Brand Standards

Manchester University

Updated 02/2024

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University Logo

The Manchester University logo, is the primary representation of the University, our reputation and our mission. Consistent use and proper implementation of this logo is crucial to maintaining effective brand standards of the institution.

This section of the brand standards will detail how and when to use the University logo as well as all other acceptable variations and proper usage.

Manchester University

ROLE OF THE UNIVERSITY LOGO

The University logo is the iconic representation of our institution and should appear on all master brand materials. It is our signature, treated with reverence and respect, but displayed widely and with pride.

Elements of the University Logo

Our University logo is comprised of two primary elements: the nameplate and the crest. The Manchester crest is a symbol of our academic heritage, and conveys the confidence and boldness that is authentic to Manchester University. The crest is a high-impact mark that creates a quick association with Manchester University, even when not combined with the nameplate. The Manchester nameplate is rooted in traditional academic typography, but is bold in its own right. Never use the nameplate on its own away from the crest.

Manchester University

Left Justified

Manchester University

Center Justified

Manchester University

Straight Across

Usage

Consistent use of the University logo is critical to establishing a strong and familiar brand. Following these simple usage guidelines will ensure a clear and compelling visual brand across all levels of University communications.

Preferred clear space

Minimum clear space

Clear Space

Clear space is the minimum "breathing room" that must be maintained around the logo. When using the logo in layout, placement, text, photos, and other graphic elements, you must respect the clear space standards shown here. Clear space also refers to the minimum distance from the edge of the page.

This standard also applies to e-mail and web applications, as well as sub-brand lockups.

Minimum size

Minimum Size

Minimum size refers to the smallest dimensions allowed for logo reproduction. It is stated as a minimum width, and ensures that we don't lose the legibility of the name or the clarity of the crest.

Color

The color combinations below represent the entire range of color flexibility for the Univlersity logo. No other combinations should be created.

Manchester University
One color black

Manchester University
One color gold

Manchester University
Two color

Manchester University
Two color reverse on black

Manchester University
Two color reverse on color

Manchester University
One color reverse on black

Color Variations

These are the approved color variations, and should cover all circumstances. No other color variations should be created.

Over Photos

When placing a logo over photography, be sure not to place it over a busy area. It's best practice to locate a part of a photo that has a fairly consistent value or tone. Refer to the color variations to see which is most appropriate for your scenario.

Things to Avoid

Use the illustrated examples below as a guide for what to avoid with the University logo. Overall, do not alter the logo or compromise its legibility in a way that is different from the provided final files. Do not attempt to recreate the logo.

Do not rearrange the logo.

Do not change the typography of the logo.

Do not swap colors of the logo.

Do not change the color of the logo unless authorized.

Do not use gradients or drop shadows.

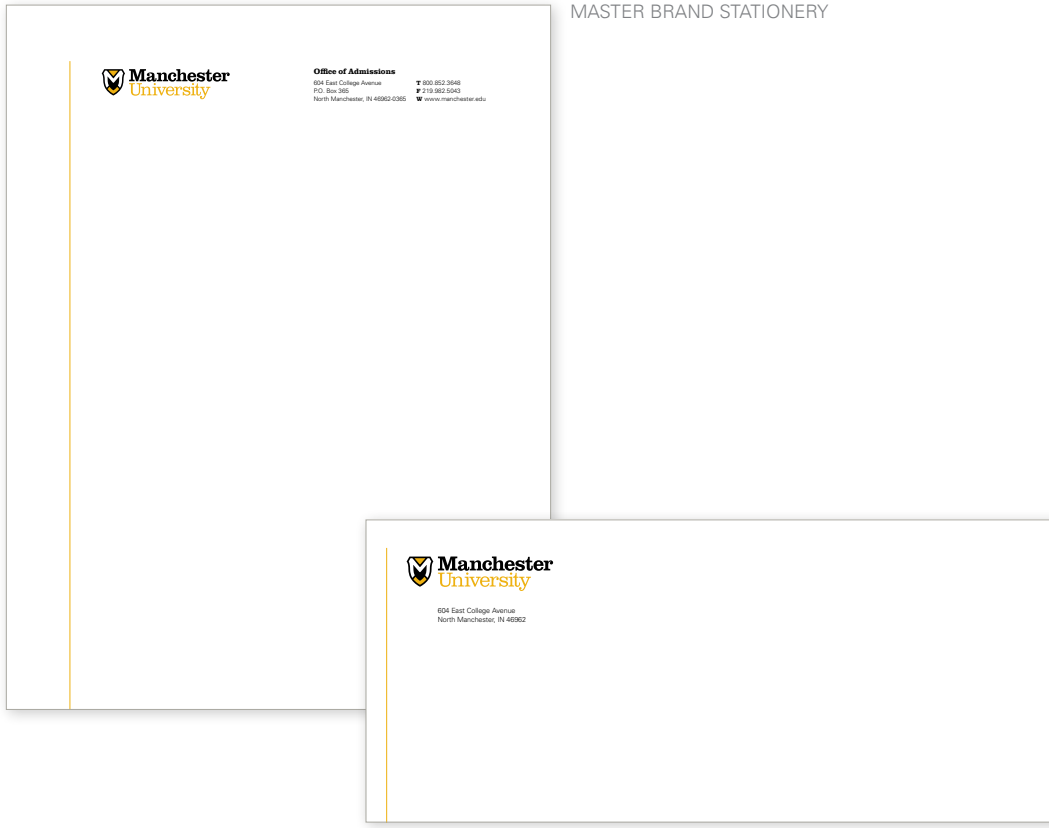
Do not outline the logo.

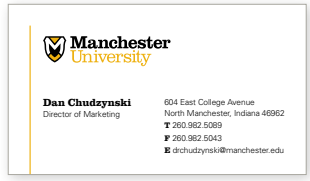
Do not place the mark over "noisy" image areas.

Examples

Here are examples of the appropriate usage of the University logo.

MASTER BRAND STATIONERY





Sub-Brand Lockups

For the purpose of strengthening the parent institution, Manchester University policy designates that logos for colleges, departments and programs combine the individual entity's name locked up with the University logo using a standard layout, fonts and spacing and should not stray from these standards. Sub-brand logo lockups should be set up only by the Office of Marketing.

WHEN TO USE SUB-BRAND LOCKUPS

Use the sub-brand lockups on materials specific to a college or another official sub-brand. Consider when it's more appropriate to use the University logo to emphasize the institution, rather than the sub-brand.

Manchester University | COLLEGE *of* ARTS & HUMANITIES

USAGE: For sub-branded lockups, apply the same guidlines as the University logo (see page 6).

COLOR: For sub-branded lockups, apply the same guidlenes as the University logo (see page 7).

THINGS TO AVOID: For sub-branded lockups, apply the same guidlines as the University logo (see page 8).

Crest

The crest is a high-impact mark that creates a quick association with Manchester University, even when not combined with the nameplate. This section will guide you on how to use of the crest as a graphic element.

USING THE MANCHESTER CREST:

- When a quick, bold reference to the University is needed
- As a graphic element to add interest and impact to a layout
- As a monogramic watermark on notecards, programs pages or Power Point slides
- As a stand alone design on t-shirts, hats, pins or badges

In all cases, the crest should be used only when context has already been established that it represents Manchester University. It should never be considered a substitute for the full Manchester University logo in a first instance.

Usage

Guidelines for usage of the crest are similar to those for the University logo in regard to space requirements, size and color. The crest, in most cases, should be considered as a "second reference" mark and not stand alone without a previous introduction of the full University logo.

