Brand Standards
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University Logo

The Manchester University logo, is the primary representation of the University, our reputation and our mission. Consistent use and proper implementation of this logo is crucial to maintaining effective brand standards of the institution.

This section of the brand standards will detail how and when to use the University logo as well as all other acceptable variations and proper usage.

ROLE OF THE UNIVERSITY LOGO
The University logo is the iconic representation of our institution and should appear on all master brand materials. It is our signature, treated with reverence and respect, but displayed widely and with pride.
Elements of the University Logo

Our University logo is comprised of two primary elements: the nameplate and the crest. The Manchester crest is a symbol of our academic heritage, and conveys the confidence and boldness that is authentic to Manchester University. The crest is a high-impact mark that creates a quick association with Manchester University, even when not combined with the nameplate. The Manchester nameplate is rooted in traditional academic typography, but is bold in its own right. Never use the nameplate on its own away from the crest.

Left Justified
This is the primary logo of the University. It should appear on all University correspondence in its full form.

Center Justified
Also considered a primary logo, this version is used when center justified design is appropriate, often for pieces that call for prestige or elegance, or merely to best fill a predetermined space in a template.

Crest
The crest plays many roles and has flexible uses. When pulled away from the nameplate, it is a strong and iconic symbol of our University. Its usage is outlined later in this section.
Consistent use of the University logo is critical to establishing a strong and familiar brand. Following these simple usage guidelines will ensure a clear and compelling visual brand across all levels of University communications.

**Usage**

Clear Space

Clear space is the minimum “breathing room” that must be maintained around the logo. When using the logo in layout, placement, text, photos, and other graphic elements, you must respect the clear space standards shown here. Clear space also refers to the minimum distance from the edge of the page. This standard also applies to e-mail and web applications, as well as sub-brand lockups.

Minimum Size

Minimum size refers to the smallest dimensions allowed for logo reproduction. It is stated as a minimum width, and ensures that we don’t lose the legibility of the name or the clarity of the crest.

Preferred clear space

Minimum clear space

Minimum size

1.5 inches
Color

The color combinations below represent the entire range of color flexibility for the University logo. No other combinations should be created.

![Manchester University logo variations](image)

**Color Variations**

These are the approved color variations, and should cover all circumstances. No other color variations should be created.

Over Photos

When placing a logo over photography, be sure not to place it over a busy area. It's best practice to locate a part of a photo that has a fairly consistent value or tone. Refer to the color variations to see which is most appropriate for your scenario.
Things to Avoid

Use the illustrated examples below as a guide for what to avoid with the University logo. Overall, do not alter the logo or compromise its legibility in a way that is different from the provided final files. Do not attempt to recreate the logo.

Do not rearrange the logo.

Do not change the color of the logo unless authorized.

Do not swap colors of the logo.

Do not change the typography of the logo.

Do not use gradients or drop shadows.

Do not outline the logo.

Do not place the mark over "noisy" image areas.
Examples

Here are examples of the appropriate usage of the University logo.
Sub-Brand Lockups

Manchester University policy designates a limited number of logos to be used to represent the University and its divisions. With few exceptions, logo creation and usage is restricted to represent only the top-level and most visible entities within the University.

For the purpose of strengthening the parent institution, individual University departments and offices do not have their own logos. Consistency is key when building an identity system and for overall brand recognition.

WHEN TO USE SUB-BRAND LOCKUPS

Use the sub-brand lockups on any materials specific to a college or another official sub-brand. Each official sub-brand should use only the approved and supplied version of its lockup.

USAGE: For sub-branded lockups, apply the same guidelines as the University logo (see page 6).

COLOR: For sub-branded lockups, apply the same guidelines as the University logo (see page 7).

THINGS TO AVOID: For sub-branded lockups, apply the same guidelines as the University logo (see page 8).
Crest

The crest is a high-impact mark that creates a quick association with Manchester University, even when not combined with the nameplate. This section will guide you on how to use of the crest as a graphic element.

**USING THE MANCHESTER CREST:**

- When a quick, bold reference to the University is needed
- As a graphic element to add interest and impact to a layout
- As a monogramic watermark on notecards, programs pages or Power Point slides
- As a stand alone design on t-shirts, hats, pins or badges
Usage

Guidelines for usage of the crest are similar to those for the University logo in regard to space requirements, size and color. The crest, in most cases, should be considered as a “second reference” mark and not stand alone without a previous introduction of the full University logo.

