This manual outlines the proper uses for the new logo and wordmark and should serve as a guide as you help us present the school. While it is impossible to identify every situation that requires use of the graphic identity, this manual provides clear rules for typical use.
Dear Colleagues,

Brenau University is a vibrant intellectual community that demands creativity, self-reliance and personal responsibility. Our graduates are versatile, articulate and valued members of society who remain engaged with their university. Our long history is steeped with tradition, our mission superb. These characteristics are unique to Brenau University and must be communicated clearly at every opportunity.

Our new graphic identity program emphasizes our unique strengths. The logo design featuring the four portals of our strategic plan and the Brenau fire (from fire comes gold) — signals our rich historical roots and our commitment to preparing our students for the future. This design, respectful of our past with a focus on the future, touches everyone in the Brenau family as a symbol of pride and accomplishment.

The consistent use of this logo with our Brenau wordmark on stationery, brochures, banners, website, clothing and wherever Brenau University signs its name, will help us solidify our distinctive niche in the higher education market.

I am proud to present our new graphic identity program and I thank you for supporting this initiative. This manual outlines the proper uses for the new logo and wordmark and should serve as a guide as you help us present the University. While it is impossible to identify every situation that requires use of the graphic identity, this Guide provides strong rules for typical use.

The Office of Communications is responsible for ensuring campus-wide standardization and implementation of this program. If you have further questions, please contact the Director of Communications for assistance.

Sincerely,

Ed Schrader, Ph.D.
President
Brenau University Logo

Brenau University’s primary signature is composed of the wordmark “Brenau University”, the stylized portals, the flame, and Brenau’s founding year, 1878. These elements are to be used together in all instances.

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

The logo, is also customized for Brenau University. No substitute may be used for this.

Logo

Standard Version

This is the most common version of the Brenau University logo.

Use this two-color version whenever possible.

Flush Left Version

The horizontal version of the Brenau University logo is used on letterhead and only if the standard logo will not fit into the allotted space.

You must contact the Office of Communications for permission to use this.
Minimum Size

The logo has been created for maximum readability and clarity. The minimum acceptable size of each component is shown below. Please do not attempt to recreate or adjust the size or configuration of any logo component.

Size Measurement

The variations of the Brenau University logo are shown here at their minimum acceptable size.
Protected Area

The protected area ensures that the logo is always readable. The purpose is to prevent other graphic images or words from getting too close to our signature. No other type or images should appear in the space indicated.

Protected Area Size

The protected area equals the height of the capital “B” in the word ‘Brenau.’

\[ \boxed{} = B \]  

protected area
Improper Usage

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

You can obtain digital files of the signature from the Marketing Department.

1. No color variations
2. No Size Variations
3. No rearranging of elements
4. No other symbols
5. No other typefaces
6. No other proportions

Improper Usage

Do not alter the Brenau University logo in any way.

1. It is unacceptable to change the color of the logotype or logo.
2. Do not change the size relationship of the word Brenau and University.
3. Do not try to rearrange the configuration of the logo.
4. Do not use any other logo with the logotype.
5. The typeface of Brenau University should not be altered.
6. Never alter the size relationship of the logo from its original format.
Color plays a critical role in ensuring the overall impact of the Brenau University identity. The logo is to appear in two colors: **black and gold (PMS 7407)**, or as one color, in black. Use the two-color version whenever possible. If necessary, the logo may be reversed.

If printing the logo via **four-color process**, use the process build percentages detailed below to match the Brenau University black and gold.

<table>
<thead>
<tr>
<th>Black</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>Cyan 0%</td>
</tr>
<tr>
<td></td>
<td>Magenta 22%</td>
</tr>
<tr>
<td></td>
<td>Yellow 85%</td>
</tr>
<tr>
<td></td>
<td>Black 11%</td>
</tr>
</tbody>
</table>

If the colors are to appear on the **Web**, use the hexadecimal values detailed below to match as closely as possible the Brenau University black and gold.

<table>
<thead>
<tr>
<th>Black</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>#ffffff</td>
<td>#e5b43b</td>
</tr>
</tbody>
</table>
Acceptable Color Variations
(Also available in Horizontal Version)
Specialized Reproduction Requirements

Reproduction of the logo by screen process, enameling, etching, blind embossing, foil stamping, etc., requires specialized treatment to differentiate the elements within the logo. This example demonstrates blind embossing.

