



# STYLE MANUAL & PUBLICATIONS PROJECT GUIDE



HAMPDEN-SYDNEY COLLEGE COMMUNICATIONS OFFICE  
2015

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## **PREFACE**

This Publication Project Guide contains a brief survey of how the College's visual identity is defined, directions for preparing projects for the Communications Office, an explanation of priorities and procedures, and practical appendices on such topics as the use of College emblems and writing style.

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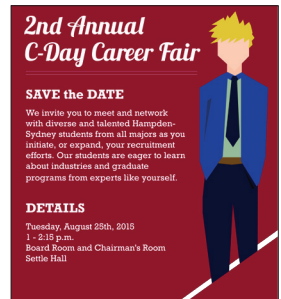
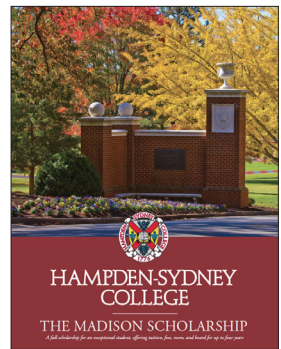
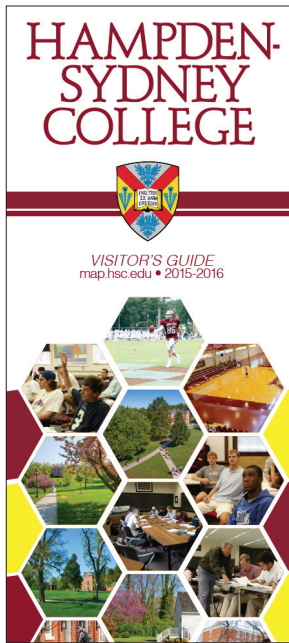
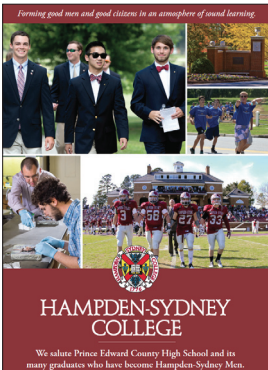
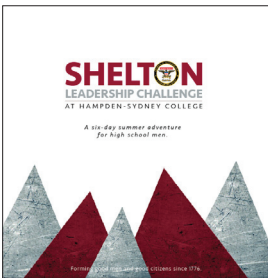
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# Hampden-Sydney's Institutional Image

Hampden-Sydney College blends the best of the past with the best of the present, the classic and the modern. The College's marketing "look" as defined by the Board's Marketing Committee is "unique, vibrant, contemporary, magnetic and successful."

Several of the College's divisions have their own look within this design philosophy, intended to differentiate them slightly from other departments. All of these "looks" are carefully designed to seem part of the same overall family, even as they are distinctive within it.

## Samples of recent designs



# Official Policy on Institutional Image, Visual Identity and Publication Oversight

The Communications Office is responsible for the integrity of the INSTITUTIONAL IMAGE or VISUAL IDENTITY, the brand, of Hampden-Sydney College.

## The Publication Policy

A publication, print or digital, which represents the college brand to an audience on or off campus should adhere to the design standards of the College, as maintained by the Communications Office. This is the case whether or not the publication originated in the Communications Office. Any questions regarding the design or content of a publication should be referred to the Director of Communications before production and distribution.

Publications which do not appropriately represent the College brand or which violate copyright laws will be referred for action to the Vice President for Institutional Advancement.

Publications which represent the College brand include

- Recruiting materials (admissions, athletic, etc.)
- Fund-raising materials
- Announcements of major College events (Homecoming, Founders' Weekend, Family Weekend, etc.)
- Stationery, business cards, mailing labels, etc.
- Plaques, signs, inscriptions, donor recognition materials
- The Website and other electronic media
- Advertisements

## Visual Identity and Electronic Publication

For the purposes of Hampden-Sydney's visual identity system, all electronic documents that represent the College's official view of itself to its various constituencies, on campus and off, are subject to design oversight by the Webmaster and the Director of Marketing and Communications.

