

BRAND GUIDELINES

COMMUNICATIONS OFFICE

January 2023

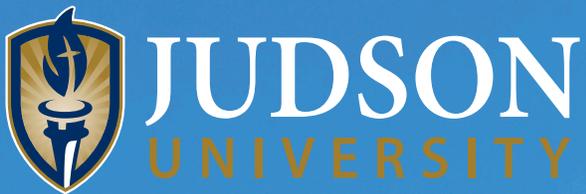


TABLE OF CONTENTS

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.....	52
Apparel.....	56
Photography	60
Electronic Usage	62
Powerpoint Presentation.....	63
Email Signature	64
Social Media	64
Web Style Guide	66
Web Colors.....	67
Web Fonts	68
Logo Use on the Web.....	69

MISSION

Our mission is personal and global.

MISSION

The Church at Work in Higher Education

MISSION STATEMENT

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 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 ASSISTANCE

The Communications Office can assist in the entire project process. Examples of this include but are not limited to; graphic design, technical writing, proofreading, purchasing media, web content and design, electronic communications, and public relations. The more information we have, the more effective we can be with your project.

BEGINNING A PROJECT

To begin your project, please contact the Director of Communications to set-up a meeting.

CAMPUS ANNOUNCEMENT FORM

Campus Announcement Request Form

[JudsonU.edu/AnnouncementsRequest](https://www.judsonu.edu/AnnouncementsRequest)

TYPICAL PROJECT PROCESS

1. A discussion/meeting with the Director of Communications occurs before or after a request is submitted.
2. 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 schedule in the communications office and work begins.
5. When a proof is ready the director of communications 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.

COLOR

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 Communications Office.

OUR JUDSON COLORS

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

PRIMARY PALETTE



SECONDARY PALETTE



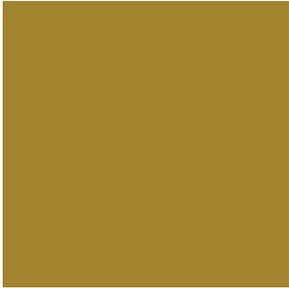
PRIMARY PALETTE

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.



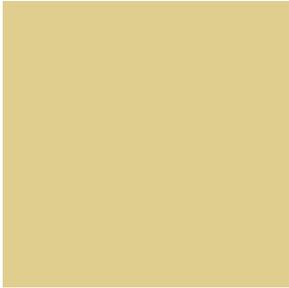
PANTONE SOLID COATED 655

PMS 655 C
CMYK 100 90 37 37
RGB 23 39 81
HEX #172751



PANTONE METALLIC COATED 8641

PMS 8641 C
CMYK 34 43 100 10
RGB 164 131 46
HEX #A4832E



PANTONE SOLID COATED 7402

PMS 7402 C
CMYK 12 15 50 0
RGB 225 206 144
HEX #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 PMS 280 C CMYK 100 72 0 18	RGB 0 73 144 HEX #004990
	PANTONE SOLID COATED 124 PMS 124 C CMYK 7 35 100 0	RGB 237 169 0 HEX #EDA900
	PANTONE SOLID COATED 467 PMS 467 C CMYK 16 25 50 0	RGB 214 186 189 HEX #D6BA8B
	PANTONE SOLID COATED 652 PMS 652 C CMYK 53 32 11 0	RGB 126 154 191 HEX #7E9ABF
	PANTONE SOLID COATED 110 PMS 110 C CMYK 0 12 100 7	RGB 240 202 0 HEX #F0CA00
	PANTONE SOLID COATED 653 PMS 653 C CMYK 87 64 18 3	RGB 52 96 148 HEX #346094
	PANTONE SOLID COATED 429 PMS 429 C CMYK 6 0 0 34	RGB 166 176 183 HEX #96B0B7
	PANTONE SOLID COATED 9 PMS Warm Gray 9 C CMYK 47 47 51 12	RGB 133 119 111 HEX #85776F

TYPOGRAPHY

Typography is one of the easiest and most essential ways to create a consistent visual voice for our brand.