The crest should not be paired with the words Manchester University in any other font or arrangement than the official University logo.

Minimum clear space

Preferred clear space

Clear Space

Clear space is the minimum "breathing room" that must be maintained around the mark. When using the mark in layout, placement, text, photos, and other graphic elements, you must respect the clear space standards shown here. Clear space also refers to the minimum distance from the edge of the page.

This standard also applies to email and web applications, as well.

Preferred minimum size

0.5 Inches

Minimum size

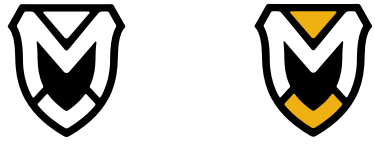
0.25 Inches

Minimum Size

Minimum size refers to the smallest dimensions allowed for crest reproduction. It is stated as a minimum width and ensures that we don't lose the clarity of the crest.

When and How to Use

The crest can be implemented using the same color variations listed for the University logo. Knocked-out and single-color versions of the crest may be used even in full-color materials as a graphic element and in instances where printing restrictions make a single-color mark the only option.



Color Variations

These are the approved color variations, and should cover all circumstances. No other color variations should be created.

Crest on Black

When placing on a black or dark background, use the version of the crest that is outlined in white to avoid the black shape of the crest blending into the background.

Over Photos

The crest should be knocked out when placed over most photographs. Primary full-color use may be permitted over solid values in a photo, such as a sky or a studio background.

Things to Avoid

Use the illustrated examples below as a guide for what to avoid when using the crest.

Do not change the color of the crest unless authorized.

Do not outline the crest.

Do not lock up the crest with anything.

Do not use gradients or drop shadows.

Do not squeeze or distort the proportions.

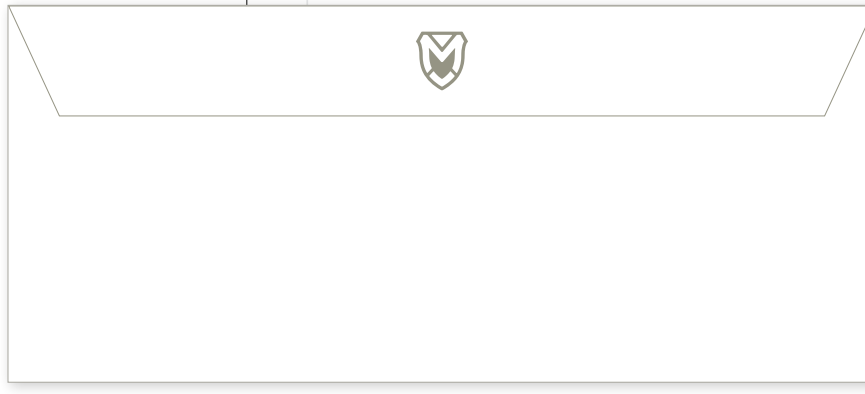
Examples

Here are examples of the appropriate usage of the crest.

MARKETING MATERIALS

EMBOSSED CARD

Office of the President



MONOGRAM ON ENVELOPE

University Seal

The University seal is a symbol of our heritage and the roots of our institution. It's used only in official capacities to reinforce the history of Manchester and its long-standing tradition of excellence.

WHEN TO USE THE UNIVERSITY SEAL

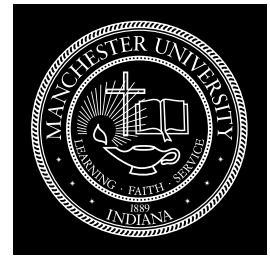
- Documents that require official or formal presentation, such as diplomas, awards, certificates, medallions, plaques and other formal acknowledgments
- Permanent campus signage – don't use the seal for temporary publications or displays, such as banners or flyers, as frequent, casual use will diminish its grandeur.
- Other uses of the seal are at the discretion of the Office of Marekting.

Usage

Usage of the seal is restricted. If you are considering using it, please contact the Office of Marketing.

Color Variations

Color variations for the seal are limited. Another option not shown here is gold foil stamping.



Things to Avoid

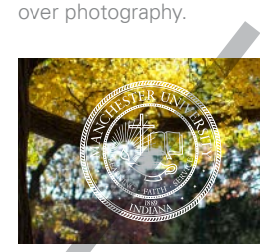
The seal should only be used as provided without any alterations or additions. See these examples for things to avoid.

Do not lock up the seal with other University logo.

Do not use gradients or drop shadows.

Do not change the color of the seal unless authorized.

Do not place the seal over photography.



MU Logo

The MU logo is intended for casual use, such as t-shirts and other garments or swag. It is not intended to replace or be interchangeable with the official Manchester University logo. It shouldn't be used for email signatures.

APPROPRIATE USE OF THE MU LOGO

- T-shirts and sweatshirts
- Hats
- Coffee cups and drinkware
- Flags
- Keychains and giveaways

MU

MU

MU

MU

MU

Visual Elements

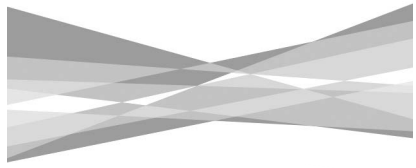
Graphic elements are tools that help add unique attributes to our brand and establish a consistent and familiar look among our publications, website and other communications. Use the guidelines on the following pages to understand how they are to be utilized and applied in Manchester University communications.

ACCESS TO GRAPHIC ELEMENT FILES
While some of the graphic elements are easily recreated in design software by a creative professional, our core elements are already integrated into use-ready templates. Find graphic elements and templates on the Office of Marketing website at www.manchester.edu/brand-toolkit

Identity Toolkit

Manchester's brand identity system utilizes a variety of on-brand visual elements; each with specific construction, usage, and technical rules when applying them. The list below specifies our Identity Toolkit options (elements are not to-scale).

COMMUNITY MOSAIC



STUDENT MOSAIC

WAYFINDING ARROW

VERTICAL ARROW

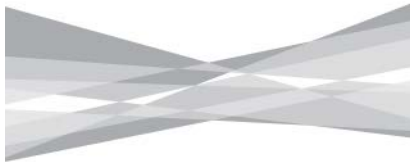
CENTER NOTCH

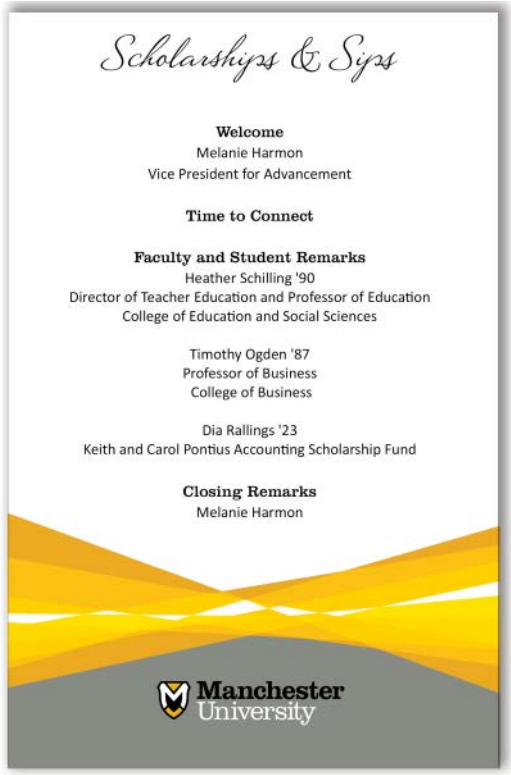
CREST EDGE

CREST COLLAR

CONTAINER

COMMUNITY MOSAIC





Graduation day
photos now online!

