## CONTENTS

- President’s Note 3
- Marketing Process 4
- Contact 4
- Schreiner Brand Statement 5
- Graphic Standards 6
- Official Logos 6
- Department and Office Logo Usage 9
- Official Colors 11
- Brand Extensions 13
- Digital Media 16
- Social Media 17
- Editorial 18
- Media Relations 18
Schreiner University's brand standards manual is a resource for all members of the University community and its vendors. It was designed to ensure consistent and appropriate use of the University’s three-tiered graphic-identity program and any secondary and tertiary logos.

The guidelines included represent official University policy related to any and all graphic representation of Schreiner University, its schools, programs and athletic teams. University policy specifies that all printed material intended for external audiences be developed and produced either by, or under the guidance of, the Marketing division. For additional information or further clarification of the University's brand standards, please contact Vice President for Marketing Lane Tait at ltait@schreiner.edu.

Tim Summerlin, President
OFFICE OF MARKETING

Integrates and coordinates all aspects of Schreiner University’s marketing – product price, place, and promotion – in order to achieve the Strategic Plan objectives.

Purpose & Functions

- Support the recruitment, retention, fundraising and public relations goals of the University by increasing awareness of Schreiner and positioning Schreiner as a premier place of learning.
- Integrate marketing across all departments.
- Work with faculty, staff and other Schreiner constituents to strengthen our brand.
- Ensure its website is effective for recruitment, fundraising, public relations and as a versatile tool for the campus community.
- Improve the community’s recognition of Schreiner as a valuable cultural and economic asset, vital to the area’s wellbeing, by increasing participation in Schreiner’s community relations programs.

APPROVAL

The Office of Marketing makes Schreiner’s logo available, but with the strict provision that users adhere to the rules the Brand Standards Manual sets forth. If you have questions about what’s permitted or not permitted, please contact us.

Projects and products that use the Schreiner brand, logo or represent the University—not originating in the Office of Marketing—must be approved by the Office of Marketing. They will be evaluated on the basis of adherence to the standards described in this publication, editorial quality and how it reflects upon Schreiner University’s reputation as a premier place of learning.

RESOURCES

You can find more information on our Sharepoint at schreineredu.sharepoint.com/sites/Marketing.

Lane Tait  
Vice President for Marketing  
830-792-7462  
LTait@schreiner.edu

Amy Armstrong  
Director of Communications  
(830) 792-7405  
ANAArmstrong@schreiner.edu

Andrew Valdez  
Director of New Media  
(830) 792-7483  
avaldez@schreiner.edu

Vicki Keese  
Assistant Director/Graphic Designer  
(830) 792-7408  
email: VKeese@schreiner.edu

Stephanie Keller  
Assistant Art Director/Sr Graphic Designer  
(830) 792-7212  
email: SEKeller@schreiner.edu

John Sniffen  
Writer  
(830) 792-7334  
email: JDSniffen@schreiner.edu

Sandy Nash  
Administrative Officer  
(830) 792-7430  
snash@schreiner.edu

Jake Roa  
Graphic Designer  
(830) 792-7420  
email: JHRoa@schreiner.edu
Schreiner’s brand is its reputation. Those of us who are part of the Schreiner campus community have a strong bond to what this university stands for: holistic learning, opportunity for advancement, family atmosphere, academic, emotional and spiritual support. We communicate Schreiner’s brand with stories, actions, and images and reinforce it with consistency.

If asked to describe Schreiner to a stranger, one’s “elevator speech” would probably include these elements:

Schreiner University is a premier place of learning where our students are prepared for productive and meaningful lives in their work, families, communities and faith. They graduate ready for the challenges of a changing world and are eager to make their place in it. Schreiner’s hallmark is its student-centeredness, with faculty and staff who help undergraduate and graduate students achieve their educational goals.

Those for whom Schreiner is not a part of their daily lives are more reliant on a symbol to quickly conjure up what Schreiner is and means. Our logo serves that purpose, but only if we present it consistently. This Brand Standards Manual exists to ensure its proper and consistent use.

It establishes a hierarchy: Schreiner’s overarching wordmark (logo) and permitted variations at the top, followed by our Athletic sub-brand, tagline, seal, the unified format for all department brands, etc. and a long list of “don’ts.” All colleges, universities, and companies of any consequence strictly enforce these kinds of rules.
OFFICIAL UNIVERSITY LOGO

IDENTITY STANDARDS
As official symbols of the University, these logos cannot be manipulated, modified or appended in any way. They may not be placed next to or combined with any other text, image, Schreiner logo or any other organization’s logo. Spacing and size relationships have been carefully established and calibrated so that university identity will remain consistent in all materials. Official logos may not be depicted in any other color than the examples shown here. An official Schreiner logo is required in all communications and materials.

Official stacked logo should be used as a primary logo first.

Official horizontal logo is available only when stacked cannot be used.

Official logo is also available without the tagline.
OFFICIAL FONTS
Together, these three fonts — League Gothic, with its bold, direct look and feel, Avenir with its clean, practical, and yet refined style, and Century Schoolbook with its more traditional academic distinction — create an aspirational, approachable, and bold grouping that works well together as a family. For download or substitutions of fonts please contact the Office of Marketing.

