

THE UNIVERSITY OF THE SOUTH

Identity Standards Manual



SEWANEE
THE UNIVERSITY OF THE SOUTH

Table of Contents

SEC. 1 GENERAL INSTRUCTIONS

- 3 How to Use this Manual

SEC. 2 BASIC LOGOMARK STANDARDS

- 4 The Sewanee Logomark
- 4 Primary Coloration
- 5 Alternate Logomark Coloration
- 5 Minimum Space and Size Restrictions
- 6 Unacceptable Logomark Treatments
- 7 Unacceptable Logomark Color Treatments
- 8 Logomark use with Department Names

SEC. 3 TYPOGRAPHY

- 10 Primary Serif Font
- 11 Secondary Font

SEC. 4 STATIONERY SYSTEM

- 12 Standard Letterhead
- 13 Departmental Letterhead
- 14 Standard Business Cards
- 15 Notecards
- 16 Memo and Note Pads
- 17 Envelopes
- 18 #9 Reply Envelope
- 19 Shipping Label

SEC. 5 APPLICATION

- 20 The Sewanee Name (usage)
- 20 Sewanee Primary Color Palette
- 21 Powerpoint Templates

SEC. 6 UNIVERSITY SEAL

- 22 The Official University Seal

SEC. 7 THE SCHOOL OF THEOLOGY

- 23 Logomark
- 23 Logomark Coloration
- 24 Letterheads
- 26 #10 Envelope
- 27 Business Card

28 CONTACT INFORMATION

SECTION 1 General Instructions

How to Use this Manual

This Identity Standards Manual is part of an integrated communications program created to ensure consistency and uniformity among the University's many publications, which range from *Sewanee* magazine, *From the Mountain*, and brochures to stationery and business cards. Through your consistent use of these standards, you can help ensure the success of our visual identity program.

This manual has been prepared and distributed to ensure the success of our visual identity through consistency of use. Please read the Identity Standards and adhere to the guidelines. This Identity Standards Manual contains approved standard graphic elements of the University's identity system.

This Manual takes the form of an Adobe Acrobat PDF file format for viewing on Macintosh or Windows platforms. In addition, the complete file or its individual pages can be printed on lettersize paper.

Fonts

Installed fonts are NOT required to import, display, or to print out any of the Sewanee graphic identity elements. All artwork components containing type are provided as vector art. Font families required for identity applications not contained within this manual are:

- Mrs Eaves (see page 10)
- Franklin Gothic (see page 11)

Fonts are licensed. Mrs Eaves and Franklin Gothic are available for both Windows and Macintosh platforms and are available for purchase from—among others—the following sources:

Franklin Gothic:
Adobe (www.adobe.com)
Fonts.com (www.fonts.com)

Mrs Eaves:
Emigre (www.emigre.com)

Importing the logomark into Microsoft documents

To use the logo in Microsoft documents use the "Insert" menu and choose Picture>From file," then locate the logomark graphic and click "ok" or "insert." To change the size of the logo without changing the proportions, hold down the shift key while you drag a corner handle on the graphic to make it the right size.

Print resources

Graphics and a style guide are available at styleguide.sewanee.edu.

Please note that while the site is not access restricted, the elements contained therein are copyrighted and are for official University use only. Student groups and others should refrain from using these elements on non-University publications.

All stationery items must adhere to the identity guidelines and must be ordered through the Office of Print Services.
(printservices@sewanee.edu or call 931.598.1571).

For further information regarding the Sewanee Identity Standards or for updates to this manual please contact the Office of Marketing and Communications at 931.598.1286 or email graphics@sewanee.edu.

Licensing

Applications of the University mark and its typography for novelty items or merchandise are subject to approval for licensing by the Office of Marketing and Communications. Requests for review of designs may be forwarded directly to them and will be evaluated for their compliance with the University's identity standards. This process applies both to University materials as well as to those prepared by outside vendors for on-campus clients.

SECTION 2 Basic Logomark Standards

The Sewanee Logomark



The Sewanee logomark is the keystone of our visual identity and is used on all communications materials.

The only acceptable logomark is pictured on this page. It may not be reconstructed or altered in any way. It must be reproduced from reproduction-quality art or from high-resolution digital files available at styleguide.sewanee.edu or from the Office of Marketing and Communications, 931.598.1286.

Color, typography, and reproduction specifications of the logomark as well as details about the communications materials on which it will appear are provided on the following pages.

Logos are provided in a variety of formats including eps, tiff, and jpeg.

