

HILBERT COLLEGE

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Hilbert's Brand Attributes

These are words and phrases that describe who we are and what we do:
A Catholic Franciscan college for all

Undergraduate Tagline

Small Community, Great Opportunities

Graduate Tagline

Sharpen Your Professional Focus

Mission Statement

Hilbert College is an independent institution of higher learning that embraces its Catholic Franciscan heritage and values. Students from diverse backgrounds are educated in liberal arts and professional programs to become informed citizens committed to serving and strengthening their communities.

VISUAL GUIDELINES

Very often the first contact that people have with the College is through images and materials that they see. This style guide will help us make sure that all of our materials - from the Web to tee shirts, from signage to publications - convey our brand. A strong brand image helps people remember us. Research shows that the key to name recognition is consistent, frequent presentations over time. Using our wordmark and consistent images will help us become better known and recognized for who we are and what we do best. Every time you use the Hilbert wordmark, you help the College build our brand and raise our profile. Digital files of the Hilbert wordmark in various formats are available for your use in simple publication projects such as fliers and posters. There are also a variety of templates for forms, memos, Power Point presentations, etc. These files can be obtained from the Office of Design and are also downloadable from the Hilbert College intranet. The Design Office can assist you in determining the appropriate type of file for your project.

Please do not attempt to copy the logo from other places on the website, from PDF files, or to scan the logo from a hard copy of a printed piece. This will result in a poor quality, distorted image that will undercut the professionalism we want to communicate through our publications.

HILBERT COLLEGE

TRADITIONAL &
UNDERGRADUATE
ADMISSIONS

COLOR PALETTE

The official colors of the Hilbert College visual identity are Hilbert Blue and Hilbert Tan. The blue is more important to the identity of the College; you may omit the tan, which is often treated as an accent color. Hilbert Blue is Pantone 285 and Hilbert Tan is Pantone 466; CMYK, RGB and HTML equivalents are indicated below. In instances where only one color is available, use Pantone 285. When two are available, use Pantone 285 and 466. Secondary colors can also be used to express the identity of an individual unit while maintaining overall consistency.

COLOR BUILD



PMS: 285
C: 90 M: 50 Y: 0 K: 0
R: 40 G: 145 B: 210
(hexadecimal) notation: #44AAFF

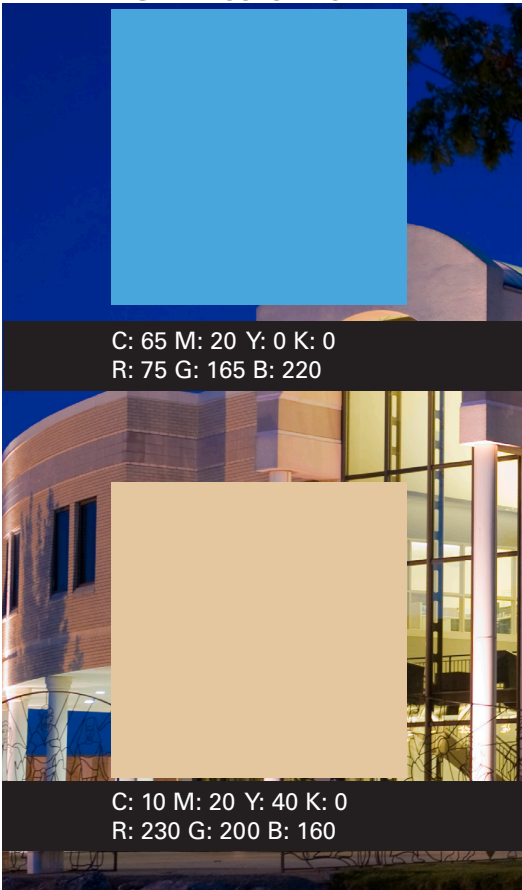


PMS: 466
C: 10 M: 25 Y: 50 K: 0
R: 225 G: 195 B: 150
(hexadecimal) notation: #EEBB88



Black
C: 60 M: 50 Y: 40 K: 100

LIGHTER COLOR BUILD



C: 65 M: 20 Y: 0 K: 0
R: 75 G: 165 B: 220

C: 10 M: 20 Y: 40 K: 0
R: 230 G: 200 B: 160

The lighter color build should be used as needed to heighten legibility. A good example would be when the colors are used in conjunction with photography

A monogram is a picture consisting of one or more letters. The word monogram signifies the use of one initial letter to represent an entire name.

The Hilbert “H” is a monogram may be used by all departments at Hilbert College. The “H” should only be displayed in Hilbert Blue, pantone 285 with a white stroke around the blue and a black stroke around the white as shown below. If in grayscale, Hilbert Blue will then become 50% black (grey).

MONOGRAM



WORDMARK

The Hilbert College wordmark can be set up horizontally or vertically stacked in two lines. The two words should always be set in contrasting colors, with "Hilbert" in the color which gives it most emphasis. In many instances, "Hilbert" will visually stand out over "College" if set in white or black. However, when combined with photography, the color break should be based on legibility. Do not use blue and tan together.

HILBERT COLLEGE

HILBERT COLLEGE

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HILBERT COLLEGE

UNDERGRADUATE TAGLINE USAGE

A tagline is a variant of a branding slogan typically used in marketing materials and advertising. The idea behind the concept is to create a memorable phrase that will sum up the tone and premise of a brand or product, or to reinforce the audience's memory of a product. Hilbert College has chosen to use *"Small Community, Great Opportunities!"* When using the tagline in digital or printed material, it should be displayed like the examples. To help brand the look of our tagline, there are no substitutions for the font used. The wordplate banner is available on the intranet in various formats.

HILBERTCOLLEGE

Small Community, Great Opportunities — Starbabe HMK

UNDERGRADUATE TAGLINE USAGE

“Get the inside story” is used when a current or past student’s testimonial appears on marketing collateral or ads.

GET THE **INSIDE STORY**

GET THE **INSIDE STORY**

GET THE **INSIDE STORY**

GET THE **INSIDE STORY**

GET THE **INSIDE STORY**

HILBERT INSIDE STORY

GET THE **INSIDE STORY**

GET THE **INSIDE STORY**

GET THE **INSIDE STORY**

GET THE **INSIDE STORY**

TYPOGRAPHY

The College has chosen one primary font family - **Univers LT Std** - to complement the wordmark and symbol. The font family offers a wide range of weights and styles, of which only a few are shown below. In creating materials for Hilbert, please use these fonts. Remember that clear and legible communication is always a primary goal - let the typography support the communication rather than impede it.

If your department has not purchased Univers LT std, always use the **Franklin Gothic** font family, a standard font widely available on IBM and MAC computers.

DISPLAY/HEADERS

Univers Ultra Condensed

ABCDEFGHIJKLMNO P Q

abcdefghijklmnopqrstuvwxy z

0123456789

TITLES

Univers Bold Condensed

ABCDEFGHIJKLMNO P Q

abcdefghijklmnopqrstuvwxy z

0123456789

PULLQUOTES

Univers Condensed

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy z

0123456789

SUBHEADS / BODY COPY / CAPTIONS

Univers Roman

ABCDEFGHIJKLMNO P Q

abcdefghijklmnopqrstuvwxy z

0123456789

THE ACADEMIC EXPERIENCE

TITLE: Univers
Bold Condensed

"I MIGHT BE ABLE TO GET THE SAME DEGREE AT ANOTHER SCHOOL, BUT I DEFINITELY WOULDN'T BE GETTING THE SAME EDUCATION." - Zach Cantie, freshman, Lancaster NY

SUBHEAD: Univers

MAJOR DECISIONS

SUBTITLE: Univers
Bold Condensed

In addition to 13 bachelor's degree programs, we offer 50 minors and concentrations that enable you to customize your degree. Other options include study abroad and a challenging Honors Program for the College's top students.

VITAL SKILL SETS

A Hilbert education enhances fundamental skills, like writing and critical thinking, regardless of the major you choose. This gives you a transferable skill set useful in virtually any profession.

BODY COPY:
Univers

> 14:1

DISPLAY: Univers
Bold Condensed

STUDENTS \square FACULTY

STUDENT QUOTES AND PROFILES

Handwritten Text

Example 1

Starbabe HMK

Excelling in my major has made me much more self-confident. I've achieved more in the last four years than I ever thought possible.

STUDENT QUOTES AND PROFILES

Handwritten Text

Example 2

Louisville Script

If you come here with an open mind and a willingness to try new things, there's no limit to what you can accomplish.

ADDRESS BLOCK

Where possible, the address block is always in Black and Hilbert Blue. Highlighted offices should appear in Hilbert Blue with the exception of The Center For Adult and Graduate Studies, Burnt Umber should be used to help identify the sub brand. The address block is most commonly set in Univers 55 Roman, one of the College's official fonts, 9-point type with 10-point leading. The examples below show the alignments and spacing for the wordmark and address block. A line space is defined as the visual distance of one extra line of text from the address block, 14 points.

Use any of the three formats below for all printed materials, with the exception of the College's stationery.

VERTICAL-ONE GROUP

HILBERTCOLLEGE **Univers Ultra Condensed**
OFFICE OF ADMISSIONS
5200 South Park Avenue
Hamburg, New York 14075
Telephone 716-649-7900
Fax 716-555-5555
E-mail your_email@hilbert.edu
www.hilbert.edu

14 point space between highlighted office, Hilbert College, and the address.

