



IMAGE AND STANDARDS MANUAL

Revised June 2014

MESSAGE FROM THE PRESIDENT

Dear Colleague,

As Hope International University expands its educational programs and opportunities, the importance of a consistent image and identity becomes more critical. Standardizing the visual materials generated by the University helps to make the institution's image strong and consistent.

Presenting a consistent visual image, or perception, to the outside world about who we are and what we stand for will help Hope International University become more readily recognizable. A strong identity plan, and adherence to the plan, will project the image of excellence and stability for *Hope* that we all desire.

To effectively implement this plan, we have prepared the Image and Standards Manual as a policy to guide proper use and application of all University visual identification and publications. Using these standards in a consistent manner will enhance a positive public image of Hope International University wherever we are in the world.

To ensure the success of this plan, it is imperative that all *Hope* schools and departments adhere to the standards and policies outlined. Thank you for your cooperation in this endeavor for it will help to achieve the goal of enhancing our University's image.

John Derry

INTRODUCTION

This manual explains the correct usage of the Hope International University logo and seal for printed material, publications, displays, and signage. The policies regarding the use of the logo and seal apply to all departments of the University. Your cooperation in following these guidelines will ensure a consistent image for Hope International University.

Adherence to the standards outlined in this manual will help assure the success of the University's identity program. **ALL PRINTED PUBLICITY PIECES MUST BE EITHER PRODUCED BY AND/OR REVIEWED BY BOTH THE PUBLICATIONS AND MARKETING DIRECTORS.** The same applies to other items using the University logo (such as promotional items: mugs, pens, bags, etc. and signage, etc.). All items must be produced by and/or reviewed by the Marketing and Publications Directors.

Many people become acquainted with the University through printed materials: letters, brochures, publications, business cards, posters and other pieces. The image the University projects through these avenues must be clear, consistent and memorable.

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PRODUCING PUBLICATIONS

Definition of a Publication

A publication is any printed or promotional material, including advertisements, that is distributed to anyone outside of the University. Any promotional material representing Hope International University that leaves this campus is considered under this definition. This includes any event materials or publicity that will be inviting people from outside the University to our campus. This does not include items that are specifically designed to be used only on campus such as letters, memos, school newspaper or ASB banners and flyers.

It is essential that all materials representing the University are of the highest quality and are consistent with the image of HIU. All printed publicity pieces must be produced by the Publications Department and reviewed by both the Marketing and Publications Department.

Administrative Representative

Each department will have a designated contact person through whom all publications must be approved **before** being brought to the Publications Department.

Academic Affairs - Paul Alexander

Advancement - Michael Mulryan

Student Affairs - Mark Comeaux

Undergraduate, Online and Graduate Admissions - Teresa Smith

The duties of this person include the following:

1. Review the various projects brought to them and determine whether they are necessary or cost effective to produce.
2. Accountable for knowing what needs to be produced for their department.
3. Advise the client (you) how to best proceed with a project and help them organize that project.
4. Double check the text and design for consistency and quality.
5. Responsible for approval of the project.

Production Steps and Process

NOTE: PROJECTS CAN TAKE 6 OR MORE WEEKS TO COMPLETE THE PROCESSES FROM THE TIME THE JOB IS SUBMITTED TO THE TIME IT IS DELIVERED.

1. Before beginning a project ask yourself the following questions:
 - What is the purpose of this publication?
 - Who is the audience I am trying to reach?
 - What is the message I want to convey?
 - Is this consistent with the University message?
 - What is my budget?
 - What is the quantity needed?
 - How will this be distributed?
 - What is my deadline?
2. After you have answered these questions; meet with the administrative representative for your department to discuss the potential project. The administrator will assist you in organizing the project and make suggestions on how to proceed.
3. Get initial approval from your administrator to proceed.
4. Meet with the Publications and Marketing Directors to discuss scope of project, scheduling, and printing issues.
5. Publications will obtain bids for potential project and submit them to the administrator.
6. Upon final approval from your administrator, you will need to **obtain a P.O. number** from the Business office. This must be done before Publications can begin your project. **Allow up to 5 working days for this process.**
7. Meet with the Director of Publications to have project included in the production calendar and review aspects of project. **It is vital that you meet the deadlines assigned in order for the project to be completed according to schedule.**
8. Designer will begin working on the project. **Allow 5 - 10 working days** for the completion of projects to be ready for review.
9. When you are notified by Publications that the project is ready for review, you must review project layout and proof read text, and procure approval of final art work. **Allow a few days for the proofing process.**
10. Upon final approval, job is sent to printer. The average job takes **5 - 10 working days** for the printer to complete. At this point no further changes can be made.
11. Proofs will be reviewed by the Director of Publications for approval.

