

WILLIAM CAREY

UNIVERSITY

University Identity Standards Manual

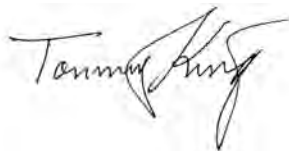
Dear Colleagues,

William Carey University has made great strides in recent years. This includes a significant increase in enrollment and an expansion of academic and healthcare programs. This growth has been accompanied with the enhanced academic quality of our student body. The tornado recovery has created a greater recognition by the public and increased respect for Carey. Our uniqueness as a faith-based private institution makes presenting a clear identity to the world especially important.

The identity standards contained in this manual provide a visual language that reflects the university as a whole, while still allowing for the individuality of our parts. The manual is designed to provide answers to your questions about logos, color, typography and other aspects of our image. Please keep it handy in order that all personnel may apply these standards consistently.

Our wordmark, logo, seal and mascot connect Carey's past with our vision for the future. They embody our commitment to the ideals which have guided the institution through the years and communicate an image of the institution which is committed to preparing students to function in a diverse global community.

Sincerely,

A handwritten signature in black ink that reads "Tommy King". The signature is fluid and cursive, with the first name "Tommy" and the last name "King" clearly distinguishable.

Tommy King
President

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Introduction

William Carey University's alumni, students, faculty, and staff all contribute to the reputation and brand of the university. William Carey University's name, logo, seal, mascot, and other identity assets have intrinsic, reputational, and marketing value. The following policies and guidelines have been established to protect the brand of the university and to ensure the appropriate use of its identity assets.

Why is visual identity branding important?

The identity standards contained in this publication are intended to provide a foundation for uniform application of the visual elements that make up William Carey University. Consistent use of these elements is necessary to create an accurate picture of Carey. Our guidelines include standards for all media, including publications, advertisements, web-based information, and collateral materials. Use of the identity standards strengthens all of our communications, both on and off campus.

Why do we need a University Identity Standards Manual?

This manual is intended for both internal and external users. The Provost's Office is charged with the responsibility to develop and maintain standards that promote and protect the Carey brand. Contact the Executive Vice President and Provost at **601-318-6497** or **provost@wmcarey.edu** with any questions or requests for information. Bookmark the online version of this manual, www.wmcarey.edu/careybrand, which contains the most recent updates to the university's standards.

General Rules

- Only the Office of the President or designee may claim copyright or trademark rights for William Carey University logos or icons, or seek to register any design that incorporates university logos or icons.
- In keeping with its mission and vision, William Carey University will not approve the use of its name or identify trademarks in conjunction with certain types of products or activities. They include, but are not limited to, alcohol, tobacco, illegal products or activities of any kind, including drugs; inherently dangerous products, including weapons or explosives; sexually suggestive products or activities; products that depict racism, hateful, demeaning, or degrading language or statements; products that use profanity; gambling related products; products or statements that impugn other universities; endorsements of political candidates; products that present an unacceptable risk of liability or that are harmful to the mission or integrity of the institution; and products that contain another entity's registered trademark, unless explicit written permission has been granted by that entity. Please check with the Provost's Office at 601-318-6497 or provost@wmcarey.edu concerning any questions regarding the Carey brand.
- Carey's name and marks may not be used in violation of William Carey University's anti-discrimination policies or practices.
- Any and all uses of names, numbers and images of student athletes must comply with Carey's policies and those of the NAIA.
- William Carey University's name and official marks may not be incorporated into off-campus business telephone numbers, internet addresses or domains, nor may they be used by private and/or corporate businesses in the sale of commercial products or advertising.
- William Carey University welcomes mutually beneficial partnerships with businesses and other organizations. However, to protect Carey's reputation and avoid misunderstanding, please use the following guidelines when referring to William Carey University. William Carey does not endorse or do testimonials for products or services. Promotional announcements that identify a unit at William Carey University as a customer must be specific and accurate (e.g., it is not "William Carey University" that is purchasing software, but the "William Carey University Information Technology Department"). Photographs of identifiable William Carey University landmarks, buildings, or statues, which imply an endorsement of a product or service are not permissible (e.g., an advertisement for a new car parked in front of Tatum Court). Those wishing to use William Carey University's name or identity assets (including identifiable landmarks) in conjunction with advertising a product or service must obtain prior permission from the Provost's office. The use must be reviewed and approved prior to first use and each subsequent use.
- News media are not required to obtain permission when using current logos or icons to convey news and information.
- Prior written permission from the Provost's office is required for any use of William Carey University's name and official marks.

University Logos and Wordmarks

University Seal

The William Carey University seal is reserved for academic and official university functions. It features the university shield which consists of four quadrants surrounding a cross, signifying the centrality of the Christian nature of the university. The seal uses the school colors: red, white and black. In certain circumstances the seal may be produced in black and white. The shield itself is reminiscent of the “shield of faith” and the Crusader shield. The date 1892 designates the founding date. When appropriate, the four quadrants contain the four icons identifying our name sake, William Carey, and his life and contributions. In the upper left quadrant, a shoe represents his work as a cobbler. In the upper right quadrant, a plant represents his work as a botanist. In the lower left quadrant, a book represents his work as a linguist and educator. In the lower right quadrant, India represents his work as a missionary and social reformer. Together they encapsulate his values of scholarship, leadership, and service as well as the blending of faith, learning, and living. The seal includes William Carey's inspirational words and the motto of the university: “Expect Great Things from God; Attempt Great Things for God.”

The disclaimer at the bottom of this page indicates how to use the marks in this guide and where they may be acquired.



white/empty space around mark should equal 1/8 size of the mark



Non-symbol version of University Seal



Black version of full University Seal



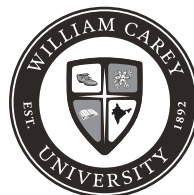
Black and White non-symbol version of full University Seal



Black and White version of full University Seal

Small Version & Minimum Size

- Inner circle, shield outline, and university motto is removed when the University Seal is used at 1 inch or smaller. Depending on use, the smaller version of the University Seal can be used with or without inner quadrant icons.



minimum size of University seal is 3/4 inch

Whenever the university marks are used, they should be surrounded with clear space to ensure visibility and impact. No graphic elements of any kind should invade the space. The minimum size of clear space is shown above.