Manchester University
Arthur L. Gilbert
COLLEGE of BUSINESS
A tradition of success

A reputation for excellence.
UNDERGRADUATE AREAS OF STUDY IN HEALTH CARE
Majors
• Biology-Chemistry
○ Pre-Medicine
○ Pre-Dentistry
○ Pre-Optometry
○ Pre-Osteopathic Medicine
○ Pre-Pharmacy
○ Pre-Physican Assistant
○ Pre-Veterinary Medicine
• Clinical and Rehabilitation Sciences
○ Pre-Athletic Training
○ Pre-Occupational Therapy
○ Pre-Physical Therapy
• Medical Technology
• Nursing
• Nutrition Sciences
• Population Health
Minors
• Health Communication
• Medical Health Education and Sales
• Orthopedic Studies
BIOLOGY-CHEMISTRY
A major in biology-chemistry prepares students for master's and doctoral programs that lead to careers in medicine, pharmacy, optometry, dentistry, veterinary sciences and more. It also provides the essentials for a wide array of careers in health care and pure science research directly after graduating.
CLINICAL AND REHABILITATION SCIENCES
The clinical and rehabilitation sciences major prepares students for graduate study in one of the exercise sciences: physical therapy, occupational therapy, athletic training, exercise physiology, biomechanics and cardiac rehabilitation.
MU students are well prepared!
79% Medical School Acceptance (National average is 41%)
88% Dental School Acceptance
99% Pharmacy School Acceptance
MEDICAL TECHNOLOGY
Medical technologists perform essential laboratory testing critical to the detection, diagnosis and treatment of disease. They prepare and analyze body tissues, blood and fluids to help doctors diagnose patients. At Manchester, this is a 3+1 program, which includes classroom study in the first three years and hands-on clinical work in a hospital for the fourth year.
NURSING
Nurses are in demand. The U.S. Bureau of Labor Statistics projects a 7 percent growth in the nursing workforce by 2029. Manchester offers both a traditional bachelor of nursing (BSN) and an accelerated BSN second degree program for those who already have a bachelor's degree in another field.
NUTRITION SCIENCES
In the nutrition sciences major, students are prepared to develop lifelong personal health practices and to advise others on what to eat in order to lead a healthy lifestyle. Students who choose the registered dietitian nutritionist concentration will be prepared for acceptance into master's programs and ultimately to take the exam for RDN certification.
POPULATION HEALTH
Population health enables graduates to handle health issues that affect societies both worldwide and at home. Collecting, analyzing and using health care data in public health programs and campaigns leads to improved disease awareness and prevention, better medical treatment and healthy living, better patient-provider relationships and more accurate representation of disease in the media.
#1
College Factual ranks Manchester #1 in Indiana for Most Focused Health/Medical Prep Programs!
POST-GRADUATE PROGRAMS
PHARMACY
DOCTORAL DEGREE
Four-year Program, Fort Wayne Location
ATHLETIC TRAINING
MASTER'S DEGREE
Two-year Program, Fort Wayne Location
NUTRITION AND NUTRIGENOMICS
MASTER'S DEGREE
Two-year Program, Online
PHARMACOGENOMICS
MASTER'S DEGREE
One- or two-year Program, Fort Wayne Location or Online
NURSING – ACCELERATED
SECOND BACHELOR'S DEGREE
16-month Program, Fort Wayne Location

WAYFINDING ARROW

OPPORTUNITIES

Graduate/Professional schools

Forty-eight members of the Class of 2013 went on to attend graduate or professional school immediately after graduation and are studying 31 disciplines including accounting, athletic administration, business administration, biomedical science, clinical psychology, gerontology, law, medicine, music/opera performance, organizational communication, particle physics, pharmacy, and physical therapy.

These Manchester alumni chose to further their educations at 31 different graduate schools including Ball State University, George Mason University, Indiana University, Louisiana State University, Manchester University College of Pharmacy, Midwestern University, North Central College, Ohio University, Purdue University, Valparaiso University, University of Louisville, University of South Carolina, and Xavier University.

Diverse careers

The May 2013 graduating class chose many different professions including careers as athletic trainers, auditors, correctional officers, financial analysts, financial representatives, management trainees, marketing specialists, operations specialists, programmers, reporters, social workers, teachers/educators, technicians, and volunteers.

Employers

Most Manchester graduates pursue full-time employment upon graduation, and they're typically very successful. Often it's through connections made at Manchester.

The Office of Career Services offers students opportunities to interact with employers through on-campus interviewing and information sessions, off-campus job fairs, site visits to employers, and an online job bank. By taking advantage of these opportunities, students meet many potential employers.

Members of Manchester's Class of 2013 started their first jobs with more than 100 different businesses, companies, schools, and organizations. As the list below shows, their employers range from small businesses to large corporations.

Look who's hiring Manchester grads.

(A sample list of those who employed the Class of 2013)

- 1st Source Bank
- Do It Best Corp.
- Crowe Horwath
- East Noble School Corporation
- Edward Jones
- Elkhart County Court House
- Elkhart General Hospital
- Ernst & Young
- Ford Meter Box Co.
- Fort Wayne Children's Zoo
- Fort Wayne Women's Bureau
- Indiana State Personnel Department
- Indiana University Health
- Indiana Women's Prison
- Katz, Sapper & Miller
- Lake City Bank
- McGladrey
- Park Center Inc.
- Peabody Retirement Community
- Profirehab
- SCAN
- Shambaugh & Sons
- Southwest Allen County Schools
- State Farm Insurance
- Wabash County Probation
- Wabash Valley Abstract Inc.
- Wellpoint
- Zimmer, Inc.

... and we back it up.

College is one of the most important investments you'll ever make. We're glad you've decided to invest in Manchester. That's why we're investing back in you with this financial aid award notification.

At Manchester, we do everything possible to make sure a quality education is affordable to everyone. Our Triple Guarantee promises financial aid to 100 percent of our students. We also guarantee that you'll graduate in four years and that you'll get a job within six months of graduating. That's our commitment to you!

Take time to thoroughly read your Financial Aid Award Notification, and follow these four easy steps to start your journey to college. Don't hesitate to contact us if you have any questions.

Student Financial Services
866-982-5066

Office of Admissions
800-852-3648

Manchester University
www.manchester.edu

Four easy steps to financial aid

1. **REVIEW** your Financial Aid Award Notification for accuracy.
   - Your Financial Aid Award Notification indicates the type(s) and amount(s) of *estimated* financial aid that you can anticipate receiving for both fall and spring semesters.
2. **NOTIFY** Student Financial Services if ...
   - your housing or enrollment status changes. Cross out any incorrect information and write in corrections.
   - you want to decline any of your aid. Check the decline box.

   Sign and date your corrected pages, make a photocopy for your records, and return the original notification to Student Financial Services. **(This is a must!)**
3. **PLAN** your payment strategy.
   - The figures provided on the Financial Aid Award Notification are *estimated* based on the standard charges for tuition, fees, room and board.
4. **PAY** on your student account, Aug. 5 and Jan 15.
   - Online payments are accepted via electronic check and credit card. For additional information visit www.manchester.edu/sfs/policies.htm

Manchester University may be required to obtain additional documents from you in order to finalize the financial aid funding available for the academic year.

