

# HAMPDEN-SYDNEY COLLEGE

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BRAND GUIDELINES



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# History

Hampden-Sydney is one of the nation’s outstanding liberal arts colleges. Nestled in the gently rolling countryside of south-central Virginia, the College is the tenth oldest institution of higher learning in the United States and the oldest of the country’s few remaining colleges for men.

The College was founded on November 10, 1775. The first president, Samuel Stanhope Smith (1775–1779), chose the name Hampden-Sydney to symbolize devotion to the principles of representative government and full civil and religious freedom, which the Englishmen John Hampden (1594–1643) and Algernon Sidney (1622–1683) had supported and for which they had given their lives. They were widely invoked as hero-martyrs by American colonial patriots, and their names immediately associated the College with the cause of independence championed by Patrick Henry, James Madison, and the other less well-known but equally vigorous patriots who comprised the College’s first Board of Trustees.



*The Achievement of Arms, from which we draw many of our brand colors, was presented to the College on October 19, 1976, as part of its bicentennial celebration. It was granted by the Royal College of Arms, by Mr. John Brooke-Little, Richmond Herald of Arts, and presented to Her Majesty Queen Elizabeth II.*

SECTION 1

# Brand Strategy

# About Brand Guidelines

 Hampden-Sydney College prides itself on teaching young men to express themselves clearly and confidently. In these pages, we hope to provide all members of our community with the tools to do the same when articulating Hampden-Sydney's unique story.

Consistent branding isn't just about using the right colors or logos—it's about accurately representing who we are as a College. When messages are inconsistent, they can create confusion about our values, mission, and identity. But when we align our communications through shared vision and vocabulary, we strengthen our reputation and make our message more memorable.

Think of this document as our shared playbook—when everyone follows the same guidelines, our message becomes clearer and more impactful no matter where we tell it. These guidelines ensure that every communication—whether a letter to prospective students or an update to devoted alumni—reflects the distinctive character of Hampden-Sydney.

These guidelines can also save you time by providing clear direction for creating content for and about the College. Instead of starting from scratch or wondering about appropriate tone and style, our guidelines offer tested techniques that resonate with our audiences while maintaining Hampden-Sydney's distinctive character and voice.

# Brand Narrative

The role of our narrative is to lay the foundation for writing in a distinct voice, as well as to inspire the messages we communicate going forward. No matter who or what we are writing about, our voice should stay true to the spirit of the College's brand narrative and personality.

Hampden-Sydney College stands as a distinctive institution in American higher education, combining better learning through personalized liberal arts curriculum with a rich community fostered by its close-knit, honor-bound brotherhood. Founded in 1775, the College maintains a clear and unwavering mission: [to form good men and good citizens in an atmosphere of sound learning](#). H-SC is a place where character development is considered as vital as intellectual growth. In this unique environment, young men live and learn in a community built on trust, guided by one of the nation's oldest honor codes, and supported by faculty who understand how best to teach young men.

What sets Hampden-Sydney apart is its specialized approach to developing more confident men, combining rigorous academics with practical skill development in an environment where students are known, supported, and challenged to excel. The College's emphasis on rhetoric and clear communication, coupled with its deeply devoted alumni network and impressive career outcomes, creates a unique value proposition: graduates emerge not just with a degree, but with the intellectual breadth, moral strength, and practical capabilities needed to succeed in an increasingly complex world. This comprehensive preparation is reflected in the exceptional lives led by the College's graduates, demonstrating how the distinct educational philosophy transforms talented young men into capable, articulate leaders prepared for lives of consequence and purpose.

# Brand Pillars

Our brand pillars are the core of every Hampden-Sydney story. Every communication we produce about the College should reflect one of these four narratives, as each is an essential component of how the College accomplishes its mission of forming good men and good citizens.

## Better Learning

In intimate classes designed specifically for how young men learn best, our students master the art of thinking boldly and speaking powerfully, developing the critical thinking and communication skills that transcend any single career or calling.

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## Richer Community

Hampden-Sydney students join a legendary brotherhood of ambitious and capable young men where connections run as deep as our traditions, forging lifelong friendships that stretch across generations.

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## Stronger Character

Through daily choices in a community governed by honor, our young men develop the moral courage and strength of character to fearlessly lead with integrity.

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## More Confident Men

At Hampden-Sydney, young men develop an unshakable confidence born of self-discovery, equipped not just to succeed in a changing world, but to shape it with purpose and distinction.

# Brand Personas

How we speak, sound, act, and look are the things that tell who we are as a college.

## Who Are We?

At the heart of Hampden-Sydney's brand is the distinctive mission "to form good men and good citizens in an atmosphere of sound learning." At the heart of Hampden-Sydney's culture are the good men, the good citizens, and the good scholars that the College seeks to form. These personas reflect distinct but complementary aspects of our ethos, representing the balance between personal character, social responsibility, and intellectual curiosity, all while keeping the student—graduated, current, and prospective—at the center of our storytelling, just as they are the center of the College's mission. Keeping in mind that there is more than one way to be a good man, a good citizen, or a good scholar, these personas are meant to be expansive, not restrictive. Just as a bungee jumper is tethered to a platform while swinging wildly into the void, so do these archetypes serve as an anchor to the College's mission and brand while simultaneously allowing the storyteller to reach a multitude of audiences.

## The Good Man is a...

The Good Man embodies moral integrity, kindness, and strength of character. He is principled and empathetic and strives to do the right thing, even when it is not the easy thing. The Good Man stands by his word, supports those around him, and leads by example, cultivating trust and respect.

### Leader

- » Articulate
- » Honorable
- » Visionary

### Steward

- » Intentional
- » Disciplined
- » Reflective

### Servant

- » Self-reliant
- » Humble
- » Industrious

## The Good Citizen is a...

The Good Citizen is a responsible and active member of society, using his unique talents to contribute to the common good. This persona believes in the power to create a better world through civic engagement, ethical stewardship, and social responsibility. The Good Citizen is committed to fairness and justice, recognizing the importance of social and ethical responsibility.

### Collaborator

- » Philanthropic
- » Informed
- » Active

### Champion

- » Courageous
- » Passionate
- » Conscientious

### Advocate

- » Reflective
- » Empathetic
- » Responsible

## The Good Scholar is a...

The Good Scholar is driven by a love for learning and a desire to think critically about the world around him. This persona values the pursuit of knowledge, wisdom, and intellectual curiosity. The Good Scholar is open-minded, analytical, and dedicated to personal and collective growth through intellectual inquiry, research, and thoughtful discourse, especially with those who hold opposing views.

### Seeker

- » Aspirational
- » Passionate
- » Engaged

### Sage

- » Judicious
- » Principled
- » Purposeful

### Listener

- » Curious
- » Thoughtful
- » Truth-seeking

# Writing About the College

Effective brand writing is more than stringing particular adjectives together. Laddering is an effective technique for developing messages that infuse different aspects of the College's identity to allow consistent and impactful communication across all platforms.

## Understanding Laddering

Laddering is a scaffolding technique for message development that helps connect concrete evidence to the College's broader narrative. The approach can be implemented in two directions: Up or Down the ladder.

### Core Components

- » **Evidence: Concrete facts, data, events, or achievements**
- » **Persona: The specific aspect of the College's character being highlighted**
- » **Pillar: The storyline which best supports or is supported by the other two elements**

### Up the Ladder

- » **Begin with specific evidence or facts**
- » **Connect your evidence to the persona best suited for the story**
- » **Link to the brand pillar you want to reinforce**

### Down the Ladder

- » **Start with the brand pillar you wish to reinforce**
- » **Incorporate the relevant persona**
- » **Support the relationship between the two with specific evidence or facts**

For short-form writing (e.g. teasers, captions, or length-limited social media platforms), you can also choose to use evidence + pillar or evidence + persona.

# Voice and Tone

Brand voice is the way we communicate words to our audience. This distinctive style captures our personality, values, and vision. Understanding and applying our brand voice consistently across all platforms enables us to forge meaningful connections with our diverse audience and embody the spirit of H-SC.

While our voice always remains consistent, our tone changes based on the audience we are talking to, what the situation is, and what we are communicating.

## Formal

For press releases, letters, reports, and publications aimed at outside audiences.

### Should be:

- » Aspirational
- » Empowering
- » Unifying

### But never:

- » Overexuberant
- » Overwhelming

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## Business Casual

For communications with our community. Should maintain a certain level of institutional tone, mixed with a warm familiarity.

### Can be:

- » Compassionate
- » Familial

### But never:

- » Patronizing
- » Exclusive

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## Informal

Most often for prospect focused, social media, and athletics. Can be a bit irreverent, within the confines our personas.

### Might be:

- » Energized
- » Focused
- » Urgent

### But never:

- » Reckless
- » Derogatory

SECTION 2

# Visual Identity

# Banner and Shield

The banner and shield is the College's formal armorial mark and should only appear in the colors shown. This mark is not to be used in informal atmospheres such as a weight room or athletic event.

## Minimum size for print

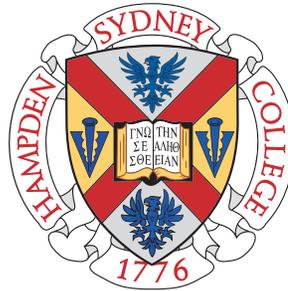
The minimum size for the coat of arms is .75" in width.

## Clear space

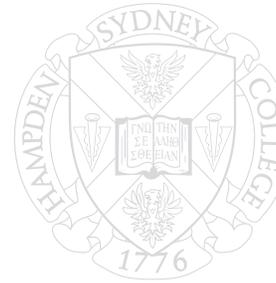
The banner and shield must be surrounded by a clear space of at least .25".

## \*Gold:

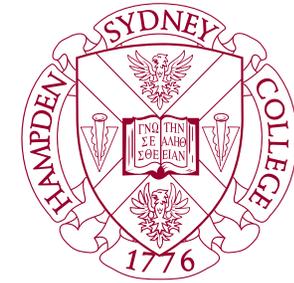
The gold banner and shield is restricted for the most formal usage, generally coming from the president.



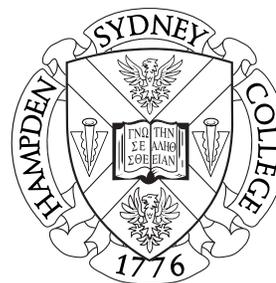
FULL COLOR



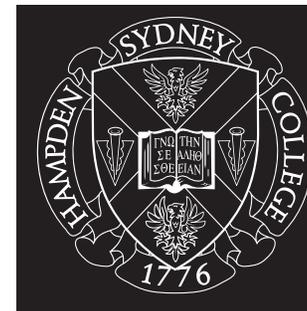
GREY



GARNET



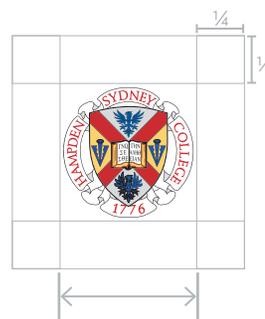
BLACK



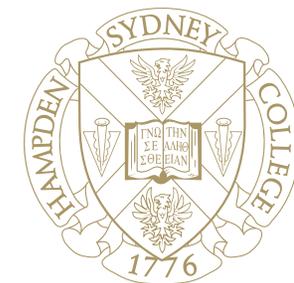
WHITE



WHITE FILL



.75 INCHES



\*GOLD

# Coat of Arms

The coat of arms, also referred to as the shield or crest, should only appear in the colors shown and only used in formal contexts.