Do not recreate the university logos in any form. Use only official logos.

Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.

University Logos and Wordmarks

University Primary Logo

The primary logo consists of the shield (without quadrant icons) and wordmark combined in a precise manner to create a distinctive logo for William Carey University. The University Primary Logo should be the most widely used mark at William Carey University.



white or negative space around mark should equal
1/8 size of the mark's longest side



minimum size of workmark is
1/3 inches in height

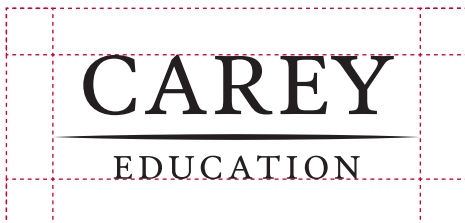
University Logos and Wordmarks

Primary Wordmark + Carey Wordmark

The primary wordmark is a unique typographic signature that displays the name “William Carey University.” The secondary wordmark is simply “Carey.” The “Carey” mark is used in combination with departments and programs in informal settings. These “Carey” plus department marks should not be created, but will be available upon department discretion.



white or negative space around mark should equal
1/8 size of the mark's longest side



white or negative space around mark should equal
1/8 size of the mark's longest side

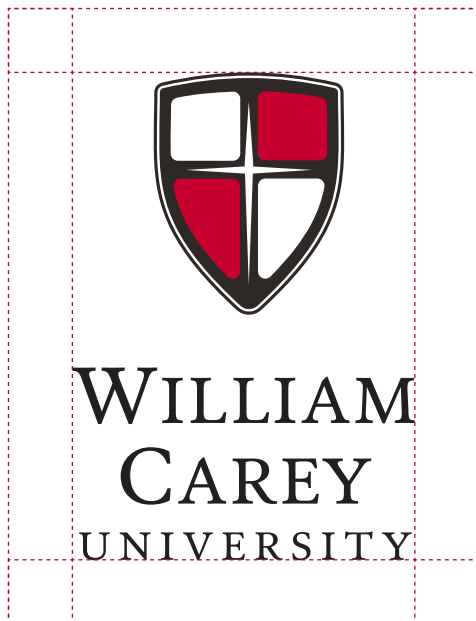


minimum size of each workmark is
1/3 inches in height

University Logos and Wordmarks

Stacked Wordmark + Shield

The stacked logo consists of the shield (without quadrant icons) and a stacked version of the wordmark combined in a unique orientation. This mark should be used in instances where the Primary University Mark would not fit comfortably within the design. The stacked wordmark featured in this mark should not be used without the shield above it.



white or negative space around mark should equal
1/8 size of the mark's longest side



minimum size of workmark is
1 inch in height



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additional stacked/vertical mark - this mark is used when a vertical university mark is needed but the fully stacked mark is too long or does not fit the design format, this mark is used on vertical business cards. The same spacing rules of the above mark applies to this mark.

University Logos and Wordmarks

Location Marks

The location marks feature two versions of the University Primary Logo with the locations below the tapered division line. The campus names should not be removed from these logos and parts of the marks should not be removed. Either the stacked/vertical or horizontal versions of the marks may be used to fit the layout they are used on. The marks are used in special occasions where campus differentiation would be relevant to the publication or design. These marks should **not** be created, and will be given out upon each campus' discretion.



white or negative space around mark should equal
1/8 size of the mark's longest side



minimum size of horizontal
workmark is 1/3 inches in height

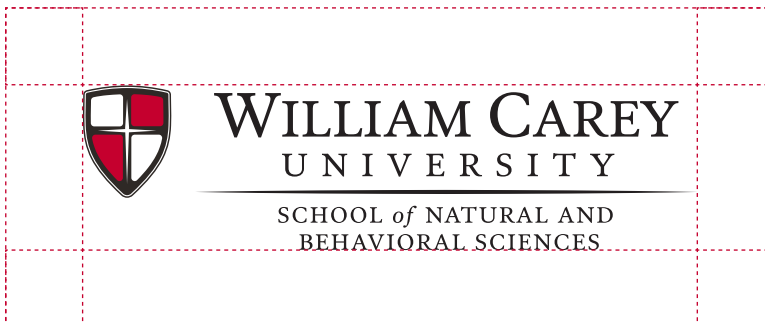
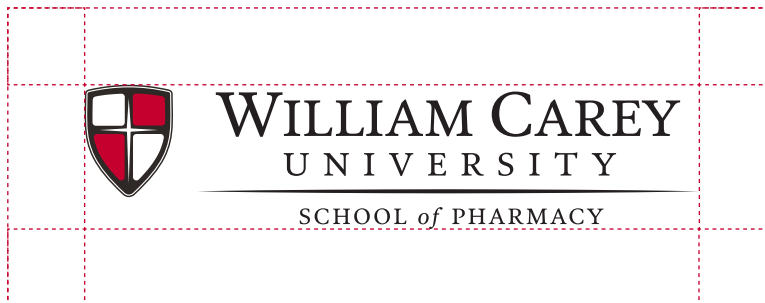


minimum size of stacked/ vertical
workmark is 1 inch in height

University Logos and Wordmarks

College, School, and Department Marks

To maintain brand consistency, position all school, college, and department names as shown with the modified University Primary Mark. The names of university schools, colleges, and departments are only used underneath the wordmark and shield combination logo. The division line in the logo moves down to separate the university name from the school, college or department. Below is an example of department names that take up one or two lines. These marks will be given out by the department's discretion and should **not** be recreated.



white or negative space around mark should equal
1/8 size of the mark's longest side

Minimum Size

- Since department names can vary in length, the minimum size of this mark is based on the size of the shield. The shield should not be smaller than 1/3 inch.