# The Production Process

## 1. Ordering

The Communications Office completes about one thousand jobs annually and handles on average 20-30 jobs daily. To remain respectful of the time and attention your projects require, the Communications staff tries to minimize interruptions for the Designers. We ask that you help us be respectful of the needs of the entire College community by following these simple steps.

To order design work for print or electronic media, contact the Communications Production Manager. The Production Manager will create an individualized production schedule for the order and will confirm with the client, or Project Coordinator, that the schedule is suitable. To set up this schedule the Project Coordinator must provide the following information.

- a. the date by which the finished product is in your hand (or in the mail)
- b. the quantity needed (bearing in mind that overruns are cheaper than reprints)
- c. the budget line number.

Additional information that is helpful includes

- a. your intended audience,
- b. the precise purpose of the publication,
- c. any accessories needed (matching envelopes, programs, posters, etc.) and
- d. distribution.

## 2. Designing

Once the job has been scheduled, the Project Coordinator may wish to discuss ideas with the Designer before finalizing the concept. This is encouraged. Meetings with Designers can be scheduled through the Communications Secretary.

The Project Coordinator then submits copy (text and images) so that the job can move into the design phase. Depending on the job, most or all of the copy must be submitted before design can begin. Copy is submitted to the Communications Production Manager so that it can be gathered and safely held until the Designer is ready to begin work.

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**Depending on the job, most or all of the copy  
must be submitted before design can begin.**

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Copy should come to the Communications Office in its complete and finished form. It should already be edited. Copy that comes to the Communications Office as a work in progress prevents the Designers from sharing your vision for the project.

What may seem like a little change or addition could have a major impact on the overall design of the piece.

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**Copy should come to the Communications Office in its complete and finished form.**

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### 3. Proofing

The Designer will create your design as quickly as possible within the constraints of the overall Production Schedule, usually within 3 days. As soon as it is ready, the Production Manager will send a proof to the Project Coordinator. It is the responsibility of the Project Coordinator to assure that the draft looks as it should in its final form.

- a. Did the Designer capture the look you envisioned for the project?
- b. Are there any typos? While we try not to introduce errors into the copy, mistakes happen. An important part of the proofing process is to read everything closely, making sure that we didn't accidentally alter your copy.

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**An important part of the proofing process is to read everything closely, making sure that we didn't accidentally alter your copy.**

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Proofing requires a careful reading of the entire publication. Mark all of the corrections and changes on the proof before returning it to the Production Manager. Do not phone in changes. Most of the jobs done through the Communications Office should only require 1-3 proofs. Jobs that experience more proofs frequently reflect a lack of focus.

The Project Coordinator will inform the Production Manager that the proof is approved or that changes are required. An approved proof means that the Project Coordinator assumes responsibility for the accuracy of the piece. The Communications Office is not responsible for any error not marked on the proof. If corrections are made, the copy must be proofed again.

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**An approved proof means that the Project Coordinator assumes responsibility for the accuracy of the piece. The Communications Office is not responsible for any error not marked on the proof.**

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During the proofing process it is the Project Coordinator who controls the production schedule for the job. The Communications Office is usually able to turn proofs around quickly. The Project Coordinator determines how well the job remains on schedule by returning proofs in a timely manner. If proofs are held by the Project Coordinator, the Communications Office is not responsible for any delays that may occur in the job's production schedule.

#### **4. Production**

Once the Project Coordinator has given final proof approval, the Production Manager will move the job into the production phase. Some jobs are produced in house; others go to an outside vendor. The Production Manager will determine where the job is produced based on quantity, specifications, materials and time constraints. The goal is to get you the best price with the quickest turnaround, subject to the Project Coordinator's specific needs for the job.

Production done off-campus is beyond the control of the Communications Office. The Production Manager will monitor the job, try to keep it on schedule, and will notify the Project Coordinator of any delays. When the job is completed, the Communications Secretary or Production Manager will notify the Project Coordinator.

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**Production done off-campus is beyond the control of  
the Communications Office.**

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#### **5. A Checklist of Responsibilities for the Project Coordinator**

- a. Gather all copy (text and images) required for the publication.
- b. Contact the Production Manager to set up the schedule.
- c. Present the copy to the Production Manager.
- d. Receive and review (and circulate, if necessary) all proofs.
- e. Return proofs to the Production Manager.
- f. Approve the final proof, accepting responsibility for the accuracy of the piece.
- g. Provide, if necessary, a mailing list at the time of final approval.



