SOUTHERN®
ADVENTIST UNIVERSITY

Power for Mind & Soul

UNIVERSITY BRAND GUIDE

SOUTHERN®
ADVENTIST UNIVERSITY

Power for Mind & Soul

TRADEMARKS:

The name Southern Adventist University,
the Southern Adventist University logo,
the Southern Adventist University seal,
the tagline Power for Mind & Soul,
and the Forrest Mark
are registered trademarks with the United States
Patent and Trademark Office.

Southern Adventist University regulates the use of its trademarked names and visual identifiers ("marks") to protect their legal status and preserve their value as distinctive representations of the university. Beyond this legal obligation, consistent oversight ensures that all uses of the marks accurately reflect the institution and support a unified brand identity. As such, use of university marks must adhere to the following principles:

- **Quality Assurance:** Marks may appear only on products, services, and communications that meet the university's standards of excellence.
- **Accurate Representation:** Marks must not be used in any manner that implies false, misleading, or unauthorized endorsement, partnership, or affiliation.
- **Protection of Goodwill:** Unauthorized use that exploits or diminishes the reputation and goodwill associated with the university is prohibited.
- **Authorized Association:** Marks may be used solely in connection with activities, programs, or offerings that the university has formally approved and for which it accepts appropriate responsibility.
- **Brand Consistency:** Each mark must be used according to established guidelines for purpose, tone, appearance, and context to ensure consistent recognition and messaging across all platforms.

All proposed uses of university marks are subject to review and approval in accordance with official brand standards and trademark policies, as voted by the President's Executive Council. While these are institutional guidelines, Marketing and University Relations (MUR) may make minor updates at its discretion. If you have questions about these guidelines, please contact MUR at 423.236.2840.

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Message From the President to Southern Colleagues

My desire is that Southern Adventist University look unified and strong in all its messages. Thank you for working together with me to put Southern's best foot forward and for following the guidelines set out in this book.

In this age of competition for students, dollars, and donors, the reality is that universities need to speak in a clear and consistent voice to avoid confusion. Because it takes multiple impressions to make an impact in a cluttered marketplace, consistent visual imagery is of strategic importance. By practicing the discipline to be coordinated and integrated, we provide the public with familiarity, strength, and a unified image.

The university retained LandreyMorrow to assist our campus professionals in developing this clear vision. Many thanks to the Visual Identity Advisory Group, as well as those in Marketing and University Relations, who helped create these guidelines. The Visual Identity Advisory Group will continue to counsel me in the future.

Any messages designed for our publics or funded by the university, its departments, or its donors—including ads, direct mail, invitations, web pages, signage, newsletters, and booths—should be reviewed by the Marketing and University Relations professionals before being released to the public.

Just as we care about the quality of our academic programs, we care about the quality of our visual messages. Southern's identity materials should mirror our academic excellence in best practices and consistency, befitting our reputation as a premiere Seventh-day Adventist university.



Ken Shaw
President

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Marketing and University Relations: The Institutional Brand Managers

WORKING WITH MARKETING AND UNIVERSITY RELATIONS

The Marketing and University Relations (MUR) staff have been tasked with serving as the brand and brand identity specialists of Southern. To cover campus needs, MUR personnel have expertise in a variety of marketing and public relations areas. Whether through graphic design, writing, web, social media, or other communications initiatives, their job is to make the entire university team look polished and united.

MUR serves as a creative campus agency formed to work with employees at no charge to develop public-facing communications to meet unit goals as well as those of the university. Since every communication is a reflection on the excellence of the entire university, ensuring professionalism and consistency in branding standards is essential.

Using the services of MUR guarantees that an experienced professional assists each employee with meeting the goals set for a project while also making sure that project expresses the university brand. To find out how to take advantage of the free creative services, visit **southern.edu/marketing**.

EMPLOYEE HANDBOOK POLICY 1260

In order to provide an integrated marketing and branding approach, all advertising and marketing plans and materials shall be developed in consultation and collaboration with Marketing and University Relations. If additional resources are needed—such as outsourcing of research, marketing and collateral material, or the hiring of contract marketers—the arrangements must be made by Marketing and University Relations. Recruitment plans shall be developed in consultation with Enrollment Management.

STARTING A PROJECT

If you know your goals but are unsure how to reach them, the MUR and Southern Printing staff can work with you from the start—from brainstorming and concept development until the project is complete. If you have a firm vision about your communication, the team can help you realize that vision, while bringing added value through their expertise in the areas of marketing and communication. Take advantage of the free services of MUR and Southern Printing professionals by submitting a project request through **southern.edu/lytho**.

SERVICES

- Advertising
- Booth Loans
- Concept Development
- Crisis Communication
- Event Promotion
- Giveaway Items
- Graphic Design
- Media Relations
- Photography
- Social Media
- Video Advisory Assistance
- Web Consulting
- Writing and Editing

QUESTIONS TO CONSIDER BEFORE INITIATING A PROJECT

The crucial things you need to consider and understand to best meet your communication goals are:

- Who is your audience, and what distinguishes them?
- Is the communication essential and not served by another existing communication?
- What do you want to say to your audience?
- What action do you want your audience to take as a result of receiving the communication?
- How do you plan to distribute the communication?
- Has sufficient time been allowed to complete the project?
- What budget resources do you have to carry out the project?
- How will you evaluate if the goals of the project were met?

Additionally, a creative brief form helps identify the project's needs. From this base of information, MUR will work with you to devise a plan that will accomplish your goals cost-effectively and professionally.

TIMELINE

Advance planning is crucial to having your communication ready when you need it. Submit your Lytho project request early to allow ample time for gathering data, copywriting, taking quality photography, executing design, conducting several rounds of proofing changes, and then for printing and mailing. A minimum of four weeks for creative development plus two weeks for printing (totaling six weeks) is needed for most jobs. Even projects that seem simple can become complicated, so allowing for this recommended timeframe is ideal. Submitting a project request well in advance of its due date positions it within the established sequence of requests. If you do have a last-minute need, still initiate a request in Lytho to explore options.

TIMING

Each project needs a minimum of four weeks for free creative development and proofing turn-arounds, plus two weeks for printing (totaling six weeks).

RUSH JOBS

You may need to cover the cost of outsourcing services needed to rush your project timeline.

PROCESS

After the initial creative brief and the development of content and design, you will see a preliminary proof showing a design draft. Your careful review is essential. MUR staff will also proofread the piece, but the ultimate responsibility for its correctness rests with you. Additional proofs may be required as changes and corrections are made. Once you approve the final design and any changes, your project will move to the production phase. Any costs for printing and distribution will be the responsibility of your department or school. All communication regarding the project is best done in Lytho for the smoothest results.

REVIEWS AND APPROVALS

MUR professionals are Southern's brand specialists. It is their job to showcase a polished and united university image. To assure that all external communications meet university standards, all university publications to external audiences must be approved by MUR. The normal review time is two to five business days.

WHAT IF I'D RATHER DO IT MYSELF?

MOST COMMUNICATION PROJECTS FOR EXTERNAL AUDIENCES ARE REQUIRED TO BE PRODUCED OR COORDINATED DIRECTLY BY MUR. The university has hired experienced professionals to ensure 1) that the university communicates with quality and unity and 2) that you are able to focus greater time on your own areas of expertise by using the free resources of our specialists. To help determine what your involvement should be, submit your project in Lytho.

If you receive approval from MUR to create your own project, please allow a minimum of five business days for the professional review of your communication piece. MUR will return your piece with notes about any necessary modifications to writing, design, or photography to meet university branding standards. If your design is not close to meeting these standards, MUR will pull the project into its workflow and create a professional piece within the normal six-week timetable or allow you to pay for a university-approved freelancer if you need to receive your project sooner.

READY. SET. GO!

Get a communication or marketing project started by visiting **southern.edu/lytho** to fill out a project request form or by calling ext. 2861.

WORKING WITH LYTHO

Lytho is the university's one-stop shop for creative projects. Through this system, you can submit project requests for design, print, content review, photography, custom apparel and promotional items, event promotion, and more. To learn more and to initiate a request, visit **southern.edu/lytho**.

UNIVERSITY WRITING GUIDE

Southern's writing style guide plays an essential role in maintaining a clear, professional, and unified voice across all university communications. By following established standards for grammar, punctuation, formatting, terminology, and tone, employees help ensure that Southern's messaging is consistent and recognizable whether it appears in print, online, in social media, or in official correspondence. While academic areas are encouraged to use the style manual appropriate to each academic field for specific academic materials, items intended for an external audience should conform to the *Southern Adventist University Writing Guide*. For the most recent version of this document, visit **southern.edu/writingguide**.

VISUAL BRAND GUIDELINES

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“Design is the silent ambassador of your brand.”

Paul Rand

01

→ INTRODUCTION

Philosophy of Branding

Imagine you are in a large, beautifully ornate music hall. On stage, behind the curtain, a symphony orchestra prepares to perform. Anticipation builds as the lights go down and the audience quiets.

The curtain rises.

Chances are, you are picturing musicians in black tie and formal attire, carefully arranged on stage by instrument—woodwinds in one section, brass in another. Instead, what if you see a random assortment of chairs and musicians dressed in whatever they choose? Some may be dressed in T-shirts and sandals, while others appear in black tie and tails. One by one, the musicians begin to play, each from a different piece of music and without the aid of a conductor. The noise begins to build. Each struggles to be heard above the rest. The audience is overwhelmed with a cacophony of sound.

The experience would be unpleasant for anyone deciding to stay, though in the face of such disorganization and chaos, most would quickly lose interest and leave. This scenario, however, is not unlike the university that fails to bring discipline to its brand. The result has a similarly discordant and frustrating effect on prospective students, alumni, donors, community leaders, and other university audiences.

A brand identity that's communicated with discipline, thought, and consistency can have the same uplifting effect as a beautiful piece of music. Though the instruments all play different parts, each one contributes something unique to the piece, delivering a cohesive, coherent sound through coordinated effort.

This philosophy guided the development of the Visual Identity Standards for Southern Adventist University. The guidelines in this manual serve as the sheet music that enables each unit to achieve its unique communication goals while performing in concert with every other unit to reinforce the university's brand. Through the consistent application of the graphic identity on stationery, business cards, brochures, and websites, the university brand will be delivered more efficiently and effectively than ever before, saving the university money while strengthening its reputation among all audiences. A stronger Southern Adventist University—now that should be music to everyone's ears.



Bruce Landrey, CEO
LandreyMorrow, Inc.
Southern Adventist University Branding Consultant

Southern's Brand and Identity Overview

Southern Adventist University's visual identity, also referred to as visual brand, helps communicate who we are to all constituents. However, Southern's visual brand is only one aspect of Southern's brand.

