UNION

PRESBYTERIAN
SEMINARY

For the Church in the World

Graphic Identity Standards Manual

Updated **February** 2018

"A brand is not what *you* say it is. It's what *they* say it is." — MARTY NEUMEIER, *THE BRAND GAP*

A graphic identity system:

Symbolizes the brand positioning

A brand is defined by the feelings individuals have about an organization. These feelings can be emotional and intuitive, and while organizations cannot control these feelings, they can influence them by effectively communicating the qualities that make their organization special and different from others. The graphic identity system visually reinforces the core values, vision, and promises of the Union brand.

Reinforces our name

The symbol and name together create a signature that helps deliver brand meaning to the name of Union Presbyterian Seminary.

Represents a whole greater than the sum of its parts

Without consistent guidelines for display of our organization's graphic identity, divergent messages and impressions may be presented to our constituencies. Consistency in application of our distinctive identity can enforce a powerful brand message.

The purpose of this manual is to provide a guide for the internal and external use of the Union Presbyterian Seminary logo and visual identity in all writing, publications, branded items, and other representations of the seminary. This manual does not serve as an editorial resource for writing, but it is a roadmap for the appropriate use of our name and visual identity.

For further guidance on the use and dissemination of our logo, please contact either:

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Brand elements are located on the Intranet.

Overview

To harness its power as an educational institution, Union must present itself as having a unified cause, with shared values and a common voice.

The brand elements listed below are the visual tools in this endeavor.

Page 3: Our Name
How to correctly refer to our institution.

Pages 4–5: The Logo
How to correctly use our brandmark.

Page 6: The Color Palette
A new color palette that is focused, yet flexible.

Page 7: Typefaces
Typefaces for print and web design, along with alternatives to use with Microsoft Office products.

Page 8: The Brand Tone
An introduction to design guidelines for a look that is bold, clean, engaging, and inclusive.

Our name represents more than 200 years of equipping Christian leaders for the building of the body of Christ.

Reinforcing who we are and our history

When Union Presbyterian Seminary officially adopted its new name in July 2010, it was the culmination of the history of Union Theological Seminary and the Presbyterian School of Christian Education and the forward movement of the seminary to serve the church of the 21st century and beyond. As we continue to grow the scope of our institution in preparing well-learned leaders for the church, it is important for our name to be presented appropriately in order to build on the rich academic traditions and history of our institution and send a consistent message about who we are.

Full Name
Union Presbyterian Seminary

Abbreviated Use
Union Presbyterian or UPSem

While our name represents who we are, our tagline embodies what we do. It is a memorable phrase that is a concise way of proclaiming our mission to the world. It summarizes the core promise of Union Presbyterian and should be used whenever appropriate with our name and logo.

Tagline
For the Church in the World

The visual representation of the Union Presbyterian brand is equally as important as the use of our name.

Use the correct version: PMS eps (for letterhead and business cards), CMYK eps (for print), or RGB png (for web and Microsoft Office).

Using the correct file format for your application will insure the logo form and its colors display properly. Please use the horizontal version with tagline whenever possible.

	Bug	Horizontal – tagline *preferred version*	Horizontal	Vertical – tagline	Vertical	Seal
Full Color						
Reversed with red flame						
Reversed						
Black						

The Logo

The visual representation of the Union Presbyterian brand is equally as important as the use of our name.

Use the correct size, clearance, and version of the seminary logo or brandmark.

Minimum Size

Do not use any version of the logo smaller than its minimum height:

Horizontal with tagline: .75˝
Horizontal without tagline: .5˝
Vertical with tagline: 1.5˝
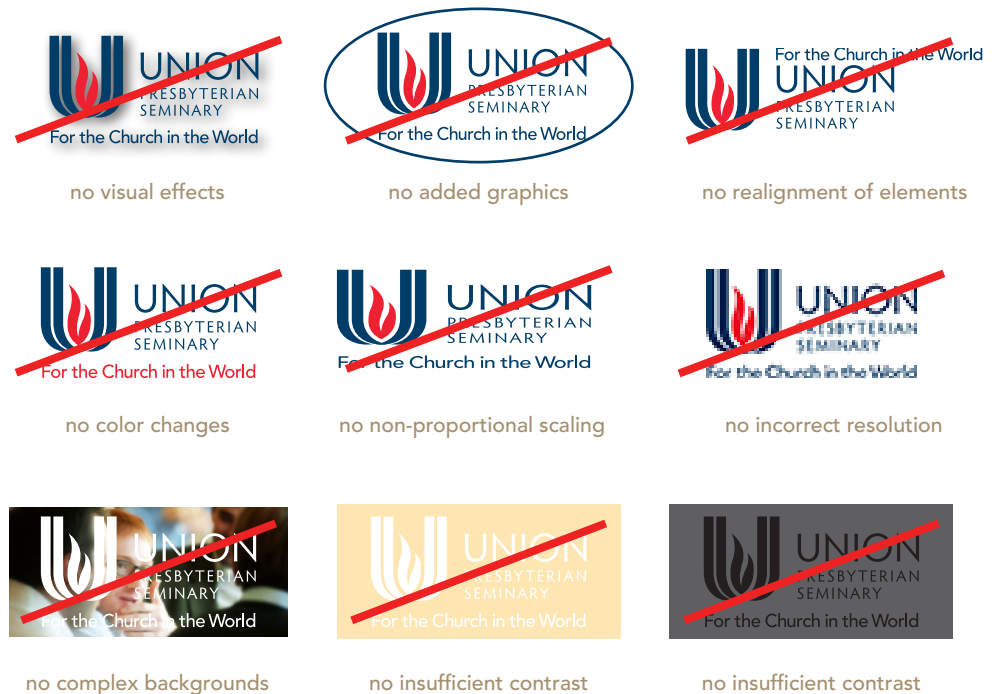Vertical without tagline: 1.25˝
Seal: .75˝
Bug: .25˝

Minimum Clearance

Make sure there is sufficient space around the logo—that it is not too close to any other graphic elements or type—by allowing for clearance equal to the height of the word "Union" in the logo.