Student Financial Services | Manchester University | 604 E. College Ave. | North Manchester, IN 46962

Check out Manchester University for your wedding or reception!

- Onsite catering
- Banquet facilities for groups up to 300
- Perfect for showers, weddings and receptions; small and large
- More event possibilities at our Fort Wayne campus!

Manchester University
Conference Services
877-624-8378
www.meetatmanchester.com

Manchester University

Why sales?

A sales degree is a natural for Manchester, whose Accounting and Business Department is the University's largest. About a fifth of undergraduate degrees are earned through the department's programs.

"We anticipate that the new sales program will serve Manchester students well regardless of the industries they choose," says Professor Tim Ogden, department chair. "The sales function touches every organization, large and small, for-profit and nonprofit," adds Ogden. "There are not many sales programs in Indiana, and we expect ours to be distinctive in two ways."

First, it will include a course that marries sales and entrepreneurship. In his recent book, *To Sell is Human,* Daniel Pink reports that "independent entrepreneurs may grow by 65 million in the rest of the decade and could become a majority of the workforce by 2020."

Second, Manchester's program will include a communication course that focuses on the ethics of listening in sales relationships. The course will explore, among other things, the differences between hearing and listening, empathy in a sales context, subtle nonverbal and verbal cues, and what constitutes listening behavior in sales.

Manchester University regrets these omissions in the 2013 *Celebrating Stewardship*

Contributions to Memorial and Endowed Funds in 2013:
*** The Wendell L. and Marcia L. Dilling Chemistry Scholarship Fund**

Members of the Otho Winger Society:
Roma Jo and R. Jan Thompson

Grandin: Focus on what children with autism can do

The world needs all kinds of talents, Temple Grandin told a capacity crowd March 6 at Cordier Auditorium.

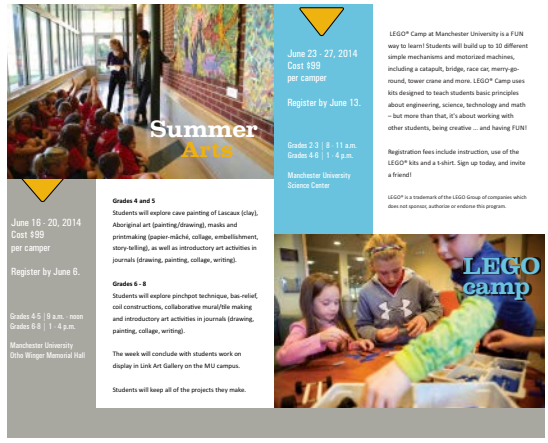
An expert in animal science, Grandin is best known for advancing society's understanding of autism and for sharing her personal struggles and triumphs with the neural development disorder. Manchester named her its 2012-13 Innovator of the Year.

When children are diagnosed with autism, we need to look at what they can do, Grandin said. "We spend too much time concerned about what kids can't do." There are undiagnosed people (with autism) all over Silicon Valley, and Einstein didn't talk until he was 3, she added.

Grandin is concerned that hands-on classes such as art, woodworking and mechanics are disappearing from schools. "We're taking a very narrow view of education," she said. "If you don't expose kids to interesting things they don't get interested in interesting things." Society needs creative problem-solvers, she added. "Our infrastructure is falling apart and we don't have people trained to fix it."

The HBO movie *Temple Grandin* won seven Emmys. The film depicts her mother's early intervention in providing speech and occupational therapy, which Grandin said was vital to her success. "They used to just throw us away," Grandin said of people with autism.
Grandin's Manchester appearance and the Innovator of the Year award is made possible by the **Mark E. Johnston '68** Program in Entrepreneurship.

VERTICAL ARROW



Summer Arts

June 16 - 20, 2014
Cost $99
per camper

Register by June 6.

Grades 4-5 | 9 a.m. - noon
Grades 6-8 | 1 - 4 p.m.

Manchester University
Otho Winger Memorial Hall

Grades 4 and 5
Students will explore cave painting of Lascaux (clay), Aboriginal art (painting/drawing), masks and printmaking (papier-mâché, collage, embellishment, story-telling), as well as introductory art activities in journals (drawing, painting, collage, writing).

Grades 6 - 8
Students will explore pinchpot technique, bas-relief, coil constructions, collaborative mural/tile making and introductory art activities in journals (drawing, painting, collage, writing).

The week will conclude with students work on display in Link Art Gallery on the MU campus.

Students will keep all of the projects they make.

June 23 - 27, 2014
Cost $99
per camper

Register by June 13.

Grades 2-3 | 8 - 11 a.m.
Grades 4-6 | 1 - 4 p.m.

Manchester University
Science Center

LEGO® Camp at Manchester University is a FUN way to learn! Students will build up to 10 different simple mechanisms and motorized machines, including a catapult, bridge, race car, merry-go-round, tower crane and more. LEGO® Camp uses kits designed to teach students basic principles about engineering, science, technology and math – but more than that, it's about working with other students, being creative ... and having FUN!

Registration fees include instruction, use of the LEGO® kits and a t-shirt. Sign up today, and invite a friend!

LEGO® is a trademark of the LEGO Group of companies which does not sponsor, authorize or endorse this program.

LEGO camp

Summer Camps
2014

Summer Arts — June 16 · 20
Grades 4 · 8
$99 per camper; register by June 6

LEGO® camp — June 23 · 27
Grades 2 · 6
$99 per camper; register by June 13

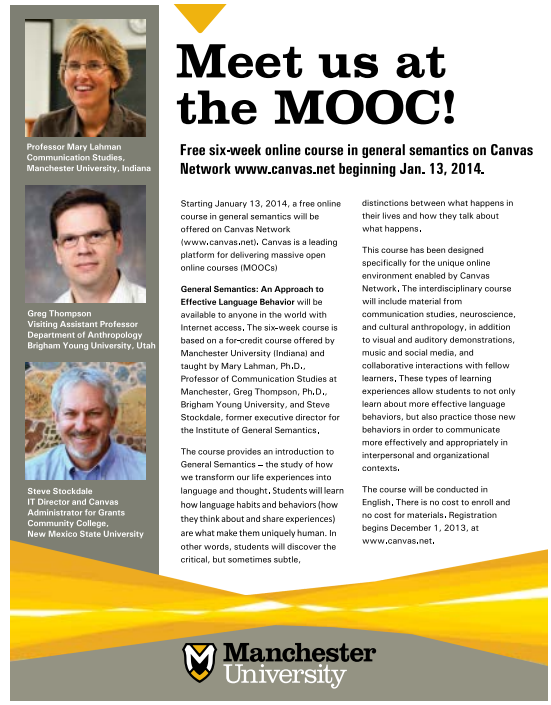
Culinary 101 — June 30 · July 2
Ages 10 · 14
$135 per camper; register by June 23

Bakery 101 — July 14 · 16
Ages 10 · 14
$135 per camper; register by July 4

Find registration information at
www.meetatmanchester.com/summer_kids.htm

Manchester University

Manchester University Conference Services | 877-624-8378 | www.meetatmanchester.com



Professor Mary Lahman
Communication Studies,
Manchester University, Indiana

Greg Thompson
Visiting Assistant Professor
Department of Anthropology
Brigham Young University, Utah

Steve Stockdale
IT Director and Canvas
Administrator for Grants
Community College,
New Mexico State University

Meet us at the MOOC!

