



Brand Standards



Brand is about perceiving; it is a person's core feeling about an institution. Simply put, brand is reputation.

Reputation is built on human experiences and interactions. People want to connect with other people. It's in our nature. This is why a brand must come alive, expressing a clear story and discernible personality, just like a human being.

Houston Christian University takes great pride in its brand. These brand standards were created to ensure the long-term growth and management of the Houston Christian University brand for decades to come.

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Houston Christian University exists
to influence compassionate seeking.

THE HCU BRAND

Houston Christian University exists to influence compassionate seeking that empowers every member of our Christian community to live a life that glorifies God. The HCU brand is anchored in this statement, driving all visual and verbal representations of the institution. Through color, words, typography, logo, and photography the brand identity takes shape. These brand standards will ensure consistency of the HCU brand while maintaining the essence of why the institution exists.



COLOR

Color is incredibly powerful in its ability to drive human emotion. Harnessing this power is critical in connecting the viewer to the Houston Christian University brand.

Houston Christian University's primary palette is bold and timeless, balanced by a richly sophisticated secondary palette. Collectively, this color palette communicates HCU's legacy of supportive excellence.

HCU's primary colors are blue and orange. Use these striking colors freely to attract the eye to an important design element or headline.

Secondary colors include deep blue, sky blue, and neutral shades of gray. Neutral colors—from black to white—are essential to any brand identity system. These colors allow a canvas to breathe and help to highlight and feature the rest of the color palette. Do not overlook the power of white and black space.

HCU BLUE
PANTONE 288 C
C100 M92 Y17 K5
HEX #273A80

DEEP BLUE
PANTONE 289 C
C100 M93 Y35 K44
HEX #001B4D

HCU ORANGE
PANTONE 1655 C
C0 M84 Y100 K0
HEX #F05123

ACCESSIBLE ORANGE
PANTONE 7597 C
C16 M89 Y100 K5
HEX #C64027

SKY BLUE
PANTONE 637 C
C46 M15 Y1 K0
HEX #84B9E1

WARM GRAY
PANTONE 420C
C14 M10 Y11 K0
HEX #D9DAD9

LIGHT GRAY
PANTONE 420C (50%)
C6 M4 Y4 K0
HEX #ECECEC

WHITE
C0 M0 Y0 K0
HEX #FFFFFF

RICH BLACK
PANTONE BLACK C
C73 M61 Y70 K72
HEX #212721

TYPOGRAPHY

Consistent and personality-driven typography is the basis of effective brand standards.

The HCU brand is made up of select typefaces, each with its own specified use in print and web-based materials. These typefaces should be used in all HCU materials without substitution. Each typeface is available at a variety of weights, offering flexibility for a wide range of applications.

All three font families are available with an Adobe Creative Cloud account, which HCU makes available for all full-time faculty and staff through an enterprise license. Request installation of Creative Cloud at [hc.edu/helpdesk](https://hcu.edu/helpdesk). These fonts can also be purchased and downloaded individually from various font purchasing websites. Please reach out to Marketing for help using these fonts appropriately.

SERIF—HEADLINES & CALLOUTS

Stilson Display

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

Strong, yet refined, Stilson Display is a serif typeface that highlights HCU's confidence and compassion. It should be used at a large scale for headlines only, never for body copy.

Stilson

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

When using Stilson for callouts or longer sentences, this text version of the font is available for increased legibility. It should not be used for body copy.

SANS SERIF—HEADLINES & SUBHEADS

BRANDON GROTESQUE

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

HCU's sans-serif typeface, Brandon Grotesque is influenced by geometric-style sans serif faces. This typeface comes in a multitude of different weights that give it multi-functional uses for subheadings and captions. It is most effective when used in all caps.

BODY COPY

Bely

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

Bely is HCU's other available serif typeface. Bely is a text font family built upon classical proportions to capitalize on reading familiarity. Bely is to be used for body copy only.

LOGO

The Houston Christian University logo is a unique and powerful symbol. It embodies the confident discernment and deep care of our faculty, staff, and students, and reflects our legacy of faith and achievement.

When a symbol holds so much meaning, we have a responsibility to ensure its use is consistent and aligned with HCU's values.

