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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.
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.

Tim Summerlin, President
THE REVIEW PROCESS

Materials Intended for External Distribution...

must be approved by University Relations (UR) to ensure consistency, attractiveness, legibility and brand recognition.

The Approval Process

Official Schreiner University printed materials (ie. any printed piece that includes the logo in any form) need to be either designed or approved by the Office of University Relations.

If you need UR to design your piece, you must complete the UR Job Submission form found on the campus intranet. Instructions and contact info are provided there. Approval, in this case, is guaranteed.

If UR did not design your piece and you seek approval only. Contact UR graphic designer Stephanie Lopez Keller, sekeller@schreiner.edu, 830.792.7212.

Questions?

The Departments of Marketing and University Relations are both able to answer questions and provide assistance with your project.
**BLEED**
Color or art that runs off the edge or edges of a page.

**COPIES**
Images made on copy machines in black and white, single colors, or full color.

**DIRECT MAIL**
A printed communication sent directly through the mail to the consumer.

**GRAPHIC DESIGN**
The application of art and communication skills to the needs of business and industry; the visual/verbal expression of an idea.

**GRAPHIC IDENTITY**
A visually consistent means of identification of an organization.

**GRAPHIC STANDARDS MANUAL**
A guide for the use of the visual identity system detailing the use of the logo, colors, and other graphic imagery.

**LASER PRINTS**
Images generated by a computer and printed on a laser printer.

**LOGO**
An identifying mark for a product, service, or organization; also called a trademark.

**PMS OR PANTONE COLOR**
A standardized system of numerically coded color mixtures used in printing. Schreiner's logo should be printed in PMS 202.

**PROCESS COLORS**
Cyan, magenta, yellow, plus black; the colors used in four-color process printing.

**SCREENED COLOR**
Printing a color at less than 100 percent. (Maroon turns to pink).

**TYPEFACE OR FONT**
The shape, size and weight of the alphabet style used in printing.

**VISUAL IDENTITY**
A master plan that coordinates every aspect of graphic design material; also called corporate identity.
The logo is the primary identification device for Schreiner University. The logo must be used on all official University publications.

Guidelines
1. Digital or camera-ready artwork only. Approved SU logos for campus use are located at http://campus/logos/
2. Always use the entire logo, without altering it in any way. The logo must always be in the exact proportions to the logos shown here.
3. Do not reduce the logo beyond legibility.
4. An area of empty space should surround the logo. The empty space, shown here by the dotted lines, should be proportional to the size of the logo.
5. Do not print at an angle.
6. Colors must be the official PMS colors or black only.

Contact University Relations to obtain digital or camera-ready artwork.
The logo may also appear with the University crest.

Guidelines
1. Digital or camera-ready artwork only. Approved SU logos for campus use are located at http://campus/logos/
2. Always use the entire logo, without altering it in any way. The logo must always be in the exact proportions to the logos shown here.
3. Do not reduce the logo beyond legibility.
4. An area of empty space should surround the logo. The empty space, shown here by the dotted lines, should be proportional to the size of the logo.
5. Do not print at an angle.
6. Colors must be the official PMS colors or black only.

Contact University Relations to obtain digital or camera-ready artwork.
The tagline “Find your way here” should be incorporated whenever practical.

Guidelines
1. Digital or camera-ready artwork only.
2. Always use the tagline without altering it in any way. The tagline must always be in the exact proportions to the tagline shown here.
3. Do not reduce the tagline beyond legibility.
4. An area of empty space should surround the tagline. The empty space, shown here by the dotted lines, should be proportional to the size of the tagline.
5. Do not print at an angle.
6. Colors must be the official PMS colors or black only.

Contact University Relations to obtain digital or camera-ready artwork.
The athletic logo enables readers to identify communications involving Schreiner's Athletic Department.

**Guidelines**

1. Digital or camera-ready artwork only.
2. Always use the entire logo, without altering it in any way. The logo must always be in the exact proportions to the logos shown here.
3. Do not reduce the logo beyond legibility.
4. An area of empty space should surround the logo. The empty space, shown here by the dotted lines, should be proportional to the size of the logo.
5. Do not print at an angle.
6. Colors must be the official PMS colors or black only.

