



# **Hobe Sound Bible College**

BRAND & STYLE GUIDE





Hobe Sound Bible College has developed a set of identity graphics and standards to unify its print and online communications. The standards extend to the use of wordmarks, icons, signature colors, type fonts and other elements that comprise Hobe Sound Bible College's visual identity.

This guide provides basic information about – and tools for using – the Hobe Sound Bible College brand, and offers flexibility for divisions, departments and ministries to simultaneously pursue their own brand needs. The identity graphics in this guide should only be used as detailed here. The graphic system represents the identity of the college and should not be diluted through substitution or revision, or altered in any way.

# Seal & Logo

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The Hobe Sound Bible College seal portrays the recognizable scenery of its surroundings, creating a recognizable icon. This logo is used on stationery, business cards and letterhead. You may also use the seal in other print materials such as brochures, newsletters, bulletins and ads.

The logo includes three elements:

## 1. The Seal



## 2. The Title

**Hobe Sound Bible College**

## 3. The Slogan

Knowing Christ and Making Him Known

## Proportion & Spacing



When using the HSBC Logo, always use an approved logo file. Never try to recreate the logo yourself. If you need to re-size the logo, always constrain proportions by locking the aspect ratio, so the height and width are scaled together.

There should always be a buffer zone surrounding the HSBC Logo, with no type nor graphics appearing in the zone. The buffer zone is the space that is half of the height ( $\frac{1}{2} x$ ) of the Seal ( $x$ ) in the logo. It extends above, below, to the left and to the right of the logo. For a printed piece the HSBC Logo placement shall be at least  $\frac{1}{2}$ " from the edge or top of page. The Seal shall be no smaller than  $\frac{3}{8}$ " (see height of  $x$ )

HORIZONTAL



**Hobe Sound Bible College**  
Knowing Christ and Making Him Known

VERTICAL



**Hobe Sound Bible College**  
Knowing Christ and Making Him Known

## Colors Palette

The HSBC color palette is a selected group of colors that complement and enhance the collegiate aura and brand messaging, following the rules of the color wheel. Please keep in mind that sites with large amounts of photography rarely require large patches of color, so consider limiting bold color usage to headings or accents.



### Electronic Version



Pantone 648 C  
c100 m86 y36 k31  
r0 g45 b93  
#002d5d



r2 g43 b91  
#002b5b



Pantone 7556 C  
c28 m42 y100 k5  
r183 g140 b31  
#b78c1f



r220 g180 b57  
#dcb439

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## Fonts

The official serif typeface of the HSBC Logo is **Minion Pro Bold Condensed**, which was chosen for its combination of traditional and contemporary styling. **Minion Pro Regular** was used for the slogan. Also, **Helvetica CE 35 Thin** can be used as a supplementary San Serif font.

Please note: These font families are tools provided to help communicators leverage the masterbrand when appropriate. This does not mean you must use only the font sets in these standards.

### Minion Pro Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Helvetica CE 35 Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Correct Color Usage

Below are examples of correct color usage:

Full Color



**Hobe Sound Bible College**  
Knowing Christ and Making Him Known

One Color



**Hobe Sound Bible College**  
Knowing Christ and Making Him Known

Black & White



**Hobe Sound Bible College**  
Knowing Christ and Making Him Known

## Usage: Incorrect Use



~~Hobe Sound Bible College~~  
Knowing Christ and Making Him Known

Do not stretch or distort the proportions of the logo



~~Hobe Sound Bible College~~  
Knowing Christ and Making Him Known

Do not alter the color of the logo



~~Hobe Sound Bible College~~  
Knowing Christ and Making Him Known

Do not change the relationship of the Title to the Slogan



~~Hobe Sound Bible College~~  
Knowing Christ and Making Him Known

Do not place the logo on complex backgrounds



~~Hobe Sound Bible College~~  
Knowing Christ and Making Him Known

Do not outline the logo



Et faccus ma endae. Igniminis ditatiumquo dolectiatum ea nonseque nobis ex  
sum utet dit volores sinulle stiumquae quas eatquiduci iumquasi

~~Hobe Sound Bible College~~  
Knowing Christ and Making Him Known

Do not overlay text in buffer area

## Co-branding

In an effort to seek higher uniformity, the college's long and widely recognized brand benefits each individual entity within HSBC. Individual programs, departments and initiatives are best served by utilizing some combination of the core elements of name, color, typography and visual mark to best take advantage of Hobe Sound Bible College's brand power and visibility. As a guide, we have developed two forms of "co-branded" examples that maximizing the value of HSBC's name and reputation.