League Gothic
• LEAGUE GOTHIC REGULAR

Avenir
• Avenir Light
• Avenir Book
• Avenir Book Oblique
• Avenir Heavy
• Avenir Heavy Oblique

Century Schoolbook
Century Schoolbook Regular
Century Schoolbook Italic
Century Schoolbook Bold
Century Bold Italic

The visual appearance of the Schreiner brand is carefully crafted by the usage of color, font, logos and messaging.

DON'T

Get to know Schreiner!

Schreiner’s mission has long been to prepare students for meaningful work and purposeful lives in a changing global society.

DO

GET TO KNOW SCHREINER!

Schreiner’s mission has long been to prepare students for meaningful work and purposeful lives in a changing global society.
INCORRECT LOGO USAGE
Don't use in conjunction with words/icons unless supplied by the Office of Marketing.

❌ DON'T

Do not stretch, tilt or rotate logos.

Do not add shadows, 3D effects, bevel, emboss or alter colors.

Do not add elements to the logo.
DEPARTMENT & OFFICE USE

SUBBRANDING & MODIFIERS

Schreiner strives to illustrate, identify and highlight the distinctions of each of its departments, programs and schools. Part of that work includes the development of a department mark and uniform look. A department mark is text-based, primarily consisting of only letters accompanied by the official logo. **Department marks are not to be used without the official Schreiner logo.** Logos available by request.

| Primary vertical department marks. |
| Schreiner University | Schreiner University |
| OFFICE OF THE PRESIDENT | TRULL SCHOOL OF SCIENCE AND MATHEMATICS |

| Primary horizontal department marks. |
| Schreiner University | Schreiner University |
| OFFICE OF THE PRESIDENT | TRULL SCHOOL OF SCIENCE AND MATHEMATICS |

**DO**

| Schreiner University | Schreiner University |
| OFFICE OF THE PRESIDENT | OFFICE OF THE PRESIDENT |
| Schreiner University | Schreiner University |
| OFFICE OF FINANCIAL AID | OFFICE OF FINANCIAL AID |

STAY SHARP!
I MADE THE DEAN’S LIST
LOGO USAGE EXAMPLES
The Schreiner official logo is required on any item that is representative of the University.

Guidelines for creating novelty items, flyers, t-shirts, etc.

- Find creative ways to utilize the official Schreiner maroon
- Be aware of how the end product will look.
  Ex: poster, tshirt, social media, email.
- Find ways to integrate the words "Schreiner" or "Schreiner University" in the design
- Contact Marketing Office for consultation and approvals

T-SHIRTS
Schreiner official logo is required on t-shirts on sleeve or back.

*Official logo on back or sleeve

*Official logo on back or sleeve
COLOR is a very important part of Schreiner’s brand because it also helps us visually speak with one voice. Using the same color over time builds the University’s visibility. Schreiner’s school colors are maroon and white. It is essential that the proper shade of maroon be used for all internal and external official University publications, documents and printed merchandise. The predominant color should be Maroon PMS 202 and should be 50 percent of a design’s color.

SECONDARY COLORS

Our designers have come up with supporting and complementary colors in order to provide a cohesive color scheme. For questions about color schemes please contact the Office of Marketing.
UNIVERSITY SEAL
The official seals of Schreiner University represent the University. As an official mark of the university, the use of the Schreiner Seal is limited for use by the President’s Office, Board of Trustees and Provost’s Office. Doing so helps retain the seals’ integrity for very official “executive” communications and designated ceremonies, like commencement, programs and certificates.

SCHREINER ACADEMIC CREST
- Do not substitute crest or seal for Schreiner University logo.
- Dean’s List
- President’s List
- Limited use moving forward
BRAND EXTENSIONS

OFFICIAL PUBLICATIONS AND ADS
All official Schreiner University publications and advertisements must include the official Schreiner logo.

POWERPOINT, EMAIL SIGNATURES
Official university presentation templates in Powerpoint format are available for download. University email signatures should follow the guidelines established in this document when using the Schreiner University logo. Email signatures should include only relevant information, in dark color.

LETTERHEADS, NOTE CARDS, BUSINESS CARDS
Official university letterhead templates in Microsoft format are available in the University Marketing resource Sharepoint. Business cards can be requested through the University Mail Room.

Schreiner University

February 8, 2016

Mr. Xxx
Xxxxxxxxx
290 Thompson Dr
Kerrville, TX 78028-5901

"My interest is in the future because I am going to spend the rest of my life there."
Charles Kettering
American Inventor, 1876-1958

Dear Xxxxxxx,

One cannot work at Schreiner University without being interested in the future, for it is all around us in the lives of more than 1,100 students. I am grateful that you are interested in the future, too, especially the future of our women’s basketball team as evidenced by your gift we received this week.

Coach and the players are working hard this summer to make next season successful and help the year off right with a trip to the Best of the West Classic in Vancouver. They just completed their first summer camp and raised over $2,000 for the trip. Another camp is scheduled for the end of July and there will be other activities planned during the summer.

