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## *Branding Style Guide*

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## INTRODUCTION | The importance of visual guidelines

Corban University strives to send clear messages—written and visual—to our external audiences.

This visual style guide was created to help the university develop a consistent and positive brand message through printed and online publications. Working together, we can accurately portray Corban University as an institution that offers a high-quality, Christ-centered education to its students.

For additional information, questions, or further assistance using this guide, please contact the Office of Marketing & Communications.

*This university branding style guide can be found online at [www.corban.edu/communications/policies.html](http://www.corban.edu/communications/policies.html)*

Steve Hunt  
Vice President for Marketing

**COLOR** | Primary palette



**Navy blue**

*Pantone 282*

*Process formula:*

*100 cyan  
68 magenta  
0 yellow  
54 black*

*RGB:*

*0, 45, 98*

*Hexidecimal (web):*

*#002d62*



**Gold yellow**

*Pantone 130*

*Process formula:*

*4 cyan  
36 magenta  
100 yellow  
0 black*

*RGB:*

*241, 170, 30*

*Hexidecimal (web):*

*#f1aale*



**Gray**

*Pantone 877*

*Process formula:*

*51 cyan  
40 magenta  
39 yellow  
4 black*

*RGB:*

*132, 136, 139*

*Hexidecimal (web):*

*#84888b*

## TYPEFACES

Visage light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$\$%^&\*

*Visage light italic*

Visage book *Visage book italic*

Visage medium *Visage medium italic*

**Visage bold** ***Visage bold italic***

Uses: Official serif body font for letters, forms, etc.

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Frutiger light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$\$%^&\*

*Frutiger light italic*

Frutiger roman *Frutiger italic*

**Frutiger bold** ***Frutiger bold italic***

Uses: Official sans-serif font for brochures, fliers, postcards, marketing materials, etc.

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Calibri

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$\$%^&\*

*Calibri italic*

**Calibri bold** ***Calibri bold italic***

Uses: Official font for electronic communication (email, blogs, etc.)

## THE UNIVERSITY LOGO



Stacked version



Horizontal version

The Corban University logo is the officially recognized marketing symbol of the university. It is inspired by Corban's mission to educate Christians to make a difference in the world for Jesus Christ.

The components of the logo are a shield containing the stylized letters C and U. The path through the middle of the shield represents the journey of all Christians through life and also completes the cross that represents Christ. The university name is set in Visage typeface. The logo can be used either stacked or horizontal, with or without motto (see pg. 8).

Any publication intended for viewing by an audience outside Corban University must display the logo with attention to the guidelines in this document.

The university logo, seal (see pg. 12) and athletic marks (see pg. 13) are the only marks approved for official university business conducted with internal and external audiences.

**THE UNIVERSITY LOGO | Color variations**

**Blue**

Spot color: PMS 282  
Process: 100c 68m 0y 54k



**Black**



**Two color**

Spot colors: PMS 282, PMS 130  
Process (blue): 100c 68m 0y 54k  
Process (gold): 4c 36m 100y 0k



**White (reversed)**



**White (reversed) with Gold**

Spot color: PMS 130  
Process (gold): 4c 36m 100y 0k



THE UNIVERSITY LOGO | Motto



Stacked version

*Dedicating Heart and Mind to God*



Horizontal version

*Dedicating Heart and Mind to God*

Corban University's distinction is relationship—student to student and faculty to student. The members of the Corban community are here to help new students succeed. Our motto, *Dedicating Heart and Mind to God*, is a very real part of our process.



THE UNIVERSITY LOGO | School logos



When a school-specific logo is needed, the name of the school replaces the word *University* in the logo in Visage small caps as shown. Do not attempt to recreate these logos by replacing *University* with the school name. The typeface is specifically designed for each school.

The stacked version of the logo is preferred in this format.



## THE UNIVERSITY LOGO | Unacceptable use

### Ratio imbalance

*Aspect ration of symbol and text should not be changed (Hint: hold down the shift key).*



### Typeface substitution

*Do not attempt to retype the words in the logo or use a different typeface. The Visage typeface is part of the logo. Do not add additional text to the logo for a department or event. For department or event specific logos, please contact the Office of Marketing & Communications.*



### Separating logo elements

*The elements of the logo, the shield and typeface, should not be separated or transposed. In special circumstances, by permission only, the shield may be used by itself apart from the typeface. The typeface should never be used alone.*



## THE UNIVERSITY LOGO | Unacceptable use

### Size imbalance

*Do not make the logo too large or too small. The logo should be no larger than 25% (width and/or height) of the page space and no smaller than 1.5" wide for the horizontal logo and 1" wide for the stacked logo.*



Too Small



Too Large

### Exceptions

*When using the shield as a design element, apart from the typeface to complement a layout, it can be made larger or smaller than the specified measurements above. The shield may only be used by itself under special circumstances with permission and approval from the Office of Marketing & Communications.*

## THE UNIVERSITY SEAL



The official seal is the formal identifier of the university. Origin of the design dates back to 1994 when it was designed to be the marketing logo for Western Baptist College. The seal has retained its design with minor artistic alterations because of the name change to Corban College in 2005, and again in 2010 to Corban University.