# Working with the Communications Office

## 1. Budgeting Authorization

The Production Manager needs the account number to which the project will be charged. If there are budgeting constraints and estimates are required, the Production Manager will obtain them.

College departments pay only the actual cost of production, whether it is printed in house or by an off-campus printer. There is no charge for design work by the Communications Office staff.

## 2. Priorities

Projects are scheduled by the Production Manager in accordance with the following priorities established by the President and senior administrative staff:

1. Projects for the President's Office
2. Publications used in the recruitment or admission of new students
3. Institutional Advancement and alumni publications, including the *Record Key*, and *Campus Directory*
4. Annual general-use College publications such as the *Academic Catalogue*, *Key*, and *Campus Directory*
5. Projects associated with special events such as Homecoming, Family Weekend, and Commencement
6. Academic and cultural events publications, including major symposia
7. Athletic Department publications
8. All other publications

## 3. Turnaround Time

Turnaround Time is the number of days or weeks needed for production between final proof approval and job delivery. Turnaround Time is variable depending on the type of job ordered, although quantity, complexity and time of year can play a factor. Generally, the following table is a good indicator of the turnaround time for most jobs.

### Time after

Final Approval	Types of Jobs
instantly	art and electronic graphics
1-2 days	posters, some signs, mailers, programs, etc. <b>printed in house</b>
5-7 days	posters, mailers, programs, invitations, tickets, brochures, etc. printed off campus
8-10 days	stationery items, business cards, some books, coroplast signs, banners, t-shirts
3-5 weeks	framing, plaques

#### **4. Rush Jobs**

Generally, most jobs will require about 2 weeks for design and proofing time, in addition to the turnaround time discussed above. Projects that are delivered to the Production Manager with less than this required lead time are subject to the following stipulations.

The Communications Office staff

- a. May use a free-lance graphic designer and charge your budget accordingly.
- b. May authorize printer's "rush" surcharges.

Rush deadlines cannot be guaranteed. The Communications Office staff will make every effort to expedite your job; however, we cannot allow one person's rush to interfere with the production of other jobs for the College.

#### **5. Ordering Online**

For your convenience posters and business cards can be ordered online.

<http://www.hsc.edu/News/Communications/Request-Forms.html>

#### **6. Mailing**

If you want a service to handle mailing, the Project Coordinator will need to provide a mailing list to the Production Manager on or before the final proof approval. The list should include these columns:

Jenzabar ID number

First Name

Last Name

Label Name (such as Dr. and Mrs. Winston V. Hughes IV '78)

Address 1

Address 2 (if necessary)

Address 3 (if necessary)

City

State

Zip

Country (if necessary)

Do not include other information in the mailing list and do not repurpose lists requested from the Data Management Coordinator without first editing them into this form. Alumni giving and contact information should not be distributed outside of your office.

When the Production Manager submits the job to the printer, the mailing list must accompany art files. Within a few days we will receive change of address information from the post office so that you can update your records. The mailing service will automatically update your list for the print job.

Mail from Hampden-Sydney College will generally go out either first class or non-profit. Both should deliver in 3 days, but our experience is that non-profit can take a few days longer. The post office does not guarantee any delivery times, so it is good practice to allow a week for delivery in your planning.

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**The post office does not guarantee any delivery times.**

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## **7. Updating a Publication**

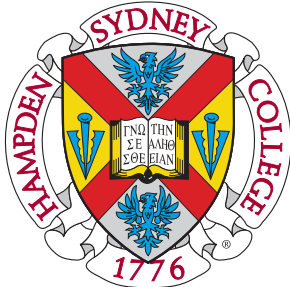
The Communications Office keeps digital files for all publications. Rather than submitting a new document for a minor revision, the Project Coordinator should update the previous issue of the publication by neatly making the changes on the printed material itself (or a photocopy). Insert minor changes in the margin (clearly showing where they go) and type major changes on separate sheets of paper designated as “inserts” on the original (“insert A,” “insert B,” etc.).

A publication without changes can be reprinted quickly and easily.