Judson uses 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 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 TYPEFACE

Myriad Pro

SECONDARY TYPEFACE

Minion Pro

DISPLAY TYPEFACE

Aller

JUDSON EAGLES TYPEFACE

EVOGRIA

PRIMARY TYPEFACE

Myriad Pro

Myriad Pro is a sans-serif font primarily used for body copy. It is also 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

JUDSON EAGLES TYPEFACE

Minion Pro

Minion Pro is a serif font 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

DISPLAY TYPEFACE

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

ATHLETICS TYPEFACE

EVOGRIA

Evogria is a sans-serif font that must be used in all caps restricted to Judson Athletics only. It is primarily used for headlines, and it's number system on athletic related material.

EVOGRIA PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

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.

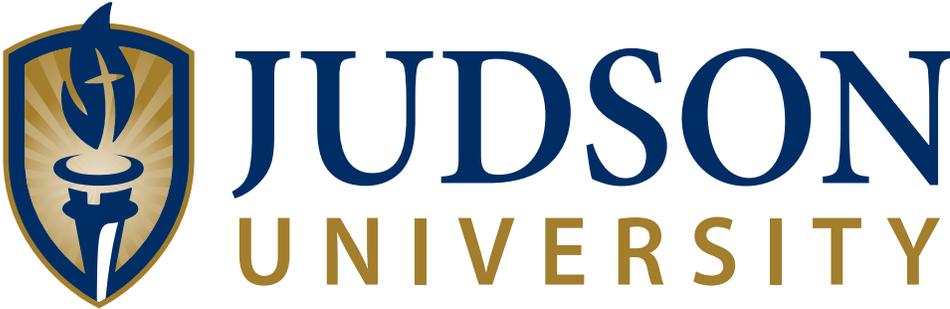
LOGO FONTS

Minion Pro, Myriad Pro

PRIMARY 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.



THE SHIELD

The shield is a crucial aspect of the Judson logo, illustrating our integration of faith and academics. The shield consists of four elements: the flame and torch, representing our commitment to faith and knowledge; the shield, standing for academic excellence; and the radials, signifying Judson's long history as an institute of higher education.

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 is 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.



TERTIARY LOGO

Our tertiary logo is 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.

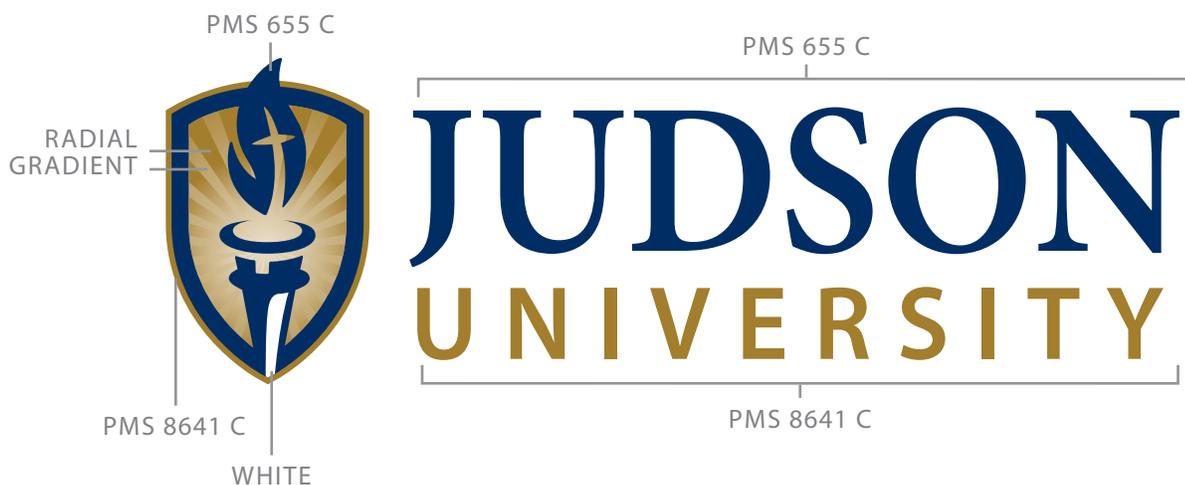
BRAND PROMISE LOGO

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 used. If printing restrictions become an issue, use the simpler one-color version.

