



STYLE GUIDE

The purpose of graphic standards is to present a strong brand identity for Southwestern Christian University to its many audiences. University personnel must make every effort to adhere to the guidelines and the coordinated elements of the SCU academic signature, athletic signature, colors, types, usage requirements and stationary. Before authorizing a new publication, a proof must be approved by the Vice President of Enrollment Management and University Relations. All approved proofs are archived in the Office of Enrollment Management.

The SCU logo is a valuable intangible asset. To maintain its integrity, the logo cannot be altered in any way, including slanting, distorting, drop shadows, or partially covering with other graphics without approval from the Office of Enrollment Management and such consideration is granted in rare circumstances.

The words, “Southwestern Christian University” must appear on the front of all university publications. An official logo must appear on the outside cover and cannot be reduced smaller than the minimum size specified. Electronic copies of the logos can be requested from the Office of Enrollment Management.

The university’s web address and phone number must appear on the outside cover of printed material. University collateral including but not limited to branding merchandise, university communications, and external digital marketing must be approved by the Office of Enrollment Management and must abide by the rules specified by the Style Guide.

The Office of Enrollment Management oversees the implementation of university branding, marketing, and the style guide. Questions related to the usage of university logos, intellectual property, and branding should be directed to the Office of Enrollment Management. Refusal or failure to seek out the appropriate approval from the Office of Enrollment Management will result in a formal reprimand by university administration.

ACADEMIC SEAL:

The University Seal is the formal mark of the University. The official seal of the university is not interchangeable with SCU logos. The seal should only be used for formal, academic, or business-related printing or graphics. The minimum size for this graphic is 1" x 1"



OFFICIAL LOGO:

Individual Schools or departments may use the official logo in conjunction with the name of their school or department. The logo cannot be modified or altered in any way. It should always be reproduced from high-resolution digital files to maintain the integrity of the image. The minimum size for this graphic is 1.05" high x 1.5" wide. A department or school name should not be larger than the font used for the university's name.



EAGLE LOGO:

The eagle logo is used for all athletic, student group, or approved events related to printing and graphics. The minimum size for this graphic is 1.07" high x 1.5" wide.




MONOGRAM:

When the institution is identified in another manner, a monogram may be used. The minimum size for this graphic is .69" high x 1" wide.




OFFICIAL COLORS:

Blue:

Royal Blue		
CYMK	RGB	Web
C: 100	R: 0	0039a6
M: 72	G: 57	
Y: 0	B: 166	
K: 0		

Black:

Black		
CYMK	RGB	Web
C: 0	R: 0	000000
M: 0	G: 0	
Y: 0	B: 0	
K: 100		

White:

White		
CYMK	RGB	Web
C: 0	R: 255	FFFFFF
M: 0	G: 255	
Y: 0	B: 255	
K: 0		

In cases where inks other than blue and black are printed, a monochrome logo should be printed in white, blue, or black.



OFFICIAL FONT:

The official font used in the university logo system is Times New Roman and Calibri.

E-MAIL SIGNATURE:

- 1) Open your university email account.
- 2) In the upper right hand corner click on the "settings" and scroll down to the "signature" section.
- 3) Type in your desired signature (see below for a sample signature).
- 4) Below the signature, put your cursor about 1 space below the last line of your signature and click on the "add picture" button (button that looks like a picture).
- 5) When the prompt pops up on the screen, it asks you to put in a "URL" of the logo. Copy and paste the following URL address into the appropriate box:

http://swcu.edu/Websites/swcu/images/Logos/SouthwesternChristianUniversity_logo_389x287.jpg

This is what you paste into the URL space in your email settings area. Once you paste it in there...simply click "ok." The logo will first appear very large. When you click on the logo...it will give you four options, "small, medium, large or original size." The medium sized should be the right size. This should place the logo in the signature of every email you send out.

Sample employee signature:

John Doe, Ph. D.
Southwestern Christian University
Director of Parking Lot Operations
john.doe@swcu.edu

Drafted on: 2009

Policy Revised: June 1, 2016
