CARSON-NEWMAN

A CHRISTIAN UNIVERSITY

STYLE GUIDE

May 2023

THE CARSON-NEWMAN BRAND

What is a brand?

For us, it is the reason people choose Carson-Newman. It is the essence of who we are. Our brand should reflect our values and what differentiates us from others – it is what our students, faculty, staff, alumni, friends, and all stakeholders experience when choosing Carson-Newman. How we communicate to each segment, or group, is critical. Our messaging should reflect our identity as well as the other elements of our brand.

In the competitive world of higher education and the cluttered communication universe, speaking with one voice, consistent in look, feel and expression of our message, conveys strength and unity. Whether someone is a current student, faculty and staff, alumni, donor or friend of a potential member of any of those categories, how consistent we are in our message shapes how others perceive Carson-Newman.

And, while consistency builds awareness, lack of uniformity erodes a brands value and often creates confusion among key stakeholders.

While a logo is not a brand, it certainly helps convey the message of one. Done well, a logo is immediately recognizable and builds loyalty. Every department, group, club, organization, team, and agency affiliated with Carson-Newman is a conduit in delivering our story.

Carson-Newman's brand sets us apart from the crowd. We know the banks of Mossy Creek are a special place. Communicating that to our audience is vital.

This guide serves as a road map for consistent messaging, visually and stylistically. Following this map helps us reach our destination in delivering consistent communication to others, whether for the first time or 50 years after graduation

Thank you for helping us deliver our message in one voice.

If you have any questions regarding development or implementation, please contact the Office of Marketing and Communications.

Thank you.

Kevin Triplett
Vice President for Univeristy Relations

OFFICIAL LOGO POLICY

The University's official logo is the Nested C-N. Versions of design can be found in every decade going back to 1916. Its use now ties together our history, heritage, and legacy in a modern format.

CARSON-NEWMAN

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The "Carson-Newman" represents the 1889 merging of Carson College and Newman College to form one of the earliest coeducational institutions in the state. This merging is represented by a hyphen.

The tag "A Christian University" declares the University as a private, Christian institution, emphasizing its mission within higher education.

COLOR VARIATIONS

FOR USE ON WHITE OR GRAY BACKGROUND.

*Note the white stroke around the navy C" (Primary)

FOR USE ON ORANGE BACKGROUND.

Reversed on Orange
Orange "C" with a Navy "N"
*Note the white stroke around the"N"
(Alternate)

FOR USE ON NAVY BACKGROUND.

Reversed on Navy
Navy "C" with an Orange "N"
*note the white stroke around the"N"
(Alternate)

ADDITIONAL LOGO VARIATIONS
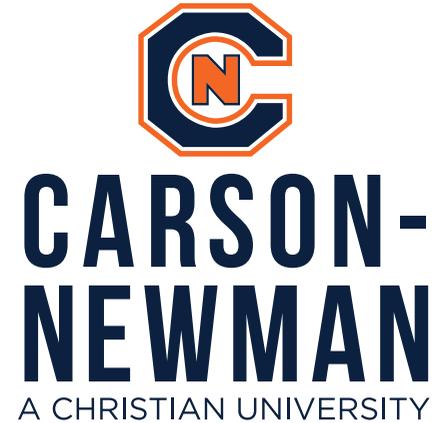
When abbreviating "Carson-Newman University" use only "C-N." The "C-N" abbreviation has been used by the University since the early 1900s. When written, Carson-Newman University is not to be referred to as "CNU," "CN-U," "C-NU" or "CN."

❌ **CNU**
❌ **CN**

When using "C-N" to abbreviate Carson-Newman University, it is absolutely necessary to include the hyphen. The hyphen represents the historic merging of Carson College and Newman College in 1889. Being consistent when abbreviating "Carson-Newman" strengthens the University brand.

✅ **C-N**

THE EAGLE

Carson-Newman officially adopted the Eagle as our mascot in 1931. This Carson-Newman University Eagle logo, mascot, and name are reserved for use by the university Athletic Department, its teams, and offices.

2.

This logo is trademarked and use of the Eagle is allowed for use only by the Office of Marketing and Communications.

Please contact the Offiice of Marketing and Communications for more information.

OFFICIAL LOGO POLICY CONT.

