THE FAULKNER

Brand

2017 STANDARDS & GUIDELINES

Faulkner University

A CHRISTIAN UNIVERSITY

What is the Faulkner brand?

You are key in maintaining the reputation of the Faulkner brand! The brand is what Faulkner stands for, and what sets us apart.

This book highlights a few of the key components important to maintaining the Faulkner brand and keeping it strong. You'll find messaging we can use to communicate consistently with others about Faulkner, along with updated visual identity guidelines for print, web, and other multimedia touching on subjects like logo usage and placement.

When one department or individual decides to "tweak" the brand identity by adding to it or adjusting it even slightly, this weakens our overall communication potential.

Thank you for your diligence in this very important aspect of our university life.

Use of these standards is not optional.

- All public communication materials that represent and are paid for by Faulkner University must be reviewed by the Faulkner Marketing prior to production with at least a three-day turnaround time to complete that review. Most will be done much more quickly. (This does not include materials produced for classroom purposes or internal processes, but is primarily aimed at any communication that is used publicly to represent the university, on or off campus.)

- Misuse of these standards—or failure to submit material for review—could lead to the need to redesign and/or reproduce completed work, at the host department's expense. This applies even if redoing the work will cause a deadline to be missed, so work this review process into your project schedule, not as an afterthought.

- There may be uses of any of these logos in which exceptions need to be made to accommodate a unique set of circumstances. To get these approved, contact Faulkner Marketing.

- Faulkner marketing provides writing, editing, photgraphy, videography and design services for your public communication needs. For answers to any questions not covered in this guide or additional assistance contact Loren Howell, public relations specialist at lhowell@faulkner.edu

If you have questions about Faulkner University's brand and information in the brand book, please contact Patrick Gregory, pgregory@faulkner.edu, in Faulkner Marketing.

Contents

1 The Faulkner Message
2 Official Colors
3 Official Typography
4 Official Primary Logos
5 Incorrect Logo Usage
6 Alternative Colors
6 Logo Placement
7 Logo Clearing
7 Official Secondary Logos
7 Obtaining Logos
8 Departmental Logos
8 Advertisements
8 Web
9 Official Stationery

10 Athletic Logos
11 Athletic Stationery
12 Law Logos
13 Law Stationery

14 Photography
14 Videography
15 Electronic Presentations
15 E-Newsletters
16 Stylebook
20 Contacts

The Faulkner Message

Faulkner's Mission

The mission of Faulkner University is to glorify God through education of the whole person, emphasizing integrity of character in a caring, Christian environment where every individual matters every day.

Faulkner University is committed to providing a nurturing and challenging environment that encourages students to thrive not only academically, but also socially and spiritually. As a Christian liberal arts university associated with the churches of Christ, Faulkner's offerings are continually expanding. Currently our five colleges offer 70+ academic degrees ranging from business administration to biblical studies, from biology to e-commerce. Faulkner also offers numerous post-graduate degrees including a law degree (Juris Doctor). Additional education-enhancement opportunities exist through the Great Books Honors College and the Study Abroad program.

Faulkner also provides a myriad of opportunities for our students' spiritual and personal growth. Daily chapel and a Biblically-based core curriculum provide a basis for spiritual development. For personal growth and enjoyment, Faulkner offers many on-campus activities like social clubs, intramural sports, marching band and theater. Faulkner is also home to a growing competitive athletic program that competes in 10 men's and women's sports. A new sports stadium has brought the excitement of football and soccer to campus.

Undergirding all our offerings, both academic and extracurricular, is Faulkner's commitment to instill within our students the tenets of Godly intellect, character and service for the education of the whole person. We believe that all truth comes from God. With that knowledge, we instruct all courses through the lens of Christianity, emphasizing integrity of character and a Godly attitude in all phases of life.

Commitment to service is also at the core of a Faulkner education. Students are required to perform 40 hours of service each year culminating in 160 hours for graduation. Over the years, Faulkner students have logged thousands of hours in service projects and mission work. As a result of this dedication to helping our neighbors, Faulkner students have received recognition from the community, and our athletic programs consistently earn the Champions of Character designation from the NAIA.

Official Colors

Faulkner blue is a color that should stay consistent throughout the university's history. Every department should use the same color blue as the logo.