The crest should not be paired with the words Manchester University in any other font or arrangement than the official University logo.

Clear Space

Clear space is the minimum “breathing room” that must be maintained around the mark. When using the mark in layout, placement, text, photos, and other graphic elements, you must respect the clear space standards shown here. Clear space also refers to the minimum distance from the edge of the page. This standard also applies to email and web applications, as well.

Minimum Size

Minimum size refers to the smallest dimensions allowed for crest reproduction. It is stated as a minimum width and ensures that we don’t lose the clarity of the crest.
When and How to Use
The crest can be implemented using the same color variations listed for the University logo. Knocked-out and single-color versions of the crest may be used even in full-color materials as a graphic element and in instances where printing restrictions make a single-color mark the only option.

Color Variations
These are the approved color variations, and should cover all circumstances. No other color variations should be created.

Reverse Logo on Black
Use one of these variations when placing the logo on a black background.

Over Photos
The crest should be knocked out when placed over most photographs. Primary full-color use may be permitted over solid values in a photo, such as a sky or a studio background.
Things to Avoid

Use the illustrated examples below as a guide for what to avoid when using the crest.

Do not change the color of the crest unless authorized.

Do not outline the crest.

Do not lock up the crest with anything.

Do not use gradients or drop shadows.
Examples

Here are examples of the appropriate usage of the crest.
University Seal

The University seal is a symbol of our heritage and the roots of our institution. It’s used only in official capacities to reinforce the history of Manchester and its long-standing tradition of excellence.

WHEN TO USE THE UNIVERSITY SEAL

• Documents that require official or formal presentation, such as diplomas, awards, certificates, medallions, plaques and other formal acknowledgments

• Permanent campus signage – don’t use the seal for temporary publications or displays, such as banners or flyers, as frequent, casual use will diminish its grandeur.
Usage

Usage of the seal is very restricted. If you are considering using it, please contact the Office of Marketing.

Color Variations

Color variations for the seal are very limited. Another option not shown here is gold foil stamping.

Things to Avoid

The seal should only be used as provided without any alterations or additions. See these examples for things to avoid.

- Do not lock up the seal with other University logo.
- Do not use gradients or drop shadows.
- Do not change the color of the seal unless authorized.
- Do not place the seal over photography.
Visual Elements

Graphic elements are tools that help add unique attributes to our brand and establish a consistent and familiar look among our publications, website and other communications. Use the guidelines on the following pages to understand how they are to be utilized and applied in Manchester University communications.

ACCESS TO GRAPHIC ELEMENT FILES
While some of the graphic elements are easily recreated in design software by a creative professional, our core elements are already integrated into use-ready templates. Find graphic elements and templates on the Office of Marketing website at www.manchester.edu/brand-toolkit
Identity Toolkit

Manchester’s brand identity system utilizes a variety of on-brand visual elements; each with specific construction, usage, and technical rules when applying them. The list below specifies our Identity Toolkit options (elements are not to-scale).
We invest in you ...

It’s that time of year again ...

Celebrating International Fair
Children’s activities, performances, exhibits and food

Information for International Students

Sunday, April 13, Noon - 4 p.m. | PERC | FREE
FORTY-EIGHT MEMBERS OF THE CLASS OF 2013 WENT ON TO ATTEND GRADUATE OR PROFESSIONAL SCHOOL IMMEDIATELY AFTER GRADUATION AND ARE STUDYING 31 DISCIPLINES INCLUDING ACCOUNTING, ATHLETIC ADMINISTRATION, BUSINESS ADMINISTRATION, BIOMEDICAL SCIENCE, CLINICAL PSYCHOLOGY, GERONTOLOGY, LAW, MEDICINE, MUSIC/OPERA PERFORMANCE, ORGANIZATIONAL COMMUNICATION, PARTICLE PHYSICS, PHARMACY, AND PHYSICAL THERAPY.

