

Visual Identity Standards



SOUTHERN
ADVENTIST UNIVERSITY

Power for Mind & Soul



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If you have questions about these guidelines, please contact Marketing and University Relations at 423.236.2831.

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The guidelines and logo downloads are available at marketing.southern.edu/identity.
The Visual Identity Advisory Group still functions at the president's call for any issues that arise.

The colors shown in this guide are for color reference only. Match to PANTONE® color standards for accuracy.
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Message From the President to Southern Colleagues

Thank you for working together with me to put Southern's best foot forward and for following the guidelines set out in this new Visual Identity Standards manual. It is my desire that Southern Adventist University look unified and strong in all its messages.

In this age of competition for students, dollars, and donors, the reality is that universities need to speak in a clear and consistent voice to avoid confusion. Because it takes multiple impressions to make an impact in a cluttered marketplace, consistent visual imagery is of strategic importance. By practicing the discipline to be coordinated and integrated, we provide the public with familiarity, strength, and a unified image.

The university retained LandreyMorrow to assist our campus professionals in developing this clear vision. Many thanks to the Visual Identity Advisory Group, as well as those in Marketing and University Relations, who helped create these new guidelines. The Visual Identity Advisory Group will continue to counsel me in the future.

Any messages designed for our publics or funded by the university, its departments, or its donors, including ads, direct mail, invitations, web pages, signage, newsletters, or booths, should be reviewed by the Marketing and University Relations professionals before being released to the public. Just as we care about the quality of our academic programs, we care about the quality of our visual messages. My desire is that our materials mirror the excellence of our academic programs in best practices and consistency, befitting our reputation as a premier Seventh-day Adventist university.



Gordon Bietz
President

Orchestrating the Southern Brand

Imagine you are in a large, beautifully ornate music hall. On stage, behind the curtain, a symphony orchestra prepares to perform. Anticipation builds as the lights go down and the audience quiets. The curtain rises.

Chances are, you are picturing musicians in black tie and formal attire, carefully arranged on stage by instrument—woodwinds in one section, brass in another. Instead, what if you see a random assortment of chairs and musicians dressed in whatever they choose? Some may be dressed in T-shirts and sandals, while others appear in black tie and tails. One by one, the musicians begin to play, each from a different piece of music and without the aid of a conductor. The noise begins to build. Each struggles to be heard above the rest. The audience is overwhelmed with a cacophony of sound.

The experience would be unpleasant for anyone deciding to stay, though in the face of such disorganization and chaos, most would quickly lose interest and leave. This scenario, however, is not unlike the university that fails to bring discipline to its brand. The result has a similarly discordant and frustrating effect on prospective students, alumni, donors, community leaders, and other university audiences.

A brand identity that's communicated with discipline, thought, and consistency can have the same uplifting effect as a beautiful piece of music. Though the instruments all play different parts, each one contributes something unique to the piece, delivering a cohesive, coherent sound through coordinated effort.

This philosophy guided the development of the Visual Identity Standards for Southern Adventist University. The guidelines in this manual serve as the sheet music that enables each unit to achieve its unique communication goals while performing in concert with every other unit to reinforce the university's brand. Through the consistent application of the graphic identity on stationery, business cards, brochures, and websites, the university brand will be delivered more efficiently and effectively than ever before, saving the university money while strengthening its reputation among all audiences. A stronger Southern Adventist University—now that should be music to everyone's ears.



Bruce Landrey, CEO
LandreyMorrow, Inc.
Southern Adventist University Branding Consultant

Visual Identity and the Brand

If you sat in a dentist's office and saw a dirty fish tank and out-of-date magazines, you might wonder if the dentist is really any good. Likewise, a modern, clean office prompts a favorable perception of a dentist's skills. The same principle is at work with each positive impression provided by Southern's logo, stationery, signage, and printed or electronic communications. A coordinated and professional Southern identity reflects the university's excellence in all its areas.

This book includes guidelines to help us all look "Southern" when we communicate. Appropriate uses of the logo, tagline, typefaces, color, and university name show that your unit is part of Southern Adventist University. This guide shows the correct logo use for your area, an example of stationery, and color and typeface options for university communications. These tools will help your communications look like part of the "Southern" team by reinforcing both your unit's and the university's identity, which benefits us all.

Southern's Brand: Bigger Than a Logo

Southern Adventist University's visual identity, also referred to as brand identity, helps communicate who we are to students, alumni, donors, parents, church members, and other publics. However, Southern's brand identity is only one aspect of Southern's brand. The brand identity is tangible, such as the consistent and professional use of logo, colors, and tagline, while the brand is intangible, such as the promises and reputation that make up who we are. Southern's brand is much more broad than the logo or stationery; our brand is built on who we are and what people expect when they interact with us. Every unit of the campus is a vital part of the brand; therefore it is critical that our campus believes in the brand and that employees serve as its biggest evangelists.

Southern's unique selling point and key messages were developed to continue building and educating on our brand. After surveying students, parents, alumni, and church members, the results were used to help develop themes that our audiences identify with us. In essence, these groups told us what they expect from Southern Adventist University. As an important part of conveying our brand, it is our job as employees to understand, reinforce, and build upon the following brand messages:

Unique Selling Point:

Southern Adventist University is a welcoming community of learners with a vibrant spiritual atmosphere rooted in a rich tradition of upholding Seventh-day Adventist beliefs.

Key Messages:

1. Southern provides opportunities for a powerful life-changing experience:
 - In engaged learning and personal relationships with faculty and staff
 - In spiritual growth and outreach
 - In friendships with like-minded believers
2. Southern provides outstanding graduate and undergraduate preparation for success in career, community, and church.
3. Southern is worth the investment (value-added).

