



# Hamilton

MESSAGING *and* IDENTITY GUIDE







**Know  
Thyself.**

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**THE PURPOSE OF THIS GUIDE IS TO** build a collective identity and sense of pride around the qualities that both define and differentiate Hamilton's place in the minds of our most important audiences. Mixed-method research throughout 2020 and 2021 was used to inform the development of the messaging platform.

**CONTACT:**

**Communications and Marketing Office**

**viscomm@hamilton.edu**

**(315) 859-4680**



*Scan the QR code or visit*

**hamilton.edu/XXX**

*for an up-to-date digital version of this guide.*

*Updated February 2023*





*Our pledge to students, derived from our mission, that motivates what we do*

**A HAMILTON EDUCATION** is the best preparation for a life of meaning and purpose, because our liberally educated citizens are taught to think independently, communicate ideas clearly, form good judgments, adapt to change, and take the lead in addressing global priorities. We provide a resource-rich community of accomplished teacher-scholars and talented students working together to examine issues in depth and from multiple perspectives.





## OUR MISSION STATEMENT

Hamilton College prepares students for lives of meaning, purpose, and active citizenship. Guided by the motto “Know Thyself,” the College emphasizes intellectual growth, flexibility, and collaboration in a residential academic community. Hamilton students learn to think independently, embrace difference, write and speak persuasively, and engage issues ethically and creatively. One of America’s first liberal arts colleges, Hamilton enables its students to effect positive change in the world.





## OUR COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

At Hamilton, we embrace diversity in all forms, and our community is enriched by every single perspective. Diversity, equity, and inclusion are essential to providing the best education possible.

- Every Hamilton voice deserves to be heard.
- Our community acknowledges, celebrates, and welcomes the unique perspectives, opportunities, and experiences we all bring.
- A respect and appreciation for our differences, and a strong stand against systemic racism and bigotry, connects us all.
- We believe in representation of and for all people and identities. No exceptions.







## OUR PERSONALITY *and* VOICE

Characteristics and tone that define how we communicate editorially and visually



### **INQUISITIVE**

open curriculum, questioning, aspirational



### **COLLABORATIVE**

student-faculty research, alumni engagement and networking, community



### **WELCOMING**

accepting of difference, friendly, supportive, inclusive



### **GENUINE**

prestigious but not pretentious



### **INFLUENTIAL**

confidence, leadership, connected, active



## OUR PROMISE

*What we say about ourselves, and the promise we make to our audiences*

Hamilton's motto, "**KNOW THYSELF**," is fulfilled by providing abundant opportunities for students to explore their academic interests, expand perspectives, and express their ideas in an intellectually and socially dynamic liberal arts community so that they may prepare to lead lives of meaning, purpose, and active citizenship.



## OUR MESSAGES

*Proof of our pledge to students by focusing on who we are, what we provide,  
and why we matter; helps define our special place in higher education*

1. **EXPLORE** Your Passions
2. **EXPAND** Your Perspectives
3. **EXPRESS** Yourself
4. **EXPECT** Opportunity

*Do you know of a project or initiative that brings these messages to life?  
Email your idea to [pr@hamilton.edu](mailto:pr@hamilton.edu).*



# Know Thyself.

## EXPLORE

Your Passions

Open Curriculum

## EXPAND

Your Perspectives

People/Diversity

Abundant opportunities to  
expand perspectives, expres

Hamiltonians lead lives of meanin

**Attributes**  
(what we offer)

**Benefits**  
(Why it matters)

Think independently.

Adapt to change.

## EXPRESS

Yourself

## EXPECT

Opportunity

Communication/Preparation

Need Blind/Support

explore academic interests,  
s ideas, and find opportunity.

g, purpose, and active citizenship.

**CORE MESSAGE**

Communicate Clearly.

A resource-rich community.





## **EXPLORE** YOUR PASSIONS

Hamilton provides a framework for students to own their education, guided by a rich array of resources tailored to their individual interests.

- Institutional
- Admission
- Alumni
- Faculty

**OPEN CURRICULUM** — Hamilton’s **open curriculum** provides students with the freedom and responsibility to create an individualized plan of study specific to their interests. An open curriculum is best suited for students who are independent, motivated, and committed to the ideals of a broad-based liberal arts education

- **CONCENTRATIONS** — Rigorous concentrations provide opportunities to conduct original research and explore an academic interest in depth
  - **The Senior Program** — The Senior Program is an integrating and culminating experience required of all students and can take the form of original research, an individual or group project, or a capstone course
- **EXPERIENTIAL LEARNING** — Experiential learning (EL) through courses produce research or creative work, internships, community partnerships, or other similar experience; extensive opportunities for original research working closely with a faculty mentor
- **ELEVATE** the way students think and learn; move from student to scholar
- **PURSUE A PASSION** and discover new ones; students design academic and experiential pathways to achieve desired outcomes



**GUIDED INDEPENDENCE** — Students are responsible for their own education, but advisors and mentors guide them to success

- **EDUCATIONAL GOALS** — In place of course distribution requirements, students work with faculty advisors to pursue eight **educational goals**
  - A more intentional way of thinking about a liberal arts education
  - Goals more purposely promote a love of learning, a creative spirit, and an informed and responsible engagement with an ever-changing world
- **ALEX (ADVISE | LEARN | EXPERIENCE)** — is Hamilton's coordinated advising network tailored for each student's academic success, career preparation, experiential learning, and personal growth.
  - Students have access to an incredible range of resources to support their needs and interests



- Institutional
- Admission
- Alumni
- Faculty

**RESOURCES *and* OPPORTUNITIES** — Students explore the unfamiliar, experiment, and learn to adapt in a supportive environment

- **LEADERSHIP AND MANAGEMENT SKILLS** — More than **200 clubs and organizations** enable students to pursue new and continuing interests and develop leadership and management skills
- **EXPERT FACULTY** — Direct access to expert teacher-scholars who become lifelong mentors
- **CAREER-RELATED EXPERIENCES** — Extensive **career-related experiences** and a Find Your Future curriculum with four educational pillars
- **ALUMNI NETWORK** — A loyal and engaged **alumni network** for students on campus and when they graduate
- **GROUND-BREAKING SCHOLARSHIP**
  - Faculty members are teacher-scholars with an active research program (that often involves students)
  - Start-up funding for new tenure-track faculty and a pre-tenure sabbatical policy
  - Generous resources, ultramodern facilities, small-class sizes, and motivated students





## **EXPAND** YOUR PERSPECTIVES

Learning takes place when students encounter new ideas, are exposed to new experiences and opportunities, and interact with people with different perspectives.

- Institutional
- Admission
- Alumni
- Faculty

**PEOPLE** — Learning takes place when students encounter new ideas, are exposed to new experiences and opportunities, and interact with people with different perspectives

- **ATTRACT STUDENTS AND EMPLOYEES FROM DIVERSE BACKGROUNDS** and perspectives
  - A residential college is intentionally designed to bring together people from different backgrounds; goal of holistic admissions
- **EXPOSE STUDENTS TO DIFFERENT IDEAS** and perspectives in the classroom and on Hamilton's residential campus (e.g., Social, Structural, and Institutional Hierarchies (SSIH) requirement, Days-Massolo Center, student cultural and volunteer organizations)
- **ALUMNI ROLE MODELS** — **Alumni** do meaningful work in their personal and professional communities
  - Graduates who do well and do good
  - Alumni pride and success
  - Philanthropic culture
- **SUCCESSFUL TRACK RECORD** — More than 200 years of changing students' lives and providing opportunities so they can change the world

**EXPERIENCES *and* OPPORTUNITIES** — A diverse range of experiences and opportunities enable students to form new ideas and learn more about themselves

