

BRAND STANDARDS

CRITICAL THINKING

COMMUNITY

MEANINGFUL LIVES





COLLEGE IDENTITY

NAME

For formal references of the school name, and first references in material with external audiences, use “William Jewell College.” “Jewell” may be used for second and subsequent references. Avoid the use of “WJC” except for athletics when used with other conference school abbreviations.

PILLARS

The graphic representation of the College’s three-pronged philosophy (critical thinkers, community and meaningful lives) is often depicted with vertical or horizontal bars. These may be used on any official College materials but do not replace the need for an official logo. The Marketing Office can recommend color, size and placement of the pillars.

PHILOSOPHY

We are critical thinkers in community pursuing meaningful lives.

MISSION

We educate our community to ask reflective questions, apply critical thought, and act with purpose.

VALUES

- We flourish by valuing:
- Authentic Engagement
 - Courageous Citizenship
 - Creative Expression
 - Inclusive Communities
 - Innovative Thought
 - Spiritual Exploration

COLORS

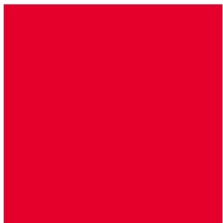
Jewell’s official colors are cardinal red and black.

- CMYK: 0 93 79 0
- RGB: 228 0 43
- HEX/HTML: E4002B
- PMS (Pantone Matching System): 185

Pillars:



Colors:



PANTONE 185



BLACK

LOGO USE

Any item produced for external use must include an approved Jewell logo. This includes printed material, apparel and other giveaway items. The College seal is not an approved logo and is only used for formal academic ceremonies or with express permission from the Marketing Office. See entry on “Seal”.

The College has three logo options:

1. **The academic logo:** Versions of the logo with the Jewell Hall graphic. This is our most commonly used logo.
2. **The spirit logo:** The cardinal on the letter “J”. This is predominantly used for athletics, student life and non-academic purposes.
3. **The wordmark:** The College name spelled out in our designated fonts with no graphics.

ACADEMIC LOGO

The academic logo consists of the name William Jewell College, with emphasis on the word “Jewell” inside a center square with Jewell Hall.

This logo must always include the words William Jewell College and must stand alone. It cannot be incorporated into a graphic element, combined with words, graphics or symbols, or altered in color or proportion. Portions of the logo may not be extracted to create other logos.

For optimal readability, do not reproduce the academic logo smaller than one-half inch in height. When imprint areas are limited by a product’s size, use an approved wordmark or work with the Marketing Office.

The logo may be reproduced in one color (red, black, or white reversed on a colored background) or two colors.

ACADEMIC LOGO WITH TRADEMARK TAGLINE

On some materials, The Critical Thinking College may be added to further establish our brand. The tagline must be used adjacent to the logo, reproduced in Colfax Black Italic and include the registered trademark (®). Do not type out the tagline, as it is part of the logo and has size and proportion requirements. In most cases, the trademark cannot be used in body copy as a general reference (“As The Critical Thinking College, we emphasize...”) but only when accompanied with the College name or logo for branding purposes. Please contact the Marketing Department for appropriate uses of the tagline and for a digital copy of the logo with the tagline.

Academic logos:



Trademark tagline:



SPIRIT LOGO

Jewell has one spirit logo for use on athletic uniforms, signs, equipment and promotional and marketing materials for the Athletic Department and teams. The spirit logo also may be used on non-athletic items, such as the promotion of student life events. Materials representing academic departments and programs as well as the educational mission of our institution should bear the academic logo (Jewell Hall).

The spirit logo consists of the cardinal head on the letter “J”. It may be reproduced in one color (black, red or white), two colors (red and black) or three colors (red, black and yellow).



Red

CMYK: 0 93 79 0
RGB: 228 0 43
HEX/HTML: e4002b
PANTONE (PMS): 185



Yellow

CMYK: 0 19 89 0
RGB: 255 199 44
HEX/HTML: ffc72c
PANTONE (PMS): 123

CARDINAL HEAD

Use of the cardinal head does not constitute a logo and does not distinguish Jewell from the many other schools with a similar mascot. The cardinal head may be used as a graphic but the item must include an approved logo (academic logo, spirit logo or wordmark).

WORDMARK

The words “William Jewell College” may be used as an official logo if typed in Trajan or Beachwood Extra Bold. In addition, CC Spills Base font may be used for just the word “Jewell” or “Cardinals”, but it may not be used for “William Jewell College” as script fonts reduce readability. Trajan is best if also using the academic (Jewell Hall) logo, and Beachwood and CC Spills best accompany the spirit logo or materials for student life, athletics and less formal occasions. The type must be in red, black or white on a background of red, white, off-white, black or gray. Contact the Marketing office for a wordmark file.