THOSE MANCHESTER ALUMNI CHOSE TO FURTHER THEIR EDUCATIONS AT 31 DIFFERENT GRADUATE SCHOOLS INCLUDING BALL STATE UNIVERSITY, GEORGE MASON UNIVERSITY, INDIANA UNIVERSITY, LOUISIANA STATE UNIVERSITY, MANCHESTER UNIVERSITY COLLEGE OF PHARMACY, MIDWESTERN UNIVERSITY, NORTH CENTRAL COLLEGE, OHIO UNIVERSITY, PURDUE UNIVERSITY, VALPARAISO UNIVERSITY, UNIVERSITY OF LOUISVILLE, UNIVERSITY OF SOUTH CAROLINA, AND XAVIER UNIVERSITY.

DIVERSE CAREERS

THE MAY 2013 GRADUATING CLASS CHOSE MANY DIFFERENT PROFESSIONS INCLUDING CAREERS AS ATHLETIC TRAINERS, AUDITORS, CORRECTIONAL OFFICERS, FINANCIAL ANALYSTS, FINANCIAL REPRESENTATIVES, MANAGEMENT TRAINEES, MARKETING SPECIALISTS, OPERATIONS SPECIALISTS, PROGRAMMERS, REPORTERS, SOCIAL WORKERS, TEACHERS/EDUCATORS, TECHNICIANS, AND VOLUNTEERS.

EMPLOYERS

MOST MANCHESTER GRADUATES PURSUE FULL-TIME EMPLOYMENT UPON GRADUATION, AND THEY'RE TYPICALLY VERY SUCCESSFUL. OFTEN IT’S THROUGH CONNECTIONS MADE AT MANCHESTER.

THE OFFICE OF CAREER SERVICES OFFERS STUDENTS OPPORTUNITIES TO INTERACT WITH EMPLOYERS THROUGH ON-CAMPUS INTERVIEWS AND INFORMATION SESSIONS, OFF-CAMPUS JOB FAIRS, SITE VISITS TO EMPLOYERS, AND AN ONLINE JOB BANK. BY TAKING ADVANTAGE OF THESE OPPORTUNITIES, STUDENTS MEET MANY POTENTIAL EMPLOYERS.

MEMBERS OF MANCHESTER’S CLASS OF 2013 STARTED THEIR FIRST JOBS WITH MORE THAN 100 DIFFERENT BUSINESSES, COMPANIES, SCHOOLS, AND ORGANIZATIONS.

(A SAMPLE LIST OF THOSE WHO EMPLOYED THE CLASS OF 2013)

1ST SOURCE BANK
DO IT BEST CORP.
CROWE HORWATH
EAST NOBLE SCHOOL CORPORATION
EDWARD JONES
ELKHART COUNTY COURT HOUSE
ELKHART GENERAL HOSPITAL
ERNST & YOUNG
FORD METER BOX CO.
FORT WAYNE CHILDREN’S ZOO
FORT WAYNE WOMEN’S BUREAU
INDIANA STATE PERSONNEL DEPARTMENT
INDIANA UNIVERSITY HEALTH
INDIANA WOMEN’S PRISON
KATZ, SAPPER & MILLER
LAKE CITY BANK
MCGladrey
PARK CENTER INC.
PEABODY RETIREMENT COMMUNITY
PROREHAB
SCAN
SHAMBAUGH & SONS
SOUTHWEST ALLEN COUNTY SCHOOLS
STATE FARM INSURANCE
WABASH COUNTY PROBATION
WABASH VALLEY ABSTRACT INC.
WELLPONT
ZIMMER, INC.

LOOK WHO’S HIRING MANCHESTER GRADS.

(CAREER SERVICES STAFF)

LIZ BUSHNELL
DIRECTOR
ejbushnell@manchester.edu

HANNAH STORk
ASSISTANT DIRECTOR
hestork@manchester.edu

TISH KALITA
ASSISTANT DIRECTOR FOR INTERNSHIPS
lnkalita@manchester.edu

BETTY BUTTERBAUGH
ASSISTANT TO THE DIRECTOR
bjbutterbaugh@manchester.edu

MANCHESTER UNIVERSITY
604 E. COLLEGE AVE.
NORTH MANCHESTER, IN 46962
Endless possibilities!

Check out Manchester University for your wedding or reception!

- Onsite catering
- Banquet facilities for groups up to 300
- Perfect for showers, weddings and receptions; small and large
- More event possibilities at our Fort Wayne campus!