- **OFF-CAMPUS STUDY PROGRAMS** — Students who study off campus have greater confidence in their own abilities and a more global perspective
- **RESOURCE-RICH** — Provide the resources that enable growth and change
  - Remove financial barriers by practicing **need-blind admission**, meeting the full demonstrated need of every admitted student for four years, and addressing students' **emergency financial needs**
- **CIVIC ENGAGEMENT** — A liberal arts education fosters active involvement in one's community
  - **Civic and engaged learning** provides opportunities (e.g., Levitt Center, COOP) to connect meaningfully with the broader community and in service to humanity
  - Commitment to diversity and social justice
  - Exposure to different views and a desire to work for change



- Institutional
- Admission
- Alumni
- Faculty

- **ACHIEVE BALANCE**

- **Health and Wellness programs** develop self-awareness and help students make choices aimed at achieving mental, social, and physical wellness

- **HAMILTON AS CAUSE**

- Hamilton is a conduit through which donors provide the opportunities for students to acquire the skills that transform society (i.e., donating not for the College, but for the greater good)

- **TRADITION AND PRIDE**

- Honoring and celebrating the College's two centuries of history



## **EXPRESS** YOURSELF

Communicating well provides evidence of one's ability  
to think well and contribute meaningfully to society.

- Institutional
- Admission
- Alumni
- Faculty

**LIBERAL ARTS AS PREPARATION** — A liberal arts education is the best preparation for a life of meaning and purpose

- Students are asked questions vs. given answers, which promotes critical thinking
- Classes emphasize active participation and discussion
- “Communication and Expression” is one of the College’s eight educational goals

**DIALOGUE** — Willingness to engage in dialogue and listen to others

- Students refine their opinions based on the arguments put forth by another
- Welcome and foster a diversity of ideas, opinions, and perspectives







- Institutional
- Admission
- Alumni
- Faculty

**COMMUNICATION CHANNELS** — Embrace a range of communication channels and styles fundamental to success in one's career

- **WRITTEN COMMUNICATION**
  - Writing Intensive requirement
- **ORAL COMMUNICATION**
  - Speaking Intensive designation
- **ARTISTIC EXPRESSION**
  - Part of several of the College's eight educational goals
- **DIGITAL AND QUANTITATIVE FLUENCY**
  - Analytic discernment is one of the College's eight educational goals; Instill in all students the skills necessary to communicate and work effectively in a digital world

A series of white geometric lines on a blue background, forming a large, stylized 'H' shape. The lines are composed of several segments: a top horizontal line, a vertical line on the right, a horizontal line in the middle, and a vertical line on the left. There are also diagonal lines connecting the top and bottom horizontal segments on both sides.

## **EXPECT Opportunity**

Hamilton's mission to prepare students for lives of meaning, purpose, and active citizenship starts with ensuring that a Hamilton education is accessible to the most talented students from around the world and worthy of their investment.

- Institutional
- Admission
- Alumni
- Faculty

## FINANCIAL AID PROMISE

### ■ FINANCIAL AID

- Hamilton meets the full demonstrated financial need of every accepted and enrolled student for all four years.

### ■ NEED-BLIND ADMISSION

- A family's ability to pay tuition and fees is not a factor that the admission committee considers when reviewing a student's application (*U.S. citizens only*).

### ■ EVERYONE BENEFITS

- Because Hamilton invites the most talented and deserving students to join our community, and then awards them the financial resources they need to choose us, our classrooms, labs, studios, playing fields, and residence halls are filled with the brightest minds.

### ■ A TRADITION OF OPPORTUNITY

- Made possible because Hamilton alumni, trustees, faculty, and students believe in the promise of a Hamilton education



**MANY KINDS OF SUPPORT** — Students have access to an incredible range of resources to support their needs and interests.

- **ADVISING**

- Academic Advising, ALEX, Career Advising, Preprofessional Advising

- **EXPERIENTIAL LEARNING**

- Research
  - College-funded research opportunities
  - Funding for conference travel and presentations
- Internships
  - Students can apply for Hamilton-sponsored grants if they find the perfect internship that turns out to be unpaid or minimally paid.
- Off-campus study
- Civic Engagement

- Institutional
- Admission
- Alumni
- Faculty

- **STATE-OF-THE-ART FACILITIES** – Historic buildings with modern facilities and resources that support our students 24/7
  - Hundreds of millions of dollars invested in major additions and renovations since 2000, including:
    - Kennedy Center for Theatre and Studio Arts (2014)
    - Taylor Science Center (2005)
    - Days–Massolo Center (cultural center, 2011)
    - Blood Fitness and Dance Center (2006)
    - Johnson Health and Wellness Center (2018)
    - List Center (literature and creative writing department, 2021)
    - Kirner–Johnson Building (social sciences departments, 2008)
    - Sadove Student Center (2009)
    - Wellin Museum of Art (2012)
    - Glen House (outdoor leadership center, 2006)
- **MANY RESOURCES FOR STUDENTS, INCLUDING:**
  - Career advising
  - Off-campus study guidance
  - Writing and oral communication support
  - Library and information technology services
  - Wellness and outdoor programming
  - Quantitative and symbolic reasoning support

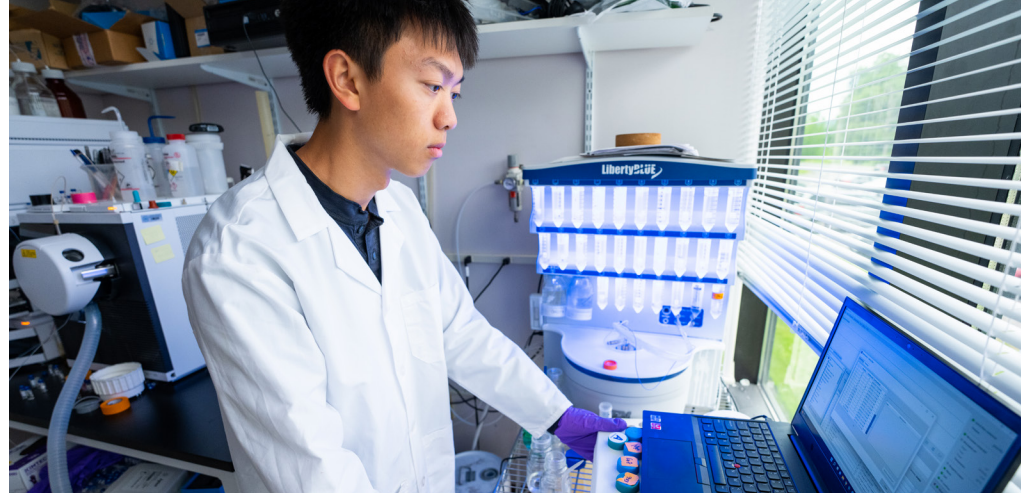
**CAREER PREPARATION** — Hamilton’s rigorous liberal arts education teaches students how to think, analyze, question assumptions, solve problems, and communicate ideas persuasively – skills that will get them noticed by employers and grad schools.

- **CAREER CENTER** – Hamilton offers students a carefully planned approach to career preparation
  - “Find Your Future” Developmental Curriculum
  - Internships: Students can apply for Hamilton-sponsored grants if they find the perfect internship that turns out to be unpaid or minimally paid.
  - 100 percent of students are assigned a career advisor before they arrive on campus
- **EXTENSIVE CAREER-RELATED PROGRAMS AND RESOURCES** from academic and cocurricular areas (e.g. Pitch Competition, Three-Minute Thesis Competition, Handshake, Interview Crash Course, Special Advising for competitive fellowships and preprofessional programs)

## **AFTER HAMILTON:**

- **ALUMNI SUPPORT** – Graduates are loyal and passionate supporters of Hamilton and its students, illustrated by generous contributions, providing internships, job-shadowing experiences, other forms of career advice, visiting campus and classes, and welcoming new graduates to cities all over the world.
- **FELLOWSHIPS AND SCHOLARSHIPS** (Fulbright, Goldwater, Watson, etc.)
- **RECENT GRADUATE PLACEMENTS** (careers and graduate programs)
- **NOTABLE ALUMNI**









## IDENTITY ELEMENTS

Hamilton's identity incorporates many visual elements that when used together create our brand. These elements include, logos, fonts, colors, pictures, and video. By establishing these common elements we learn to "speak" with the college's voice.

