HOLLINS

UNIVERSITY

Brand
Guidelines

COMMUNICATION & IDENTITY STANDARDS

Contents

Voice

Brand Pillars

These pillars represent the central foundational elements on which Hollins University stands. These should help as you shape your communications efforts. Taken together, they offer a complete picture of your brand.

The Brilliance in Our Bond

There's no mistaking it. The feeling you get as you walk across Front Quad or through our halls. It is an energy that arises between and among the many; a joy in being where you are, free of judgment, feeling supported, even guided, by the people within. There is a cultivated connection between the faculty and students, between colleagues and friends; people pushing each other to challenge their own ideas, to revisit long-held perceptions, to encourage each other in ways that surprise and amaze. An accepting collective of faculty, staff, and students who trust each other to open doors and share their minds, encouraging discourse and embracing change as the pathways to progress.

Linked by Legacy

We are a university where, for generations, those who have come before have reached down to lend a hand to those who follow. Where tradition is not a sign of age but a feature of belonging, linking us to the past while shepherding in a fresh future. Here resides an unspoken continuum, where decades of thesis and thought, humor and grace, exploration and advancement are burnished into the walls and carved into the grooves of our paths. From within this connectedness and joined humanity arises an implied and unexpressed responsibility to offer guidance, experience, and opportunities to Hollins students who follow in those paths. A tradition of women helping women, people helping people, that makes Hollins a special place and a springboard to life after college.

True to Your You

Hollins students cannot and will not fit into a prescribed box. And we like it that way. Our students are a wide-ranging mix of leaders and followers, researchers and artists, doers and thinkers; accomplishing, evolving, and progressing toward goals and ambitions uniquely their own. People who are living every day bold and brave, people of principle and skill, armed with a keen ability to think broadly and deeply as they make their way toward their goals. Here, you are enough and you are spectacular.

Opportunities Amplified

From within Hollins' small liberal arts community comes outsized opportunities for undergraduate and graduate students. This is where dreams become possibilities and possibilities turn into careers. Alumnae/i, faculty, and partner organizations provide a robust network of potential work experiences for students as early as their first year. Hollins' inclusive model, as diverse of people as it is of opportunities, encourages students to go for it—to ask, to try, and to do, all with the expert guidance of Hollins faculty, staff, and alumnae/i there to support. From research in STEM fields to study abroad experiences and from internships to leadership to post-graduate opportunities, Hollins is a place that encourages people to move forward, raise their hands, and pursue their singular future.

Creative at Our Core

At Hollins, creative thinking is woven deep within the fabric of our culture. It is the vital, beating heart of our educational approach. Hollins students are unafraid to take chances, to re-examine norms and reimagine their places in the world. We educate students to be confident questioners of decisions and dictums—to dare to challenge preconceived notions, not to be contrary, but to find new ideas and energy from within. Creativity at Hollins takes many forms. Yes, it is inventively expressed in theatre and art, writing, and dance. But it is there too, in subjects ranging from biochemistry to Greek mythology. It is the way we think, open to discourse, in pursuit of new truths. It strengthens our learning, it engages our community, it inspires our progress. These are the leaders and the thinkers the world will welcome. Products of creative minds fully charged.

Brand Persona

Our Voice is that of a Determined Advocate. We know what you offer the world, and we are determined to help you realize the potential within it. Our voice is authentic, resonant, and uncluttered by jargon and platitudes. We know that truth and authenticity will show the value of what we bring to the table.

We are Independent Idealists who recognize that bold new thinking comes only in pursuit of lively debate and discourse within an accepting environment. Here, we know that it is only in our differences that we can find the fresh thinking that changes lives.

Expressive
Exploratory
Purposeful

We are Passionate Supporters of the individuals and community who make Hollins University their home. We listen with excitement, are motivated by success in ourselves and others, and we will not stop until deserving students find their paths in life.

Well-Spoken
Questioning
Probing

We are Creative Connectors who understand that who you know can be key to where you're going. So, we do everything in our power to connect you with the people, places, and platforms that will get you where you want to be.

Accepting
Community
Vibrant

Hollins University is a unique and special place. The voice, tone, and persona elements are a part of a brand vocabulary that advances authentic communications.

Hollins is...

Accepting	**Confident**	**Forward-Thinking**	**Purposeful**
Alive	**Creative**	**Independent**	**Thoughtful**
Authentic	**Determined**	**Intellectual**	**True to Itself**
Bold	**Dynamic**	**Leading**	**Unafraid**
Deliberate	**Excited**	**Open**	**Vibrant**
Community	**Expressive**	**Probing**	**Well-Spoken**

Brand Essence

Some say that the Brand Essence captures the soul of a brand. The language and the narrative driven here empowers your brand promise.