Manchester University Conference Services
877-624-8378
www.meetatmanchester.com

Grandin: Focus on what children with autism can do

The world needs all kinds of minds. People with autism bring a fresh perspective and new ideas. We need them to keep our world evolving. That's why we're doing the big thing—Manchester University hosted Grandin, a world-renowned scientist, entrepreneur, and best-selling author of several books, including *Thinking, Fast and Slow*. They're working at a special project with the autism spectrum to see what they can do.

Manchester University
Graduate/Professional schools

Every eight members of the Class of 2013 went on to attend graduate or professional school immediately after graduation and are currently enrolled in 11 disciplines including accounting, arts administration, business administration, biomedical science, clinical psychology, education, law, medicine, music performance, organizational communication, philosophy, physics, and physical therapy.

The Manchester alumni choose their professions at 31 different graduate schools including Ball State University, Georgia State University, Indiana University, Iowa State University, Manchester College of Pharmacy, Middlesex College, North Central College, Ohio University, Purdue University, Valparaiso University, Washington University, University of Kansas, University of Kentucky, University of Louisville, University of South Carolina, and Xavier University.

Diverse careers

The May 2013 graduates chose many different professions including nurses as registered nurses, nurses as advanced practice nurses, financial representatives, management trainees, marketing specialists, operations specialists, programmers, reporters, social workers, teachers/educators, technicians, and volunteers.

Employers

Most Manchester graduates pursue full-time employment upon graduation, and they typically employ graduates when their financial aid awards are still available for the academic year.

Manchester University may be required to obtain additional information sessions, off campus job fairs, the site visit to employers, and an onsite job fair. By taking advantage of these opportunities, student events mean potential employers.

Manchester University guarantees these financial aid awards to 100 percent of our students. We also guarantee that you’ll graduate in four years and that you’ll get a job within six months upon graduation, and they’re typically very successful. Often, they choose to further their educations at Manchester's Graduate/Professional schools, and 31 different graduate schools including Ball State University, Georgia State University, Indiana University, Iowa State University, Manchester College of Pharmacy, Middlesex College, North Central College, Ohio University, Purdue University, Valparaiso University, Washington University, University of Kansas, University of Kentucky, University of Louisville, University of South Carolina, and Xavier University.

Why wait?

A video letter is excited about Manchester College of Business Administration Departmental Career Services. Most Manchester graduates pursue full-time employment upon graduation, and they typically employ graduates when their financial aid awards are still available for the academic year.

Manchester University guarantees three possibilities in the 2013 celebrating leadership.

"If you don’t improve kids’ comprehension, they don’t get promoted or anything that society counts out. It’s a very simple way of thinking, they don’t do anything to help them. They don’t think they’re doing anything. It’s society-wide because people aren’t smart. "

The ICIR race. Taped Grandi was curious. The film depicted the mind with autism not only in providing social and emotional support, but also in providing economic support. The film depicted the mind with autism as a powerful ally. The film depicted the mind with autism as a powerful ally. The film depicted the mind with autism as a powerful ally. The film depicted the mind with autism as a powerful ally. The film depicted the mind with autism as a powerful ally. The film depicted the mind with autism as a powerful ally. The film depicted the mind with autism as a powerful ally. The film depicted the mind with autism as a powerful ally. The film depicted the mind with autism as a powerful ally. The film depicted the mind with autism as a powerful ally.
June 16 - 20, 2014  
Cost $99 per camper  
Register by June 6.

Grades 4-5 | 9 a.m. - noon
Grades 6-8 | 1 - 4 p.m.
Manchester University
Otho Winger Memorial Hall

Arts
Grades 4 and 5
Students will explore cave painting of Lascaux (clay), Aboriginal art (painting/drawing), masks and printmaking (papier-mâché, collage, embellishment, storytelling), as well as introductory art activities in journals (drawing, painting, collage, writing).

Grades 6 - 8
Students will explore pinchpot technique, bas-relief, coil constructions, collaborative mural/cole making and introductory art activities in journals (drawing, painting, collage, writing).

The week will conclude with students work on display in Link Art Gallery on the MU campus.

Students will keep all of the projects they make.

June 23 - 27, 2014  
Cost $99 per camper  
Register by June 13.