HORIZONTAL-TWO GROUPS

HILBERTCOLLEGE OFFICE OF ADMISSIONS Telephone 716-649-7900
5200 South Park Avenue Fax 716-555-5555
Hamburg, New York 14075 E-mail your_email@hilbert.edu
www.hilbert.edu

HORIZONTAL-ONE GROUP

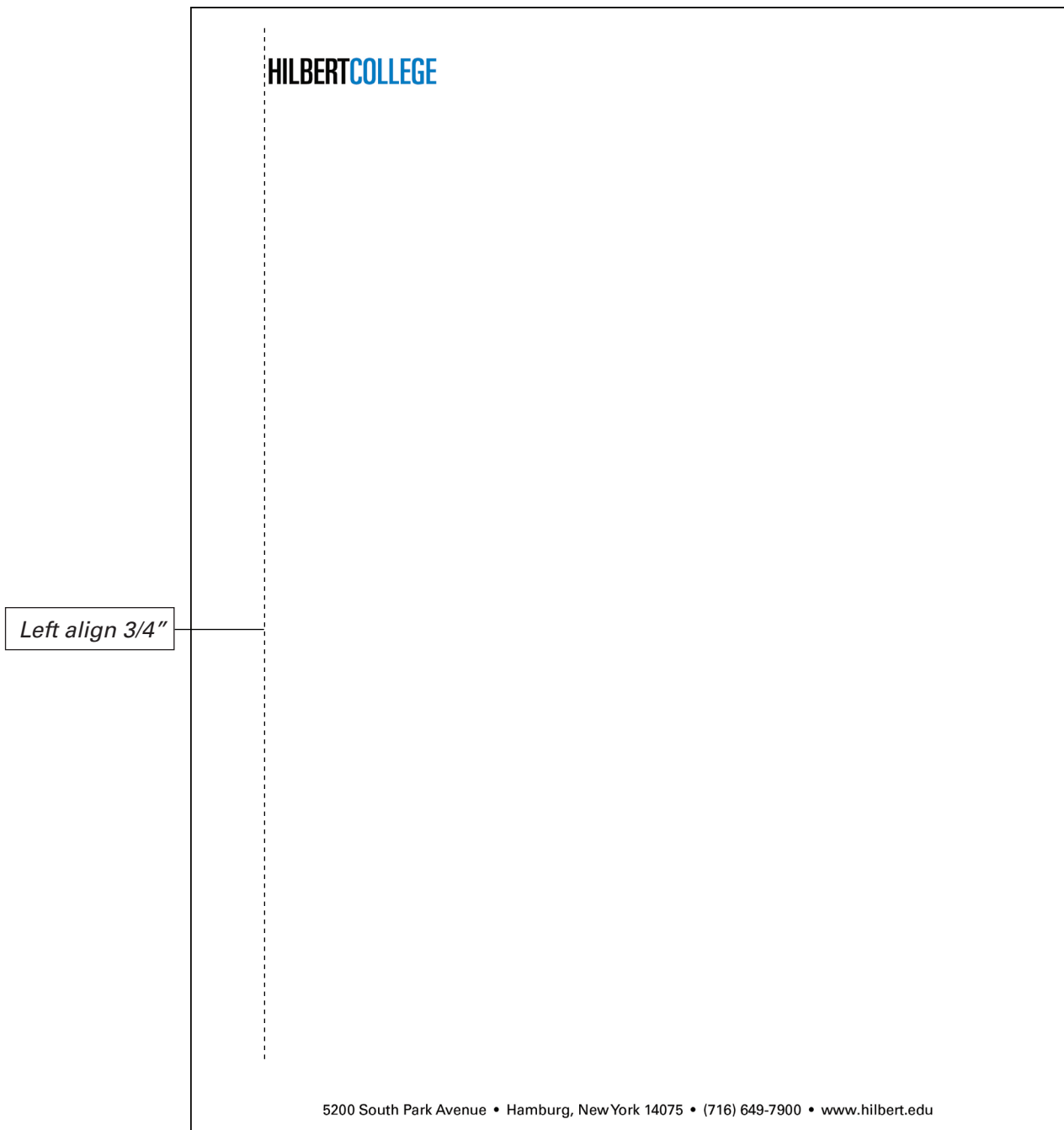
HILBERTCOLLEGE OFFICE OF ADMISSIONS
5200 South Park Avenue
Hamburg, New York 14075
Telephone 716-649-7900
Fax 716-555-5555
E-mail your_email@hilbert.edu
www.hilbert.edu

14 point space between highlighted office and the address.

STATIONARY

Stationery, which often makes the first impression, represents one of the most important aspects of the College's identity. Below is the primary stationery — letterhead, #10 envelope. Stationery is printed in two colors, pantone 285 and black. Address blocks are flush left. Typing formats are flush left and aligned with the Hilbert wordmark — 3/4" from the left and 2" from the top of the page. Text is Univers LT 55 Roman. If you do not have the Univers font collection, use Franklin Gothic, a standard font widely available on IBM and MAC computers.

PRIMARY LETTERHEAD



PRIMARY ENVELOPE (No 10)



HILBERTCOLLEGE
OFFICE OF ADMISSIONS

5200 South Park Avenue • Hamburg, New York 14075 • (716) 649-7900 • www.hilbert.edu

HILBERTCOLLEGE

OFFICE OF ADMISSIONS

5200 South Park Avenue
Hamburg, New York 14075
www.hilbert.edu

HILBERTCOLLEGE
STUDENT FINANCIAL SERVICES

5200 South Park Avenue • Hamburg, New York 14075 • (716) 649-7900 • www.hilbert.edu

HILBERTCOLLEGE

STUDENT FINANCIAL SERVICES

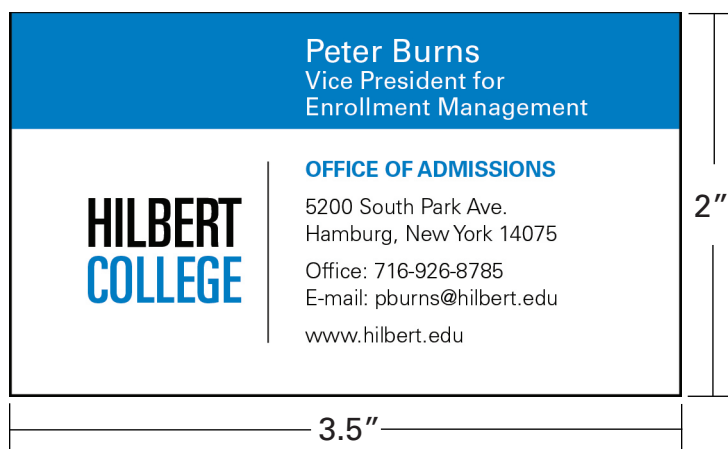
5200 South Park Avenue
Hamburg, New York 14075
www.hilbert.edu

BUSINESS CARDS

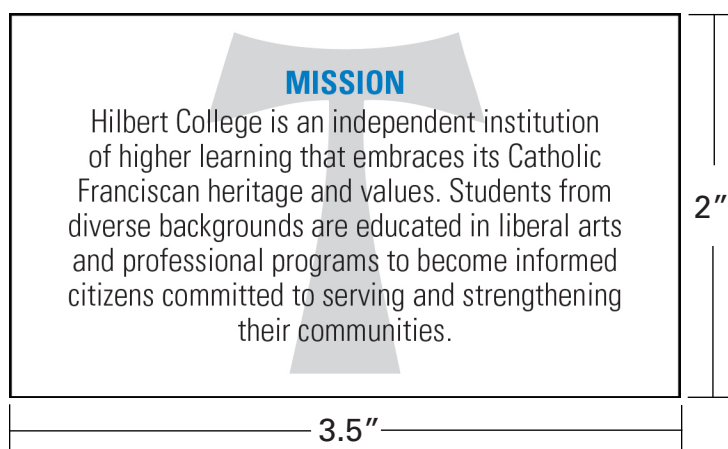
The primary business card is to be used by all undergraduate faculty and staff.

PRIMARY BUSINESS CARD 1

FRONT



BACK



PRIMARY BUSINESS CARD 2

FRONT



BACK



PRIMARY BUSINESS CARD 3

FRONT

Gregg Fort
Vice President for
Institutional Advancement

**HILBERT
COLLEGE**

**OFFICE OF INSTITUTIONAL
ADVANCEMENT**

5200 South Park Ave.
Hamburg, New York 14075

Office: 716-926-8960
E-mail: gfort@hilbert.edu
www.hilbert.edu

3.5" 2"

BACK

H
HILBERTCOLLEGE

3.5" 2"

HILBERT COLLEGE

CENTER FOR ADULT &
GRADUATE STUDIES

GRADUATE/ADP COLOR PALETTE

The official colors of the Hilbert College visual identity are Hilbert Blue and Hilbert Tan. The blue is more important to the identity of the College; you may omit the tan, which is often treated as an accent color. Hilbert Blue is Pantone 285 and Hilbert Tan is Pantone 466; CMYK, RGB and HTML equivalents are indicated below. In instances where only one color is available, use Pantone 285. When two are available, use Pantone 285 and 152.

The Center for Adult and Graduate Studies has it's own sub brand. PMS 152 is used to identify the sub brand and should be used as a secondary color.