Audience Research

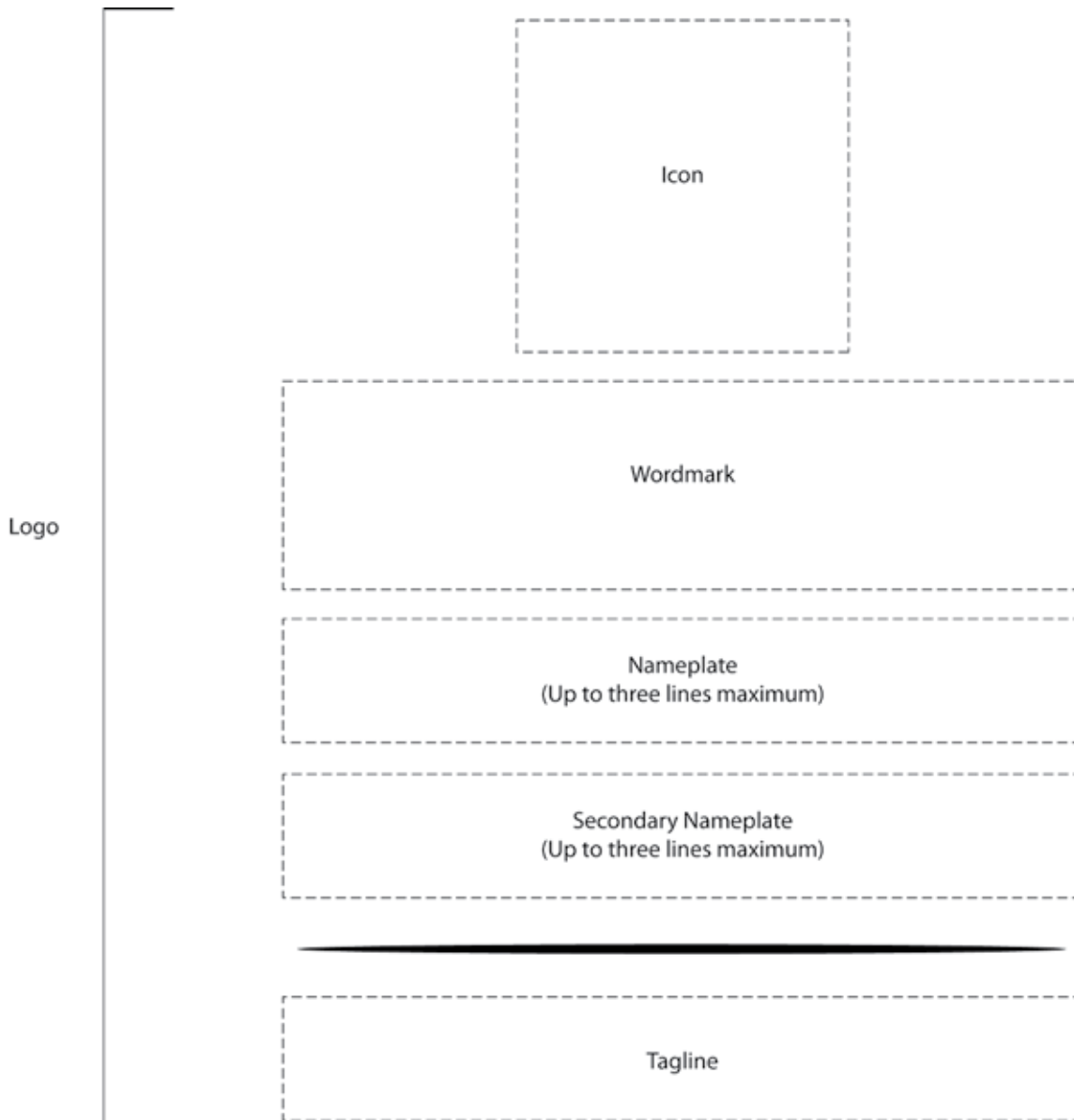
Shapes Our Messages

Research results helped to develop themes that our audiences identify with us. Unique selling point and key message concepts should permeate Southern communications.

Working with Marketing and University Relations

The Marketing and University Relations staff are the brand and brand identity specialists of Southern Adventist University. To cover campus needs, department personnel have expertise in a variety of marketing and public relations areas. Whether through graphic design, writing, web, or other communications initiatives, their job is to make the entire university team look polished and united. Using the services of Marketing and University Relations guarantees that an experienced professional assists you with meeting the goals set for your project while also making sure your project expresses the university brand. The creative services of the Marketing and University Relations professionals are free. To find out how to take advantage of staff services, see the back of this guide or visit marketing.southern.edu (see pages 42-43).

Logo System



Components & Terminology

- The graphic element is referred to as the **Icon**.
- The primary name connected to the Icon is the **Wordmark**.
- The subordinate area that demonstrates a unit's association to the university is referred to as the **Nameplate**.
- An area that is encompassed within a unit is referred to as the **Secondary Nameplate**.
- The brief phrase telling what we do and what we stand for is the **Tagline**.

The logo always consists of the two core elements of the Icon and the Wordmark.



Overview

The logo is the most identifiable image the university uses. It was developed to consistently represent Southern in all its communications. Uniform use of the logo builds awareness of the university in the academic community and beyond. It is crucial for everyone to use the logo in accordance with these guidelines. The logo presented in this manual is the official logo of Southern Adventist University and is a registered trademark. The development/use of a logo other than what is presented in this guide is prohibited.

University Logo Components

1. **The Icon.** A graphic representation of Wright Hall and a symbol of the predominant campus architecture.
2. **The Wordmark.** Composed of the words “Southern Adventist University,” the Wordmark uses customized character joints, therefore THE TEXT OF THE Wordmark SHOULD NEVER BE RESET.
3. **The Nameplate.** The subordinate Nameplate area is used to demonstrate association between a campus unit and the university. Pages 16-17 provide further guidelines on how the Nameplate area is to be used by different units.
4. **The Tagline.** Composed of the words “Power for Mind & Soul,” the Tagline conveys the brand promise of Southern Adventist University. Tagline use is encouraged on all communications materials. THE TEXT OF THE Tagline SHOULD NEVER BE RESET.

Logo System – Configurations

Vertical Configuration

Size and clear zone requirements should be followed. Again, because the logo is customized and hand-tailored, neither the icon nor the Wordmark should be reset or altered. Graphic designers should select the configuration best suited to the proper presentation of the logo.

Use

The vertical logo is designed for use when the available space has a vertical format. Do not separate the components (Icon and Wordmark) of the logo.



Clear Zone

To help maintain the identity of the logo, clear space proportional to the logo must be observed at all times. The logo must always be distinctly separated from other graphic elements.



X = height of the Southern icon

clear zone = 1/2 of X

Minimum Size

To help ensure the logo is clearly identifiable in the medium used, the height of the logo should not be less than 3/4 inch (shown here) unless an exception is granted.



Horizontal Configuration

Size and clear zone requirements should be followed. Because the logo is customized and hand-tailored, neither the Icon nor the Wordmark should be reset or altered. Graphic designers should select the configuration best suited to the proper presentation of the logo.

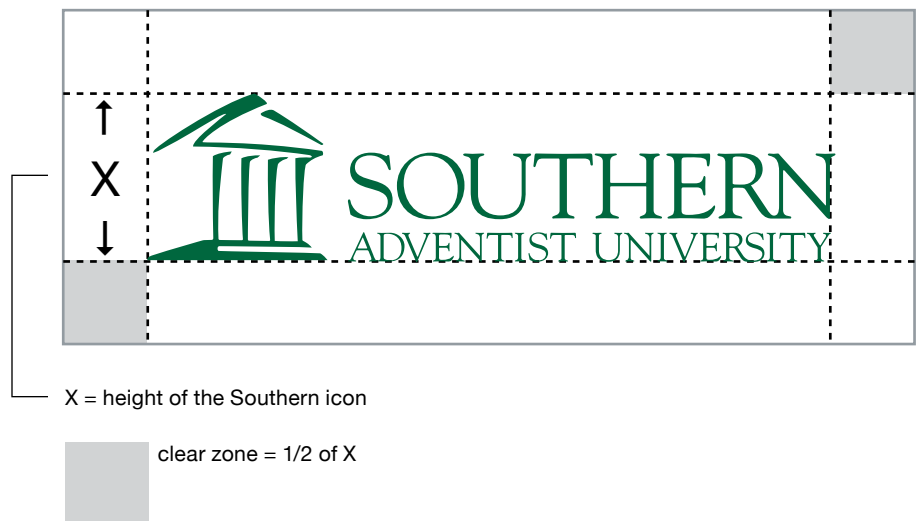
Use

The horizontal logo is designed for use when the available space has a horizontal format. Do not separate the components (Icon and Wordmark) of the logo.



Clear Zone

To help maintain the identity of the logo, clear space proportional to the logo must be observed at all times. The logo must always be distinctly separated from other graphic elements.



Minimum Size

To help ensure the logo is clearly identifiable in the medium used, the height of the logo should not be less than 1/2 inch (shown here) unless an exception is granted.



Logo System – Wordmark and Nameplate Areas

Unit Names in Nameplate Area

The logo may include a subordinate area called the Nameplate. This demonstrates a clear and direct association between a campus unit and the university. Any campus unit can place its name in the Nameplate area.

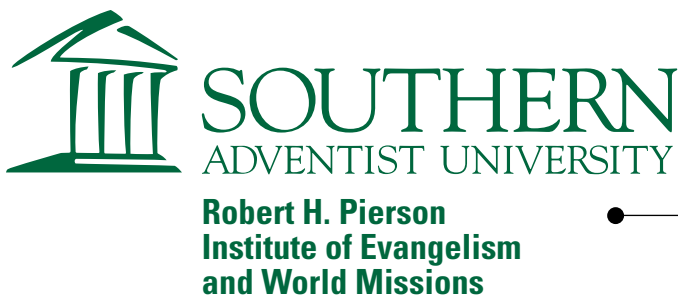
The typeface in the Wordmark area is Goudy Oldstyle, uppercase. The typeface in the Nameplate area is Univers Bold Condensed Bold, upper and lower case.



ONE LINE
The maximum number of characters for each line is 25. A space counts as 1 character.



TWO LINES
Names that meet or exceed 25 characters break to a second line.



THREE LINES
Names must fit within the length of 25 characters per line with a three line maximum. The name must not extend past the Wordmark. Look for appropriate line breaks.

For more information or to download a logo, go to marketing.southern.edu/identity or call Marketing & University Relations.

Unit Names in Wordmark Area

While all units may be featured in the Nameplate area, certain units (based on categorization of units on page 16) have the option of featuring their name in the Wordmark area. The chart on page 17 restricts which units may place their name in the Wordmark area.

The typeface in the Wordmark area is Goudy Oldstyle, uppercase. The typeface in the Nameplate area is Univers Bold Condensed Bold, upper and lower case.



