to explore and make connections that might not have occurred to you otherwise

Along with administrators, fellow students and HWS alums, they take a personal interest in helping **you create a college experience that relates your interests and talents to a successful and meaningful future.**

It's why no two paths through HWS are the same.

## IN BRIEF

The entire HWS community works together to help you find your path, connect with opportunity and launch a successful career.

## 2. Experience that spurs discovery

Knowledge gains meaning when you put it to use.

HWS offers a constellation of closely situated and deeply connected centers of discovery, action and thought—all of which provide opportunities to deepen your studies through hands-on experience.

Through them, for example, you can:

- Conduct ecological research on a college-owned research vessel
- Create a marketing campaign for a local nonprofit
- Study and intern at locations across the globe
- Advance social justice
- Learn from established authors
- Get behind-the-scenes glimpses of your future profession

The HWS centers create opportunities to connect disciplines, sharpen skills, distinguish your resume, build global citizenship and grow as a person—through meaningful experience.

### **IN BRIEF**

HWS is a top college with university-level opportunities for research, community engagement, global exploration and career preparation.

### **3. Inquiry that tackles emerging challenges**

To make an impact in the world, you have to understand how it works.

In addition to being stellar teachers and mentors, HWS professors are forward-thinking scholars who bring a future-focused mindset to their teaching and research. Whatever your major or career destination, **you'll consider that world through the lens of such pressing global challenges as climate change, racial inequality and geopolitical economy.** You'll discover how everything connects, how the knowledge and skills of one discipline apply to another and how creative thinking and a collaborative mindset are the essential ingredients of both societal progress and personal success.

#### **IN BRIEF**

Here you'll get to explore the world's most pressing issues while building the skills and insights you need to play a role in making its better future.

## 4. Community that deepens belonging

College is really fun, and it's a time of tremendous personal growth.

Here you'll do things you love and try new things entirely.

You'll find people with similar interests and background and you'll get to know **people with entirely different cultures and life experiences**. You'll find yourself **at home in new communities as you discover new ways of looking at the world**. You'll feel **the spirit of our championship athletic teams** and be inspired by our **incredible arts program**. You'll **live on the banks of a gorgeous lake**. You'll make friends for life within **a supportive community that values and celebrates that uniqueness of each individual**.

### IN BRIEF

You'll find many opportunities to explore, contribute and belong in this welcoming, diverse and supportive community.

## **5. Professional preparation that accelerates careers**

Everything we do here gets you ready for what comes next.

- Our comprehensive career development plan, Pathways, takes a step-by-step approach to helping you prepare to launch your post-college life.
- Guaranteed internship funding creates opportunities to explore interests and try on careers.
- Alums help you learn about careers and make connections.
- Faculty mentorship helps you discover a path that relates to your interests and talents—and that points to a meaningful, successful future.

### **IN BRIEF**

You'll be guided by experts and supported by our entire community as you discover careers, explore opportunities and prepare for future successes.

# TOOLKIT

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## COLORS

Purple, green and orange are our primary, identifying colors.

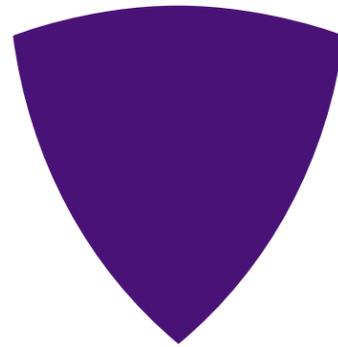
We have developed a set of complimentary tones/values of the three that allow us to expand the palette.

As much as possible, a color and its respective variations should only be used together. When more than one color set is used, a clear, visual distinction must be made between them.

## PANTONE

## PRINT

## DIGITAL



### Pantone 2607 C

**CMYK**  
82 / 100 / 18 / 12

**RGB**  
81 / 12 / 118

**HEX**  
#510C76



**CMYK** 54 / 72 / 0 / 73

**CMYK** 33 / 63 / 0 / 60

**CMYK** 31 / 26 / 0 / 51

**CMYK** 6 / 9 / 0 / 73

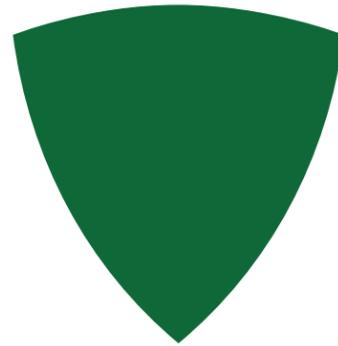


**HEX** #201345 **RGB** 32 / 19 / 69

**HEX** #442666 **RGB** 68 / 38 / 102

**HEX** #565C7C **RGB** 86 / 92 / 124

**HEX** #3E3C42 **RGB** 62 / 60 / 66



### Pantone 349 C

**CMYK**  
91 / 33 / 99 / 26

**RGB**  
0 / 105 / 55

**HEX**  
#006937



**CMYK** 77 / 0 / 47 / 82

**CMYK** 58 / 0 / 38 / 55

**CMYK** 13 / 0 / 9 / 33

**CMYK** 4 / 0 / 3 / 72

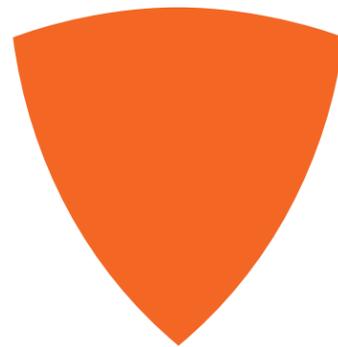


**HEX** #0B2F19 **RGB** 11 / 47 / 25

**HEX** #307347 **RGB** 48 / 115 / 71

**HEX** #94AB9C **RGB** 148 / 171 / 156

**HEX** #201345 **RGB** 69 / 72 / 70



### Pantone 165 C

**CMYK**  
0 / 74 / 98 / 0

**RGB**  
242 / 103 / 36

**HEX**  
#F26724



**CMYK** 0 / 68 / 83 / 30

**CMYK** 0 / 58 / 89 / 4

**CMYK** 0 / 34 / 82 / 8

**CMYK** 0 / 34 / 82 / 8 — (30%)

**CMYK** 0 / 14 / 16 / 78



**HEX** #B33A1E **RGB** 179 / 58 / 30

**HEX** #F5681B **RGB** 245 / 104 / 27

**HEX** #EA9B2A **RGB** 234 / 155 / 42

**HEX** #38302F **RGB** 56 / 48 / 47

PURPLE

GREEN

ORANGE

---

## TYPOGRAPHY

**Cera Pro** and **Cera Stencil Pro** are our primary typefaces.

**Cera Pro** provides a number of different cuts and weights, allowing for a range of typographic styles and an expansive hierarchy.

**Cera Stencil Pro** is intended for use as a display face (headlines), and for titles and selected graphic “call-outs.” It should not be used for body copy.

When **Cera Pro** or **Cera Stencil** are not available, Helvetica may be substituted.

