



# ATHLETIC/SPIRIT **STYLE GUIDE**

Last updated July 2018

# Join us in taking pride in our brand.

Our University's brand is its identity. It is what people think of and feel when they hear our name. It differentiates us from other colleges and universities by visually sharing what is special about Hardin-Simmons University.

Our logo is a key component in this identity. It is the face of Hardin-Simmons University. Some may see our logo, and view us as family, with a common mission of sharing Christ's love. To others, we may be a familiar face they have yet to meet. Our logo is the key visual to communicate our academic excellence, enthusiastic spirit and unshakable faith.

As ambassadors of HSU and our brand, we must promote, protect and advance HSU's image with both internal and external audiences. This style guide is an important tool in conveying our message to people around the world—that they would recognize us by our clear, consistent, and concise “familiar face,” and one day call us “family.”

Join us in taking pride in our brand.

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Director for University Marketing

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Art Director and Senior Graphic Designer

Everyone who publishes or promotes on behalf of the university is responsible for adhering to the latest graphic standards policy. If you have questions or need help, please call University Marketing at 325.670.1258

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# ELEMENTS

## RIDER

This illustrated portion of the logo is referred to as the “rider” version of the logo. Featuring either a male or female rider, it is the central axis to the logo as a whole.



## HEAD

This illustrated portion of the logo is referred to as the “head” version of the logo. Featuring either a male or female head, it is the backdrop to the logo as a whole.



## TYPE

The letterform portion of the logo is referred to as the “type” of the logo. For the Athletic/Spirit logo, this type may vary between HSU, Cowboy(s) or Cowgirl(s).

**HARDIN-SIMMONS**  
**COWBOYS**

**HSU**

# OFFICIAL HSU ATHLETIC/SPIRIT COLORS

The Hardin-Simmons University logo should always use the purple and gold hues as specified below. CMYK color mixtures should be used for all 4-color printing.

In 4-color printing, ink will appear differently when printed on coated (glossy) paper than it does on uncoated (non-glossy) paper. Please ensure the correct color values are used for the type of paper it will appear on.

The RGB values are also shown here for any digital use, along with the hexadecimal codes for web/online application. The RGB and Hex values are never to be used for printing.

**PMS**  
**123C**  
**115U**

### PRINT

Glossy: CMYK C0/M19/Y89/K0  
Non-Glossy: CMYK C0/M11/Y94/K0

### DIGITAL

RGB: R255/G199/B44  
Hex: #FFC72C

**PMS**  
**268C**  
**268U**

### PRINT

Glossy: CMYK C78/M100/Y0/K12  
Non-Glossy: C75/M100/Y0/K15

### DIGITAL

RGB: R88/G20/B130  
Hex: #581483

**GRAY**

### PRINT

CMYK C0/M0/Y0/K35

### DIGITAL

RGB: R180/G180/B180  
Hex: #B5B5B5

# SPIRIT LOGO COMBINATIONS

These are the approved formations of the Spirit logo. There are different combinations available using the text, cowboy head, or cowboy rider.

HSU developed a unique trademarked font for the words “Hardin-Simmons”, “HSU”, “Cowboys” and “Cowgirls”. This font is not to be reproduced for other words, nor replaced within these logos.

Each of these is specially formulated for different scenarios and should not be altered or modified in any way other than the approved method.

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## Text options



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## Head graphic options



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## Rider graphic options



# ATHLETIC LOGO COMBINATIONS

These are the approved formations of the Athletic logo. There are different combinations available using the text, cowboy/cowgirl head, or cowboy/cowgirl rider. Each of these is specially formulated for different scenarios and should not be altered or modified in any way other than the approved method.

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## Cowboy/Cowgirl head




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## Words alone




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## Cowboy/Cowgirl with horse



# ATHLETIC LOGO SUB-BRANDS

To present a unified athletic brand, individual HSU athletic entities must not have their own logos apart from the official sub-brand logo versions provided by University Marketing.

These variations allow the names of sports, and (in specific cases) offices/departments to appear beneath the university's athletic logo.

The following are just examples of each type of these variations, using a variety of sports.



# CLEAR SPACE

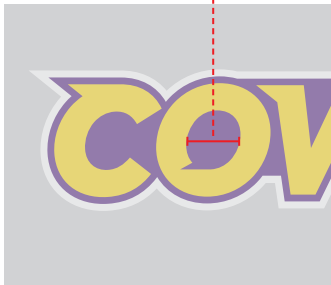
A consistent clear space must appear around the athletic/spirit logos to help maintain readability and not “crowd” the artwork.

The minimum distance the logo should be from edges, text, and other design elements should be equal to the width of the center opening of the letter “O” in the words “Cowboys”, “Cowgirls”, or Hardin-Simmons. For the word “HSU”, use the width of the space between the vertical lines in the letter “H”.

This area is only a minimum distance. A generous amount of negative space surrounding the logo is always recommended. The typography must be legible even at small sizes.

Simply place the logo, then size it to make sure there is enough space between the logo and other elements on the page using the measurement below.

*Use this distance to determine clear space*



*Use this distance to determine clear space*



Below are some examples of proper usage within the gray bounding box.



# IMPROPER USES

The Athletic/Spirit logo must not be redrawn, reportioned or modified in any way:

- Do not place patterns or photographs inside the type or shield of the Athletic/Spirit logo.
- Do not add any other elements to the Athletic/Spirit logo.
- Do not distort the shape (stretch, squeeze, warp) of the Athletic/Spirit logo.
- Do not rearrange any elements of the Athletic/Spirit logo.
- Do not alter the fonts in the Athletic/Spirit logo.
- Do not apply dramatic effects to the Athletic/Spirit logo.

Below are some examples highlighting common mistakes to avoid when displaying the logo.

