















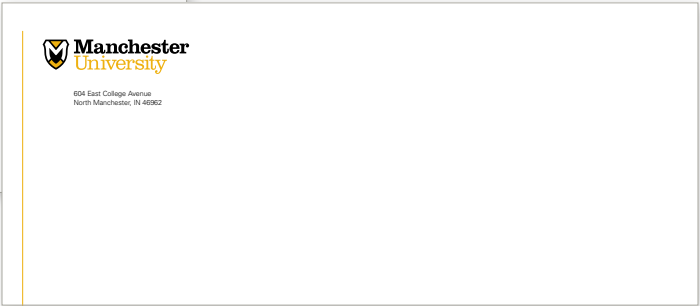
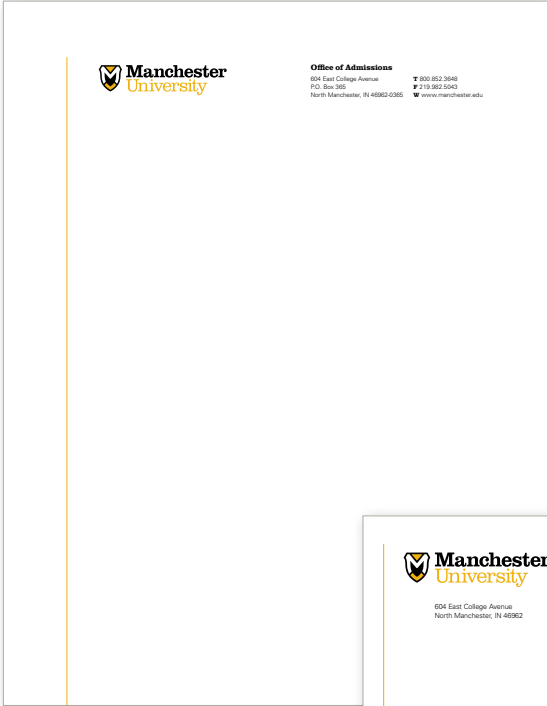




# Examples

Here are examples of the appropriate usage of the University logo.

MASTER BRAND STATIONERY



# Sub-Brand Lockups

Manchester University policy designates a limited number of logos to be used to represent the University and its divisions. With few exceptions, logo creation and usage is restricted to represent only the top-level and most visible entities within the University.

For the purpose of strengthening the parent institution, individual University departments and offices do not have their own logos. Consistency is key when building an identity system and for overall brand recognition.

## ▶ WHEN TO USE SUB-BRAND LOCKUPS

Use the sub-brand lockups on any materials specific to a college or another official sub-brand. Each official sub-brand should use only the approved and supplied version of its lockup.



**Manchester**  
University

**COLLEGE *of* ARTS  
& HUMANITIES**

USAGE: For sub-branded lockups, apply the same guidelines as the University logo (see page 6).

COLOR: For sub-branded lockups, apply the same guidelines as the University logo (see page 7).

THINGS TO AVOID: For sub-branded lockups, apply the same guidelines as the University logo (see page 8).

# Crest

The crest is a high-impact mark that creates a quick association with Manchester University, even when not combined with the nameplate. This section will guide you on how to use of the crest as a graphic element.



## ▶ USING THE MANCHESTER CREST:

- When a quick, bold reference to the University is needed
- As a graphic element to add interest and impact to a layout
- As a monogramic watermark on notecards, programs pages or Power Point slides
- As a stand alone design on t-shirts, hats, pins or badges

# Usage

Guidelines for usage of the crest are similar to those for the University logo in regard to space requirements, size and color. The crest, in most cases, should be considered as a “second reference” mark and not stand alone without a previous introduction of the full University logo.

The crest should not be paired with the words Manchester University in any other font or arrangement than the official University logo.

Minimum clear space



Preferred clear space



## Clear Space

Clear space is the minimum “breathing room” that must be maintained around the mark. When using the mark in layout, placement, text, photos, and other graphic elements, you must respect the clear space standards shown here. Clear space also refers to the minimum distance from the edge of the page.

This standard also applies to email and web applications, as well.

Preferred minimum size



0.5 Inches

Minimum size



0.25 Inches

## Minimum Size

Minimum size refers to the smallest dimensions allowed for crest reproduction. It is stated as a minimum width and ensures that we don't lose the clarity of the crest.

## When and How to Use

The crest can be implemented using the same color variations listed for the University logo. Knocked-out and single-color versions of the crest may be used even in full-color materials

as a graphic element and in instances where printing restrictions make a single-color mark the only option.



### Color Variations

These are the approved color variations, and should cover all circumstances. No other color variations should be created.

### Reverse Logo on Black

Use one of these variations when placing the logo on a black background.



### Over Photos

The crest should be knocked out when placed over most photographs. Primary full-color use may be permitted over solid values in a photo, such as a sky or a studio background.

# Things to Avoid

Use the illustrated examples below as a guide for what to avoid when using the crest.

Do not change the color of the crest unless authorized.



Do not outline the crest.



Do not lock up the crest with anything.



Do not use gradients or drop shadows.



# Examples

Here are examples of the appropriate usage of the crest.

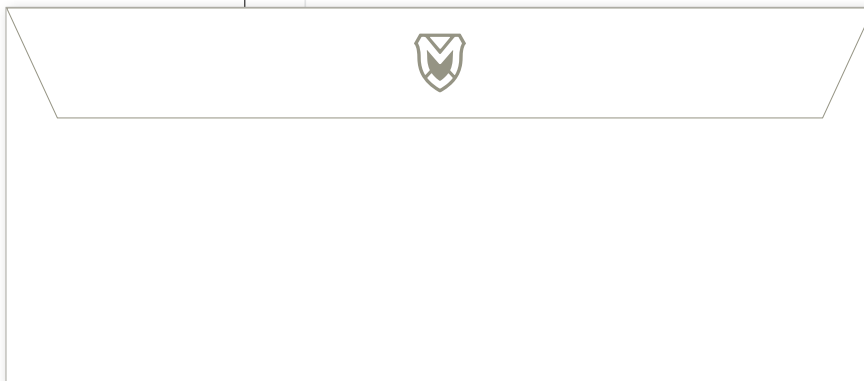


MARKETING MATERIALS



EMBOSSSED CARD

\_\_\_\_\_  
President Dave McFadden



MONOGRAM ON ENVELOPE

# University Seal

The University seal is a symbol of our heritage and the roots of our institution. It's used only in official capacities to reinforce the history of Manchester and its long-standing tradition of excellence.



## ▶ WHEN TO USE THE UNIVERSITY SEAL

- Documents that require official or formal presentation, such as diplomas, awards, certificates, medallions, plaques and other formal acknowledgments
- Permanent campus signage – don't use the seal for temporary publications or displays, such as banners or flyers, as frequent, casual use will diminish its grandeur.