## CERA PRO

<https://www.myfonts.com/fonts/typemates/cera/>

**Cera Pro Black**  
***Cera Pro Black Italic***

**Cera Pro Bold**  
***Cera Pro Bold Italic***

Cera Pro Medium  
***Cera Pro Medium Italic***

Cera Pro Regular  
***Cera Pro Regular Italic***

Cera Pro Light  
***Cera Pro Light Italic***

## CERA STENCIL PRO

<https://www.myfonts.com/fonts/typemates/cera-stencil/>

**Cera Stencil Pro Black**  
**Cera Stencil Pro Bold**

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## TYPESTYLES

A range of type treatments, shown with recommended sizes and measurements, are available.

### HEADLINE - UPPERCASE

Black, 48pt size, 48pt leading

**ON THE EDGE  
OF A LAKE,  
AT THE CENTER  
OF EVERYTHING**

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### SUBHEAD - UPPERCASE

Black, 18pt size, 20pt leading

**BECAUSE THE FUTURE WE'RE  
FOCUSED ON IS YOURS.**

---

### SUBHEAD - STENCIL

Stencil Black, 18pt size, 18pt leading

**Because the future we're  
focused on is yours.**

---

### SUBLINE

Light, 13pt size, 18pt leading

Come meet us by  
the lake. We share  
the same goal.

### HEAD

Black, 10pt size, 12pt leading

#### LOCATION

320-acre campus in Geneva, in  
New York State's Finger Lakes  
Region and along the northern  
tip of the 38-mile Seneca Lake.

### BODY

Regular, 9pt size, 12pt leading

## TYPESTYLES

cont.

When used as a graphic element—such as a single, stacked polysyllabic word or a numeric factoid—Cera Stencil Pro asserts the HWS brand look.

## DISPLAY

Stencil Bold / 100pt size / 70pt leading

*Type should cover a large portion of the document and have a line-height 70–80% of the type size*

EXP  
ERIE  
NCE

## QUOTE

Text: Bold / 13pt size / 16pt leading

Source: Bold / 8pt size / 10pt leading

Info: Regular / 8pt size / 10pt leading

*When set on an image, the quote should be contained inside a colored box with a 2pt white stroke around it. On white, the quote is styled with a 8pt stroke offset above.*

"COMING TO HWS,  
I WAS LOST IN TERMS  
OF A CAREER PATH.  
CAREER SERVICES  
HELPED START  
CONVERSATIONS  
THAT LED TO AN  
INTERNSHIP IN MY  
FIRST YEAR."

Hrithik '23, Queens, NY

"FACULTY ARE YOUR GUIDES, BUT  
THEY'RE ALSO YOUR COLLEAGUES.  
WE, TOO, ARE CONFRONTING  
A BEWILDERING WORLD WHERE  
SO MUCH IS CHANGING SO  
FAST. THE SPIRIT OF HWS IS  
SOMETHING LIKE THIS: COME,  
LET US NAVIGATE TOGETHER."

Matthew Crow, Associate Professor of History

## FACTOID

Number: Stencil Bold / 60pt size

Ordinal Indicator: Stencil Bold / 36pt size

Text: Bold / 8pt size / 9.5 leading

Info: Light Italic / 8pt size / 10pt leading

*Factoids used in advancement communications should replace instances of Cera Stencil Pro with Cera Pro.*

MORE THAN

35

COUNTRIES WHERE  
HWS STUDENTS  
HAVE TRAVELED AND  
STUDIED OVER THE  
PAST FIVE YEARS

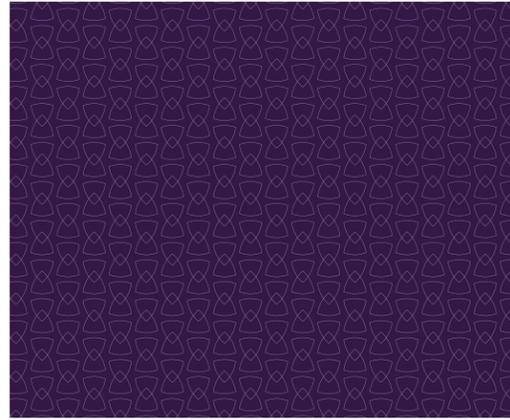
9<sup>th</sup>

FOR STUDY ABROAD

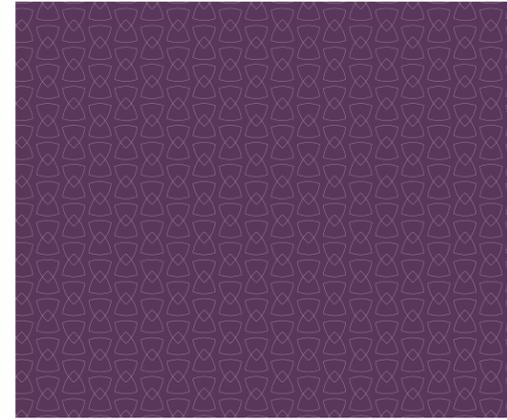
2021 edition of  
The Princeton Review's  
Best 386 Colleges

## GRAPHICAL ELEMENTS: SHIELD PATTERN

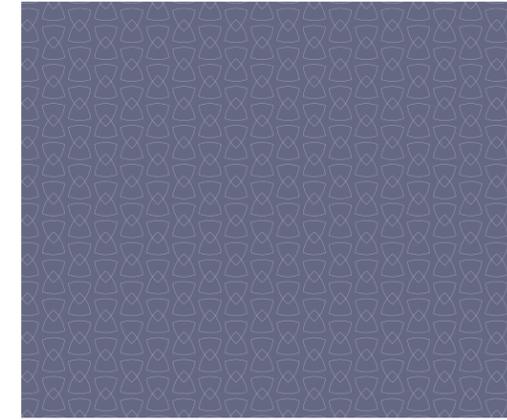
The shield pattern is available in a range of colors in the palette. To add a layer of visual interest, it can be used as texture in certain applications. Care should be given to readability when the pattern appears with small type.



