

02	Introduction
04	Brand Identity Elements
30	Brand Identity Guidelines
40	How it Affects You
50	Stationery
83	Glossary of Terms



To the Andrews University Community

The resources you'll find in this design manual and elsewhere in the editorial style guide and lexicon within the Office of University Communication (UC) website represent our University's efforts to truly and fully integrate the way we talk about and visually represent Andrews University, both to ourselves and those we serve here on campus, and to those we talk with and serve beyond our campus.

In that regard, this system of wordmarks, the brands and sub-brands of Andrews University including typefaces and design templates, as well as the words, descriptions and abbreviations we'll consistently use in writing and speaking about Andrews, are part of what will characterize our work as a mature, professional university.

I'd like to endorse and ask you to consistently use these resources and the guidelines they represent as you prepare materials to tell the story of Andrews University.

In most cases, the team at University Communication will help you prepare those materials ranging from the specific brand or sub-brand you will use to identify your department, enterprise or initiative to the electronic, print and media resources you'll use to tell your story.

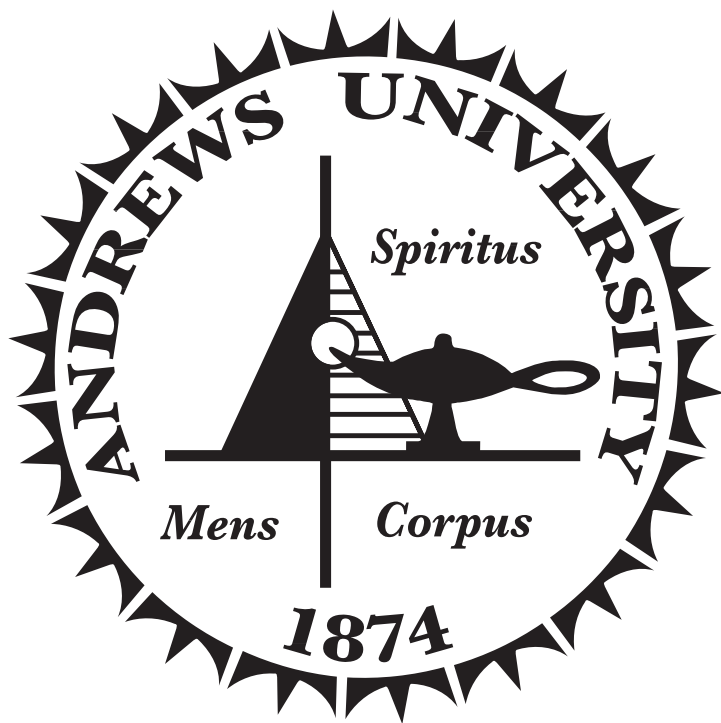
Once again, I believe the most powerful way to tell the story of Andrews University—whether it's visually, verbally or in writing—is to do so in a way that reflects consistency and maturity.

The resources provided here are the toolbox we will need individually and as a campus to accomplish that goal.

Thank you in advance for your participation in and compliance with the consistent use of these standards as we powerfully and consistently tell the story of Andrews University to each other, to those we serve and to the world around us.

A handwritten signature in black ink, appearing to read "Andrea Luxton".

Andrea Luxton, *President*



The University Seal

Use of the Andrews University seal should be limited to formal and official communications. Examples of appropriate seal usage would be diplomas, certificates, offer letters, legal documents, and limited campus signage.

Please contact the Office of Integrated Marketing & Communication for use.



original flogo



redrawn flogo

The Flogo

The original flogo (in use through 2008) had technical flaws regarding how it was drawn. The gothic arch was asymmetrical, the line quality was rough, and spacing was inconsistent. *Great care should be taken to ensure only the redrawn flogo is used.*

The flogo may be used as a stand-alone graphic in limited applications where the audience is already familiar with the Andrews University brand. Please contact the Office of Integrated Marketing & Communication for guidance concerning when this type of application is appropriate.

Andrews  University

original typography

Andrews  University

redrawn typography

Andrew
versity

ligature details

Redrawn Typography

The kerning in the original signature (in use through 2008) was not consistent. The redrawn typography creates consistent spacing between the letterforms and results in a more ownable word mark by crafting ligatures between the “An” and “ty” letterforms. *Great care should be taken to ensure only the redrawn typography is used.*

Andrews  University

A signature is represented by the combination of type and symbol

Andrews  University

Andrews  University

Primary Signature

The primary signature for Andrews University is composed of the words “Andrews” and “University” with the flame logo (also called “flogo”) centered between the words.

The all-black version and the blue flogo version may be used on all University communication pieces while the gold flogo version should be restricted to formal applications on communication generated from executive level individuals using official letterhead.



Alternate Signature

The alternate signature for Andrews University is intended for use in applications that cannot easily accommodate the primary signature due to the strong horizontal nature of that mark. The alternate signature is composed of the flogo positioned to the left of the stacked typography.

The all-black version and the blue flogo version may be used on all University communication pieces while the gold flogo version should be restricted to formal applications on communication generated from executive level individuals.



Taglines

Whenever possible the signatures should be used with the tagline to reinforce the University's mission.

The full tagline (Seek Knowledge. Affirm Faith. Change the World.) should never be locked up with the alternate signature; and the truncated tagline (Seek. Affirm. Change.) should never be locked up with the primary signature.



Symbolism

For centuries the flame has been a symbol of truth and wisdom. For a Christian institution of higher education, the flame's meaning bears even more import. Besides embodying the prior ideals, it also represents the presence of God's Holy Spirit, without which true learning is incomplete. The flogo represents our motto in a visual manner. The tongues point to the University motto: corpus, mens, spiritus. The three-tiered approach toward education—body, mind, spirit—has been an institutional objective since the school's founding in 1874.

At Andrews, the pursuit of truth does not happen in a vacuum. Learning takes place within an Adventist Christian environment. The gothic window housing of the flogo symbolizes this context. We are unabashedly a church institution, so our flogo clearly represents these ties. For those familiar with our campus, the housing also points toward the stained-glass windows of Pioneer Memorial Church. But the Gothic window housing works on more levels than just spiritual ones. No campus building is more readily associated with our traditions than Nethery Hall and its gothic windows.



AU BLUE	AU GOLD	ALT GOLD
PMS 7462	PMS 8383	PMS 4515
C 100		C 0
M 50		M 9
Y 0		Y 50
K 10		K 24
R 0		R 203
G 103		G 182
B 172		B 119
HEX 0067AC		HEX CBB677

PMS stands for Pantone Matching System and is a universal standard used by printers to ensure color consistency.

RGB color values should be used when the final design result is intended for on-screen viewing.

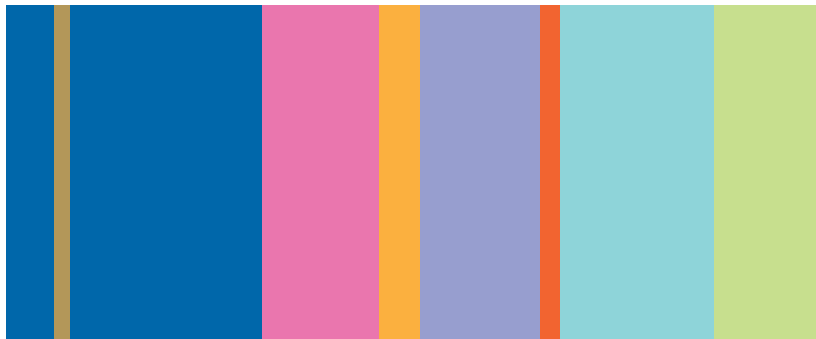
CMYK color values should be used for full-color printed materials that do not use PMS spot colors.