12. The job is completed and delivered to the Publications office at the Fullerton campus or to the campus where you are located. You will be notified upon delivery.

Text

When writing copy for publicity materials the University should be referred to as “**Hope International University**” or as “**the University**.” The single word “**Hope**” or the acronym **HIU**, may be used in later references throughout the publication. **Note that the name Hope is initial cap, in italics.** An alternative to the use of *Hope* is “HIU,” but the two should not be used interchangeably in the same document.

Somewhere in the publication the complete name, address, phone number, fax number, and website address should be stated as follows:

Hope International University
2500 E. Nutwood Avenue, Fullerton, CA 92831 USA
(714) 879-3901 • Fax (714) xxx-xxxx • www.HIU.edu

The mission statement of Hope International University may also be included as follows:

*Hope International University's mission is to empower students through Christian higher education
to serve the Church and impact the world for Christ.*

Text for the body copy of a project must be given to the designer electronically (as an attachment in an email) with a print out as a reference. Publications can accept text from the following programs and formats: Microsoft Word, text files, rich text formats, Microsoft Excel, PhotoShop, Adobe Illustrator, Adobe PDF, and Publisher.

PUBLICATION CHECKLIST

Check this list carefully as you look at your completed art work:

- The copy is in the correct order
- The art is in place
- All your corrections have been made
- Everything is spelled correctly
- The color selection is correct
- The mailing address is correct and the postage is in place
- The quantity has been verified
- You have been quoted a price and a P.O. number has been obtained.
- Your project has been approved and signed by your Administrative Representative

DISPLAYS

The Publications department will create any displays needed. Displays should be uncluttered and clearly representative of the mission and image of the University. Photos should be prominent, clear, sharp and up to date. The display needs to be eye-catching and simple. Only one message and one image should be conveyed. The majority of written information should be incorporated into brochures and other printed pieces as opposed to the display.

WEBSITE PROCEDURES

The Hope International University website is an important vehicle for the public to view and become familiar with our University. Therefore, it is important to include these procedures as part of the overall Image and Standards Manual. To have changes made to or to post new information on the University website please follow these general procedures.

1. Develop content with input from department manager or appropriate administrator.
2. Submit content to the webmaster.
3. Initial draft pages are then posted by webmaster for review.
4. Once all editing is completed, final approvals must be obtained from content author, department manager, appropriate administrator, Marketing Director and webmaster.
5. Upon final approval, pages are posted to the University website.

UNIVERSITY LOGO

The versions as shown represent the recommended variations of the logo. The proportions and spacing of the logo must be maintained. Any alternate variations must be discussed with the Publications and Marketing Director..

Reproduction

The logo and seal are not to be redrawn, re-proportioned, or modified in any way. The logo and seal are not to be scanned or reproduced from a previously printed version. The logo and seal are to be reproduced electronically or from line art available through the Publications Department.

An electronic version is available from the Publications Department.

Typefaces

Uppercase **Perpetua Tilting MT Bold** is the only type style to be used for the HIU in the logo.

Minion Pro Semibold is used for the name of the University.

Color

The logo may be produced in one color or full colors. When using one color, that color should be dark enough to provide good contrast to the background, so that the logo is legible. When the logo is reproduced in full color the University's name is to be in black and the googie icon and HIU should be in **Pantone 294** or 4- color process **C: 100, M: 58, Y: 0, K: 21**. Any variations of this coloring must first be approved by the Publications Director.

Size

As a general rule the logo (vertical and icon and HIU) should not be any smaller than 3/4" tall and 1" wide to insure legibility. The horizontal logo should not be any smaller than 3.5" wide



Horizontal Logo



Vertical Logo



icon and HIU Logo

Protected Area

The logo should always stand apart from its surroundings (text, graphics, visual elements, etc.). For consistency, a reasonable area should always be maintained as a protected border.



Screening

The logo may be screened for special uses. When doing so; however, the logo should continue to maintain good contrast from the field on which it is displayed.



UNIVERSITY SEAL

The versions as shown represent the recommended variations of the logo. The proportions and spacing of the logo must be maintained. Any alternate variations must be discussed with the Publications and Marketing Director..

Reproduction

The seal is not to be redrawn, reportioned, or modified in any way. The seal is not to be scanned or reproduced from a previously printed version. The seal is to be reproduced electronically or from line art available through the Publications Department.

