



## ***BRANDING & STYLE GUIDE***

Rev. 2025



# WHAT DOES *Holmes* LOOK LIKE?



## + **COLLEGIATE**

Holmes marketing strives to capture the genuine excitement and energy of college students in the classroom, at events, and on the field of play, always showing our students in their best light.

## + **CORPORATE**

We love big, bold headlines with tight leading, mixed with smaller, varied sizes for body type. We lean on current corporate design trends for photo and type use.

## + **ORGANIZED**

We arrange layouts on a grid where everything has a place according to the hierarchy of its importance to a prospective or current student.

## + **HIGH-END**

We use well-composed custom photography, videos, and art. Stock photos and clip art are used sparingly. Brand deviations are only for internal promotions and events.

## + **CLEAN**

In most cases, less is more. Ensure that headlines, photos, art and patterns do not compete with each other in compositions. Balanced negative space is our best friend.

Above, the colors of the students' sweatshirts have been altered to closely resemble our brand colors. Ai was also used to remove powerlines and background distractions.



# OUR LOGOS

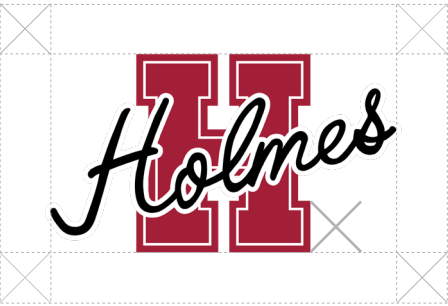
Holmes’ logo has slowly evolved over our nearly 100-year history. Our institution seeks to remain true to its roots, while staying visually relevant to the design trends of tomorrow.

For this reason, we have developed primary and secondary logos to be used in situations when one may be more appropriate than the other. If you need advice about when one should be used over another, please inquire with the Holmes Community College Department of Marketing and Recruiting.

These Logos can be downloaded from our marketing page at:

[holmescc.edu/marketing-recruiting/marketing-graphic-guidelines/](https://holmescc.edu/marketing-recruiting/marketing-graphic-guidelines/)

## PRIMARY (“H” logo)



A margin equal to the block H’s serif must be maintained at all times, and the margin may be increased whenever possible.

## SECONDARY (Script logo)



## SEAL (Academic, Alumni + Foundation use)




# INSTITUTION COLORS

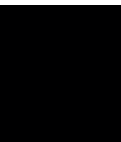
Holmes’ colors are described as Cardinal, white, black, and gray. Please do not choose any color labeled as “maroon.”

When reproduced in print and web, please use the following colors:

## PRIMARY COLORS




**Spot:** *Pantone 201*  
**Process:** C: 24%, M: 99%, Y: 78%, K: 18%  
**Web:** Hex: #a32136  
**Screen:** RGB: R: 163, G: 33, B: 54




**Spot:** *Black*  
**Process:** C: 60%, M: 40%, Y: 40%, K: 100%  
**Web:** Hex: #000000  
**Screen:** RGB: R: 0, G: 0, B: 0

## SECONDARY COLORS




**Spot:** *Pantone Cool Gray 6*  
**Process:** C: 16%, M: 11%, Y: 11%, K: 27%  
**Web:** Hex: #a7a8aa  
**Screen:** RGB: R: 168, G: 168, B: 170




**Spot:** *Pantone 3105*  
**Process:** C: 44%, M: 0%, Y: 11%, K: 0%  
**Web:** Hex: #68D2DF  
**Screen:** RGB: R: 104, G: 210, B: 223

## GRADIENTS *(Subtlety is desired.)*



**Pantone 201 PROCESS EQUIVALENT**  
**Process:** C: 24%, M: 99%, Y: 78%, K: 18%  
**Pantone 201 PROCESS DARKER**  
**Process:** C: 25%, M: 100%, Y: 78%, K: 50%

