

*LAUNCH A
LIFE WITH
PURPOSE*



Making *Our Message* Clear

CONTENTS

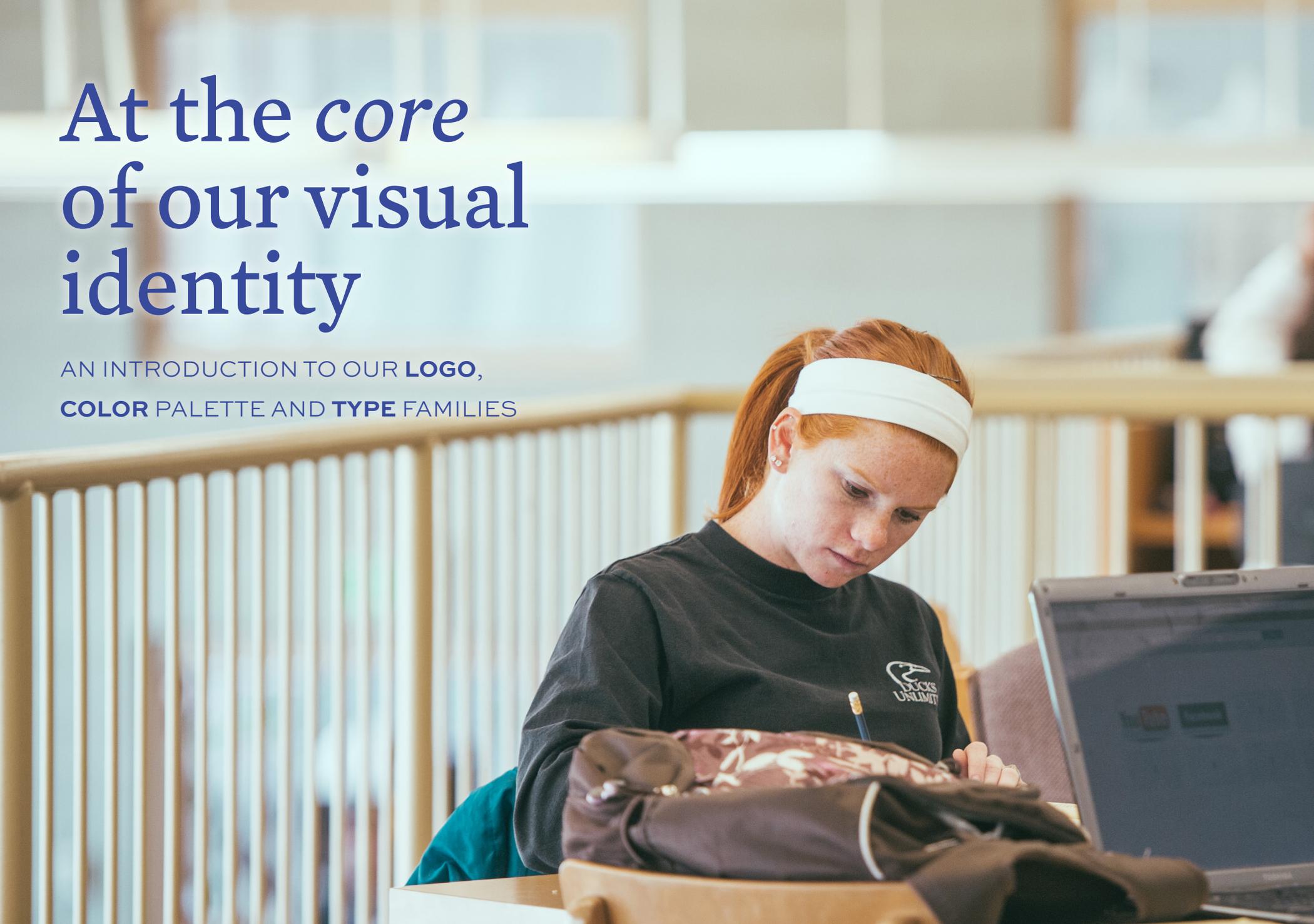
- 04 Logo
- 08 Color
- 09 Type Families
- 11 Proper Logo Usage
- 13 Improper Logo Usage
- 17 Branded Imagery
- 21 Application Examples
- 26 Contact Information

Messages, logo, color palette, typefaces and imagery form the Williams brand. This style guide demonstrates how to use these brand tools, providing a foundation to express the Williams brand and connect with our audiences in a meaningful way.