Free six-week online course in general semantics on Canvas Network www.canvas.net beginning Jan. 13, 2014.

Starting January 13, 2014, a free online course in general semantics will be offered on Canvas Network (www.canvas.net). Canvas is a leading platform for delivering massive open online courses (MOOCs)

General Semantics: An Approach to Effective Language Behavior will be available to anyone in the world with Internet access. The six-week course is based on a for-credit course offered by Manchester University (Indiana) and taught by Mary Lahman, Ph.D., Professor of Communication Studies at Manchester, Greg Thompson, Ph.D., Brigham Young University, and Steve Stockdale, former executive director for the Institute of General Semantics.

The course provides an introduction to General Semantics – the study of how we transform our life experiences into language and thought. Students will learn how language habits and behaviors (how they think about and share experiences) are what make them uniquely human. In other words, students will discover the critical, but sometimes subtle, distinctions between what happens in their lives and how they talk about what happens.

This course has been designed specifically for the unique online environment enabled by Canvas Network. The interdisciplinary course will include material from communication studies, neuroscience, and cultural anthropology, in addition to visual and auditory demonstrations, music and social media, and collaborative interactions with fellow learners. These types of learning experiences allow students to not only learn about more effective language behaviors, but also practice those new behaviors in order to communicate more effectively and appropriately in interpersonal and organizational contexts.

The course will be conducted in English. There is no cost to enroll and no cost for materials. Registration begins December 1, 2013, at www.canvas.net.

Manchester University

CENTER NOTCH

25th Anniversary
GOLF
OUTING
FRIENDS OF MANCHESTER
Auburn Indiana

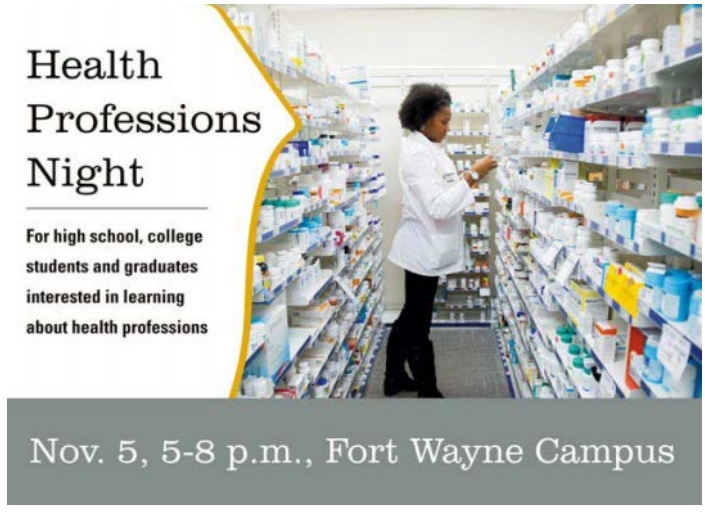
Friday, June 13, 2014

Bridgewater East Golf Club

Auburn, Indiana

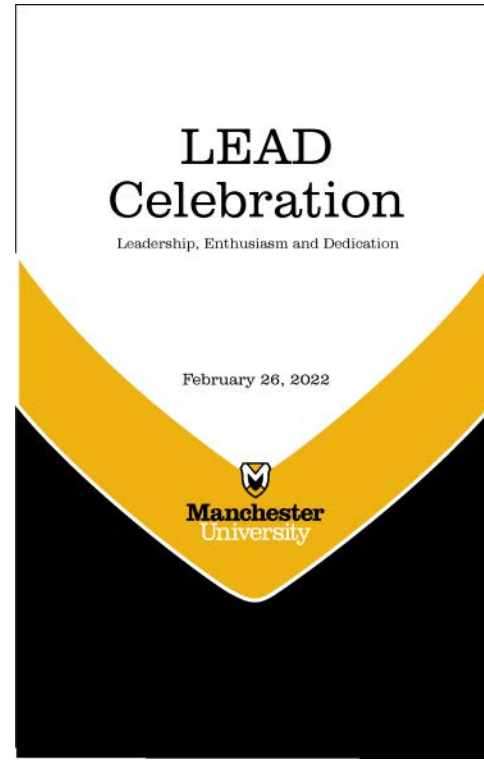
Sing
Play
Act
Rehearse
Travel
Achieve
Navigate
Speak

Pharmacogenomics
NOW YOU
CAN EARN
YOUR DEGREE
ONLINE!
LEARN MORE >


Health
Professions
Night
For high school, college
students and graduates
interested in learning
about health professions
Nov. 5, 5-8 p.m., Fort Wayne Campus

Junior
Preview
Week
On-campus visit
event for juniors
Week of April 26th
Register now!

CREST COLLAR



CONTAINER

Manchester University's
A Cappella Choir
in Concert
Manchester
University
Date:
Time:
Location:

MEET AT
MANCHESTER
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Manchester
University

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Presidential
Scholar
Reception
Thursday, March 6, 2014
Manchester
University
www.manchester.edu

Typography

Manchester's Typography must be regarded and protected as a fundamental design asset. Along with a set of brand elements, a consistent, limited use of brand fonts helps our audiences to familiarize themselves with our brand and a consistent look and feel.

Brand Fonts

Use these fonts in publications and communications for Manchester University.

CLARENDON

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

REGULAR (+OBLIQUE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Clarendon is typically used for headlines. It can be mixed case or all caps.

UNIVERS

LIGHT (+OBLIQUE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BOLD (+OBLIQUE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CONDENSED (+OBLIQUE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CONDENSED BOLD (+OBLIQUE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Univers can be used for both subheadlines and body text. Subheads can be either bold or non-bold, mixed case or all caps. On occasion, using Univers bold as a headline mixed with Clarendon as a subhead can produce an alternative effectual outcome.

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri should be used for body (paragraph) text only. When space allows, leading (line spacing) should be increased to 110%-125% in paragraphs.

CANDARA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calndara can also be used for body (paragraph) text. When space allows, leading (line spacing) should be increased to 110%-125% in paragraphs.

JENNA SUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Jenna Sue is good for accents, accompanying a mix of Clarendon and Univers for headlines and subheads. Its casual, handwritten look makes it ideally suited for communications to students and prospective students. Avoid using as all caps. Download at http://www.dafont.com/jenna-sue.font

MONTAGUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Montague is a script suitable for formal headlines or subheads. Do not use for body text and avoid using as all caps.

Alternate Fonts

While the fonts shown above are the University's official brand fonts and are exclusively used in the creation of brand publications by staff in the Office of Marketing, some of these fonts are not pre-loaded onto Windows computers and are available only for download at a cost. Licensing policy does not permit fonts to be shared among users. Therefore, University brand standards allows for the use of alternate fonts when official brand fonts are not available.

Official Font	Acceptable Alternate Fonts
Clarendon	Century
Univers	Arial or Arial Narrow
Montague	Vladimir

Color

Proper use of color helps to create a visual consistency throughout the University's communications both internally and externally. Color is a dominant driver of emotion, and it is important to apply Manchester's color palette accurately.

Primary

Manchester gold, black, and gray are our primary brand colors. They should be the predominant colors used in University communications, at about a 3:1 ratio versus the accent color palette.

Accent

Our secondary color palette adds brightness and vitality to the Manchester identity, and represents the energy of the University.

These colors should be used in minority ratio against the primary colors on a canvas. Use a 3:1 ratio as a general rule.