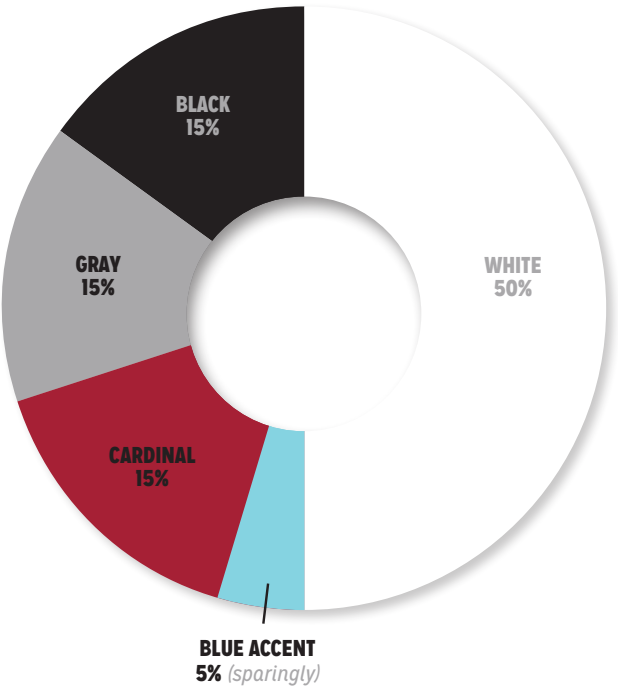


**CHARCOAL GRAY**  
C: 67%, M: 57%, Y: 54%, K: 33%  
**RICH BLACK PROCESS**  
C: 60%, M: 40%, Y: 40%, K: 100%

HCC’s cardinal red should never be used with white in a gradient ramp. Avoid “pinkish red” gradient combinations.

White gradient ramps can be created using any gray lighter than PMS Cool Grey 6.

## COLOR DISTRIBUTION







Reverse logos when background color is darker than PMS Cool Gray 6.



APPROVED FOR: SCHOOL-WIDE USAGE

# INSTITUTION TYPEFACES

Holmes’ typefaces (or fonts) are to be used whenever possible. If unavailable, please try to match their appearance as closely as possible.

## DESIGNING WITH OUR TYPEFACES

Please keep horizontal and vertical scaling at 100%, ensuring not to squeeze the letters taller or shorter.

### BODY COPY:

Please use Mission Gothic with 130% leading when applicable. Please do not use Calafia in body copy.

### HEADLINES:

#### Mission Gothic:

Please use 100% leading in headlines copy when applicable. All uppercase is recommended in headlines.

#### Calafia:

Please do not uppercase entire headline; sentence case is desired.

## PRIMARY TYPEFACE

### Mission Gothic

#### Variations:

- Mission Gothic Light
- Mission Gothic Light Italic
- Mission Gothic Bold
- Mission Gothic Bold Italic
- Mission Gothic Black
- Mission Gothic Black Italic

## SECONDARY TYPEFACE

### Calafia

#### Variations:

- Calafia
- Contextual
- Alternates

# LAYOUT SAMPLES

PRINT / WEB / VIDEO

APPROVED FOR: SCHOOL-WIDE USAGE

# GRIDS & ORGANIZATION

CREATE  
BALANCE  
WITH A  
Grid

NO  
PLACE  
LIKE  
Holmes

**HEADLINE TYPE VARIATION**  
Mixing headline size, color, or font can be used to emphasize the point of the message quickly.

**BODY COPY CONSISTENCY**  
Keeping body copy and sub headlines consistent across ads, websites, posters, and more builds as much brand continuity as our logo.

**LOGO SIZE/TREATMENT**  
Ironically, the logo should not be the emphasis of a piece. It should be understated, supporting to the overall branding, not creating it by itself.

**BALANCED ELEMENTS**  
When using a oversized, bold headline, the other type on the page should be significantly smaller. Negative space helps to balance the visual “weight” of large type.

HEADLINE ON A  
BASELINE GRID

When possible, use a baseline grid. The grid in light gray is a baseline grid incremented at 12pt. You have to use a font equal to or less than 10.5pt, with 12pt leading so it will line up correctly.

CREATES  
HIERARCHY

Steer readers where you want them to go. This is a three-column, three row grid, but you could use four columns, four rows... whatever helps you organize your content on the page most efficiently!