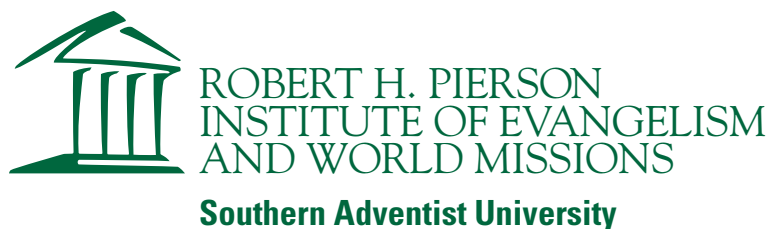
ONE LINE

- Text height is half the height of the Icon columns and steps.
- Text is aligned with the top of the columns.
- “Southern Adventist University” is aligned left and positioned under the Wordmark area baseline with the steps.



TWO LINES

- Both text lines are the same font size. Font size equals the one-line text height.
- Text is aligned with the top of the columns.
- “Southern Adventist University” is aligned left and positioned under the Wordmark area.



THREE LINES

- Text height is one-third the height of the Icon columns and steps.
- All text lines are the same font size.
- Text is aligned with the top of the columns.
- “Southern Adventist University” is aligned left and positioned under the Wordmark area.

For more information or to download a logo, go to marketing.southern.edu/identity or call Marketing & University Relations.

Logo System – Wordmark and Nameplate Areas

Examples of Units in Nameplate - Horizontal Logo



Examples of Units in Wordmark - Horizontal Logo

(The chart on page 17 restricts which units may place their name in the Wordmark area.)



Examples of Units in Nameplate - Vertical Logo



Examples of Units in Wordmark - Vertical Logo

(The chart on page 17 restricts which units may place their name in the Wordmark area.)



Logo System – Categorization of Campus Units

This list is representational, not comprehensive. If you are unsure about the categorization of a unit, please contact the director of Marketing and University Relations for clarification.

CATEGORY—Administrative and Support Departments

Departments and offices that are directly and primarily involved in the support, administration, and/or decision-making functions of Southern Adventist University.

FOR EXAMPLE:

- Academic Administration
- Alumni Relations
- Advancement
- Campus Safety
- Chaplain's Office
- Online Learning
- Counseling and Testing Services
- Plant Services
- Food Services
- University Health Center
- Learning Success Services
- Transportation Services
- Residence Halls

CATEGORY—Special Events and Special Interest Groups

Programs, events, groups, etc. that are specific in function and purpose and are not an official department of the university, but that may have specific promotional or fund-raising value to the university.

FOR EXAMPLE:

Events:

- Galas and banquets
- Anniversaries and celebrations
- Groundbreakings and grand openings
- Inaugurations
- Seminars and conferences
- SmartStart and PowerStart
- ViewSouthern and PreviewSouthern

Special interest groups and committees:

- President's Circle
- Legacy Society
- Lights Volunteers
- Passing the Mantle Society
- Employee Wellness Committee
- Student Missions

Marketing-funded touring groups:

- Gym-Masters
- Destiny Drama Company
- Jazz Ensemble
- Symphony Orchestra
- Wind Symphony
- Die Meistersinger

CATEGORY—Instructional Departments and Schools

Departments and schools of instruction as categorized in the university catalog; this includes interdepartmental programs and non-degree preprofessional programs.

FOR EXAMPLE:

Departments:

- Biology Department
- English Department
- Modern Languages Department

Schools:

- School of Physical Education, Health, and Wellness
- School of Business and Management
- School of Journalism and Communication
- School of Visual Art and Design

CATEGORY—Affiliates

Public service enterprises, including museums, centers, and institutes, which may do more than one of the following: have considerable interface between Southern and the public; provide strong promotion of Southern to the community; and do a substantial quantity of community fund-raising.

FOR EXAMPLE:

- Institute of Archaeology
- Institute of Ethical Leadership
- Robert H. Pierson Institute of Evangelism and World Missions
- WSMC Classical 90.5
- Lynn H. Wood Archaeological Museum
- Evangelistic Resource Center
- Teaching Materials Center
- McKee Library
- Hulsey Wellness Center




CATEGORY—Retail Industries

Businesses whose primary goal is generating income for the university and who typically have a storefront presence on campus.

FOR EXAMPLE:

- Campus Shop
- Village Market
- QuickPrint
- Wellness Connection
- SOMCO
- SVAD Production Company
- Campus Kitchen

Logo System – Policies for Campus Units

	 SOUTHERN ADVENTIST UNIVERSITY <small>Robert H. Pierson Institute of Evangelism and World Missions</small>	 <small>ROBERT H. PIERSON INSTITUTE OF EVANGELISM AND WORLD MISSIONS</small> Southern Adventist University	 VILLAGE MARKET <small>Owned and Operated by Southern Adventist University</small>
Stationery Letterhead, business card, envelope, mailing label, and other business forms.	Use university Wordmark with reference to unit in Nameplate area.	Use university Wordmark with reference to unit in Nameplate area. Or unit name may replace Wordmark with university name in Nameplate area.	May use either previous option. Or unit may use unique identity with the words "Owned and Operated by Southern Adventist University."
• Administrative/Support Departments	X		
• Special Events/Special Interest Groups	X		
• Instructional Departments/Schools	X		
• Affiliates	X	X	
• Retail Industries	X	X	X
Collateral Materials Brochures, newsletters, posters, direct mail, booths, displays, web, electronic communications, and other promotional pieces.			
• Administrative/Support Departments	X		
• Special Events/Special Interest Groups	X	X	
• Instructional Departments/Schools	X		
• Affiliates	X	X	
• Retail Industries	X	X	X
Giveaways/apparel Pens, hats, shirts, mugs, cups, and other promotional giveaways.			
• Administrative/Support Departments	X		
• Special Events/Special Interest Groups	X	X	
• Instructional Departments/Schools	X		
• Affiliates	X	X	
• Retail Industries	X	X	X

Southern's Tagline Philosophy

Southern's tagline is a succinct phrase developed with faculty, staff, and student input over the course of several years and approved by the President's Cabinet. It is designed to communicate a single but powerful promise that articulates Southern's unique position in the marketplace and emphasizes a compelling benefit of attending Southern. It quickly describes what is unique about Southern and focuses on what is the core of Southern's reason for existence.

A tagline typically is not a mission statement and is not meant to encapsulate every important message an institution needs to promote. Taglines *support* and *reinforce* primary messages but do not *replace* primary messages. A tagline is used as an emotionally charged exclamation point to support the messages communicated in collateral materials.

The Brand Promise Behind the Words

Research shows that one of the strongest differentiators for Southern among our competitors is our campus value on a spiritual, academic environment and a firm foundation of Seventh-day Adventist beliefs. In one short statement, Power for Mind & Soul summarizes this core promise: a strong education enhanced by a holistic environment where spiritual growth and a vibrant faith-based atmosphere is empowering for each student.

According to students, Southern's deep holistic philosophy can be further symbolized by the word "soul," which includes all areas developed by a well-balanced individual, such as the social, occupational, physical, cultural, and charitable. In essence, the tagline summarizes the vast number of powerful life-changing experiences that Southern provides to its constituents.

Using the Tagline

The tagline, Power for Mind & Soul, should have visual prominence on all communication materials. All administrative, support, and instructional departments/schools should display the tagline on their communication materials. Special event and interest groups and affiliates are also encouraged to use the official tagline. Use only authorized tagline artwork. This ensures proper and consistent size and space relationships when used in conjunction with the logo. Authorized artwork can be downloaded at marketing.southern.edu/identity.

