St. Andrews University

A Branch of Webber International University

CAMPUS BRAND IDENTITY

(for digital and print media)

GOAL

In order to ensure the clear and accurate representation of status to all constituencies, and to promote brand consistency across all communications of St. Andrews University, a branch of Webber International University, adoption of a strong, clear and durable identity system is required.

The qualities and values of the St. Andrews campus are expressed in the design of its brand identity and the content of its marketing materials/message. This style guide provides campus and university-wide offices with approved design elements so that their application and presentation achieves a consistent effect. This manual provides simple ground rules.
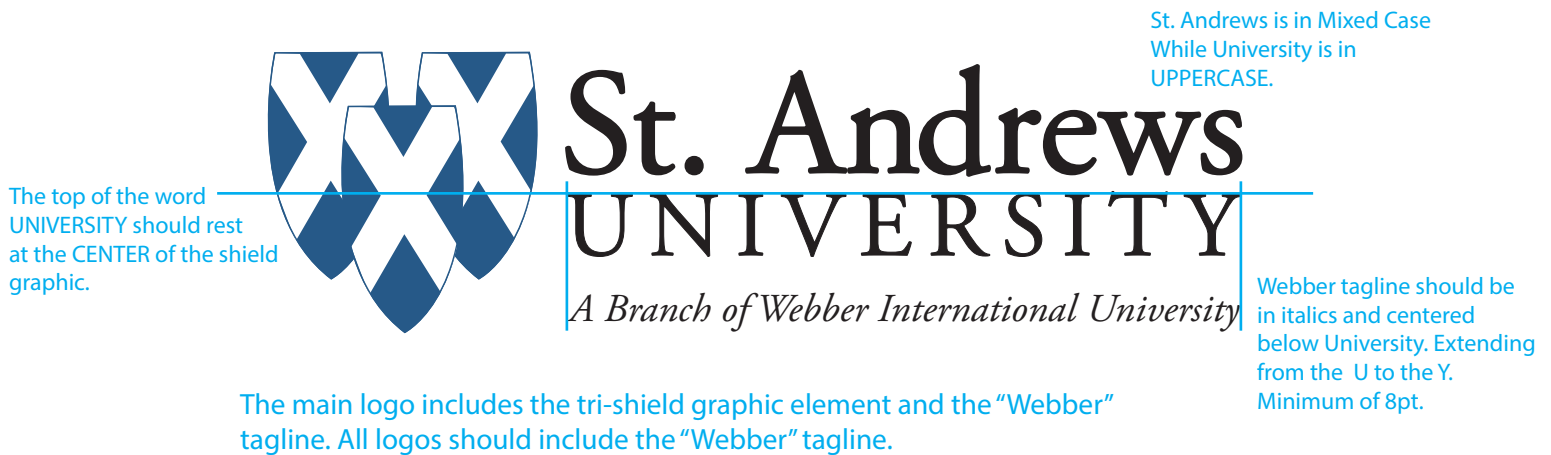
Presenting a visual identity with consistency and quality is crucial in maintaining and strengthening the campus' marketplace identity. It is imperative that we always use these guidelines when designing any materials for the campus or athletics. These guidelines will not constrain creativity but will ensure the full and beneficial impact of the brand image.

MISSION   (this Mission is to be used in its entirety without change when appropriate.)

**Webber International University
and
St. Andrews University
(a branch of Webber International University)
(collectively, The University)**

The University's mission is to offer students an array of business, liberal arts and sciences, and pre-professional and professional programs of study that create a life transforming educational opportunity which is practical in its application, global in its scope, and multi-disciplinary in its general education core.

Students will acquire depth of knowledge and expertise in their chosen field of study, balanced by breadth of knowledge across various disciplines, while pursuing a degree at associate, bachelor, or master level. Special emphasis is placed on enhancing oral and written communication, and critical thinking skills. The international quality of the student body enriches personal experience and promotes understanding of international cultures and influences. Through an atmosphere in which self-discipline, creativity and cultivation of ethical standards are enhanced, the University is dedicated to teaching its students the " how to learn, how to think, and how to apply method" to each new challenge.
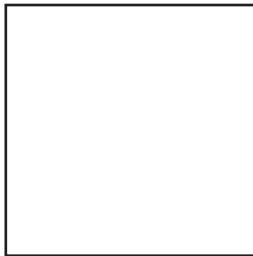
St. Andrews is in Mixed Case While University is in UPPERCASE.

The top of the word UNIVERSITY should rest at the CENTER of the shield graphic.

St. Andrews
UNIVERSITY
A Branch of Webber International University

Webber tagline should be in italics and centered below University. Extending from the U to the Y. Minimum of 8pt.