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& TYP

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CULINARY ARTS + HOSPITALITY  
MANAGEMENT TECHNOLOGY

Do you want to be a kitchen pro? Become a chef or prepare to op your own business in the food industry with an associates degri in culinary arts or hospitality management from Holmes Community College. Even better, if you score a 20 on your ACT, you tuition could be free! Come get your career cooking at Holmes

Schedule A Tour

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1-800-HOLMES-4 | HOLMESCC.EDU  
holmesccmississippi | holmes\_cc

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& TYPE ORGANIZED

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Holmes Community College does not discriminate on the basis of race, color, religion, national origin, sex, age, disability or genetic information in its educational programs and activities, employment practices, or admissions processes. The following administrators have been designated to handle inquiries regarding the non-discrimination policies of Holmes Community College: Inquiries regarding compliance with Title VI, ADEA, and Title IX are coordinated by the Vice President for Compliance and Institutional Research, Henry B. McClellan, Administration Building, Post Office Box 569, Goodman, MS 39079. Phone: 662-472-9429, compliance@holmescc.edu.



# NO PLACE LIKE *Holmes*

## **CULINARY ARTS + HOSPITALITY MANAGEMENT TECHNOLOGY**

Do you want to be a kitchen pro? Become a chef or prepare to open your own business in the food industry with an associates degree in culinary arts or hospitality management from Holmes Community College. **Even better, if you score a 20 on your ACT, your tuition could be free! Come get your career cooking at Holmes!**

*Holmes*  
COMMUNITY COLLEGE

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APPROVED FOR: **SCHOOL-WIDE USAGE**

## **WHAT MAKES THIS WORK?** **A FEW PRINCIPLES OF DESIGN IN ACTION**

1

### **CONTRAST**

The bright red and black type jumps off the white background. You could flip these and it would also work!

2

### **REPETITION**

Our cardinal color is repeated in the top rectangle, headline, the subheading, as well as the chef's apron and coat logo. Also, the rectangle shape is repeated at the top and bottom.

3

### **BALANCE**

The weight of the large text on the left is "balanced" by the large photo on the right. Like items on a see-saw, one side is not "heavier" than the other.

4

### **EMPHASIS**

What's this first thing you want people to see? "No Place Like Holmes" is the most important thing on the page that leads to the second: Culinary Arts + Hospitality Management.

5

### **PROPORTION**

You never want everything in a layout to be the same size. Because then the reader won't know where to look first. Larger things "speak" louder than smaller ones.

6

### **HIERARCHY**

Use emphasis, proportion to create hierarchy. The headline is the most important thing, Culinary arts is second, and the small text is third.

7

### **RHYTHM**

The elements have defined "stops" and "starts." They aren't used in a way that they are all blended together. The spacing of the elements and negative space are like beats in a song.

8

### **WHITE (OR NEGATIVE) SPACE**

White space is void of any type or photos. It is usually a solid color that gives other elements room to breathe. In this ad, it's the large margin of the white box.

9

### **UNITY**

Unity applies to how all elements are used in a piece. Do they get along with each other? Or does it feel like one is fighting with another?

10

### **MOVEMENT**

What items on this page look like they could actually move? It is the curved word "Holmes" in the headline. However, if every word curved a different direction, there would be too much movement.





# CONGRATS GRADUATES!

## NEXT STEP: **START AT HOLMES TUITION FREE!**

Did you know that a composite score of 20 could qualify you for a scholarship at any of our campus locations? That's right! Holmes Community College strives to recognize students' hard work and dedication by offering various scholarship opportunities. We look forward to you joining our Holmes family!

**Holmes**  
COMMUNITY COLLEGE

1-800-HOLMES-4

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#NOPLACELIKEHOLMES 🐾

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## MORE AT HOLMES:

### SUMMER CLASSES

Our summer classes start June 2! Get a head start on the fall semester.

### REGISTER FOR FALL NOW

Make sure you get the classes and times you want. Register early.

### SUMMER CAMPS

Holmes offers several kids' sports camps. Check [holmescc.edu](http://holmescc.edu) for dates!