These guidelines give a basis of quality standardization in usage and reproduction. If you find it does not answer your specific question, or if you need additional information regarding the identity guidelines, please consult our contact information on the back of this manual.

At the *core* of our visual identity

AN INTRODUCTION TO OUR **LOGO**,
COLOR PALETTE AND **TYPE** FAMILIES



STACKED LOCKUP

MARK →



LOGOTYPE →

WILLIAMS
BAPTIST UNIVERSITY

HORIZONTAL LOCKUPS



Logo

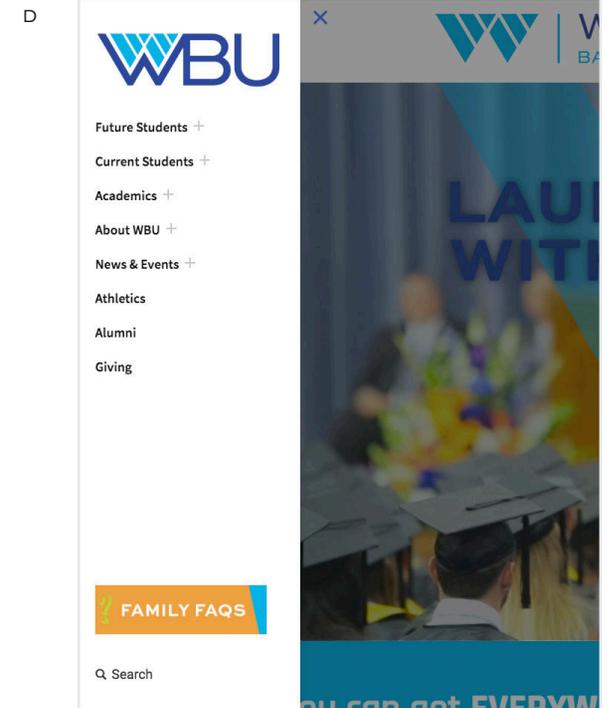
The Williams logo is comprised of two different elements—the Mark and Logotype. The primary lockup for the Williams brand is the stacked version as shown above.

To ensure the integrity of our brand visual language, our logo must be used in a consistent manner. The guidelines in this manual address consistent application through

typography, size relationships and reproduction.

Horizontal versions (lockups) of the logo also exists and may be used when format restrictions impose limited space.

Guidelines apply to all versions.



'W'BU Logo

In order to accommodate the common occurrence of referring to the university by its three letter acronym “WBU,” this mark incorporates the stylized “W” into the abbreviation in order to preserve brand identity. It is a more informal presentation that works best in a more casual setting (such as on apparel or premiums) or when space is limited.

A. The two-color logo

Our two-color logo should always be used when designing pieces including two or more colors.

B. The one-color reversed logo

It may be necessary to use a one-color version of the logo when the two-color impairs the logo’s legibility.

C. Black only logo

It may be necessary to use a black only version of the logo when a document is being printed in black ink only. The black version should also be used on all spot-color combination pieces when the available spot colors do not include PMS Blue 072 or 123.



**PMS
Blue
072**

CMYK
100, 79, 0, 0
RGB
0, 79, 163
HEX
#004fa3



PMS 123

CMYK
0, 24, 91, 0
RGB
255, 198, 41
HEX
#ffc62c



**Process
Black**



Athletic Logo

A. The three-color logo

Our three-color logo should always be used when designing pieces including three or more colors. To accommodate varying printing situations, Pantone® and Process (CMYK) versions of the logo have been created. When PMS Blue 072 and PMS 123 are available, the Pantone color version of the logo should be used.

B. The one-color logo

It may be necessary to use a one-color version of the logo when the three-color impairs the logo's legibility or if a monochromatic look is desired.

C. Black only logo

It may be necessary to use a black only version of the logo when a document is being printed in black ink only. The black version should also be used on all spot-color combination pieces when the available spot colors do not include PMS Blue 072 or 123.



