

## WHY GRAPHIC STANDARDS?

Dear Schreiner colleagues,

As you know, we have increased our marketing efforts for the school. Schreiner is an “easy sell” because we have top notch faculty, small classes, an environment of learning, and a commitment to our community.

Any successful company—or university—is proud of its logo, its colors, and the message put forth by its defining symbol. We want the Schreiner “branding” to be distinctive, unique and uniform.

I invite you to look at a new addition to our Web site, the Schreiner University Graphic & Editorial Standards Manual. I have asked University Relations to put this together for everyone’s use. Most of our publications and Web-based materials are created by UR, at the request of a department or individual. Please look through the manual and be aware of the standards we adhere to.

I appreciate all you do to make Schreiner University what it is. On behalf of our students, many thanks.

A handwritten signature in black ink that reads "Tim Summerlin". The signature is written in a cursive style with a horizontal line at the end.

Tim Summerlin, President