## Minimum size for print

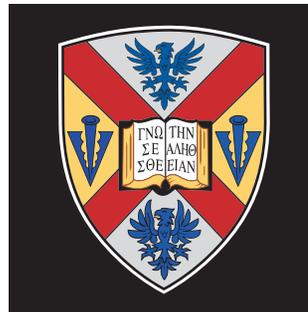
The minimum size for the coat of arms is .5" in width.

## Clear space

When used by itself, the coat of arms must be surrounded by a clear space of at least .25".

## With white outline

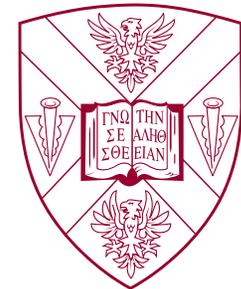
When using the coat of arms on a black or dark background, a white outline may be applied for increased visibility.



FULL COLOR



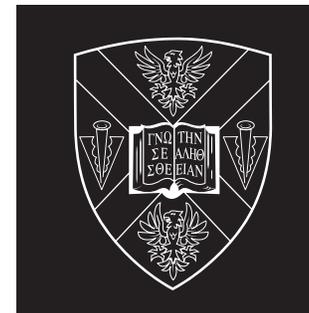
GREY



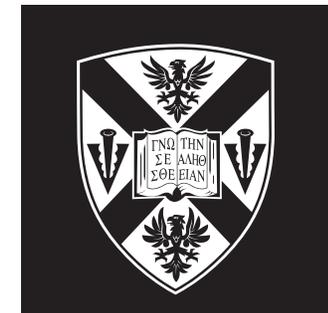
GARNET



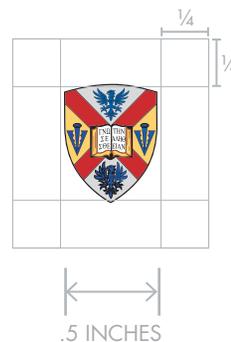
BLACK



WHITE



WHITE FILL



*The College's Coat of Arms, presented to the College in 1976, displays elements from the arms of the two Englishmen for whom the College is named. The eagles on silver fields are from John Hampden's arms and the pheons (broad arrows) on gold fields are from the arms of Algernon Sidney (Sydney). The Hampden and Sydney quarters are separated by a red saltire—a St. Andrew's cross—representing the Church of Scotland, the spiritual parent of Presbyterianism. In the middle is an open Bible with the Greek words of John 8:32: "Ye shall know the truth."*

# Wax Seal

The College wax seal is the College's oldest mark and reserved for special signage or official documents such as diplomas. It may be used in merchandising, but not in marketing materials. The Office of Marketing and Communications should be contacted prior to its use.

## Minimum size for print

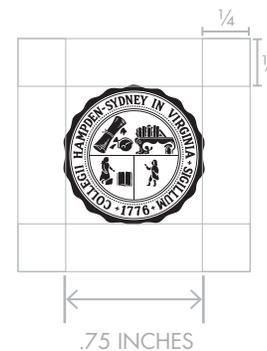
The minimum size for the wax seal is .75" in width.

## Clear space

The wax seal must be surrounded by a clear space of at least .25".



*The Hampden-Sydney College seal symbolizes liberty, religion, and academics. In 1783, the Trustees ordered a corporate seal for Hampden-Sydney, "to be engraved with proper devices," for use on its diplomas; the die for the seal was first engraved in 1784.*



# Wordmark

The College wordmark has been specifically configured and should be considered an unmodifiable graphic. It is based on a typeface called Stempel Schneidler. The wordmark has three versions: one-line, two-lines, and three-lines. The wordmarks should only appear in the colors shown.

## Minimum size for print

The minimum width for the one-line is 2", two-line is 1.25" and three-line is .75".

## Clear space

Wordmarks must be surrounded by a clear space at least equal to the height of the letters.



HAMPDEN-SYDNEY COLLEGE

HAMPDEN-SYDNEY  
COLLEGE

HAMPDEN-  
SYDNEY  
COLLEGE

HAMPDEN-SYDNEY COLLEGE

HAMPDEN-SYDNEY  
COLLEGE

HAMPDEN-  
SYDNEY  
COLLEGE



2 INCHES



1.25 INCHES



.75 INCHES

# Logos

## Incorrect Use

The College's logos must not be redrawn or modified in any way. Recoloring, altering proportions, outlining, or using for frivolous decorative purposes is not permissible.



Do not use unapproved colors



Do not alter the proportions



**HAMPDEN-SYDNEY  
COLLEGE**

Do not add second College identifier



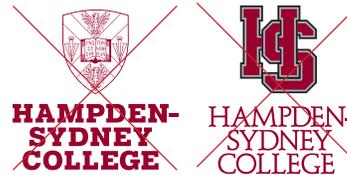
Do not add graphic components i.e. drop-shadows or embossing



Do not use logos as outlines



Do not skew the logos



Do not add athletics marks with College logos



**HAMPDEN-SYDNEY COLLEGE**  
Office of Marketing

Do not combine logo elements to create your own department logo

# Lockups

A lockup is a combination of a logo or mark and another element such as the College's name, tagline, or sports team. Any lockup not shown here must be approved by the Office of Marketing and Communications before use.

*Lockups are also acceptable in all-black display.*



HAMPDEN-  
SYDNEY  
COLLEGE



HAMPDEN-  
SYDNEY  
COLLEGE



HAMPDEN-SYDNEY  
COLLEGE



HAMPDEN-SYDNEY  
COLLEGE



HAMPDEN-SYDNEY COLLEGE



HAMPDEN-SYDNEY COLLEGE

# Lockups

## Dark Background

A lockup is a combination of a logo or mark and another element such as the College's name, tagline, or sports team. Any lockup not shown here must be approved by the Office of Marketing and Communications before use.

*Lockups are also acceptable in all white display.*



HAMPDEN-  
SYDNEY  
COLLEGE



HAMPDEN-  
SYDNEY  
COLLEGE



HAMPDEN-SYDNEY  
COLLEGE



HAMPDEN-SYDNEY  
COLLEGE



HAMPDEN-SYDNEY COLLEGE



HAMPDEN-SYDNEY COLLEGE

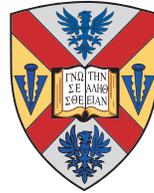
# Departments

Department logos will use the Hampden-Sydney College wordmark coupled with the coat of arms, and department/office/center name.

To request a copy of your official department logo, please contact the Office of Marketing and Communications.

**Note:** All offices, departments, or centers that report to a director or vice president are required to follow these formal guidelines.

Coat of Arms



One-line Wordmark

HAMPDEN-SYDNEY COLLEGE  
Office of Marketing and Communications

Office, Department, Center  
Jost Regular



HAMPDEN-SYDNEY COLLEGE  
Facilities Management



HAMPDEN-SYDNEY COLLEGE  
Human Resources



HAMPDEN-SYDNEY COLLEGE  
Fleming Center for  
Entrepreneurship & Innovation

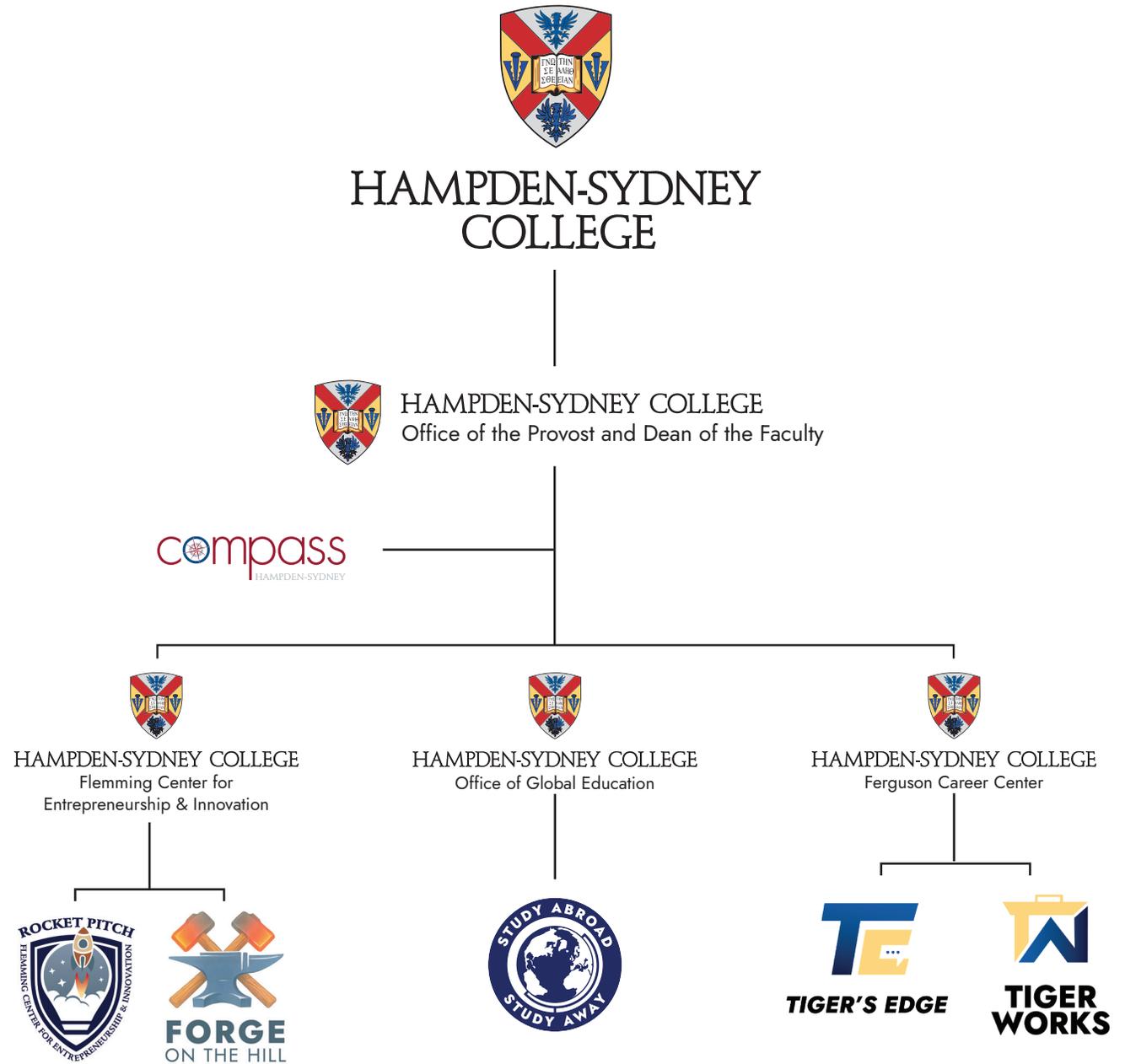


HAMPDEN-SYDNEY COLLEGE  
Philosophy Department

# Programs

A college program is an organized sequence of courses leading to a defined objective, a degree, or transfer to another institution of higher education. Program logos fall in between casual and informal branding defined on the following page.

