

THE OFFICIAL JBU BRAND BOOK & VISUAL GUIDE

UNIVERSITY COMMUNICATIONS



JOHN BROWN
UNIVERSITY

“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.

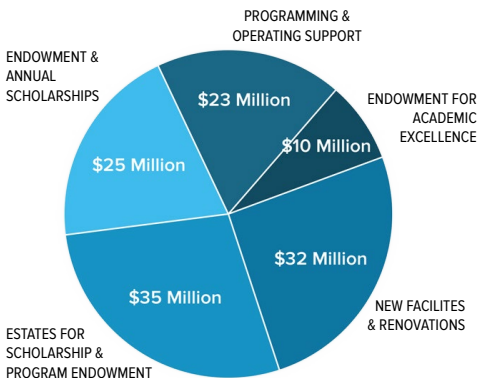
It is a theme around which we can create a variety of marketing messages:

- build your faith
- build your career
- build relationships
- etc.

THE CAMPAIGN FOR THE NEXT CENTURY: A HOPE AND A FUTURE

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 LOGOS

Primary university logos are available for download at jbu.edu/logo/download



JOHN BROWN
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primary stacked logo
Main JBU logo - use whenever possible.



JOHN BROWN
UNIVERSITY

primary horizontal logo
Use when stacked option is not viable.

JOHN BROWN
UNIVERSITY

primary wordmark

PRIMARY LOGOS

JBU

primary abbreviated logo



primary shield logo



secondary abbreviated logo

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.



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Information Technology Services

non-academic sub-branded logo
Limit name to one line.

SUB-BRANDED LOGOS

academic sub-branded logo



JOHN BROWN
UNIVERSITY

SODERQUIST COLLEGE
of BUSINESS

stacked

JBU | SODERQUIST
COLLEGE *of*
BUSINESS

horizontal

ALTERNATE LOGOS

JBU Alumni

*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.)



CONSTRUCTION
MANAGEMENT

*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:

| | C | M | Y | K |
|------------|-----|----|---|----|
| DARK BLUE | 100 | 55 | 0 | 55 |
| LIGHT BLUE | 85 | 19 | 0 | 0 |

| | R | G | B |
|------------|---|-----|-----|
| DARK BLUE | 0 | 55 | 103 |
| LIGHT BLUE | 0 | 157 | 220 |

| | HEX (WEB) |
|------------|-----------|
| DARK BLUE | 003767 |
| LIGHT BLUE | 009DDC |

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*)

CORRECT LOGO USAGE



figure 1



figure 2



figure 3



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"*

ATHLETIC LOGOS

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.



Primary Eaglehead



Eaglehead



Full Body Eagle



Talon



Wordmark



*Sport-Specific
Wordmark*



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WWW.JBU.EDU/UC

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