QUESTIONS?
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# TABLE OF CONTENTS

## Introduction to the Manual
- Mission .................................................................................................................... 4
- Vision .................................................................................................................... 5
- Why Do We Have Brand Guidelines? ................................................................. 6
- Creative Request Form .......................................................................................... 8

## Graphic Identity and Branding Standards
- Color ..................................................................................................................... 10
- Typography ............................................................................................................ 14
- Official Logo .......................................................................................................... 20
  - Primary Logo ..................................................................................................... 21
  - Alternate Logos ................................................................................................. 22
  - Brand Promise Logo .......................................................................................... 23
  - Size and Position ............................................................................................... 26
  - Incorrect Logo Usage ....................................................................................... 28
- Official Seal ............................................................................................................ 30
- Athletics Logo ....................................................................................................... 32
- Diversity Logo ....................................................................................................... 34
- Sub-Brand Logos .................................................................................................... 36
  - School / Department Logos ............................................................................... 37
  - Masters / Graduate Logos .................................................................................. 38
  - Doctoral Program ............................................................................................... 39
- Center Logos ........................................................................................................... 40
- Additional Logos .................................................................................................... 42
  - Alumni Logo ...................................................................................................... 43
  - Group/Organization Logos ................................................................................ 44
  - Café Logos .......................................................................................................... 45
  - Event Logos ........................................................................................................ 46
- Campus Signage ...................................................................................................... 49
- Photography ............................................................................................................ 54
- Apparel ................................................................................................................... 56
- Electronic Usage .................................................................................................... 60
  - Powerpoint Presentation ..................................................................................... 61
  - Social Media ........................................................................................................ 62
  - Email Signature .................................................................................................. 64
- Web Style Guide ..................................................................................................... 65
  - Web Colors ......................................................................................................... 66
  - Web Fonts ........................................................................................................... 67
  - Logo Use on the Web .......................................................................................... 68
MISSION

Mission Statement
The Church at Work in Higher Education

Judson is an evangelical Christian university that represents the Church at work in higher education, equipping students to be fully developed, responsible persons who glorify God by the quality of their personal relationships, their work, and their citizenship within the community, the nation and the world.

Through a broadly based education in the liberal arts, sciences and professions, the college enables its students to acquire ideas and concepts that sharpen their insights, develop skills appropriate to their career goals, and develop the skills and commitment for lifelong learning.

The Judson community experience challenges graduates to be decisive leaders and active participants in church and society, articulate proponents of Biblical Christianity, persuasive advocates for the sovereignty of God over all life, and effective ambassadors for Christ.

Motto
Christus Lux Mundi (Christ, Light of the World)
VISION

Judson University shapes lives that shape the world.

VISION
In an environment distinguished by globally-engaged, evangelical Christianity, Judson University will provide life-changing learning and teaching opportunities marked by unprecedented creativity, stewardship and joy.

VISION STATEMENT
Our purpose is to equip Judson graduates to be fully engaged people who use their gifts to benefit the world. We strive to create a culture of connection, building relationships between professors and students, preparing students to change the world one life at a time. We are deeply committed to the spiritual development of our community, helping students to go forth and live out an ethos of service and love for the people around them. We work to provide opportunities for students to develop habits of leadership and involvement that they can take with them into the rest of their lives. We cultivate an environment in which excellence that is motivated by faith.

COMMUNITY STANDARDS
We, at Judson University, do not wish to be conformed to the standards of this world, but pray to be transformed by the renewing of our minds. Therefore, for the advancement of the Kingdom of God and well-being of the Judson University community, we pledge ourselves to strive to embody the fruit of the Spirit as listed in Galatians 5:22-23:

Love.  We will seek for others what we desire for ourselves.
Joy.   We will cultivate a deep sense of contentment in every situation.
Peace. We will exhibit serenity that comes from our awareness of God’s presence.
Patience. We will show tolerance when events or individuals behave contrary to our expectations.
Kindness. We will balance clear standards with a generosity of spirit.
Goodness. We will strive to live morally upright lives in relation to God and others.
Faithfulness. We will be trustworthy in our relationship to God and others.
Gentleness. We will be submissive, teachable and warm in spirit.
Self-control. We will channel our desires and energies into biblically acceptable expressions.

We humbly ask God to supply through His Holy Spirit, the power and the will to attain these goals.
WHY HAVE BRAND GUIDELINES?

When you say “brand,” most immediately we think about logos or an identity system. But the brand of an organization is much more — it’s an entire structure: the images, primary messaging, and way of thinking about any organization.