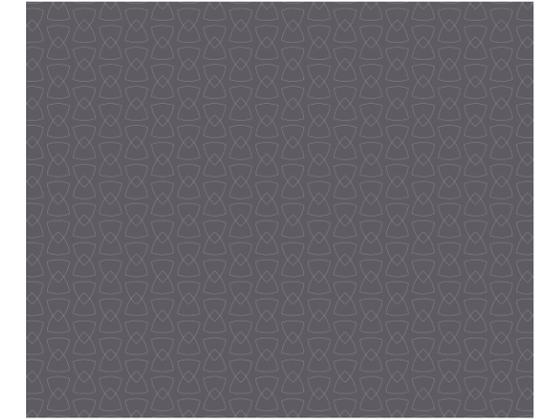
White shield pattern at 40% opacity



White shield pattern at 40% opacity



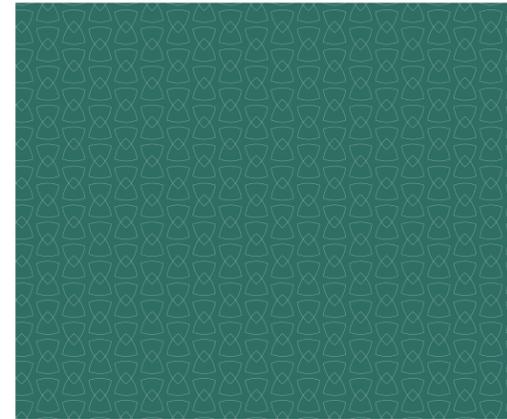
White shield pattern at 40% opacity



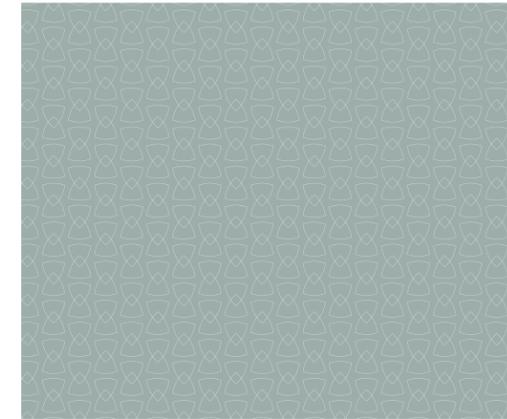
White shield pattern at 30% opacity



White shield pattern at 40% opacity



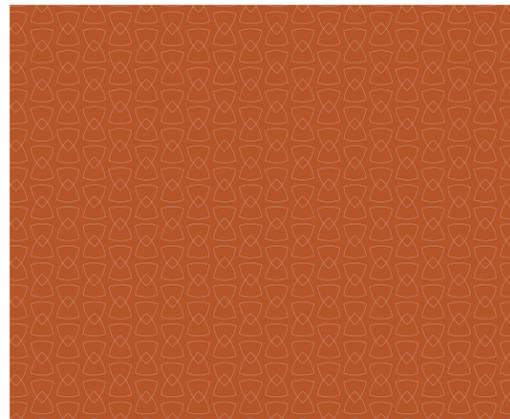
White shield pattern at 40% opacity



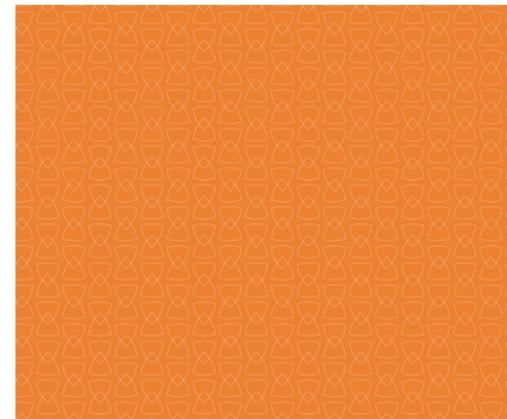
White shield pattern at 50% opacity



White shield pattern at 30% opacity



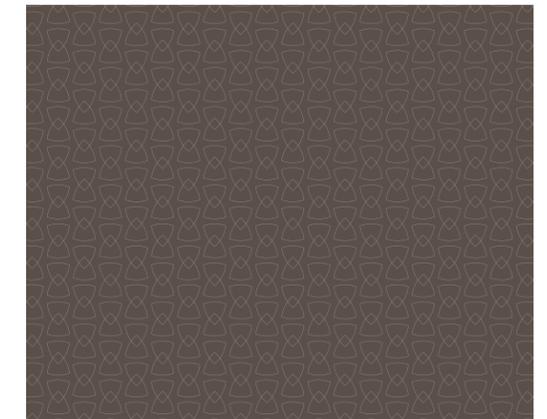
White shield pattern at 40% opacity



White shield pattern at 45% opacity



White shield pattern at 40% opacity



White shield pattern at 30% opacity

## GRAPHICAL ELEMENTS: THE JOURNEY

Combining these graphical elements with our colors and type helps create a distinctive HWS look and feel.

Conceived as an element to help convey student journey mapping, **solid lines** are used as strokes for images, text boxes, color boxes and paths connecting different elements.

**Square/rectangular boxes** may be used to frame text or images. Text contained in these shapes should be left justified and have a minimum padding of 0.2 in.

On a spread of multiple images and text boxes, elements should loosely follow a grid and overlap to depict a **collage effect**. Additionally, a white, 2pt path can be used to connect the different elements.

A multicolor, horizontal **color strip** can be used as textural, photo containers (instructions on page 21) or as solid boxes to support a narrative. A vertical color strip using a singular color set can be used as page decoration (example on page 25).



## HEADLINE THEORY

### Copy Style

Our headlines are intended to serve as a serialized conversation between the Colleges and our readers—in this case prospective students and families. The tone is knowing but informal and approachable. A provocative wisdom should invite readers into secondary layers of content.

### Creating the Transparent Box

1. Set the copy (left justified and in Cera Pro Black)
2. Create a box with a 2pt, white stroke and an HWS fill color
3. Set the blending mode of the fill to "Multiply" and adjust the opacity if needed