The main logo includes the tri-shield graphic element and the "Webber" tagline. All logos should include the "Webber" tagline.

COLORS:

| SAU Blue	White	Black	SAU Gray
PMS 294			C 0 M 0 Y 0 K 40
C 87 M 68 Y 24 K 6			R 167 G 169 B 172
R 56 G 89 B 136			HEX #a7a9ac
HEX #385988			

FONTS:

Adobe Garamond Pro

This will be used for the University name. It can also be used in body copy of printed items. This serif font should not be used in digital body copy. Times may be used for body copy if Garamond is unavailable, but is not preferred
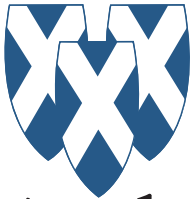
Myriad Pro/Open Sans

Myriad Pro is a sans serif font to be used in digital communications or on the website. Other similar sans serif fonts may be used like Arial, Calibri or Helvetica.
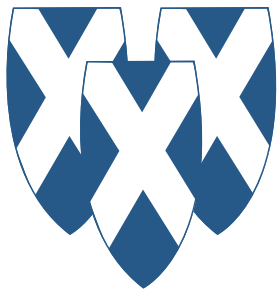
OTHER LOGOS:

Reversed logo. The border on the shields changes from blue to white. The wording also becomes white.

Stacked logo. The shields should be centered with the wording. The bottom of the middle shield should dip just below the top of the 'd'.

Black and White options (min. 8pt tagline)

The historical seal is used on programs for the Commencement service. A current logo, usually the main logo, should be used for all other media.
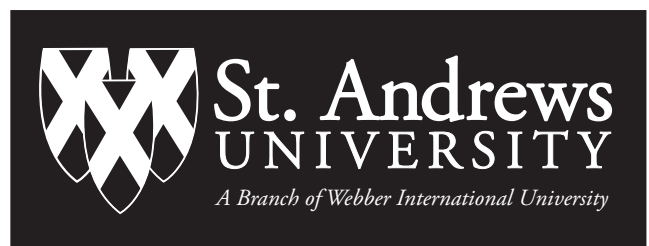
INCORRECT USAGE:

Logos should not be stretched horizontally
or vertically. Reduce or enlarge logos
proportionally.

The logo is too small. The Webber
tagline is unreadable. Use a
minimum of 8pt for the
tagline.

If an image is used in the background,
the logo should never have a white
box surrounding it.

Use a logo with a transparent background.

- Do not alter approved colors.
- Do not use a drop shadow unless approved.
- Do not alter the proportions.
- Do not use the campus logo on an angle.
- Do not alter the position of elements.
- Do not combine the campus logo with
   another logo.
- Do not use the campus logo over a
   background that renders it unreadable.

Never reverse the colors
on the shields. The "cross" should always
be white.

BRAND RULES:

St. Andrews Logo
The St. Andrews University logo must appear on all printed and digital materials including social media. The logo must be an approved logo contained within this guide. The Webber tagline must be included with every logo.

St. Andrews Name
The St. Andrews University name should never be spelled out as Saint Andrews. The word Andrews should never have an apostrophe (i.e. Andrew's).

Webber Tagline
The Webber tagline should appear with every logo. The proper usage is "A Branch of Webber International University." All of the words except 'of' are capitalized. If the tagline is used within a sentence, only Webber International University should be capitalized.

In writings, the Webber tagline should be mentioned following the first instance of St. Andrews University. If this is not feasible, ensure that each article, flyer, poster, web page, social media page has one mention of the Webber tagline.

Each subsequent reference to the St. Andrews University campus can be stated as St. Andrews, the North Carolina Campus, or the campus.

Events
Individual departments may create their own treatments, look, logo, etc., for special events, but should not modify the college logo or any graphical element of the logo, when creating a new logo for the event. Please note that the event-related treatment, look, or logo may not replace the University logo. The St. Andrews tri-shield logo must still appear on all print and digital communication materials according to the guidelines stated here.

Flexibility
There are rare instances where these guidelines should be flexible including certain fundraising or other campus events. Designers working under unique circumstances should contact the Communications Department for guidance.

University
"St. Andrews University" is a trademark referring to the branch campuses of Webber International University located in Laurinburg, NC and Pinehurst, NC. "The University" refers to the entire university, including the Florida and North Carolina campuses. It never refers to a single campus. St. Andrews University is always followed by "a branch of Webber International University," and never used to refer to the North Carolina campus, its programs, activities, or offerings alone.