ONE-COLOR

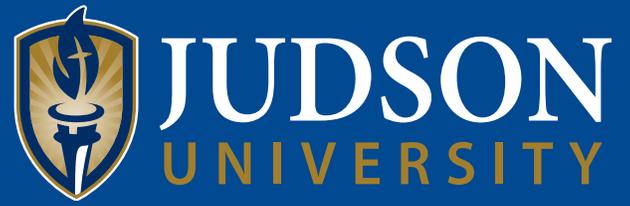
One-color versions of the logo can be any color. They should be used only if printing restrictions demand it.

REVERSED

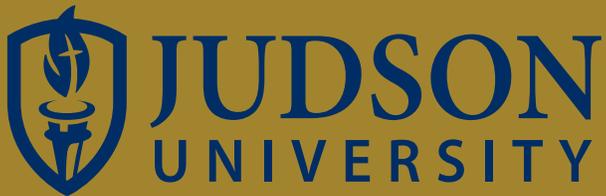
When placing the logo on a colored background, it should be reversed out in one of the ways shown at right. The logo is available with and without a white stroke around the shield.



A) FULL COLOR: PMS 655 + PMS 8641



B) FULL COLOR: REVERSED



C) ONE COLOR: PMS 655 (NAVY)



D) ONE COLOR: PMS 8641 (GOLD)



E) ONE COLOR: BLACK



F) ONE COLOR: WHITE

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.



1.00"



1.25"



1.75"

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 restrictions 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.

OFFICIAL SEAL

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.

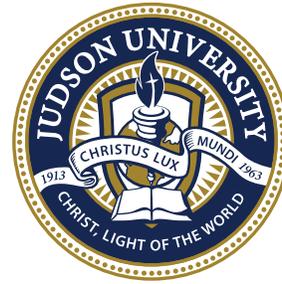
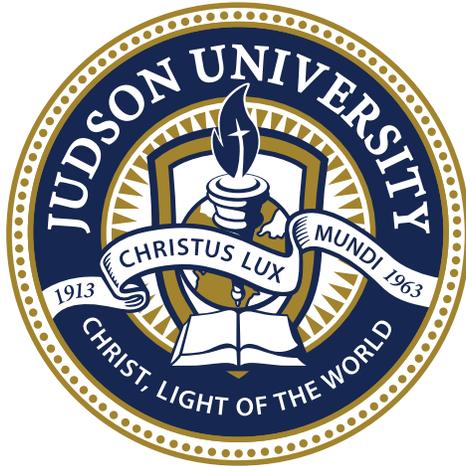
UNACCEPTABLE USE

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

LOGO FONTS

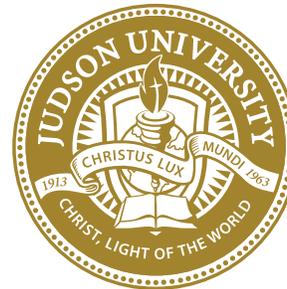
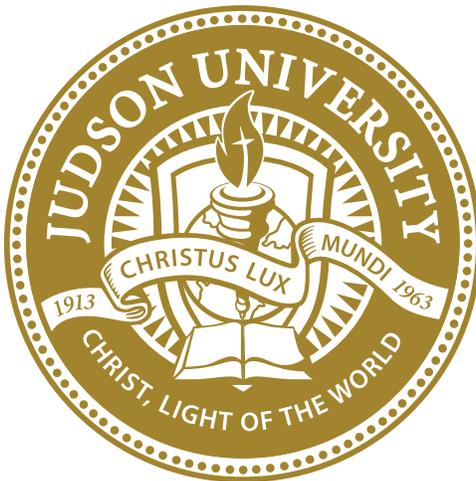
Minion Pro, Myriad Pro

