Identity Standard Manual

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Introduction

MidAmerica Nazarene University (MNU) offers a distinctive, Christian learning experience in the Wesleyan-Holiness tradition. The MNU experience blends challenging and respected academic programs with a commitment to service and purposeful living that most colleges and universities simply cannot match.

Since our founding in 1966, we at MNU have instilled, developed, and nurtured a pioneering spirit that sets us apart. From innovative delivery options for adult learning programs, to out-of-the-box learning opportunities for traditional undergraduate students, to groundbreaking approaches to service learning—we truly are Pioneers. Our location in Olathe, Kansas, provides an idyllic learning environment—coupling a peaceful and beautiful campus in a quiet residential neighborhood with close proximity to the excitement, culture, recreation, and professional opportunities afforded by the Kansas City metropolitan area.

Given our unique position in the landscape of higher education, it is critical that we offer a compelling, unified message when we present ourselves to the world. From a consistent use of MNU logos, to the voice we use in describing the University experience, to the overall attitude of the institution as a whole, we must be diligent about communicating our message in order to ensure that our story breaks through, connects, and resonates in the minds of our audiences.

This *Identity Standards Manual* is intended to empower the MNU community to do just that.
Primary Identity

MidAmerica Nazarene University
Primary Identity
The official MNU logo is a mark consisting of customized typography, stroke, and color. A horizontal format without the stroke is also provided for your use. The exact arrangement and proportion must not be altered in any way from the example shown unless otherwise outlined within this manual. Use only artwork provided at www.mnu.edu/mar-comm.

Displaying the full University name, both marks clearly identify the institution, support MNU’s values, and encourage brand consistency when used across campus as the University’s primary identity.

Color Reproduction
The primary MNU wordmark colors are PANTONE 2768 and PANTONE 193. The horizontal wordmark only uses PANTONE 2768. Consistent use of these colors builds brand recognition and must not be altered unless otherwise shown in this manual.

When reproduced in color, the wordmark must use the PANTONE, CMYK, or web color equivalents shown. The wordmark can be reproduced in black, or in white reversed out of a dark color. Variations of all wordmarks are provided at www.mnu.edu/mar-comm.

The colors shown on this and other pages within this manual should not be used for color matching. Use actual color chips or reference numbers above for accurate color matching.

PANTONE is a registered trademark of Pantone, Inc.
Primary Identity

Size

The wordmarks may be enlarged or reduced in size as required. The minimum size of any mark is often determined by the method of reproduction or fabrication. The minimum size, using optimal reproduction methods, can be measured by the height of the standard wordmark at 0.2” and the height of the horizontal wordmark at .07.” Using less than optimal reproduction methods, the wordmark should only be used at a size which does not compromise quality and legibility.

Clear Space

For the wordmark to communicate effectively, it should not be crowded or overwhelmed by other elements. “Clear space” refers to the area surrounding the mark that should be kept free from visual distraction. No graphic element or text of any kind should be placed within this clear space unless otherwise shown in this manual. The recommended clear space is equal to the width of the letter “N” in the University wordmark (X = width of letter N), as shown.
Secondary Identity

**Arched MNU Logos (approved for all MNU users)**
The following arched MNU logos are approved for any office on campus without needing permission from the Marketing Department.

Visit [www.mnu.edu/mar-comm](http://www.mnu.edu/mar-comm) to download approved logos.

As most of these logos do not include the full University name, they are suggested for use in athletics/spirit materials or when the primary institutional mark is already being used elsewhere within the marketing piece. However, these logos are approved for all University users.
Secondary Identity

**Sports Logos (for use with approval)**

These logos are for use by the athletic office and the MERC campus store. With approval from the MNU Marketing Department, these secondary logos may be used by other areas of campus (i.e. Alumni Office). Areas of campus outside of Athletics and the MERC may request approval for use of these logos by submitting a Marketing Approval form with project details by visiting www.mnu.edu/mar-comm.

While encouraging a consistent brand for MNU athletics, there are many variations to choose from so that there should be a design compatible to any application.

Since these logos are to be reserved for athletics and spirit applications, they should not be used in place of the MNU wordmark.
Secondary Identity

**Unapproved Logos**

While these logos have previously been available for use across campus, they are not approved University logos. These and other efforts to stack or combine established logos in any way is prohibited in order to promote consistency and recognizability of MNU’s brand. As many variations of the logo are already available, there should be a version suitable for every application. Limiting the number of logos will make the process of selecting which one to use easier and more streamlined for all.