Primary coloration



For print applications:
Pantone® 268 (same for coated and uncoated papers)

Process Matching:
Pantone 268 CP/268 UP
or
Coated paper:
Cyan 82%
Magenta 98%
Yellow 0%
Black 12%

Uncoated paper:
Cyan 58%
Magenta 78%
Yellow 0%
Black 0%

For Web applications:
582C83 (hexadecimal)
or
R 88/G 44/B 131

*Note that the colors on this printout are an approximation of the actual colors.
See Pantone's® color chips for accurate color swatches for the Pantone® spot and 4-color process equivalent.
The Web color is designed for RGB interpretation on a computer screen.*

See page 20 for color palettes

Alternate Logomark Coloration

Adhering to the following color reproduction guidelines will help in creating a consistent image and maintaining the visual impact of the logomark.

When printing over a white or light background, the logomark should be reproduced in Pantone® 268 or its equivalent. In one- or two-color applications where Pantone® 268 is not available, the logomark should be reproduced in the darkest color available (figure 1).

When appearing on a dark or black background, the entire logomark should reverse out to white (figures 2 and 3).



Figure 1



Figure 2



Figure 3

Minimum Space and Size Restrictions

Maintain a minimum distance (equivalent to the x-height of "EWANEE" as shown at left) between the logomark and any other elements appearing with it, or the edge of the page.



For legibility, the minimum size at which it is acceptable to reduce the Sewanee logomark is a 7/8" (5p3) width.



Unacceptable Logomark Treatments



Never configure the elements into a different logomark.



Do not alter the proportions of the logomark typography.



Do not distort the logomark.



Do not duplicate any part of the logomark to create a pattern.



Never crop any part of the logomark.



Do not respace Sewanee logomark type.



Never tilt the logomark in any direction.



Do not recreate the Sewanee type or substitute another typeface.

Unacceptable Logomark Color Treatments



Do not print the logomark in black over a dark background.



Do not place logomark over heavily patterned background.



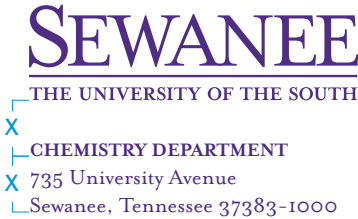
Do not print the reversed out logomark onto a light or white background.



Do not change any colors of the logomark.

Logomark Use with
Department Names

Stacked Version
Department Name with address block



Size of Department name should match size and style of "The University of the South" in logomark (all caps Mrs Eaves Roman, tracked minus 14). The Department name base aligns two line spaces below the base of the logomark.

Horizontal Version (Alternate)
Department Name with address block can accommodate one or two line department name



Size of Department name should match size and style of "The University of the South" in logomark (all caps Mrs Eaves Roman, tracked minus 14). Base of address block aligns with base of logomark.



Stacked Version

Department Name with one line of justified text



OFFICE OF THE REGISTRAR

Alternate Stacked Version

Logomark should be large.



ENVIRONMENTAL
STUDIES

Floor 1 Offices

Floor 2 Lounge

Floor 3 Student Offices

SECTION 3 Typography

Primary Serif Font

The primary font for Sewanee printed publications is Mrs Eaves. This is the font that is used in the Sewanee logomark.

If the primary serif font is not available, Times may be substituted.

Fonts are licensed. Mrs Eaves and Franklin Gothic are available for both Windows and Macintosh platforms and are available for purchase from—among others—the following sources:

Franklin Gothic:
Adobe (www.adobe.com)
Fonts.com (www.fonts.com)

Mrs Eaves:
Emigre (www.emigre.com)

Serif (Preferred)

Mrs Eaves Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Mrs Eaves Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Mrs Eaves Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Mrs Eaves Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Alternative Option

(To be used only if Mrs Eaves is not available)

Times

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Secondary Font

Franklin Gothic was chosen as a secondary sans serif font to complement the primary font and to allow for creative flexibility and enhanced readability.

Fonts are licensed. See sources for purchasing fonts on previous page.

Sans Serif

Franklin Gothic Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Franklin Gothic Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Franklin Gothic Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Alternative Option

(To be used when Franklin Gothic is not available)

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

SECTION 4 Stationery System

Standard Letterhead

All stationery items must adhere to the identity guidelines and must be ordered through:

Office of Print Services
printservices@sewanee.edu
931.598.1571 (or x1571)

Size
8 1/2" x 11"

Logomark type
letterhead size

Letter margins
Top: 2"
Left: 1 1/2"
Right 1 1/2"
Bottom: 1"

Typography
Address line:
9 pt. Mrs Eaves Roman

Body text
9/16 Franklin Gothic Book
or Arial

One extra line space between paragraphs


Color
Pantone® 268

Paper stock
Cougar Opaque

Imprinted text
block positions
1 1/2" (9 picas)
from left and
right edges and
2" (12 picas) from
top edge.