University Logos and Wordmarks

WCU Marks

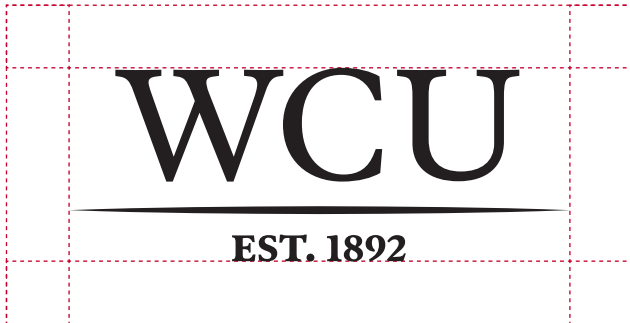
The WCU mark and WCU EST. 1892 are informal marks to be used on merchandise for William Carey University.



white or negative space around mark should equal
1/8 size of the mark's longest side



minimum size of workmark is
1/3 inch in height



EST. 1892
minimum size of workmark is
1/3 inch in height (go by WCU height)

University Logos and Wordmarks

Departments with Individual Seals (Professional Healthcare Programs)

Only the William Carey University Professional Healthcare Programs may use distinct logos. The first date of 1892 indicates the year William Carey University was founded. The second date is the year the respective professional healthcare program was opened at William Carey University.



white/empty space around mark should equal 1/8 size of the mark



minimum size of medical school seal is 1 inch - inner circle, shield outline, and motto (Nursing Seal) is removed when used at 1 inch



College of Osteopathic Medicine



School of Pharmacy



Physical Therapy



School of Nursing



College of Health Sciences

University Logos and Wordmarks

Tatum Court Seal - Administrative Mark

The Tatum Court Seal is a Carey administrative mark and consists of the facade of Tatum Court, the name William Carey University, the school motto, and the year the university was established. Tatum Court was built in 1914 and named after its major benefactor W. S. F. Tatum, who gave the property for the Hattiesburg campus. Tatum Court serves as the administrative building for the university, and as such, the Tatum Court Seal is to be used for administrative purposes only.



Small Versions & Minimum Size

- Inner circle and university motto is removed when Tatum Court seal is used at 1 inch or smaller



minimum size of Tatum Court seal
is 3/4 inch

Tatum Court Alone + Wordmark

- The Tatum Court logo alone or with wordmark can only be used in certain instances such as Presidential stationery and higher level administrative artwork and designs approved by the Provost's Office



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University Logos and Wordmarks

Cooper Institute of Missions Logo

Named for the outstanding Mississippi Baptist industrialist Owen Cooper and his wife Elizabeth, the institute promotes missions awareness, conducts missions seminars, provides training, assists with planning of university affiliated mission trips, and evaluates the disbursement of missions funds. This logo features Jesus' name in Greek, Bangla, Arabic, and Spanish within the four quadrants of the university shield.



Small Versions & Minimum Size

- Inner circle, shield outline, and university motto is removed when Cooper seal is used at 1 inch or smaller

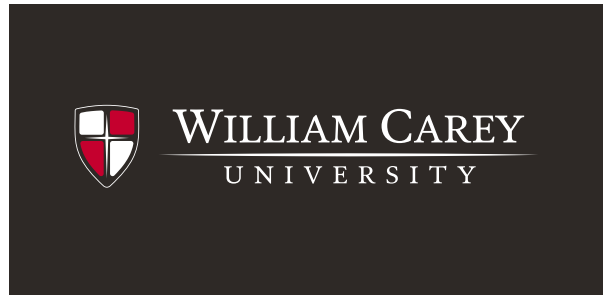


minimum size of Cooper seal
is 3/4 inch

University Logos and Wordmarks

Logos on Dark or Color Backgrounds

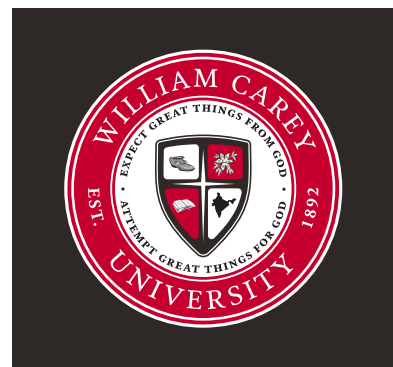
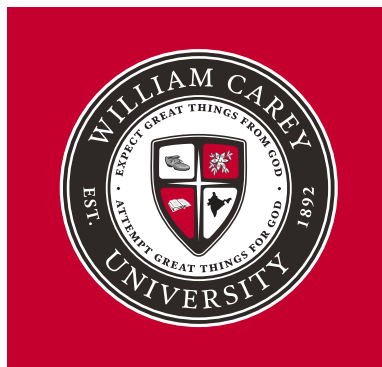
The same spacing and size rules as previously stated in this guide still apply to logos when placed on a background other than white.



When placed on darker backgrounds (including the WCU red), the type from any of the university logos with the wordmark must be reversed to white. The shield will also drop the outer black outline, leaving a white outline making the shield stand out from the background. **Never** outline the type from the wordmarks.



When placed on darker backgrounds, the University wordmark must be reversed to white. **Never** outline the type from the wordmarks.

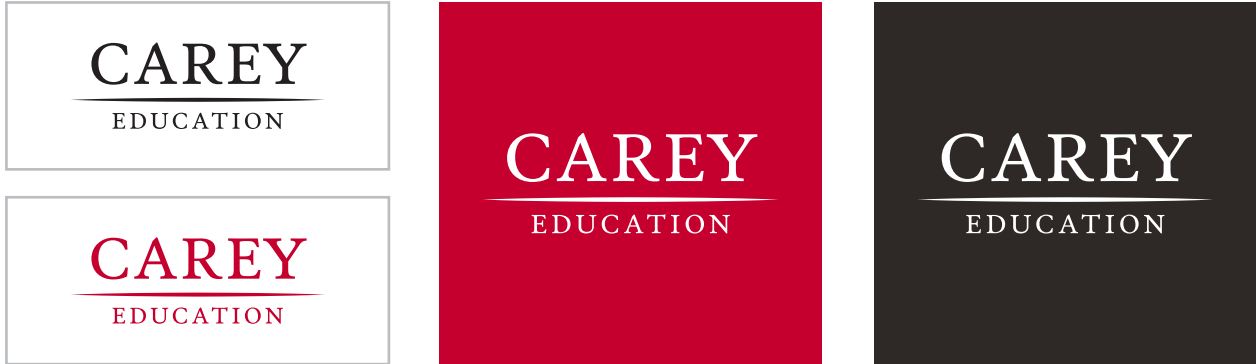


When placed on darker backgrounds (including the WCU red), any of the William Carey University marks with a circular design (University Seal, Medical Seals, etc.) need an additional white outline. This white outline will allow the seal to retain its outer red line while making sure it does not get lost on a darker or busy background. In instances where there is concern of effective color matching, the black version of any circular marks may be used with a white outline.

