



# HIGH POINT UNIVERSITY

**Print Standards Guide & Branding Philosophy**

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# Overview

High Point University lives by a simple call to action: *Choose to Be Extraordinary!*<sup>®</sup>  
And the world has noticed. HPU has recently been recognized for:

- No. 1 Best Regional Colleges in the South 2013, 2014, 2015 – U.S. News & World Report
- Best Undergraduate Teaching – U.S. News & World Report
- No. 1 Student Center in the Nation – BestCollegeValue.org
- Best Campus, top five in the nation based – Niche.com
- No. 1 Campus Dining 2012, 2013, 2014 – Aramark Collegiate Dining Surveys
- Safest Campus, No. 12 out of 500 security programs in the nation – Security Magazine
- Best Campus Food, No. 23 out of 1,175 in the nation – Niche.com
- Safe Campus, No. 10 in the nation – Niche.com
- Best Colleges for a High Return on Investment – Affordable Colleges Online

As High Point University continues to gain national and international recognition, every encounter with our brand must deliver a consistent message. Our name “High Point University” is a strategic part of our identity and is a distinguishable component of the brand. The reputation of our brand isn’t built off of one single encounter. It is constructed through a series of impressions. From an advertisement in the newspaper to the greeting received on campus, each touch point must communicate our culture. When inconsistencies are discovered it affects our brand’s reputation. Our graphic identity supports our brand, therefore, this style guide will serve as a resource in our mission to *“Choose to Be Extraordinary!”*<sup>®</sup>

# Visual Styles

**“IN MATTERS OF  
STYLE, SWIM WITH  
THE CURRENT;  
IN MATTERS OF  
PRINCIPLE, STAND  
LIKE A ROCK.”**

**- Thomas Jefferson**

High Point University brand standards acknowledges the need to adapt to trends and styles in an increasingly competitive global environment. Therefore, some graphic elements such as fonts and colors are considerably unrestricted, whereas the use of logos are steadfast. Thus the balance of innovation and tradition are critical to enriching our brand with a fluid audience.

# Approved Wordmarks, Logos, Artwork and Verbiage

## USE OF WORDMARKS

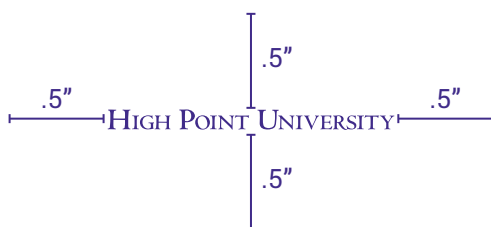
Unlike universities who may be recognized by their mascot, High Point University is recognized by our name. Therefore, the words “High Point University” must appear on all forms of communication and merchandise and be the leading visual. When referring to the university, always use the full name “High Point University” never use “High Point” without including “University” as it may be misinterpreted as the city of High Point. Further, the HPU logo should not be used without High Point University.

## TRADITIONAL WORDMARK USE

High Point University should appear on all university communications and be the leading visual. This may be through the use of the requirements of the one-line or two-line traditional wordmark, or through an alternative font selection that is clearly legible and more suitable for the audience.

If using the one-line or two-line university wordmark it must fit the minimum size requirements and have appropriate white space to set it apart. These logos may be used in the primary brand colors located on page 11.

### One-line traditional wordmark



Minimum Size: 1.5" width  
Clear Space: half inch on all sides

### Two-line traditional wordmark

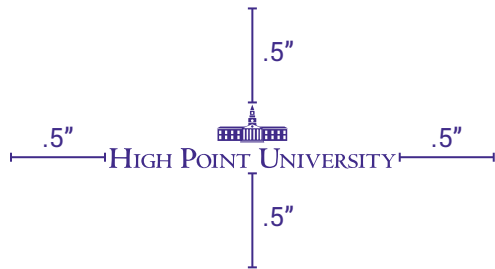


Minimum size: 1.75" width  
Clear Space: half inch on all sides

## ROBERTS HALL WORDMARK USE

The Roberts Hall wordmark may be used in place of the traditional wordmark. Historically, this wordmark has been used on printed materials and merchandise produced by the university. The Roberts Hall wordmark is traditionally not used on external merchandise to be sold at retail. Further, the Roberts Hall mark should not be used without "High Point University."

### One-line Roberts Hall wordmark



Minimum Size: 1.5" width  
Clear Space: half inch on all sides

### Two-line Roberts Hall wordmark



Minimum size: 1.75" width  
Clear Space: half inch on all sides

# Approved Wordmarks, Logos, Artwork and Verbiage

## USE OF WORDMARKS

Unlike universities who may be recognized by their mascot, High Point University is recognized by our name. Therefore, the words "High Point University" must appear on all forms of communication and merchandise and be the leading visual. When referring to the university, always use the full name "High Point University" never use "High Point" without including "University" as it may be misinterpreted as the city of High Point. Further, the HPU logo should not be used without High Point University.