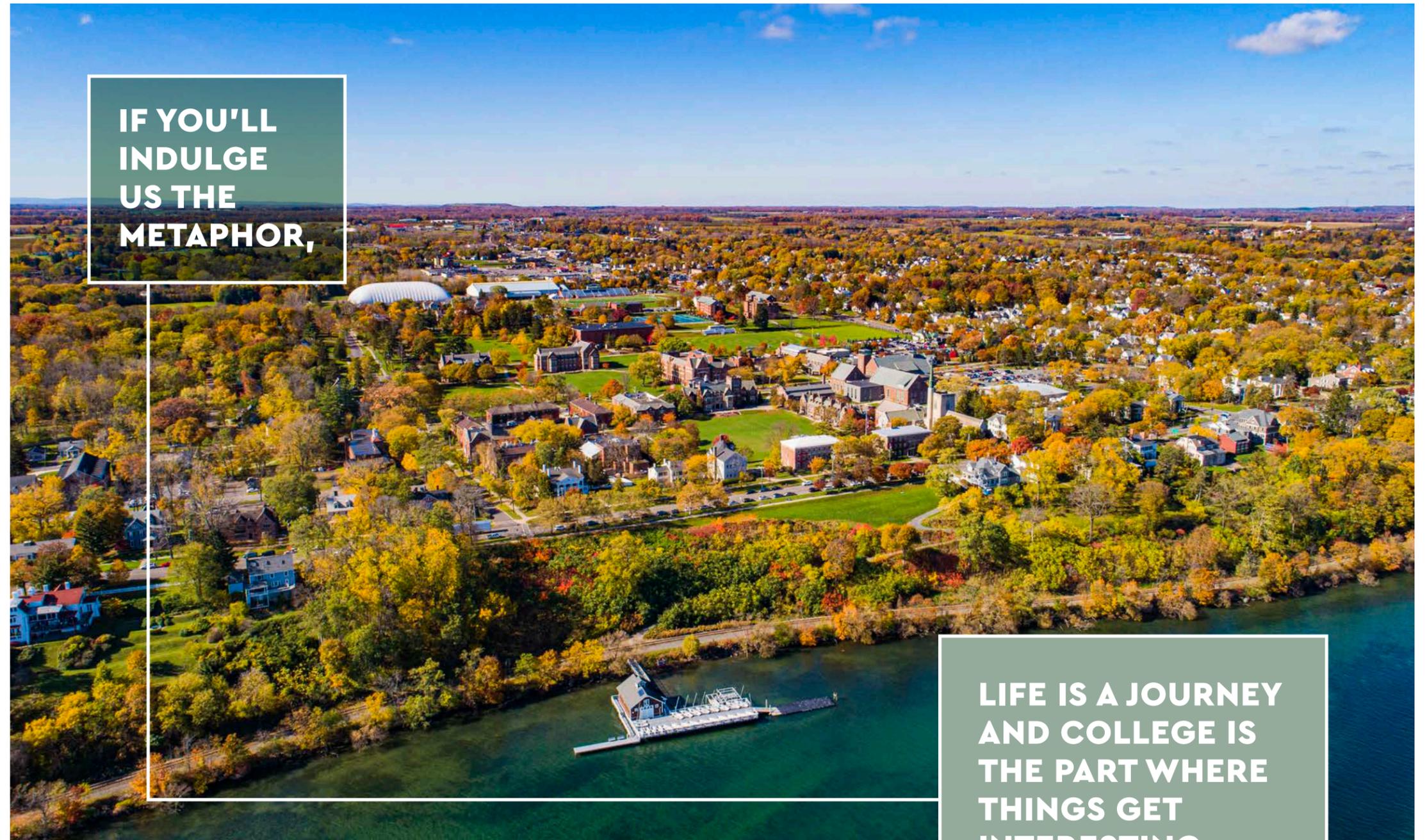
### Creating the Solid Box

Create a box with a 2pt, white stroke and a fill color from the same HWS color set.

### Creating the Connector Lines

Draw a 2pt, white path between the two boxes using horizontal and vertical lines

## MAIN BOX CONSTRUCTION



## IMAGE THEORY

Photos showcasing the beauty of our campus are an invaluable asset to this toolkit. Breathtaking aerial shots of the quad, lake and surrounding area should evoke a feeling of opportunity and discovery. These are balanced with shots of engaged students in educational and hands-on activities that showcase the HWS community and experience. Eye contact among subjects—and occasionally with the reader—helps underscore the personal relationships that are a hallmark of an HWS education.



## IMAGE THEORY

cont.

### Preparing the Images

1. Open the photo in Photoshop
2. Add a "Black & White" adjustment layer
3. Adjust the sliders if needed to improve contrast
4. Save as a new image

### Creating the Boxes

1. Set up the color boxes for horizontal images
2. Use the colors from lightest to darkest
3. Build the lines with a 2pt, white stroke

### Applying the Images

- For images on top of lighter colors, set the blending mode to "Multiply"
- For images on top of darker colors, set the blending mode to "Overlay" or "Soft Light"
- Reduce the image opacity to around 70%

## HORIZONTAL BOX CONSTRUCTION



## IMAGE THEORY

cont.

### Preparing the Images

1. Open the photo in Photoshop
2. Change the color mode to "Grayscale"
3. Save as a new image

### Creating the Color Overlay

1. Import the grayscale image into InDesign and position as desired
2. Using the direct selection tool, select the image
3. Apply an HWS fill color

## COLOR OVERLAY WITH SPOTLIGHT CONSTRUCTION

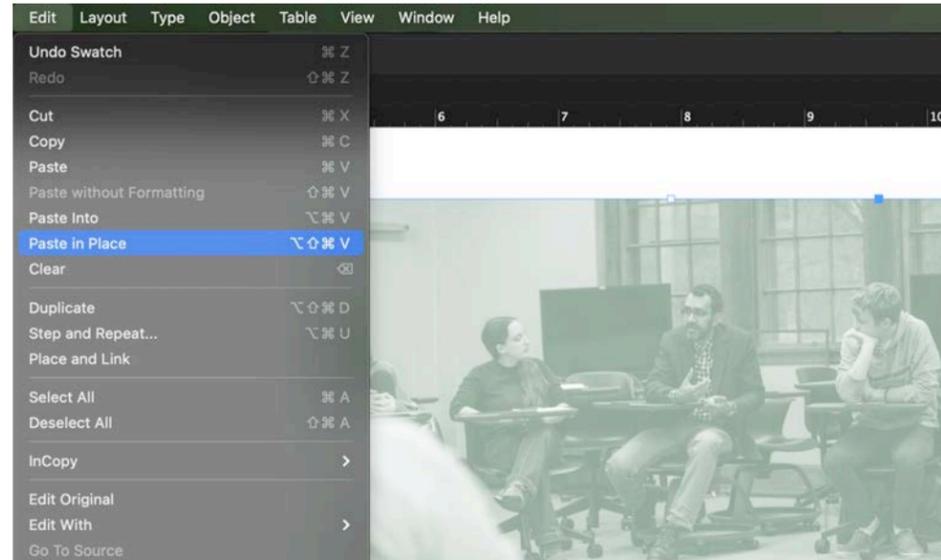


## IMAGE THEORY

cont.

### Creating the Spotlight

1. Copy the frame and paste into place, duplicating the image and its position
2. Replace the image with its original, color version
3. Without moving the frame, resize the container as desired
4. Can be shown with or without a 2pt, white stroke