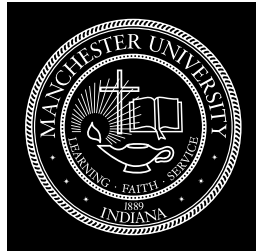
# Usage

Usage of the seal is very restricted. If you are considering using it, please contact the Office of Marketing.



## Color Variations

Color variations for the seal are very limited. Another option not shown here is gold foil stamping.



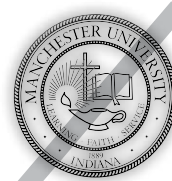
## Things to Avoid

The seal should only be used as provided without any alterations or additions. See these examples for things to avoid.

Do not lock up the seal with other University logo.



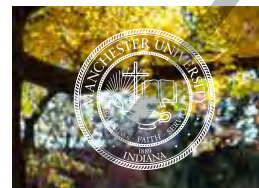
Do not use gradients or drop shadows.



Do not change the color of the seal unless authorized.



Do not place the seal over photography.



# MU Logo

The MU logo is intended for casual use, such as t-shirts and other garments or swag. It is not intended to replace or be interchangeable with the official Manchester University logo.



## ▶ APPROPRIATE USE OF THE MU LOGO

- T-shirts and sweatshirts
- Hats
- Coffee cups and drinkware
- Flags
- Keychains and giveaways



# Visual Elements

Graphic elements are tools that help add unique attributes to our brand and establish a consistent and familiar look among our publications, website and other communications. Use the guidelines on the following pages to understand how they are to be utilized and applied in Manchester University communications.

## ▶ ACCESS TO GRAPHIC ELEMENT FILES

While some of the graphic elements are easily recreated in design software by a creative professional, our core elements are already integrated into use-ready templates. Find graphic elements and templates on the Office of Marketing website at [www.manchester.edu/brand-toolkit](http://www.manchester.edu/brand-toolkit)

## Identity Toolkit

Manchester's brand identity system utilizes a variety of on-brand visual elements; each with specific construction, usage, and technical rules when applying them. The list below specifies our Identity Toolkit options (elements are not to-scale).

**COMMUNITY MOSAIC**



**STUDENT MOSAIC**



**WAYFINDING ARROW**



**VERTICAL ARROW**



**CENTER NOTCH**



**CREST EDGE**



**CREST COLLAR**



**CONTAINER**



COMMUNITY MOSAIC



We invest in you ...

[admissions.manchester.edu/international-students](http://admissions.manchester.edu/international-students)

Information for  
International  
Students

It's that time of year again ...

*Celebrating*

# International Fair

Children's activities, performances, exhibits and food

Sunday, April 13, Noon - 4 p.m. | PERC | FREE

STUDENT MOSAIC



**READY TO SUCCEED.**  
A Report on the Graduates of 2013



**Office of University Advancement**  
604 East College Avenue T 260-962-6218 or 888-257-2566  
P.O. Box 365 P 260-962-6043  
North Manchester, IN 46962-0365 W [www.manchester.edu](http://www.manchester.edu)

Date

Addressee  
Address  
City, State, Zip

Dear

My name is Breegan Andersen. I will graduate from Manchester University in December with a double major in biology and environmental studies.

I chose Manchester because I love the hometown feel and the individual attention I receive from my professors. In fact, my first class with one of those professors, Jerry Sweeten, helped me realize a passion for environmental studies I didn't even know I had. Thanks to Dr. Sweeten, I plan to continue to graduate school to study the geology behind disasters like landslides, flooding and earthquakes.

And thanks to you, too.

As challenging as my academics are, paying for a college education is even more challenging. Your gift of (\_\_\_\_\_) to The Manchester Fund will make it a little easier.

Donors like you make my education here possible. You make my life better, so that one day I can help make other students' lives better too. Did you know that 100 percent of degree-seeking students here receive some form of financial aid? Most of us could not be at Manchester without it. Your gift to The Manchester Fund will also help ensure the success of the historic \$100 million *Students First!* campaign. Supporting the campaign is a great way to honor the contributions of retiring President Jo Young Switzer, and to celebrate Manchester's 125<sup>th</sup> anniversary.

I am grateful for your support. You can't make biology any easier, but you do make college affordable for students like me.

Thank you.

*Breegan J. Andersen*

Breegan Andersen '14

*P.S. Check with your Human Resources office to see if your employer will match your gift, doubling the difference you can make.*



**STUDENTS**  
*First!*  
THE CAMPAIGN FOR MANCHESTER

*Find your voice through inspiring teachers and coaches.*

## WAYFINDING ARROW



## OPPORTUNITIES

## Graduate/Professional schools

Forty-eight members of the Class of 2013 went on to attend graduate or professional school immediately after graduation and are studying 31 disciplines including accounting, athletic administration, business administration, biomedical science, clinical psychology, gerontology, law, medicine, music/opera performance, organizational communication, particle physics, pharmacy, and physical therapy.

These Manchester alumni chose to further their educations at 31 different graduate schools including Ball State University, George Mason University, Indiana University, Louisiana State University, Manchester University College of Pharmacy, Midwestern University, North Central College, Ohio University, Purdue University, Valparaiso University, University of Louisville, University of South Carolina, and Xavier University.

## Diverse careers

The May 2013 graduating class chose many different professions including careers as athletic trainers, auditors, correctional officers, financial analysts, financial representatives, management trainers, marketing specialists, operations specialists, programmers, reporters, social workers, teachers/educators, technicians, and volunteers.

## Employers

Most Manchester graduates pursue full-time employment upon graduation, and they're typically very successful. Often it's through connections made at Manchester.

The Office of Career Services offers students opportunities to interact with employers through on-campus interviewing and

information sessions, off-campus job fairs, site visits to employers, and an online job bank. By taking advantage of these opportunities, students meet many potential employers.

Members of Manchester's Class of 2013 started their first jobs with more than 100 different businesses, companies, schools, and organizations. As the list below shows, their employers range from small businesses to large corporations.

## Look who's hiring Manchester grads.

(A sample list of those who employed the Class of 2013)

- 1st Source Bank
- Do 'n' Best Corp.
- Crown Harvest
- East Noble School Corporation
- Edward Jones
- Elkhart County Court House
- Elkhart General Hospital
- Ernst & Young
- Ford Motor Box Co.
- Fort Wayne Children's Zoo
- Fort Wayne Women's Bureau
- Indiana State Forester Department
- Indiana University Health
- Indiana Women's Prison
- Kane, Seiser & Miller
- Lake City Bank
- McGladrey
- Park Center Inc.
- Prudential Retirement Community
- ProRehab
- SCAN
- Shambaugh & Sons
- Southwest Allen County Schools
- State Farm Insurance
- Washtab County Probation
- Washtab Valley Abstract Inc.
- Wellpoint
- Zimmer, Inc.

## ... and we back it up.

College is one of the most important investments you'll ever make. We're glad you've decided to invest in Manchester. That's why we're investing back in you with this financial aid award notification.

At Manchester, we do everything possible to make sure a quality education is affordable to everyone. Our Triple Guarantee promises financial aid to 100 percent of our students. We also guarantee that you'll graduate in four years and that you'll get a job within six months of graduating. That's our commitment to you!

