

UNIVERSITY IDENTITY GUIDE

Speaking in a clear and consistent voice



For more detailed guidelines
contact the
Public Relations Office

PUBLIC RELATIONS

The Public Relations Office is the campus agency whose sole purpose is to effectively gather, evaluate, and communicate ideas and facts for university publics. Our mission: “To encourage support of Southern Adventist University, we creatively and professionally communicate its mission, values, and priorities.”

ACCEPTANCE POLICIES

We accept projects according to the priorities listed below. If we can't accept your job when you need it because of competing higher priorities or a fully committed schedule, we will assist you in finding an alternative way to achieve your objective. The priorities are:

- Current issues.
(focus groups, crisis management, etc.)
- Communication essential to university operation.
(dated communication, *Catalog*, etc.)
- University-wide recruitment.
(ViewSouthern, *Viewbook*, etc.)
- University-wide retention.
(We-Haul, *Calendar*, etc.)
- Institutional advancement.
(gala dinner, campaign mailing, etc.)
- Communication with community/alumni/church.
(Homecoming, *Columns*, *Tidings*, etc.)
- Specific department or school recruitment.
(departmental brochures, web assistance, etc.)
- Event planning and implementation.
(inauguration, open house, etc.)
- Everything else.

APPROVAL PROCEDURES

To assure that all communication meets the standards of Southern Adventist University, all university publications must be approved by the Director of Public Relations. All departments must complete a communication request form and submit their proposed communication to the Public Relations Office for review. In the case of new or redesigned publications, it is strongly advised that the Public Relations Office be consulted early in the design process.

HOW DO WE BEGIN TO WORK TOGETHER?

Call the Public Relations Office (2831) to schedule a time to get together and discuss ideas. If you know generally what you need but don't have any ideas on how to present the information, we can work with you from concept development until the project is complete.

If you have firm ideas about the communication you want, work with us with an open mind. We may not know much about your particular area (until you educate us), but we're skilled in public relations, including promotional writing, editing, design, and photography. Again, we are primarily a creative agency formed to work with you in developing your communications.

The crucial things you need to consider before we can help solve your communication problem are:

- Who is your audience and what distinguishes them?
- Is the communication necessary and the purpose or audience not served by an existing communication?
- What do you want to say to them?
- What do you want them to do as a result?
- How will you evaluate your success?
- How do you plan to distribute the information?
- How many people are you talking to?
- When do you want the project completed and has sufficient time been allowed to do so?
- What resources do you have to carry out the project?

From this base of information, we can work with you to devise a plan that will accomplish your goals cost-effectively and elegantly. Remember, the best way to communicate a message isn't always a printed piece; but we'll give you our best advice on that, too.

WHAT HAPPENS AFTER WE TALK?

After the initial creative meeting and the development of text, you will see a preliminary "comp" showing the design we suggest. Once you approve the design, we will prepare a final proof and send it to the printer. You'll see the job again at proof stages during the printing process. Your careful proofing is essential. We will proofread the piece, but the ultimate responsibility for its correctness rests with you.

Department heads, school deans, or directors are also responsible for signing off on each publication produced for their department, assuring, to the best of their ability, accuracy of content.

IT TAKES THE TIME IT TAKES

Wonder how long it takes to move a publication from concept to finished product? Here's a rule of thumb: It not only takes longer than you imagine, but longer than you *can* imagine. It isn't a flippant remark; it's a fundamental truth. The process of writing, proofing, editing, proofing, designing, proofing, typesetting, proofing, stripping negatives, proofing, and printing is a long, complex trip no matter how many times you've made it.

Advance planning is crucial to having your communication ready when you need it. You are advised to set a detailed schedule for each communication, allowing ample time for gathering data, copywriting, taking quality photography, design execution, and changes to original material. Project supervisors are advised to consult with the Public Relations Office early in the design process. ***Bringing jobs in for consultation and approval in advance can save time and costly changes later.***

The time spent at press production depends on the kind of job, quantity, amount of text and artwork, and other jobs handled at the time.

