



# **BRANDING AND IDENTITY GUIDELINES**

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# OUR BRAND

# 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.

# CORBAN BRAND

## MISSION

*Corban University exists “to educate Christians who will make a difference in the world for Jesus Christ.” (Matthew 28:19-20)*

## VISION

**(for internal use, established by the Board of Trustees)**

*Corban University will become a premier Christ-centered, academically rigorous university of the arts, sciences, and professions that is a destination learning community.*

## KEY VALUE PROPOSITION

**(established by MARCOM)**

BELONG to a committed, Christ-centered community as you BECOME the kind of competent and caring individual our world needs and BEGIN to discover the many ways you can make a difference in the world for Jesus Christ.

## INSTITUTIONAL TAGLINE

*Make a Difference*

## RECRUITMENT TAGLINE

*Belong. Become. Begin.*

## **DISTINCTIVES**

### **STEADFAST FAITH** *(Christ-honoring, Bible-centered)*

At Corban, Christ comes first. Each student, faculty, and staff member has made a personal commitment to follow Jesus Christ and our values and decisions center on the unchanging truth and authority of Scripture. We teach and learn with the understanding that Christ is the creator, sustainer, and redeemer of all things. With conversations in every class, from biology to business, that help you understand the world from a biblical perspective and a Bible minor integrated into every undergraduate degree, you will build a deeply personal understanding of what it looks like to be a Christ-follower in your career and culture.

### **CARING COMMUNITY** *(People-oriented)*

One of the common reasons students choose Corban is the community they find here. It's a place to belong, a place where you will find shared values, purpose, and faith in Jesus. As you learn, serve, laugh, and pray together, you'll build genuine, long-lasting friendships and connect with staff and faculty who will mentor, counsel, and equip you to step into the future God has for you. You'll be part of a vibrant community of believers who strive to honor Christ in their careers, relationships, and daily lives.

### **ACADEMIC EXCELLENCE** *(Excellence-driven, future-directed)*

Corban's programs, taught by expert faculty, equip you to excel in your career and use your abilities to make a difference in the world for Jesus Christ as a business leader, teacher, scientist, counselor, or anything else! You will be empowered to pursue your passions, gain practical experience, and become the kind of competent, caring, Christ-centered person the world needs.

### **Pacific NW campus**

Explore mountains, waterfalls, forests, and the Pacific coast—all just a short drive from Corban's beautiful 205-acre campus in Salem, Oregon. Whether you enjoy outdoor adventures like hiking and rock-climbing or local coffee shops and food trucks, you'll find the PNW is a great place to study and live!

## **BRAND PERSONALITY**

*(Characteristics and attributes embodied by our brand – the way we act)*

To ensure consistent, clear representation of Corban's identity and core values, all external communication should reflect Corban's brand personality.

Corban's brand personality is warm, sincere, and approachable, speaking clearly and simply. Corban's brand offers encouragement and optimism. It focuses on others, building relationships and showing genuine care. Grace-filled, compassionate, and thoughtful, the Corban brand is firmly committed to the truth and authority of Scripture and passionate about equipping others to pursue Christ and His purpose for them with wisdom and confidence.

## VOICE

*(How we express our personality, perspective, and values)*

Our brand voice is consistent throughout all communication.

- Personable, warm, and approachable
- Thoughtful
- Attentive, focused on service
- Confident but humble

## tone

*(Mood or emotion conveyed in messages through word choice and writing style)*

Our voice does not change, but the tone we use to express Corban's voice will adapt to fit purpose, context, and audience (ie. accept letters v. deny letters, donor appeals v. apply pushes).

## TIPS

- Focus on your audience. What words and messages will resonate with them while staying true to Corban's brand? Make the audience the hero.
- Prioritize **benefits**, not features: "so you can..." or "to give you..."
- Think about your **message**. Is it a serious topic or are you sharing exciting news?
- Be conversational. Use **first person** ("we," "our," "us") and **second person** ("you," "your").
- Use normal, approachable, **everyday language** that the average person will understand. Avoid slang, Christian and academic jargon, and uncommon acronyms.
- Be **concise**. Use simple, shorter content.
- Be **specific**. What action do you want the audience to take? What is their next step?
- Show, don't tell. Use **active** rather than passive language.