# APPLICATION

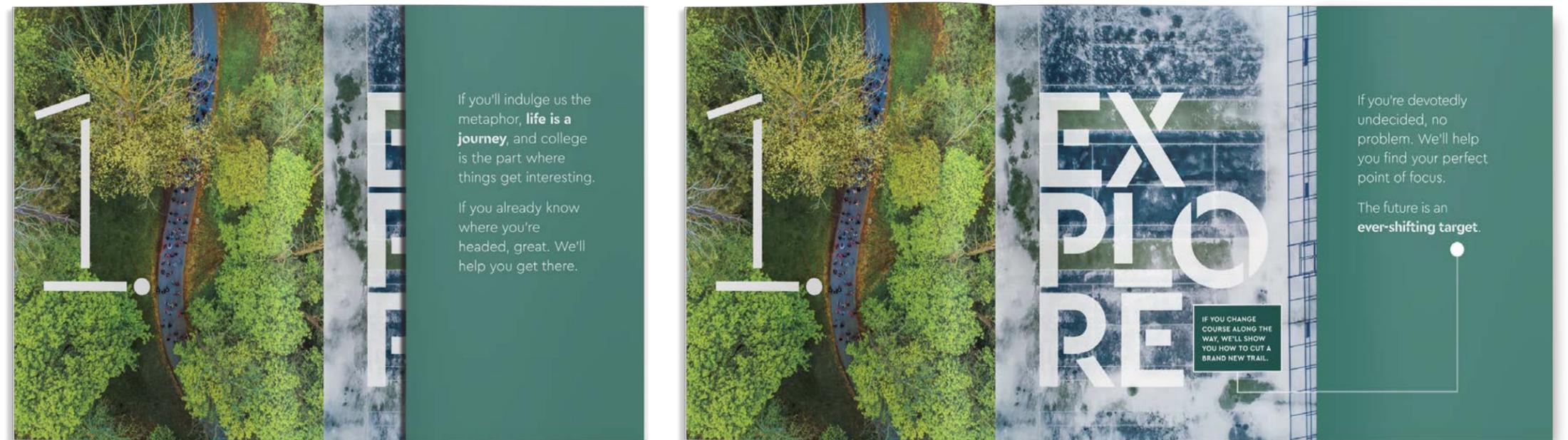
Formats  
Email

25  
28

## FORMATS

The student viewbook provides the signature overview of the brand look and feel—from use of images as texture to bold type treatments to scenes that spotlight faculty-student engagement to application of the palette's complimentary colors.

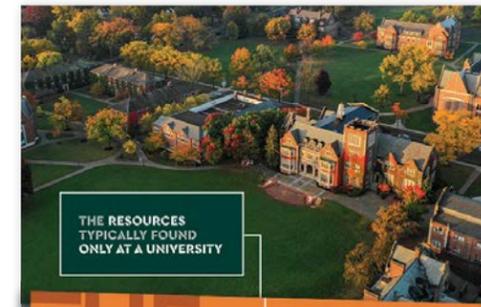
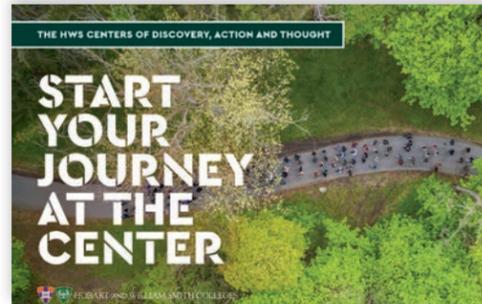
## VIEWBOOK



**FORMATS**

cont.

**CENTERS PIECE**



You'll build powerful skills, make lasting connections and discover your true path.



Clustered together and comprehensively connected by projects and partnerships, the HWS centers are an uncommon yet indispensable layer of resources for relating your studies to the larger world and for shaping the arc of your journey.



- CENTERS FOR LEADERSHIP DEVELOPMENT, COLLABORATIVE RESEARCH, CREATIVE MENTORSHIP AND ENTREPRENEURSHIP**
- The Buzzell Center for Entrepreneurship
  - The Centennial Center for Leadership, Entrepreneurship and Innovation
  - The Center for Teaching and Learning
  - Finger Lakes Institute for Environmental Research and Education
  - The Vias Residency for Writers and Learning
- CENTERS FOR EXPLORATION AND CELEBRATION OF CULTURE, ETHNICITY, GENDER, FAITH AND SEXUAL IDENTITY**
- Aldo Center for Jewish Life
  - The Fisher Center for Gender and Justice
  - Intercollegiate Arts Center
  - LGBTQ+ Resource Center
  - Office for Spiritual Engagement
- CENTERS FOR CIVIC ENGAGEMENT, GLOBAL CITIZENSHIP AND CAREER EXPLORATION**
- Center for Diversity, Inclusion and Service Learning
  - Center for Global Education
  - Salisbury Center for Career, Professional and Experiential Education
  - USFOS Resource Center

LEARN MORE ABOUT THE HWS CENTERS: [HWS.EDU/CENTERS](https://www.hws.edu/centers)

**FORMATS**

cont.

**APPLY/ENROLL PIECE**

THESE COULD BE YOUR PEOPLE.  
Talented, focused, open and smart.

IT'S GOING TO BE THRILLING, THE JOURNEY AHEAD.

Toward new horizons, incredible friendships, untapped superpowers and a future you can't yet imagine.

They expand by standing together.

**OUR PEOPLE MOVE WITH PURPOSE AND PRIDE.**

TO MEET YOUR EVEN BETTER SELF, COME JOIN US BY THE LAKE.