**PMS
Blue
072**

CMYK
100, 79, 0, 0
RGB
0, 79, 163
HEX
#004fa3



PMS 123

CMYK
0, 24, 91, 0
RGB
255, 198, 41
HEX
#ffc62c



**Process
Black**



Alternative Athletic Logo

This alternative athletic logo delivers a more aggressive, forward-facing mascot presentation.

A. The three-color logo

Our three-color logo should always be used when designing pieces including three or more colors. To accommodate varying printing situations, Pantone® and Process (CMYK) versions of the logo have been created.

When PMS Blue 072 and PMS 123 are available, the Pantone color version of the logo should be used.

B. The one-color logo

It may be necessary to use a one-color version of the logo when the three-color impairs the logo's legibility or if a monochromatic look is desired.

C. Black only logo

It may be necessary to use a black only version of the logo when a document is being printed in black ink only. The black version should also be used on all spot-color combination pieces when the available spot colors do not include PMS Blue 072 or 123.



PMS Reflex Blue U
 CMYK
 91, 83, 2, 0
 RGB
 56, 74, 156
 HEX
 #384a9c

PMS 711 C
 CMYK
 15, 97, 91, 5
 RGB
 200, 42, 47
 HEX
 #c82a2f

PMS 423 U
 CMYK
 46, 36, 36, 2
 RGB
 146, 148, 150
 HEX
 #929496

PMS 629 U
 CMYK
 43, 2, 12, 0
 RGB
 140, 207, 220
 HEX
 #8bcffd

PMS 381 U
 CMYK
 32, 0, 98, 0
 RGB
 186, 213, 53
 HEX
 #bad535

PMS 306 U
 CMYK
 71, 8, 1, 0
 RGB
 0, 179, 230
 HEX
 #00b3e6

PMS 320 U
 CMYK
 80, 20, 33, 0
 RGB
 0, 155, 167
 HEX
 #009ba7

PMS 587 U
 CMYK
 16, 11, 42, 0
 RGB
 217, 211, 161
 HEX
 #d9d3a1

PMS 123 U
 CMYK
 0, 39, 89, 0
 RGB
 250, 168, 54
 HEX
 #faa836

PMS 300 U
 CMYK
 89, 55, 0, 0
 RGB
 0, 109, 182
 HEX
 #006db6

PMS 376 U
 CMYK
 64, 12, 100, 1
 RGB
 108, 171, 67
 HEX
 #6cab43

PMS 1385 U
 CMYK
 15, 58, 88, 2
 RGB
 210, 125, 59
 HEX
 #d27d3b

PMS 452 U
 CMYK
 35, 30, 51, 1
 RGB
 170, 164, 133
 HEX
 #aaa485

PMS 2023 C
 CMYK
 0, 62, 65, 22
 RGB
 200, 76, 70
 HEX
 #c74c46f

Color

While there are three principal corporate colors for the Williams logo, an extended color palette has been assembled for use in a variety of materials and media. Acknowledging that color is a key identifier for a brand, all materials should draw from our approved color palette.

All colors in our palette are based on the Pantone® Matching System® (PMS). CMYK, RGB and HEX conversions are listed.

Notes: The above left diagram demonstrates the recommended ratios for color usage.

Sweet Sans

Sweet Sans Pro Light / Italic

AaBbCc123 *AaBbCc123* !@\$\$%*+##

Sweet Sans Pro Regular / Italic

AaBbCc123 *AaBbCc123* !@\$\$%*+##

Sweet Sans Pro Medium / Italic

AaBbCc123 *AaBbCc123* !@\$\$%*+##

Sweet Sans Pro Bold* / Italic

AaBbCc123 *AaBbCc123* !@\$\$%*+##

Mercury

Mercury Display / Italic

AaBbCc123 *AaBbCc123* !@\$\$%*+##

Mercury Display Semibold* / Italic

AaBbCc123 *AaBbCc123* !@\$\$%*+##

Mercury Display Bold / Italic

AaBbCc123 *AaBbCc123* !@\$\$%*+##

Mercury Display Smallcaps

AABBCc123 !@\$\$%*+##

Mercury Display Semibold Smallcaps

AABBCc123 !@\$\$%*+##

Mercury Text / Italic

AaBbCc123 *AaBbCc123* !@\$\$%*+##

Mercury Text Semibold / Italic

AaBbCc123 *AaBbCc123* !@\$\$%*+##

Mercury Text Bold / Italic

AaBbCc123 *AaBbCc123* !@\$\$%*+##

Mercury Text Smallcaps

AABBCc123 !@\$\$%*+##

Mercury Text Semibold Smallcaps

AABBCc123 !@\$\$%*+##

Type Families

Choosing the right type is essential to establishing the right tone of voice for our brand. Type should be treated consistently through all communications. Sweet Sans Pro and Mercury are the approved typefaces for brand communication for Williams.