Tagline Options

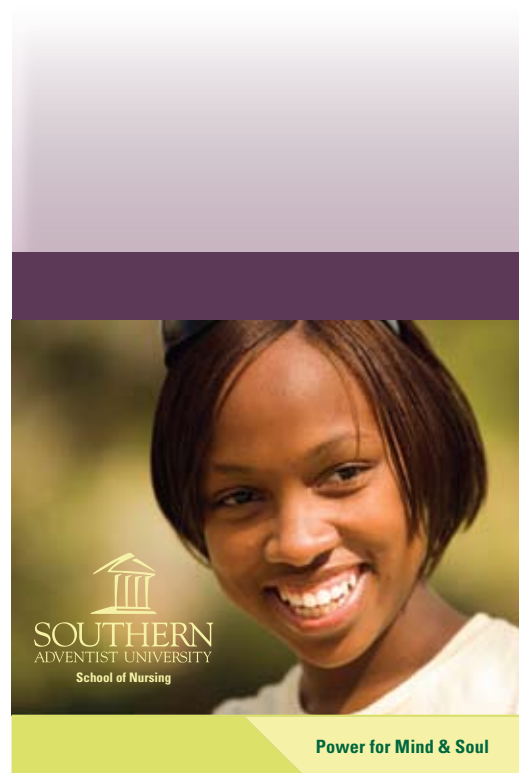
Two options for using the tagline are recommended. When the logo is not accompanied by a specific department or school name, the tagline should appear below the logo separated by the spear line. When the logo is accompanied by a specific department or school name, it is recommended that the tagline appear in a bar located at the bottom of the communication. See examples on opposite page.



Example of tagline with spear

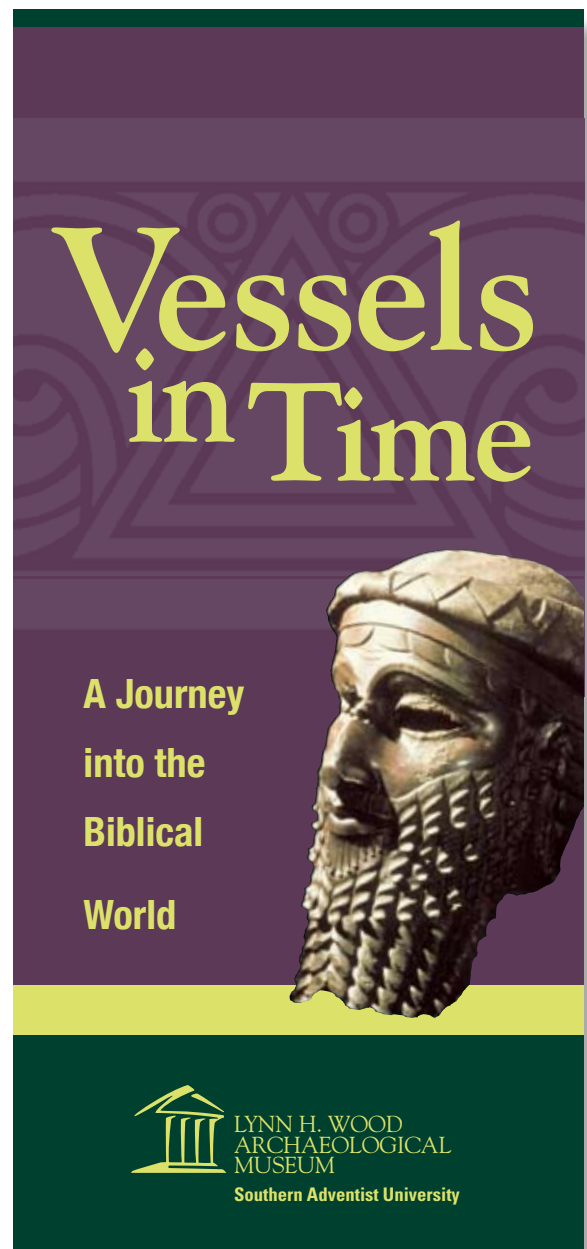
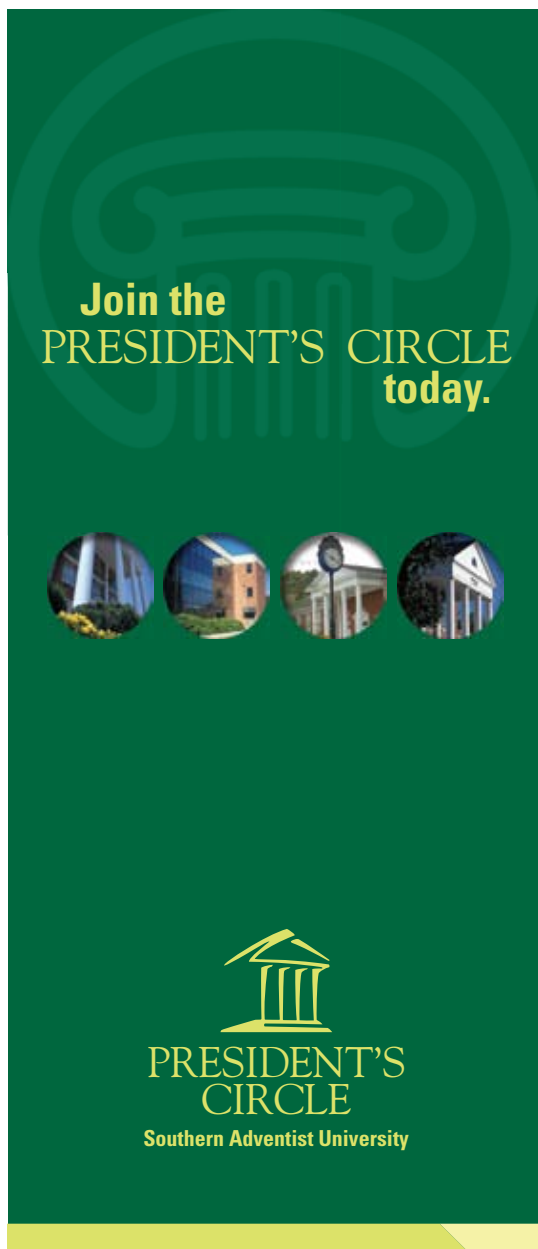


Example of tagline with bar



Use of Past Marks

The official university logo is to be the dominant mark on any communication. Those units that had individual identity marks prior to December 31, 2006, may use those as a watermark as shown in the examples on this page. The mark should be subdued and screened to not more than a 15 percent contrast with its background. The screen should be in the same or a similar color to the background it is on. The unit name must be removed from the mark. Past marks must not be attached to or behind the official logo or detract from its presentation in any way (see clear zone restriction on pages 10-11).



Ancillary Systems

Ancillary Systems – Color Palettes

Color Palette

Color is one of the most significant identifiers the university uses. The palette of primary, secondary, and tertiary colors are a core part of the visual identity system. Use of the official color palette furthers the public recognition of Southern Adventist University communications. Graphic design that works within the color palette is important to ensure a consistent and coordinated presentation of the visual identity. The color palette has been chosen to reflect Southern’s key messages of being a welcoming, vibrant campus.

Primary Color

Green has long been the official color of Southern Adventist University. With the new Southern logo, the color has been updated to retain Southern’s history and classic tradition. The official Southern Adventist University dark green is referred to as Southern Evergreen and is the primary color used to coordinate the visual identity of all university communications.



Southern Evergreen

Spot color: PANTONE® 349
Process: C94 M11 Y84 K43

Web/Hex: 184f2c
RGB: R24 G79 B44

Secondary Colors

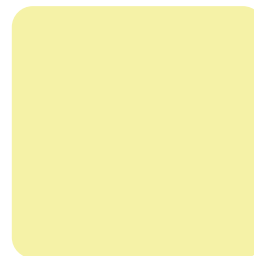
Southern Lime is a vibrant secondary color that complements the rich tradition of Southern Evergreen and is used to communicate our brand of being a welcoming and friendly academic community. Southern Lime and its lighter variation, Southern Lime-Light, should be applied as a background or accent color to further coordinate the visual identity of all university communications.



Southern Lime

Spot color: PANTONE® 584
Process: C15 M0 Y73 K1

Web/Hex: ced54a
RGB: R206 G213 B74



Southern Lime-Light

Spot color: PANTONE® 587
Process: C5 M0 Y43 K0

Web/Hex: e3e696
RGB: R227 G230 B150

Color Use

Southern Evergreen should be the primary color used in university communications. Southern Lime should be the next most common color found in Southern materials and typically used as a background or accent color. Tertiary colors are used to complement Southern Evergreen and Southern Lime to continue to coordinate Southern’s visual identity when an expanded color palette is needed. The Icon, Wordmark, and Nameplate should always appear in the same color to represent one unified logo.

Pantone Inc. has not evaluated the colors shown in this guide. They may not match the PANTONE color standards. Consult the current PANTONE publications for accurate color. PANTONE is the property of Pantone Inc.