# LOGO

## OUR LOGO



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.

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 10), and athletic logo (see pg 11) are the only marks approved for official University business conducted with internal and external audiences.

# LOGO VARIATIONS

Full Color



Single Color



Black



White



White with Gold



# COMMON MISTAKES

## 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 difference 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.



## COMMON MISTAKES

### IMPROPER COLOR USE

The gold color should always appear on the top portion of the shield.



### JPG OVER COLORED BACKGROUND

If using the logo over a colored background, please request a png file with a transparent background from the Office of Marketing & Communications.



# DEPARTMENT LOGOS

Department logos allow individual departments within the University to distinguish themselves while still promoting the primary Corban brand. Departments eligible to receive an individual logo include:

- Academic departments and key programs, such as the Hoff School of Business or Agriculture Science.
- Staff departments such as the Office of Advancement or Financial Services

All department logos will be created by MARCOM and must adhere to the same usage guidelines as the primary Corban logo. In most cases, the department logo will consist of the primary Corban logo with the department name appearing underneath or to the right.

Department logos can replace the main Corban University logo on printed and online materials. It is not necessary to use both logos.



**DEPARTMENT OF  
HUMANITIES**

# CLUB AND GROUP LOGOS

Student groups, clubs, and camps hosted by Corban can benefit from having their own unique identifying logo that is distinct from the Corban logo.

These organizations and groups may create their own logo design or ask MARCOM to create a logo, but all logos must be approved by MARCOM before being used.

To maintain a cohesive visual identity for Corban, all club and group logos must:

- Follow general brand standards, including typography, color schemes, and layout.
- Include “Corban University” or “at Corban University” in the logo.

All department logos will be created by MARCOM and must adhere to the same usage guidelines as the primary Corban logo. In most cases, the department logo will consist of the primary Corban logo with the department name appearing underneath or to the right.

Department logos can replace the main Corban University logo on printed and online materials. It is not necessary to use both logos.



# 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.





# COLORS

# PRIMARY COLORS

<b>CORBAN NAVY</b>	<b>PMS</b>	282
	<b>CMYK</b>	100 68 0 54
	<b>RGB</b>	0 45 98
	<b>HEX</b>	#002d62

<b>WARRIOR GOLD</b>	<b>PMS</b>	130
	<b>CMYK</b>	4 36 100 0
	<b>RGB</b>	241 170 30
	<b>HEX</b>	#f1aa1e

# SECONDARY COLORS

**CORAL**

**CMYK** 0 92 77 0  
**RGB** 239 59 65  
**HEX** #ef3b41

**TEAL**

**CMYK** 82 26 43 3  
**RGB** 24 142 145  
**HEX** #188e91

**GRAY**

**CMYK** 51 40 39 4  
**RGB** 132 137 140  
**HEX** #84898c

# TYPOGRAPHY

# BRAND FONTS

Sans-serif headlines (Open Sans Bold, Open Sans Extra Bold, Futura), display, introduction, inline subheads, and body copy (Open Sans);  
Serif captions (Visage)

## OPEN SANS

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

Open Sans Light  
*Open Sans Light Italic*

Open Sans Regular  
*Open Sans Regular Italic*

Open Sans Semibold  
*Open Sans Semibold Italic*

**Open Sans Bold**  
*Open Sans Bold Italic*

**Open Sans Extra Bold**  
*Open Sans Extra Bold Italic*

## FUTURA

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

**Futura PT Cond**

# BRAND FONTS

## VISAGE

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

VisageLight  
*VisageLight Italic*

VisageBook  
*VisageBook Italic*

VisageMedium  
VisageMedium Italic

VisageBold  
*VisageBold Italic*

**VisageBlack**  
*VisageBlack Italic*

## KLAVIKA\*

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

Klavika Light  
*Klavika Light Italic*

Klavika Regular  
*Klavika Regular Italic*

**Klavika Medium**  
*Klavika Medium Italic*

**Klavika Bold**  
*Klavika Italic*

\*Klavika is the official typeface of Corban University athletics. It may be used in combination with the other institutional typefaces.