= minimum clearance

.75" = minimum height

Maintaining the Integrity of the Brandmark

Do not alter the brandmark in any way! This includes adding visual effects or graphic elements; altering the relationship of the logo elements; changing the colors; changing the proportional scaling; using an incorrect file format or scaling up a jpeg or png, causing pixelation; placing over a visually complex graphic or image; and not using sufficient contrast between the logo and background.

no visual effects

no added graphics

no realignment of elements

no color changes

no non-proportional scaling

no incorrect resolution

no complex backgrounds

no insufficient contrast

no insufficient contrast

The Color Palette

Vibrant, Bold, Joyful, Thoughtful, Liturgical

The Union color palette offers a range of brightness, intensity, and hue.

Please use the correct color format: PMS spot logo colors for letterhead and business cards, CMYK for print, and RGB (or Hex) for web and Microsoft Office applications such as Word and PowerPoint. The logo palette is used only in the logo. However, PMS 2955 may be used in limited instances.

Pantone			CMYK	RGB	HEX
Logo Palette					
Pantone Coated	2955		100c/60m/10y/53k	0r/54g/96b	00355f
Pantone Coated	032		0c/98m/86y/0k	238r/37g/52b	ed2433
Secondary Palette					
Pantone + CMYK	P 13-8		40c/42m/63y/0k	164r/144g/111b	a48f6f
Pantone + CMYK	P 170-11		58c/54m/54y/22k	104r/98g/96b	68615f
Pantone + CMYK	P 84-8		35c/100m/0y/24k	138r/13g/114b	8a0d71
Pantone + CMYK	P 10-8		0c/27m/100y/0k	254r/190g/16b	febe10
Pantone + CMYK	P 10-16		0c/27m/100y/15k	219r/165g/16b	dba50f
Pantone + CMYK	P 113-5		68c/12m/0y/16k	42r/152g/199b	2998c6
Pantone + CMYK	P 110-16		100c/35m/0y/36k	0r/92g/144b	005c90
Pantone + CMYK	P 164-7		20c/0m/87y/23k	170r/180g/58b	a9b43a
Pantone + CMYK	P 49-8		0c/99m/91y/22k	192r/24g/35b	c01722

Typefaces

Bold, Clean, Legible, Classic

Using the appropriate typeface styles will maintain the consistency of our brand look.

The Union graphic identity features two primary typefaces: Avenir Lt Std and ITC Garamond Std. Having both a sans serif and serif typeface to choose from affords greater flexibility in your design. Please experiment with using not just one face, but combining them. For instance, pair a serif head with sans serif body copy or a sans serif head with serif body copy.

Print Typefaces
Avenir Lt Std and ITC Garamond Std are the preferred typefaces for print and require purchased licenses. *If you decide to purchase, please contact Communications to be sure you purchase the correct version.* Metropolis and Georgia are acceptable substitutes. Metropolis is an open source free font and can be downloaded at fontlibrary.org/en/font/metropolis. Visit thoughtco.com/installing-truetype-or-opentype-fonts-in-windows-1074134 for instructions for how to install on a PC. Georgia should already be installed on all Microsoft Office products. If it is not, contact Communications for purchase options.

Web
Use Avenir Lt Std and Adobe Garamond Pro (ITC Garamond Std does not display well online).

Sans Serif

Avenir Lt Std *preferred*

Light, Book, Roman, Medium, **Heavy,** and **Black**
(and obliques)

Metropolis

Light, Regular, Medium, **Bold,** and **Black**
(and obliques)

Serif

ITC Garamond Std *preferred*

Light, Book, **Bold,** and **Ultra**
(and obliques)

Georgia

Regular and **Bold**
(and obliques)

Bold, Clean, Engaging, Inclusive, Authentic

Ensure consistency in communications by bringing together all of the visual tools for a distinctive brand tone. Along with our name, logo, color palette, and typefaces, additional brand elements include:

Graphics

The new brand is characterized by the use of by using vertical or horizontal lines in a variety of colors and weights—a metaphoric reference for diversity, depth, and activity. Clean graphics, blocks of solid color, and liberal use of white space present a clear and engaging message. While establishing a distinctive look and feel, the system remains flexible for use in the vast variety of communications the Seminary publishes. Color combinations can be established for different purposes, such as recruitment, fundraising, conferences, etc. Infographics such as icons should be easily understood, incorporate simple/flat design, and be used on light or white backgrounds when possible.

Photography

All photography should tell a story and be expressive and authentic. This can be achieved by appearing to use little or no camera lighting, employing shallow depth of field and interesting composition and perspectives, and drawing attention to a focal point without subjects appearing to be posed. Duotones may be used as backgrounds.

Samples

Template for New Brand Tone

Banner

Newsletter

Brochure

Pamphlet