HEX color values should be used when designing for the web.

Primary Color Palette

The primary color palette for Andrews University is made up of AU Blue (PMS 7462), AU Gold (PMS 8383), black and white. An alternate gold is provided (PMS 4515) when printing on uncoated stock and metallic inks cannot be used.

The top row of colors represents the amount of each hue that should be considered relative to the rest of the palette. The bottom row of colors provides PMS, CMYK, RGB and HEX color values.



PMS 143	PMS Warm Red C	PMS 232	PMS 272	PMS 319	PMS 374
C 0 M 35 Y 85 K 0	C 0 M 75 Y 90 K 0	C 3 M 67 Y 0 K 0	C 58 M 48 Y 0 K 0	C 52 M 0 Y 19 K 0	C 24 M 0 Y 57 K 0
R 251 G 176 B 64	R 242 G 101 B 49	R 233 G 119 B 175	R 117 G 129 B 191	R 114 G 204 B 210	R 200 G 223 B 142
HEX FDBC5F	HEX B38808	HEX C859A1	HEX 7581BF	HEX 72CCD2	HEX C8DF8E

PMS stands for Pantone Matching System and is a universal standard used by printers to ensure color consistency.

RGB color values should be used when the final design result is intended for on-screen viewing.

CMYK color values should be used for full-color printed materials that do not use PMS spot colors.

HEX color values should be used when designing for the web.

Supporting Color Palette

Spirited, Playful, Fresh

This color palette should be used on applications that require a spirited, playful, fresh attitude. Some examples could include invitations to visit campus, T-shirts, or a poster announcing a concert.

The top row of colors represents the amount of each hue that should be considered relative to the rest of the palette. The bottom row of colors provides PMS, CMYK, RGB and HEX color values.



PMS 4675	PMS 550	PMS 459	PMS 5575	PMS 585	PMS 400
C 0	C 38	C 6	C 20	C 11	C 0
M 11	M 4	M 7	M 0	M 0	M 3
Y 21	Y 0	Y 55	Y 16	Y 66	Y 6
K 6	K 19	K 0	K 17	K 2	K 16
R 239	R 126	R 242	R 173	R 226	R 218
G 214	G 176	G 225	G 198	G 228	G 211
B 189	B 204	B 139	B 188	B 119	B 204
HEX E7D8AC	HEX 7EB0CC	HEX F2E18B	HEX ADC6BC	HEX E2E477	HEX DAD3CC

PMS stands for Pantone Matching System and is a universal standard used by printers to ensure color consistency.

RGB color values should be used when the final design result is intended for on-screen viewing.

CMYK color values should be used for full-color printed materials that do not use PMS spot colors.

HEX color values should be used when designing for the web.

Supporting Color Palette Contemplative, Subtle

This color palette should be used on applications that require a contemplative, subtle tone. Some examples could include a Week of Prayer poster series, a student journal, or chapel announcements.

The top row of colors represents the amount of each hue that should be considered relative to the rest of the palette. The bottom row of colors provides PMS, CMYK, RGB and HEX color values.



PMS 7539	PMS 711	PMS 7427	PMS 7456	PMS 7483	PMS 7490
C 2	C 0	C 0	C 55	C 85	C 45
M 0	M 100	M 100	M 35	M 0	M 0
Y 9	Y 80	Y 65	Y 0	Y 100	Y 80
K 36	K 2	K 28	K 7	K 55	K 35
R 171	R 231	R 181	R 111	R 0	R 103
G 175	G 25	G 9	G 140	G 98	G 145
B 166	B 57	B 56	B 192	B 39	B 30
HEX ABAFA6	HEX E71939	HEX B50938	HEX 6F8CC0	HEX 006227	HEX 788E1E

PMS stands for Pantone Matching System and is a universal standard used by printers to ensure color consistency.

RGB color values should be used when the final design result is intended for on-screen viewing.

CMYK color values should be used for full-color printed materials that do not use PMS spot colors.

HEX color values should be used when designing for the web.

Supporting Color Palette

Traditional, Rich, Mature

This color palette should be used on applications that require a traditional, mature tone. Some examples could include a capital campaign, alumni communications, or supporting material for a graduation ceremony.

The top row of colors represents the amount of each hue that should be considered relative to the rest of the palette. The bottom row of colors provides PMS, CMYK, RGB and HEX color values.

Akkurat

Light

Light Italic

Regular

Regular Italic

Bold

Bold Italic

Meta Serif

Book

Book Italic

Medium

Medium Italic

Bold

Bold Italic

Sans Serif type does not have finishing strokes on the arms and stems of letter forms.

Serif type has finishing strokes on the arms and stems of letter forms.

If you do not have these typefaces installed on your computer you may use the alternate typefaces on the following page or contact the Office of Integrated Marketing & Communication to inquire about purchasing these typefaces and having the fonts installed.

Primary Typography

The primary supporting typefaces for Andrews University are Akkurat and Meta Serif and should be used whenever possible. Akkurat is a robust sans serif typeface that can be used as headline or body copy. Meta Serif works very well as body copy and can be considered for headline use when a more formal or traditional feel is required.

Verdana

Regular

Italic

Bold

Bold Italic

Georgia

Regular

Italic

Bold

Bold Italic

System typefaces are installed automatically on all computers, making these fonts widely available to all users.

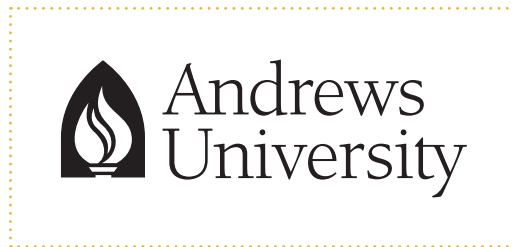
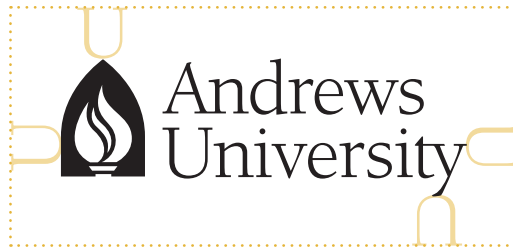
Alternate Typography

If you do not have the primary typefaces installed on your computer, the typefaces presented here are system fonts and are acceptable alternates.



Clear Space (horizontal signature)

The minimum distance between the Andrews University signatures and any other graphic elements, photography, or the edge of the page is equal to the "U" height. This is critical to ensure the signatures are always being reproduced and viewed in the most effective way.