## **LOGOS**

### Institutional Wordmark

This is the primary College wordmark, customized for Hamilton College. The same look cannot be re-created by typing out “Hamilton”. Official graphics files should always be used, it is never permissible to alter, add additional components, create new color variations or attempt to re-create this graphic. Hamilton College claims all rights to this wordmark image.

#### **USAGE REQUESTS CAN BE SENT TO:**

Communications and Marketing Office

[viscomm@hamilton.edu](mailto:viscomm@hamilton.edu)

(315) 859-4680

# Hamilton



## LOGOS

### Secondary Lockups

The primary institutional mark will always lead on top, with the specific secondary identity positioned directly below set in Ideal Sans. This provides flexibility to create custom applications while ensuring consistency across the college.

Secondary lockups artwork may be requested from the Communications and Marketing Office at [viscomm@hamilton.edu](mailto:viscomm@hamilton.edu).



*Scan to view our  
online resources.*

**Hamilton**  
**ENVIRONMENTAL  
ACTION GROUP**

**Hamilton**  
**REGISTRAR**

## LOGOS

### College Seal

The College seal is reserved for communications from the College president and for special College events such as Commencement. It should never be used as a graphic signature for the College — the institutional wordmark should be used.



## LOGOS

### Alumni Logo

The alumni logo is a legacy logo and, effective June 2022, is reserved for use by the Advancement Office for alumni communications. This logo has been customized for Hamilton College; official graphics files should always be used.



## LOGOS

### Athletics Logo

Below is the primary Athletics logo; the vertical lockup is the preferred version. This logo has been customized for Hamilton athletics. Official graphics files should always be used; it is never permissible to alter, add additional components, create new color variations or attempt to re-create this graphic. Sport specific variations are available upon request.

#### USAGE REQUESTS CAN BE SENT TO:

Communications and Marketing  
Office

[viscomm@hamilton.edu](mailto:viscomm@hamilton.edu)

(315) 859-4680



*Vertical lockup and vertical team  
specific lockup*

*Horizontal lockup and horizontal  
team specific lockup*



## LOGOS

### Athletics Wordmark

The wordmark below has been customized for Hamilton Athletics. The same look cannot be re-created by typing out “Hamilton”. The straight Athletics wordmark shown below is the preferred version, however the arched wordmark below is available for uniforms, garments and clothing when the straight version is not optimal. Official graphics files should always be used; it is never permissible to alter, add additional components, create new color variations or attempt to re-create this graphic.

Typically, this lockup would not appear on official College communications; the primary athletics logo would be used for athletics material and the primary institutional logo or wordmark would be used for other College communications.

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[viscomm@hamilton.edu](mailto:viscomm@hamilton.edu)

(315) 859-4680

The word "HAMILTON" in a bold, blue, sans-serif font, displayed in a straight horizontal line.

*Straight athletics wordmark*

The word "HAMILTON" in a bold, blue, sans-serif font, displayed in an upward arch.

*Arched athletics wordmark*

## LOGOS

### Athletics Block H

The block H is the primary graphic for Athletics and is restricted to athletics use only. This includes use by varsity sports, club sports, intramural sports and wellness initiatives.

When the block H is used in any of the aforementioned capacities, athletics graphic identity style guidelines must be followed.

Official graphics files should always be used; it is never permissible to alter, add additional components, create new color variations or attempt to re-create this graphic.

#### CONTACT:

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Office

[viscomm@hamilton.edu](mailto:viscomm@hamilton.edu)

(315) 859-4680



## LOGOS

### Continentials wordmark

The Continentials wordmark has been customized for Hamilton Athletics. Official graphics files should always be used; it is never permissible to alter, add additional components, create new color variations or attempt to re-create this graphic.

If this wordmark is used on varsity or club uniforms, it must appear secondary to the Hamilton Athletics wordmark; the intent is to always keep the Hamilton Athletics wordmark primary. For example, the Hamilton athletics wordmark might be featured across the front of a jersey and the Continentials wordmark could be on the back or on a helmet.

#### CONTACT:

Communications and Marketing Office

[viscomm@hamilton.edu](mailto:viscomm@hamilton.edu)

(315) 859-4680

The word "CONTINENTALS" is displayed in a large, bold, blue, serif font. The letters are closely spaced and have a classic, slightly condensed appearance.





# LOGOS

## Alexander Hamilton Mark

The Alexander Hamilton mark is a representation of the College's namesake, in his Continental uniform. This mark may be used in any application approved for official College graphics and is not restricted for use by Athletics.

The use of the Alexander Hamilton mark is intended to be secondary to the primary Athletics and institutional graphics. It should appear as a separate element and not in close proximity to a primary graphic. Some typical approved uses for this mark would be:

- On a sleeve or a collar where primary Athletics or institutional graphics appear visually more dominant on the front or back of the shirt
- On an inside or back page where primary Athletics or institutional graphics have already appeared in a visually dominant way elsewhere
- On a Web page or as an icon where primary Athletics or institutional graphics have already appeared in a visually dominant way

There may be occasions when a lockup of the Alexander Hamilton mark and the Hamilton athletics wordmark is desired. This will not replace the primary athletics logo or the primary institutional logo, but may be considered for

student or alumni use (on a t-shirt, for example), or items in the bookstore.

This lockup is not restricted to athletics. Typically, this lockup would not appear on official College communications; the primary athletics logo would be used for Athletics material and the primary institutional logo or wordmark would be used for other College communications.

There may be occasions when a lockup of the Alexander Hamilton mark, the Hamilton Athletics wordmark and Continentals is desired. This will not replace the primary athletics logo or the primary institutional logo, but may be considered for student or alumni use (on a t-shirt, for example), or items in the bookstore. This lockup is not restricted to athletics.

Typically, this lockup would not appear on official College or athletics communications (the primary institutional logo or wordmark would be used for College communications, the primary athletics logo would be used for athletics material).

### CONTACT:

Communications and Marketing Office  
viscomm@hamilton.edu  
(315) 859-4680



*Alexander Hamilton mark*



*Alexander Hamilton mark with  
Hamilton athletics wordmark lockup*



*Alexander Hamilton mark, Athletics  
wordmark and Continentals lockup*

## LOGO CLEAR SPACE

To protect the clarity of the College's marks always consider the placement of the logo or wordmark within the design. Keep the logo or wordmark away from competing images, text, and graphics. At a minimum the clear space around the mark should be equal to one half the height of the mark in application. Consider leaving more space around the mark whenever possible. The Communications and Marketing office is always available for consultation on the proper usage of the College's marks.

### CONTACT:

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Office

[viscomm@hamilton.edu](mailto:viscomm@hamilton.edu)

(315) 859-4680



## MINIMUM SIZE FOR LOGOS

To protect the legibility of the College's marks use the minimum required size. The minimum size is width equal to or greater than 1" in print or 100px in digital. For unique sizing applications please consult with the Communications and Marketing office.

### CONTACT:

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Office

[viscomm@hamilton.edu](mailto:viscomm@hamilton.edu)

(315) 859-4680

The word "Hamilton" in a blue serif font, enclosed in a thin blue rectangular border.

