Concordia style guide

Ann Arbor

Voice

Concordia's best self

There is something quite different about Concordia University. What sets us apart is that our ordinary university is attached to the extraordinary Word of God and connected to His promises. The promise of God's grace through His son Jesus Christ brings hope for the ever after and meaning to the every day. It's what makes Concordia University uncommon.

Because of this, Concordia is confidently committed to education, faith, and personal growth—really, all three are intertwined. Concordia is not a place to churn out degrees. Concordia is there to support, there to rely upon, and there to fulfill.

Brand voice

Our tone of voice provides another way for the world to recognize the Concordia brand. It guides what we say and how we say it, and it comes through in all brand language, from internal communications to how we welcome and guide students through a campus tour, and how they experience our brand as they become part of the Concordia family. But there is a distinctive tone alive on each campus. Like siblings raised in the same home, we are together but set apart.

In its essence, a brand is the concise distillation of the promise that an organization makes to its constituents consistently, dramatically, and repeatedly. It's not simply a catch-phrase.

Concordia is

Friendly | Honest | Supportive | Down-to-earth | Active | Welcoming | Selfless | Compassionate | Accepting | Determined | Enthusiastic | Sincere | Trustworthy

Concordia is not

Preachy | Dull | Typical | Narrow | Snobby | Flowery | Aloof | Exclusory | Passive | Cliché

The road to Live Uncommon

Authenticity at every point of contact is the goal of successful, comprehensive brand work. Organizations can only fully achieve their missions when they are able to say and share exactly who they are and why they exist.

The following statements have been crafted and distilled from 18 months of research, conversations, focus groups, and testing to help our entire Concordia community clearly understand and articulate the Concordia University Wisconsin and Ann Arbor story.

Mission

Concordia University is a Lutheran higher education community committed to helping students develop in mind, body, and spirit for service to Christ in the Church and the world.

Brand promise

We are a learning community at the junction of knowledge and Christian faith, where students are developed to lead uncommon lives of higher professional purpose for the betterment of self and community.

Value proposition

We provide distinctive Christian higher education that develops the whole student, intentionally nurturing alignment of mind, body, and spirit in a vibrant, caring community. As a result our graduates are empowered to achieve their highest potentials: to think, communicate, lead, and serve with integrity and compassion, wherever their careers, vocations, and lives lead.

Position statement

For values-oriented, relationally driven students, Concordia University delivers a distinctive Christian higher education, where faith and knowledge intertwine, linking disciplinary content and liberal arts learning to faith and values in a supportive, friendly community that develops students holistically to achieve their God-given potentials.

Best practices

Brevity

When in doubt, brevity is best.

Capitalization

We use sentence case across headlines, subheads, body copy, and calls to action. This means we capitalize the first word in a sentence, but don't capitalize words because we think they are important or we want to add emphasis. We do capitalize proper nouns, including:

- Names of people, and schools (e.g. Austin, a liberal arts major has earned 48 credits in the School of Arts and Sciences)

- Places like cities/states/countries (but not directions like "east" or "west," or general places like " hometown" or "classroom")

- Months, days of the week, and official holidays like "December," "Monday," and "Christmas" (but not seasons like "summer" or general terms like "winter break")

- Typical religious proper nouns like God, Lutheran, the Bible and Christian (but not "faith" or "worship")

Please Note: Do not capitalize degrees, unless writing out the proper title. (e.g. Tim Smith received his bachelor's degree in physics. Tim Smith received a Bachelor of Arts in music.) Lowercase subject areas, unless they are proper nouns (e.g. physics, computer science, theology; English).

For a full guide to language, punctuation, and usage please reference our University Language Style Guide.

Punctuation

Do not use periods at the end of a headline or subhead, except rare instances designed for effect. Question marks are allowed. Body copy should always end with the correct punctuation. Em-dashes can be used effectively to emphasize a clause (though be mindful of overdoing it). Do not double-space after sentences in body copy. Never use exclamation points.