CLEAR SPACE AND SIZE REQUIREMENTS

A specific minimum amount of clear space (as determined by the Nested C-N mark) should be maintained around the logo and between the primary logo and any other elements, including text, graphics, images or the edge of a page. This ensures that our brand stays highly visible and prominent within a design.
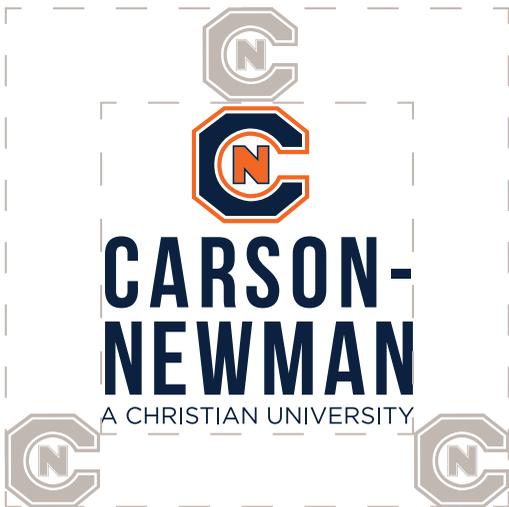
For clarity purposes pleases do not produce a logo smaller than 1-inch minimum for print and 50-pixel minimum for web.

OFFICIAL LOGO POLICY CONT

PREFERRED	ALTERNATE
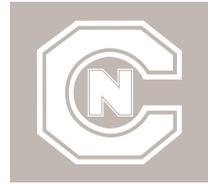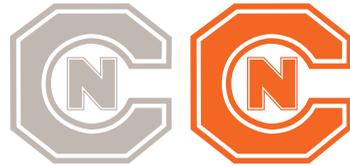
PROHIBITED LOGO USE

CARSON-NEWMAN
A CHRISTIAN UNIVERSITY

DO NOT MODIFY LOGO COLOR

CARSON-NEWMAN
A CHRISTIAN UNIVERSITY

DO NOT ADD DROP SHADOW

CARSON-NEWMAN
A CHRISTIAN UNIVERSITY

DO NOT ALTER LOGO ICON

CARSON-NEWMAN
A CHRISTIAN UNIVERSITY

DO NOT ADD EFFECTS TO LOGO

CARSON-NEWMAN
A CHRISTIAN UNIVERSITY

DO NOT ADJUST OPACITY

CARSON-NEWMAN
A CHRISTIAN UNIVERSITY

DO NOT USE PREVIOUS VERSIONS

The University's visual identity elements must be produced from official artwork only. They cannot be recreated, rearranged, distorted or altered in any way. To ensure consistency, the use of all University logos must be approved by the Office of Marketing and Communications.

PROHIBITED LOGO USE CONT.

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DO NOT FLIP THE IMAGE

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DO NOT MODIFY LOGO COLOR

??

PRESIDENTIAL SEAL

The Great Seal of Carson-Newman has represented the University's identity in some form since the institution's founding.

The Seal is reserved exclusively for use by the Office of the President and C-N Board of Trustees. It may also be used to represent the institution at official University events.

The Seal should only appear in full color, Pantone 289C or black and white. For inquiries on other exceptions, please contact Marketing and Communications.

Do not produce a logo or seal smaller than 1-inch minimum for print and 50-pixel minimumfor web.

Reference the torch icon within the deisgn for sizing and spacing requirments.

ACADEMIC LOGO

The Torch academic logo is reserved soley for use by the Office of the Provost and may not be edited, duplicated, or reproduced without the express written consent of Carson-Newman University and the office of Marketing and Communications.

COLOR

PRIMARY COLORS
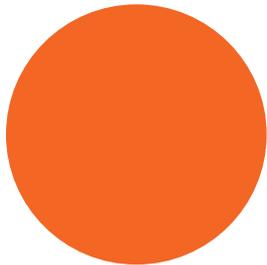
C-N ORANGE
Pantone: 165C
CMYK: 0, 70, 100, 0
RBG: 255, 103, 31
HEX: #FF671F
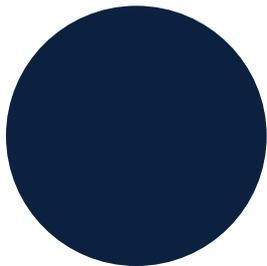
C-N NAVY
Pantone: 289C
CMYK: 100, 76, 12, 70
RBG: 12, 35, 64
HEX: #0C2340

The University's use of the colors Orange and Blue can be traced back to the beginning of 1931, the year we also officially became the Eagles. Using the University colors in a consistent way reinforces our brand and promotes trust and recognition.

