

First Edition 2007



# Grantham<sup>®</sup>

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# UNIVERSITY

Standards Manual

Grantham University

# Standards Manual

January 1st, 2007

# Table of Contents

Introduction.....	4
Consistency .....	5
Use of the logo(s).....	5
Crest and Logo Introduction.....	6
Use of the University Crest .....	7
The Logo Unit .....	7
The Shield as a Logo.....	8
Low Resolution or “G” logo .....	8
Type as a Logo .....	9
University Initials (GU).....	9
Fighting Eagles Logo .....	9
Color Palette .....	10
Logo Layout .....	11
Typography, Formats, Elements, and Sizing .....	11
Fonts .....	12
Video or Digital Fonts.....	13
Logo Colors .....	14
Non-compliant versions .....	15-16
File Formats .....	17
Non-interference .....	18
Placement.....	19
Minimum Size Requirements .....	20
Department Logos .....	21
Program Icons .....	22
Agreements & Sponsorship .....	23
Letterhead and Cards .....	24
Report & Fax Covers.....	25
HR Recruitment Ads.....	26
Clothing.....	27
Banners, Pennants, and Flags .....	28
Copy.....	29-31
Power Point template .....	31
E-mail Signatures .....	31
Website Standards .....	32-35
E-mail Template Standards .....	37



## Welcome

**Y**ou're about to get into the “nuts and bolts” of using our University logo. You will be introduced to all of its different permutations and the rules for using each of these versions. It's important that we all use the logo correctly since, in, many cases, this is the first thing a potential student will see, and it will be what he/she will use to identify the University long after graduation.

To help ensure that we are always viewed in the most positive light possible, it becomes extremely important to establish tight guidelines. These rules for usage will seem restrictive, but they are designed solely to protect the University and intellectual property. All of us must follow these standards when we use the logo so that the best possible visual image is left in the viewer's mind. Remember, when we use the logo correctly everyone will hardly notice, when we use it incorrectly everyone WILL notice. Being correct and consistent is imperative.

Grantham University is an institution and brand that is over 55 years old. The logo is just one element of the University that represents a significant amount of time, money and resources devoted to developing the brand. Those resources have also contributed to moving the University forward as a positive contributor to the higher education industry. You must make every effort to adhere to these standards in order to preserve our brand and good standing in the world of higher education.

**Remember, you are our brand manager, and how we are seen by our customers and competitors is in your hands.**

■ [Return to Table of Contents page](#)

## Consistency

This book is a work in progress and will be edited and expanded from time to time. As we come across new problems and issues, pages may be inserted, changed, or eliminated. This will help to make this manual your best resource for accurate brand management as the University develops and grows. If you cannot find a solution to your specific logo usage issue in the pages of this manual, we urge you to contact the Marketing department in Arlington for guidance.

**Steven Valley**  
*Director of Marketing*  
703-778-8515  
srv@granthameducation.com

## Distribution

To help in your efforts, this manual will be available in both a printed and digital format. The printed version will be distributed to key personnel and departments throughout the University. It will be required of all personnel who use the schools logo(s) to read this manual and understand it before they apply the University's logo(s) to any communications material. If a printed version is not available, then the employee that is creating the piece(s) must refer to the Grantham University Intranet to obtain logo usage clarification. The Intranet will be the best way for any user to obtain the most up-to-date logo versions and usage requirements. This manual can be found in its digital version in the marketing section of the Intranet.

## IMPORTANT:

**You must check the Intranet from time to time to see if new versions of the logo exist and if new restrictions have been enacted. To knowingly use an incorrect version of the logo or to use the logo without permission will be dealt with promptly. Please make every effort to use the correct version of the logo(s) and to obtain written permission from appropriate personnel (as outlined in this manual) before proceeding with any effort that will use the University's name, art, or logo(s).**

## Use of the Logo

The use of the Grantham University logo is protected under the copyright laws of the United States. Use of the logo is restricted to Grantham University employees who demonstrate a specific need to help promote University activities. Unless otherwise specified, no one has permission to copy, redistribute, reproduce, republish or modify the logo in any form without the written permission of Christine Shelly the Executive Vice President of Marketing and Communications for the University. This guide explains the proper use and display of the Grantham logo within the identity program. The logo is the identity of the University. To request permission to use the logo, please contact:

**Christine Shelly**  
*Executive Vice President*  
703-778-8506  
cas@granthameducation.com

■ [Return to Table of Contents page](#)

# Crest and Logo Introduction

## Copyright and Registered Symbols

© ® ™

The Grantham University logo art and name are copyrighted and registered. This is so that the unique look and brand of our University is preserved and protected from our competitors. When the shield art is used by itself the © symbol must appear in the right “notch” of the banner. When the just the type version of the logo appears the ® symbol must appear next to the serif of the “m” in the word Grantham. When the logo is viewed in its entirety just the ® on the “m” is required but both can appear together. Every effort must be made to show these symbols in the pieces you produce, you must make sure that the symbols are legible and present during the printing process. The logo art that is provided here is the only the way the logo can appear and should not be altered or edited.

There are three main visuals for the University:

1. The official Crest



2. The logo (shield and type versions)



3. The “G” or low res. small size logo



What follows are the standards for using these symbols of the University.

■ [Return to Table of Contents page](#)

## Use of the University Crest



The University Crest is made up of the University shield surrounded by two concentric circles. In between both are the words Grantham University, along the top and established 1951 along the bottom. The Crest is the official seal of the University, it represents the heritage of Grantham and symbolizes the incorporation of it. The University Crest will

be used by specific University personnel for **official purposes only**. These uses include documents requiring the official seal from the Office of the President, Board of Directors, Registrar, and Executive Administrators. The Crest can also appear on flags, on the walls of specific conference rooms, at the front of University buildings, and on University awards originating from the President. The official way the Crest can be reproduced is by blind embossing with or without silver foil stamping, engraved in silver ink, cast in steel or aluminum, or etched into glass or crystal.

The University Crest may NOT be used by staff without special written permission from the Office of the President of the University and the Executive Vice President of Marketing and Communications.