Since our brand launched in 2007, the Judson University has continued to update our identity brand standards to ensure a consistent “look” and style for consistent references in the marketplace.

Judson University is working to unify and strengthen its brand to better communicate the values and standards found in all Judson programs and community events. In his book Building Brand Momentum: Strategies for Achieving Critical Mass, Bob Sevier defines a brand “as a valued and differentiating promise that a college, university or school makes to its most important audiences to meet a need or fulfill an expectation.”

Consistency among all units of Judson University ensures a solid brand and solidifies name recognition, a fundamental element of institutional positioning.

We strive to uphold this brand, or image perception of Judson, and continually inform and engage our audiences about the Judson brand in an increasingly diverse and competitive higher-education marketplace.

At this time, Judson’s branding statement is that the university shapes lives that shape the world. Many elements contribute to an institution’s brand. “More than a name, logo, and other outward symbols that would distinguish a product or service from others in its category, a brand is an assortment of expectations established by a seller that, once fulfilled, forms a covenant with its buyers,” states Lynn Upshaw in Building Brand Identity.

If you have any questions about Judson’s brand, logos or social media, contact the Marketing and Communications Office.

BRAND PROMISE / MARKETING STATEMENT

Shaping Lives That Shape the World
BRAND PROMISE ATTRIBUTES

Commitment to the Student
We shape the lives of our students through very direct contact with professors in small classes as well as a culture of connection between professors and students outside class. This commitment to individual connection prepares students to change their world one life at a time.

Commitment to the Spiritual Development
We shape the lives of our students through our commitment to spiritual development. The spiritually mature students who go forth from Judson live out an ethos of service and love for the people they come in contact with. For Judson graduates, an attitude of service is a key part of professional preparation.

Commitment to Leadership
We shape the lives of our students by putting them in an environment in which they have many opportunities to lead and to make a difference in their campus community. These habits of leadership and involvement — and more importantly, the expectation that they can make a difference — follow them as they shape their world.

Commitment to Excellence
We shape the lives of our students by cultivating an environment in which excellence in all fields of endeavor is motivated by a life of faith. This commitment to excellence is world-changing.
CREATIVE REQUEST FORM

Filling out our form ensures your project will be completed accurately and in a timely manner.

The Marketing and Communications Office can assist in the entire marketing process. Examples of this include but are not limited to; graphic design, technical writing, proofreading, purchasing media, developing marketing strategies, web content and design, electronic communications, and public relations. The more information we have, the more effective we can be with your project. When you submit your request form, a member of our team will contact you to establish specific details of your project.

BEGINNING A PROJECT
To begin your project, the creative request form must be completed online. These forms are available at JUMarCom.JudsonU.edu. The request form should be filled out as accurately and in as much detail as possible. This allows the Marketing and Communications Office to plan effectively. In many cases it is beneficial to meet and discuss a project before you submit your request. In that case, please contact the Director of Marketing and Communications to set-up a meeting. The Director of Marketing and Communications will include other members of the Marketing and Communications team as needed.

VARIOUS REQUEST FORMS
Project Request Form JUMarCom.JudsonU.edu
Campus Announcement Request Form JudsonU.edu/AnnouncementsRequest
TYPICAL PROJECT PROCESS

1. A discussion/meeting with the Director of Marketing and Communications occurs before or after a request is submitted.

2. Client submits creative request form.

3. Client discusses deadlines during meeting or via email to submit necessary elements needed by the marketing and communication team to complete project. This may include: copy, photos, lists, etc. These deadlines must be met by the client, otherwise, the project may be moved to accommodate appropriate time needed to complete the project.

4. Project is accounted for on the production schedule in the marketing and communication office and work begins.

5. When a proof is ready the director of marketing or designated marketing and communication team member will provide a proof to the client.

6. When proofing, clients should specifically double check the accuracy of dates, names, fees, and other information.

7. When a client has edits to a proof they should be relayed to the designated team member that supplied the proof. Edits should be given via email or on a printed copy of the project.

8. Proofing continues until project is “approved” by client.

9. At that point the project will be completed/mailed/sent/posted.
This set of colors should become distinct and recognizable to Judson University.

Consistent use of this palette will ensure a cohesive expression of the Judson brand. Our palette was selected from the Pantone Matching System (PMS), the printing industry standard. Four-color process values and digital color mixes were derived from the PMS colors. More information about these colors appear on the following pages. If you have any questions about our Judson colors, please contact the Marketing and Communications office.
OUR JUDSON COLORS

Our colors are grouped into two sets as shown below. This section of the document will define and show how to use them properly.