Write like this…

"What does it mean to live uncommon? It means using the talent, creativity, faith, and courage God gave each of us to live for a higher purpose. It's a calling to go outside your comfort zone and share your gifts in the service of others. It means never following the crowd."

Not like this…

"What does it mean to live uncommon? It means using the talent, creativity, Faith, and Courage God gave each of us to live for a higher purpose! It means knowing what the right thing to do is, at all times, even when others do not. It means rambling on, proving how verbose, how magnificent, how truly, utterly mind-boggling your command of the English language is."

For a full guide to language, punctuation, and usage please reference our University Language Style Guide.

File types

There are different types of files for the various uses we have for our logos. Each file type works uniquely in how it displays an image, thus allowing us to achieve different goals.

Quality

Computer displays are made up from grids of small square cells called pixels. Pictures are built up from these cells. The smaller and closer the cells are together, the better the quality of an image. However, with increased quality of an image, you'll find an increase in the file size, in order to store the data needed. Some files allow you to re-size while retaining quality, some don't.

Transparency

Sometimes we need to see through the empty spaces of an image, to see what lies beneath or behind the logo/image creating a transparent effect; not all types of files/programs support this.

Use on the web

Some files are supported on the web, some are not. A high-resolution photo is typically too large to load in a timely manner and only certain types of transparency-capable files are supported.

Extensions (types of files)

In our 'Logos' folder (on the M drive) you will find a variety of file types. The file names will end in these file extensions: .eps, .jpg, .png, .ai, .gif, .bmp, .tiff

Vector graphics are complementary to raster graphics. There are instances when working with vector tools and formats are the best practice, and instances when working with raster tools and formats are the best practice. An understanding of the advantages and limitations of each technology and the relationship between them are beneficial and will most likely result in a more efficient and effective use of file formats.

Raster-based formats

Raster files have a pixel data storage structure, meaning the image has a set width and height. When re-sizing a raster-based image, if the number of pixels is kept constant, the size of each pixel will simply grow and the image becomes grainy (pixillated) when re-sized beyond its set width and height.

.jpeg - Joint Photographic Experts Group file
Standard computer file format for images. Jpegs are relatively universally supported, however will not keep transparent properties. They can be re-sized based on the original number of pixels. **Important to note:** Once a pixel ratio is established the image cannot be up-sized without losing quality.

.tiff - Tagged Image File Format
A popular format for high-color-depth images and is widely used in desktop publishing. When specifically set to do so, a .tiff file can retain transparent properties.

.png - Portable Network Graphics OR an Adobe Fireworks file
This file type allows the original data to be reconstructed from compressed data. It will preserve the transparent properties of a file, and is often used for the web if you need to keep the transparencies intact, however you take a risk in using this file format on the web, as not all internet browsers support .png files.

.gif - Graphics Interchange Format file
Are relatively universally supported, however will not keep transparent properties in tact. This format is more commonly used/supported for web graphics.

.bmp - Bitmap file
A bitmap corresponds bit-for-bit with an image displayed on a screen. A bitmap is characterized by the width and height of the image in pixels and by the number of bits per pixel. Bitmap files are also more commonly used/supported for web graphics.

Vector-based formats

Vector files store the lines, shapes and colors that make up an image as mathematical formula. A vector graphics program uses these mathematical formulas to construct the screen image, building the best quality image possible. The mathematical formula determines where the dots that make up the image should be placed for the best results when displaying the image at a certain size. Since these formulas can produce an image scalable to any size and detail, the quality of the image is limited only by the resolution of the display, and the file size of vector image stays the same. (**Important Note:** Access to a vector graphics program or a program that supports vector files, such as Adobe, is required to use or even open/view a vector file).

.ai - Adobe Illustrator file (The original file in which a logo is made, the illustration program the designer uses is called Adobe Illustrator.)

.eps - Encapsulated Post Script file (Otherwise known as a vector file, not only retains its transparent properties, but retains the quality of the image no matter how it is re-sized. An .eps file tends to be quite large and not as widely supported or accessible.)