FULL COLOR



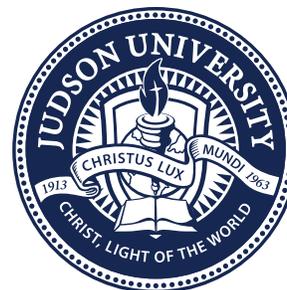
Minimum 1.5"

GOLD



Minimum 1.5"

NAVY



Minimum 1.5"

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. The primary logo is for use in all communication materials and is presented as a stacked design starting from bottom up. Eagles is written in a hand drawn script (with bold outline/stroke) and Judson is in all caps, casting an Eagle Gold shadow. Above the wordmark is the fierce and mighty eagle head with a shield inspired by Judson University's primary logo mark behind it. The horizontal display is only to be used when the primary stacked design is not plausible due to size restrictions.

The two lockups of the logo are equally acceptable—vertical or horizontal—with consistency rules applying throughout a particular communication.

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

Evogria

PRIMARY LOGO – VERTICAL



PRIMARY LOGO – HORIZONTAL



PRIMARY LOGO – VERTICAL – ONE COLOR



PRIMARY LOGO – HORIZONTAL – ONE COLOR



Minimum 1.5"

SECONDARY LOGO – EAGLE HEAD AND SHIELD



Minimum 1.5"

SECONDARY LOGO – WORDMARK



Minimum 1.5"

UNIFORM ELEMENTS – NUMBER SYSTEM

0 1 2 3 4 5 6 7 8 9

0 1 2 3 4 5 6 7 8 9

0 1 2 3 4 5 6 7 8 9

UNIFORM ELEMENTS – CHEST MARK

JUDSON

Eagles

UNIFORM ELEMENTS – HAT MARK

J

E

SUB-BRAND LOGOS

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

[JudsonU.edu/
AnnouncementsRec](https://judsonu.edu/AnnouncementsRec)

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 Communications Office.

LOGO FONTS

Minion Pro, Myriad Pro

MASTERS/GRADUATE PROGRAM LOGOS

MASTERS OF LEADERSHIP IN MINISTRY

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

Logo Fonts – Adobe Garamond Pro

ONE COLOR

MASTER OF LEADERSHIP
IN
MINISTRY

MASTER OF LEADERSHIP
IN
MINISTRY

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

MASTER OF EDUCATION
IN
LITERACY

MASTER OF EDUCATION
IN
LITERACY

Minimum 1.5

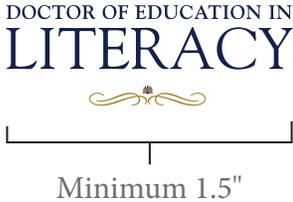
DOCTORAL PROGRAM LOGOS

DOCTOR OF EDUCATION IN LITERACY

The Doctor of Education in Literacy logo should only be used to promote the doctorate program. It should never be substituted for the Judson University logo.

Logo Fonts – Adobe Garamond Pro

FULL COLOR



ONE-COLOR

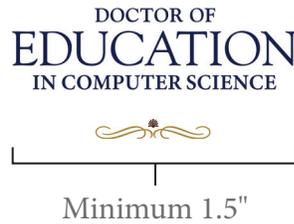


DOCTOR OF EDUCATION IN COMPUTER SCIENCE

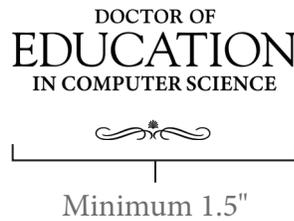
The Doctor of Education in Computer Science logo should only be used to promote the doctorate program. It should never be substituted for the Judson University logo.

