“THE FUTURE HAS FOR EACH OF US GREATER PRIVILEGE, GREATER OPPORTUNITY, GREATER RESPONSIBILITY AND GREATER CHALLENGE.”

JOHN E. BROWN SR., FOUNDER
WHY A BRAND BOOK?

Thousands of articles and books have been written to attempt to define brand. Perhaps the best definition: your brand is what people say about you when you are not in the room.

Why do we care about JBU’s brand? Because a good brand creates opportunities to fulfill JBU’s mission. It encourages students to consider JBU, donors to give and our communities (geographical, professional and ideological) to support our initiatives. A bad brand simply creates new obstacles.

Every employee contributes to the value of JBU’s brand. This handbook was created to provide insight for faculty, staff, board members and friends to help us uniformly promote JBU. You are the most important JBU brand ambassadors. We hope you find the contents helpful, and will contact us with any input you have on how we can continue to improve JBU’s brand excellence.

- University Communications
THE BRAND PROMISE

A brand promise is what people expect from your organization because of what your brand communicates. A fulfilled brand promise adds to brand value; an unfulfilled brand promise subtracts from it.

THE JBU BRAND PROMISE

*JBU students will experience:*

- Premium Quality Education
- A Caring Community
- Real Career Preparation
- Christian Worldview
OUR FOUNDATIONAL IDEALS

Several official university statements define the values and principles that guide JBU. These timeless words become the foundational ideals that influence our brand.

OUR MISSION

*JBU provides Christ-centered education that prepares people to honor God and serve others by developing their intellectual, spiritual and professional lives.*

OUR MOTTO

*Head, Heart, Hand*

EMBODIES THE HOLISTIC PHILOSOPHY OF EDUCATING THE WHOLE PERSON

OUR CREDO

*Christ over all*

INFORMS US THAT CHRISTIAN TRUTHS DRIVE OUR ACTIONS AND GIVE US PURPOSE.

Additionally, our Statement of Faith and Operating Principles documents help us understand these foundational ideals.
BUILD THE FUTURE: AN INSTITUTION-WIDE MARKETING CAMPAIGN

Starting this fall, University Communications is launching a new institution-wide marketing campaign around the tagline: *Build the Future*. This tagline speaks to the aspirations of our prospective students for all our major programs. Students at JBU are building the future for their careers, for their families, for their communities and for our world.

This tagline will be featured prominently on the new website and in print, video and online advertising.

It is a theme around which we can create a variety of marketing messages:

- build your faith
- build your career
- build relationships
- etc.
In January 2015, JBU launched the public phase of the Campaign for the Next Century — a $125 million capital campaign that will expand JBU’s capacity to offer a hope and a future to students into the next 100 years of our existence. This campaign builds on JBU’s past commitments and relies on faith in the blessings of God in the present to secure the university’s future.

Campaign logos can be downloaded at jbu.edu/logo/download.
ELEVATOR SPEECHES

You’re in an elevator on the 10th floor when the person next to you sees your JBU nametag and says, “I’ve never heard of JBU.” How do you capture the essence of JBU in the next 30 seconds? Here are a few examples of elevator speeches. Feel free to adapt them and make them your own.

We are a private Christian college in beautiful Northwest Arkansas that has been educating students for almost 100 years. We have over 2,500 students enrolled in more than 50 traditional undergraduate, online and graduate programs. Our rigorous educational tradition of educating students “head, heart and hand” – develops their intellectual, spiritual and professional lives.

OR

We are a private, interdenominational evangelical university located in Northwest Arkansas — one of the fastest growing areas in the country. We offer more than 50 different undergraduate and graduate professional and liberal arts programs. Representing over 50 different countries and 40 states, our student body brings a rich and diverse culture to campus. Our commitment to faith and learning is seen not only in our chapel services, but also in the classroom, residence halls and the numerous mission and service trips here in the U.S. and abroad.
MEDIA CALLS

We often get calls from the media asking for experts on a particular topic and will direct them to the most knowledgeable person.

If you get a direct call from the media related to your area of academic expertise, feel free to answer their questions. We ask that you then forward the reporter’s contact information to our office so we can follow up with any photo needs and ensure we get an article clipping.

If the media asks any questions related to university policies or stances on issues, please do not answer. Instead, refer them to the director of University Communications.

If questions fall within your area of expertise but are related to a current hot-button issue, please have the reporter contact us first so that we can stay involved in the conversation.
SOCIAL MEDIA GUIDELINES

Those using social media on JBU’s behalf should be mindful of the impact they have on the university’s image and reputation.

Content must:
• be consistent with the community covenant, core values and statement of faith
• meet legal and privacy policies and comply with FERPA and state privacy regulations
• be updated regularly

Social media account login and passwords must be provided to University Communications.

In the event of a crisis on campus, please refer people to JBU’s main social media channels and refrain from posting anything without UC approval.

The complete Social Media Guidelines can be found at jbu.edu/sm-guidelines/.
VISUAL GUIDE
“DESIGN IS THINKING MADE VISUAL.”

- **SAUL BASS, LOGO DESIGNER**
  (United Airlines, AT&T, the Girl Scouts, Kleenex)
THE JBU LOGO STORY

The SHIELD that creates the edge of the logo is reminiscent of the first logo used to represent JBU’s beginning in 1938.

The threefold motto “Head, Heart, Hand” is represented by the THREE BLUE QUADRANTS.