✗ Do not distort the shape



✗ Do not use unapproved colors.



✗ Do not substitute fonts.



✗ Do not rearrange elements.



✗ Do not apply dramatic effects.





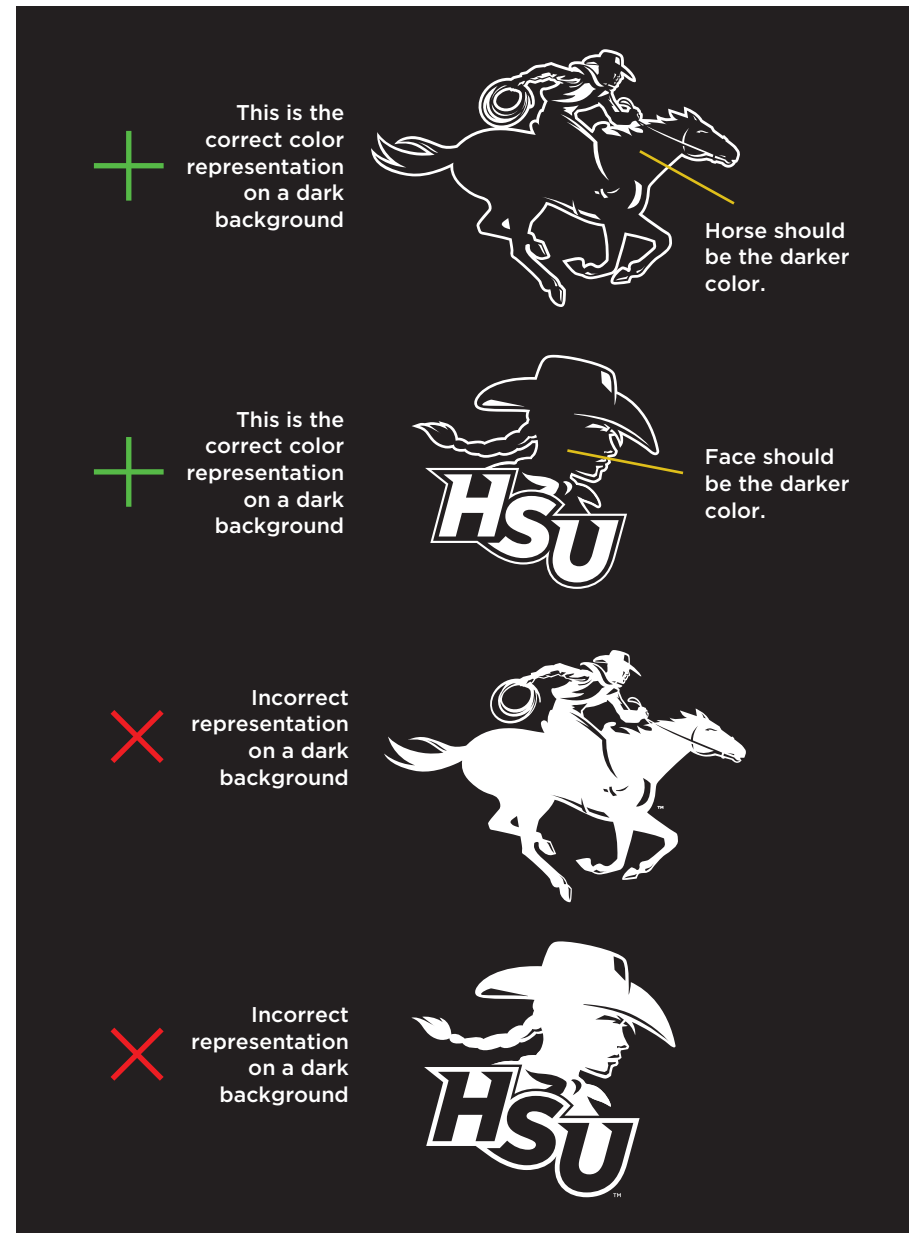
# IMPROPER USES

The HSU Athletic/Spirit logo must not be reversed in color. Because the logo is a silhouette with added highlights, these look wrong when the shadows are converted to light areas, and the highlights are converted to dark areas. This is a common mistake when placing the logo on a dark background that is easily solved by following a few guidelines:

- The main body of the horse should always be the darker color.
- The main part of the hat and face should always be the darker color.
- The innermost part of the text should be the lighter color.

An area to be cautious of this is in T-Shirt production or any other type of printing where you may be inclined to use the same silk screen or plate for printing the logo on a light shirt as on a dark shirt. Two different silk screens or plates will need to be made for the two different colored shirts, in this instance.

Below are some examples highlighting common mistakes to avoid when displaying the logo.



# TYPEFACES

Just as the colors used to represent Hardin-Simmons University are important, so are the typefaces (fonts) used to present the University in a consistent image. Below are the typefaces that should be used in all collateral materials when possible. Please note that these should NOT be used instead of an approved logo, only as a supplement to the logo.

GOTHAM BOOK  
**GOTHAM BOLD**  
*GOTHAM BOOK ITALIC*  
***GOTHAM BOLD ITALIC***  
GOTHAM MEDIUM  
*GOTHAM MEDIUM ITALIC*  
**GOTHAM BLACK**  
***GOTHAM BLACK ITALIC***  
GOTHAM LIGHT  
*GOTHAM LIGHT ITALIC*  
GOTHAM BOOK CONDENSED  
GOTHAM MEDIUM CONDENSED  
**GOTHAM BOLD CONDENSED**

Minion Regular  
Minion Semibold  
Minion Display  
*Minion Italic Display*  
***Minion Semibold Italic***  
Minion Bold  
***Minion Bold Italic***  
**Minion Black**  
MINION SMALL CAPS  
MINION SEMIBOLD SMALL CAPS