LEGO® Camp at Manchester University is a FUN way to learn! Students will build up to 10 different simple mechanisms and motorized machines, including a catapult, bridge, race car, merry-go-round, tower crane and more. LEGO® Camp uses kits designed to teach students basic principles about engineering, science, technology and math—but more than that, it's about working with other students, being creative... and having FUN!

Registration fees include instruction, use of the LEGO® kits and a t-shirt. Sign up today, and invite a friend!

LEGO® is a trademark of the LEGO Group of companies which does not sponsor, authorize or endorse this program.

Grades 2-3 | 8 - 11 a.m.
Grades 4-6 | 1 - 4 p.m.
Manchester University
Science Center

June 30 - July 2, 2014  
Cost $135 per camper  
Lunch included  
Register by June 23.

Culinary 101 makes cooking simple and fun! Explore techniques in a professional kitchen with Manchester University's executive chef, Chris Fogerty. During these three days, participants will explore grilling and sautéing, using flavor and color to make a meal amazing, menu planning, safety in the kitchen, budgeting for a meal and participating in hands-on work with a variety of foods. Culinary 101 is for students with or without experience in their kitchen at home.

Ages 10-14  |  8 a.m. - 5 p.m.
Manchester University
Union, Haist Commons
Faith and Reason in the Catholic Church

Wednesday, Feb. 19, 7:30 p.m.
Cordier Auditorium | VIA Credit | Free — Public Welcome

Bishop Kevin C. Rhoades
Roman Catholic Diocese of Fort Wayne-South Bend

Brillante
Kelly Hornbarger, Flute

Symphonic Band – Scott Humphries, conductor
Jazz Ensemble – Tim Reed, conductor
Percussion Ensemble – Dave Robbins, conductor

Wednesday, May 7 | 3:30 p.m. | Cordier Auditorium

An evening with Bishop Kevin C. Rhoades

Manchester University

The Friends of Manchester Golf Outing started in 1990 thanks to a vision by Ken Metzger ’67 and Til ’47 and Dortha Martz ’47 King. The first outing attracted 40 golfers and raised $300 for the Manchester University Athletic Department. The event has grown in participation and popularity and, in 2009, after 20 years, the golf outing surpassed the $1 million mark in contributions.

In 2010, organization of the event was passed on to the Manchester Athletic Department, keeping the vision of Ken, Dortha and Til alive.

Manchester University

Friday, June 13, 2014
Bridgewater East Golf Club
Auburn, Indiana

Manchester University
CREST EDGE

Last year, generous donors to The Manchester Fund put Students First with gifts of over a million dollars.

Visit Manchester

The best way to find out if Manchester is a good fit for you is to come see for yourself! You can visit almost anytime, but some days are better than others. Turn this card over to find the right day for your visit.

Spartan Days
Marked in gold on the reverse side, these are group visit days that include open house programs for seniors and juniors. The program includes:
• campus tour
• student panel
• lunch

Great Days
Marked in blue are the days when you can schedule individualized private visits with the full set of options above.
• meeting with an admissions counselor
• campus tour
• meetings with faculty and coaches

Good Days
Marked in green are days when you can meet with an admissions counselor and get a campus tour, although classes aren’t in session, and faculty, coaches and students may be unavailable.

Interested in music? Visit during Music Scholarship Weekends to audition for music scholarships.

To schedule your visit call 800.852.3648 or register online at admissions.manchester.edu/visit. Call or e-mail admissions@manchester.edu for more information.
CREST COLLAR

Class of 2014

101 Days to Commencement

Reception and Dinner
Dress: professional attire

Thursday, Feb. 6, 5 p.m. | Conference Rooms, Upper Union
RSVP to Alumni Office x5223 or use the e-mail link provided

Sponsored by Office of Alumni Relations and STAT (Students Today, Alumni Tomorrow)

Happy Anniversary!
Manchester University’s Fort Wayne campus is the ideal setting for your next conference or business meeting.

- 80,000-square-feet of flexible meeting spaces
- Auditorium, classrooms, top-rate technology
- Event planning assistance and affordable rates

10627 Diebold Road, Fort Wayne
www.meetatmanchester.com
877-624-9378

Manchester University’s A Capella Choir in Concert

Date:
Time:
Location:

You and your guests are invited...

