

**HAMPDEN-SYDNEY ATHLETICS**





# HISTORY

## Football

**1893:** Hampden-Sidney faces Randolph-Macon for the first time; losing their second game 12-6.

**1894:** The Garnet and Grey football team gained their first-ever victory, defeating the College of William and Mary 28-0.

**1901:** H-SC defeats Richmond 70-0 in a game that still stands as the largest margin of victory in school history.

**1907:** The first visual reference to the interlocking HS is seen on sporting uniforms.

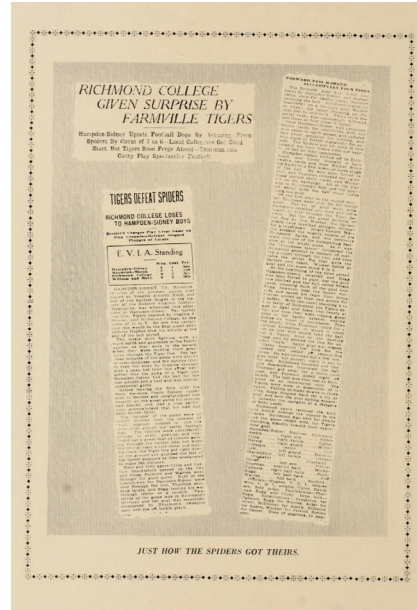
**1912:** Charles "Yank" Bernier, class of 1912, becomes H-SC's first full-time head coach, and the College's athletics teams begin referring to themselves as the Tigers.

# HISTORY

With a long-standing tradition of fierce competition and diehard fans, Hampden-Sydney College Athletics is a force to be reckoned with. Its branding should reflect this tradition of excellence.

Baseball was the first sport which received the attention of the students. In the spring of 1891, two brothers by the names Horace J. and A.D. McFarland entered the College and challenged the strongest college aggregation in the South; the University of Virginia. The College's first intercollegiate game resulted in a 9-7 loss.

In the football line the old Rugby kicking game was played every fall among the students, with a match game or two with the Union Theological Seminary students across the way. In 1892, William Bull of Norfolk entered the College, bringing with him the knowledge of and enthusiasm for the game of football played by the great American universities. He set to work and trained a team, which played but one game that season on Thanksgiving day, with Richmond College, and was defeated by a score of 24-0 (1992 *Kaleidoscope & Football Magazine*) 34-0 (1906 *Kaleidoscope*).



1916 *Kaleidoscope*



1900 Baseball Team

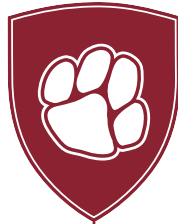


1907 Team - Interlocking HS appears

## BRANDING

A collection of visual elements and intentional aesthetics used to communicate our institution's purpose, goals, and tone.

# What is BRAND IDENTITY?



Logos



Colors



Fonts



Visuals



## LOGO

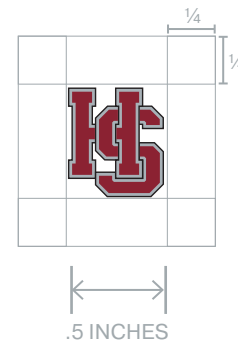
### Interlocking HS

The Hampden-Sydney Athletics logo is the representative symbol for sports and athletics. It is used exclusively for athletics programs and on spirit wear. It is not to be used for institutional or academic-related programs and should never be locked up with the H-SC wordmark or other H-SC branded logos. The minimum size for the interlocking HS is .5 inches wide with a clear space of .25 inches.



