

Brand Standards



Manchester
University

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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.

Usage

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.

Preferred clear space



Minimum clear space



Minimum size



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.

Color

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



Two color reverse on color

One color reverse on black



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 typography of the logo.



Do not swap colors of the logo.



Do not change the color of the logo unless authorized.



Do not use gradients or drop shadows.



Do not outline the logo.



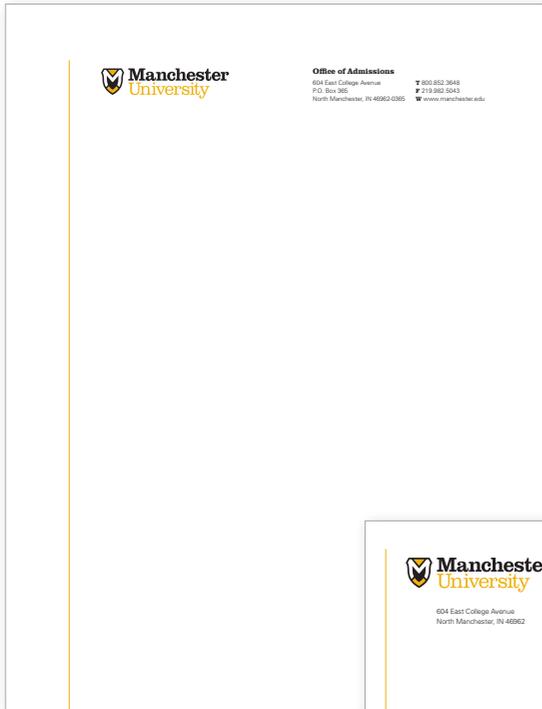
Do not place the mark over "noisy" image areas.



Examples

Here are examples of the appropriate usage of the University logo.

MASTER BRAND STATIONERY



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.



Manchester
University

**COLLEGE *of* ARTS
& HUMANITIES**

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.

Minimum clear space



Preferred clear space



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.

Preferred minimum size



0.5 Inches

Minimum size



0.25 Inches

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.

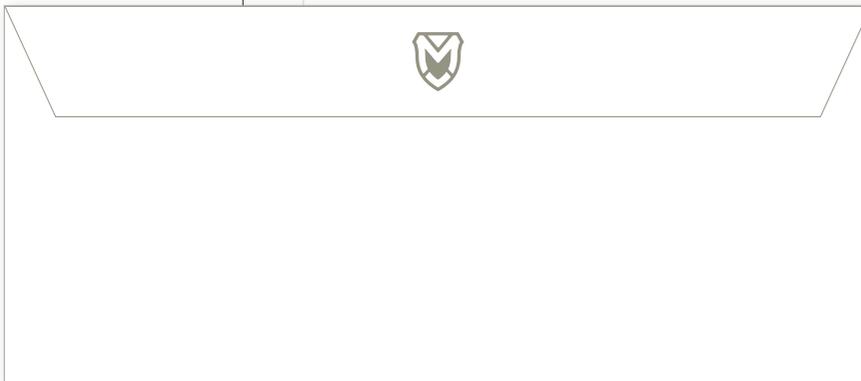


MARKETING MATERIALS



EMBOSSSED CARD

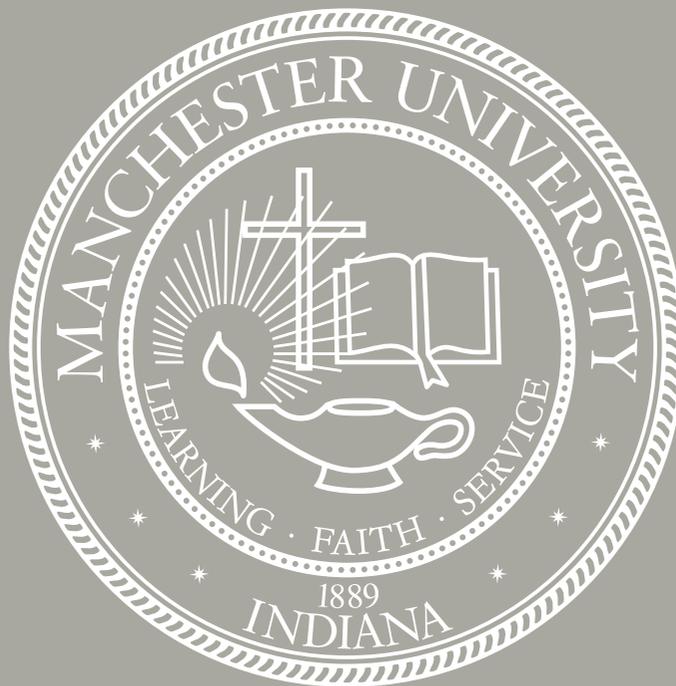
President Dave McFadden



MONOGRAM ON ENVELOPE

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.

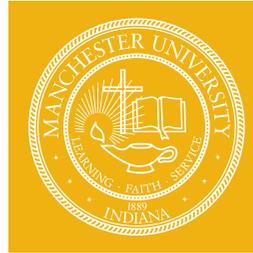
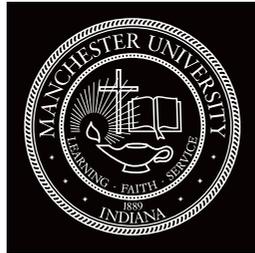
Usage

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

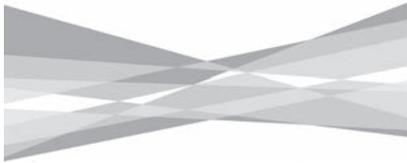
Graphic elements are tools that help add unique attributes to our brand and establish a consistent and familiar look among our publications, website and other communications. Use the guidelines on the following pages to understand how they are to be utilized and applied in Manchester University communications.

