BRAND GUIDE

VISUAL IDENTITY STANDARDS

Graceland
UNIVERSITY | 1895

INTRODUCTION

The Graceland University Visual Identity Standards manual was created to provide all Graceland employees and associates with **the ability to maintain the college's graphic identity** through an easy-to-follow set of guidelines.

The success of the Graceland University Graphic Identity depends on the consistent use of these standards by everyone involved in the creation of Graceland University communications and materials. This includes external suppliers such as advertising and design agencies and printers, as well as internal Graceland University departments across both campuses. Marketing & Communications staff will answer any questions related to the system and provide art and production assistance whenever needed.

CONTENTS

BRAND PILLARS

A Safe Space for Self-Discovery
We create a caring, inclusive community that supports students' personal growth through a culture of acceptance and belonging.

Skills for the Changing World
We prepare students to be purpose-driven changemakers through a modern approach to liberal arts education, transformational leadership development, and a culture that cherishes diversity and fosters inclusivity.

Connections to Last a Lifetime
We foster strong interpersonal connections and a powerful network of faculty and alumni, preparing students for meaningful and productive lives.

Strongly Rooted & Still Growing
Since its founding in 1895, Graceland University has been dedicated to helping students develop their potential for meaningful and productive lives through the open and free pursuit of truth. This drives our commitment to remaining innovative, ensuring that we are offering our students what they need most for their individual futures. We have never shied away from branching into new territory — both literally and figuratively.

PERSONALITY TRAITS

Optimistic
We see the potential in each student and provide the support and encouragement to help them build the self-confidence to achieve their dreams for the future. "We believe in you!"

Welcoming & Friendly
No matter who you are or where you're from, we greet you with open arms. "Once you're here, you're family." And we treat you as such for the rest of your life, leveraging our extended network of alumni around the world to help each other out and welcome you to the family.

Resilient & Enduring
We've been around, seen a lot, changed a lot. With all that comes a good deal of wisdom that we pass along to our students. Life lessons learned in the classroom, on the athletic field, and in the community.

Forward-Thinking
Just because we're over 125 years old doesn't mean we're stodgy. In fact, our educational philosophy is rather cutting-edge.

BRAND PLATFORM

This brand platform reflects the institution's core values and identity. It has been optimized to speak to Graceland University's target audience and set the institution apart in a crowded market. The brand platform serves as a roadmap for our marketing and communication efforts, guiding us in every aspect of our communication strategy and helping to deliver a compelling story that will resonate with our target audiences.

Brand pillars focus on what Graceland delivers to its constituents, the benefits and differentiators.

Brand personality traits are the emotional or behavioral characteristics that define our brand and enable our audience to connect with Graceland on a more human level. Personality traits also inform the tone, voice, and visual approach of our brand messaging, marketing, and communications.

THE SHIELD

THE WORDMARK

THE LOGO

The basis of the Graceland University Identity is the logo. The logo is **made up of two components; the shield and the wordmark**. Within the shield is a large “G” reminiscent of the “G” found on campus. The wordmark, or nameplate, consists of two parts, “Graceland University” and “1895,” the year of the university’s founding. The typeface used for the wordmark has been customized and is unique. Do not attempt to recreate the wordmark; art can be obtained from Marketing & Communications.

FIG. A

FIG. B

FIG. C

OUTLINE VERSION

APPROPRIATE USE

The Graceland University logo **may only be used to identify the University's identity, its programs, and its services** (figure A). The development and use of any other logo, mark and/or symbol is prohibited. The Graceland University logo may not be combined with any other feature — including, but not limited to other logos, words, graphics, or symbols.

The **one-color version** of the logo (figure B) should exclude the dividing bar in the wordmark *if it is necessary to improve legibility*.

An **outline, or "punched," version** (figure C) exists for special circumstances and will not be made publicly available; exceptions are made to utilize this version in instances that improve visibility on materials produced by Marketing & Communications. This version may only be used in Graceland University Blue, white, or black.

FIG. D

INCORRECT COLORS

FIG. E

INCORRECT BAR COLOR IN WORDMARK

FIG. F

INCORRECT WORDMARK

UNACCEPTABLE USE

The shape, proportion, or color of the Graceland University logo may not be altered in any way (figures D and E). The logo may not be redrawn or altered with a different typeface (figure F).

Exceptions may be made for maximum legibility on special applications (including but not limited to facility signage, apparel, promotional materials) at the sole discretion of Marketing & Communications.

The Graceland University logo should never be printed using any other colors than Graceland University Blue, Gold, black, or white.

