cbu | MARKETING

You are the CBU brand.

CALIFORNIA BAPTIST UNIVERSITY
BRAND STYLE GUIDE

This guide has been developed to help every member of

the CBU workforce to understand that he or she **IS** the CBU

brand, and to equip each member to properly and consistently

represent the brand in all visual and verbal communications.

Guide contents

You are the CBU brand

A brand is the personality a consumer creates for the organizations or products he or she interacts with. Consumers attribute personality attributes to organizations to help themselves understand and then engage or avoid them. Brands can be hopeful, helpful, funny or tired, aloof and cold. Consumers create and revise brand personalities every time they come into contact with the organization. These interactions leave impressions on the consumer's memory. Visualize the impression a branding iron leaves on the backside of a cow and you begin to appreciate the value of each of your interactions with students, parents, alumni, donors and friends.

Consistency is essential to building and maintaining a strong brand for two reasons. First, consumers compare each new interaction to memories of previous interactions. When each successive interaction reinforces previous interactions, brand strength is increased. When interactions conflict with each other, the consumer is left thinking the brand is confused and weak. Second, competition for the consumer's mind is fierce with organizations competing for milliseconds of their attention through a steady barrage of commercial messages. Consistency in CBU's message and presentation improves the viewer's (or listener's) comprehension and increases the likelihood he or she will understand our message in the brief moment we have to communicate it to them.

This guide has been developed to help every member of the CBU workforce 1) understand that he or she IS the CBU brand, and 2) equip each member to properly and consistently represent the brand in all visual and verbal communications. These guidelines are not intended to discourage fresh and creative new expressions of the CBU brand but to provide a framework that ensures consistency and continuity across the organization and into the future.

Have questions or suggestions?

Contact Jeremy Zimmerman in
CBU Marketing at **marketing@calbaptist.edu.**

ARCHED TOWER   TYPE ELEMENT
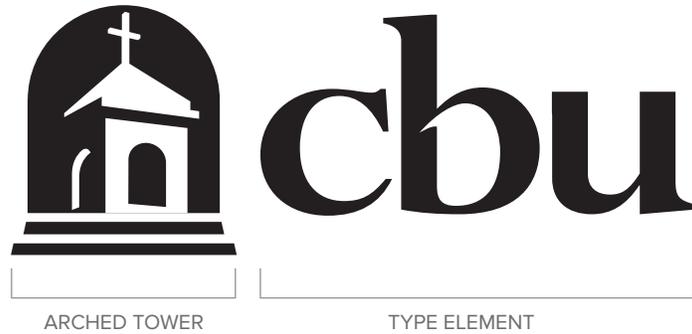
The CBU logo

A logo is a symbol that people attach meaning and value to based on 1) their experience, and 2) messages the owner of the logo associates with it. Nike attached, "Just do it" to their swoosh logo. CBU has attached, "LIVE YOUR PURPOSE" to its logo (more about the tagline on page 10). But experiences outweigh advertising messages as customers shape their opinions about the company and its symbol, the logo.

The CBU logo is comprised of both the arched tower element and the artistically-rendered "cbu" letters. The logo is not just the tower or just the letters - it is those elements together. For that reason, these two elements should always appear together and should always appear as tower followed by letters.

Logo color variations

A. The CBU logo can be rendered in a single color or in two colors.

If rendered in a single color, any color can be used but every element in the logo must appear in that same color.

B. If the CBU logo is rendered in two colors, two options are available: navy blue and gold (for use against light-colored backgrounds) and white and gold (for use against dark-colored background.)

No other two-color variations are allowed.

C. All of the elements of the logo should appear as solid (100 percent fill). None of the elements should be screened.

The reason for this is that solid objects communicate clarity and confidence and reproduce clearly while shaded elements do not.

A.

B.

C.

Logo spacing

Cramming things together, whether papers in binders, clothes in closets or hoarded possessions in garages, communicates disorganization and anxiety. Cramming things together also makes it difficult to determine what is important at a glance. For that reason, the CBU logo must always be presented with an adequate amount of breathing room (negative space) on all sides. This space must be equivalent to the height of the "c" in the logo.

Giving the CBU logo breathing room sets it apart from other items on the page (poster, brochure, shirt, etc.) and reinforces its importance as the source of the message.

Exceptions are sometimes made for space or material constraints. When in doubt, contact CBU Graphic Design Manager, Edgar Garcia, at **egarcia@calbaptist.edu** for guidance.

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NEGATIVE SPACE

NEGATIVE SPACE

NEGATIVE SPACE

NEGATIVE SPACE

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Logo orientation

The CBU logo must be presented in a horizontal format and should not be angled or stacked.