COLOR BUILD



PMS: 285
C: 90 M: 50 Y: 0 K: 0
R: 40 G: 145 B: 210
(hexadecimal) notation: #44AAFF

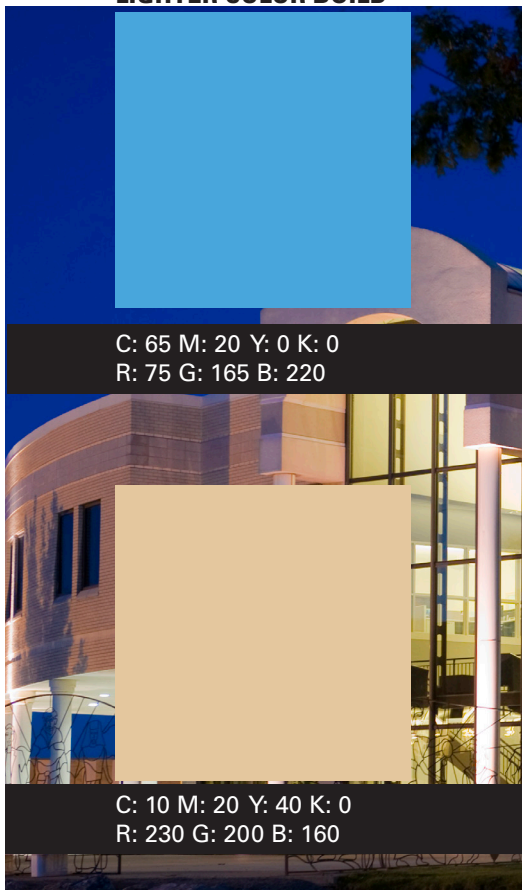


PMS: 466
C: 10 M: 25 Y: 50 K: 0
R: 225 G: 195 B: 150
(hexadecimal) notation: #EEBB88



Black
C: 60 M: 50 Y: 40 K: 100

LIGHTER COLOR BUILD



C: 65 M: 20 Y: 0 K: 0
R: 75 G: 165 B: 220

C: 10 M: 20 Y: 40 K: 0
R: 230 G: 200 B: 160



PMS: 152
C: 20 M: 70 Y: 100 K: 0
R: 205 G: 75 B: 0
(hexadecimal) notation: #CC5500

The lighter color build should be used as needed to heighten legibility. A good example would be when the colors are used in conjunction with photography

TYPOGRAPHY

The College has chosen one primary font family - **Univers LT Std** - to complement the wordmark and symbol. The font family offers a wide range of weights and styles, of which only a few are shown below. In creating materials for Hilbert, please use these fonts. Remember that clear and legible communication is always a primary goal - let the typography support the communication rather than impede it.

If your department has not purchased Univers LT std, always use the **Franklin Gothic** font family, a standard font widely available on IBM and MAC computers.

DISPLAY/HEADERS

Univers Ultra Condensed

ABCDEFGHIJKLMNO P Q

abcdefghijklmnopqrstuvwxy z

0123456789

TITLES

Univers Bold Condensed

ABCDEFGHIJKLMNO P Q

abcdefghijklmnopqrstuvwxy z

0123456789

PULLQUOTES

Univers Condensed

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy z

0123456789

SUBHEADS / BODY COPY / CAPTIONS

Univers Roman

ABCDEFGHIJKLMNO P Q

abcdefghijklmnopqrstuvwxy z

0123456789

TYPOGRAPHIC EXAMPLE

THE ACADEMIC EXPERIENCE

TITLE: Univers
Bold Condensed

" I MIGHT BE ABLE TO GET THE SAME DEGREE AT ANOTHER SCHOOL BUT I DEFINITELY WOULDN'T BE GETTING THE SAME EDUCATION."

SUBHEAD: Univers

- Zach Cantie, freshman, Lancaster NY

SUBTITLE: Univers
Bold Condensed

CURRICULUM

The CJA program consists of 36 credit hours of graduate study, including a 15-credit common core curriculum that is shared with the Master of Public Administration Program.

WHAT'S DIFFERENT ABOUT THE HILBERT PROGRAM?

This is the only graduate-level criminal justice program in Western New York based on an accelerated cohort model and designed to accommodate the needs of working adults.

BODY TYPE:
Univers

Typography for Graduate programs should follow the same format as Admissions. However, substituting PMS 152 in titles and headers will help identify the sub brand.

ADDRESS BLOCK

Where possible, the address block is always in Black and Hilbert Blue. Highlighted offices should appear in Hilbert Blue with the exception of the Center For Adult and Graduate Studies, Burnt Umber should be used to help identify the sub brand. The address block is most commonly set in Univers 55 Roman, one of the College's official fonts, 9-point type with 10-point leading. The examples below show the alignments and spacing for the wordmark and address block. A line space is defined as the visual distance of one extra line of text from the address block, 14 points.

Use any of the three formats below for all printed materials, with the exception of the College's stationery.

VERTICAL-ONE GROUP

HILBERTCOLLEGE Univers Ultra Condensed
←
CENTER FOR ADULT &
GRADUATE STUDIES ←
5200 South Park Avenue
Hamburg, New York 14075 Univers 55 Roman
Telephone 716-649-7900
Fax 716-555-5555
E-mail your_email@hilbert.edu
www.hilbert.edu

14 point space between highlighted office, Hilbert College, and the address.

HORIZONTAL-TWO GROUPS

HILBERTCOLLEGE CENTER FOR ADULT &
GRADUATE STUDIES Telephone 716-649-7900
5200 South Park Avenue Fax 716-555-5555
Hamburg, New York 14075 E-mail your_email@hilbert.edu
www.hilbert.edu

HORIZONTAL-ONE GROUP

HILBERTCOLLEGE CENTER FOR ADULT &
GRADUATE STUDIES ←
5200 South Park Avenue
Hamburg, New York 14075
Telephone 716-649-7900
Fax 716-555-5555
E-mail your_email@hilbert.edu
www.hilbert.edu

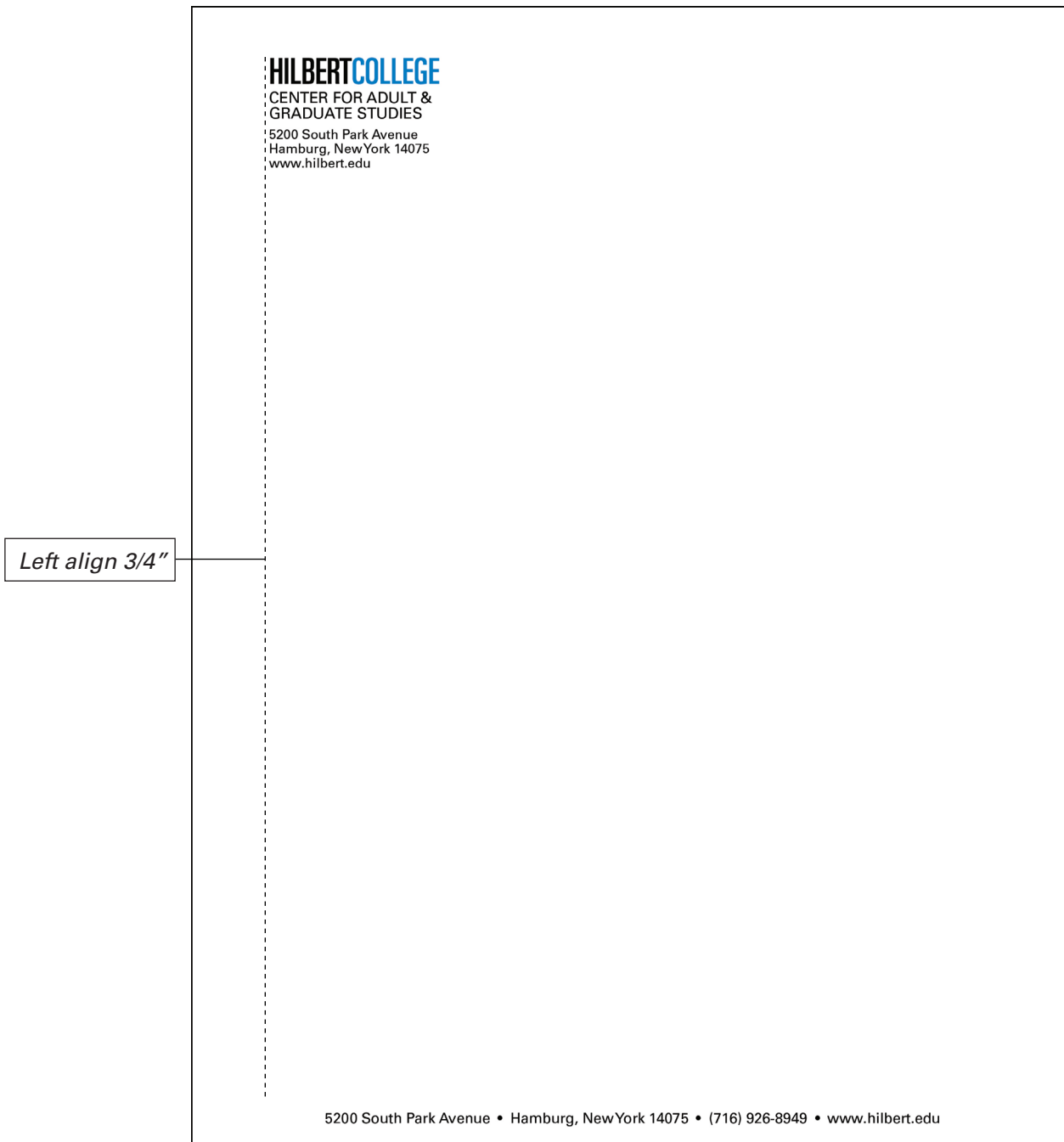
14 point space between highlighted office and the address.

You may substitute PMS 152 for black in the address block.

STATIONARY

Stationery, which often makes the first impression, represents one of the most important aspects of the College's identity. Below is the primary stationery — letterhead, #10 envelope. Stationery is printed in two colors, Pantone 285 and Black. Address blocks are flush left. Typing formats are flush left and aligned with the Hilbert wordmark — 3/4" from the left and 2" from the top of the page. Text is Univers LT 55 Roman. If you do not have the Univers font collection, use Franklin Gothic, a standard font widely available on IBM and MAC computers.

