

Brand Style Guide

The purpose of this guide is to establish the rules necessary for creating a unified and consistent brand for Spring Hill College. All college publications (any communication produced using the college's name and/or with a college budget) should adhere to the guidelines in this manual. Publications for external audiences must be approved by the Office of Marketing and Communications. Copies of all graphic files are available upon request from the Office of Marketing and Communications.

Visual Identity - Logo Lockup

Spring Hill's visual identity is a strategic tool that goes beyond aesthetics. It is a powerful means of communication, helping to convey the institution's values, character, and uniqueness to its various audiences and stakeholders. SHC's visual identity serves several important purposes while contributing to the institution's overall brand and reputation. Our identity aids in creating brand recognition differentiating "The Hill" amongst other institutions.

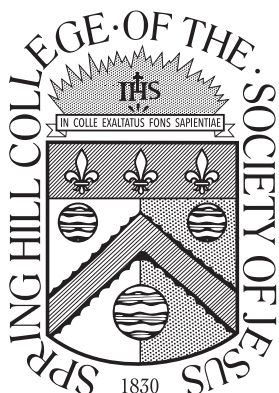


Stacked Lockup

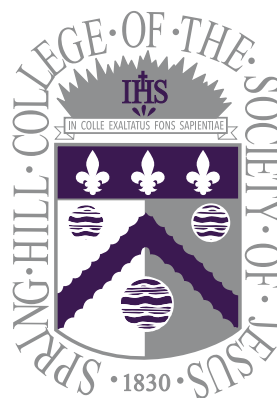


Horizontal Lockup

The Spring Hill College stacked lockup is the preferred logo. The logo consists of the college's crest and wordmark. When space does not allow for the stacked lockup, the horizontal lockup above may be used instead. Both lockups can be displayed with location, promise statement, divisions and offices.



Original Seal



Color Seal

The seal of Spring Hill College is intended for use only on official college documents and ceremonies such as Commencement, Baccalaureate Mass, citations, etc. The Spring Hill College seal may only be used by the President Office and/or with the permission of the Office of Marketing and Communications.

Color Palette

Our brand color is the primary representation of the Spring Hill College brand. It serves as a powerful visual tool to convey the essence of the institution without the need for words. While SHC Purple is the primary color, there may also be secondary colors that complement it and contribute to the overall brand identity. These secondary colors could be chosen to harmonize with SHC Purple, enhancing its impact and versatility in various design contexts. Maintaining consistency in using these brand colors across all branding materials, including logos, marketing collateral, website design, and any other visual elements, is crucial for building a strong and recognizable brand identity. Consistency helps create a visual connection in the minds of the audience, making them easily associate these colors with Spring Hill College. This consistency helps establish trust, recognition, and a sense of unity among the college community.



Typography

Typography is a robust vehicle for our brand voice. It contributes to how our messages are read and communicated. Adobe Garamond Pro is our serif family and a workhorse for our communications. Avenir Next, used as an accent, has a structured and traditional collegiate feel. Used together, these two typefaces help us create a clear visual hierarchy and keep our content legible and engaging.

Adobe Garamond Pro - Bold
Adobe Garamond Pro - Bold Italic
Adobe Garamond Pro - Semibold
Adobe Garamond Pro - Semibold Italic
Adobe Garamond Pro - Italic
Adobe Garamond Pro - Regular

Avenir Next - Regular
Avenir Next - Medium
Avenir Next - Medium Italic
Avenir Next - Demi Bold
Avenir Next - Demi Bold Italic
Avenir Next - Bold

SHC Email Signature

The purpose of a campus wide email signature ensure that your email are professional, consistent, and effective. Email signatures for Spring Hill College serves as more than just a sign-off or general contact information listed in an email. It plays a pivotal role in branding, communication, credibility, and professionalism. A **consistently** applied email signature reinforces SHC's image and facilitates effective communication with a wide range of stakeholders internally and externally.*



Jane Doe _____ *Title, Credentials, Licensures, Grad. Year*
Marketing Specialist _____ *Title (Staff, Faculty, and Board of Trustee)*
Spring Hill College | 4000 Dauphin Street | Mobile, Alabama 36608
O: 251-380-4000 | jdoe@shc.edu _____ *Office and/or Cell Phone, SHC Email*
[Become a Badger](#) | [Schedule a Visit](#) | [SHC Website](#) | [FAFSA Code 001041](#) | [SHC Updates](#)
_____ *Titled hyperlinks should be used when including internal or external webpages, meetings/scheduling links and service request links* _____

**This Email Signature is intended for use only on SHC GSuite emails supplied by Spring Hill College IT Services for the purpose of doing business for the institution. The above signature is the only approved signature to be used by faculty, staff, and any other auxiliary employee paid by the college, excluding SHC athletics.*