



SUB-BRAND GUIDELINES

06/17/13

H
HOPE
ATHLETICS

Hope College has a strong tradition of intercollegiate athletics. A distinct sub-brand celebrates that heritage while bringing clarity and cohesion to the visual expression of the sports program.

Overview

Hope College has recently undergone a redevelopment of its College-wide brand expression. As part of that process, the Athletics Department has developed a simplified sub-brand system that helps to establish Hope athletics as a distinct entity of the College. While the athletics sub-brand has its own unique visual expression, the vocabulary of the system has been drawn from the larger school-wide identity.

Hope has fielded intercollegiate athletic teams since the late 1800s. Throughout that time, its athletic teams have been represented through the use of bold, simple, classic American collegiate graphic forms. That link to the past has inspired the current sub-brand, but it has been evolved to connect all of the teams under one consistent, contemporary system that relates to the larger college brand.

Contact

Please contact the Athletics Brand Manager or Hope College Integrated Marketing with any questions.

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A traditional Block H serves as the primary identifier for Hope athletics.

This emblem was formed through a custom modification of the Clarendon typeface, maintaining a visual connection with the College-wide brand. The proportions of the letterform have been developed to function well in the multitude of applications required for athletics.

The Block H emblem can be used alone on items such as caps, shoulder and chest insignia, and midfield and center court—applications in which the context of athletics and the identification of Hope College are apparent.



The primary logo for Hope athletics consists of two parts: the name of the college, or logotype, and the Block H emblem.

The full stacked logo should be used in cases in which the Block H alone does not adequately identify the school or its athletic program.

The logotype uses two different forms of type. “Hope” is set in a customized version of Clarendon bold. “Athletics” is set in all uppercase letters, in Verlag Black.

Consistent use of the Hope athletics emblems helps to strengthen this important sub-brand of the College.



The configuration of the stacked logotype and Block H emblem appears below.

It is important that the spatial relationship between the emblem and the logotype remain consistent with each application. The proportions of the logo are based on the height of a block serif and its outline in the emblem (a), the height of the serif alone (b), and the thickness of the outline (c). The distance between the emblem and the logo type is $a+c$. The distance between the word “Hope” and “Athletics” is b , and the height of the word “Athletics” is equal to $a+c$.



The Block H stacked logo has been designed to accommodate each sport.

Each sport has its own version of the stacked Block H logo. This configuration should never appear on a uniform or on a playing surface.

Each sport name is typeset in the same font size for consistency, centered below the school name. Proportions from the main stacked logo have been retained.



The spirit mark for Hope athletics consists of two parts: the Block H or Anchor emblem and the school name typeset underneath.

The Hope spirit mark is to be used in situations where the Block H or Anchor alone is not sufficient to identify the school. It is best used when the context of athletics is obvious, times in which the full logo with the word “Athletics” would be redundant. This mark is exclusive to players, coaches, and staff of the Hope athletics program.

The space between the Block H emblem and the typeset school name is *b* (see page 5).



A horizontal version of the athletics logo has been developed for use in web and other applications that require a horizontal configuration

The horizontal logo should be used when the primary stacked version will not apply. Can be used in two-color or one color, black. This version is only to be used for general athletics and not for the individual athletic teams.



The traditional stand-alone anchor has been retained as a secondary identifier for the athletic program.

As is the case in the primary Hope logo, the anchor serves as an important symbol of the College, alluding to Van Raalte's quote, "This is my anchor of hope for this people in the future."

In application for athletics, the anchor should always appear without the triangular outline.



The secondary logo for Hope athletics consists of two parts: the name of the College, or logotype, and the anchor emblem.

The full stacked anchor logo can be used as an alternate to the stacked Block H logo.

As with the Block H stacked logo, the logotype uses two different forms of type. 'Hope' is set in a customized version of Clarendon bold, and 'Athletics' is set in uppercase Verlag Black.



The stacked anchor logo can also accommodate the name of each sport.

Each sport has its own version of the stacked anchor logo. This configuration should never appear on a uniform or on a playing surface.

Each sport name is typeset in the same font size for consistency, centered below the school name. Proportions from the main stacked logo have been retained.



Below is the type treatment for Hope athletics, to be used on uniform and playing surface applications.*

This type treatment is intended for use across the chest of uniforms and apparel and for application on playing surfaces.

The type treatment has been developed through modification of the Clarendon typeface. It should never appear by itself in print or web applications. Color variations can be found on page 17.