Logo variations

A. The CBU logo is often presented along with
    the university's name ... particularly when the
    communication is targeting an audience who may not
    be familiar with CBU.

B. Some situations (advertising specialties, clothing,
    displays) require a vertical orientation of the logo and
    university name.

C. The tagline is also paired with the logo to reinforce
    the relationship between the graphic identity and the
    message we want it to communicate.

    Copies of these variations are available upon request
    to **marketing@calbaptist.edu.**

A. **cbu** | CALIFORNIA BAPTIST UNIVERSITY

B. **cbu**
    CALIFORNIA BAPTIST UNIVERSITY

C. **cbu** | LIVE YOUR PURPOSE ®

cbu
LIVE YOUR PURPOSE ®

Our tagline

The essence of of the CBU brand is summed up in CBU's "LIVE YOUR PURPOSE" tagline. This statement, created in 2008 as part of an organization-wide effort, communicates the following biblical truths the CBU experience is based upon:

PURPOSE: God creates each life with a purpose. This purpose animates in each life with direction and hope that is ultimately fulfilled in the accomplishment of Christ's Great Commission. Our collective purpose then is to help the audiences we serve to discover and fulfill that purpose.

LIVE: Christ came to give each of us life … not the desperate life of survival and despair but the abundant life of discovery, service and joy. Some universities stress the cerebral and intellectual

outcomes of their students' experience. While CBU is also known for its world-class academic experience, life … action … is the goal, not just good intentions.

YOUR: Our purpose as individuals is inextricably linked to God's eternal purpose. In His mercy, He has made a place for each person to participate in that purpose and designed each life to make a unique contribution to its fulfillment. CBU's distinctive approach to education provides an environment where students can come into contact with God and His purpose for then while also providing a wide range of opportunities to prepare to successfully live that purpose.

Graphically, the LIVE YOUR PURPOSE tagline is always represented in all caps Proxima Nova font.

LIVE YOUR PURPOSE ®

LIVE YOUR PURPOSE ®

LIVE YOUR PURPOSE ®

LIVE YOUR PURPOSE ®

University Student Outcomes

CBU's University Student Outcomes are symbolized by the Core Four, which identify the characteristics of the student who is prepared to live his or her purpose:

Academically prepared
Biblically rooted
Globally minded
Equipped to serve

Tagline and Core Four icon artwork can be obtained by sending a request to **marketing@calbaptist.edu**. Indicate how you will be using these elements so we can ensure you receive the most efficient format and size.

11

ACADEMICALLY PREPARED   BIBLICALLY ROOTED   GLOBALLY MINDED   EQUIPPED TO SERVE
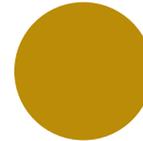
Our colors

A. **Primary Colors**
CBU's official colors are navy blue and gold or, according to the Pantone(r) color matching system, PMS 655C (navy blue) and PMS 132C (gold). PMS 1675 is primarily used for the Graduate school communication.

B. **Neutral Colors**
These colors should be use to compliment our color palette. This palette typically serves as background or base colors.

C. **Secondary Colors**
Designing everything exclusively in navy blue and gold would make our communications stale so we incorporate a few secondary colors as shown below. **Use these colors sparingly as accents to compliment primary colors.**

A.

PMS 655C	**PMS 132C**	**PMS 1675C**
#002554	#A37400	#AC451E

C 100	**R** 0	**C** 32	**R** 163	**C** 23	**R** 172
M 89	**G** 37	**M** 51	**G** 116	**M** 84	**G** 69
Y 36	**B** 84	**Y** 100	**B** 0	**Y** 100	**B** 30
K 37		**K** 13		**K** 14	

ALL COLORS CAN ALSO BE RENDERED IN OTHER COLOR MATCHING SYSTEMS SUCH AS CMYK AND RGB.

B.

PMS 431C	**PMS 429C**	**PMS 427C**	**PMS 404C**	**PMS 402C**	**PMS 400C**
#5B6770	#A3AAAE	#D0D3D4	#776E64	#9E958C	#C5BFB7

C 67	**R** 91	**C** 38	**R** 163	**C** 18	**R** 208	**C** 52	**R** 119	**C** 40	**R** 158	**C** 26	**R** 197
M 52	**G** 103	**M** 27	**G** 170	**M** 12	**G** 211	**M** 48	**G** 110	**M** 37	**G** 149	**M** 21	**G** 191
Y 44	**B** 112	**Y** 27	**B** 174	**Y** 12	**B** 212	**Y** 56	**B** 100	**Y** 42	**B** 140	**Y** 25	**B** 183
K 17		**K** 0		**K** 0		**K** 18		**K** 2		**K** 0	

C.