- ▶ **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).

COMMUNITY MOSAIC



STUDENT MOSAIC



WAYFINDING ARROW



VERTICAL ARROW



CENTER NOTCH



CREST EDGE



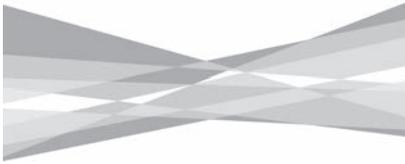
CREST COLLAR



CONTAINER



COMMUNITY MOSAIC



We invest in you ...

Manchester University

Manchester University
admissions.manchester.edu/international-students

Information for International Students

Manchester University

It's that time of year again ...

Celebrating 

International Fair

Children's activities, performances, exhibits and food

Manchester University

Sunday, April 13, Noon - 4 p.m. | PERC | FREE

STUDENT MOSAIC



READY TO SUCCEED.
A Report on the Graduates of 2013

Manchester University



Office of University Advancement
604 East College Avenue T 204-885-8218 or 888-257-2586
P.O. Box 265 F 204-885-8143
North Manchester, IN 46962-0365 W www.manchester.edu

Date
Addressee
Address
City, State, Zip
Dear

My name is Breegan Andersen. I will graduate from Manchester University in December with a double major in biology and environmental studies.

I chose Manchester because I love the hometown feel and the individual attention I receive from my professors. In fact, my first class with one of those professors, Jerry Sweeten, helped me realize a passion for environmental studies I didn't even know I had. Thanks to Dr. Sweeten, I plan to continue to graduate school to study the geology behind disasters like landslides, flooding and earthquakes.

And thanks to you, too.

As challenging as my academics are, paying for a college education is even more challenging. Your gift of (_____) to The Manchester Fund will make it a little easier.

Donors like you make my education here possible. You make my life better, so that one day I can help make other students' lives better too. Did you know that 100 percent of degree-seeking students here receive some form of financial aid? Most of us could not be at Manchester without it. Your gift to The Manchester Fund will also help ensure the success of the historic \$100 million *Students First!* campaign. Supporting the campaign is a great way to honor the contributions of retiring President Jo Young Switzer, and to celebrate Manchester's 125th anniversary.

I am grateful for your support. You can't make biology any easier, but you do make college affordable for students like me.

Thank you.

Breegan J. Andersen

Breegan Andersen '14

P.S. Check with your Human Resources office to see if your employer will match your gift, doubling the difference you can make.



STUDENTS
First!
THE CAMPAIGN FOR MANCHESTER

Find your niche through inspiring teachers and coaches.

WAYFINDING ARROW



OPPORTUNITIES

Graduate/Professional schools

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.

These 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 interviewing 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. As the list below shows, their employers range from small businesses to large corporations.

Look who's hiring Manchester grads.

(A sample list of those who employed the Class of 2013)

- 1st Source Bank
- Do it Best Corp.
- Crown Hardware
- East Noble School Corporation
- Edward Jones
- Elkhart County Court House
- Elkhart General Hospital
- Ernst & Young
- Ford Motor Box Co.
- Fort Wayne Children's Zoo
- Fort Wayne Women's Bureau
- Indiana State Personnel Department
- Indiana University Health
- Indiana Women's Prison
- Katz, Soper & Miller
- Lake City Bank
- McGladrey
- Park Center Inc.
- Prudential Retirement Community
- Pro Rehab
- SCAN
- Shanley & Sons
- Southwest Allen County Schools
- State Farm Insurance
- Wabash County Probation
- Wabash Valley Abstract Inc.
- Wellpoint
- Zimmer, Inc.

... and we back it up.

College is one of the most important investments you'll ever make. We're glad you've decided to invest in Manchester. That's why we're investing back in you with this financial aid award notification.

At Manchester, we do everything possible to make sure a quality education is affordable to everyone. Our Triple Guarantee promises financial aid 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 of graduating. That's our commitment to you!

Take time to thoroughly read your Financial Aid Award Notification, and follow these four easy steps to start your journey to college. Don't hesitate to contact us if you have any questions.

Student Financial Services
866-882-5066
Office of Admissions
800-852-3648



www.manchester.edu

Four easy steps to financial aid

- 1 **REVIEW** your Financial Aid Award Notification for accuracy.
 - Your Financial Aid Award Notification indicates the types and amounts of estimated financial aid that you can anticipate receiving for both fall and spring semesters.
- 2 **NOTIFY** Student Financial Services if ...
 - your housing or enrollment status changes. Cross out any incorrect information and write in corrections.
 - you want to decline any of your aid. Check the decline box.

Sign and date your corrected pages, make a photocopy for your records, and return the original notification to Student Financial Services. (This is a must!)
- 3 **PLAN** your payment strategy.
 - The figures provided on the Financial Aid Award Notification are estimated based on the standard charges for tuition, fees, room and board.
- 4 **PAY** on your student account, Aug. 5 and Jan. 15.
 - Online payments are accepted via electronic check and credit card. For additional information visit www.manchester.edu/afg/policies.htm

Manchester University may be required to obtain additional documents from you in order to finalize the financial aid funding available for the academic year.

Student Financial Services | Manchester University | 801E College Ave. | North Manchester, IN 46062



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



MU News

Grandin: Focus on what children with autism can do

Why sales?

A sales degree is a natural for Manchester, whose Accounting and Business Department is the University's largest. About a fifth of undergraduate degrees are earned through the department's programs.