As shown below, this treatment can be expanded to include the word “Athletics” or the name of each particular sport.

*This expanded version should not be used on uniforms appearing on the field of play or on playing surface applications.

HOPE

HOPE

ATHLETICS

Each version of the athletic logo or type treatment must always have a clear space around it, where no other elements appear (no typography, other logos, graphics or photos may intrude upon the logo.)

Be careful not to place the logo or type treatment too close to the edge or seam of apparel applications or too close to the edge, fold, or trim of print and web applications.

The minimum clear space for the Block H and the athletic type treatment versions is equal to half the width of the Block H. The clear space for both the Block H and anchor stacked versions is equal to the width of the “H” in “Hope.” For the stand-alone anchor, the clear space is equal to half the width of the anchor.



BLOCK H EMBLEM



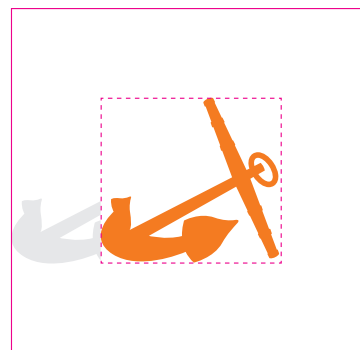
STACKED BLOCK H LOGO



SPIRIT MARK



ANCHOR EMBLEM



STACKED ANCHOR LOGO



ATHLETIC TYPE TREATMENT



EXPANDED ATHLETIC TYPE TREATMENT

The two colors of the each version of the athletics logo are the primary Hope College colors.

Under no circumstances may any other colors or tints of a color be used. These colors apply to all versions of the logo including special use.

Full Color

The two color method should be used whenever possible on a white, gray, or other light-colored backgrounds. The colors used are specific and restricted: Hope Orange (PMS 166) and Hope Blue (PMS 289). This helps maintain brand recognition and consistency.

One Color

When the entire project is one color, a one color logo should be used. The acceptable colors are either Hope Orange (PMS 166) or Hope Blue (PMS 289). An all black version may be used for black and white projects. Always choose the color version that provides the greatest contrast and readability.

FULL COLOR



ONE COLOR: BLUE



ONE COLOR: ORANGE



The logo versions may be placed on Hope Blue backgrounds.

Note that the outline on the Block H, and “Hope” type colors shift to white in this application.



The logo versions also may be placed on Hope Orange backgrounds.

Note that the Block H shifts in color to Hope Blue and the outline on the Block H and “Hope” type colors shift to white in this application. The anchor shifts to solid Hope Blue.



The athletic type treatment may appear on Hope Blue, Hope Orange, white, and gray backgrounds.

These color combinations should be used for uniforms:

On white or gray fields of color, the type should be Hope Orange outlined in Hope Blue.

On Hope Blue fields of color, the type should be Hope Orange outlined in white.

On Hope Orange fields of color, the type should be Hope Blue Outlined in white.



The athletic type treatment and the Block H may appear on playing surfaces.

The type treatment and Block H should be Hope Orange trimmed in Hope Blue when appearing directly on a wooden court. On grass, the type treatment and Block H should appear in Hope Orange trimmed in white. When the type treatment is used in endzones of a football field or at the ends of a court, it is recommended that it be Hope Orange outlined in white on a field of Hope Blue.



It is important to be consistent in applying the logo versions to avoid diluting the sub-brand expression of Hope athletics. Spatial relationships and color combinations must be followed to ensure clarity.



Do not stretch the logo out of proportion (hold down shift when working with the logo in image editing or layout software). Do not create any other versions of the logo. Approved variations and sport-specific versions of the logo have been provided.



Do not use unacceptable color combinations for the entire logo or for parts of the logo. This includes unacceptable use of brand colors. Do not add any effects such as bevels or drop shadows to logo. See pages 14–18 for logo color specification.



Do not reverse the logo out of unacceptable colors. Be sure to follow the color combination guidelines. See Section pages 14–18 for specific instructions.



Do not reverse the logo out of a tint or screen lighter than 50 percent. Do not use a color or black logo on a tint or screen 50 percent or greater.



Do not place the logo on busy backgrounds of either photography or vector art. Be sure there is sufficient contrast when applying either the full color or one color logo on photographs.

Q: What items need to follow the athletic branding guidelines?

A: All uniforms (ANYTHING that is worn during competition.)

A: All apparel that is purchased with college funds.

A: All apparel purchased with college funds that is worn during official team practices.