FIG. G

FIG. H

SIZE AND PROPORTION

To ensure legibility, the Graceland University logo should never be reproduced at sizes smaller than 1.5 inches wide (figure G).
The Graceland University logo's proportions should never be altered. Do not distort — condense or extend — the logo (figure H).

FIG. I

FIG. J

THICK VERSION OUTLINE VERSION

FIG. K

ALTERNATIVE LOGOS

The Graceland University Graphic Identity is flexible. **Three variations of the logo** have been created to fulfill almost any need.

ALTERNATIVE 1: "STACKED"

The "stacked" Graceland University logo in centered vertical format (figure I) should only be used in situations where there is insufficient space for use of the logo at its mininum standard size or if the center aligned version is best visually for the space.

ALTERNATIVE 2: 1895 SHIELD

The "stand alone" shield (figure J) is to be used primarily for promotional materials or merchandising purposes such as decals, key chains, t-shirts and other similar paraphernalia. The words "Graceland University" should still appear on the same item as the shield and exceptions to this policy require the approval of Marketing & Communications. Please consult with Marketing & Communications before using this version.

The 1895 shield has two variations that exist for improved visibility and will not be made publicly available. The thick version should only be used on a dark background at a very small size. The outline, or "punched" version may only be used in Graceland blue, white, or black in special circumstances approved by Marketing & Communications.

ALTERNATIVE 3: WORDMARK

The wordmark, otherwise referenced as nameplate, (figure K) may be used without the shield when there is insufficient room for the shield. Please consult with Marketing & Communications before using this version.

FIG. L

FIG. M

UNACCEPTABLE ALTERNATIVES

GOLD G

A version known as Gold G (figure L) was previously considered an acceptable alternative to be used exclusively by Athletics. However, in an effort to unify the institution's identity through use of the logo, Marketing & Communications phased out this version and further use should be discontinued.

1895 SHIELD & WORDMARK

The wordmark should never be paired with the “stand alone” 1895 shield (figure M).

FIG. N

THE SEAL

Graceland University has an official seal (figure N).

President's Office and Registrar maintain exclusive use of the Seal for official university documents, such as diplomas and transcripts. Marketing & Communications will work directly with those offices to provide artwork.

Exceptions to this policy require the approval of Marketing & Communications.

Checks and invoices are transactional and should utilize the official Graceland University logo (see page 4).

FIG. O

FIG. P

PMS 281 C

PMS 7406 C

** PMS stands for Pantone Matching System. Pantone Color Standards is the system of ink colors used by printers worldwide to guarantee color consistency.*

GRACELAND UNIVERSITY BLUE AND GOLD

Blue and Gold — "ever bold" — are Graceland University's **official colors**. Through the years, many versions of blue and gold have been used. To create consistency, a specific blue and gold have been selected for the official Graceland University Blue and the Graceland University Gold: PMS* 281 and PMS 7406 respectively (figure O).

Since Graceland University Blue and Gold are an integral part of the Graceland University Graphic Identity, it is important to have the logo appear in these colors as often as possible, given the production methods available. When the production method will not permit the use of the custom colors, an allowable alternative has been provided. A process color equivalent has been assigned for each of the PMS* colors for use when printing in CMYK (Cyan, Magenta, Yellow and Black, the four colors used in process printing): PMS 281 (CMYK: 100C 85M 5Y 36K) and PMS 7406 (CMYK: 0C 20M 100Y 0K) (figure P).

Use these colors consistently to maintain the brand.

NOTE: The colors shown on this page and throughout the guidelines are representations of the Pantone Color Standards. Only PMS inks can match the Pantone Color Standards. Pantone® is a registered trademark of Pantone, Inc.

COLOR PALETTE

Additional colors have been selected for use with Graceland University Blue and Gold. These selected **secondary colors are meant to complement or accent Graceland University Blue and Gold**. When possible, Graceland University Blue and Gold *should be used on communication materials*.

As Graceland University Blue and Gold are strong and vibrant colors, they should be used carefully in various applications. An athletic brochure with Graceland University Blue as the *dominant* color is an appropriate use of Graceland University Blue. Using Graceland University Blue or Gold as an *accent* color and not as the dominant color would be appropriate for a literary magazine that allows for a more flexibile color palette.

Other accent colors as deemed appropriate may be used on official university materials produced by Marketing & Communications.

NOTE: The colors shown on this page and throughout the guidelines are representations of the Pantone Color Standards. Only PMS inks can match the Pantone Color Standards. Pantone® is a registered trademark of Pantone, Inc.