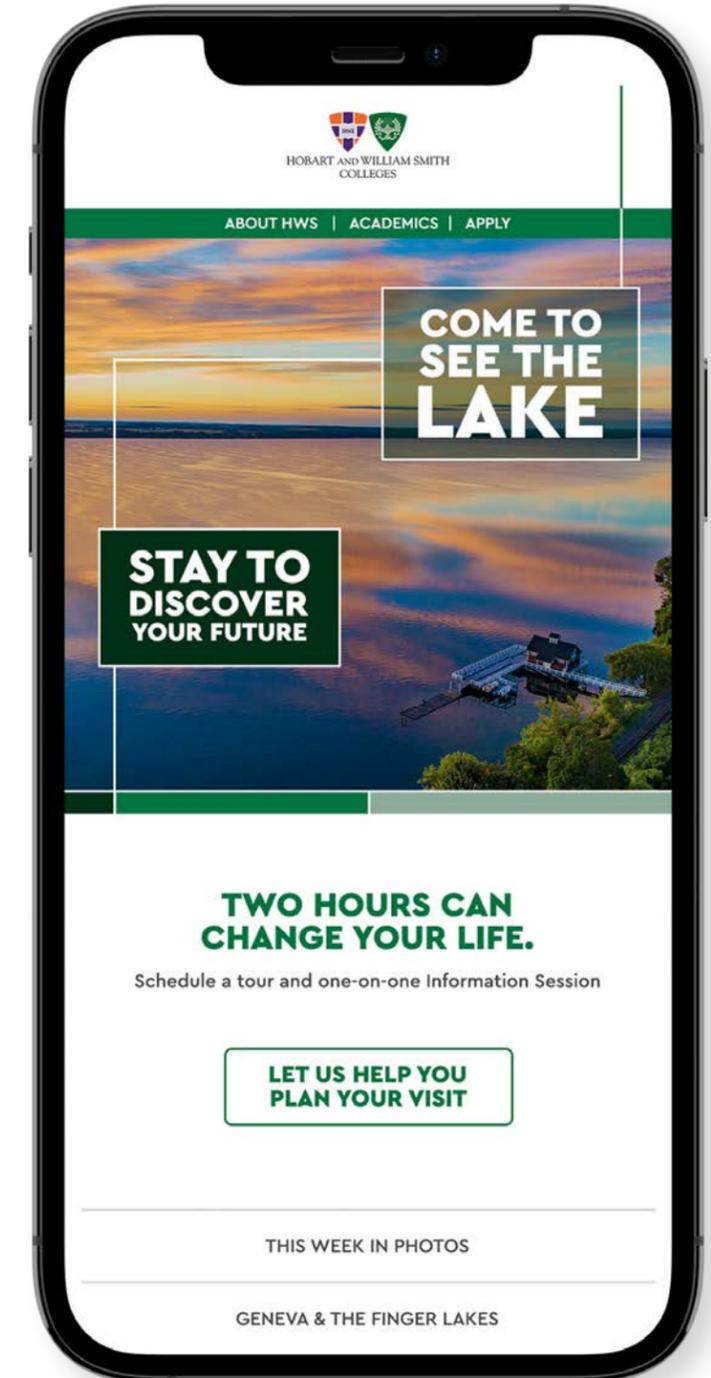
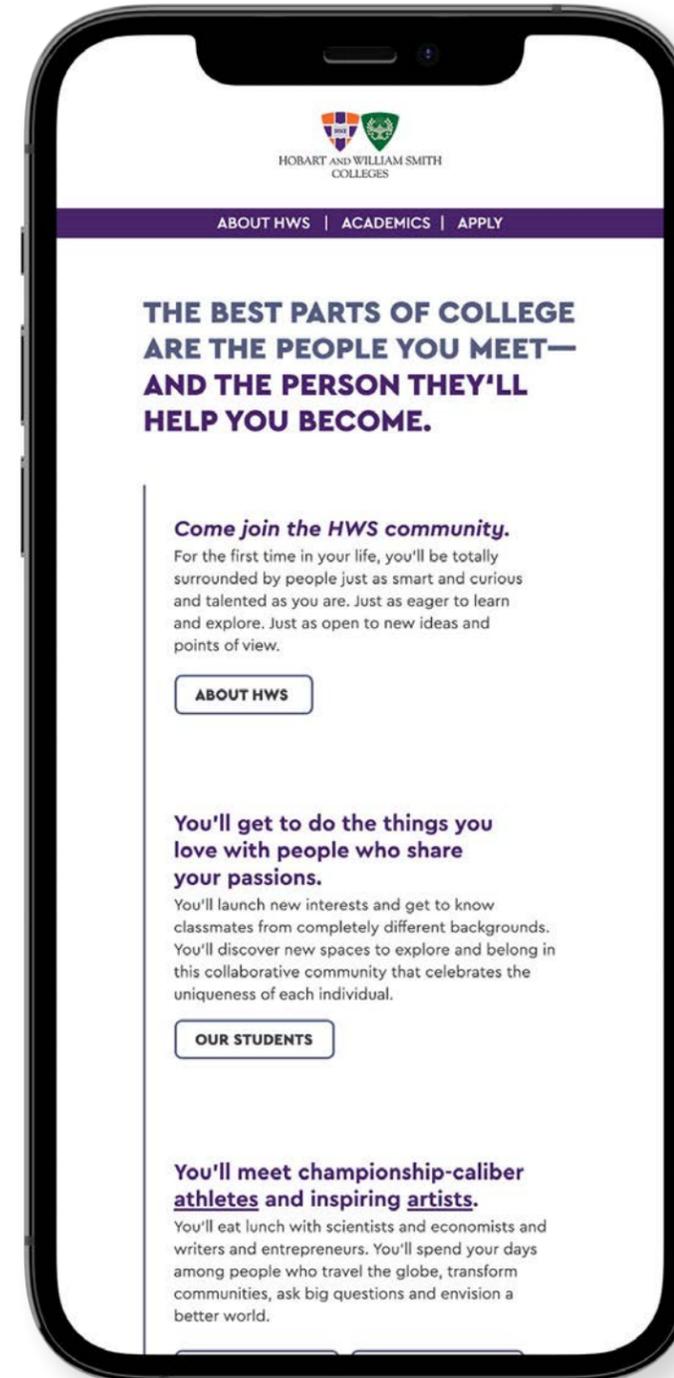
THIS COULD BE YOUR DAILY INSPIRATION.

it's even more stupidly gorgeous at sunset.

COMPLETE YOUR COMMON APPLICATION BY FEBRUARY 1  
COMMONAPP.ORG

## EMAIL

Email templates for student recruitment have been developed to accommodate different amounts of content—from image-forward to longform.



# LOGO/ IDENTITY

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## 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.



HOBART AND WILLIAM SMITH  
COLLEGES

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## 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 Shield and William Smith Shield can only be displayed in this fashion
- Hobart on left and William Smith Shield on right
- Shields are always of equal size.
- Shields should not be enlarged or reduced.
- Word mark is Goudy Old Style. All caps. No bold.
- Type displayed on two lines with Colleges on Line 2.

Hobart Shield placed left

William Smith Shield placed right



HOBART AND WILLIAM SMITH  
COLLEGES

## LOGO SPECIFICATIONS

cont.

### 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 (0.825% the point size of the rest of the text)(i.e. if the text is 20 pt., the word AND is  $0.825 \times 20 = 16.5$  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)



HOBART AND WILLIAM SMITH  
COLLEGES

100% Black type

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**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 state previously.

**SQUARE OR VERTICAL SPACE**



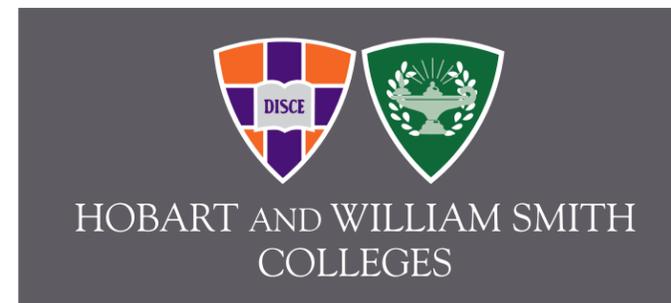
---

**LINEAR / HORIZONTAL SPACE**



---

**REVERSE TYPE AGAINST  
A DARK BACKGROUND**



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**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
- 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.



**BLACK AND WHITE  
COLOR SPECS**

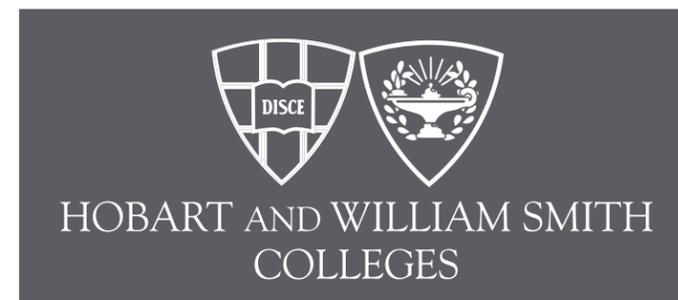
It is acceptable to use the logo in black and white.



This secondary black and white version may be necessary to use for embroidered and embossed items.



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



Reversed

## 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 Marketing and Communications for use on official Colleges materials and for formal, ceremonial events.

