

# NEW HOPE

CHRISTIAN COLLEGE

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*Visual Style Guide*

REVISED JUNE 2015

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## INTRODUCTION | The importance of visual guidelines

New Hope Christian College strives to send clear messages – written and visual – to our external audiences.

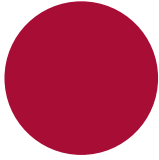
This visual style guide, recently established by the NHCC Graphics Department, was created to help the college develop a consistent and positive brand message through printed and online publications. Working together, we can accurately portray New Hope Christian College as an institution that offers quality Christ-centered higher education to its students.

For additional information, questions, or further assistance using the marks, please contact the Graphics Department.

- This college visual style guide can be found online
- Other resources available online:
  - University editorial style guide*
  - Online logo downloads*
  - Publication request form*

Ryan Bluebaugh  
*Multimedia Program Manager*

COLOR | Primary palette



**MAROON**

*Pantone 186*

*Process formula:*

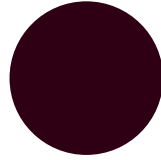
*0 cyan  
97 magenta  
60 yellow  
35 black*

*RGB:*

*167, 18, 54*

*Hexidecimal:*

*#A71236*



**DEEP MAROON**

*Pantone NA*

*Process formula:*

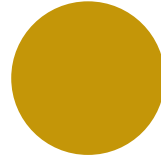
*65 cyan  
100 magenta  
70 yellow  
70 black*

*RGB:*

*48, 0, 22*

*Hexidecimal:*

*#300016*



**GOLD**

*Pantone 185*

*Process formula:*

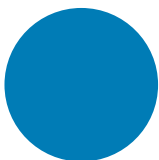
*0 cyan  
26 magenta  
100 yellow  
26 black*

*RGB:*

*196, 150, 12*

*Hexidecimal:*

*#C4950B*



**BLUE**

*Pantone NA*

*Process formula:*

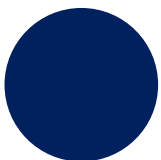
*100 cyan  
20 magenta  
0 yellow  
20 black*

*RGB:*

*0, 124, 182*

*Hexidecimal:*

*#007CB6*



**NAVY BLUE**

*Pantone 287*

*Process formula:*

*100 cyan  
78 magenta  
0 yellow  
54 black*

*RGB:*

*0, 35, 93*

*Hexidecimal:*

*#00235D*

TYPEFACES | College fonts

Futura  
abcdefghijklmnopqrestuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!@#\$\$%^&\*

Futura light  
Futura book  
**Futura medium**  
*Futura medium italic*  
**Futura bold**

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Adobe Garamond Pro  
abcdefghijklmnopqrestuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!@#\$\$%^&\*

Adobe Garamond Pro regular  
*Adobe Garamond Pro italic*  
**Adobe Garamond Pro bold**  
*Adobe Garamond Pro bold italic*

## THE NHCC LOGO



Stacked version



Flush left version

The New Hope Christian College logo is the officially recognized symbol of the college. It is inspired by the....

The components of the logo are a stylized depiction of the flame and the college name set in a modified Futura typeface. The logo can be used in either a stacked or flush left alignment.

Any publication intended for viewing by an audience outside New Hope Christian College must display the logo with attention to the guidelines in this document.

The college logo, seal (see pg. 11) and athletic marks (see pg. 12) are the only marks approved for official college business conducted with external audiences.

THE NHCC LOGO | Color variations

OFFICIAL LOGO



TWO COLOR

Pantone 186, Pantone 287

Process (navy): 100c, 78m, 54k

Process (maroon): 97m, 60y, 35k



MAROON

Pantone 186

Process: 97m, 60y, 35k



BLACK



WHITE (REVERSED)



**THE NHCC LOGO** | Unacceptable use

**RATIO IMBALANCE**

*Aspect ration of symbol and text s  
hould not be changed  
(Hint: hold down the shift key)*



**TYPEFACE SUBSTITUTION**

*Do not attempt to retype the words  
in the logo or use a different typeface*





## THE NEW HOPE COLLEGE SEAL



The official seal is the formal identifier of the college. The seal came in the summer of 2010 as the college transitioned from Eugene Bible College to New Hope Christian College. The 1925 date identifies the year the college was founded. The scripture reference is Jeremiah 29:11.

Publications displaying the seal reflect the endorsement by the board of trustees or the Office of the President. Examples: diplomas, commencement programs, presidential inauguration.