Tertiary Colors

To assist designers with color decisions, the university encourages use of the following tertiary color palette. This palette has been chosen to complement the primary and secondary colors and is meant to guide and coordinate the design of publications, websites, and other communication vehicles.

Bright Palette

Vivid colors were chosen to complement the primary and secondary colors and to reflect the vibrancy of the campus. Best used for messages of energy, vitality, spirit, and the zest of Southern.



Ruby

Spot color: PANTONE® 7427
Process: C7 M100 Y67 K31
Web/Hex: 96172E
RGB: R150 G23 B46



Tangerine

Spot color: PANTONE® 1575
Process: C0 M50 Y77 K0
Web/Hex: FF8849
RGB: R255 G136 B73



Dandelion

Spot color: PANTONE® 121
Process: C0 M8 Y69 K0
Web/Hex: FADA63
RGB: R250 G218 B99



Cool Gray

Spot color: PANTONE® Cool Gray4
Process: C12 M7 Y6 K17
Web/Hex: BCBDBC
RGB: R188 G189 B188



Black

Spot color: PANTONE® Black6C
Process: C100 M78 Y44 K91
Web/Hex: 000000
RGB: R17 G28 B36



Lavender

Spot color: PANTONE® 256
Process: C9 M20 Y0 K0
Web/Hex: DCC7DF
RGB: R220 G199 B223



Burgundy

Spot color: PANTONE® 2425
Process: C40 M100 Y6 K27
Web/Hex: 7D0063
RGB: R125 G0 B99



Violet

Spot color: PANTONE® 268
Process: C86 M100 Y0 K12
Web/Hex: 4F2D7F
RGB: R79 G45 B127



Royal

Spot color: PANTONE® 301
Process: C100 M46 Y5 K18
Web/Hex: 005293
RGB: R0 G82 B147



Robin

Spot color: PANTONE® 317
Process: C24 M0 Y7 K0
Web/Hex: BBE7E6
RGB: R187 G231 B230

Muted Palette

The muted palette mimics the bright palette but with more earth-toned colors chosen to reflect the tradition of the campus. Best used for messages of elegance, reliability, maturity, and timelessness.



Rust

Spot color: PANTONE® 167
Process: C3 M78 Y100 K15
Web/Hex: BD4F19
RGB: R189 G79 B25



Soft Orange

Spot color: PANTONE® 7411
Process: C0 M42 Y69 K0
Web/Hex: E1A358
RGB: R225 G163 B88



Sand

Spot color: PANTONE® 7500
Process: C1 M5 Y23 K3
Web/Hex: E1D8B7
RGB: R225 G216 B183



Tan

Spot color: PANTONE® 7502
Process: C0 M8 Y33 K10
Web/Hex: D3BF96
RGB: R211 G191 B150



Brown

Spot color: PANTONE® 7533
Process: C36 M52 Y65 K80
Web/Hex: 4A3C31
RGB: R74 G60 B49



Lilac

Spot color: PANTONE® 5225
Process: 09 M23 Y4 K11
Web/Hex: C4AFB9
RGB: R196 G175 B185



Raspberry

Spot color: PANTONE® 505
Process: C20 M86 Y38 K62
Web/Hex: 6F2C3E
RGB: R111 G44 B62



Plum

Spot color: PANTONE® 5195
Process: C42 M67 Y18 K52
Web/Hex: 644459
RGB: R100 G68 B89



Midnight

Spot color: PANTONE® 534
Process: C95 M72 Y9 K38
Web/Hex: 263F6A
RGB: R38 G63 B106



Sky

Spot color: PANTONE® 5517
Process: C18 M3 Y9 K10
Web/Hex: BAC7C3
RGB: R186 G199 B195

Pantone Inc. has not evaluated the colors shown in this guide. They may not match the PANTONE color standards. Consult the current PANTONE publications for accurate color. PANTONE is the property of Pantone Inc.

Typography Palette – Serif

A palette of type fonts complements the logo design. Like the color palette, its use furthers the recognition of Southern Adventist University communication materials. One or more from the following typography palette must be used for all university communications. For special needs, individual exceptions may be approved.

Official Serif Typeface

The Wordmark is typeset in Goudy Oldstyle, uppercase. Because the letterforms are custom drawn, they should never be reset.

SOUTHERN
ADVENTIST UNIVERSITY

Goudy Oldstyle

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$%&(.,;:#!?)

Recommended Complementary Serif Fonts

Here are alternate serif typefaces for correspondence, headlines, and body copy. Goudy and Garamond are preferred.

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$%&(.,;:#!?)

Palatino

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$%&(.,;:#!?)

For information on how to purchase and install an official university font, contact Information Systems.

Typography Palette – Sans Serif

A palette of type fonts complements the logo design. Like the color palette, its use furthers the recognition of Southern Adventist University communication materials. One or more from the following typography palette must be used for all university communications.

Official Sans Serif Typeface

Helvetica Neue Black is used for the tagline. This font is a classic sans serif typeface with clean lines, simple elegance, and a wide variety of family members consisting of roman, condensed, extended, ultra light, thin, medium, bold, black, extra black, heavy, italic, and oblique variations.

Power for Mind & Soul

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$%&(.,;:#!?)

Recommended Complementary Sans Serif Fonts

Here are alternate sans serif typefaces for headlines, stationery, captions, and websites. Helvetica Neue and Gill Sans are preferred.

Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$%&(.,;:#!?)

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$%&(x,;:#!?)

For information on how to purchase and install an official university font, contact Information Systems.

Ancillary Systems – Color and Background

Color Standard

The university logo and its accompanying colors are distinguishable elements of the university's identity. It is important to be consistent when using them. The logo should always be in high contrast to the background color on which it appears. A reversed version of the logo is approved for use on a dark background.

One Color



PMS 349



One-Color Reverse



Black



Two Colors



PMS 349



PMS 584



DO NOT PLACE LOGO ON A BACKGROUND COLOR THAT DOES NOT PROVIDE SUFFICIENT CONTRAST.



DO NOT USE "SAU." ACRONYMS DILUTE EFFECTIVENESS. EVEN ON CAMPUS, THE FULL UNIVERSITY NAME IS PREFERRED.

Altering the Logo

The official logo in its original form reinforces the university's identity. The logo cannot be altered or reconstructed without detracting from its effectiveness as a visual symbol. This includes adding shadows or borders, changing proportions, rotating or using only parts of the logo, or cropping/altering the mark.

Examples of Incorrect Logo Use



DO NOT STRETCH OR DISTORT.



DO NOT FLIP ICON.



DO NOT ALTER OR DELETE ELEMENTS.



DO NOT REASSIGN OR CREATE COLOR VARIATIONS.



DO NOT REPOSITION, RESIZE OR SEPARATE COMPONENTS.



DO NOT RESET WORDMARK IN ANOTHER TYPEFACE.



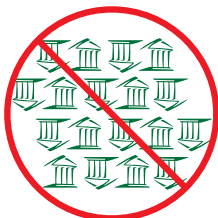
DO NOT COMBINE WITH OTHER MARKS.



DO NOT OUTLINE ANY PART OF THE LOGO.



DO NOT TILT LOGO ALWAYS KEEP IT ON A BASELINE.



DO NOT CREATE A DECORATIVE PATTERN OF THE LOGO.



DO NOT APPLY GRAPHIC ELEMENTS THAT COULD DIMINISH OR OBSCURE APPEARANCE.



DO NOT RESET WORDMARK IN OTHER CONFIGURATIONS.

The University Seal

To preserve its academic integrity, the university seal is only to be used to add authority and authenticity to documents of a formal or official significance (such as diplomas, graduation programs or invitations, and transcripts) and as the official seal used by the President's Office. The seal should never be placed on gifts or merchandise, including apparel, office or school supplies, decor or household items, etc. Questions regarding appropriate use of the seal should be directed to the President's Office. Approval for use must be granted in writing by the president. The seal and logo should never appear together.