The Essence of What Makes Hollins a Special Place

It would be easy to set Hollins in a box. All that history. All those alumnae/i. But at Hollins, easy has never been a virtue.

Because at Hollins, we simply refuse to let precedent impede progress, or preconceived notions prescribe possibility.

History at Hollins is not where we end but where we begin.

We are hungry to learn, determined to lead, ready to act, and welcoming to all who are eager to achieve.

Independent of spirit and mind, we are unabashedly assured in the strength of what we offer and where we're going.

At Hollins, we're empowering students to shape tomorrow.

Will you join us?

Brand Promise

What do we offer our students and our world? The Brand Promise answers that question, with a statement that is meant to remain behind the scenes with the rest of the brand elements, yet serves as the fuel behind marketing and communications that is authentic and true.

Where Independent Minds Embark on Exceptional Lives

We know that unconventional thinking and bold thought come from academic excellence partnered with a community eager to engage. Hollins opens up a world of opportunity, support, and a network that will last a lifetime.
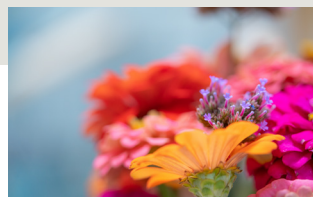
Logo

Logo - Primary / Secondary

The Hollins University logo represents us at the very highest level and is vitally important to our brand. It acts as a signature, an identifier, and a stamp of quality. It is, and should always be, the most consistent component in our communications. To maintain this consistency, follow the few simple guidelines in this section.

To ensure consistency and brand recognition, use the logos to the right. The logo should be **Tinker Green (Pantone 342).**

The freestanding primary logo is the preferred version; but in situations where you need more contrast between the background and the logo, use the enclosed reversed primary logo instead.

The logo leads with the Hollins name front and center. There is a modern grace to these letterforms that stands the test of time. The word "University" is secondary and visually spans less space horizontally, giving the above Hollins more of the spotlight.

Use these secondary logos when production limitations prevent the use of the primary logo. The logos at the right are the only approved alternatives to the primary logo and should be used sparingly.

Primarily used for undergraduate

Primarily used for graduate

Used sparingly when white alone is needed (with a transparent background)

Used sparingly

Used sparingly for special events

Used sparingly for special occasions

Logo - Size / Clear Space

To maintain full legibility, never reproduce the logo at widths smaller than what's shown to the right, for both print and digital. There is no maximum size limit, but use discretion when sizing the logo. It should live comfortably and clearly as an identifying mark on the page. **Note: These minimum size guidelines only apply to a primary logo without a department modifier lockup.**

HOLLINS
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1 Inch or 175 px wide
Try to never display smaller
than the above

HOLLINS
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2 Inches or 190 px wide
Try to never display smaller than the
above. Be aware of the color bleeding
into white letter spaces

To ensure the legibility and prominence of the logo, follow the guidelines illustrated to the right.

Use the letter "X" height from HOLLINS as a measuring tool to help maintain clear space around the logo.

Logo - Usage

To ensure consistent use of the logo, here are some practices to avoid. Be mindful of when and where the logo is being placed. If there are any questions, please reach out to the marketing and communications department for assistance.

DON'T skew or bend the logo in any way

DON'T outline the logo

DON'T crop the logo

DON'T use drop shadows or other visual effects

DON'T use any colors other than those specified in this document

DON'T rotate the logo, it should always remain horizontal

Color and Typography

Color

Our colors say a lot about who we are.

Our color palette helps audiences identify us at a glance, and the way we use color sets the mood for each of our pieces. Our palette is diverse and flexible; but to maintain visual consistency across all university materials, only use the colors outlined in this section.

The primary color and complimentary colors are to be used most often. Secondary colors should be used as accents and to place emphasis on something. Gradients are to be utilized even less frequently.

Primary & Complimentary - 70%
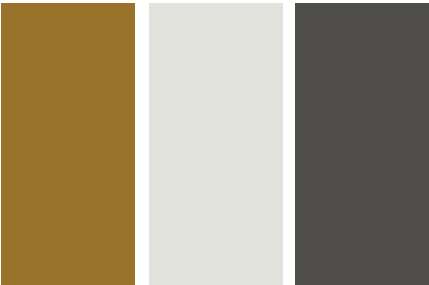**Secondary - 25%**
Gradients - 5%

Note: When using color builds, always use the color values listed on the following pages. They have been adjusted for the best reproduction on screen and in print, and may not match Pantone Color Bridge breakdowns.