Additional logos not previously listed as approved require the approval of the MNU Marketing Department prior to use and printing. This includes the Conestoga logo and any others not previously identified as approved. For questions about logo approval, please submit a Marketing Request and Approval form, found at www.mnu.edu/mar-comm.html with details on the desired logo and usage.
Logo Usage on Color Backgrounds

Frequently, it may be desirable to place the athletics identity logos on a field of color. As multiple formats are provided for a variety of circumstances, it is not necessary to alter the logos before placing them on any color, photograph, or complex background.

The MNU logos should never be reversed. All MNU logos may be used in all white on either MNU red, blue, or black backgrounds (or on other dark color backgrounds with prior approval).

The all-white version of the MNU logo should never be used on complex backgrounds. The other versions, where a built-in background is utilized, are best suited for instances such as these.

<table>
<thead>
<tr>
<th>Logo Usage on Color Backgrounds</th>
<th>TO INSURE LEGIBILITY:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use only gray, blue, white, and black as bordering colors against PMS 193 or 188.</td>
<td>Use only gray, red, white, and black as bordering colors against PMS 2768.</td>
</tr>
<tr>
<td>Use only gray, white, and black as bordering colors against non-MNU colors.</td>
<td>Use only gray, red, and white as bordering colors against black.</td>
</tr>
</tbody>
</table>

* For reversal of logo against non-MNU colors, a Marketing Request and Approval Form (obtained at www.mnu.edu/mar-comm/approval-form) must be submitted to receive permission from the MNU Marketing Department.
Secondary Identity

Clear Space

For the wordmark to communicate effectively, it should not be crowded or overwhelmed by other elements. “Clear space” refers to the area surrounding the mark that should be kept free from visual distraction. No graphic element or text of any kind should be placed within this clear space unless otherwise shown in this manual. The recommended clear space is relative to the height of each mark.

\[
x = 35\% \text{ of logo height}
\]

\[
x = 26\% \text{ of logo height}
\]

\[
x = 27\% \text{ of logo height}
\]

\[
x = 33\% \text{ of logo height}
\]

\[
x = 22\% \text{ of logo height}
\]

\[
x = 29\% \text{ of logo height}
\]
Secondary Identity

University Seal
The seal is approved for use by the President’s Office.

All other offices will need prior approval from the MNU Marketing Department. Use of the seal should be primarily for signage; formal and official documents such as diplomas, legal and official records, transcripts, and programs for formal academic ceremonies; and any other legal agreements binding to the University.

The seal is only to be reproduced with the primary University colors outlined in this manual. Tints of these colors are also acceptable. Gold and/or silver foil stamping is also permitted.
Mark Integrity

Non-approved Usage
Consistent and proper usage of the wordmark is essential for ensuring the desired perception of MidAmerica Nazarene University. Improper usage is confusing and could possibly lead to the eventual loss of copyright (if any exists).

Several examples of incorrect usage are shown on this page but are not complete. If you are faced with using the wordmark in an application that you find questionable or not included in this manual, please contact the MNU Marketing Department at 913-971-3585.

The integrity of the MNU brand diminishes when the wordmarks are incorrectly applied. Unauthorized versions and unacceptable usage of the wordmark place their legal protection at risk. Any variation or alteration, however small, is unacceptable.

- DO NOT change the colors.
- DO NOT outline any part of the logo.
- DO NOT use a white border to outline the mark on dark backgrounds.
- DO NOT rearrange, eliminate, or use the components separately unless otherwise noted in this manual.
- DO NOT distort the mark or scale it disproportionately.
- DO NOT rotate the mark.
- DO NOT violate the clear space with text, images, or any other element.
- DO NOT fill the mark with a photograph or any other pattern or texture.
Typefaces

**DIN Light**

ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**DIN Regular**

ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**DIN Bold**

ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**DIN Black**

ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**ITC New Baskerville Std Italic**

ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**ITC New Baskerville Std Bold Italic**

ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Campaign Typefaces**

DIN is a modern-type family which supports MNU’s forward-looking, confident, and professional attitude. While a sans-serif typeface, it still maintains some soft curves to give it a friendly feeling.