TIP: Apparel and promotional item vendors typically require this type of file, but it is important to first check with your sales representative as to what their requirements are, as they may vary.

Typography

Headlines

Gotham Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,:' "/!?)

Gotham Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,:' "/!?)

Gotham Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,:' "/!?)

Bodycopy

Gotham Narrow Book*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,:' "/!?)

*Best used for bodycopy

Alternate font

Century Gothic Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,:' "/!?)

Century Gothic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,:' "/!?)

Special cases

Lekerli One*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,:' "/!?)

* Leckerli one should be used sparingly. It is best used as a 1-2 word design empasis in headlines or as a name "signature" in testimonial quotes. It should not be overly used as a way to make things "more fun".

Contact IT if you need to have Leckerli One or Gotham installed on your computer for design use.

Please Note: Approval for font installation will be determined by marketing as we have a limited number of licenses for Gotham. If you have a compelling need for the font, please contact Ashley Kilgas to discuss.
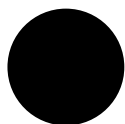
Color palette

Primary colors

Cardinal Red
CMYK C-10 M-100 Y-99 K-2
RGB R-213 G-21 B-37
HEX Value #d51525
PMS 186 C

Scarlet Red
CMYK C-28 M-100 Y-100 K-37
RGB R-130 G-0 B-0
HEX Value #820000
PMS 1815 C

Black, But Not
CMYK C-73 M-67 Y-66 K-82
RGB R-18 G-18 B-18
HEX Value #121212

Sunrise Gold
CMYK C-0 M-40 Y-90 K-0
RGB R-250 G-166 B-52
HEX Value #faa634
PMS 1375 C

Snow White
CMYK C-0 M-0 Y-0 K-0
RGB R-255 G-255 B-255
HEX Value #ffffff

Secondary colors

Charcoal Grey
CMYK C-70 M-64 Y-63 K-64
RGB R-45 G-45 B-45
HEX Value #2d2d2d

Ash Grey
CMYK C-64 M-56 Y-56 K-32
RGB R-84 G-84 B-84
HEX Value #545454

Grey Havens
CMYK C-56 M-48 Y-47 K-14
RGB R-114 G-114 B-114
HEX Value #727272

London Fog
CMYK C-19 M-15 Y-16 K-0
RGB R-204 G-204 B-204
HEX Value #cccccc

Downy Grey
CMYK C-6 M-4 Y-4 K-0
RGB R-237 G-237 B-237
HEX Value #ededed

Accessibility

As a general rule of thumb when designing for print or web you want to have a certain amount of contrast (difference in color and brightness) between your text/icons and background color. Too little, and you get hard to read text that can hurt the eyes (think red text on a blue background). A contrast ratio of at least 4.5:1 for normal text and 3:1 for large text is reccommended. *Large text* is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger. Below are examples of different brand color background/text combinations that either pass or fail the contrast ratio standard.

Pass	Fail

This text has a contrast ratio of 5.30:1
This text has a contrast ratio of 10.77:1
This text has a contrast ratio of 21.00:1

This text has a contrast ratio of 1.99:1

This text has a contrast ratio of 5.42:1
This text has a contrast ratio of 10.57:1

This text has a contrast ratio of 1.99:1
This text has a contrast ratio of 2.67:1

This text has a contrast ratio of 5.30:1

This text has a contrast ratio of 2.67:1
This text has a contrast ratio of 2.03:1
This text has a contrast ratio of 3.96:1*

This text has a contrast ratio of 5.42:1
This text has a contrast ratio of 10.77:1

This text has a contrast ratio of 2.03:1
This text has a contrast ratio of 1.95:1

This text has a contrast ratio of 9.43:1
This text has a contrast ratio of 18.73:1

This text has a contrast ratio of 3.54:1*
This text has a contrast ratio of 1.74:1

*note that ones with greater than 3:1 contrast are okay at larger text sizes

Photography

Art direction

Focus on natural, inviting settings that bring warmth to the page. The occasional eccentricity is allowed—it is college after all—but the goal should be to straddle the line between timeless and trendy.

