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Since our founding in 1899, students from all walks of life have come to Southern Nazarene University to build character, shape culture and serve Christ. In turn, these people have touched thousands more lives in careers, churches and communities throughout the world.

In both word and deed, our faculty, alumni, staff, administrators and students do the most to communicate what makes Southern Nazarene University special. Yet as we share our message with other audiences—including prospective students, parents, alumni, churches, the local community and the greater church community—it’s important that the print and interactive communications we produce also reflect our values and the quality of an SNU education.

This manual contains specific guidelines and examples for creating and designing high-quality communications on behalf of SNU. These guidelines, covering topics from the use of our visual identity to obtaining electronic files and camera-ready art, are easy to follow and will help make your communication efforts easy, attractive and effective.

If you have any questions regarding use of the visual identity or the development of your communications, please contact the Office of Communications and Marketing at 491.6600.
The Southern Nazarene University visual identity consists of several different elements, described below.

**Note:** Because the elements of the Southern Nazarene University identity have been carefully crafted, only camera-ready artwork or officially supplied electronic files of the identity should be used, unless otherwise indicated. Any attempt to recreate or “cut and paste” the art, letter forms, spacing or styling of the identity in desktop publishing will result in inconsistencies and/or loss of quality that will compromise the integrity of the identity.

For more information on using the correct color combinations with each of these elements, see page 5.

**WORDMARK**

The wordmark (figure 1) is the rendering of the university’s name in our distinctive typeface—an upper- and lower-case version of the serif typeface ITC Fenice Light. This classic treatment, coupled with the usage of the institution’s full name (as opposed to the abbreviated “SNU”), emphasizes the high quality of a Southern Nazarene University education.

**TAGLINE**

Southern Nazarene University’s institutional tagline (figure 2) is “Character | Culture | Christ”. In the University’s visual identity, the tagline should always be rendered in Helvetica Neue Bold Condensed, centered beneath the wordmark.

Though there are instances where the wordmark may be used without the tagline, we discourage use of the tagline as a design element apart from the wordmark. Its use would only be appropriate with the approval of the Office of University Advancement.

Please note that admission-specific themes or taglines, such as “Within You,” are to be used only by the Admission Office and other college offices, as assigned, in support of admission activities. For more information about the distinctions between admission and institutional taglines and colors, see pages 20-22.
ADDITIONAL IDENTIFIERS

If you wish to incorporate the name of a particular center, program or department into the visual identity, that name should be rendered in Helvetica Neue Bold Condensed, all caps, and centered above the University wordmark (figure 3).

There may also be instances, particularly in formal communications, where it will be appropriate to use the University seal in conjunction with the wordmark. In those cases, the seal should be centered directly above the wordmark, as illustrated in figure 4.

USING THE INSTITUTIONAL ACRONYM

The acronym “SNU” (figure 5) is an informal institutional identifier whose use should be restricted to communications targeted primarily toward internal audiences. Appropriate uses might include apparel, mugs and other merchandise. As a reminder, our acronym, while a convenient shorthand for us, means little to the external audiences who know nothing of us.

In no cases should the University's name be shortened to “Southern” or “Southern Nazarene.”
SIGNATURE

A “signature” is a logo- or wordmark plus contact information for the University or for an individual, department or office. Typically, the signature will include the following elements, in this order: postal address, phone and fax numbers, e-mail address and Web site URL (figure 6). Signatures are used when specific contact information is necessary, as on brochures and informational or fundraising pieces.

Unlike the rest of the visual identity, a signature may be created or modified, always using the Helvetica Neue Condensed typeface. To create a new signature file, begin with an existing electronic file suitable to the application desired (business card, brochure, etc.). Then open the file and change the relevant information, paying careful attention to the style shown here.

If you wish to identify a particular program, center or department within the body of the signature, include this name, rendered in all caps, on a separate line preceding the postal address (figure 7).

