CBU

IDENTITY
Standards & Guidelines

A recognizable name is an invaluable asset.

CONTENTS

A consistent and cohesive graphic identity is vital to CBU's name (or "brand") recognition.

The CBU logos and related graphic elements are a visual expression of the University's mission, values, and aspirations. A unified approach to graphic identity fosters better communications and presents a strong, unified image of CBU to both our internal and external audiences.

The success of any graphic identity depends on the cooperation of all members of the University community. Your adherence to a few simple guidelines will result in improved communications and a unified image.

Questions?

The Communications & Marketing Office is the central source of information and assistance for all communications purposes, including publications, printing, social media, and media relations.

Address any questions to marketing@cbu.edu.

For Communications & Marketing job requests, please visit the online request form at www.cbu.edu/job-request-forms.

THE CBU LOGO

Think of it as CBU's signature.

Just like your own personal signature, our logo conveys the University's unique identity. The logo must be utilized on all visual communications targeted to an external audience.

The CBU logo presents the public with a bold, easily recognizable graphic identity. By using the Bell Tower as its major graphic element (or logomark), the CBU logo draws attention to a positive, prominent feature of our campus and positions it as a beacon that extends far beyond the Parkway and our front yard. As a symbol for both Academia and the Church, the Bell Tower reinforces both our image as a high quality institution of higher education and our heritage as a Lasallian, Catholic University.

The selected logotype ("CBU"), adapted from the Copperplate font family, presents our identity in a bold and confident face, at once modern and classic in appearance.

LOGO VARIATIONS

The CBU logo may be reproduced in several color variations, depending on usage.

TWO-COLOR

The primary logo is in two colors, ed (PMS 186) and gray (PMS 408).*

BLACK

In instances where color is not an option (or not a preference), the logo may be reproduced in solid black.

GRAYSCALE

In black-and-white printing, the logo may also be reproduced in a grayscale version (solid black and gray).

WHITE/REVERSED

The logo may be reversed in white from a solid color background or photograph.

SOLID COLOR (RED)

The logo may be reproduced in solid red (PMS 186)* when circumstances warrant. *(This logo option is not available for public download, but may be requested.)*

*More information on colors is available on page 9.

THE LOGO & OFFICE/PROGRAM NAMES

CBU
SCHOOL OF ARTS

CBU
OFFICE OF ADVANCEMENT

The CBU logo is the primary identity for all individual schools, departments, programs, and offices. The proscribed format for an office/program logo ('lock-up") is shown at left.

Individual logos for schools, departments, programs, etc. within the University in lieu of, or in addition to, the University logo are not allowed.

The office/progran name should be typeset in a bold sans-serif font in black or an 80% tint of black and centered beneath the CBU logo. The point size should be no larger than 35% of the size of the letters "CBU" in the logo.

The official secondary font is Avenir. Commonly available and acceptable sans-serif fonts include Myriad, Helvetica or Arial.*

Departmental or school logos can be created and provided in digital files by request from the Director of Creative Services.

*More information on fonts is available on page 10.

SECONDARY UNIVERSITY LOGOS

These graphics are not available for public download, but may be requested. They may only used with special permission.

CBU

The logotype ("CBU") portion of the CBU logo may be used alone in certain graphic circumstances that do not lend themselves to use of the full logo.

The "rabat" logo may be used in circumstances where our Lasallian tradition requires and deserves recognition and distinction (and in cases where its use has been "grandfathered in" due to its strong relation to a particular program or mission).

OTHER LOGOS
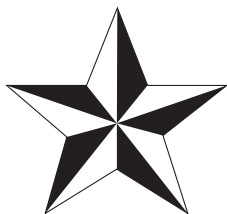
LASALLIAN LOGOS & GRAPHICS

Symbols and graphics such as the **Lasallian Star** or the *Signum Fidei Crest* may be incorporated, either as stand-alones or in conjunction with the CBU Logo, when appropriate and with permission from External Communications & Marketing Unit of the Office of Advancement.