Brand identity is tangible, such as the consistent and professional use of logo, colors, and tagline, while the brand is intangible, such as the promises and reputation that make up who we are. Southern's brand is much more broad than the logo or stationery; our brand is built on who we are and what people expect when they interact with us. Every unit of the campus is a vital part of the brand, so it is critical that our campus believes in the brand and that employees serve as its biggest evangelists.

VALUE PROPOSITIONS

Our value propositions were developed after significant audience research and exist to convey to Southern's ideal customer how we are unique and why we are the best choice. These attempt to define what sets Southern apart from our competitors. As an important piece of conveying our brand, employees need to understand, reinforce, and build upon the following messages. These may be communicated in either concept or exact language:

ADVENTIST MARKET:

"With the largest Adventist undergraduate enrollment in North America, we provide Adventist young people with the most opportunities to establish future career contacts and build lifelong friendships with fellow believers within an intentionally Christ-focused environment."

CHATTANOOGA AREA MARKET:

"Southern Adventist University, set on the largest campus in the region, offers students in the Chattanooga area the most majors of any local college or university."

KEY SELLING POINTS

These are additional focused talking points in areas that may not have reached the criteria of inclusion in the value proposition but are important selling points nonetheless.

ADVENTIST MARKET:
Southern provides opportunities for a powerful, life-changing experience through:

- An intentionally Christ-focused, Adventist environment
- Engaged learning and personal relationships with faculty and staff, offering outstanding career preparation
- Opportunities to establish future career contacts and build life-long friendships with fellow believers
- Robust options for worship and service
- A beautiful campus setting with a diverse student body

CHATTANOOGA AREA MARKET:
Southern provides opportunities for a powerful, life-changing experience through:

- Intentionally Christ-focused programming
- Engaged learning and personal relationships with faculty and staff
- Opportunities to establish future career contacts and build life-long friendships
- Robust options for local and global service
- A large selection of majors that offer outstanding career preparation
- A beautiful campus setting with a diverse student body

AUDIENCE RESEARCH SHAPES OUR MESSAGES

Research results helped develop themes that our audiences identify with us. Value Propositions and Key Selling Points should permeate Southern communications.

02

→ LOGO SYSTEM

Logo Overview

Southern's logo is the most identifiable image the university uses. It was developed to consistently represent Southern in all communications. Uniform use of the logo builds awareness of the university in the academic community and beyond. It is crucial for everyone to use the logo in accordance with these guidelines. The logo presented in this manual is the official logo of Southern Adventist University and is a registered trademark. The development or use of a logo other than what is presented in this guide is prohibited.

LOGO COMPONENTS

1. **Icon.** This graphic representation of Wright Hall is a symbol of the predominant campus architecture. This should never be used without the wordmark.
2. **Wordmark.** Composed of the words "Southern Adventist University," the Wordmark uses customized character joints, therefore the text of the wordmark should never be reset. This may be used without the Icon where space is a limiting factor.
3. **Nameplate.** The subordinate Nameplate area is used to demonstrate association between a campus unit and the university. An area that is encompassed within a unit is referred to as the Secondary Nameplate. Page 16 provides further guidelines on how the Nameplate areas are to be used by different units.
4. **Tagline.** Composed of the words "**Power for Mind & Soul**," the Tagline conveys the brand promise, and use is encouraged on all communications materials. The text of the tagline should never be reset.





The preferred use of the logo always consists of the two core elements of the Icon and the Wordmark.

Configurations

Size and clear zone requirements should be followed. Again, because the logo is customized and hand-tailored, neither the Icon nor the Wordmark should be reset or altered. The vertical and horizontal logo configurations are designed to accommodate different space requirements. Designers should select the configuration best suited to the available space while following all applicable logo usage guidelines.



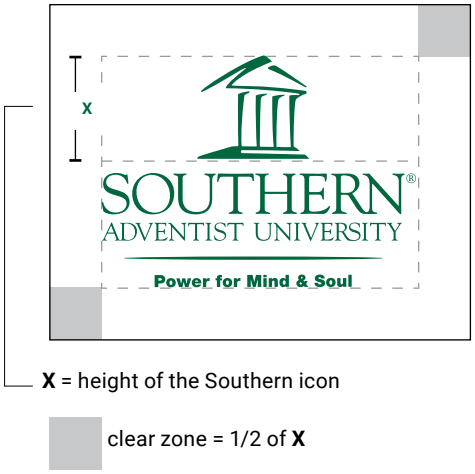
VERTICAL LOGO CONFIGURATION

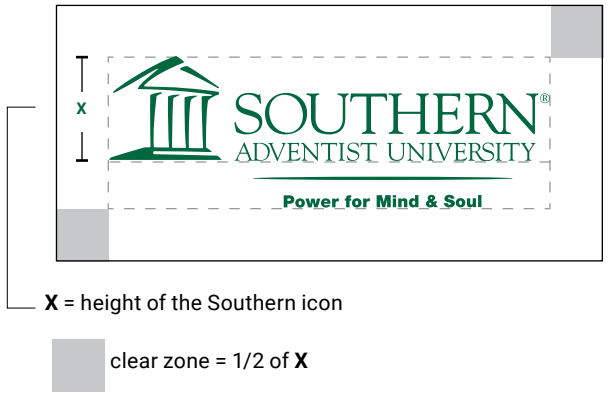


HORIZONTAL LOGO CONFIGURATION

CLEAR ZONE

To help maintain the identity of the logo, clear space proportional to the logo must be observed at all times. The logo must always be distinctly separated from other graphic elements.





MINIMUM SIZE

To help ensure the logo is clearly identifiable in the medium used, the height of the logo should not be less than shown here unless a specific exception is granted. When the logo appears at the minimum size, it is acceptable to drop the ® if it appears unreadable.

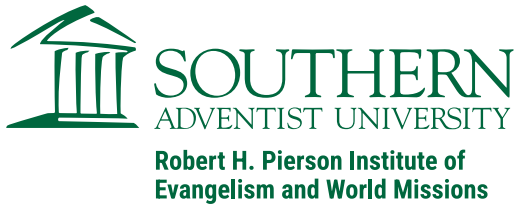




UNIT NAMES IN NAMEPLATE AREA

The logo may include a subordinate area called the Nameplate. This demonstrates a clear and direct association between a campus unit and the university. Any campus unit can have its name in the Nameplate area, as shown in the examples below.





UNIT NAMES IN SECONDARY NAMEPLATE AREA

An area that is encompassed within a unit may have its name listed in the logo in the Secondary Nameplate, as shown in this example.



UNIT NAMES IN WORDMARK AREA

While all units may be featured in the Nameplate area, certain units (based on categorization of units on pages 17-19 have the option of featuring their name in the Wordmark area. The chart on page 19 restricts which units may have their name in the Wordmark area. Examples are shown below.







Logo packages for all areas are available for download in the Lytho Brand Center found at **southern.edu/marketing**.

Campus Unit Categories

Marketing and University Relations serves as the designated custodian maintaining the record of the full list of official Southern unit names. The full list is available in the Brand Center at **southern.edu/lytho**. The list shown here is representational, not comprehensive. You may contact the department director regarding any name change or clarification.

CATEGORY—*ADMINISTRATIVE AND SUPPORT DEPARTMENTS*

Departments and offices that are directly and primarily involved in the support, administration, and/or decision-making functions of the university.

Examples

- Academic Administration
- Accounting Services
- Advancement
- Campus Safety
- Counseling and Testing Services
- Disability Support Services
- Enrollment Management
- Online Campus
- Plant Services
- Food Services
- Student Finance
- Transportation Services

CATEGORY—*INSTRUCTIONAL DEPARTMENTS AND SCHOOLS*

Departments and schools of instruction as categorized in the university catalog. This includes interdepartmental programs and non-degree preprofessional programs.

Examples

Departments:

- Biology and Allied Health Department
- English Department
- Modern Languages Department

Schools:

- School of Health and Kinesiology
- School of Journalism and Communication
- School of Nursing
- School of Visual Art and Design

CATEGORY—*SPECIAL EVENTS AND SPECIAL INTEREST GROUPS*

Programs, events, groups, etc. that are specific in function and purpose and are not an official department of the university but have specific promotional or fundraising value to the university.

Examples

Events:

- Anniversaries and celebrations
- Galas and banquets
- Groundbreakings and grand openings
- Inaugurations
- Seminars and conferences
- SmartStart and PowerStart
- ViewSouthern and PreviewSouthern

Special interest groups and committees:

Legacy Society
Lights Volunteers
Passing the Mantle Society
President's Circle

Marketing-funded touring groups:

Die Meistersinger
Engage Worship
Gym-Masters
Symphony Orchestra
Wind Symphony

CATEGORY—*AFFILIATES*

Public service enterprises, including museums, centers, and institutes, which may do more than one of the following: have considerable interface between Southern and the public; provide strong promotion of Southern to the community; and do a substantial quantity of community fundraising.

Examples

Classical 90.5 WSMC
Evangelistic Resource Center
Hulsey Wellness Center
Institute of Archaeology
Institute of Ethical Leadership
Lynn H. Wood Archaeological Museum
McKee Library
Robert H. Pierson Institute of Evangelism and World Missions
Teaching Materials Center

CATEGORY—*RETAIL INDUSTRIES*

Businesses whose primary goal is generating income for the university and who typically have a storefront presence on campus.

Examples

SVAD Production Company
Village Market

EXCEPTIONS

The Student Association and student organizations should not use the logo, seal, or wordmark. Official student groups are encouraged to incorporate the phrase "A student organization of Southern Adventist University" on print and digital materials. Official student groups may be able to use the mascot image by following guidelines listed in the School Spirit section beginning on page 45.