For assistance with creating program logos, please contact the Office of Marketing and Communications.



# Affiliate Groups

Affinity Groups have their own objectives that are separate from but still adjacent to the College's mission. They support the College and its constituents without being managed directly by the College.

For assistance with creating affiliate group logos, please contact the Office of Marketing and Communications.



HAMPDEN-SYDNEY  
COLLEGE



HAMPDEN-SYDNEY COLLEGE  
Office of College Advancement



HAMPDEN-SYDNEY COLLEGE  
Office of Alumni and Parent Engagement



HAMPDEN-SYDNEY  
ALUMNI ASSOCIATION



HAMPDEN-SYDNEY  
MEDICAL PROFESSIONALS



HAMPDEN-SYDNEY  
BAR ASSOCIATION



H-SC ALUMNI  
CLUB OF RICHMOND

# Badges & Icons

Badges and icons follow a less formal approach than department and office logos, but maintain elements of College branding.

## Formal

Offices, Departments, and Centers (see page 20).

## Business Casual

Societies and Donor Clubs

## Casual

Annual events for student and alumni engagement

## Informal

Student clubs and recurring events or programs

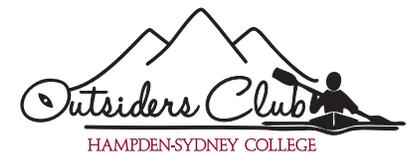
Business Casual



Casual



Informal



# Tartan

From The Scottish Register of Tartans, the Hampden-Sydney College tartan, officially registered in 2013, displays colors of garnet, grey, and black. These were the colors officially adopted by the College when intercollegiate athletics were introduced in the 1890s.



Reference #10868  
Designer: Michael Cannon

# Mascot

## Yank

Yank the Tiger first appeared in 1913 and is most likely named after Charles “Yank” Bernier, football coach of H-SC from 1912 to 1938. The illustration was drawn specifically for the College by a former Disney illustrator and made its debut in the Kaleidoscope in 1981.

The Yank mascot is a protected element of the College’s visual identity. To request use of the existing illustration or to commission a customized version suited to specific needs, please contact the Office of Marketing and Communications for approval and guidance.

Original



Career/Alumni



Youth Basketball

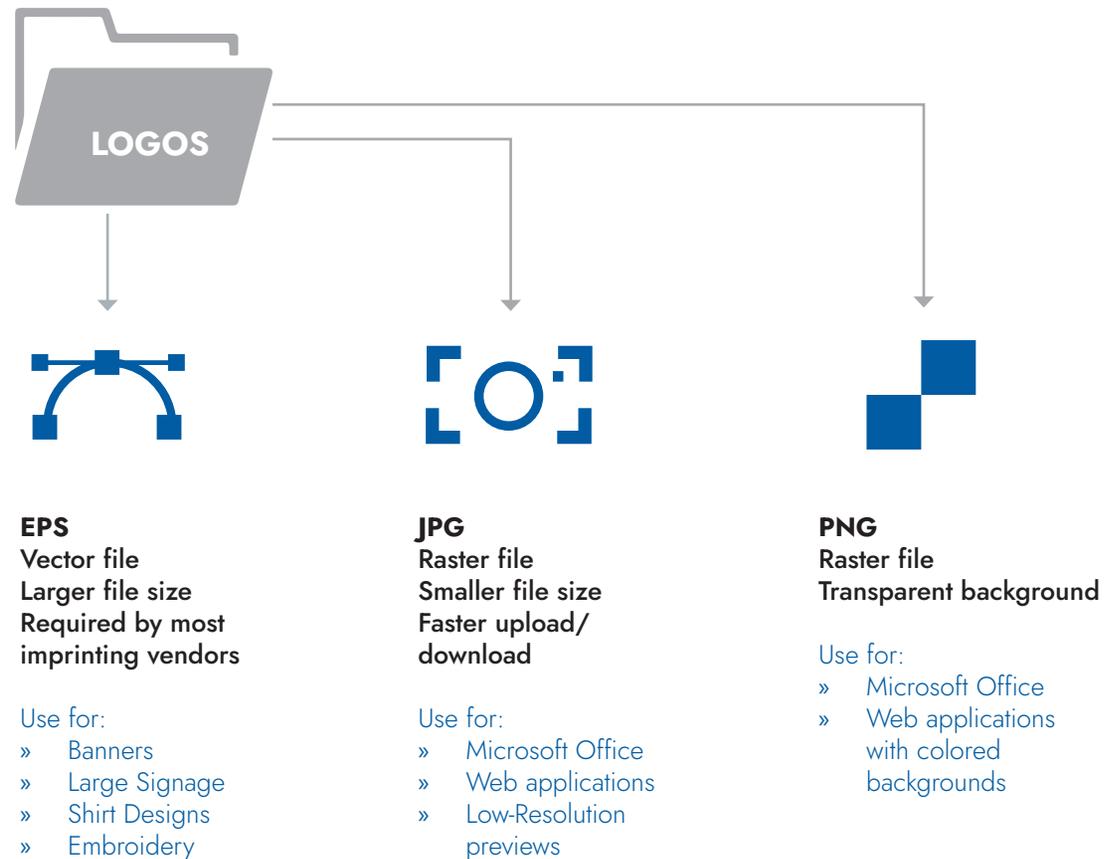


Casual



# File Types

All logos, lockups, and icons are available in EPS, JPG, and PNG formats. Each file has unique characteristics that make it ideal for certain applications. Request logos from the Office of Marketing and Communications by emailing [communications@hsc.edu](mailto:communications@hsc.edu).



SECTION 3

# Visual Language

# Color Palette

## Primary Colors

The primary color palette consists of fire red, cobalt, golden glow, iron black, and midnight from the shield found within the achievement of arms. Garnet and brass are also considered primary colors of the College.

*The Pantone equivalent for brass is PMS 871 C and should only be used when metallic ink is available.*



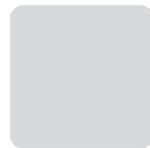
**Red PMS 711 C**  
CMYK 14, 97, 90, 4  
#CB2C30



**Cobalt**  
CMYK 100, 60, 0, 10  
#005DA4



**Golden Glow PMS 134 C**  
CMYK 1, 15, 60, 0  
#FCD67E



**Iron Black 17% PMS 427 C**  
CMYK 0, 0, 0, 17  
#D8D9DA



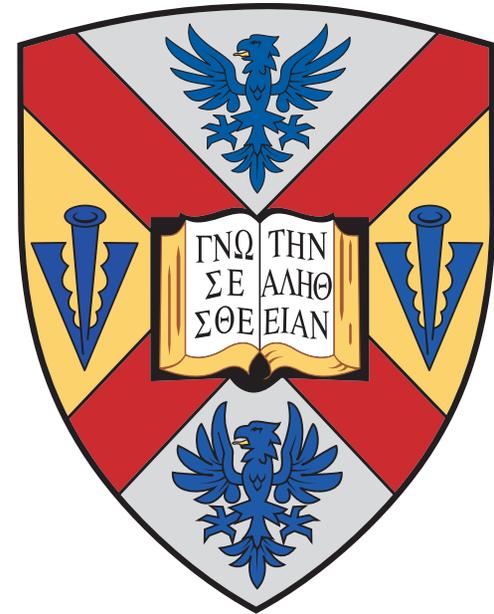
**Midnight PMS Black 6**  
CMYK 77, 68, 63, 78  
#14181C



**Garnet PMS 202 C**  
CMYK 29, 95, 75, 29  
#8A2432



**Brass PMS 7503 C**  
CMYK 34, 35, 68, 4  
#AB9767



When grey appears on garnet or a dark color background—use black 17%

When a dark color is displayed with grey—use black 17%

When grey appears on white or a light color background by itself—use black 40%

# Color Palette

## Supporting Colors

The supporting color palette helps broaden our use of color and add different emphasis and emotion to our brand's persona. These colors should always appear alongside the primary color palette in some form of incorporation. The colors are taken from the achievement of arms surrounding the shield. Neutral colors are necessary to help balance a design and allow for a primary or secondary color to be emphasized.



**Slate Green**  
CMYK 82, 51, 60, 38  
#2B4F4D



**Botanical Green**  
CMYK 59, 24, 72, 4  
#739968



**Rock Blue**  
CMYK 49, 33, 21, 0  
#899BB0



**Smoky Blue**  
CMYK 73, 50, 41, 15  
#4F6977



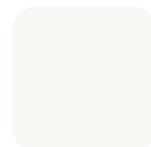
**Straw**  
CMYK 14, 25, 49, 0  
#DCBB8C



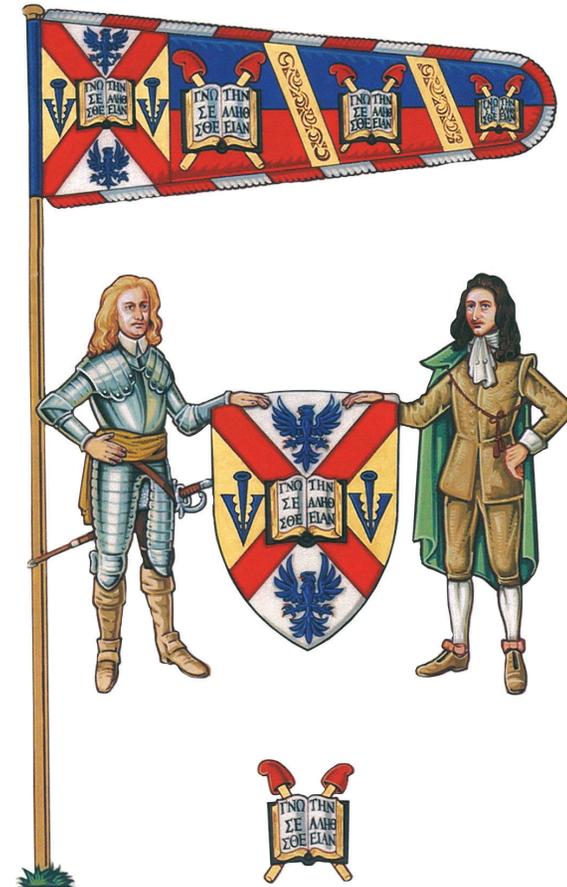
**Bourbon**  
CMYK 27, 69, 85, 16  
#A35B37



**Requisite Gray**  
CMYK 25, 23, 27, 0  
#C1B9B2



**Alabaster**  
CMYK 2, 2, 3, 0  
#F7F5F2



# Color Palette

## Extended

The extended color palette helps broaden the College's use of color and add different emphasis and emotion to our brand's image. Darker and lighter shades of the primary colors can be necessary at times for ADA compliance. Gradients of the primary and secondary colors can be used for adding variation.