Work with a qualified vendor and feel free to consult the Office of Communications for production advice.

Printing on Color Backgrounds or Colored Paper

When printing on light backgrounds select a logo from the Acceptable Color Variations on the previous page.

When printing a darker background color on white paper use the black logo or the reversed option in order for the logo to appear as white.

When printing on a darker paper (such as green or blue) use the logo in black.

If the project requires that you print the logo in white ink on a darker colored paper, make sure that your printer is willing to do multiple hits of white to ensure opacity of the logo.
Program Specific Logos

The logos for the specific programs of Brenau University are illustrated below for use in conjunction with the Brenau University logo. Do not attempt to recreate these logos. Digital files are available from the Office of Communications.

These logos are available in one and two colors. A horizontal option is also available.
Typography

The use of consistent typography is an effective means of reinforcing a cohesive look in all Brenau University materials. Sabon and Trade Gothic are the official typefaces of Brenau University’s communications. Typographical substitutions are discouraged. When selecting typefaces for text in posters, recruitment publications, and other materials, please follow these recommendations:

**Sabon:** Use for intro copy in publications, large quotes and callouts.

**Trade Gothic Family:** Use for body copy in publications, primary headlines, subheads, and sidebars.

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**Sabon Family**

**Sabon Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

eabcdefgihjklmnopqrstuvwxyz 1234567890

**Sabon Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

eabcdefgihjklmnopqrstuvwxyz 1234567890

**Sabon Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

eabcdefgihjklmnopqrstuvwxyz 1234567890

**Sabon Bold Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

eabcdefgihjklmnopqrstuvwxyz 1234567890

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**Trade Gothic Family**

**Trade Gothic Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

eabcdefgihjklmnopqrstuvwxyz 1234567890

**Trade Gothic Light Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

eabcdefgihjklmnopqrstuvwxyz 1234567890

**Trade Gothic Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

eabcdefgihjklmnopqrstuvwxyz 1234567890

**Trade Gothic Medium Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

eabcdefgihjklmnopqrstuvwxyz 1234567890

**Trade Gothic Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

eabcdefgihjklmnopqrstuvwxyz 1234567890

**Trade Gothic Bold Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

eabcdefgihjklmnopqrstuvwxyz 1234567890

**Trade Gothic Bold No. 2**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

eabcdefgihjklmnopqrstuvwxyz 1234567890

**Trade Gothic Bold No. 2 Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

eabcdefgihjklmnopqrstuvwxyz 1234567890

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**Sources**

The typefaces selected for Brenau University may not be installed on your computer system. To obtain the typefaces, contact the Office of Communications.
Stationery Guidelines

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

**General Stationery Guidelines**

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

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

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

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

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

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

*Paper Recommendations*

**Letterhead and Envelopes:** Strathmore Recycled Bright White, 24 lb. writing, wove

**Business Cards:** Strathmore Recycled Bright White, 80 lb. cover, wove
Dear Colleagues,

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

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

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

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

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

Sincerely,

Name
Title
Brenau University
Dear Colleagues,

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

The recommended typeface for body copy on letterhead is Times New Roman. The point size for the typeface is 10 pt. and the leading is 12 pt.

The left margin should line up 1.5" from the left edge of the page, and the right margin should not extend past 1.5" from the right edge of the page.

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

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

Sincerely,

Jane Doe
Number 10 Envelope
and Mailing Label

Mailing Label
6" x 4"
Follows same measurements as above
(shown at actual size)
Illustrated below is the design for all Brenau University business cards. The business cards should include only information related to Brenau University. Do not attempt to recreate this file as it is for illustrative purposes only. Contact the Office of Communications for a printer-ready file.

**Name**
Font: Sabon Bold
Point size: 9 pt.

**Title**
Font: Sabon Roman Italic
Point size: 8 pt.

**Address**
Font: Sabon Roman
Point size: 8.5 pt.
Kerning: 9 pt.
Numbers: 7.5 pt.
Phone and Fax (P) (F): Font: Trade Gothic Bold 6 pt.

**Extraordinary Lives**
Font: Trade Gothic Medium
Point size: 8 pt.
Open Kerning

**Web Address**
Font: Trade Gothic Bold No. 2
Point size: 7.5 pt.
Miscellaneous Samples
Miscellaneous Samples