WHAT IF I WANT A REPRINT?

If there are no text changes, or minimal changes, you should be able to get your job generally within twenty-four hours to a month, depending on how complex a printing job it is. When you need a reprint, please call our office at (2831).

WHAT IF I'D RATHER DO IT MYSELF?

If you're untutored in design, but have the desire to use desk-top publishing for your publications, an information packet on good design principles is available from the Public Relations Office.

Your project should always be reviewed by our office, if only for writing and design suggestions. Remember, our office personnel are trained specifically in communications and can make both you and the university look good. Using our services guarantees that an experienced professional helps you polish your job.

PHOTOGRAPHY TIPS

Good photographs — photos that are well composed, well lighted, visually interesting, and illustrative of the text — almost always require careful advance planning. If photography is part of your publication, we'll work with you to schedule priority time with the Public Relations photographers.

EDITORIAL DO'S AND DON'TS

We reveal something about ourselves when we write, so when you're writing in the university's name, think carefully about what you're telling your readers about you, your field, and the university.

Be simple and direct. Probably all audiences — and assuredly students or prospective students — can be frustrated by unclear, unnecessarily complex syntax or turned off by pompous language. Think informal, and don't let a Law of English learned twenty, thirty, or forty years ago compel you to write an awkward or silly-sounding sentence. If you really hope to communicate, then “speak” simply and directly.

Be wise. Take your English teacher's advice and ***revise, revise, revise***, weeding out unnecessary words and looking for ambiguities. Everybody can benefit from having an editor. Proofread your final document once more than you need to. Leave nothing to chance, no matter how pressing your deadline or how limited your audience. Mistakes in writing and printing may be legion, but that doesn't make them acceptable, especially in documents representing Southern Adventist University.

With thanks to the University of Alabama Office of Publications, which shared a model guide.

CONTINUE FOR A SUMMARY OF GRAPHIC STANDARDS...

LOGO

The logo is made up of two elements: a graphic representation of Wright Hall and the name “Southern Adventist University.” The graphic is referred to as *the symbol*, the name is *the wordmark*, the symbol and name combined are *the logo*.

The symbol and wordmark were designed specifically for Southern Adventist University as its logo and *should never* be substituted by any other typeface or image. *The logo should never be re-proportioned, re-arranged, embellished, or modified in any way.* It is registered with the U.S. Patent and Trademark Office.

These are the only sanctioned versions of the logo:



▲ Two-color logo (PMS 3302 and PMS 4725)



▲ One-color logo

In the correct two-color logo, Pantone 3302 and Pantone 4725 ink colors should *always* be used. The one-color logo should always use a dark ink that matches the design of the piece. Light ink colors on light backgrounds or paper stock do not render the one-color logo sufficiently. There is only one exception. When the logo is reversed out of a solid background, the entire logo is white (or the color of the material on which the logo is printed).

The logo should always be reproduced using the digital version of the logo. Digital versions of the one-color logo are available on disk from the Public Relations Office. Use of the two-color logo must be approved by the Public Relations Office.



SOUTHERN
ADVENTIST UNIVERSITY

When a horizontal format creates spacing problems, the wordmark may be used as shown.

The minimum allowable size for the logo is 1-1/4 inches wide.

DO NOT

The symbol **may not be flipped** and may be used alone **only** as approved by the Public Relations Office.



The name **may not be set in upper and lower case or as small caps**. The font **may not be changed**.

The wordmark **may not be set in a single line**. For special needs, check with the Public Relations Office.

SOUTHERN ADVENTIST UNIVERSITY

SOUTHERN
ADVENTIST UNIVERSITY

The wordmark **may not be letter spaced or distorted**.

UNIVERSITY SEAL

The university seal is to be used on documents of a formal or official nature only, such as diplomas, graduation programs or invitations, transcripts, and as the official seal used by the President's Office. It should not be used on items of a commercial nature such as mugs, pens, note binders, etc. Questions regarding appropriate use of the seal should be directed to the President's Office. Approval for use must be granted in writing by the president. The seal and the logo should **never** appear together.