Presidential Scholar Reception
Thursday, March 6, 2014

www.macon.edu
Typography

Typography has a rich history tracing its origins back to the first punches used for seals and currency in ancient times. The basic elements of typography are at least as old as civilization. Manchester’s Typography must be regarded and protected as a fundamental design asset.

Brand Fonts

Use these fonts in publications and communications for Manchester University.

CLARENDON

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

REGULAR (+ OBLIQUE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

UNIVERS

LIGHT (+ OBLIQUE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BOLD (+ OBLIQUE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CONDENSED (+ OBLIQUE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CONDENSED BOLD (+ OBLIQUE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Clarendon is typically used for headlines. It can be mixed case or all caps.

Univers can be used for both subheadlines and body text. Subheads can be either bold or non-bold, mixed case or all caps. On occasion, using Univers bold as a headline mixed with Clarendon as a subhead can produce an alternative effectual outcome.
**Alternate Fonts**

While the fonts shown above are the University’s official brand fonts and are exclusively used in the creation of brand publications by staff in the Office of Marketing, some of these fonts are not pre-loaded onto Windows computers and are available only for download at a cost. Licensing policy does not permit fonts to be shared among users. Therefore, University brand standards allows for the use of alternate fonts when official brand fonts are not available.

<table>
<thead>
<tr>
<th>Official Font</th>
<th>Acceptable Alternate Fonts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clarendon</td>
<td>Century</td>
</tr>
<tr>
<td>Univers</td>
<td>Arial Narrow</td>
</tr>
<tr>
<td>Montague</td>
<td>Vladimir</td>
</tr>
</tbody>
</table>
Proper use of color helps to create a visual consistency throughout the University’s communications both internally and externally. Color is a dominant driver of emotion, and it is important to apply Manchester’s color palette accurately.

**Primary**
Manchester gold, black, and gray are our primary brand colors. They should be the predominant colors used in University communications, at about a 3:1 ratio versus the accent color palette.

**Accent**
Our secondary color palette adds brightness and vitality to the Manchester identity, and represents the energy of the University.
These colors should be used in minority ratio against the primary colors on a canvas. Use a 3:1 ratio as a general rule.

**White**
It’s important to remember that white, or the paper color, is an important part of our color palette. White space is an essential component of a healthy design, and should be considered a brand color in conjunction with this palette, and used liberally.
Proper use of color helps to create a consistent visual image throughout the university's efforts both internally and externally. Color is a dominant driver of emotion, and it is important to apply Manchester’s color palette accurately. Manchester Gold, Black, and Gray are our Primary brand colors. They should be the predominant colors used in University communications, at about a 3:1 ratio versus the Accent color palette. These Primary colors are listed by priority on the right, with Manchester Gold leading the way. Design on-brand touchpoints with these color priorities in mind.

Our secondary color palette adds brightness and vitality to the Manchester identity, and represents the energy University. These colors should be used in minority ratio against the Primary colors on a canvas. Use a 3:1 ratio as a general rule.

It’s important to remember that White, or the paper color, is an important part of our color palette. White space is an essential component of a healthy design, and should be considered a brand color in conjunction with this palette, and used liberally.

### PRIMARY COLORS

<table>
<thead>
<tr>
<th>Color Name</th>
<th>Pantone Code</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>R</th>
<th>G</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manchester Gold</td>
<td>124 C</td>
<td>0</td>
<td>28</td>
<td>100</td>
<td>6</td>
<td>238</td>
<td>177</td>
<td>17</td>
</tr>
<tr>
<td>Manchester Black</td>
<td>Black C</td>
<td>30</td>
<td>30</td>
<td>30</td>
<td>100</td>
<td>10</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Manchester Gray</td>
<td>7539 C</td>
<td>46</td>
<td>38</td>
<td>42</td>
<td>3</td>
<td>142</td>
<td>143</td>
<td>137</td>
</tr>
</tbody>
</table>