# MONOGRAM

## PRIMARY MARK



## LOGO

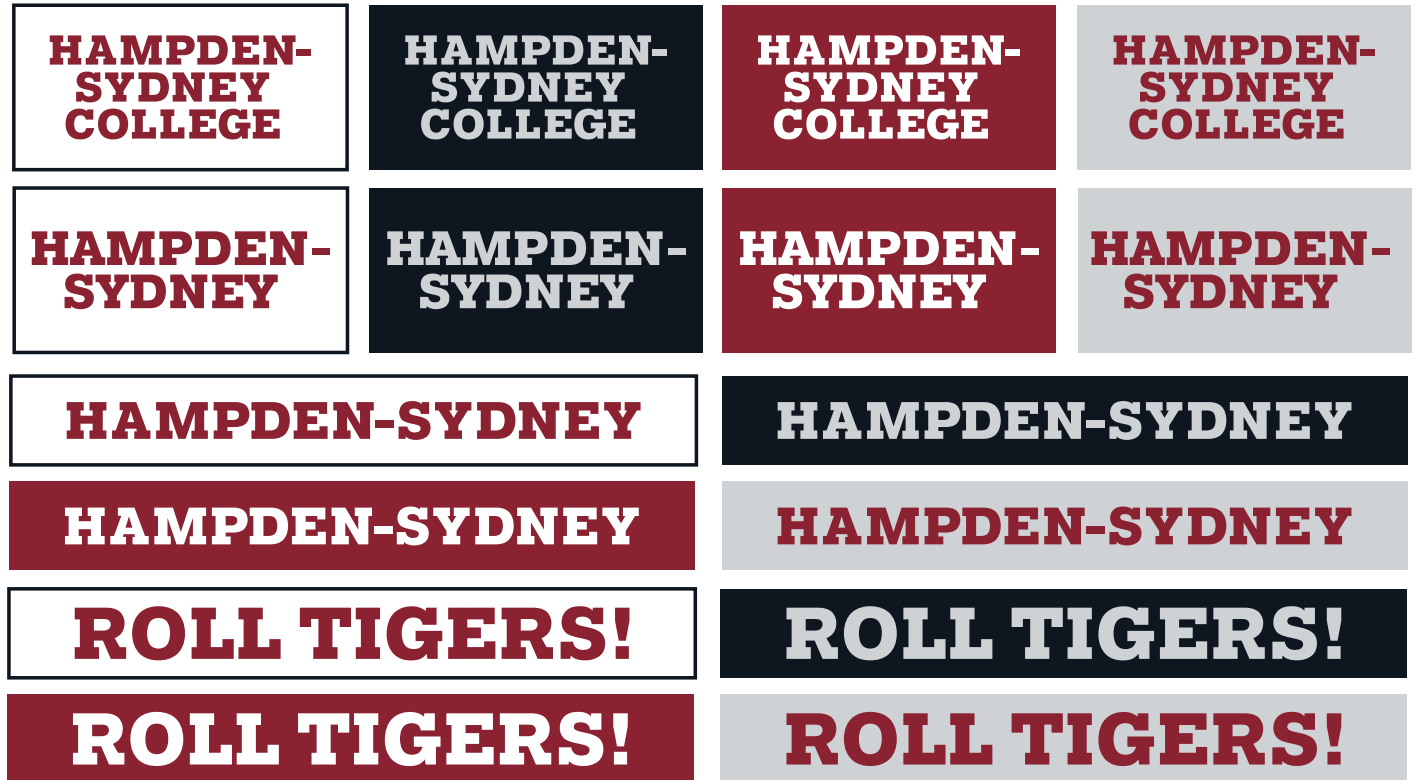
### Athletics Wordmark (New)

The new Hampden-Sydney Athletics wordmark is set in the typeface Pragmatica Extra Bold. It was created in 2024 to pay homage to the slab serif font highly used and sought after in the campus store. It should be used exclusively for athletics. It is not to be used for institutional or academic-related programs, should never be locked up with the H-SC College wordmark or other H-SC College-branded logos, but may be combined with other athletics-branded marks. The minimum size for the 3-Line Athletics Wordmark is .75 inches with a clear space of .25 inches. The minimum size for the 2-Line Athletics Wordmark is .5 inches with a clear space of .25 inches.



# ATHLETICS WORDMARK

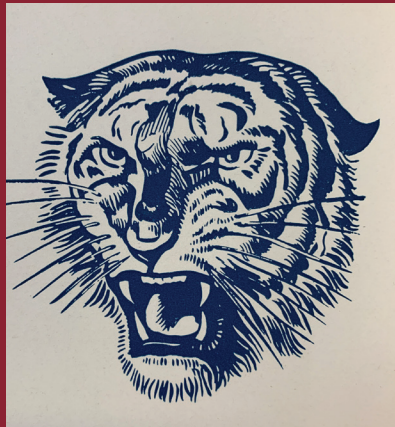
## AND TAGLINE



## LOGO

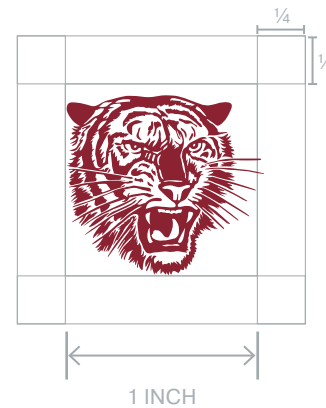
### Tiger Head

Based off an illustration from Hampden-Sydney's 1948 *Kaleidoscope*, this tiger head was first introduced in the spring of 2024. The Hampden-Sydney tiger head is the representative symbol for sports and athletics. It is used mostly for athletics programs and on spirit wear. It is not to be used for institutional or academic-related programs, and should never be locked up with H-SC College-branded logos. The minimum size for the tiger head is 1 inch with a clear space of .25 inches; unless used as a watermarked background.



