

BUTLER UNIVERSITY

2019 STYLE GUIDE

VERSION 6.0

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THIS STYLE GUIDE provides a resource for future implementation of the Butler University brand. The guidelines contained in this document describe the fundamental elements of the brand along with basic instruction for how to use them.

Adherence to these guidelines will ensure the consistency and recognition of the brand. Recognition of the greater university brand will benefit each of its programs and key segments independently moving forward.

It should be noted that the elements and uses in this initial guide will be open to change. However, these changes will be reviewed and assessed periodically to ensure there is always a single standard usage overall.



BRAND POSITIONING

POSITIONING STATEMENT



After a lengthy qualitative and quantitative research effort, the following brand position statement was created for Butler University:

The right outcomes. The right way.

This statement, which encapsulates the essence of the institution, serves as an internal reference to guide marketing communications and should not appear on outward facing materials.

BRAND PILLARS

The positioning statement, “The right outcomes, the right way,” is built upon three pillars of truth that give it meaning:



BRAND TONE

This statement is informed by the following tonal words that reflect the personality of the institution:



- Ambitious
- Dependable
- Collaborative
- Close-Knit
- Tenacious
- Authentic
- Progressive

RATIONALE

As students and alumni, faculty and staff—at Butler University, our can-do spirit has shown us time and time again that we can achieve anything we set our minds to. The way we commit ourselves to continually improve powers us through whatever challenges lie ahead. Here, at the Crossroads of America, we are using a innovative approach to build something special—stronger foundations for students who are building a stronger future for us all.

BRAND ART

Overview of image style and brand tone:



COPY TONE

VOICE



The copy reinforces the brand’s focus on “the right outcomes, the right way.” Our tone is active and full of opportunity. It establishes a personality built on self-reliance and determination—a personality that is full of optimism and an overall outlook that anything is possible.

The copy should be conversational and personable. It should provide insights about specific examples that prove out the greater points we’re trying to make. When writing, keep the tone words in mind.

HEADLINES

Headlines offer us a great opportunity to get across high-level ideas. They should capture the attention of the reader, pull them in, and make them want to read on. Our headlines speak from the personal voice of the brand with a can-do spirit, and with a belief that more is possible.



BODY COPY

The Butler brand should always strive for a conversational tone and pace. Body copy should make a single compelling point in an interesting way, using specific, understandable examples to illustrate that point.

Endings should payoff the headline or opening of the body copy. This can be achieved with a confident statement, or by prompting the reader with a challenge that ties back to the overall theme of the piece.



IN THE
COLLEGE of EDUCATION,
from your very first day as a student
you'll be out in the field. These extra
hours of classroom experience as an
undergrad will prepare you to teach
better than anything else once you
graduate. So four short years from now,
you'll be prepared to make a difference
in any classroom you enter.

Want proof? Talk with any one of
our grads over the last 12 years. Every
single one of them who graduated
and earned their teaching license
earned a job — all 100 percent. In Butler
University's College of Education,
that's our idea of a passing grade.
Ready to enter the classroom?

TYPOGRAPHY

TYPEFACES

The Butler University brand uses five approved typefaces:

LIBERATOR	SACKERS SQUARE GOTHIC	SACKERS GOTHIC MEDIUM	DUKE	Sentinel
<i>Designed by Ryan Clark</i>	<i>Designed by Monotype Design Studio</i>	<i>Designed by Monotype Design Studio</i>	<i>Designed by James T. Edmondson</i>	<i>Designed by Hoefler & Frere-Jones</i>
<div>ABCDE FGHIJK LMNOP QRSTUV WXYZ. ? !12345 6789</div>	<div>ABCDE FGHIJK LMNOP QRSTUV WXYZ. ? !12345 6789</div>	<div>ABCDE FGHIJK LMNOP QRSTUV WXYZ. ? !12345 6789</div>	<div>ABCDEFGH IJKLMNOP QRSTUVWX YZ. ?!123 456789</div>	<div>abcdefghijklmnop opqrstuvwxyz ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnop opqrstuvwxyz ABCDEFGHIJKLMN OPQRSTUVWXYZ</div> <div>abcdefghijklmnop opqrstuvwxyz ABCDEFGHIJKLMN OPQRSTUVWXYZ</div>

WEB USAGE

For web use, the Sackers Gothic faces are available for use as live text with a license, and are recommended as headers. Sentinel is also available for web use, and is recommended for body copy (It can be substituted with Georgia if needed). Liberator and Duke can only be used in images.

<div>SACKERS SQUARE GOTHIC</div> <div><i>Available for Web Use</i> <i>Use as: Header Text</i> <i>Backup Option: Helvetica Bold</i></div> <div>Designed by Monotype Design Studio</div>	<div>SACKERS GOTHIC MEDIUM</div> <div><i>Available for Web Use</i> <i>Use as: Header Text</i> <i>Backup Option: Helvetica Bold</i></div> <div>Designed by Monotype Design Studio</div>	<div>SACKERS GOTHIC HEAVY</div> <div><i>Available for Web Use</i> <i>Use as: Header Text</i> <i>Backup Option: Helvetica Bold</i></div> <div>Designed by Monotype Design Studio</div>	<div>Sentinel</div> <div><i>Available for Web Use</i> <i>Use as: Body Text</i> <i>Backup Option: Georgia</i></div> <div>Designed by Hoefler & Frere-Jones</div>
<div>LIBERATOR</div> <div><i>USE AS IMAGE, NOT AVAILABLE FOR LIVE TEXT</i></div> <div>Designed by Ryan Clark</div>	<div>DUKE</div> <div><i>USE AS IMAGE, NOT AVAILABLE FOR LIVE TEXT</i></div> <div>Designed by James T. Edmondson</div>		

HEADLINES

This brand has a rich palette of available typographic moves, using this group of fonts in a handful of different ways, suitable to many unique situations.

LIBERATOR

Liberator is the brand’s primary headline typeface. It’s a solid, industrious font that can be used for accent words in strong headlines, but Liberator does not work well when applied to full sentences. In such cases, words should be broken into playful layouts. Longer words need to be tracked out with generous spacing, and optionally set on a curved path, like in the “Challenges Accepted” example. Liberator needs to be carefully kerned. Shorter words can be tracked closer together, as in “Bull Dogs Do,” for an even bolder look.



