

CONTENTS

Introduction	2
Why Graphic Standards?	3
The Review Process	4
University Relations Contact Information.	4
Graphics Terminology	5
The Logo	6
The Tagline.	8
The Athletic Logo	9
The Crest and Official Seal	10
Colors	11
Editorial Standards	12
Stationary	13
Mascots	15
Do's and Don'ts	16

INTRODUCTION

Any institution that deals with the public has an image shaped by a variety of factors. These include its name, the character of its architecture and facilities, the quality of its services, the attitude and expertise of its personnel, and the quality of its printed material.

The image that results from the interplay of these variables can be positive or negative, clearly defined or confused. This manual exists to ensure Schreiner's image and communications are consistent and of high quality.