A minimum of
1" (6 picas) is
required from the
base of the im-
printed text block
and the bottom
edge

Address line:
9/11 pt.
Mrs Eaves
Roman



September 1, 2004

Lorem ipsum dolor sit amet
123 Consectetur adipi s
Sed diam nonum y nibh 12345

Dear Recipient:

set in Franklin Gothic 9/16pt with 1.5" margins Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum y nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcor per suscipit lobor tis nisl ut velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et a ccumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum y nibh euismod tincidunt.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum y nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum y nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobor tis nisl ut aliquip ex ea commodo consequat. illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum y nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcor per suscipit lobor tis nisl ut aliquip ex ea commodo consequat.

Signoff;

Duis autem vel eum iriure

735 University Avenue • Sewanee, Tennessee 37383-1000 • Telephone: 931.598.0000 • Fax: 931.598.0000 • www.sewanee.edu

Departmental Letterhead

All stationery items must adhere to the identity guidelines and must be ordered through:

Office of Print Services
printservices@sewanee.edu
931.598.1571 (or x1571)

This version of the letterhead can include a personal name if needed; it can also be used for nondepartmental organizations.

All specifications are the same as for the standard letterhead (see page 12).

Additional typography

Department name:
Mrs Eaves Bold 9.25/11 pt.
(see page 8)

Color:
Pantone® 268

See page 8 for construction specifications. Department name is 9.25/11 pt., all caps, Mrs Eaves bold.

Imprinted text block positions 1 1/2" (9 picas) from left and right edges and 2" (12 picas) from top.

A minimum of 1" (6 picas) is required from the base of the imprinted text block and the bottom edge.

Address line:
9/11 pt.
Mrs Eaves
Roman

SEWANEE

THE UNIVERSITY OF THE SOUTH

DEPARTMENT OF ENGLISH

September 1, 2004

Lorem ipsum dolor sit amet
123 Consectetuer adipis
Sed diam nonummy nibh 12345

Dear Recipient:

set in Franklin Gothic 9.5/16pt with 1.5" margins

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Signoff

Duis autem vel eum

735 University Avenue • Sewanee, Tennessee 37383-1000 • Telephone: 931.598.0000 • Fax: 931.598.0000 • www.sewanee.edu

Standard Business Cards

All stationery items must adhere to the identity guidelines and must be ordered through:

Office of Print Services
printservices@sewanee.edu
931.598.1571 (or x1571)

Size
3 1/2" x 2"

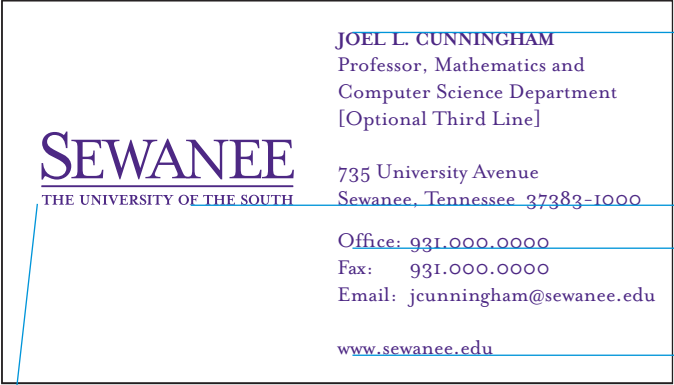
Logomark type
Business card size

Color
Pantone® 268

Typography
Mrs Eaves Roman
8.5/10 pt. with 6 points of extra space below the address block

Paper stock
Cougar Opaque

Front of card — shorter contact information



Name/title/department text block: Cap height of text positions 11 points from top of card.

Base of address block always aligns with base of logomark.

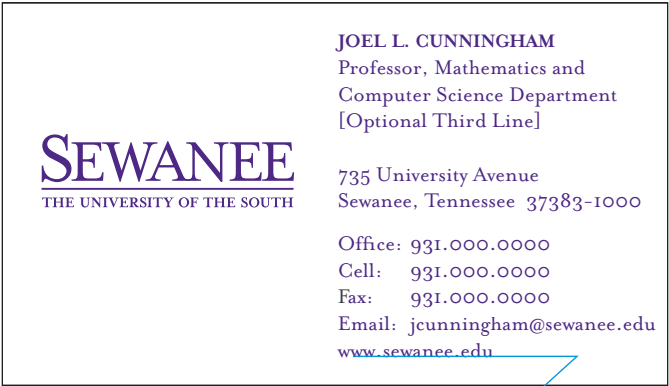
Base of first line of contact information block base aligns 7p9 from top of card.

Base of url always aligns 11 points from bottom edge of card, regardless of whether the above contact information block is four or fewer lines deep.