Accreditation
When it is necessary or desirable to represent the University's accreditation, present always and exactly as "St. Andrews University is a branch of Webber International University. Webber International University is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award degrees at the associate, bachelor and master's levels." This statement may not be modified in any way. Other phrases (e.g., "fully accredited," "SACS accredited," "regionally accredited") may not be used.

Correct Usage Rules:

alumna/alumnae/alumni/alumnus
Alumnus is the singular form for a man who has attended a school. The plural is alumni.
Alumna is the singular for a woman who has attended a school. The plural is alumnae.
Use alumni as the plural when referring to both men and women who have attended a school.

emeritus/emerita
Use emeritus when referring to male professors. Use emerita when referring to female professors. Note that this term should not be substituted for "retired." Emeritus/emerita is a special status that must be officially approved by the university.

Capitalization
Capitalize only proper nouns. Do not capitalize common nouns and various shortened forms of official names.

Terms of Study: Capitalize if referring to specific term and year (Fall 1993) but lowercase if generic (fall semester).

Vice President or vice president
Use initial capitals if using complete title precedes a name. Example: Executive Vice President Dr. Jane Smith. Use lowercase if the title is used generically (Smith is a vice president).

Personal names and titles
Capitalize titles only when they appear before a name. Examples: President John Doe, Governor Jane Smith. Lowercase a descriptive title when it precedes a name. Examples: art history professor, orchestra director. Do not capitalize titles when used alone in place of a name.

WEB STANDARDS
www.sa.edu

FONTS:

Open Sans

Open Sans is an open source, web safe, Google font. It is a sans serif font to be used on the website. Other similar sans serif fonts like Arial or Helvetica may be used.

COLORS:

SAU Blue
HEX #385988

SAU Gray
HEX #a7a9ac

EXAMPLE:

BODY TEXT:

Font size: 16 px (back end font size 10)
Font color: SAU Gray

HEADERS (Main):
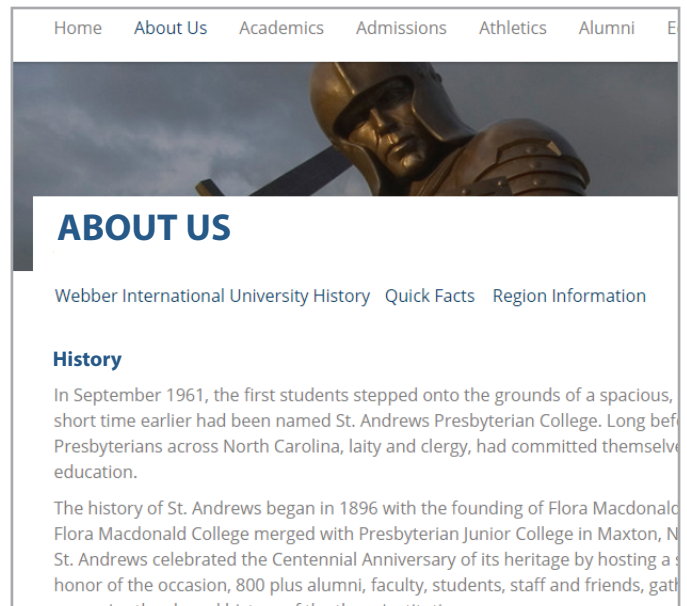
Font size: H1 (Header 1) in All Caps
Font color: SAU Blue

LINKS:

Font color: SAU Blue

SUB-HEADERS:

Font size: H2 - capitalize first letter
Font color: SAU Blue

MAIN NAVIGATION:

Font color: SAU Gray
Hover/Click: SAU Blue

Note: All logos must be consistent with this Branding Guide and include the Webber tagline. The tagline should not be separate from the image but contained within the image.

On each webpage, the first instance of St. Andrews University should be followed by the Webber tagline. Each subsequent reference to St. Andrews University can be stated as St. Andrews, the North Carolina Campus, or the campus.

OTHER LOGOS/ELEMENTS:

Knights logo
with Gray outline
and wording

Traditionally *Different*

Traditionally *Different*

Tagline used on many publications.
Fonts: Adobe Garamond & "Throw my
hands up in the air"

Knights logo
with Gray outline
without wording

St. Andrews
by the Lake
Alumni Newsletter

Alumni Newsletter logo.
Font: Adobe Garamond

Knights logo
without Gray outline
with wording

The same usage rules apply to the KNIGHTS logo as the
main SAU logo.

Note: These support logos should be used
in conjunction with the St. Andrews
University tri-shield logo.

USAGE:

The logos used within these guidelines are permissible. Any variation must be approved by the Communications Office.

Misty McMillan
Director of Communications
910.277.5670
mcmillanmc@sa.edu