

The Honor Society of Cinematic Arts

Brand Guide



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INTRODUCTION |

What is the Honor Society of Cinematic Arts' brand? Is it the colors, fonts, logos, and messaging we use? Or is it an intangible: a feeling of pride and purpose when our Members experience it? I would argue that it is both — and more.

Our branding is a vital component of our community; it unifies us in our commitment towards promoting and celebrating excellence in cinematic arts production and education. Our Members are brought together when they see and wear our official colors, regardless of the cultural contexts of their Chapters, and the cohesion of our branding serves as a constant symbol of our mission.

Our brand plays an invaluable role in shaping our Members' sense of belonging in their respective communities. It should be a source of pride and inspiration; the deeper philosophical meaning behind our branding choices should remind and unite them behind the ideals upon which our Society is built.

In addition to this, our brand is an important and valuable asset protected under copyright law, and should be treated with respect and dignity.

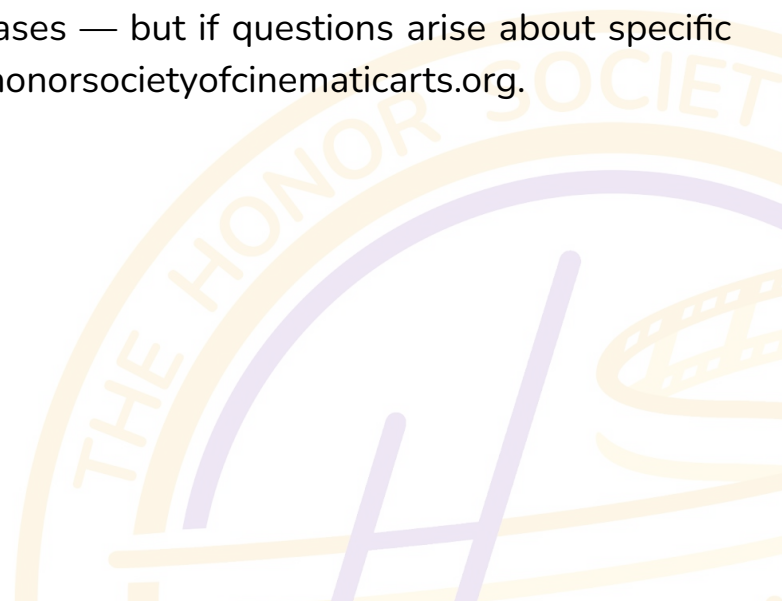
Every Member, Chapter, Associate, and Partner plays a vital role in representing HSCA with consistency and integrity. By following this Brand Guide, you help ensure that we maintain a clear and professional public presence, one that, as mentioned above, reflects our mission and unites all branches of the Society under one cohesive identity.

Should you need to use brand elements, all logo and visual assets are available [here](#).

This guide outlines the most common use cases — but if questions arise about specific applications, please contact us at: support@honorsocietyofcinematicarts.org.



Bingqing Liu
Director of Operations & Co-Founder



BRAND IDENTITY |

Our **MOTTO**, *in luce veritas*, translates to “in light there is truth.” The best films are those which are honest, ones that provide their audience with a deeper understanding of what it means to be human. Our motto represents the ultimate goal of any art form: the pursuit of what esteemed filmmaker and documentarian Werner Herzog calls “ecstatic truth”. With this motto in mind, we aim to inspire our Members to continually utilize the art of filmmaking — the art of capturing the motion of light — to pursue this aspiration.

The **OFFICIAL COLORS** of HSCA, gold, purple, and white, are also intertwined with our core beliefs. At HSCA, gold represents our Members’ constant pursuit of excellence, both in terms of the films that they produce and their conduct with others. Purple, though also traditionally tied with prestige and royalty, represents artistic voice and authenticity. Lastly, white represents the importance of community and collaboration — both in filmmaking and in life. The best cinematic artists pursue all three of these qualities.

#eda300

HSCA
Gold

#ffcd41

HSCA
Yellow

#520392

HSCA
Purple

#b66cee

HSCA
Lavender

Our **OFFICIAL FONTS** convey our constant pursuit of excellence and our innovation. The following fonts should be used in all official communications, strengthening our underlying principles and values and positioning HSCA as a modern, world-class Society. Nunito, our primary font, may be substituted by EB Garamond, for occasions that require a more formal serif font.