PRIMARY LETTERHEAD



PRIMARY ENVELOPE (No 10)

HILBERTCOLLEGE

CENTER FOR ADULT &
GRADUATE STUDIES

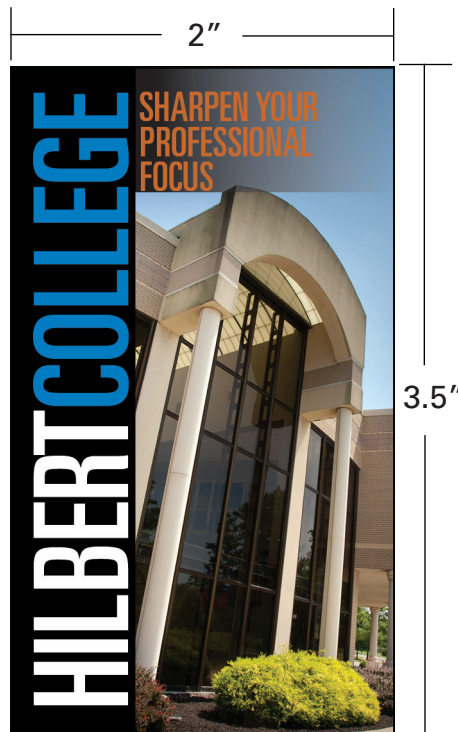
5200 South Park Avenue
Hamburg, New York 14075
www.hilbert.edu

CENTER FOR ADULT AND GRADUATE STUDIES BUSINESS CARD

FRONT



BACK



HILBERT COLLEGE

GRADUATE STUDIES

WORDMARK

The Hilbert College Graduate wordmark can be set up horizontally or vertically stacked in three lines. "Hilbert College" will follow the same guidelines as indicated on page 6. The words "Graduates Studies" may be added to the wordmark directly below "College" as shown in the examples below. "Graduate Studies" fill color should be PMS 152, however in some cases black or white may be used to heighten eligibility.

USE WITH WORDMARK

HILBERTCOLLEGE
GRADUATE STUDIES

Univers Ultra Condensed
PMS 152

HILBERTCOLLEGE
GRADUATE STUDIES

HILBERTCOLLEGE
GRADUATE STUDIES

HILBERT
COLLEGE
GRADUATE STUDIES

HILBERT
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GRADUATE STUDIES

HILBERT
COLLEGE
GRADUATE STUDIES

Design Notes

HILBERTCOLLEGE
GRADUATE STUDIES

"College" and "Graduate Studies" should stack and line up vertically

HILBERT
COLLEGE
GRADUATE STUDIES

"College" and "Graduate Studies" should stack and line up vertically

The Hilbert College Graduate wordmark can be set up horizontally or vertically stacked in three lines. "Hilbert College" will follow the same guidelines as indicated on page 6. The words "Graduates Programs" may be added to the wordmark directly below "Hilbert" when set up horizontally as shown in the examples below. "Graduate Programs" will be placed directly below "College" when vertically stacked on three lines as shown below. "Graduate Programs" fill color should be PMS 152, however in some cases black or white may be used to heighten eligibility.

USE WITH WORDMARK

HILBERTCOLLEGE
GRADUATE PROGRAMS

Univers Ultra Condensed
PMS 152

HILBERTCOLLEGE
GRADUATE PROGRAMS

HILBERTCOLLEGE
GRADUATE PROGRAMS

**HILBERT
COLLEGE**
GRADUATE PROGRAMS

**HILBERT
COLLEGE**
GRADUATE PROGRAMS

**HILBERT
COLLEGE**
GRADUATE PROGRAMS

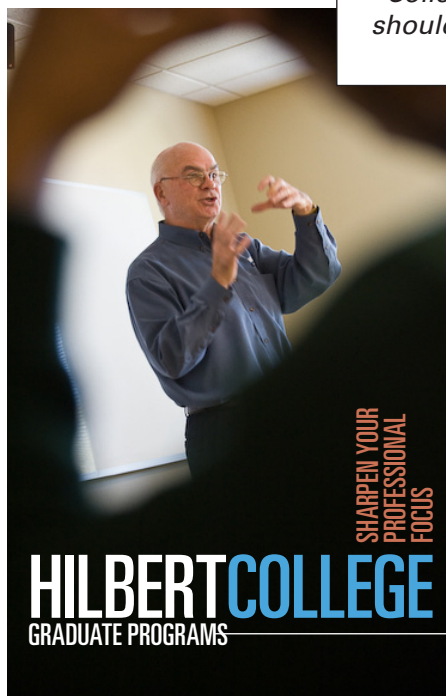
Design Notes

HILBERTCOLLEGE
GRADUATE PROGRAMS

"Hilbert" and "Graduate Programs" should stack and line up vertically.

**HILBERT
COLLEGE**
GRADUATE PROGRAMS

"College" and "Graduate Programs" should stack and line up vertically.



Adjusting the color of "Graduate Studies" and "Graduate Programs" to white or black is acceptable.

GRADUATE PROGRAM TAGLINE

**SHARPEN YOUR
PROFESSIONAL
FOCUS**

**Univers Ultra Condensed
PMS 152**

TAGLINE USE WITH WORDMARK



HILBERTCOLLEGE
GRADUATE STUDIES

SHARPEN YOUR
PROFESSIONAL
FOCUS



HILBERTCOLLEGE
GRADUATE STUDIES

SHARPEN YOUR
PROFESSIONAL
FOCUS

Design Notes



HILBERTCOLLEGE

SHARPEN YOUR
PROFESSIONAL
FOCUS

"If using the tagline in conjunction with the wordmark as shown here, the tagline should be stacked above the letters "EGE"

HILBERT COLLEGE

ACCELERATED DEGREE PROGRAMS

USE WITH WORDMARK

HILBERTCOLLEGE
Accelerated Degree Programs

Univers Bold Condensed
PMS 152

HILBERTCOLLEGE
Accelerated Degree Programs

HILBERTCOLLEGE
Accelerated Degree Programs

Design Notes

HILBERTCOLLEGE
Accelerated Degree Programs

"Hilbert College" and "Accelerated Degree Programs" should stack and line up vertically

HILBERT COLLEGE

INSTITUTIONAL
ADVANCEMENT

COLOR PALETTE

The official colors of the Hilbert College visual identity are Hilbert Blue and Hilbert Tan. The blue is more important to the identity of the College; you may omit the tan, which is often treated as an accent color. Hilbert Blue is Pantone 285 and Hilbert Tan is Pantone 466; CMYK, RGB and HTML equivalents are indicated below. In instances where only one color is available, use Pantone 285. When two are available, use Pantone 285 and 466. Secondary colors can also be used to express the identity of an individual unit while maintaining overall consistency.

COLOR BUILD



PMS: 285
C: 90 M: 50 Y: 0 K: 0
R: 40 G: 145 B: 210
(hexadecimal) notation: #44AAFF

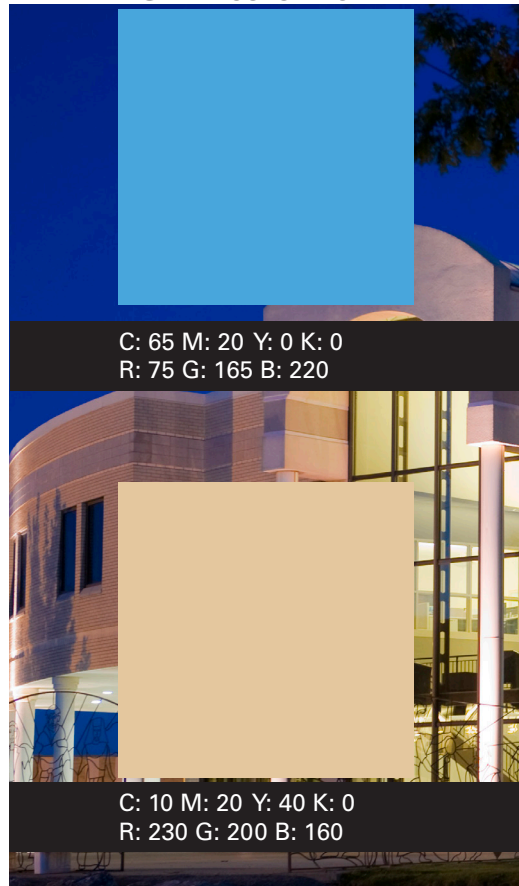


PMS: 466
C: 10 M: 25 Y: 50 K: 0
R: 225 G: 195 B: 150
(hexadecimal) notation: #EEBB88



Black
C: 60 M: 50 Y: 40 K: 100

LIGHTER COLOR BUILD



The lighter color build should be used as needed to heighten legibility. A good example would be when the colors are used in conjunction with photography

WORDMARK

The Hilbert College wordmark can be set up horizontally or vertically stacked in two lines. The two words should always be set in contrasting colors, with "Hilbert" in the color which gives it most emphasis. In many instances, "Hilbert" will visually stand out over "College" if set in white or black. However, when combined with photography, the color break should be based on legibility. Do not use blue and tan together.

HILBERTCOLLEGE

HILBERTCOLLEGE

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COLLEGE

HILBERTCOLLEGE

IA SUB BRAND / IDENTITY

Additional wordmarks are used within Institutional Advancement. "Hilbert Alumni" and "Hilbert365" should follow the same guidelines as the "Hilbert College" wordmark. "Hilbert Alumni" can be set up horizontally or vertically stacked in two lines. The two words should always be set in contrasting colors, with "Hilbert" in the color which gives it most emphasis. In many instances, "Hilbert" will visually stand out over "Alumni." Hilbert Blue is the primary color, the preferred wordmark will have this color in it or behind it.



HILBERTALUMNI

HILBERTALUMNI



HILBERTALUMNI

HILBERTALUMNI



HILBERTALUMNI

HILBERTALUMNI



HILBERTALUMNI

HILBERT
ALUMNI



HILBERTALUMNI

HILBERT
ALUMNI



HILBERTALUMNI

HILBERT
ALUMNI



HILBERTALUMNI

“Hilbert365” should only be displayed in a horizontal format as shown below.

HILBERT365

HILBERT365

HILBERT365

HILBERT365

HILBERT365

HILBERT365

HILBERT365

HILBERT365

HILBERT365

HILBERT365

TYPOGRAPHY

The College has chosen one primary font family - **Univers LT Std** - to complement the wordmark and symbol. The font family offers a wide range of weights and styles, of which only a few are shown below. In creating materials for Hilbert, please use these fonts. Remember that clear and legible communication is always a primary goal - let the typography support the communication rather than impede it. If your department has not purchased Univers LT std, always use the **Franklin Gothic** font family, a standard font widely available on IBM and MAC computers.