# TIGER HEAD

## SUPPORTING MARK



# TIGER HEAD

## AS WHITE ON DARK BACKGROUND

### LOGO

#### Tiger Head

When displayed on a dark background, the tiger head should be displayed as shown with its combined outline and background in white. It should never be displayed without the background, which would cause it to look like a negative image.

When used as a background watermark, the tiger head may be cropped, but not altered.

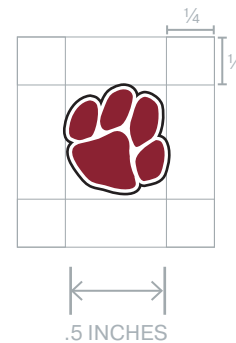
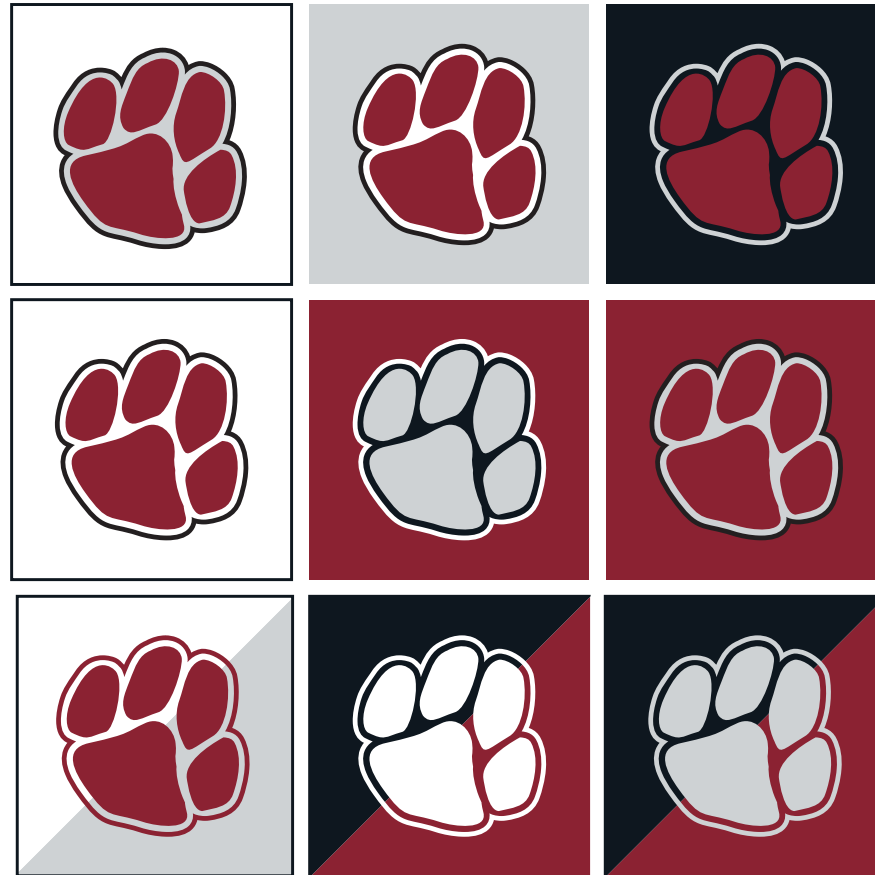


# TIGER PAW

## LOGO

### Tiger Paw

The smooth tiger paw is a supporting mark for athletics. This is an updated 2024 version where the paw is accompanied by a double outline (like the interlocking HS). In this update, the paw is rotated at a 21° angle. It should never be locked up with H-SC College-branded logos. The minimum size for the paw is .5 inches and with a clear space of .25 inches.



## LOGO

### Tigers Wordmark

The new tigers wordmark, made for Hampden-Sydney Athletics in 2024, is set in the typeface Pragmatica Slabserif Extra Bold with an outline similar to the interlocking HS. It can also be typed without the outline for text purposes. Both uses should be used exclusively for athletics. It is not to be used for institutional or academic-related programs and should never be locked up with H-SC College-branded logos. The minimum size for the tigers wordmark is .5 inches tall with a clear space of .25 inches unless part of an approved lockup.