*Print width  $\geq 1"$   
Digital width 100px*



*Print width  $\geq 1.5"$   
Digital 150px*



## COLOR OPTIONS

Please note that the primary College color is Continental Blue. Use this version whenever possible. It is always the preference to include blue in the presentation of graphics. When placing a white or buff wordmark on a blue background use Continental blue, PMS 287, for the background if possible; if unable to match the blue exactly, select the closest color between our Continental blue and royal blue (do NOT go darker or more navy).

Ideally an item using the graphics on a black background would have blue present elsewhere on the item; for example, a black jacket with the graphics as shown below on the black background might have blue side panels, or the bottom half of the jacket could be blue. Graphics placed on shades of grey should follow the images shown at right.

In certain applications, an all-black or all-white College wordmark may be placed on colored backgrounds such as green, pink, or other colors.

The Communications and Marketing office is always available for consultation on the proper color choice of the both the College's marks and the color it will be placed on.

### CONTACT:

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Office

[viscomm@hamilton.edu](mailto:viscomm@hamilton.edu)

(315) 859-4680



## LOGO MISUSE

In order to maintain the integrity of the College's logos, which are the most recognizable representations of our brand, do not alter the marks under any circumstances. Below are examples of unsanctioned logo treatments. While a specific logo may be used in the example, the alteration type should not be applied to any mark in Hamilton's Brand and Style Guide.



*Do not alter logos*



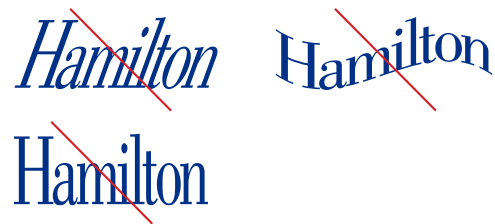
*Do not alter the color of logos*



*Do not crop logos*



*Do not add other artwork*



*Do not skew, distort, or stretch logos*



*Do not use marks as a sub-brand element*

## LOGO MISUSE (continued)

The word "Hamilton" in a blue serif font is rotated diagonally upwards to the right. A red diagonal line is drawn over the text, indicating this is an incorrect usage.

*Do not rotate logos*

The word "Hamilton" in white serif font is centered within a solid blue rectangular box. A red diagonal line is drawn over the box, indicating this is an incorrect usage.

*Do not place logo in a containing shape*

The word "Hamilton" in a blue serif font is shown with a very heavy, dark grey drop shadow directly beneath it. A red diagonal line is drawn over the text, indicating this is an incorrect usage.

*Do not add heavy drop shadows or strokes to logos*

The word "Hamilton" in a serif font is filled with a horizontal rainbow gradient, transitioning from red on the left to blue on the right. A red diagonal line is drawn over the text, indicating this is an incorrect usage.

*Do not use an image mask on logos*



## TYPOGRAPHY

Ideal Sans is our primary college typeface. It has been carefully selected to meet our needs and reflect our brand spirit. Ideal Sans is the preferred typeface for headlines, bold type treatments, and is also appropriate for body copy.

Mercury is the college's secondary typeface. Mercury is best used in subheads, as body copy, and in select headlines where the aesthetics of a serif typeface is preferred.

### **Ideal Sans Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()**

### **Ideal Sans Book**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()**

Both typefaces are available in a variety of weights. Use bold and italic weights sparingly within body copy.

### **Ideal Sans Light**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()**

### ***Ideal Sans Book Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()***

## Mercury Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

## Mercury Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

## Mercury Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

## *Mercury Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

# TYPOGRAPHY

## System Fonts

While the preference is for widespread use of our institutional typefaces there are times when sharing native documents with individuals who do not have Ideal Sans and Mercury installed on their computer is necessary. In order to optimize collaboration consider using one the following preferred system fonts.

### Verdana Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()**

### Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### Georgia Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()**

### Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

## COLLEGE COLORS

Hamilton College's colors are Continental blue and Buff. Please note that the primary College color is Continental blue and it should be the most dominant color when applying our identity. The College's Buff color is to be used in a complimentary way to our Continental blue. The ratio of Continental blue to Buff in College materials should be roughly 9:1.

When applying the College's color palette be mindful to use sufficient color contrast, font size, and typeface weight to promote visibility and legibility for all audiences.

It is always the preference to include Continental blue in the presentation of college materials. Ideally any material using the graphics on a black background would have blue present elsewhere on the item, for example a black jacket with the graphics as shown below on the black background might have blue side panels, or the bottom half of the jacket could be blue.

To add some flexibility to select materials a secondary palette can be used with Continental blue as the predominant color.

### CONTINENTAL BLUE

PMS 287 C  
CMYK: 100 72 2 12  
RGB: 0 47 134  
Hex: #002F86

### BUFF

PMS 467 C  
CMYK: 17 24 49 0  
RGB: 214 186 139  
HEX: #D6BA8B

### PMS 1575 C

CMYK: 0 63 86 0  
RGB: 255 127 48  
HEX: #FF7E2F

### PMS 299 C

CMYK: 80 18 0 0  
RGB: 0 160 233  
HEX: #00A0DF

### PMS 583 C

CMYK: 26 1 100 10  
RGB: 181 196 39  
HEX: #B5C327



## COLLEGE COLORS

### Accessibility for Print

Review the following bullet points as you finalize your document so you can ensure the design considers the needs of all potential audiences.

- Select appropriate font sizes and weights for legibility
- Do not use a light value color as a headline for type on a light background
- Use high contrast color combinations see examples at right for approved color uses
- Be careful not to reverse text out of a color at a small size, serif fonts especially start to lose legibility when reversed out at a small size, see the sample at right

## COLLEGE COLORS

### Accessibility for Web

We follow the accessibility standards of WCAG 2.0 AA. When choosing headline and body copy use the preset styles in SiteManager. Deviating from the set style may cause the site to fall out of compliance with the WCGA 2.0 AA standard.

## Explore Your Passions

Text: White

Background: PMS 287

## Explore Your Passions

Text: PMS 289

Background: White

## Explore Your Passions

Text: PMS 287

Background: PMS 467

### Mercury Book

12pt AaBbCcDdEeFfGg1234567890

10pt AaBbCcDdEeFfGg1234567890

8pt AaBbCcDdEeFfGg1234567890

6pt AaBbCcDdEeFfGg1234567890

4pt AaBbCcDdEeFfGg1234567890

# COLLEGE COLORS

## Proportions

Continental Blue should be the most prominent color on any project. The College's color should be proportionally represented similarly to the graphic to the right.

### CONTINENTAL BLUE

PMS 287 C

CMYK: 100 72 2 12

RGB: 0 47 134

Hex: #002F86

### BUFF

PMS 467 C

CMYK: 17 24  
49 0

RGB: 214 186  
139

HEX: #D6BA8B

### PMS 299 C

CMYK: 80 18 0 0

RGB: 0 160 233

HEX: #00A0DF

### PMS 583 C

CMYK: 26 1 100 10

RGB: 181 196 39

HEX: #B5C327

### PMS 1575 C

CMYK: 0 63 86 0

RGB: 255 127 48

HEX: #FF7E2F



## APPLYING BRAND ASSETS

Putting together all the information in this guide will help create clear, concise, and consistent messaging.

Before a design can be implemented the purpose of the communication must be clearly defined and the design choices must be informed by the purpose of the message.

# DESIGN

Design is not just ornamentation, it is a process of purposeful visual problem solving. A design can not be purely aesthetic, it must be able to be viewed by the public and communicate clearly.

When all of the individual elements of this guide are organized along with additional visual elements they should be governed by a organized structure.

At right is an example of a simple structured message with a headline, subhead, body copy, and call to action.

*Ideal Sans Medium*

*Mercury Roman*

*Ideal Sans Book*

*Ideal Sans Book*

Hamilton

A Brief Headline.

Supporting Subhead

Putting together all the guidance of this guide will help create clear and concise messaging.