There are two sanctioned versions of the seal:



LOGO STAGING

When using the logo with other graphic elements (type, illustration, photos), the proper amount of white space must be maintained in order to contribute to the appearance and readability of the logo.

The general formula is to give the logo a “standoff” of 25 percent of the width of the logo. In other words, if the logo is 2 inches wide, the standoff is one-half inch on all sides. This is a general guideline. What is important to note is that the logo should not be crowded by copy, art or photos, but should have “room to breathe.”



UNIVERSITY COLORS

Part of the university look is the official logo colors. If using these colors, provide printers with the exact Pantone Matching System (PMS) identification numbers to ensure that the exact color is reproduced.



PMS 3302



PMS 4725

TYPESTYLES

Goudy, Garamond, Times, Gill Sans, Helvetica, and Arial are the officially prescribed typefaces for all university publications and printed materials.

Goudy is the typeface used in the Southern Adventist University wordmark and is the preferred typeface for most uses. Garamond and Times are classic serif typefaces and easy to read, making them alternate body text typefaces. A san serif typeface — Gill Sans, Helvetica, or Arial — is recommended for distinguishing headlines, photo captions, etc., from the body text.

GOUDY (Used for stationery; used for headlines and body copy in all types of correspondence and advertising)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ0123456789

GARAMOND (Used for correspondence and promotional copy)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ0123456789

TIMES (Used for correspondence (Goudy or Garamond preferred))

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ0123456789

GILL SANS (Used for headlines, captions, and some body copy)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ0123456789

HELVETICA (Used for headlines and captions)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ0123456789

ARIAL (Used for headlines and captions)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ0123456789

ELECTRONIC MEDIA

All electronic media used to communicate on behalf of Southern Adventist University, including video and computer images, are considered an extension of Southern's graphic image and as such are subject to the officially prescribed standards and the consent of the Public Relations Office. All web page text, photos, and graphics are to be reviewed by the Public Relations Office before pages are launched.

SIGNAGE

Outdoor and display signage is physically the largest medium on which the university name will appear. It is important that it convey our standard image.

Several color combinations are authorized for use in applying the Southern Adventist University logo to signage banners and displays. The logo may appear in one-color against a white background (example A) or with the message in white against a dark background (example B). The typeface used for the message must be from the approved list. The samples below use Goudy. The preferred colored background is dark green.



Example A



Example B

When a horizontal format is indicated for wall signs and all other miscellaneous purposes, use the wordmark instead of the logo.



GIVEAWAYS

The Public Relations Office is ready to help you communicate via promotional products or gift items — pens, t-shirts, mugs, and giveaways of all kinds. Any item using the university name, wordmark, logo, or slogan needs to be approved by the Public Relations Office *before* you place your order. ***Bringing jobs in for consultation, development, and approval well in advance can save time and costly changes later.***

NEWSLETTER

Please think long and hard before deciding you must do a newsletter. Most people are so bombarded with unsolicited publications — many with eye-catching, four-color photos and high production values — that your newsletter may get thrown out without a second glance. You may also be duplicating information being sent from another source on campus.

If we can't dissuade you from publishing, we will be sincerely glad to work with you in developing a strong design and editorial strategy so that your newsletter will have a fighting chance against its competition.

Newsletters should adhere to the university's graphic standards. Appropriate use of the logo or wordmark as an identifier should appear properly set off from the text and "nameplate." The logo should not be used smaller than 1-1/2 inches wide. Typefaces should be chosen from the approved list.

The sample below shows a flexible format which suits a newsletter whose contents vary from issue to issue. The left-hand margin is 2 inches and the right one-half inch. The two-column format allows a photo or graphic to extend beyond the margin to create visual interest. The use of a pull quote gives interest to a page that has no other visual to break up the text.