Size and position of logotype remains the same on all standard business cards.

Note that the department name is always grouped in the upper text block as shown in these examples. The only exception is the special School of Theology card shown on page 27.

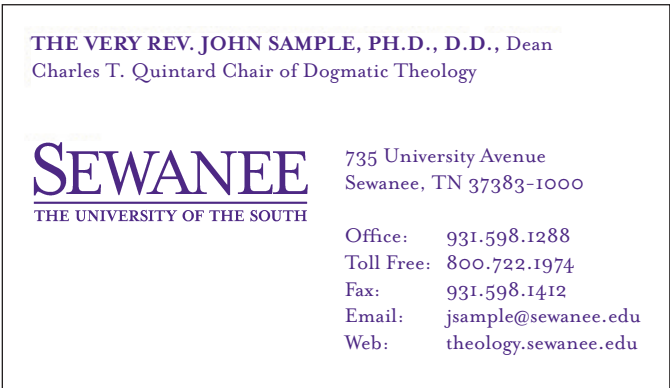
Front of card — 4-line contact information



This example shows the contact information at its maximum allowable depth of 4 lines. The url positions in its fixed location, 11 points from the bottom edge of card.

Standard Business
Cards—Alternate for Very
Long Titles

Front of card—Alternative for very long titles



Notecards

All stationery items must adhere to the identity guidelines and must be ordered through:

Office of Print Services
printservices@sewanee.edu
931.598.1571 (or x1571)

Size

Invitation
5 1/2" x 8 1/2"
unfolded

Envelope
5 5/8" x 4 3/8"
#5 1/2 baronial envelope

Logomark
letterhead size

Color
Front of printed version:
Pantone® 268

Front of printed version:
Pantone® 268

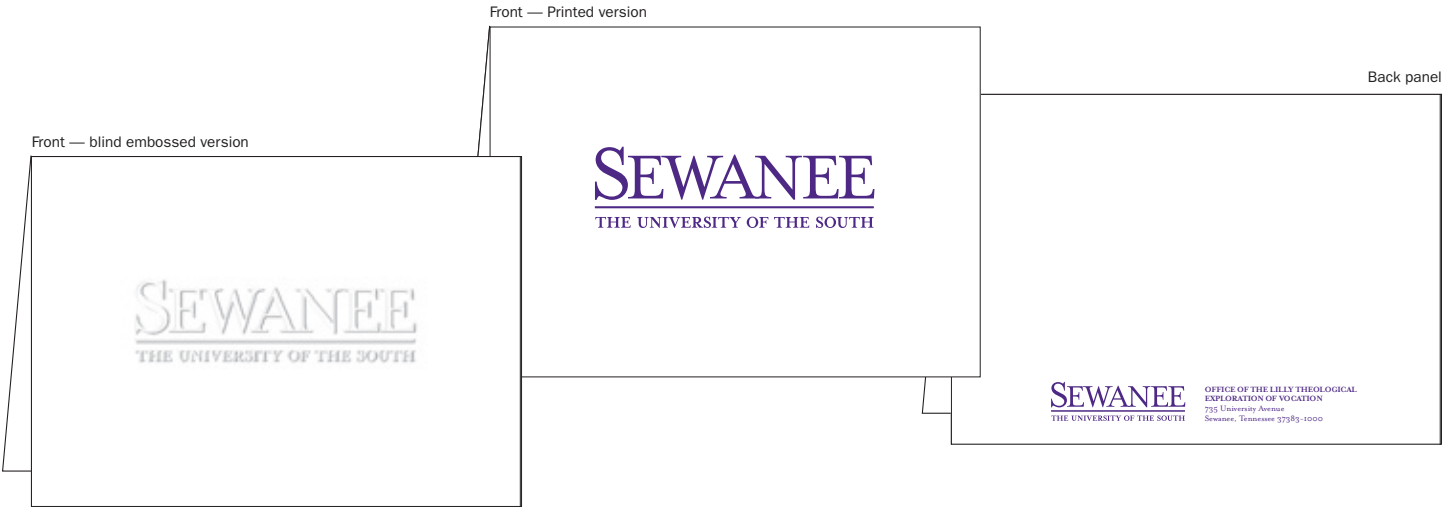
Back of both versions:
Pantone® 268

Paper stock
Invitation
Cougar Opaque

Envelope
See page 18 for information on accompanying baronial #5 1/2 (5 5/8" x 4 3/8") envelope.

This notecard can be used for thank-you notes and invitations.

Invitations designed for specific events may reflect the design elements related to that event and need not conform to this notecard.