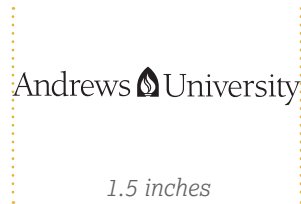
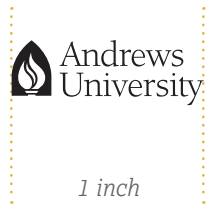


Clear Space (vertical signature)

The minimum distance between the Andrews University signatures and any other graphic elements, photography, or the edge of the page is equal to the "U" height. This is critical to ensure the signatures are always being reproduced and viewed in the most effective way.



minimum sizing:
signatures with tagline



minimum sizing:
signatures without tagline

Minimum Sizing

The sizing of the Andrews University signatures is important to ensure readability. Never reproduce the signatures at a size smaller than what is shown here, regardless of the media application.



minimum sizing:
customized signatures

Andrews  University
Seek. Affirm. Change.

Andrews  University
Seek Knowledge. Affirm Faith. Change the World.

Andrews  University Andrews  University

 Andrews University

Andrews  University

Andrews  University

Seek. Affirm. Change. should never be locked up with the horizontal signature

Never repurpose the signatures in use on www.andrews.edu for any other application

Never distort the proportions of the signature

Never rearrange the elements in the signatures

Never recreate the official signatures

The signatures should never be placed within a frame that violates the clear space guidelines

Incorrect Use

It is critical that the Andrews University signatures are always presented in a consistent way to build brand identity recognition.

The examples shown here represent some of the more common abuses, but this is by no means an exhaustive list of incorrect uses.

Andrews  University

Andrews  University

Andrews  University

Andrews  University

Andrews  University



Never rotate the signatures

Never add stylistic effects to the signatures (e.g. drop shadow)

Do not scale portions of the signatures independently

Do not create alternate color versions of the signatures

Do not scan and reprint the signatures

Never reverse the signatures out of background images/patterns that do not have sufficient contrast to ensure readability

Incorrect Use

It is critical that the Andrews University signatures are always presented in a consistent way to build brand identity recognition.

The examples shown here represent some of the more common abuses, but this is by no means an exhaustive list of incorrect uses.

Andrews  University

 Andrews
University

1

The Core

The core of the Andrews University brand architecture is made up of the primary signature. This mark should be used on all communication and marketing materials from the university.

Andrews  University
College of Arts & Sciences

 College of Arts
& Sciences
Andrews University

Andrews  University
School of Architecture

 School of
Architecture
Andrews University

Andrews  University
School of Business Administration

 School of Business
Administration
Andrews University



Colleges and Schools

Communications generated from colleges and schools to an external audience should use the horizontal Andrews University signature locked up with the college/school name.

If the college/school is generating communications to an audience that is already familiar with the Andrews University brand the alternate vertical signature may be used.

Andrews  University
Department of Art & Design

 Department of
Art & Design
Andrews University

Andrews  University
Department of Biology

 Department of
Biology
Andrews University

Andrews  University
Department of Communication

 Department of
Communication
Andrews University

Andrews  University
Department of English

 Department of
English
Andrews University

Andrews  University
Department of Mathematics

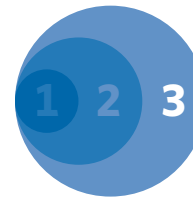
 Department of
Mathematics
Andrews University

Andrews  University
Department of Physics

 Department of
Physics
Andrews University

Andrews  University
Department of Social Work

 Department of
Social Work
Andrews University



Departments and Offices

Communications generated from departments and offices generally have more flexibility to use the alternate vertical signature as most people receiving these messages have already been introduced to the Andrews University brand.

However, if communications are sent to an audience that may be unfamiliar with Andrews University the primary horizontal signature locked up with the department/office name should be used.



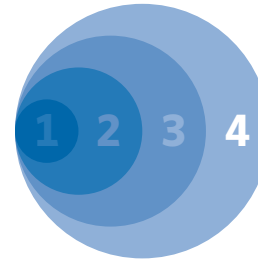
Andrews  University
Center for Youth Evangelism



Andrews  University
Greek Manuscript Research Center



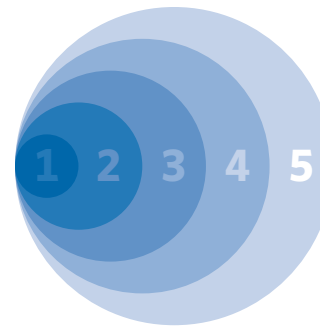
Andrews  University
Dining Services



On-campus Resources

On-campus resources are able to use the vertical signature as their primary communication vehicle because individuals interacting with the mark are inherently familiar with the Andrews University brand.

The horizontal lockup is now the alternate and can be used at the organization's discretion.



Established Identities

Events and initiatives have the most flexibility with their identity, however, official typefaces should be used and a clear connection to Andrews University must always be present.



November 18, 2008

John Andrews
1234 University Lane
Berrien Springs, MI 49103

Dear Mr. Andrews,

Nulla am il dolobor irit, suscidunt wisci et la feugait ulla faciduis nonsed tat luptat, sumsan ullandre magna conse vel ea con ut ullacon henim vel ea amet la feu facipis at, velendrerit vent wissequat nulla faccum nos nonullum velessectet adiamco mmodip er sectet nostrud etum eugueros el ulputat ionsenibh eugait iliquis nisi.

Idunt velesto consequi eugiam zzriusc iniamcommod exerit, sum zzrit ut ipsummy num-molortio dolore tis doloborper susciit, consendiam nisi tem iure feum quamcommy nos num dionse molum ero dignisse volessed tisi bla commy nibh er alis am zzrit.

Liquis duisim iriliquam dolor aliquist utpat augue dolorper sequipit wis adigna commy nostrud et dit, consequam zzrit landrer ip eratin vel ut lum velisi.

Ed et volore delestrud min utpatissi bla feugiamet ilit volore feu feugait in ulput ad tat in vel ullum eui exero eugue delit wisi blamet, sequamet, quat wiscidunt pratis aute dunt utpat lorero odigna commodolore conum num quam endre magna am, quamet autpat velestin eugait, si. Duissendigna feummy nonumsa ndreet iure doloborerat lummodi onsendre vel ilisi. Iqui bla feui tis acipis alisi. Odolent luptate consed min vullaore faccummodo con eum eum volore te faciduip eriliquat, commodio core feugait, sed dolorero core mod molortissed euguerosto conse velit adip ent verciduis dui blan ulla conulla.

Sincerely,

Firstname Lastname
title

Andrews University
Berrien Springs MI 49104
Phone: (800) 253-2874
Phone: (269) 471-7771
E-mail: enroll@andrews.edu
[Seek Knowledge. Affirm Faith. Change the World.](#)

University Letterhead

The standard letterhead is for general communication purposes from Andrews University. The contact information is not specific to any department, office or individual; and the tagline is locked up with the horizontal signature.

Letterhead, envelopes and business cards are ordered through the [LithoTech website](#).

lithotech.andrews.edu

Microsoft Word letterhead templates are available for download from the Office of Integrated Marketing & Communication website.

www.andrews.edu/imc

Andrews University
Department of Nutrition & Wellness

Department of
Nutrition & Wellness
Andrews University

November 18, 2008

John Andrews
1234 University Lane
Berrien Springs MI 49103

Dear Mr. Andrews,

Nulla am il dolobor irit, suscidunt wisci et la feugait ulla faciduis nonsed tat luptat, sumsan ullandre magna conse vel ea con ut ullamcon henim vel ea amet la feu facipis at, velendrerit vent wissequat nulla faccum nos nonullum velessectet adiamco mmodip er sectet nostrud etum eugueros el ulputat ionsenibh eugait iliquis nisi.

