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GENERAL GUIDELINES

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The document is intended to provide basic guidelines for those developing materials for Brenau University. The guidelines will include information about the proper use of the logo, typography, color, layout, and imagery. The intent is to give enough direction to keep materials consistent so that those who experience the Brenau brand have the same impression of the university. At the same time, the goal is to provide enough flexibility so that those who create materials can meet their specific needs.

Consistency necessitates limitations. As creators of communications, we will tire of our logo, images, typography, and colors long before our audience ever remembers them and connects them to our university. Please exercise discipline and remain consistent with our brand in your work.

If questions arise that are not answered in this document, please reach out and contact the person(s) listed at the end of the document.
Brenau University's primary signature is composed of the wordmark “Brenau University,” the stylized portals, the flame, and Brenau's founding year, 1878. These elements are to be used together in all instances.

The wordmark “Brenau University” is set in Sabon and is a customized arrangement of letters. No substitute may be used for this wordmark.

The logo is also customized for Brenau University. No substitute may be used.
Do not change the color of the logotype or logo.

Do not change the proportions of logo elements.

Do not change the typeface of “Brenau University.”

**IMPROPER USAGE**

The logo was designed especially for Brenau University. Do not alter the Brenau University logo in any way.

Please do not attempt to recreate any components of the design or alter the position or configuration of the elements in relation to one another. The logo must be used in its entirety as specified in this manual.

Digital logo files are available from the Office of Communications & Publications.
MINIMUM SIZE REQUIREMENTS

Care must be given that the logo is reproduced in sizes that will be easily readable.

As digital media is one of the primary areas where prospective students experience the Brenau University brand, it’s critical that the name of the university be readable. Minimum sizes are displayed at the left for usage in both print and digital media.

If these versions of the logo cannot be used effectively in digital media, the wordmark may be used with permission.

In rare instances, variations of the logotype may be used with permission from the Office of Communications & Publications.
**CLEARANCE AREA SIZE**

The clearance area equals the height of the capital “B” in the word “Brenau.”

**MINIMUM LOGO CLEARANCE**

In usage, the logo should always have enough space around it to stand out in layouts. The guidelines at the left provide basic rules for minimum clearance. Wherever possible, give the logo space to “breathe” and attract the eye of the reader.
CLEARANCE AREA SIZE
The clearance area equals the height of the capital “B” in the word “Brenau.”

THE REVERSED LOGO
The reversed logos are governed by the same clearance rules as the normal logos.
In the examples at the left, the primary issue is contrast of the elements of the logo against the background. Those with red lines are inappropriate usage examples because the elements of the logo aren’t readable enough against the background colors shown.

This principle applies to all uses of the logo - all elements should be high enough in contrast to make them readable against the background.
PROGRAM-SPECIFIC LOGOS

Logos for the specific programs of Brenau University are available from the Office of Communications & Publications. Do not attempt to recreate these logos.

As part of the university's cohesive, unified branding, the university does not create unique logos for specific programs (except in very rare instances).
There may be occasions where the logo needs to be placed over an image, but generally this should be avoided.

In the examples at the left, there are multiple issues to be concerned with. In the upper-left example the logo is unreadable and competes with the image. In the upper-right image the logo is over the face of a person. In the image of the graduate, middle right, the logo is placed poorly. Generally the logo should be placed lower-left or lower-right if used over an image and should be easily readable, as in the three examples shown. If necessary, retouching the image to create an area that is consistent enough in value to read the logo against is permissible.
TYPOGRAPHY

Typography must be used consistently in the university’s communications to support the brand.

Trade Gothic is the primary font used in most materials. Bold is used for headlines and subheads, regular and oblique are used for most body text.

If a second option for body text is required, Avenir Light regular may be used.

Sabon Lt Std is the font in which the Brenau University wordmark is set. Sabon is used at times in headlines and subheads. Usage of Sabon in headlines, subheads, etc. is limited to some advertising and outward-facing marketing materials.
COLOR PALETTE

Color is a valuable tool in the designer’s toolbox, but must be used consistently to unify the brand image.

The brand colors shown are the only colors that will be used for typography and flat areas of color.

For gold text on white backgrounds, only bold weights of Trade Gothic should be used. Gold text should be at least 12 pt. (or 10 pt. bold).

To add variety and create balance in design, the secondary colors may be used – primarily as flat areas of color and for accenting typography in some instances.

Secondary colors do not apply to athletics branding. See the Brenau Athletics Branding Guide for more information.
Dear Colleagues,

There are many styles of typing formats. This example illustrates the preferred typing style for all communications on the university’s stationery.

The recommended typeface for body copy on stationery and letterhead is Times New Roman. The point size range for the typeface is 10-14 pt.

The left margin should line up directly below the word “Brenau” in the logo, and the right margin should not extend past one (1”) inch from the right edge of the page.

When a letter is longer than one page, use plain white matching stock for the second page.

Remember, correspondence portrays the image of the university. How your letters look often say as much about Brenau University as the words on the page.

Sincerely,

Date

Name
Title
Company
Street Address
City, State Zip

Brenau University

STATIONERY GUIDELINES

Stationery is the most common and most visible use of the graphic identity. Stationery includes letterhead, envelopes, mailing labels, business cards and note cards. To ensure consistency across all forms of stationery, the following pages show examples of approved letterhead, envelopes, business cards and mailing labels.

Do not attempt to create your own stationery from the examples shown in this guide. The university will not pay for stationery that does not conform to the guidelines contained in this style manual.

The examples on the following pages should be used as guidelines for creating all business cards, envelopes, letterhead and labels. The files can be obtained from the Office of Communications & Publications.

1. The university has selected a recycled Strathmore* paper for letterhead and envelopes and business cards. To ensure consistency, all stationery should be ordered through the Office of Communications & Publications.

2. The recommended university stationery typing format is shown on the following page. We strongly encourage everyone to follow this style for consistency.

3. The recommended typeface for body copy on stationery and letterhead is Times New Roman. If your word processor does not have Times New Roman as part of its software package, please contact the Office of Communications & Publications. The point size range (height of the letters) for the typeface is 10 – 14 pt.

4. All university stationery must be ordered through the Office of Communications & Publications because this office is well-versed in the style guidelines for the university’s graphic identity.

* PAPER RECOMMENDATIONS

LETTERHEAD AND ENVELOPES: Strathmore Recycled Bright White, 24 lb. writing, wave

BUSINESS CARDS: Strathmore Recycled Bright White, 80 lb. cover, wave
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Sincerely,

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Number 10 Envelope, 9.5" x 4.125"
and Mailing Label, 6" x 4"
(not shown actual size)
STATIONERY GUIDELINES

Illustrated here is the design for all Brenau University business cards. The business cards should include only information related to Brenau University. Do not attempt to recreate this file, as it is for illustrative purposes only. Contact the Office of Communications for a printer-ready file.
MISCELLANEOUS LOGO APPLICATIONS

The logo may be applied to a variety of products for promotion of the university. Pictured here are a few examples of appropriate usage of the logo on a variety of products.
CONTACT INFORMATION

For questions regarding logos, images, or any information contained within this document, please contact:

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Design Director
Email: mlowe@brenau.edu
Phone: 770.534.6169

**Nelli Martirosyan**
Admissions Graphic Design Specialist
Email: nmartirosyan1@brenau.edu
Phone: 770.538.4958