



BRANDING AND IDENTITY GUIDELINES

Revised November 2022

TABLE OF CONTENTS

3	OUR BRAND
4	INTRODUCTION
5	CORBAN BRAND
9	LOGO
10	OUR LOGO
11	LOGO VARIATIONS
12	COMMON MISTAKES
14	DEPARTMENT LOGOS
15	CLUB AND GROUP LOGOS
16	UNIVERSITY SEAL
17	COLORS
18	PRIMARY COLORS
19	SECONDARY COLORS
20	TYPOGRAPHY
21	BRAND FONTS
23	CONTENT
24	PHOTOGRAPHY
25	ILLUSTRATIONS
26	ATHLETIC BRANDING
27	ATHLETIC LOGO
28	COMMON MISTAKES
29	PRIMARY COLORS
30	SECONDARY COLORS
31	PRIMARY COLOR ARRANGEMENTS
32	NAMING/SOCIAL MEDIA USAGE
33	EMAIL TEMPLATES
35	WRITING & GRAMMAR STYLE GUIDE
36	INTRODUCTION
37	CORBAN-SPECIFIC WRITING GUIDELINES
44	CORBAN-SPECIFIC GUIDELINES/GLOSSARY
48	CORBAN-SPECIFIC FORMATTING

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

**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

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

MEET A CORBAN ADMISSIONS COUNSELOR TO LEARN MORE!

Date: Time: Place:



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

MAY 8 | MAY 22



 Salem, Oregon | www.corban.edu | 50+ Programs | Required Statement of Faith

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).

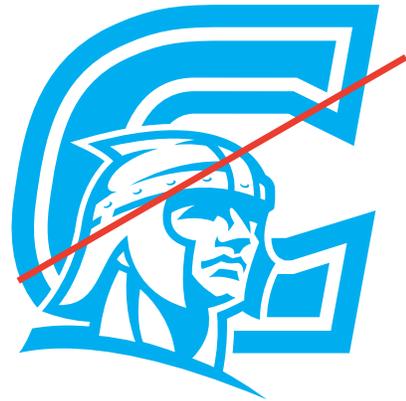
IMPROPER COLOR USE

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

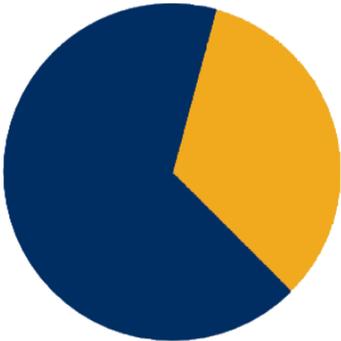
CMYK 70 64 63 63
RGB 46 46 46
HEX #2e2e2e

BLACK

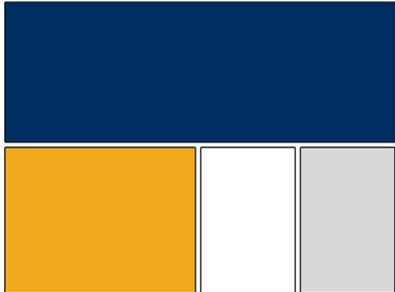
CMYK 75 68 67 90
RGB 0 0 0
HEX #000000

PRIMARY COLOR ARRANGEMENTS

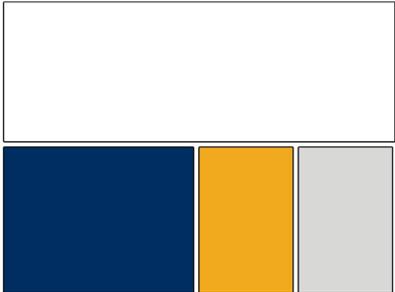
When using Corban Navy and Warrior Gold, aim for an 80/20 or 70/30 ratio.



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)

EMAIL TEMPLATES

EMAIL TEMPLATES

Recurring emails sent out to the Corban community, such as upcoming chapel and events information, newsletters, etc., should utilize a Corban-branded template. These can be formatted in a variety of ways to best fit the content but must adhere to brand guidelines and be reviewed by MARCOM before sending.



CORBAN UNIVERSITY

NEXT WEEK AT CHAPEL

MONDAY, NOVEMBER 28TH

"But God Part 5"
by Dr. Tim Baker



As we continue this **chapel** series, we celebrate a God of great reversals. Join Dr. Tim Baker, Corban alumnus and Senior Pastor of Bethany Baptist Church, as we celebrate the pinnacle of God's redemptive work in raising Christ from the dead, turning utter tragedy into eternal triumph.