Color

The seal may be produced in one color or four colors. When using one color that color should be dark enough to provide good contrast to the background so that the seal is legible. When reproduced in four color process the text of the logo is to be in **Black** and the seal in full color. Any variations of this coloring must first be approved by the Publications Department.

Size

As a general rule the seal should not be any smaller than 1" tall and 1" wide to insure legibility.

Protected Area

The seal should always stand apart from its surroundings (text, graphics, visual elements, etc.). For consistency, a reasonable area should always be maintained as a protected border.

Screening

The seal may be screened for special uses. When doing so; however, the seal should continue to maintain good contrast from the field on which it is displayed.



INCORRECT USAGE OF LOGO AND SEAL

Do not distort, change proportions, stretch or redraw the design elements. Also, do not mix colors.



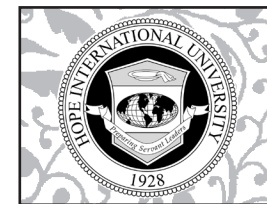
Do not reprint the seal/logo from poor artwork or previously printed materials. Also, do not enlarge from artwork that is smaller than the intended use.



Do not print the University seal/logo within restrictive areas.



Do not reproduce the seal/logo over "busy" backgrounds.



Do not recreate the logo in another type style to use in place of the official logo.

Do not reproduce the seal/logo in a low contrast screen or in a manner in which they cannot be easily read.



COLOR

The University's official colors are **BLUE and SILVER**. The colors used by the University are specified below. Further color samples are available through the publications department.

Logo Blue - Pantone 294 (Cyan 100%, Magenta 58%, Yellow 0%, Black 21%)

Silver - Pantone 877 (Cyan 9%, Magenta 5%, Yellow 5% , Black 30%)

The University official accent colors

Dark Blue - (Cyan 95%, Magenta 87%, Yellow 29%, Black 16%)

Gold - (Cyan 0%, Magenta 36%, Yellow 100% , Black 0%)

Grey - Pantone Warm Grey 8C (Cyan 0%, Magenta 9%, Yellow 16% , Black 43%)

In certain instances colors other than blue and silver may be required. The Publications Department should be contacted for assistance in the proper use of colors and application for all graphic needs. Coordination through this office will ensure a consistent image.

TYPEFACES

For consistency a typeface family has been selected to work effectively with the logo and seal. These type faces are recommended for the body copy of brochures, letters and newsletters. These typefaces are recommended, but not intended to be the sole type styles used for all university's needs. These type fonts are available through the Publications Department.

Minion Pro Regular

Minion Pro Italic

Minion Pro Semibold

Minion Pro Semibold Italic

Minion Pro Bold Cond

Myrid Pro Regular

Myrid Pro Italic

Myrid Pro Bold

Myrid Pro Bold Condensed

Myrid Pro Condensed

STATIONERY

University stationery shall reflect the same standards of consistency for all departments on campus. Letterheads, envelopes, business cards, notepads etc, reflect the University's visual identity and shall be printed in a quality manner.