HEADLINES

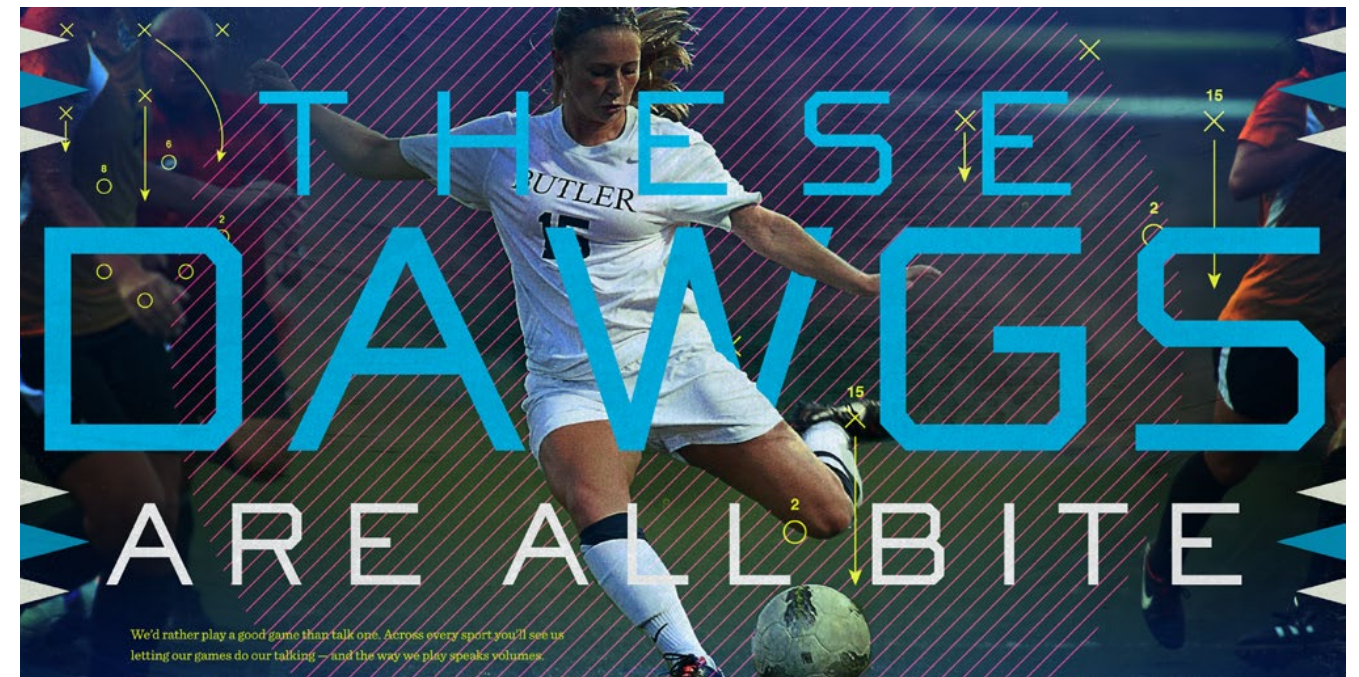
DUKE FILL

For higher-impact words, Duke Fill can be used. Since it's more condensed, longer words may work better in this typeface. It can also lend itself well to being warped into different shapes, and filled with diagonal hash lines, as seen here in "Crossroads of You."



SACKERS SQUARE GOTHIC

When a slightly thinner font is desired, use Sackers Square Gothic. This typeface works well with longer lines of copy, as seen here in "These Dawgs Are All Bite" Because Sackers Square Gothic is lighter, it can sit over photos and conceal less of the subject.



HEADLINES

MIXED TYPEFACES

Often, multiple fonts can be used in a single headline to highlight a word or phrase.





SUBHEADS & CALLOUTS

Sackers Gothic Medium is the secondary typeface of the brand, and should be used for subheads, college name lock-ups, callouts, and lead-ins. Below are some common usage examples of AT Sackers Gothic within the Butler brand.

BODY COPY

Sentinel Book is the primary long-form typeface for the Butler brand. All body copy should be set in Sentinel Book. When appropriate, Sentinel may be used for smaller subheads in conjunction with AT Stackers Gothic as the main typeface. Sentinel Book Italic and Bold can be used to add emphasis.

COLOR PALETTE

PRIMARY BRAND COLORS

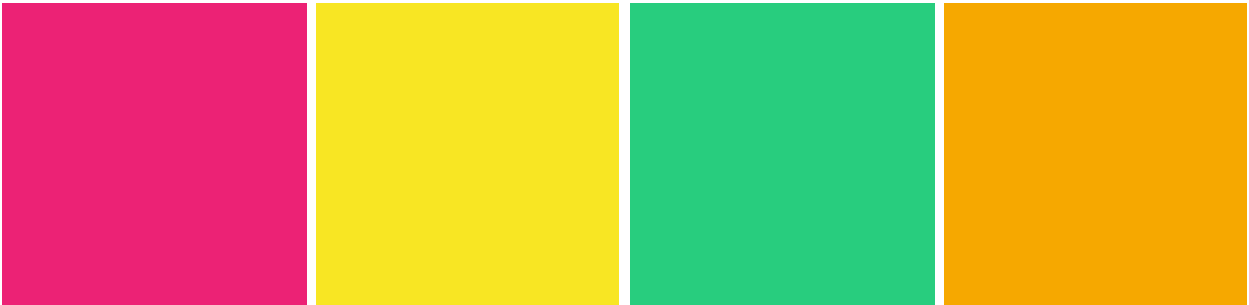
In addition to the two primary tones of Butler blue, the brand’s primary color palette extends to include complimentary shades of blue and brighter colors that form the brand’s supporting color palette. Each of these color palettes may be used across photographic treatments, typography, and layout of other collateral.



Butler Blue Pantone 2767 C C:100 M:90 Y:10 K:77 R:19 G:41 B:75 Web: 13294B	Bright Blue Pantone 299 C C:86 M:8 Y:0 K:0 R:0 G:163 B:224 Web: 00A3E0	Cool Gray Pantone 621 C C:12 M:1 Y:12 K:2 R:209 G:224 B:215 Web: D1E0D7
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SECONDARY BRAND COLORS

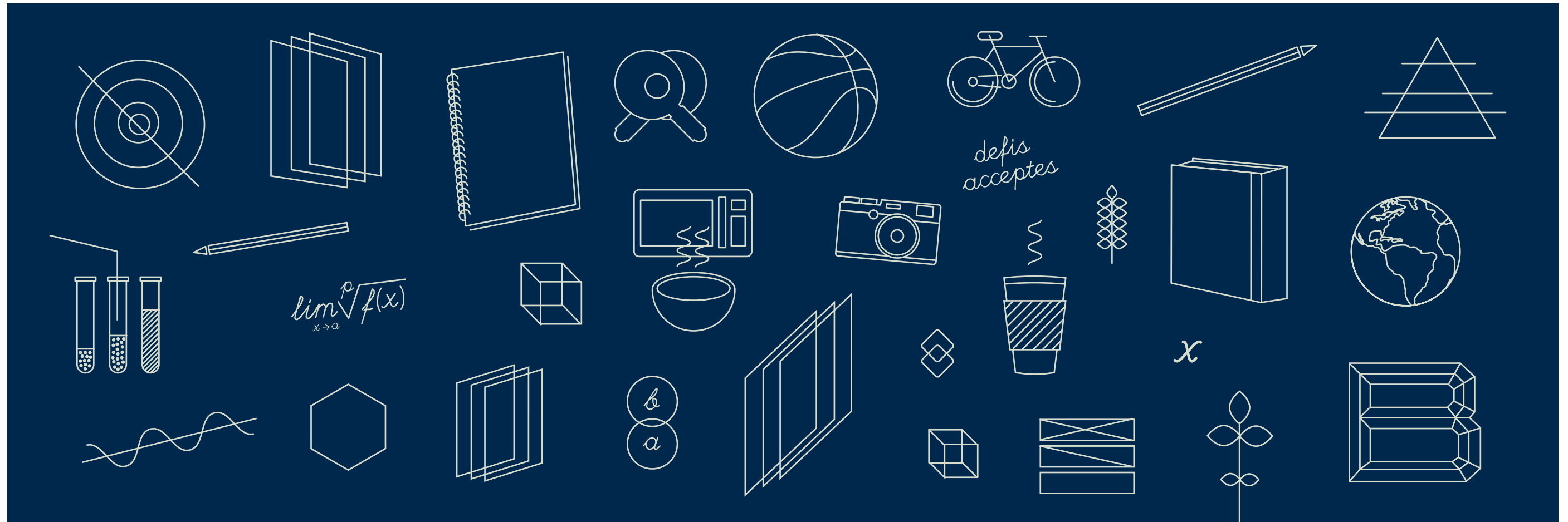
These warmer tones add a sense of activity to the brand and are appropriate for use as highlighted elements, line art iconography, and detailed flourishes to compliment the richness of the primary color palette in designs.