	SOUTHERN ADVENTIST UNIVERSITY Hulsey Wellness Center	HULSEY WELLNESS CENTER Southern Adventist University	VILLAGE MARKET
	Use university Wordmark with reference to unit in Nameplate area	Use university Wordmark with reference to unit in Nameplate area. Or unit name may replace Wordmark with university name in Nameplate area.	May use either previous option. Or unit may use unique identity with the words "Owned and Operated by Southern Adventist University."
Stationery Letterhead, business cards, envelopes, mailing labels, and other business forms			
• Administrative/Support Departments	✓		
• Instructional Departments/Schools	✓		
• Special Events/Special Interest Groups	✓		
• Affiliates	✓	✓	
• Retail Industries	✓	✓	✓
Collateral Materials Brochures, newsletters, posters, direct mail, booth displays, web, social media, digital communications, and promotional pieces			
• Administrative/Support Departments	✓		
• Instructional Departments/Schools	✓		
• Special Events/Special Interest Groups	✓	✓	
• Affiliates	✓	✓	
• Retail Industries	✓	✓	✓
Giveaways/Apparel Pens, hats, shirts, mugs, cups, and other promotional giveaways			
• Administrative/Support Departments	✓		
• Instructional Departments/Schools	✓		
• Special Events/Special Interest Groups	✓	✓	
• Affiliates	✓	✓	
• Retail Industries	✓	✓	✓

Tagline

TAGLINE PHILOSOPHY

A tagline is designed to communicate a single but powerful promise that articulates the core reason for existence.

Southern's **Power for Mind & Soul** tagline is a memorable descriptor of the university based on faculty, staff, and student input and approval by the President's Cabinet in the early 2000s. The tagline has been a registered trademark since 2008.

A tagline is not a mission statement and is not meant to encapsulate every important message an institution needs to promote. The university mission statement "transforming lives for eternity" should not be used interchangeably with the long-standing tagline. Taglines support and reinforce without replacing primary messages.

PROMISE BEHIND THE WORDS

Research shows that one of the strongest differentiators for Southern among our competitors is a spiritual, academic environment with a firm foundation of Seventh-day Adventist beliefs. In one short statement, **Power for Mind & Soul** summarizes this core promise: a strong education enhanced by a holistic environment where spiritual growth and a vibrant faith-based atmosphere is empowering for each student.

According to students helping craft the tagline, Southern's deep holistic philosophy can be further symbolized by the word "soul," which includes all areas developed by a well-balanced individual, such as the social, occupational, physical, cultural, and charitable. In essence, the tagline summarizes the vast number of powerful life-changing experiences that Southern provides to those on campus and beyond.

TAGLINE USE

The tagline should have visual prominence on all communication materials, including those produced by all administrative, support, and instructional departments and schools. Special event and interest groups and affiliates are also encouraged to use only the official tagline. Only the tagline artwork and/or font authorized by Marketing and University Relations may be used. This ensures proper and consistent size and space relationships when used in conjunction with the logo.

When the logo is not accompanied by a specific department or school name, the tagline should appear below the logo separated by the spear line. When the logo is accompanied by a specific department or school name, it is recommended that the tagline appear in a bar located at the bottom of the communication.







Exceptions to these uses of the tagline should be approved by Marketing and University Relations.

03

→ ESSENTIAL BRAND ELEMENTS

Color Palette

Color is one of the most significant identifiers Southern uses. The palette of primary, secondary, and tertiary colors is a core part of the visual identity system. Use of the official color palette furthers the public recognition of university communications. Graphic design that works within the color palette is important to ensure a consistent and coordinated presentation of the visual identity. The color palette has been chosen to reflect Southern's key messages of being a welcoming, vibrant campus.

PRIMARY COLOR

For more than 100 years, green has been Southern's official color. Green is the institution's only tradition that has achieved that longevity. While the official **Southern Evergreen** color reflects the school's history, in color psychology the color green is linked to nature, growth, renewal, and stability—all themes that are fitting to represent Southern's brand today. The color lies in the middle of the color spectrum, making it easy on the eyes with natural, soothing presence. **Southern Evergreen** should be consistently and predominantly used in all communications.

SECONDARY COLORS

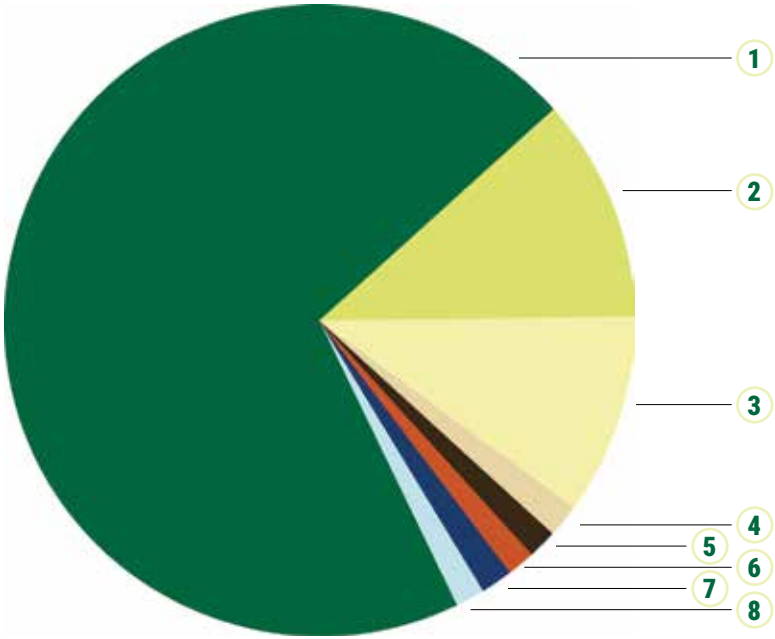
Southern Lime is a vibrant secondary color that complements the rich tradition of **Southern Evergreen** and is used to communicate our brand of being a friendly academic community. **Southern Lime** and its lighter variation, **Southern Lime Light**, should be applied as a background or accent color to further coordinate the visual identity of all university communications.

TERTIARY COLORS

Tertiary colors have been chosen to complement the primary and secondary colors. They should be used only when a design necessitates an additional color and in much smaller proportion to the primary and secondary colors that must visually dominate the communication. It is advised to work with Marketing and University Relations to determine if a communication necessitates the use of tertiary colors.

COLOR USE

Southern Evergreen should be the primary color in all communications. **Southern Lime** should be the next most common color found and typically used as a background or accent color. Tertiary colors should be used rarely and in small portions only to complement the official green and lime when an expanded color palette is needed.



1

SOUTHERN EVERGREEN

Spot color: PANTONE® 349

Process: C94 M11 Y84 K43

R0 G103 B62

Web/Hex: 184f2c

2

SOUTHERN LIME

Spot color: PANTONE® 584

Process: C15 M0 Y73 K1

R220 G226 B105

Web/Hex: ced54a

3

SOUTHERN LIME LIGHT

Spot color: PANTONE® 587

Process: C5 M0 Y43 K0

R245 G242 B169

Web/Hex: e3e696

4

SAND

Spot color: PANTONE® 7500

Process: C1 M5 Y23 K3

R243 G229 B195

Web/Hex: e1d8b7

5

BROWN

Spot color: PANTONE® 7533

Process: C36 M52 Y65 K80

R56 G39 B24

Web/Hex: 4a3c31

6

RUST

Spot color: PANTONE® 167

Process: C3 M78 Y100 K15

R203 G82 B30

Web/Hex: bd4f19

7

MIDNIGHT

Spot color: PANTONE® 534

Process: C95 M72 Y9 K38

R10 G58 B110

Web/Hex: 263f6a

8

ROBIN

Spot color: PANTONE® 317

Process: C24 M0 Y7 K0

R190 G229 B235

Web/Hex: bbe7e6

Pantone Inc. has not evaluated the colors shown in this guide. They may not match the PANTONE color standards. Consult the current PANTONE publications for accurate color. PANTONE is the property of Pantone Inc.

Typography

A palette of type fonts complements the logo design and helps solidify the visual brand.

TYPOGRAPHY PALETTE

Like the color palette, a typography palette furthers the recognition of Southern communication materials. One or more from the following typography palette must be used for all university communications. For special needs, individual exceptions may be approved.

OFFICIAL SANS SERIF TYPEFACE

Roboto is Southern's official sans serif typeface. This classic typeface has clean lines, simple elegance, and a wide variety of family members consisting of roman, extra light, thin, medium, bold, black, extra black, heavy, italic, and oblique variations.

ROBOTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

aaa**aaaaaa** AAA**AAAAAA**
*aaa**aaaaaa*** *AAA**AAAAAA***

OFFICIAL SERIF TYPEFACE

Goudy Oldstyle is the official serif typeface of the university and should be used in all communication materials when a serif typeface is desired.

New Icon Serif is an alternate serif typeface and can be used when a condensed serif typeface is needed.

GOUDY OLDSTYLE STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

NEW ICON SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

These fonts should come pre-installed on all Southern computers. They also are available for download in the Lytho Brand Center. For help installing an official university font, contact Information Technology.

COMPLIMENTARY TYPEFACE OPTIONS

New Icon Script is Southern's official formal script typeface. It may be used on materials where a script font is appropriate, such as formal invitation. **Lovely Stories** is a casual script option available for when a warmer, casual tone is needed.

Atlanta College font may be used on materials promoting school spirit, such as student events on campus, intramurals, and non-transactional recruitment items.

These fonts should be used for headlines and titles only. They should never be used for lengthy body copy or in all caps.

ATLANTA COLLEGE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !#$&

NEW ICON SCRIPT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

LOVELY STORIES

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !#$&

SPECIAL USE

The fonts **Oooh Baby** and **Le Maire** are restricted, specialty-use typefaces within the university's visual brand system intended for limited, strategic use only. They are reserved exclusively for select promotional and themed campaigns, special invitations, commemorative pieces, and other unique applications where a distinctive visual cue or emotional tone is intended. Limiting the use of these fonts helps create recognizable visual connections for special initiatives while preserving consistency and integrity across the broader university brand.

Because these typefaces fall outside the university's standard typography system, their use is limited to MUR to help ensure they are not used in routine communications, academic publications, or everyday transactional materials.

VIDEO FONTS AND LOWER THIRD GRAPHICS

All official university videos must use approved brand fonts. Any video that includes a lower-third graphic should use the provided option. Approved files are available in the Lytho Brand Center found at **southern.edu/marketing**.

SOCIAL MEDIA AND WEBSITE TYPOGRAPHY

For social media, typography should prioritize clarity, consistency, and accessibility while reinforcing the university's visual identity. Primary brand fonts should be used for headlines and key messaging, while approved web-safe fonts may be used for body copy to ensure optimal performance across devices and platforms. Avoid excessive font variation, decorative styles, or unauthorized substitutions that could dilute the brand. Always ensure sufficient contrast between text and background for readability.

While **Helvetica Neue** and **Open Sans** are currently in use, the university is actively transitioning away from these typefaces in favor of **Roboto** to create a more unified and maintainable typographic system. All new web content and design updates should prioritize **Roboto**, with existing pages updated over time to maintain consistency across the site. For more specific web and social media guidelines, visit **southern.edu/marketing**.

Logo Usage

The university logo and its accompanying colors are distinguishable elements of the university's identity.
It is important to be consistent when using them.