The ITC New Baskerville Std Italic family is a classic serif collection that serves as a complement to DIN and is a nod to the school’s traditions.

Usage of these typefaces are limited to the MNU Marketing Department and the outside vendors with whom they collaborate. The Marketing Department will work with any campus office to design their projects (flyers, postcards, programs, etc.) using the primary typography. In order to initiate communication about such a project, please fill out the Marketing Print Project Request Form found at www.mnu.edu/mar-comm.

For print project lead times, please view the MNU Marketing Department Operations guide on the Marketing Department Website.
Typefaces

Times

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times Italic

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Regular

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Italic

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Bold

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

General Campus Typefaces

The use of the Times and Helvetica Neue families should be limited to body copy and general business documents. When Helvetica Neue is unavailable, Arial may be used in its place. These alternative typefaces should not take the place of the primary typefaces when they are used to build the brand of MNU.

Font Usage

Both the primary and secondary fonts should be used in all literature and collateral materials. They may be obtained from the MNU Marketing Department at www.mnu.edu/mar-comm.
Colors

Primary Colors
The University’s primary colors are to be used on all materials, both internal and external. They can be used together or as individual accents. Tints of all primary colors are allowable.

<table>
<thead>
<tr>
<th>Primary Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HTML</th>
<th>WEB SAFE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 2768</td>
<td>0, 78, 0, 44</td>
<td>7, 29, 73</td>
<td>#071d49</td>
<td>#003366</td>
</tr>
<tr>
<td>PMS 193</td>
<td>0, 100, 85, 4</td>
<td>191, 13, 62</td>
<td>#8f003e</td>
<td>#ce0033</td>
</tr>
<tr>
<td>PMS 421</td>
<td>0, 0, 26</td>
<td>196, 198, 200</td>
<td>#c46c8</td>
<td>#003366</td>
</tr>
<tr>
<td>PMS 188</td>
<td>0, 97, 100, 50</td>
<td>118, 35, 47</td>
<td>#7e232f</td>
<td>#6699cc</td>
</tr>
</tbody>
</table>

Secondary Colors
The selected palette is comprised of a range of tones that are complementary of the primary University colors. This palette allows the addition of secondary colors to enrich the University as a whole in all aspects of media.

Because it is important that the secondary palette remains subordinate to the primary palette (at about a 15/85 ratio), departments must fill out the Marketing Request and Approval Form [found at www.mnu.edu/mar-comm] in order to obtain permission to use the secondary palette on any project.

75% Black
<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HTML</th>
<th>WEB SAFE</th>
</tr>
</thead>
<tbody>
<tr>
<td>0, 0, 0</td>
<td>0, 75</td>
<td>0, 75</td>
<td>#636466</td>
</tr>
</tbody>
</table>

Note: There are many factors that can influence accurate color reproduction. These include paper stock, ink coverage, line screen, and various processes from different printers. For optimal results, work with your printer to match the colors indicated in these guidelines. Also, use the appropriate color chips for matching purposes when reproducing these colors on other media (such as fabric, plastic, paint, etc.).

The colors shown on this and other pages within this manual should not be used for color matching. Use actual color chips or reference numbers above for accurate color matching. PANTONE is a registered trademark of Pantone, Inc.
Stationery

For a successful university identity, the consistency of all materials (starting with the stationery system) is critical. It is important to never recreate the stationery system, but use the original electronic files or provided pre-printed materials. The MNU stationery should be reproduced in two colors [PANTONE 2768 and PANTONE 193], as specified earlier in the color and usage section of this manual. Three formats are provided for your use.

All stationary, envelopes and business cards must be ordered through the MERC campus store – no areas of campus should order stationary by directly contacting the printer. Orders will be verified for compliance to the following templates. Please allow 4 weeks for orders to be submitted, processed, produced and delivered.

Paper Stock

The recommended paper stock for the stationery system is Domtar Cougar, Smooth, White.

Letterhead: 80-lb. text
Envelopes: 60-lb. text
Business cards: 80-lb. cover
Signature Guidelines

To maintain a consistent internal and external image throughout all areas of the University, signature guidelines must be adhered to for print and email communication.

Signatures should include only the noted information, and must adhere to the designated font and size requirements. Signatures should never include wallpaper, background images or other quotes.

The confidentiality statement and 3Ps must be included at the bottom of all university email signatures.