1

ICON

The Belin Tower serves as a proud symbol of our faith. Named in memory of Dr. and Mrs. J. Bruce Belin, Jr., it serves as a visual reminder of the Belins' dedication to Christian higher education and their profound impact on Houston Christian University.

2

WORDMARK

"Houston Christian" is set in a custom font designed to project a traditional and friendly feeling. The serifs in the letter forms are a nod to the ten pillars. "University" is smaller to emphasize the Houston Christian name.



LOGO VARIATIONS

Houston Christian University's logo offers a variety of formats that allow flexibility in usage. It is important that logos be used for their intended purposes only. To easily distinguish between them, look at variations in lines of text (either two or three) and whether Belin Tower is centered above or to the left of text.

LEFT-ALIGNED—THREE LINES

The left-aligned, three line logo is the preferred format and should be used whenever possible.

LEFT-ALIGNED—TWO LINES

The left-aligned, two line logo emphasizes "Houston Christian" and is an option for contexts where there is more horizontal space for the logo.

CENTERED—THREE LINES

The centered, three line logo emphasizes the visual impact of Belin Tower and offers versatility for contexts with less horizontal space.

CENTERED—TWO LINES

The centered, two line logo emphasizes the visual impact of Belin Tower and the words "Houston Christian."

LEFT-ALIGNED—THREE LINES



LEFT-ALIGNED—TWO LINES



CENTERED—THREE LINES



CENTERED—TWO LINES



ALTERNATE LOGOS

ICON WITH MONOGRAM

Separately and in combination, the icon and monogram can be used freely for internal audiences.

For external audiences, do not employ the icon, monogram, or icon with monogram unless there is first a prominent usage of the full logo within any given piece of collateral. After the full logo has been used to establish Houston Christian University's identity, then the icon, monogram, and icon with monogram can be used. Never use the icon, monogram, or icon with monogram alone for external audiences.

In one exception to the above guidance, the icon can be used alone, but sparingly, as a favicon or profile icon for small applications such as social media websites or apps.

WORDMARKS

Wordmarks are a distinct text-only typographic treatment of the university name. Wordmark usage is available when size, spacing, or other limitations require a simplified expression of the HCU identity.

ICON WITH MONOGRAM



ICON WITH MONOGRAM



ICON



ICON



WORDMARKS

Houston Christian
UNIVERSITY

Houston
Christian
UNIVERSITY

Houston Christian University

CLEAR ZONE

CLEAR ZONE WITH LOGO

Clear zone is defined as the area around a logo that no other elements can enter. This space should be kept free of any text or graphics. It is also meant to act as a buffer against the edges of a document. Here, find the clear zone by looking at “Houston” within the logo. The clear zone distance should be about the height of the letter “o” in “Houston.”

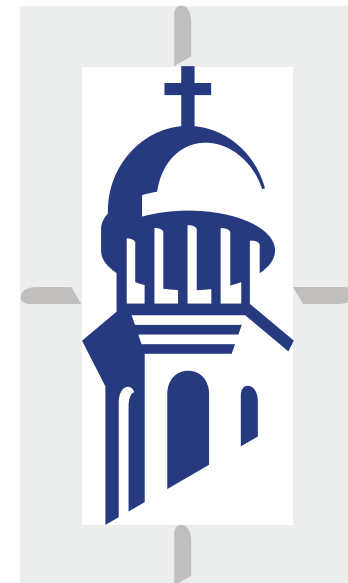
CLEAR ZONE WITH ICON

Calculate the clear zone space needed for the icon at any size as you would the logo. Here, find the smallest window pictured in the icon. The clear zone distance should be about the height of the smallest window.

CLEAR ZONE WITH LOGO



CLEAR ZONE WITH ICON



MINIMUM SIZING

There is a minimum size requirement for print and digital applications of the official logo to ensure it is always clear and legible. The minimum size requirement is based on the width of the design and applies to all variations of the logo aside from the stand-alone social media mark.

It is important that the logo remain legible. To ensure this, check that all usages of the logo are at least as wide as the widths identified to the right.

Always be mindful of both the size of the logo and the resolution of the surface or media where it is displayed. This ensures the logo can be read easily whenever it is used.