At right is an example of a simple message with a headline, subhead, body copy, and call to action.Uga. Temodiorio volo ipsa et abo. Ut ut quid maximodi nis etus qui consed ulluptur, que odi valoribus serchic illabor eperit mint.

Imi, etus autatem sequaturi dolum sus sim int liqui veria que soluptat experio nsentis imusapeles atatum abor aut volores sitem reperep ratiunt evero et aut re qui ipicata temoluptas voloria doluptatius alibea pra doluptas es inverovition net que veria natus repellatem alis re voluptae nimaximporem rat aut aut latiate .

CALL to ACTION

## DESIGN

### Choosing the Number of Columns

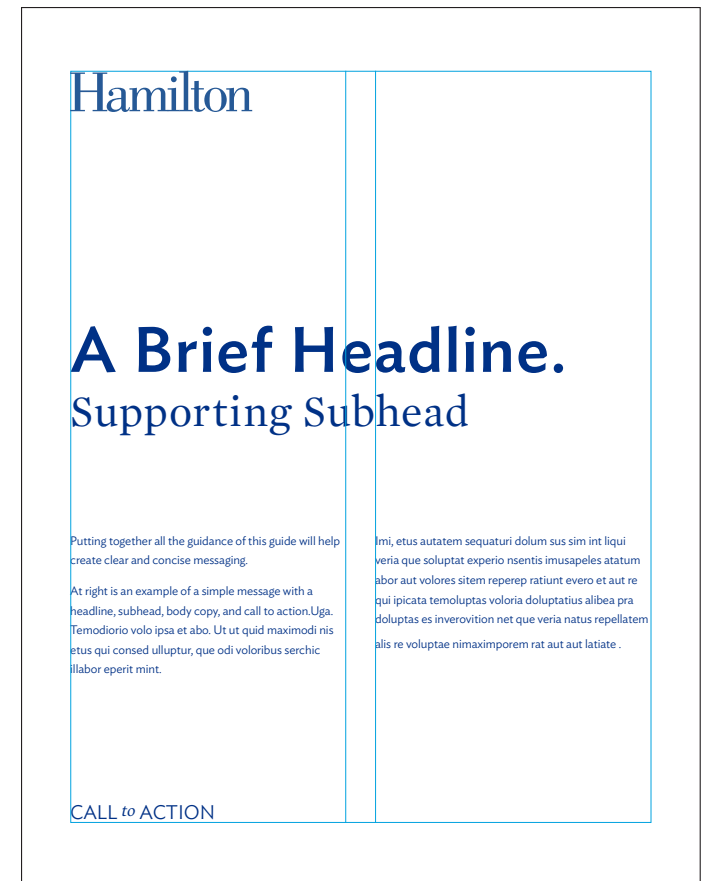
Columns can provide a clear underlying structure for a design.

How does a designer know how many columns to choose? They must choose a column width that makes the text easy to read, meaning, the column width must be proportioned to the size of the type. As a general rule an average of 7-10 words per line is considered not fatiguing to the reader, therefore the narrower the column the smaller the typeface.

A two column layout provides a good deal of flexibility for design content. Text can go in both columns, text can go in the first column and images can be placed in the second column. The two column can be further divided into four columns for a grid of images.

A three column layout also provides good flexibility for text and image placement, the three column layout can also be further subdivided into a six column layout. The disadvantage of this technique is the shortened lines of text.

A four column layout is recommended only when a large number of images and text must be displayed as it allows the most variety for placement of text and images.





Hamilton

## A Brief Headline. Supporting Subhead

Putting together all the guidance of this guide will help create clear and concise messaging.

At right is an example of a simple message with a headline, subhead, body copy, and call to action. Uga. Temodiorio volo ipsa et abo. Ut ut

CALL to ACTION

quid maximodi nis etus qui consed ulluptur, que odi valoribus serchic illabor eperit mint.

Imi, etus autatem sequaturi dolum sus int liqui veria que soluptat experio nsentis imusapeles atatum labor aut volores sitem reperep

ratiunt evero et aut re qui ipicata temoluptas voloria doluptatus alibea pra doluptas es inverovition net que veria natus repellatem alis re voluptae nimaximporem rat aut aut latiate .

Putting together all the guidance of this guide will help create clear and concise messaging. At right is an example of a simple message with a headline, subhead, body copy, and call to action. Uga. Temodiorio volo ipsa et abo. Ut ut quid maximodi nis etus qui consed ulluptur, que odi valoribus serchic illabor eperit mint. Imi, etus autatem sequaturi dolum sus int liqui veria que

soluptat experio nsentis imusapeles atatum abor aut volores sitem reperep ratiunt evero et aut re qui ipicata temoluptas voloria doluptatus alibea pra doluptas es inverovition net que veria natus repellatem alis re voluptae nimaximporem rat aut aut latiate . Um faccum sime aborem rem voluptatam untibusam dignim fuga. Rio inctorum fugitas dolorep ediamusam, nobisit atemporem hil maior aut

untem rectatureolor solorion nonet voleseque nihilitate ex excestionet ex eari sim hilitia ssimoluptas dit fuga. Ita sin cum nos volum nosam escidi id maionse quodita nobit a doluptat odiscius. Eratiusti doloratae nem eum repudae volorro et, est quatur sum qui ut quiates simolor erferae saeperspiet et aut a si sunt. Icim consequi adiciis endunt laborendis explam facilli ssitint otaquo

quundeles solo mil in periorunda corro quibus ut por re name verias moluptis enis derferovid mos quis deligendi optatur re nihilum ipsam. Invero odipidi psandae rem dipsunte omnhicilit qui sunt praest, quodi alit quaspiis doluptatur? Sedipie ndiatandunt intem voluptatis dem hic tectur sed quiant ut andam. Ic tem etur aligendi rem fugit modi ilit arum faccupitius. Aquo bla ius, ut la volum.

## DESIGN

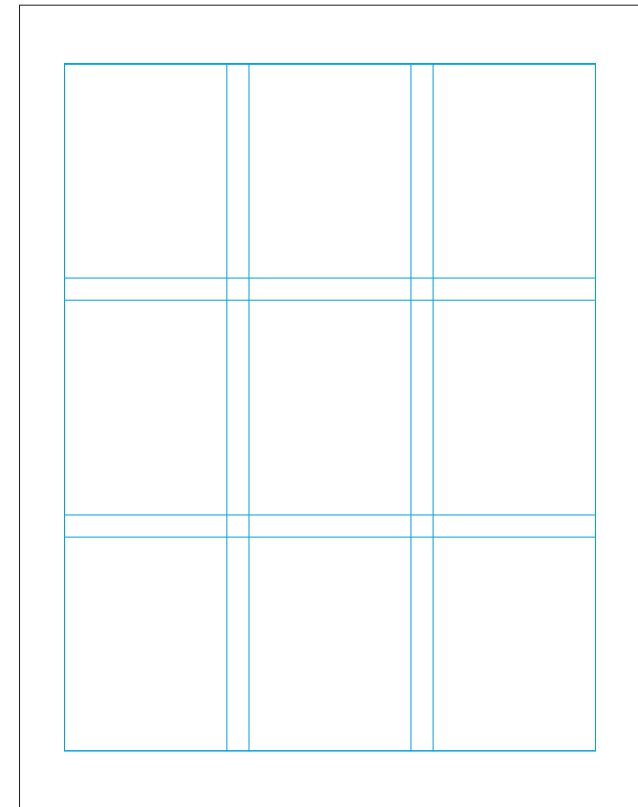
### Forming a grid

Now that you have established the number of columns in your document you can move on to forming the underlying grid. The purpose of a grid system is to provide a designer a practical tool that will allow them to solve design problems with efficiency.

The use of a formal grid shows a willingness to systematize the design process, to remove subjectivity, and to place brand awareness over the objective beliefs of the designer.

