PARK UNIVERSITY SM

BRAND GUIDELINES

TABLE OF CONTENTS

Thank you for taking the time to review this essential guide.

The graphic standards rules and guidelines found here have been developed for several important reasons:

• **help those developing creative content for the University to maintain graphic continuity**

• **provide a consistent way to clearly and effectively communicate consumer-facing messages**

• **help the University protect its logos and brand image**

Why is this necessary?

Our logos, approved typefaces, visual treatments, and brand "voice" are Park University's calling cards—our signatures in the world. As such, it's very important to use every one of our brand elements carefully and treat them all with the utmost respect.

Working together, we can effectively preserve our image and good reputation, and continue to build momentum for Park University well into the future.

Questions?
Need approved logos, typefaces or graphic elements or additional information?

Contact:
Park University Marketing Department
marketing.support@park.edu

GENERAL MARKETING MATERIAL

COLOR PALETTE

Powerful and vibrant, Park University's school colors, Wine (c 201) and Canary (PANTONE 130), have played an important role in the University's identity for decades.

Wine (PANTONE 201) should be considered Park University's principal messaging color.

Canary (PANTONE 130) should be considered Park University Gilbert's principal messaging color.

Effective color usage can be particularly impactful when creating consumer facing advertising and general marketing communications. Either color makes an outstanding background, and can be utilized as such, for a broad range of messages.

Black and white also play important roles in consumer facing messaging. Black may be occasionally used for headlines. White or reversed out lettering works particularly well on Wine backgrounds as well as Wine reversed out lettering on Canary backgrounds.

WINE

SOLID COATED

PANTONE 201

RGB: R:157 G:34 B:53
CMYK: C:07 M:100 Y:68 K:32
HTML (Hex): A90553

CANARY

SOLID COATED

PANTONE 130

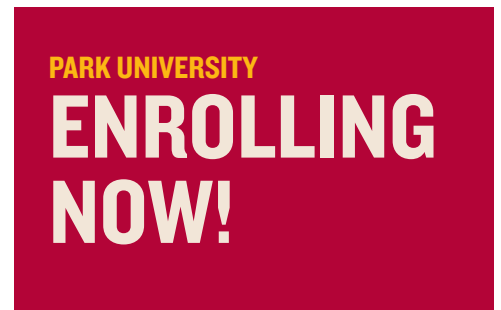**RGB: R:242 G:169 B:00**
CMYK: C:00 M:30 Y:100 K:05
HTML (Hex): F5A81C

BLACK

BLACK

RGB: R:00 G:00 B:00
CMYK: C:00 M:00 Y:00 K:100
HTML (Hex): 000000

PARK UNIVERSITY
ENROLLING NOW!

PARK UNIVERSITY
ENROLLING NOW!

PRIMARY LOGOS

Preferred logos for general usage. There are vertical and horizontal versions. The Park University logo must appear on white, wine, black or canary backgrounds. The horizontal version may be used in the same color combinations as shown for the vertical logo.

COLORS: Park University's primary marketing color is **PANTONE 201 C** (Wine). The secondary color is **PANTONE 130 C** (Canary).

TYPEFACES: Trajan Pro and Futura.

PRIMARY LOGO

|------------------|
Minimum Width - .75"

|----------------------------|
Minimum Width - .75"

SIMPLIFIED LOGO

IDENTITY SYSTEM & LOGO

INCORRECT USE

Always use only official logos in approved colors. Never add drop shadows, modify or distort any approved Park University logo. Always make sure there is dark tone on the right side of Mackay Hall, and light tone on the left.

ANGLE

SPACING

COLOR

PROPORTION

IMPROPERLY
REVERSED
CLOCKTOWER

IDENTITY SYSTEM & LOGO

PARK SEAL

The official **Park University** seal is reserved for more formal design projects, such as plaques, graduation announcements and diplomas. It may also be used for banquets, gatherings and on the **Park University** website.

When printing the seal on anything, it must be always be reproduced in either black, Wine (PMS 201) or Gold (PMS 130). It may also be foil stamped in Gold or Wine.

The **Park University** seal must never be used for any other reasons than those listed above without the approval of the **Park University Marketing Department**. When in doubt, do not use the seal. Use the **Park Wordmark** logo instead.

Whenever reproducing the **Park University** seal, the dark side of the logo must always appear on the right of the **Mackay Hall** tower.

CAMPUS CENTER LOGOS

Each Park University campus center can also utilize a custom version of the Park University logo specifically for their campus. There is also a version for online.

Contact marketing.support@park.edu for custom campus versions.

DEGREE PROGRAM ICONS

Individual degree programs have a uniform graphic style that can be used digitally or in print when appropriate.