University Logos and Wordmarks

Logos on Dark or Color Backgrounds

The same spacing and size rules as previously stated in this guide still apply to logos when placed on a background other than white.



These one color 'CAREY' marks plus the departments can be black or red on a white background. When placed on a darker background (including WCU red), the logo should be used in white.



The 'WCU' or 'WCU EST 1892' marks can be red or black on a white background. When placed on a darker background (including WCU red), the logo should be used in white.



The Tatum Court mark should be used in the black/red combo on a white background. When placed on a darker background (including WCU red), the mark should be used in white. This mark can only be used in certain, limited instances. Permission from the Provost's Office is needed to use the Tatum Court mark.

University Logos and Wordmarks

Unacceptable Logo Usage

In order to protect the Carey brand, all University shields, logos, seals, and wordmarks are to remain unaltered in every way. The following rules apply to all University marks.



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Do not stretch or distort logo



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Do not change logo colors



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Do not remove elements from the logo



WILLIAM CAREY
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Do not use unapproved colors



William Carey
University

Do not change fonts, alter the case, outline, or alter the spacing of the type



Do not place on cluttered images that obstruct the logo

University Motto

University Primary Motto

The university motto is also known as the “Carey Creed.” The motto is derived from William Carey's famous pro-missionary sermon and became his most famous quotation. The motto anchors the university to its Christian faith and namesake while inspiring the university forward. This motto is featured in the university seal and in several iterations around William Carey University.

EXPECT GREAT THINGS FROM GOD;
ATTEMPT GREAT THINGS FOR GOD.

University Annual Theme

Each year the university selects a theme based on a biblical passage. The theme serves to focus the university on a particular biblical message. The theme is included in many communications during the year. For example, the theme is included in email signatures, banners, the Carey Magazine, annual campaigns, and event programs. The theme is not included in communications which will be used in multiple years. A logo is also created to illustrate the yearly theme. The annual theme statement, but not the annual logo, is included in the email signature.

Official University Colors

Pantone 200, Pantone Black and Pantone White are the official colors of William Carey University.



Process Color for 4/color printing

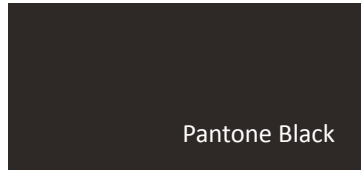
C: 0
M: 100
Y: 63
K: 12

RGB for Screen Applications

R: 208
G: 17
B: 68

Hex for Web Application

#D01144



Process Color for 4/color printing

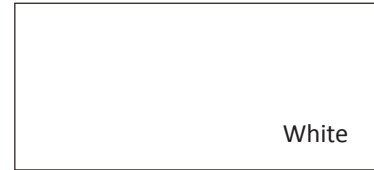
C: 0
M: 0
Y: 0
K: 0

RGB for Screen Applications

R: 0
G: 0
B: 0

Hex for Web Application

#000000



Process Color for 4/color printing

C: 0
M: 0
Y: 0
K: 0

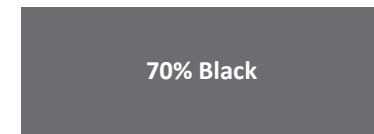
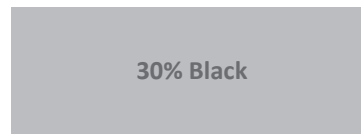
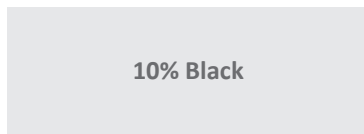
RGB for Screen Applications

R: 255
G: 255
B: 255

Hex for Web Application

#FFFFFF

Neutral Colors



Typography

Typography is an important element in the brand identity system. Use of consistent typefaces across communications adds another element that defines the William Carey University brand. William Carey University uses the Associated Press Stylebook guidelines for style, punctuation and grammar.

Primary Typography

The university's headline fonts for printed material are listed below. The typeface found in official university logos is Poynter Oldstyle. It is only used in visually larger type instances due to its limited weights.

Poynter Oldstyle Text

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890&.,;:'\$%!?(*)

Poynter Oldstyle Text Italic

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
1234567890&.,;:'\$%!?()*

Poynter Oldstyle Text Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890&.,;:'\$%!?(*)

Secondary Typography

Use the following sans serif and serif fonts. Never use these fonts to recreate the university wordmarks. Communications should use the Calibri or Garamond font families. They provide a wide range of typefaces that offer enough variety for multiple type needs. Below are a few weights in which each family are available.

Calibri

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890&.,;:'\$%!?(*)

Garamond

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890&.,;:'\$%!?(*)

Calibri Italics

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
1234567890&.,;:'\$%!?()*

Garamond Italics

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
1234567890&.,;:'\$%!?()*

Calibri Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890&.,;:'\$%!?(*)

Garamond Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890&.,;:'\$%!?(*)

Poynter Oldstyle should be used for high-level messaging and Headlines.

Garamond should be used when a serif typeface with many size and weight variations is needed. Garamond is available in Regular, *Regular Italic*, **Semibold**, *Semibold Italic*, **Bold**, and *Bold Italic* weights. Garamond should be used in more formal instances such as invitations, university stationery, event programs, and important university documents. Garamond can also be used to create emphasis such as with pull quotes in a William Carey University published article or as subheading breaks within a publication.

Calibri is a sans serif font that can be used in most William Carey University communications. Calibri should be used as a more casual alternative to Garamond, and creates contrast when the two fonts are used in conjunction. Calibri is available in Light, *Light Italic*, Regular, *Italic*, **Bold**, and *Bold Italic* weights. Calibri should be used in digital communications such as emails, websites, etc.

Poynter Oldstyle can be used in regular, italic, or bold weights to create emphasis.

Poynter Oldstyle is used in instances where type is larger because it is the font used in official WCU wordmarks; this helps to keep visual consistency through university communications. Poynter Oldstyle is also used in some WCU stationery.

This type is set at 36 points with 44 points of leading. Size and weights of type used should be picked by discretion of the designer.

This type is set at 11 points with 13 points of leading. Size and weights of type used should be picked by discretion of the designer.

Due to the weight limitations of Poynter, we used Garamond in more delicate instances such as invitations and larger bodies of text

Garamond should not be used at larger than 12 points.