PMS 286
C100 M66 Y0 K2
R0 G93 B170
HEX#005daa

PMS 400 EC
C6 M7 Y11 K16
R203 G199 B192
HEX#cbc7c0

PMS 400 EC
C0 M0 Y0 K100
R0 G0 B0
HEX#000000

Faulkner University
A CHRISTIAN UNIVERSITY

Typography

Typography was selected to complement, but not diminish the Faulkner logo. Open type fonts can be used cross-platform (Mac and PC). Use of these fonts is recommended, especially on Faulkner letterheads.

Minion Pro, Faulkner's primary typeface, is a modern classic serif font with a large font family available in a wide range of weights.

Gill Sans (TT), Faulkner's secondary typeface, is a sans serif font with organic and clean lines, easily legible. Its large font family is available in a wide range of weights.

Minion Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Numquas aut ad explaut mo te verciendi di si aperspita simolupis ipsa volupta adigend uciatios dolesti asitium fugiam vellectem eum ad mincid que de alit parum dus unde core reiur?

Gill Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Numquas aut ad explaut mo te verciendi di si aperspita simolupis ipsa volupta adigend uciatios dolesti asitium fugiam vellectem eum ad mincid que de alit parum dus unde core reiur?

Faulkner University
A CHRISTIAN UNIVERSITY

< Cg Hollandse Bd

< GILL SANS (TT) LIGHT ALLCAPS

Official Primary Logo

The use of our special 75th Anniversary logo will run through May 31, 2018.

Consistency is key to maintaining strong brand integrity. The provided artwork must be used at all times. **DO NOT REMAKE THE LOGO. NO SUBSTITUTIONS ARE ACCEPTABLE.**

- The fonts used in the logo are Cg Hollandse Bd and Gill Sans (TT) Light.
- All communication materials created for academic or institutional use will use the institutional logo.
- It is recommended that communication materials created for athletic purposes use the athletic logo and materials created for the law school use the law school logo. The institutional logo may be used in place of the athletic/law logo.
- However, it will be a rare occasion when BOTH are used together. If the material is primarily athletic/law in purpose, the athletic/law logo should be used. If the material is primarily institutional, the institutional logo should be used. If you are not sure, just ask Faulkner Marketing.
- Again, guidelines are written to accommodate MOST situations. If you have a need that appears to violate these guidelines, consult with Faulkner Marketing prior to producing any materials.

For more information about logo usage please contact Angela Hardgrave, ahardgrave@faulkner.edu.

Faulkner University
A CHRISTIAN UNIVERSITY

Faulkner University
A CHRISTIAN UNIVERSITY

Incorrect Logo Usage

We need to be careful about how we treat any of our logos to maintain their integrity as a signature and identifying mark. Here are some common things to avoid when using our logos

Never change the color of the logo. There are 3 official color options available (see pg. 2).

Don't rearrange any elements of the logo.

Never substitute a college, institute or school name for the university name in the logo.

Don't integrate names of colleges, institutes, schools, or departments in any way other than the lockups and guidelines given in this book.

Never stretch or compress the logo. Maintain the proportions in the provided art files. Holding down shift in many programs will keep the logo from stretching.

Never change the typeface.

Never skew the logo or type over it.

Never reproduce the logo smaller than 1.5 inches in width. There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

Never remove, replace, or add anything to the logo.

NEVER ALTER THE LOGO

Alternative Colors for Logo

The preferred use of our logo is in three colors (see pg. 4), but sometimes full color is not beneficial to design or cost. In such cases, the following black or white logos are approved for use. Please do not use any other color.

For more information about logo usage please contact Angela Hardgrave, ahardgrave@faulkner.edu.

Horizontal Versions:

Vertical Versions:

Logo Placement

Color and Contrast

There is no set combination of logo colors and background colors, but always make sure there is enough contrast so that the logo can be easily read.

An inverted version of the logo exists for using a light-colored logo on a dark background. Avoid placing the logo on photos, but if its necessary, only use the black or white version of the logo.

If your job requires the logo to be added on top of a photo or texture, contact Patrick Gregory, pgregory@faulkner.edu for approval of the placement of the logo.

Logo Clearing

When the logo is used in marketing materials together with photography, illustration or other typography, a minimum amount of clear space must surround the logo. This space is equivalent to the width of the logo's inside circle, as illustrated.

Secondary Faulkner Logos

The Faulkner seal is reserved for Presidential usage and official documents such as graduation certificates. It may be used in Faulkner blue, black, or white. Embossing or gold or silver foil is also acceptable.

The 75th Anniversary seal should never be used in place of the official primary logo, but may be used as a graphic element. It may be used in Faulkner blue, black, or white. Embossing or gold or silver foil is also acceptable.