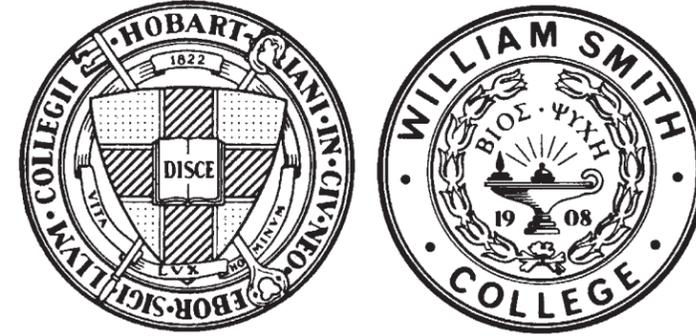
Examples of documents requiring the formal dignity of the seal include diplomas, medallions, awards and honorary certificates. The seals are NOT to be used as the Colleges logo and not to be used on stationery, signage, vehicles, banners and promotional items (pens, napkins, mugs, etc.).

Permission for use of the seals can be obtained from the Vice President for Marketing and 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.

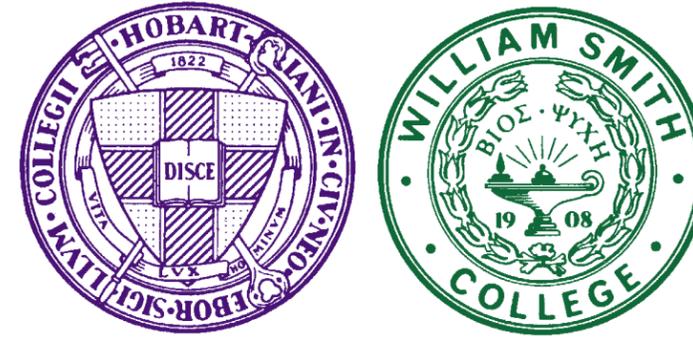
When used in color, the seals should be displayed in the ways described at right.

Hobart and William Smith Seals should be displayed in this manner. Both seals should be displayed together, side by side with the Hobart seal on left and William Smith seal on the right.



### Primary Color Palette

Hobart seal in purple PMS 2607.  
William Smith seal in green PMS 349.



### Primary Color Palette (Multiple Colors)

Hobart seal in black, purple PMS 2607, orange PMS 165 and gold PMS 115 (45%).  
William Smith seal in green PMS 349, dark green PMS 350 and gold 1235.



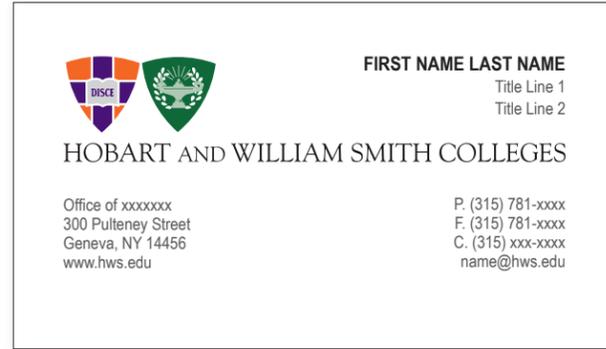
Hobart seal in black, purple PMS 2607, orange PMS 165 and gold PMS 1235.  
William Smith seal in green PMS 349, dark green PMS 350 and gold PMS 1235.  
Background is green PMS 349 (80%).