## USE OF ACADEMIC SEAL

The academic seal may only be used with approval from the Office of Communications. The seal is rarely used outside these items:

- Diplomas/Diploma Frames
- Graduation Announcements
- Legal Documents
- Formal invitations
- Plaques and Recognition Certificates that include the name of the President
- Jewelry (watches, money clip, class rings, etc.)
- HPU Business cards

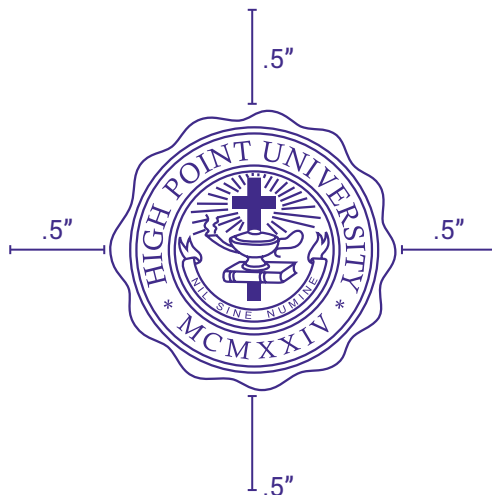
Any items featuring the academic seal must be high quality and may feature embossing or engraving.

### Academic Seal Color Variations

The academic seal may only be produced in the primary brand colors – Purple; Pantone 2685, Metallic Silver; Pantone 8400, White or Black. It is also permissible to blind emboss or foil stamp the seal in gold.

### Academic Seal Size and Clear Space

The academic seal should appear no smaller than 1.5" and should have appropriate white space at a minimum of 0.5" to set it apart.



## APPROVED LOGOS

### HPU Bold

The HPU bold logo should only be used in conjunction with the traditional wordmark or an alternative font selection that is clearly legible in promoting High Point University. The font for High Point University does not have to be Centaur and may feature different styles with approval of the Office of Communications. However, High Point University should be dominant with the HPU bold logo supplementing.



### University Seal

The university seal should be avoided on publications and materials and reserved for merchandise or apparel.



### University Tree Seal

The university tree seal follows similar guidelines to the academic seal and may only be used with permission of the Office of Communications and meet minimum size requirements of one and a half inches.



## PROPRIETARY LANGUAGE

In addition to logos, High Point University has protected the following language. This verbiage should include the appropriate trademark or service mark identifier with the exception of High Point University on printed marketing materials.

**High Point University®**

**Choose to Be Extraordinary!®**

**Preparing students for the world as it is going to be.<sup>SM</sup>**

**Preparing healthcare professionals for the world as it is going to be.<sup>SM</sup>**

**The future of pharmacy.<sup>SM</sup>**

**At High Point University, every student receives an extraordinary education in an inspiring environment with caring people.®**

**High Point University Panthers™**

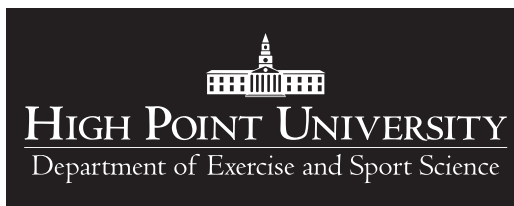


## LOGO USE FOR SCHOOLS, COLLEGES AND DEPARTMENTS

Approved logos are available for university schools, colleges and departments. Below are examples of college or school name treatments utilizing the one-line or two-line traditional workmark and Roberts Hall wordmark. These logos may be reversed in the university primary brand colors located on page 11.



Below are approved examples of departmental logo treatments utilizing the one-line or two-line traditional wordmark and Roberts Hall wordmark. These logos may be reversed in the university primary brand colors located on page 11.



## INACTIVE LOGOS

The panther logo is no longer used to represent High Point University. This logo may be found at retail locations for a limited time as it is transitioned out with new merchandise; however, it may not be used by university offices or departments.



The split High Point University/HPU logo is no longer used.



The HPU logo has an updated look where one color is used rather than four.



The HP logo has historically been associated with athletics. This logo is no longer used as it has been replaced with the new one color HPU logo.



The university seal has been updated to be aligned with the one-color bold logo version of the HPU.



# Colors

## PRIMARY BRAND COLORS

The primary brand color for High Point University is Royal Purple. This color should be incorporated in all university communications.