### ACCENT COLORS

<table>
<thead>
<tr>
<th>Color Name</th>
<th>Pantone Code</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>R</th>
<th>G</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manchester Sunrise</td>
<td>1585 C</td>
<td>0</td>
<td>71</td>
<td>100</td>
<td>0</td>
<td>255</td>
<td>108</td>
<td>12</td>
</tr>
<tr>
<td>Manchester Blue</td>
<td>630 C</td>
<td>54</td>
<td>4</td>
<td>9</td>
<td>0</td>
<td>107</td>
<td>196</td>
<td>222</td>
</tr>
<tr>
<td>Manchester Green</td>
<td>376 C</td>
<td>55</td>
<td>3</td>
<td>100</td>
<td>0</td>
<td>130</td>
<td>188</td>
<td>0</td>
</tr>
</tbody>
</table>
Brand Photography

Photography is a primary element in telling the Manchester story, and high quality imagery and consistency in style is critical to all communications. Photos should reflect the same messaging as written text, and be focused through Manchester’s brand lenses, bringing to light messages of community, growth, intimacy, safe and sound, and excellence.
The Manchester experience is built as a series of moments – snapshots in time when you realize that you’re part of something special – times that will be defined as events that shape your life. Often, your moment happens within the context of a larger happening – a moment within a moment – a brief instant frozen in time. Manchester’s brand photography is meant to capture those moments. These shots, that are typically well-planned and carefully set up, are often grouped together in publications and on the website to present a collection of moments and a multi-faceted view of Manchester life.

“Moments” Photography
Portrayal Photography

Manchester’s portrait photography, like other brand photography, is consistent in style, whether the portrait features students, faculty or staff; individuals or small groups. Whenever possible, portraits should be taken in house, in Manchester’s studio, using these visual distinctions:

- Lighting is dramatic on the left side of the subject’s face, with a minimal fill or reflected light on the right side. This is especially true for individual portraits, whereas group photos may be filled more on the right side to avoid shadows cast from one person onto another.
- The background is dark gray that vignettes to black in the corners of the frame.
- Subjects are photographed on Manchester’s signature red couch – an iconic element that helps to build familiarity with Manchester’s visual style.

*For professional business-style portraits that are to be cropped to head and shoulders or tighter, the couch might not show, and lighting should be more even with less dramatic light vs. shadow.
One distinctive element of Manchester’s brand is community – an important part of students’ experience as they participate in groups, make connections, get support and gain confidence in their own identities. Therefore, event photos – the “every day” photos that supplement our brand photography – should always reflect community and togetherness. In most cases, avoid showing photos of students by themselves or empty spaces on campus. Building photos are always better when people are included. Togetherness can be illustrated among groups (community) or between two or more individuals (intimacy), but should always show activity, engagement and/or interaction.

Event Photography
Brand Identity

Manchester’s brand identity is focused through a set of brand lenses, or qualities and attributes that best define the University.

The promise of the Manchester University brand lies within the meaning behind these lenses, which were developed based on research studies involving hundreds of members of the campus community.

The five brand lenses that define Manchester are:
  • Community
  • Growth
  • Intimacy
  • Safe and Sound
  • Excellence

Each brand lens is broken down into a subset of four messaging points that better help to focus the lens in particular aspects of that brand attribute.

From there, these messaging points can be further broken down into proof points, or actual examples of these brand attributes being put into practice.

It is with this system of lenses, messaging points and proof points that Manchester stories are used to illustrate the promises of the University brand.
The Brand Lenses of Manchester University

The five brand lenses of Manchester University are mapped according to size color and position. The larger lenses designate attributes of Manchester’s brand that are more prevalent, and should be given due weight when communicating brand messages.

The gray lenses represent characteristics of Manchester’s brand that may be commonly used by other colleges and universities, while the gold lenses represent attributes that are more distinctive to Manchester. Excellence, the light gray lens, is aspirational. Although we have many stories to tell that support our claim to excellence, we aspire to be more excellent and to more conclusively deliver these messages as they are held up against our competitors.

Like a Venn Diagram, the brand lenses of Manchester University overlap in some areas, indicating that some proof points used to tell the Manchester story can be messaged in different ways, bringing to light different brand attributes.
COMMUNITY
Students find their voice at Manchester, building confidence resulting in personal growth and lifelong connections.

Support
Through close relationships and mentoring, students have the encouragement they need for success.

Identity
Active participation gives students confidence and purpose through respectful dialogue and questioning.

Connections
Manchester’s intimate community naturally enables students to form strong and lifelong relationships.