# TIGERS WORDMARK

## SUPPORTING MARK

# TIGERS



# TIGERS SCRIPT

**\*\*RESTRICTED USE\*\***

## LOGO

### Tigers Script Wordmark

New in 2024, the Hampden-Sydney Athletics' tigers script wordmark is set in the typeface Fenway Park JF. It should be used exclusively for athletics and with special permission given by the Athletic Director and the Vice President of Communications and Marketing. It is not to be used for institutional or academic-related programs and should never be locked up with H-SC College-branded logos. The minimum size for the tigers wordmark is .5 inches tall with a clear space of .25 inches unless part of an approved lockup.



*Tigers*





## LOGO

### H-SC Acronym

The updated H-SC Acronym was designed for Hampden-Sydney Athletics in 2024 and is set in the typeface Pragmatica Slabserif Extra Bold with an outline similar to the interlocking HS. It can also be typed without the outline for text purposes. Both uses should be used exclusively for athletics. It is not to be used for institutional or academic-related programs and should never be locked up with H-SC College-branded logos. The minimum size for the H-SC Acronym is .5 inches tall with a clear space of .25 inches.



# H-SC ACRONYM

## SUPPORTING MARK



## LOGO

### Sport Specific

Sport-specific logos are only intended to be used by Hampden-Sydney's sports programs and athletics office. The particular sport is a sub category of the overall H-SC Athletics brand and therefore should be displayed less prominently, in order to not dilute the brand. The sport's name will be typed in Pragmatica Bold with kerning set to 150 points. Any current use of sport-specific logos not shown here should be discontinued.



# SPORT SPECIFIC COMBINATIONS



[NAME OF SPORT]

**TIGERS**

[SPORT]

**H-SC**

[SPORT]

**HAMPDEN-  
SYDNEY**

[SPORT]

**HAMPDEN-  
SYDNEY  
COLLEGE**

[SPORT]

## LOGO

### Lockups

A lockup is a combination of a logo or mark and another element such as the College's name, tagline, or sports team. Any lockup not shown here should be approved by the Office of Communications and Marketing before use.

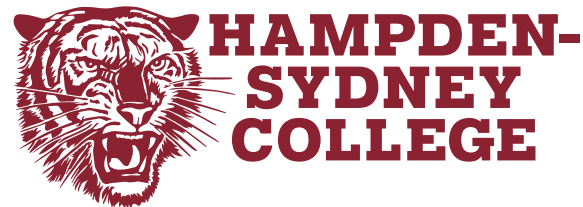


**HAMPDEN-  
SYDNEY**

[NAME OF SPORT]

# LOCKUPS

## EXAMPLES



# SPECIAL USE TIGERS

## LOGO

### Yank

Yank the Tiger first appeared in 1913 and is most likely named after Charles "Yank" Bernier, football coach of H-SC from 1912 to 1938. The illustration was drawn specifically for the College by a former Disney illustrator and made its debut in the *Kaleidoscope* in 1981.

Chuck the Tiger first appeared in 2019 and is named after the bronze tiger statue given to the College in 2003 by Richard F. Cralle '65. The illustration was drawn specifically for the College by Nike.

To use either Yank or Chuck, contact the Office of Communications and Marketing before use.



Yank




































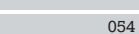













































Chuck



# ATHLETICS

## LOGO QUICK SHEET GUIDE

HAMPDEN-SYDNEY ATHLETICS																			
MONOGRAM HS (PRIMARY MARK)			TIGER PAW			COLORS	PMS	RGB	CMYK	HEX	LOCKUPS								
 001	 002	 003	 010	 011	 012	<b>GARNET</b>	202 C	138/36/50	29/95/75/29	#8A2432	 075 <b>HAMPDEN-SYDNEY</b> [NAME OF SPORT]								
 004	 005	 006	 013	 014	 015	<b>GREY</b>	427 C	208/211/212	18/12/12/0	#D0D3D4									
 007	 008	 009	 016	 017	 018	<b>BLACK</b>	PMS Black 6	16/24/32	82/71/59/75	#101820									
						TIGERS WORDMARK				 076 <b>H-SC</b> ROLL TIGERS!									
 039		 040		 041		 042													
 043		 044		 045		 046													
 047		 048		 049		 050													
 051		 052		 053		 054													
						**TIGERS SCRIPT**				 077 <b>HAMPDEN-SYDNEY COLLEGE</b>									
						**Must obtain permission from Athletic Director and the Office of Communications and Marketing**													
 055		 056		 057		 058													
						ACRONYM				 079 <b>H-SC</b> <b>TIGERS</b>									
 059		 060		 061		 062													
 063		 064		 065		 066													
 067		 068		 069		 070													
 071		 072		 073		 074													
						ATHLETIC WORDMARK				 080 <b>HAMPDEN-SYDNEY TIGERS</b>									
 019		 020		 021		 022													
 023		 024		 025		 026													
 027				 028															
 029				 030															
						TIGER FACE													
 035		 036																	
 037		 038																	
						TAGLINE													
 031				 032															
 033				 034															
						HEADER FONT		TEXT FONT											
						PRAGMATICA SLABSERIF EXTRA BOLD		PRAGMATICA BOLD (150 Kerning [sport])											
<b>VERBIAGE</b>																			
Hampden-Sydney College		Hampden-Sydney Tigers		Hampden-Sydney [Name of Sport]		Tiger [Name of Sport]		Tigers		H-SC		1776		Established in 1776		Roll Tigers		Garnet and Grey	