Pink Pantone 213 C C:0 M:92 Y:18 K:0 R:227 G:28 B:121 Web: E31C79	Yellow Pantone 395 C C:9 M:0 Y:90 K:0 R:236 G:232 B:26 Web: ECE81A	Mint Green Pantone 7479 C C:56 M:0 Y:58 K:0 R:38 G:208 B:124 Web: 26D07C	Orange Pantone 124 C C:0 M:30 Y:100 K:0 R:234 G:170 B:0 Web: EAAA00
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DESIGN ELEMENTS

The Butler University brand includes a variety of graphic elements that can be used to add visual interest to creative materials. Several elements can be used in a single piece, but each piece should generally have only one visually dominating graphic element.



ICONOGRAPHY

Icons are used throughout the brand to support the message of the piece. They represent the activities and thoughts of Butler students and faculty. More icons can be added as needed, but should keep the same simplistic style: semi-geometric, one-color, and have a uniform stroke weight.

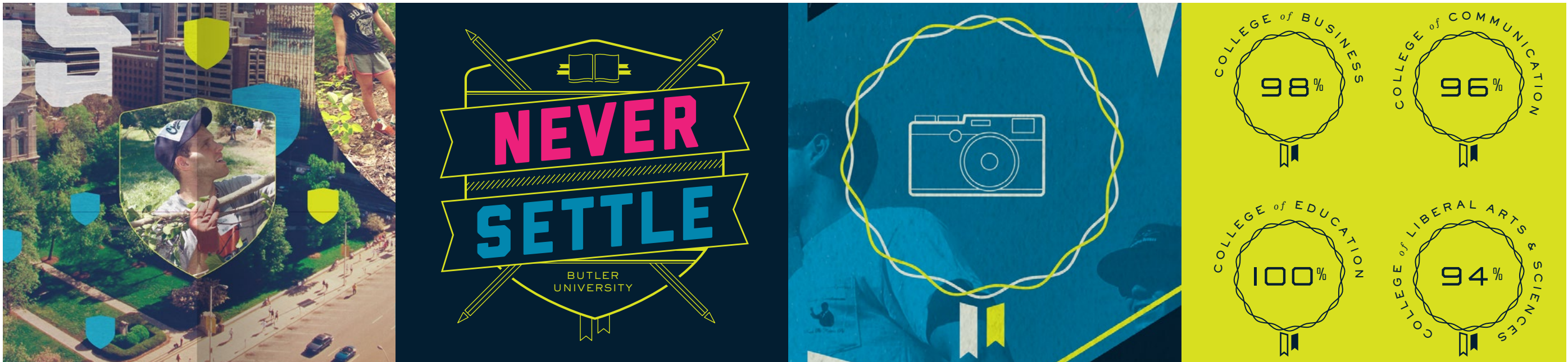
RIBBONS

Ribbons are used to contain type, making layouts more dynamic. They can also be used vertically at the top of a page or other elements to add a pop of color and visual interest.



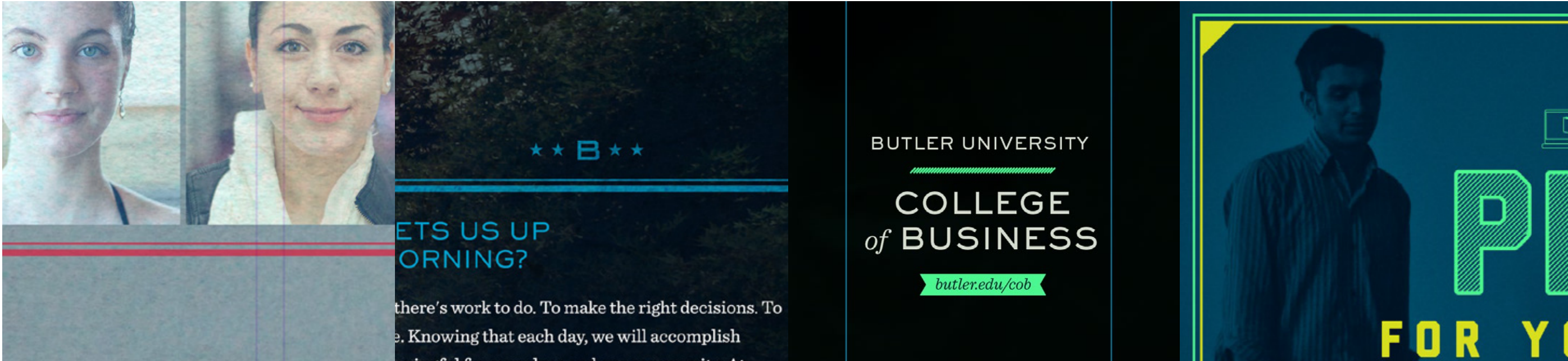
SHIELDS & BADGES

Large shields can be used to inset photographs or headlines, while smaller shields can be used as iconography. Badges can be used to hold icons or small amounts of type.



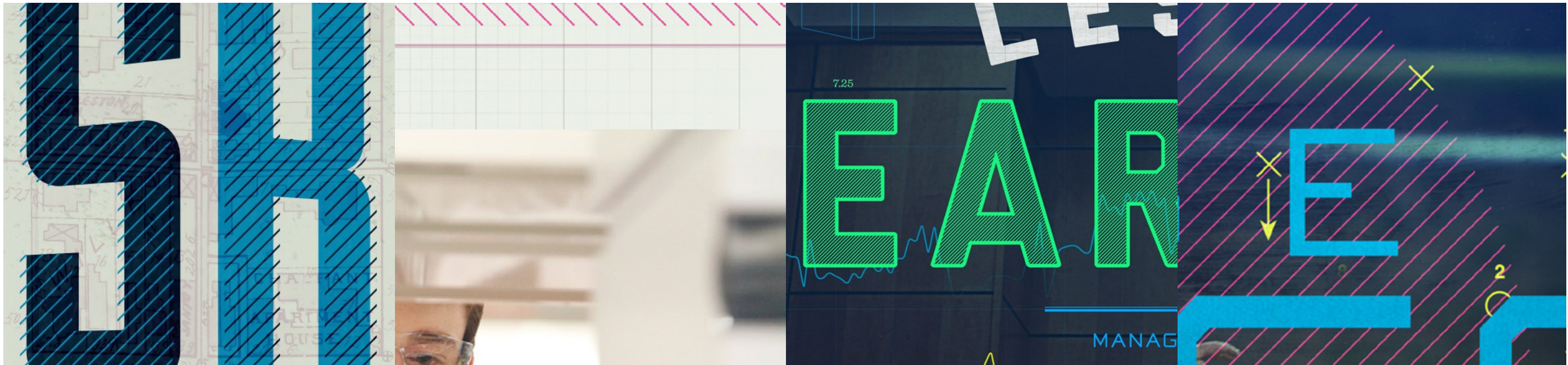
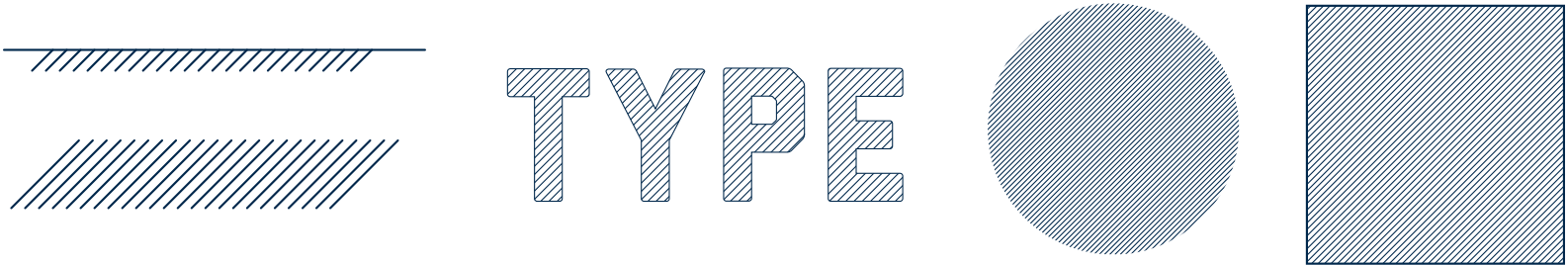
RULES & FRAMES