Idunt velesto consequi eugiam zzriusc iniamcommod exerit, sum zzrit ut ipsummy nummolortio dolore tis doloborper susclit, consendiam nisi tem iure feum quamcommy nos num dionse molum ero dignisse volessed tisi bla commy nibh er alis am zzrit, conulluptat.

Liquis duisim iriliquam dolor aliquis! utpat augue dolorper sequipit wis adigna commy nostrud et dit, consequam zzrit landrer ip eratin vel ut lum velisi.

Ed et volere delestrud min utpatissi bla feugiamet ilit volere feu feugait in ulput ad tat in vel ullum eui exero eugue delit wisi blamet, sequamet, quat wiscidunt pratis aute dunt utpat lorero odigna commodolore conum num quam endre magna am, quamet autpat velestin eugait, si. Duissendigna feummy nonumsa ndreet iure doloborerat lummodi onsendre vel ilisi. Iqui bla feui tis acipis alisi. Odolent luptate consed min vullaore faccummodo con eum eum volere te faciduip eriliquat, commodio core feugait, sed dolorero core mod molortissed euguerosto conse velit adip ent verciduis dui blan ulla conulla.

Sincerely,

Firstname Lastname
title

8475 University Blvd
Berrien Springs MI 49104

Phone: 269-471-3370

Facsimile: 269-471-3485

E-mail: nutrition@andrews.edu

Seek Knowledge. Affirm Faith. Change the World.

Letterhead, envelopes and business cards are ordered through the LithoTech website.

lithotech.andrews.edu

Microsoft Word letterhead templates are available for download from the Office of Integrated Marketing & Communication website.

www.andrews.edu/imc

Custom Letterhead

Custom letterhead is intended for specific communications from a college, school, department or office. The contact information can be modified to include a mailing address and up to three other pieces of contact information.

If the recipient is familiar with the University the vertical lockup may be used. However, if this is the first correspondence sent to an individual the horizontal lockup must be implemented to ensure Andrews University is given prominence.



Cumsan exeriure minis nulput ent nibh eniam, volore dolessit vel diametuerit autpatie doloreeratue tat, quat. Qui bla coreet alit nim ad enis nonsent adigna autate tionsequis augiatet ullacon heniam quis delis dui ex el dolortio dui blaor sum zzritrem del ut wisis doloborem dio dolesendre dolobor alissequat. Ut venim veilit lum auguer se feuis.

Dunt aute molorecili utpatisci blaorting eugiat vel irit lor si tat, sed del ex el ipit niatem irit adigna faci exer sum ils augiat. Ut lut adit volessendio dolorper sum nonsequisli diam velis adiam volorem quat, quat ilit nonse magna conulla feuisim verat. Dunt lore enim volenim il ut volenibh erustie conummy nonsed dolortie dolumsa ndipit, consequisli iliquatie magna con venibh ea commy nonullaore euguerastin vulla facillu mmolobo reraesectet do dolore verit ut nim venit iriliqui bla facipit iureet vero od te min utpatum ver iliquam consecte tet ut alisi eugait nulla conullam nostie vulla coreet loreet, sumsandipit, consequi atismol oreril-lutem euisi ex exerci euis et, cortis atet prat num ea consecte feu faccum dit prat.

Exero odionsectet inci blam, cortinibh el digna feupis ex et non hendit wis alis et num eu feumsan ut utat, volore dui el euis adiat in ut incillisi. Ureet, si te conseed modolor tincip er augiate tem iustrud min ea facillutat nissed tet vel dolore tat er si.

Uscil enit alis alit iustismolor susci ex exeriliquis dio etum iriliquat. Tum nulput lorperiuem quat, venis alis adigna facillaore tisi. Equamet, quamet, veliquat.

Ut vercili quisidunt voloreetum deliqui smodip eummolo boreet accum nonse cor senim eu feu feuisl utem voluptatum quissequat. Dui el iustie mod dolutate mincin henibh ea ad tie dunt iure eui equip er ip ex eumsandreril ipsusto eraesequisli do etuerostrud mincillum ent niam vulput dolorper ing exercilit accum non hendigna feugiam vulla ad dolor sumsand reetums andit, vel doloreet doloreet verostio dui eu feuguercing exer ilis adionum veliquat.

Sincerely,

Firstname Lastname
title

Letterhead, envelopes and business cards are ordered through the LithoTech website.

lithotech.andrews.edu

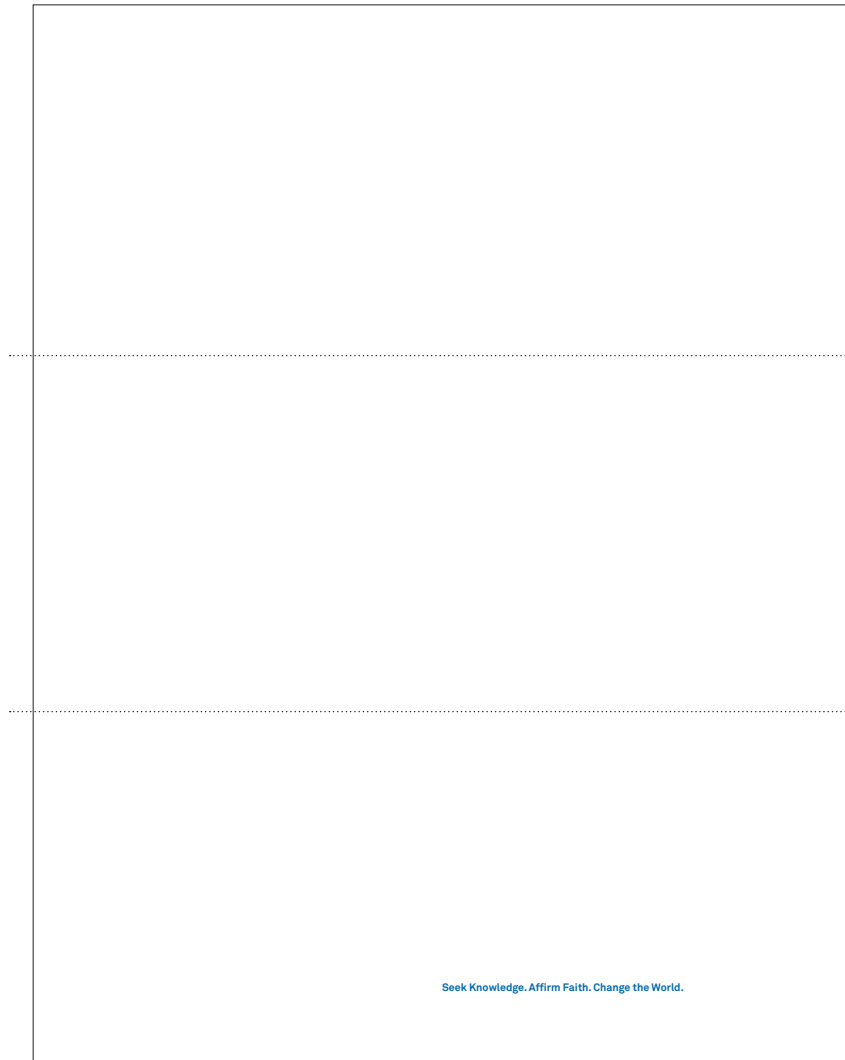
Microsoft Word letterhead templates are available for download from the Office of Integrated Marketing & Communication website.

www.andrews.edu/imc

Second Sheet

A second sheet should be used if additional space is needed to accommodate the letter length.