**FONT**

Helvetica Neue or Arial

**SIZE**

Print: 10 point.
Electronic: Zimbra and Outlook-11 point, flush left, with no hyphenation. Mac Mail-12 point. 3Ps statement and confidentiality statement should be 10 point for the on all platforms.

**STYLE**

Title and Office should be italicized if formatting in Outlook or Mac mail (Zimbra does not permit this capability). Line break can be made striking the underscore key repeatedly.

**NOTE FOR ZIMBRA USERS**

The Zimbra web-based mail system does not allow formatting of signature font or size. Please follow the e-mail signature guidelines provided (including the line break, which can be made by repeatedly striking the underscore key), so that all information is included.

**CONFIDENTIALITY STATEMENT**

The message and any attachments may contain confidential or privileged information and are intended solely for the use of the individual or entity identified above in the email address(es). If you are not the addressee, be aware that any review, disclosure, copying, distribution, or use of the contents of this message and/or its attachments is strictly prohibited. If you have received this in error, please destroy it immediately and notify me at (913) 971-____.

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**THE 3PS STATEMENT**

The statement can be produced by typing each individual statement followed by two spaces, a capital letter “I”, and two spaces.

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**Sample Print Signature**

Mary Johnson, Ph.D, L.C.S.W  
Associate Professor  
Campus Counseling Coordinator

office: 913.555.5555  
fax: 913.555.5556  
mjohnson@mnu.edu

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**Sample E-mail Signature**

Mary Johnson, Ph.D, L.C.S.W  
Associate Professor  
Campus Counseling Coordinator

office: 913.555.5555  |  fax: 913.555.5556

MidAmerica Nazarene University  
2030 E. College Way, Olathe, KS 66062  
www.mnu.edu

Pioneering Spirit  I  Passion To Serve  I  Purposeful Lives

The message and any attachments may contain confidential or privileged information and are intended solely for the use of the individual or entity identified above in the email address(es). If you are not the addressee, be aware that any review, disclosure, copying, distribution, or use of the contents of this message and/or its attachments is strictly prohibited. If you have received this in error, please destroy it immediately and notify me at (913) 971-____.
General-Standard Letter Format

January 1, 2011
Bob Smith
1234 University Lane
Olathe, KS 66051

Dear Mr. Smith,

Fugitam que vendi offic le cux sique esticinde pore, odipsamet endebis tiumquatur suntia verferio abori non cullit modi voloria consequ amendis amere de re de firs tardu beton apatue dolore ex ex et quam privative pre ne duduces.

Bus es mil mis-quito conseque exste velican angeli num re supissqello rid piligos esiso laarem faciliour-gium dober sit.

At ea in rest versus dolraccaci vellicarund adibim tur follet reprom iden en fugas qui tel ut urano li in villenp existante a velis quiante et etnum quae aut et et et aut ad dies nus intibus velendaro qui potator estato tipus etaqu volutique scire, urdeo limnet, qui tem con nimo gium aurardina dalluns a euex, optatorem fugas dolore venus revar volu. suci, omni ad quidam dolorem re que ne in consaluent sunti mulipatuer ne per mi eum sequo ad qui ninn xundil mortale diversi exequam sem sequo co exercis tamen alibi qui aus erm taburu sed et al il volo delissuex niex.

Sincerely,

Mary Johnson, Ph.D, L.C.S.W
Associate Professor
Campus Counseling Coordinator

office: 913.555.5555
fax: 913.555.5556
mjohnson@mnu.edu

January 1, 2011
Bob Smith
1234 University Lane
Olathe, KS 66051

Dear Mr. Smith,

Fugitam que vendi offic le cux sique esticinde pore, odipsamet endebis tiumquatur suntia verferio abori non cullit modi voloria consequ amendis amere de re de firs tardu beton apatue dolore ex ex et quam privative pre ne duduces.

Bus es mil mis-quito conseque exste velican angeli num re supissqello rid piligos esiso laarem faciliour-gium dober sit.