These are used as visual elements to separate, organize, and contain layout elements. They can be used in any of the brand colors.



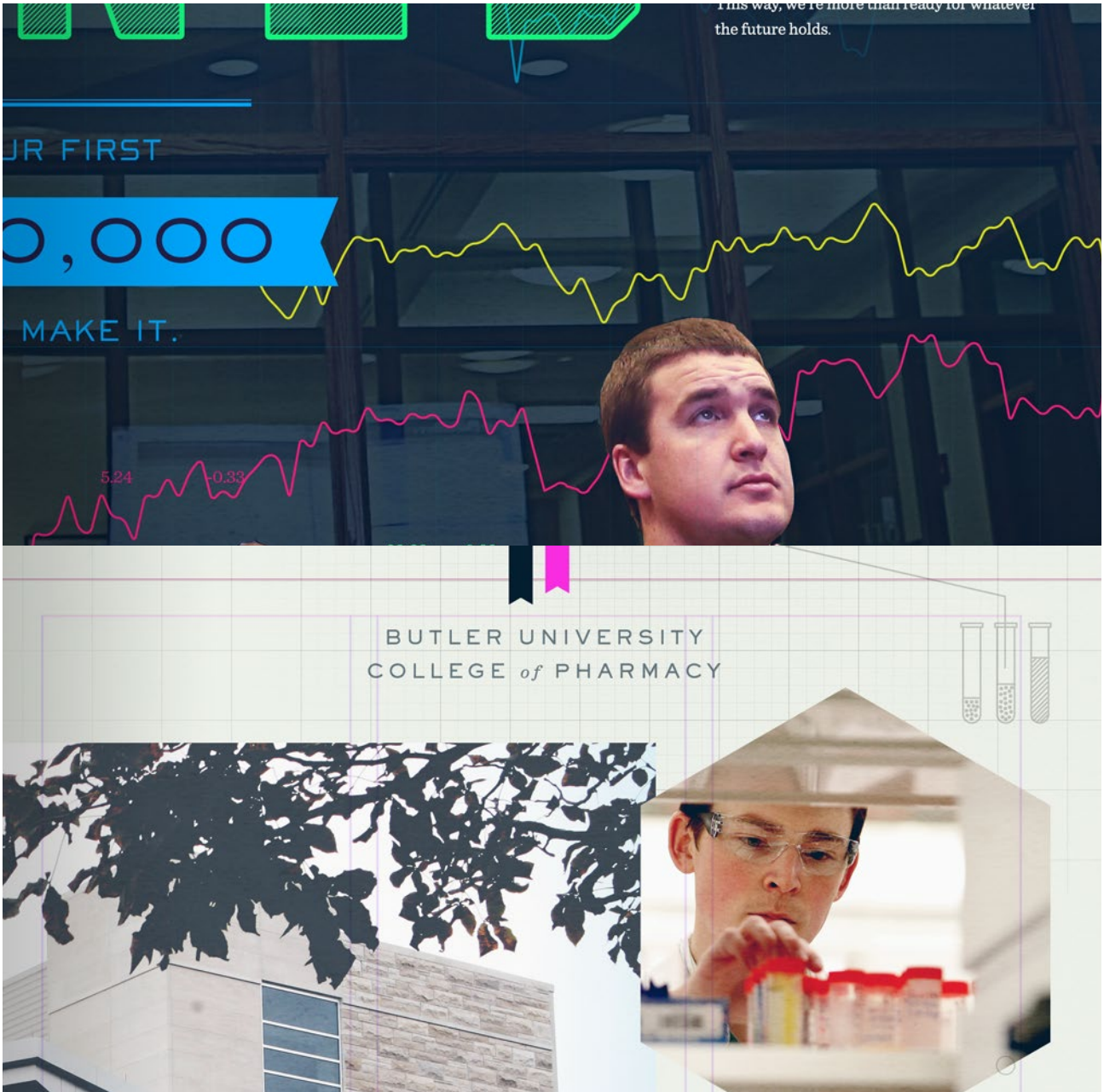
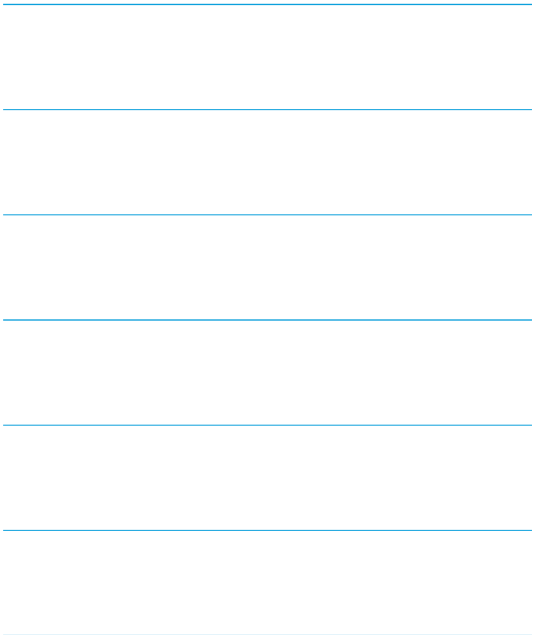
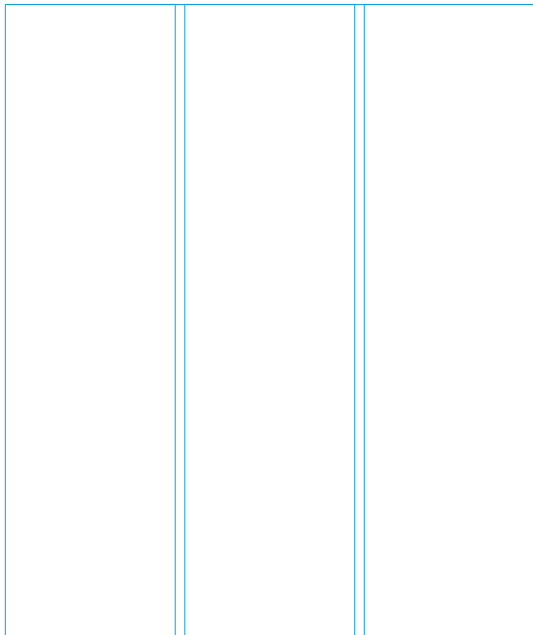
STROKES & HATCH PATTERNS

Strokes and hatch lines can be used to add a hint of color and energy to an area, to fill a large area with a subtle texture, or to activate headline copy by making it more vibrant.