Portraits

Highlight quirky and confident traits. Keep portraits diverse, introspective, and in-the-moment. Photos should portray a short depth of field and a mix of clean and textured backgrounds in nature or iconic campus areas.

Styling

Rely on natural/neutral tones with bolder blues, reds, and golds.

Uncommon candids

When using candid photos, capitalize on in-the-moment shots, with students and professors living uncommon stories and being proud of it. Candids can be cinematic and intimate, and should always be authentic and honest. Photos should portray nature and natural campus environments.

Styling

Shoot for inspirational, stylish, and a big splash of personality.
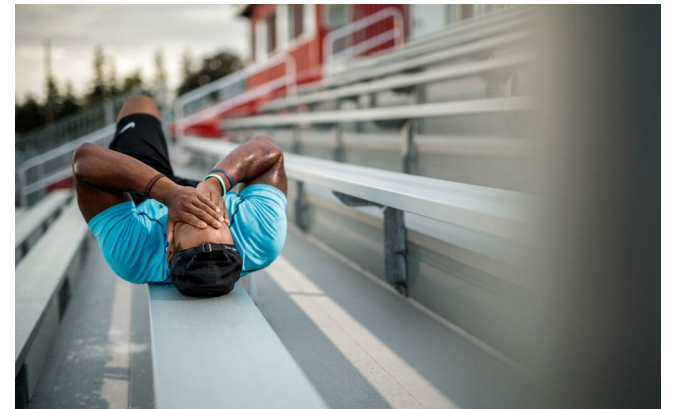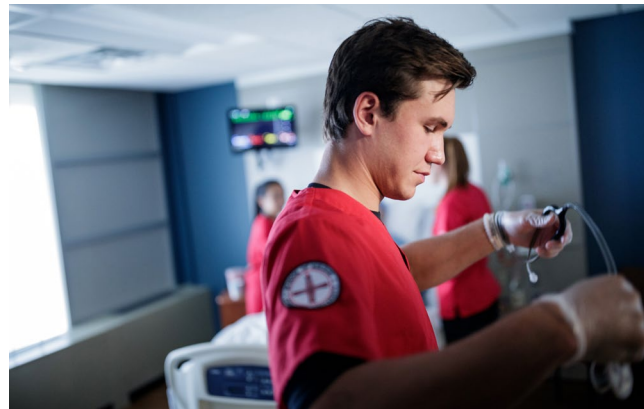
Photo permission

Reproduction and publication of photographs or video, either edited or unedited, in brochures, advertisements, or other promotional media need to have the consent of the subjects featured in them. Meaning if you are taking your own photos of events, gatherings, etc. (natural or posed) with students/faculty/staff/alumni/general public/etc. you must have them sign a Photo/Video/Voice Consent Form*. This states that the subject grants Concordia University Wisconsin the right to use their photo/video/voice/likeness without making any payment (of any form).

Likewise, photos you plan to use that you did not take/purchase must have the written or verbal consent of the photographer to use their property.

*This form can be found on the M drive.

Online photo library

Many great photos exist already (with rights secured) on our online Photoshelter library that can be accessed at cuwaa.photoshelter.com/. You can use Single Sign On (SSO) to login to the university photo library and search for specific photos using keywords (e.x. CIT, 2018, bluffs, chapel, etc.) These pictures vary from scenery and buildings to students and faculty in action. There are even a few folders filled with old black/white photos from CUW's history that have been scanned in from various archives.

Stock photography

In the rare case that you can't find an existing CUW photo or don't have the opportunity to take/get photos of your specific need, we do have a stock photo account with Getty Images. There are hundreds of thousands of photos available through Getty Images, so you'll be sure to find one that is a perfect fit for your needs.

For more details on obtaining online stock photography, contact Ashley Kilgas in Marketing.

Live Uncommon wordmark

The "Live" portion of the Live Uncommon wordmark is a custom, hand-lettered mark. The Google font Leckerli One, is the closest font approximation to the hand-lettered mark.