Participation
At Manchester, students develop the understanding and desire to contribute.

EXAMPLE PROOF POINT
• Success Center - Academic Support for students at all levels

EXAMPLE PROOF POINT
• Students who are undecided about their majors find direction through exposure to an interdisciplinary curriculum

EXAMPLE PROOF POINT
• Clubs and organizations bring students together who have common interests

EXAMPLE PROOF POINT
• MU students, faculty and staff contributed 60,000 hours of service last year
EXAMPLE PROOF POINT
• Science Seminars give students experience presenting before faculty and peers

EXAMPLE PROOF POINT
• Involvement of churches in Sunday dinners/campus activities

EXAMPLE PROOF POINT
• January Session takes students off-campus and abroad to experience first-hand

EXAMPLE PROOF POINT
• Residence Hall living teaches students to be part of a community, and to develop domestic skills
Example Proof Point
- Students undecided about a major are exposed to a diverse curriculum early so that they might find direction.
INTIMACY
Students at Manchester develop close and meaningful relationships based on trust and acceptance that shape the core of who they become.

Mutual Respect
The Manchester community is built around the free and respectful exchange of ideas and learning to work together.

Shared Experiences
Students at Manchester discover common ground and lifelong connections.

Support
Manchester students gain deeper understanding of self through close relationships and mentoring.

Acceptance
Manchester students learn to create relationships based on understanding.

EXAMPLE PROOF POINT
• Students work side-by-side and with faculty on service projects

EXAMPLE PROOF POINT
• Student-athletes share common goals as members of a team, and develop “brothers” or “sisters” relationships with teammates

EXAMPLE PROOF POINT
• Faculty keep track of the graduates from their programs and chart their successes

EXAMPLE PROOF POINT
• A multitude of communities enable students to be a part of various groups and have different sets of friends
EXCELLENCE
At Manchester, we strive to create the best academic and experiential education to graduate students equipped to lead.

- Program Growth and Innovation
  We strive to deliver exciting and timely programs that enable graduates’ success.

- Distinguished Reputation
  We strive to maintain a living tradition of success.

- Rich Experiences
  Through hands-on and immersive experiences, our students gain a leadership and competitive edge.

- Passionate Faculty & Staff
  Our faculty and staff are passionate for teaching and mentoring.

EXAMPLE PROOF POINT
- Heather Schilling, Brian Cashdollar, Jeff Osborne, Scott Eberly, etc.

EXAMPLE PROOF POINT
- Study Abroad

EXAMPLE PROOF POINT
- Peace Studies

EXAMPLE PROOF POINT
- Pharmacy, Pharmacogenomics
Brand Examples
Print Ad

Our brand strives for simple, bold impact. This sample print ad incorporates a large photo with an embedded headline, a crest edge that reinforces a familiarity with our University logo, wayfinding arrows that act as bullets for important information, and a bottom container that helps to separate our logo and website address to stand out.

Affordable excellence.

Ranked a “Best Value” by U.S. News & World Report

- 86% of Manchester graduates complete their degrees in four years or less.
- 94% are in their chosen job, graduate school or full-time voluntary service within six months of graduation.

Manchester University

www.manchester.edu
Postcard

In this postcard, a well-defined crest edge creates a frame around a photo of Manchester faculty. The headline has a clean, matter-of-fact quality created by the Univers bold condensed font in all caps. On the reverse side, the community mosaic is a distinctive element that creates bold visual interest.
Manchester University

Having fun can get serious.

Where together is better.

At Manchester we work, play, learn, and grow—together. Students participate in more than 60 clubs and organizations, and that’s just the start. Come experience a culture where community is truly at the core. Now that’s fun.

Apply online for free

applynow.manchester.edu
Campus Banners

Banners need to be bold and simple so that a general impression of Manchester’s brand can be communicated by a quick glimpse from a passing motorist or pedestrian. The community mosaic, with its bold, bright golds, is a perfect element to create an instant brand association.
Merchandise

When designing merchandise, the University logo or crest must always appear somewhere on the item. When the University logo is to be embroidered at smaller sizes, take particular care not to compromise the legibility of the University logo.

When choosing a logo for apparel, choose a logo based on the background color on which it will be printed or vice versa. A variety of logos have been created to separate into the colors needed and print properly on different background colors.