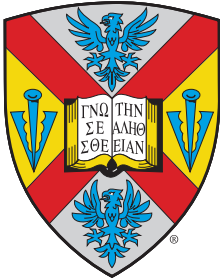
# Appendix I: The Hampden-Sydney symbols and their use

Hampden-Sydney logos (including the Seal) are protected as registered trademarks and may be used only with authorization from the Business Office. The logos are available in the Communications Office.

The principal pictorial mark is the Coat of Arms, surrounded by the banner that says, "Hampden-Sydney College - 1776." (The coat of arms, which is derived from the arms of John Hampden and Algernon Sydney, was presented to the College in 1776 by the Kirby family and has been the primary logo since then.) When the words in the banner are superfluous, the shield alone is used. The banner and shield tend to make any publication formal. (Many older alumni identify more with the seal than with the coat of arms, and for that reason it is occasionally used on gift merchandise.)



Banner and Shield



Shield



Seal

The College's "wordmark," or principal typographic logo, is the name "Hampden-Sydney College" set in Schneider Old Style type (with hand-modified kerning, leading, and weight). This is the most universally used of the various logos. It comes in one-line, two-line, and three-line versions.

## Rules for using the College's symbols

- These logos may never be used except by the College or with permission.
- They must never be reshaped or distorted.
- They should not be tilted or overlapped.
- No elements may be taken away from them or added to them.
- They should not be combined with other symbols or modified to resemble them.
- Typed letters should not be used in place of the graphic wordmark. Straight typing, even in the correct typeface, cannot reproduce the precise spacing or weight of the customized letterforms.
- Approximations of the wordmark in other fonts should not be used.

HAMPDEN-SYDNEY COLLEGE®

1 Line wordmark

HAMPDEN-SYDNEY  
COLLEGE®

2 Line wordmark

HAMPDEN-  
SYDNEY  
COLLEGE®

3 Line wordmark

# Appendix II: The Official Colors

## The Primary Colors

The main colors for Hampden-Sydney College are garnet and grey. Vendors need the Pantone numbers for an exact match. Build ratios and hex numbers are also given in case your vendor needs them.

Pantone 202 PC  
CMYK: 10/97/61/48  
HEX #9D183D



Pantone 429 PC  
CMYK: 21/11/9/22  
HEX # B1B7BB



We also use the colors from the Banner and Shield or Coat of Arms. Because they are specific to this heraldry, they do not have Pantone equivalents; the build ratios and hex numbers are used to match them.

CMYK: 10/100/100/0  
HEX #DA2028



CMYK: 100/10/0/0  
HEX #00A0E3



CMYK: 5/10/100/0  
HEX #F5D732



# The Supporting Palette

A supporting palette of six complimentary colors is also used to broaden and enliven publications.

CMYK: 10/60/80/0  
HEX #DF7E47



CMYK: 15/0/50/25  
HEX #ACB77B



CMYK: 10/20/40/0  
HEX #E4C79E



CMYK: 100/75/15/15  
HEX #004882



CMYK: 100/0/80/40  
HEX #007249



CMYK: 30/40/100/40  
HEX #8B7021



## BELL TOWER WITH H-SC OFFICIAL COLORS



# Appendix III: Writing for Hampden-Sydney: Some Stylistic Guidelines

## Punctuation

### AMPERSANDS

- Mr. and Mrs.: In lists, Mr. & Mrs. (with the ampersand) is correct; in salutations to letters, “and” should be spelled out: Mr. and Mrs. C. H. Goode, Dear Larry and Sally. Couples who maintain separate names are addressed with two full names and titles, on separate lines without an ampersand.
- University names and businesses: Unless there is a specific request not to use the ampersand, use it: William & Mary, Cowtan & Tout.
- The correct name of the lounge in Venable Hall is Parents & Friends Lounge.

### COLONS

- Colons should be followed by a lowercase word, unless there is a specific reason for a capital letter. Colons are not periods since they do not finish a sentence or indicate the start of a new one.
- Colons should not separate verbs or prepositions from their objects.