This type is set at 9 points with 11 points of leading. Size and weights of type used should be picked by discretion of the designer.

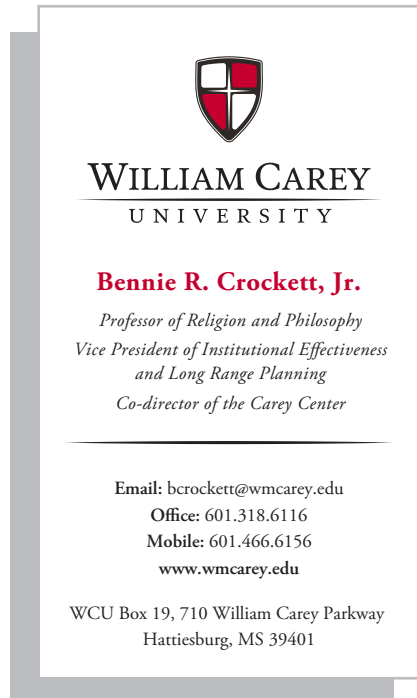
Calibri should not be used at larger than 12 points.

Stationery

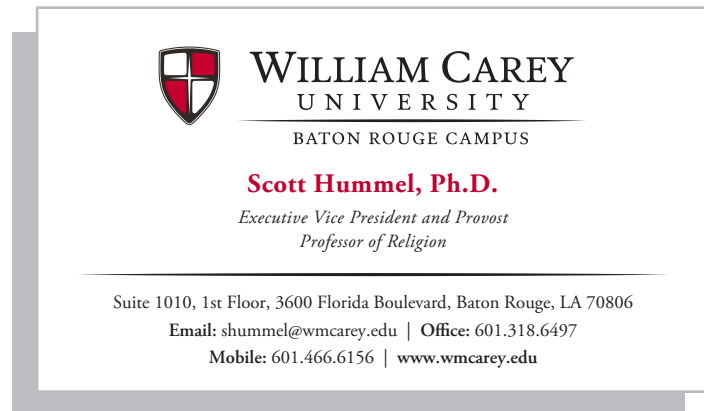
Business Cards

Use the following guidelines when setting official William Carey University business cards.

Vertical



Horizontal



Required Elements

- University Logo
- Title
- Email address
- Mailing address
- Full Name
- Department or Office
- Office phone number
- University web address

Design Specifications

- **Name:**
Garamond Bold, 10 pt., Pantone 200
- **Title(s):**
Garamond Italic, 7 pt. with 9 pt. leading, Pantone Black
- **Contact Information:**
Garamond Regular & Bold, 7pt. with 10 pt. leading, Pantone Black

Recommended Guidelines

- Do not abbreviate titles
- Abbreviate "Drive," "Street," "Avenue," etc. in physical addresses
- No underline or "http://\" on web addresses
- Except for the Office of the President, all offices and departments must use the primary logo, unless otherwise permitted
- Schools and Colleges with distinct logos (ex: Nursing) may use their own primary logo
- Faculty and Staff with longer/multiple titles should use the vertical version of the card
- Only the president, vice president(s), and college deans may use any form of raised lettering in print or foil treatments
- When used with the corresponding logo, either horizontal or vertical business cards may be used.

All orders for stationery and business cards are to be made through the office of the desktop publishing coordinator at 601-318-6439.

Stationery

Letterhead

Use the following guidelines when typesetting official William Carey University letterhead.

Office of the President



General Use



Design Specifications

- **Body type:** Garamond, 10 pt. with 14 pt. leading, left justified
- **Contact Information:** Garamond, 9 pt., centered
- **Motto:** Garamond Semibold Italic, 7 pt., tracking at 75, centered

Recommended Guidelines

- Do not abbreviate titles
- Abbreviate "Drive," "Street," "Avenue," etc. in physical addresses
- No underline or "http://" on web addresses (if listed)
- The Office of the President may use the Tatum Court Mark
- Departments with a unique logo (medical, schools, colleges) may use their own logo on stationery (ex. Departmental Use)
- All other offices and departments at WCU should use the general use letterhead
- The logo used on the letterhead must match the logo used on the envelope
- Only the president, vice president(s), and college deans may use any form of raised lettering in print

All orders for stationery and business cards are to be made through the office of the desktop publishing coordinator at 601-318-6439.

Departmental Use

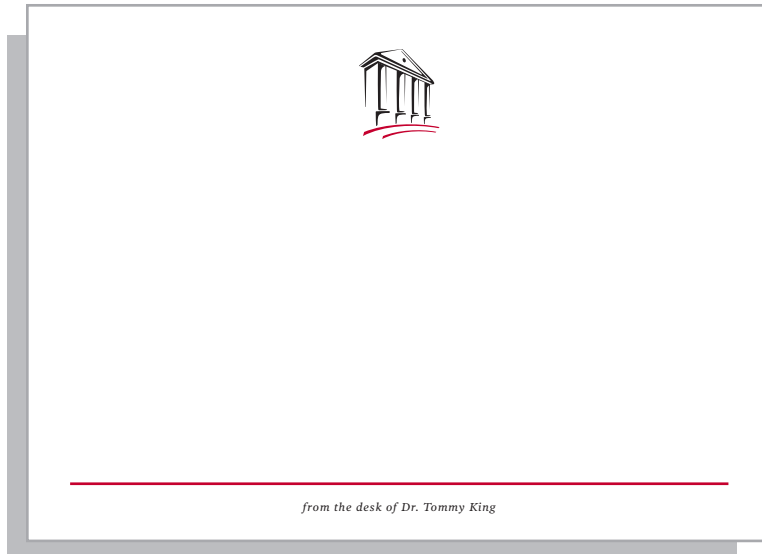


Stationery

Thank You Cards

Use the following guidelines when setting official William Carey University single-sided thank you cards.