COLOR STANDARD

The logo should always be in high contrast to the background color on which it appears. A reversed version of the logo is approved for use on a dark background.

The logo can only appear in black, white, and **Southern Evergreen**. Occasionally, an exception may be made for the logo to appear in **Southern Lime** when a design necessitates. The logo should not appear in a tertiary color or any other color other than what is shown here.

One Color

PMS 349



Black



One-Color Reverse





Two Colors

PMS 349 PMS 584





INCORRECT LOGO USAGE

The official logo in its original form reinforces the university's identity. The logo should never be altered or reconstructed in any way. This includes adding shadows or borders, changing proportions, rotating or using only parts of the logo, or cropping/altering the mark. Examples of incorrect usage are shown below. The Spirit Wordmark (see page 48) should never be used on the same piece as the official logo.



Do not place on a background color that does not provide sufficient contrast.



Avoid using the acronym "SAU." Use either the full university name or "Southern." **Hashtags are an exception to this rule**.



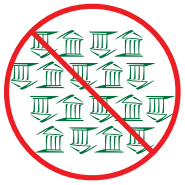
Do not stretch or distort in any way.



Do not flip Icon.



Do not alter or remove elements.



Do not use Icon as a separate item or decorative pattern.



Do not reassign or create color variations.



Do not reposition, resize, or separate components.



Do not reset Wordmark in another typeface.



Do not use graphic elements that could diminish or obscure legibility.



Do not combine with any other Wordmarks.



Do not outline any part.



Do not rotate or skew logo. Always keep on a horizontal baseline.



Do not reset Wordmark in other configurations.

The University Seal

To preserve its academic integrity, the university seal is only to be used to add authority and authenticity to documents of a formal or official significance (such as diplomas, commencement programs, transcripts, or presidential invitations) and as the official seal used by the President's Office.

The seal is trademarked only for set types of communications and should never be placed on gifts or merchandise, (including apparel, office or school supplies, decor, or household items.)

Questions regarding appropriate use of the seal should be directed to Marketing and University Relations. The seal and logo should never visually appear together on the same panel or screen.



FORMAL AND OFFICIAL USES ONLY

PMS 349

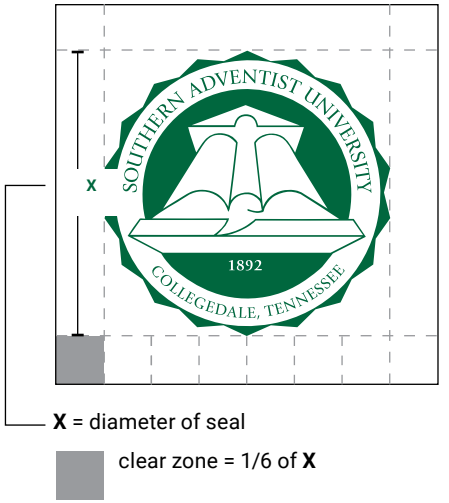
Minimum Size

Never use the seal at a size smaller than 1 inch. Shown here in actual size.



Clear Zone

Clear space requirements must be observed, except in special, pre-approved circumstances.



04

→ STATIONERY

Stationery Overview

Each piece of business stationery—letterhead, envelopes, and business cards—provides the opportunity to visibly solidify the visual brand.

Official business stationery, whether used by the President's Office or by individual departments, is one of the most frequent uses of Southern's identity. The university has a number of campus units, so it is vital to maintain consistency in business stationery. The use of business stationery by each of the university units, as laid out in this section, shows that each unit respects its role within the university.

The official campus stationery system should always be used. Mailings should never use photocopies, color copies, or any other reproduction of the official press-printed Southern stationery. Before beginning any large-scale mailing project, consult with MUR and Southern Printing, as they may be able to identify cost-saving opportunities for high-volume printing and mailing projects.

There are two stationery configurations. Most campus units will use the standard stationery. Affiliate stationery allows eligible units to place their names in the primary area. This applies exclusively to pre-approved units. (For eligibility, refer to pages 17-19).

NEED STATIONERY?

Order all items from the university stationery system online at **southern.edu/stationery**.

BUSINESS STATIONERY

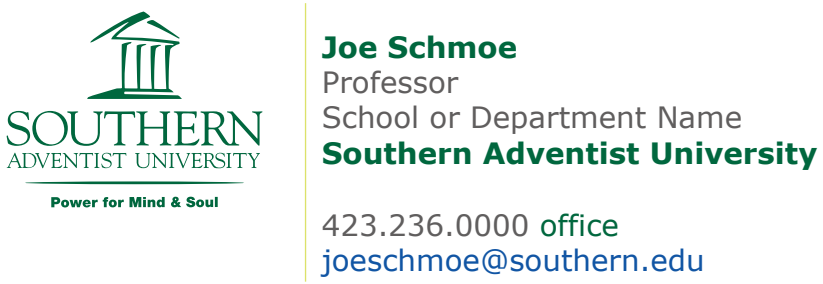
All administrative and support departments, special events and special interest groups, and instructional departments and schools use Southern's official stationery (see page 19). A Microsoft Word template for letter setup is available at **southern.edu/visualidentity**.



Stationery system displayed at 40% of actual size.

EMAIL FOOTERS AND POWERPOINT TEMPLATES

Employees are encouraged to use the branded email footers and PowerPoint templates that have been provided as a convenient resource to help present a consistent and professional image for the university. These tools support employees in representing Southern effectively, saving time while reinforcing a unified brand across communications. They can be downloaded from the Lytho Brand Center found at **southern.edu/lytho**. These downloads include a footer graphic incorporating the Forrest Mark, which is the only approved use of the mascot in an email footer.





05

→ PHOTOGRAPHY AND VIDEOGRAPHY

Photography and Videography Overview

Photography and videography are essential parts of telling Southern's brand story. Whether online or on paper, eye-catching images should be used to compliment both the printed and digital word and express the very best of Southern's student life, faculty engagement, and natural beauty on campus. With more than 1,300 acres of rolling hills, historic buildings, and manicured landscaping, Southern's campus provides many opportunities for capturing inspiring pictures.

FOCUS

There is power in pictures to showcase life changing moments. The best photography and videography captures the emotional impact of a friendly, spiritual campus by showing interaction, collaboration, and service to others. Because our campus community is made up of a diverse group of individuals, it is essential to be intentional about representing the variety represented by our students and employees when visually portraying the student experience.

STANDARDS

Images used for informational or promotional use should always reflect the university's mission and values and support the key messages of the university. As much as possible, the selection of photos and video for any communication should portray students and employees visually upholding the university dress code. They also shouldn't display apparel featuring the names of other educational institutions. Photos should not be manipulated in any way to present an untruthful image.

PERMISSIONS

Visitors to campus should sign image releases before photos of them are taken for university use. Each student signs an image release upon applying to Southern that grants permission for the university to use his or her image; however, it is important to be respectful of students when photographing on campus by asking for verbal permission when possible. The image rights are for university use only and do not carry over to use by third parties. Third parties should acquire and maintain their own signed releases. Legal location agreements for third parties to film on campus are managed by Marketing and University Relations.

SERVICES

MUR provides free stock photography and as-needed photography and videography services for promotional website, social media, and print purposes. To initiate a photo or video request, visit **southern.edu/lytho**. Employees are also able to use their own image resources in promoting the university, but all promotional pieces must still be approved by MUR before printing and distribution.

ARTIFICIAL INTELLIGENCE (AI)

AI is an approved resource for generating images or video depicting generic subjects or common, stock-style objects, such as a notebook and pen or a hand using a cell phone. However, AI-generated content should not be used to create images or video intended to realistically represent Southern Adventist University constituents, campus buildings, or other things or places that are unique or specific to this institution.













06

→ COLLATERAL

Collateral Overview

The university's publics should easily identify all communication materials as originating with Southern.

LOGO PLACEMENT

Whether printed items (such as brochures, postcards, posters, newsletters, etc.), booths and displays, advertisements, websites, social media accounts/posts, promotional and giveaway items, campus signage and uniforms, non-print communications and mediums, or any other communication materials paid for by the university, **the university or affiliate logo should appear prominently on all such collateral materials and should never be subordinate to department/school branding**. The only exception is when the university is partnering with or sponsoring a public event or program and its logo appears co-branded with non-Southern entities.

PRINT MEDIA

To ensure printed materials are readily identifiable as a communication from Southern, the university logo should be prominent. The preferred position for the logo on printed materials is on the front cover. The next preference for logo placement is in a high-profile position on the back cover. The logo should be placed a sufficient distance from other visual components so that it stands apart from surrounding elements (such as headlines, mastheads, indicia, and other graphics). See clear zone restrictions on page 15.

NON-PRINT MEDIA

All non-print media and processes used to communicate on behalf of Southern, including video and digital images, are considered an extension of Southern's graphic image and are subject to officially prescribed standards and the approval of Marketing and University Relations. For assistance with or questions about adapting the identity guidelines to non-print media, please contact Marketing and University Relations.

SOCIAL MEDIA ACCOUNTS

To maintain a consistent and recognizable brand presence, each official social media account representing a university, school, or program must use an approved university logo as its profile image. Profile photos may not include alternate graphics, event branding, department-specific artwork, or modified versions of the logo. Consistent use of the official mark ensures that audiences can quickly identify verified Southern accounts.

To request the creation of an official Southern-affiliated account, email socialmedia@southern.edu. For additional guidelines and requirements, visit **southern.edu/marketing** to view the official Social Media Policy.

DO



DO NOT







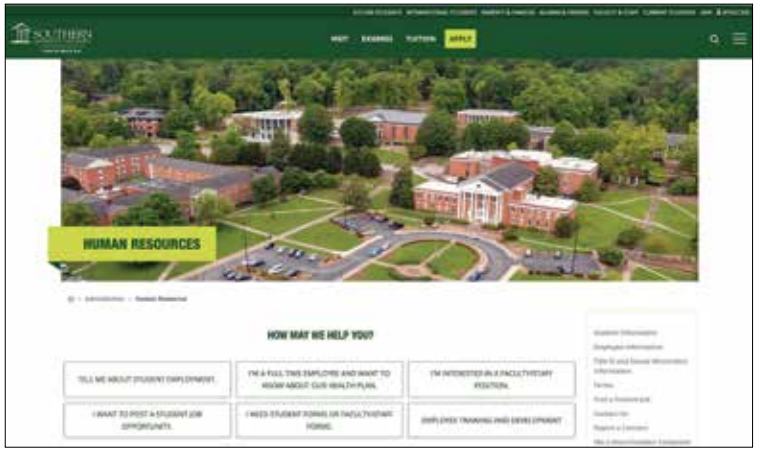


WEBSITES AND PAGES

The university website serves as a primary source of information for constituents. It is crucial that departmental websites maintain accuracy, timeliness, and consistency. Southern implements a content management system across all departments to support these objectives. Every university website must be hosted on the **southern.edu** domain and use this designated content management system. Third-party webpages is not permitted unless an exception has been granted by both Marketing and University Relations and Information Technology.