**Patrick Campbell**  
*Acting University President*  
Chief Operating Officer  
703-778-8505  
jpc@granthameducation.com

**Christine Shelly**  
*Executive Vice President*  
703-778-8506  
cas@granthameducation.com

## Use of the “Full Logo”

### Shield by itself



### Type by itself

**Grantham**  
UNIVERSITY

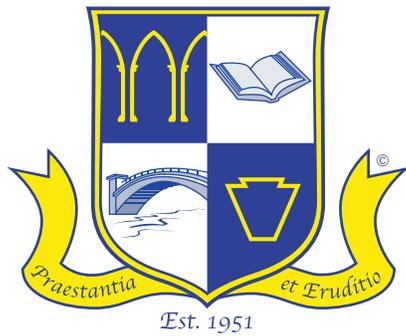
### Stacked centered ver. (preferred)



The Grantham University logo is comprised of two distinct elements, the Shield and the typed name. Both units can be used separately (*under specific circumstances*) or as a unit (*recommended*). The entire logo unit (*full logo*) can be formatted in a horizontal or vertical format. In both cases specific height requirements must be used so that the Shield does not overshadow the name of the University. There will be times when the Shield is allowed to be larger than the type but those times will be limited and will need to be reviewed by the Marketing department before final production will be allowed to commence. To have your use of the logo reviewed for any possible issues please contact:

**Steven Valley**  
*Director of Marketing*  
703-778-8515  
srv@granthameducation.com

### Use of the Shield Logo:



The Grantham University logo is a strong representation of the character of the University – a modern, progressive University that embraces its rich and proud heritage. The central image of this logo is the heraldic shield. Shields have long been a source of pride for Universities. They are intricately designed, historically rich and functional. For Grantham, the Shield is no different. As an historic icon, the Shield symbolizes the history of our University and our commitment to preserving its heritage. The bridge, the key stone, the Gothic arches, and the open book portray the University's different

schools and history. The drawings of all four are done in a distinctly modern way that points to the University's continued forward movement and portrays Grantham as a progressive global community.

The Shield can be used by itself but only in full color on official University documents, such as the diploma, enrollment papers, on a podium, and as a sticker or stamp. The Shield must appear in its entirety and cannot be edited or cropped. In this format the copy "est. 1951" must also appear under the Shield and cannot be omitted. In this form, the Shield cannot appear as decorative art or in a pattern but it can be screened and tinted in the background like a water mark. The shield by itself cannot be blind embossed; it can be engraved, but the engraving must be in full color.

### Use of the "G" or Low Resolution/Small Size Logo



A special "G" Shield logo has been created for times when reproduction methods do not allow a high quality end product to be maintained. The "G" shield can also be used when the size of the logo drops below permissible size limits (*see page 20 for more info on size*

*limits*). The "G" Shield can be used as a pattern and can be cropped and edited (*i.e.: The upper case "G" can be omitted and just the shield can be used*). The "G" Shield logo must always appear in a horizontal format and not stacked or vertical when it appears in conjunction with the type logo.



### The Grantham Corporate Logo:

Grantham University is owned by Grantham Education Corporation. The corporate has its own logo and the logo is for use in very specific situations and by certain executive members. It cannot be used without specific written permission of marketing and the CEO and President.



■ [Return to Table of Contents page](#)

## Use of the Type Logo:

**Grantham**  
UNIVERSITY

Name recognition for Grantham University is very important. The name can be set in many different type faces when it appears in body copy, however one face was selected over all of the others to signify our proud heritage and strong character, and the type face that was chosen to represent the University is Goudy.

Originally designed for American Type Founders by Frederick Goudy in 1915, the Goudy typeface was inspired from classical old style faces used by scribes in the 15<sup>th</sup> and 16<sup>th</sup> centuries. It has distinctive thick thins of quill pens along with flourishes that are reflective of long ink strokes, some of these are very evident in the punctuation and special character set of the font. Goudy's round characters have a strong diagonal stress, its ascenders are fairly long but its descenders are very short. The typeface has a long history of being involved with higher education and is used to this day by many colleges and schools. This is due to its ease of readability, its high contrast look and feel, as well as its easy reproduction.

The type version of the logo has 3 parts to it:

**Grantham**

1. The name Grantham which is initial capped



2. A rule or line underline appears directly below the word Grantham

UNIVERSITY

3. The word University which appears in all caps and is "letter spaced" out to match the line length of the word Grantham.

This format will ensure that the word Grantham will always be the most prominent in appearance.

The type version of the logo can be used in any situation, but it must be the artwork that is supplied here and not set by the production company you may be working with. Although the typeface Goudy can be purchased and used to set the name of the university, it cannot replicate it exactly. The type version of the logo has been heavily modified and altered both from a kerning (spacing) and stroke (thickness) perspective. Therefore, the name of the University cannot be set by anyone and achieve the exact look we have with the artwork featured in this manual.

## Use of Grantham's Initials as Art

**GU**

The initials of the University can be used as a type solution, but they must be set in the font Impact. The Initials can only be used in the context of an internal University based communication, program, or event where the University name will appear in the body copy or the University logo will appear somewhere else. The Initials logo solution can never be used as a solution unto itself; it will be regarded as more of a relaxed informal visual solution for internal events and programs.

## Use of Grantham Fighting Eagles Art



The Fighting Eagles art like the initials of the University can be used as a internal informal logo solution, but they must be set in the font Impact. The Fighting Eagles art can only be used in the context of an internal University based communication, program, or event where the University name will appear in the body copy or the University logo will also appear somewhere else. The Fighting Eagles art solution can never be used as a solution unto itself; it will be regarded as more of a relaxed informal visual solution for internal events and programs. In other words, for people who are already familiar with the University and what we represent.

■ [Return to Table of Contents page](#)

**The Color Palette:**



The following color palette was chosen to reflect Grantham’s community values. The colors, blue and gold, have been the corporate colors of Grantham University since its inception in 1951. Blue is often used to represent loyalty and royalty and gold symbolizes strength and generosity.

The following list of colors are the only colors that can be used in designing pieces for the University. The list covers colors created in both digital video projected color (RGB and Hex) and regular print pieces using reflective color (PMS and Process). Other colors are available but you will need special permission to use them. This list of colors is very comprehensive and should afford enough flexibility for just about any usage circumstance. Please contact the Marketing department for help with color limits or selection outside the palette below.