Print 1.25"
Digital 90 px



Print 2"
Digital 144 px



Print 2.25"
Digital 162 px



Print 2.75"
Digital 198 px

UNIT LOGO LOCKUPS

Houston Christian University has a specific set of logos for a select number of units. It is imperative that individuals not construct their own logos for their units, so as to maintain consistency across the brand. If you feel your unit is in need of its own unit logo lockup, please contact the Media Relations Office to request to have it made.

HORIZONTAL—LARGE TITLE

This version of the lockup allows the unit name to stand out next to the University logo. The unit title is large and works well on one, two, or three lines of text as shown to the right.

HORIZONTAL—SMALL TITLE

This lockup option prominently displays the University logo and works well with long titles. It may work best for academic departments.

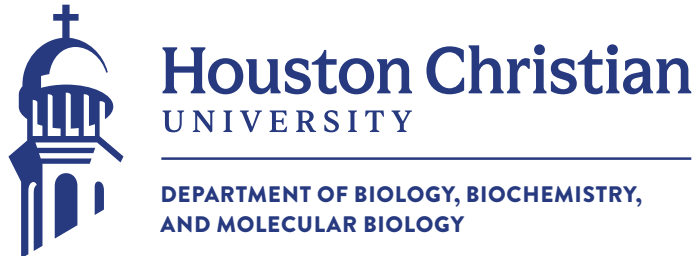
VERTICAL

This option balances the University logo and the title, allowing for a more compact option.

HORIZONTAL—LARGE TITLE



HORIZONTAL—SMALL TITLE



VERTICAL



COLOR VARIATIONS

It is imperative that the HCU logo remains clear and looks consistent no matter how it is displayed. These variations ensure the logo will remain readable when the color of the background or logo is changed. Please use only this approved set of color options on the backgrounds indicated for their use.

LOGO FOR DARK BACKGROUNDS

When placed against a dark background, use the variations shown in the blue and orange columns. The variations are crafted to display the full detail of the logo on dark backgrounds. Do not simply reverse the primary logo on dark backgrounds—this reverses the shadow and windows incorrectly. For more details, see Logo Usage (page 24).

ORANGE LOGO

Avoid using the white logo on orange (column two) and the orange logo on white (column three) when the blue logo can be used. However, these are available as options when working with one-color designs where orange is the primary color.



LOGO USAGE

In order to preserve the logo's functionality and identity, it may not be altered in any manner other than indicated in this brand standards manual.

COLOR CONSISTENCY

Always use provided logos in their original color format to ensure correct visual consistency. When reversing the logo for use on a dark background, shadow and windows invert incorrectly. Never manually change the color of the original logo.

ACCESSIBILITY

Avoid the use of a blue logo on an orange background. Conversely, avoid using an orange logo on a blue background. The contrast between the colors is not accessible for the web and can cause legibility issues for print applications.

LOGO FOR LIGHT BACKGROUND



LOGO FOR DARK BACKGROUND





BLUE ON ORANGE BACKGROUND



ORANGE ON BLUE BACKGROUND



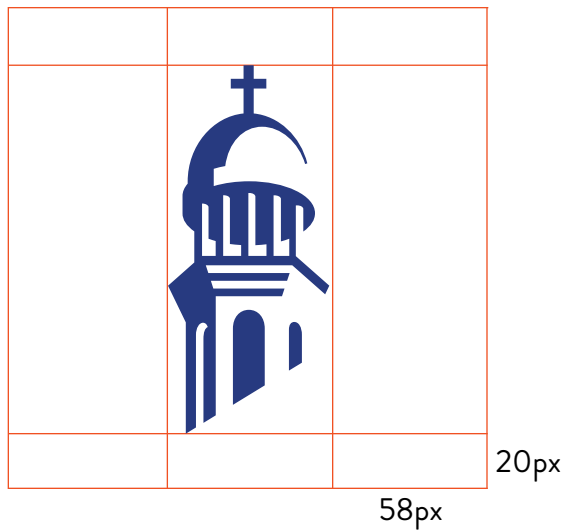
SOCIAL MEDIA MARKS

The social media mark can be either the Belin Tower icon or the HCU monogram. These marks should be used for all official Houston Christian University social media accounts.

When used as a square, the social media mark should be centered in the square. The space around the mark should be proportional to the spacing represented on the adjacent page.