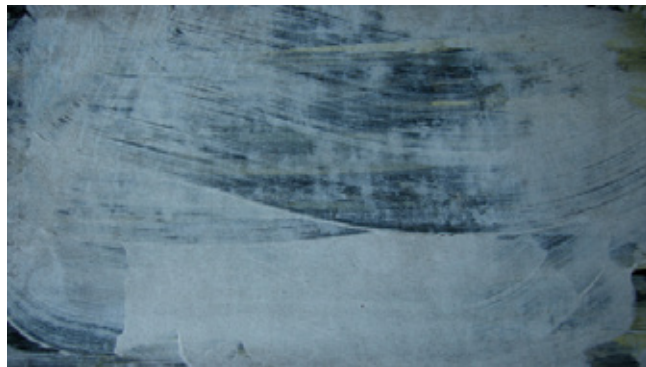
STRUCTURAL LINES

In a multi-column layout that has more negative space, structural lines can be used to add visual interest.



TEXTURES

Textures give the piece a rich, worn-in look. They can be used inside of headline text or to fill solid colors. They should be applied sparingly; the desired effect is not an aggressive grungy look, but a subtle depth to the aesthetic.



LOGO USAGE

USING THE UNIVERSITY LOGO SYSTEM

Each of the six colleges are represented in this logo system by their pairings with the Butler wordmark. Logos available to the colleges are also available in two different configurations as well as color versions, and as art that can be reversed on a solid background.

Horizontal Logo/Full-Color



Vertical Logo/Full-Color



Horizontal Logo/Reversed



Vertical Logo/Reversed



USING THE BULLDOG LOGO

The Bulldog logo is the primary mark for Athletics at Butler. It not only represents a nearly 25-year tradition of athletic representation, but also exemplifies the tenacious spirit infused throughout the 160-year tradition of Butler University. The use of the Bulldog logo must be in accordance with the visual identity guidelines. The Bulldog logo should never be modified in color or content nor joined together to create a new or separate trademark or logo. These logos are available for download from the Marketing and Communications page of the Butler University website, and should be obtained only from this source.

Full Bulldog Logo/Full-Color



Full Bulldog Logo/grayscale



Bulldog Logo/1-color



INFORMAL OR CASUAL WORDMARKS

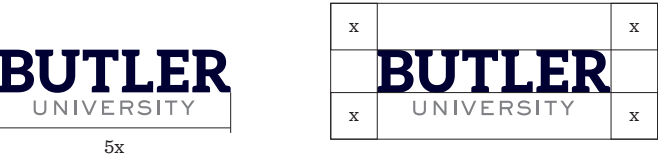
This system covers instances where the Bulldog-paired logo can be combined with college or institutional programs or offices. These do not replace usage within the University logo system as it applies to colleges, but is intended for use as a marketing tool on products such as clothing or office products.



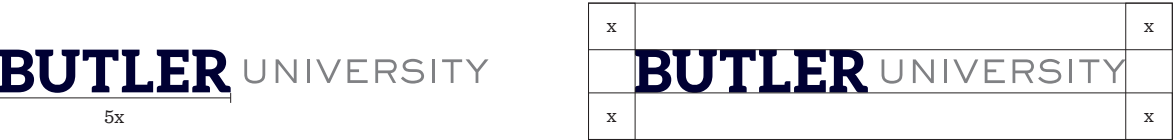
LOGO CLEAR SPACE

The Butler logos are most effective when surrounded by as much open space as possible. A minimum amount of clear space must surround the logo at all times. See diagrams to the right for the appropriate clear space for the various logos.

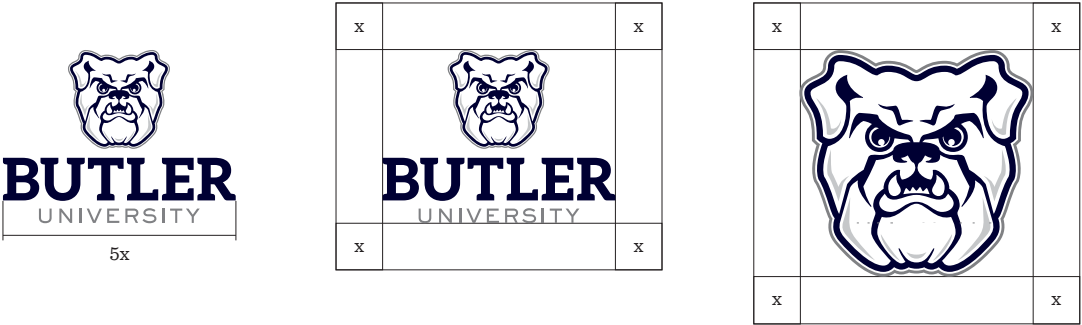
PRIMARY VERTICAL LOGO CLEAR SPACE



PRIMARY HORIZONTAL LOGO CLEAR SPACE



BULLDOG LOGO CLEAR SPACE



MINIMUM SIZES

To ensure visibilty and legibility, the Butler logos should not be presented in sizes smaller than the requirements shown on this page.

To maintain visual integrity, applications using alternative reproduction techniques, such as embroidery and silkscreen, may require presenting the logos at larger sizes than indicated here.

These are only minimum sizes. Logos should be sized appropriately for the piece being designed.

MINIMUM SIZE FOR PRINT

MINIMUM SIZE FOR DIGITAL

PRIMARY VERTICAL LOGO



PRIMARY HORIZONTAL LOGO



BULLDOG LOGO



THIRD-PARTY BRANDING GUIDELINES

The Butler University and third-party trademarks should never be joined together to create a new or separate trademark or logo, and no endorsement lines should be used with the Butler logo, without express approval from Butler Marketing and Communications.

SPONSORSHIPS/CO-BRANDING

This section addresses how to identify external partner organizations. One of the University’s strengths include its variety of partnerships which, when used correctly, can strengthen a marketing message. Combining the strength of two or more brands is called co-branding. Co-branding allows us to establish a visual association with our partners while continuing to leverage the Butler University brand. When cobranding, use all established guidelines for the standard use of our logo and apply the cobranding guidelines in addition.

Co-branding guidelines should follow these general outlines:

PARTNERS—When a partner helps develop and deliver programs, treat the partner’s name as you would the Butler wordmark. Both logos should be the same size.

SPONSORS—Sponsors contribute goods, service or money that deliver programs. Place sponsor logos at the page bottom or in credits. Make sponsor logos smaller than the Butler wordmark.