Aa

Sweet Sans Pro Family

The Sweet Sans Pro family is a contemporary, geometric sans-serif typeface with a wide range of weights suitable for use in headlines and display text. It may also be used for body text.

Aa

Mercury Family

Mercury is a contemporary serif typeface with angular serifs. The display weights are intended for use in headlines and display type, while the text weights are designed for smaller use such as body text, particularly in long-form copy.

The *right* way and the *wrong* way

AN INTRODUCTION TO PROPER
AND IMPROPER **IDENTITY USAGE**





WILLIAMS
BAPTIST UNIVERSITY



WILLIAMS
BAPTIST UNIVERSITY

A



B



Proper Logo Usage

To preserve proper weights and spatial relationships of all elements, manipulating or adjusting the logo should be avoided under all circumstances.

A. The two-color logo

Our two-color logo should always be used when designing pieces including two or more colors. To accommodate varying printing situations, Pantone® and Process (CMYK) versions of the logo have been created. When PMS Reflex Blue and 306 spot-color inks are available, the Pantone color version of the logo should be used.

B. Black only logo

It may be necessary to use a black only version of the logo when a document is being printed in black ink only. The black version should also be used on all spot-color combination pieces when the available spot colors do not include PMS Reflex Blue or 306.



Proper Logo Usage

Continued

C-D. Reversal of color

When printing on PMS Reflex Blue, or dark backgrounds, the logotype should be set in white with the mark set in PMS 306. When using the logo on black, single color printing, as well as photography where legibility could be compromised, the white only version of the logo should be used.

E. Area of isolation

To ensure legibility, the logo must have a minimum area of uninhabited space around it that no other type or graphic elements should invade. This space is equal to the width of the W mark.

F. Minimum size

To ensure proper legibility on most printed communications, do not display the logo smaller than 1.5" wide.

In special instances (such as small specialty items, pens, etc.), the logo may be used smaller in order to fit. Designer discretion is advised.

A



B



C



D



E



F



G



Improper Logo Usage

To preserve proper weights and spatial relationships of all elements, redrawing or other adjustments to the logomark and logotype are never acceptable.

A. Re-typesetting

The logo should never be re-typeset. The logo was designed specifically for Williams using only the typefaces outlined in this style guide.

B. Unacceptable color usage

Never choose alternative colors or combinations of the existing colors.

C. Incorrect reversal of color

Do not place the logo on color backgrounds where lack of contrast causes legibility issues.

D. Scaling and distortion

The logo should never be disproportionately scaled or skewed.

E. Low resolution

Low resolution files and second-hand reproductions (i.e. copies, scans) damage the integrity of the logo. Please use only the original digital files provided by Williams Baptist University.

F. The logo in sentences

The logo should never be used within the context of a sentence or statement. It visually clutters the text and erodes the equity of the logo as the key identifier for Williams.

G. Customizing of the logo

The logo must not be altered in any way. Additional elements must not be added to the mark, such as background shapes, drop shadows, etc. Doing so weakens the consistency and recognizability of the brand.



Proper Logo Cropping

A. The logo as a design element

When using the logo mark as a design element, it is imperative that the mark remains largely visible. Cropping the mark's defining features decreases brand recognition. Designer discretion is advised.

B. Improper cropping

Showing too little of the mark is not recommended. Doing so weakens the consistency and recognizability of the brand. At least 50% of the W mark should be visible at all times.