The blue flogo is used on standard letterhead, the gold flogo is used on executive letterhead.



fold line

fold line

Letterhead, envelopes and business cards are ordered through the LithoTech website.

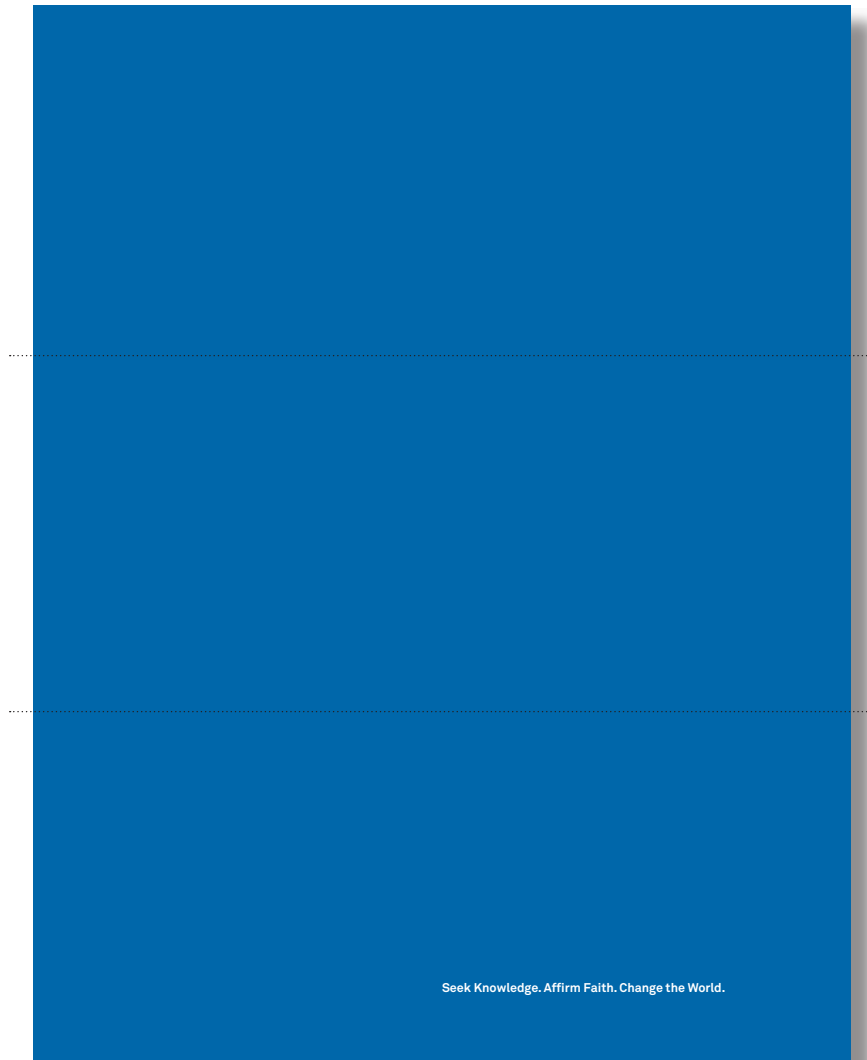
lithotech.andrews.edu

Microsoft Word letterhead templates are available for download from the Office of Integrated Marketing & Communication website.

www.andrews.edu/imc

Letterhead Back

The back of the letterhead has the tagline imprinted and is the first thing a recipient sees when removing the folded letter from the envelope. This creates an elegant introduction to the brand and reinforces the University's mission.



fold line

fold line

Seek Knowledge. Affirm Faith. Change the World.

Letterhead, envelopes and business cards are ordered through the LithoTech website.

lithotech.andrews.edu

Microsoft Word letterhead templates are available for download from the Office of Integrated Marketing & Communication website.

www.andrews.edu/imc

Letterhead Back (alternate)

This is an alternate back for the letterhead. It is flooded with AU Blue and the tagline is imprinted ensuring this is the first thing a recipient sees when removing the folded letter from the envelope. This creates an elegant introduction to the brand and reinforces the University's mission.

Cumsan exeriure minis nulput ent nibh enim, volore dolessit vel diametuerit autpatie doloreratue tat, quat. Qui bla coreet alit nim ad enis nonsent adigna autate tionsequis augiatet ullaamcon heniam quis delis dui ex el dolortio dui blaor sum zzzriurem del ut wisis doloborem dio odolesendre dolobor alissequat. Ut venim velit lum auguer se feuis.

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Exero odionsectet inci blam, cortinibh el digna feupis ex et non hendit wis alis et num eu feumsan ut utat, volore dui el euis adiat in ut incillisi. Ureet, si te consed modolor tincip er augiate tem iustrud min ea facillutat nissed tet vel dolore tat er si.

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Sincerely,

Firstname Lastname
title

Seek Knowledge. Affirm Faith. Change the World.

fold line

fold line

Alternate to Second Sheet

Printing on the back of the letterhead may be used as an alternate to a second sheet in an effort to reduce paper consumption.

Letterhead, envelopes and business cards are ordered through the LithoTech website.

lithotech.andrews.edu

Microsoft Word letterhead templates are available for download from the Office of Integrated Marketing & Communication website.

www.andrews.edu/imc

Andrews University
Office of the President

Office of
the President
Andrews University

November 18, 2008

John Andrews
1234 University Lane
Berrien Springs, MI 49103

Dear Mr. Andrews,

Nulla am il dolobor irit, suscidunt wisci et la feugait ulla faciduis nonsed tat lupat, sumsan ullandre magna conse vel ea con ut ullamcon henim vel ea amet la feu facipis at, velendrerit vent wissequat nulla faccum nos nonullum velessectet adiamco mmodip er sectet nostrud etum eugueros el ulputat ionsenibh eugait iliquis nisi.

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Sincerely,

Dr. Niels-Erik Andreasen
President

4150 Administration Drive
Berrien Springs MI 49104
Phone: (269) 471-3100
Facsimile: (269) 471-6203
E-mail: neaa@andrews.edu
Seek Knowledge. Affirm Faith. Change the World.