SEAL

The William Jewell College seal may not be used in place of an approved logo. The seal is reserved for ceremonial purposes and formal design applications, including plaques, graduation announcements and diplomas. Use of the seal must be approved by the Marketing Department.

Spirit logos:



Cardinal head:



Wordmarks:

WILLIAM JEWELL COLLEGE

WILLIAM
JEWELL
COLLEGE

JEWELL

Jewell

JEWELL
Cardinals

Seal:



APPAREL

All wearables such as shirts, jackets and hats are highly visible forms of marketing and should reflect the Jewell identity. See the “Logo Use” section for details on logos and colors.

- Apparel for offices, academic departments, College-sponsored programs and campuswide events must be red, black, white, off-white or gray. Clothing and ink should match cardinal red PMS 185 as closely as possible. Apparel orders must be approved by the Marketing Department for graphic compliance and appropriateness.
- Apparel must include one of three official Jewell logos: the academic logo, the spirit logo or the wordmark.
- For apparel, the logo may be placed on the front, the sleeve or the back. The academic logo may not be used smaller than one-half inch for maximum clarity. Use the wordmark in cases of limited space.
- Vendors may not reproduce any Jewell logo without express permission from the Marketing Office.

Regardless of the funding source, all commercial uses of the logo must be approved by the Marketing Department prior to manufacture. With prior approval, the logo may be conformed to the design and printing limitations of commercial items.

GIVEAWAYS AND PROMOTIONAL ITEMS

Items that will be sold or provided to students, prospective students, alumni and other audiences are important marketing pieces. These items must be red, black, white, off-white or gray and must adhere to all branding guidelines unless otherwise approved by Marketing, or unless they fall into the Student Organizations guidelines listed below. Representatives ordering these items should request their vendor to obtain proper logos from the Marketing Office.

STUDENT ORGANIZATION PARAPHERNALIA

Student organizations are permitted to purchase organizational paraphernalia outside of the permitted official College color scheme (red, black, gray, off-white and white), **provided the logo use is aligned with the graphic standards.** Club paraphernalia includes items such as T-shirts, drinkware, pens, banners, etc., that are **intended solely for members of the organization and not for sale to other students or any other external audience including alumni.** Commercial uses of the College logo or name, even if in support of a specific student organization, must conform fully to the William Jewell Brand Standards. Regardless of the funding source, all commercial uses of the logo must be approved prior to manufacture by the Marketing Department. With prior approval, the logo may be conformed to the design and printing limitations of commercial



items. Commercial uses include activities such as fundraising or event promotion **where items are to be sold or given to any non-members of the organization.**

STUDENT ORGANIZATION LOGOS

Organizations that wish to create an organization-specific logo or graphic must include the College name, and the College name must meet the following standards as stated in the Brand Standards policy:

- The type must be in red, black or white and only in Trajan or Beachwood Extra Bold.
- Formal reference of the school name only as “William Jewell College.”
- The words “William Jewell College” may be used as an official College logo typed in Trajan or Beachwood Extra Bold
- The College name should stand alone (above or below the organization graphic) and not be incorporated as part of the graphic.

The Marketing Department can provide guidance on size, resolution, format, fonts, etc. as needed. Student groups must get approval from the Marketing Department before using their logo or graphic.

PUBLICATIONS AND POSTERS

An approved Jewell logo should be visible on all printed and posted material for an external audience, preferably on the front page. All printed materials for external audiences must be reviewed by Marketing, and as workflow allows, be created by Marketing.

SIGNS AND BANNERS

An approved Jewell logo must appear on exterior College signs and banners. Design of new signs and banners must be approved by Marketing. Temporary signs made for a campus event must look professional. The Marketing Office can provide a template or assist with the design and production.

When an event is over, the sponsoring group is responsible for removing the signs within two business days.

PRESENTATIONS

Digital presentations for internal and external audiences must follow the same guidelines as printed materials. An approved Jewell logo should appear on the front page of the presentation in an unaltered state. The Marketing Office can provide PowerPoint templates or logos as needed.



TYPOGRAPHY

The College uses licensed fonts for most print and digital materials. The Office of Marketing and Public Relations manages the font licenses, and material needed for an external audience should be produced by this office for consistency of messaging, tone, style, brand and design. While a number of fonts may be used, here are some frequently used typefaces.

HEADLINES

Colfax / Black Italic

Colfax / Black

Poppins / Black

Poppins / Black Italic

Arial / Black

Arial / Black

Beachwood / Extrabold

Beachwood / Ultrabold

CALLOUTS/SUBHEADS

DIN SCHRIFT / 1451 ENG SCHRIFT

Thirsty Rough

Thirsty Script

CC Spills Base

DIN OT / Medium

BODY COPY

Frutiger LT Pro / Condensed

Poppins / Regular

Colfax / Regular

Myriad Pro / Regular

Helvetica / Regular

Avenir / Book

Times New Roman / Regular

Minion Pro / Regular

Goudy Old Style / Regular