Office of the President



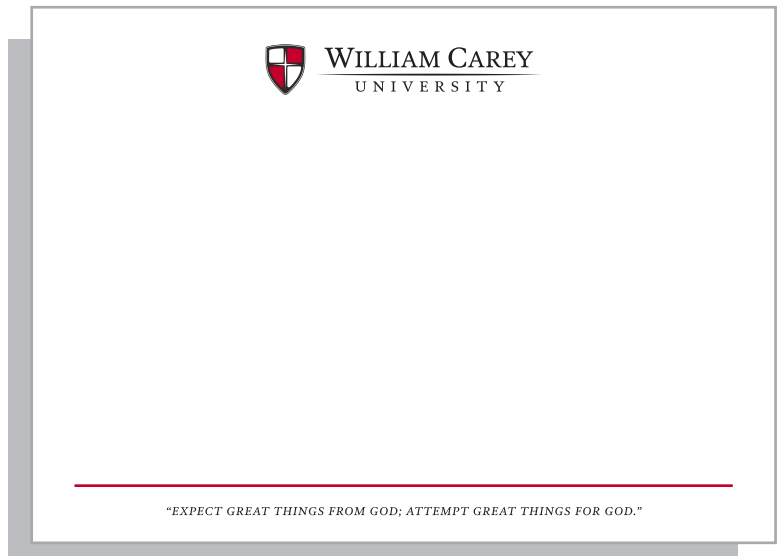
Design Specifications

- **From the desk...:**
Poynter Oldstyle Italic, 7 pt.
- **Motto:**
Poynter Oldstyle Italic (all caps),
7 pt., 75 tracking
- **Size:**
A6 size single-sided cards and envelopes

Recommended Guidelines

- Except for the Office of the President, all offices and departments must use the primary university logo, unless otherwise permitted
- Only the president, vice president(s), and college deans may use any form of raised lettering or foil in print

General Use



All orders for stationery and business cards are to be made through the office of the desktop publishing coordinator at 601-318-6439.

Stationery

Envelopes - Return Address

Use the following guidelines when setting official William Carey University return envelopes.

Office of the President



WILLIAM CAREY
UNIVERSITY

WCU Box 19
710 William Carey Parkway
Hattiesburg, MS 39401

General Use



WILLIAM CAREY
UNIVERSITY

WCU Box 19
710 William Carey Parkway
Hattiesburg, MS 39401

Design Specifications

- **Address:**
Garamond, 9 pt. with 12 pt. leading, left justified

Recommended Guidelines

- Logo on the envelope should match logo on letterhead or thank you card
- Except for the Office of the President, all offices and departments must use the primary university logo, unless department has a distinct logo
- Schools and Colleges with distinct logos (ex: Nursing) may use their own primary logo
- Only the president, vice president(s), and college deans may use any form of raised lettering in print
- Do not abbreviate "Drive," "Street," etc. in physical addresses

Departmental/Campus Use



WILLIAM CAREY
UNIVERSITY
SCHOOL of NATURAL AND
BEHAVIORAL SCIENCES

WCU Box 19
710 William Carey Parkway
Hattiesburg, MS 39401

All orders for stationery and business cards are to be made through the office of the desktop publishing coordinator at 601-318-6439.

Stationery

Email Signature


Use the following guidelines when setting official William Carey University email signatures.

New Email Signature

Required Elements:

- Full Name
- Title
- Department or Office
- University Logo
- University Name and Campus
- University Address
- University URL
- University URL
- Yearly Theme

Ben Burnett, Ph.D.
Associate Professor
Dean, School of Education
Office: Fairchild 100A | Phone: 601.318.6144



WILLIAM CAREY
UNIVERSITY

William Carey University
710 William Carey Parkway, Hattiesburg, MS 39401
www.wmcarey.edu

Desiderium Sciendi - "Longing to Know"
Philippians 3:10

External Signature

Scott Hummel, Ph.D.
Executive Vice President and Provost
Office: 601.318.6497 | Mobile: 601.466.6156



WILLIAM CAREY
UNIVERSITY
TRADITION CAMPUS

William Carey University - Tradition Campus
19640 Highway 67, Biloxi, MS 39532
www.wmcarey.edu

Desiderium Sciendi - "Longing to Know"
Philippians 3:10

External Signature - Tradition


Recommended Guidelines

- Abbreviate "Drive," "Street," "Avenue," etc. in physical addresses
- No underline, color change, or "http://" on web addresses
- Except for the Office of the President, all offices and departments must use the primary university logo, unless otherwise permitted
- Schools and Colleges with distinct logos (ex: Nursing, Baton Rouge Campus) may use their own primary logo

Design Specifications

- **Name:** Calibri Bold, 8 pt., black
- **Title & Contact Info:** Calibri, 8 pt. with 10 pt. leading, black
- **William Carey University:** Calibri Bold, 8 pt., black
- **University Address & Website:** Calibri, 8 pt. with 10 pt. leading, black
- **Yearly Theme:** Calibri Bold, 8 pt., red
- **Bible Verse:** Calibri, 8 pt., black

Thomas King, Ed.D.
President
Office: 601.318.6497 | Mobile: 601.466.6156



WILLIAM CAREY
UNIVERSITY

William Carey University
710 William Carey Parkway, Hattiesburg, MS 39401
www.wmcarey.edu

Desiderium Sciendi - "Longing to Know"
Philippians 3:10

External + Internal Signature - President Only

Reply Signature

Required Elements:

- Full Name
- Campus (if Tradition or Baton Rouge)
- Title
- Department or Office
- Yearly Theme

Ben Burnett, Ph.D.
Associate Professor
Dean, School of Education
Office: Fairchild 100A | Phone: 601.318.6144

Desiderium Sciendi - "Longing to Know"
Philippians 3:10

Internal Signature

Scott Hummel, Ph.D.
Tradition Campus
Executive Vice President and Provost
Office: 601.318.6497 | Mobile: 601.466.6156

Desiderium Sciendi - "Longing to Know"
Philippians 3:10

Internal Signature - Tradition

University Signage

University Vehicles

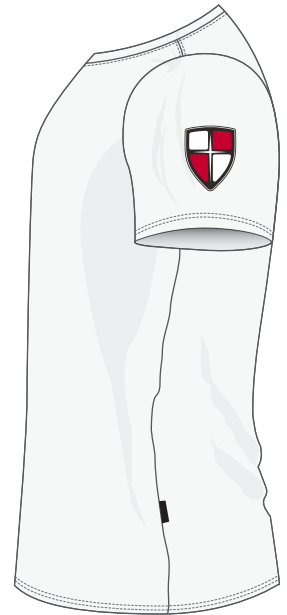
All University branded vehicles shall conform to the use of the William Carey University visual elements in this manual.