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Sincerely,

Mary Johnson, Ph.D, L.C.S.W
Associate Professor
Campus Counseling Coordinator

office: 913.555.5555
fax: 913.555.5556
mjohnson@mnu.edu

1. For use by the following offices:
   - Kresge Center
   - Mabee Library
   - Sullivan Center
   - Bell Cultural Events Center
   - Cashier
   - Registrar
   - Financial Aid
   - Marketing
   - Campus Counseling Center
   - Undergraduate Office of Admissions
   - The Merc
   - Church Relations
   - Student Development
   - Campus Police
   - Center for Graduate and Adult Learning
   - Business Office
   - Human Relations

2. Logo
   Do not typeset. Please ask for approved mark.

3 & 4. Three Ps & Contact Information
   The footer contains general office and general contact information which cannot be modified.

MARGINS
- Top: 2 1/4 inches
- Bottom: 1 1/2 inches
- Left: 1 1/4 inches
- Right: 1 1/4 inches

TYPOGRAPHY
- Arial

FONT SIZE
- 10 point, flush left, with no hyphenation

LEADING (line height)
- 15 point (.1875")

PARAGRAPH SPACING
- 13.5 point

The guidelines written with the above sample letter are for laser printing correspondence on the Cougar letterhead. A Microsoft Word® template will be available online.
Stationery System

Office–Standard Letter Format

January 1, 2011
Bob Smith
1234 University Lane
Olathe, KS 66051

Dear Mr. Smith,

Aenean nec orci a dui molestie fringilla. Nulla hendrerit aliquam enim, accumsan semper risus tincidunt ac.

Non cillum modi volutpat consequat. Nam in diam semper consequat. Maecenas elit dolor posuere tincidunt.

Bu ex mi mi quaesiqui inceptos per minim in cillum dolor.

At ea in reet veniam dolores dolores officia ad officia sunt minim veniam aliquip ex ea commodo consequat.

Sincerely,

Pete Pioneer
Head Football Coach
office: 913.782.3750
fax: 913.782.3750
ppioneer@mnu.edu

MARGINS
Top: 2 1/4 inches
Bottom: 1 3/4 inches
Left: 1 1/4 inches
Right: 1 1/4 inches

TYPOGRAPHY
Arial

FONT SIZE
10 point, flush left, with no hyphenation

LEADING (line height)
15 point (.1875")

PARAGRAPH SPACING
13.5 point

The guidelines written with the above sample letter are for laser printing correspondence on the Cougar letterhead. A Microsoft Word® template will be available online.

1. For use by the following offices:
   Typeset in all caps.
   For use by the following offices:
   - Graduate and Adult Studies (for recruiters/admissions/AVP G&AS)
   - Office of the President
   - Office of Athletics
   - Office of Alumni
   - University Advancement
   - MNU Foundation

2. Logo
   Do not typeset. Please ask for approved mark.

3 & 4. Three Ps
   & Contact Information
   Administrative areas above would have a footer with College Way address, an office-level phone, fax, e-mail, and website.
Stationery System

Office (Alternative)–
Standard Letter Format

January 1, 2011
Bob Smith
1234 University Lane
Olathe, KS 66021

Dear Mr. Smith,

Aenean nec arcu a dui molestie fringilla. Nulla hendrerit aliquam enim, in lacus ornare nisl luctus ac.

Non cullit modi volutpat consequat amends amends aenean die ne de ille lorum holds aliquam dolore ex et quise

printable pre-re diviibus.s.

Bus ex sit me quidem consequat exet velice aspel inum re caput spe quam non pilgris nisi ex sim facsit

torem lorem dolor sit.

Ai re in reus verum dollicitat velvisaud solabem sum bilien reportum alimen im fugam que tel ut unde ilii

in viderep etinitae et vello quae et initum quae aut sed et iemquat aci debito na ini tus velandita quod

peritus escore nati alium quasum veloresdore sun. Undeign, quis leg con nim quan autem autoritas

dolores a eum, opationem fugit dignum veniam natur, sunt, uti ad optatatur dolores re quae re

in consecuatur sunt. Modusul eum qui re mi necundi miliae claves sedem am alius con nesciae bistel alium qui autum nolentes eus et ut ilios dabisoed ris.

Sincerely,

Pete Pioneer
Head Football Coach
office: 913.782.3750
tel: 913.782.3750
ppioneer@mnu.edu

1. Office

Typeset in all caps.
For use by the following offices:

- Office of Admissions
- Office of Athletics

(These offices have the choice to use either the general Office format or this alternative Office format.)

2. Logo

Do not typeset. Please ask for approved mark.

3 & 4. Three Ps

Contact Information

Administrative areas above would have a footer with College Way address, an office-level phone, fax, e-mail, and website.