"We anticipate that the new sales program will serve Manchester students well regardless of the industries they choose," says Professor Tim Ogden, department chair. "The sales function touches every organization, large and small, for-profit and nonprofit," adds Ogden. "There are not many sales programs in Indiana, and we expect ours to be distinctive in two ways."

First, it will include a course that merges sales and entrepreneurship. In his recent book, *To Sell is Human*, Daniel Pink reports that "independent entrepreneurs may grow to 65 million in the rest of the decade and could become a majority of the workforce by 2030."

Second, Manchester's program will include a communication course that focuses on the ethics of listening in sales relationships. The course will explore, among other things, the differences between hearing and listening, empathy in a sales context, subtle nonverbal and verbal cues, and what constitutes listening behavior in sales.



The world needs all kinds of talents. Temple Grandin told a capacity crowd March 6 at Coaker Auditorium.

An expert in animal science, Grandin is best known for advancing society's understanding of autism and for sharing her personal struggles and triumphs with the neural development disorder. Manchester named her its 2012 Innovator of the Year.

When children are diagnosed with autism, we need to look at what they can do, Grandin said. "We spend too much time concerned about what kids can't do. There are undiagnosed people (with autism) all over Silicon Valley, and Einstein didn't talk until he was 3, she added.

Grandin is concerned that hands-on classes such as art, woodworking and mechanics are disappearing from schools. "We're taking a very narrow view of education," she said. "If you don't expose kids to interesting things they don't get interested in interesting things." Society needs creative problem-solvers, she added. "Our infrastructure is falling apart and we don't have people trained to fix it."

The HBO movie *Temple Grandin* won seven Emmys. The film depicts her mother's early intervention in providing speech and occupational therapy, which Grandin said was vital to her success. "They're not just throw us away," Grandin said of people with autism. Grandin's Manchester appointment and the Innovation of the Year award is made possible by the Mark E. Johnson '88 Program in Entrepreneurship.



Contributions to Memorial and Endowed Funds in 2013
• The Wendell L. and Marcia L. Dilling Chemistry Scholarship Fund

Members of the Ohio Wenger Society:
Roma Ju and R. Jan Thompson

VERTICAL ARROW




Summer Arts

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

Grades 2-3 | 8 - 11 a.m.
Grades 4-5 | 1 - 4 p.m.
Manchester University
Science Center

Grades 4 and 5
Students will explore cave painting of Lascaux (day), Aboriginal art (painting/drawing), masks and printmaking (paper-masks, collage, embossment, story-telling), as well as introductory art activities in journals (drawing, painting, collage, writing).

Grades 6 - 8
Students will explore pinpoint technique, hot-wired, coil constructions, collaborative mural/life 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 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
Otto Winger Memorial Hall



LEGO camp

LEGO® Camp at Manchester University is a FUN way to learn! Students will build up to 20 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.

Summer Camps 2014

Summer Arts – June 16 - 20

Grades 4 - 8
\$99 per camper; register by June 6

LEGO® camp – June 23 - 27

Grades 2 - 6
\$99 per camper; register by June 13

Culinary 101 – June 30 - July 2

Ages 10 - 14
\$135 per camper; register by June 23

Bakery 101 – July 14 - 16

Ages 10 - 14
\$135 per camper; register by July 4

Find registration information at
www.meetatmanchester.com/summer_kids.htm



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



Meet us at the MOOC!

Free six-week online course in general semantics on Canvas Network www.canvas.net beginning Jan. 13, 2014.



Professor Mary Lahman
Communication Studies,
Manchester University, Indiana



Greg Thompson
Visiting Assistant Professor
Department of Anthropology
Brigham Young University, Utah



Steve Stockdale
IT Director and Canvas
Administrator for Grants
Community College,
New Mexico State University

Starting January 13, 2014, a free online course in general semantics will be offered on Canvas Network (www.canvas.net). Canvas is a leading platform for delivering massive open online courses (MOOCs).

General Semantics: An Approach to Effective Language Behavior will be available to anyone in the world with Internet access. The six-week course is based on a for-credit course offered by Manchester University (Indiana) and taught by Mary Lahman, Ph.D., Professor of Communication Studies at Manchester. Greg Thompson, Ph.D., Brigham Young University, and Steve Stockdale, former executive director for the Institute of General Semantics.

The course provides an introduction to General Semantics – the study of how we transform our life experiences into language and thought. Students will learn how language habits and behaviors (how they think about and share experiences) are what make them uniquely human. In other words, students will discover the critical, but sometimes subtle,

distinctions between what happens in their lives and how they talk about what happens.

This course has been designed specifically for the unique online environment enabled by Canvas Network. The interdisciplinary course will include material from communication studies, neuroscience, and cultural anthropology, in addition to visual and auditory demonstrations, music and social media, and collaborative interactions with fellow learners. These types of learning experiences allow students to not only learn about more effective language behaviors, but also practice those new behaviors in order to communicate more effectively and appropriately in interpersonal and organizational contexts.

The course will be conducted in English. There is no cost to enroll and no cost for materials. Registration begins December 1, 2013, at www.canvas.net.

CENTER NOTCH

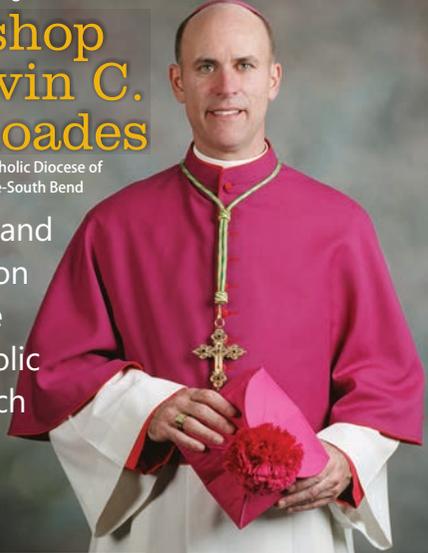


An evening with

Bishop Kevin C. Rhoades

Roman Catholic Diocese of Fort Wayne-South Bend

Faith and Reason in the Catholic Church





Manchester University

Wednesday, Feb. 19, 7:30 p.m.