Take time to thoroughly read your Financial Aid Award Notification, and follow these four easy steps to start your journey to college. Don't hesitate to contact us if you have any questions.

Student Financial Services  
866-982-9066

Office of Admissions  
800-852-3648



www.manchester.edu

Student Financial Services | Manchester University | 801 E. College Ave. | North Manchester, IN 46252



## Endless possibilities!

## Check out Manchester University for your wedding or reception!

- Onsite catering
- Banquet facilities for groups up to 300
- Perfect for showers, weddings and receptions; small and large
- More event possibilities at our Fort Wayne campus!

Manchester University  
Conference Services  
877-624-8378

www.meetatmanchester.com



Manchester  
University

MU News

## Grandin: Focus on what children with autism can do

## Why sales?

A sales degree is a natural for Manchester, whose Accounting and Business Department is the University's largest. About a fifth of undergraduate degrees are earned through the department's programs.

"We anticipate that the new sales program will serve Manchester students well regardless of the industries they choose," says Professor Tim Ogden, department chair. "The sales function touches every organization, large and small, for-profit and nonprofit," adds Ogden. "There are now many sales programs in Indiana, and we expect ours to be distinctive in two ways."

First, it will include a course that merges sales and entrepreneurship. In his recent book, *To Sell is Human*, Daniel Pink reports that "independent entrepreneurs may grow by 65 million in the rest of the decade and could become a majority of the workforce by 2020."

Second, Manchester's program will include a communication course that focuses on the ethics of listening in sales relationships. The course will explore, among other things, the differences between hearing and listening, empathy in a sales context, subtle nonverbal and verbal cues, and what constitutes listening behavior in sales.



The world needs all kinds of talents, Temple Grandin told a capacity crowd March 6 at Center Auditorium.

An expert in animal science, Grandin is best known for advancing society's understanding of autism and for sharing her personal struggles and triumphs with the neural development disorder. Manchester named her in 2012-13 Innovator of the Year.

When children are diagnosed with autism, we need to look at what they can do, Grandin said. "We spend too much time concerned about what kids can't do. There are undiagnosed people (with autism) all over Silicon Valley, and Einstein didn't talk until he was 3, she added.

Grandin is concerned that hands-on classes such as art, woodworking and mechanics are disappearing from schools. "We're taking a very narrow view of education," she said. "If you don't expose kids to interesting things they don't get interested in interesting things." Society needs creative problem-solvers, she added. "Our infrastructure is falling apart and we don't have people trained to fix it."

The HBO movie *Temple Grandin* won seven Emmys. The film depicts her mother's early intervention in providing speech and occupational therapy, which Grandin said was vital to her success. "They used to just throw us away," Grandin said of people with autism. Grandin's Manchester appearance and the Innovator of the Year award is made possible by the Mark E. Johnson '68 Program in Entrepreneurship.




Contributions to Memorial and Endowed Funds in 2013:  
• The Wendell L. and Marcia L. Dilling Chemistry Scholarship Fund

Members of the Delta Zeta Society:  
Roma Jo and R. Jan Thompson



VERTICAL ARROW





**Summer Arts**

June 23 - 27, 2014  
Cost \$99 per camper  
Register by June 13.

Grades 2-8 | 8 - 11 a.m.  
Grades 4-8 | 1 - 4 p.m.  
Manchester University  
Science Center

**Grades 4 and 5**  
Students will explore cave painting of Lascaux (Italy), Aboriginal art (painting/drawing), masks and pre-writing (spoon-mixing, collage, embellishment, story-telling), as well as introductory art activities in journals (drawing, painting, collage, writing).


**Grades 6 - 8**  
Students will explore pinpoint technique, ball-relief, coil constructions, collaborative mural/life making and introductory art activities in journals (drawing, painting, collage, writing).

The week will conclude with students work on display in Link Art Gallery on the MU campus.  
Students will keep all of the projects they make.

LEGO® Camp at Manchester University is a FUN way to learn! Students will build up to 20 different simple mechanisms and motorized machines, including a catapult, bridge, race car, merry-go-round, tower crane and more. LEGO® Camp uses kits designed to teach students basic principles about engineering, science, technology and math – but more than that, it's about working with other students, being creative ... and having FUN!

Registration fees include instruction, use of the LEGO® kits and a t-shirt. Sign up today, and invite a friend!

LEGO® is a trademark of the LEGO Group of companies which does not sponsor, authorize or endorse this program.



June 16 - 20, 2014  
Cost \$50 per camper  
Register by June 6.

Grades 4-5 | 9 a.m. - noon  
Grades 6-8 | 1 - 4 p.m.  
Manchester University  
Otis Winger Memorial Hall

## Summer Camps 2014

**Summer Arts** – June 16 - 20  
Grades 4 - 8  
\$99 per camper; register by June 6

---

**LEGO® camp** – June 23 - 27  
Grades 2 - 8  
\$99 per camper; register by June 13

---

**Culinary 101** – June 30 - July 2  
Ages 10 - 14  
\$135 per camper; register by June 23

---

**Bakery 101** – July 14 - 16  
Ages 10 - 14  
\$135 per camper; register by July 4

Find registration information at  
[www.meetatmanchester.com/summer\\_kids.htm](http://www.meetatmanchester.com/summer_kids.htm)

 **Manchester University**






**Manchester University Conference Services | 877-624-8378 | [www.meetatmanchester.com](http://www.meetatmanchester.com)**

## Meet us at the MOOC!

**Free six-week online course in general semantics on Canvas Network [www.canvas.net](http://www.canvas.net) beginning Jan. 13, 2014.**



**Professor Mary Lahman**  
Communication Studies,  
Manchester University, Indiana



**Greg Thompson**  
Visiting Assistant Professor  
Department of Anthropology  
Brigham Young University, Utah



**Steve Stockdale**  
IT Director and Canvas  
Administrator for Grants  
Community College,  
New Mexico State University

Starting January 13, 2014, a free online course in general semantics will be offered on Canvas Network ([www.canvas.net](http://www.canvas.net)). Canvas is a leading platform for delivering massive open online courses (MOOCs)

**General Semantics: An Approach to Effective Language Behavior** will be available to anyone in the world with Internet access. The six-week course is based on a for-credit course offered by Manchester University (Indiana) and taught by Mary Lahman, Ph.D., Professor of Communication Studies at Manchester; Greg Thompson, Ph.D., Brigham Young University; and Steve Stockdale, former executive director for the Institute of General Semantics.

The course provides an introduction to General Semantics – the study of how we transform our life experiences into language and thought. Students will learn how language habits and behaviors (how they think about and share experiences) are what make them uniquely human. In other words, students will discover the critical, but sometimes subtle, distinctions between what happens in their lives and how they talk about what happens.