PMS 281 C
100c 85m 5y 36k
0r 32g 91b
#00275C

PMS 7406 C
0c 20m 100y 0k
241r 196g 0b
#F1C400

PMS 296 C
91c 79m 54y 70k
6r 20g 39b
#061427

PMS 2985 C
56c 5m 1y 0k
93r 192g 234b
#5DC0EA

***PMS Cool Gray 1**
*40% Tint
5c 3m 3y 0k
239r 239g 239b
#EFEFEF

PMS 2336 Cw
66c 59m 58y 41k
71r 71g 71b
#474747

Please note that the colors depicted are only representational of the actual PMS colors, please refer to a PMS color guide for accurate color.

FIG. Q

FIG. R

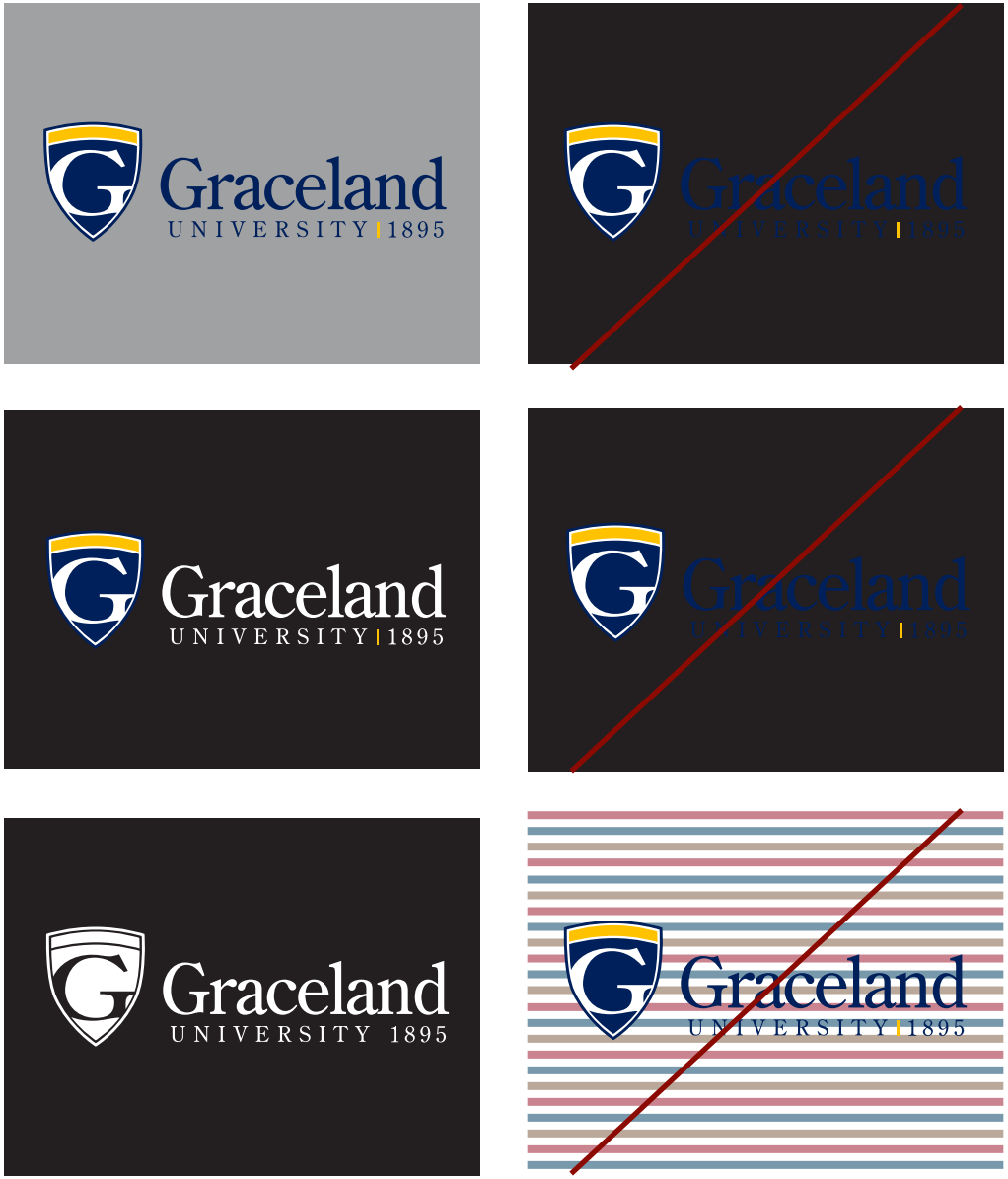
CONTROL AREA

To be visually effective, the Graceland University logo **requires an open area around it**.

This open area is called “the control area” in this manual. No other visual elements may appear in the control area. The control area is a box of empty space around the logo. The exception to this rule are the Special Programs names (see page 16). The control area is determined by a distance from the edges of the logo that is equal to the height (x) of the letter “d” in the Graceland University wordmark (figure Q).