-20% Shade #D04245	-20% Shade #414983	-20% Shade #F9DA95	-20% Shade #E0E2E4	-20% Shade #973A46
<b>Red PMS</b> #CB2C30	<b>Cobalt</b> # 005DA4	<b>Golden Glow</b> #FCD67E	<b>Iron Black 17%</b> # D8D9DA	<b>Garnet</b> 8A2432
20% Shade #A32325	20% Shade #232C5D	20% Shade #C9A860	20% Shade #9C9EA1	20% Shade #701E2A
40% Shade #7A1A1D	40% Shade #181F45	40% Shade #987E4A	40% Shade #75777A	40% Shade #53181F
-20%	-20%	-20%	-20%	-20%
40% Shade	40% Shade	40% Shade	40% Shade	40% Shade
Botanical Green		Slate Green		
Rock Blue		Smoky Blue		
Straw		Bourbon		
Alabaster		Requisite Gray		

# Typography

## Formal

Schneidler is a serif typeface originally created by German designer F.H. Ernst Schneidler in 1936. It was first published through Bauer and later through Stempel. The design was inspired by Venetian types of the Renaissance and features distinctive cupped serifs. The most recognizable character in Schneidler is the question mark—it looks like the shape was rotated nearly 180° with the dot left behind on the bottom.

# Stempel Schneidler

roman medium **bold** **black**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&\*¿

The quick brown fox jumps over the lazy dog  
The quick brown fox jumps over the lazy dog  
**The quick brown fox jumps over the lazy dog**  
**The quick brown fox jumps over the lazy dog**

# Typography

## Informal

Jost is a sans-serif typeface inspired by Futura, but with a larger x-height and more balanced capital forms.

# Jost

extra light light regular medium semi bold bold black

# Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&\*?

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

**The quick brown fox jumps over the lazy dog**

**The quick brown fox jumps over the lazy dog**

# Typography Tips

**Stempel Schneidler Black**  
34 pt. type / 40 pt. leading  
0 tracking

**Jost Medium**  
18 pt. type / 32 pt. leading  
10 tracking

**Stempel Schneidler Roman**  
12 pt. type / 16 pt. leading  
0 tracking

**Jost Regular**  
12 pt. type / 16 pt. leading  
0 tracking

## Forming good men and good citizens in an atmosphere of sound learning.

Formal body text. Explain something here or write a statement that is interesting to the College. It could be something we say in admissions or something from the campaign recently. Another example would be from the *Record* and using this for the president's letter.

Information body text. Explain what informal text would mean and give examples, such as On the Hill section of the *Record* when we are informally talking about students.

### Heading

Formal headings for marketing pieces should be typed in Stempel Schneidler.

### Subheading

Sub headings for marketing pieces should be typed in Jost.

### Formal body text

Formal body text should be typed in Stempel Schneidler Roman. Never use all caps. etc.

### Informal body text

Informal body text should be typed in Jost Regular. Never use all caps. etc.

# Photography

## Formal

Photography can reinforce the dignity and purpose that define our historic institution. Unlike casual or informal shots, formal photography provides carefully controlled representations of people, spaces, and moments that align with the character of the College and the message they accompany. It should deliver polished, intentional imagery that elevates brand perception.

For assistance with photography, please contact the Office of Marketing and Communications.



# Photography

## Business Casual

Staged or candid, this photographic style should represent our faculty, staff, students, and alumni living the mission of forming and being good men and good citizens. While subjects are often smiling, they may also rightly be seriously engaged, or striving, but should never appear dour or disinterested. For this reason, photographing 8 a.m. classes during Greek Week is not advised.

For assistance with photography, please contact the Office of Marketing and Communications.



# Photography

## Informal

Candid photography captures the vibrant spirit of brotherhood that defines daily life on the Hill. From impromptu Disc Golf games to tailgating on a sunny afternoon, these shots document the moments that inspire stories of Hampden-Sydney men that will be told long after graduation.

For assistance with photography, please contact the Office of Marketing and Communications.



# Photography

## Informal

Athletic photography at Hampden-Sydney captures more than just games and scores—it documents the development of character through competition and good sportsmanship on and off the field. From the exuberant crowd at The Game against Randolph-Macon to daily practice on Everett Stadium's field, these images tell stories of persistence, teamwork, and Tiger pride.

For assistance with photography, please contact the Office of Marketing and Communications.



# Iconography

## College Specific

To strengthen visual language, graphic iconography can be featured. Icons should not interfere with or alter typography, nor should icons be used as logos.

## General Rules:

Use to add visual interest, but not to overpower the design.

Use when it helps reduce the amount of text.



Top Eagle



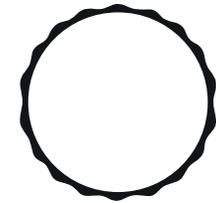
Bottom Eagle



Pheon



Shield



Wax Seal Outline



Bell Tower 1



Bell Tower 2



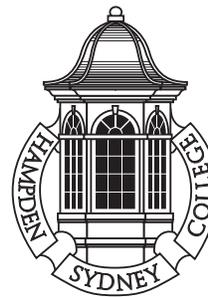
Bell Tower 3



Middlecourt



Bortz Library Cupola



Settle Hall Cupola



Bagby Cupola

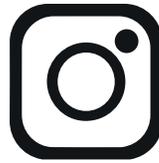


Everett Stadium

# Iconography

## General

To strengthen visual identity, graphic iconography can be featured. Iconography should not interfere or alter typography, nor should iconography be used as logos.



Instagram



Facebook



X (Twitter)



LinkedIn



YouTube



Mail/Email



Website



Location



Banner



Phone



Date



Time

The background features a repeating pattern of stylized, light gray floral and leaf motifs. The motifs are composed of simple, geometric shapes like triangles and circles, creating a modern, abstract aesthetic. The text is overlaid on this pattern.

SECTION 4

# Editorial Guide

# Writing Stylistic Guidelines

## Ampersands

Hampden-Sydney College  
follows the Associated Press  
Style Book (AP Style of Writing)



## Mr. and Mrs.

In lists

- » Mr. & Mrs.

In salutations to letters, “and” should be spelled out:

- » Dear Larry and Sally

Couples who maintain separate last names are addressed with two full names and titles, on separate lines without an ampersand.

- » Jane Doe, Elliott professor of classics.
- » He is assistant professor of classics at Hampden-Sydney College.

---

## University names and businesses

Web and Printed Copy

Ampersands require special treatment to meet accessibility guidelines and should be avoided unless space restrictions or formal titles necessitate their use.

Write out “and” in all text unless “&” is part of the official organization name

- » The College of William & Mary

---

## Venable Hall Lounge

The correct name of the lounge in Venable Hall is

- » The Schoellkopf Family & Friends Lounge

# Writing Stylistic Guidelines

## Capital Letters

Hampden-Sydney College  
follows the Associated Press  
Style Book (AP Style of Writing)

Aa

## Professor

In a sentence, if the professor title is written before the name, the entire title is capitalized:

» Professor of Classics Jane Doe.

If the professor title is written after the name, it is not capitalized:

» Jane Doe, professor of classics

Unless it is an endowed professorship:

» Jane Doe, Elliott professor of classics.

» He is assistant professor of classics at Hampden-Sydney College.

## Titles

Follow a similar form as academic titles:

» Dean of Students Joe Johnson.

» Mary White, dean of admission.

» The dean of admission will meet prospective students tomorrow.

Reverend and Honorable

» The Reverend/Honorable John Smith or The Rev./Hon. John Smith

*Do not use Reverend/Honorable with just the last name. Ex. Dear Rev. Smith*

## Departments and subjects

They are usually lowercase unless they are proper nouns or used in course names:

» He teaches in the chemistry department; come to the English department lunch.

In specific titles, you can use caps:

» The Department of Philosophy Award; Rhetoric 101.

Office and department names can be capitalized when used formally:

» The Hampden-Sydney Office of Marketing and Communications

» Jane in the office of Marketing and Communications

# Writing Stylistic Guidelines

## Capital Letters

Hampden-Sydney College follows the Associated Press Style Book (AP Style of Writing)

## Press releases:

*Follow AP style guidelines explicitly (e.g. don't capitalize college; don't reference the Hill, don't denote class year, etc.)*

Aa

## College

Capitalize “College” and keep “the” lowercase when referring to Hampden-Sydney College

- » the College
- » the Hill

Common exception

- » The Game

---

## Commencement

Capitalize when talking about the specific ceremony itself

- » 2024 Hampden-Sydney College Commencement ceremony

Use lowercase when speaking about commencement, generally.

- » students at commencement

---

## Class year

Use lowercase

- » class of 2020

---

## Majors

Use lowercase unless it is a formal noun (e.g. English, Latin, German).

*There may be some stylistic derivation if in a heading/subheading or a list.*

---

## Seasons

Use lowercase (fall, spring, summer, winter)

# Writing Stylistic Guidelines

## Colons, commas, and apostrophes

Hampden-Sydney College follows the Associated Press Style Book (AP Style of Writing).

Reference the AP dateline list for American and international cities that stand alone.



## Colons

Colons should be followed by a lowercase word, unless there is a specific reason for a capital letter.

Colons are not periods since they do not finish a sentence or indicate the start of a new one. Colons should not separate verbs or prepositions from their objects.

## Commas

If only using the month and year, use no commas between or after.

» **May 1957**

If using a full month, day, year, set off the year with commas.

» **On May 29, 1957, the students burned McIlwaine Hall.**

Hampden-Sydney style does not use commas between names and numbers or between names and class years:

» **George Wright III '48**

Do not offset Jr. with a comma:

» **Edward Wright Jr. returned**

» **Edward Wright Jr. '72 returned**

The correct usage of commas on state names after cities:

» **the Richmond, Virginia, alumni club**

## Apostrophes

An apostrophe can be used to replace the first two numbers of a graduation year, but should face towards the missing numbers

» **'89 *not* '89**

# Writing Stylistic Guidelines

## Hyphen, dashes, and parentheses

Hampden-Sydney College  
follows the Associated Press  
Style Book (AP Style of Writing)



## Hyphen -

Used without spaces to connect words that work together:

» awe-inspiring campus

**DO** use the hyphen when referring to the College.

» Hampden-Sydney College

» H-SC

**DO NOT** use the hyphen when referring to the location in Virginia.

» Hampden Sydney, Virginia

---

## En dash —

Used without spaces to connect ranges, such as number and dates

» May 5–6, 2025

---

## Em dash —

Used without spaces to mark a break in sentence structure or parenthetical statement

» John Hampden—one of the founding fathers...

---

## Parentheses ( )

For phone numbers, use parentheses for area code—do not separate with periods:

» (434) 223-6000

# Writing Stylistic Guidelines

## Numbers

Hampden-Sydney College  
follows the Associated Press  
Style Book (AP Style of Writing)

123

## General

Spell out numbers below 10 in words and use numerals for anything 10 and higher

» seven, three, two, eight, 10, 42, 250

Do not add superscript letters after numbers

» November 21, 2024 *not* November 21<sup>st</sup>, 2024

In numbers greater than 1,000, use commas to separate groups of three digits except in page numbers, binary code, serial numbers, and temperatures

» 1,500 students

Do not add apostrophes when writing a plural of a number

» the 2000s

---

## Time

Use periods for print materials and no periods for digital materials

» 7 a.m. and 7 p.m. — print

» 7 am and 7 pm — digital

Do not use 12 a.m. or 12 p.m., instead use

» noon or midnight

Do not use double zeros in time, instead use

» 4 p.m.