**PRIMARY PALETTE**

- PMS 655 C
- PMS 8641 C
- PMS 7402 C

**SECONDARY PALETTE**

- PMS 280 C
- PMS 124 C
- PMS 467 C
- PMS 652 C
- PMS 110 C
- PMS 653 C
- PMS 429 C
- PMS WG 9 C
PRIMARY PALETTE

The primary palette, made up of our core blues and yellow, should appear in all designs and communications at some level. For print pieces, reproduce them in spot colors whenever possible to retain their integrity. Screen tints should be used only on rare occasions.

**PANTONE SOLID COATED 655 C**
- **PMS** 655 C
- **CMYK** 100 90 37 37

**DIGITAL**
- **RGB** 23 39 81
- **#172751**

**PANTONE METALLIC COATED 8641 C**
- **PMS** 8641 C
- **CMYK** 34 43 100 10

**DIGITAL**
- **RGB** 164 131 46
- **#A4832E**

**PANTONE SOLID COATED 7402 C**
- **PMS** 7402 C
- **CMYK** 12 15 50 0

**DIGITAL**
- **RGB** 225 206 144
- **#E1CE90**
SECONDARY PALETTE

The secondary palette supports the primary palette and gives our brand a greater visual flexibility. These colors should never replace the primary palette in designs and communications.

PANTONE SOLID COATED 280 C
PMS 280 C
CMYK 100 72 0 18
DIGITAL
RGB 0 73 144
#004990

PANTONE SOLID COATED 124 C
PMS 124 C
CMYK 7 35 100 0
DIGITAL
RGB 237 169 0
#EDA900

PANTONE SOLID COATED 467 C
PMS 467 C
CMYK 16 25 50 0
DIGITAL
RGB 214 186 189
#D6BA8B

PANTONE SOLID COATED 652 C
PMS 652 C
CMYK 53 32 11 0
DIGITAL
RGB 126 154 191
#7E9ABF

PANTONE SOLID COATED 110 C
PMS 110 C
CMYK 0 12 100 7
DIGITAL
RGB 240 202 0
#F0CA00

PANTONE SOLID COATED 653 C
PMS 653 C
CMYK 87 64 18 3
DIGITAL
RGB 52 96 148
#346094

PANTONE SOLID COATED 429 C
PMS 429 C
CMYK 6 0 0 34
DIGITAL
RGB 166 176 183
#96B0B7

PANTONE SOLID COATED 9 C
PMS Warm Gray 9 C
CMYK 47 47 51 12
DIGITAL
RGB 133 119 111
#85776F
Typography is one of the easiest and most essential ways to create a consistent visual voice for our brand.

Judson has adopted the following fonts for all internal and external communication pieces, including letters and official correspondences. The use of novelty and script fonts as a main typeface is discouraged. If you need to obtain these fonts or have any other questions, please contact the Marketing and Communications Office.
OUR TYPOGRAPHY

The Judson brand uses the four typefaces shown below. For consistency, it’s important to use these typefaces for all Judson marketing and communication efforts. There are rare exceptions where we can move away from these, such as a promotional event.

PRIMARY

Myriad Pro

SECONDARY

Minion Pro

DISPLAY (Slab-Serif)

CARTON

DISPLAY (Sans-serif)

ALLER
MYRIAD PRO

Myriad Pro is primarily used for body copy. It can also be used for subheads, style copy, and for mixing with other fonts in a typographic lockup. It can also be used alone for headlines and captions.

MYRIAD PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MYRIAD PRO SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MYRIAD PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MYRIAD PRO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Minion Pro is primarily used for body copy. It can also be used for headlines, subheads, for style copy, and for mixing with other fonts in a typographic lockup.

**MINION PRO REGULAR**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**MINION PRO SEMIBOLD**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**MINION PRO BOLD**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**MINION PRO ITALIC**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```
ALLER

Aller is a broad type family that allows for great flexibility. We use Aller for most of our headlines. It can be used for introductory style copy as well as short captions.

ALLER DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALLER BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALLER REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALLER ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
We use this single style of Carton in our materials. It’s a limited uppercase font that we use for display purposes and never in body copy. It can be mixed with Myriad Pro to create points of emphasis, but we should be sensitive when applying it on certain materials like oversized prints and at small sizes.
OFFICIAL LOGOS

Our logo represents us at the very highest level and is very essential to our branding.

Judson’s logo is one of the most important elements of the branding portfolio because it provides the university with an easily recognizable visual symbol when used consistently and in a professional, coordinated manner. Therefore, Judson’s logo should be used consistently on all areas of campus and appear on all published material, whether digital or print-based.