Memo and Note Pads

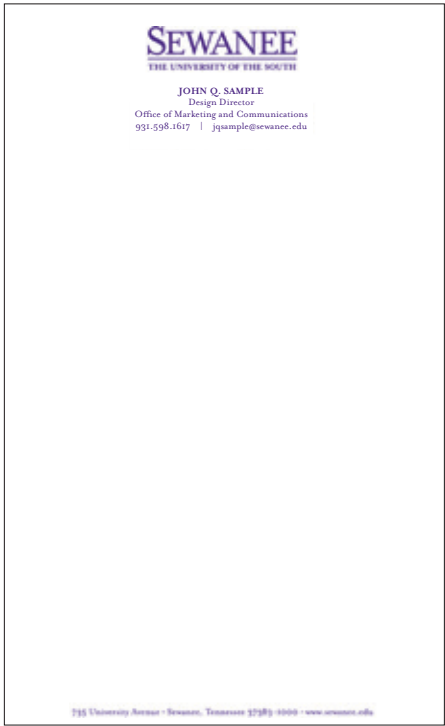
All stationery items must adhere to the identity guidelines and must be ordered through:

Office of Print Services
printservices@sewanee.edu
931.598.1571 (or x1571)

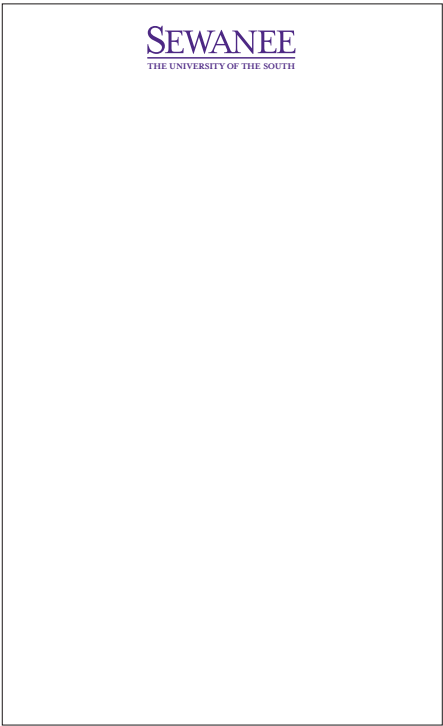
- Size
5 1/2" x 8 1/2"
- Logomark
letterhead size
- Typography
Name and department name:
7.75/10.5 pt. Mrs Eaves
Roman, All caps

Remainder of text:
8.75/10.5 pt. Mrs Eaves Roman

- Color
Sewanee logomark and all text:
Pantone® 268
- Paper stock
20# Bright White Wove
(or similar)
- It is recommended that this stationery be produced as a memo pad—glued at the top.



Personalized memo pad



Notepad

Envelopes

All stationery items must adhere to the identity guidelines and must be ordered through:

Office of Print Services
printservices@sewanee.edu
931.598.1571 (or x1571)

These specs may be applied to most envelope sizes and types. See page 18 for exceptions.

Logomark
letterhead size

Typography
Office:
Mrs Eaves Bold, all caps
7.75/10.5 pt.

Return address:
Mrs Eaves Roman
8.75/10.5 pt.

Imprinted destination address:
Franklin Gothic Book or Arial

Color
Pantone® 268

Paper stock
Stationery envelopes:
Cougar Opaque

Sizes
#5 1/2 baronial:
5 5/8" x 4 3/8"

#6 baronial:
6" x 5"

#3 Booklet:
6 1/2" x 4 3/4"

#7 3/4 Monarch:
7 1/2" x 3 7/8"

#10 Commercial:
9 1/2" x 4 1/8"

#9.5 Booklet:
12" x 9"

#13 Booklet:
13" x 10"

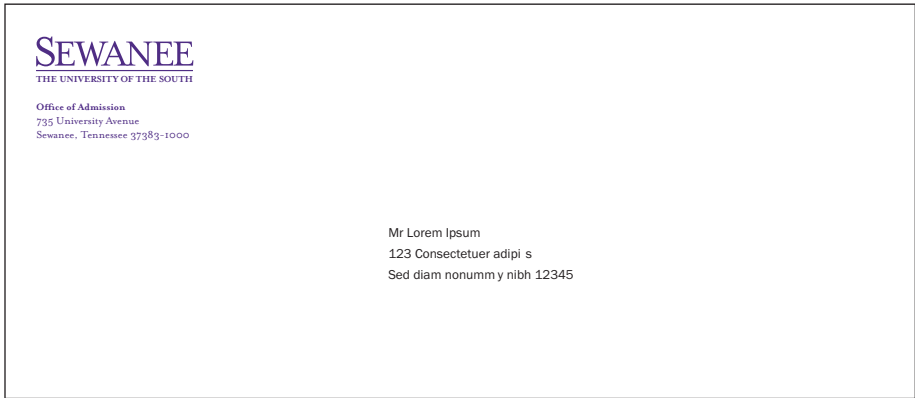
#1 3/4 Catalog:
9 1/2" x 6 1/2"

Logomark positions
.33" (2 picas) from
top and left edges.