Logo Fonts – Adobe Garamond Pro

FULL COLOR



ONE-COLOR

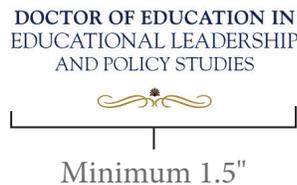


DOCTOR OF EDUCATION IN EDUCATIONAL LEADERSHIP AND POLITICAL STUDIES

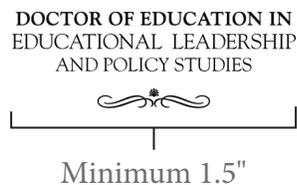
The Doctor of Education in Educational Leadership and Political Studies logo should only be used to promote the doctorate program. It should never be substituted for the Judson University logo.

Logo Fonts – Adobe Garamond Pro

FULL COLOR



ONE-COLOR



RISE PROGRAM LOGO

RISE PROGRAM LOGO

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

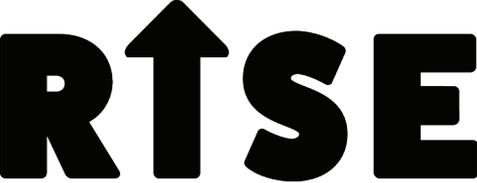
Avoid using the Judson University RiSE Program logo for purposes other than RiSE related materials. The RiSE logo should never be substituted for the Judson University logo.

FULL COLOR



Minimum 1.5"

ONE-COLOR



Minimum 1.5"



Minimum 1.5"

CENTER LOGOS

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 Communications Office and receive appropriate approvals (President, Provost, School Dean Office, Communications Office).
- 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.)
- 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.

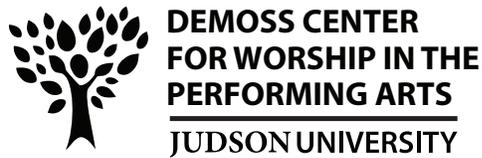
TRADITIONAL

Full Color



Minimum 1.5"

One Color



Minimum 1.5"

STACKED

Full Color



One Color



Minimum
0.95"



Minimum
0.95"



ADDITIONAL LOGOS

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 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.

FULL COLOR



ONE-COLOR



ORGANIZATION LOGOS

JUDSON STUDENT ORGANIZATION (JSO)

The JSO logo should only appear on JSO related social media pages and print materials. It should never be substituted for the official Judson University logo.

FULL-COLOR



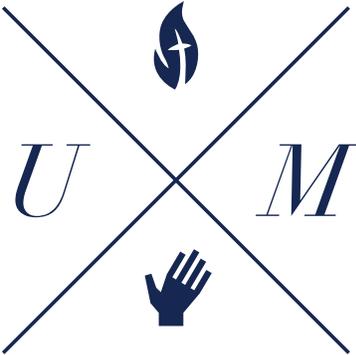
ONE-COLOR



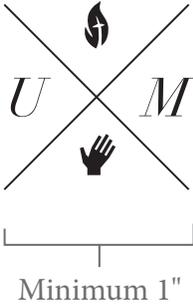
UNIVERSITY MINISTRIES (UM)

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

FULL-COLOR



ONE-COLOR



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. It should never be substituted for the official Judson logo.

FULL-COLOR



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



Minimum 1.5"

GOLD



Minimum 1.5"

NAVY



Minimum 1.5"

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

FULL COLOR



GOLD



NAVY



HOMEcomings & FAMILY WEEKEND LOGO

Homecoming and Family Weekend logo should only be used to promote the annual Homecoming & Family Weekend event. Homecoming and Family Weekend logo should never be substituted for the Judson University logo.

Logo Fonts – Myriad Pro, Built Titling

FULL COLOR



GOLD



NAVY



CAMPUS SIGNAGE

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 Communications Office. The office can also be consulted to assist with the development of any new interior sign systems.