The **CBU Lasallian Fellows** logo (at left) is an example of an appropriate use of a Lasallian symbol in conjunction with the CBU Logo.

LASALLIAN EDUCATION LOGOS & GRAPHICS

The Lasallian Education brand, developed in 2011 as an over-arching identity for Lasallian schools worldwide, is a supporting identity and is not meant to replace existing school or ministry identity systems. **The Lasallian Education logos should only be used as supplementary graphics** and only in circumstances that deal directly with the Lasallian network.

The Lasallian Education logo (the "crossed L") and signature should always be reproduced in PMS 186 red when used at CBU.

SPECIAL LOGOS

From time to time, special logos may be developed for special events, fundraising campaigns, and/or other occasions. These logos may only be used in materials that are directly related to the campaign or event.

Special logos may be requested by via the Communications & Marketing request form at: www.cbu.edu/job-request-forms.

LOGO USE & MISUSE (DOS & DON'TS)

ACCEPTABLE USES

The CBU logo may be used as a **watermarked** background for documents, notecards, presentations, etc. — but it should only be watermarked in its solid black version, in a tint of 40% or below.

The logo may be used employing special printing techniques such as **embossing** or **metallic foil stamping**. Again, this should be done with only a solid version and with foil colors that are appropriate (metallic red, silver, etc.).

MISUSES (DON'TS)

←————→ .75"

Do not reproduce the logo at a size smaller than .75" in width.

Do not resize the logo disproportionately.
(Hint: Always hold down the shift key while resizing in order to maintain proper proprtions.)

Do not frame the logo in a border.

Do not rearrange the elements of the logo.

Do not place the logo on top of a distracting background.

Do not change the colors of the logo (see page ? for approved color options).

Do not print a one-color version in any color other than black, PMS 186, or white/reverse.

Do not place other graphics on top of or too close to the logo.

THE UNIVERSITY SEAL

The seal (or crest) is the formal identifier for the University, and its use is strictly limited to official University and Presidential documents, such as:

- Presidential documents
- Proclamations and awards
- Commencement or Convocation programs
- University diplomas

The seal depicts emblems of the four schools of the University (Arts, Business, Engineering, Sciences) arranged on the foundation of the Church. The founding date of 1871 is centered on the foundation at the bottom, and the University motto *Virtus et Scientia* (Virtue and Knowledge) arches above the cross at the top.

There are two versions of the seal: (A) the full seal with laurel border and motto, and the edited seal with only the core elements.