OFFICIAL USES ONLY

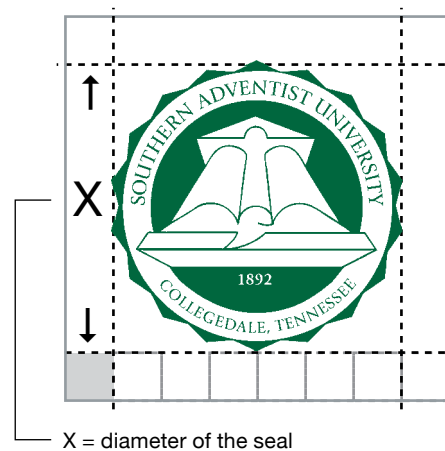
Minimum Size

Never use the seal at a size smaller than 1 inch. Shown here in actual size.



Clear Zone

Clear space requirements must be observed, except in special, pre-approved circumstances.



X = diameter of the seal

clear zone = 1/6 of X

Stationery Overview

Business stationery, whether used by the President's Office or by individual departments, is one of the most frequent uses of Southern's identity. Each piece of business stationery—letterhead, envelopes, and business cards—provides the opportunity to visibly solidify the university brand. The university has a number of campus units, so it is vital to maintain consistency in business stationery. The use of business stationery by each of the university units, as laid out in this section, shows that each unit respects its role within the university.

The official campus stationery system should always be used. Mailings should never use photocopies, color copies, or any other reproduction of the official press-printed Southern stationery. If a unit wishes to use a less expensive stationery for a mass mailing (defined as more than 500 copies), there is an official lower-cost paper and one-color exception available. Contact Marketing and University Relations for more details.

There are two stationery configurations. Most campus units will use the standard stationery. Affiliate stationery allows eligible units to place their names in the primary area. This applies exclusively to pre-approved units (for eligibility, refer to pages 16-17).

Paper

The type and quality of paper used for printed material is an important part of the identity system. Via Satin paper by Mohawk is used for the stationery system including letterhead, business cards, and note cards. It is compatible with commercial, ink jet, and laser printing.

Need Stationery?

You can order items from the Southern Adventist University stationery system online at marketing.southern.edu/identity.

Standard Stationery

All administrative/support departments, special events/special interest groups, and instructional departments/schools use Southern's standard stationery (see page 17).

Letterhead: 8 1/2" x 11"

SOUTHERN
ADVENTIST UNIVERSITY
Social Work and
Family Studies Department

PO Box 370 • Collegedale, TN 37315-0370 • 1.800.SOUTHERN • Tel 423.236.0000 • Fax 423.236.0000 • www.southern.edu

Power for Mind & Soul

Business Card: 3 1/2" x 2"

SOUTHERN
ADVENTIST UNIVERSITY

Joe Employee
Assistant Professor

Social Work and Family Studies Department
PO Box 370
Collegedale, TN 37315-0370

O 423.236.0000
F 423.236.0000
C 423.236.0000
joe@southern.edu

www.southern.edu • 1.800.SOUTHERN

Power for Mind & Soul

#10 Commercial Envelope: 9 1/2" x 4 1/8"

Power for Mind & Soul

SOUTHERN
ADVENTIST UNIVERSITY

Social Work and Family Studies Department — 00000
Post Office Box 370
Collegedale, TN 37315-0370

ADDRESS SERVICE REQUESTED

PO Box 370 • Collegedale, TN 37315-0370 • 1.800.SOUTHERN • Tel 423.236.0000 • Fax 423.236.0000 • www.southern.edu

Power for Mind & Soul



Business system shown at 65% of actual size.

Stationery – User Specifications

Appropriate letter setup is as follows, per professional business communication specifications. A Microsoft Word template for letter setup is available at marketing.southern.edu/identity.

Letterhead: 8 1/2" x 11"

Top of the letter begins
2" down from top edge

Date

Recipient
Title
Address
City, State ZIP

To whom it may concern,

1" from left edge

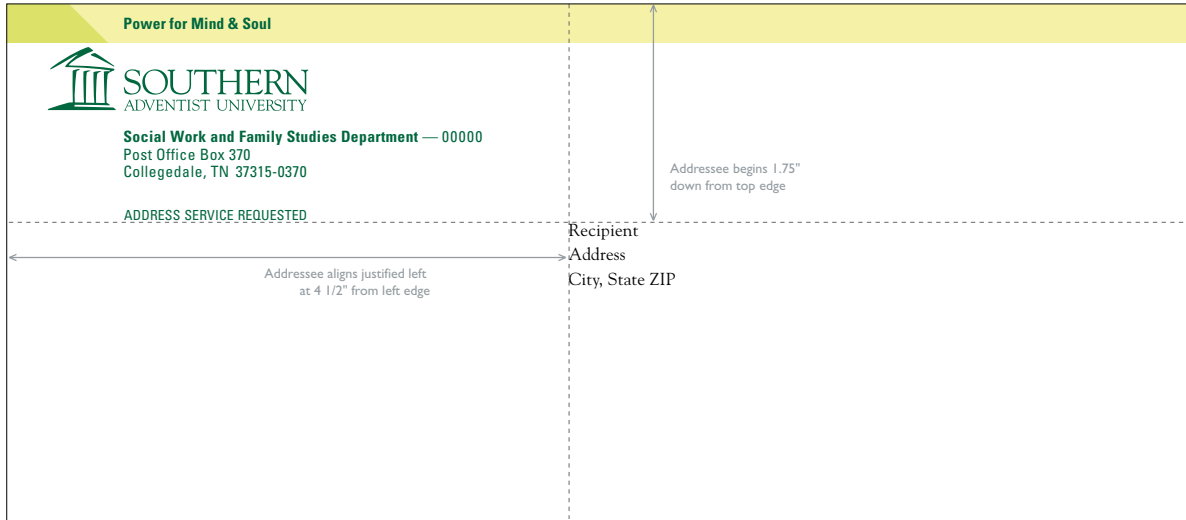
1" from right edge

1" clearance space should be allotted
between end of letter and address bar

PO Box 370 • Collegedale, TN 37315-0370 • 1.800.SOUTHERN • Tel 423.236.0000 • Fax 423.236.0000 • www.southern.edu **Power for Mind & Soul**

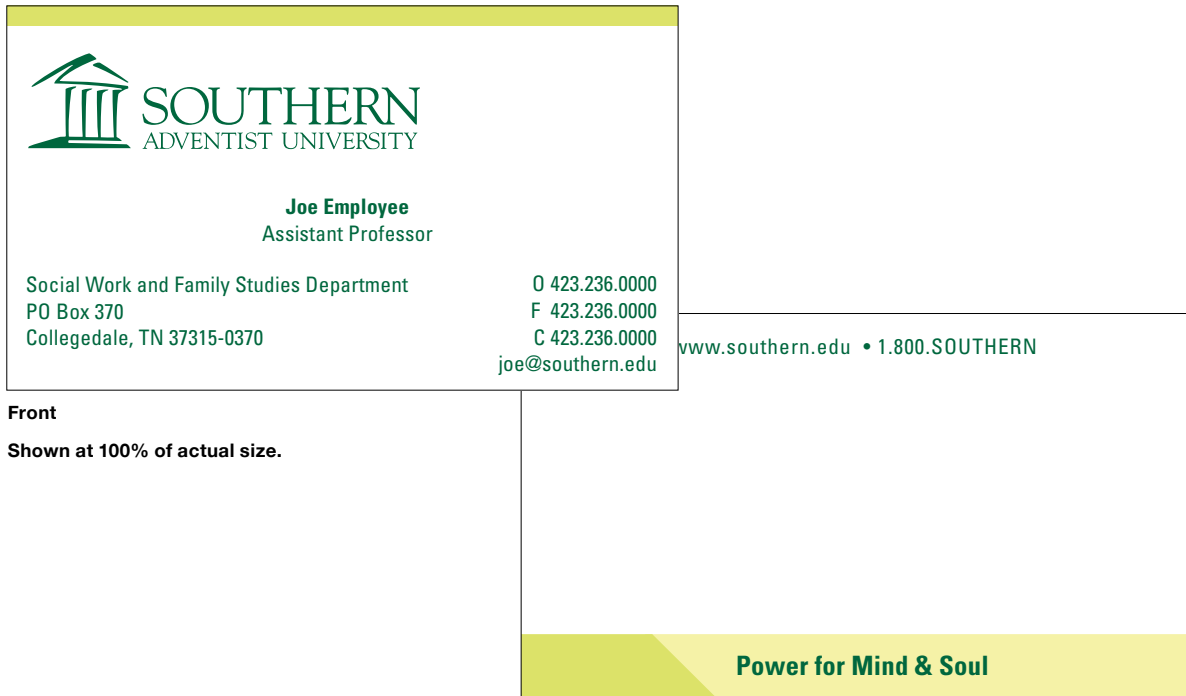
Letterhead specifications shown at 65% of actual size.