How does a designer know how to formalize a grid? The number of columns for the layout and the gutter of those columns form the vertical framework of the grid. It is then up to the designer to consider the content of the page and consider how many horizontal subsection may be needed. The gutter width of the vertical column can be used to determine the horizontal gutter width.

A good starting point is creating an equal amount of vertical and horizontal sections. If you have a vertical three column layout start by dividing your grid into 9 subsections.



*9 section grid*

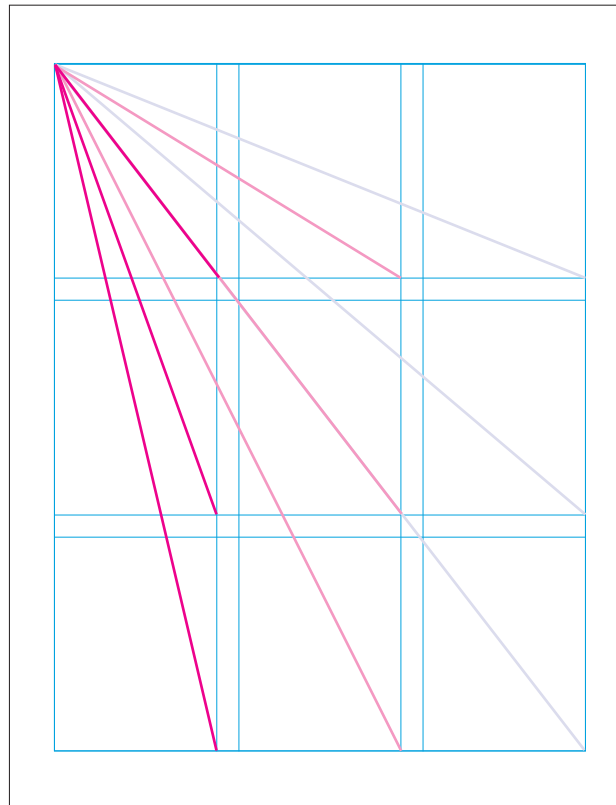
# DESIGN

## Using a grid

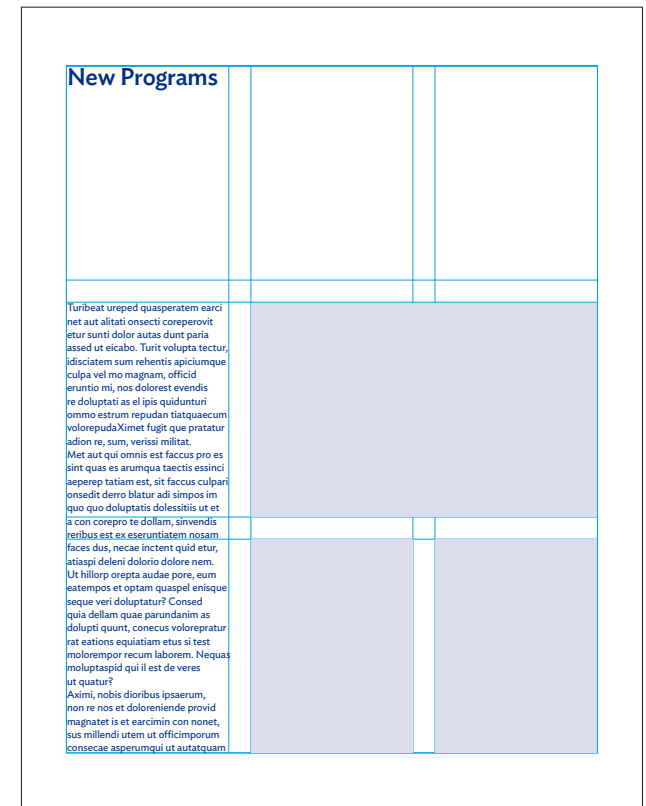
Now that you have established your grid of 9 subsections you can start to determine optimal text and image placement.

In this example there are 9 different possible image sizes. It is up to the designer to determine the importance of each image and how many sections of the grid each image and block of copy should occupy.

There is not singular answer to this question, but it is important to consider the placement and scale of each element, and to ensure those choices are supported by the intent of the communication.



*Each line segment represents a potential image/text box size*



*Example of a 9 segment grid layout*

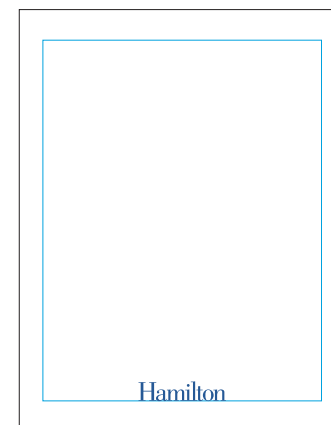
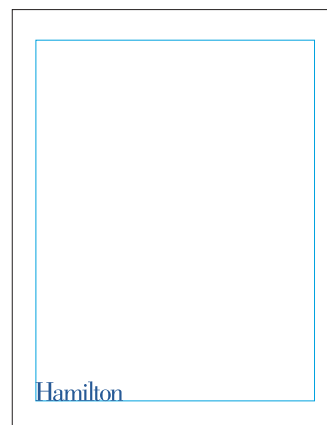
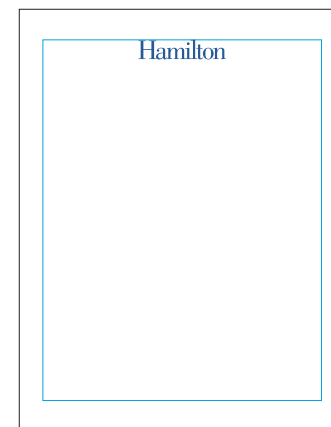
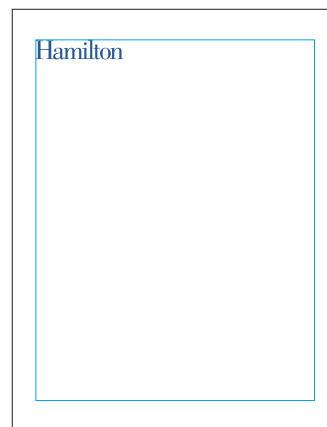
## DESIGN

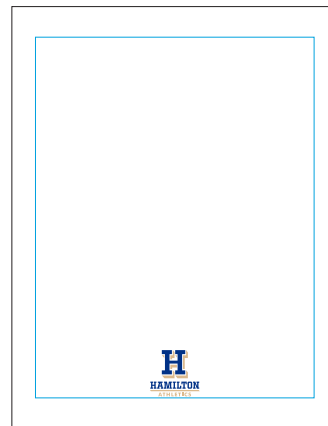
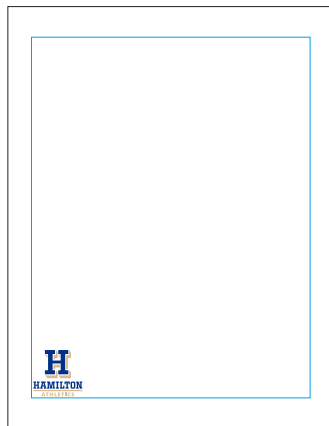
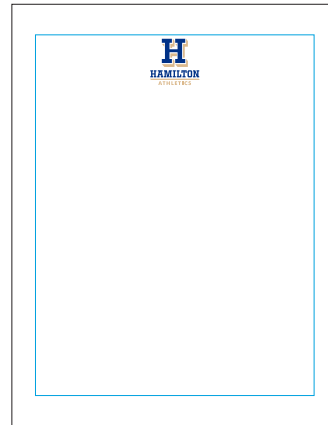
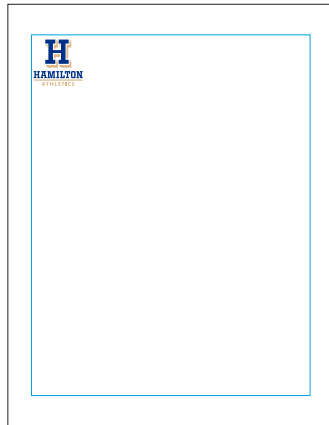
### Logo Layout Options for print

When using the College's logos, place them in a way that allows our marks to command attention. The marks should be a point of emphasis in any layout, it should be placed with careful consideration.