Nunito Regular

Italic

Bold

Bold Italic

EB Garamond Regular

Italic

Bold

Bold Italic

TERMINOLOGY |

Icons: A symbol or graphic render used to represent or identify an organization, program, or brand.



Logos: Icons with additional lettering or font used to represent or identify an organization, program, or brand. Logos may include wordmarks, slogans, or taglines in conjunction with HSCA's Icon.



The Honor Society of
Cinematic Arts

Wordmarks: Font-only typographic renderings used to represent or identify an organization, program, or brand. Wordmarks should be used in official approved fonts and should not be altered or distorted.

The Honor Society of
Cinematic Arts

HSCA

HSCA The Honor Society of
Cinematic Arts

ICONS |

These icons should be used consistently across all HSCA's official and chapter communications and materials. They are available in full-color and B&W formats for use on a variety of backgrounds. It should never be stretched, rotated, recolored, or modified in any way that compromises its visual integrity.



Usage Scenarios for Logos, Icons, and Wordmarks

Proper usage includes:

- Using the icon in its original form, without distortion or effects.
- Using only approved versions (full color, black & white).
- Scaling the logo proportionally without changing its aspect ratio.
- Using the logo or icon on solid, high-contrast backgrounds.
- Using the official files in high resolution provided by HSCA.

Improper usage includes:

- Stretching or squishing the logo or icon.
- Changing the colors of the logo or icon to unapproved shades.
- Placing the logo over a busy or low-contrast background that makes it difficult to see.
- Applying drop shadows, bevels, or glow effects not defined in the official brand style.
- Separating the icon and wordmark in contexts where they should remain locked together.
- Rotating or flipping the icon from its intended orientation.
- Altering the text within the wordmark or replacing it with unapproved fonts.
- Altering the HSCA icon with other symbols or school logos without express permission.

Examples of Proper Usage



FC on white



BW on a
non-saturated shade



FC on a color similar
to a shade present on
the FC Icon



BW on a color similar
to a shade present on
the FC Icon

Examples of Improper Usage



BW on a gradient
without colors similar
to a shade present on
the FC Icon



BW on a color similar
to a shade present on
the FC Icon



FC on a gradient
without colors similar
to a shade present on
the FC Icon



FC on a color not
similar to a shade
present on the FC Icon

Possible Exceptions



FC or BW on a gradient with colors primarily
composed of shades present on the FC Icon.

or

BW on a gradient with colors primarily composed of
shades present on the BW Icon.

(These options are only to be used in a scenario
where other clear correct usage combinations are
not possible)

If questions arise about specific applications, please contact us at support@honorsocietyofcinematicarts.org for support.

Full Form Logo: Written as “The Honor Society of Cinematic Arts”



The Honor Society of
Cinematic Arts

FC Purple Text



The Honor Society of
Cinematic Arts

BW Black Text



The Honor Society of
Cinematic Arts

FC White Text



The Honor Society of
Cinematic Arts

BW White Text

Abbreviated Logo: Written as “HSCA”



HSCA

FC Purple Text



HSCA

BW Black Text



HSCA

FC White Text



HSCA

BW White Text

These logos should be used consistently across all HSCA’s official and chapter communications and materials. It is available in full-color and B&W formats for use on a variety of backgrounds. It should never be stretched, rotated, recolored, or modified in any way that compromises its visual integrity.

Example of Proper Usage



FC on a high contrast background color similar to an approved HSCA color



FC on a white background

Example of Improper Usage



FC on a low contrast background color that makes the text illegible



BW on a gradient without colors similar to a shade present on the FC logo, while also being low contrast in areas with the text

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WORDMARK |

These wordmarks are to be used consistently across all HSCA's official and chapter communications and materials. They are available in full-color variations and B&W formats for use on a variety of backgrounds. They should never be stretched, rotated, recolored, or modified in any way that compromises its visual integrity.

Below are all (24) proper and recommended correct usage scenarios. Consider all other cases that stray too far from the exact combinations below as improper usage.

(All variations are constructed with the primary HSCA colors: "HSCA Gold: #eda300" and "HSCA Purple: #520392")

Full Form

The Honor Society of
Cinematic Arts

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Cinematic Arts

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The Honor Society of
Cinematic Arts

The Honor Society of
Cinematic Arts

Abbreviation

HSCA

HSCA

HSCA

HSCA

HSCA

HSCA

HSCA

HSCA

Both

HSCA The Honor Society of
Cinematic Arts

HSCA The Honor Society of
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