DISPLAY/HEADERS

Univers Ultra Condensed

ABCDEFGHIJKLMNO P Q

abcdefghijklmnopqrstuvwxy z

0123456789

TITLES

Univers Bold Condensed

ABCDEFGHIJKLMNO P Q

abcdefghijklmnopqrstuvwxy z

0123456789

PULLQUOTES

Univers Condensed

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy z

0123456789

SUBHEADS / BODY COPY / CAPTIONS

Univers Roman

ABCDEFGHIJKLMNO P Q

abcdefghijklmnopqrstuvwxy z

0123456789

THE ACADEMIC EXPERIENCE

TITLE: Univers
Bold Condensed

"I MIGHT BE ABLE TO GET THE SAME DEGREE AT ANOTHER SCHOOL, BUT I DEFINITELY WOULDN'T BE GETTING THE SAME EDUCATION." – Zach Cantie, freshman, Lancaster NY

SUBHEAD: Univers

SUBTITLE: Univers
Bold Condensed

MAJOR DECISIONS

In addition to 13 bachelor's degree programs, we offer 50 minors and concentrations that enable you to customize your degree. Other options include study abroad and a challenging Honors Program for the College's top students.

VITAL SKILL SETS

A Hilbert education enhances fundamental skills, like writing and critical thinking, regardless of the major you choose. This gives you a transferable skill set useful in virtually any profession.

BODY COPY:
Univers

ADDRESS BLOCK

Where possible, the address block is always in Black and Hilbert Blue. Highlighted offices should appear in Hilbert Blue with the exception of The Center For Adult and Graduate Studies, Burnt Umber should be used to help identify the sub brand. The address block is most commonly set in Univers 55 Roman, one of the College's official fonts, 9-point type with 10-point leading. The examples below show the alignments and spacing for the wordmark and address block. A line space is defined as the visual distance of one extra line of text from the address block, 14 points.

Use any of the three formats below for all printed materials, with the exception of the College's stationery.

VERTICAL-ONE GROUP

HILBERTCOLLEGE Univers Ultra Condensed
OFFICE OF INSTITUTIONAL ADVANCEMENT
5200 South Park Avenue
Hamburg, New York 14075 Univers 55 Roman
Telephone 716-649-7900
Fax 716-555-5555
E-mail your_email@hilbert.edu
www.hilbert.edu

14 point space between highlighted office, Hilbert College, and the address.

HORIZONTAL-TWO GROUPS

HILBERTCOLLEGE OFFICE OF INSTITUTIONAL ADVANCEMENT
5200 South Park Avenue
Hamburg, New York 14075
Telephone 716-649-7900
Fax 716-555-5555
E-mail your_email@hilbert.edu
www.hilbert.edu

HORIZONTAL-ONE GROUP

HILBERTCOLLEGE OFFICE OF INSTITUTIONAL ADVANCEMENT
5200 South Park Avenue
Hamburg, New York 14075
Telephone 716-649-7900
Fax 716-555-5555
E-mail your_email@hilbert.edu
www.hilbert.edu

14 point space between highlighted office and the address.

LETTERHEADS & ENVELOPES

Stationery, which often makes the first impression, represents one of the most important aspects of the College's identity. Below is the primary stationery — letterhead, #10 envelope. Stationery is printed in two colors, Pantone 285 and Black. Address blocks are flush left. Typing formats are flush left and aligned with the Hilbert wordmark — 3/4" from the left and 2" from the top of the page. Text is Univers LT 55 Roman. If you do not have the Univers font collection, use Franklin Gothic, a standard font widely available on IBM and MAC computers.

PRIMARY LETTERHEAD



5200 South Park Avenue
Hamburg, New York 14075
www.hilbert.edu

Left align 3/4"

5200 South Park Avenue • Hamburg, New York 14075 • (716) 649-7900 • www.hilbert.edu

PRIMARY ENVELOPE (No 10)



**HILBERT COLLEGE
HAWKS
ATHLETICS**

As Hilbert College strives to provide students with an exceptional educational experience, clear consistent messaging about the college is imperative to raising the institution's visibility and increasing a positive awareness toward the college. The Hilbert athletics Hawks logo is one of the most visible representations of the college's visual identity. By using the Hawks logo consistently, it will assist Hilbert athletics in establishing and maintaining a strong, positive image and reputation. Its correct usage shows the college is a united team, taking pride in the successes of our students, while instilling confidence in student-athletes and reflecting quality and professionalism in Hilbert athletics.

The purpose of this athletics visual identity guide is to provide a branding message for the Hilbert athletics program that is consistently identifiable in all applications. It is also designed to provide information about the Hilbert Hawks logo and parameters for its use. Use of the Hilbert Hawks logo for any purposes must adhere to these guidelines.

This guide provides information on many, but not all, typical applications for the athletics logo.

For clarification or questions on appropriate usage, please contact the:

Director of Athletics

926-8800

On campus: Ext. 233

Thank you for your cooperation in communicating Hilbert athletics in a clear and consistent manner.

ATHLETICS VISUAL IDENTITY GUIDELINES

The graphic elements contained in this guide are not to be altered in any way and are reserved for use by Hilbert College athletics only. Any exceptions must be approved by the director of athletics.

Some basic guidelines:

- Individuals may not order any merchandise (uniforms, stationery, etc.) that does not conform to these guidelines, including all items purchased/produced in-house or by third-party vendors.
- Apparel-related items may require additional guidelines. Contact the director of athletics for more information.
- All design and ordering of stationery, envelopes and business cards must be initiated through the director of athletics.
- The Hilbert Hawks logo is unique. Using standard fonts will not accurately reproduce the typography.
- When printing names of individual teams and programs, Hilbert's approved, specially designed type font must be used.
- Use of the previous Hawks image and other athletics design elements must be discontinued as new items are ordered.
- Use of the images shown in this guide must appear in a horizontal and square position. See the section on Incorrect Usage for more information.
- Images shown are only a sampling of how the Hawks logo can be personalized to fit each athletic program.
- The athletics director may cease production or may require an order to be revised for any uniform order or other apparel order that uses the athletics logo incorrectly or does not comply with the approved athletics colors.

COLOR PALETTE

The official colors of Hilbert College Athletics visual identity are Hilbert Blue and Hilbert Hawks Gold. The blue is more important to the identity of the College; you may omit the gold, which is only used in the beak of the Hilbert Hawk. Hilbert Blue is pantone 285 and Hilbert Gold is pantone 109; CMYK, RGB and HTML equivalents are indicated below. In instances where only one color is available, use pantone 285. When two are available, use pantone 285 and 109.

COLOR BUILD



PMS: 285
C: 90 M: 50 Y: 0 K: 0
R: 0 G: 93 B: 170
(hexadecimal) notation: #44AAFF



PMS: 109
C: 10 M: 25 Y: 50 K: 0
R: 238 G: 177 B: 17



Black
C: 60 M: 50 Y: 40 K: 100

TYPOGRAPHY

The College has chosen one primary font family - **Univers LT Std** - to complement the wordmark and Hawk Logo. The font family offers a wide range of weights and styles, of which only a few are shown below. In creating materials for Hilbert, please use these fonts. Remember that clear and legible communication is always a primary goal - let the typography support the communication rather than impede it.

If your department has not purchased Univers LT std, always use the **Franklin Gothic** font family, a standard font widely available on IBM and MAC computers.

DISPLAY/HEADERS

Univers Ultra Condensed

ABCDEFGHIJKLMNOQ

abcdefghijklmnopqrstvwxyz

0123456789

TITLES

Univers Bold Condensed

ABCDEFGHIJKLMNOQ

abcdefghijklmnopqrstvwxyz

0123456789

PULLQUOTES

Univers Condensed

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmnopqrstvwxyz

0123456789

SUBHEADS / BODY COPY / CAPTIONS

Univers Roman

ABCDEFGHIJKLMNOQ

abcdefghijklmnopqrstvwxyz

0123456789

ADDRESS BLOCK

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Use any of the three formats below for all printed materials, with the exception of the College's stationery.

VERTICAL-ONE GROUP

HILBERTCOLLEGE **Univers Ultra Condensed**
DEPARTMENT OF ATHLETICS
5200 South Park Avenue
Hamburg, New York 14075 **Univers 55 Roman**
Telephone 716-649-7900
Fax 716-555-5555
E-mail your_email@hilbert.edu
www.hilbert.edu

14 point space between highlighted office, Hilbert College, and the address.