# DISCONTINUE

## LOGO

The following logos should neither be used nor produced, unless special permission is given by the Office of Communications and Marketing. Such instances may include Hall of Fame and other historic callbacks.



Leaping Tiger  
in Full Color, Garnet, or Black



Athletics Wordmark  
in One, Two, or Three Line Marks



H-SC Abbreviation



Leaping Tiger Lockup  
with Wordmark



Leaping Tiger Lockup  
with Wordmark



Leaping Tiger Lockup  
with Monogram



Basketball  
Hall of Fame Tiger Head



Tiger Head  
in Color or Black



Tiger Head Lockup  
with Old Wordmark



Tiger Paw Helmet



Smooth Paw

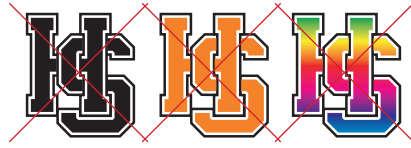


Rough Paw



# LOGO

# COMMON MISUSES



Do not use unapproved colors



Do not alter the proportions



Do not add graphic components like drop-shadows



Do not rotate logos (even making the paw straight up and down)

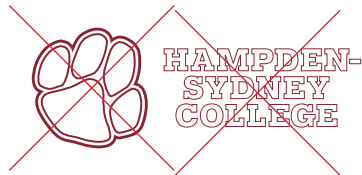


**ORIENTATION STAFF**

Do not use in reference to non-athletics entities



Do not alter sport name placement in sport specific logos



Do not use logos as outlines



Do not invert tiger



**HAMPDEN-SYDNEY COLLEGE**

**HAMPDEN-SYDNEY COLLEGE**

Do not add athletics marks with College logos



Do not skew the logos



Do not alter the typeface or kerning of the specific sport name



Do not combine logos in close proximity unless its an approved lockup





## LOGO

### Common Misuses

The Office of Communications and Marketing, alongside the Campus Store, are working diligently with vendors to correct inconsistencies with logos and colors. By creating a clear and easy-to-manuever style guide, these issues should be resolved.

# COMMON MISUSES

## INTERNAL EXAMPLES CONT.

X



Not an approved two-color logo. Alumni is okay as we have athletics alumni.



Not an approved two-color logo.



Not an approved two-color logo.

✓



Slightly off style guide but acceptable for legibility.



YES! Exactly on brand.



Special case. Ideally we never veer from the color palette, but camo and blaze orange can be an exception.



## LOGO

Many campus bookstores take creative liberty in producing merchandise that is new, exciting, and up-to-date with current market trends.

### So what are we trying to say?

When information is coming from the College, whether the Department of Athletics or the Office of Communications and Marketing, the design should be fully on-brand. The Campus Store (and some local vendors) will have the flexibility to use the logos in a tasteful way, but must be approved before production.



# FLEXIBILITY

## UPON SPECIAL APPROVAL



# COLORS

Shortly after the College's founding, students committed themselves to the Revolutionary War effort. They organized a militia-company, drilled regularly, and went off to the defense of Williamsburg in 1777 and Petersburg in 1778. Their uniform was a hunting shirt, dyed purple with the juice of pokeberries, and grey trousers. Garnet and Grey were adopted as the College's colors when sports teams were introduced in the 19th century.