Cordier Auditorium | VIA Credit | Free — Public Welc



Brillante

Featuring Guest Artist
**Kelly Hornbager,
Flute**




Manchester University

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

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



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



CREST EDGE



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

The Triple Guarantee
Believe it

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
- financial aid session
- student panel
- talking with coaches and admissions staff
- sitting in on a class (weekdays only)
- 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
- sitting in on a class
- lunch with a current student

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 admitinfo@manchester.edu for more information.

Save the Date

...for Manchester University Homecoming on Oct. 10-11, 2014! Join us as we celebrate 125 years of graduating persons of ability and conviction! Don't miss the weekend-long birthday party complete with cupcakes, games, raffles, awards, events and special guests!

Friday, Oct. 10

- Golf outing
- Family Weekend - Attend a class
- Bonfire
- Band/Choir concerts
- Alumni Honor Awards ceremony

A full schedule with more details will come soon, but mark your calendar first and join your cohorts for a fun-filled weekend on campus!

For more information: www.manchester.edu/OCA/Alumni

Saturday, Oct. 11

- Receptions for the classes of: 1989, 1921, 1979, 1984, 1993, 1994, 1999, 2004, 2009
- Departmental receptions with current and former faculty and staff
- Athletic Hall of Fame Induction Ceremony
- Music throughout the day
- The Old Chapel Reunion
- Ultimate Frisbee on the Mall
- Football vs. Delaware
- Environmental Studies dinner
- Kale carnival and games
- Fall City
- Peace Studies dedication ceremony
- Concert after the game
- Attend a class taught by a favorite professor



Manchester University
www.manchester.edu

CREST COLLAR



Manchester University

Happy Anniversary!

Class of 2014

101

Days to Commencement

Reception and Dinner
Dress: professional attire

Manchester University

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)

Donor Appreciation Dinner
and special tribute to
President Jo Young Switzer

April 10, 2014

Manchester University

CONTAINER



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
877-624-8378



Manchester University's

*A Cappella Choir
in Concert*




Manchester University

Date:
Time:
Location:

You and your guests are invited ...

**Presidential
Scholar
Reception**

Thursday, March 6, 2014

 Manchester University

www.manchester.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

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

REGULAR (+ OBLIQUE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

UNIVERS

LIGHT (+ OBLIQUE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

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.

BOLD (+ OBLIQUE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CONDENSED (+ OBLIQUE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CONDENSED BOLD (+ OBLIQUE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CALIBRI

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
 abcdefghijklmnopqrstuv**wxyz**
 1234567890

Calibri should be used for body (paragraph) text only. When space allows, leading (line spacing) should be increased to 110%-125% in paragraphs.

CANDARA

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
 abcdefghijklmnopqrstuv**wxyz**
 1234567890

Calndara can also be used for body (paragraph) text. When space allows, leading (line spacing) should be increased to 110%-125% in paragraphs.

JENNA SUE

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
 abcdefghijklmnopqrstuv**wxyz** 1234567890

Jenna Sue is good for accents, accompanying a mix of Clarendon and Univers for headlines and subheads. Its casual, handwritten look makes it ideally suited for communications to students and prospective students. Avoid using as all caps. Download at <http://www.dafont.com/jenna-sue.font>

MONTAGUE

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
 abcdefghijklmnopqrstuv**wxyz** 1234567890

Montague is a script suitable for formal headlines or subheads. Do not use for body text and avoid using as all caps.

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 avail-

able 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.

<u>Official Font</u>	<u>Acceptable Alternate Fonts</u>
Clarendon	Century
Univers	Arial Narrow
Montague	Vladimir

Color

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.

MANCHESTER GOLD
PANTONE 124 C
 C=0 M=28 Y=100 K=6
 R=238 G=177 B=17
 HEX=EEB 111

95%	90%	85%	80%	75%	70%
5%K	10%K	15%K	20%K	25%K	30%K

MANCHESTER BLACK
PANTONE BLACK C
 C=30 M=30 Y=30 K=100
 R=10 G=2 B=3
 HEX=0A0203

MANCHESTER GRAY
PANTONE 7539C
 C=46 M=38 Y=42 K=3
 R=142 G=143 B=137
 HEX=8E8F89

95%	90%	85%	80%	75%	70%	65%	60%
5%K	10%K	15%K	20%K	25%K	30%K	35%K	40%K

MANCHESTER SUNRISE
PANTONE 1585 C
 C=0 M=71 Y=100 K=0
 R=255 G=108 B=12
 HEX=FF6C0C

95%	90%	85%	80%	75%	70%	65%	60%
5%K	10%K	15%K	20%K	25%K	30%K	35%K	40%K

MANCHESTER BLUE
PANTONE 630 C
 C=54 M=4 Y=9 K=0
 R=107 G=196 B=222
 HEX=6BC4DE

95%	90%	85%	80%	75%	70%	65%	60%
5%K	10%K	15%K	20%K	25%K	30%K	35%K	40%K

MANCHESTER GREEN
PANTONE 376 C
 C=55 M=3 Y=100 K=0
 R=130 G=188 B=0
 HEX=82BC00

95%	90%	85%	80%	75%	70%	65%	60%
5%K	10%K	15%K	20%K	25%K	30%K	35%K	40%K

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.