Primary Color

Tinker Green
CMYK - 100/0/69/43
RGB - 0/111/83
Hex - 006F53
Pantone 342 CV

Complimentary Colors

Everett Gold
CMYK - 34/51/99/16
RGB - 154/114/44
Hex - 9A722C
Pantone 132 C

Goodnight Moon
CMYK - 9/7/10/0
RGB - 229/227/222
Hex - E5E3DE
Pantone Warm Gray 1

Carvin Gray
CMYK - 64/57/60/38
RGB - 78/77/73
Hex - 4E4D49
Pantone 405 C

Secondary Colors

Moody Mint
CMYK - 50/0/31/0
RGB - 110/206/178
Hex - 6ECEB2
Pantone 338

Valley Yellow
CMYK - 7/24/100/0
RGB - 239/190/5
Hex - EFBE05
Pantone 7406 C

Horizon Red
CMYK - 15/82/77/4
RGB - 201/81/68
Hex - C95144
Pantone 7597 CP

Norfolk Blue
CMYK - 51/24/10/0
RGB - 128/169/201
Hex - 80A9C9
Pantone 645 CP

Susanna Salmon
CMYK - 6/61/47/0
RGB - 230/128/119
Hex - E68077
Pantone 486 C

Magic Maroon
CMYK - 39/93/61/46
RGB - 103/27/50
Hex - 671B32
Pantone 2049 C

Accent Gradients
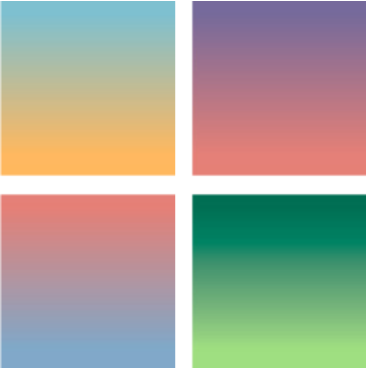
Tint Treatment
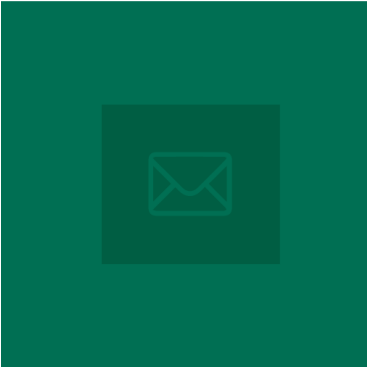
Typography

Linux Libertine, Venn, and our accent typefaces are reserved for professional designers who work through the marketing and communications department on external communications for Hollins various audiences.

Venn does a lot of the heavy lifting. It can handle a powerful headline, body copy, and small captions. Venn commands attention with its strength and boldness—it is assured and direct.

Noteworthy: Use Venn SemiCd XBold for headlines and callouts. For support and body copy, it is best to use Venn Regular with 25 pt tracking.

Linux Libertine is classic, elegant, and timeless. It can take the role of a leading headline, pulled quotes, body copy, and large introductions. Often seen as soft and quiet, Libertine should not be underestimated—when typeset the right way, it is confident and elegant.

Noteworthy: Use Linux Libertine Bold for headlines and callouts. Linux Libertine should be used sparingly as body and support copy. It performs best with -10 pt tracking.

Venn - SemiCD XBold

AaBbCc
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Venn - Regular

AaBbCc
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Linux Libertine - Bold

AaBbCc
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Linux Libertine - Regular

AaBbCc
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography

Font Hierarchy

Maintaining a clear hierarchy in your choice of type styles for each design is important. This creates rhythm and consistency, and it sets the pace for your reader. Although each communication we create will have its own specific needs and requirements, it is important to maintain the proper hierarchy within type styles. When using these typefaces, make sure to always take the time to set text to Optical Tracking and to manually adjust the kerning when needed. These details look more professional and greatly improve the readability of the type.

Find out what you're made of. — Kerning - optical / Tracking : 10 pt.

Something special happens at Hollins. Here, you receive an education inspired by your purpose. You connect with faculty who will support you throughout your college career and beyond. And you gain experiences that motivate you to achieve more than you ever thought possible. Now it's time to test your limits and see what you can do.

Kerning - optical / Tracking : 5 pt.

Academics at Hollins — Kerning - optical / Tracking : -10 pt.