Office of Admission
735 University Avenue
Sewanee, Tennessee 37383-1000

See page 8 for
guidelines and
construction
specifications.
Department name
is 7.75/10.5 pt.,
all caps,
Mrs Eaves bold.



#9 Reply Envelope

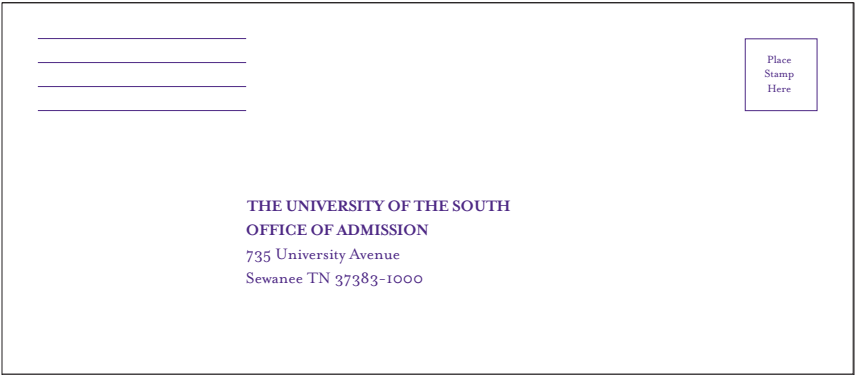
All stationery items must adhere to the identity guidelines and must be ordered through:

Office of Print Services
printservices@sewanee.edu
931.598.1571 (or x1571)

Size
#9: 8 7/8" x 3 7/8"

Color
Pantone® 268 or black

Paper stock
Cougar Opaque or 24# white wove



Shipping Label

All stationery items must adhere to the identity guidelines and must be ordered through:

Office of Print Services
printservices@sewanee.edu
931.598.1571 (or x1571)

Size
6" x 3 7/8" standard, or size specific to individual department needs

Logomark
letterhead size

Typography:
See page 8 for address block style


Imprinted destination address:
Franklin Gothic Book or Arial

Color
Sewanee logomark:
Pantone® 268
Note that ink needs to be heat resistant.

Paper stock
Fastrack or other "crack and peel"


Print 4 up, kiss cut on an 8 1/2" x 11" page.

1-out label form—6" x 3 7/8" trim size

	<div>OFFICE OF THE LILLY THEOLOGICAL EXPLORATION OF VOCATION 735 University Avenue Sewanee, Tennessee 37383-1000</div>
<div>Mr Lorem Ipsum 123 Main St Hometown 12345</div>	

2 line department name
address block cap aligns
with top of logomark, base
aligns with base of logomark

Imprinted address block
left aligns with left edge of
address at top.

	<div>DEPARTMENT OF CHEMISTRY 735 University Avenue Sewanee, Tennessee 37383-1000</div>
<div>Mr Lorem Ipsum 123 Main St. Hometown 12345</div>	

1 line department name
address block base aligns
with base of logomark

SECTION 5 Application

The Sewanee Name
(usage)

The University of the South is the official and legal name of the institution. Use “the University of the South” on first reference. Both “the University” and “Sewanee” can be used in subsequent references. When using “Sewanee,” be sure the meaning is clear—the school or the town. It is often preferable to use “the University of the South, familiarly known as Sewanee ...” When the name appears in running text, do not capitalize the “t” in either “the.”

First usage example for audience unfamiliar with the University:

State of Tennessee Supreme Court
Justice Adolpho A. Birch Jr. will speak
at the University of the South on
Thursday, March 11.

Second or subsequent usages for audience unfamiliar with the University:

Justice Birch’s talk begins at 7:30 p.m.
and will be held in Convocation Hall on
the University campus. Justice Birch’s
talk is sponsored by the African American
Alliance at Sewanee.