**Steven Valley**

*Director of Marketing*

703-778-8515

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**Primary Palette Colors:**

PMS number	C M Y K	R G B	Hexdec
 Reflex Blue (blue)	100% <b>c</b> , 72% <b>m</b> , 0% <b>y</b> , 6% <b>k</b>	<b>r</b> 23, <b>g</b> 23 <b>b</b> 150	003399
 Process Yellow (yellow)	0% <b>c</b> , 0% <b>m</b> , 100% <b>y</b> , 0% <b>k</b>	<b>r</b> 245 <b>g</b> 230 <b>b</b> 23	FFFF00

**Secondary colors**

PMS number	C M Y K	R G B	Hexdec
 PMS 321 (teal)	100% <b>c</b> , 0% <b>m</b> , 30% <b>y</b> , 23% <b>k</b>	<b>r</b> 0, <b>g</b> 133 <b>b</b> 138	009999
 PMS 193 (deep red)	0% <b>c</b> , 91% <b>m</b> , 65% <b>y</b> , 11% <b>k</b>	<b>r</b> 191 <b>g</b> 18 <b>b</b> 56	CC0033
 PMS 401 (Lt wrm gray)	0% <b>c</b> , 6% <b>m</b> , 15% <b>y</b> , 23% <b>k</b>	<b>r</b> 194 <b>g</b> 184 <b>b</b> 171	CCCC99
 PMS 123 (dark yellow)	0% <b>c</b> , 30% <b>m</b> , 94% <b>y</b> , 0% <b>k</b>	<b>r</b> 252 <b>g</b> 201 <b>b</b> 23	FFCC33

**Tertiary Colors:**

PMS number	C M Y K	R G B	Hexdec
 PMS 430 (grey)	6% <b>c</b> , 0% <b>m</b> , 0% <b>y</b> , 47% <b>b</b>	<b>r</b> 140 <b>g</b> 143 <b>b</b> 145	669999
 PMS 1797 (red )	0% <b>c</b> , 94% <b>m</b> , 94% <b>y</b> , 6% <b>k</b>	<b>r</b> 204 <b>g</b> 41 <b>b</b> 43	CC3333
 PMS 143 (orange)	0% <b>c</b> , 30% <b>m</b> , 83% <b>y</b> , 0% <b>k</b>	<b>r</b> 235 <b>g</b> 173 <b>b</b> 20	FFCC33
 Process Cyan (lit blue)	100% <b>c</b> , 0% <b>m</b> , 0% <b>y</b> , 0% <b>k</b>	<b>r</b> 0, <b>g</b> 166 <b>b</b> 214	0099FF
 PMS 356 (green)	100% <b>c</b> , 0% <b>m</b> , 91% <b>y</b> , 27% <b>k</b>	<b>r</b> 0, <b>g</b> 115 <b>b</b> 54	006633
 PMS 2582 (purple)	47% <b>c</b> , 65% <b>m</b> , 0% <b>y</b> , 0% <b>k</b>	<b>r</b> 171 <b>g</b> 69 <b>b</b> 191	996699
 PMS 7414 (tan)	0% <b>c</b> , 34% <b>m</b> , 83% <b>y</b> , 15% <b>k</b>	<b>r</b> 189 <b>g</b> 102 <b>b</b> 10	CC6633

**Specialized Colors**

PMS number
 PMS 8138 (met blue)
 PMS 877 (met Silver)

[Return to Table of Contents page](#)

# Logo Layout

## Typography and Formats

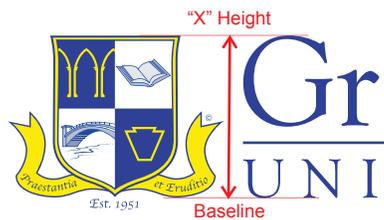
**Stacked centered ver.** (preferred)



**Horizontal ver.**



The Grantham logo is available in two versions: centered and horizontal. The centered logo (where the Shield appears on top of the type) should be used for most applications. The horizontal version should only be used when the aesthetics of a piece demand a longer logo.



The size of the Shield in both cases should be the height of the type logo. This height is determined from the height of the upper case “G” in the word Grantham, to the base line of the word UNIVERSITY. The bottom of the Shield logo art is the point of the Shield and not the baseline of the type “Est. 1951”, that type can appear below the base line of the word UNIVERSITY. As mentioned before, the logo is made up of two parts, each part (under certain circumstances) can appear by itself

but ideally they should always appear together. Every effort should be made to use both parts and the logo should never have the type set to take the place of the art outlined in this manual. The fonts for the piece you are building must use the families of fonts mentioned below.

■ [Return to Table of Contents page](#)

## Fonts

### Print fonts

The main font that should be used for all Grantham pieces is Goudy. The Goudy family (*Roman, Book, Demi, Italic, Bold, Bold Italic, and special characters*) is available for you to use. This font should be used consistently throughout all communications materials.

#### Goudy Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$%^&\*()\_+|\=-`;'"/<>?  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**  
**1234567890~!@#\$%^&\*()\_+|\=-`;'"/<>?**  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*  
*1234567890~!@#\$%^&\*()\_+|\=-`;'"/<>?*

The accent font for Grantham will be Optima. The accent font is meant for highlighting and should be used in about 10% to 30% of an overall layout. The Optima family (*Roman, Book, Demi, Italic, Bold, Bold Italic, and special characters*) is available for you to use. Created in 1958 by Hermann Zapf for the Stempel foundry, Optima combines the features of both serif and sans serif types into one design. The tapered strokes are reminiscent of the calligraphic pen as well as cuneiform writing, and the character shapes are soothing to the eye. This font should be used consistently throughout all communications materials in concert with the Goudy family. Using the two fonts together provides visual interest in a very consistent way.

#### Optima Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+|=`;'"/<>?  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()\_+|=`;'"/<>?**  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$%^&\*()\_+|=`;'"/<>?*

The Goudy family should be used primarily for headlines, subheads, body text, and photo captions in all printed pieces. The Optima family can also be used for headline, sub heads, signage, and photo captions but not for body copy. If the piece is an informal internal piece then Optima can be used throughout. For all formal outward facing pieces or communications materials, Goudy is the font of choice. If these fonts are not available for internal documents, Goudy may be substituted with Times New Roman, and Optima may be substituted with Tahoma.

#### Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+|=`;'"/<>?

#### Tahoma

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+|=`;'"/<>?

■ [Return to Table of Contents page](#)

## Video or Digital Fonts

All video representations of the University should be done using Georgia or Arial. These fonts were chosen specifically for their ability to display well in a video or screen environment.

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+|=`;'"/<>?

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+|=`;'"/<>?

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz**

**1234567890!@#\$%^&\*()\_+|=`;'"/<>?**

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz**

**1234567890!@#\$%^&\*()\_+|=`;'"/<>?**

### Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+|=`;'"/<>?

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+|=`;'"/<>?

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz**

**1234567890!@#\$%^&\*()\_+|=`;'"/<>?**

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz**

**1234567890!@#\$%^&\*()\_+|=`;'"/<>?**

## Pixel Fonts

These fonts are for use on web pages where small graphics or text are required. They cannot appear larger than 8 pixels or smaller than 8 pixels and they cannot be anti aliased.

### Frucade

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+|=`;'"/<>?

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+|=`;'"/<>?

The fonts Goudy and Optima are registered trademarks of Adobe Incorporated. They are a part of the Adobe Type Library and can be purchased online at [www.adobe.com](http://www.adobe.com)

These fonts are available from the Marketing department and can be sent to you for installation on your computer or for use by your vendor.

### **Bill Keeter**

Graphic Designer

703-778-8510

[whk@granthameducation.com](mailto:whk@granthameducation.com)

■ [Return to Table of Contents page](#)

# Logo Colors

## Standard Two Color Version



Reflex Blue & Process Yellow

**Remember,** the two color version (either in appropriate pantone colors or in CMYK) is the preferred version. In the two color version, the shield is both Reflex and Process yellow and the words Grantham and University are always in reflex.

## Single or One Color Version



### Single Color on a Dark Background

On dark backgrounds, the available option is a solid white.



### Single Color on a Light Background

On light backgrounds, the available options are

Reflex Blue



Or solid black

### IMPORTANT:

When the black version of the logo is required, please do not simply convert the color logo to black and white. The black version of the logo should be used.



#1 shows solid black (*correct*) version and #2 shows what happens when the color version is converted to black (*incorrect*). An exception to the one color rules applies when using the logo on documents with a single predetermined color that we have no control over. In such instances, the logo may be printed in 100% of the designated color. Please request artwork through the Marketing department.

**Bill Keeter**  
*Graphic Designer*  
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whk@granthameducation.com

■ [Return to Table of Contents page](#)

# Non-compliant Versions

Examples of the logos used incorrectly

**DO NOT** create a box around logo



**DO NOT** distort the logo in any way



**DO NOT** skew the logo



**DO NOT** outline the logo



**DO NOT** rearrange the elements within the logo



**DO NOT** rotate the logo or its elements



**DO NOT** change the font within the logo



■ [Return to Table of Contents page](#)

**DO NOT** change the specified colors of the logo



**DO NOT** add a drop shadow to the logo



**DO NOT** add a containing shape to the logo



**DO NOT** reverse the color scheme



**DO NOT** place objects behind the logo



■ [Return to Table of Contents page](#)

# File Formats

In this Corporate Standards Binder (*and on-line*) you will find a CD containing the Grantham logos in various digital formats. You will also find them online on the web site as downloadable files. The file formats on both medias will include: Adobe Illustrator (*ai & eps*), Corel Draw (*cdr*), Windows Metafile (*wmf*), Tagged Image File Format (*Tif*), and Joint Photographic Experts Group (*JPG*).

There are four different color versions of the logo on the CD for each format and it is important that each one is used in its proper context.

The two color (*2c*) versions use the Grantham University colors in the spot color process called, the Pantone Matching System (*PMS*). These files are to be used when producing print material with a need for exact color matching requirements. This format allows for the most exact representation of our colors and should be used whenever possible.

The full or four color process (*4c*) versions use a process where the University's two corporate colors are achieved using four process colors. These files are to be used when producing print material in full or process color (*i.e.: brochures or magazine ads*). Finally the files labeled (*b&w*) are the black & white versions of the Grantham logo. These versions are to be used anytime the logo is only needed in black and white or one color environments (*i.e.: corporate sponsorship, internal memos, faxing, etc.*).

The first two of the following file formats are vector based to give you the freedom to enlarge or reduce the image without any loss of quality. The last two are bit-mapped versions and are fairly large in their size so that you can get the best video representation of our logo. The information below the file type describes the best application usage for each of the file formats.

## **Adobe Illustrator (eps)**

Adobe Illustrator is a drawing program that is primarily Macintosh (*Apple*) based, but the versions on this disk have been saved in a PC format that can also be opened on Macintosh computers.

## **Corel Draw (cdr)**

Corel Draw is a drawing program that is primarily PC based. Many sign shops use this program and it would be the best format to use for items such as banners. Some printers and service bureaus will also use this program.

## **Tiff (tif)**

The TIFF versions should be used as the basis for all bit-mapped versions of the logo. Programs such as PhotoShop, Premier, Front Page, and Dreamweaver will need bit mapped version of the logo in order to display it properly. From the Tif file all other bit-mapped versions should be made.

## **JPEG (jpg)**

The JPEG versions should be used in PowerPoint presentations.

■ [Return to Table of Contents page](#)

# Non-interference Area or Margin Allowance

## Clear Zone - Logo

To make sure that our logo stands out clearly, it should always be framed within an area of unobstructed space. There are two ways to determine the clear zone around the logo.

#1



This space must be equal to the height of the lower case “a” from the word “Grantham” in the logo type as shown in the following diagram.