Majors & Minors

Pre-Professional Programs

Email Signatures

Consistency is important to the success of Hollins overall brand recognition. For many, email has taken the place of business letters. As a result, all Hollins employees should use a standard email signature, just as you would use a standard stationery template. All departments and units should use this section to help identify your programs and services when communicating via email.

First Name, Last Name
Title | Department

7916 Williamson Road, Roanoke, VA 24020
800-456-9595 | 540-362-6000 | **huadm@hollins.edu**

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Bold the senders name and place all titles/ departments in italics. Then give some space to the signature with returns between information. Specific phone numbers and emails can be added keeping the format in mind. Ending with the logo.

Photography

Photography - Portrait

Photography plays an important and necessary role in our brand communications because it visually tells our story.

Photography captures the Hollins culture both inside and outside the classroom. We strive to show authentic interactions with students, faculty, and campus life. And the balance of portraiture, "achieving" photos, sense-of-place shots, and user-generated images make our communications richer and more interesting.

Portrait photos should have an authenticity that comes from real emotion—not everyone has to have that full-smile look. So, ensure that these shots always feel natural and not staged. Our portraiture can range from lighthearted and warm—which captures the spirit of our Hollins community—to serious and academic, with more neutral faces. It's important to maintain this balance in communications because Hollins students should appear confident, with the ability to be bold, fun, and spirited.

Photography - Achieving

"Achieving" photography documents peer-to-peer collaborations, along with faculty and student interaction. Balance these group shots with individuals who are engaged in their activity or area of study. Hollins students should be captured learning and developing their skills, being mentored by faculty, and becoming leaders. And remember, it's important to show a diverse mix of students in an accepting and supportive environment. Document the close-knit Hollins community by showing a balance of hard work and fun.

The beauty of the Hollins campus is something to show off, and these images paint the picture of what our campus looks like. Mix sense-of-place shots throughout communications in a way that allows the layout to breathe. When capturing these images, make sure the scene is well-lit and warm.
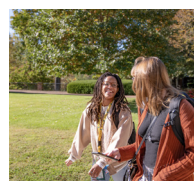
Assets

Assets - Heritage Icons and Creative Accents

These heritage illustrations are based on various vintage seals from our past. They are marks of our institution's best-known cultures and traditions.

The marks can be used across all audiences to provide an illustrative accent, but always apply them in a thoughtful manner. Because they represent our culture and traditions, use them based on an audience's familiarity with Hollins.

The creative accents celebrate the upbeat and quirky spirit of the Hollins student.

The creative accents, which are steeped in lively Hollins traditions, give our communications materials personality and playfulness to accompany a more structured layout.
The balance of creative accents, illustrations, layouts, and typography are reflective of the same work/fun balance a Hollins student experiences. Creative accents, such as the doodles, can be used in any of the approved brand colors as needed.
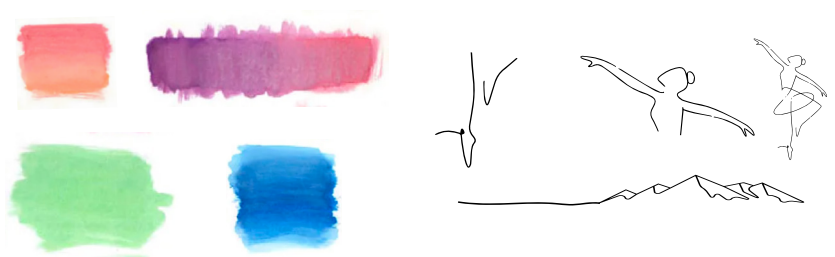
Assets - Social Icons

Even icons create a strong, unique image of Hollins. We need to tailor these elements for each audience; and by using these tools consistently, each piece we design will combine to create and identify the larger Hollins brand.

Striving for consistency across all communications is of the utmost importance, down to the style of icons that are being used. If introducing a new icon, please try to match the styles as closely as possible.

Solid colors utilizing the primary and complimentary colors should be used most often. If there are any questions, please reach out to the marketing and communications department.