INDOOR CAMPUS SIGNAGE

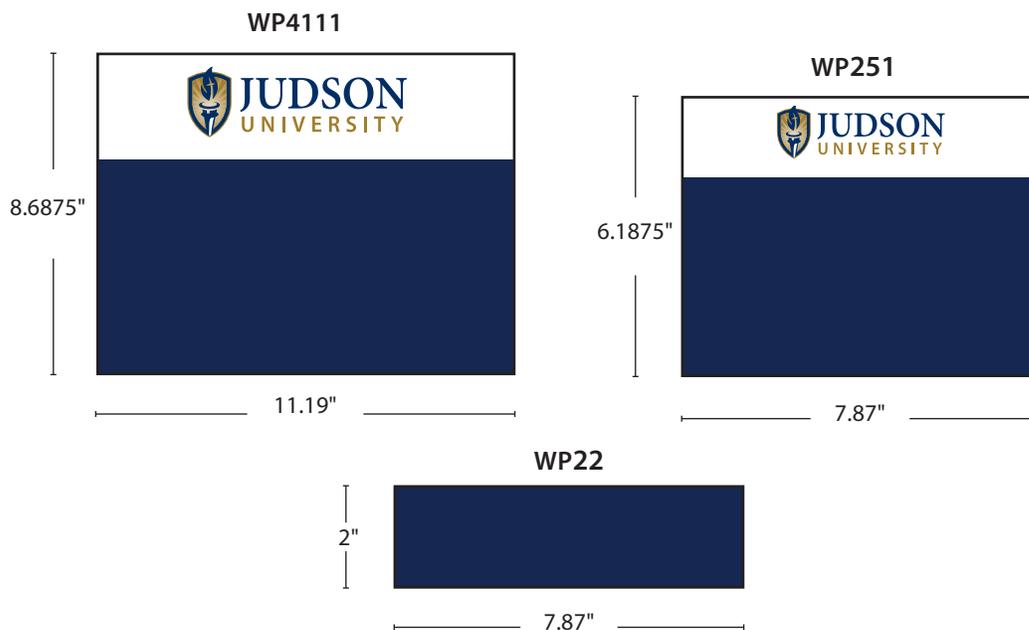
Judson University orders its indoor signs from SignPro Systems. Look through the SignPro Systems handbook at signmakershandbook.com to order the correct dimensions as indicated on the following pages.

If a template is needed for classroom/office signage, contact the Communications Office.



OFFICE/CLASSROOM SIGNS

The office/classroom signs are ordered from the Curved Left-to-Right wall signs section. Only use the sizes listed below. Please contact the Communications Office for approval.

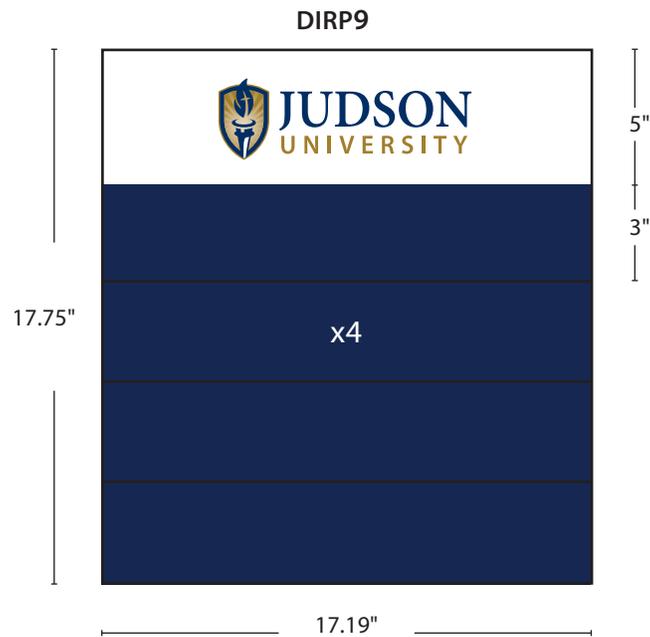


SAMPLE USE



DIRECTORY SIGNS

The directory signs are ordered from the Curved DIRP Series Portrait directories section. Only use the sizes listed below. Please contact the Communications Office for approval.