10:00 a.m. in the Psalm Performing Arts Center



CORBAN UNIVERSITY

DECEMBER EVENTS

Good Morning Corban and Happy December!

Even though our Fall Semester is coming to a close, campus activities are not slowing down and events are in full swing through the end of the month! Check out all of the happenings here! If you have any questions about an event, feel free to reach out.

In addition to all of these events, a HUGE shout-out to MARCOM for this awesome new email design! I hope you all love it as much as I do!

Events for ALL

- Megan Smith Music Recital
Friday, **Dec. 2nd @ 7:30pm**, Psalm Center
- [Student Life Christmas Party](#)
Friday, **Dec. 9th @ 6:30pm**, Psalm Center



CORBAN UNIVERSITY

Monday Missive (12/12)

Dear Colleagues,

As we start yet another busy week in a string of busy weeks, I'm delighted to share some fresh **"BUT GOD"** moments that I hope will encourage you and prompt you to praise our Heavenly Father!

Last Tuesday, many animated and cheering students, staff, and faculty gathered in the Psalm Center to watch the NAIA Volleyball national championship game from Sioux City, IA. Our Lady Warriors played valiantly and made a great run throughout the playoffs and in the championship game. Although our women ended up within two points from the win, they were hailed by tournament officials and opponents for their exemplary character. While the loss hurts, these young ladies lived out our mission. [Congratulations](#) to our Women's Volleyball team, Coach Kim McLain, assistant coaches Dick McLain, Aaron Imig, and Diana Villalpando. The outcome was understandably disappointing for the team and staff, **BUT GOD** was honored with how they carried themselves and focused on Him. We will celebrate the team and their fantastic season at the beginning of the spring semester – stay tuned.



CORBAN UNIVERSITY

STUDENT LIFE

DECEMBER 2022 NEWSLETTER



A Word on Thriving

One of the five components impacting a student's ability to thrive in college is valuing the differences of others and desiring the contribution of all

WRITING & GRAMMAR STYLE GUIDE

INTRODUCTION

The Corban Writing and Grammar Style Guide identifies grammar, information, and writing styles preferred by the Office of Marketing & Communications, with the goal of bringing consistency to various internal and external communication pieces. It also provides a quick reference to commonly asked questions regarding the use of language in a specifically Christian higher education community. For general information about grammar, style, punctuation, and how to render dates, numbers, and abbreviations, please refer to the Purdue Online Writing Lab, or other updated Associated Press (AP) Style resources.

The Corban Writing and Grammar Style Guide is a dynamic document, subject to updating on a continual basis. Alterations and suggestions regarding these guidelines may be submitted, and each request will be considered and addressed. Send questions and requests to marcom@corban.edu.

It is of utmost importance that internal and external communication reflects accurate information regarding Corban's accreditation, academic programs, and staff and faculty. In addition to this document, please familiarize yourself with the "About" section on Corban's website, and refer to online personnel directories for staff and faculty names, titles, departments, etc.

CORBAN-SPECIFIC WRITING GUIDELINES

CAPITALIZATION IN ACADEMICS

Board of Trustees: Capitalize when preceded by “the,” pertaining to a specific board: *the Board of Trustees*; *the Board* is also acceptable.

Buildings: Capitalize the full, proper names of buildings. *The Academic Center, Student Townhouses*. On subsequent references, it is acceptable to use generic names, which should be lowercase. *The building. The apartments. The library*. For official names of Corban buildings, see the campus map.

Chapel: Do not capitalize when referring to Corban’s chapel gatherings.

Degrees: Capitalize the first letter of each abbreviated part of an academic degree. Use periods and do not use spaces between the letters for most degrees: *B.A.; M.A.; M.S.* Capitalize only the official name of a degree program: *Bachelor of Arts in History, Master of Science in Business*. Use uppercase initials when the degree follows an individual’s name: *Jared Donovan, Ph.D.; Jane Doe, M.A.* Use an apostrophe to abbreviate the full official name: *bachelor’s degree or master’s program*.

Groups: Names of groups should be capitalized if preceded by the word “the” or a specific reference: *the Concert Choir performed well; the Corban Concert Choir*. Otherwise not capitalized: the groups included are concert choir, band, and orchestra. Use the full name of a school or department in first reference and capitalize all words except articles and prepositions.

Programs: Academic programs and subjects of study should not be capitalized unless they contain a commonly capitalized proper noun or adjective: *department of history, biblical studies vs department of English, Eastern European literature*.