The image of the CATHEDRAL roof in the fourth quadrant represents the most iconic building on JBU’s campus.

The CENTER CROSS that divides the shield into four quadrants represents JBU’s Christian motto “Christ Over All.”

The CIRCLE in the center alludes to the Cathedral group plaza where JBU’s heritage is honored through name-engraved bricks of those who have served the university faithfully. It is also a reminder that JBU is built on the foundation of Christ.
Primary university logos are available for download at jbu.edu/logo/download

**primary stacked logo**
Main JBU logo - use whenever possible.

**primary horizontal logo**
Use when stacked option is not viable.

**primary wordmark**
PRIMARY LOGOS

- **primary abbreviated logo**: JBU
- **primary shield logo**: [Image]
- **secondary abbreviated logo**: JBU
SUB-BRANDED LOGOS

Primary university branding should be used on all external marketing materials as much as possible, but JBU realizes that there are some times when colleges or departments want a sub-branded logo (i.e. shirts, etc.).

All sub-branded logos MUST be created by University Communications. If you need a logo that is not already available, please submit a University Communications request via Eaglenet. We can usually complete those requests in 3-5 business days.
SUB-BRANDED LOGOS

academic sub-branded logo

JOHN BROWN UNIVERSITY
SODERQUIST COLLEGE of BUSINESS

stacked

JBU SODERQUIST COLLEGE of BUSINESS

horizontal
ALTERNATE LOGOS

alternate logo - no shield
(academic or non-academic)

Must be JBU plus ONLY one word. Names may need to be shortened. Must include a color contrast between the two words. Whether color, black or white, the “JBU” stands out with 100% color value, and the additional word should have a 40% value. (On white version the second word would be 40% transparency.)

alternate logo - with shield
(academic or non-academic)

Must ALWAYS be two lines, approximately 2-4 words and as horizontally balanced as possible.
UNIVERSITY COLORS

JBU’s primary institutional color is Pantone 540© with a secondary color of Pantone 299©. Other options include black and white. Gold and silver metallic inks may also be used. Using these official colors without deviation contributes to a widely recognized image for JBU. (Any other color choices must be approved by University Communications.)

Build the official colors as follows:

<table>
<thead>
<tr>
<th>Color</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>DARK BLUE</td>
<td>100</td>
<td>55</td>
<td>0</td>
<td>55</td>
</tr>
<tr>
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<td>85</td>
<td>19</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color</th>
<th>R</th>
<th>G</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>DARK BLUE</td>
<td>0</td>
<td>55</td>
<td>103</td>
</tr>
<tr>
<td>LIGHT BLUE</td>
<td>0</td>
<td>157</td>
<td>220</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color</th>
<th>HEX (WEB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DARK BLUE</td>
<td>003767</td>
</tr>
<tr>
<td>LIGHT BLUE</td>
<td>009DDC</td>
</tr>
</tbody>
</table>
UNIVERSITY FONTS

JBU has two official fonts used frequently in major marketing material. For reference, they are as follows:

**Serif Font**

Perpetua
Perpetua Bold
Perpetua Italic
Perpetua Bold Italic

**Sans-Serif Font**

Proxima Nova Regular
Proxima Nova Semibold
Proxima Nova Bold
Proxima Nova Extra Bold
Proxima Nova Black
Proxima Nova Thin
Proxima Nova Light
BRANDS ARE LIVING ENTITIES WITH PERSONALITIES. THEY ARE THE VISUAL EXPRESSION OF AN ORGANIZATION’S GOALS AND EXPERTISE, VALUES AND VISION. THEY ARE UNIQUE AND PRICELESS – AND THIS FACT ALONE MAKES THEM WORTH PROTECTING.

- DAAKE BRANDING AGENCY
LOGO USAGE RULES

Only officially-supplied electronic logo files created by UC should be used. They may not be altered in any way. All primary logos are available for download at jbu.edu/logo/download.

LOGO SIZE
Never stretch any logo to incorrect proportions. (TIP: Hold down the SHIFT key while resizing.)

LOGO SPACING
No other text or graphic elements may encroach upon the logo space.

COLOR RULES
JBU logos may be used in the following color palettes.
LOGO USAGE RULES

CMYK & Two-Color Production
Either CMYK or Pantone ink may be used (see pg. 19 for exact colors). The upper left quadrant of the shield must always be the lighter blue, and the rest of the logo the darker blue. (figure 1)

One-Color Production
For pieces using only one color, there are three options for treatment of the logo:
- Dark Blue - see pg. 20 for color specifications (figure 2)
- Black (figure 3)
- White (figure 4)
- Gold metallic ink
- Silver metallic ink

(There may be instances where another color is acceptable, but UC must give approval.)

Transparency
Note that the inner shield, around the quadrants, is transparent, NOT white. If placed on a colored background, that color should show through. (figure 4)
INCORRECT USES

incorrect proportions

logo space encroachment

incorrect full color usage
INCORRECT USES

incorrect reverse

shield background filled with white (not transparent)

combine two logo elements to make a “new logo”
Use of the Golden Eagle athletic logos is reserved exclusively for the athletic department. No other department may use the logo without approval from the JBU athletic director.

<table>
<thead>
<tr>
<th>Primary Eaglehead</th>
<th>Eaglehead</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Body Eagle</td>
<td>Talon</td>
</tr>
<tr>
<td>Wordmark</td>
<td>Sport-Specific Wordmark</td>
</tr>
</tbody>
</table>