See **southern.edu/marketing** for website terms of use and other resources.





Sample of website

Printed Examples

Sample of newsletter cover



Sample of advertisement



Sample of brochure cover



Sample of postcard front



Sample of postcard back





Water bottle giveaway

Stand-Alone Use

ISOLATING THE ICON OR WORDMARK

The logo should be used in its entirety whenever possible. The Icon and Wordmark that comprise the logo can be used as stand-alone visual elements in very limited and specific circumstances. When the Wordmark is standing alone without the Icon, all units except retail industries (see categorization of units on page 17) are required to use the university name in the Wordmark area.

Permissible exceptions for stand-alone use of the Icon or Wordmark include official building and directional signage and small giveaways, such as pens and lapel pins, where the full logo will not fit. When space limitations prevent use of the full logo, use of the Wordmark is preferred over use of the Icon. To pursue exceptions to use of the full logo, check with Marketing and University Relations for permission.

SOUTHERN
ADVENTIST UNIVERSITY
School of Religion

SOUTHERN
ADVENTIST UNIVERSITY

DISPLAYING THE NAME OTHER THAN THROUGH WORDMARK

In very rare and specific uses, it may be acceptable to prominently promote the university name without displaying the wordmark.

Permission for this exception must be provided by Marketing and University Relations and must be necessitated by a need that the logo cannot fulfill. An example of a possible exception might be a roadside billboard where the university name must be very prominently displayed for quick readability.

GIVEAWAYS

Stand-alone use of the Wordmark or Icon may be permissible on small giveaway items if the full logo will not fit.



SPIRIT BRAND GUIDELINES

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“A great brand is a story that’s never completely told.”

Scott Bedbury

07

→ INTRODUCTION

Overview

The university mascot is a bear named Forrest. He exists as a symbolic representation of school spirit, institutional tradition, and common social experience.

The following requirements exist to promote and protect the consistent and professional use of Forrest's identifying marks. Proper use helps guard Southern's reputation and preserves the integrity of Southern's primary visual brand. It is everyone's responsibility to ensure that legitimate marks do not become distorted through improper usage.

A MASCOT WITHOUT VARSITY ATHLETICS

At most institutions, mascot marks are tied exclusively to their varsity programs with usage often managed by a licensing company. Because Southern does not have an intercollegiate sports program or licensing agreement, spirit marks are carefully managed by MUR, serving in similar capacity to a corporate licensing agent. **This document provides the restrictions that prevent Southern's spirit marks from diluting or displacing Southern's primary visual brand**.

MASCOT NAME, BACKSTORY, AND REFERENCES

Forrest's backstory provides a grounding narration for his character and purpose. It can be adapted and used in connection to any official mascot reference:

> "A friendly bear named Forrest became the campus mascot due to his appreciation for Southern's natural beauty. With his energetic spirit and love for the outdoors, Forrest represents harmony between people and God's surrounding nature. He loves celebrating student achievement and encouraging campus to work hard, rest well, and have fun with friends."

Current students and their parents, current employees, current donors, and all alumni can exclusively be referred to as "Bear" or "Bears." It is a privilege to achieve Bear status by being an active participant in Southern's community. Prospective students can be called "future Bears."

Use of Spirit Marks

The Spirit Marks represent the most informal of Southern's brand assets.

Forrest or Forrestoon must always appear with the full university name, either as a visually distanced, secondary element to the university logo or in conjunction with the Spirit Wordmark. A mark should never be used alone or as a substitute for the official university logo outside of the requirements for usage provided in this document. Marks should never be used in combination with the university seal.

Spirit Marks are not to be used to represent academic or administrative units and programs of the university outside of the purposes prescribed in these requirements. These groups should always use the official master brand or school/college sub-unit logo.

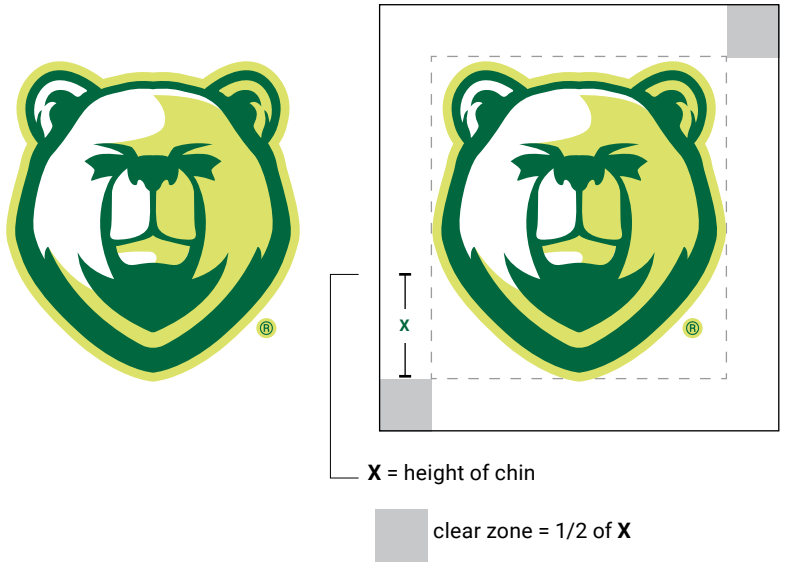
Mascot marks are in their infancy for achieving familiarity and recall with constituents. Therefore, unofficial depictions or representations of Forrest dilute recognition, hinder loyalty, and cause confusion and are not allowed. Representing the mascot through unofficial portrayals like teddy bears, bear claws, scratch marks, bear paws, etc. is prohibited. Do not distort or modify mascot images. Forrest's images should not be used to alter the tone of a message, such as trying to make a serious, formal, academic, transactional or business communication fun and playful.

REGISTERED

Forrest's primary mark is registered with the United States Patent and Trademark Office. Using only copyrighted versions of Southern's marks helps protect from scams and helps viewers know what is official or not. Whenever possible, the ® mark should be visible.

FORREST MARK (PRIMARY MARK)

This is the preferred mark intended for use in student-facing, informal, or social contexts, such as communications related to current student and alumni social gatherings and celebrations.

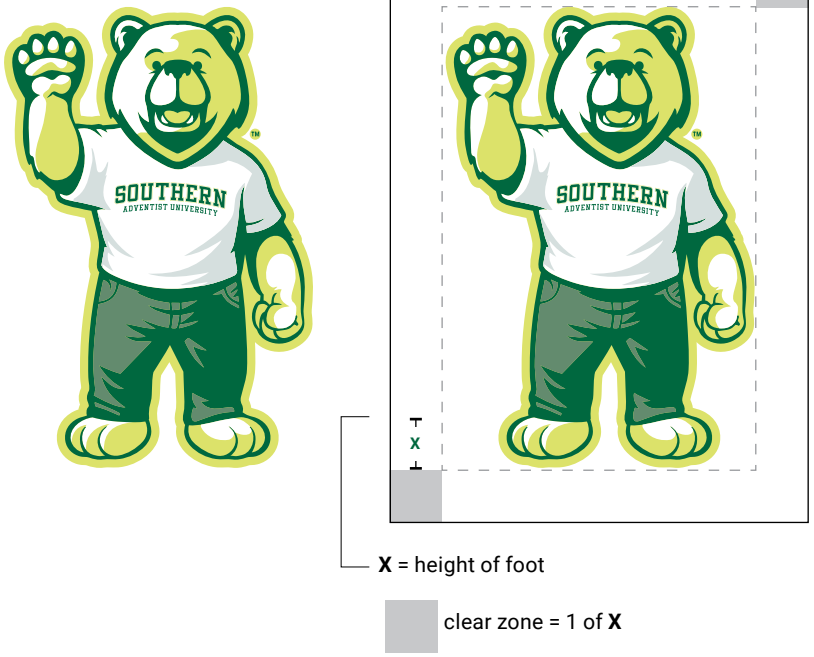




*Use of the full color version of Forrest Mark is preferred. One-color versions should print black on white, or white on black or **Southern Evergreen**. Other color variations require MUR approval.*

FORRESTOON MARK (SECONDARY MARK)

This is the stylized cartoon representation of Forrest to be used sparingly and only in casual and informal on-campus communications where the target audience already has recognition of and a known affinity for Forrest's primary mascot mark, such as employees, current students, or alumni.



FORREST SUIT

This is the physical costumed representation of Forrest. Full requirements and permission for reserving and using Forrest Suit are housed with Student Life and Activities.

When any visual of Forrest Suit is shared with an external audience, the image must be connected with the full university name. Visual cropping of Forrest Suit should be done sparingly and judiciously, and cutouts are not acceptable.



Forrestoon Mark should always appear in full color. If other options are needed, contact MUR.

Spirit Wordmark

This casual rendering of the university name should only be used in settings where the Forrest Mark or Forrestoon Mark images are appropriate. It may be used alone, with Forrest, or with Forrestoon. There is also a typeset version with the word "FORREST" and "BEARS." The following should not be retypset.

SOUTHERN
ADVENTIST UNIVERSITY



X = height of "S"

clear zone = 1/2 of **X**

SOUTHERN
ADVENTIST UNIVERSITY

SOUTHERN
ADVENTIST UNIVERSITY

SOUTHERN
ADVENTIST UNIVERSITY

SOUTHERN
ADVENTIST UNIVERSITY

FORREST
SOUTHERN ADVENTIST UNIVERISTY

BEARS
SOUTHERN ADVENTIST UNIVERISTY

*One-color versions should print black on white, or white on black or **Southern Evergreen**. Other color variations require MUR approval.*

Giveaways and Retail

All academic and administrative departments must receive design approval from MUR before purchasing giveaway items, merchandise, or apparel that use a Spirit Mark. Forrestoon is not permitted on giveaways or merchandise.

Because the Southern Shoppe sells school-spirit products as a key part of its retail function, the Shoppe has specific flexibility in how the university's name and logo are connected to Spirit Marks, while following all other usage requirements in this guide. Academic and administrative departments are only permitted to use university funds to purchase items from the Southern Shoppe that meet specific usage requirements on pages 51-57. When a department gives Southern Shoppe vouchers, the voucher must be restricted to items that use the full Southern name.