USING A SIGNATURE AS A RETURN ADDRESS

When the signature is used as a return address (on an envelope or self-mailing brochure), use the version shown in figure 8 to conform with postal regulations.
COLOR PALETTE

Southern Nazarene University’s primary institutional color is Pantone 201. Other color options include Gray, Pantone 139, and black. Using these official colors without deviations or substitutes will contribute substantially to an attractive, widely recognized image for the University.

These colors can be built as follows:

<table>
<thead>
<tr>
<th>Color</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>SNU Crimson</td>
<td>7</td>
<td>100</td>
<td>65</td>
<td>2</td>
</tr>
<tr>
<td>Gray</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>50</td>
</tr>
<tr>
<td>Black</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>Gold</td>
<td>0</td>
<td>37</td>
<td>100</td>
<td>23</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color</th>
<th>R</th>
<th>G</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>SNU Crimson</td>
<td>162</td>
<td>11</td>
<td>53</td>
</tr>
<tr>
<td>SNU Gold</td>
<td>192</td>
<td>125</td>
<td>25</td>
</tr>
</tbody>
</table>

* PMS and PANTONE are registered trademarks of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE color standards.
To build Southern Nazarene University's institutional colors on the Web, use the following Web hex color codes.

<table>
<thead>
<tr>
<th>WEB HEX COLOR CODES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Crimson</td>
</tr>
<tr>
<td>Light Crimson</td>
</tr>
<tr>
<td>Gray</td>
</tr>
<tr>
<td>Black</td>
</tr>
</tbody>
</table>
**ONE-COLOR PRODUCTION**

For pieces using only one color, there are two options for the treatment of the wordmark and logomark:

- Black, 100 percent coverage (*figure 9*)
- Reverse, 100 percent coverage (*figure 10*)

**TWO-COLOR AND CMYK PRODUCTION**

When producing the logomark in two or more colors, the wordmark should be PMS 201 and the tagline should be black (*figure 11*). These colors should not be reversed.

When using process colors, use the combinations outlined on the previous page.

For information about the proper colors for the college seal, see page 10.

* PMS and PANTONE are registered trademarks of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE color standards.*
HOT-STAMPING AND EMBossING

The use of special treatments, such as foil hot-stamping and embossing, can add elegance and appeal to our visual identity.

For hot-stamping and embossing, appropriate colors are Gold, Black and Crimson. The guidelines (listed on page 5) for the choices and combinations of colors still apply (figure 12).

In addition to color embossing, blind embossing (in which no color is added) is also acceptable. The minimum size for embossing is 3” (figure 13).

REVERSES

If sufficient clarity and resolution are possible, the logomark may be reversed out of a dark, solid background. Use caution on variegated backgrounds (figure 14); in some cases, it may be advisable to choose the wordmark over the logomark.
MINIMUM SIZES

To ensure legibility, the minimum size for reproducing our logomark is 1.5” (figure 15).

When a smaller identifier is desirable, use the wordmark only. The minimum size for reproducing our wordmark is 1.25” (figure 16).

WEB-SAFE MINIMUM SIZE

When included on a Web page, the wordmark or logomark should appear no less than 2” (figure 17).

PLACING THE LOGOMARK

When placing the logomark, it’s important to maintain sufficient “white space” around the image to enable it to stand out and be noticed. Always use a space equivalent to the height of the logo’s capital “S” in “Southern” around the logomark on every side. This active area should remain free of other visual elements or page trim (figure 18).

MAINTAINING CORRECT PROPORTIONS WITHIN THE LOGOMARK

The figure below uses the “S”-space measure to show correct proportions and relative placements of the elements of the logomark. Always use camera-ready art or approved electronic files of the logomark. This information is provided to increase your understanding of the logomark’s construction.

Exceptions to the "S"-rule are identified on page 3. These include the University seal and center, program or department names. All other visual elements should adhere to the "S"-space measure.
THE UNIVERSITY SEAL

The University seal is acceptable for use on some printed communications, but should be limited to uses that communicate dignity, formality and sophistication. Acceptable uses would include formal invitations, citations and awards, diplomas, transcripts, and elegant gifts or mementos for alumni and donors. Unacceptable uses would include t-shirts, informal communications and everyday bookstore merchandise.