SQUARE PROFILE

180x180



CIRCULAR PROFILE

180x180

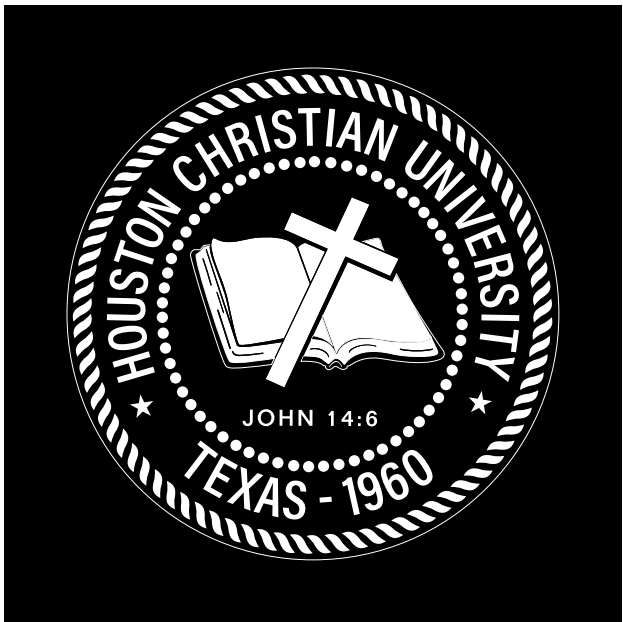


UNIVERSITY SEAL

The Seal is appropriate for formal use to signify the University's institutional history and academic prestige. Approved use of the seal is limited to official University documents, such as diplomas, certificates, and transcripts. It is imperative that departments not create their own seals—this diminishes the significance and gravity of the seal.

Any of HCU's official colors can be used for the seal, but black, white, or gold is preferred.

When reversing the logo for use on a dark background, the cross and Bible also become dark. In that case, use an image of the seal with a white cross and Bible.



A photograph of a crowd of people at a concert or event. The audience is seen from the side, looking towards a stage area. The stage features large speakers and is illuminated by warm, yellowish lights. The background shows a multi-level structure with balconies and more lights. The overall atmosphere is dimly lit with a focus on the stage area.

brand expression

The Houston Christian University story features three primary expressions of personality: the Dignified Leader, the Supportive Evangelist, and the Discerning Guide.

When we communicate on the university's behalf, we must do our best to embody aspects of this personality. By doing so, we can be confident we are communicating consistently and building an authentic, powerful, identifiable brand story.

BRAND EXPRESSION

THE DIGNIFIED LEADER

STORYLINE

We remain faithful to our established Christian education to ignite tomorrow's leaders.

At Houston Christian University, we invest in the great potential of our students so that they may have a profound spiritual impact on the world. Our graduates enter their communities ready to influence others and make an impact mentally, academically, and spiritually through our Christian worldview that draws on our strong tradition and curriculum. We are proud to live out our values with confidence and assuredness so that we may lead as an example to others.

VOICE

Dignified Leaders are powerful, driven by growth and being a frontrunner. They are natural leaders who focus on achieving community impact built on a foundation of lived-out Christianity. When expressing this archetype through messaging, use a confident and idealistic tone to create a sense of excellence grounded in Christian values. Use powerful and impactful language to tell stories that inspire the audience to feel assured in their faith, influence, and achievements.

PHOTOGRAPHY

Houston Christian University students, staff, and faculty are always striving for excellence that reflects established values in a changing world. Express this excellence with photographs that capture moments of leadership and achievement. This can be achieved by taking photos that frame individuals owning the space around them. Whether candid or posed, in a classroom, formal setting, or art studio, these photos should exhibit both strength and warmth.



Powerful and assertive, driven by growth and being a frontrunner. Delivers stability, pride, and strength. Values power, influence, and accomplishment. Causes people to feel confident and in control.

**INFLUENTIAL
UNWAVERING
NONCONFORMIST**





BRAND EXPRESSION

THE SUPPORTIVE EVANGELIST

STORYLINE

Our supportive relationships inspire students to embrace the higher calling of their lives.

At Houston Christian University, we nurture authentic relationships among faculty, staff, community partners, and alumni. Together, we welcome students to join us in our faith-based mission just as God has invited us into His Kingdom. We strive to support our University members wholeheartedly, so they may go into the world with a firm spiritual grounding, ready to reflect the light of Christ.