08

→ USE OF SPIRIT MARKS

Forrest Mark (Preferred Mark)



Following are guidelines for when and where to use the preferred Forrest Mark. Off-campus use of the primary Forrest Mark is limited to communications directly representing school spirit and with approval from MUR. In these cases, the mark will appear in a location that is distanced from the master brand, such as a separate imprint area on apparel, the inside panel of a brochure, or a secondary graphic element on a flyer.

Examples provided in this section are for sample purposes only and should not be interpreted as an exhaustive list of "dos" and "don'ts." All questions should be directed to MUR.

DO incorporate into fun, celebratory, school spirit, or community building communications for on campus uses such as:

- Welcome events and orientations
- Student Association events and clubs
- Campus traditions and festivals
- Service days
- Intramural uniforms and activities
- Major university milestone events
- Campus visit days
- Retail merchandise
- Homecoming Weekend

DO NOT feature in:

- Professional correspondence, reports, or presentations
- Academic documents or communications
- External communications, including displays, banners, webpages, publications, or other digital or printed materials, related to fundraising, news, finances, admissions, recruiting, records, research, or similar areas of focus
- Wayfinding signs

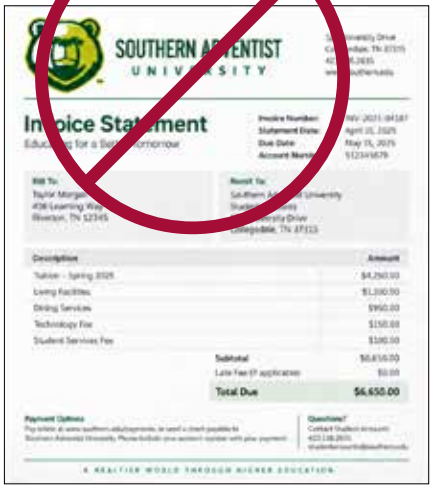

Stronger Together
MAKE A GIFT


Admissions
Library
Parking


SOUTHERN
COMMUNITY DAY
SAT, APR 26, 2025 | 10 AM – 4 PM
SOUTHERN ADVENTIST UNIVERSITY CAMPUS


SOUTHERN ADVENTIST UNIVERSITY
FAITH LEARNING SERVICE
PEOPLE PURPOSE POSSIBILITY
CHRIST CHARACTER COMMUNITY
FAITH IN ACTION


Course Description
Course Objectives


Total Due $6,650.00

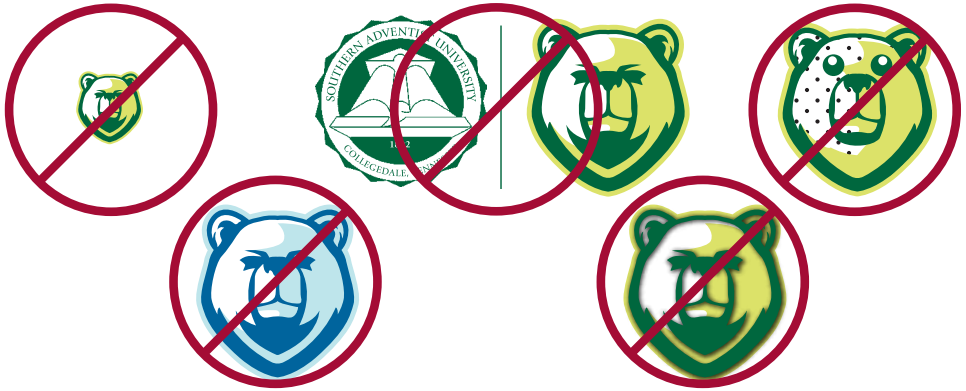
Following are requirements for appropriately depicting the Forrest Mark:

DO

- Use only one image per communication.
- Portray exactly as presented in the requirements.
- Allow for proper free space (see page 46).
- Include the "®" to represent official trademark.
- Display only in the official color versions (see page 46).
- Showcase Forrest on a solid background—or non-busy area of a photo—with high contrast.
- Use with the full "Southern Adventist University" name—either in the form of the Spirit Wordmark or the official university logo—in a prime location with Forrest in a distanced, secondary location.
- Crop or use as watermark sparingly. (Cropping and watermarking must be approved by MUR due to requirements for trademark protection.)

DO NOT

- Use smaller than height of .75". (If Forrest Mark is used at minimum size, it is acceptable to drop the ® if it is unreadable.)
- Alter, subtract, or add to the Forrest Mark in any way. No elements of the mark should be changed or removed, including cut-out areas such as the eyes and brows, nor should negative spaces in the mark be filled with any texture or design.
- Use with the university seal or a sub-unit logo.
- Change the approved colors.
- Combine with graphic or textural elements or place within a defining shape to create new artwork or mark; add graphic effects, such as a drop shadow, bevel, or glow; place Forrest close to or over distracting design elements or incorporate as part of a larger pattern or design element.
- Depict in any manner that undermines or diminishes the image or is violent, sexual, discriminatory, illegal, obscene, or damaging to the reputation of the institution. (Examples: placing Forrest on a ball that would be kicked or bounced or turning Forrest into a piñata to be hit).
- Attempt to recreate by scanning, redrawing, or sketching.



Forrestoon Mark

This mark is a secondary option to Forrest and should be used sparingly and only for informal communication to campus audiences. Following are requirements for when and where to use the Forrestoon Mark:

DO incorporate into campus communications related to:

- Casual messaging when the target audience has a known affinity for the mascot
- Informal, on-campus event announcements, flyers, and programs
- On-campus Homecoming Weekend materials
- Promotion for mascot-related campus traditions or festivals
- Invitations for student or employee picnics and other social events

DO NOT feature in:

- Any communication to an audience other than employees, current students, and alumni



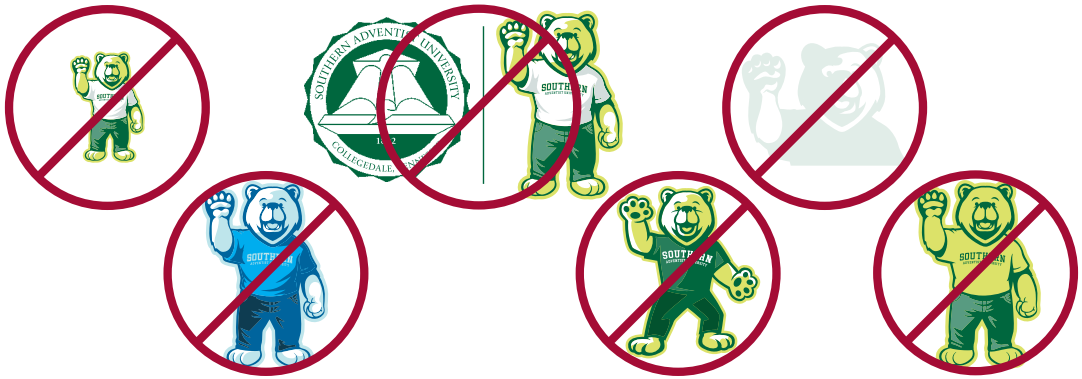
Following are requirements for appropriately depicting the Forrestoon Mark:

DO

- Use only one image per communication.
- Portray exactly as presented in the requirements.
- Allow for proper free space (see page 47).
- Showcase on a solid background with contrast.
- Display only in the official color versions (see page 47).
- Use with the full "Southern Adventist University" name—either in the form of the Spirit Wordmark or the official university logo—in a prime location with Forrestoon in a distanced, secondary location.

DO NOT

- Use smaller than height of 2.5".
- Use with the university seal or a sub-unit logo.
- Display in communications to external audience(s).
- Pose in any other manner than the officially authorized image.
- Alter, subtract, or add to in any way.
- Change the approved colors.
- Crop or use as a watermark.
- Combine with graphic or textural elements or place within a defining shape to create new artwork or mark.
- Use more than one image in any communication or use in the same communication as the Forrest Mark.
- Depict in any manner that undermines or diminishes the image or is violent, sexual, discriminatory, illegal, obscene, or damaging to the reputation of the institution. (Examples: placing Forrestoon on a ball that would be kicked or bounced or turning Forrestoon into a piñata to be hit.)
- Attempt to recreate by scanning, redrawing, or sketching.



Spirit Wordmark

This less formal type rendering of the university name should only be used in settings where Forrest or Forrestoon images are appropriate. It may be used alone, with Forrest, with Forrestoon, or with the approved formatting of the words "BEARS" or "FORREST."

Following are requirements for **when and where** to use the Spirit Wordmark:

DO incorporate into on-campus communications related to:

- Welcome events and orientations
- Student Association events and clubs
- Campus traditions and festivals
- Service days
- Intramural uniforms and activities
- Major university celebrations
- Campus visit days
- Retail merchandise
- Homecoming Weekend

Off-campus use is limited to communications directly representing school spirit and with approval from MUR. For all approved versions, see page 48.



DO NOT feature in:

- Professional correspondence, reports, or presentations
- Academic or transactional documents or communications
- External communications related to fundraising, news, finances, admissions, records, or similar topics
- Any external communication not approved by MUR
- Wayfinding signs

Following are requirements for appropriately depicting Spirit Wordmark:

DO

- Use exactly as presented in the requirements.
- Display only in the official color. Black or white may be acceptable when MUR determines the design necessitates an alternate.
- Allow for proper free space (see page 48).
- Ensure display in high contrast to the background.

DO NOT

- Use smaller than height of 1.25".
- Alter, subtract, or add to in any way.
- Use with the university seal or the primary wordmark.
- Change the approved color designations.
- Combine with graphic or textural elements or place within a defining shape to create new artwork or mark.
- Attempt to recreate by scanning, redrawing, or sketching.

Exceptions for Spirit Marks

Marketing and University Relations is the sole department that can grant exceptions to the requirements for Spirit Marks. Campus departments should partner with this team for any external use of a Spirit Mark. The department will be reasonable in considering exceptions for unique designs and specific purposes.

Campus departments can use Spirit Marks without MUR's oversight when:

- Use of the images follows the Spirit Marks requirements
- Use is strictly for on campus, when there will be no viewing of the use off campus. (Example: Inside offices of staff and faculty)

Southern Shoppe has latitude in using the Forrest Mark in relation to the university name on apparel and merchandise sold for retail profit. Use of the mark must still follow the requirements (see page 48). Campus departments are not permitted to purchase items from Southern Shoppe as a way of bypassing the full Spirit Marks requirements, including via gift cards or shopping vouchers.

