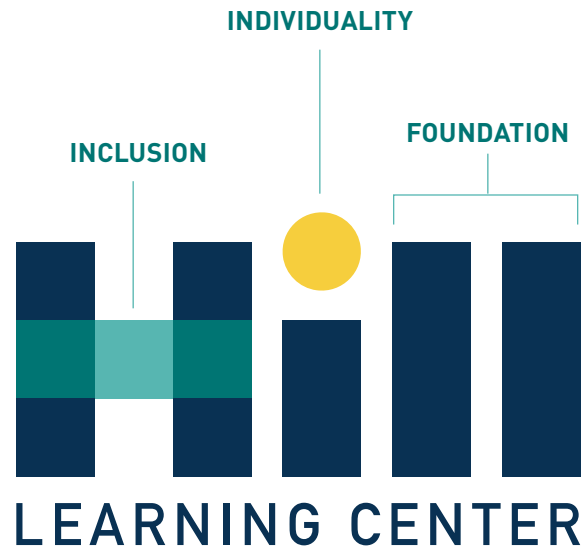




# LEARNING CENTER

2018 BRAND GUIDE

## OUR BRAND



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.

LOGOS





**PMS 540C** AT 100%, 75%, AND 50%

**PMS 129C**











Professional  
Development



Tutoring



Summer



School



Professional  
Development



Tutoring



Summer



School

## LOGO DON'TS



**X DON'T MIX ELEMENT COLORS**



**X DON'T STRETCH OR SQUISH LOGO**



**X DON'T SKEW OR WARP LOGO**



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



**X DON'T CHANGE LOGO ELEMENT SIZES**



**X DON'T CHANGE LOGO HEIRARCHY**



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



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



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

# BRAND COLORS

HILL LEARNING CENTER PRIMARY PALETTE



**GREEN**  
**PMS 7718C**



**BLUE**  
**PMS 540C**



**TEAL**  
**PMS 7472C**



**YELLOW**  
**PMS 129C**

HILL LEARNING SYSTEM PALETTE



**BLUE**  
**PMS 2925C**



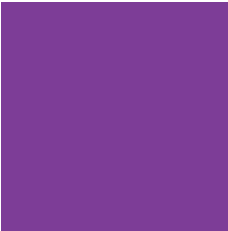
**BLUE**  
**PMS 540C**



**YELLOW**  
**PMS 129C**

HILL LEARNING CENTER PROGRAM PALETTE

**PROFESSIONAL  
DEVELOPMENT**



**PMS 527C**

**SCHOOL**



**PMS 3405C**

**SUMMER**



**PMS 1585C**

**TUTORING**



**PMS RED 032**

TYPOGRAPHY



## Rubik

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### STYLES

Light Regular **Bold Black**

### CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

## Roboto

---

### STYLES

Light Regular **Bold Black**

### CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

## Gotham

---

### STYLES

Light Regular **Bold**

### CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

## DIN

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### STYLES

Light Regular **Bold**

### CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

GRAPHICS