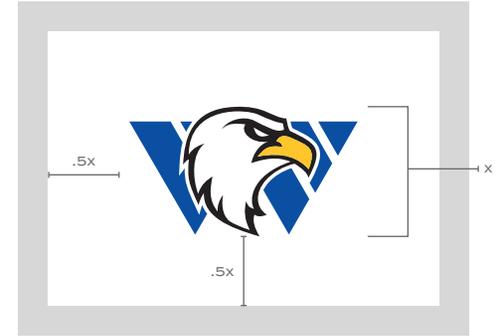
E



F



G



H



Athletic Logo Usage

Continued

E-F. Reversal of color

An exterior white outline is built into the logo for use on darker backgrounds.

G. Area of isolation

To ensure legibility, the logo must have a minimum area of uninhabited space around it that no other type or graphic elements should invade. This space is equal to half the height of the mark.

H. Minimum size

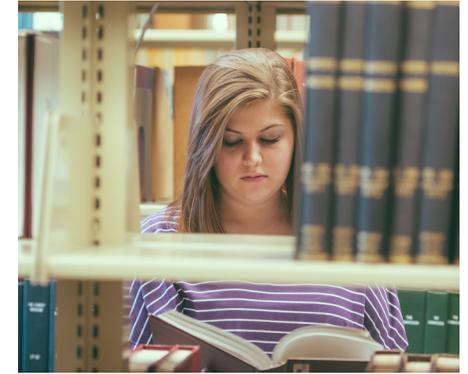
To ensure proper legibility on most printed communications, do not display the logo smaller than .75" wide.

In special instances (such as small specialty items, pens, etc.), the logo may be used smaller in order to fit. Designer discretion is advised.



An expression of who we are

IMPLEMENTING OUR IDENTITY THROUGH
BRANDED IMAGERY AND GRAPHIC ELEMENTS



Branded Imagery

Our branded imagery and graphic elements are a unique, proprietary means of combining photographic image style and graphic elements to portray our university.

1. Photography

Williams photography should communicate the genuine, energetic qualities of our students. Photographs should feature university age students within a campus setting and images portraying a sense of place. Color should be vibrant and images should be honest and natural, not staged.

RECOMMENDED IMAGERY STYLE



1



2



3



4



Imagery Grid

1. Improper imagery pairing:

Careful attention should be paid to imagery selection. In the above example, awkward cropping of the hand image in the bottom right causes visual ambiguity.

2. Angle degree:

Severe / steep angles should be avoided at all costs to prevent poor compositions.

3. Number of images:

Because of the dynamic nature of the angular grid, selecting too many images for a particular layout creates visual clutter and should be avoided. Generally, 3 – 4 images are recommended.

4. Inconsistent spacing between photos:

An equal amount of white space is needed between photos for visual separation.



Typography

1. Heading:

Headings used in brand communications often combine typefaces for emphasis. In the above example, an all-caps Sweet Sans and lowercase Mercury italic.

2. Subhead:

Subhead's are generally all-caps Sweet Sans bold and smaller in scale than the heading it accompanies.

3. Display Numbers / Statistics:

Display numbers often highlight statistics or financial info. It's recommended they be larger in scale for quick scanning.

4. Rule:

Rules are typically 4 pt. and should be used to subdivide information and create structure within a layout.

5. Watermark:

The icon is often watermarked (multiplied) on solid backgrounds for brand recognition.

6. Body Copy:

It's recommended that body copy be set in Mercury Text. For most communications, 9 pt with 13 pt. leading is recommended.

7. Pull quote:

Pull quotes are often set in Mercury italic for content emphasis.