MULTIPLE SPONSORS—Group sponsors by contribution level (e.g. gold, silver and bronze); then list sponsors by level alphabetically. When dealing with a long list of sponsors or limited space, use names instead of logos for a more professional look.

BUTLER AS PRIMARY PARTNER:



EXAMPLES:



BUTLER AS EQUAL PARTNER:



EXAMPLES:



BUTLER AS SUPPORTING PARTNER:


Partner Logo



EXAMPLES:



BUTLER WITH SPONSOR:



Sponsor Logo 3

BUTLER WITH MULTIPLE SPONSORS:



Sponsor Logo 1 Sponsor Logo 2 Sponsor Logo 3



Summer Camps:

(Most camps serve ages 7–11 and 12–18)

Are you or your child interested in music?

The Butler Community Arts School is the place for you. Serving children as young as 5 to adults, the school offers summer camps, private lessons, and group classes —all at an affordable price.

Instruction is held on the Butler campus by trained Jordan College of the Arts students.

Adult Big-Band Workshop

Arts Camps

Ballet Summer Intensive

Base Camp

Brass Camp (NEW!)

Jazz Camp

Percussion Camp

Piano Camps

Snare & Tenor Camp

Strings Camp

String Scholars Camp

Theatre Camps (NEW!)

Voice Camp

Woodwind Camp (NEW!)

For more information, visit www.butler.edu/beas or email beas@butler.edu.





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BUTLER ARTS CENTER CO-BRANDING

Butler Arts Center co-branding is similar to University-wide co-branding with the exception that it follows strict layout rules. The Butler wordmark and the BAC wordmark should be displayed at the same size. Partnerships with Butler University facilities should display as follows:

BUTLER

UNIVERSITY

CLOWES
MEMORIAL
HALL

BUTLER
ARTS
CENTER

Sponsorships with one or more partners should display as follows:

BUTLER

UNIVERSITY

Co-presented by:

IVY TECH

COMMUNITY COLLEGE

With generous support from:

INDIANAPOLIS

WATER DEVELOPMENT

2017-2019

Kroger

CLOWES
MEMORIAL
HALL

BUTLER
ARTS
CENTER

COMING SOON TO THE

BUTLER ARTS CENTER



SEU JORGE PRESENTS:

THE LIFE AQUATIC, A TRIBUTE TO DAVID BOWIE

BUTLER
UNIVERSITY

THURSDAY, SEPTEMBER 14
7:30 PM

CLOWES
MEMORIAL
HALL

BUTLER
ARTS
CENTER

DISTINGUISHED
SPEAKERS

DISTINCTIVE
VOICES

CELEBRATION of DIVERSITY

DISTINGUISHED LECTURE SERIES



A Conversation with

SENATOR RICHARD LUGAR

and

REPRESENTATIVE LEE HAMILTON

MONDAY, NOVEMBER 13, 2017, 6:00 PM

CLOWES MEMORIAL HALL, BUTLER ARTS CENTER

Free of charge; tickets are required. Limit of two tickets per person.
Tickets available in person at Clowes Memorial Hall or online at ticketmaster.com.

Co-presented by:

IVY TECH

COMMUNITY COLLEGE

With generous support from:

INDIANAPOLIS

WATER DEVELOPMENT

2017-2019

Kroger

CLOWES
MEMORIAL
HALL

BUTLER
ARTS
CENTER

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OTHER ITERATIONS

There are other official uses of the Butler Logo that occur in new media applications. Subsequent usage in similar circumstances requires permission by the Marketing and Communications office.



Every email that comes from the University reflects upon the institution. Using one simple, branded email signature across campus helps strengthen not only the perception of the University’s valuable reputation, but also assists in communicating the University’s visual identity on the most basic level.

In order to create a more consistent University-wide web presence, we recommend the following email signature templates as a baseline.

STANDARD EMAIL SIGNATURE

12 pt. Georgia is the preferred font for email signatures, and should be listed in this order:

- Name (*bold*)
 - Title
 - Office/Unit
 - Butler University (*appears on its own line*)
 - Building/Room
 - 4600 Sunset Avenue
 - Indianapolis, Indiana 46208
 - Phone | Mobile phone
 - Email address | Web address
- An option to include your professional social network links is also acceptable on the last line.*
- Butler University email signature wordmark.

SAMPLE SIGNATURES:

Phil Eichacker
Art Director
Marketing and Communications
Butler University
317-940-8375



Abby Thompson
Director of Marketing
Lacy School of Business
Butler University
4600 Sunset Avenue
Holcomb 210
Indianapolis, Indiana 46208
317-940-6865
althomps@butler.edu
www.butler.edu/lacyschool



The properly-sized Butler University email signature wordmark is available for download at www.butler.edu/marketing.

Instructions for email signature implementation:

- | | |
|--|--|
| <p>For Windows:</p> <p>Open a new message.</p> <p>On the Message tab, in the Include group, click Signature, and then click Signatures.</p> <p>On the Email Signature tab, click New.</p> <p>Type a name for the signature, click OK.</p> <p>In the Edit signature box, paste (Control+V) the signature you copied below.</p> | <p>For Mac:</p> <p>Go to the Outlook menu and select Preferences.</p> <p>Select Signatures.</p> <p>Click the plus icon (+) to add a new signature.</p> <p>Double click the “Untitled” signature and rename it.</p> <p>In the Signature box, paste (Control+V) the signature you copied below.</p> |
|--|--|

SIGNAGE

WAYFINDING

This section outlines wayfinding guidelines for exterior and interior spaces on Butler University’s campus.

DIRECTIONAL (INTERIOR)—For a space with multiple departments/areas within it, use Butler’s Sackers Gothic Regular as the font to denote the space and then Sentinel as the font to denote the department/areas. *See example.*

DIRECTIONAL (EXTERIOR)—For a space with multiple departments/areas within it, use Butler’s Sackers Gothic Regular as the font to denote the space and then Sentinel as the font to denote the department/areas. *See example.*

NAMED SPACES

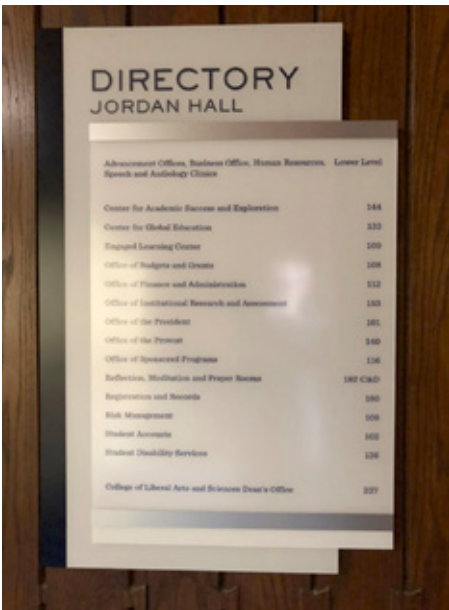
This section outlines guidelines for a named facility on Butler University’s campus or a named space within a Butler University building.

BUILDING (EXTERIOR)—When a facility is named for an individual or organization, the honoree’s name should appear in Butler’s Sackers Gothic Regular font in Butler Blue 2767. The building’s architect has sole discretion on the material used and placement of the name.

OFFICE (INTERIOR)—Office signage should use Butler’s Sackers Gothic Regular font. When an office is named for an individual or organization, a slide-in plate can be added to the bottom of the sign for donor recognition. This plate can feature the donor’s logo in greyscale format.