Judson has three logos to accommodate the many uses and spaces that require a Judson University logo. Although the primary logo is what we prefer to consistently use, each of these logos can be used interchangeably depending on space needs. Each of these three logos represents our “official” brand.

To maintain consistency and professionalism as we use our logo, follow the few simple guidelines in this section to stay within the brand guidelines.

LOGO FONTS
Minion Pro, Myriad Pro
PRIMAR LOGO

Our primary logo can be identified as the Traditional Logo. It should be used for most applications, unless space is limited. If space is limited, then using the alternate logos would be the next option.

The primary logo contains two basic elements: the wordmark and the shield. They should never be adjusted. Together, the wordmark and the shield act as a signature, an identifier, and a stamp of quality and allow for recognition.

Contact the Office of Marketing and Communications to request digital files for the logo.
ALTERNATE LOGOS

The alternate logos are only for special applications where space is limited. It should not replace the primary logo unless absolutely necessary.

SECONDARY LOGO
Our secondary logo can be identified as the Stacked Logo. It should be used in all instances where the primary logo cannot be used in a particular space. If space is limited for the primary logo, and the secondary logo then the tertiary logo should be used.

The secondary logo contains two basic elements: the wordmark and the shield. They should never be adjusted.

TERTIARY LOGO
Our tertiary logo can be identified as the Long Logo. It should be used only when vertical space is limited.

The tertiary logo contains two basic elements: the wordmark and the shield. They should never be adjusted.
BRAND PROMISE LOGO

This logo composition is used when we want to communicate our logo and brand promise in conjunction. It should only be used in email signatures, advertisements and apparel. It should not replace the primary logo in any other circumstance.
LOGO COLORS

The logo should appear in the colors and combinations shown here. These colors apply to our three official logos, but the primary logo is used as an example.

FULL-COLOR
The full-color logo is the most common version, consisting of the primary Judson colors. If printing restrictions are an issue, use the simpler one-color version.

ONE-COLOR
One-color versions of the logo can be any color. They should be used only if printing restrictions demand it.

REVERSED
When placing the logo on a colored background, it should be reversed out in one of the ways shown at right. The logo is available with and without a white stroke around the shield.
SIZE AND POSITION

LOGO SIZE
Avoid using the logo in a format smaller than what is shown below. Placement of text or other graphics over the logo is prohibited. For more incorrect uses of the logo, please see page 28 for incorrect logo usage.
LOGO POSITION
The Judson University logo should be positioned properly with at least 0.25” of clear space on all sides of the logo. This clear space will ensure a distinct visual impact, legibility and room to breathe. The only exception to this rule is when the brand promise accompanies the logo.

The illustration below shows how to correctly allow the logos clear space.
INCORRECT LOGO USAGE

The examples below illustrate a range of incorrect uses of the logo but are not intended to form a complete list. These rules apply to all official logos, but the primary logo is used as an example.

- Do not rearrange the logo elements.
- Do not place the logo on an angle.
- Do not use the logo text without the shield.
- Do not change the proportions, stretch, or compress the logo.
- Do not place the logo over busy patterns or photographs.
- Do not overprint the logo with type or graphic elements.
Do not flip the shield under any circumstance.

Do not use logo if it is pixelated.

Do not change the font or recreate the logo for any reason.

Do not emboss the logo.

Do not change the colors of the logo. (Unless using the one-color logo.)

Do not crop the logo.

Do not use intense drop shadows.

Do not use other graphics in place of the shield.
The Judson University official seal should appear only on official presidential documents and print materials.

When printed conventionally, it should be reproduced in Full Color (Pantone 655C, Pantone 8641C), Gold (Pantone 8641C), Navy (Pantone 655C), or metallic gold foil, or used as a background graphic at no more than 15% of the solid color. It also may be embossed or blind-embossed in certain instances.

Using the Judson University seal for purposes other than presidential purposes is prohibited. The seal is not a logo and should never be substituted for the Judson University logo.

ACCEPTABLE USE
Examples of acceptable use include official documentation (such as the president’s business cards, letterhead and envelopes), commencement materials, and anything coming directly from the president’s office.

UNACCEPTABLE USE
Do not use the seal for anything other than materials coming directly from the president’s office. Contact Judson’s Marketing and Communications Office with specific questions or to request a digital art file.

LOGO FONTS
Minion Pro, Myriad Pro
ATHLETICS LOGO

The Judson Eagle logo is designed to represent our athletics and campus spirit.

The Judson Eagle logo should only be used for athletic purposes. It should never be substituted for the official Judson University logo. Our athletic teams official colors are white and navy and use gold as an accent color.