Letterhead

Color - PMS 294 blue

Paper - Howard Linen 24# Bright White

Design - see samples on following pages

Business Cards

Color - PMS 294 blue

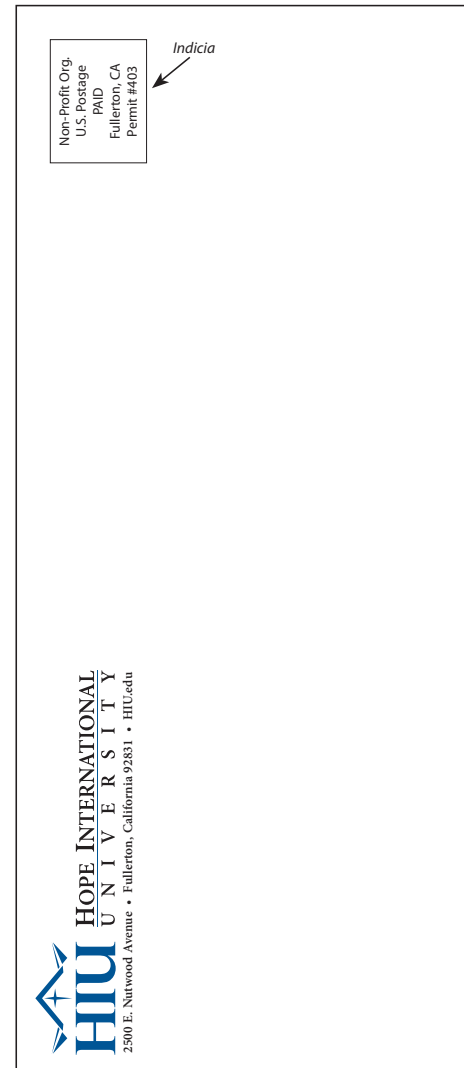
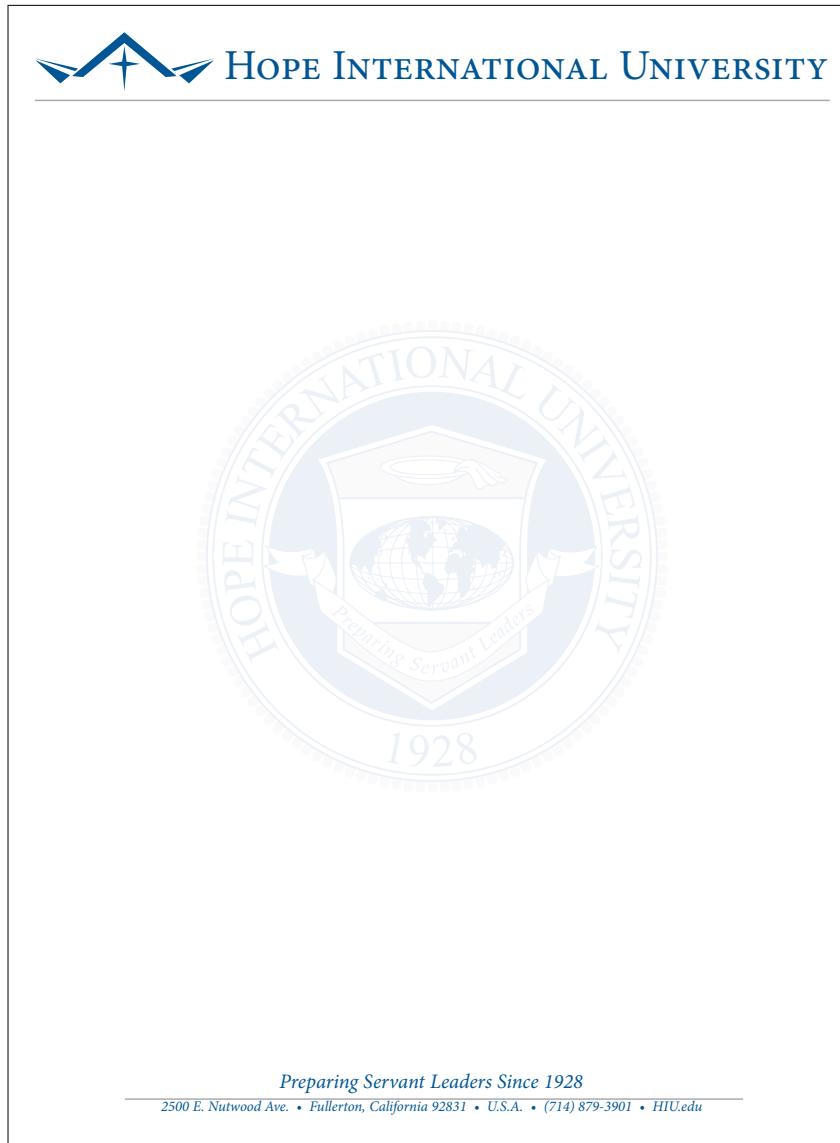
Paper - Howard Linen 80# Bright White Cover

Design - see samples on following pages

When using the letterhead print the text in a legible, easy to read type font (preferably Minion Pro).

Notepads are to be ordered through the Publications Department and can be produced in half sheets or quarter sheets on any color of paper available.

The following formats are available for letterhead, envelopes, business cards, and notepads. Information cannot be added or taken away without approval from your Administrator. All letterhead must be created by the Publications Department.



Bulk mailings use #10 envelopes **with** indicia.

First Class mailings use #10 envelopes **without** indicia.



HIU
HOPE INTERNATIONAL
UNIVERSITY

Name
Title
Phone
email@hiu.edu

Anaheim Campus
2400 E. Katella Avenue, 9th Floor
Anaheim, California 92806

Main Campus
2500 E. Nutwood Avenue
Fullerton, California 92831

HIU.edu



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HOPE INTERNATIONAL UNIVERSITY

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← 1/2 sheet

↑ 1/4 sheet