#2

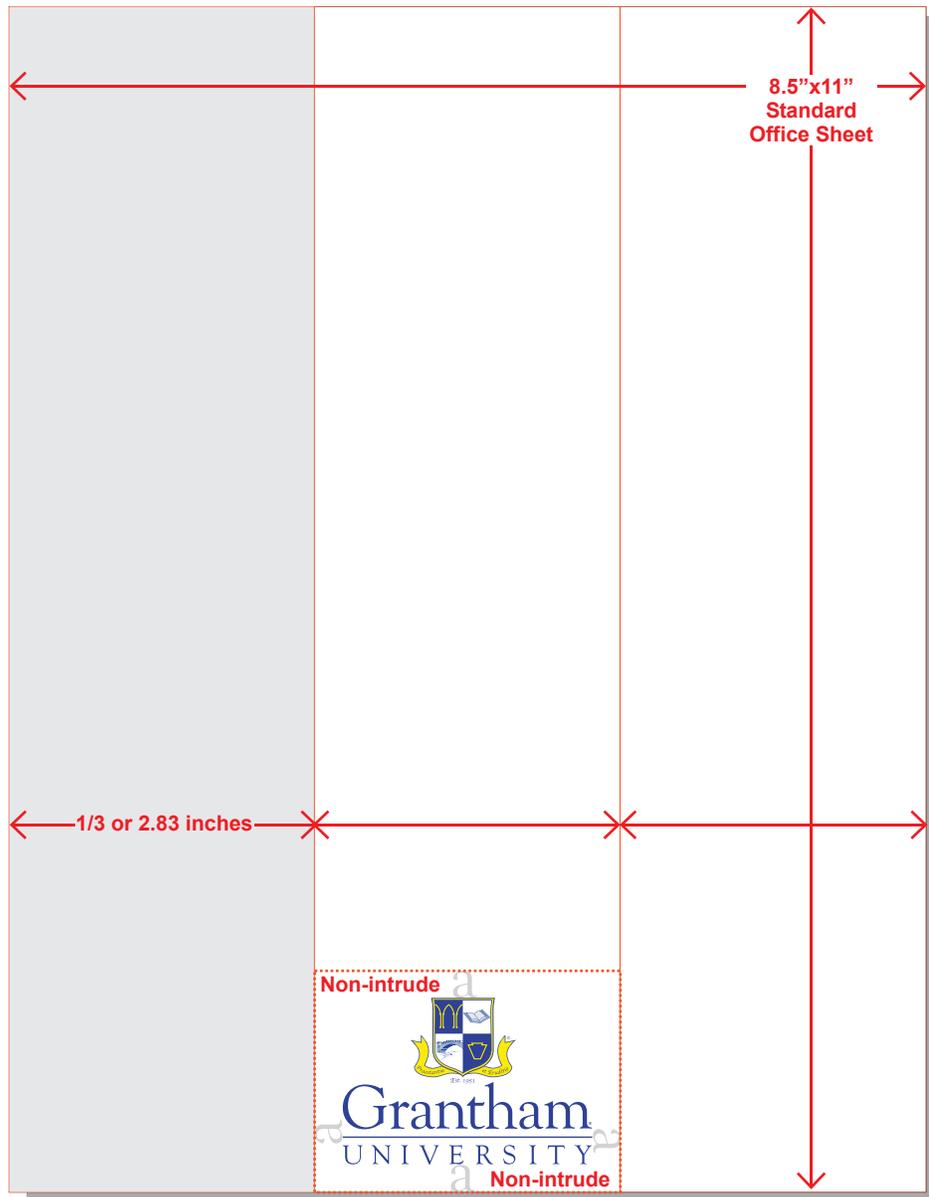


The space must be approximately 1/3<sup>rd</sup> of the height of the type of the words Grantham University. Eg. If the type in the logo is 3/4” in height then the clear zone around the logo would measure .25” 1/4”.



■ [Return to Table of Contents page](#)

## Placement



Once the correct margin has been defined then this should also be used to determine how close to the edge of a given page the logo should appear. This applies to placement of the logo relative to the edge of a page, sign, TV screen, specialty advertising items, merchandise etc. At times, exceptions may apply but only with the approval of Marketing. The University logo should always be featured on the bottom center of a page in promotional materials, and it should always be featured on the top left corner of the page in letterhead and other communications pieces.

The appropriate size of the logo is determined by using the page size that it will appear on. Example: If the logo is to be placed on a 8.5"x11" piece of paper (as shown above) then it should be exactly one third (1/3) of the page width. If it is to appear on a banner that is 6'x3' it should be 2' in width.

■ [Return to Table of Contents page](#)

# Minimum Size Requirements

Minimum size restrictions ensure that our logo is always clearly legible. Minimum width for the horizontal version of the logo is 3". Minimum width for the vertical version of the logo is 2.5". If the logo you need is smaller than these two measurements then you must use the "G" logo. If after sizing the logo it is determined that the reproduction method being used cannot guarantee perfect resolution of the small art on the Shield (*the book or bridge*) then you must use the "G" logo.



The Grantham University logo will appear on all printed or electronic material produced by Grantham University including newspaper ads, forms, newsletters, vehicles, displays, brochures, maps, ID cards, and signage. Use of the Grantham logo on printed materials will comply with the examples contained in this Standards Manual. In all of these cases, the way the logo is being reproduced should also be considered. Silk screening etching or video screens are notorious for not being able to handle visuals with fine detail in them. In these cases, the use of the "G" Shield logo is strongly urged. This is due to the large amount of small detail contained in the regular logo, this detail will suffer when using "lower resolution" printing/reproduction methods.

■ [Return to Table of Contents page](#)

## Department Logos

All advertisements, reports, brochures, forms, etc. produced by each department will carry the vertical formatted logo. There are situations when the logo along with the department name may be used. When the department name is used with the logo the name must be consistently applied in relation to the logo.

The solution for this is to set the name of the department initial capped and under the word University but flush left to the Shield. When using the logo with the department name under it only the horizontal version will be allowed. The department name must always appear in a bold sans serif font.

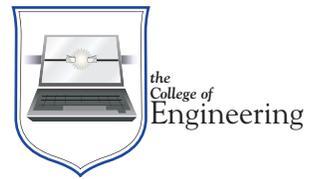
The following examples are the only acceptable ways of displaying department names with the logo.