## 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.

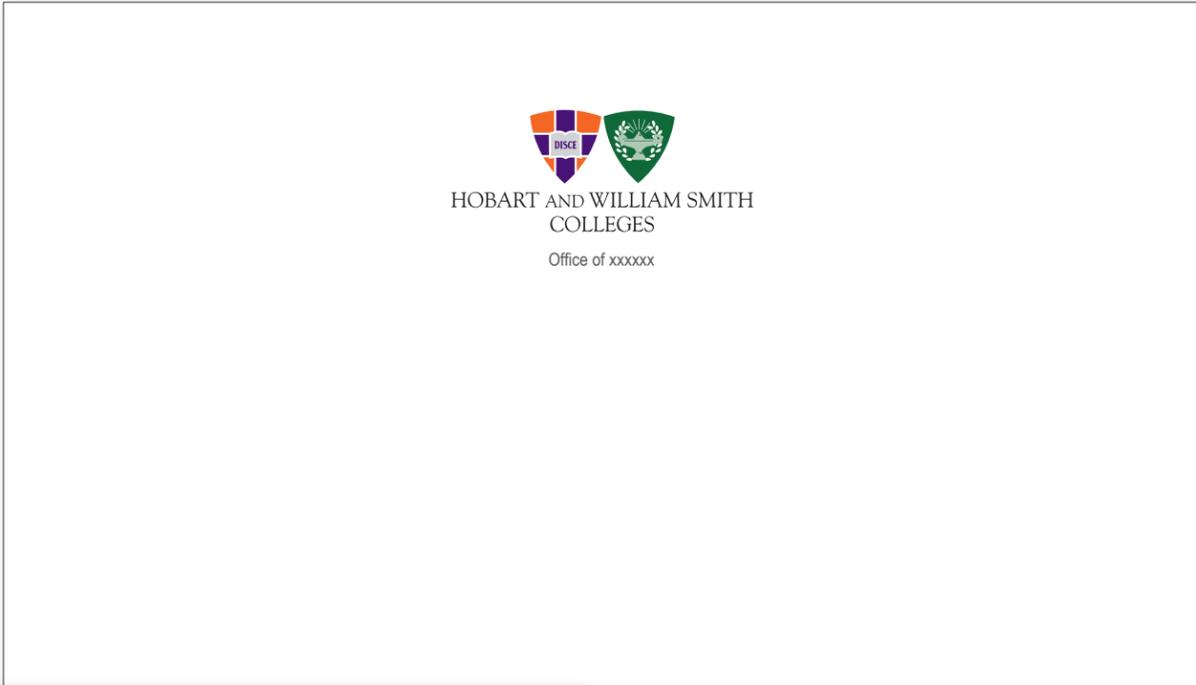


 **FIRST NAME LAST NAME**  
Title Line 1  
Title Line 2

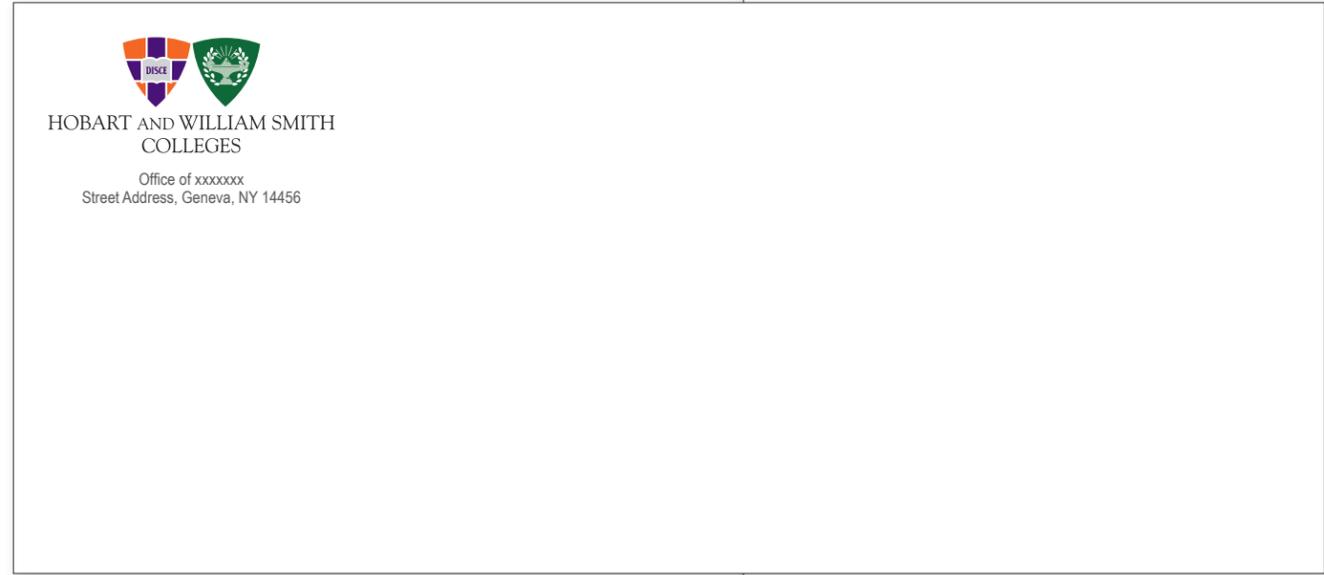
HOBART AND WILLIAM SMITH COLLEGES

Office of xxxxxxx  
300 Pulteney Street  
Geneva, NY 14456  
www.hws.edu

P. (315) 781-xxxx  
F. (315) 781-xxxx  
C. (315) xxx-xxxx  
name@hws.edu



  
HOBART AND WILLIAM SMITH  
COLLEGES  
Office of xxxxxx



  
HOBART AND WILLIAM SMITH  
COLLEGES  
Office of xxxxxxx  
Street Address, Geneva, NY 14456



Street Address, Geneva, NY 14456 | P (315) 781-xxxx | F (315) 781-xxxx | www.hws.edu

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## 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](http://www.hws.edu). No other website addresses/URLs will be permitted.

A Word template for electronic mail can be obtained by contacting the Office of Marketing and Communications, Director of Publications.

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

**Ordering:** Approved Letterhead and Envelopes can be ordered through the Colleges' approved vendor. Ordering information can be found online: [www.hws.edu/news/publicity.aspx](http://www.hws.edu/news/publicity.aspx)

**Note:** Non-specific office letterhead, #10 envelopes, 9 × 12" and 10 × 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.



Street Address, Geneva, NY 14456 | P (315) 781-xxxx | F (315) 781-xxxx | [www.hws.edu](http://www.hws.edu)

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## 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' HWS 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.

**Ordering:** Approved Letterhead and Envelopes can be ordered through the Colleges' approved vendor. Ordering information can be found online: [www.hws.edu/news/publicity.aspx](http://www.hws.edu/news/publicity.aspx)



HOBART AND WILLIAM SMITH  
COLLEGES

Office of xxxxxxx  
Street Address, Geneva, NY 14456

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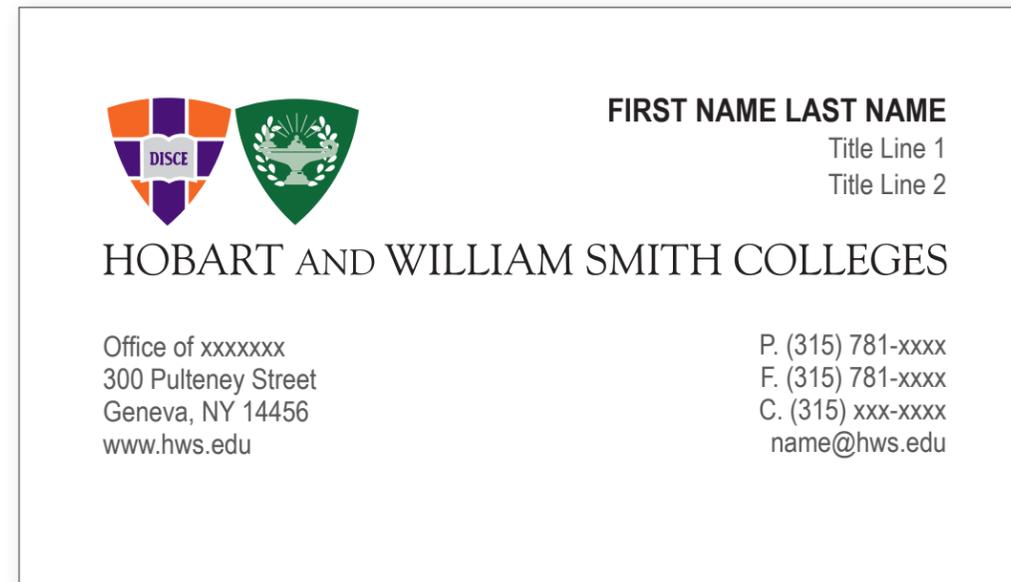
## BUSINESS CARDS

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.

**Ordering:** Approved Business Cards can be ordered through the Colleges' approved vendor. Ordering information can be found online: [www.hws.edu/news/publicity.aspx](http://www.hws.edu/news/publicity.aspx)

Approved Business Card layout



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## NOTEPADS

### 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")

**Ordering:** Approved Notepads can be ordered through the Colleges' approved vendor. Ordering information can be found online: [www.hws.edu/news/publicity.aspx](http://www.hws.edu/news/publicity.aspx)

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## FOLDED NOTE CARDS/ENVELOPES

*BLANK INSIDE*

**Ordering:** Approved Note Cards/Envelopes can be ordered through the Colleges' approved vendor. Ordering information can be found online: [www.hws.edu/news/publicity.aspx](http://www.hws.edu/news/publicity.aspx)

### Approved Notepad layout

 HOBART AND WILLIAM SMITH COLLEGES FIRST NAME LAST NAME Title	
Office or Department Building or Street Geneva, NY 14456 <a href="http://www.hws.edu">www.hws.edu</a>	P. (315) 781-xxxx F. (315) 781-xxxx C. (OPTIONAL) <a href="mailto:email@hws.edu">email@hws.edu</a>

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## EMAIL SIGNATURE

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

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OR

Employee Name  
Title  
Address



HOBART AND WILLIAM SMITH COLLEGES

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## POWER POINT SLIDE

The Colleges' have standard PPT templates for use in slide presentations.

**Download:** Approved Power Point templates can be downloaded here:  
[www.hws.edu/news/graphic\\_standards.aspx](http://www.hws.edu/news/graphic_standards.aspx)