OFFICE (DIRECTIONAL)—When a location within a building is named for an individual or organization, the honoree’s name or organization’s name can appear in their preferred font at the top of the sign followed by the space name at the bottom of the sign in Butler’s Sackers Gothic Regular font. *See example.*

EXAMPLES:



DIRECTIONAL (INTERIOR)



DIRECTIONAL (EXTERIOR)



OFFICE (DIRECTIONAL)

COLLABORATIVE SPACES

This section outlines guidelines for Butler spaces that are occupied by an outside organization.

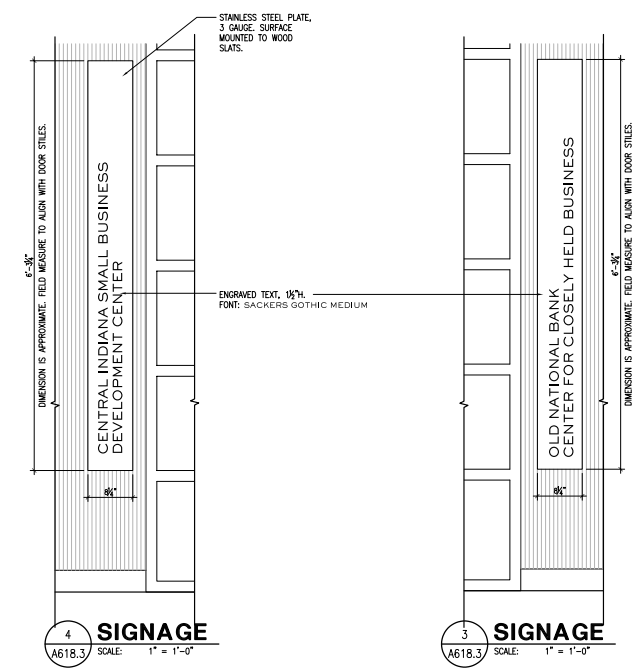
EXTERIOR OFFICE SIGNAGE—Exterior office signage for a collaborative space should use Butler’s Sackers Gothic Regular font or the organization’s font. The sign should never use the logo of either party. *See example.*

INTERIOR OFFICE SIGNAGE—Interior office signage for a collaborative space can include the organization’s logo. Any interior office signage that is permanent (affixed to a wall) needs to be coordinated with Marketing and Communications. Non-permanent signage such as pull-up banners can be ordered without such coordination.

SIGNAGE COLORS:

This rule applies to all signs. When the sign, or background the sign will be applied to, is white or a grey color, letters should appear in Pantone 2767. When the sign, or background the sign will be applied to, is a dark color, letters should appear in white or Pantone Cool Gray 9C.

EXAMPLES:



EXTERIOR OFFICE SIGNAGE

PHOTOGRAPHY



PORTRAITURE

Portraits for the Butler brand should be sourced from branded shoots. They should be shot in a very considered composition (usually centered for a symmetrical placement), camera-aware (looking directly into the lens), and in the subject’s own environment. They should exude confidence and pride.



ENVIRONMENT

Environmental shots should be considered in a similar way. Whenever possible, symmetry is preferred, and architectural lines should be perpendicular to the camera, creating straight lines in the composition. Photography should consist of strong, stoic shots of the buildings rather than off-the-cuff candid shots. Overall, they should express a prestigious and confident tone. When possible, include people in photographs to convey a vibrant, collaborative environment.





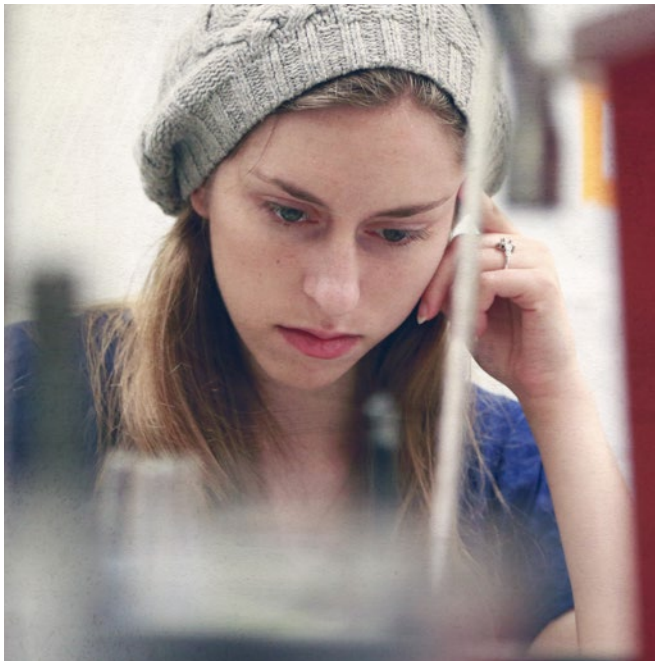
ATHLETICS & PERFORMING ARTS

Carefully composed and deliberate shots are not always possible, as in the case of athletics and performing arts. When capturing such images, consider the camera position and angles that best reflect that story being supported. The final selection of shots should favor the dynamic qualities of the moment that was captured. When capturing a composed shot, defer to the branded hero style.



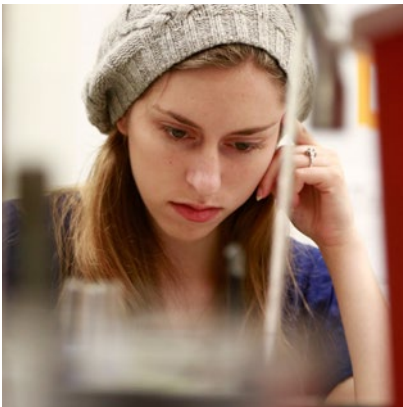
PHOTO TREATMENT

With all photography in the Butler brand, color balance is adjusted slightly to an overall cooler temperature. Darks should have a visible blue hue. Subtle textures can be multiplied on the image to give it a worn-in feel.