Sewanee Primary Color
Palette



PANTONE 268

For print: Sewanee Purple Pantone® 268
Process Matching: Pantone 268 CP/268 UP

or	<u>coated paper</u>	<u>uncoated paper</u>
	Cyan 82%	Cyan 58%
	Magenta 98%	Magenta 78%
	Yellow 0%	Yellow 0%
	Black 12%	Black 0%

For Web applications
Sewanee Purple: 582C83
or R 88/G 44/B 131

*Note that the colors on this printout are an approximation of the actual colors.
See Pantone’s® color chips for accurate color swatches for the Pantone® spot and 4-color process equivalent.
The Web color is designed for RGB interpretation on a computer screen.*



PANTONE 1235

For print: Sewanee Yellow Pantone® 1235
Process Matching: Pantone 1235 CP/1235 UP

or	<u>coated paper</u>	<u>uncoated paper</u>
	Cyan 0%	Cyan 0%
	Magenta 31%	Magenta 26%
	Yellow 98%	Yellow 89%
	Black 0%	Black 0%

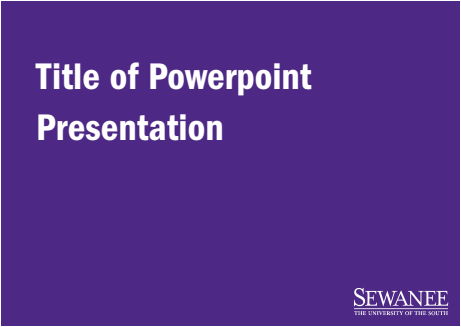
For Web applications
Sewanee Yellow: FFB81C
or R 255/G 184/B 28

Powerpoint Templates

Opening slide



Title slide



Powerpoint master templates are available from the Office of Marketing & Communications. Templates may be used by all departments for consistent presentations for both internal and external communications. We recommend that the consistent and regular use of the Sewanee logomark be used on every page. Departmental variations may be constructed following guidelines on page 8.


Bullet points—Departmental version

Title of Powerpoint Presentation

Points

- Sample point one lorem ipsum
- Sample point two dolor ut wisi vit ese molesti consequat dolor
- Sample point three dolor lorem ipsum
- Sample point four

DEPARTMENT OF HISTORY



SECTION 6 The University Seal

The Official University Seal

The University seal is a legally registered trademark that may be used only by permission of the University of the South. This policy statement for use of the seal is intended to prevent unauthorized use; establish standards for size, reproduction formats, and placement; and provide a general list of permissible uses.

Use of the University seal is limited to official administrative publications from the office of the Vice-Chancellor, the Trustees, and Regents; diplomas, commencement, convocation and other official publications of the University; and official signage of the University.

The Office of Marketing and Communications shall consult with the University's Legal Counsel, University Relations, and the Vice-Chancellor's office in order to make a determination about appropriate use of the seal on any new publications not anticipated above.

The minimum print reproduction size is 7/8" in height. It shall always be used in a vertical orientation. The seal may be reproduced in print format as well as blind or embossed art combined with offset inks or foils.

The seal may also be used for certain types of merchandise (*see below*) for promotional purposes only by University officials and offices, as well as alumni in officially sanctioned University events, including but not limited to Homecoming, Reunions, and Sewanee Club events.

Other permissible uses:

The seal may be used only as an official expression of the University on the highest quality items, which may include:

- Captain's Chairs
- Official school rings
- Select engraved crystal, gold, silver, brass, pewter, leather, and wooden items (jewelry, blazer buttons, pens, etc.)

The Office of Marketing and Communications (931.598.1286; graphics@sewanee.edu) shall consult with the University's Legal Counsel, University Relations, and the Vice-Chancellor's office in order to make a determination about appropriate use and depiction of the seal.

[Revised April, 2014.]



SECTION 7 The School of Theology

The School of Theology Logomark

The School of Theology is a unique school in the Sewanee University requiring its own logomark. The logomark utilizes the standard Sewanee logotype as a basis for its construction (see Section 2).

For all School of Theology visual applications (print and Web media), this logomark is to be used, not the standard Sewanee logomark.

Color: Sewanee Purple Pantone® 268



Logomark Coloration

Adhering to the following color reproduction guidelines will help in creating a consistent image and maintaining the visual impact of the logomark.

When printing over a white or light background, the logomark should be reproduced in Pantone® 268 or its equivalent (figure 1). In one- or two-

color applications where Pantone® 268 is not available, the logomark should be reproduced in the darkest color available (figure 2).

When appearing on a dark or black background, the entire logomark should reverse out to white (figures 3 and 4).



Figure 1



Figure 2



Figure 3



Figure 4

The School of Theology
Letterhead—Departmental

All stationery items must adhere to the identity guidelines and must be ordered through:

Office of Print Services
printservices@sewanee.edu
931.598.1571 (or x1571)

Size
8 1/2" x 11"

Logomark type
letterhead size

Letter margins
Top: 2"
Left: 1 1/2"
Right 1 1/2"
Bottom: 1"

Typography
Address line:
9 pt. Mrs Eaves Roman

Body text
9/16 Franklin Gothic Book
or Arial

One extra line space between paragraphs


Color
Pantone® 268

Paper stock
Cougar Opaque

Imprinted text
block positions
1 1/2" (9 picas)
from left and
right edges and
2" (12 picas) from
top edge.