For more information about seal usage please contact Beverly Tolliver, btolliver@faulkner.edu

How to obtain logos

Print-ready and Web versions of the various logos are **online at www.faulkner.edu/brand-guidelines.** When you need a logo, keep in mind that there is a wide range of file types available, each for its specific purpose. Please make sure you are using the correct file type in each situation.

- .Ai or .Eps - This is a high resolution, vector file that should be used for any print job.
- .Jpg or .Png or .Pdf - This is a low resolution file that should be used only for Web or electronic jobs. Jpg's and Pdf's will have a solid background. Png's will not have a background.

Departmental Logos

Department logos must be approved by the marketing office prior to use. For approval, please contact Patrick Gregory or Angela Hardgrave, pgregory@faulkner.edu, ahardgrave@faulkner.edu

Approved department logos may be used in place of the Faulkner logo for promotional and specialty items and events. The Faulkner logo is required on all publications.

FAULKNER MUSIC
DEPARTMENT OF FINE ARTS

FAULKNER ALUM

V. P. BLACK KEARLEY
College of Biblical Studies
Graduate School of Theology

DEPARTMENT OF
FINE ARTS
FAULKNER UNIVERSITY

FAULKNER UNIVERSITY

HARRIS COLLEGE OF BUSINESS

FAULKNER UNIVERSITY

COLLEGE OF EDUCATION

WRITING CENTER

FAULKNER UNIVERSITY

Advertisements

- All ads need to be submitted for approval. For approval, contact Patrick Gregory, pgregory@faulkner.edu, with the final ad and the information about where it will be used. This is required, so please start your projects 3 days earlier to allow time for approval and revision. The only exceptions are for Athletic approval to go through Ryan Bartels, rbartels@faulkner.edu and Law approval to go through Rob McFarland, rmcfarland@faulkner.edu.

- Use the official Faulkner logo (print version). Design the page so that the words and details of the logo are clearly legible.

- Advertisements should clearly portray a message within seconds of viewing it and hold the viewers attention. We accomplish this through using strong photography and text. Text should never fill more than half of the ad space, and in most cases should occupy much less than half. The message should be clear and to the point. Exceptional text and image are both critical elements in the creation of an outstanding ad.

To have photos taken, please contact Patrick Gregory, pgregory@faulkner.edu. To have text written, please contact Patrick Gregory at pgregory@faulkner.edu. To have an ad designed, please send the finalized text and page sizes to Angela Hardgrave, ahardgrave@faulkner.edu.

Web

- Departments and offices on campus are asked to keep their Web pages updated frequently and the information current. We recommend that you review your website pages at least once a month. Pages that go too long between updates and become outdated may be removed from the website if departmental and office-level Web editors do not comply with requests from Faulkner Marketing for updates.

- Photos or images used on the website should be no larger than 75 dpi. Larger files will slow down the website's loading time.

- Please notify Loren Howell, lhowell@faulkner.edu, with any events that need promoting on the main page or event calendar.

For help contact Leo Dunkelberger, ldunkelberger@faulkner.edu.

Official Main Campus Stationery

The following business card template has been approved for main campus use.

The following letterhead template has been approved for main campus use.

Editable Sections are highlighted. *To order business cards or letterhead, please contact Angela Hardgrave at ahardgrave@faulkner.edu with the needed revisions.*

Official Athletic Logos

The following logos may be used for athletics materials. The same logo in all black or all white may also be used in place of the full color logo. Please do not misuse the logo. For guidelines of misuse, please see pg. 5.

For more information about athletic logo usage please contact Ryan Bartels at rbartels@faulkner.edu

Primary

Secondary

Official Athletic Stationery

The following business card template has been approved for athletics use.

Folded cards may be used instead, but must include appropriate logos.

The following letterhead has been approved for athletics use.

Editable Sections are highlighted. *To order business cards or letterhead, please contact Angela Hardgrave at ahardgrave@faulkner.edu with the needed revisions.*

Official Primary Law Logo

The following logo may be used for law materials.

- The same logo in all black or all white may also be used in place of the full color logo.
- The logo uses the official Faulkner colors and Gill Sans font.
- Please do not misuse the logo. For guidelines of misuse, please see pg. 5.
- Logos are **online at www.faulkner.edu/brand-guidelines.**

For more information about logo usage please contact Rob McFarland, rmcfarland@faulkner.edu.