Contact marketing.support@park.edu for custom campus versions.

PIRATE ATHLETICS LOGO

The Park Athletics and Esports logos are sanctioned for use on official uniforms, signage, equipment, promotional and marketing materials for the athletic department. They can also be used in association with alumni teams and/or University publications.

TYPEFACE: Adobe Garamond.

**PRIMARY
LOGOS**

IDENTITY SYSTEM & LOGO

BUCCANEER ATHLETICS LOGO

The Park Buccaneers Athletics logo is trademarked and sanctioned for use on official Park Buccaneers uniforms, signage, equipment, promotional and marketing materials for the athletic department or intramural teams. The logo can also be used in association with alumni teams and/or University publications.

COLORS: Park University Gilbert's primary marketing color is **PANTONE 130 C** (Canary). The secondary color is **PANTONE 201 C** (Wine).

TYPEFACE: Adobe Garamond.

PRIMARY
LOGO

TYPOGRAPHY

Park University's general marketing campaign communications utilize two distinct fonts throughout—Knockout and Eames Century Modern.

The University has traditionally used other fonts as well—Adobe Garamond, Futura, and Trajan—but these fonts should not be used to create any advertising, marketing or brand messaging at this time.

HEADLINES   KNOCKOUT - HFT47 BANTAMWEIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY COPY   Knockout - HFT47 Lightweight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HEADLINES   Eames Century Modern - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY COPY   Eames Century Modern - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY

SECONDARY TYPEFACES

If Knockout and/or Eames Century Modern fonts are not available to you, Bebas, Helvetica Neue and Adobe Garamond in the styles below may be used.

HEADLINES
BEBAS - REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ

HEADLINES
HELVETICA NEUE - 75 BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY COPY
Helvetica Neue - 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HEADLINES
Adobe Garamond Pro - BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
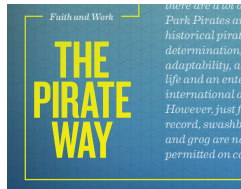abcdefghijklmnopqrstuvwxyz

BODY COPY
Adobe Garamond Pro - Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPE RULES

HEADLINES

All caps Knockout and all caps Eames Century Modern can be used to create headlines. To add even more emphasis an all caps italic version of Eames may be used.
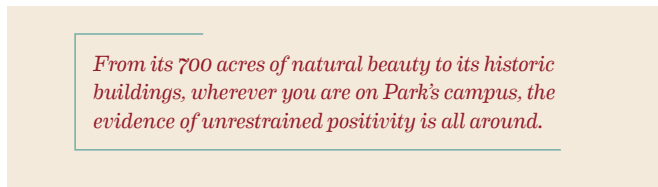
OVERSIZED HEADLINE

Just as with regular size headlines, all caps Knockout or all caps Eames Century Modern may be used.

SUB HEADLINES

Knockout or Eames Century Modern may be used. However, as a general rule, if Knockout is used as a headline font, Eames Century Modern should be used as the sub-headline font. And vice versa.

OVERSIZED, KNOCKOUT TYPE

While Knockout has a tendency to be the bold choice when creating knocked out type treatments, Eames Century Modern may be used.
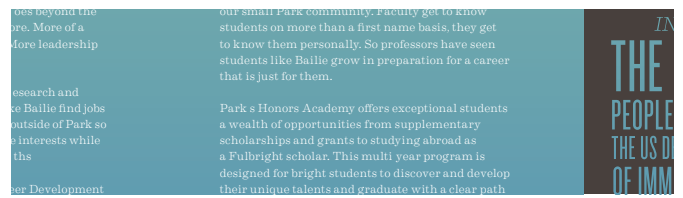
TYPE RULES

BODY COPY

Eames Century Modern is the default typeface.

PAGE HEADERS & FOOTERS

Eames Century Modern is the default typeface.

HEADLINES SHOULD POP

Whether a headline is reversed out of a background, knocked out with photography behind it, or designed with a color tone, with very few exceptions, it should stand out. It should always lead the conversation on the page.

NEGATIVE SPACE

Just because there's room to put more on a page doesn't mean you should. Focus on communicating messages in clean, uncluttered ways. Embrace negative space. Take a step back and take a critical look. If something doesn't need to be there–if it doesn't help move the story along–consider removing it. Space helps the page, and the reader, breathe easier.

GRAPHICS AND COMPOSITION

COLOR DRAWS INTEREST

School colors—Wine (**PMS 201**) and Canary (**PMS 115**)—should of course be used when appropriate, but more importantly, our message should be clear, well-designed, interesting and balanced.

ILLUSTRATIONS

Illustrations can help create interest, but they should always be relevant. Before adding an illustration to a communication, ask yourself if it's necessary. Does it help to tell the story? If the answer is no, consider eliminating it.