## GARNET

Pantone 202C

C:29 M:95 Y:75 K:29  
R:138 G:36 B:50  
HEX: #8A2432



## GREY

Pantone 427 C

C: 18 M:12 Y:12 K:0  
R: 208 G:211 B:212  
HEX: #D0D3D4



## BLACK

Pantone Black 6

C:82 M:71 Y:59 K:75  
R:16 G:24 B:32  
HEX: #101820



## WHITE

C: 0 M:0 Y:0 K:0  
R: 255 G:255 B:255  
HEX: #ffffff

# PRAGMATICA SLABSERIF

book medium bold extra bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&\*

The quick brown fox jumps over the lazy dog

**The quick brown fox jumps over the lazy dog**

**The quick brown fox jumps over the lazy dog**

**The quick brown fox jumps over the lazy dog**



## FONTS

# PRAGMATICA

light (*oblique*) book (*oblique*) **bold (*oblique*)** **black (*oblique*)**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&\*

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

**The quick brown fox jumps over the lazy dog**

**The quick brown fox jumps over the lazy dog**





# VISUALS

Early examples that set the foundation for updating the overall look of athletics branding. As these projects are reordered for next year, they will be updated to reflect the proper brand guidelines.

# BASKETBALL

## SIGNAGE

**HAMPDEN-SYDNEY COLLEGE TIGERS 2023-24**

Nov 8 (Wed) 7:00 pm vs Christopher Newport  
**PACK THE HOUSE**

Nov 12 (Sat) 4:00 pm vs Greensboro (NC)

**AL VAN WIE /NOTARY TIP-OFF TOURNAMENT**

Nov 17 (Fri) 6:00 pm vs. Widener (PA) at Wooster, OH

Nov 18 (Sat) TBD vs TBD at Wooster, OH

Nov 29 (Wed) 7:00 pm vs Averett\*

Dec 2 (Sat) 4:30 pm at Guilford (NC)\*

Dec 8 (Fri) 7:00 pm at Randolph-Macon\*

Dec 12 (Sat) 7:00 pm at William Peace (NC)

Dec 14 (Thu) 7:00 pm vs Swarthmore (PA)

Dec 19 (Tue) 2:00 pm at John Carroll (OH)

Dec 30 (Sat) 2:00 pm vs Salisbury (MD)

Jan 3 (Wed) 7:00 pm at Ferrum\*

Jan 6 (Sat) 2:00 pm vs Washington and Lee\*

Jan 10 (Wed) 5:00 pm at Bridgewater\*

Jan 13 (Sat) 2:00 pm vs Eastern Mennonite\*

Jan 17 (Wed) 5:00 pm at Randolph\*

Jan 20 (Sat) 2:00 pm at Shenandoah\*

Jan 24 (Wed) 7:00 pm vs Lynchburg\*

Jan 27 (Sat) 2:00 pm vs Roanoke\*

Jan 31 (Wed) 7:00 pm vs Randolph-Macon\*  
**WHITE OUT**  
**BEAT MACON**

Feb 3 (Sat) 2:00 pm vs Averett\*

Feb 7 (Wed) 7:00 pm vs Randolph\*

Feb 10 (Sat) 2:00 pm vs Randolph\*

Feb 14 (Wed) 5:00 pm at Virginia Wesleyan\*

Feb 17 (Sat) 2:00 pm vs Mary Washington

**UNIV. SENIOR DAY**

**ODAC TOURNAMENT**  
Feb 19 (Mon) 7:00 pm  
ODAC First Round  
TBD

Feb 22 (Thu) TBD  
ODAC Quarterfinal  
Salem (VA) Civic Center

Feb 24 (Sat) TBD  
ODAC Semifinal  
Salem (VA) Civic Center

Feb 25 (Sat) 1:00 pm  
ODAC Championship  
Salem (VA) Civic Center

**NCAA TOURNAMENT**  
Mar 1 (Fri)-Mar 16 (Sat)  
NCAA Tournament

\*ODAC

**HAMPDEN-SYDNEY TIGERS**

BASKETBALL HISTORY		ACADEMIC HISTORY	
<b>15</b>	NCAA Tournament Appearances	<b>#3</b>	Alumni Network In The Country!
<b>3</b>	Sweet 16's	<b>Best Value College on Return of Investment</b>	
<b>3</b>	Final 4's	<b>#2</b>	Best College Library
<b>2x</b>	National Finalist	<b>#6</b>	Friendliest Students
<b>11</b>	ODAC Championships (The Most In Our History)	<b>#9</b>	Students Love Their Sports Teams
<b>11</b>	All Americans	<i>-The Princeton Review</i>	