Regions: Capitalize specific regions: *She grew up in the South. He moved to the Pacific Northwest in his early twenties*.

Titles: Capitalize titles only as formal titles preceding names of Corban administrators, but use lowercase in all other instances: *President John H. Smith*; *Smith is the president of Corban University*; on second reference use only the last name of the person.

The organization: When referencing Corban, capitalize “the University.” Use of the word “university” in a sentence, whether applying to Corban or referencing other schools or universities in general, should be lowercase.

ZIP codes: In journalism, use upper case for *ZIP* and lowercase for *code*. Use the two-character codes on mailing pieces for all states: *OR, CA, WA*, etc. but in other writing, spell out the full name of the state.

Theatre, theater: Corban prefers *theatre* for its drama department, but amphitheater for its outdoor campus venue.

REFERENCES

Corban University: The first reference in a document or story should be Corban University (depending upon the familiarity the audience has with the University). Subsequent references should be *Corban* or *the University*.

Title/academic degree: Courtesy titles such as Mr., Mrs., Miss, and Ms. are used in the first reference, but not to be used in second references within an article. Use last names in secondary/subsequent references. Our preference is to use “Dr.” before names of relevant faculty or staff members; *Dr. Jane Doe, Dr. Smith*. Do not use “Dr.” for professors who do not currently hold a doctoral degree. Confirm an instructor’s teaching level: a professor, associate professor, assistant professor, lecturer, or another title.

Formal Documents and Invitations: The most formal form on the envelope would be:

The Honorable Fred Jensen and Mrs. Jensen
2345 Any Road
Anytown, NY 11747

The most formal salutation would be: “Dear Judge Jensen and Mrs. Jensen”

For college and university presidents, assume a doctorate: “Dr. Andrea Cole and Guest” (Formal salutation websites all agree that “President Andrea Cole” is not the proper salutation.) Single Women: Miss, not Ms: “Miss Nancy Mullins”

Resident Director/Resident Assistant: should be spelled out in first references but RD and RA are acceptable for second references or as a first reference in internal publications.

RELIGIOUS TERMINOLOGY

Antichrist vs. anti-Christ: *Antichrist* is the proper name for the Bible’s description of the individual who will challenge Jesus Christ in the End Times. Someone or something who is opposed to Christ is described as *anti-Christ*.

Bible/biblical: Capitalize *Bible* in all writings and use lowercase for *biblical*.

Bible References: Whenever possible, use whole names: *Matthew 3:14*. Use cardinal numbers for book names: *1 Timothy, 2 Samuel*.

Church/church: Lowercase except as part of a formal title: we went to church today; *First Baptist Church*. The global, universal Church may be capitalized.

Deity: Capitalize *God, the Father, the Son, the Holy Spirit, Jesus Christ, the Son of God, the Redeemer, Church* (when referencing the universal Church), *the Word* (when referencing the Bible), etc. Corban documents should use uppercase pronouns referring to deity: *He, Him, His, Thee, Thou, Whose, Thy*, etc.

Evangelist and Apostle, as in John the Evangelist and Paul the Apostle, but not in the apostle John.

Gospel (of Matthew, etc.) but not for the **gospel** (message)

Hades is capitalized, but not hell or heaven.

Jesus Christ: Use “Jesus Christ” on first reference; thereafter “Jesus” or “Christ.”

Ministers: Use *the Rev.* before a name on the first reference if the associated denomination is accustomed to that title. (NOTE: Most evangelical churches use the less liturgical/formal title of *Pastor.*) For either style, use the last name only on subsequent references. Examples: the *Rev. William Johnson* on first reference, *Johnson* on subsequent references. *Pastor William Johnson* on first reference, *Johnson* on subsequent references.

ETHNICITY-BASED WORD USAGE

Be as specific as possible when referring to someone’s ethnicity. *Korean* is more specific than *Asian*. *Guatemalan* is more specific than *Latino*. Avoid racial stereotypes and idioms. Current recommendation is to omit the hyphen when someone is of two nationalities or ethnicities—e.g. *African American* is preferred over *African-American*.

When possible, refer to an individual’s country of origin. For example, Chinese American or Filipino American is always preferable to Asian American.