#10 Commercial Envelope: 9 1/2" x 4 1/8"



Envelope specifications shown at 65% of actual size.

Business Card: 3 1/2" x 2"



Front
Shown at 100% of actual size.

Back
Shown at 100% of actual size.

Stationery – Affiliate

Affiliate Stationery

Use of affiliate stationery is restricted to eligible units approved by Marketing & University Relations—specifically museums, institutes, and centers (see page 17).

Letterhead: 8 1/2" x 11"

LYNN H. WOOD
ARCHAEOLOGICAL
MUSEUM
Southern Adventist University

PO Box 370 • Collegedale, TN 37315-0370 • Tel 423.236.0000 • Fax 423.236.0000 • archaeology.southern.edu

Business Card: 3 1/2" x 2"

LYNN H. WOOD
ARCHAEOLOGICAL
MUSEUM
Southern Adventist University

Jane Employee
Director

PO Box 370
Collegedale, TN 37315-0370
jane@southern.edu

O 423.236.0000
F 423.236.0000
C 423.236.0000

optional affiliate message

#10 Commercial Envelope: 9 1/2" x 4 1/8"

LYNN H. WOOD
ARCHAEOLOGICAL
MUSEUM
Southern Adventist University — 00000
Post Office Box 370
Collegedale, TN 37315-0370



PMS 349



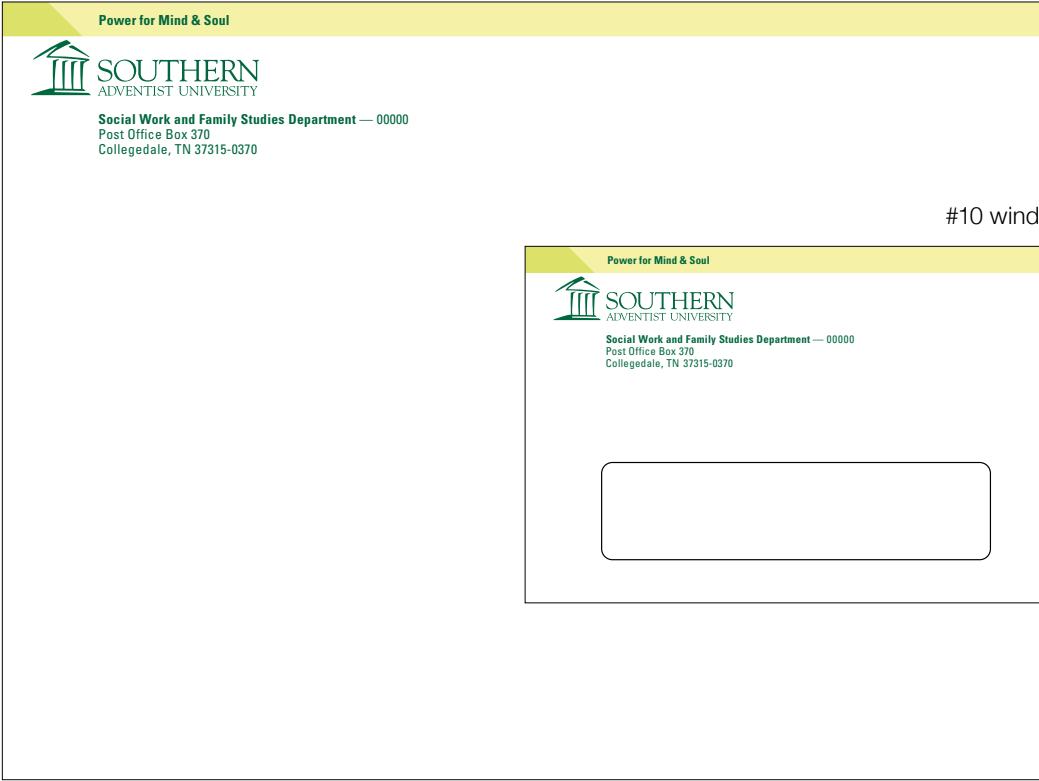
PMS 584



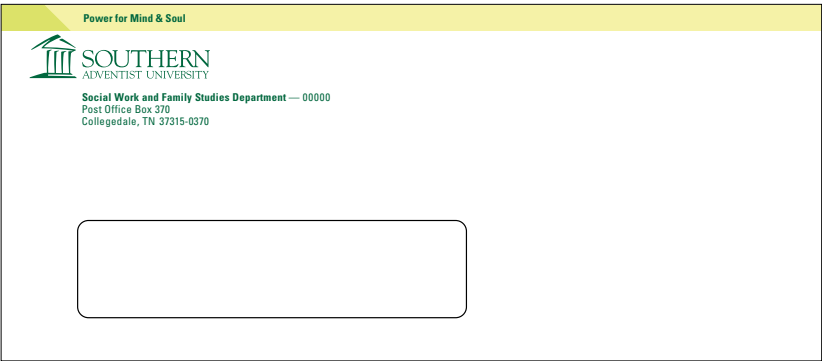
PMS 587

Business system shown at 65% of actual size.

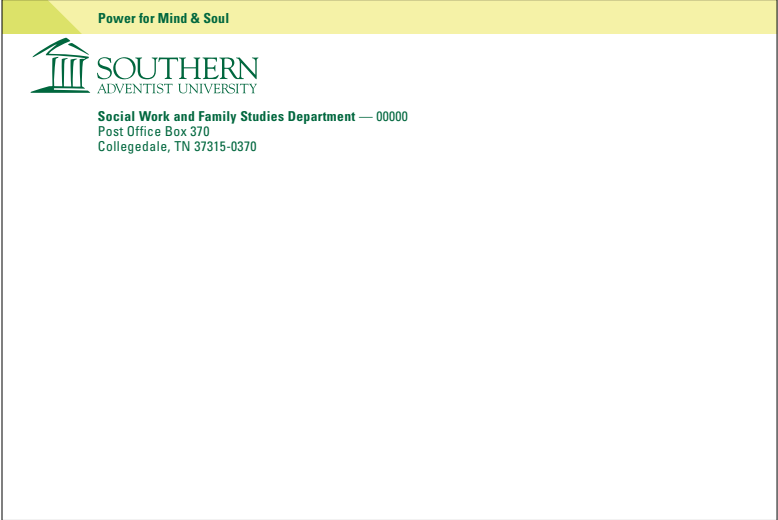
Large format catalog envelopes: 12" x 9" (opens on the 9" right side)



#10 window envelopes: 4 1/8" x 9 1/2"



Medium format envelopes: 9" x 6" (can use less postage than #10 envelopes)



Note pads: 5 1/2" x 8 1/2"



Additional business system shown at 45% of actual size.

Stationery – Additional Items

Mailing labels: 4" x 3 5/16" (6 up on 8 1/2" x 11" sheet)



Fax cover sheet: 8 1/2" x 11" (black & white)

SOUTHERN
ADVENTIST UNIVERSITY
Social Work and Family Studies Department

FAX COVER SHEET

TO: _____ DATE: _____

COMPANY: _____

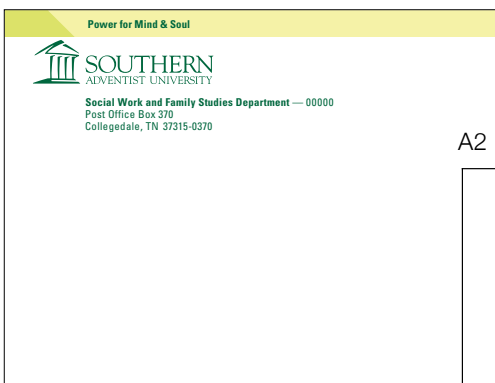
FAX #: _____ TEL #: _____

FROM: _____ # OF PAGES FOLLOWING COVER: _____

COMMENTS:

PO Box 370 • Collegedale, TN 37315-0370 • 1.800.SOUTHERN • Tel 423.236.0000 • Fax 423.236.0000 • www.southern.edu Power for Mind & Soul

A2 Envelopes: 4 3/8" x 5 3/4"



A2 Note cards: 4 1/4" x 5 1/2"



Additional business system items shown at 45% of actual size.