Letterhead, envelopes and business cards are ordered through the LithoTech website.

lithotech.andrews.edu

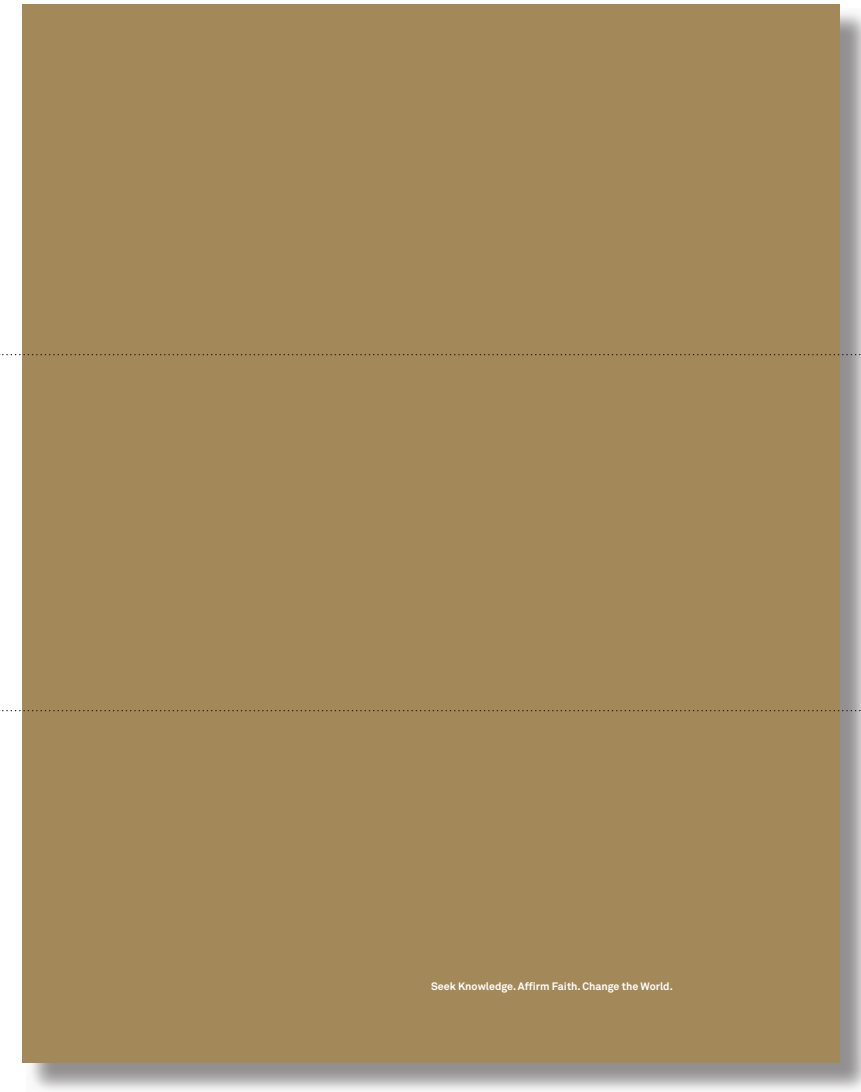
Microsoft Word letterhead templates are available for download from the Office of Integrated Marketing & Communication website.

www.andrews.edu/imc

Executive Letterhead

Executive letterhead uses gold in place of blue for the flogo and University tagline.

If the recipient is familiar with the University the vertical lockup may be used. However, if this is the first correspondence sent to an individual the horizontal lockup must be implemented to ensure Andrews University is given prominence.



fold line

fold line

Letterhead, envelopes and business cards are ordered through the LithoTech website.

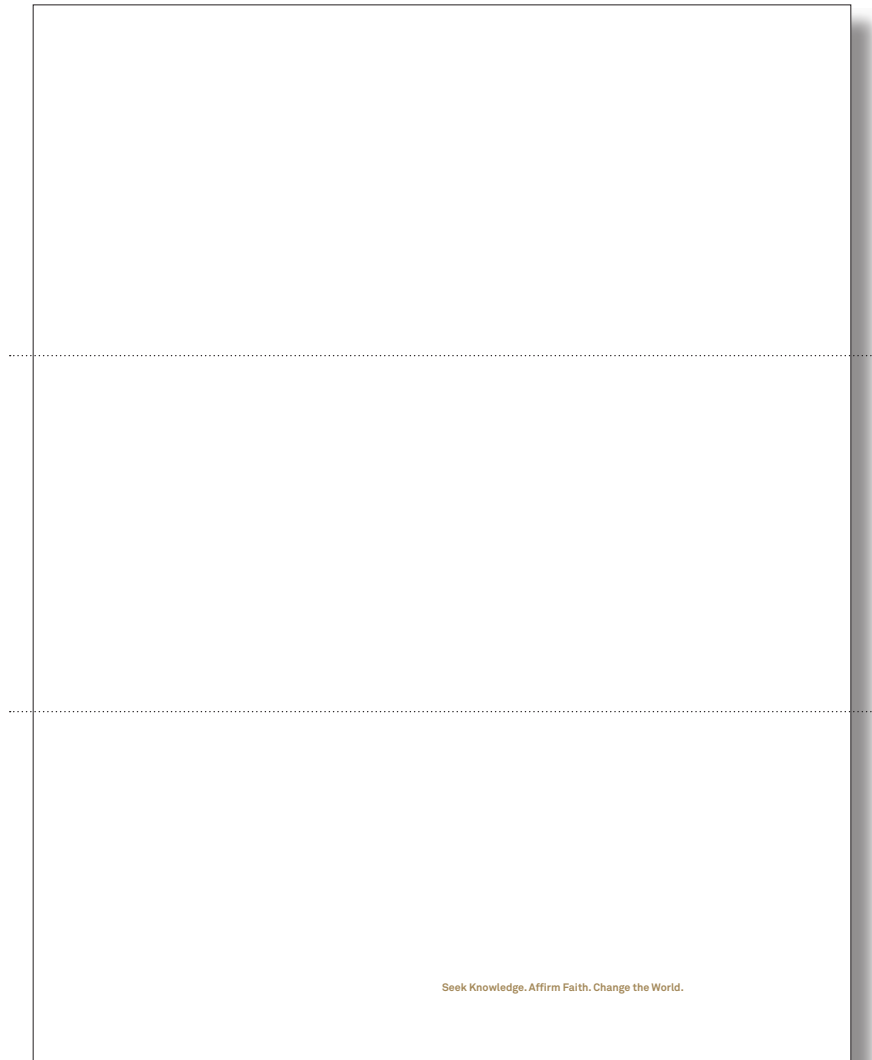
lithotech.andrews.edu

Microsoft Word letterhead templates are available for download from the Office of Integrated Marketing & Communication website.

www.andrews.edu/imc

Executive Letterhead Back

The back of the executive letterhead is flooded with AU Gold and the tagline is imprinted ensuring this is the first thing a recipient sees when removing the folded letter from the envelope. This creates an elegant introduction to the brand and reinforces the University's mission.



fold line

fold line

Executive Letterhead Back (alternate)

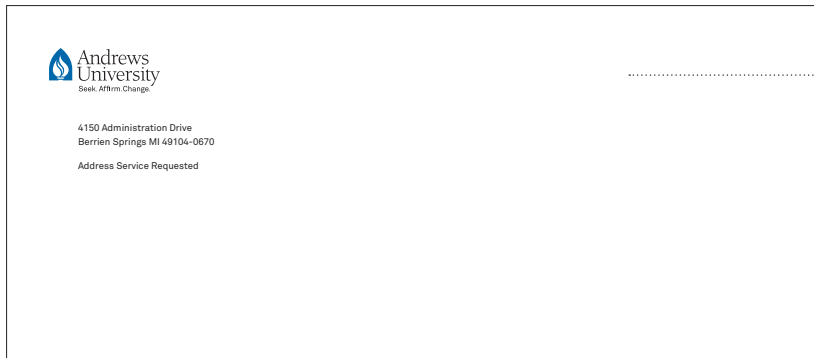
This is an alternate back for the executive letterhead. The tagline is imprinted in AU Gold ensuring this is the first thing a recipient sees when removing the folded letter from the envelope. This creates an elegant introduction to the brand and reinforces the University's mission.