Use the following:

- African American, Black American, or Black. African American should not be used to denote people of African ancestry worldwide. In this case, use “Black.”
- American Indian or Native American
- Asian or Asian American
- Hispanic, Latino, or Latina (*Latino* if gender is unknown or known to be male; *Latina* if known to be female)
- The terms Chicano and Chicana refer specifically to Americans of Mexican descent
- White (avoid *Caucasian*)

Avoid using the following:

- Afro-American
- Colored
- Ethnic
- Negro
- Oriental

People of color, *men of color*, *women of color* are acceptable, especially when referring to multiple ethnicities.

People with disabilities is preferred over *disabled* or *handicapped*, because the human element precedes all other descriptors, and *people with disabilities* is the language used in civil rights legislation.

Follow the above guidelines when needed, but the best method of approach is to ask each individual how they prefer to be addressed.

GENDER-BASED WORD USAGE

Athletes: Use parallel terminology to discuss men's and women's teams. E.g., do not use *men's soccer* and *girls' team* in the same context. Use *men's basketball* and *women's basketball*.

"He" pronoun: It is not appropriate to use "he" to refer to either gender. Group words to use a plural pronoun. Correct: *Typical Corban students bring their books*. Incorrect: *The typical Corban student brings his books*. It is also now acceptable to use "they/them/their" as a singular pronoun when the gender is generic. Correct: *The typical Corban student brings their books*.

Girls/Boys: Depending on age, it is appropriate to use boys and girls in addressing adolescents. It is, however, demeaning to choose one or the other when describing persons of a similar adult age group: *women and boys*, or *men and girls*.

Man: Not all humans are men. In journalism, *man* should not be used to include woman. When describing humanity broadly, *human*, *humanity*, *humankind* should be used: *Humans have carved out a civilization* rather than *Man has carved out a civilization*.

Wife: the opposite of husband. *Husband and wife* should be used, not *man and wife*.

PUNCTUATION

See the [Purdue Online Writing Lab](#) for basic punctuation guidelines.

A couple of notes...

Ampersand: Do not use an ampersand (&) in running text unless it is part of an official name. (e.g., Office of Marketing & Communications).

Oxford Comma

- Use a comma before the concluding conjunction in a list of three or more items: *The package included a knife, a candle, matches, and a flare.*

Dash

- Do not use hyphens as dashes (and vice versa). Em dashes (longest length) and en dashes (mid-length) are appropriate.
- Use an **em dash** to set off phrases. *I will go tomorrow night—no matter the cost.* Do not use a space on either side of an em dash.
- Use an **en dash** when indicating a range, especially indicating an amount of time. *The event is from 5–7pm.* Do not use a space on either side of an en dash. In narrative writing, use to between times. *Your appointment is 10 to 11 a.m.*
- NOTE: Some programs/keyboards do not have direct en/em dash keys. If so, use this method: type em dashes with **alt+0151** and en dashes with **alt+0150**. Be sure to hold down alt while typing the numerals and only use the numeral keypad on the right of your keyboard. When you release the alt key, the dashes will appear.

Hyphen

- Use a hyphen for a compound adjective when it comes before the noun it modifies: *The two-pronged approach worked well. Just as they had feared, the worst-case scenario came true.* Exceptions are for words easily recognized as a single concept: *lower division or upper division class, computer science field.*

- Compounds that are hyphenated as adjectives (*off-campus housing, part-time employment, decision-making skills*) are not typically hyphenated after the nouns: *her apartment is off campus; she works less than full time; findings that assist in decision making.*
- Compound adjectives consisting of an adverb ending in “ly” are not hyphenated: *privately funded, highly regarded, biblically centered education.* Compound adjectives with numerals should not be hyphenated: *The \$20 million campaign.*
- The preference at Corban is to not hyphenate these commonly-used words: worldview, fundraising, online, website, vice president.

Period

- Use periods with lowercase in time references: (a.m. and p.m.)
- Use periods in degree abbreviations: (M.Div., D.Min. etc.)
- Use periods in abbreviation of the United States: (U.S./ U.S.A.)
- Use only one space after a period at the end of a sentence.

Their/They as Singular Pronouns: When the gender of a single person is not specified, use of *they, them,* and *their* is becoming acceptable in informal writing: *If you see a student who needs textbooks, point them in the direction of the bookstore.* In formal writing, however, this may be seen as ungrammatical, and should be rephrased so that both subject and pronoun are plural: *If you see students who need textbooks, point them in the direction of the bookstore.*

CORBAN-SPECIFIC GUIDELINES/GLOSSARY

Alumni: identified by the year they graduated or were scheduled to graduate, contracted by an apostrophe: *Bill Engstrom ('98)*. Example: *If you entered in fall 1981, attended three years and left in 1984 without graduating, you are associated with the class of 1985 because that is the 4-year graduation date of your classmates.*

Alum or alumnus: single form for male or when gender is unknown: *He is an alumnus of Corban. If you are a Corban alum, stop by the alumni booth!*

Alumna: female, singular: *She is an alumna of Corban.*

Alumni: plural. *The people in that group are all alumni of Corban.*
Incorrect: *I am an alumni of Corban.*

CCCU: Council for Christian Colleges & Universities. Corban is a member of this organization, located in Washington, D.C. Use full name on first reference, with (CCCU) following in parentheses. Note the ampersand, which is part of the organization's official name. May use CCCU on subsequent references.