A Judson Athletic Booster Club logo is also available. Please contact Judson’s Marketing and Communications office for this particular logo.

ACCEPTABLE USE
Examples of acceptable use include apparel, documents, vehicles, flyers, collateral, signage and print materials.

UNACCEPTABLE USE
Do not use the logo for university materials, official documentation and other similar applications.

LOGO FONTS
Geom Graphic, Dobra Slab
The Judson Diversity logo represents our love and acceptance of all God’s people.

The Judson Diversity logo should only be used with approval of the assistant to the president for Diversity and Spiritual Development. It should never be substituted for the official Judson University logo.

**ACCEPTABLE USE**
Judson Diversity focused.

**UNACCEPTABLE USE**
Do not use the logo for university materials, official documentation and other similar applications.

**LOGO FONTS**
Myriad Pro, Minion Pro
DIVERSITY

Minimum 1.5"

FULL COLOR

DIVERSITY

Minimum 1.5"

FULL COLOR
The additional logos in this guide have already been approved for usage.

The university has an established process for our branding initiatives. Other special logos/graphic identifiers (department/office/program related logos) are not permitted. If you would like an exception made to this, approvals for secondary logos or other graphic identifiers will require confirmation by the Marketing and Communications Office.

**LOGO FONTS**
Minion Pro, Myriad Pro
SCHOOL/DEPARTMENT LOGOS

To maintain uniformity, custom marks unique to each sub-brand are not permitted. The only exception to this rule would be a masters/graduate program. These logos have been created to show the relationship between “university” and “school.” They should not take the place of the official logo. Each sub-brand should use only the approved and supplied versions of its lockup, as they have been designed with careful positioning of its type characters. The sub-brand logo options are listed in the order they should be used. Avoid using the logos any smaller than 1.5” in diameter.

LONG SCHOOL LOGOS (PRIMARY)

Wide School Logos (Secondary)

Stacked School Logos (Tertiary)
MASTERS/GRADUATE PROGRAM LOGOS

MASTERS OF LEADERSHIP IN MINISTRY
The Masters of Leadership in Ministry logo should only be used to promote the Masters of Leadership in Ministry program. The Masters of Leadership in Ministry logo should never be substituted for the Judson University logo.

Logo Fonts – Adobe Garamond Pro

ONE COLOR

Minimum 1.5”

MASTERS OF EDUCATION IN LITERACY
The Masters of Education in Literacy logo should only be used to promote the Masters of Education in Literacy program. The Masters of Education in Literacy logo should never be substituted for the Judson University logo.

Logo Fonts – Adobe Garamond Pro

ONE COLOR

Minimum 1.5”
DOCTORAL PROGRAM LOGO

DOCTOR OF EDUCATION IN LITERACY
The Doctor of Education in Literacy logo should only be used to promote the doctorate program. The Doctor of Education in Literacy logo should never be substituted for the Judson University logo.

Logo Fonts – Adobe Garamond Pro

FULL COLOR

DOCTOR OF EDUCATION IN LITERACY

ONE-COLOR

DOCTOR OF EDUCATION IN LITERACY

Minimum 1.5”
GRAPHIC GUIDELINES FOR USE OF MARKS FOR JUDSON CENTERS

- All Judson schools and departments should use the sub-brand created and approved for them by the university in all platforms of communications representing that area. Or simply use the University logos.
- Only Centers are allowed to use a separate, but co-branded mark. Centers are created through the Office of the Provost and represent several distinct academic areas coming together to form the Center.
- The Center mark does not replace the sub-brand mark created for departments. The sub-brand should still be used in print and web.
- Centers that wish to utilize social media may use the approved Center logo but must expressly state in the profile information that the Center is a part of Judson University, as well as include a link to Judson’s website.
- All Center marks should be developed in conjunction with the Marketing and Communications Office and receive appropriate approvals (President, Provost, School Dean Office, Marketing and Communications).
- Judson’s official logo should appear on literature that also contains the Center’s mark, if those materials are meant for external use (i.e., posters, postcards, invitations, off-campus event programs, advertisements, etc.)
- A special website to represent the Center may be created as a part of Judson's website to show close affinity, coordinate staff time and resources, and provide continuity of website maintenance.
- Mentions of the Center in press releases and advertisements should also list Judson, such as “brought to you by the Demoss Center for Worship in the Performing Arts at Judson University.”

LOGO FONTS
Minion Pro, Myriad Pro
DEMOSS CENTER FOR WORSHIP IN THE PERFORMING ARTS
The Demoss Center for Worship in the Performing Arts combines both the Worship Arts and Music major.