HORIZONTAL-TWO GROUPS

HILBERTCOLLEGE DEPARTMENT OF ATHLETICS Telephone 716-649-7900
5200 South Park Avenue Fax 716-555-5555
Hamburg, New York 14075 E-mail your_email@hilbert.edu
www.hilbert.edu

HORIZONTAL-ONE GROUP

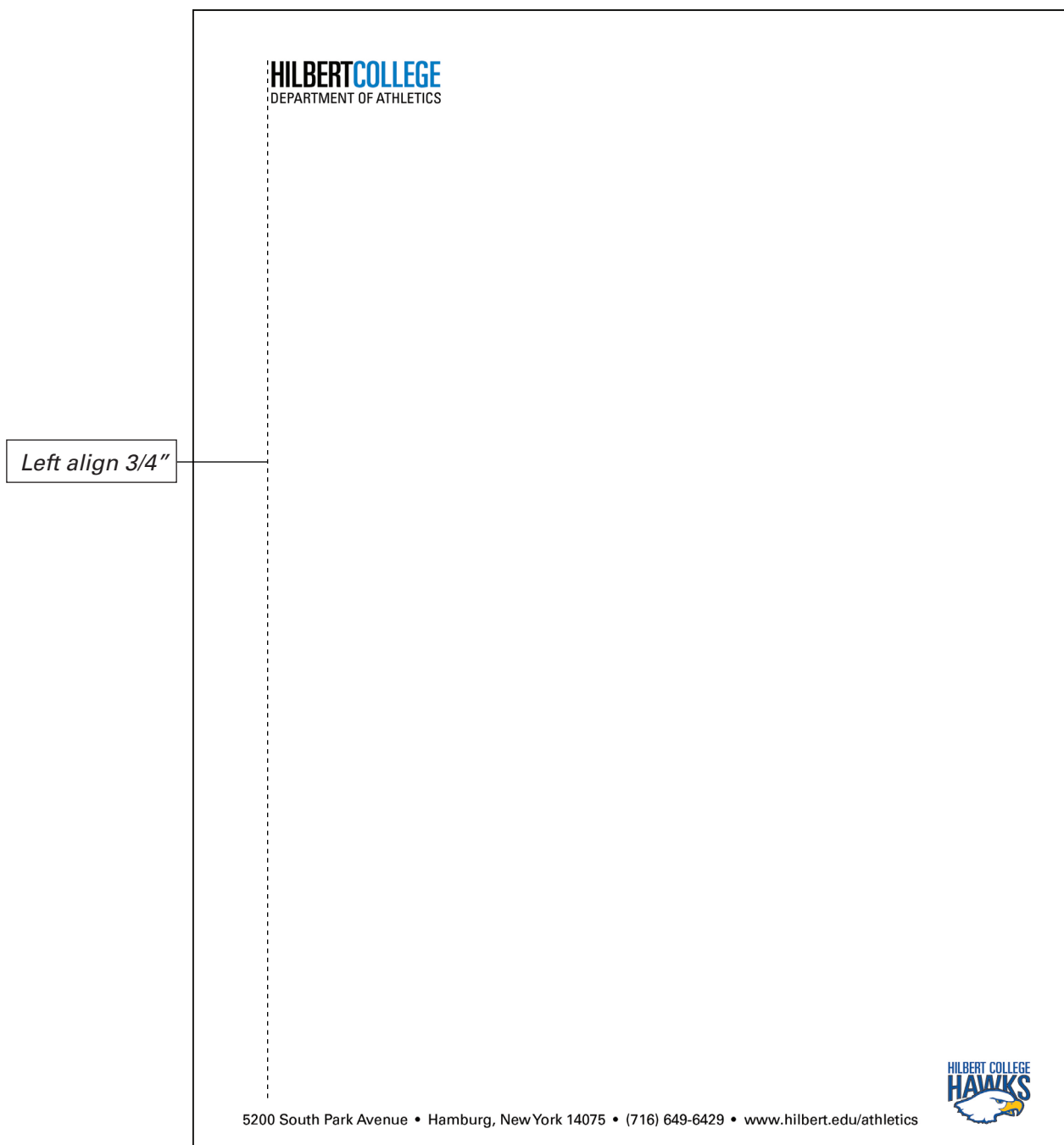
HILBERTCOLLEGE DEPARTMENT OF ATHLETICS
5200 South Park Avenue
Hamburg, New York 14075
Telephone 716-649-7900
Fax 716-555-5555
E-mail your_email@hilbert.edu
www.hilbert.edu

14 point space between highlighted office and the address.

LETTERHEADS & ENVELOPES

Stationery, which often makes the first impression, represents one of the most important aspects of the College's identity. Below is the primary stationery — letterhead, #10 envelope. Stationery is printed in two colors, pantone 285 and black. Address blocks are flush left. Typing formats are flush left and aligned with the Hilbert wordmark — 3/4" from the left and 2" from the top of the page. Text is Univers LT 55 Roman. If you do not have the Univers font collection, use Franklin Gothic, a standard font widely available on IBM and MAC computers.

ATHLETICS LETTERHEAD



ATHLETICS ENVELOPE (No 10)

HILBERTCOLLEGE
DEPARTMENT OF ATHLETICS

5200 South Park Avenue
Hamburg, New York 14075
www.hilbert.edu/athletics



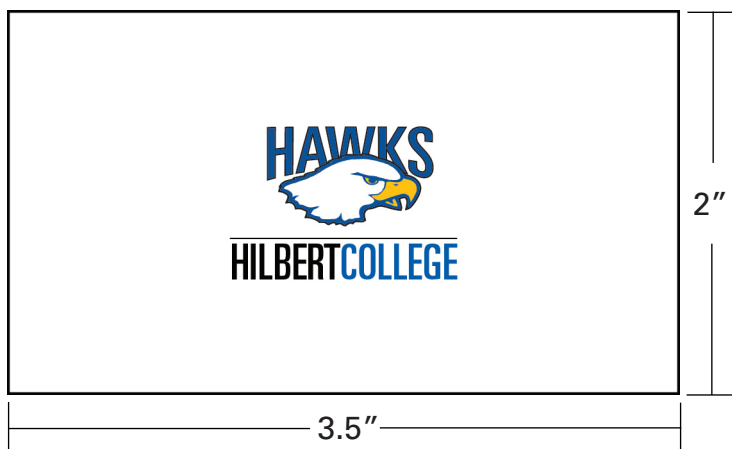
The Athletics business card below is the standard for anyone involved in athletics programs/clubs.

ATHLETICS

FRONT



BACK



The Hilbert College word mark must appear on all athletic uniforms and all game warm-up shirts. Based on sport uniform code, the word mark will be displayed across the front panel of both home and away uniforms. With permission from the director of athletics, the word mark may appear across the shoulder panels on the back of home and away jerseys.

HILBERT COLLEGE

Univers Ultra Condensed
PMS 285

HILBERT COLLEGE

All Hilbert athletics uniforms will be in Hilbert blue or white. If the exact PMS blue 286 is unavailable, vendors must achieve the closest possible match and the color must be approved by the director of athletics.

All athletics uniforms must be approved by Hilbert's director of athletics. Please obtain a uniform proof and proposed color fabric from the vendor for approval before production. After approval, a confirmation will be provided and uniforms may then be ordered.

The athletics director may cease production of any uniform order that uses the athletics logo incorrectly or may require an order to be revised. If permitted to place an athletic logo on the leg panel of game shorts or pants, either Option A or Option B will be acceptable.

PRIMARY LOGO

The primary logo is preferred for most uses. Where possible, print the entire image in blue (PMS 285), White and Gold (PMS 109).



Area Surrounding Logo

To maintain the integrity of the Hilbert Hawks identity, a certain amount of space around the logo must be kept clear of competing visual typographic elements. No other artwork may appear in the area immediately surrounding the logo.

SECONDARY LOGO

Additional options have been designed to allow for flexibility within the athletics logo system when it's not possible to use the three-color primary logo. The following are available options. Use of one of these options **must be** approved by the director of athletics.



HILBERT COLLEGE



SPORT SPECIFIC LOGO

The primary Hilbert Hawks athletics logo may be personalized with a specific sport. Below are athletics/team-specific logos that may be used on light colored backgrounds



The primary three-color Hilbert Hawks logo may be used on a dark background as it's been created with an outline shape and color that allows it to work clearly on any dark colored background



Any coach, team or Hilbert College staff/faculty wishing to use the Hilbert Hawks logo must have the design or project approved by the Director of Athletics.

- Complete and submit an athletics design or project approval form. The form is available on the Hilbert Intranet .
- Submit a completed form to the athletics director for approval. Allow 5-7 business days for approval.
- Athletics uniforms, apparel or other materials purchased from an outside vendor requires a final proof approval by the athletics director.
- Team t-shirts must have the sport-specific team logo on the front. Coaches may determine what will appear on the back of the t-shirt. All team t-shirts will be ordered through the same vendor designated by the Director of Athletics.
- The items which require pre-approval:
 - All game apparel - uniforms, sweat suits, shooting shirts, warm-up t-shirts, jackets, and hats.
 - All apparel worn to and from contests - travel suits, hats and jackets.
- Approved color combinations:
 - All apparel tops must be blue or white and may have a black accent color sewn into top.
 - Apparel bottoms may include black for sweat suits only.
 - Coaching apparel/gear – all black may be worn though royal blue and white is preferred, especially when attending recruiting events.
 - Practice t-shirts may be white, blue, black or grey. Grey is permitted for practice t-shirts only and should not be used for any other apparel.

INCORRECT USAGE

Correct use of the Hilbert Hawks identity is important for building recognition. Here are some typical variations that are to be avoided and are not permitted.

- Do not change the logo colors. Do not tint the colors of the logo.
- The logo may not be printed at an angle other than horizontal. Never tilt or rotate the logo.
- Do not use the old Hawks logo.
- Do not put the logo on a patterned background.
- Do not use portions of the logo to create another logo or wordmark.
- Do not alter the dimensions of the logo so that it's disproportionate or distorted.
- The logo should not be reproduced from a website or previously printed publication.
- The logo should not be printed within a border or other type of artwork.
- Do not reverse or flip the logo. The Hawk's beak must be on the right side of the image.
- Never change the logo's typeface.
- The Hawks logo represents Hilbert Athletics only. It does not identify the college overall, academic programs and other areas of the institution.

HILBERT COLLEGE

EMAIL

EMAIL SIGNATURE

Email is often a main source of communication within the Hilbert Community as well as outside vendors, perspective students, parents, and other businesses. Below is the primary Email signature. Use 10 pt Franklin Gothic for the signature as well as the body of the email. Franklin Gothic is a standard font widely available on IBM and MAC computers.

PRIMARY EMAIL SIGNATURE

YOUR NAME _____ Franklin Gothic Medium
[Position (optional)]
Hilbert College | Office of [your office]
5200 South Park Ave. | Hamburg, NY 14075 _____ Franklin Gothic Book
Office: 716.649.7900 | Cell: 716.555.5555
your_email@hilbert.edu

HILBERTCOLLEGE    

Adding social media icons is optional.

Use the provided social media icons on the intranet. All icons should be aligned horizontally following the "Hilbert College" wordmark as shown in this illustration.