Assets - Communications

For the majority of our communications, especially stationery, our primary logo and corresponding addresses are centered horizontally on the page. For letters and correspondences, use the standard format pictured to the right.
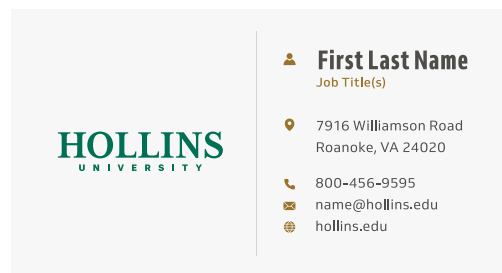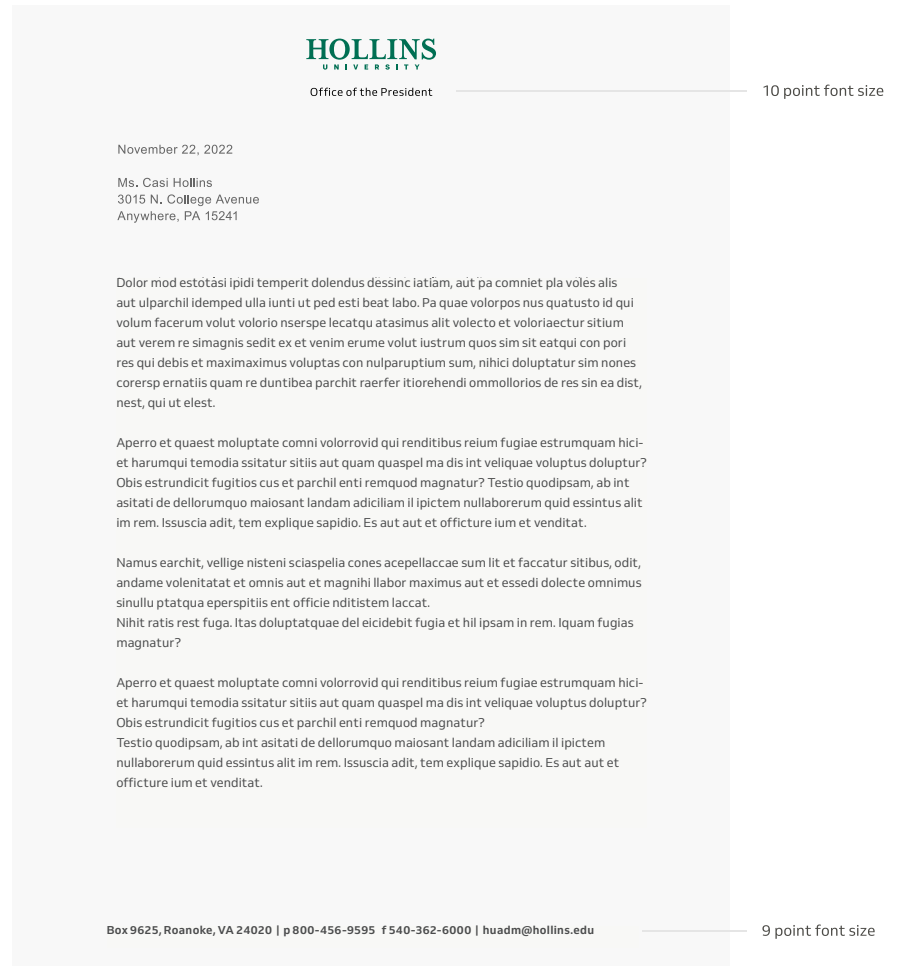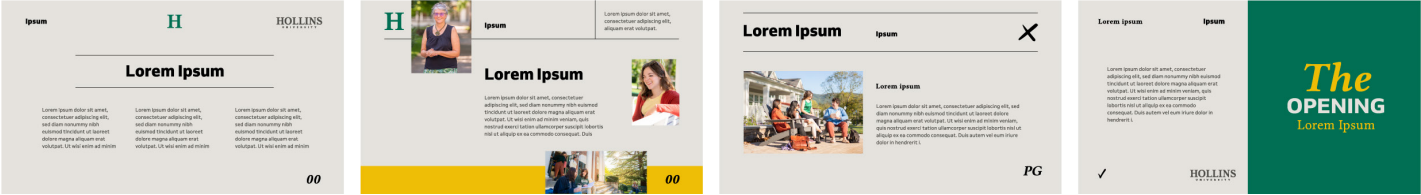
HOLLINS
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Office of the President ──────────────── 10 point font size

November 22, 2022

Ms. Casi Hollins
3015 N. College Avenue
Anywhere, PA 15241

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Box 9625, Roanoke, VA 24020 | p 800-456-9595 f 540-362-6000 | huadm@hollins.edu ──────── 9 point font size

First Last Name
Job Title(s)

7916 Williamson Road
Roanoke, VA 24020

800-456-9595
name@hollins.edu
hollins.edu

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Assets - Presentation Templates

Below are design examples for specific communication categories. These designs will provide a foundation to build presentation decks. Assets and elements can be interchangeable, but keep in mind to whom the deck is being delivered. External decks are more visual and have more eye-catching elements. Internal decks can be more straightforward.

President Comms

Leadership and Internal Comms

External Comms