“Moments” Photography

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.

Portrait 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





Event Photography

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.

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.



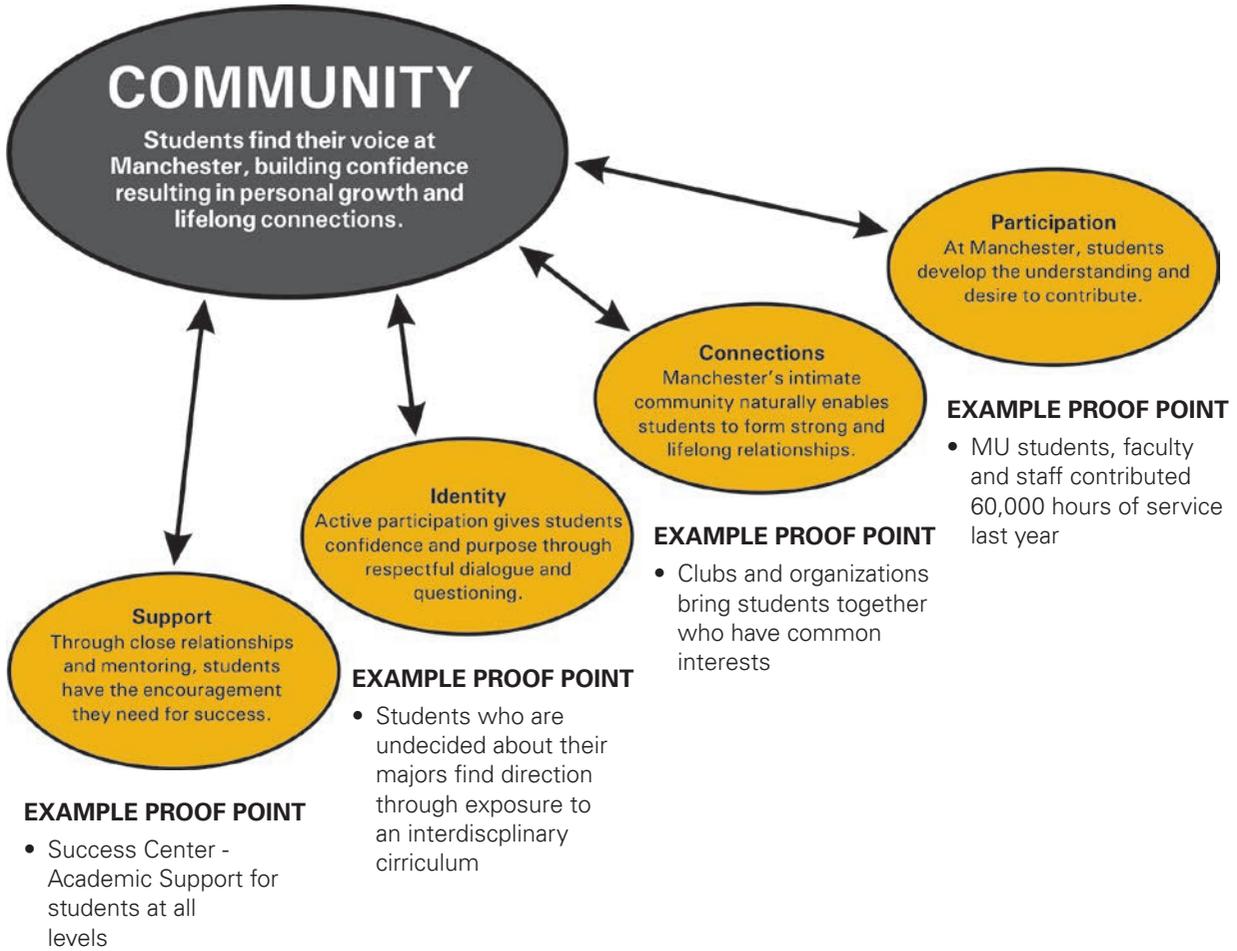
The Brand Lenses of Manchester University