Student organizations and clubs officially recognized by Student Development are permitted use of the mascot marks on material to be viewed solely on campus. To ensure these uses are consistent with brand requirements and university policies, students must secure approval through MUR for any uses of Spirit Marks.

Unauthorized use of Spirit Marks is prohibited and may constitute trademark infringement. Any noncompliant use must be removed or discontinued unless an exception is granted by MUR. Prior ordering, distribution, or purchase does not constitute permissive use of an unauthorized mark.







ENVIRONMENTAL BRAND GUIDELINES

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09

→ INTRODUCTION

“There is just no way any management with any intelligence and foresight cannot recognize the value of a corporate image. It is the best, single marketable investment that a company can make.”

Malcom Forbes

**This publication contains the official policies for campus decisions regarding environmental design.
The facilities team may grant exceptions to these policies based on necessity or extenuating circumstances.
To pursue a necessary exception to these policies, contact the associate vice president for Financial Administration.**

Purpose and Goals of Campus Branding

The university's brand is a complex combination of visual identity (the logo, color palette, fonts, and architecture) and everything people know, think, and feel about Southern. Branding speaks volumes about consistent commitment to the values that exemplify Southern—both in defining and telling the university's story.

This document provides clear guidelines that will allow every space on campus to look and feel like an extension of Southern's brand. The guidelines provide a flexible and creative application of both visual identity and messaging in the wide variety of environments found throughout the university's diverse and varied architecture.

These guidelines are not intended to be implemented in place of industry standards and building codes. Ongoing attention to the upkeep and maintenance of physical spaces and signage on campus is imperative to keeping the environment safe, comfortable, and in alignment with the university brand. Additionally, all campus environments are designed with consideration of the needs of diverse groups, such as accessibility for persons with disabilities.

In a 2021 perception study that surveyed alumni, undergraduate students and their parents, employees, and graduate students, all audiences ranked the qualifier "beautiful grounds and high-quality facilities" as Southern's highest performer out of 20 institutional attributes. These guidelines help protect that reputation as Southern grows into the future.

Following are reasons why environmental branding matters:

DRIVES CONTINUITY.

Like every other expression of brand, when spaces reflect visual identity and follow consistent design practices, the overall story feels intentional and consistent.

BUILDS ON THE JOURNEY.

Whether a visitor first experiences Southern's brand through recruiting materials, advertising, the website, or buses on the road, physical spaces should feel like a natural next step in getting to know the campus family.

REINFORCES A SENSE OF PLACE.

A frequent comment from visitors is that Southern's campus is beautiful. By aligning spaces through color palette, design language, and typography, that beauty extends to every corner of campus.

VALIDATES STORY.

The shared values of the campus community define the institution. Visually supporting those values throughout spaces further illustrates the importance of those values.

BUILDS SCHOOL SPIRIT AND LOYALTY.

Applying Southern's enduring visual identity in spaces ties current generations to generations of the past, encouraging school pride among students and alumni. Building a sense of connection to the university's long-standing visual identity is part of building a long-standing affinity to Southern. By creating a physical expression of Southern's brand, we elevate the school's story and provide a context for inspiration and learning.

10

→ OUTDOOR SPACES

Hardscaping and Architectural Style

Building exteriors and architecture, sidewalks, and outdoor furnishings create the first impression for guests, new students, and new employees. After decades of attention to detail and striving for excellence, a high-quality, consistent campus look has emerged that represents Southern well.

COLUMNS

White columns are a historic feature of most campus buildings and will continue to be a critical inclusion in future building designs. Columns are so important to the campus that the term has crossed over as the name of the alumni magazine.

RED BRICK

Exterior brick style and color is a significant unifier of campus structures. Red brick should always be the majority visual exterior finish of campus buildings. Other finish materials should have lesser visual space and prominence than red brick.

PROMINENT BUILDING ENTRANCES

Campus buildings should be designed to have at least one primary building entrance that is prominent and creates a strong, welcoming sense of arrival for students, employees, and guests.

GLASS AND WINDOWS

Storefront glass is preferred for department entries. New windows should not contain grills. Rather than aluminum, white or architectural bronze mullions are used, depending on building aesthetic.





RETAINING WALLS

Tan block is the consistent choice for new retaining walls on campus.

LIGHTING

Light poles should be mounted with black carriage house lamps and posts. LED lights are preferred.

GUARD RAILING

Rounded black metal rails are the consistent selection for guard railings on campus.

OUTDOOR FURNISHINGS

Scrolling black metal benches are used for seating. Black metal is also used for picnic tables and chairs.

GRADE WORK

Grading must direct storm water away from building foundations and plant beds. This determines sidewalk and lawn grades and pitches. Downspout drains and water collection systems must accommodate heavy rainstorm volume.

SIDEWALKS AND GATHERING SPACES

Design must consider the flow and volume of pedestrian, golf cart, and building maintenance traffic; gathering spaces; and placement of seating, bike racks, and drinking fountains. Corner radiuses guide traffic and protect lawns and plants. Main sidewalks are at least 6 feet wide and 6 inches deep to prevent damage from vehicle traffic. Also to control damage, small walks around buildings include steel reinforcement (rebar), and concrete surfaces are treated with Spraylock sealer for longevity.

EXTERNALLY OWNED BUILDINGS ON CAMPUS

The associate vice president for Financial Administration must be consulted about the appearance of all buildings constructed on university land to help ensure that external designs honor the aesthetic beauty of campus and that buildings are a good campus fit should they ever come under Southern's ownership.

Informed by Financial Management, the President's Council must determine that the proposed architecture is well suited for campus before construction can begin. External entities will still be provided flexibility in most aspects of building design.

For detailed building specifications—such as material sizing, finishes, or construction methods—contact Architectural Services. For more details about hardscaping, contact Landscape Services.

Green Spaces

While green is the official color of Southern, it's also the cherished color of the university's landscaping. Many green spaces serve as peaceful respites for spiritual and academic study, reflection, and prayer. Southern's trees, lawns, hills, and thoughtful landscape design contribute to the high marks campus receives for its appearance.

LAWNS

Maintaining open, pristine lawns where students can enjoy playing, relaxing, studying, and picnicking is critical. This requires weekly maintenance with careful mowing patterns and detailed edging. In the fall, lawns at the campus core are overseeded. Fescue is used in irrigated areas and perennial rye in non-irrigated areas. Overseeding keeps lawns attractive through winter and spring when students are on campus and also avoids chemical use.

PLANT BEDS

The primary focus of our plant bed design is on flowering trees and shrubs. Annual and perennial flowers are only in prominent areas with spacing based on mature plant size to ease maintenance and overcrowding. Smaller shrub varieties are selected to lessen pruning, unless the design necessitates a pruned hedge. Plant selection and pruning methods are governed by location. Natural design is strong along the K.R. Davis Promenade, with plantings around Hickman Science Center native to Tennessee. A more traditional design dominates Taylor Circle and Wright Hall areas. Selecting non-invasive species is also a priority.

TRAILS

The nearly 40 miles of private trails on White Oak Mountain and Bauxite Ridge are enjoyed by students, campus employees, and visitors alike. Southern prohibits unauthorized trail building, motorized vehicles, horse travel, hunting, and firearms on campus trails. Official routes are marked with plastic trail blazes. Trails are planned and maintained by Landscape Services.

ARBORETUM

As a Level 1 Accredited Arboretum, campus trees and shrubs are intentionally planted, trained, and protected to ensure shade, beauty, and health benefits. Professional arborists work to label, nurture, and safeguard Southern's plants. Arboretum information, including a map and details about memorial trees, can be found at **southern.edu/arboretum** and by contacting Landscape Services.

TREE PLACEMENT AND CARE

Tree selection and placement is guided by size, shape, color, and quantity of debris drop. Unsightly or dangerous trees should be replaced with a variety better suited for the climate or location. The Arboretum will inform the planting quantity of new and repeat tree species. Adding trees is a priority, being mindful of ease of maintenance for main landscaped areas. Pruning uses professional techniques with some branches trained to grow to the ground and others to form full canopies.

IRRIGATION

Irrigation is installed in high traffic areas to help maintain higher quality lawns and plant beds during dry periods. It is also used in areas that are in competition with tree roots and foot traffic.









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→ INDOOR SPACES

Colors and Fonts

INCORPORATING SOUTHERN'S COLORS

Southern seeks to honor God by creating quality interior environments that augment learning, ignite creativity, promote wellness, and enhance school spirit across campus. In addition to being the school's color for more than 100 years, green enhances concentration and promotes feelings of youthfulness, safety, and relaxation, making it beneficial to student and employee spaces. With color playing such a strong role in identity, use is essential in reinforcing the brand.

Building entrances are key places to showcase the school color. Preference is for **Southern Evergreen** to stand out in entrances, supplemented by **Southern Lime** and **Lime Light**. If a function, product, or design prohibits use of these, then other shades of green are acceptable.

Only a small amount of green is necessary to stand out when neutrals fill the majority of visual acreage. Green can feel prominent in a primarily neutral color space just by bringing out the color through small pieces like lamps, pillows, carpet, rugs, wall typography, upholstery, and small accent walls, among other accents.

SOUTHERN EVERGREEN

Spot color: PANTONE® 349

SOUTHERN LIME

Spot color: PANTONE® 584

SOUTHERN LIME LIGHT

Spot color: PANTONE® 587

INCORPORATING SOUTHERN'S FONTS

Inspirational quotes, Bible verses, spiritual artwork, and images of service all have importance in campus spaces. And just like a consistent, thoughtful use of color reinforces and strengthens Southern's brand, so does a consistent, thoughtful use of fonts.

For clarity and consistency in our environmental messaging, the use of official fonts from Southern's Visual Identity Standards is always preferred. However, there are circumstances in which the interior designer may determine that a design using a different font would better communicate a specific idea. For instance, an area devoted to early childhood education might use a more unique and playful font style to communicate the purpose of the space.

When a font exception is considered, simple and clean serif and san-serif fonts are preferred over highly stylized fonts that do not as effectively stand the test of time.

Even if a space necessitates an exception to the official font list, the following fonts (or the same fonts under a different name) are prohibited:

Papyrus

Comic Sans

Chancery

Brush Script

CURLZ

Messaging

INCORPORATING SOUTHERN'S MISSION

Physical environments provide opportunities to reinforce Southern's core mission, vision, and values. The art and design displayed on campus tell people who the university is. Interior spaces should be attractive and vibrant for target student audiences, while also communicating mission and heritage in fresh, interesting approaches. Following are ways that Southern accomplishes these goals:

Uplifting messaging. Interior designs should tastefully provide spiritual encouragement and reflection, supporting the institution's strong focus on love for God and others.