PMS 390C	**PMS 320C**	**PMS 309C**	**PMS 2603C**	**PMS 199C**	**PMS 1505C**
#C1CD23	#0099A9	#003B4A	#722382	#DC0032	#FF6C00

C 35	**R** 181	**C** 100	**R** 0	**C** 100	**R** 0	**C** 68	**R** 114	**C** 7	**R** 220	**C** 0	**R** 255
M 12	**G** 190	**M** 11	**G** 153	**M** 64	**G** 59	**M** 100	**G** 35	**M** 100	**G** 0	**M** 71	**G** 108
Y 100	**B** 0	**Y** 37	**B** 169	**Y** 52	**B** 74	**Y** 11	**B** 130	**Y** 85	**B** 50	**Y** 100	**B** 0
K 0		**K** 1		**K** 44		**K** 2		**K** 1		**K** 0	

Our typefaces

A. CBU uses two fonts in all of its marketing communications. Both font families offer a variety of weights.

B. Any materials that are going to remain in circulation for more than six months OR are intended for off-campus audiences (i.e. future students, donors, parents, etc.) should use these fonts exclusively. Alternative fonts can be used for short-term, campus-orientated communications but graphic design best practices recommend using no more than two fonts in a communication (flyer, banner, advertisement, etc.)

Need the fonts?
Request a copy of the Sabon or Proxima Nova font by sending a note to **marketing@calbaptist.edu**.

A. # Proxima Nova

B. # Sabon

13

A. ## Proxima Nova Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*&/?!+(.,:;)

Proxima Nova Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*&/?!+(.,:;)

Proxima Nova Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*&/?!+(.,:;)

Proxima Nova Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*&/?!+(.,:;)

B. ## Sabon Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*&/?!+(.,:;)

Proxima Nova Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*&/?!+(.,:;)

Your department logo

A. Departments are extensions of CBU so their logos reflect that. Departmental logos share a common composition and arrangement: CBU logo, vertical rule and a simplified version of the department's name.

B. For the sake of visual simplicity, department logos do not include "Department of" or "School of". In situations where the department's formal title includes a donor name, the complete, formal department name should appear when the department's name is first mentioned in the communication's body copy.

Deviations from the departmental logo presentation generally are not approved. Where previously used without approval from CBU Marketing or Executive Council their use should be discontinued.

C. Custom logos are sometimes created and/or approved for use in association with events (ex. 24@CBU) or programs (ex. ISP).

Obtain your department's logo artwork by sending a note to **marketing@calbaptist.edu**. Specify what you need the logo for so we can make sure to send you the art in the most efficient format and size.

14

A.
cbu | SPIRITUAL LIFE ✔

cbu | BUSINESS ✔

cbu | MUSIC

B. *The Dr. Robert K. Jabs School of Business at California Baptist University invites you to attend its next event entitled, "Secrets of Social Entrepreneurship".*
The event will be held November 11 at 7:00 PM in the Business Building on the CBU campus.

C.

CHALLENGE ✔

OneSearch ✔

The CBU Seal

The CBU seal is a symbol of the university's board of trustees. The seal is used only in communications produced on behalf of the trustees (ex. commencement invitations, diplomas, etc.)

Permission for use of the seal outside of trustee communications is sometimes granted.

Contact Dr. Mark A. Wyatt at **mwyatt@calbaptist.edu** to request permission to use the CBU seal in your communication.

Our Lancer logo

A. The Lancer logo is comprised of the Lancer icon and the "LANCERS" letters.

   The Lancer logo is the symbol of CBU's athletics programs but has also become a symbol of the CBU family, also known as the Lancer Nation. As a result, the Lancer logo can be used in both athletics department communications as well as in communications targeting current students or alumni.

B. All of the guidelines and rules that apply to the use and presentation of the CBU logo apply to the Lancer logo except that the shield icon and the Lancers letters can be used separately.

C. Unlike the CBU logo, the Lancer logo is never presented in any other colors than black, white, blue/gold or white/gold.

16

A.

B.

C.

Design guidelines.

Does your department employ student workers or employees who serve as graphic designers? If so, be sure to follow these basic guidelines:

1. Ensure your designer(s) are familiar with this manual and its contents.

2. Any items intended for off-campus distribution OR that will remain in circulation on-campus six months or more need to be reviewed and approved by CBU Marketing prior to production or printing. Send your PDFs or other art proofs to Edgar Garcia at **egarcia@calbaptist.edu**. Allow two business days for changes and/or approval.