**#1 TEAM IN THE COUNTRY VIA ALL RANKING SYSTEMS IN DIII LAST YEAR**

**HAMPDEN-SYDNEY COLLEGE TIGERS**

**2,500** Social Media Followers

**6,500** H-SC Alumni in the Commonwealth of Virginia (Approx.)

**4,500** H-SC Alumni in Central Virginia (Fermville to Richmond; Approx.)

**20,000** Total viewers for live streams this past season

**2x** Final Four

**12** NCAA Tournaments

**10** ODAC Championships

**OUR MISSION** To be the premier of excellence in Division 3 basketball. No excuses. GDP.

**OUR ALUMI** base is actively kept and it directly impacts our purchasing power.

**Playing college basketball for over 110 years**

**Come join a winner — we are looking for only 6 corporate sponsors**

**HOODIES \$50**

**SUPPORT OUR VISION OF BEING THE STANDARD OF EXCELLENCE IN DIVISION 3!**

**FREE WiFi**

**BasketballFanWiFi**

## VISUALS

Large foam board and 30-ft banner printed for the NCAA Division III Basketball tournament using new marks and fonts.

# BASKETBALL

## SIGNAGE





# SCHEDULE

## POSTERS

### HAMPDEN-SYDNEY TIGERS

2024 LACROSSE SCHEDULE

Feb 10 (Sat) 5:00 pm vs Christopher Newport	Mar 27 (Wed) 7:00 pm at Averett*	
Feb 17 (Sat) 11:30 pm vs Southern Virginia	Mar 30 (Sat) 1:00 pm at Washington and Lee*	
Feb 20 (Tue) 4:00 pm at Pfeiffer (NC)	Apr 6 (Sat) 1:00 pm vs Roanoke*	
Feb 24 (Sat) 12:00 pm vs Rhodes (TN)	Apr 13 (Sat) 1:00 pm vs Bridgewater*	
Feb 27 (Tue) 4:00 pm vs Cabrini (PA)	Apr 20 (Sat) 1:00 pm vs Lynchburg*	
Mar 2 (Sat) 1:00 pm at St. Mary's (MD)	Apr 24 (Wed) 5:00 pm vs Virginia Wesleyan*	
Mar 10 (Sun) 1:00 pm vs Ohio Northern	<b>ODAC TOURNAMENT</b>	
Mar 13 (Wed) 6:00 pm at Berry (GA)	Apr 28 (Sun) TBA ODAC First Round	
Mar 16 (Sat) 1:00 pm vs Ohio Wesleyan	Apr 30 (Tue) TBA ODAC Quarterfinals	
Mar 20 (Wed) 4:30 pm vs Randolph*	May 2 (Thu) TBA ODAC Semifinals	
Mar 23 (Sat) 1:00 pm at Randolph-Macon*	May 4 (Sat) TBA ODAC Championship	

\*ODAC

**HS** ROLL TIGERS!

### HAMPDEN-SYDNEY TIGERS

2024 TENNIS SCHEDULE

Feb 3 (Sat) 11:00 am vs College of Charleston (SC)	Mar 12 (Tue) TBA Illinois Wesleyan	Mar 30 (Sat) 1:00 pm at Guilford (NC)*	
Feb 9 (Fri) 6:00 pm at Christopher Newport	Mar 12 (Tue) 11:30 am Wisconsin-Superior	Apr 3 (Wed) 3:30 pm vs Randolph*	
Feb 17 (Sat) 11:00 am at Ferrum*	Mar 14 (Thu) TBA Piedmont (GA)	Apr 11 (Thu) 4:00 pm at Randolph-Macon*	
Feb 23 (Fri) 2:00 pm vs Pfeiffer (NC)	Mar 14 (Thu) TBA Hamilton (NY)	Apr 13 (Sat) 1:00 pm vs Roanoke*	
Feb 24 (Sat) 1:00 pm vs Mary Baldwin	Mar 23 (Sat) 3:00 pm vs Bridgewater*	Apr 26 (Fri) 4:00 pm at Washington and Lee*	
	Mar 24 (Sun) 12:00 pm vs Virginia Wesleyan	Apr 27 (Sat) 1:00 pm vs Averett*	
	Mar 29 (Fri) 2:00 pm at Lynchburg*	<b>ODAC TOURNAMENT</b>	
		Apr 30 (Tue) TBA vs ODAC Quarterfinals	
		May 4 (Sat) TBA ODAC Semifinals	
		May 5 (Sun) TBA ODAC Championship	

\*ODAC

**HS** ROLL TIGERS!



## VISUALS

While schedule posters and cards lend themselves to a darker aesthetic, the corresponding summer camps are brighter and embrace white space for improved legibility.