The "Hilbert College" wordmark for all email signatures is available on the intranet.

YOUR NAME
[Position]
Hilbert College | Office of [your office]
5200 South Park Ave. | Hamburg, NY 14075
Office: 716.649.7900 | Cell: 716.555.5555
your_email@hilbert.edu

If your department wishes to have any other layout of the Hilbert email signature, it must be submitted and approved by the Department of Design.

HILBERT COLLEGE
HAWKS     

Departments with a sub brand such as athletics may insert their logo.

CHANGING YOUR EMAIL PREFERENCES

PC

CHANGING THE FONT

1. Open Microsoft Outlook

CHANGING YOUR SIGNATURE

1. Open Microsoft Outlook
2. Click on Outlook > preferences
3. Click on Signatures in the preference window

APPLE

CHANGING THE FONT

1. Open Microsoft Outlook
2. Click on Outlook > Preferences
3. Click on Fonts in the preference window
4. Change font to Franklin Gothic Book
5. Change the size of the font to 14pt

CHANGING YOUR SIGNATURE

1. Open Microsoft Outlook
2. Click on Outlook > preferences
3. Click on Signatures in the preference window
4. To add a new signature, click on + located in the bottom left of the signature window
5. You may rename the signature if you wish at this time
6. Type out your new signature to match the style in this guide
7. Once your new signature is complete, be sure to keep it "checked" in the signature window
8. All set! Give it a test try to make sure it looks fabulous

ADDING THE HILBERT WORDMARK AND SOCIAL MEDIA ICONS

Adding social media icons are optional. Numerous icons as we as directions to add these icons to your signature can be found on the intranet in the "Marketing" section called "Creating a Signature In Microsoft Outlook".

intouch.hilbert.edu

If you have difficulty creating your signature, please contact the Help Desk.

HILBERT COLLEGE

NAME TAGS

PRIMARY

Peter Burns
Vice President for Enrollment Management
HILBERTCOLLEGE

HILBERT COLLEGE

SEAL

The College Seal is used only for diplomas, legal and official records, transcripts, awards and printed programs presented at academic ceremonies, and any other legal agreements binding Hilbert College.



Examples of Approved Usage

- Watermark on an official diploma or transcript.
- Graphic on printed programs for Commencement, Honors Convocation, Scholars' Day or Academic Convocation or on banners hanging at the ceremonies.
- Plaques for academic awards

Unapproved Usage

- As a logo on letterhead, stationery, business cards, merchandise or signage.
- Graphic on printed programs, plaques or displays for non-academic ceremonies.

Hilbert Blue, white or black, should be used to reproduce the seal. Gold, bronze, silver and copper also are acceptable.

HILBERT COLLEGE

PHOTOGRAPHY

Imagery should capture the essence of Hilbert's brand:

- A Different Way of Thinking
- Interdisciplinary
- Crossing boundaries
- Collaborative
- Willing to engage
- Dynamic
- Diverse

Examples

People with interesting expressions, people who look like there is something going on behind their eyes, who appear intellectually engaged, curious, etc. Portraits and close-ups of faces.

Students and faculty working collaboratively in visually interesting and challenging projects of all sorts.

Students and faculty having fun together.

Students working collaboratively with other students, mentoring each other, having fun.

Shots that show diverse people engaging together in activities.

Shots that show a real diversity of activities, from athletics to classrooms, to residence halls, to science projects.

Campus shots that show off the beauty of the campus should always have people in them.

There is a photo bank available on the intranet for faculty/staff use. You are not limited to these images, but they may provide a good starting point for any project.



HILBERT COLLEGE

DESIGN SAMPLES

I DIDN'T KNOW ANYONE ON CAMPUS WHEN I ARRIVED FOR FRESHMAN ORIENTATION, BUT EVERYONE WAS SO WELCOMING THAT I FELT AT HOME RIGHT AWAY. Getting involved in COMMON GROUND and other clubs here has taught me so much about how to interact with different kinds

HILBERT COLLEGE of people and how to understand different points of view, it's been a real growth experience. Professors here go ABOVE AND BEYOND—they do much more than just teach classes. I can walk in to my criminal justice professor's office any

something
IN OUR
IT'S EASY TO GET TO THE NEXT LEVEL. MOST OF US ARE HERE FOR THE EXPERIENCE. Even after coming back, I still recommend Hilbert's major almost a family. I'M VERY EXCITED ABOUT THE DIGITAL MEDIA. WE DECIDE TO

INSIDE STORY

FRESHMAN

NAME: Lance Mullins
MAJOR: Psychology
HOMETOWN: Peterson NJ
ACTIVITIES: Varsity baseball, going to pre sports events in Buffalo, hanging out with friends

THOUGHTS ON MY FIRST YEAR

I was a little nervous at first, but at all in my first year went really well. I had my classes, did pretty decently grade-wise, and made lots of new friends. Most of all, I can't believe I'm actually playing college baseball!

MAKING THE BASEBALL TEAM

I wasn't recruited to play baseball, I walked on—met the coach, went out to the team, and made it. It's one of the best things I've ever done. Every week my teammates tell me how much better I'm getting.

WHY TEAMMATES MATTER

I don't realize how many friends I'd make playing a varsity sport. Over the Easter holiday, I couldn't go home because of the baseball schedule, and one of my teammates took me to his house for Easter dinner. That meant a lot to me.

LIVING ON CAMPUS

I like being on campus—it's so close to everything, really convenient. I'm in the apartments, which have full kitchens. So I have my own room and share the apartment with three other guys. We watch a lot of movies together.

HOW I'VE CHANGED

For a kid from the city, I did a lot more studying than I realize I had to do here. I'm a better student now. I've realized that Hilbert is what you make it, and I've decided to make the most of it.

STUDENT QUOTES:
Handwritten text

NAMEPLATE: White and PMS 285 on PMS 466

HEADER: Univers Ultra Condensed, 142 pt.

TITLE: Univers Bold Condensed, 30/32 pt., Rich Black

SUBHEAD: Univers, All Caps, 10/13 pt., C:75 M:30 Y:0 K:0

CREDIT: Univers, 7/13 pt., C:75 M:30 Y:0 K:0

SUBTITLE: Univers Bold Condensed, 9.5/14 pt., C:10 M:25 Y:50 K:0

BODY COPY: Univers, 10/14 pt., Black

LIVING SMART

"PLAYING VARSITY SOCCER AND LIVING ON CAMPUS HELPED ME FEEL TOTALLY CONNECTED TO THE HILBERT COMMUNITY!"
—Maggie Page, junior, Dallas TX

Whether you live on campus or commute, Hilbert College will feel like home: we'll welcome you into our community, encourage your ambitions, and stimulate your mind. More students are living on campus than ever before, and that gives commuters and on-campus residents alike greater opportunities for academic and social interaction.

MORE OPTIONS
We're expanding on-campus residence options. The new residence hall, completed in 2009, accommodates 150 students, while the "original" hall houses about 100. There are 68 more students living in the on-campus, suite-style apartments.

STUDENT ADVANTAGES
One of the biggest advantages of living on campus is being close to everything you need—classes, the library, the "caf," the fitness center, and, of course, all your on-campus friends.

150/100/68

NUMBER OF STUDENTS LIVING IN THE NEW RESIDENCE HALL, THE ORIGINAL RESIDENCE HALL, AND THE SUITE-STYLE CAMPUS APARTMENTS.



YOUR JOURNEY FROM FRESHMAN YEAR TO GRADUATION WILL BE FILLED WITH NEW INSIGHTS, NEW ACHIEVEMENTS, NEW FRIENDSHIPS, AND NEW DIRECTIONS.



TEAMMATES AND TEAMWORK

"GREAT COACHES AND GREAT TEAMMATES HAVE MADE PLAYING VARSITY SOFTBALL AT HILBERT A FANTASTIC EXPERIENCE!"
—Sarah Collins, junior, Milton PA

Our 11 varsity teams, the Hawks, compete in the National Collegiate Athletic Association (NCAA) Division III as members of the Allegheny Mountain Collegiate Conference.

FIRST-CLASS FACILITIES
The recently renovated Hafner Recreation Center, open to all members of the Hilbert community, features a 2,200-square-foot fitness center with state-of-the-art aerobic and strength training equipment.

CLUB AND INTRAMURAL TEAMS
Opportunities to participate in athletic competition extend far beyond the varsity teams. You can choose from a variety of intramural activities—basketball, dodgeball, kickball, and more—or get involved in one of our popular club sports.

ATHLETICS

- WRESTLING
- Basketball
- Cross Country
- Golf
- Soccer
- Volleyball

EMERGENCY SERVICES

- Basketball
- Cross Country
- Soccer
- Softball
- Volleyball

CLUB SPORTS

- Hockey Club
- City Stage Lanes Club
- Ski / Snowboarding Club

STUDENT QUOTE:
Handwritten text

PROFILE TITLE: Univers Bold Condensed, 8.5/11 pt.

PROFILE BODY COPY: Univers, 8.5/12.5 pt.

PROFILE PERSONAL INFO:
Handwritten text

SIDEBAR TITLE: Univers Bold Condensed, 8/10.5 pt.

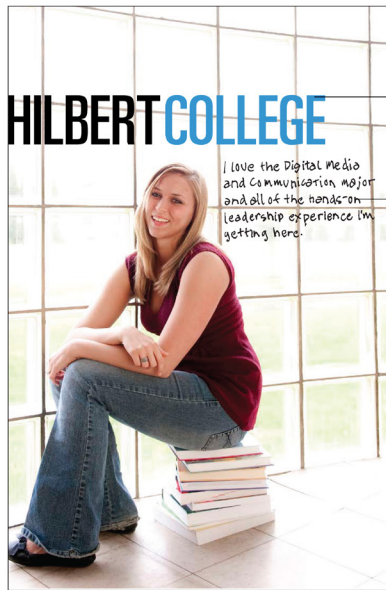
SIDEBAR BODY COPY: Univers, 8/12 pt.