### COMMAS

- Use no commas at all, between or after, if you use only the month and year: “May 1957.” If a date comes between the month and year, you need commas to set off the year: “On May 29, 1957, the students burned McIlwaine Hall.”
- Hampden-Sydney style does not use commas between names and numbers or between names and class years: “George Wright III ’48.” “Jr.” is separated by a comma both from the name and from words that come after it, except for class years: “Edward Wright, Jr., returned” but “Edward Wright, Jr. ’72 returned.”
- State names after cities take two commas if not at the end of a sentence: “the Dallas, Texas, alumni club.”

## Helpful Miscellanea

### TITLES

- Reverend: Say “The Reverend John Smith” or “The Rev. John Smith.” Do not use Reverend with just the last name (“Dear Rev. Smith”) but use “Dear Mr. (or Dr.) Smith” instead.
- “The Honorable” is used the same way.



## TIME AND MONEY

- A.M., P.M.: Most of the time it looks better to type these in lowercase letters and, when clear in their context, to leave the periods out.
- It is also desirable to say 4 pm rather than 4:00 pm; the same is true for even dollar amounts: \$5 not \$5.00. The double zeroes are information the reader must read and then discard.

## SPELLING

- The most commonly misspelled words at Hampden-Sydney are: Hampden, Sydney, accommodation, develop (envelope), then/than, sophomore.
- One graduate is an Alumnus; two or more are Alumni [al-umn-eye]. (For women, it's Alumna for one, Alumnae [al-um-knee] for more.) Try to avoid calling them "alums."
- "Advisor" not "adviser."
- "H-SC" not "HSC."

## ITALICS

- Titles of books, movies, plays, TV shows, court cases, and names of ships are in italics. Titles of articles and pictures go between quotation marks. Punctuation following a word in italics is in italics also.
- Italicize *e.g.*, *i.e.* and *vs.* Do not italicize *etc.* or *et al.*

## CAPITAL LETTERS

- Professor: capitalize only when used as a title with the name or in an endowed professorship: "Professor Brown," "Thompson Professor of Classics." Lowercase when a simple noun ("He is assistant professor of classics at Hampden-Sydney") or in apposition to a name ("Dr. Jones, professor of biology").
- Administrative titles: follow a similar form as academic titles: "Dean of Students Joe Johnson," "Mary White, dean of admissions." "The dean of admissions will meet prospective students tomorrow." The exception is, "William Green, President of Hampden-Sydney College."
- Departments and subjects are usually lowercase unless they are proper nouns or used in course names: "He teaches in the chemistry department; come to the English department lunch." Again, in specific titles, you can use caps: "The Department of Philosophy Award"; Rhetoric 101. Generally, use lowercase when in doubt.
- "College" when referring to Hampden-Sydney College is always capitalized.

## Appendix IV: Using College Stationery

- Use official College stationery—not a photocopy—when writing to someone off campus or to a student anywhere. The official stationery was designed to give a good impression about the College; photocopies (especially with cutlines or spots) don't.
- Use a clear, open font, with plenty of line-spacing. Garamond is the official College font. Helvetica is also acceptable.
- Use one-inch left and right margins. Leave at least a half-inch margin at the bottom above the printed address line and below the type at the top of the sheet.
- Either indent paragraphs with no space between them OR leave a space and do not indent.
- Be consistent in your alignment: either align date and signature about halfway across the page or set everything flush left.
- Always sign letters when there is a typed name at the bottom. Memos should be initialed at the top, where the sender's name appears.
- Electronic letterhead is available from the Communications Office.

# Appendix V: Emails

Official emails are any which conduct College business either on campus or off. Emails should reflect the same design principles as any printed publication from the College. Whether they are formal or casual in content, these emails are business communications, not personal ones. Because they reflect the intentions of the College, some standardization is desirable among all emails sent on behalf of the College.

- Use a font that is easy to read and common among most computers. Garamond or Arial are preferred; Calibri, Century Gothic, Georgia and Times New Roman are also acceptable.
- Avoid using themes, backgrounds or other decorative elements.
- Formal signatures should be used for emails going off campus. These signatures should include your title and relevant contact information. Signatures in emails to regular correspondents may be just a name.
- Do not add personally favored quotations to the signature.
- Images should be avoided in the signature.
- Using a service is suggested for sending mass emails, especially those with images or URLs. The service will take care of the legalities and will help your email get through.

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