VOICE

Supportive Evangelists are supportive and selfless, driven by compassion, warmth, and the desire to care for others. When expressing this archetype through messaging, use a supportive and collaborative tone to create a sense of welcoming that expresses the love of Christ and the care of the Houston Christian University community. Use language that emphasizes warmth and togetherness to tell stories of nurture, generosity, and the transformative power of shared traditions and values.

PHOTOGRAPHY

Houston Christian University students, staff, and faculty are generous, caring, and driven to act by the desire to support others. Express this sense of care through photographs that show collaborative moments of students helping each other or faculty lending support to students. As always, emphasize warmth in images of collaboration. These moments of connection are achieved through shots that frame two or more people working toward a shared goal.



Supportive and selfless, driven by compassion, warmth, and the desire to care for others. Delivers nurturing, comfort, and protection. Values altruism, commitment, and generosity. Causes people to feel valued and supported.

COLLABORATIVE
COMPASSIONATE
NURTURING

BRAND EXPRESSION

THE DISCERNING GUIDE

STORYLINE

We seek experiences and Wisdom that enhance our growth and bring us closer to Christ.

At Houston Christian University, we foster discernment and discovery through active learning. Guided by the wisdom and experience of dedicated mentors, our students gain a deep sense of belonging that unlocks the freedom to explore our world without compromising values. The experiential opportunities we offer in Houston and beyond embolden students to grow in their confidence, deepen their understanding, and strengthen their faith.

VOICE

Discerning Guides are adventurous and inquisitive, driven by the quest to uncover truth. They value progress through investigation that aligns discovery with faith. When expressing this archetype through messaging, use a curious and intriguing tone. Use language that communicates the value of being a trailblazer emboldened by the deeper truths of Christianity to tell stories of engagement and purposeful exploration leading to growth.

PHOTOGRAPHY

Houston Christian University students, staff, and faculty are inquisitive and engaged with the world, driven to seek answers that support and advance their faith. Express this curiosity with photography that shows individuals in intimate settings embarking on acts of discovery. Whether alone or in small groups, in the lab, the field, or the classroom, those pictured should seem purposeful while retaining a sense of human warmth. Emphasize exploration with candid shots of subjects focusing on their work. Use light—either behind or reflected on the faces of photo subjects—to represent moments of discovery.



Adventurous and inquisitive, driven by the quest for discovering the unknown. Delivers progress and an unmatched interest for uncovering truth. Values investigation, curiosity, and trailblazing. Causes people to feel intrigued and emboldened.

DISCERNING
ENGAGING
EXPLORATORY



A photograph of a baseball player in a blue jersey and camouflage cap, reaching out with a tan glove to catch a baseball. The player is in a dynamic pose, leaning forward. The background is a blurred baseball field. The word "Athletics" is overlaid in white serif font at the bottom left.

Athletics

The Houston Christian University Athletics logo is a unique and powerful symbol that embodies the excellence of the University and represents the past, present, and future of HCU's athletic legacy.

The Athletics logo displays a Husky, the mascot of HCU, and a representation of the achievement and determination that define HCU Athletics. The University has a responsibility to use it consistently and correctly, positioning the logo as a representation of HCU's full, authentic Athletics brand.

ATHLETICS LOGO

PRIMARY ATHLETICS LOGO

The Athletics department prefers to be known as “HCU” or “Huskies” on all references, but “Houston Christian University” is acceptable on first reference. All previous Huskies logos are considered “legacy” marks and should be used only with permission by the Director of Athletics.

LOGO VARIATIONS

The marks shown here are for a light or white background. Corresponding marks are available for blue, orange, or other colored backgrounds, as well as one-color versions. Please contact the HCU Media Relations Office for assistance with those marks.

ACCEPTABLE USE

The Athletics logos are used primarily on athletic uniforms, posters, websites, promotional items, spirit gear, and for events.. They are not to be used instead of the institutional logo or marks. Please contact Marketing and/or Athletics to determine the appropriate uses for the HCU athletic logos.

PRIMARY ATHLETICS LOGO



LOGO VARIATIONS



ALTERNATE ATHLETICS LOGOS

ATHLETICS WORDMARK

The HCU Athletics wordmark uses “Huskies” rather than “Houston Christian University” and does not picture the Husky. This logo works best when size and color are limiting factors for its use.