CUBE ROOT

A PUBLICATION OF THE MATH DEPARTMENT AT SOUTHERN ADVENTIST UNIVERSITY
Volume Four ■ May, 1998

THIRTY-YEAR VETERAN NAMED TEACHER OF THE YEAR

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SOUTHERN
ADVENTIST UNIVERSITY
Department of Mathematics
P.O. Box 370
Collegeville
Tennessee
423.238.0200
Fax 423.238.0201
E-mail: postmaster@southern.edu

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GUIDELINES

for stationery

All areas representing Southern Adventist University must use the official stationery — which is formatted and ordered through the Public Relations Office. Your department has order forms supplied by the Public Relations Office. To assure continuity in stationery design and usage, the following guidelines have been approved.

LETTERHEAD — Official letterhead is printed in two colors, PMS 3302 and PMS 4725, on Wausau Royal Silk, 24# writing, in standard 8-1/2 x 11 size.

ENVELOPES — Envelopes generally fall into two categories – No. 9 (return) and No. 10 (regular or window). Envelopes are printed on Wausau Royal Silk to match letterhead. Design and specifications for large envelopes or special mailers must be reviewed by the Public Relations Office and Mail Room.

ECONOMY MAILINGS — By arrangement with the Public Relations Office, a 20# white bond may be used for letterhead and envelopes in mass mailings larger than 5M. Watermarked stationery should never be enclosed in an economy envelope.

OTHER SYMBOLS — No other symbols or devices should appear on the letterhead.

BUSINESS CARDS — The official business card conforms to specific standards and must be ordered through the Public Relations Office. Allow four to six weeks for delivery of business cards since they are most likely to be ordered in batches.

LETTERHEAD

Southern Adventist University, like many successful corporations, has adopted one standard typographical layout for all letterheads. This required layout is easy to set up and allows efficient use of space for the date, inside address, and salutation while effectively “staging” the logo. It is recommended that letters be composed in 10 or 12 pt. Garamond (preferred) or Times Roman and printed in black ink.

The following diagrams illustrate the proper margins and copy placements for all letters, as well as a suggestion for how second sheets should be handled.

← 1" →	↑ 2.125" ↓	↑ 1.75" ↓	← 1" →
August 28, 1998		 SOUTHERN ADVENTIST UNIVERSITY	
<p>Dr. John G. Doe State University 262 Campus Drive Anytown, US 55555</p>		<small> P.O. Box 370 Collegedale Tennessee 37315 423 / 238-2111 Fax 423 / 238-3001 E-mail: postmaster@southern.edu </small>	
<p>Dear Dr. Doe:</p> <p>This is a diagram of how letters should be written on Southern Adventist University letterhead. The gray lines and arrows indicate margins with the precise amount of spacing noted in inches.</p> <p>It is important to follow these specifications with all Southern correspondence. These guidelines allow the logo to be properly staged with an appropriate amount of surrounding white space and give your correspondence a balanced and organized look. It is crucial that every time our name is used in an official capacity, it appears in the proper format. Consistent usage will ensure recognition of the Southern Adventist University name.</p> <p>The standard SAU letter will follow the block format. The cap line of the date begins 1.75 inches from the top of the page. Skip one space to the inside address, which should begin approximately 2.125 inches from the top of the page. Skip one space for the salutation, and skip one space between the salutation and the body of the letter. This spacing allows enough room for SAU printed address, phone, fax and generic e-mail address to remain uncrowded in the upper right-hand corner of the sheet.</p> <p>Paragraphs are separated by a double space. Do not indent. Margins are one inch on each side. The right-hand margin aligns with the vertical stroke of the "N" of "SOUTHERN" and the flush right alignment of the university address, phone, fax and e-mail information. Leave four lines for the signature. The writer's corporate title falls directly under the type-written signature. The close, signature line, enclosure notation, and copy recipient listings are flush left. There should be at least a one inch margin at the bottom of the letter.</p> <p>Sincerely,</p> <p style="text-align: center;">Sa rah Jane Smi th</p> <p>Sarah Jane Smith, MBA Associate Director of Admissions</p> <p>Enclosures</p>			
		↑ 1" ↓	

