The Sesquicentennial logo was created to recognize the 150th anniversary of the founding of Hope College. It can be used to promote the anniversary celebration in communication materials.

USAGE TIMEFRAME

The Sesquicentennial logo commemorates Hopes College's Sesquicentennial year and should only be used in communications from fall 2015 through 2016. The Sesquicentennial logo should not be included in materials that will continue to be used after 2016.

SUGGESTED USES

- websites (as a link to Hopes's Sesquicentennial website)
- event materials
- newsletters
- posters, flyers
- brochures that have a one-year shelf life
- apparel
- *should not be used on general college stationery*

LOGO GUIDELINES

Primary Logo Configurations

There are two configurations, horizontal and vertical. Horizontal is the preferred orientation for college communications. The vertical configuration may be used when space does not allow for the horizontal configuration.

*The sesquicentennial logo must be used in conjunction with the official Hope College logo.

Horizontal Configuration

Vertical Configuration

Logo Reproduction

Scaling – The logo must be scaled proportionally when being resized.

Minimum size – The minimum sizes for the logos are based on legibility of the celebration years. The smallest the logo should be is 1.125" high.

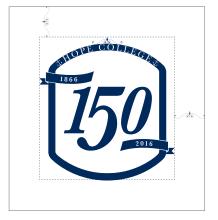*Horizontal Logo Minimum size: 1.125" high*

Vertical Logo Minimum size: 1.625" high

LOGO GUIDELINES CONTINUED

Clear space – An area free of graphics must be maintained around the logo. The clear area for both horizontal and vertical configurations is the width of the decorative ornament at the top of the arch.

Horizontal Logo

Vertical Logo

Color Specifications

One Color and Black – The acceptable color is Hope Blue (PMS 289). An all black version may be used for black and white projects.

PMS 289: One-color Logo

Black: One-color Logo

Color Specifications – Reversals

When reversing (having the color be white) the logo out of a color background, be sure the logo is large enough for the logotype and icon to be read clearly, with sufficient contrast.

Reversed logo colors – The one-color (white) logo may be reversed out of PMS 289 (Hope College navy).

One-color Reversal

Black & White One-color Reversal

Unacceptable Usage

- No placement on top of photography.

- Restricted embroidery.
  Please connect with Public Affairs & Marketing for assistance.

Hope COLLEGE