TREATED

vs.
UNTREATED



TREATED

vs.
UNTREATED



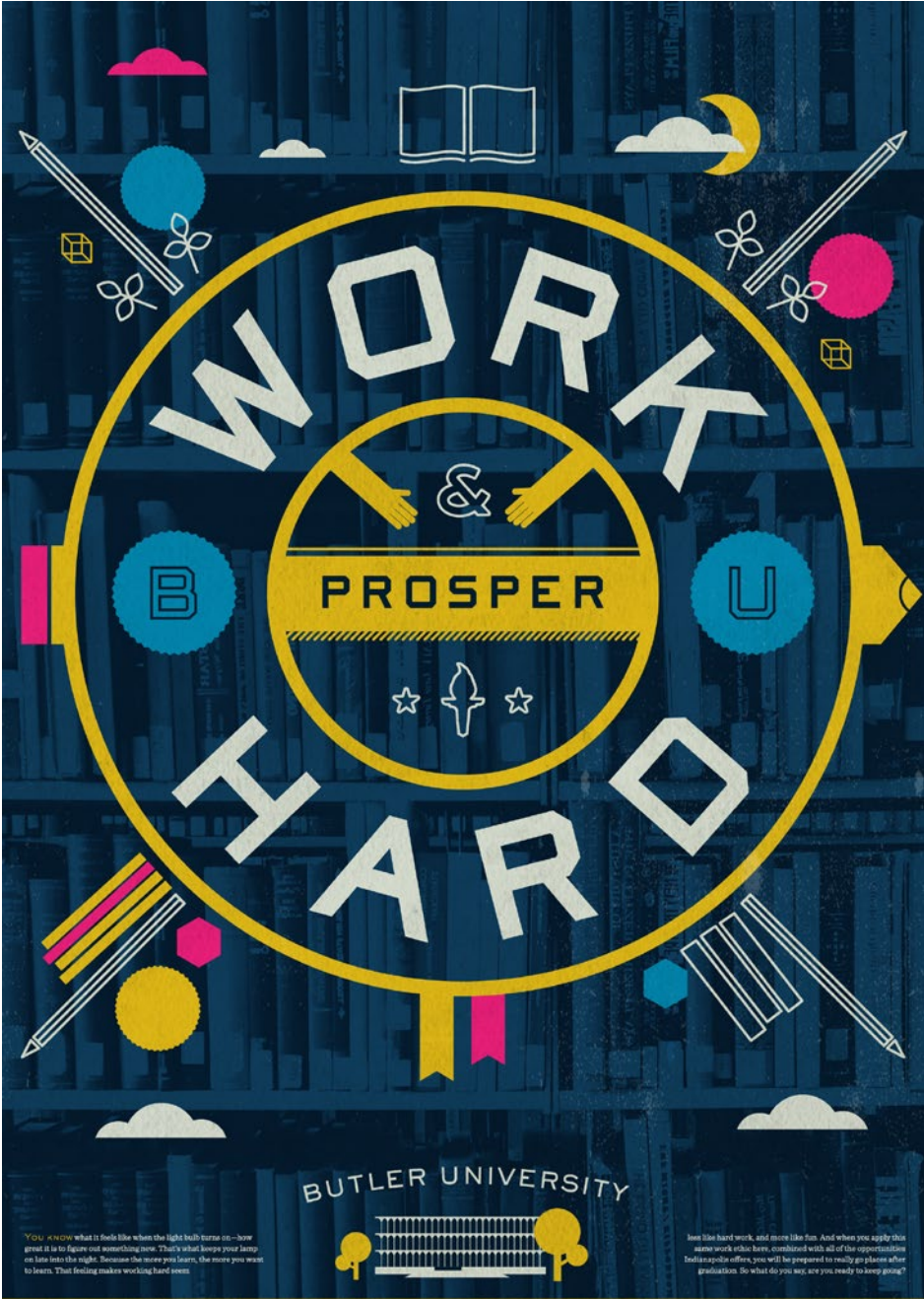
TREATED

vs.
UNTREATED



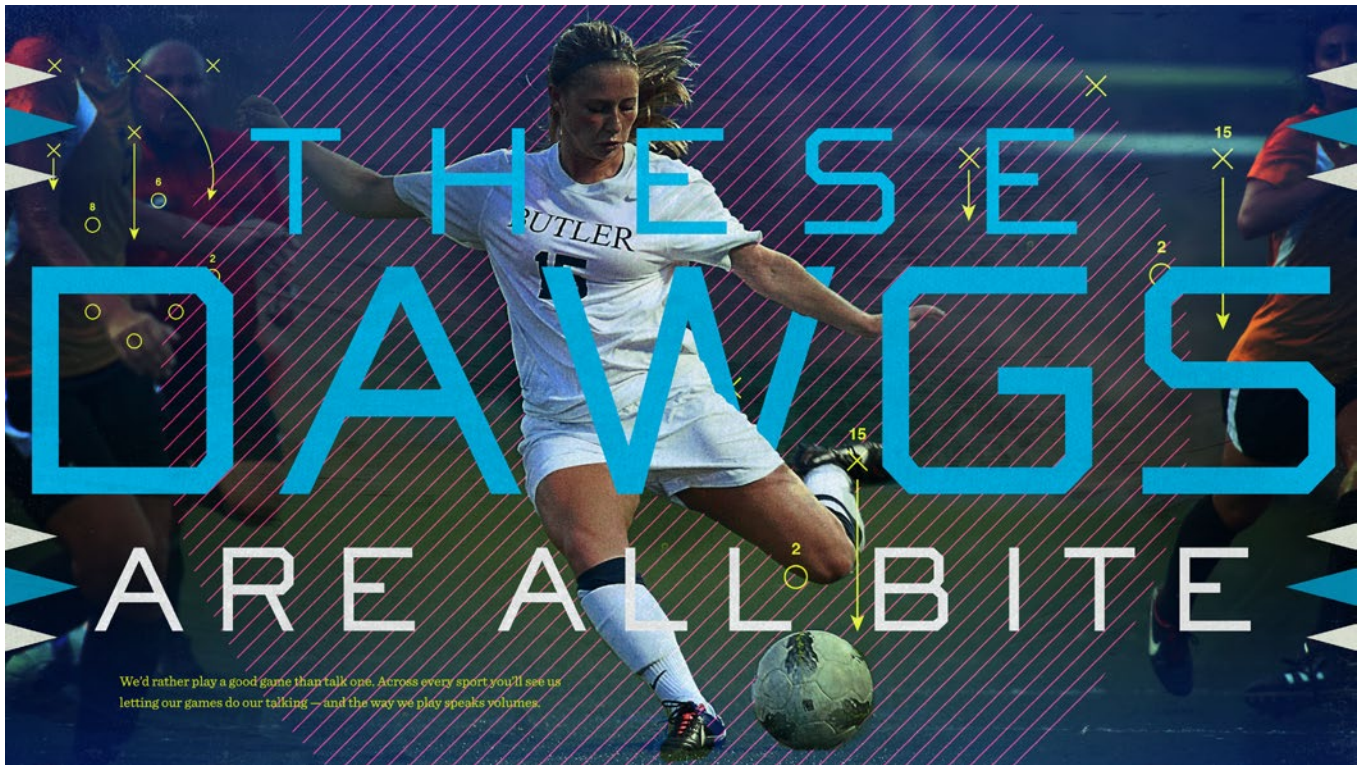
COMPOSITION

SAMPLE LAYOUTS



ATHLETICS

Materials for Butler athletics should have similar design moves from the overall brand, but with a slightly more vibrant mix of brand colors, and bigger, bolder layouts. The primary typeface should be Sackers Square Gothic, and the focus should be the text overlaid on sports photography. In athletics materials, type and graphics are used more as a violation of a photograph, disrupting and creating interplay within the layout. Supporting iconography includes play diagrams, brackets, and other athletic-themed elements.



VIDEO

TITLE CARDS & SUPERS

Video graphics should generally follow the same stylistic treatments as the rest of the brand. Typography and graphic elements are the same. Here are some examples, but feel free to play with the colors & layout for different applications to keep things fresh. Avoid large amounts of copy set in Liberator, Sackers is preferred for longer headlines. Include the brighter secondary colors for emphasis. Colors for RGB are listed under the Pantone numbers earlier in this document.



QUESTIONS

This style guide is designed to strengthen the Butler University brand, not to impose unnecessary restrictions on your creativity. Nevertheless, it is vitally important that we ensure a consistent and appropriate brand for the university. Please exercise good judgment in all creative executions and strive to use the brand effectively for your audience, using this style guide as a tool.

If you have any questions as you help craft our brand, please contact:

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