first sheet

← 1" →	↓ .5"	↑ 1.75" ↓	← 1" →
<p>Dr. John G. Doe Page 2 August 28, 1998</p>			
<p>Letterhead is only used for the first page of the letter. If your letter exceeds one page, blank second sheets (same stock as the printed letterhead) should be used for all following pages. At least three lines must carry over to the subsequent page. The complimentary close and signature block should never stand alone.</p> <p>Each of the subsequent pages should have a heading including the name of the recipient, page number and full date. The heading begins one-half inch from the top of the page, the remaining body copy begins with the cap line at 1.75 inches from the top and following the same margins as the first page of the letter.</p> <p>Sincerely,</p> <p style="text-align: center;">Sa rah Jane Smi th</p> <p>Sarah Jane Smith, MBA Associate Director of Admissions</p> <p>Enclosures</p>			
		↑ 1" ↓	

second sheet

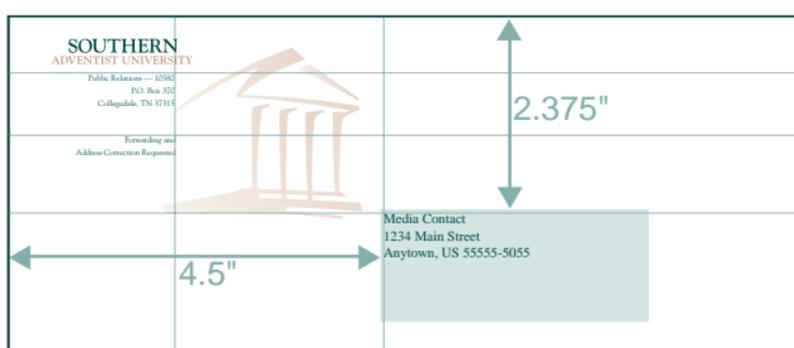
ENVELOPES

Postal service regulations are very strict concerning the placement of the return address and any forward and return postage instructions. Review regulations with both the Public Relations Office and Mail Room before you make special requests for envelopes.

In addition, the delivery address must fall within a specified area to qualify for discounts. If you have specific mailing requirements, check with the Mail Room to assure your addressing system complies with all regulations. Discounts may be substantial therefore ***compliance is critical and you are expected to verify that you are in compliance before printing.***

Business Reply envelope requests must be reviewed by the Public Relations Office and the Mail Room.

This diagram illustrates the proper layout for a standard #10 envelope.



NOTEPADS, MEMOS AND FAX COVER SHEETS

NOTEPADS — Notepads are 5-1/2 by 8-1/2 inches (one-half of a standard 8-1/2 x 11 sheet) and are ordered through the Public Relations Office. For reasons of economy, ***use of department or school notepads is encouraged*** rather than the use of personalized notepads.

FAX COVER SHEETS — Fax cover sheets should be consistent from office to office. Follow the guidelines established for letterhead. Be sure to indicate your department telephone and FAX number on the cover sheet, and indicate an e-mail address where appropriate. For uniformity, use 12-point Arial over 28 points of leading to create your FAX sheet message. A black and white version of the logo (both digital and print) is available from the Public Relations Office for use on FAX cover sheets.

Dear Colleagues:

As Southern Adventist University moves forward under a new name, it builds on the strength of its academic mission and on the qualities it values. It follows that Southern must be represented by a strong, consistent visual identity program reflecting order and unity rather than disparity and confusion.

All print produced by the university—whether a newsletter, stationery, brochures, signage, or a World Wide Web home page—creates public impressions. I want to see all visual messages projecting a clear, consistent image in keeping with the university's character and values. Therefore, I am asking that all print media including ads, direct mail, newsletters, brochures, catalogs, and giveaways be reviewed by the Public Relations Office before printing.

By diligently following the guidelines in this brochure (and the official *Graphic Standards Manual* available at the Public Relations Office), you will help Southern Adventist University speak with a clear and consistent voice. You also will help your office, department, or school identify itself with Southern Adventist University.

Thank you for working together with me to put our best foot forward.

Cordially,

A handwritten signature in black ink that reads "Gordon Bietz". The signature is written in a cursive, flowing style.

Gordon Bietz
President