The seal contains a shield with four symbols. Each reflects an aspect of our mission: The Bible as our core authority; the Star of David and cross symbolizing our Judeo/Christian history; the lamp of learning; and the globe/path symbolizing the Great Commission and our global mission.

Publications displaying the seal reflect the endorsement by the Board of Trustees, Office of the President and the Office of the Provost. Examples for use are: diplomas, commencement programs, presidential inaugurations, items reflecting a historical/traditional, academic emphasis. Electronic files of the seal are available through the Office of Marketing & Communications. Usage must be limited to the examples listed above. Other usages may be clarified by contacting the Office of Marketing & Communications.

## ATHLETICS LOGOS



Corban sports teams are highly visible representations of our university brand. Just as the consistent use of the Corban logo (shield and typeface combination) on university publications is important in building a strong brand, the consistent use of approved athletics marks on publications, letters, and uniforms is vital in projecting a strong unified image for the athletics department.

Above are a few examples of several popular options of athletic marks. Please refer to the *Corban Athletics Branding & Identity Manual* for a complete guide of approved options and color variations for athletic marks, available in the Office of Marketing & Communications, Office of Athletic Activities, or online ([www.corban.edu/communications/Athletic\\_Branding\\_Guide.pdf](http://www.corban.edu/communications/Athletic_Branding_Guide.pdf)).

Corban maintains a contractual licensing agreement with Varsity Mascot Co. for all garment printing. For questions or service, contact the Office of Marketing & Communications at 503-375-7591 or Varsity Mascot Co. at 503-370-9377 / [larissa@varsitymascot.com](mailto:larissa@varsitymascot.com).

**Klavika Basic Bold**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890!@#\$%^&\***

***Klavika Basic Bold Italic***

*Klavika Basic Light Klavika Basic Light Italic*

*Klavika Basic Regular Klavika Basic Regular Italic*

*Klavika Basic Medium Klavika Basic Medium Italic*

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Klavika is the official typeface of Corban University athletics. It may be used in combination with the other institutional typefaces (see pg. 5).

## UNIVERSITY BUSINESS PIECES

*All business pieces must be produced by the M&C office. For service, call 503-375-7157.*




**Office of the President**  
5000 Deer Park Drive SE  
Salem, Oregon 97317-9392  
Address Service Requested

**Office of the President**

5000 Deer Park Drive SE, Salem, OR 97317 direct 503.375.7000 fax 503.585.4316 president@corban.edu www.corban.edu

## UNIVERSITY BUSINESS PIECES | Guidelines for letterhead use



**CORBAN**  
UNIVERSITY  
*Dedicating Heart and Mind to God*

1 in.

2 in.

1 in.

**Margins**

The margins are 1 inch on the left, right and bottom, and two inches on the top. For second sheets, margins are the same except top: 1.25 in.

**Fonts**

Our official institutional typeface is Visage. When it isn't available or preferable for a particular format/document, use the following guidelines:

*For serif typefaces:*

Option 1: Visage Light — 12 point size, 14 line space

Option 2: Times New Roman — 12 point size, 14 line space

*For sans serif typefaces:*


Option 1: Frutiger Light — 11 point size, 13 line space

Option 2: Calibri — 11 point size, 13 line space

Option 3: Arial — 11 point size, 13 line space

**Fold**

Use an accordion fold when putting letters into envelopes. This method is most efficient for folding, unfolding, and ensuring that the logo and salutation present themselves immediately to the recipient.



**Personalization**

Letterhead can be produced for offices, departments or personal use (a supervisor must approve personal letterhead). The footer of the letterhead contains this personalized information.

Office of the President

5000 Deer Park Drive SE, Salem, OR 97317 tel/ 503.375.7000 fax 503.585.4316 president@corban.edu www.corban.edu

1 in.



## UNIVERSITY BUSINESS PIECES | Business cards



*Standard card has up to nine lines of information.*

*Minimum elements: seven lines*

- Name
- Title
- Physical address (2 lines)
- Phone
- E-mail address
- Website address

*The design can accommodate up to 10 lines but fewer are recommended.*



*Example of Graduate Schools card.*