*Contact University Relations to obtain digital or camera-ready artwork.*
THE CREST AND OFFICIAL SEAL

The University seal is to be used only on official documents such as diplomas. The crest is an optional component of the logo and is primarily used when the communication involves official university business.

Guidelines
1. Digital or camera-ready artwork only.
2. Always use the entire logo, without altering it in any way. The logo must always be in the exact proportions to the logos shown here.
3. Do not reduce the logo beyond legibility.
4. Do not print at an angle.
5. Colors must be the official PMS colors or black only. The seal and the crest may also be printed in metallic gold.

Contact University Relations to obtain digital or camera-ready artwork.
The colors of Schreiner University are maroon, white and black. Use of the official PMS colors is essential to consistent presentation of University publications.

Guidelines
1. Schreiner University marks may be reproduced in the following colors only:
   - PMS 202, black (or a percentage of black), or reversed in white on a solid color or photo.
2. Do not screen, tint or ghost the PMS 202—it will turn pink.
3. Use of any other colors is subject to the prior approval of the Marketing and University Relations Departments.

* PMS 130 is to be used only as an accent color.
COURT COLOR

ONE GALLON FORMULA:
CABERNET (BEHR)
DEEP BASE 9340

COLORANT  0Z  48  96
KX WHITE    0  16  1
L RAW UMBER 1  20  1
T MEDIUM YELL 0  30  0
V MAGENTA  9  28  1

5 GALLON FORMULA:
CABERNET (BEHR)
DEEP BASE 9340

COLORANT  0Z  48  96
KX WHITE    1  34  1
L RAW UMBER 7  6  1
T MEDIUM YELL 3  6  0
V MAGENTA  47  46  1
The way the university communicates with its constituents and the public directly affects perceptions of quality, value, and competence. Badly written copy is as degrading to the university’s public and self-image as badly composed graphics or poorly articulated speech.

University Relations is responsible for ensuring that Schreiner’s external and internal communications meet or exceed recognized graphic, literary and media standards, and are effective as well as competent. We are here to help you meet Schreiner’s editorial standards.

Consequently we would like to invite you to ask us to review and comment on any written print material and Web content that you are working on, or to ask us to draft any written materials that you need. If you prefer to communicate in writing entirely on your own, however, we ask that you familiarize yourself with the standards for effective writing that can be found on the following Web sites.

AP Stylebook Online
www.apstylebook.com

Chicago Manual of Style
www.chicagomanualofstyle.org

The Office of University Relations handles all media inquiries to maintain the most effective and responsive relationships with news organizations, ensure accuracy and consistency of information, and safeguard the privacy of Schreiner students, faculty and staff. You can see Schreiner’s Media Relations policy in its entirety in the staff manual located on the campus intranet under HR Manuals Policies, Staff Manual 05_2006.doc.
New stationary to come
The official mascots of Schreiner University are the mountain man and the mountain lion.

Guidelines
1. The Schreiner University mascots may be reproduced in either full color or black and white.
2. Do not screen, tint or ghost the mascots.

Contact University Relations to obtain digital or camera-ready artwork.
DO’S AND DON’TS

To the left are examples of what NOT to do with any of the Schreiner University logos or taglines.

Guidelines

1. **Do** contact the Marketing and University Relations Departments if you have a question about the appropriate use of the visual identity marks of the University.

2. **Do** please understand that a consistent, high-quality “look and feel” is important to communicating a quality impression of our University.

3. **Do** include the University logo or tagline prominently on all publications, ads, videos, films, and web sites.

4. **Don’t** hesitate to ask for any kind of assistance you may need in producing your written or graphic communications.

5. **Don’t** create individual logos for academic or administrative units.

6. **Don’t** stretch, skew or alter the proportions of University marks and logos.

7. **Don’t** crowd or overprint the University marks.

8. **Don’t** screen or tint (print at a percentage) the University marks without approval from Marketing and University Relations.