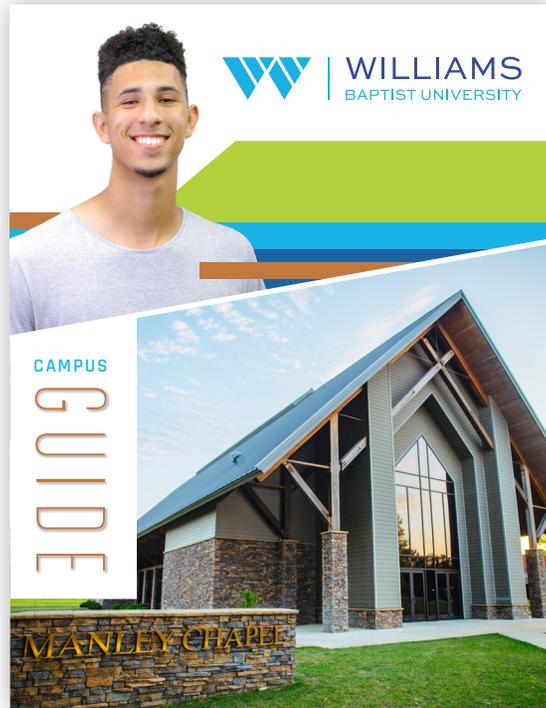
Communication in context

EXAMPLES OF THE WILLIAMS
BRAND TOOLS IN APPLICATION

Our unique visual style should be carefully applied to all of our communication touch points with students, staff and stakeholders. This includes everything from stationery and printed collateral to the web.

This section includes some helpful demonstrations of how the brand style is applied to various pieces and formats.

VIEWBOOK: COVER & SPREAD



WILLIAMS' TUITION COMPARISON

Williams Baptist University **\$17,320**

Much lower than CCCC Average **\$27,466***

WAY LOWER THAN Private School Average **\$34,740***

*Source: 2017-2018 CCCC Tuition Survey for the CCCC average and the 2017 Trends in College Pricing for the private school average.

37% ↓

LOWER TUITION THAN NATIONAL AVERAGE

NOW THAT YOU'VE SEEN US,

FLYOVER COUNTRY IS EAGLE TERRITORY.

BLEED BLUE AND WHITE.

PRAY ABOUT IT. GO FOR IT.

FINANCIAL FREEDOM.

YOUR MOST AFFORDABLE CHOICE.

In apples-to-apples comparisons (no oranges allowed) among private Christian liberal arts institutions, our tuition & fees often come in thousands less. We're 37% below the national average among private colleges and universities.

JOIN US!

FAFSA. Scholarships. Work Study. Counselors that rock.
Invest in your dream. High-value, affordable Christian liberal arts education. We make it happen.

APPLY ONLINE!

VISIT CAMPUS!

99% OF STUDENTS RECEIVE FINANCIAL AID.

The days of private pay for college are long past. Just about everybody today qualifies for and receives some type of financial aid. Our counselors can help you find, apply and fund your high-quality education at Williams.

HERE'S HOW IT WORKS:

- APPLY
- ACCEPT
- AFFORD
- ATTEND

ANGLE

BRANDED IMAGERY

WATER MARK

POSTCARD COVERS

WATER MARK



TAGLINE & MARK LOCKUP



PHOTO GRID



COLOR



(use of color in this context helps to differentiate messaging)



*CONTENT-SPECIFIC IMAGERY / ILLUSTRATION

ANGLE



After making the announcement last fall, Williams Baptist University has spent the past several months updating the campus, logo, signage, web address, stationary, social media and everything else that might show the former college name.

"As Williams Baptist University, we have a bold new platform from which to launch the next generation of leaders," said WBU President Dr. Stan Norman. "The new name lets the world know that Williams is preparing students for all areas of vocations, whether it's the classroom, the operating room, the boardroom, or any other place of work. They're being equipped to work, to lead and to make a difference in this world for Christ."

For the most part, Williams operated as Williams Baptist College throughout the 2017-2018 year. Commencement, which was held in May, was the last event as a college, and the name change became official this summer.

"To be in the last graduating class as Williams Baptist College is a surreal aspect to grasp," said

Makyla Marshall, who graduated in May with a degree in Christian ministry. "For me, it means that I can say I graduated from an amazing college that will now be an amazing university. We are at the end of something great, but it is only the beginning of something greater."

The decision to change the institution's name came after more than two years of planning, and was influenced by the belief that becoming a university would more accurately depict the institution Williams has become. With an added graduate program and continued advancements in the field of higher education, updating the name to reflect the school's current status just made sense.

"We studied the idea of a name change extensively, and we found that Williams had actually been functioning like a university for a number of years," said Dr. Brent Cooper, vice president for institutional advancement.

"Williams has a wide range of academic offerings, a large and growing resident student population and is adding its second graduate program. The name change simply

communicates more accurately what Williams truly is. The time was right to make this change, and the response has been very exciting."

Williams has three academic divisions, more than 25 bachelor's degree majors, and will launch its Master of Science in Education program this fall. The MSE is the university's second graduate degree, joining the Master of Art in Teaching program, which is well into its second year of existence. WBU also fields 12 sports, and three junior varsity athletic teams.