SAMPLE USE



APPAREL

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 Communications Office prior to production.

Judson community members can visit the Judson Spirit Store to purchase professional branded apparel. Many of Judson's athletic teams hold fundraising sales of team branded apparel. Contact the Athletic Office to see if any team apparel is on sale through a fundraising effort.

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:



ATHLETICS IDENTITY

The following logos are recommended for apparel usage:



Requirements for use:

1. Apparel may feature approved-only color selections.
The color variants are any combination of the following: Navy, gold, or white
2. Each apparel product's features, style and quality vary. It is recommended that you consult with the communications 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 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 the Communications Department. This 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 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 Communications Office and we will be happy to help you out. Please be sure to specify file type needed.

PHOTOGRAPHY

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 strives to showcase photos using ACTUAL students, faculty and administrators, rather than stock photography.

Contact the 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.

OUR PHOTOGRAPHY



PEOPLE

We want our images to show student engagement with their academic and social experience here. We also want viewers to envision themselves on campus.



ACADEMICS

These images should go beyond shots of people studying. It's also important to show that sometimes learning happens outside of the classroom.



FAITH AND SERVICE

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.



COMMUNITY

Images should show the diverse and unique community found between students, as well as faculty and staff.



ATHLETICS

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.



EVENTS

Images should showcase the event ambiance and highlight speakers and attendance experience.

ELECTRONIC USAGE

The following pre-set elements have been developed to support the overall Judson brand guidelines. These templates can be requested or accessed through the Communications page.

PRESENTATIONS

POWERPOINT PRESENTATIONS

Presentation templates are available on the 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 Communications Office.



FONTS

YOU WILL NEED TO INSTALL FONTS TO USE THIS TEMPLATE

- > Go to Judson's Marketing and Communications page
- > Download the Myriad Pro font
- > You may need to close PowerPoint and re-open in order to access the font.
- > All templates themes include this brand font



THIS POWERPOINT THEME

- > A Judson color palette is built into this theme.
- > There are three layout styles and three designs in this theme: Blue, Gold and White



BRAND STATEMENT

SHAPING LIVES THAT SHAPE THE WORLD

- > We shape the lives of our students through our **commitment to individual**. Students receive direct contact with professors in small classes as well as a culture of connection between professors and students outside class. This connection prepares students to change their world one life at a time.
- > 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.
- > We shape the lives of our students through our **commitment to leadership**. Students are 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 into the communities where they make their adult lives.
- > We shape the lives of our students by our **commitment to excellence**. This cultivates an environment in which excellence in all fields of endeavor is motivated by a life of faith.



EMAIL SIGNATURE

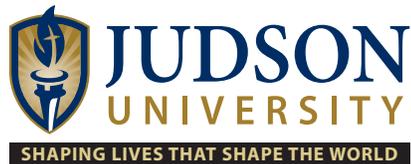
Using consistent email signatures for @JudsonU.edu email accounts is an opportunity to create brand alignment while relaying relevant contact information. In addition, consistent and clear email signatures present a professional appearance for conducting business through email.

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



1151 North State Street | Elgin, IL 60123 | JudsonU.edu

Committed to the Student, Spiritual Development, Leadership and Excellence

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
HEX #002B5D



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



PRIMARY GOLD
RGB 211 153 41
HEX #D59926



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



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



GRAY 2 (BOXES/BACK FILL)
RGB 244 244 244
HEX #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 the communications office.

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

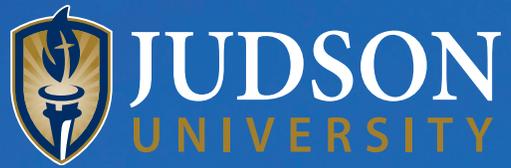
On the web, the official logo must always be used and must adhere to overall guidelines for its use. It is a graphic element; do not include it within narrative text to replace words or attempt to re-create it in any way.

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.



1151 N. STATE STREET
ELGIN, IL 60123

JUDSONU.EDU