TRADITIONAL

Full Color

One Color

STACKED

Full Color

One Color

Minimum 1.5”

Minimum 0.95”
These approved logos are used to reflect an individual event or organization.

The university has an established process for our branding initiatives. Other special logos/graphic identifiers (department/office/program related logos) are not permitted. If you would like an exception made to this, approvals for secondary logos or other graphic identifiers will require confirmation by the Marketing and Communications Office.

Logos and artwork created for a unique Judson organization or event should include the official Judson logo, unless it is an internal-only promotion. The exception to this rule would be the alumni logo.

LOGO FONTS
Minion Pro, Myriad Pro
**ALUMNI LOGO**

**ALUMNI ASSOCIATION LOGO**

The Judson University alumni logo should appear only on alumni related social media pages, documents and print materials.

Avoid using the Judson University alumni logo for purposes other than alumni related materials. The alumni logo should never be substituted for the Judson University logo.
ORGANIZATION LOGOS

JUDSON STUDENT ORGANIZATION (JSO)
The JSO logo should only appear on JSO related social media pages and print materials. The JSO logo should never be substituted for the official Judson University logo.

FULL-COLOR

ONE-COLOR

Minimum 1”

UNIVERSITY MINISTRIES (UM)
The UM logo should only appear on UM related social media pages and print materials. The UM logo should never be substituted for the official Judson University logo.

FULL-COLOR

ONE-COLOR

Minimum 1”
CAFE LOGOS

RIVERSIDE CAFE
The Riverside Cafe is a snack/cafe shop located in Lindner Tower. Judson's Riverside Cafe logo should appear only on cafe related social media pages, signage and print materials. The Riverside Cafe logo should never be substituted for the official Judson logo.

FULL-COLOR

RIVERSIDE CAFE

Minimum 1.5”
EVENT LOGOS

WORLD LEADERS FORUM
The World Leaders Forum logo should only be used to promote the annual World Leaders Forum event. The World Leaders Forum logo should never be substituted for the Judson University logo.

Logo Fonts – Minion Pro, Myriad Pro

FULL COLOR

NAVY

GOLD
WORLD LEADERS FORUM INSPIRATIONAL SERIES LOGO
The World Leaders Forum - Inspirational Series logo should only be used to promote the annual World Leaders Forum - Inspirational Series event. The World Leaders Forum - Inspirational Series logo should never be substituted for the Judson University logo.

Logo Fonts – Minion Pro, Myriad Pro
IMAGO
The Imago logo should only be used to promote the annual Imago Film Festival. The Imago logo should never be substituted for the Judson University logo.

FULL COLOR

IMAGO FILM FESTIVAL

IMAGO FILM FESTIVAL

Minimum 1.5”

BLACK

IMAGO FILM FESTIVAL

IMAGO FILM FESTIVAL

Minimum 1.5”
Signage reflective of our brand helps guests understand who we are as a university.

Signage is another opportunity to reinforce the Judson brand. Use the guidelines in this section when creating signage throughout the campus.

Every building has its own unique signage system. The following pages will show you a couple of examples of our more commonly used signage. Each system should be approved by the Marketing and Communications Office. The office can also be consulted to assist with the development of any new interior sign systems.
OUTDOOR CAMPUS SIGNAGE

1. Aluminum square tubes (3 1/4" x 3 1/4") painted Pantone 655 (blue) and buried in dirt a minimum of 48" with concrete

2. Non-illuminated sign to be painted Pantone 655C with reflective white vinyl applied. Typeface used is Helvetica Bold. White portion masked and painted white with gold vinyl bar and digitally printed logo applied
INDOOR CAMPUS SIGNAGE

BUSINESS OFFICE
Personnel, Payroll, and Accounts Payable

MONDAY - FRIDAY
8:00 AM to 5:00 PM

SATURDAY - SUNDAY
Closed

SAMPLE USE
BUILDING CAMPUS SIGNAGE

OHIO RESIDENCE HALL

CREATING SIGNAGE
For campus signage, always use Koblinz Light in full caps. The wordmark sign should display the building name.

SAMPLE USE
Photography is a primary element in all Judson communications.

We show what we do more than we talk about it. To showcase Judson at its best level, please use clean, high-resolution images for print pieces. We always strive to showcase photos using ACTUAL students, faculty and administrators, rather than stock photography.

Contact the Marketing and Communications office to coordinate a photographer for your photography needs. Please coordinate photography a month in advance, so we can line-up a photographer and have them capture exactly what you envision.