3. The CBU logo must appear at least once in any document or design regardless of audience and duration.

4. When designing multi-page communications, please use Adobe InDesign if available.

5. When producing a document for print, whether color copies at the Copy Center or commercial printing, use the following checklist of ensure you've prepared your file for optimal reproduction:
   - ☐ All photos set to 300 dpi
   - ☐ All photos converted to CMYK
   - ☐ All photos and graphics embedded or included
   - ☐ Bleeds added where graphics intended to extend to edge of page
   - ☐ Fonts outlined or included

   Tip: Converting your files to press-quality PDFs will eliminate font substitution errors that often occur when sharing files.

6. For clothing design, please design using a vector based program or, if using Photoshop, do not flatten layers prior to approval.

7. Most social media images will not work for print. Please acquire the original image in high quality if planning to use image in print design.

8. Do not add drop shadows, bevels or glows to CBU or Lancer logos.

9. Need a photo? You can access an expansive library of CBU photos at: **http://sharepoint2.calbaptist.edu/ sites/mc/graphics/**.

   Read through the Announcements to learn more about what is included in the library and instructions for their use.

Questions?

Contact CBU Marketing department **marketing@calbaptist.edu.**

17

Common terms.

Bleed
When an image or printed color extends beyond the trimmed edge of a page, it is called a "bleed." Bleeding ensures that the print extends to the edges of the paper. The paper is usually trimmed to the desired size after printing.

CMYK
Abbreviation for cyan, magenta, yellow, and key (black). The four process colors.

DPI (dots per inch)
is a unit of measurement used to describe the resolution of printed output. The most common desktop laser printers output at 300 dpi. Medium-resolution printers output at 600 dpi, and Image setters output at 1270-2540 dpi.

.eps
An EPS file, or Encapsulated PostScript file, is a versatile vector format of your logo. In other words, you can resize your logo as big or small as needed without compromising the quality of the logo. EPS is compatible in a large number of programs and is great for use with printed elements due to its high quality.

What's it suitable for?
- Logos
- Apparel
- Business Cards
- Postcards
- Posters

HTML
Abbreviation for Hypertext Markup Language; a cross-platform text-formatting system for creating web pages, including copy, images, sounds, frames, animation and more.

.jpg and .gif
Although it cannot be scaled to a desired size like that of an EPS, JPGs and GIFs are great and preferred for internet use. Due to their smaller file size, they load faster on the web and still look 'sharp' to the eye when viewed on a computer monitor. Creating these files a little larger than most will allow users to downsize as needed.

What's it suitable for?
- Websites
- Online ads and banners
- Email marketing and signatures
- Microsoft Word and Power Point images

Pantone
A brand-name for a popular color matching system, or series of printed color swatches used to match, specify, identify, and display specific colors or colored ink combinations.

.pdf (Portable Document File)
A proprietary format for the transfer of designs across multiple computer platforms. PDF is a universal electronic file format, modeled after the PostScript language and is device-and resolution-independent. Documents in the PDF format can be viewed, navigated, and printed from any computer regardless of the fonts or software programs used to create the original.

PMS
An abbreviation for the Pantone Matching System. See Pantone.

.png
Portable Network Graphics format. PNG (usually pronounced "ping"), is used for lossless compression. The PNG format displays images without jagged

edges while keeping file sizes relatively small, making them popular on the web. PNG files are however generally larger than GIF files.

Resolution

The resolution of an image is an important factor in determining the attainable output quality. The higher the resolution of an image, the less pixilated it will be and the curves of the image will appear smoother.

RGB

Abbreviation for Red, Green, Blue. In computer graphics, the three basic components of visible light, the various combinations of which produce all the colors of the spectrum.

Spot Color

Referrers to a method of specifying and printing colors in which each color is printed with it's own ink. In contrast, process color printing uses four inks (cyan, magenta, yellow and black) to produce all other colors. Spot color printing is effective when the printed matter contains only one to three different colors, but it becomes expensive for more colors.

.tiff

A TIFF, or Tagged Image File Format, is a widely supported file format that works in just about any program. A TIFF is of higher quality than JPG or GIF, but not vector-formatted like an EPS.

Typically when sending TIFFs to clients, try to create them at a larger size, so if needed they can resize down or stay with the larger size for more versatility. In certain cases, these can also be used for higher quality prints, granted they were created at 300 dpi and don't need to resized larger than delivered.

What's it suitable for?

- Printing files
- High resolution images
- Large format printing

Vector Graphic

Vector graphics are drawn in paths. This allows the designer to resize images freely without getting pixilated edges as is the case with bitmapped images. The vector format is generally used for in print design, while the bitmap format is used for onscreen display.

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