This course has been designed specifically for the unique online environment enabled by Canvas Network. The interdisciplinary course will include material from communication studies, neuroscience, and cultural anthropology, in addition to visual and auditory demonstrations, music and social media, and collaborative interactions with fellow learners. These types of learning experiences allow students to not only learn about more effective language behaviors, but also practice those new behaviors in order to communicate more effectively and appropriately in interpersonal and organizational contexts.

The course will be conducted in English. There is no cost to enroll and no cost for materials. Registration begins December 1, 2013, at [www.canvas.net](http://www.canvas.net).

**Manchester University**

CENTER NOTCH

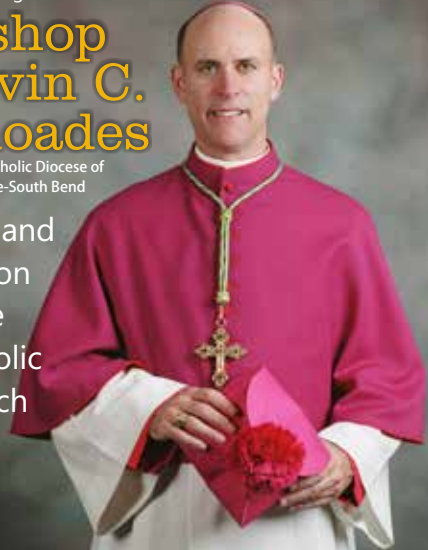




An evening with

# Bishop Kevin C. Rhoades

Roman Catholic Diocese of Fort Wayne-South Bend

Faith and Reason in the Catholic Church

**Manchester University**

**Wednesday, Feb. 19, 7:30 p.m.**

Cordier Auditorium | VIA Credit | Free — Public Welc



# Brillante

Featuring Guest Artist

## Kelly Hornbarger, Flute




**Manchester University**

Symphonic Band – Scott Humphries, conductor  
Jazz Ensemble – Tim Reed, conductor  
Percussion Ensemble – Dave Robbins, conductor

**Wednesday, May 7 | 3:30 p.m. | Cordier Auditorium**



Friday, June 13, 2014

Bridgewater East Golf Club

Auburn, Indiana



CREST EDGE



## Visit Manchester

The best way to find out if Manchester is a good fit for you is to come see for yourself! You can visit almost anytime, but some days are better than others. Turn this card over to find the right day for your visit.

### Spartan Days

Marked in gold on the reverse side, these are group visit days that include open house programs for seniors and juniors. The program includes:

- campus tour
- financial aid session
- student panel
- talking with coaches and admissions staff
- sitting in on a class (weekdays only)
- lunch

### Great Days

Marked in blue are the days when you can schedule individualized private visits with the full set of options above.

- meeting with an admissions counselor
- campus tour
- meetings with faculty and coaches
- sitting in on a class
- lunch with a current student

### Good Days

Marked in green are days when you can meet with an admissions counselor and get a campus tour, although classes aren't in session, and faculty, coaches and students may be unavailable.

Interested in music? Visit during Music Scholarship Weekends to audition for music scholarships.



To schedule your visit call 800-852-3648 or register online at [admissions.manchester.edu/visit](http://admissions.manchester.edu/visit). Call or e-mail [admitinfo@manchester.edu](mailto:admitinfo@manchester.edu) for more information.

## Save the Date

...for Manchester University Homecoming on Oct. 10-11, 2014! Join us as we celebrate 125 years of graduating persons of ability and conviction! Don't miss the weekend-long birthday party complete with cupcakes, games, receptions, awards, events and special guests!

### Friday, Oct. 10

- Golf outing
- Family Weekend - Attend a class
- Bonfire
- Band/Choir concerts
- Alumni Honor Awards ceremony

A full schedule with more details will come soon, but mark your calendar now and pack your cooler for a fun-filled weekend on campus!

For more information: [www.manchester.edu/OCA/Alumni](http://www.manchester.edu/OCA/Alumni)

### Saturday, Oct. 11

- Reunions for the classes of: 1985, 1976, 1979, 1984, 1985, 1994, 1993, 2004, 2009
- Departmental receptions with current and former faculty and staff
- Athletic Hall of Fame installation ceremony
- Music throughout the day
- The Old Covered Station
- Unseasonal Frisbee on the Mall
- Football vs. Drexel
- Environmental Studies dinner
- Kids carnival and games
- Fall fair
- Peace Studies dedication ceremony
- Concert after the game
- Alumni a class taught by a favorite professor



[www.manchester.edu](http://www.manchester.edu)

CREST COLLAR



Class of 2014

101

Days to Commencement

Reception and Dinner  
Dress: professional attire



Manchester University

Thursday, Feb. 6, 5 p.m. | Conference Rooms, Upper Union  
RSVP to Alumni Office x5223 or use the e-mail link provided

Sponsored by Office of Alumni Relations and STAT (Students Today, Alumni Tomorrow)

*Donor Appreciation Dinner*  
and special tribute to  
*President Jo Young Switzer*

---

April 10, 2014



Manchester University

CONTAINER



# MEET AT MANCHESTER

*... in Fort Wayne!*

Manchester University's Fort Wayne campus is the ideal setting for your next conference or business meeting.

- 80,000-square-feet of flexible meeting spaces
- Auditorium, classrooms, top-rate technology
- Event planning assistance and affordable rates

10627 Diebold Road, Fort Wayne  
www.meetatmanchester.com  
877-624-8378




Manchester University's

# A Cappella Choir in Concert

  
Manchester University


Date:  
Time:  
Location:



You and your guests are invited ...

# Presidential Scholar Reception

Thursday, March 6, 2014

 Manchester University

[www.manchester.edu](http://www.manchester.edu)

# Typography

Typography has a rich history tracing its origins back to the first punches used for seals and currency in ancient times. The basic elements of typography are at least as old as civilization. Manchester's Typography must be regarded and protected as a fundamental design asset.

## Brand Fonts

Use these fonts in publications and communications for Manchester University.

### CLARENDON

#### LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Clarendon is typically used for headlines. It can be mixed case or all caps.

#### REGULAR (+ OBLIQUE)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

#### MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

#### BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### UNIVERS

#### LIGHT (+ OBLIQUE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Univers can be used for both subheadlines and body text. Subheads can be either bold or non-bold, mixed case or all caps. On occasion, using Univers bold as a headline mixed with Clarendon as a subhead can produce an alternative effectual outcome.

#### BOLD (+ OBLIQUE)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

#### CONDENSED (+ OBLIQUE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

#### CONDENSED BOLD (+ OBLIQUE)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

**CALIBRI**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

Calibri should be used for body (paragraph) text only. When space allows, leading (line spacing) should be increased to 110%-125% in paragraphs.

**CANDARA**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

Calndara can also be used for body (paragraph) text. When space allows, leading (line spacing) should be increased to 110%-125% in paragraphs.

**JENNA SUE**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

Jenna Sue is good for accents, accompanying a mix of Clarendon and Univers for headlines and subheads. Its casual, handwritten look makes it ideally suited for communications to students and prospective students. Avoid using as all caps. Download at <http://www.dafont.com/jenna-sue.font>

**MONTAGUE**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

Montague is a script suitable for formal headlines or subheads. Do not use for body text and avoid using as all caps.