The seal is not available for download. Permission for its use must be requested at marketing@cbu.edu.
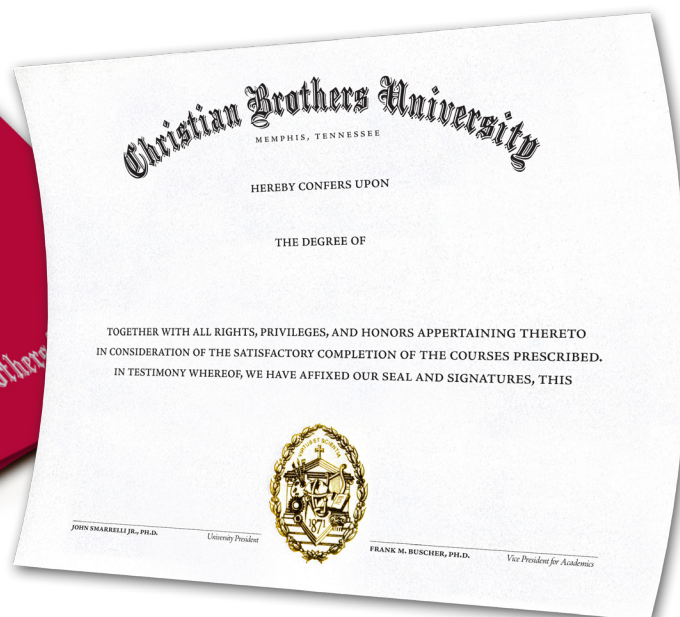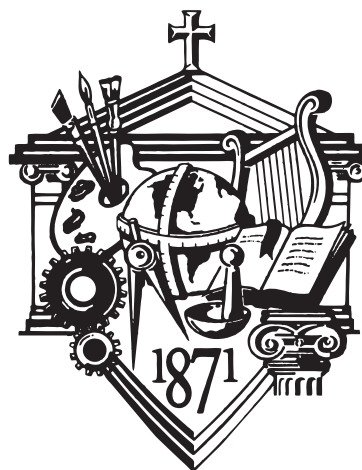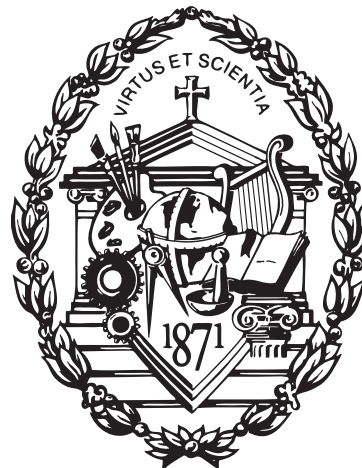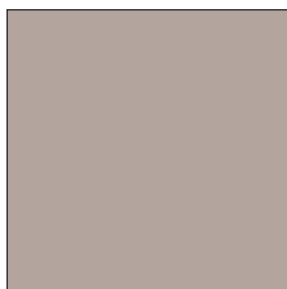
UNIVERSITY COLORS

PRIMARY COLOR PALETTE

CBU's official colors are red and gray.
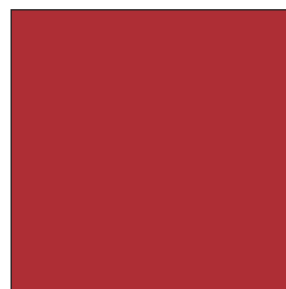The official colors may always be supplemented by black (including PANTONE® Black) and white.

Because PMS 186 Red does not always render correctly on all digital screens, we have adapted "CBU Web Red" for web use.
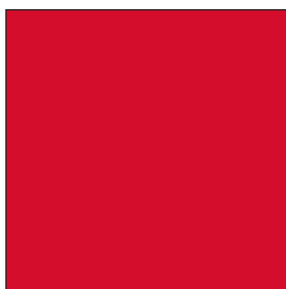
PMS PANTONE® 186
CMYK: 12C 100M 91Y 3K
RGB (printing): 207R 16G 45B
Web: SEE "CBU WEB RED"

PMS PANTONE® 408
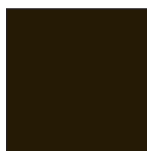CMYK: 42C 41M 42Y 4K
RGB: 152R 140G 136B
Web: HEX# 988C88

'CBU WEB RED"
RGB (screens): 175R 46G 53B
Web: HEX# AF2E35

Black
CMYK: 0C 0M 0Y 100K
RGB: 0R 0G 0B
Web: HEX# 000000

PMS PANTONE® Black
CMYK: 67C 64M 67Y 67K
RGB: 45R 42G 38B
Web: HEX# 2D2A26

White
CMYK: 0C 0M 0Y 0K
RGB: 255R 255G 255B
Web: HEX# FFFFFF

SECONDARY COLOR PALETTE

The secondary palette contains the colors preferred as accents to complement official CBU colors.