Collateral

Collateral Materials

The university's publics should easily identify all communication materials as originating with Southern Adventist University. Whether printed items (such as brochures, postcards, posters, newsletters, etc.), booths and displays, advertisements, websites, promotional and giveaway items, campus signage and uniforms, non-print communications and mediums, or any other communication materials paid for by the university, the university or affiliate logo should appear prominently on all such collateral materials and should never be subordinate to department/school branding. The only exception is when the university is sponsoring a public event or program and its logo appears co-branded with non-Southern entities.

Logo Placement

To ensure collateral materials are readily identifiable as a communication from Southern Adventist University, the university logo should be prominent on all university communications. The preferred position for the logo on printed materials is on the front cover. The next preference for logo placement is in a high-profile position on the back cover. The logo should be placed a sufficient distance from other visual components so that it stands apart from surrounding elements such as headlines, mastheads, indicia, and other graphics (see clear zone restrictions pages 10-11).

Non-print Media

All non-print media and processes used to communicate on behalf of Southern Adventist University, including video and digital images, are considered an extension of Southern's graphic image and as such are subject to the officially prescribed standards and the consent of Marketing and University Relations. For assistance with or questions about adapting the identity guidelines to non-print media, please contact Marketing and University Relations.

Websites and Pages

Similar to brochures and other printed material, the logo should appear prominently on the home or opening page of all websites for schools, departments, and affiliates. All web page text, photos, and graphics are to be reviewed by Marketing & University Relations before pages are launched.



Sample of button giveaway



Sample of website

Sample of advertisement

Sample of postcard front

Sample of postcard back

Sample of brochure cover

Sample of newsletter cover

Collateral – Stand-alone Use

Independent Use of Icon or Wordmark

The logo should be used in its entirety whenever possible. The Icon and Wordmark that comprise the logo can be used as stand-alone visual elements in specific circumstances, preferably limited to on-campus uses after review by Marketing and University Relations. When the Wordmark is standing alone without the Icon, all units except retail industries (see categorization of units on page 16) are required to use the university name in the Wordmark area.

Permissible exceptions for stand-alone usage of the Icon or Wordmark include official building and directional signage and small giveaways, such as pens and lapel pins, where the full logo will not fit. When space limitations prevent use of the full logo, use of the Wordmark is preferred over use of the Icon. To pursue exceptions for other special uses, check with Marketing & University Relations.

SOUTHERN
ADVENTIST UNIVERSITY

SOUTHERN
ADVENTIST UNIVERSITY

School of Religion



SOUTHERN
ADVENTIST UNIVERSITY

Lynn H. Wood
Archaeological Museum



Building and Directional Signage

Stand-alone use of the Wordmark or Icon is permitted on official interior and exterior building and directional signs, as approved by the university's Sign Committee.

Giveaways

Stand-alone use of the Wordmark or Icon may be permissible on small giveaway items if the full logo will not fit.



Stand-alone use is allowed when minimal space is available.



Stand-alone use is not allowed when space is available for the full logo.

Professional Services

Getting a Project Started

Marketing and University Relations is primarily a creative agency formed to work with you at no charge to help develop communications to meet your goals and those of the university. Since every communication is a reflection on the excellence of the entire university, ensuring professionalism and consistency in branding standards is essential. If you have a marketing or communications need, take advantage of the free services of the Marketing and University Relations professionals by calling ext. 2831 or completing a project request form at marketing.southern.edu.

If you know your goals but are unsure how to reach them, the Marketing and University Relations staff can work with you from the start—from concept development until the project is complete. If you have a firm vision about your communication, please be open-minded to incorporating additional expertise. While Marketing and University Relations personnel are likely not experts in your program area, their skills in the area of marketing and communications will bring an added value to your project, which complements the knowledge and expertise you also bring.

Questions to Consider Before Initiating a Project

The crucial things you need to consider and understand to best meet your communication goals are:

- Who is your audience, and what distinguishes them?
- Is the communication essential and not served by another existing communication?
- What do you want to say to your audience?
- What action do you want your audience to take as a result of receiving the communication?
- How will you evaluate if the goals of the project were met?
- How do you plan to distribute the communication?
- To how many people are you talking?
- When do you want the project completed, and has sufficient time been allowed to do it?
- What resources do you have to carry out the project?

From this base of information, Marketing and University Relations can work with you to devise a plan that will accomplish your goals cost-effectively and professionally.

The Process

After the initial creative meeting and the receipt/development of content and design, you will see a preliminary “comp” showing a suggested design. Your careful proofing is essential. Marketing and University Relations staff will also proofread the piece, but the ultimate responsibility for its correctness rests with you, the client. Department heads, deans, or directors are also responsible for signing off on each publication produced for their departments, assuring, to the best of their ability, accuracy of content. Once you approve the final design and any changes, your project is sent to the printer.

The Timeline

The process of writing, proofing, editing, proofing, designing, proofing, and printing is a long, complex journey no matter how many times you’ve made it. Advance planning is crucial to having your communication ready when you need it. You are advised to contact Marketing and University Relations early with your project requests to allow ample time for gathering data, copywriting, taking quality photography, executing design, conducting several rounds of proofing changes, as well as time needed for printing and mailing. A minimum of six weeks (four weeks for creative development plus two weeks for printing) is needed for the simplest of jobs, but as projects that seem simple can become complicated, allowing a longer timeframe is recommended. Early planning also enables your project to be well prioritized amid those requested by other university units.

Timing

Each project needs a minimum of four weeks for free creative development and proofing turn-arounds plus two weeks for printing.

In a rush?

You’ll need to cover the cost of outsourcing services needed to rush your project timeline.

What If I'd Rather Do It Myself?

Few projects are of the nature that you should create them yourself. Most communication projects are required to be produced or coordinated directly by Marketing and University Relations. The university has hired experienced professionals both to ensure that the university communicates with quality and unity and also to ensure that you are able to focus greater time on your own areas of expertise by using the free resources of our specialists. To determine what your project involvement should be and to take advantage of our free creative services, contact Marketing and University Relations early in your planning.

All projects must be submitted for review by Marketing and University Relations regardless of who creates the communication (see below).

Reviews and Approvals

It is the job of the Marketing and University Relations brand specialists to make sure the entire university team looks polished and united. To assure that all communications meet university standards, all university publications must be approved by Marketing and University Relations. If you receive approval to create or hire out the creation of your project, please allow a minimum of two business days for the professional review of your communication. Marketing and University Relations will return your piece with any necessary modifications to writing, design, or photography to meet overall university branding standards. If your design does not meet professional standards, Marketing and University Relations will create a professional piece within its normal six-week timetable or allow you to pay for a university-approved freelancer if you need to receive your project sooner. Consulting our professionals early in the process helps assure that you meet the goals set for your project while also making sure your project expresses the university brand. In the case of new or redesigned publications, it is strongly advised that Marketing and University Relations be consulted at the start of your project planning to allow for the possibility that extra time may be needed to meet your deadline if the scope of the project is large.

Services

- Advertising
- Crisis Communications
- Design
- Media Relations
- Photography
- Booth Loans
- Giveaway Items
- Special Event Planning
- Strategic Marketing
- Web Consulting
- Writing and Editing

Free Publicity

When your unit has a unique event or news item, Marketing and University Relations can assist by submitting a press release to appropriate news outlets. This is a great way to invite the community to campus events. Additionally, Marketing and University Relations will submit local Adventist church bulletin announcements for appropriate campus events. To ensure maximum exposure through these public relations initiatives, notify the Marketing and University Relations staff at least four weeks in advance.

In addition to working with the local media and Adventist churches, Marketing and University Relations can also place select news items in *Southern Factor*, the employee newsletter; *Columns*, the university magazine; *Southern Tidings*, the union magazine; and the news area of the main university website.

Ready. Set. Go.

Get a marketing or communications project started by visiting marketing.southern.edu to fill out a project request form or by calling ext. 2831.

Contacts

**For questions about
Southern Adventist University
Visual Identity Standards,
contact:**

Marketing and University Relations

Phone: 423.236.2831

Fax: 423.236.1831

E-mail: marketing@southern.edu

Web: marketing.southern.edu/identity