## Alternate Fonts

While the fonts shown above are the University's official brand fonts and are exclusively used in the creation of brand publications by staff in the Office of Marketing, some of these fonts are not pre-loaded onto Windows computers and are avail-

able only for download at a cost. Licensing policy does not permit fonts to be shared among users. Therefore, University brand standards allows for the use of alternate fonts when official brand fonts are not available.

<u>Official Font</u>	<u>Acceptable Alternate Fonts</u>
Clarendon .....	Century
Univers .....	Arial Narrow
Montague .....	Vladimir

# Color

Proper use of color helps to create a visual consistency throughout the University's communications both internally and externally. Color is a dominant driver of emotion, and it is important to apply Manchester's color palette accurately.

## Primary

Manchester gold, black, and gray are our primary brand colors. They should be the predominant colors used in University communications, at about a 3:1 ratio versus the accent color palette.

## Accent

Our secondary color palette adds brightness and vitality to the Manchester identity, and represents the energy of the University.

These colors should be used in minority ratio against the primary colors on a canvas. Use a 3:1 ratio as a general rule.

## White

It's important to remember that white, or the paper color, is an important part of our color palette. White space is an essential component of a healthy design, and should be considered a brand color in conjunction with this palette, and used liberally.



**MANCHESTER GOLD**  
**PANTONE 124 C**  
C=0 M=28 Y=100 K=6  
R=238 G=177 B=17  
HEX=EEB 111

95%	90%	85%	80%	75%	70%
5%K	10%K	15%K	20%K	25%K	30%K

**MANCHESTER BLACK**  
**PANTONE BLACK C**  
C=30 M=30 Y=30 K=100  
R=10 G=2 B=3  
HEX=0A0203

PRIMARY

**MANCHESTER GRAY**  
**PANTONE 7539C**  
C=46 M=38 Y=42 K=3  
R=142 G=143 B=137  
HEX=8E8F89

95%	90%	85%	80%	75%	70%	65%	60%
5%K	10%K	15%K	20%K	25%K	30%K	35%K	40%K

**MANCHESTER SUNRISE**  
**PANTONE 1585 C**  
C=0 M=71 Y=100 K=0  
R=255 G=108 B=12  
HEX=FF6C0C

95%	90%	85%	80%	75%	70%	65%	60%
5%K	10%K	15%K	20%K	25%K	30%K	35%K	40%K

**MANCHESTER BLUE**  
**PANTONE 630 C**  
C=54 M=4 Y=9 K=0  
R=107 G=196 B=222  
HEX=6BC4DE

95%	90%	85%	80%	75%	70%	65%	60%
5%K	10%K	15%K	20%K	25%K	30%K	35%K	40%K

ACCENT

**MANCHESTER GREEN**  
**PANTONE 376 C**  
C=55 M=3 Y=100 K=0  
R=130 G=188 B=0  
HEX=82BC00

95%	90%	85%	80%	75%	70%	65%	60%
5%K	10%K	15%K	20%K	25%K	30%K	35%K	40%K

# Brand Photography

Photography is a primary element in telling the Manchester story, and high quality imagery and consistency in style is critical to all communications. Photos should reflect the same messaging as written text, and be focused through Manchester's brand lenses, bringing to light messages of community, growth, intimacy, safe and sound, and excellence.



## “Moments” Photography

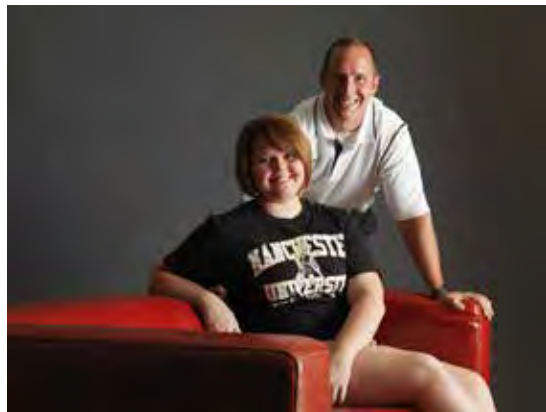
The Manchester experience is built as a series of moments – snapshots in time when you realize that you’re part of something special – times that will be defined as events that shape your life. Often, your moment happens within the context of a larger happening – a moment within a moment – a brief instant frozen in time. Manchester’s brand photography is meant to capture those moments. These shots, that are typically well-planned and carefully set up, are often grouped together in publications and on the website to present a collection of moments and a multi-faceted view of Manchester life.

## Portrait Photography

Manchester's portrait photography, like other brand photography, is consistent in style, whether the portrait features students, faculty or staff; individuals or small groups. Whenever possible, portraits should be taken in house, in Manchester's studio, using these visual distinctions:

- Lighting is dramatic on the left side of the subject's face, with a minimal fill or reflected light on the right side. This is especially true for individual portraits, whereas group photos may be filled more on the right side to avoid shadows cast from one person onto another.
- The background is dark gray that vignettes to black in the corners of the frame.
- Subjects are photographed on Manchester's signature red couch – an iconic element that helps to build familiarity with Manchester's visual style.

\*For professional business-style portraits that are to be cropped to head and shoulders or tighter, the couch might not show, and lighting should be more even with less dramatic light vs. shadow





## Event Photography

One distinctive element of Manchester's brand is community – an important part of students' experience as they participate in groups, make connections, get support and gain confidence in their own identities. Therefore, event photos – the "every day" photos that supplement our brand photography – should always reflect community and togetherness. In most cases, avoid showing photos of students by themselves or empty spaces on campus. Building photos are always better when people are included. Togetherness can be illustrated among groups (community) or between two or more individuals (intimacy), but should always show activity, engagement and/or interaction.

# Brand Identity

Manchester's brand identity is focused through a set of brand lenses, or qualities and attributes that best define the University.

The promise of the Manchester University brand lies within the meaning behind these lenses, which were developed based on research studies involving hundreds of members of the campus community.

The five brand lenses that define Manchester are:

- Community
- Growth
- Intimacy
- Safe and Sound
- Excellence

Each brand lens is broken down into a subset of four messaging points that better help to focus the lens in particular aspects of that brand attribute.

From there, these messaging points can be further broken down into proof points, or actual examples of these brand attributes being put into practice.

It is with this system of lenses, messaging points and proof points that Manchester stories are used to illustrate the promises of the University brand.