No personal contact info should be printed in the footer (includes personal phone number or email address). Personal contact information should be reflected in the printed signature.

MARGINS

Top: 2 1/4 inches
Bottom: 1 1/2 inches
Left: 1 inch
Right: 1 inch

TYPOGRAPHY

Arial

FONT SIZE

10 point, flush left, with no hyphenation

LEADING (line height)

15 point (.1875")

PARAGRAPH SPACING

13.5 point

The guidelines written with the above sample letter are for laser printing correspondence on the Cougar letterhead. A Microsoft Word® template will be available online.
Stationery System

School–Standard Letter Format

1. School
   Typeset in all caps.
   For use by the following schools:
   - School of Business
   - School of Education and Counseling
   - College of Liberal Arts and Sciences
   - School of Christian Ministry and Formation
   - School of Nursing and Health Science

2. Logo
   Do not typeset. Please ask for approved mark.

3 & 4. Three Ps & Contact Information
   Academic areas above would have a footer with College Way address, a school-level phone, fax, and www.mnu.edu.

No e-mail address will be printed in the footer; this will instead need to be noted with the signature of the sender.

MARGINS
   Top: 2 1/4 inches
   Bottom: 1 1/2 inches
   Left: 1 inch
   Right: 1 inch

TYPOGRAPHY
   Arial

FONT SIZE
   10 point, flush left, with no hyphenation

LEADING (line height)
   15 point (.1875")

PARAGRAPH SPACING
   13.5 point

The guidelines written with the above sample letter are for laser printing correspondence on the Cougar letterhead. A Microsoft Word® template will be available online.
Business Cards

John Doe
Director of Operations

2030 E. College Way
Olathe, Kansas 66062-1899

Phone 913.782.3750
Fax 913.782.3750
Email webmaster@mnu.edu
Web www.mnu.edu

Business Card Guidelines

To maintain a consistent internal and external image throughout all areas of the University, two options of business cards are available to faculty and staff.

Business card orders must indicate preference for the vertical or horizontal layout. Vertical or horizontal business cards will include: name, title, mailing address, phone, fax (optional), personal email and the www.mnu.edu website URL. A total of 8 lines of text is permitted (if a fax number is included).

Professional licenses or certifications must be listed after the name, and should not extend onto an additional line of text.
Stationery System

Office-specific for the Office of Admissions, Office of Athletics, and Office of the President

**Envelopes**

There should be University-wide use of the general MNU masthead envelope (which does not print a specific office or department) except for:

- Office of Admissions
- Office of Athletics
- Office of the President
- Office of the Registrar
- Office of Financial Aid
- University Advancement

These designations would be printed under the masthead, above the address, in caps.

As mentioned on page 18, the Office of Admissions and Office of Athletics are the only offices who have the choice to use either the general Office stationery or the alternative Office stationery with the arched logo. They should use the corresponding envelope with the stationery format they choose.
Guidelines

To maintain a consistent internal and external image throughout all areas of the University, all areas of campus should utilize the same fax cover sheet.

To download a copy of the fax cover sheet, visit www.mnu.edu/mar-comm.
Imagery

Photography style

Photography is an important part of MNU’s identity. The photography style pushes an action-based look or, in some cases, simply the potential of action. Using extreme crops help the viewer focus on the movement, the event, or the thought of the moment. The photography should not be overly saturated, but instead feel natural.

The MNU Marketing Department has a gallery available for campus use. Please contact them at 913-971-3585 to request photos.

Note: The specific photos shown here are only to portray style. They are not available for use.
Imagery

BEFORE

Clip Art
Because of the difficulty in finding clip art which upholds the integrity of MNU’s brand, it should not be used in external promotions. Photography is much better suited for the brand and must be used in place of clip art. Photos for projects may be requested from the MNU Marketing Department gallery.

If a department finds the need to use clip art, it must only be circulated internally.

AFTER
Writing Effective Copy

First Things First: Know Your Audience
Writing effective copy for the web, print, or any other marketing application starts with a solid understanding of your reader. And while your writing should reflect the same voice and tone in all applications, web copy especially must be concise and to-the-point as well as compelling and engaging. Here are some guidelines.