Electronic files of the seal are available through the Office of Marketing Communications. Usage must be approved.

## ATHLETIC LOGOS



The Deacon D



Solo flame



NH with flame

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New Hope Christian College teams are highly visible representations of our college brand. This guide provides the approved options for athletic marks. Just as the consistent use of the flame (logo) on college publications is important in building a strong brand, the consistent use of approved athletics marks on publications, letters, and uniforms is vital in projecting a strong unified image for the athletics department.

Only the approved athletics marks are to be used on player and coach “primary” gear. Primary gear is anything seen by external audiences when a team is in competition or traveling to competition (e.g. uniforms, warm-ups, bags, rain gear, travel bags).

Team marks may be used on “secondary” gear. Secondary gear includes anything not likely to be seen by the external publics (e.g. practice gear, sweats, hats).

The Deacon D with flame cut out is the preferred identity mark of the Department of Intercollegiate Athletics. The lone flame, and NH with flame are secondary athletic marks. Athletics publications, signage, uniforms, and correspondence must use these marks to the exclusion of other graphic images. Athletics marks may not be altered in any way.

## ATHLETICS | Typeface

Futura  
abcdefghijklmnopqrestuvwxyz  
ABCDEFGHIJKLMNQRSTUBWXYZ  
123456789!@#\$%^&\*

Futura light  
Futura book  
**Futura medium**  
*Futura medium italic*  
**Futura bold**

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Futura is the official typeface of New Hope Christian College athletics. It may be used in combination with the other institutional typefaces (see pg. 6).

## ATHLETICS PALETTE | Primary colors



**RED**

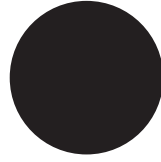
*Pantone 185*

*Process formula:*

*0 cyan  
99 magenta  
100 yellow  
0 black*

*RGB:  
255, 0, 0*

*Hexidecimal:  
#FF0000*



**BLACK**

*Pantone NA*

*Process formula:*

*65 cyan  
100 magenta  
70 yellow  
70 black*

*RGB:  
48, 0, 22*

*Hexidecimal:  
#300016*

For primary use, these colors are recommended for athletic advertising and brand. However for apparel and to offer a little variety the secondary NHCC Athletic logos can be used with the college color palette, except for the gold color (see pg. 4).

ATHLETICS MARKS | Color variations



Black



Bright Red



White



Red gradient



Black



Bright Red



White



Red Gradient



Black



Bright Red



White



Red gradient

COLLEGE STATIONERY



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*Release Your Dreams*

New Hope Christian College | 2155 Bailey Hill Road | Eugene, OR 97405 | 541-485-1780 | [www.newhope.edu](http://www.newhope.edu)



2 in.

1.25 in.

**MARGINS**

The margins are 1.25 inch on the left, 1 inch on the right and bottom, and two inches on the top. For second sheets, margins are the same except top: 1.25 in.

1 in.

**FONTS**

Our official institutional typeface is Futura. When it isn't available or preferable for a particular format/document, use the following guidelines:

**FOR SERIF TYPEFACES:**

- Option 1: Adobe Garamond Pro — 12 point size, 13 line space
- Option 2: Century Schoolbook (or New Century Schoolbook) — 10 point size, 12 line space
- Option 3: Times New Roman — 11 point size, 13 line space

**FOR SANS SERIF TYPEFACES:**

- Option 1: Verdana — 10 point size, 13 line space
- Option 2: Arial — 11 point size, 13 line space
- Option 3: Helvetica — 11 point size, 13 line space

***Release Your Dreams***

New Hope Christian College | 2155 Bailey Hill Road | Eugene, OR 97405 | 541-485-1780 | [www.newhope.edu](http://www.newhope.edu)

1 in.

## COLLEGE STATIONERY | Business cards



Standard card has up to nine lines of information.

Minimum elements: six lines

- Name
- Title
- Phone
- E-mail address
- Physical address

The design can accommodate up to 11 lines but fewer are recommended



Example of Athletics card



## SIGNS/LAMPOST BANNER POLICY

Signs and permanent exterior displays on the New Hope campus need to be approved by the Graphics Department in order to ensure that the college presents a consistent, professional image to external and internal audiences.

The signs & banners will need to meet a high standard of quality and visual appeal, and be consistent with New Hope's visual identity system. Banner materials, whether vinyl or fabric, should be opaque enough for lettering to not be clearly visible on the backside.