Before using the University seal in your communications efforts, please gain approval from the Office of Communications and Marketing (491.6600).

The three color options for the seal are all black, all PMS 8642 or all PMS 201. Size and application will dictate which form of the color-and-color seal will be preferable.

To ensure legibility, the minimum size for reproducing our seal is 1" (figure 20).

*Hot stamping and embossing options apply. See page 8 for guidelines.*

*Figure 4 on page 3 identifies use of the seal with the wordmark.*
THE ATHLETIC LOGO

These athletic logos (figures 21 and 22) are acceptable for all athletic-related material as directed by the athletic department. Any use of these logos by other areas of the college must be approved by the athletic director.
The wordmark should never appear at less than 1.25". The logomark should never appear at less than 1.5".

Please refer to pages 5-7 for complete guidelines on correct color usage.

The colors for the elements of the visual identity should not deviate from the official choices specified on page 7.

The visual identity includes the words “Southern Nazarene University” and should not be abbreviated or truncated.

The elements of the visual identity should not be rearranged in any way.

No other graphic should ever replace the tagline in the logomark.
STRETCHED

The visual identity should not be stretched or distorted from its original proportions.

FORMER VERSIONS OF THE VISUAL IDENTITY

Also unacceptable are any former versions of our wordmark, logomark or seal, including those above.

INCORRECT REVERSE

To reverse out of a photo or illustration, the area chosen for the reverse should be as dark and solid as possible, avoiding patterns that could make reading difficult.

THE VISUAL IDENTITY IN CONJUNCTION WITH PROGRAM NAMES AND LOGOS

When using the name of an SNU center or program, do not deviate from the guidelines established on page 3.

WITH ADMISSION TAGLINE

The visual identity should not incorporate current or future taglines developed specifically for use by the Office of Admissions.
Typography plays a major role in the visual continuity of Southern Nazarene University communications. Proper implementation of fonts helps ensure the consistency of design and messages, as well as the legibility of type across communications.

New Caledonia and Helvetica Neue are Southern Nazarene University’s preferred institutional fonts for publications and in marketing materials. If New Caledonia and Helvetica Neue are not available, Times New Roman or Helvetica may be substituted.

For official correspondence, such as letters or memos, Times New Roman and Helvetica are the preferred fonts. There are no established rules for using the serif option (Times New Roman) or the sans serif option (Helvetica). However, serifs tend to be more formal and easier to read, so Times New Roman would be the advisable choice for pieces that contain large amounts of copy.
Having invested extensively in photography that appealingly represents Southern Nazarene University, we encourage the SNU community to make use of our institutional photo library. Yet we would also note that not all images in the library are appropriate in all contexts. It is important that the photos we choose reflect the values, character and “brand” of the University. In addition, it is imperative that we showcase the diversity of our programs and students; re-using the same photographs consistently will not serve this purpose.

For this reason, we do not give wholesale access to the entire photo library. If you would like to use one of the images from the library, please contact the Office of Communications and Marketing at 491.6600.
DIGITAL ART AND GLOSSARY OF FILE NAMES

Acquiring camera-ready art and electronic files
Please contact the Office of Communications and Marketing at 491.6600 to receive camera-ready artwork or EPS and TIFF electronic files of the Southern Nazarene University visual identity in its various forms.

TIFFs, GIFs and other Electronic Formats
Whether you are working on a Web site or creating a disk for print publication, you will be working with electronic files of the visual identity. The following information will help you choose the correct electronic format.

In general, keep in mind that, while GIF files can be used in various application programs, EPS or TIFF files are preferred for non-Web applications.

EPS Files
These may be scaled at virtually any size without image degradation. Keep in mind that in order for these files to print clearly, they need to be imaged on true postscript-capable printers.

TIFF Files
TIFF files may not be scaled up (they can’t be used in sizes larger than their original dimensions) but they may be reduced (or scaled down). Results from scaling TIFF files should be superior to those of scaling GIF files.