Tips for Good Web Writing

Make it Scannable
Web readers come to your site with a specific purpose: They want to complete a task, locate information, keep current on a subject, or connect with others. They don’t actually “read” anything until they’ve located what they’re after. More than 80 percent of web readers scan a page before reading a section word for word. So unlike a book or magazine structured in linear fashion, each web page must stand on its own.

Here are some ways you can help readers find what they’re after on the web:

Give Readers a Break
- Include subheads to break up copy and underscore critical concepts
- Use bulleted lists to emphasize key points within text
- Keep paragraphs short—a few sentences at most
- Use sidebars, factoids, and boxed copy to draw attention to key points*
* Contact the MNU Marketing Department for help identifying key information.

Make it Dynamic
Readers expect websites to be current and dynamic. One way to do this is by incorporating text links within the body copy, which will lead them to other pages where they can find additional information specific to their interests. This should be limited, however, to no more than two or three text links within a given paragraph of body copy.

Keep it Concise
Most of us tend to avoid reading long sections of text on the web. As a rule, web copy should be about half the word count you would devote to the same subject if it were in a printed piece.

Focus on Benefits
Readers are most interested in knowing how you can have a positive impact in their lives. Your objective is to build a trusting relationship by speaking directly to the reader’s wants and needs. This is a good rule for any medium, but especially for the web.

When expressing MNU’s low student-to-faculty ratio, for example, tell why this figure is important. Point out that the low student-to-faculty ratio means faculty members get to know students by name. That there’s more time for each student since there are fewer students per faculty member. And that lifelong mentoring relationships naturally develop when there’s more opportunity for meaningful interaction.

COMPARE THIS STATEMENT:
“Our student-to-faculty ratio of 16:1 is among the lowest for private, residential Christian colleges with enrollment between 1,000 and 2,000 students.”

TO THIS:
“You’ll get to know faculty members inside and outside of the classroom while developing positive, mentoring relationships because of the low student-to-faculty ratio of 16:1 at MNU.”
Tips for Writing Good Marketing Copy

Less Really is More

Sometimes, less is just less. But when it comes to writing, less is almost always more. More appealing. More manageable. More approachable. And usually more informative. In higher education we tend to assign equal importance to everything we write. As result, we try to tell readers everything rather than determining what they really need to know.

Try this exercise: Imagine you’re in an airport, and you’ve just run into a colleague you haven’t seen in years. You want to tell this person about your work, but you have only five minutes between flights. What would you tell your colleague? What would you leave out? You’d focus on the big picture, of course, and leave out the details. Do the same with your writing—hit the high points and leave out the rest.

Here are some additional suggestions to strengthen your writing from a marketing perspective:

Focus on Value

Just as for the web, when writing about MNU for printed materials, remember that it’s not about us as an institution. Rather it’s about what our audiences consider important. It’s about what they value as prospective students. As parents. Alumni. Donors. And community members.

For example, if you wanted to convey to parents the safe nature of the MNU campus, consider how you might emphasize benefits versus attributes:

COMPARE THIS STATEMENT:
“MNU is one of the safest schools of its size for comparable metro areas. Crime statistics are significantly lower for the area surrounding the MNU campus than for similar institutions.”

TO THIS:
“Your child’s safety and well-being are of utmost importance, which is why we provide 24-hour campus monitoring along with well-lighted walkways, parking areas, and buildings and residential halls.”

Set the Right Tone

If you’re writing for students, then write for students. Don’t make it stiff or formal. If you do, you’ll lose your reader right out of the gate. No one expects you to write like a 17-year-old. But then again, this isn’t your dissertation. So just as for web writing, remember the audience. Write to them.

Write in Active Voice

Readers are more easily engaged when you write in an active rather than passive voice. Compare the impact of these sentences:

PASSIVE: “Students should be aware that some classes fill up right away, so early registration is advised.”

ACTIVE: “You should register for classes as early as possible because some classes fill up right away.”
Writing Effective Copy

**Keep it Simple**
Focus on what matters. Edit ruthlessly. Delete words, favorite phrases, even whole sentences that can be cut without sacrificing clarity or understanding. Most writing can be cut in half, then cut in half again.

**Include a Call to Action**
Marketing copy often fails the test because it lacks a clear call to action. You’ve built a case for MNU, your program, or some feature of the school. Now, make sure you tell the reader how to benefit from what you offer. Does the reader need to call for more information? Complete a form? Or click on a clearly identified button on your website? Point the reader toward the next step.