You are also welcome to browse through our photo database for any other photos that may have already been taken. Please contact the campus photographer for more information.
We want our images to show how engaged the students are with their academic and social experience here. We also want viewers to see themselves in the setting.

Faith and service are a large part of what makes us Judson. When illustrating these areas, be sure to show how faith is experienced and authentic, not clichéd.

The academic experience at Judson shows students and their professors interacting. These images should go beyond shots of people studying. It’s also important to show that sometimes learning happens outside of the classroom.

Images should show action shots as well as team-spirit and energy. If possible, audience shots should be shown to capture the energy of the “blue crew” fans.

Images should scope out the event and highlight speakers and attendance experience.
Judson University Apparel Guidelines

A consistent identity across all mediums is essential to promoting and maintaining a brand. To ensure this, Judson University has established the following standards for apparel, defined as any item worn by an individual (including, but not limited to shirts, pants, headwear, footwear and outerwear).

Each piece of apparel produced for Judson should comply with these standards and, with the exception of the Campus Bookstore, must be approved by the Judson University Marketing and Communication Office prior to production.

Judson community members can visit http://JudsonApparel.org for a selection of pre-approved professional branded apparel that is ready for purchase.
OFFICIAL APPAREL

UNIVERSITY IDENTITY
Only official apparel ordered may use the Judson University logo mark and typeface, representing in an official capacity.

The following logos are recommended for apparel usage:

![Judson University Logos](image)

ATHLETICS IDENTITY
The following logos are recommended for apparel usage:

![Judson Eagles Logo](image)

Requirements for use:
1. Apparel may feature approved-only color selections.
   - The color variants are as follows:
     - Navy, Gold, or White
     - Navy and white
     - Gold and white
     - Navy and gold

2. Each apparel product's features, style and quality vary. It is recommended that you consult with the marketing and communication office on how to best reproduce the university identity, whether by embroidery, screen printing, appliqué or combination.

3. For artwork and design to be provided to vendors, please contact the Marketing and Communications office and we will be happy to help you out. Please be sure to specify file type needed.
OTHER APPAREL

SERVICE DEPARTMENT APPAREL
Service department marks will use only ONE Judson logo style and will have the Judson logo on the top and the service department name at the bottom. These are only available to service departments, not academic areas or campus groups. Examples would include Plant Operations, Dining Services, and IT.

Service department marks will always be developed and approved by Marketing and Communications department. The Marketing and Communications department will ensure that brand guidelines are met and that the proper leadership team area has approved the branded apparel item.

Requirements for use:
1. Department names will be spelled out (no acronyms).

2. Service department shirts will be polo shirts, no T-shirts, to offer a professional appearance of our service employees.

3. The polo shirts must be branded in Judson blue or gold. (Black would be considered for departments that have stage presence concerns.)
NON-OFFICIAL APPAREL
Non-official apparel consists of any item that does not prominently feature the Judson University logomark and typeface and is typically ordered by clubs, teams and organizations. It does, however, require display of the Judson University name (We recommend using one or both of the Judson fonts: Myriad Pro and Minion Pro) and/or the Judson University logomark in a noticeably visible spot.

All artwork and design must be approved by the assistant vice president of student development before sending to the Judson marketing and communications office for final approval. The marketing and communication office may be able to provide design services by request.

Requirements for use:
1. Any color combination is allowed so long as the apparel does not feature the university identity of the same color (e.g. navy fabric with navy text).

2. Each apparel product’s features, style and quality vary. It is recommended that you consult with the marketing and communication office on how to best reproduce the university identity, whether by embroidery, screen printing, appliqué or combination.

3. For artwork and design to be provided to vendors, please contact the Marketing and Communications office and we will be happy to help you out. Please be sure to specify file type needed.
The following pre-set elements have been developed to support the overall Judson brand guidelines. These templates can be requested or accessed through the Marketing and Communications page.
PRESENTATIONS

POWERPOINT PRESENTATIONS
Presentation templates are available on the Marketing and Communications website. A pre-designed title slide template and banner system for additional PowerPoint slides provide consistent branding across university PowerPoint presentations. The templates include a background image and fonts. Help in customizing the templates can be requested in the Marketing and Communications Office.
SOCIAL MEDIA

In an effort to make our social media presence more uniform, we have developed some easy-to-follow guidelines to support the overall Judson University branding while allowing each department and organization enough flexibility to express its unique identity. See the Social Media Guidelines for official Judson rules and strategies.

FACEBOOK GUIDELINES

Profile Picture  [Profile Picture Dimensions: 160 pixels x 160 pixels]
Two options for the branded Facebook profile picture are provided.