GIF Files
GIF files may seem to work effectively when placed and used in MS Office applications (such as Microsoft Word) but they are not recommended when scaling or resizing of the visual identity is necessary. Scaling or resizing GIF files after placing them into such a program at their actual size can cause the image quality to degrade immediately and substantially. GIF stands for Graphics Interchange Format.

JPEG Files
A JPEG file is a format commonly used for e-mailing photographs and certain other images, or for displaying them on Web applications. Quality may vary, although it is possible to obtain a very high degree of resolution using the JPEG format. JPEG stands for Joint Photographic Experts Group.

PDF Files
Another tool for electronic transmission of date is the PDF, or Portable Document Format. This software from Adobe Acrobat makes it possible to view or print files across platforms (Windows to Mac OS, for example), and allows recipients to see the file as it was created to appear, rather than in a modified format.
RECOMMENDATIONS FOR ONLINE CONTENT

We take great pride in the Southern Nazarene University Web site (figure 23). Often, our site is the first point of contact for audiences, particularly prospective students, that would like to learn more about SNU. As such, we do our best to offer content and design that are interesting to audiences and appropriate within the University’s larger communications efforts.

We also recognize that the SNU Web site is a powerful tool for your office or department to reach internal and external audiences. Efficiency and ease of use make Web publishing ideal for communicating directly with audiences, but they also make ensuring the integrity of our visual identity increasingly difficult.

As you continue to develop your online presence, we ask that you work with SNU’s Office of Communications and Marketing (491.6600). In addition to helping preserve the integrity of the Southern Nazarene University visual identity in all of its forms, our experience and Web publishing tools may prove beneficial, introducing you to new online opportunities.
**LETTERHEAD**

Southern Nazarene University’s official stationery system includes letterhead, envelopes and business cards (figures 24-26). To ensure quality and consistency, these should be ordered from the Office of Communications and Marketing (491.6600). Do not attempt to create letterhead, envelopes or business cards on your own.

When drafting correspondence on SNU’s letterhead, the preferred font is Times New Roman, 11 pt. To maintain proper balance in regard to our wordmark and signature, we also ask that you follow the margin guidelines illustrated in figure 24.

**ENVELOPE**

When addressing business-size envelopes, please place the addressee's name according to the guidelines illustrated in figure 25.
GLOSSARY

**Business Reply Mail**—Special envelopes or cards that are pre-coded and pre-posted; designed to obtain a quick, hassle-free response from the reader of the publication.

**Camera-ready Art**—High-resolution type, artwork, or graphic materials that are ready to be scanned and printed.

**Electronic Files**—Computer-generated, electronically saved files of artwork that can be placed directly into documents that are being created in desktop publishing programs (e.g. TIFF, GIF, EPS or JPEG).

**Four-color Process**—A printing term referring to the process by which any color may be achieved by combining the four basic colors of ink (magenta, cyan, yellow and black). See also PROCESS COLORS.

**Kerning**—The process of adjusting the inter-letter spacing between two letters.

**Leading**—The distance, in points, from one line of copy to the next.

**PANTONE Matching System® (PMS)**—A registered trade name for a widely used system of color-matching ink used in printing.

**Point**—A measurement used to designate type size, one point approximating 1/72 of an inch.

**Process Colors**—In printing, the subtractive primaries: magenta, yellow and cyan. Includes black in four-color process.

**Reverse**—Artwork or type that appears as the color of the paper on which it is printed as a result of being dropped out of a dark background.

**Sans Serif**—A typeface that contains no serifs, or “feet,” on the ends of its characters.

**Screen**—A version of an image produced with only a percentage of the ink used in the original image. Also referred to as a screen tint.

**Serif**—Lines that cross or project from the ends of characters in a typeface, sometimes referred to as “feet.”

**Signature**—For the purposes of this guide, signature refers to the logo- or wordmark combined with the address, phone numbers and/or other SNU contact information.