A: All apparel that is worn when athletes are serving in their official capacity as members of a Hope College athletic team:

-This would include all apparel worn during team travel to or from a contest.

-This would also include all apparel worn on the sidelines, bench, during award ceremonies, etc. as well as apparel worn in warm-ups, during, or immediately following the conclusion of an athletic contest.

-If athletes purchases their own apparel and intend on wearing it in any of the above circumstances, it must meet the branding guidelines.

***We ask that only Hope College branded items be worn at the site of a competition (whether the particular athlete is or isn't competing), so as to provide consistency and uniformity, which will help strengthen the athletic brand and it's recognition.*

Q: What are the official Hope College athletics colors?

A: The official PMS colors are NAVY 289 and ORANGE 166. When choosing colors through various vendors, please make sure that when given the choice between shades of blue, that you pick navy blue as opposed to royal blue. When given the choice between shades of orange, please do not use a neon, burnt, or "Texas" orange.

Q: What are the official Hope College Athletics fonts?

A: HOPE as it would appear on uniforms is a modified form of the Clarendon font. The secondary team names and the word "athletics," which are used in many of the logos, are in the Verlag font.

Q: What if I have to use a stock font for sublimation or digitalization on our uniforms?

A: This will be dealt with on a case-by-case basis. With regards to Nike and Adidas, we have chosen the FULL BLOCK font as the one that most resembles the HOPE Clarendon font. If using a different vendor, please consult with the Athletics Brand Manager to select the font that most closely resembles the HOPE Clarendon.

Q: Do I have to use a two-color font HOPE on the front of our jerseys?

A: Yes. Unless there is a unique design issue (i.e. over a two color stripe or limitations due to the use of stock fonts) or if there is a significant cost related to printing two colors, teams are asked to use the two color HOPE applications. Please refer to page 17 of the guidelines for examples of the various color combinations to be used depending on the color of the background.

Q: What if the jersey/shirt is too small for the word HOPE to be printed on it?

A: These cases will be dealt with on a case-by-case basis. When at all possible, it is preferred that the entire word HOPE be printed on competition uniforms. Certain exceptions can and will be made when appropriate. Please consult the Athletics Brand Manager in these situations.

Q: What if my printer of choice doesn't have the correct fonts?

A: The printer is responsible for obtaining the correct fonts for printing properly branded Hope Athletics apparel. It is highly recommended that a local printer, who is familiar with the athletics branding guidelines be used for most, if not all, of your printing needs. A few of the suggested local printing companies would be: Chromatic Graphics, Elite, Sunscreens, Superior

Q: Can we use a piece of the branded logos, such as the anchor or H as a secondary mark on uniforms or apparel or combine it into a modified logo?

A: With regards to uniforms, the answer is YES. The anchor or H can be used as a secondary mark ONLY on uniforms, where it is being used in context with another primary branding mark (such as HOPE on the front of a jersey) and will be worn at an athletic event where it is obvious that HOPE is competing.

A: With regards to team apparel, the stand alone anchor and H can ONLY be used without the word HOPE underneath when the word HOPE appears in another approved logo elsewhere on the item. (i.e. The front of a jacket has HOPE and the team name on the front, then the anchor or H could be used as a secondary mark in another location on the jacket.)

A: Neither the anchor nor the H (or a similar looking capitalized H) can be combined with any other wording, phrases or designs to create modified logos.

Q: What is the approval process for purchasing uniforms and apparel?

A: With regards to uniforms, the head coach will receive a uniform budget from his or her Athletic Director. The coach is to consult with the Equipment Manager regarding his/her needs for the upcoming season. Once the coach has decided what items will be purchased, all design for apparel and printing needs are to be approved by the Athletics Brand Manager.

A: With regards to apparel, all designs need to be approved by the Athletics Brand Manager.

Q: What happens if I purchase something is not properly branded?

A: You will be forced to pay for the items and will not be allowed to wear them. In the case of uniforms, this would mean that the coach would forfeit a round in the uniform rotation and would have to wait for replacement until the team's next uniform rotation.

Q: What if student-athletes want to design/purchase their own unique apparel?

A: Unless these items have been properly branded and approved by the brand manager, they cannot be worn when the athletes are serving in their official team capacity (i.e. travel to/from athletic contests, at athletic contests, before, during, or after, during award ceremonies, etc.). Student-athletes who are not following branding guidelines on their unique designs cannot use any piece of the branded logos (i.e. the anchor, H, or Clarendon HOPE).