University Merchandise

University Merchandise

All University branded merchandise shall conform to the use of the William Carey University visual elements in this manual, and must be approved by the Provost prior to production. Below are several examples of appropriate usage of the Carey brand on merchandise and apparel. Avoid black and red touching (except the University Shield quadrants) within the designs of the merchandise - it muddies the design and the marks lose their contrast.



University Merchandise

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All University branded merchandise shall conform to the use of the William Carey University visual elements in this manual, and must be approved by the Provost prior to production. Below are several examples of appropriate usage of the Carey brand on merchandise and apparel.



University Merchandise

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All University branded merchandise shall conform to the use of the William Carey University visual elements in this manual, and must be approved by the Provost prior to production. Below are several examples of appropriate usage of the Carey brand on merchandise and apparel.

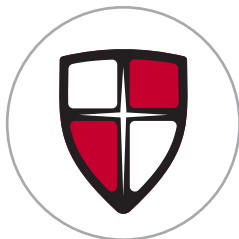


Social Media

Official University Social Media Accounts

All official William Carey University social media accounts (Facebook, Instagram, Twitter, etc.) should use these rules for icons and page naming conventions.

Social Media Account Avatars/Profile Images



The University Shield (without outline or quadrant icons) on a white background should be used as the icon for the official William Carey University pages. All clubs, associations, groups, schools, and colleges within the university should also use this icon.



William Carey University Professional Healthcare Programs may use their simplified seal as the icon for their social media pages. Only the 5 medical schools can use a unique icon instead of the University Shield.



William Carey University athletic teams may use the WCU Crusader on a white background. Only WCU athletic teams may use the Crusader imagery.

Social Media Account Naming Conventions

All clubs, associations, groups, schools, colleges, etc. within William Carey University should name their social media pages with 'WCU' then the name of their organization afterwards. Do not spell out the entire name of 'William Carey University' and do not use just 'Carey' - using WCU will bring cohesion to the university's social media presence. Examples below:

- WCU School of Nursing
- WCU Winters School of Music & Ministry Studies
- WCU School of Pharmacy
- WCU BSU

All William Carey University Athletic teams will use 'Carey' followed by the name of the sport. Examples below:

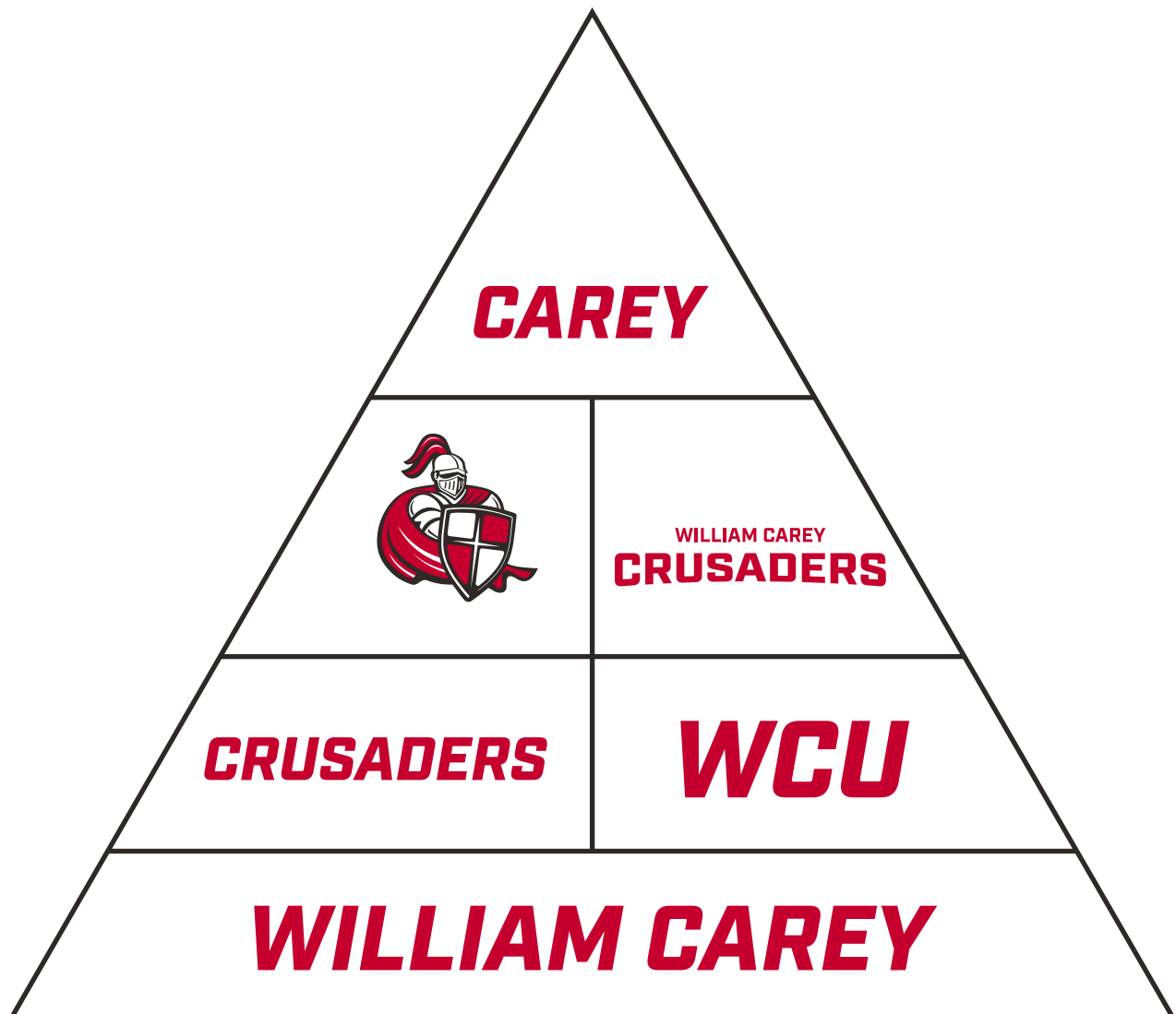
- Carey Baseball
- Carey Soccer
- Carey Basketball

CAREY ATHLETICS

WCU Athletics Identity Standards Overview

Athletic Logos

The Carey athletic logo system is a family of corresponding wordmarks, along with the Crusader mascot, that can be used across all sport and athletic activities at William Carey. These marks are exclusive to athletics and should not be adopted or recreated by any other William Carey department, office, campus, group, or program. Besides the marks shown here, some athletic programs such as Baseball have their own unique heritage marks that they may utilize at their own discretion. **A more extensive version of the William Carey University Athletics Guide should be used when designing uniforms, signage, and graphics for WCU Athletics. The full WCU Athletics Guide will be provided by the WCU Athletic Director. This guide simply features an overview of the WCU Athletics system.*



Do not recreate the athletic logos in any form. Use only official logos. Download all official versions of the Carey Athletics logos and the full Athletic style guide at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.