The wordmark can appear at the top or bottom of layouts. Ideally the mark will not be on the right edge as most viewers will read from left to right, and the right edge placement does not typically command attention.

This page provides a few samples of ideal logo placement on a typical letter-sized sheet. However, if the composition conflicts with these placements other placements may be considered.





## **LARGE *and* SMALL SCALE SIMPLIFIED GRAPHICS**

There will be times when large scale spirit graphics are needed to augment an architectural space, or a simplified graphic is needed for a social media avatar. These unique applications should be advised by the Visual Communications team. If the graphic is used by varsity sports, club sports, intramural sports, and wellness initiatives the Block H may be used. If the graphic is being applied by academic or administrative office an Institutional H may be used.



*Block H*



*Spirit H*

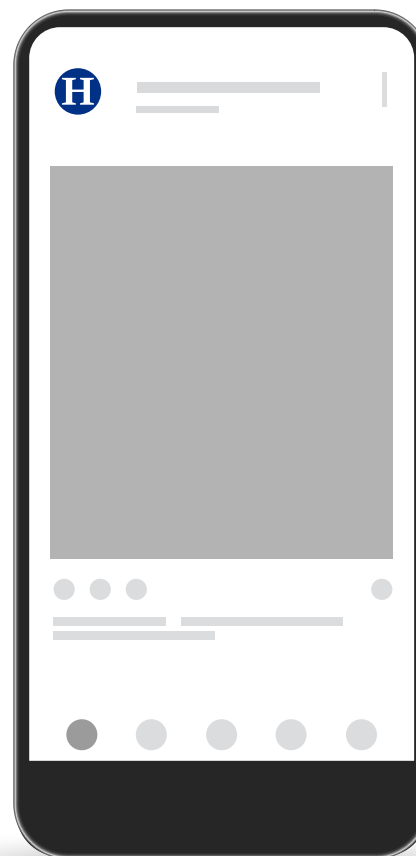
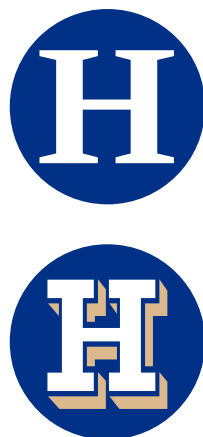


## LOGO USE ON SOCIAL MEDIA

For the avatars of main social media accounts and sub-branded accounts (e.g. Hamilton's Alumni accounts) in order to maintain clarity use either the Spirit H (page 44), or if the account is related to athletics, the Block H. Do *not* use the institutional wordmark or the athletic wordmark, the logos will appear too small and will not be legible.

Use “Hamilton College” in full in the profile name and profile copy when possible.

A full listing of Hamilton College social media accounts are available at: [hamilton.edu/social](https://hamilton.edu/social).





## **COLLEGE IMAGERY**

Hamilton's identity goes well beyond colors and logos, every icon, email, illustration, photograph and social media post should create a compelling narrative that reinforces the College's brand.

## ICONOGRAPHY STYLE

Icons can be used to support a visual concept, to express an abstract idea, or to connect different sections of text with a visual identifier. The examples here are a guide on to how to create icons in Hamilton's style, this is not a comprehensive list of icons. **Contact Visual Communications with custom iconography requests.**

A simple stroked circular border gives all the icons a uniform look. All of the internal graphic of the icon should fit comfortably within the circle border. The graphic should be legible in both one and two colors.



# DIGITAL PUBLISHING

Following current best practices in digital communication is important to ensure we reach all of our intended audience. The communications team has developed a series of guides and checklists to facilitate the creation of clear messages. These resources include:

- [Accessibility checklist](#)
- [Web style guidelines](#)
- [Email style guidelines](#)
- [Editorial style guidelines](#)

Hamilton follows the accessibility standards of WCAG 2.0 AA. The guidelines are organized under 4 principles: perceivable, operable, understandable, and robust. For each guideline, there are testable success criteria. The Communications and Marketing Office can help in creating content that meets the guidelines criteria.



Scan the QR code or visit  
**[hamilton.edu/webpublishing](https://hamilton.edu/webpublishing)**  
to review our SiteManager resources.

## SOCIAL MEDIA

Social media page administrators should engage with social media followers safely and responsibly. This includes notifying the College's Communications and Marketing Office about matters of concern on their respective channels.

The Office of Communications and Marketing will provide departments with an acceptable logo to use as your profile picture. If you would like to use any other logos, images, videos, audio or additional content that is copyrighted or owned by Hamilton College, please contact the Office of Communications and Marketing at [viscomms@hamilton.edu](mailto:viscomms@hamilton.edu). Per the College's Identity Guide, do not modify logos.

Social media administrators across campus are asked to follow these guidelines when producing content for their social media channels:

- **Offices and departments should not use the College wordmark as their avatar. Instead, choose a office specific mark, iconic campus image, or the college's spirit H with an office/department lockup.**
- **Cover images should be clean, engaging, and easy to read. Consider a photograph of your location on campus, campus life, or a simple graphic created with the college's colors.**

- Graphics should use the college wordmark or brand fonts and colors.
- Logos should not be placed on a busy background.
- On Facebook, the title of your page or group should include “Hamilton College” at the beginning of it to make it easier for people to search for and find it.

#### ATHLETICS

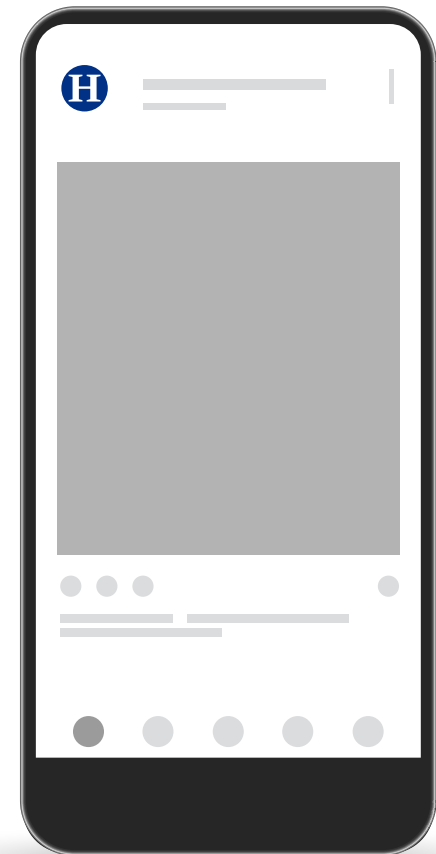
- Please be mindful of existing sponsorships and avoid undermining them in your social posts. For example, Hamilton men’s basketball partners with UnderArmour, so you should refrain from posting Nike logos on that team’s account. Contact athletics for specific NCAA and NESCAC guidelines, which change each year.



Scan the QR code or visit  
[hamilton.edu/webpublishing](https://hamilton.edu/webpublishing)  
 to review our SiteManager resources.



Approved social media  
 avatar lockups



# EMAIL COMMUNICATIONS

In order to maintain a consistent look and feel for all communications that come from the College, it's important that email messages match the styles laid out in this identity guide.

Email communications should be reviewed by the Communications and Marketing Office to ensure they meet best practices.

Email headers should be uniform across offices. Email headers are created by the Visual Communications team, the Hamilton wordmark should always be the most prominent visual in the header.