GRAPHICS AND COMPOSITION

PHOTOGRAPHY

STUDENT FOCUSED PHOTOGRAPHY

Photography that features students should be as candid as possible and always show them in the process of doing something. It should be full color and have depth, which will help draw the reader into the moment.

STUDENT OR FACULTY PORTRAITURE

Photos should be clean, sharp and in color. Backgrounds are not the hero here, so they should be neutral and/or defocused. Finally, as a general rule, subjects should always appear to be bright-eyed and optimistic.

CAMPUS & BUILDINGS

Building photos should be sharp and full color unless they are meant to be as historical in context. Careful attention should always be paid to background specifics like cars, signage and people. Remember, everything in the photograph becomes part of the message.

Similarly, when shooting inside Park University, it is necessary to pay attention to details. It's important that internal photography has focus. Show people rather than walls. Populated classrooms rather than empty ones. Always employ flattering angles and backgrounds, good lighting, interesting and relevant architecture. Again, everything in the photograph tells a story, so make sure your photography is helping to tell the story we want to tell.

COPY TONE

COPY TONE

It's critically important that our "voice" not only captures and complements our personality–candid, approachable and genuine–but it gives us a way to grab and keep the public's attention.

Our brand voice: A balance of *open-minded, committed, personal, practical and empowering.*

HEADLINES

No matter how compelling your story is, if the headline doesn't lure someone in, everything else will go unread. A good headline is a string of words so interesting that they grab people's attention immediately and get them to commit to reading on.

Often what bogs down a good headline is trying to cram too much information in it. The best headlines are fairly simple and convey a single key idea. While they may contain irony, humor, drama, human truth or a combination of ingredients, a good headline should really have only one twist. One clever play that draws the reader in and leaves them wanting to know more.

For example, consider these headlines.

TRAVEL THE WORLD WITHOUT LEAVING THE DINING HALL.
VS.
HERE, YOU'LL MEET PEOPLE FROM ALL OVER THE WORLD.

Or consider the following headlines that explain how Park University goes above and beyond to support students.

WHEN THE GOVERNMENT SHUT DOWN, WE STEPPED UP.
VS.
WHEN THE GOVERNMENT CUT OFF FEDERAL AND MILITARY LOAN FUNDING, WE FOUND A WAY TO KEEP STUDENTS IN SCHOOL.

Which ones were more interesting? Clever? Made you want to commit to reading further? When it comes to headlines, a little finessing can make a big difference.

BODY & LONG FORM COPY

This is where our voice really comes to life. Where we can make specific adjustments to our tone and style, adapt our voice to content, and make a case for why people should become emotionally invested in our brand. We need to be *open-minded, committed, personal, practical and empowering.*

COPY TONE

How you use these tonal qualities should vary from piece to piece. For example, if you're writing something for prospective students the tone and style should perhaps be friendly (personal), driving (empowering) and thoughtful (open-minded). Or if you're creating something for prospective students and the general public, you might want to dial up the empowering (focused), informative (practical) and genuine (personal).

Audience: Prospective students via direct marketing media.

EXAMPLE

HEADLINE:
A UNIVERSITY THAT WILL MEET YOU WHOLE WAY.

SUBHEAD:
What is the purpose of an education? Education empowers. Opens minds. Evaporates prejudices. Closes gaps. Reveals talents. Education is the cornerstone of democracy. It's the great equalizer. Everyone has the right to a strong education–that's Park's stance.

BODY COPY:
Yet for many aspiring students, the path to higher education is full of gaps. Barriers. Dead ends. Students who lack the resources and support to overcome financial and societal obstacles aren't just discouraged from gaining a higher education—they're often excluded.

Since 1875 we've used every resource at our disposal to give access to a first-rate higher education to everyone who wants one. That means providing an affordable education at a private institution, where classes are kept small enough to stay on a first name basis. And it means bringing a Park education to its campus locations around the country. And online—even before Google existed.

Park was founded as an experimental college where students could work in exchange for free board and tuition. Our first class of 17 students included two Native Americans, and our first group of students to graduate included five women—all early steps toward a world where education is a right, not a privilege. Making an excellent higher education available to all isn't a part of who we are. It is who we are.

So don't hold back. Let nothing stand in your way. Dive headlong into this book and discover what barriers Park can eliminate for you.

ADDITIONAL IDENTITY SYSTEMS

BANNERS, FLAGS & SIGNAGE

The **Official** Park University logo, seal and mascot may appear on black or white banners. They may appear on color banners, too. However, color banners must as closely as possible match our school colors, Wine **(PMS 201)** or Canary **(PMS 130)**.