### By University Programs and Departments

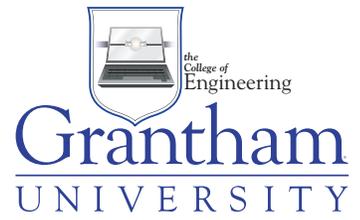


[Return to Table of Contents page](#)

## Program Icons



Each program has an icon designed for it that can be used to help visually differentiate it to the students and to other departments and programs in the University. It can only be used in conjunction with the type version of the logo or by itself. The Icons can never appear in conjunction with the Shield logo, and the icons must always have their name written to the right of the icon.



The full version of the University logo (shield and type) can appear with the program Icons so long as a large amount of space is between them and they are viewed as being separate and distinct elements.

■ [Return to Table of Contents page](#)

# Agreements & Sponsorship

## By Contracted Associations or Businesses

Associations contracted with Grantham University will use the logo when identifying projects or work directly related to the University. When using the Grantham logo, contracted associations will use the phrase:



Or



Or



## Tri-Level Agreements

When used in tri-level agreements, always place the Grantham logo to the far right of the logo grouping. Care must be used in order to maintain equal visual prominence with the other brands our logo must appear with.



## To Identify Sponsorship

When any University department or operation donates funds to support any community initiative, the Grantham logo will be used on that initiative's promotional materials. When using the Grantham logo to identify sponsorship, it will be accompanied with the phrase:

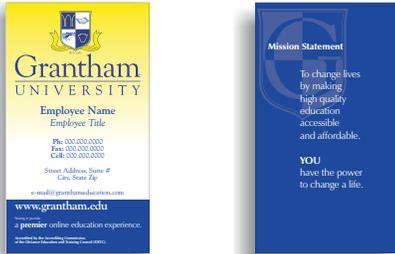


[Return to Table of Contents page](#)

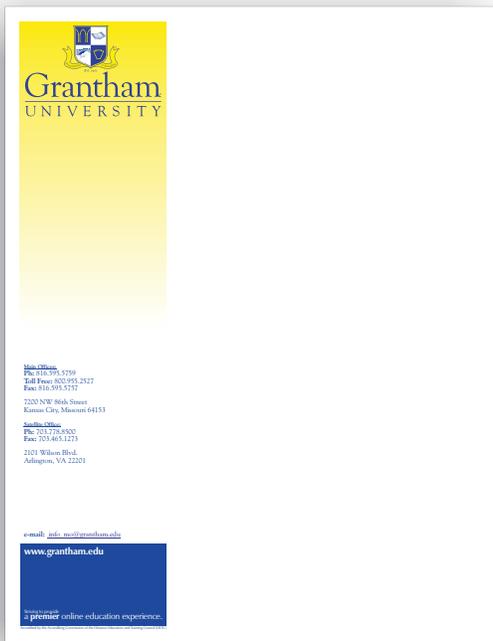
# Letterhead and Cards

Letterhead, envelopes and business cards work together to project a consistent and recognizable brand image in our daily correspondence. All stationery is ordered centrally to ensure consistency. Electronic templates are available for personalizing and formatting the content of letters, memos, faxes and reports. These are available by contacting the Marketing department. All stationery components should be printed either in single color (*Black*), single color (*Reflex Blue*), or in two spot colors (*Reflex Blue and Process Yellow*).

## Business Cards (10 pt cover stock, bright white)



## Letterhead (70 lb Classic Crest Cotton text wt.)



## Envelopes (Standard bond, bright white)

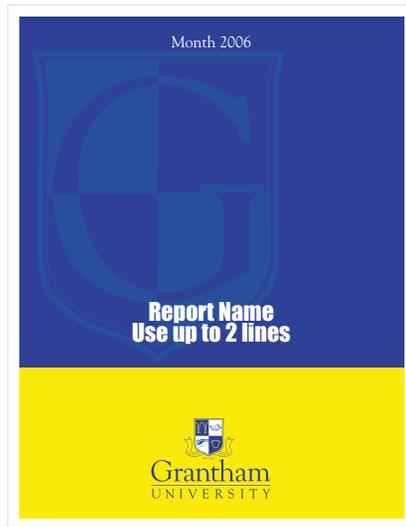


■ [Return to Table of Contents page](#)

# Report and Fax Cover Sheets

There are 2 templates available.

## Business Report Covers



## Fax Sheets

	<b>Grantham</b> UNIVERSITY	Ph: 515-394-5200 Toll Free: 800-394-2327 Fax: 515-394-2303 2202 NW 94th Street Edison, CA, 94501-0933 www.grantham.edu info_grantham@grantham.edu
<b>FACSIMILE TRANSMITTAL COVER SHEET</b>		
TO: _____	FROM: _____	
COMPANY: _____	DATE: _____	
FAX NUMBER: _____	TOTAL # PGS: _____	
PHONE NUMBER: _____	SENDER'S #: _____	
RE: _____	REFERENCE #: _____	
<input type="checkbox"/> URGENT <input type="checkbox"/> FOR REVIEW <input type="checkbox"/> PLEASE COMMENT <input type="checkbox"/> PLEASE REPLY <input type="checkbox"/> PLEASE RECYCLE		
<small>Take Control of Your Life™      Accredited by the Accrediting Commission of the Distance Education and Training Council (ADETC)</small>		

[Return to Table of Contents page](#)

# Human Resources' Recruitment Ads

A template has been created for the University's Human Resources division for their recruitment advertisements. The ad is used to advertise employment opportunities with the University. For more information please contact Human Resources.

TO BE DETERMINED

■ [Return to Table of Contents page](#)

# Clothing

The Grantham logo can be used on promotional shirts, vests, jackets, etc. When having the logo “stitched” you need to pay close attention to the color of the shirt the logo will appear on. If it is a dark color then the type and Shield border must appear in white thread, on a light color the type and Shield border must appear in blue thread. If you are putting the logo on a middle colored shirt use discretion and err on the side of readability.



The logo can be embroidered in three ways

3 threads, Blue, Yellow, and White

2 threads, Blue and Yellow.

1 thread, Blue (*used on lighter colors such as tan or white*).

1 thread, White or Yellow (*used on darker colors such as green, navy or black*).

## Placement of the logo on collared shirts

The logo should appear over the upper center left breast of the shirt and should be the stacked centered logo. If the style of shirt has a pocket on this side you must pay the extra charge to have the logo appear on the pocket, you cannot shift the logo to the other side.