PMS PANTONE® 7409
3C 32M 98Y 0K
245R 179G 36B
HEX# F5B324

PMS PANTONE® 470
26C 70M 97Y 16K
166R 90G 42B
HEX# A65A2A

PMS PANTONE® 194
27C 96M 66Y 18K
159R 41G 67B
HEX# 9F2943

PMS PANTONE® 2425
48C 100M 30Y 13K
135R 0G 100B
HEX# 870064

PMS PANTONE® 376
55C 3M 100Y 0K
129R 188G 0B
HEX# 81BC00

PMS PANTONE® 306
81C 3M 4Y 0K
0R 179G 227B
HEX# 00B3E3

PMS PANTONE® 7469
100C 58M 30Y 10K
0R 94G 134B
HEX# 005E86

PMS PANTONE® 654
100C 84M 31Y 17K
0R 58G 112B
HEX# 003A70

PMS PANTONE® 466
22C 31M 59Y 1K
201R 169G 120B
HEX# C9A978

PMS PANTONE® 7545
77C 60M 44Y 25K
65R 84G 100B
HEX# 415464

FONTS

Use of standardized fonts further strengthens the graphic identity of the University by creating a uniform appearance across all materials. These fonts are used in University materials and were selected for (a) their readability and (b) their complementarity to the University logo.

SUGGESTED SERIF TYPEFACES

GARAMOND: Considered to be among the most legible and readable serif typefaces for use in print applications. It has also been noted to be one of the most eco-friendly major fonts when it comes to ink usage.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

PALATINO: The font has a calligraphic style and large proportions, which make it easily read and thus one of the ten most used serif typefaces.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

JENSON: An oldstyle serif that is highly readable for large amounts of text and perfectly designed for small-caps applications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SUGGESTED SANS SERIF TYPEFACES

AVENIR: This is CBU's official secondary font for use with the logo as subordinate text. (The text in these guidelines is set in Avenir.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MYRIAD: Myriad's proportions and clean, open shapes ensure that the design retains a comfortable level of readability. (It is best known as the corporate typeface of Apple, Inc.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

HELVETICA: Among the most widely used sans-serif typefaces. It is one of the largest font families, offering a wide variety of weights and styles that remain cohesive when used together.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

TRADE GOTHIC: The Trade Gothic family can be used in a wide variety of projects, and its condensed versions are excellent for headlines and other instances where space is at a premium.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

AKZIDENZ GROTESK: The influence for the design of many more modern sans serif fonts (including Helvetica and Arial). Its clean rounded forms were designed to be used for large headlines, but its highly readable lowercase makes it suitable for text too.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MICROSOFT DEFAULT TYPEFACES

We are aware that many of the suggested typefaces are premium fonts and may not be readily available for everyday purposes. Here is a list of commonly available Microsoft fonts that can be substituted.

SERIF: Cambria, Constantia, Georgia, Times New Roman
SANS SERIF: Arial, Calibri, Candara, Century Gothic, Tahoma, Trebuchet, Verdana

STATIONERY & BUSINESS CARDS

University letterhead, envelopes, business cards, and mailing labels are provided through CBU Print Services, following a prescribed graphic format. Non-personalized letterhead for general use is available for each CBU office.

OFFICE/DEPARTMENT NAME
650 East Parkway South
Memphis, Tennessee 38104
(901) 321-xxxx • Fax (901) 321-xxxx
www.cbu.edu

2" top margin

1" left margin

1" right margin

CHRISTIAN BROTHERS UNIVERSITY

1" bottom margin

ORDERING STATIONERY & BUSINESS CARDS

Stationery and business cards must be ordered online at cbu.goepower.com. Log in using your Active Directory username and password.

UNIVERSITY EMAIL

SUGGESTED FONTS

Studies show that sans-serif fonts are much more readable in email. University emails should use a default Microsoft sans-serif font such as **Arial**, **Verdana** or **Calibri** in the message text.

BACKGROUNDS & OTHER GRAPHICS

Backgrounds (patterns or colors) should be avoided. Likewise, official CBU emails should not contain any graphic elements other than the CBU logo in the signature. *Exceptions:* Social media icons and special CBU event or campaign graphics may be included in the signature.

CONFIDENTIALITY DISCLAIMER

The following disclaimer is recommended for inclusion in emails as part the signature, in small print and below the contact information:

The information contained in this message and or attachments is intended only for the person or entity to which it is addressed and may contain confidential and/or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon, this information by persons or entities other than the intended recipient is prohibited. If you received this in error, please contact the sender and delete the material from any system and destroy any copies.