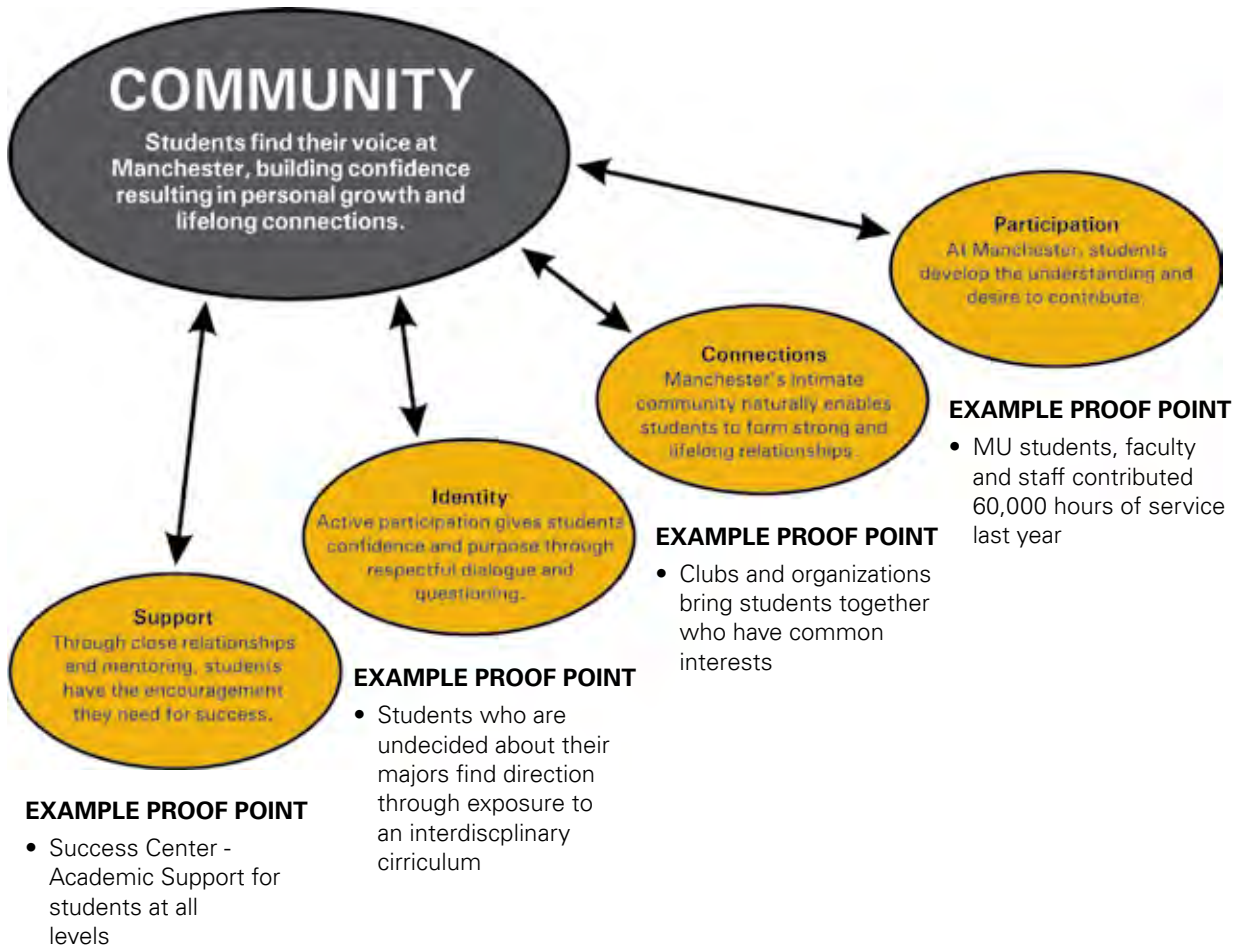
## The Brand Lenses of Manchester University

The five brand lenses of Manchester University are mapped according to size, color, and position. The larger lenses designate attributes of Manchester's brand that are more prevalent, and should be given due weight when communicating brand messages.

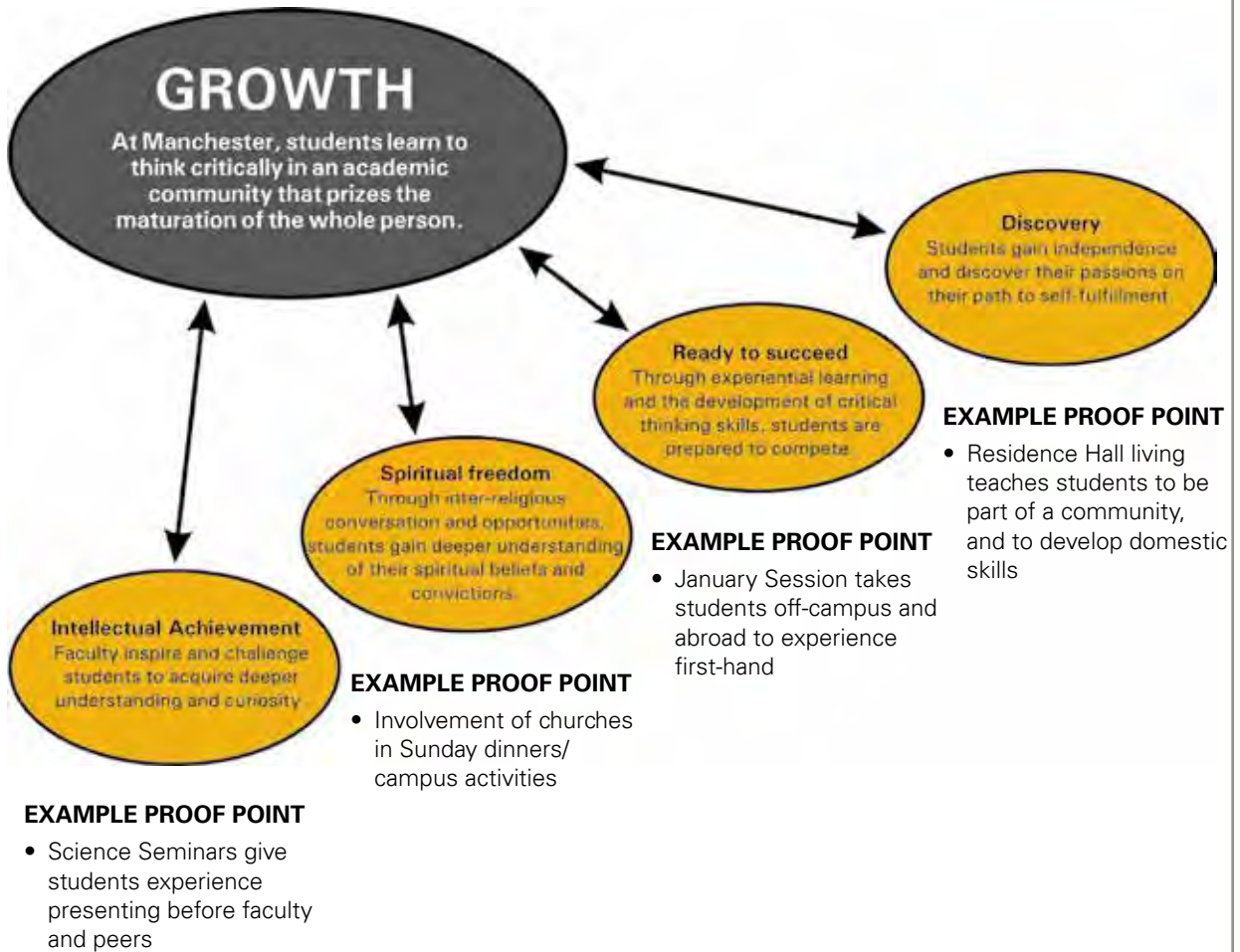
The gray lenses represent characteristics of Manchester's brand that may be commonly used by other colleges and universities, while the gold lenses represent attributes that are more distinctive to Manchester. Excellence, the light