You have lots and lots of “opportunities” to support charitable causes and I know that many worthwhile organizations ask for your help. I appreciate your gift of $500 for our women’s basketball team. Coach and the Team have been informed of your gift and pledge to continue to thank you for choosing to support them by doing their best work day after day.

Sincerely,

Mark C. Tuschak
Vice President

OFFICE OF ADVANCEMENT
2100 Memorial Blvd. | Kerrville, Texas 78028-5611 | www.schreiner.edu
MOUNTAINEER PRIDE

UNIVERSITY SPIRIT MARKS
Monty the Mountaineer, is the official mascot and spirit mark of Schreiner University. These marks should not be used in place of any of our academic marks, but is reserved for applications that support student life and the student experience.

- Display the Monty graphic only in Schreiner Maroon, gray, or white with approved text.
- Use only approved, unaltered versions of the Monty graphic.
- Display the Monty graphic in the right-facing position; do not reverse the direction.
- Do not substitute the Monty graphic for the Schreiner University official logo, which should appear on all external publications, websites, and other visual communications.
- Do not combine the Monty graphic with or place within any other marks, graphic elements, or words except as specified.
- The Monty graphic may be used on give-away promotional items such as T-shirts, mugs, key chains, etc., with prior written approval from University Marketing.
- DO NOT use a Googled image of “mountain lion” or "paw"! Official graphics available from Office of Marketing.

✅ DO

⚠️ Don’t
Schreiner University has tremendous school pride and spirit. The Schreiner Athletic logo is reserved for Athletics and its teams. Schreiner's reputation in the Southern Collegiate Athletic Conference relies on the Schreiner University's name recognition. The “SU” graphic should NOT be used alone without "Schreiner," "Schreiner University," or "Mountaineers" Specific team logos can be requested from Athletics Department or Office of Marketing.
DIGITAL MEDIA STANDARDS

PHOTOGRAPHY

Schreiner’s brand of photography strives for an in-the-moment feeling. We use images captured from unexpected angles or vantage points to create a candid feel. Portraits especially should show the confidence and focus of the subject without feeling staged. The lighting should give the photographs an overall warmth, and help them drive the aspirational tone. All images should be high-quality.

VIDEO

Video should also follow the digital media standard. For more info about video or still photography please contact the Office of Marketing.
SOCIAL MEDIA GUIDELINES

As a complement to the brand standards, the social media guidelines will help build credibility within social networks, demonstrating a commitment to high-quality and professional communications, and enhancing our audiences’ understanding of Schreiner University from all perspectives. Tagging official University accounts and hashtags is encouraged such as #SchreinerPride @SchreinerU.

The Director of New Media should be aware of all social media accounts that represent any official Schreiner University organization, department or student group. To register, please contact the Office of Marketing. Registering your site will allow your site to be added to the Schreiner Social Media Directory found at schreiner.edu/socialmedia.

WHY WE USE SOCIAL MEDIA?

• To build online awareness of the Schreiner brand.
• To build a sense of community among Schreiner’s audiences.
• To foster word-of-mouth promotion among Schreiner audiences and audiences outside Schreiner University.

SOCIAL MEDIA TIPS

• Think twice about the content you are about to post and double check EVERYTHING, with special attention to accuracy, spelling, and grammar. Think twice about the value of the content and consider whether or not it may potentially malign or polarize any person or group.
• Be respectful. If an audience member posts a comment to your site that upsets you, give yourself some time to cool down before responding. Display good sportsmanship; do not malign your rivals.
• Respond to comments, posts, mentions, and other interactions in a timely manner and with accurate information. Build relationships with other official administrators of social media sites who will be able to help you answer questions quickly and accurately.
• It is recommended that you review your site’s effectiveness once a month. This will help you understand how you can improve your communications to provide your audience with content that THEY want. This in turn will help you grow your audience. Many social media sites come equipped with native analytics.
• If you do not post items of value, your audience will stop listening. Give them content they can share and/or that will help them succeed. Give them opportunities to flaunt their creativity, or to do something fun. Every time you share a new post, ask yourself, "Would I find this valuable?" Also try to keep your language casual. Ask yourself, "Would I speak to a friend like this?"
• Cross-promote when you can! See the social media directory for a list of official university sites.
The manner in which the University communicates with constituents and the general public directly affects their perception of the school’s quality, value and competence. Poorly written copy is degrading to Schreiner’s public and self-image.

The Marketing Office is responsible for ensuring that Schreiner’s external promotional communications meet or exceed recognized editorial and media standards, and are effective as well as professional.

We are here to help you meet these standards. We recommend that you use either the Associated Press Stylebook or Chicago Manual of Style as references. At your request, we will review and comment on copy you prepare for print or social media use.

If you prefer, we will write copy for your project. Please allow time in your production schedule for consultation, draft preparation, and review.

**MEDIA RELATIONS**

The Marketing Office handles all media inquiries so that effective and responsive relationships are maintained with news organizations. This also ensures accuracy and consistency of information, and safeguards the privacy of Schreiner students, faculty and staff.

Schreiner’s Media Relations Policy is posted on the campus intranet under HR Manuals, Policies, Staff Manual 05_2206.doc.