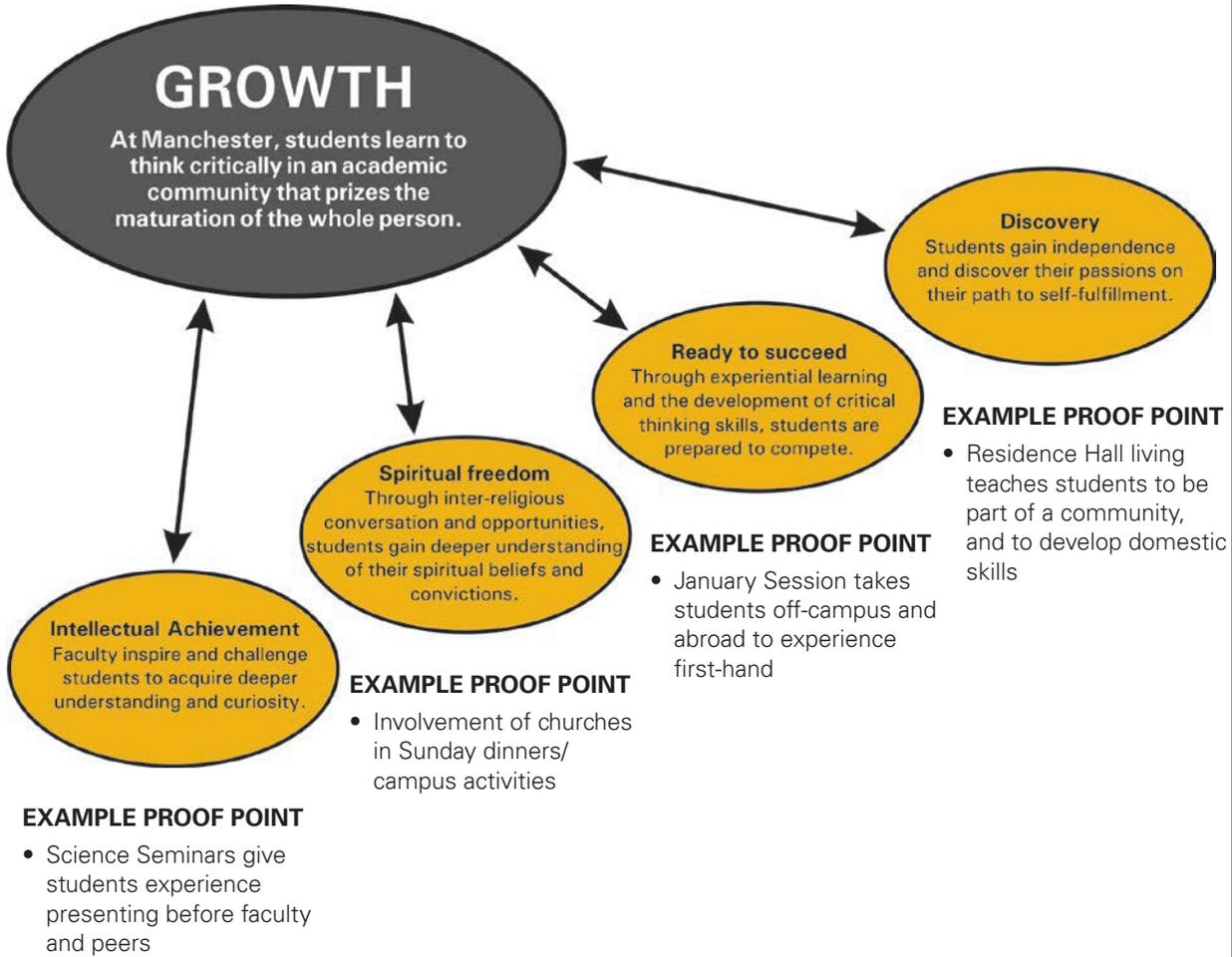
The five brand lenses of Manchester University are mapped according to size, color, and position. The larger lenses designate attributes of Manchester's brand that are more prevalent, and should be given due weight when communicating brand messages.

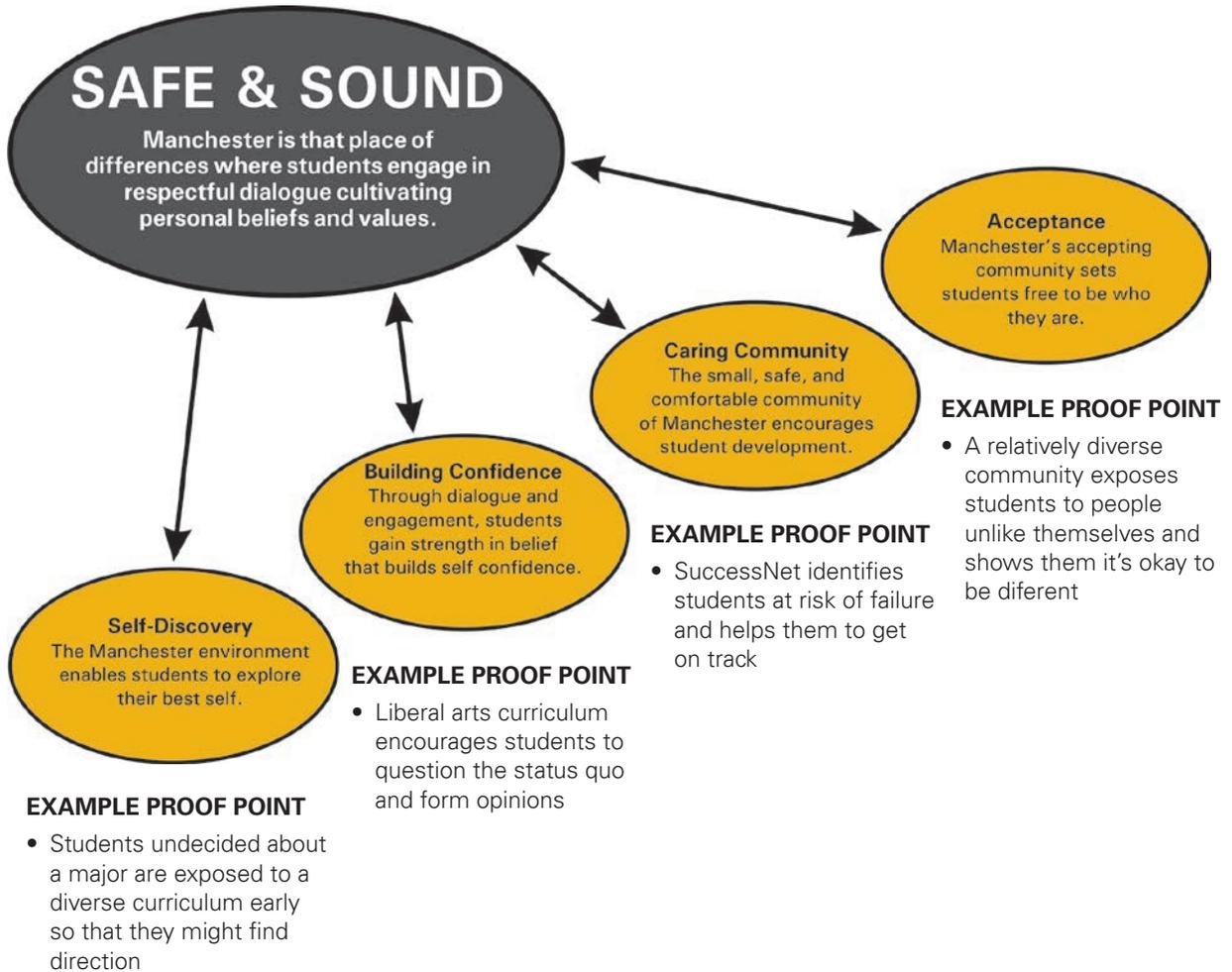
The gray lenses represent characteristics of Manchester's brand that may be commonly used by other colleges and universities, while the gold lenses represent attributes that are more distinctive to Manchester. Excellence, the light