No matter the growth, however, Williams has held fast to devotion to the Lord, which has made it a pillar of Christian higher education for more than 76 years. In other words, WBU is decidedly committed to producing exceptional graduates prepared to engage local and global cultures through a Christ-centered worldview.

"Dr. Williams would be so enthusiastic about the college becoming a university," noted Professor Jerry Gibbons, who is chair of the department of English and communications arts and has just completed his 47 year at Williams.

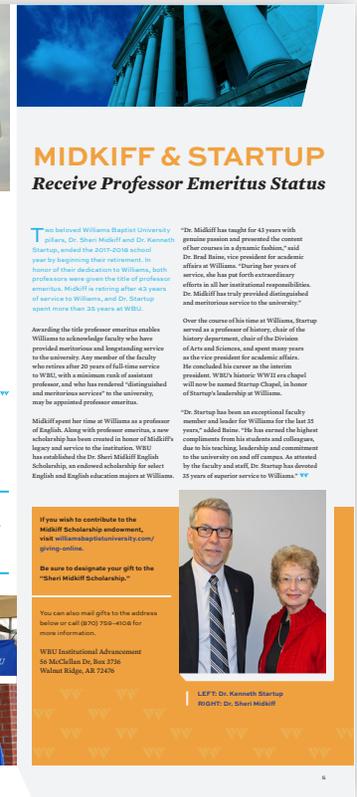
"Williams has a wide range of academic offerings, student population and is adding its second graduate program. The name change simply communicates more accurately what was right to make this change, and the response

a large and growing resident graduate program. The name Williams truly is. The time has been very exciting."



FORWARD // SUMMER 2018

*In certain instances where content dictates, alternative imagery / illustration can be created to better serve the design. In the spread example below, a color multiplied over a grayscale photo brands the image. Additionally, vector illustrations within the brand color palette add a visual tie-in to the narrative.



MIDKIFF & STARTUP Receive Professor Emeritus Status

Two beloved Williams Baptist University figures, Dr. Sheri Midkiff and Dr. Kenneth Startup, ended the 2017-2018 school year by beginning their retirement. In honor of their dedications to Williams, both professors were given the title of professor emeritus. Midkiff is retiring after 43 years of service to Williams, and Dr. Startup spent more than 35 years at WBU.

Awarding the title professor emeritus enables Williams to acknowledge faculty who have provided maintenance and long-range service to the university. Any number of the faculty who retire after 20 years of full-time service to WBU, with a minimum rank of assistant professor, and who has rendered "distinguished and meritorious service" to the university, may be appointed professor emeritus.

Midkiff spent her time at Williams as a professor of English, along with professor emerita, a new scholarship has been created in honor of Midkiff's legacy and service to the institution. WBU has established the Dr. Sheri Midkiff English Scholarship, an endowed scholarship for select English and English education majors at Williams.

"Dr. Midkiff has taught for 43 years with genuine passion and presented the content of her courses in a dynamic fashion," said Dr. Brad Bates, vice president for academic affairs at Williams. "During her years of service, she has put forth extraordinary efforts in all her institutional responsibilities. Dr. Midkiff has truly provided distinguished and meritorious service to the university."

Over the course of his time at Williams, Startup served as a professor of history, chair of the history department, chair of the Division of Arts and Sciences, and spent more years as the vice president for academic affairs. He concluded his career as the interim president. WBU's historic WWI era chapel will now be named Startup Chapel, in honor of Startup's leadership at Williams.

"Dr. Startup has been an exceptional faculty member and leader for Williams for the last 35 years," added Bates. "He has earned the highest compliments from his students and colleagues, due to his teaching, leadership and commitment to the university on and off campus. As honored by the faculty and staff, Dr. Startup has devoted 25 years of superior service to Williams."

If you wish to contribute to the Midkiff Scholarship endowment, visit williamsbaptistuniversity.com/giving-online.

Be sure to designate your gift to the "Sheri Midkiff Scholarship."

You can also mail gifts to the address below or call (870) 755-4108 for more information.