COLOR COMBINATIONS

1. Canary elements on a black or Wine background.
2. Wine elements on a Canary or white background.
3. White elements on a black or Wine background.
4. Black elements on a white or Canary background.
5. Two or three-color mascot may appear on white or Canary backgrounds.

1-2

3-4

5

Official Park University office materials allow a degree of personalization of stationery and envelopes. Customization is limited to departmental names, phone numbers, faxes and e-mail addresses. Please do not modify any version of the University's official stationery. Any modifications to these layouts must be approved by the Marketing Department. To maintain consistency on all University office materials, stationery and letterhead must be ordered through the purchasing department.

NO. 10 ENVELOPES

Envelopes must always be printed using either Wine (PMS 201) or black type.
Envelope Size: 9.5 x 4.125

Office of Admissions
8700 NW River Park Drive
Parkville, MO 64152

1/2 inch boarder from top of box around logo. Top boarder does not measure from top of Mackay Hall.
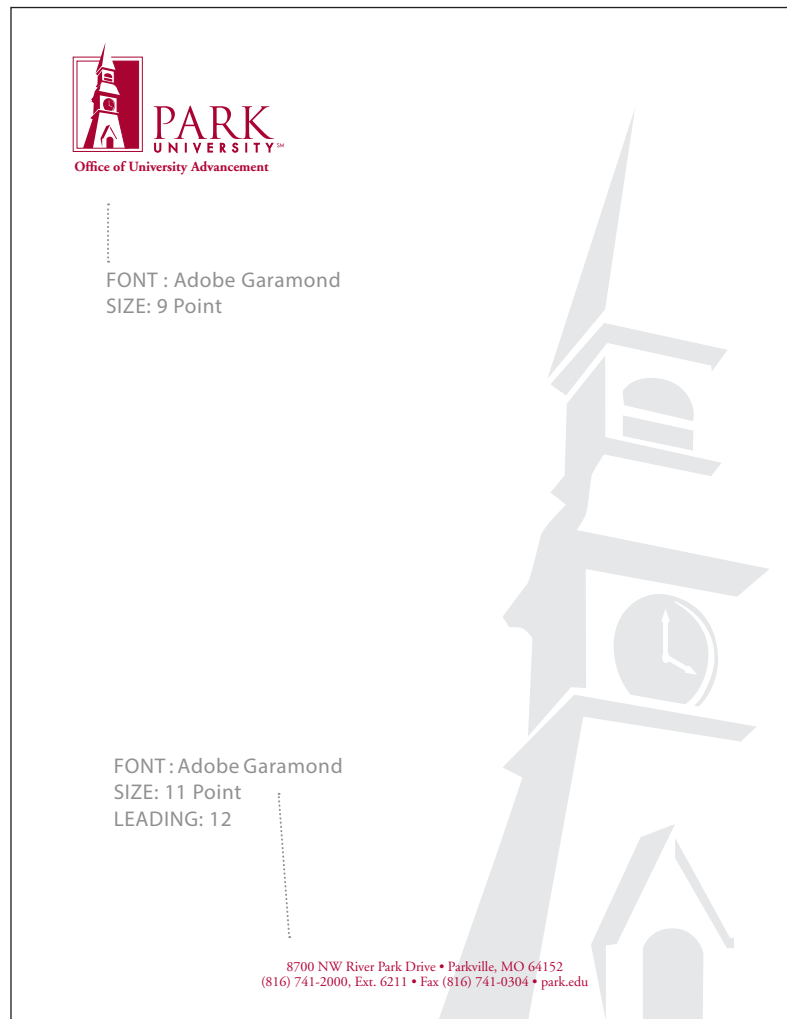
FONT : Adobe Garamond
SIZE: 9 Point
LEADING: Auto

LETTERHEAD

Note to printers: There is a .5 inch margin from the top of the border around the logo to the top of the page.

Size: 8.5 x 11

Official Park University letterhead contains the logotype, address line, phone number, fax number and web address. Park University's Primary logo and all type must print Wine (PMS 201) or black. There is an option for a watermark effect for the tower.

As a reminder, letterhead with office names and address information should only be used for the first page of any correspondence. Following pages may utilize plain paper or sheets with the Mackay Hall watermark effect.

Office of University Advancement

FONT : Adobe Garamond
SIZE: 9 Point

FONT : Adobe Garamond
SIZE: 11 Point
LEADING: 12

8700 NW River Park Drive • Parkville, MO 64152
(816) 741-2000, Ext. 6211 • Fax (816) 741-0304 • park.edu

An e-mail address may be inserted before the website as follows:

8700 N.W. River Park Drive • Parkville, MO 64152
(816)741-2000, Ext. 6211 • name@park.edu • www.park.edu