## T-shirts and Sweat Shirts

When creating a t-shirt or sweat shirts a less formal look can be used, but you must pay close attention to the color of the shirt when you chose the logo color. Also, since you will be silk screening the logo onto the shirt you must use the “G” Shield logo to compensate for the low resolution that will result. You can also just use the type logo if you do not want to use the Shield logo. In either case the logo should occupy as much of the front of the shirt as possible.



■ [Return to Table of Contents page](#)

## Banners Flags (Outside)

If an outside banner can be displayed it must feature the Shield logo in full color and it must have the bottom cut to a centered point. There are two official Grantham University flags. The flag featuring the crest can only be used at University events featuring the President or the Board Of Directors and Executive Management.

The flag bearing the logo can be used at any University facility or any University sponsored event as needed.



[Return to Table of Contents page](#)

# Copy

## Copy Right

All University communications materials must feature a copyright line. This line is featured in the standard sign off below, in the event there is no room for the entire sign off and no mention of accreditation is required then the following line must appear somewhere on the piece:

© Copyright 2001-2007 Grantham University

### Accreditation

If the piece you are creating refers to Grantham's accreditation or accrediting body in any way the following line must appear somewhere on the piece. This line is featured in the standard sign off below, but, in the event there is no room for the entire sign off then the following line must appear somewhere on the piece as long as the University's URL is on the piece:

Grantham University is accredited by the Accrediting Commission of the Distance Education and Training Council (DETC).

### Standard sign off (back page)

All materials printed and produced by the University will follow the example below on the back page of the printed piece. By having this copy on all of our outgoing documents, we help to preserve our copyrights and meet our compliance standards. Every effort must be made to insure that this copy appears on all mass printed materials (anything over a qty. of 300 pieces). This copy should be updated with each reprinting to reflect a new job number and printing date.

SAMPLE COPY:

<Insert appropriate logo>

Grantham University – 7200 NW 86<sup>th</sup> Street Kansas City, MO 64153 • [www.grantham.edu](http://www.grantham.edu) • Ph: 816-595-5759 • Fax: 816-595-5757

Grantham University is accredited by the Accrediting Commission of the Distance Education and Training Council (DETC), <http://www.detc.org>.

Copyright notice, © Copyright 2001-2007 Grantham University. All rights reserved.

JOB#: XXXX-2007-000 – ver: 1a

### Proper wording in body copy

Whenever you are writing about Grantham University, every effort should be made to refer to the University by its full and proper name: Grantham University. In the body of the copy written, after you have referred to the University by its proper name, you must always then refer to the University as a University not as a college or as a school. In body copy the word University should always be capitalized, spelled out completely and should never be abbreviated.

■ [Return to Table of Contents page](#)

### Tag Lines

Both branches of our recruiting efforts use specific tag lines to help the potential student understand our service offerings. Both must appear exactly as they are shown below and both must have the appropriate copyright symbols with them

For the Military, the following tag line is trademarked and must be used on all Military specific advertising:

Now it's Time to Become A Class of One™

For the Consumer sector, the tag line is registered and must appear on all Consumer specific advertising:

Take **Control** of Your Life ®

The word **Control** must appear in bold face type. Every effort must be made to have the tag lines appear on any piece that is outgoing.

**For the company the main tag line is:**

Striving to provide  
a **premier** online education experience.

■ [Return to Table of Contents page](#)

## Press Release Boiler Plate

All University Press Releases must feature the following copy and must be signed off on by the Communications Manager

### Johanna Altland

Communications Manager

703-778-8513

jla@granthameducation.com

### About Grantham University

Established in 1951, Grantham University, is a private institution that specializes in educating the working adult student. Its mission is to 'level the playing field' by making a high quality college education available to adult learners based on the combined academic and economic principles of Accessibility, Affordability and Academic Accountability. Grantham University offers military scholarships for active duty, reserve, guard, veterans and military family members, as well as scholarships for law enforcement professionals. Grantham's courses are online and self-paced, allowing students to study at home, at work, on Temporary Duty (TDY) or from almost anywhere in the world. Grantham University is accredited by the Accrediting Commission of the Distance Education and Training Council (DETC). For more information, visit [www.grantham.edu](http://www.grantham.edu) or call 1-800-955-2527.



### Power Point Templates

The following PowerPoint Template is the only template that is available for use by personnel in the University. Specialized templates will be created on an as needed basis. If you need help with the template contact the Marketing department:

### Steven Valley

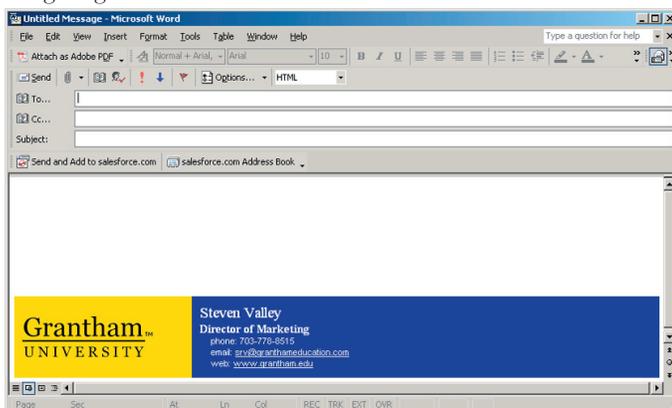
Director of Marketing

703-778-8515

srv@granthameducation.com

### E-mail Signature

Since we are an online institution, new students as well as current students will be contacted primarily by e-mail. It is imperative that we always present ourselves to the students as an organized team. To ensure consistency in the eyes of the students, we need to use the same e-mail signature. When possible, all of our outgoing e-mail should be formatted in HTML.



All University personnel will use the following e-mail signature. The use of customized signatures and stationary is strictly prohibited.

[Return to Table of Contents page](#)

# IMPORTANT:

## Web Standards

The following pages contain information and standards for setting up and maintaining both internal and external web sites. Since doing either of these will require the involvement of compliance, IT, and marketing the art work and coding is not contained on the CD or on the intranet. The following pages can give you an idea of what types of restrictions and requirements will be enforced.