Photographs and illustrations can be used behind the logo, though care should be taken to ensure the logo is free from clutter and is easy to read (figure R).

FIG. S



LEGIBILITY

Clarity and readability are key to the overall strength of the Graceland University logo. Do not place the logo on patterned backgrounds that impair the readability of the mark. Colored backgrounds are acceptable, however, it is important to use care in selecting the correct version of the logo to use in these situations (figure S). There should be enough contrast between the background and the logo for best visibility.

In situations where the logo is used on a color of similar value to any of the PMS colors, the logo should be reversed (white) from the color or if there is enough contrast, printed in black.

Century Old Style – REGULAR, BOLD

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1234567890&

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1234567890&

Franklin Gothic URW

LIGHT, BOOK, MEDIUM, DEMI, HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890&

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890&

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890&

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890&

CONDENSED BOOK, MEDIUM, DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

TYPOGRAPHY: PRIMARY FONTS

A **consistent approach to typography reinforces the effectiveness** of the Graceland University Graphic Identity. With consistent use, these typefaces, also known as fonts, will create a strong and recognizable identity for Graceland University.

These typefaces have been carefully selected to offer a range of style options with various weights/thicknesses and condensed versions for more confined spaces.

GENERAL USAGE: For versatility across different materials, these typefaces can be used interchangeably for titles, headlines, subheads, and body copy.

Headline and body copy usage: Font size can vary per situation, but always make sure the headline is a minimum of twice the body copy font size.

Any of the primary and accent colors may be used in a title, headline, or subhead if there is enough contrast. If the size is under 30pt, Graceland Gold (PMS 7406 C) should not be used on a white background.

Kerning, or character spacing, should always be set to 0 for body copy, though kerning can be a range of 0-150 for headlines in all caps.

To gain access to any of these typefaces, contact Marketing & Communications. If a certain font is unavailable, subsitutes may be made (Garamond in place of Century Old Style and Arial in place of Franklin Gothic).

Alfa Slab One – ATHLETICS FONT

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 &

FAST LANE – "CARRY IT FORWARD" CAMPAIGN FONT

A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 &

Rockwell – LIGHT, REGULAR, BOLD, EXTRA BOLD, CONDENSED, BOLD CONDENSED (ACCENT FONT)

A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 &

A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 &

A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 &

A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 &

A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 &

A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 &

TYPOGRAPHY: ALTERNATIVE FONTS

Alfa Slab One was selected to be the default Athletics typeface. When space does not allow, Marketing & Communications can provide direction for suitable alternatives.

Fast Lane was selected to be an accent font to emphasize key words and phrases in titles and headlines. It should be used sparingly to balance visual interest and maintain ideal legibility. For optimal display, it is recommended to set the horizontal scale to 125% and kerning to 35 when using Adobe software. If using the online design tool Canva, it is recommended to increase the letter spacing up to 50, but it can be left at 0.

Rockwell Std is a limited use accent font on materials produced by Marketing & Communications, including official Graceland PowerPoint templates made available for institutional use. This typeface should not be used in any other instance.

To gain access to any of these typefaces, contact Marketing & Communications.

FIG. T

FIG. U

SPECIAL PROGRAMS

It is essential that the visual identities of Graceland University's special programs and centers reflect the graphic identity of the University while still retaining a certain level of visual distinction. Therefore, **separate nameplates have been created for all such programs** to accompany the logo.

Each retains key elements of the Graceland University graphic identity (shield, colors, typography) but the name of the individual program is used in conjunction with the Graceland University wordmark, appearing directly below and left-aligned with the wordmark (figure T), or in cases that the department or school name are longer than the width of the wordmark, the name may either extend to fit under the entire width of the logo (figure U) or flow to a second line.

Two font options are available (figures T and U) for versatility across different materials, though it is recommended to utilize the Franklin Gothic treatment for maximum legibility.

To obtain a logo and special programs nameplate combination, contact Marketing & Communications.

BRAND APPROVALS & PROJECT REQUESTS

The core mission of Marketing and Communications is providing counsel and producing content that advances the priorities of the University, connects with people emotionally, and creatively tells the Graceland story through a variety of communications channels.

For branding adherence, please send inquiries to **brandapprovals@graceland.edu**. The Marketing & Communications team will review submitted materials for guidance and approval.

Please visit **graceland.edu/MarketingOffice** to place project requests. This single form covers design, printing, and official University stationary (letterhead, envelopes & business cards), as well as social media, writing, and photographer requests.

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UNIVERSITY | 1895

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