---

## Money

Do not use double zeros in money, instead use

» \$250

# Writing Stylistic Guidelines

## Emphasis

Hampden-Sydney College  
follows the Associated Press  
Style Book (AP Style of Writing)



## Italics

Titles of books, movies, plays, TV shows, and court cases are in italics. Titles of articles and pictures go between quotation marks. Punctuation following a word in italics is in italics also.

- » The Hampden-Sydney College Department of Fine Arts presents *The Tempest*.
- » “H-SC Fire & Rescue Sends Aid”

The correct use for College publications are as follows:

- » *the Key*
- » *the Record*
- » *the Tiger*
- » *the Kaleidoscope*

**Exception:** On social media and on website titles and abstracts, italics formatting is sometimes unavailable, so use quotations for titles, books, plays, etc.

## Bold

On first reference to a student, alumnus, community member, faculty member, or staff member, use the individual’s first and last name; include the graduation year when applicable. Set the full name and graduation year if applicable in bold on first reference.

On subsequent references, do not use bold. Use last name only for alumni, community members, faculty, and staff. Use first name only for students.

- » Professor of Chemistry **Joe Brown** published new research. Brown’s book chapter will appear in *Journal of Chemistry*.
- » **Matt Smith ’25** broke the College’s three-point record on Saturday. Matt scored 10 three-pointers in the game against Randolph-Macon.

# Writing Stylistic Guidelines

## Spelling

Hampden-Sydney College  
follows the Associated Press  
Style Book (AP Style of Writing)

abc ✓

## Common Misspellings

The most commonly misspelled words at Hampden-Sydney are:

- » **Hampden** *not Hampton*
- » **Sydney** *not Sidney* (except for when referring to Algernon Sidney the person)
- » **H-SC** *not HSC*
- » **Johns Auditorium** *not John's*
- » **advisor** *not adviser*
- » **prospective** *not perspective*
- » **accommodation**
- » **then/than**
- » **sophomore**

One male graduate is an

- » **alumnus**

Two or more graduates are

- » **alumni** [uh-lum-nigh]

One female graduate is an

- » **alumna**

Two or more female graduates are

- » **alumnae** [uh-lum-nee]

*Please avoid calling them "alums."*

# Writing Stylistic Guidelines

## Digital/Website

Hampden-Sydney College  
follows the Associated Press  
Style Book (AP Style of Writing)



## Guidelines

Practice ADA compliance in all content: follow WCAG (Web Content Accessibility Guidelines)

- » Provide appropriate alt text for images
- » Enable closed-captioning for screen-readers appropriately on video media
- » Optimize color contrast between text and background
- » Use descriptive page titles
- » Use descriptive hyperlink names (NEVER use “click here” or just “link”)
- » Use headings and titles appropriately and in descending order

Page Titles (H1) must be short and concise (ideally will fit on one line)

Do not use ALL CAPS in website text or titles

Do not indent paragraphs; simply use the carriage return (Enter)

No double-spaces necessary in-between sentences

Do not underline text (this formatting is reserved for automatically indicating hyperlinks)

Font color must reside within the choices developed in the content management system and the website’s design

Language and tone in website writing varies with the audience, but always remains professional, approachable, and consistent with H-SC writing styles

# Writing Stylistic Guidelines

## Social Media

Hampden-Sydney College follows the Associated Press Style Book (AP Style of Writing)



## Guidelines

Language and tone for captions varies with the platforms

### Instagram:

- » Targeted towards current and prospective students, a mix of casual and business casual tone

### Facebook:

- » Targeted towards parents and alumni, business casual tone

### Twitter:

- » Targeted towards athletics, athletes, current students, and prospective students/athletes, short and concise, more casual tone

### LinkedIn:

- » Targeted towards alumni, professional tone

---

## Writing Style

On social media, shorter is better. Condense caption into a couple of sentences.

Maintain use of complete sentences

Even in a casual tone, maintain a professional writing style and spell out words:

- » alumni instead of alums

Time does not use periods or double zeros

- » 7 am and 7 pm
- » noon or midnight

Use emojis based on scenario, but do not overuse.

# Writing Stylistic Guidelines

## Stationery Letterhead

Letterhead (digital and print) can be requested through the Office of Marketing and Communications.

1. Use official stationery when writing letters—not a photocopy.
2. Use only approved fonts in black ink.
3. Do not add additional graphic elements or logos.
4. Use 1 inch margins on the bottom, left and right sides and a 2.5 inch top margin.
5. Left justify the entire document and use correct number of returns between sections.
6. Use correct punctuation.
7. Always sign letters.

The diagram illustrates the layout of a stationery letterhead with the following annotations:

- 1" left margin** and **1" right margin** are indicated by vertical dashed lines.
- 2.5" from top of page** is indicated by a horizontal dashed line.
- 1" from bottom of page** is indicated by a horizontal dashed line.
- Font: Stempel Schneidler (or Adobe Garamond) 11 or 12 pt black font** is noted on the left side.
- 4 returns** are indicated by arrows between the date and recipient information, and between the salutation and the first paragraph.
- Use a comma** is indicated by an arrow pointing to the end of the first paragraph.
- 1 return between paragraphs** is indicated by an arrow between the first and second paragraphs.
- 4 returns** are indicated by an arrow between the closing and the signature.
- Undesignated Footer** is labeled for the box containing the college's motto and contact information.
- Designated Footer** is labeled for the bottom-most text area.

**HAMPDEN-SYDNEY COLLEGE**

Month Day, Year

Recipient Name  
Recipient Address  
Recipient City, State Zip

Salutation:

The first paragraph of a typical business letter is used to state the main point of the letter. Begin with a friendly opening, then quickly transition into the purpose of your letter. Use a couple of sentences to explain the purpose, but do not go in to detail until the next paragraph.

Beginning with the second paragraph, state the supporting details to justify your purpose. These may take the form of background information, statistics or first-hand accounts. A few short paragraphs within the body of the letter should be enough to support your reasoning.

Finally, in the closing paragraph, briefly restate your purpose and why it is important. If the purpose of your letter is employment related, consider ending your letter with your contact information. However, if the purpose is informational, think about closing with gratitude for the reader's time.

Sincerely,

Your Name  
Your Title

Enclosures, if any:

**Forming good men and good citizens**  
Hampden Sydney, VA 23943 · (434) 223-6000 · www.hsc.edu

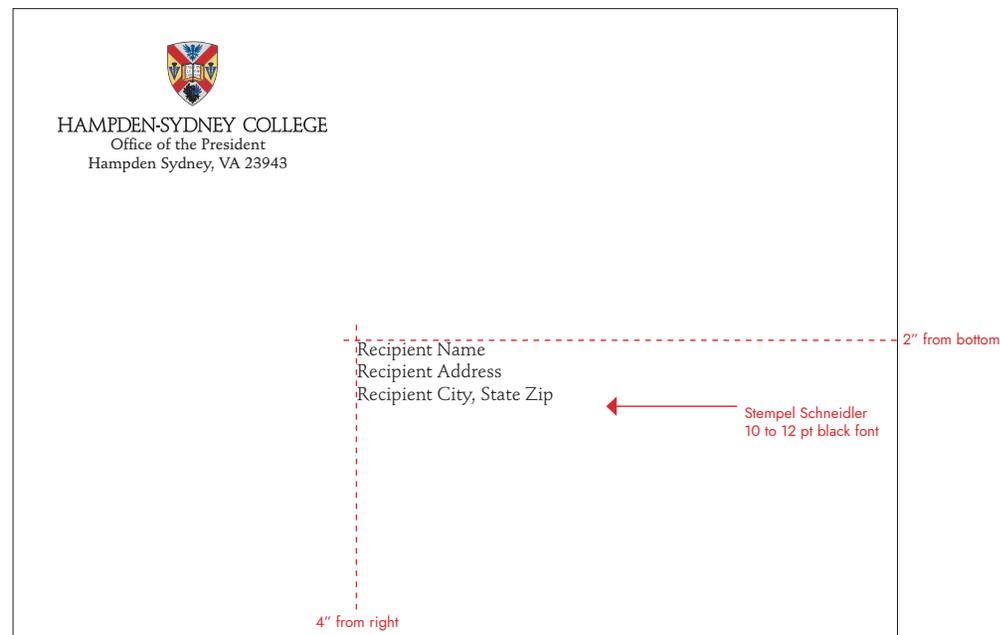
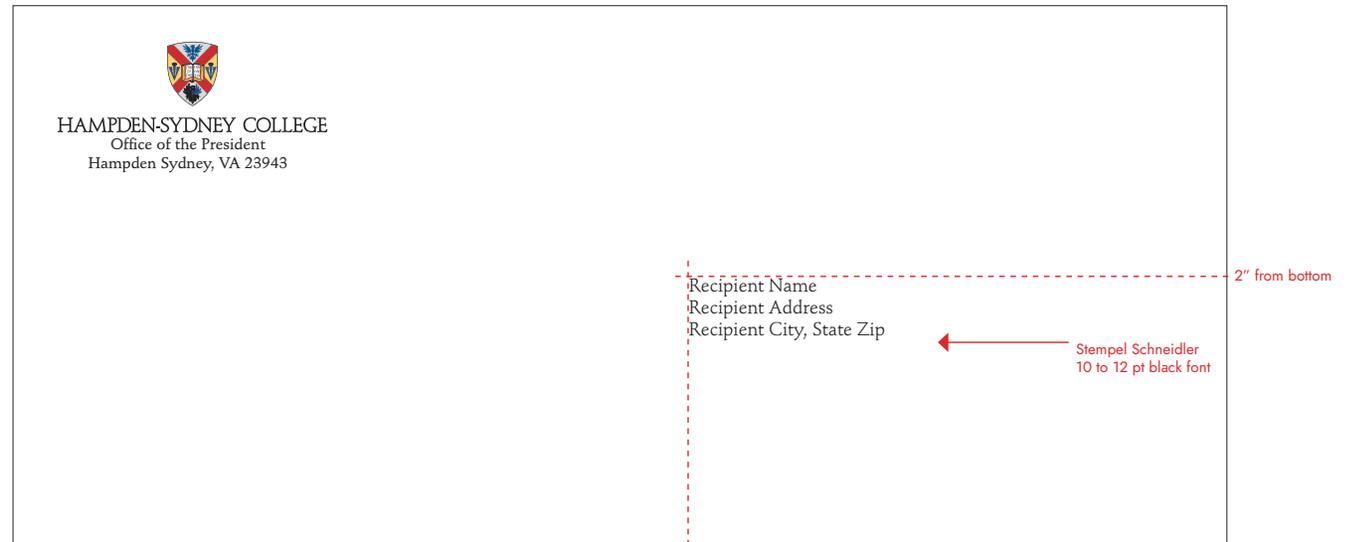
**Forming good men and good citizens**  
Office of the President, Hampden Sydney, VA 23943  
(434) 223-6110 · www.hsc.edu

# Writing Stylistic Guidelines

## Stationery Envelopes

Business cards and envelopes can be requested through the Office of Marketing and Communications.