## SECONDARY COLORS
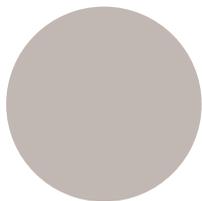
FOGGY GRAY
#C3B8B2
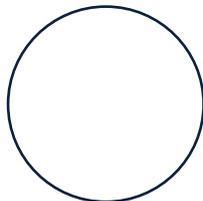
WHITE
#FFFFFF

## ACCENT COLORS
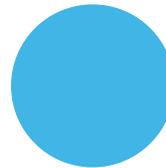
HOLSTON RIVER
LIGHT BLUE
#41B6E6
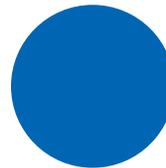
CHEROKEE LAKE
BLUE
#0066B2
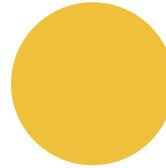
SUNRISE GOLD
#FAC01A
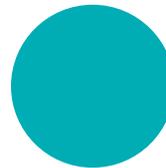
TURQUOISE SKY
#00ADB5
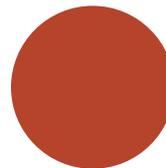
SUNSET ORANGE
#CF4527

MORNING SUN
#FFDA0B
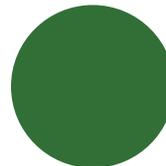
MOSSY GREEN
#007A33

BEST PRACTICES FOR COLOR
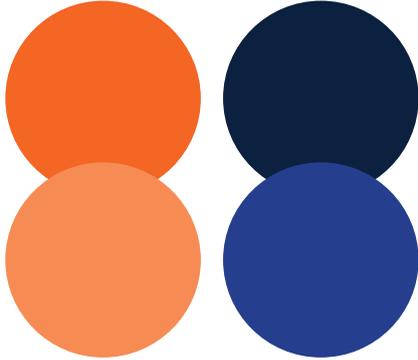
DO NOT ALTER C-N ORANGE OR C-N NAVY

ADD A HEADING

ADD A HEADING

AVOID WHITE TEXT ON YELLOW BACKGROUNDS

SECONDARY COLOR AND ACCENT COLOR PERMITTED USAGE:

- Secondary and accent colors can be used for a special event t-shirt as long as the nested C-N logo is used. Please contact Marketing and Communications for design approval.

- Can be used on design elements and icons for posters, as long as Official Logos are not altered.

YOU MAY TURN DOWN THE TRANSPARENCY LEVELS OF ACCENT COLORS (EXCEPT ON TEXT)

BEST PRACTICES FOR COLOR

✓

ADD A HEADING	ADD A HEADING	ADD A HEADING
ADD A HEADING	ADD A HEADING	ADD A HEADING
ADD A HEADING	ADD A HEADING	ADD A HEADING
ADD A HEADING	ADD A HEADING	ADD A HEADING

TEXT AND BACKGROUND COLOR COMBINATIONS THAT ARE ACCESSIBLE

✗

ADD A HEADING	ADD A HEADING
ADD A HEADING	ADD A HEADING
ADD A HEADING	ADD A HEADING
ADD A HEADING	ADD A HEADING

TEXT AND BACKGROUND COLOR COMBINATIONS TO AVOID

TYPOGRAPHY

PRIMARY
BEBAS REGULAR

The University's typography identity is visible across many applications, including print and electronic mediums. The following type sections have been made to best represent the voice of Carson-Newman while maintaining a consistent tone throughout various University communications.

SECONDARY
GOTHAM BOOK

ADD A HEADING

Use Bebas Regular for headings and any bold text. This font stands out and is easily accessible.

ADD A SUBHEADING

Use Gotham Book or open sans for subheadings and small text. This text is easy to read and good for smaller information and passages.

POSTER DESIGN BEST PRACTICES

Official logo at the top of page clearly visible.

Title and details using fonts that are brand compliant for accessability

EVENT TITLE

Time
Date
Location

Any extra details / registration info

cn.edu
Carson-Newman University
@cnadmissions
@carson_newman_u

CARSON-NEWMAN
A CHRISTIAN UNIVERSITY

Contact info, URL info, social media info

PRINTING

QUICK NOTES

- Only PDFs can be printed
- Sending JPG/PNG files will delay print
- The largest available paper is 13"x 19"
- Must have hyphen with C-N and Carson-Newman
- Have your artwork sized to the size you want to print
- If test print is blurry we will ask you to come approve before continuing print job

SIZING OPTIONS

POSTERS	FLYERS	POSTCARDS	BUISNESS CARDS
11" X 17" 13" X 19"	8.5" X 11" 5.5" X 8.5"	5" X 7" 6" X 4"	3.5" X 2"

PLANNING A PROJECT

QUICK SUMMARY

The Marketing and Communications office is responsible for ensuring the correct use and maintaining the integrity of the visual identity on all University publications, supplies, materials, and equipment, whether produced by the University or outside agencies.

HOW TO START A PROJECT

Visit: www.cn.edu/designrequest

CONTACT

For more information or assistance with your project, contact:

Marketing and Communications
design@cn.edu
865.471.3204