Hill
LEARNING CENTER

BRAND GUIDE

Updated September 2018

INDIVIDUALITY

INCLUSION

FOUNDATION

Hill
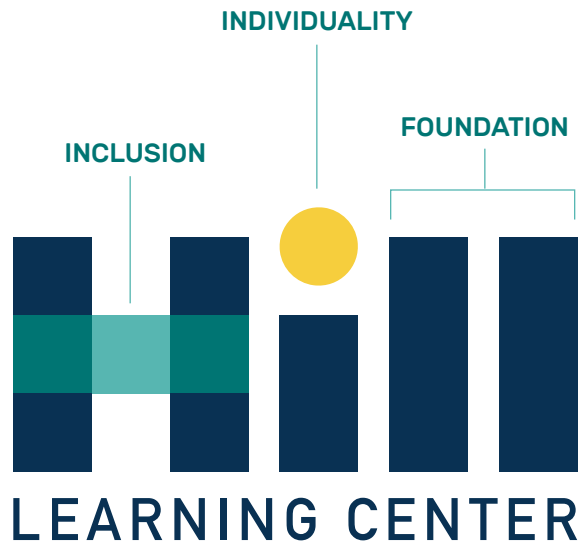
LEARNING CENTER

The Hill Learning Center logo is based around custom letterforms created entirely of squares and a single circle. The squares represent the solid foundation of the Hill Learning System, while the single circle breaking out of the grid symbolizes the individuality of both our students and methodology. The yellow color within the circle retains the heritage and optimism of our original brand. The letter "H" in "Hill" is formed from overlapping squares of color which blend together to represent inclusion within the Hill community.

OUR NAME

✓ In written communications, first reference should always be **Hill Learning Center**. All other references after can be **Hill**.

EXAMPLE
Hill Learning Center was established in 1977 in Durham, NC.
Hill was founded by George Watts Hill and his wife Anne.

✗ **Do not use** The Hill Center, Hill Center, The Hill Learning Center, THC, etc.