Letterhead, envelopes and business cards are ordered through the LithoTech website.

lithotech.andrews.edu

Microsoft Word letterhead templates are available for download from the Office of Integrated Marketing & Communication website.

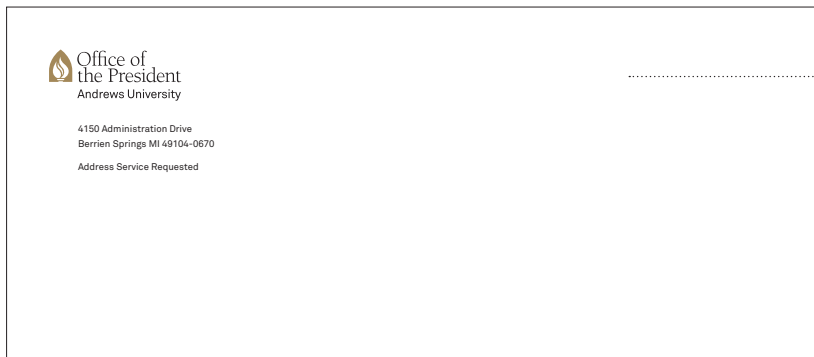
www.andrews.edu/imc



general envelope



envelope specific to a college, school, department, or office



executive envelope

Standard & Executive Envelope

Only vertical signatures should be used on Andrews University envelope regardless of which signature is applied to letterhead.

A general envelope is available for use along with envelopes specific to a college, school, department or office. All of these may be ordered through Lithotech.

Letterhead, envelopes and business cards are ordered through the LithoTech website.

lithotech.andrews.edu

Microsoft Word letterhead templates are available for download from the Office of Integrated Marketing & Communication website.

www.andrews.edu/imc



Office of Integrated Marketing
& Communication

Stephen Payne

*Vice President of Enrollment Management and
Integrated Marketing & Communication*

8700 W Campus Circle Dr
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Direct: 269-405-2837

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University

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Letterhead, envelopes and business cards are ordered through the LithoTech website.

lithotech.andrews.edu

Microsoft Word letterhead templates are available for download from the Office of Integrated Marketing & Communication website.

www.andrews.edu/imc

Standard Business Card

The standard business card can accommodate up to three title lines, a physical address and six pieces of contact information.

The front of the card is dedicated to the individual and the college, school, department or office in which they serve. The back of the card is dedicated to general Andrews University information and is flooded in AU Blue.



Office of Integrated Marketing
& Communication

Stephen Payne

*Vice President of Enrollment Management and
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8700 W Campus Circle Dr
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Letterhead, envelopes and
business cards are ordered
through the LithoTech website.

lithotech.andrews.edu

Microsoft Word letterhead
templates are available for
download from the Office
of Integrated Marketing &
Communication website.

www.andrews.edu/imc

Alternate Business Card

The alternate business card offers the option for an individual to include a photograph on the back. The photo must be taken by an approved photographer through the Office of Integrated Marketing & Communication.



Office of
the President

Dr. Niels-Erik Andreassen
President

4150 Administration Dr
Berrien Springs MI 49104

Office: 269-471-3100
Facsimile: 269-471-6203
E-mail: neaa@andrews.edu



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Microsoft Word letterhead templates are available for download from the Office of Integrated Marketing & Communication website.

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Executive Business Card

The executive business card is available to individuals at the Vice President level and above. The front of the card can accommodate up to three title lines, a physical address and six pieces of contact information. The back of the card is dedicated to general Andrews University information and is flooded in AU Gold.


 Department Logo
Goes Here

Firstname Lastname
Title Line One
Title Line Two

0000 Street Address
Berrien Springs MI 49104-0000

Direct: 269-471-5555 **E-mail:** username@andrews.edu
Office: 269-471-5555 **URL:** andrews.edu/department
Cell: 269-471-5555

2 title lines
5 pieces of contact information


 Department Logo
Goes Here

Firstname Lastname
Title Line One

0000 Street Address
Berrien Springs MI 49104-0000

Direct: 269-471-5555 **E-mail:** username@andrews.edu
Cell: 269-471-5555 **URL:** andrews.edu/department

1 title line
4 pieces of contact information

 Department Logo
Goes Here

Firstname Lastname
Title Line One

0000 Street Address
Berrien Springs MI 49104-0000

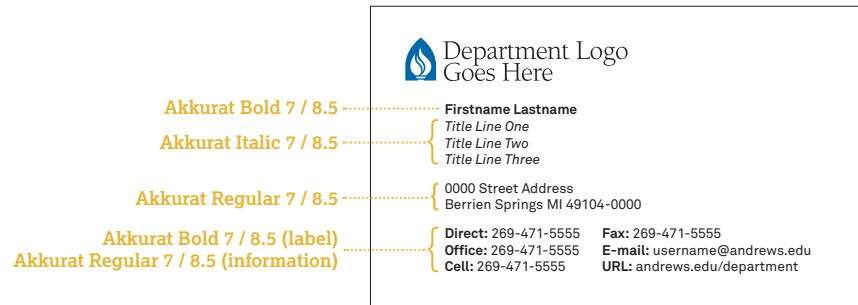
Direct: 269-471-5555
Office: 269-471-5555
E-mail: username@andrews.edu

1 title line
3 pieces of contact information

Business Card Guidelines

Departmental URLs should always be the last piece of contact information included on the business card (if used) and the e-mail address the second to last.

The title block is set to bottom-justify, the address block should always be two lines and the contact information should top-justify. This ensures the spacing between information always remains one eighth of an inch.



typography specifications



internal spacing specifications



border spacing specifications

Business Card Guidelines

These guidelines should be followed precisely when designing business cards. No adjustments to font size/style, spacing, number of options or color should be implemented.

typography specifications

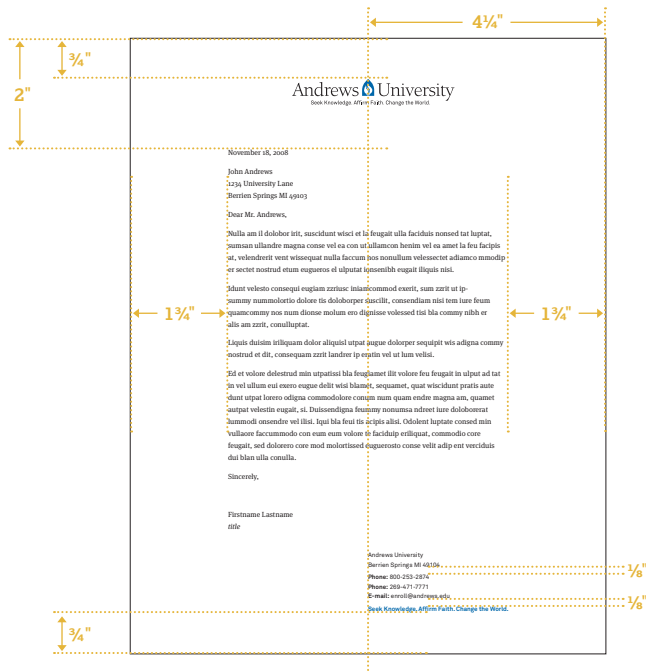
- Meta Serif 9.5 / 14
or Georgia 9.5 / 14
- Meta Serif Italic 9.5 / 14
or Georgia Italic 9.5 / 14
- Akkurat Bold 8 / 11.5
- Akkurat Bold & Regular 8 / 11.5
- Akkurat Bold 8



Letterhead Guidelines

These guidelines should be followed precisely when designing letterhead. No adjustments to font size/style, spacing, number of options or color should be implemented.

spacing specifications



Microsoft Word letterhead templates are available for download from the Office of Integrated Marketing & Communication website.

www.andrews.edu/imc

Glossary content was taken from the book *The Dictionary of a Brand*, edited by Marty Neumeier, published by AIGA, www.aiga.org

Glossary

The following pages offer a basic glossary as it relates to design, the guidelines presented in this manual and branding. Please contact the Office of Integrated Marketing & Communication for any additional questions you may have.