WBU Institutional Advancement
56 McClellan Dr. Box 2736
Walnut Ridge, AR 72436



LEFT: Dr. Kenneth Startup
RIGHT: Dr. Sheri Midkiff

T-SHIRT

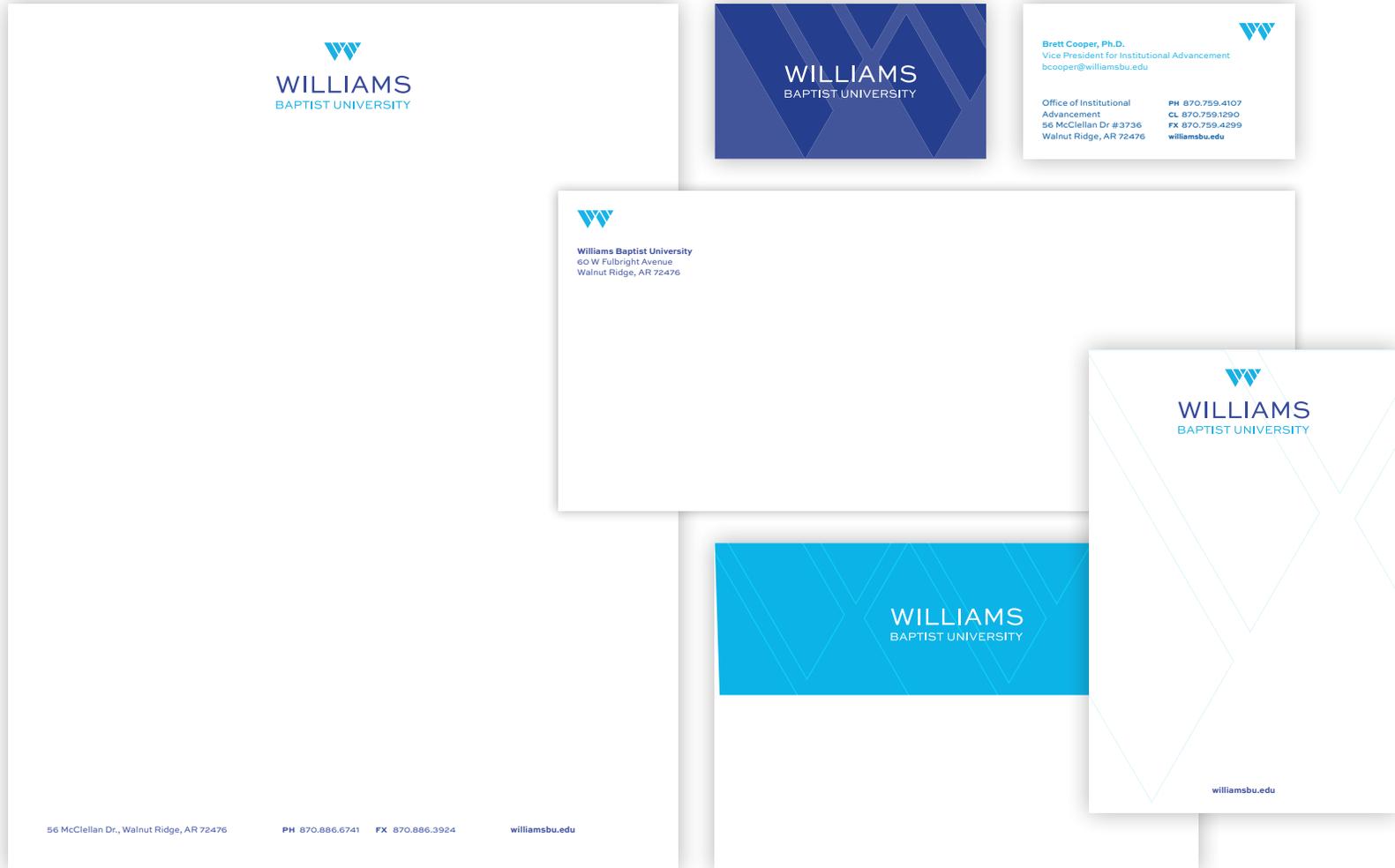


CAP



COFFEE MUG

STATIONERY



If you have any questions about how to use this manual, please contact the following representative at **The Solutions Group** for assistance.

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WILLIAMS
BAPTIST UNIVERSITY