For more information please contact:

**Bill Keeter**

Graphic Designer

703-778-8510

whk@granthameducation.com

# Web Standards

All Websites that are under the Grantham University brand need to have a cohesive look and feel and be consistent with the main public Website. When designing web pages or site, both for internal and external use the following look and standards must be used. To accomplish this, but to provide some level of flexibility, alternate visuals have been created and more will be added as they are needed. The depth of the pages can vary but the width, the alignment, and the use of colors and fonts will be strictly controlled.

Below is an example of how the main or home page should look and be organized. The digital art work for this page is located on the CD that accompanies this book.



The art, graphics, or photography contained in your site will need to follow the branding guidelines set-up by the Marketing department. For help with producing graphics for your site please contact:

**Steven Valley**  
*Director of Marketing*  
703-778-8515  
srv@granthameducation.com

■ [Return to Table of Contents page](#)

## Sub Pages to a Website

All of the same measurements, alignments, font usage, and colors still remain with a change in size of the page header. The art for this page is also provided on the CD along with alternate headers. See the PhotoShop files on the CD for specifics on this image.



## Page footers

All of the pages on any Website produced for the University either for internal or external viewing will contain the following copy:

Grantham University – 7200 NW 86<sup>th</sup> Street Kansas City, MO 64153 • Ph: 816-595-5759 • Fax: 816-595-5757 Copyright notice, © Copyright 2001-2006 Grantham University, All rights reserved.  
JOB#: XXXX-2007-000 – ver: 1a

If the site is for external viewing by students and the public at large, the following footer must appear at the bottom of all pages. See Accreditation copy on page 29.



If your page is for internal use only and will never be viewed by the public and is located on the University's Intranet, the following footer should be used.



[Return to Table of Contents page](#)

## Alternate Image Headers for web pages

The following four image headers are for the top of your home pages and sub pages. More will be produced as needed and can be requested through the Marketing department

Header #1



Header #2



Header #3



Header #4



## Type Fonts and Colors

All video representations of the University should use the Georgia family for body copy, headlines, and sub heads. Arial can be used as an accent font in sidebar copy, graphics or as captions under pictures. The pixel font Frucade can be used in places where the type becomes too small to deal with any aliasing.

**Sizes:** All headlines will appear in the font "Impact" at H2 size, all sub heads will appear in the font "Georgia bold" at H3 size, all body copy will appear in the font "Georgia" at 12 px.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890!@#%&\*( )\_+|= `; : ",./ < > ?

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890!@#%&\*( )\_+|= `; : ",./ < > ?

Impact

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz**

**1234567890!@#%&\*( )\_+|= `; : ",./ < > ?**

Frucade

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

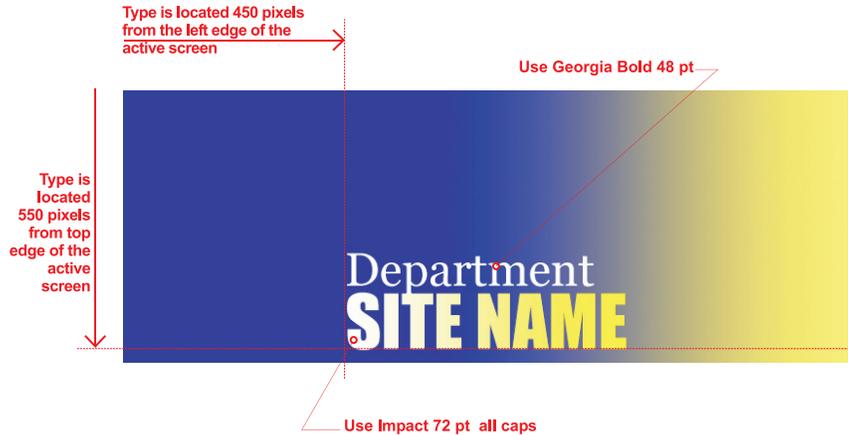
1234567890!@#%&\*( )\_+|= `; : ",./ < > ?

These fonts are available from the Marketing department and can be sent to you for installation on your computer or for use by your vendor.

■ [Return to Table of Contents page](#)

## Site and Department Names forming

Use the following graphic to set-up your page headers type:



## Site Colors

Use the main palette for all of your color choices but you are limited to the Hexdecimal, RGB formulas.

### Primary Palette Colors:

PMS number	R	G	B	Hexdec
Reflex Blue (blue)	r23,	g23	b150	003399
Process Yellow (yellow)	r245	g230	b23	FFFF00

### Secondary colors

PMS number	R	G	B	Hexdec
PMS 321 (teal)	r0,	g133	b138	009999
PMS 193 (deep red)	r191	g18	b56	CC0033
PMS 401 (Lt wrm gray)	r194	g184	b171	CCCC99
PMS 123 (dark yellow)	r252	g201	b23	FFCC33

### Tertiary Colors:

PMS number	R	G	B	Hexdec
PMS 430 (grey)	r140	g143	b145	669999
PMS 1797 (red )	r204	g41	b43	CC3333
PMS 143 (orange)	r235	g173	b20	FFCC33
Process Cyan (lit blue)	r0,	g166	b214	0099FF
PMS 356 (green)	r0,	g115	b54	006633
PMS 2582 (purple)	r171	g69	b191	996699
PMS 7414 (tan)	r189	g102	b10	CC6633

All of the colors listed here can be used in any area of the Website you are designing and coding with the exception of the look and layout already established. For more information on fonts, colors, web design and layout, please contact the Marketing department.

**Bill Keeter**

*Graphic Designer*

703-778-8510

whk@granthameducation.com

[Return to Table of Contents page](#)

## E-mail Templates

The following e-mail templates are available for you to use to develop both internal and external communications with. These templates are available through the Marketing department and your message can be incorporated into them along with various icons and charts or graphs. You can also produce them on your own using simple text.



Here are some examples that are available for use right now, custom images can be created for whatever message you would like to send.



For more information on developing your e-mail or the art work for it, please contact the Marketing department.

**Bill Keeter**

*Graphic Designer*

703-778-8510

whk@granthameducation.com

[Return to Table of Contents page](#)