ATHLETICS WORDMARK—ARCHED

The arched Athletics wordmark gives the word “Huskies” a slight curve, making the wordmark more dynamic. As above, this logo works best when size and color are limiting factors for its use.

ATHLETICS MONOGRAM

The Athletics monogram is arched and uses “HCU” only. It is an energetic and easily identifiable way to represent HCU Athletics.

HUSKIES SCRIPT

The script logo on the adjacent page is the only acceptable use of script. Use only “Huskies” in script, never “HCU” or “Houston Christian University.”

HUSKIES ICON

The Huskies icon may be used alone when other HCU branding is apparent. The only exception to this is apparel. Please contact the Athletics office for permission to use this variant.

ATHLETICS WORDMARK

HUSKIES

ATHLETICS WORDMARK—ARCHED

HUSKIES

ATHLETICS MONOGRAM

HCU

HUSKIES SCRIPT

Huskies

HUSKIES ICON



CLEAR ZONE

Clear zone is defined as the area around a logo that no other elements can enter. This space should be kept free of any text or graphics. It is also meant to act as a buffer against the edges of a document. Use the eye of the icon to calculate the clear space needed around the logo at any size.



MINIMUM SIZING

There is a minimum size requirement for print, digital, and embroidered applications of the Athletics logo to ensure it is always clear and legible. The minimum size requirement is based on the width of the design and applies to all variations of the Athletics logo aside from the stand-alone social media mark.

PRINT

For print applications, the minimum width of the design is 2”.

DIGITAL

For digital applications, the minimum width is 144 pixels at 72 ppi.

EMBROIDERY

For embroidered applications, the minimum width of the icon is 2.5”.

PRINT & DIGITAL



Print 2"
Digital 144 px

EMBROIDERY



Embroidery 2.5"

TYPOGRAPHY

The typography for HCU Athletics should follow the HCU brand standards with the exception of the font Hybrid Bold. This font can be used for uniform names and numbers only. Hybrid Bold is an affordable font and can be purchased directly from the type foundry paratype.com, or from various font purchasing websites.

FOR ATHLETICS USE ONLY

HYBRID BOLD

A a B b C c D d E e F f G g H h I i J j K k 0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

COLOR

HCU's Athletic colors are HCU Blue and HCU Orange.
Use these colors to attract the eye to an important design
element or headline.

HCU BLUE
PANTONE 288 C
C100 M92 Y17 K5
HEX #273A80

HCU ORANGE
PANTONE 1655 C
C0 M84 Y100 K0
HEX #F05123

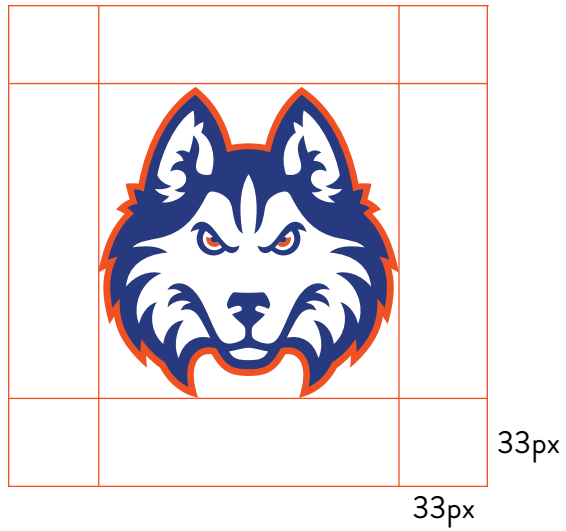
SOCIAL MEDIA MARKS

The social media mark can be either the Huskies icon or the Athletics monogram. These marks should be used for all official HCU Athletics social media accounts—they are not a replacement for the full HCU Athletics logo.

When used as a square, the social media mark should be centered in the square. The space around the mark should be proportional to the spacing represented on the adjacent page.

SQUARE PROFILE

180x180



CIRCULAR PROFILE

180x180



COLOR VARIATIONS

The HCU Athletics logo remains consistent in brand and identity while allowing for a variety of color variations. These variations provide options for using the logo on white, blue, and orange backgrounds. Please use only this approved set of color options on the backgrounds indicated for their use.





HCU

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HUSKIES

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Houston Christian
UNIVERSITY