**Pantone: 2685 (Royal Purple)**

Process Formula: C: 90% M: 99% Y: 0% K: 8%

RGB Formula: R: 51 G: 0 B: 114

Hex Value: #330072



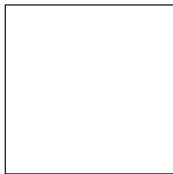
**Metallic Silver**

Pantone: 8400

Process Formula: C: 52% M: 43% Y: 42% K: 7%

RGB Formula: R: 129 G: 129 B: 131

Hex Value: #818183



**White**

Pantone: White

Process Formula: C: 0% M: 0% Y: 0% K: 0%

RGB Formula: R: 255 G: 255 B: 255

Hex Value: #FFFFFF



**Black**

Pantone: Black

Process Formula: C: 0% M: 0% Y: 0% K: 100%

RGB Formula: R: 35 G: 31 B: 32

Hex Value: #231F20

## SECONDARY BRAND COLORS

In an effort to allow for versatility and variety, no secondary brand colors have been established. When choosing secondary colors, follow the guidelines below.

- Use colors that complement our primary brand colors
- Limit the number of secondary colors
- Choose colors that help support the copy, design and specific audience mindset
- The Office of Communication should review and approve all university branding and communications.

# Typography

The below fonts serve as a guide to typefaces that maintain university traditions. High Point University recognizes a variety of fonts may be used to achieve a desired style. Font selections other than the options below should be approved through the Office of Communications.

## **SERIF FONT**

Centaur is the typeface selected for “High Point University” in the traditional and Roberts Hall wordmarks.

CENTAUR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

## **SAN-SERIF FONT**

Century Gothic is a modern sans-serif font that is clean and reflects innovation.

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

# Formal University Venue Names

1. Irwin Belk Track at Vert Stadium
2. Boles Commons (C Square 2 Clubhouse)
3. Earl E. Congdon Hall
4. Congdon School of Health Science
5. Cottrell Hall (home to the Flanagan Center for Student Success)
6. School of Education
7. George S. Erath Field at Coy O. Williard Baseball Stadium
8. Extraordinaire Cinema at R.G. Wanek Center
9. The David L. Francis Lecture Hall at Earl N. Phillips School of Business
10. Millis Estate
11. Hayworth Fine Arts Center
12. David R. Hayworth Hall
13. Charles E. Hayworth Memorial Chapel
14. Hoffman Amphitheater at David R. Hayworth Park
15. The Jorge and Debra Lagueruela and Class of 1979 Classroom (Phillips 221)
16. James H. and Jesse E. Millis Athletic and Convocation Center
17. North College Administration Building
18. Patrick H. Norton Hall
19. Nido R. Qubein School of Communication
20. Earl N. Phillips School of Business
21. BB&T Executive Boardroom at Plato S. Wilson School of Commerce
22. Roberts Hall
23. Roberts Hall Executive Boardroom
24. John and Marsha Slane Student Center
25. Jerry and Kitty Steele Center
26. W. Allen Tilley Trading Room at Plato S. Wilson School of Commerce
27. R.G. Wanek Center
28. Webb Conference Center
29. Webb Conference Center Ballroom
30. Plato S. Wilson Commerce Building
31. Ballroom at Plato S. Wilson Commerce Building
32. Fred Wilson School of Pharmacy
33. Witcher Athletic Center at Vert Stadium

# Trademarks and Licensing

High Point University works with Learfield Licensing Partners, a trademark management company who oversees registered trademarks of the HPU brand while providing protection and enforcement from unauthorized use.

## **WHAT IS A TRADEMARK?**

A trademark is any logo, symbol, slogan, word or other element that may be used to identify a brand. These marks are only used with permission of the university and are managed through Learfield Licensing Partners. For example, our name, "High Point University" is a registered trademark of the university and requires approval prior to use on materials or merchandise.

## **HOW DO I KNOW IF THE VENDOR I WANT TO USE IS LICENSED?**

Check the [Licensed Vendors](#) list located on the Office of Communications website. This list is frequently updated and does not include businesses who may be operating under a different business name. For questions regarding a particular business, contact the Office of Communications.

## **WHAT TYPES OF VENDORS NEED TO BE LICENSED?**

Any vendor producing items bearing the High Point University brand must be licensed. This includes, but is not limited to promotional products, signage, banners and uniforms.

## **IF THE ITEM BEING PRODUCED HAS NO REFERENCE TO THE UNIVERSITY DO I STILL NEED TO USE A LICENSED VENDOR?**

If university funds are being used to produce the item, it must bear approved logos or wordmarks. This includes all departments and student organizations. Please see the [HPU Gifting Approval Form](#) for more information.

## **AS AN INTERNAL DEPARTMENT OR STUDENT ORGANIZATION, CAN I SELL PRODUCTS BEARING HPU TRADEMARKS?**

No departments or student organizations may sell items bearing the HPU brand unless approved by the Office of Communications.