FAULKNERLAW

THOMAS GOODE JONES SCHOOL OF LAW

Official Secondary Law Logo

- The Law seal is reserved for use by the Dean's office and for official documents such as graduation certificates.
- This logo may be used in official blue, black, or white. Do not use more than one color in the seal.
- Please do not misuse the logo. For guidelines of misuse, please see pg. 5.
- Logos are **online at www.faulkner.edu/brand-guidelines.**

For more information about seal usage please contact Rob McFarland, rmcfarland@faulkner.edu.

THOMAS GOODE JONES SCHOOL OF LAW • MONTGOMERY, ALABAMA •

FOUNDED MCMXXVIII

Official Law Stationery

FAULKNERLAW
THOMAS GOODE JONES SCHOOL OF LAW

Joe Smith
Dean and Professor of Law

Faulkner University
Thomas Goode Jones School of Law
5345 Atlanta Highway
Montgomery, Alabama 36109

Tel 334.386.7920 | Fax 334.386.7545
jsmith@faulkner.edu | www.law.faulkner.edu

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▲ The following business cards have been approved for Law school use.

◀ The following letterhead has been approved for Law school use.

Editable Sections are highlighted. *To order business cards or letterhead, please contact Angela Hardgrave at ahardgrave@faulkner.edu with the needed revisions.*

FAULKNERLAW
THOMAS GOODE JONES SCHOOL OF LAW
5345 Atlanta Highway, Montgomery, AL 36109

Photography

Maintaining high standards and using photographs that support the Faulkner brand reflects the excellence of the university. It provides viewers with a quick and distinctive impression of the university and is a critical element in telling its stories.

- Professional photography should be used as often as possible. This is particularly important for external communications. Web sites and print materials should be created by professional designers familiar with the proper use of photography. Amateur and stock photography should be avoided as much as possible.

- All printed photographs should be at least 300 dpi at the actual size. Failure to do so will result in blurry images. Do not increase the size of the digital images as this can cause the image to be distorted.

- All web photographs should be 72-100 dpi at the actual size. Failure to do so will result in slower internet connection. Do not increase the size of the digital images as this can cause the image to be distorted.

Patrick Gregory, director of university marketing, provides both location and studio photography and maintains an extensive database of images that are available to the Faulkner community. Photo shoots may also be scheduled for your needs and projects should allow time for doing so.

To schedule a photo shoot for your needs, please contact Patrick Gregory, pgregory@faulkner.edu.

Videography

Video has become an easy-to-produce tool that can convey your message and encourage action on the part of your audience. Video can reach large audiences-placed on the web, a video has an almost limitless audience.

- Any video that is created by your department should identify your unit as part of Faulkner University.

- Production standards are critically important to the creation of video that delivers the desired impact. Without them, the ease of producing video can result in amateur, poorly edited, and poorly produced products that can act to the detriment of your message.

Patrick Gregory, director of university marketing, provides both location and studio videography.

To schedule a video shoot for your needs, please contact Patrick Gregory, pgregory@faulkner.edu.

Electronic Presentations

- You may use the electronic presentation templates provided at **www.faulkner.edu/brand-guidelines**, but they are not required.
- It is required to use the opening slide without changes.
- It is required to use the blue bar for the other slides without changes. You may design as you wish below the blue bar.

If you need more information please contact Angela Hardgrave, ahardgrave@faulkner.edu.

Logo Treatment in E-Newsletters

E-Newsletters that will be used externally need to follow the following guidelines.

- Above the content of the newsletter, place a blue banner with the white faulkner logo left aligned with the content. No other content should appear in the banner.

If you need more information please contact Angela Hardgrave at ahardgrave@faulkner.edu

Faulkner Stylebook

Faulkner University's style conventions default to the Associated Press Stylebook. Here is a collection of frequently violated style issues:

Academic degrees

- If mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation: John Doe, who has a doctorate in psychology. Note that "doctorate" and the major are lowercase.

- Use an apostrophe in bachelor's degree, master's degree, etc. However, there is no possessive in Bachelor of Arts or Master of Science. Also, an associate degree is not possessive.

- Use such abbreviations as B.A., M.A., LL.D. and Ph.D. only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Use these abbreviations—capitalized and with periods as shown—only after a full name and never after just a last name. Use the abbreviations on first mention only.

- When used after a name, an academic abbreviation is set off by commas: John Doe, Ph.D., spoke first.

- Do not precede a name with a courtesy title for an academic degree and then follow it with the abbreviation: Do not use, Dr. John Doe, Ph.D. It is correctly, John Doe, Ph.D. On second mention, use the last name only with no courtesy title. "Dr." in follow-up mention is generally reserved for medical doctors.