White

It's important to remember that white, or the paper color, is an important part of our color palette. White space is an essential component of a healthy design, and should be considered a brand color in conjunction with this palette, and used liberally.

PRIMARY

MANCHESTER GOLD
PANTONE 124 C
C=0 **M**=28 **Y**=100 **K**=6
R=238 **G**=177 **B**=17
HEX=EEB 111

95%	90%	85%	80%	75%	70%
5%K	10%K	15%K	20%K	25%K	30%K

MANCHESTER BLACK
PANTONE BLACK C
C=30 **M**=30 **Y**=30 **K**=100
R=10 **G**=2 **B**=3
HEX=0A0203

MANCHESTER GRAY
PANTONE 7539C
C=46 **M**=38 **Y**=42 **K**=3
R=142 **G**=143**B**=137
HEX=8E8F89

95%	90%	85%	80%	75%	70%	65%	60%
5%K	10%K	15%K	20%K	25%K	30%K	35%K	40%K

ACCENT

MANCHESTER SUNRISE
PANTONE 1585 C
C=0 **M**=71 **Y**=100 **K**=0
R=255 **G**=108 **B**=12
HEX=FF6C0C

95%	90%	85%	80%	75%	70%	65%	60%
5%K	10%K	15%K	20%K	25%K	30%K	35%K	40%K

MANCHESTER BLUE
PANTONE 630 C
C=54 **M**=4 **Y**=9 **K**=0
R=107 **G**=196 **B**=222
HEX=6BC4DE

95%	90%	85%	80%	75%	70%	65%	60%
5%K	10%K	15%K	20%K	25%K	30%K	35%K	40%K

MANCHESTER GREEN
PANTONE 376 C
C=55 **M**=3 **Y**=100 **K**=0
R=130 **G**=188 **B**=0
HEX=82BC00

95%	90%	85%	80%	75%	70%	65%	60%
5%K	10%K	15%K	20%K	25%K	30%K	35%K	40%K

Brand Photography

Photography is a primary element in telling the Manchester story, and high quality imagery and consistency in style is critical to all communications. Photos should reflect the same messaging as written text, and be focused through Manchester's brand lenses, bringing to light messages of community, growth, intimacy, safe and sound, and excellence.

"Moments" Photography

The Manchester experience is built as a series of moments – snapshots in time when you realize that you're part of something special – times that will be defined as events that shape your life. Often, your moment happens within the context of a larger happening – a moment within a moment – a brief instant frozen in time. Manchester's brand photography is meant to capture those moments. These shots are often grouped together in publications and on the website to present a collection of moments and a multi-faceted view of Manchester life.

Portrait Photography

Manchester's portrait photography, like other brand photography, is consistent in style, whether the portrait features students, faculty or staff; individuals or small groups. All Manchester portraits should be taken in Manchester's studio.

Event Photography

One distinctive element of Manchester's brand is community – an important part of students' experience as they participate in groups, make connections, get support and gain confidence in their own identities. Therefore, event photos – the "every day" photos that supplement our brand photography – should always reflect community and togetherness. In most cases, avoid showing photos of students by themselves or empty spaces on campus. Building photos are always better when people are included. Togetherness can be illustrated among groups (community) or between two or more individuals (intimacy), but should always show activity, engagement and/or interaction.

Brand Identity

Manchester's brand identity is focused through a set of brand lenses, or qualities and attributes that best define the University.

The promise of the Manchester University brand lies within the meaning behind these lenses, which were developed based on research studies involving hundreds of members of the campus community.

The five brand lenses that define Manchester are:

- Community
- Growth
- Intimacy
- Safe and Sound
- Excellence

Each brand lens is broken down into a subset of four messaging points that better help to focus the lens in particular aspects of that brand attribute.

From there, these messaging points can be further broken down into proof points, or actual examples of these brand attributes being put into practice.

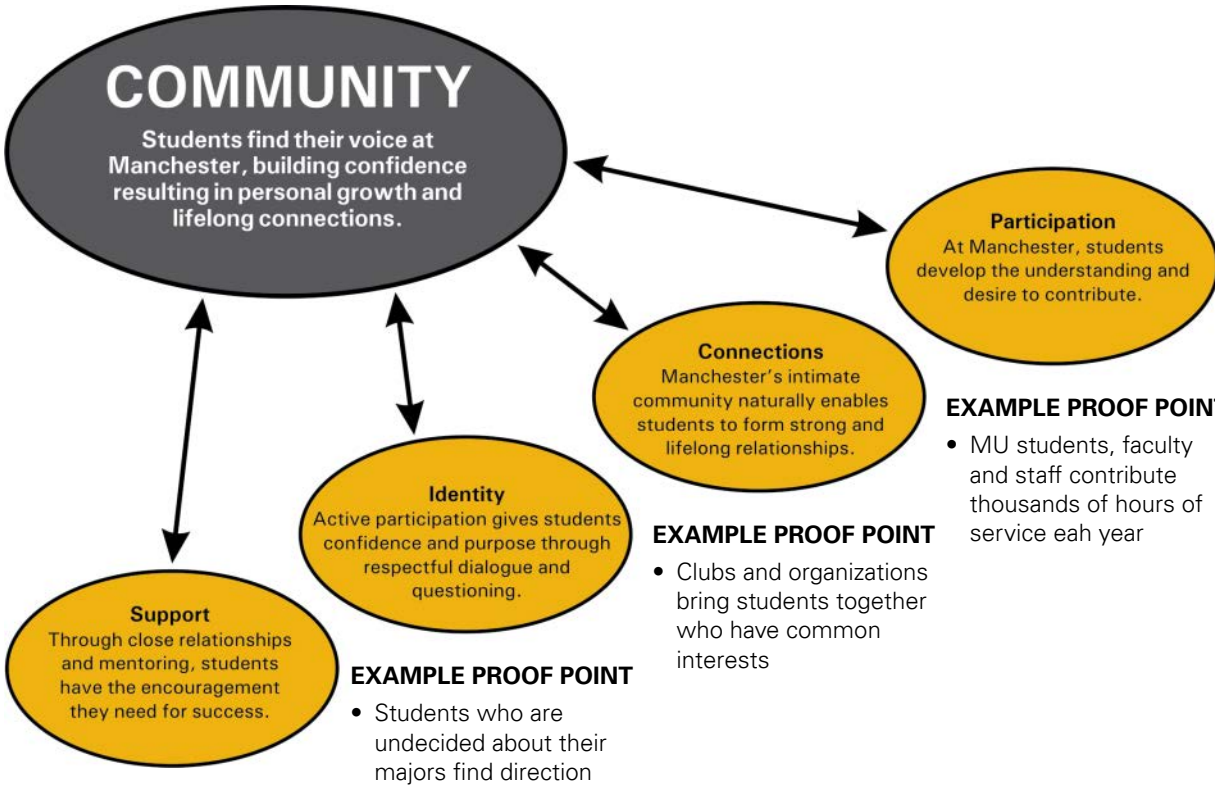
It is with this system of lenses, messaging points and proof points that Manchester stories are used to illustrate the promises of the University brand.

The Brand Lenses of Manchester University

The five brand lenses of Manchester University are mapped according to size color and position. The larger lenses designate attributes of Manchester's brand that are more prevalent, and should be given due weight when communicating brand messages.

The gray lenses represent characteristics of Manchester's brand that may be commonly used by other colleges and universities, while the gold lenses represent attributes that are more distinctive to Manchester. Excellence, the light gray lens, is aspirational. Although we have many stories to tell that support our claim to excellence, we aspire to be more excellent and to more conclusively deliver these messages as they are held up against our competitors.