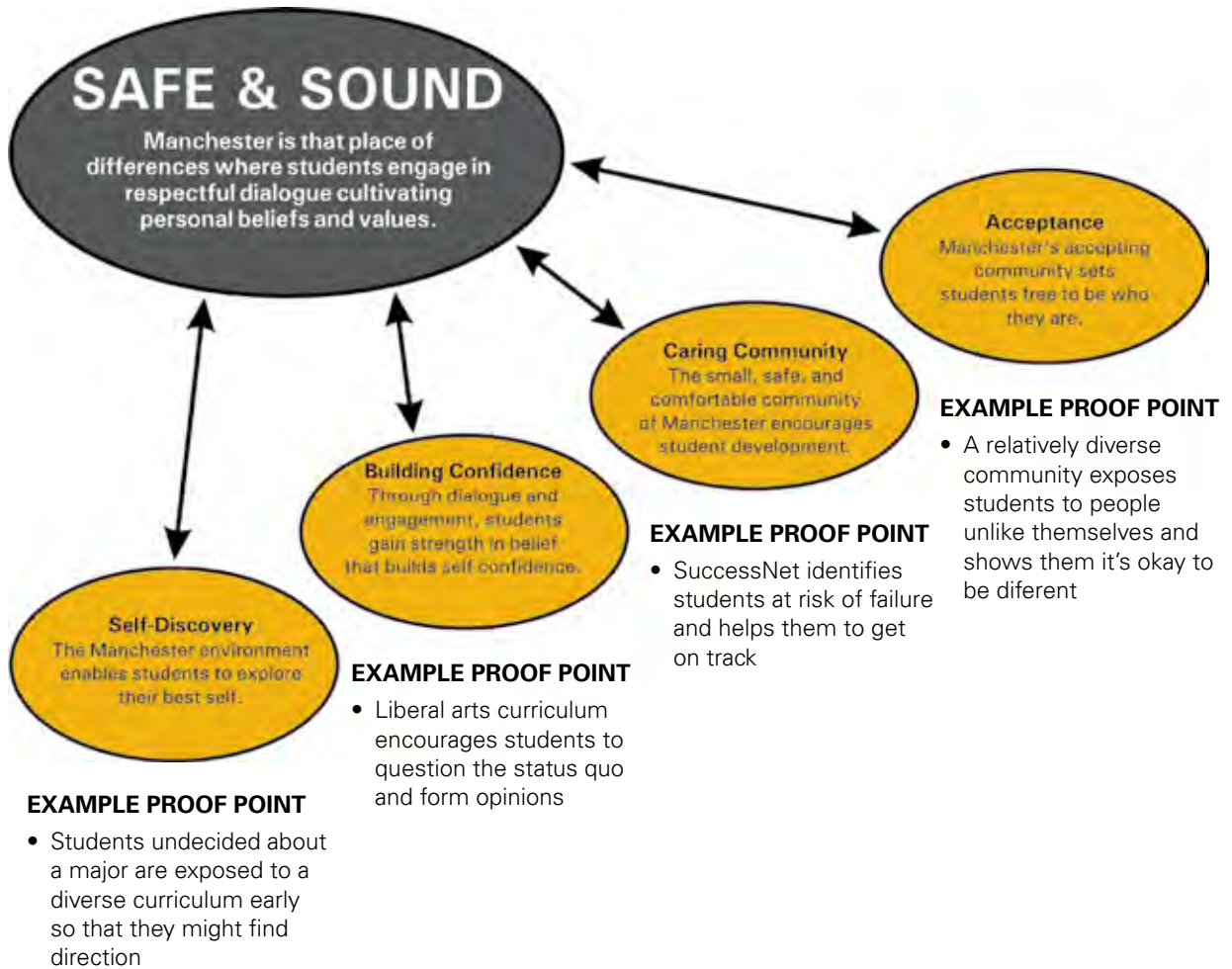
gray lens, is aspirational. Although we have many stories to tell that support our claim to excellence, we aspire to be more excellent and to more conclusively deliver these messages as they are held up against our competitors.

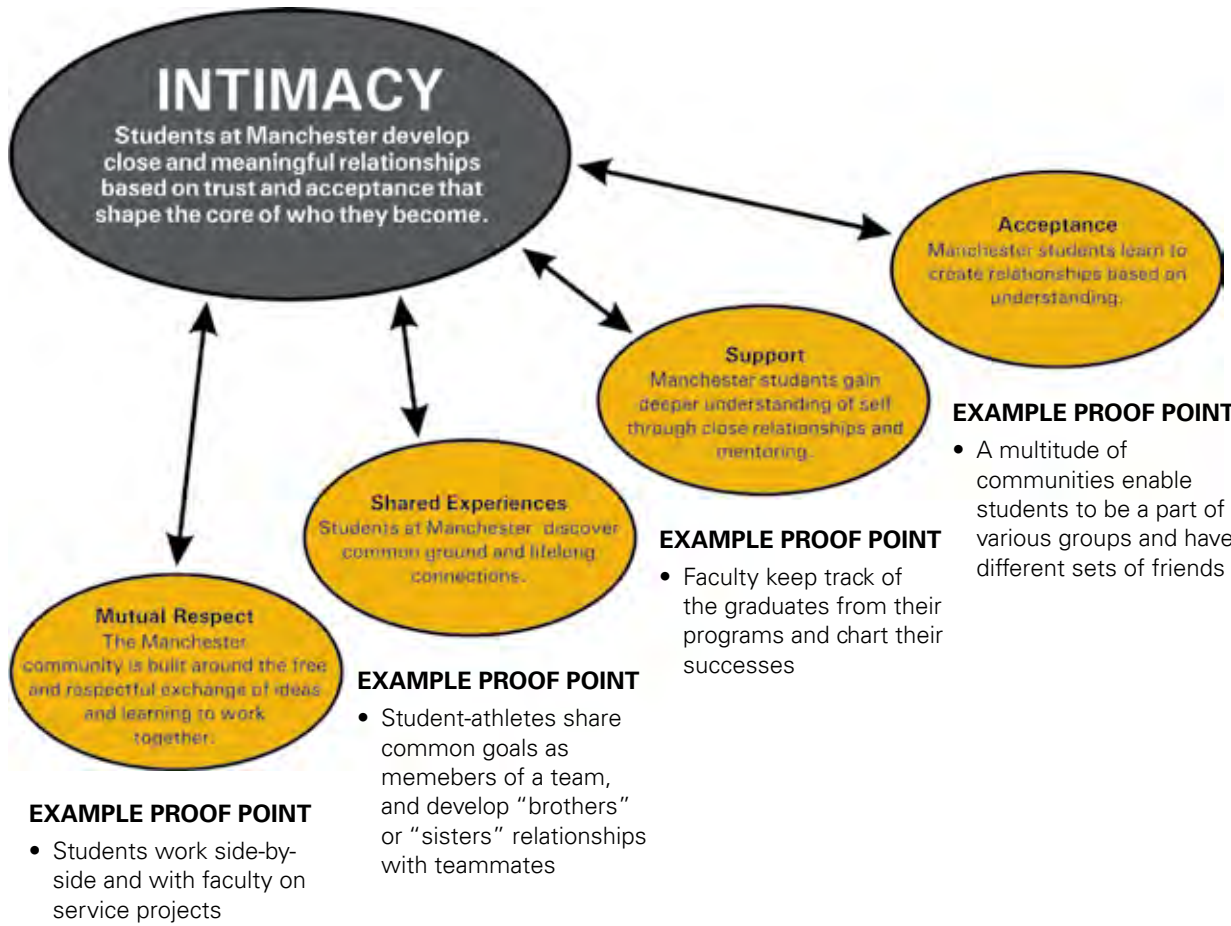
Like a Venn Diagram, the brand lenses of Manchester University overlap in some areas, indicating that some proof points used to tell the Manchester story can be messaged in different ways, bringing to light different brand attributes.