Live — Leckerli One

Live
UNCOMMON

The "Uncommon" portion of the Live Uncommon wordmark uses **Gotham Bold** with letter tracking set to -70.

Live UNCOMMON — Horizontal Lockup

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Logos

Cross

CONCORDIA UNIVERSITY

Ann Arbor, Michigan

Name
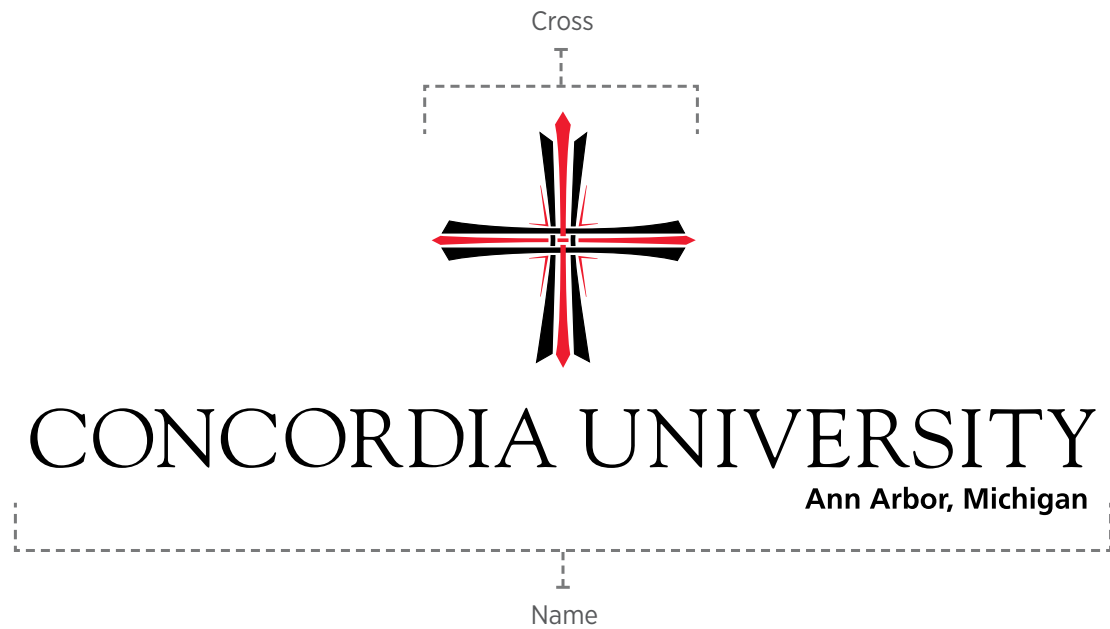
Note: The Concordia logomark should never be re-drawn or re-constructed. ONLY use final, electronic artwork, accessible on the M drive.

Horizontal Centered

Horizontal Flush Left

Stacked Centered

Stacked Flush Left

Minimum size

The smallest size for all configurations of the logomark is based on the width of the cross, tip to tip, which must be at least ½", to ensure legibility.

Horizontal Centered

½"

Horizontal Flush Left

½"

Stacked Centered

½"

Stacked Flush Left

½"

Joint logo

The Joint Concordia logomark has been created for instances where both the Wisconsin and Ann Arbor campuses need to be equally represented. It's use should be used sparingly and only when individual campus logos will not suffice.

CONCORDIA UNIVERSITY
WISCONSIN & ANN ARBOR

CONCORDIA UNIVERSITY
WISCONSIN & ANN ARBOR

CONCORDIA UNIVERSITY
WISCONSIN & ANN ARBOR

CONCORDIA UNIVERSITY
WISCONSIN & ANN ARBOR

Note: The Joint Concordia logomark should never be re-colored, added to, stretched, distorted, re-drawn or re-constructed. ONLY use final, electronic artwork, accessible on the M drive. The above marks are the ONLY logo configurations approved for use.