Success stories. Stories of alums who have gone on to do great things should be told to inspire both prospective and current students about the benefits of attending Southern.

Heritage. Historic facts should be prominently displayed to build a sense of long-lasting institutional mission and to foster school spirit. Southern's tradition of upholding Christian values like service, kindness, faithfulness, excellence, and compassion should be communicated through clear, concise interior design to keep Southern's mission in front of students and employees.

Student engagement. Fun, attractive interior spots for photos, such as the Bietz Center for Student Life slide, should be prevalent for students to easily share their campus experience on social media.

Natural light. Interior spaces should be constructed to incorporate natural light and views of green spaces whenever possible. Research shows that these visuals help humans to perform better, feel a sense of calm, and avoid Seasonal Affective Disorder.

Stay relevant. While always mindful of avoiding quick-passing trends, spaces must incorporate modern design with a goal of maintaining pertinent and attractive spaces for current and prospective students.

Interior Design Q&A

Q: WHAT IF I'D LIKE TO USE PERSONAL FUNDS OR PERSONAL ITEMS, SUCH AS FURNITURE, LAMPS, AND RUGS TO FURNISH A CAMPUS SPACE? DO I STILL NEED TO COLLABORATE WITH THE INTERIOR DESIGN COORDINATOR?

A: Yes. The interior designer has more access to higher-quality, lower-priced items than the typical consumer and is also knowledgeable on implementing the environmental brand standards. The coordinator should be consulted about interior design for any public space. Consultation is a recommendation for private office space.

Q: WHAT IF I JUST WANT TO REPAINT MY OFFICE OR CLASSROOM MYSELF?

A: No. You should work with the interior design coordinator and Plant Services for painting projects. Southern has professional painters and equipment to ensure the highest quality. The paint is also less expensive than it would be when purchased by an individual.

Q: HOW ABOUT ART ON THE WALLS? CAN I CHOOSE MY OWN ART AND HANG IT MYSELF?

A: Yes and no. In your office, feel free to use art that expresses yourself within the standards of the university. In public areas, choices regarding art should be made in collaboration with the interior design coordinator.

PRINCIPLE: If you want to do something that will alter the color, lighting, furniture, flooring, accessories, art, or overall look and feel of a public campus space, you need to work with the interior designer responsible for the design, function, and alteration of campus spaces to ensure quality and consistency.






BIOLOGY



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→ SIGNS, DISPLAYS, AND ART

Signage

Signs serve many purposes, from informing about job roles to defining the function of spaces to helping one find a desired destination. Consistent look and placement helps visitors and students quickly locate and identify the information they need while also strengthening the colors and fonts of Southern's visual brand. To highlight our natural surroundings, the campus should be frugal in erecting signs.

For maximum effectiveness, all signs must follow guidelines managed by the Sign Committee to ensure clear and consistent images, colors, fonts, messaging, materials, and placement. Contact the Sign Shop to see the detailed sign policy.

IDENTIFICATION SIGNS

These help visitors and new students/employees find departments, rooms, operating hours, and buildings. Signs incorporate the university colors **Sand** and **Southern Evergreen**. Fonts are variations of **Goudy** and **Roboto**. Lettering on glass is typically etched vinyl. Exterior building signage also incorporates **Southern Lime** and **Gill Sans** font.

TEMPORARY EXTERIOR SIGNS

This type of signage is reserved for university entities only—not outside organizations—and includes posters, yard signs, banners, and sidewalk or pavement markings (using tape, chalk, etc.).

Yard signs have a 15-sign maximum and should be placed in grow beds only, at least one foot away from sidewalks and grass to avoid sprinkler lines. All signs should be promptly removed after an event or deadline has passed and must be designed or approved by the Sign Shop.

LIGHTPOLE BANNERS

This signage must be designed and guided by Marketing and University Relations. The themes are ones that the institution wants to broadly emphasize.

EXTERIOR DIGITAL SIGN

These messages must be designed by Marketing and University Relations, relevant to community traffic, and short and easy to read. A limited number of messages are in the rotation at any one time.

INTERIOR DIGITAL SCREENS

These messages must be approved by the director of Student Life and Activities and can appear on screens for no longer than one week. Personal messages are not allowed, and videos are limited to 10 seconds or less with no audio.

WAYFINDING SIGNS

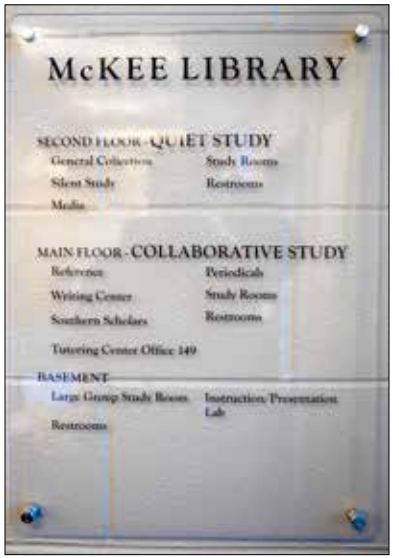
These signs help visitors as well as new students and employees locate buildings, parking, individual offices, and departments. Office directory panels and wall and overhead directional signs have set sizes, placement, colors, and fonts. Stations with maps and guides also provide directional assistance.

SAFETY SIGNS

Fire safety, lock down, weather emergencies, and vehicle/pedestrian traffic signs are located at pull stations, building entrances, and resident rooms. Evacuation signs show a floor plan with egress routes, assembly area, shelter, pull station, extinguisher, stairway, and elevator locations. Emergency exit signs use a red border and font.


EVACUATION / SHELTER
Fire
Tornado
Lockdown
In EMERGENCY CALL 911
OR CAMPUS SAFETY
423.236.2100
Wright Hall
4881 Taylor Circle
Collegedale, Tenn. 37315




McKEE LIBRARY
SECOND FLOOR - QUIET STUDY
General Collection
Study Rooms
Silent Study
Restrooms
Media
MAIN FLOOR - COLLABORATIVE STUDY
Reference
Periodicals
Writing Center
Study Rooms
Southern Scholars
Restrooms
Tutoring Center Office 149
BASEMENT
Large Group Study Room
Instruction/Presentation Lab
Restrooms


LYNN H. WOOD HALL
Engineering · Modern Languages


LOVE
EVERYONE


P
Taylor Circle
Parking Lot 4
Visitors Welcome
For Assistance Call
(423) 236-2100
SOUTHERN
ADVENTIST UNIVERSITY

Displays, Plaques, and Markers

Attention to elements used to honor or inform about donations, dedications, and historic facts helps preserve Southern's institutional legacy.

DONOR RECOGNITION

Displays for the purpose of acknowledging donors have some flexibility with design; however, reasonable consistency must still be maintained in material, color, font, and placement. The style of the building where the sign is located, design of other recognition signs, and the university's visual identity system should all be kept in mind. Elements must be elegant in material, modest in scale, and limited in number. Donor recognition plaques for individual rooms do have specific design parameters to follow. The Sign Shop should be included in the creation or repair of these signs.

DEDICATIONS AND HISTORY

Signage is useful for commemorating locations, buildings, persons, events, and other significant parts of Southern's history. To request a sign or to report a damaged sign, contact the Sign Shop.

CORNERSTONE MARKERS

The campus places a cornerstone marker on every building on campus. Brass markers, often located on an inconspicuous part of the building, archive when the building was built.

There are many unique and special spots on campus that exist to illustrate Southern's focus on its Adventist mission and the beauty of God's creation in natural surroundings. Much thought and planning go into the development and protection of these areas of campus.

PUBLIC ART

A variety of public art installations on campus, such as the sundial by University Drive and the sculptures at Summerour Hall and Hulsey Wellness Center illustrate the spiritual and educational mission of Southern. Because of the high cost, longevity, and visual prominence of public art, it is important that the placement, material, and appearance be processed through the proper group. To pursue a project in this regard, contact the Public Art Committee.

STUDENT PARK, GOLIATH WALL, AND GARDEN OF PRAYER

These special outdoor areas provide space for community worship, social gathering, and appreciation of the nature God has gifted Southern. The accessibility and aesthetic beauty of these spaces should be preserved and protected. See Landscape Services for additional information.

OUTDOOR MEMORIALS

There are trees and special spaces on campus dedicated as memorials to former students or employees, such as Kelly's Garden and the Erhard Patio. Landscape Services should be included in the planning and creation of future memorials to ensure a good fit for campus.

TIME CAPSULES

To document and maintain time capsules into the future and to locate them effectively, contact Advancement.

Environmental Brand Requests and Contacts

The primary activities that must incorporate the Environmental Brand Guidelines are campus signage, renovation and interior design projects, new construction, and landscaping. **At no time should these be undertaken without the involvement of the responsible personnel** in the departments of Interior Design, Landscape Services, Architectural Services, and Plant Services. Projects requiring environmental branding can occur in (or on) any property owned by the university.

MAINTENANCE AND LIGHT RENOVATIONS

To initiate repairs or a light renovation project, fill out an online work request at **myaccess.southern.edu/apps/taskmaster**. If Plant Services determines the request should involve the associate vice president for Financial Administration, a meeting will be set up to discuss design.

RENOVATIONS AND CONSTRUCTION

For more extensive renovation, remodel, or construction projects, contact the associate vice president for Financial Administration, whose responsibilities include all facilities management across campus as well as serving as primary facilitator for renovation and construction projects.

COLLABORATION AND DESIGN

Once a project requiring interior design assistance is initiated, the applicable decision makers will collaborate with the interior design coordinator to create a design plan using the guidelines prescribed in this document.

FOR MORE INFORMATION, CONTACT:

Associate Vice President for Financial Administration: 423.236.2806

Corporate Architect: 423.236.2475

Interior Design Coordinator: 423.236.2817

Landscape Services Director: 423.236.2748

Plant Maintenance and Construction Director: 423.236.2296

Plant Services Repairs and Maintenance Team: 423.236.2919

Sign Committee Chair: 423.236.2475

Sign Shop Manager: 423.236.2476

Student Life and Activities Director: 423.236.2484

Vice President for Advancement: 423.236.2828

Vice President for Marketing and University Relations: 423.236.2833

Vice President for Student Development: 423.236.2813

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FOR QUESTIONS ABOUT SOUTHERN ADVENTIST UNIVERSITY'S BRAND GUIDE, CONTACT:

Marketing and University Relations
P: 423.236.2688
E: MARKETING@SOUTHERN.EDU
W: SOUTHERN.EDU/MARKETING