**Solid**—Any portion of a publication printed at 100 percent of a given color.

**Tagline**—A short phrase or sentence that further identifies the mission or programs of an individual, company or organization. “Character | Culture | Christ” is Southern Nazarene University’s institutional tagline.

**Two-color Printing**—A process by which a publication is printed in only two colors, usually a choice of any two PANTONE colors or one PANTONE color and black.

**Wordmark**—For the purposes of this guide, wordmark refers to the name “Southern Nazarene University” rendered in our distinctive ITC Fenice Light typeface.
Charged with attracting the students who sustain SNU, the Admission Office operates under a modified set of visual standards that change with each new admission campaign. These standards are to be used only by the Admission Office, unless approved by the Office of University Advancement.

**ADMISSION THEME AND INSTITUTIONAL TAGLINE**

An admission campaign theme and institutional tagline or motto should each support, rather than contradict, SNU’s key messages and distinctive features, yet each is separate and distinct.

“Within you” is the current admission campaign theme (*figure 27*). Although it can be used across campus when appropriate, “Within you” is intended to be temporary. After it has run its course, it will be replaced with a new admission theme, which will eventually give way to the next admission theme, and so on.

“Character | Culture | Christ” (*figure 28*) is SNU’s permanent tagline, a lasting descriptor of the Southern Nazarene University experience. To put it simply, admission themes come and go, but “Character | Culture | Christ” remains.

**PHOTOGRAPHY**

As noted on page 15, care should be taken in selecting photos for recruitment communications. Our photography should represent the mission and values of SNU. In addition, as a campus, we need to ensure that we are making full use of our photo library, to prevent overuse of the same handful of images. For assistance in accessing our photo library, please contact the Office of Communications and Marketing at 491.6600.
COLOR PALETTE

The expanded color palette—used only in admission materials—includes the institutional colors outlined on page 5, as well as several secondary and accent colors.

The expanded color palette can be built as follows:

<table>
<thead>
<tr>
<th>Color Palette</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
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<tbody>
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<td>Pantone 287</td>
<td>100</td>
<td>68</td>
<td>0</td>
<td>12</td>
</tr>
<tr>
<td>Pantone 2985</td>
<td>60</td>
<td>0</td>
<td>40</td>
<td>0</td>
</tr>
<tr>
<td>Pantone 137</td>
<td>0</td>
<td>38</td>
<td>95</td>
<td>7</td>
</tr>
<tr>
<td>Pantone WG6</td>
<td>11</td>
<td>16</td>
<td>18</td>
<td>32</td>
</tr>
<tr>
<td>Pantone 668</td>
<td>74</td>
<td>73</td>
<td>7</td>
<td>20</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color Palette</th>
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<td>148</td>
</tr>
<tr>
<td>Pantone 668</td>
<td>78</td>
<td>74</td>
<td>133</td>
</tr>
</tbody>
</table>
DESIGN

From letterhead to print collateral to Web design, admission-related materials may augment institutional designs to better resonate with prospective students. For example, typefaces, photo cropping, and use of color and space may reflect a youthful tone to appeal to the primary audience.

SNU also employs several design elements specific to Admission-related communications. These include ivy artwork (an allusion to our commencement tradition), “ray” artwork adapted from the University seal, (symbolizing the light of knowledge through Christ) and a shield graphic (also adapted from the University seal). Although similar in appearance, the SNU shield and seal are two distinct and separate graphic elements. In most situations requiring a graphic element, the shield artwork is preferred. For guidelines regarding proper use of the seal, see page 10.

A general note about usage of these design motifs: These visual elements have been developed for specific audiences and purposes. In most cases, using these elements outside of student recruitment contexts is inappropriate. Exceptions might include a t-shirt that is given to all prospective students who visit campus or to all new students attending orientation. The University Web site, which includes prospective students among its primary audiences, may also make use of these motifs. In all other cases, these elements are best left off of apparel and merchandise, so that we can promote the overall institutional “brand” through consistent and sustained usage of our University identity.