### Long-Form



**Hobe Sound Bible College**  
*Department of Ministerial Education*

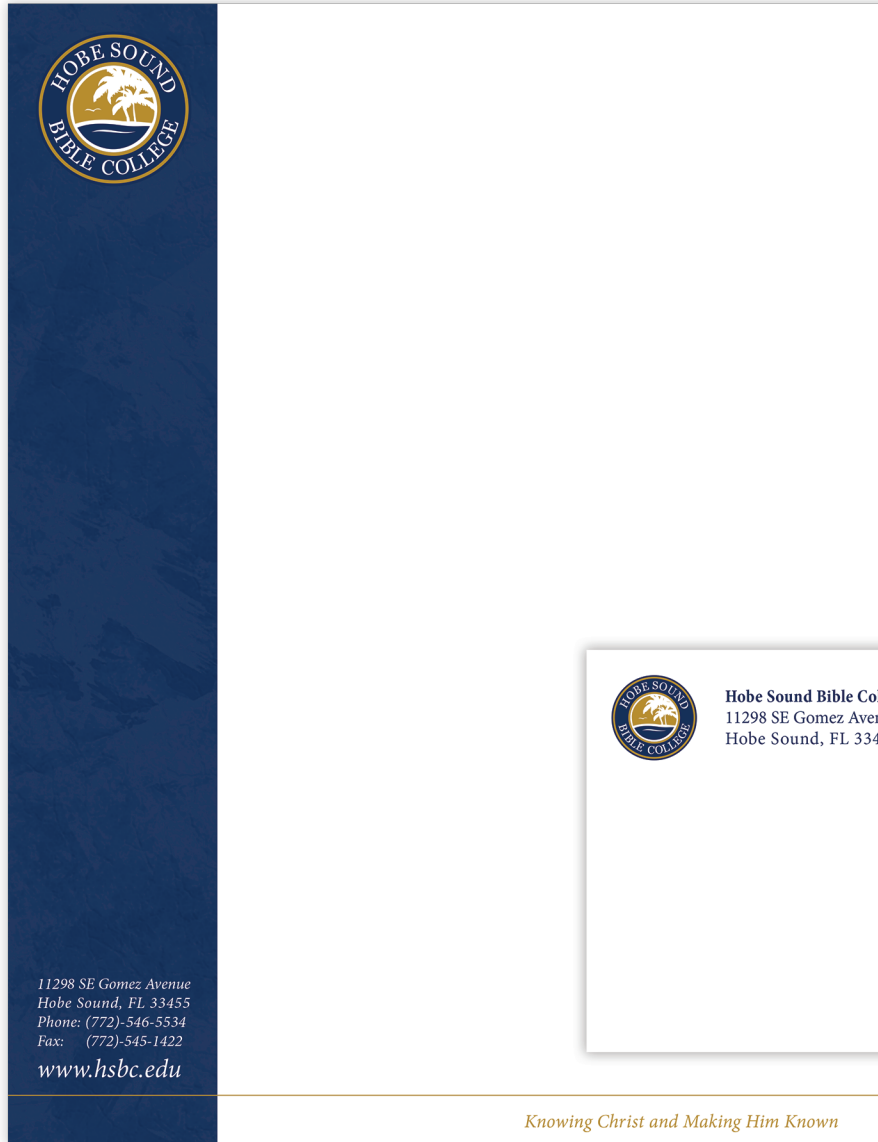
### Short-Form



*Department of Ministerial Education*

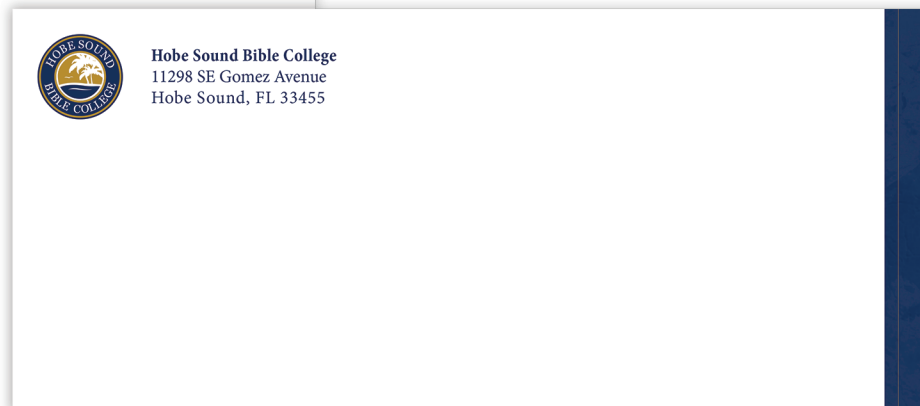
# Corporate Graphics

## General Letterhead



Business Card

## Envelope



Email VCard



PowerPoint Templates



*Knowing God  
and Making Him Known*

# Design Application

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All design regulation is handled through the Department of Public Relations. Please refer all questions and subsequent application for design to this department.

**Hobe Sound Bible College**  
**Attn: Office of Public Relations**  
11298 SE Gomez Avenue  
Hobe Sound, FL 33455  
Phone: (772)-546-5534  
Fax: (772)-545-1422



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Hobe Sound, FL 33455  
Phone: (772)-546-5534  
Fax: (772)-545-1422