LOGOS

PMS 540C | **PMS 129C** | **PMS 7718C** | **PMS 7472C** at 100%

PMS 540C at 100%, 75%, and 50%

PMS 129C at 100%

PMS 540C at 100%, 75%, and 50%

Black at 100%, 75%, and 50%

PMS 540C at 100% and 75%
PMS 129C | **PMS 2925C** at 100%

Professional Development

Tutoring

Summer

School

Professional Development

Tutoring

Summer

School

❌ **DON'T MIX ELEMENT COLORS**

❌ **DON'T STRETCH OR SQUISH LOGO**

❌ **DON'T SKEW OR WARP LOGO**

❌ **DON'T REMOVE OR SIMPLIFY LOGO ELEMENTS**

❌ **DON'T CHANGE LOGO ELEMENT SIZES**

❌ **DON'T CHANGE LOGO HEIRARCHY**

❌ **DON'T USE ANY OTHER COLOR PALETTE ON THE STAND-ALONE PRIMARY LOGO**

❌ **DON'T OUTLINE LOGO OR ELEMENTS OF THE LOGO**

❌ **DON'T PUT LOGO ON A LOW CONTRAST COLOR OR BUSY PHOTOGRAPH**

BRAND COLORS

GREEN

PMS **7718C**
CMYK **88 36 53 14**
RGB **0 116 115**
HEX# **007473**

NAVY

PMS **540C**
CMYK **100 86 39 31**
RGB **9 48 88**
HEX# **093058**

TEAL

PMS **7472C**
CMYK **64 6 33 0**
RGB **85 183 179**
HEX# **55B7B3**

YELLOW

PMS **129C**
CMYK **5 16 88 0**
RGB **243 206 66**
HEX# **F3CE3C**

BLUE

PMS	**2925C**
CMYK	**74 26 0 0**
RGB	**29 154 221**
HEX#	**1D9ADD**

NAVY

PMS	**540C**
CMYK	**100 86 39 31**
RGB	**9 48 88**
HEX#	**093058**

YELLOW

PMS	**129C**
CMYK	**5 16 88 0**
RGB	**243 206 66**
HEX#	**F3CE3C**

PROFESSIONAL DEVELOPMENT

PMS **527C**

CMYK **61 91 0 0**

RGB **130 49 167**

HEX# **8231A7**

SCHOOL

PMS **3405C**

CMYK **81 4 80 0**

RGB **0 172 105**

HEX# **00AC69**

SUMMER PROGRAMS

PMS **1585C**

CMYK **0 72 90 0**

RGB **254 108 45**

HEX# **FE6C2D**

TUTORING

PMS **RED 032**

CMYK **0 94 76 0**
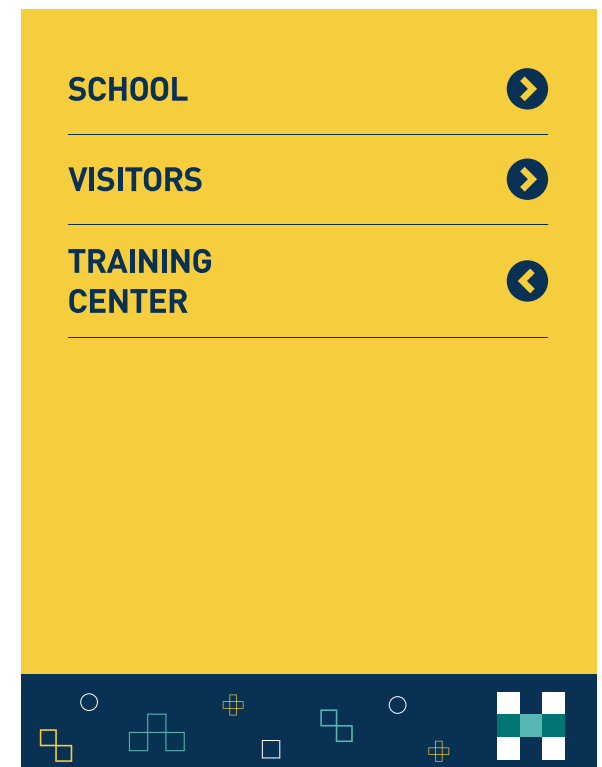
RGB **244 49 63**

HEX# **F4313F**

As a general rule, all Hill Learning Center collateral should feature the Hill Learning Center Navy, with the primary brand colors carrying more visual weight than accent colors.

SCHOOL DOOR SIGNAGE

SCHOOL WALLPAPER

WAYFINDING SIGNAGE

While all Program palette colors are available for use in all Hill Learning Center collateral, each Program has it's own primary accent color.

PMS RED 032

PMS 1585C

PMS 527C

PMS 3405C

TYPOGRAPHY

Rubik

STYLES

Light
Regular
Medium
Bold

CHARACTERS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
1234567890!@#$%
^&*()

Roboto

STYLES

Light
Regular
Medium
Black

CHARACTERS

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
1234567890!@#$%^
&*()

SYSTEM FONTS

Where possible, the brand fonts should be used to maintain a consistent look and feel across all Hill Learning Center materials.

In instances where it is not possible to access the brand fonts, the system font **Tahoma** may be used.

BODY COPY COLOR

For optimal readability, all body copy on Hill Learning Center materials should be in **100% black.**

RUBIK

Headline • Regular

RUBIK

Subheadline • Bold • All Caps

ROBOTO

Body • Regular

RUBIK

Call to Action • Medium

We can make a difference.

HOW? OUR VISION.

Students with learning differences and attention challenges receive the instruction and support they need, regardless of where they attend school.

Our Mission and Values ❯

GRAPHICS

TEACHING

RESEARCH

DIVIDE

PLUS

GREATER THAN

LEARNING

ARROWS

EQUAL

MULTIPLY

LESS THAN

TEACHING
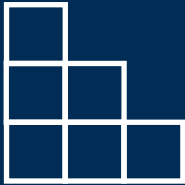
RESEARCH
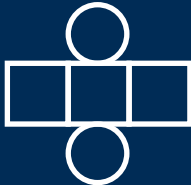
DIVIDE