1. Use official stationery— not a photocopy. Do not order your own business card through a third party vendor.
2. Use only approved fonts in black ink when addressing envelopes.
3. Do not add additional graphic elements or logos.
4. Use correct margins and left justify text.



SECTION 5

# Bringing it Together

# Request Guidelines

Event promotions must be submitted **four weeks prior** to the event and/or production timeline relative to material type. The client is responsible for adding the event to the College's event calendar.

Submit promotion requests using the forms available at [go.hsc.edu/communications\\_request](http://go.hsc.edu/communications_request) or email [communications@hsc.edu](mailto:communications@hsc.edu)

## Note:

Requests submitted outside of the four week timeframe or with incomplete information may be delayed or declined if other projects take priority. This includes requests that can be quickly printed.

To maintain brand standards, all posters and promotional materials—whether designed by our office or independently—must be approved by Marketing and Communications. We strongly encourage using our office's design services to ensure quality and consistency.

## Creative Process:

### Concept

Submit finalized copy, event details, and images on time

### Design

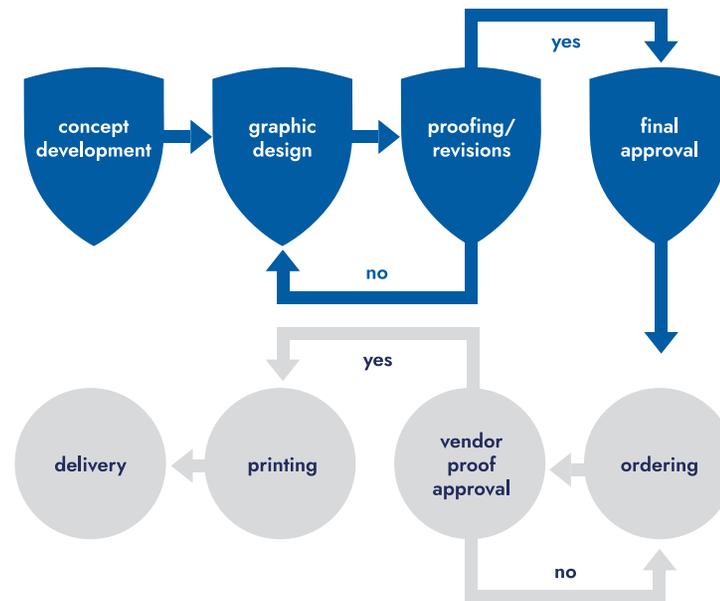
Graphic layout and creative development

### Proofing

Review draft, provide feedback, approve revisions

### Approval

Final written approval required by client prior to production



**Creative Process**

**Production**

**Note:** Production steps are managed by Marketing and Communications. In some cases, clients may be asked to place their own orders if departmental billing is required.

Limited in-house printing is available for standard paper and poster sizes. All other projects are outsourced.

## Production Timeline:

All requests must be submitted four weeks prior to the event and/or production timeline relative to material type. Printing times vary by project:

### 1–2 Business Days

- » letter sized prints
- » legal sized prints
- » tabloid size prints
- » a-frame prints

### 5–7 Business Days

- » mounted prints
- » programs/brochures
- » tickets
- » yard/table signage

### 8–10 Business Days

- » business cards
- » stationery
- » books
- » mailers

### 3–5 Weeks

- » merchandise
- » framing
- » specialty signage
- » banners

# Licensing Process

Hampden-Sydney College and the Collegiate Licensing Company (CLC) aim to positively promote the institution's image, protect its trademark rights, and generate royalty revenue. Creating and maintaining positive relationships with manufacturers and retailers is an integral part of the College's image. This relationship helps to ensure that products bearing the marks of the College are of the highest quality and satisfy the consumer demand.



## CLC CORE SERVICES

- » Licensee management
- » Retail development & marketing
- » Audit & legal support
- » Data collection & analysis
- » Corporate responsibility commitment

## BRAND MANAGER 360

Once a license has been acquired, CLC will supply the licensee with a username and password to access the Brand Manager 360 platform. Licensees are required to submit all designs bearing college trademarks for review and approval prior to production, as well as report monthly sales and royalties.

**GET LICENSED** *HERE*



[go.hsc.edu/clc](https://go.hsc.edu/clc)

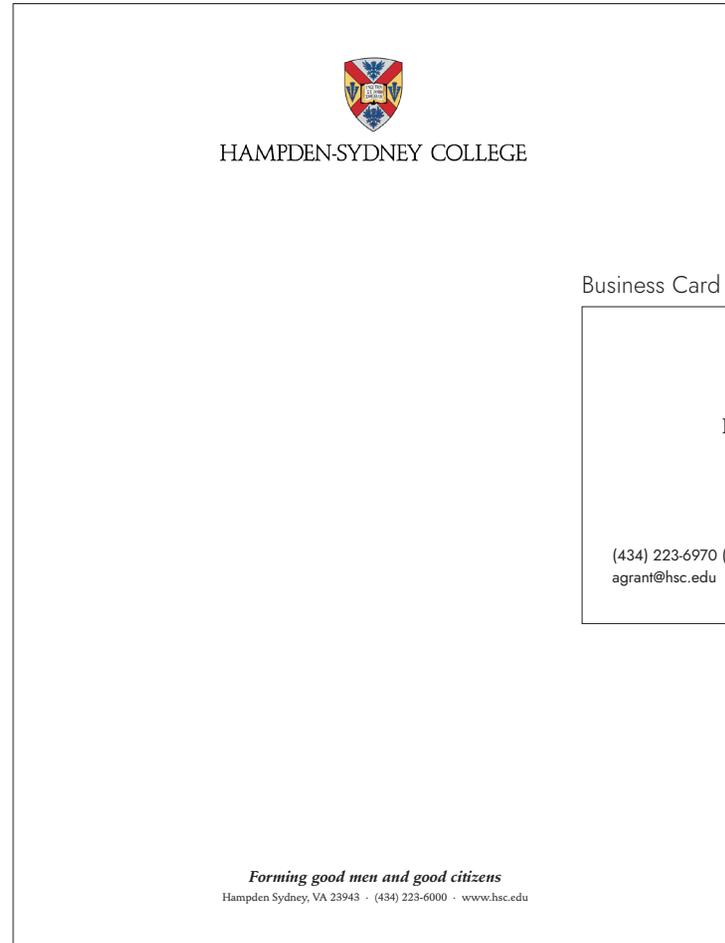
# Stationery

Designated and undesignated print or digital stationery can be ordered by

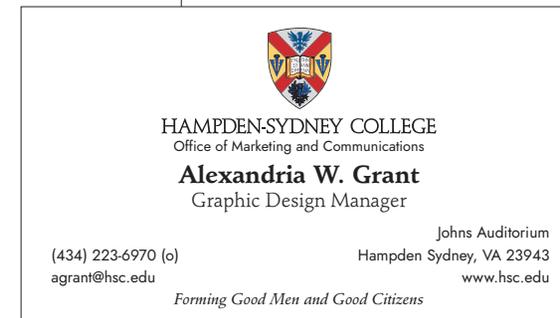
1. Contacting the Office of Marketing and Communications.
2. Submitting a new business card or email signature request at [go.hsc.edu/communications\\_request](http://go.hsc.edu/communications_request)
3. Ordering letterhead and envelopes directly online at [hampden-sydney.bisonprinting.com/login](http://hampden-sydney.bisonprinting.com/login) (after setting up an account with the Office of Marketing and Communications).

Digital signatures can be requested through the Office of Marketing and Communications.

Letterhead



Business Card



[go.hsc.edu/BusinessCard](http://go.hsc.edu/BusinessCard)



[go.hsc.edu/EmailSignature](http://go.hsc.edu/EmailSignature)

Email Signature

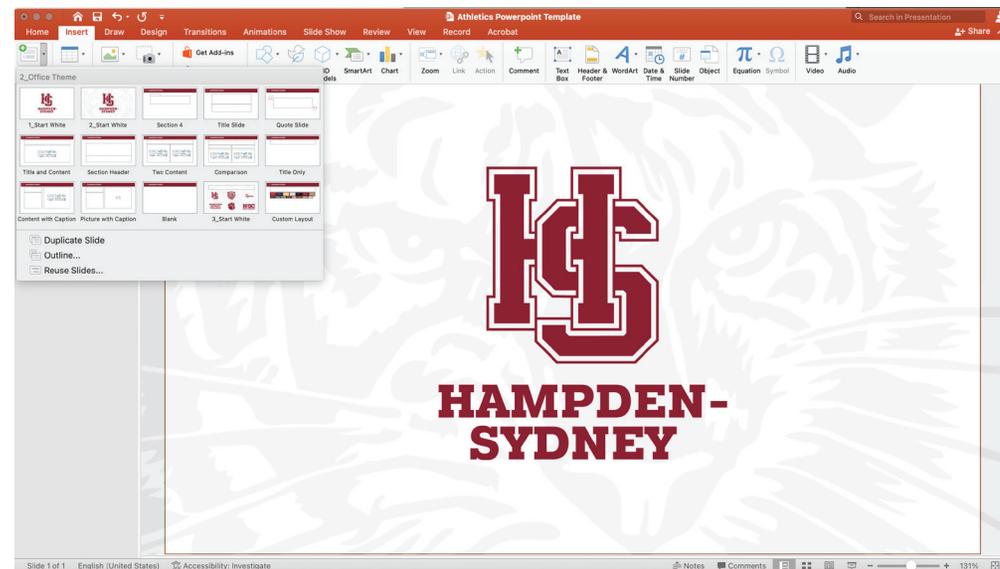
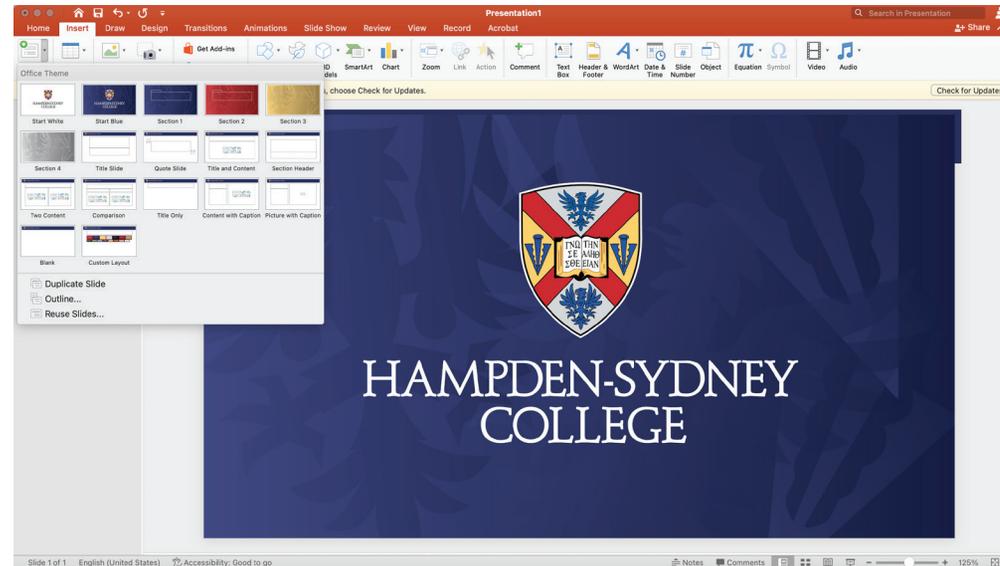