Athletic Logos

Variations

The following are examples of athletic logo variants and may be used across all athletics platforms and materials.



CAREY

CAREY



Do not recreate the athletic logos in any form. Use only official logos. Download all official versions of the Carey Athletics logos and the full Athletic style guide at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.

Athletic Logos

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The following are examples of athletic logo variants and may be used across all athletics platforms and materials.



CRUSADERS

WILLIAM CAREY
CRUSADERS



WILLIAM CAREY

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Athletic Logos

Variations

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WILLIAM CAREY
BASKETBALL

WILLIAM CAREY
BASKETBALL



Do not recreate the athletic logos in any form. Use only official logos. Download all official versions of the Carey Athletics logos and the full Athletic style guide at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.

Athletic Apparel

All athletic uniforms, apparel, and merchandise shall conform to the use of the William Carey University athletics visual elements outlined in this manual and the official WCU Athletics style guide. All athletics merchandise must be approved by the Director of Athletics prior to production. Below are several examples of appropriate usage of the athletics marks on apparel. Avoid black and red touching directly, except in outlines and the Crusader mark as it muddies the design and the marks lost their contrast and readability.



Athletic Typography

Typography is an important element in the brand identity system. Consistent typeface usage across communications adds another element that defines the William Carey University athletics brand. William Carey University uses the Associated Press Stylebook guidelines for style, punctuation and grammar.

The WCU athletics font family for use on all printed and digital materials is listed below. The typeface found in all official WCU athletics logos is Industry Black.

INDUSTRY should be used for athletic messaging and merchandise.

Industry can be used in regular, italic, or demi, bold, or black weights to create emphasis.

Industry is the official WCU athletics font and should be used in all official athletics marketing, communication, and merchandise.

This type is set at 36 points with 50 points of leading. Size, weights and other characteristics of type used should be picked at discretion of the designer to suit different design and communication needs.

INDUSTRY BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;'\$%!?[*]

INDUSTRY BLACK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;'\$%!?[]*

INDUSTRY DEMI
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;'\$%!?[*]

INDUSTRY DEMI ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;'\$%!?[]*

INDUSTRY BOOK
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;'\$%!?[*]

INDUSTRY BOOK ITALIC
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;'\$%!?[]*

Do not recreate the athletic logos in any form. Use only official logos. Download all official versions of the Carey Athletics logos and the full Athletic style guide at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.

Athletic Logos

Variations

The following are examples of athletic logo variants and may be used across all athletics platforms and materials.



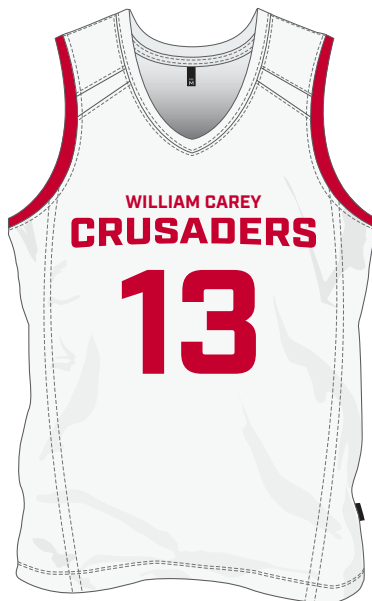
WCU



Do not recreate the athletic logos in any form. Use only official logos. Download all official versions of the Carey Athletics logos and the full Athletic style guide at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.

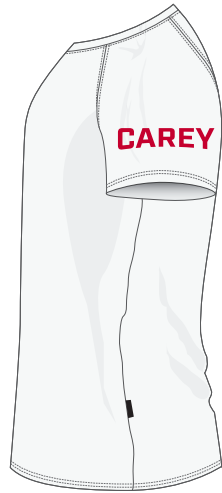
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Digital Files

Typefaces

Typefaces can be found through Adobe Fonts.

Color

PMS is an abbreviation for “Pantone Matching System”, which is an international “color language” system which provides a guaranteed method of exact color selection and reproduction. It is supported by a global network which ensures that Pantone ink colors are obtainable worldwide from licensed Pantone ink manufacturers. For more information, visit www.pantone.com.

Logo File Type

EPS - Vector files that can be reduced or enlarged.

- Black and White
- RGB (On-screen)
- White (reversed)
- PMS color

JPG - To avoid pixelation, JPG versions can be reduced in size but not enlarged.

- Black and White
- RGB (On-screen)

PNG - The white PNG version provides a transparent background and is best used at the size provided. It also works well for placement in Word, PowerPoint and other Microsoft Office documents.

- White (reversed)
- RGB (On-screen)

Stationery Elements

AI - Adobe Illustrator template files.

- Black and White
- PMS color

DOC - Microsoft Office Templates that can be used for document distribution.

- Black and White
- RGB (On-screen)

PDF - Adobe Portable Document Format that can be used for document distribution or for printing.

- Black and White
- PMS color

Required Legal Statement

As part of the University's accreditation program, WCU is required to list the following statement any time we state/list our accreditation.

William Carey University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award bachelor, master, specialist, and the doctor of osteopathic medicine degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097 with questions about the accreditation of William Carey University.

Please make sure that you are using the most current version by contacting the Office for Academic Affairs.

HATTIESBURG

710 William Carey Parkway, Hattiesburg, MS 39401

(601) 318-6051 Phone

(601) 318-6454 Main Fax

(800) 962-5991 Toll Free

TRADITION

19640 Highway 67, Biloxi, MS 39532

(228) 702-1775 Phone

(228) 702-1830 Main Fax

BATON ROUGE

Suite 1010, 1st Floor, 3600 Florida Blvd, Baton Rouge, LA 70806

(225) 953-7017 Phone