PLUS

GREATER THAN

LEARNING

ARROWS

EQUAL

MULTIPLY

LESS THAN

APPLICATIONS

Hill | School
LEARNING CENTER
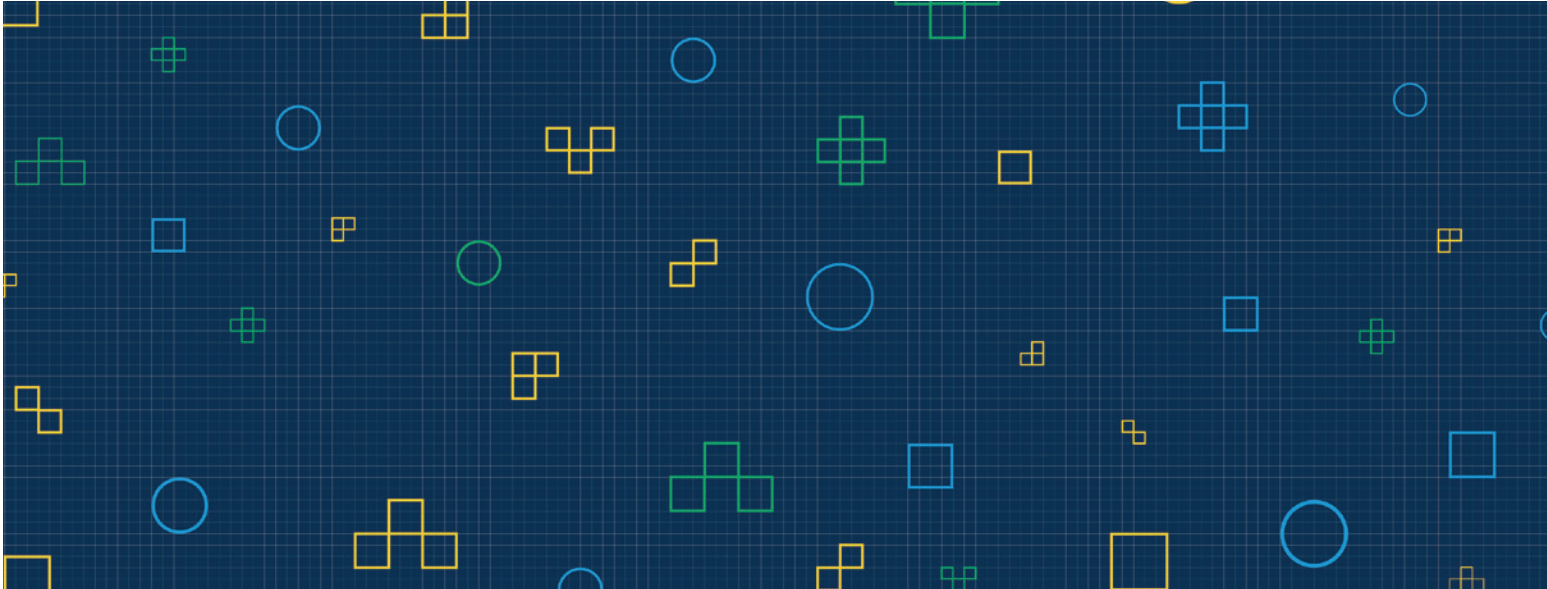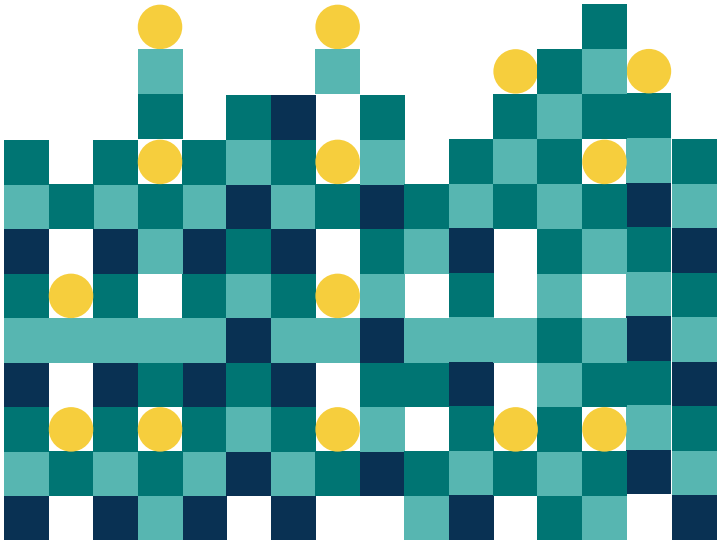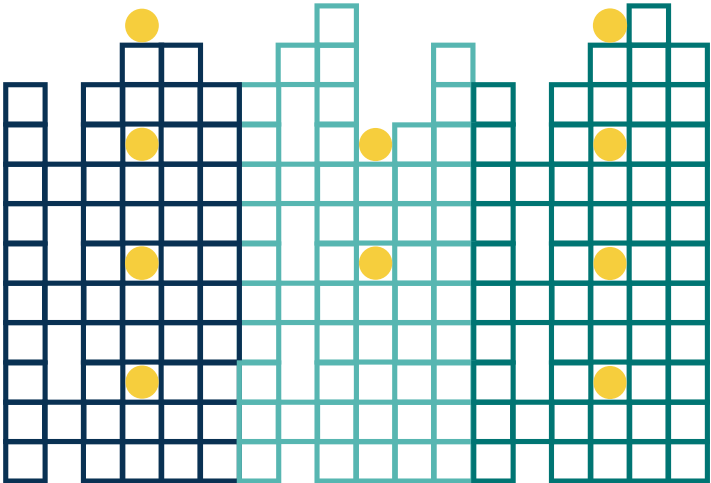
Dear First Last,

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Porerch iliquia veliquiat.

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Sincerely,
First Last

First Last

3200 Picket Road, Durham NC
919.489.7464
info@hillcenter.org

Hill
LEARNING CENTER