- **Option 1**: Allows you to use any photo that is consistent with the school/department and represents it without branding. To the left are some examples of how to use this style.

- **Option 2**: Uses the Judson one-color shield with white text in Myriad Pro Bold and all caps as well as a solid colored background (color selection can vary).

Cover Photo  [Cover Photo Dimensions: 851 pixels x 315 pixels]
Two options for the branded Facebook cover photo are provided.

- **Option 1**: Uses our blue background with the full-color Judson logo, a gold separator, and the school/department name on the right in white Myriad Pro Bold, all caps text.

- **Option 2**: Allows the group to use any photo that is consistent with the program offering and also represents the group in an appropriate way without branding. To the left are some examples of how to use this style.

*Graphics have been scaled down*
TWITTER GUIDELINES

Profile Picture  [ Profile Picture Dimensions: 256 pixels x 256 pixels ]
Two options for the branded Facebook profile picture are provided.

- **Option 1**: Allows you to use any photo that is consistent with the school/department and represents it without branding. To the left are some examples of how to use this style.

- **Option 2**: Uses the Judson one-color shield with white text in **Myriad Pro Bold** and ALL CAPS as well as a solid colored background (color selection can vary).

Cover Photo  [ Cover Photo Dimensions: 1500 pixels x 1500 pixels ]
Two options for the branded Facebook cover photo are provided.

- **Option 1**: Uses our blue background with the full-color Judson logo, a gold separator, and the school/department name on the right in white **Myriad Pro Bold**, ALL CAPS text.

- **Option 2**: Allows the group to use any photo that is consistent with the program offering and also represents the group in an appropriate way without branding. To the left are some examples of how to use this style.

INSTAGRAM GUIDELINES

Profile Picture  [ Profile Picture Dimensions: 110 pixels x 110 pixels ]
One option for the branded Instagram profile picture is provided.

- **Option 1**: Uses the Judson University one-color shield as well as a solid colored background (color selection can vary). No text should be used, as the icon is too small for visibility.
EMAIL SIGNATURE

Using consistent email signatures for @JudsonU.edu email accounts is an opportunity to create brand alignment while relaying relevant contact information. In addition, consistent and clear email signatures present a professional appearance for conducting business through email.

Below is what our standard email signature looks like. To copy and paste into your email signature please go to: http://goo.gl/Cfh8N5

Your Name
Your Title
Office: 847-628-xxxx

JUDSON UNIVERSITY

1151 North State Street  |  Elgin, IL 60123  |  JudsonU.edu
Committed to the Student, Spiritual Development, Leadership and Excellence

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Personal message, quote, etc. can go here.
WEB GUIDELINES

Following these guidelines will help cohesiveness of our online brand.

This section contains approved Judson University guides and resources for developing university web pages. It has been prepared to assist web developers with an intermediate knowledge of HTML, javascript, and CSS to create content that matches pages available in the university’s website, and which reflect identity and branding efforts being used across the entire university.
WEBSITE COLORS

When using Judson University's official colors (blue and gold) on the website, make sure you are using the correct color specifications.

**PRIMARY BLUE**
RGB: 0 43 93
#002B5D

**PRIMARY GOLD**
RGB: 211 153 41
#D59926

**BLUE 2 (SECTIONS)**
RGB: 6 26 64
#061A40

**BLUE 3 (SECTIONS)**
RGB: 17 38 77
#11264D

**GRAY (BUTTONS/BOXES)**
RGB: 125 118 124
#7D767C

**GRAY 2 (BOXES/BACK FILL)**
RGB: 244 244 244
#F4F4F4
WEB FONTS

Make sure you are using Judson University’s correct fonts for the web. To get instructions on how these fonts are specifically used on the web, please contact our Web Communications Specialist.

MYRIAD PRO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SOURCE SANS PRO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

LIBERATION SANS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

NIMBUS SANS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HELVETICA NEUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HELVETICA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ARIAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
LOGO USE ON THE WEB

OFFICIAL LOGO
On the web, the official logo must always be used and must adhere to overall guidelines for its use. It is a graphic element; do not include it within narrative text to replace words or attempt to re-create it in any way.

BUFFER ZONE
To protect the logo’s integrity and avoid visual distractions, a minimum amount of space must be maintained between the logo and type or other graphic elements. This buffer zone must match the width of the “J” in the Judson logo; this will allow a proportional buffer zone as the size of the logo increases and decreases.

MINIMUM SIZE
To ensure legibility when using the logo on the web, the Judson logo must be no smaller than a height of 65 pixels.