**Alexandria W. Grant**  
Graphic Design Manager Communications & Marketing  
Hampden-Sydney College  
001 Johns Auditorium · PO Box 68  
Hampden Sydney, VA 23943  
Office: (434) 223-6970 · [hsc.edu](http://hsc.edu)

# Presentation

## Templates

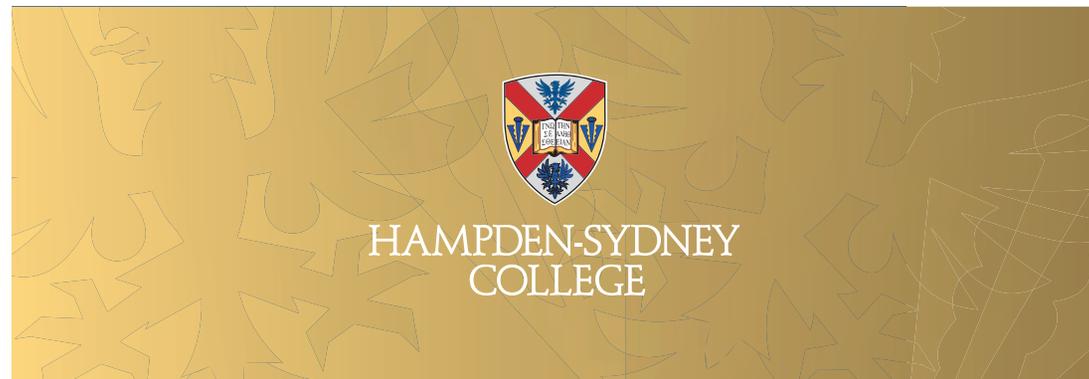
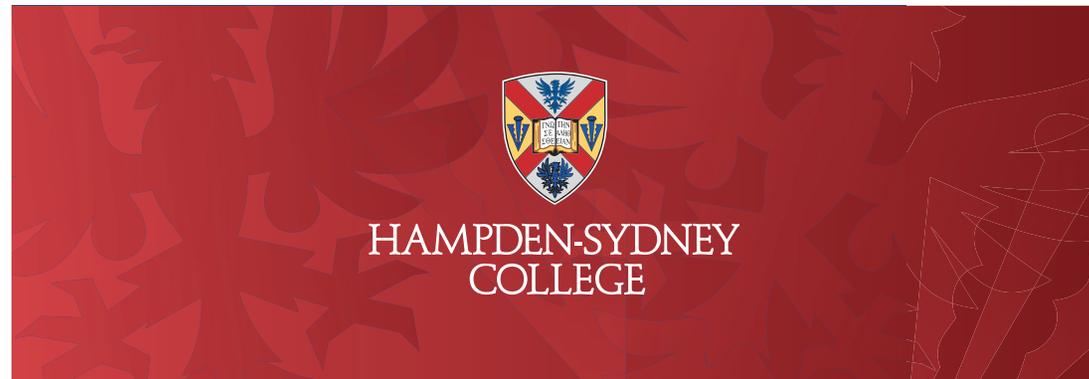
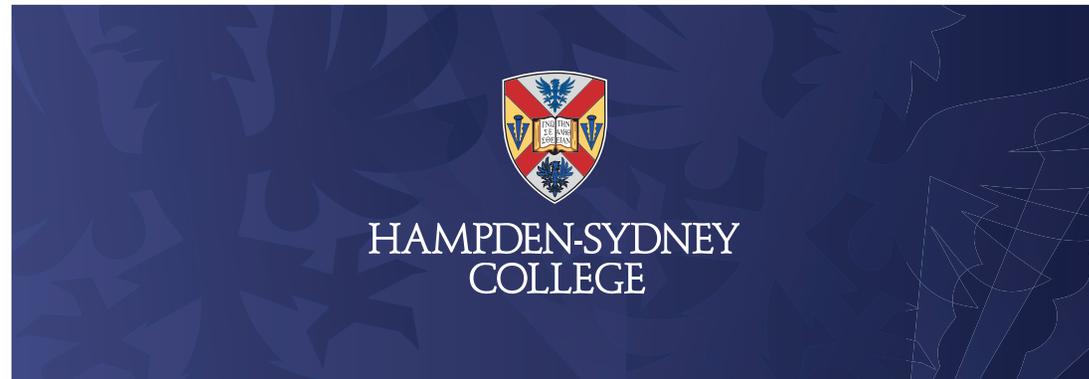
Official College and Athletics PowerPoint templates are available for download through the College's website. These templates ensure consistency in branding and should be used for all internal and external presentations representing the College.



# Email

## Headers

Email headers can be requested by contacting the Office of Marketing and Communications. Headers can be photography, images geared towards the College brand or logos to a specific event.



# Email

## Templates

Some offices use mailing services for mass emails. These services help maintain mailing lists, track click information, and help facilitate certain legalities. Mass emails should reflect the same design principles as any printed publication from the College.

For assistance with creating email templates, please contact the Office of Marketing and Communications.



## Hampden-Sydney College

### 2025 SUMMER ORIENTATION

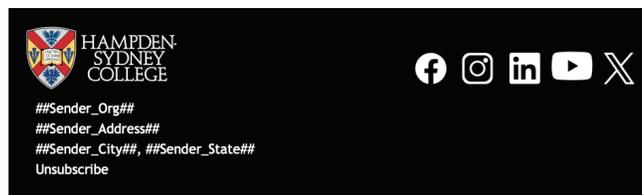
June 18-24

We are excited to welcome you to Hampden-Sydney College for Summer Orientation! This program is designed to help you connect with classmates, meet faculty and staff, and learn more about the resources that will support your success both inside and outside the classroom. You'll also have the chance to explore our beautiful campus and get a feel for life at Hampden-Sydney.

During Orientation, you'll receive important information about academic advising, campus life, and student organizations, as well as tips for making the most of your first year. Whether you're learning your way around campus or meeting your future roommates, Summer Orientation is the perfect first step in your Hampden-Sydney journey. We can't wait to see you there!

A full schedule can be found [here](#).

[Register Here](#)



**Header**  
This block will be the same on all emails.

**Header Images**  
In emails and web, images should not contain words and must contain a detail description of the image in an alt tag to be ADA compliant.

**Headers and Body Content**  
To be ADA compliant In emails and web, start with H1 Heading and continue down consecutively. Body text should appear no smaller than 14pt font and should have a high contrast from the white background.

**Links**  
College affiliated links are in the official cobalt blue #005DA4

**Buttons**  
If the software provides a button widget, use it and not a JPG image of a button.

**Information**  
Tokens for the sender's information is required on all campaign emails along with an unsubscribe option.

**Socials**  
Social media icons will link to the College's main social pages.

# Website

Together, typography, graphics, and photography weave a well integrated, cohesive, and visually stunning story for users.

Home Page



## Academics

Preparing men not just for rewarding careers, but for extraordinary lives.



### Majors & Minors

You can choose from 27 majors and 26 minors toward a Bachelor of Arts or Bachelor of Science degree—that's 50+ majors, minors, and special programs to help you find your...

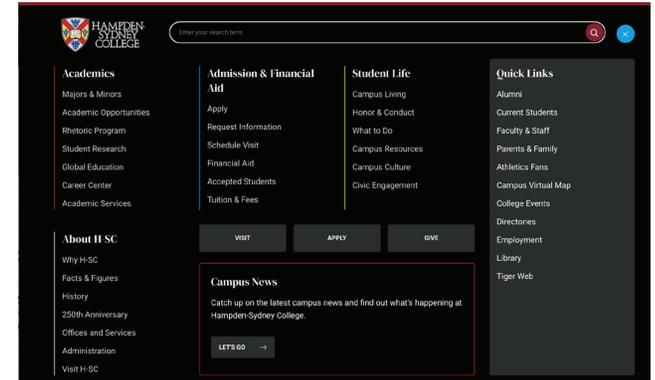
### Rhetoric Program

The cornerstone of Hampden-Sydney's academic experience, the Rhetoric Program offers a minor in Rhetoric and assures that every young man who graduates will know...

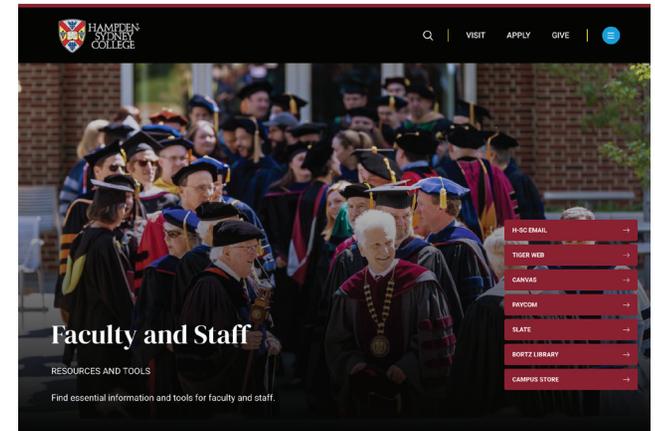
Detail Page



Navigation



Faculty and Staff



## Information & Resources

- Administrative Services & Help
- Academics
- Event Planning & Scheduling
- Official Publications
- News & Stories

# Visuals



**SERVICE.  
ADVENTURE.  
LEADERSHIP.**

**TRIPS**  
New Mexico Fly Fishing  
Hatteras Ocean Research Center  
West Virginia  
Belize  
Dominican Republic  
Honduras  
Costa Rica  
Nicaragua

**HIGHLIGHTS**  
Over 500 participants  
Over 6 million miles traveled  
Over 40,000 hours of Service






HAMPDEN-SYDNEY COLLEGE  
Wilson Center for Leadership in the Public Interest

**CIVIL DISCOURSE  
AND THE AMERICAN  
CIVIC ORDER**

WITH **DR. ROBERT GEORGE**  
McCormick Professor of Jurisprudence and  
Director of the James Madison Program in American  
Ideals and Institutions at **Princeton University**



**FEBRUARY 13, 2025  
7:00 PM  
SCHOELLKOPF FAMILY & FRIENDS LOUNGE**




COGITO  
AND THE DEPARTMENT OF FINE ARTS PRESENT

**Beethoven and  
Transcendence**

with **DR. MIA CHUNG-YEE**

**JANUARY 31, 2025  
at 7:00 PM  
CRAWLEY FORUM**

EVENT CONTACT:  
Dr. Jarrett Knight  
jarrett.knight.88@gmail.com  
(434) 989-3841




**250-HOUR  
SERVICE  
CHALLENGE**

In celebration of the College's 250<sup>th</sup> anniversary, the Office of Student Affairs is sponsoring a **250-Hour Service Challenge**. Join as an individual or a group to complete 250 hours of service by April 20, 2026. All entrants in a group who complete their hours will receive a commemorative 250th-anniversary Tigers Serve lapel pin. **Registration Deadline: September 15, 2025.**

**RULES**  
Send Sandy Cooke (scooke@hsc.edu) a list of your group's members. All sports teams and fraternities have already been entered as a group.