## **WHAT HAPPENS IF ITEMS BEARING HIGH POINT UNIVERSITY MARKS ARE PRODUCED AND A LICENSED VENDOR IS NOT USED?**

Unapproved vendors do not have permission to produce the HPU brand. Therefore, the invoice may not be paid in the business office until the vendor initiates the licensing process.

## **HOW CAN A VENDOR BECOME LICENSED?**

The vendor would need to submit the [licensing application](#) to Learfield Licensing Partners, which is available on the Office of Communications website.

# Stationery

## **BUSINESS CARDS**

High Point University business cards may be ordered through the Blackboard portal. HPU has partnered with a local printer to produce all HPU business cards. This ensures the color, paper and stock are consistent.

The front of all business cards will display the following:

- Name
- Title
- Office
- Address
- Phone
- Optional mobile
- Email address

The back of all business cards will display the branding statement and the web address:

- At High Point University, every student receives an extraordinary education in an inspiring environment with caring people.®
- [highpoint.edu](http://highpoint.edu)

Students employed by the university or student organizations may order business cards upon request of the Office of Communications.

## **TO PLACE AN ORDER VISIT:**

Blackboard > Organizations > Business Card Ordering > Sir Speedy > HPU Business Cards

# Letterhead and Envelopes

Customized letterhead and envelopes with the college, school or department may be ordered through a template on Unimarket. Generic university stationery may be obtained at the university print shop.

## TO PLACE A CUSTOM ORDER:

1. Sign into Unimarket
2. Select Marketplace
3. View Suppliers
4. Type "CE Print Solutions" in the search bar and select
5. Select "CE Print Punchout" to visit CE Print website to place the order

## EMAIL SIGNATURES

As the broadest form of daily correspondence, a consistent email signature must be used across the university. No personalized quotes, slogans or backgrounds may be used with the email signature. Further, additional logos or websites may not be added unless outlined below or approved by the Office of Communications. Additional logos or verbiage that may be approved are designations or recognitions that favorably highlight the university for providing an extraordinary education in an inspiring environment with caring people.

Exceptions to email signature additions:

1. Undergraduate and Graduate Admissions
  - a. Social Media Links
2. Career & Internship Services
  - a. Panther Link and LinkedIn

Instructions on generating an email signature graphic:

1. Visit <http://signature.highpoint.edu>
2. Enter password: Panther42
3. After generating the email signature, right click to "copy"
4. In Outlook 2013, click for "new email"
5. Click "Signature", then paste in the body and click "ok"



An example of the email signature



## Name Badge and Name Plates

To place an order for a customized name badge or name plate, email your first and last name along with your title to: [mystic@trophieshp.com](mailto:mystic@trophieshp.com) Please note the delivery location in your email.

## Office Placard Generator

To generate a custom office placard, visit: <http://www.highpoint.edu/ooc/branding/> and click on "Placard Generator." This insert will print in the Roberts Hall Print Shop. A work order with HPU Campus Enhancement can be placed for the placard hardware to be installed.

	HIGH POINT UNIVERSITY
	This is a Person's Name
M: 8:00AM-7:00PM	This is The Person's Title
T: 11:00AM-1:00PM	This is The Person's Title (cont.)
W: 8:00-9:30 AM, 3:30-5:00 PM	This is Their Department
TH: 8:00AM-9:00AM	336-841-9000
F: 9:00AM - 11:00AM	example@highpoint.edu
By Appointment	<i>Choose to Be Extraordinary!®</i>

# Presentations

Internal and external presentation templates must be used to communicate a consistent message to audiences. Additionally, following the tips below will enhance the visual impact and advance the High Point University brand.

## Tips:

1. We recommend Century Gothic as the font selection
2. Choose a font size that your audience can read from a distance
  - a. A one-inch letter is readable from 10 feet
  - b. A two-inch letter is readable from 20 feet
  - c. A three-inch letter is readable from 30 feet
3. Avoid using centered text unless making a simple statement. Text aligned left or right is easier to read and follow.
4. Avoid clutter or too much information. Presentations should serve as a guideline to share information, not something that is read word-for-word.

## INTERNAL PRESENTATIONS

Download: Keynote/PowerPoint templates

## EXTERNAL PRESENTATIONS

When presenting to an external audience, it is important to share relevant information about High Point University. Presentations must include one of the following selections, or a combination:

- Information about High Point University
- Purposeful Growth
- High Praise for High Point University
- The Value of the High Point University Experience
- Our City. Our University.

Download: Keynote/PowerPoint templates

For questions about presentations or content for presentations, contact Will Linthicum in the Office of Communications at [wlinthic@highpoint.edu](mailto:wlinthic@highpoint.edu).



## **Print Standards Guide & Branding Philosophy**

Questions: Contact the Office of Communications at [communication@highpoint.edu](mailto:communication@highpoint.edu)