# SUMMER CAMPS

## SIGNAGE



A large graphic of a basketball with the HSC logo in a circle to its right. Below the basketball, the text reads: **BASKETBALL** in red, **SUMMER CAMP** in black, **AGES 6-17** in black, and [www.kimbroughcamps.com](http://www.kimbroughcamps.com) in red.



A large graphic of a golf club head with the HSC logo on the face. Below the club, the text reads: **GOLF and TENNIS** in red, **OVERNIGHT CAMP** in black, and **BOYS AGE 12-18** in black.



The HSC logo above a stylized graphic of a person swimming. Below the graphic, the text reads: **CAMPERS** in red, **ENTER POOL HERE** in black, and a large black arrow pointing right.



HAMPDEN-SYDNEY COLLEGE  
**HSC GOLF and TENNIS**  
OVERNIGHT CAMP  
OPEN TO BOYS AGE 12-18

**JUNE 2024**  
**23-27**

**REGISTER NOW**

- COLLEGIATE INSTRUCTION
- OVERNIGHT HOUSING & MEALS
- GOLF AT THE MANOR GOLF COURSE
- FUN EVENING ACTIVITIES

For more information, scan QR code or contact  
bbalkin@hsc.edu | 608-354-5654  
dwheeler@hsc.edu | 720-273-5315

[hampdensydneygolftenniscamp.com](http://hampdensydneygolftenniscamp.com)



A QR code and the website URL [hampdensydneygolftenniscamp.com](http://hampdensydneygolftenniscamp.com).



# VISUALS

# FOOTBALL MARKETING



2024 Program Cover



2024 Schedule Poster



## VISUALS

**Athletics Stationery** (digital and print) can be requested through the Office of Communications and Marketing.

1. Use official stationery—not a photocopy.
2. Use an official font—Pragmatica Book.
3. Use 1 inch margins on the top, left and right sides and a .5 inch bottom margin.
4. Indent all paragraphs except for the first or leave a space between paragraphs with no indents.
5. Keep consistent alignment between date and signature.
6. Leave four returns for a signature.
7. Always sign letters. Digital signatures can be ordered through the Office of Communications and Marketing.



# STATIONERY

## LETTERHEAD, ENVELOPE & BUSINESS CARD

The diagram illustrates the layout of a letterhead. At the top center is the Hampden-Sydney College logo, a stylized 'HS' in red and white. Below it, the text 'HAMPDEN-SYDNEY COLLEGE' is centered in a red, serif font. A vertical double-headed arrow indicates a 1-inch margin between the logo and the text. Below the text is the date 'November 21, 2019'. The main body of the letter contains several paragraphs of placeholder Latin text. Horizontal double-headed arrows on the left and right sides indicate 1-inch margins. Below the text is a signature line with a handwritten signature and the text 'Name Name'. A vertical double-headed arrow below the signature line indicates a 5-inch margin. At the bottom center, the text 'ROLL TIGERS!' is displayed in a red, bold, sans-serif font.



The business card features the Hampden-Sydney College logo on the left. To the right, the name 'CHAD EISELE' is printed in a bold, red, sans-serif font, with the title 'Director of Athletics, Head Golf Coach' below it. Contact information is listed with icons: a phone icon for '(434) 223-6153', an email icon for 'ceisele@hsc.edu', a globe icon for 'hscathletics.com', and a location pin icon for 'PO Box 698, Hampden-Sydney, VA 23943'. The text 'HAMPDEN-SYDNEY ATHLETICS' is printed in a red, bold, sans-serif font at the bottom.

The business card features the Hampden-Sydney College logo on the left. To the right, the text 'HAMPDEN-SYDNEY COLLEGE' is printed in a red, bold, sans-serif font, followed by 'DEPARTMENT of ATHLETICS' in a smaller, black, sans-serif font. Below that, the address 'PO BOX 698, HAMPDEN-SYDNEY, VA 23943-0698' is printed in a black, sans-serif font.



## VISUALS

### FORMATTING

Emails should reflect the same design principles as any printed publication from the College.

1. Use approved email signatures generated by contacting the Office of Communications and Marketing—do not use a screenshot or pixel graphic.
2. Do not add your own logo.
3. Do not add personally flavored quotations or links.
4. Email backgrounds should remain white.
5. Use an official font for body copy—Pragmatica or Adobe Garamond Pro.



# EMAIL HEADERS AND SIGNATURES



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*Forming good men and good citizens*





**ROLL TIGERS!**