## GENERAL EMAIL TIPS

- Use headings, bulleted lists and short paragraphs. Most people spend less than 15 seconds reading an email.
- The built-in fonts and headings have been tested and meet accessibility standards. Decorative fonts are difficult to read, may not display correctly, and may make your email inaccessible to members of your audience.

- Images should play a supporting role so that your message can be conveyed clearly and effectively if the image does not display.
- Keep the number of CTAs you use to a minimum. Focus on what you want the reader to do and remove any unneeded CTAs.
- Proofread and check links.
- Buttons should be large enough for accessibility in mobile.
- Use personalization when appropriate to add a special touch to your emails.



Scan the QR code or visit  
**[hamilton.edu/styleguides/email](https://hamilton.edu/styleguides/email)**  
to review our full email style tips.



## EMAIL HEADER



*The Hamilton wordmark should be the most prominent visual*

*Office designation should be set flush right, uppercase Ideal. Words of less than three characters can be set in Mercury Italic and decreased in point size by 20%.*

# PHOTOGRAPHY

Hamilton's brand platform informs our photography and illustration style. Our imagery should consider our core messages of **Explore** Your Passions, **Expand** Your Perspectives, **Express** Yourself, and **Expect** Opportunity. Our personality and voice should provide a framework for image selection by focusing on our open curriculum, student-faculty research, alumni engagement , community, inclusion, and leadership.

Use creative cropping to elevate an average image into a more interesting composition and consider leaving space for copy when framing the subject of the photograph.

**Avoid stock photography and illustration.** Stock photography should never include recognizable people.

College photography requests can be directed to [viscomm@hamilton.edu](mailto:viscomm@hamilton.edu).

## Individual

Individuals can be photographed looking at or away from the camera. Location and context add interest.

## Group

Capture diversity and engagement. People should be the focus but environment and context add interest.

## Abstract

Unusual details or abstractions can add color and texture that reinforce the brand identity

## EXPLORE

Your Passions



## EXPAND

Your Perspectives



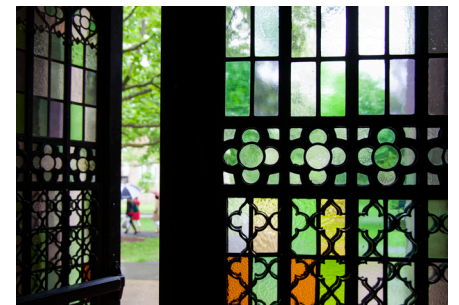
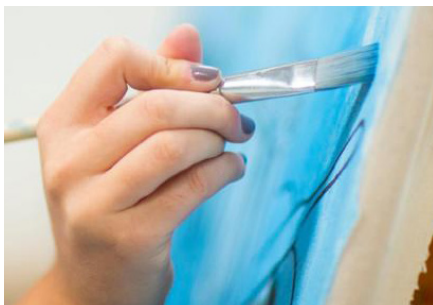
## EXPRESS

Yourself



## EXPECT

Opportunity



## IMAGE USE *and* LICENSING

**STOCK PHOTOGRAPHY AND ILLUSTRATION:** Stock photography should not be used in external College communications. The Visual Communications group does have a subscription to iStock.com. iStock images which can be used for reference or to source illustrations.

**Unedited stock photography should never be used in external College Communications.**

**OPEN ACCESS / CREATIVE COMMONS:** Wikimedia Commons has a large collection of images that are licensed using the [Creative Commons](#) licensing system. Restrictions, if any, are listed with the image. It is important to recognize that if you use Wikimedia, you are relying on copyright information provided by the person uploading the image. You should review the copyright information carefully to be sure that it is accurate.

Many of the licenses in Wikimedia permit noncommercial uses only. The definition of noncommercial for purposes of the CC BY-NC license is, “NonCommercial means not primarily intended for or directed towards commercial advantage or monetary compensation.”

**Unedited Creative Commons or Wikimedia images should never be used in external College Communications.**

Contact [viscomm@hamilton.edu](mailto:viscomm@hamilton.edu).

**A**

A collage of college imagery (blueprints) commissioned photography (rowing by Josh McKee, and stock illustration (Aerial boats).

**B**

A collage of original elements (Kevin Waldron, graphic designer) and Creative Commons imagery of Frederick Douglas, James Baldwin, and John Brown

**C**

Unusual details or abstractions can add color and texture that reinforce the brand identity





## ADDITIONAL RESOURCES

Hamilton's Communications Office is responsible for overseeing the College's editorial style and graphic identity system. Consistency and accuracy in our communications influence how Hamilton is perceived by its various external audiences. In other words, *what we say* is as important as *how we say it* and *how we present it*.

More resources such as an Editorial Guide, including an inclusive language guide, embroidery thread recommendations, logo downloads, and PowerPoint templates are available to help in creating uniform messaging for the campus community. Access these additional resources by visiting [hamilton.edu/styleguides](https://hamilton.edu/styleguides) or scan the QR code below.



Scan to view our  
online resources.

## INSTITUTIONAL SOCIAL MEDIA ACCOUNTS

Hamilton's Communications Office is responsible for overseeing the institutional social media accounts. Any questions about these accounts can be directed to the Senior Director of Marketing and Analytics at [tokeeffe@hamilton.edu](mailto:tokeeffe@hamilton.edu).

 [instagram.com/hamiltoncollege](https://www.instagram.com/hamiltoncollege)

 [facebook.com/HamiltonCollege](https://www.facebook.com/HamiltonCollege)

 [youtube.com/hamiltoncollege](https://www.youtube.com/hamiltoncollege)

 [@hamiltoncollege](https://twitter.com/hamiltoncollege)

 [hamiltoncollege](https://open.spotify.com/hamiltoncollege)

## COMMUNICATIONS *and* MARKETING STAFF

The Communications and Marketing Office provides leadership, direction, and support for developing and sharing Hamilton's core messages.

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### COMMUNICATIONS *and* MARKETING

315.859.4680

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#### **LaLaina Hula**

Communications and Marketing  
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#### **Kevin Waldron**

Graphic Designer  
[kmwaldro@hamilton.edu](mailto:kmwaldro@hamilton.edu)



# MESSAGING *and* IDENTITY QUICK REFERENCE

## Our Promise

*What we say about ourselves, and the promise we make to our audiences*

Hamilton's motto, "**Know Thyself**," is fulfilled by providing abundant opportunities for students to explore their academic interests, expand perspectives, and express their ideas in an intellectually and socially dynamic liberal arts community so that they may prepare to lead lives of meaning, purpose, and active citizenship.

## Logos

Hamilton



*Institutional wordmark*

*Athletic logo*

## Our Messages

Proof of our pledge to students by focusing on who we are, what we provide, and why we matter; helps define our special place in higher education

1. Explore Your Passions
2. Expand Your Perspectives
3. Express Yourself
4. Expect Opportunity

## Large and Small Scale Simplified Graphics



*Athletic Block H*



*Spirit logo*

## San-serif Font

Ideal Sans Book

Ideal Sans is our primary college typeface.

## Serif Font

Mecury Text Roman

Mercury is the college's secondary typeface.

### CONTINENTAL BLUE

PMS 287 C

CMYK: 100 72 2 12

RGB: 0 47 134

Hex: #002F86

### BUFF

PMS 467 C

CMYK: 17 24 49 0

RGB: 214 186 139

HEX: #D6BA8B

### PMS 1575 C

CMYK: 0 63 86 0

RGB: 255 127 48

HEX: #FF7E2F

### PMS 299 C

CMYK: 80 18 0 0

RGB: 0 160 233

HEX: #00A0DF

### PMS 583 C

CMYK: 26 1 100 10

RGB: 181 196 39

HEX: #B5C327



Hamilton