Like a Venn Diagram, the brand lenses of Manchester University overlap in some areas, indicating that some proof points used to tell the Manchester story can be messaged in different ways, bringing to light different brand attributes.



EXAMPLE PROOF POINT

- MU students, faculty and staff contribute thousands of hours of service eah year

EXAMPLE PROOF POINT

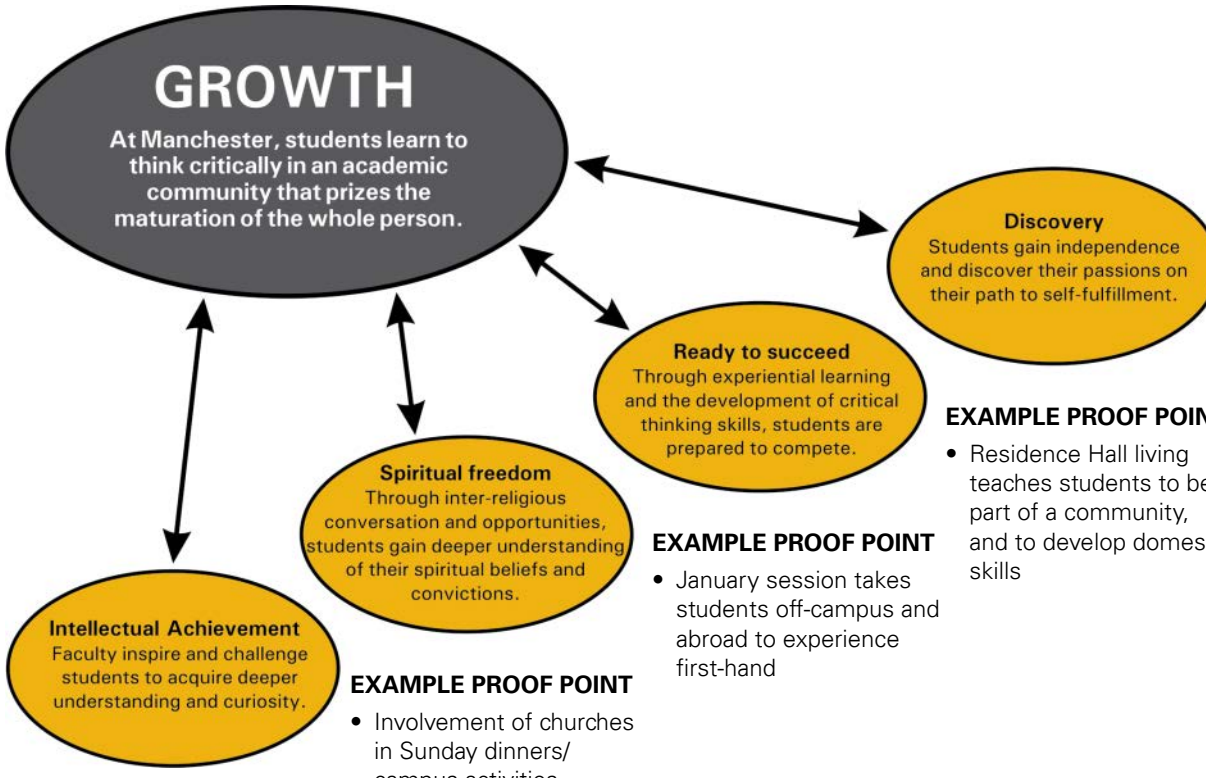
- Clubs and organizations bring students together who have common interests

EXAMPLE PROOF POINT

- Students who are undecided about their majors find direction through exposure to an interdiscplinary cirriculum

EXAMPLE PROOF POINT

- Success Center - Academic Support for students at all levels



EXAMPLE PROOF POINT

- Residence Hall living teaches students to be part of a community, and to develop domestic skills

EXAMPLE PROOF POINT

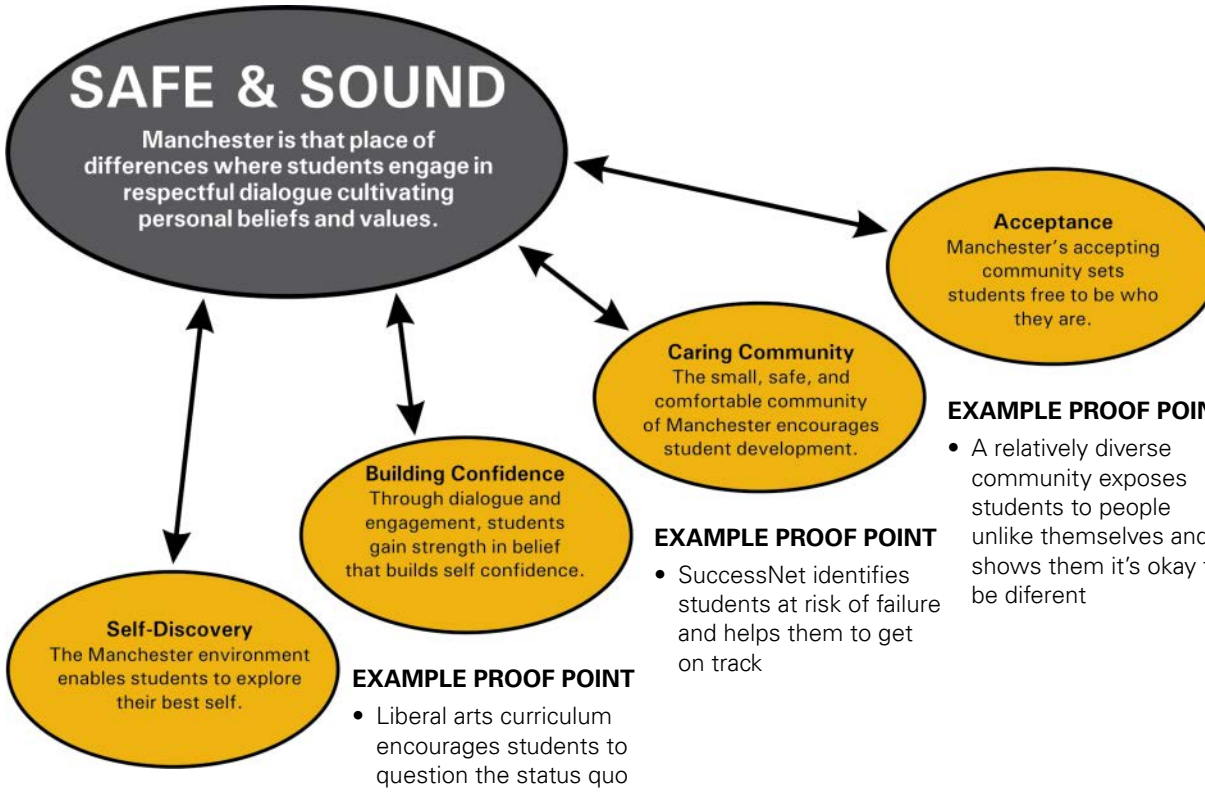
- January session takes students off-campus and abroad to experience first-hand

EXAMPLE PROOF POINT

- Involvement of churches in Sunday dinners/ campus activities

EXAMPLE PROOF POINT

- Science Seminars give students experience presenting before faculty and peers



EXAMPLE PROOF POINT

- A relatively diverse community exposes students to people unlike themselves and shows them it's okay to be diferent