CORE VALUES:

- Christ-honoring
- Bible-centered
- People-oriented
- Excellence-driven
- Future-directed

DENOMINATION:

Corban is an independent Christian university with a Baptist heritage.

DESCRIPTION OF CORBAN UNIVERSITY FOR EXTERNAL AUDIENCES (boilerplate for press releases, etc.)

ONE SENTENCE: Located in the Pacific Northwest, Corban is a private Christian university, founded in 1935, with a storied history of educating students who will make a difference in the world for Jesus Christ.

ONE SHORT PARAGRAPH (press releases): Corban is a private Christian university, founded in 1935, with a storied history of educating students who will make a difference in the world for Jesus Christ. Situated on a beautiful, forested hillside overlooking Oregon's capital, Corban is only an hour from Cascade Mountains and the Oregon coast. Offering academic excellence at the undergraduate, graduate, and doctoral levels, and online, Corban prepares students for careers as business leaders, educators, medical professionals, politicians, ministry leaders, and more. Expert faculty, a tight-knit community, and opportunities for local and global engagement provide for students' growth both in and beyond the classroom.

MASCOT: Corban's mascot is an ancient warrior in full armor. His name is Cadmar.

COLORS: Navy and Gold. For reproduction purposes use PMS130 and PMS282 (see Branding Style Guide, under Policies/Graphic Design/Marketing)

NON-DISCRIMINATION STATEMENT: Corban University is an independent educational institution which has a core purpose to educate Christians who will make a difference in the world for Jesus Christ. A personal relationship with Jesus Christ is required for all employees and students. Within these guidelines, it is our policy to provide equal opportunity to all applicants, employees, and students and not to discriminate on the basis of gender, disability, race, color, national origin or age in access to, or treatment in employment.

OFFICES: (NOTE: Offices directly administered by a Dean or VP generally have more PR visibility in external communications, so we've elected to use the formalized title Office of. This is the most formal rendering. For less formal communication, you may transpose to read "Admissions Office," "Advancement Office," etc.)

OFFICIAL NAMES FOR OUR OFFICES ARE:

Student Government Association Office
Athletics Office
Bookstore
Campus Care Office
Campus Dining Office
Common Grounds (coffee shop)
Faculty Office
Human Resources Office
Information Systems
Library
Mailroom (Postal Services)
Office of Admissions
Office of Advancement
Office of Campus Safety
Office of Financial Services
Office of Financial Aid
Office of Graduate Admissions
Office of Marketing & Communications
Office of Student Life
Office of Student Support
Office of the President
Office of the Provost
Office of the Registrar
Yearbook Office

PHONE NUMBER FORMAT: Use the following format for all phone numbers:

Ex: (503) 123-4567. Note the use of parenthesis for the area code, followed by a space.

PHONE PREFIXES: If the 4-digit extension number begins with: 7, use 375; 33, use 316; 8, use 589; 29, use 315; Example: (503) 375-7000.

PHONE EXTENSIONS: If the extension is used alone, use in parentheses with abbreviated word (Ext. 2000); if the extension is used with a full phone number use x only: (503) 375-7005 x2021.

MEETING VENUES

Psalm Performing Arts Center (capacity: 683 general seating/224 table seating)

C.E. Jeffers Sports Center (capacity: 1,100 stadium seats/2,000 seating incl. floor)

Emitte Center (capacity: 120 seating/98 with tables)

Oak Grove Amphitheater (capacity: 300)

El Cerrito Room (in Travis Memorial Dining Hall, capacity: 75)

Psalm Center Mezzanine (capacity: 30)

Library Conference Room (capacity: 10)

Oakland Room (in Travis Memorial Dining Hall, capacity: 20)

CORBAN-SPECIFIC FORMATTING

BUSINESS LETTER

All lines begin at the left-hand margin.