# CONTENT

# PHOTOGRAPHY

All images should be high-quality, original photography featuring Corban's students, alumni, employees, or campus. Corban's brand is people-focused and relational, and our images should highlight this value, honoring the subjects by showing them at their best and seeking to reflect how God sees them.

- Stock photos may NOT be used.
- Images should have a resolution of at least 300 pixels per inch (ppi) and be in .jpg or .png format.
- No other college logos or names should be visible in Corban images used for marketing, including on clothing, laptops, waterbottles, etc.
- Students and alumni used in photos for marketing purposes should be in good standing with the University and living in alignment with its value, to the best of our knowledge.





# ILLUSTRATIONS

- Curved lines that mimic the shield
- Corban logo prominent/clearly visible
- Icons that utilize our colors and fonts



- Private Christian University
- 50+ Majors & Programs
- 3 NAIA 2022 National Championships



[WWW.CORBAN.EDU](http://WWW.CORBAN.EDU)

MEET A CORBAN ADMISSIONS COUNSELOR TO LEARN MORE!

Date:  Time:  Place:



**YOU'RE INVITED TO A  
CORBAN EXPERIENCE  
MINI-EVENT!**

**MAY 8 | MAY 22**



# ATHLETIC BRANDING

## ATHLETIC LOGO

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.

Corban maintains a contractual licensing agreement with Varsity Mascot Co. for all garment printing. For questions or service, contact the Office of Marketing & Communications or Varsity Mascot Co.



## COMMON MISTAKES

### RATIO IMBALANCE

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

### IMPROPER COLOR USE

Do not change the colors of the logo to something that is off brand.

### USE OF ACADEMIC LOGO

### OUTDATED LOGOS

While we take pride in our brand's history, multiple versions of different logos can create brand confusion and disrupt recognizability. For this reason, past logos should only be used for historical purposes.



# PRIMARY COLORS

**CORBAN  
NAVY**

**PMS** 282  
**CMYK** 100 68 0 54  
**RGB** 0 45 98  
**HEX** #002d62

**WARRIOR  
GOLD**

**PMS** 130  
**CMYK** 4 36 100 0  
**RGB** 241 170 30  
**HEX** #f1aa1e

## SECONDARY COLORS

**ACCENT  
GRAY**

**CMYK** 14 11 12 0  
**RGB** 216 216 214  
**HEX** #d9d8d6

**ANTHRACITE**

**CMYK** 70 64 63 63  
**RGB** 46 46 46  
**HEX** #2e2e2e

**BLACK**

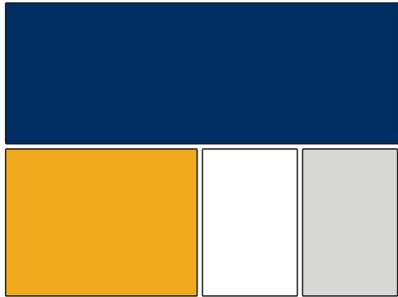
**CMYK** 75 68 67 90  
**RGB** 0 0 0  
**HEX** #000000

# PRIMARY COLOR ARRANGEMENTS

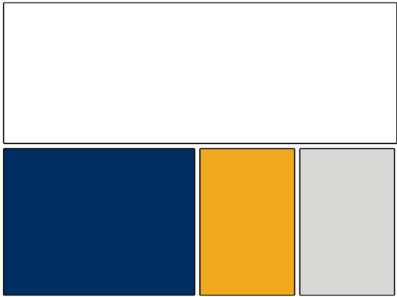
When using Corban Navy and Warrior Gold, aim for an 80/20 or 70/30 ratio.



Primary Blue



Primary White



Alternative Example



# NAMING/SOCIAL MEDIA USAGE

## NAMES

First Reference: Corban University

Secondary References: Corban

Abbreviations: CRB, CU

Nicknames: Warriors, 'Navy and Gold'

## OFFICIAL SOCIAL MEDIA ACCOUNTS

Facebook: Corban Athletics

Twitter: @CorbanAthletics

Instagram: @CorbanAthletics

Snapchat: Corban Athletics

YouTube: CorbanUAthletics

## OFFICIAL HASHTAGS:

#WeAreCorban

#CityOnAHill (2020-21)