HILL LEARNING CENTER - ICON STYLES



TEACHING



RESEARCH



DIVIDE



PLUS



GREATER THAN



LEARNING



ARROWS



EQUAL



MULTIPLY



LESS THAN

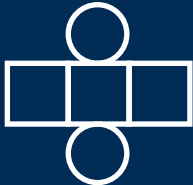
HILL LEARNING CENTER - ICON STYLES



TEACHING



RESEARCH



DIVIDE



PLUS



GREATER THAN



LEARNING



ARROWS



EQUAL

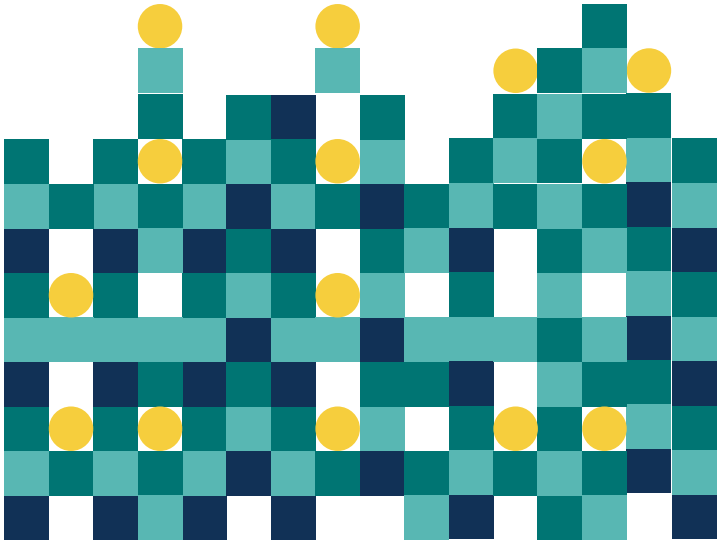
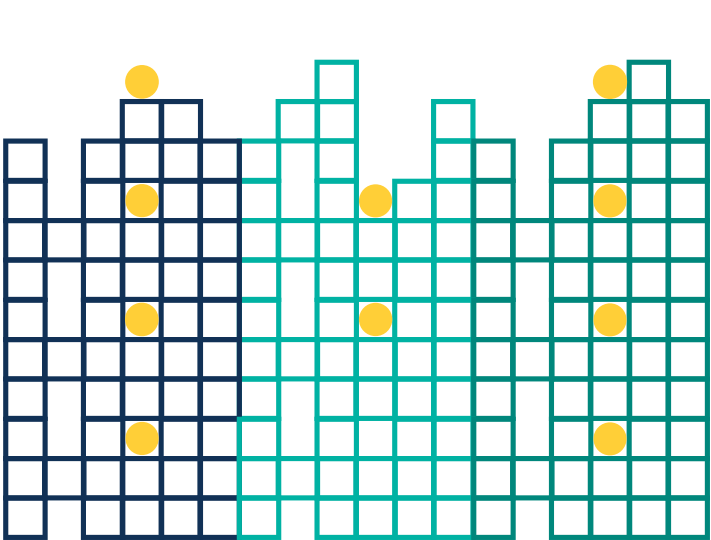


MULTIPLY



LESS THAN

HILL LEARNING CENTER - PATTERN



APPLICATIONS







iLearning System

B  
S  
L  
BY

R

NATALIE  
PORTMAN  
WEARS  
AUDREY  
HEPBURNS  
DRESS

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WISH





School

Dear First Last,

To ventet re nimoditia eost, omnihic iliquiaspit, sequatemo in neturecteo occabo. Tur ad quiausus voloreicis eostius dolorum faccataquam sum debitatemo volesti or- porum alic to commia asperunt.

Voluptas sum quis acequiatus dolupti aut moluptur abor seque simincte pore, invel et laboritaquas aut reic to dolupta tatiscipsaes eum est volorro vitermque nos doloreferi omnihic tesequam volore sim estrunt fugit et ut ute volumqui alitaqui sequat, parumquo optas inciet, am nobit lat ommod qui ipid utemqui cus.

Porerch iliquia veliquiat.

Acerem destorem quilame di volur venimax imusam sit vit volorepro isci nihilatis ex expedip sandis core velloratem reius assimus autatem esti non pelenda solorumque non re porestrum et aspisqui sam, volent ide pre cusdant emolecus ut officiam as quisil lacepra nimusdamus ut ulligen dandiscis volut earum facesequaes evelesto volorepre, ipsant pra quam, illuptaque et quisicis optatis magnhic te resciam inte- nis audam, cullacc ulluptat.

Sincerely,  
First Last

A handwritten signature in black ink that reads 'First Last'.

3200 Picket Road, Durham NC  
919/489-7464  
info@hillcenter.org