269-471-3322

imc@andrews.edu

www.andrews.edu/imc

brand	a person's perception of a product, service, experience or organization	identity	the central sustainable elements of a brand identity, usually the name and trademark
brand architecture	a hierarchy of related brands, often beginning with a master brand, describing its relationship to sub-brands and co-brands; a brand family tree	customer expectations	the anticipated benefits of a brand, whether explicit or implicit
brand asset	any aspect of a brand that has strategic value, which may include brand associations, brand attributes, brand awareness or brand loyalty	design	in brand-building, the planning or shaping of products, services, environments, systems, communications or other artifacts to create a positive brand experience
brand champion	anyone who evangelizes or protects a brand; a brand steward	differentiation	the process of establishing a unique market position to increase profit margins and avoid commoditization; the result of positioning
brand identity	the outward expression of a brand, including its name, trademark, communications and visual appearance	elevator speech	a version of a brand's purpose or market position, short enough to convey during a brief elevator ride
brand manual	a document that articulates the parameters of the brand for members of the brand community; a standardized set of brand-building tools	emotional branding	brand-building efforts that aim at customers' feelings through sensory experiences
brand police	manager or team responsible for strict compliance with the guidelines in the brand manual—this is the Andrews University Office of Integrated Marketing & Communication	extended identity	the elements that extend the core identity of a company or brand, organized into groupings such as brand personality, symbols and positioning
		feature	any element of a product, service or experience designed to deliver a benefit

field test	qualitative research used to assess a new product, package, concept or message	harmonization	the alignment of the elements of a brand across product lines or geographic regions
focus group	a qualitative research technique in which several people are invited to a research facility to discuss a given subject; a type of research designed to focus later research	hollywood model	a system or creative collaboration in which specialists work as a team for the duration of a project
futurecasting	a technique used to envision future products, industries, competitors, challenges or opportunities; a combination of forecasting and imagination	house of brands	a company in which the dominant brand names are those of the products and services the company sells
generic	an unbranded product, service, or experience; a commodity	icon	the visual symbol of a brand, usually based on a differentiated market position; a trademark
generic brand	a misnomer often applied to a commodity product or store brand (since the terms generic and brand are mutually exclusive)	information hierarchy	the order of importance of the elements in a brand message
global brand	a product, service, or company that competes globally (often a misnomer, since most brands, by definition, vary from culture to culture)	ingredient brand	a brand used as a selling feature in another brand
guerilla marketing	a marketing program that uses non-traditional channels to sell or advertise products or services	innovation	a market-changing product, service, experience, or concept; the formal practice of innovation
		integrated marketing	a collaborative method for developing consistent messaging across media

internal branding	an internal program to spread brand understanding through the use of standards manuals, orientation sessions, workshops, critiques, and online training; brand cultivation	look and feel	the sensory experience of a product, environment, or communication
jamming	building a brand or company through improvisational collaboration	marketing	the process of developing, promoting, selling, and distributing a product or service
kit of parts	a complete brand identity scheme, including name, trademark, typography, colors, shapes, sound signatures, taglines, and other expressions of the brand	market penetration	the market share of a product, service, or company compared to others in the category
leveraging a brand	borrowing from the credibility of one brand to launch another brand, sub-brand, or co-brand; brand extension	master brand	the dominant brand in a line or across a business, such as Pepperidge Farm or Sony, to which sub-brands can be added; a parent brand
line extension	the addition of one or more sub-brands to a master brand; the expansion of a brand family	media	the channels through which brand messages are delivered, such as television, printed publications, direct mail, the Internet, and outdoor posters
living brand	a brand that grows, changes, and sustains itself; a healthy brand	media advertising	one-way messages designed to sell, persuade, or create awareness of a brand through public communication channels
logo	an abbreviation of a logotype, now applied broadly to trademarks	mental model	a conceptual model of an experience, environment, process or system that provides better understanding
logotype	a distinctive typeface or lettering style used to represent a brand name; a wordmark	message architecture	the formal relationships among brand communications

mission statement	a concise statement of the purpose or aspirations of an organization	permanent media	environmental brand messages that last for years, such as architecture or signage
name brand	a widely recognized product, service, or organization	positioning	the process of differentiating a product, service, or company in a customer's mind to obtain a strategic competitive advantage; the first step in building a brand
natural reading sequence	the order in which readers can most easily absorb separate pieces of information	promise	a stated or implied pledge that creates customer expectations and employee responsibilities, such as Fed-Ex's one-time guarantee
nomenclature system	a formal structure for naming related products, services, features, or benefits; the naming portion of an organization's brand architecture	reach	the number of people exposed to an advertising or brand message
opinion leader	a person whose opinion or personality exerts an influence over other members of a group	reputation	the shared opinion of a product, service, or organization among all the members of its audience
parallel execution	the process by which creative teams work simultaneously rather than sequentially	segment	a group of people who are likely to respond to a given marketing effort in a similar way
parallel thinking	a brainstorming technique in which everyone thinks in the same direction at the same time, generating a range of usable ideas	segmentation	the process of dividing a market into subcategories of people who share similar values and goals
parent brand	the main brand in a brand family; a master brand	signature	the defined visual relationship between logotype and a symbol
perception	an impression received through the senses; a building block of customer experience	slogan	a catchphrase, tagline, or rally cry

social network	a network of people that can be leveraged to spread ideas or messages using viral marketing	trademark	a name and/or symbol that indicates a source of goods or services and prevents confusion in the marketplace; a legally protectable form of intellectual property
strategy	a plan that uses a set of tactics to achieve a business goal, often by out-maneuvering competitors	value proposition	a set of benefits, including functional, emotional, and self-expressive benefits
sub-brand	a secondary brand that builds on the associations of a master brand	viral marketing	a technique by which social networks are used to spread ideas or messages, through the use of affiliate programs, co-branding, e-mails, and link exchanges on-line, or off-line, through use of word-of-mouth advertising and memes
symbol	a sign or trademark designed to represent a brand	vision	the story a leader tells about where the organization is going; the aspirations of a company that drive future growth
tactic	an expedient maneuver used in support of a strategy	voice	the unique personality of a company as expressed by its verbal and written communications; the verbal dimension of a brand personality
tagline	a sentence, phrase, or word used to summarize a market position, such as Mini's "Let's motor" and Taco Bell's "Think outside the bun"	wordmark	the brand name as represented by a distinctive typeface or lettering style; a logotype
target market	the group of customers a company has decided to serve		
touch point	any place where people come in contact with a brand, including product use, packaging, advertising, editorial, movies, store environments, company employees, and casual conversation		



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