Hours completed between June 1, 2025, to April 20, 2026, will be counted. Entrants must register and track their hours in the Helper Helper app.




**DOWNLOAD  
HELPER HELPER ON  
GOOGLE PLAY STORE**

**DOWNLOAD  
HELPER HELPER ON  
APPLE APP STORE**

# Visuals



HAMPDEN-SYDNEY COLLEGE

## CAREER & GRADUATE SCHOOL FAIR

WHERE: Snyder Hall

WHEN: MARCH 20 10AM-2PM

REGISTER HERE:

HAMPDEN-SYDNEY COLLEGE Ferguson Career Center

HAMPDEN-SYDNEY COLLEGE ALUMNI ASSOCIATION

**QEP**  
Quality Enhancement Plan

## TOWN HALL

*Sponsored by the Office of Institutional Effectiveness*

QEP Topic Discussion for H-SC's 2027 SACSCOC Reaffirmation of Accreditation

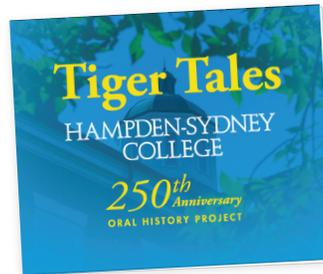
*Revitalizing Core Cultures and Rebooting Academic Advising*

<p><b>March 26</b> 4:30 p.m. Crawley Forum <i>(refreshments available)</i></p>	<p><b>April 3</b> during Convocation Bortz Library, 4<sup>th</sup> Floor</p>
--	--

Open to all H-SC faculty, staff, and students

# Special Projects

The College sometimes has special projects and campaigns that run in conjunction with the College's brand, but do not follow the brand guide exclusively. These projects will be left to the discretion of the College's senior leadership team.



## 250<sup>th</sup> Anniversary Oral History

A project completed in conjunction with both the 250<sup>th</sup> Anniversary and the Comprehensive Campaign. It incorporates branding elements reflecting both complementary projects.



# It's time, good men.

## Comprehensive Campaign

Although the font is not within this brand guide, it is used with a branded element and also ties into an admission marketing piece.



## Giving Day

An annual event to engage alumni and friends of the College to give. Each year, brand elements can vary widely as targets and messaging shift.



## The Swagalog

Admissions approach to a nontraditional college view book. A small magazine about the College and its alumni, but with humor that goes with its goal of attracting male students to one of the few remaining all-male colleges in the country.



APPENDIX

# Athletics

# Athletic Logos

The College's athletics department has its own set of logos and brand guidelines. A comprehensive list of logos and guidelines can be found by visiting [go.hsc.edu/athletics\\_branding](http://go.hsc.edu/athletics_branding) or by contacting the Office of Marketing and Communications.



# Athletic Logos

## Donor Clubs

Donor clubs are specific fundraising groups within College athletics. These logos should only be used by the clubs for fundraising purposes.



# Logos

## Incorrect Use

The athletics logos must not be redrawn or modified in any way. Decorating, representing in perspective, outlining or using for frivolous decorative purposes is not permissible.



Do not use unapproved colors



Do not alter the proportions



Do not invert the tiger



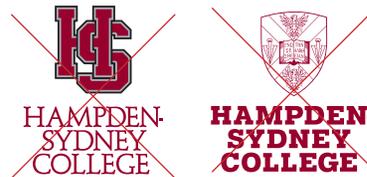
Do not add graphic components i.e. drop-shadows or embossing



Do not use logos as outlines



Do not skew the logos



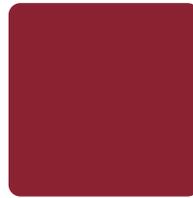
Do not add athletics marks with College logos



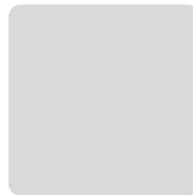
Do not combine logos in close proximity nor create new lockups

# Colors

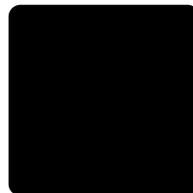
Shortly after the College's founding, students committed themselves to the Revolutionary War effort. They organized a militia-company, drilled regularly, and went off to the defense of Williamsburg in 1777 and Petersburg in 1778. Their uniform was a hunting-shirt, dyed purple with the juice of pokeberries, and grey trousers. Garnet and Grey were adopted as the College's colors when sports teams were introduced in the 19th century.



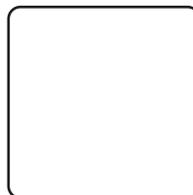
**Garnet PMS 202C**  
CMYK 29, 95, 75, 29  
#8A2432



**Grey PMS 427 C**  
CMYK 0, 0, 0, 17  
#D1D4D3



**Black PMS Black 6**  
CMYK 82, 71, 59, 75  
#101820



**White**  
CMYK 0, 0, 0, 0  
#ffffff

# Typography

## Primary

Pragmatica Slab is a slab serif typeface designed by Olga Umpeleva and Vladimir Yefimov. It was released through Russian foundry ParaType in 2011. The design is based off the neo-grotesque Pragmatica but with the addition of square serifs.

# PRAGMATICA SLABSERIF

book medium bold extra bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&\*

The quick brown fox jumps over the lazy dog  
The quick brown fox jumps over the lazy dog  
**The quick brown fox jumps over the lazy dog**  
**The quick brown fox jumps over the lazy dog**

# Typography

## Secondary

Pragmatica is a sans-serif typeface designed by Vladimir Yefimov and published through ParaType in 1989. The design lands squarely in the neo-grotesque genre, with its primary inspiration coming from Helvetica. Pragmatica is available in seven weights with matching italics in normal, condensed and extended widths.

# PRAGMATICA

light (*oblique*) book (*oblique*) bold (*oblique*) black (*oblique*)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&\*

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

**The quick brown fox jumps over the lazy dog**

**The quick brown fox jumps over the lazy dog**

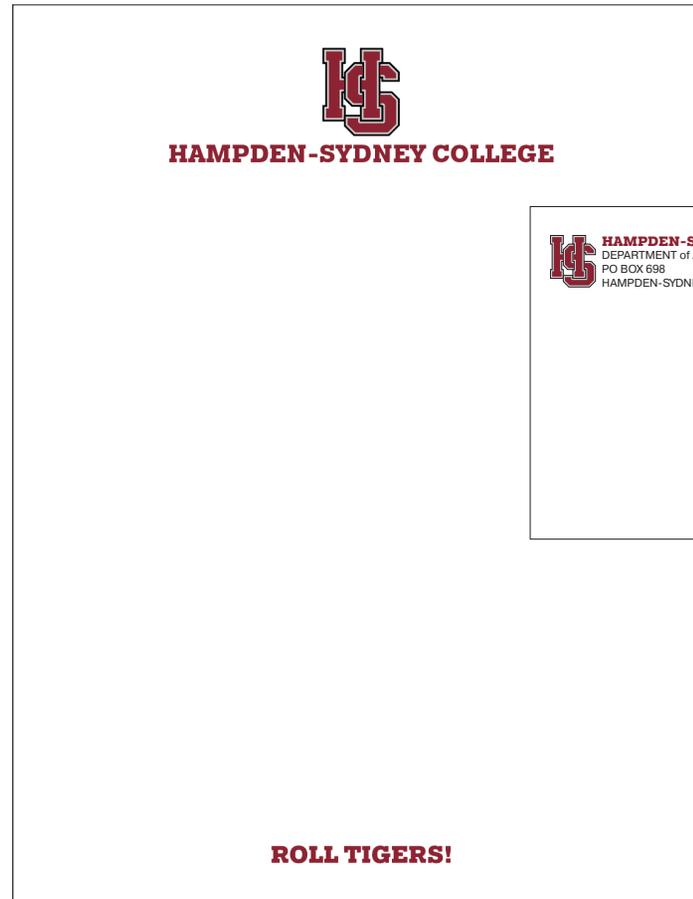
# Stationery

Print and digital stationery can be ordered by

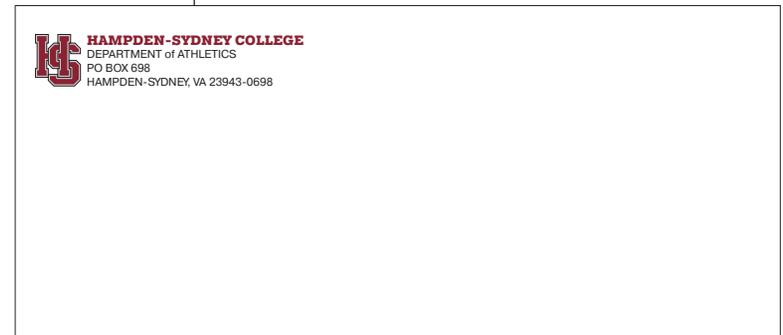
1. Contacting the Office of Marketing and Communications.
2. Submitting a new business card or email signature request at [go.hsc.edu/communications\\_request](http://go.hsc.edu/communications_request)
3. Ordering letterhead and envelopes directly online at [go.hsc.edu/bisonstorefront](http://go.hsc.edu/bisonstorefront) (after setting up an account with the Office of Marketing and Communications).

Digital signatures can be requested through the Office of Marketing and Communications.

Letterhead



Envelope



Business Card Front



**Chad E. Eisele**  
Director of Athletics, Head Golf Coach  
Hampden-Sydney College  
Kirk Athletic Center • PO Box 698, Hampden-Sydney, VA 23943  
(434) 223-6153 • Fax: (434) 223-6348 • [www.hsc.edu](http://www.hsc.edu)

*Forming good men and good citizens*

Email Signature



Business Card Back

# Visuals

Email Header



Poster



Social Media

# Frequently Asked Questions

**Q: Why do I need to follow brand guidelines?**

A: Hampden-Sydney College is a single institution that stands for exceptional quality in a variety of programs in the liberal arts. It is necessary to establish a set of guidelines that position the College's identity under one unified set of standards.

**Q: May I create a logo or wordmark for my office or department?**

A: No. The approved logos and wordmarks have been carefully and uniquely designed to identify the College. Contact the Office of Marketing and Communications for options and alternatives.

**Q: May I use the coat of arms by itself without the wordmark?**

A: Yes, in limited applications, the coat of arms may be used as a graphic element. However, it should never be used as the only representation of the College.

**Q: How do I order stationery and business cards?**

A: Contact the Office of Marketing and Communications or visit [go.hsc.edu/communications\\_request](http://go.hsc.edu/communications_request).

**Q: Where can I get approved artwork and file types to be in compliance with the brand guidelines?**

A: Contact the Office of Marketing and Communications.





**[go.hsc.edu/brandguide](https://go.hsc.edu/brandguide)**

**Office of Marketing and Communications**

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Box 68, Hampden Sydney, VA 23943  
(434) 223-6393  
communications@hsc.edu

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