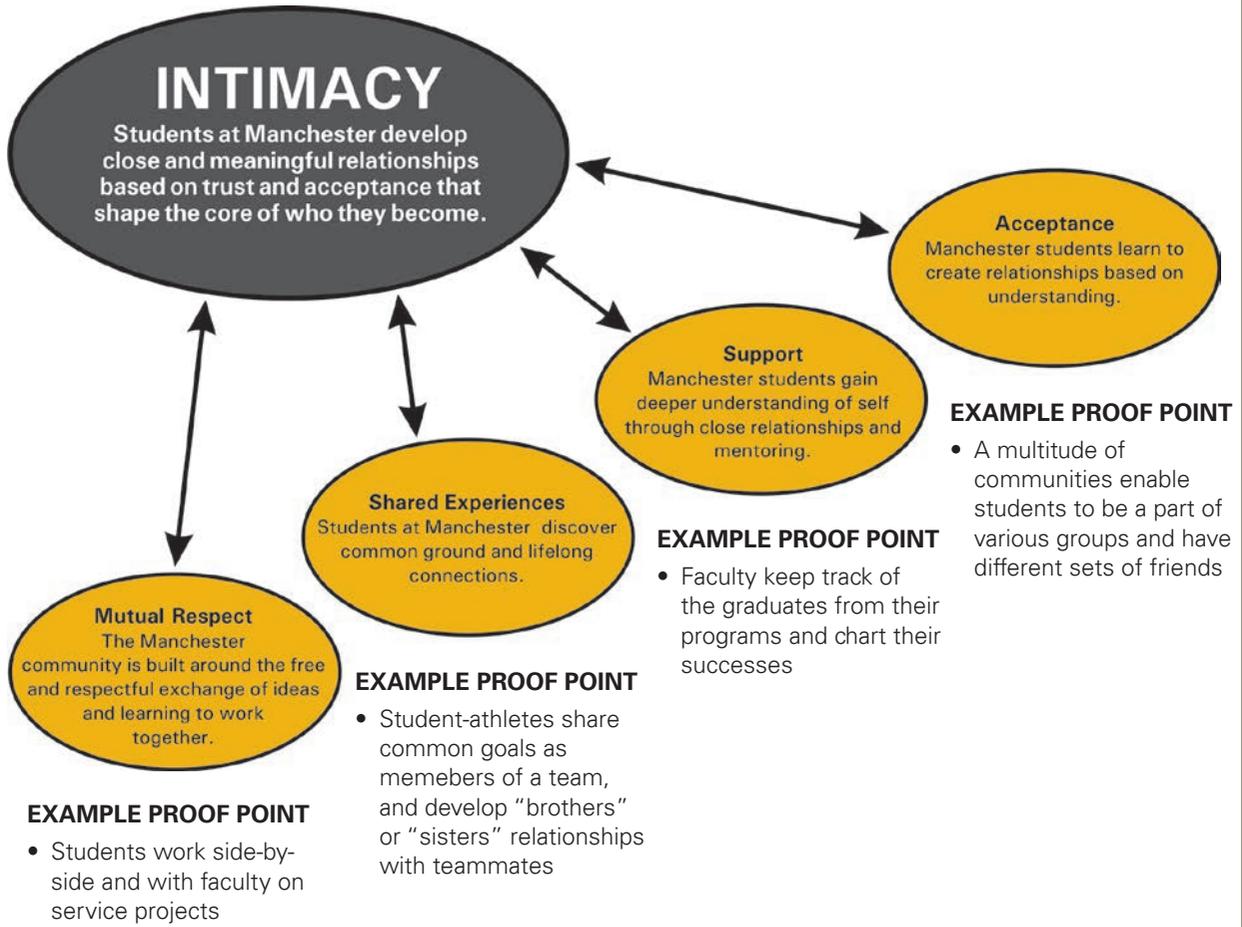
gray lens, is aspirational. Although we have many stories to tell that support our claim to excellence, we aspire to be more excellent and to more conclusively deliver these messages as they are held up against our competitors.