PULLQUOTE:
Univers Condensed 22/28 pt.

GRAPHIC DEVICES:
Rich Black
C:60 M:50 Y:40 K:100

TRAVEL BROCHURE

FRONT COVER



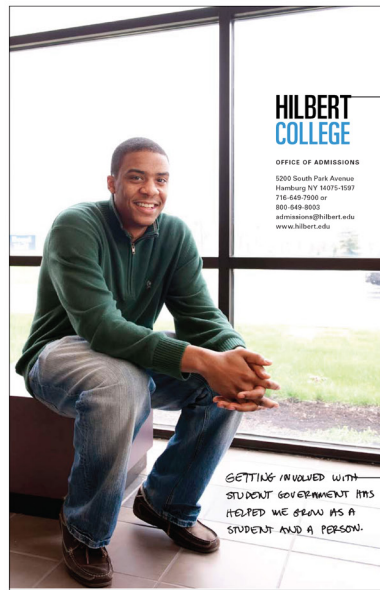
HILBERT COLLEGE

I love the Digital Media and Communication major and all of the hands-on leadership experience I'm getting here.

NAMEPLATE:
Black and PMS 285

STUDENT QUOTE:
Handwritten text

BACK COVER



HILBERT COLLEGE

OFFICE OF ADMISSIONS
5200 South Park Avenue
Hamburg NY 14205-1507
716-649-7000 or
800-649-9003
admissions@hilbert.edu
www.hilbert.edu

STACKED NAMEPLATE:
Black and PMS 285

GETTING INVOLVED WITH STUDENT GOVERNMENT HAS HELPED ME GROW AS A STUDENT AND A PERSON.

STUDENT QUOTE:
Handwritten text

PRIMARY TEXT

GRAPHIC STAT

INTERIOR



THE ACADEMIC EXPERIENCE

"I MIGHT BE ABLE TO GET THE SAME DEGREE AT ANOTHER SCHOOL, BUT CERTAINLY WOULDN'T BE GETTING THE SAME EDUCATION." — Zach Carter, Business, Louisiana NY

MAJOR REQUIRED: In addition to 12 bachelor's degree programs, we offer 50 minors and concentrations that enable you to customize your degree. Other options include study abroad and a challenging Honors Program for the College's top students.

WELLSHARE SKILLS: A Hilbert education enhances fundamental skills, like writing and critical thinking, regardless of the major you choose. This gives you a transferrable skill set useful in virtually any profession for the College's top students.

>14:1
STUDENTS: FACULTY

VALUES EDUCATION: Our Catholic and Jesuit heritage gives you a strong sense of social justice. We embrace the values of St. Francis: respect, service, hope, vision, joy, integrity, compassion, and peace.

THE LEADERSHIP PROGRAM: The Leadership Program is a specialty. They give you a scholarship, but what you get from the program is priceless. You learn something new every day, something valuable that I know I'll use later on in life.



GETTING IN

"I TRANSFERRED TO HILBERT FROM A BIGGER SCHOOL, AND KNOW RIGHT NOW - FROM MY FIRST DAY ON CAMPUS - THAT IT WAS THE RIGHT CHOICE." — Rachel Fisher, Journalism, Hamburg NY

We welcome applications from all qualified students, including freshmen and transfer students. Admissions decisions are based primarily on your academic performance, but we also consider extracurricular activities, community service, and other personal factors.

Admissions decisions are made on a rolling basis, usually two weeks after all application materials are received. We recommend that you apply as early as possible following adequate time to fill campus and to apply for financial aid.

1,100
ENROLLED STUDENTS

MAJOR: Accounting, Business Administration, Criminal Justice, Digital Media and Communication, English, Family Studies, Health Services, Human Services, Liberal Arts, Liberal Studies, Nursing, Psychology, Rehabilitation Services

MINORS: Accounting, Business Administration, Communication Studies, Computer Security and Information Assurance, Criminal Justice, English, Family Studies, Health Services, Human Services, Investigation, History, International History, Journalism, Leadership, Marketing, Paralegal Studies, Political Science, Professional Communications, Psychology, Sociology

CONTACT US: Visit us or contact the Office of Admissions any time during regular business hours: Telephone: 716-649-7000 Toll-free: 800-649-9003 Email your questions directly to an admissions counselor: info@hilbert.edu



FINANCING YOUR EDUCATION

Hilbert is one of the most affordable private colleges in New York. We participate in all state and federal financial aid programs, and offer a variety of merit scholarships and grants. We also offer work-study programs. We have a variety of merit scholarships and grants that you can apply for. We have a variety of merit scholarships and grants that you can apply for.

MAJOR: Accounting, Business Administration, Criminal Justice, Digital Media and Communication, English, Family Studies, Health Services, Human Services, Liberal Arts, Liberal Studies, Nursing, Psychology, Rehabilitation Services

MINORS: Accounting, Business Administration, Communication Studies, Computer Security and Information Assurance, Criminal Justice, English, Family Studies, Health Services, Human Services, Investigation, History, International History, Journalism, Leadership, Marketing, Paralegal Studies, Political Science, Professional Communications, Psychology, Sociology

CONTACT US: Visit us or contact the Office of Admissions any time during regular business hours: Telephone: 716-649-7000 Toll-free: 800-649-9003 Email your questions directly to an admissions counselor: info@hilbert.edu



PROFILE

SIDEBAR

CAPTION

POSTCARDS

FULL BLEED IMAGE TEMPLATE



MULTI-IMAGE TEMPLATE



MAILING SIDE TEMPLATE

HILBERTCOLLEGE
FALL OPEN HOUSE

SATURDAY, OCTOBER 17, 2009
10:30 AM

THE OPEN HOUSE INCLUDES
A TOUR OF CAMPUS AND A
PRESENTATION COVERING:


- ACADEMIC PROGRAMS
- ADMISSIONS
- FINANCIAL AID
- RESIDENCE LIFE
- STUDENT ACTIVITIES
AND MUCH MORE!

To make a reservation, please call us
at 800-649-8003 or go to visit.hilbert.edu

OFFICE OF
ADMISSIONS
5200 South Park Ave.
Hamburg, NY 14075
www.hilbert.edu

Postage Meter Stamp (3" x 2")

BUFFALO NEWS



GET THE INSIDE STORY

Hilbert's been perfect for me. My freshman year just flew by because I got so involved in classes, soccer, and life on campus.

Eric Davies,
Business major, Tonawanda NY

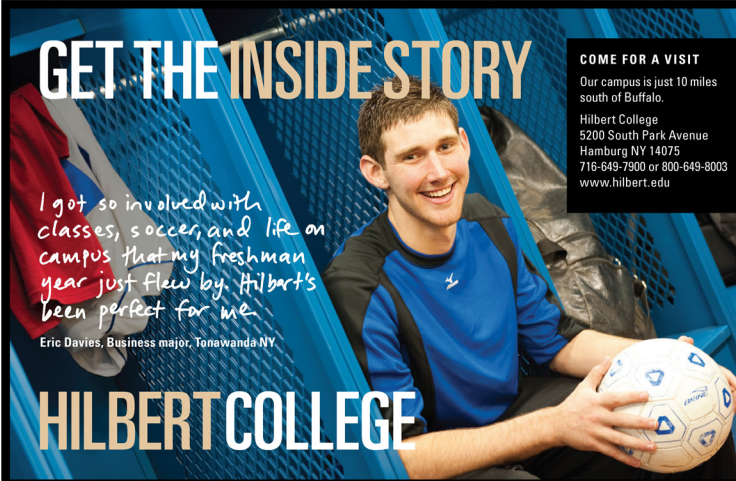
COME FOR A VISIT

Our campus is just 10 miles south of Buffalo.

Hilbert College
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I got so involved with classes, soccer, and life on campus that my freshman year just flew by. Hilbert's been perfect for me.

Eric Davies, Business major, Tonawanda NY

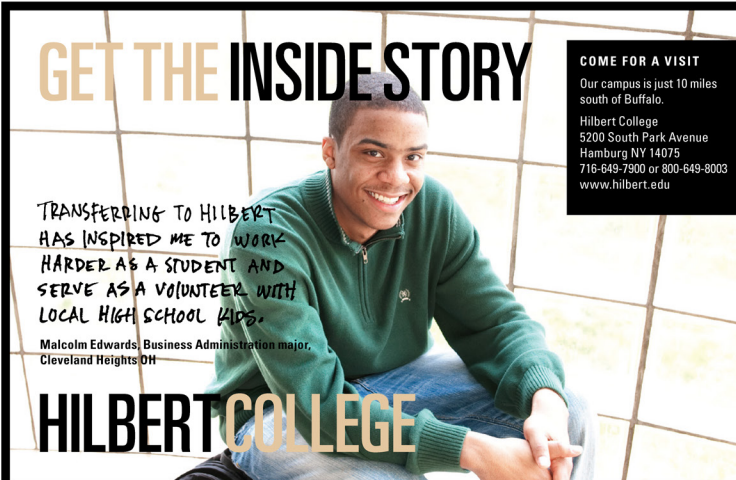
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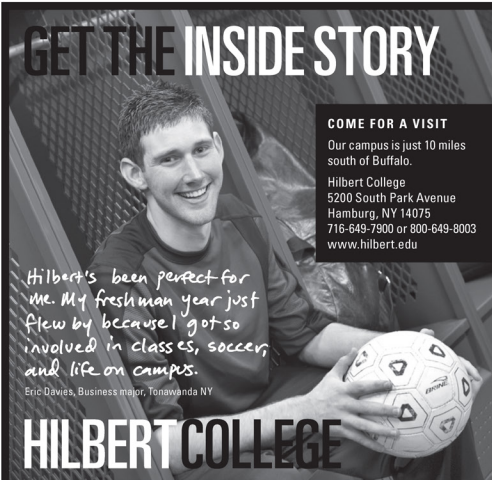
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