Date

Two Spaces

Name and Address

Two Spaces

Salutation

One Spaces

Body of Letter: Text is single spaced, double spaced between paragraph (block paragraphing)

One Space

Closing

Four Spaces for Signature Area

Signature

Signature typed

Title typed

Margin widths can vary according to how the letter fits on the paper. Letter should look balanced to the size of the stationery.

July 11, 2022

Annie N. Amous
123 Main St.
Smallville, ST 97999

Dear Ms. Amous,

I am writing to provide a sample letter. Enclosed, you will find instructions for spacing, font, and other necessary items to keep your letter consistent with conventional business standards.

Please use 1" margins all around, except for the top margin, which should be 2" to accommodate letterhead. Use Times New Roman for printed letters or an alternative standard serif font. Size 12 is standard, but size 11 is acceptable if that makes the difference between fitting on one page or not. Include two line spaces between the date and the recipient's address, and between the address and salutation. (These may be reduced to one line space if your letter is too long!) Only one space is needed between the salutation and the first paragraph.

Paragraphs should display block paragraphing, which means they are single-spaced with no indentation. Include one line space between paragraphs. Be sure to include a thank-you in the final paragraph, and a nod to the future if relevant. **You may bold one line that sums up the key purpose of your letter. Note that this is slightly informal but effective.**

The signature block should contain a sign-off phrase ("Sincerely"), four line spaces (to provide room for a written signature), and a block containing your name, title, and preferred method of contact. No need to include social media links, extra logos, or anything that would be redundant to the information provided in your company letterhead. If your title doesn't clearly imply your department, you may add it.

Thank you for considering these guidelines. I hope you find them useful!

Sincerely,

Ann M. Ployee
Director of Letter Communications
APloyee@companyname.com

P.S. The "P.S." is the most-read part of a letter. If you're not sure whether people will read your entire letter, repeat a key piece of info or Call to Action in the P.S. line.

EMAIL SIGNATURES

To ensure brand consistency to external audiences, please adhere to the prescribed format for email signatures outlined below. When creating your email signature, the signature template found below can be copied directly from this document.

CREATING YOUR EMAIL SIGNATURE USING OUTLOOK ON DESKTOP

- Click on **File > Options > Mail tab > scroll down to Signatures.**
- Click on **New** to create a new signature.
- Copy and paste the example signature from this document as a starting template.
- Replace the default text of the template with your own personal details.

CREATING YOUR EMAIL SIGNATURE USING THE OUTLOOK WEB APP

- Once you're logged in, click on the **Settings (gear) icon** in the top right of the screen. **This will open a sidebar menu.**
- From the bottom of this sidebar menu, **select "View all Outlook settings."**
- From this menu, select the **Mail tab > Compose and reply.**
- This should bring you to an **"Email signature"** creation window.
- Copy and paste the example signature from this document as a starting template.
- Replace the default text of the template with your own personal details.
- When you are done creating your email signature, make sure to scroll to the bottom of this window and **click the blue "Save" button.**

EMAIL SIGNATURE TEMPLATE

Firstname Lastname

Full Job Title

Corban University
5000 Deer Park Dr SE | Salem, OR 97317
(503) XXX-XXXX | email@corban.edu
(optional additional contact line/cell) cell: (XXX) XXX-XXXX



(Optional) "Favorite Bible verse – or – University mission statement."

FULL EXAMPLE:

Jane Doe

University Staff Writer

Corban University
5000 Deer Park Dr SE | Salem, OR 97317
(503) 375-7027 | jdoe@corban.edu



"Be strong and courageous. Do not be afraid; do not be discouraged, for the Lord your God will be with you wherever you go." — Joshua 1:9

TYPOGRAPHY: Adhere to the use of "Calibri" as the default font for email signatures, as shown in the examples above. Pay special attention to lines that are bolded and italicized.

CONSISTENCY: Please do your best to remain consistent with the Corban brand. Below is the acceptable logo for email signatures. Be sure to check and see if you're using an old logo and replace it with the updated one. Do not alter its size. If you have difficulty using the logo, reach out to marcom@corban.edu.



UNIVERSITY LOGO: Size: 0.43"(height) X 1.55"(length)

EMAIL SIGNATURE TEMPLATE

Firstname Lastname

Full Job Title

Corban University

5000 Deer Park Dr SE | Salem, OR 97317

(503) XXX-XXXX | email@corban.edu

(optional additional contact line/cell) cell: (XXX) XXX-XXXX



(Optional) "Favorite Bible verse – or – University mission statement."