School logo lockups

Horizontal

CONCORDIA UNIVERSITY Ann Arbor, Michigan | HAAB SCHOOL OF **BUSINESS**

Stacked

CONCORDIA UNIVERSITY Ann Arbor, Michigan — HAAB SCHOOL OF **BUSINESS**

Vertical Stacked

CONCORDIA UNIVERSITY Ann Arbor, Michigan — HAAB SCHOOL OF **BUSINESS**

Office/department logo lockups

Horizontal

CONCORDIA UNIVERSITY Ann Arbor, Michigan | **STUDENT LIFE**

Stacked

CONCORDIA UNIVERSITY Ann Arbor, Michigan — **STUDENT LIFE**

Vertical Stacked

CONCORDIA UNIVERSITY Ann Arbor, Michigan — **STUDENT LIFE**
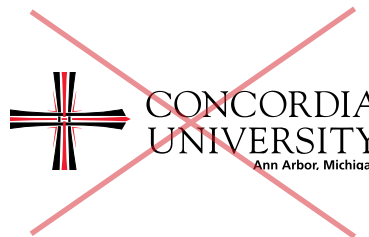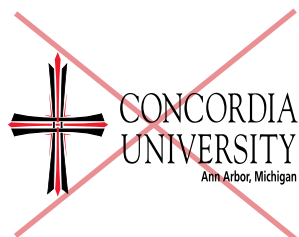
DO NOT use the shield by itself or as a design element
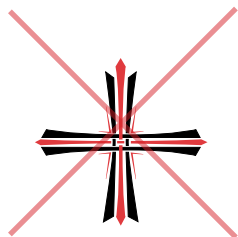
Office Name
12800 N Lake Shore Dr.
Mequon, WI 53097

DO NOT distort, stretch, or crop the logo

CONCORDIA
UNIVERSITY
Ann Arbor, Michigan

CONCORDIA
UNIVERSITY

CONCORDIA
UNIVERSITY
Ann Arbor, Michigan

DO NOT create your own logo or change the color of logo elements

CONCORDIA
UNIVERSITY
WISCONSIN & ANN ARBOR

CONCORDIA UNIVERSITY
Ann Arbor, Michigan
Academic Resource Center

Academic Resource Center

DO use the full university logo

CONCORDIA
UNIVERSITY
Ann Arbor, Michigan

OFFICE NAME
12800 North Lake Shore Drive
Mequon, WI 53097-2402

DO use an appropriate logo variant on colored backgrounds (logo should pop)

CONCORDIA UNIVERSITY
Ann Arbor, Michigan

CONCORDIA UNIVERSITY
Ann Arbor, Michigan

CONCORDIA UNIVERSITY
Ann Arbor, Michigan

CONCORDIA UNIVERSITY
Ann Arbor, Michigan

DO use logo configurations that have been created & approved by marketing

CONCORDIA UNIVERSITY
Ann Arbor, Michigan

CONCORDIA UNIVERSITY
WISCONSIN & ANN ARBOR

Old logos

The following logos/logo configurations are outdated and should no longer be used in any print or digital files.
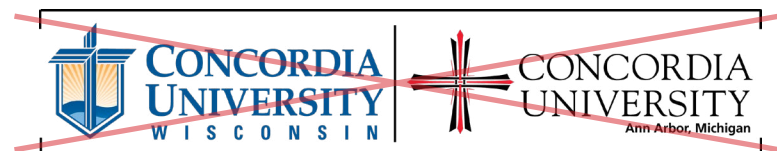
Swag & apparel

Concordia swag/apparel standards

Departments and student groups on campus regularly want to create swag, apparel, or garments for use in conjunction with Concordia departments/groups or events. Just like any printed materials, these items require branding standards to be followed. We know vendors offer a wide range of color options or combinations, so we regularly get asked what is or can be allowed. Cardinal red, scarlet, black, white, or gray are all acceptable options.