CBU EMAIL SIGNATURE

1. Logo for email signature*
2. Name (in suggested font, slightly larger than text font size, approx. 80% black)
3. Title, address, phone, etc. (in suggested font, same size as text, 80% black)
4. Disclaimer

 *See page 17 for logo download information.

THE BUCCANEER

Modeled in the style and spirit of modern collegiate and professional athletic logos, the Buccaneer (or "Buc") is an update of CBU's longstanding athletic mascot. Designed to complement the University logo, the principal purpose of the Buccaneer is to present the identity and image of CBU Athletics in an impactful, contemporary manner.

While the Buccaneer is intended primarily as an athletic logo, we recognize (and wholeheartedly promote) the fact that ALL members of the CBU Community are indeed Bucs. Although the Buccaneer should never be used as a replacement for the CBU logo for official and academic settings and objectives, its use by the campus and alumni community is encouraged.

#gobucsgo

BUC VARIATIONS

The Buccaneer logo may be reproduced in several color variations, depending on usage.

THREE-COLOR

The full color logo is in three colors, red (PMS 186), gray (PMS 408), and black.*

BLACK

In instances where color is not an option (or not a preference), the logo may be reproduced in solid black.

WHITE/REVERSED

The logo may be reversed in white from a solid color background or photograph. *(This option is not available for public download, but may be requested.)*

SOLID COLOR (RED)

The logo may be reproduced in solid red (PMS 186)* when circumstances warrant. *(This logo option is not available for public download, but may be requested.)*

*More information on colors is available on page 9.

ADDITIONAL BUC VARIATIONS

BUCCANEER WITH "BUCS"

The Buccaneer logo is also available with "**BUCS"** as the logotype (instead of "CBU").
These options are not available for public download, but may be requested.
They can be supplied in the same color variations as listed on the previous page.

BUCCANEER MASCOT ONLY

The Buccaneer logo is also available with the **mascot image only** (no logotype).
These options are not available for public download, but may be requested.
They can be supplied in the same color variations as listed on the previous page.

SECONDARY ATHLETIC LOGOS

These graphics are not available for public download, but may be requested.
They may only used with special permission.

CROSSED SWORDS

The Crossed Swords logo can be used as a
supplementary athletic logo. It can be supplied in
a number of variations:

- all of the standard color options outlined on
  previous pages
- as a stand-alone graphic (fig. 1)
- with the "CBU" logotype
- with the "BUCS" logotype
- with a combined "CBU BUCS" logotype (fig. 2)

The stand-alone graphic should only be used
in a circumstance where CBU has already been
identified.

fig. 1

fig. 2

BUCCANEER GALLEON

The Galleon (or Ship) logo can also be used as a
supplementary athletic logo. It can be supplied in
a number of variations:

- all of the standard color options outlined on
  previous pages
- with the "CBU" logotype (fig. 3)
- with the "BUCS" logotype
- with a combined "CBU BUCS" logotype

fig. 3

FILE ACCESS: DOWNLOADS

CBU logos mentioned in these guidelines can be downloaded (unless specified otherwise) at this location: **www.cbu.edu/cbu-logos**.

TO DOWNLOAD: Right-click on the appropriate link and select: "Download Linked File" or "Download Linked File as..."

For Web & Email Stationery
These are low-resolution, 72 dpi files. The PNG files have a transparent background.

For PowerPoint
These are mid-resolution, 150 dpi files. The PNG files have a transparent background.

For Print & Desktop Publishing
These are high-resolution, 300 dpi JPG files.

EPS
These are **vector files** intended for use by professional printers. To open and edit an EPS file, a software program such as Adobe Illustrator or CorelDRAW is required.

For logos or file formats that are not available for online download, please use the request form at www.cbu.edu/job-request-forms and include a complete explanation of the intended use for the logo.

marketing@cbu.edu