EXAMPLE PROOF POINT

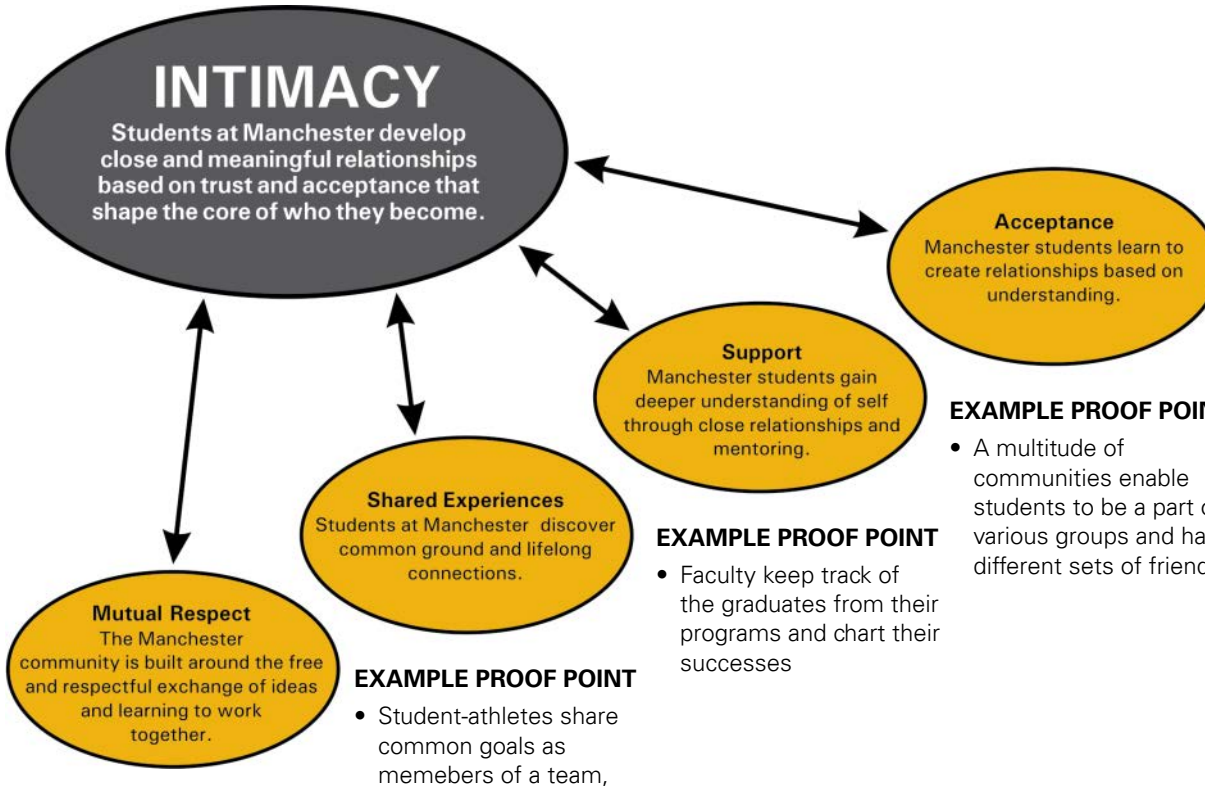
- SuccessNet identifies students at risk of failure and helps them to get on track

EXAMPLE PROOF POINT

- Liberal arts curriculum encourages students to question the status quo and form opinions

EXAMPLE PROOF POINT

- Students undecided about a major are exposed to a diverse curriculum early so that they might find direction



EXAMPLE PROOF POINT

- A multitude of communities enable students to be a part of various groups and have different sets of friends

EXAMPLE PROOF POINT

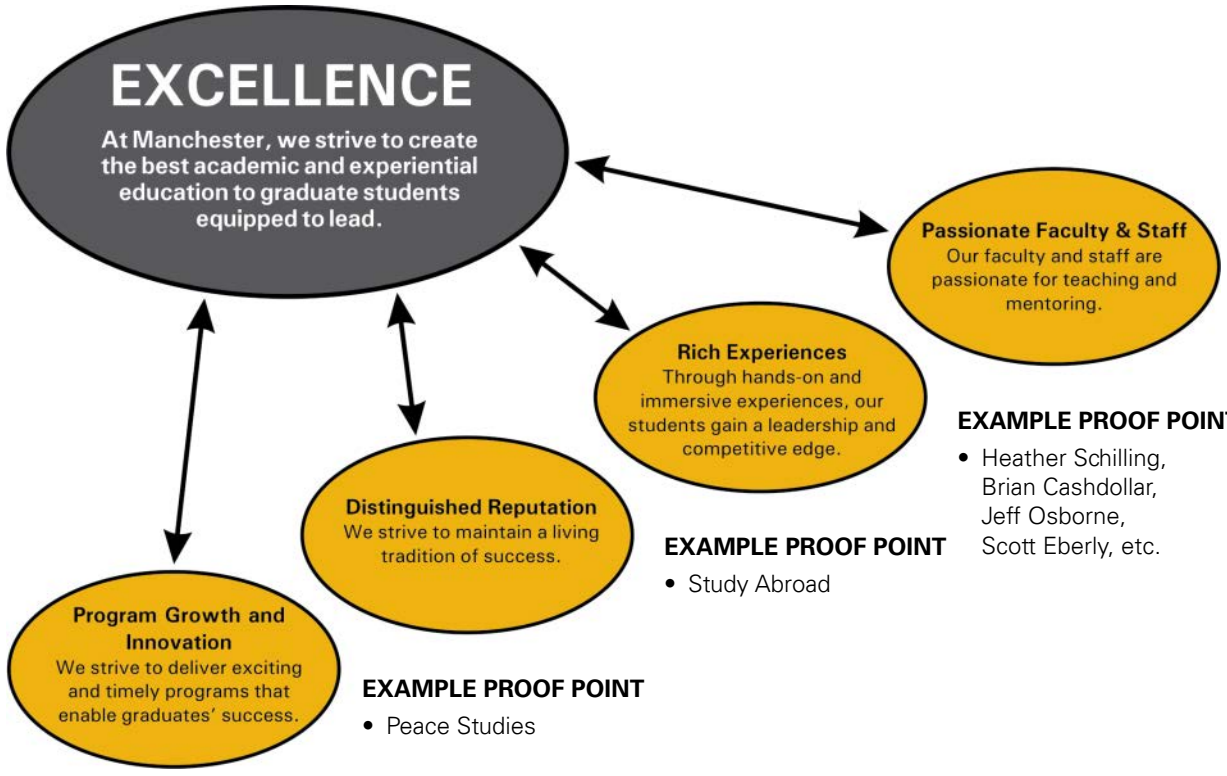
- Faculty keep track of the graduates from their programs and chart their successes

EXAMPLE PROOF POINT

- Student-athletes share common goals as memebers of a team, and develop "brothers" or "sisters" relationships with teammates

EXAMPLE PROOF POINT

- Students work side-by-side and with faculty on service projects



EXAMPLE PROOF POINT

- Heather Schilling, Brian Cashdollar, Jeff Osborne, Scott Eberly, etc.

EXAMPLE PROOF POINT

- Study Abroad

EXAMPLE PROOF POINT

- Peace Studies

EXAMPLE PROOF POINT

- Pharmacy, Pharmacogenomics

Manchester University

604 East College Avenue
North Manchester, Indiana 46962
www.manchester.edu