- Note that "doctorate" is a noun and "doctoral" is an adjective that needs a noun to modify. Therefore, someone may earn a doctorate OR they earn a doctoral degree.

Academic departments

- Use lowercase except for words that are proper nouns or adjectives: the department of history, the history department, the department of English, and the English department.

- Capitalize if used as the official and formal name: Faulkner University Department of Chemistry.

- Lower case modifiers such as department in "department Chairman John Doe."

Faulkner University

- Always use the full name—Faulkner University—on first mention in a piece. Second mentions and following can be "Faulkner" or "university" (lowercase).

- When "university" is used without "Faulkner" in front, it is lowercase.

- The use of the letters"FU"is strictly prohibited. This includes its use in any kind of content: in text, headlines, as part of a larger name, as a logo, in informal reference, on clothing items or any other use.

- All college, school, department or institute names follow the university name on first reference: Faulkner University College of Business, not the College of Business at Faulkner University. Subsequent references can refer to the entity alone. See also ACADEMIC DEPARTMENTS.

Items in a series

- Items in a series do not use a comma before the word “and” unless it is needed for clarification. For example: apples, oranges and grapes.

Numbers

- Spell out one through nine. Use numerals for numbers from 10 and up.
- Spell out a numeral at the beginning of a sentence or rewrite the sentence to avoid using the numeral as the first word.
- Spell out casual expressions: A thousand times no! Thanks a million. He walked a quarter of a mile.
- An apostrophe is not used in plurals or numerals unless it indicates missing numerals: Today, we will discuss the 1920s. The ‘90s were my favorite decade.

Punctuation with quotation marks

- Commas and periods always go within the quotation marks.
- The dash, semicolon, question mark and exclamation point go within the quotation when they apply to the quoted material only. They go outside when they apply to the whole sentence.

Seasons

- Use one word lowercase for spring, summer, fall, winter and derivatives such as springtime unless it is part of a formal name: Winter Olympics.

Space between sentences

- Only one space should be used after a period at the end of a sentence in print and in digital copy. This is an exception to most academic style manuals.

State abbreviations

- Standing alone within textual material, spell out the names of states: Faulkner University is in Alabama.
- Use traditional state abbreviations when city and state are mentioned in textual material: The university is located in Montgomery, Ala., the state’s capitol. (A list of traditional abbreviations for all the states can be found in the Associated Press Stylebook.)
- Generally, states of five letters or fewer and those not in the contiguous United States are not abbreviated in textual material: Texas, Utah, Alaska, Hawaii, etc.
- In full addresses with street, P.O. Box, etc., use the two-letter postal abbreviations, both letters capitalized with no periods.
- The official mailing address for Faulkner University (including all three schools) is 5345 Atlanta Highway, Montgomery, AL 36109.

Time of day

- Use numerals except for noon and midnight.
- Use lowercase and periods with: a.m. and p.m.
- Avoid redundancies such as 10 a.m. this morning (10 a.m. today or just 10 a.m.)
- Time zones are all caps, no periods: CST, CDT, etc.

Titles

- Titles are capitalized only when they precede the name of the individual: President Mike Williams.
- Titles are lowercase and set off with commas when they follow the titleholder: Mike Williams, president.

- Titles are lower case and spelled out when they are used alone: The president welcomed students at convocation. (Exception is President of the United States.)

- The term “Dr.” may be used on first reference but only if the person has a doctorate-level degree. On second and subsequent references within the same story or on the same Web page, only use the person’s last name. For example” “Dr. Dave Rampersad” on first reference and “Rampersad” on second reference. It is also approved to avoid use of the title “Dr.” and to instead use the person’s degree: “Dave Rampersad, Ph.D

- Do not use “Mike Williams” unless the usage is clearly informal or on second reference.

- Titles should be precise and accurate. For example, not every faculty member is a professor. Use their correct titles as shown in the website’s faculty and staff directory.

Web conventions

- Internet is capitalized.

- Email is one word, lower case (unless it begins a sentence).

- Web, Web page, Web feed, World Wide Web with “Web” capitalized. However, website, webcam, webcast and webmaster are lowercase.

- If an Internet address falls at the end of a sentence, use a period.

- URL is capitalized, no periods.

- E-mail addresses and URLs in copy are always lowercase.

Other Miscellaneous

- Fundraising is one word.

- Health care is two words.

For questions about any of the information contained in this style guide, please contact Faulkner Marketing

Contacts

Faulkner Marketing

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FAULKNER
HOL