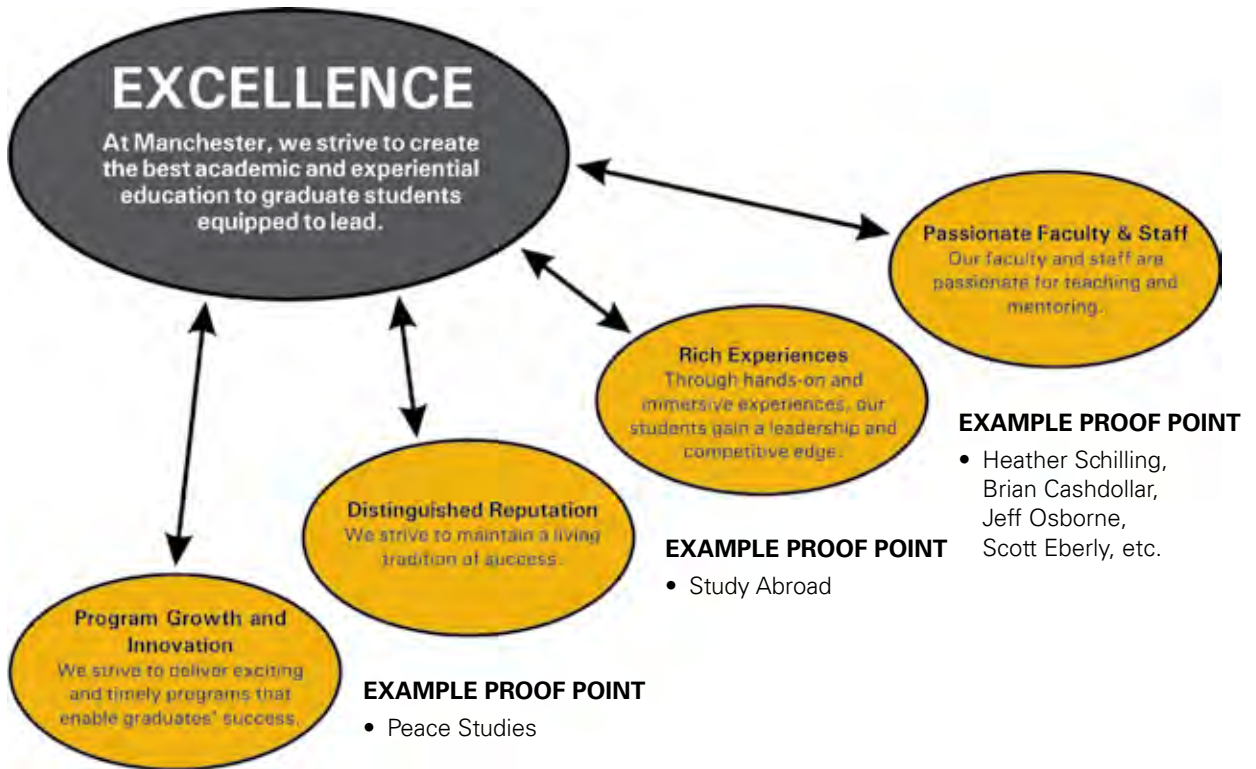












# Brand Examples

## Print Ad

Our brand strives for simple, bold impact. This sample print ad incorporates a large photo with an embedded headline, a crest edge that reinforces a familiarity with our University logo, wayfinding arrows that act as bullets for important information, and a bottom container that helps to separate our logo and website address to stand out.



**Affordable excellence.**

**Ranked a "Best Value" by  
*U.S. News & World Report***

- ▶ 86% of Manchester graduates complete their degrees in four years or less.
- ▶ 94% are in their chosen job, graduate school or full-time voluntary service within six months of graduation.

 **Manchester**  
University

[www.manchester.edu](http://www.manchester.edu)

## Postcard

In this postcard, a well-defined crest edge creates a frame around a photo of Manchester faculty. The headline has a clean, matter-of-fact quality created by the Univers bold condensed font in all caps. On the reverse side, the community mosaic is a distinctive element that creates bold visual interest.





 **Manchester**  
University

Having fun can get serious.

Manchester University  
694 E. College Ave.  
North Manchester, IN 46362  
[admission@manchester.edu](mailto:admission@manchester.edu)  
[www.manchester.edu](http://www.manchester.edu)

**Where together is better.**

At Manchester we work, play, learn, and grow—together. Students participate in more than 60 clubs and organizations, and that's just the start. Come experience a culture where **community** is truly at the core. Now *that's* fun.

NON-PROFIT ORG.  
U.S. POSTAGE  
PAID  
MANCHESTER  
UNIVERSITY

**Apply online for free**  
[applynow.manchester.edu](http://applynow.manchester.edu)



## Campus Banners

Banners need to be bold and simple so that a general impression of Manchester's brand can be communicated by a quick glimpse from a passing motorist or pedestrian. The community mosaic, with its bold, bright golds, is a perfect element to create an instant brand association.



## Merchandise

When designing merchandise, the University logo or crest must always appear somewhere on the item. When the University logo is to be embroidered at smaller sizes, take particular care not to compromise the legibility of the University logo.

When choosing a logo for apparel, choose a logo based on the background color on which it will be printed or vice versa. A variety of logos have been created to separate into the colors needed and print properly on different background colors.







604 East College Avenue  
North Manchester, Indiana 46962  
[www.manchester.edu](http://www.manchester.edu)