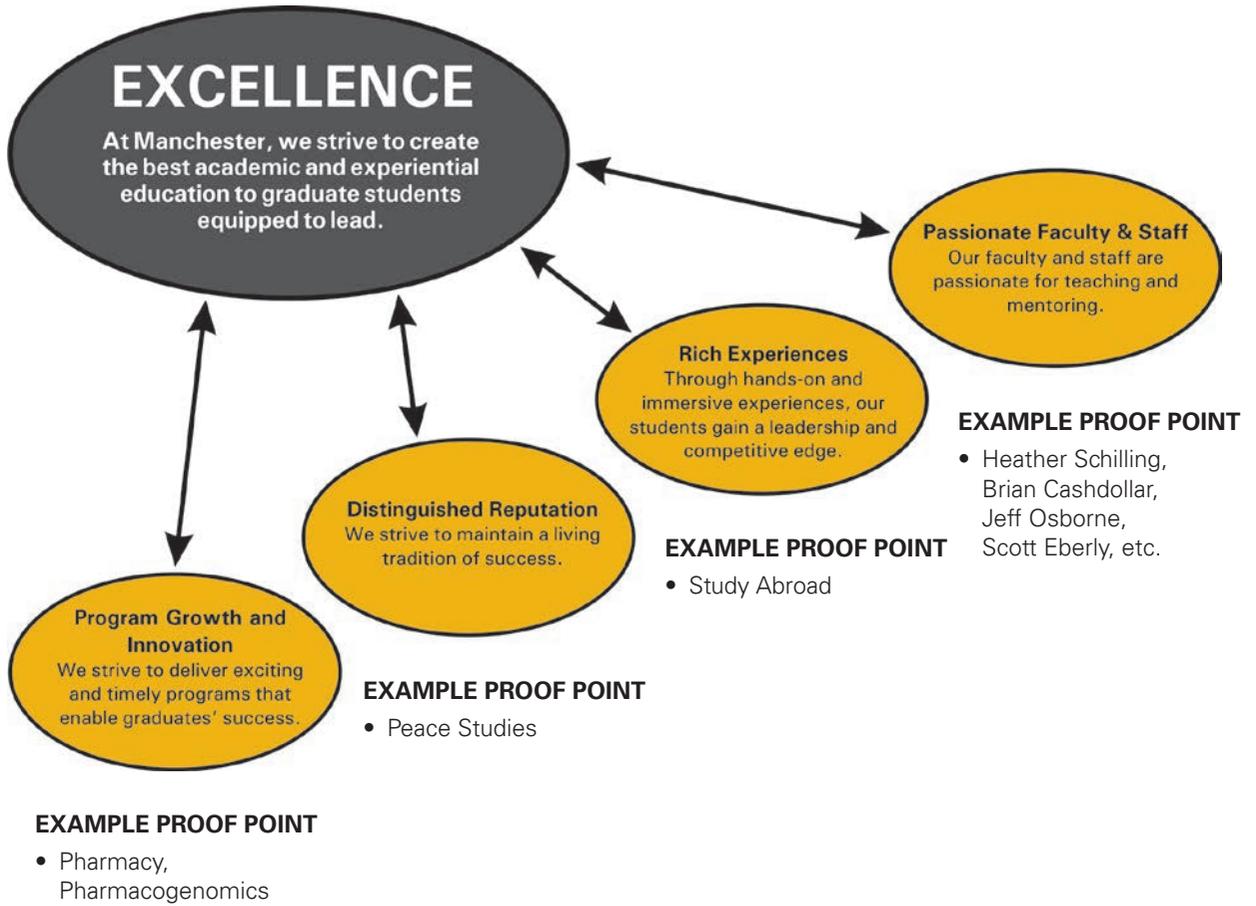
Like a Venn Diagram, the brand lenses of Manchester University overlap in some areas, indicating that some proof points used to tell the Manchester story can be messaged in different ways, bringing to light different brand attributes.











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.





Having fun can get serious.

Manchester University
604 E. College Ave.
North Manchester, IN 46962
admitinfo@manchester.edu
www.manchester.edu

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.

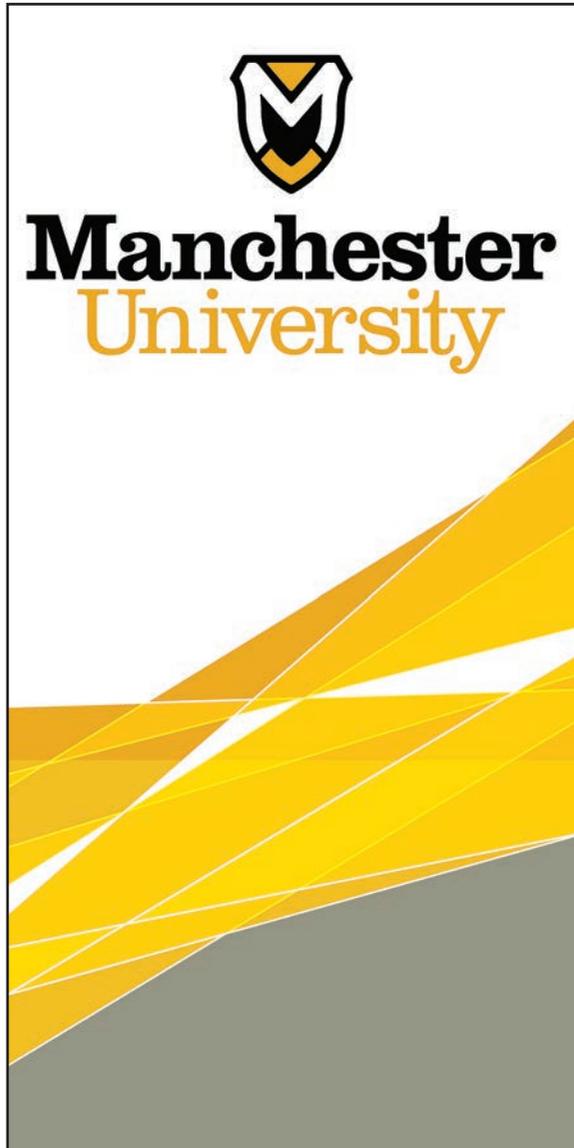
NON-PROFIT ORG.
U.S. POSTAGE
PAID
MANCHESTER
UNIVERSITY

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.





604 East College Avenue
North Manchester, Indiana 46962
www.manchester.edu