T-shirt designs

Any designs or lettering should "pop" off a darker colored shirt. See examples to the right. Also, *please make sure that any custom designs or artwork are approved by Marketing before sending to the vendor.* We need to make sure that the design and colors are complimentary to the CUAA Brand Identity.

To simplify apparel design, the CUAA acronym can be used by itself. However, if not using the acronym logo you must use the full logo. The corporate identity 'Concordia University' may not be used solo.

Internal-use shirt designs

For student groups or departments wishing to create a shirt design for internal use only, we are more flexible on shirt color, design, logo placement, and other desired variations. We do not want to inhibit creativity, and therefore only ask that you run your design by us as a courtesy. Only in extreme cases will the designer be asked to modify their design.

Swag designs

Swag items such as waterbottles, mugs, pens, lanyards, etc. should follow all of the same design guidelines as apparel.

Examples


Gotham Bold

Polo or dress shirts

Many times, due to the nature of the embroidering or imprinting, these types of apparel prohibit gradients and will require a slight re-design to comply. We ask that you have our in-house graphic designer complete these changes, not only to save money (the vendor will usually add an extensive up-charge to do this for you), but it also keeps the creative control of our brand in our hands. What may look good or acceptable to the vendor may be in violation of our brand standards.

Polos (reversed, no gradients)
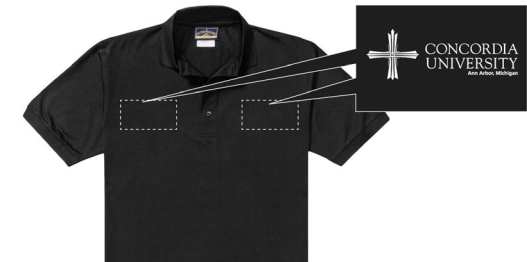
Note: While we require that the previously stated branding standards be followed for logo configurations (for departments/schools/etc.) some exceptions have been made in certain cases when there are space limitations and/or minimum letter heights, especially for embroidery. *If you feel your product choice requires a modified version of a logo, please contact the Marketing Department for further details.*

White polos (no gradients)
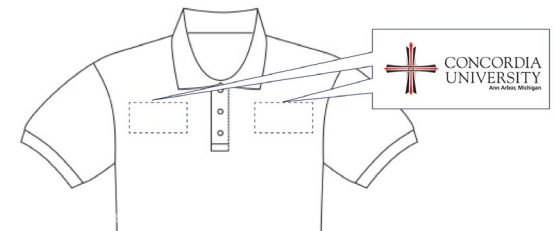
Email Signatures

Email signatures

Below is an example of the approved email signature for CUAA administrative units, academic units, and departments. The body of the signature should be Century Gothic, Regular, 10 pt., and set in black, while highlighted elements of these signatures should be **bolded** and set in Cardinal Red (R-213 G-21 B-37), with names set at a 12 pt. size.

CUAA faculty, staff, and departments should use text rather than images for email signatures. Images in email signatures may be flagged as spam, preventing them from being received. Images in emails also won't be seen by all recipients (for example, some webmail systems hide images by default, and people with slow internet connections may turn off images).

Dual branded email signatures

For those who want or need to have a dual branded email signature, we recommend adding the second campus name/address/website link below the primary campus address. All text colors should be a neutral black.

Names should be 12pt, ALL CAPS, bold, and Cardinal Red.

NAME
Title
Department

Campus, mobile, and fax numbers should be listed on one line, with the prefixes "p", "c", and "f", respectively

p 000.000.0000 | c 000.000.0000 | f 000.000.0000

Concordia University Ann Arbor
4090 Geddes Road
Ann Arbor, MI 48105
cuaa.edu

NAME
Title
Department

p 000.000.0000 | c 000.000.0000

Concordia University Ann Arbor
4090 Geddes Road
Ann Arbor, MI 48105
cuaa.edu

Concordia University Wisconsin
12800 N Lake Shore Drive
Mequon, WI 53097
cuw.edu

Contact us:

If you have any questions about creative, web, or writing stadards in the Concordia Digital Style Guide please contact:

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