A minimum of
1" (6 picas) is
required from the
base of the im-
printed text block
and the bottom
edge.

Address line:
9/11 pt.
Mrs Eaves
Roman



OFFICE OF COMMUNICATIONS
AND CHURCH RELATIONS

September 1, 2004

Lorem ipsum dolor sit amet
123 Consectetuer adipis
Sed diam nonummy nibh 12345

Dear Recipient:

(set in Franklin Gothic 9.5/16pt with 1.5" margins) Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Signoff:

Duis autem vel eum iriure

335 Tennessee Avenue • Sewanee, Tennessee 37383-0001 • Telephone: 931-598-0000 • Fax: 931-598-0000 • www.sewanee.edu

The School of Theology Letterhead—Faculty

All stationery items must adhere to the identity guidelines and must be ordered through:

Office of Print Services
printservices@sewanee.edu
931.598.1571 (or x1571)

Size
8 1/2" x 11"

Logomark type
letterhead size

Letter margins
Top: 2"
Left: 1 1/2"
Right 1 1/2"
Bottom: 1"

Typography
Address line:
9 pt. Mrs Eaves Roman

Body text
9/16 Franklin Gothic Book
or Arial

One extra line space between paragraphs

Color
Sewanee logomark and url: Pantone® 268
Address line: Pantone® 405

Paper stock
Cougar Opaque, 25% Cotton (100% recycled,
30% post-consumer)
24# white wove



School of Theology #10 Envelope

All stationery items must adhere to the identity guidelines and must be ordered through:

Office of Print Services
printservices@sewanee.edu
931.598.1571 (or x1571)

Size
#10 Commercial:
9 1/2" x 4 1/8"

Logomark
letterhead size

Typography
Return address:
Mrs Eaves Roman
8.75/10.5 pt.

Imprinted
destination address:
Franklin Gothic Book or Arial

Color
Sewanee logomark and text:
Pantone® 268

Paper stock
Cougar Opaque,
25% Cotton (100% recycled, 30% post-consumer)
24# white wove

Front



School of Theology
Business Card

All stationery items must adhere to the identity guidelines and must be ordered through:

Office of Print Services
printservices@sewanee.edu
931.598.1571 (or x1571)

Size
3 1/2" x 2"

Logomark type
letterhead size

Typography
Mrs Eaves Roman
8.5/10 pt. with 6 points
of extra space below
the address block

Color
Sewanee logomark:
Pantone® 268

Paper stock
Cougar Opaque

Shorter contact information



SEWANEE
THE UNIVERSITY OF THE SOUTH
THE SCHOOL OF THEOLOGY

JOHN SAMPLE
Professor of New Testament

335 Tennessee Avenue
Sewanee, TN 37383-1000

Office: 931.000.0000
Fax: 931.000.0000
Email: jsample@sewanee.edu

theology.sewanee.edu

Name/title/department
text block: Cap height
of text positions 11 points
from top of card.


Base of address block
base aligns with base of
logomark.

Base of first line of contact
information block base
aligns 7p9 from top of card.

Base of url always aligns
11 points from bottom
edge of card, regardless of
whether the above contact
information block is four or
fewer lines deep.

Size and position
of logotype re-
mains the same
on all standard
business cards.

4-line contact information



SEWANEE
THE UNIVERSITY OF THE SOUTH
THE SCHOOL OF THEOLOGY

JOHN SAMPLE
Professor of New Testament

335 Tennessee Avenue
Sewanee, TN 37383-1000

Office: 931.000.0000
Cell: 615.000.0000
Fax: 931.000.0000
Email: jsample@sewanee.edu


theology.sewanee.edu

This example shows the contact information at its maxi-
mum allowable depth of 4 lines. The url positions in its
fixed location, 11 points from the bottom edge of card.

School of Theology
Business Card (continued)

Front of card—Alternative for very long titles

THE VERY REV. JOHN SAMPLE, PH.D., D.D., Dean
Charles T. Quintard Chair of Dogmatic Theology



735 University Avenue
Sewanee, TN 37383-1000

Office: 931.598.1288
Toll Free: 800.722.1974
Fax: 931.598.1412
Email: jsample@sewanee.edu
Web: theology.sewanee.edu

SECTION 8 Contact Information

All stationery orders must be placed through:

Office of Print Services
printservices@sewanee.edu
931.598.1571 (or x1571)

For questions about these policies or for artwork and specific design guidelines, please contact:

Office of Marketing and Communications
931.598.1286
graphics@sewanee.edu