



UNIVERSITY
of MOBILE

BRAND STANDARDS

OVERVIEW OF UNIVERSITY OF MOBILE BRANDING

At this unique time at University of Mobile, the institution is invigorated with a new vision and repositioned to grow and reach new markets. In order to reflect this new vision, the Office for Marketing and Public Relations developed new branding in Fall 2016, in order to best communicate who we are as an institution.

This entailed moving away from the contemporary, casual messaging that focused on the campus life experience and embracing a timeless, traditional, stately image more in keeping with a rigorous, Christ-centered institution focused on academic preparation and spiritual transformation.

HISTORY OF UNIVERSITY OF MOBILE SEAL

The official Seal of University of Mobile has its origins in a financial campaign launched in 1960 to raise support for a Christian college in Mobile, Alabama. Elements of the original design for the campaign logo were incorporated in the official Seal, which is an expression of the university's identity and academic character. The history of the Seal follows:



1960 MOBILE COLLEGE CAMPAIGN LOGO

The original fundraising campaign logo contains a torch extending above and below a circular seal, and clasped hands with an invitation to “Join Hands for Baptist Sponsored Higher Education.” The campaign for “Building the Campus Beautiful in the Deep South” exceeded its goal and raised over \$2 million. Alabama Governor John Patterson signed the Charter establishing Mobile College on December 12, 1961.



1963 MOBILE COLLEGE SEAL

The official Seal was in place when the institution opened its doors and enrolled its first freshman class on September 9, 1963. In the background is a large torch representing truth and knowledge. Clasped hands in the center depict the spirit of cooperation shown by many individuals who made possible the founding and continuing operation of the institution, and also the spirit of friendship and concern that is a vital part of campus life. Encircling the clasped hands is the quotation from Proverbs 9:10, “The Fear of the Lord is the Beginning of Wisdom.” Two stars are symbolic of God’s guidance and man’s aspiration. The scroll with the inscription, “Chartered 1961,” indicates the date of the founding of the school.



1993 UNIVERSITY OF MOBILE SEAL

The institution became University of Mobile on July 1, 1993. The university Seal retained many of the original features, however, clasped hands were redesigned, torch elongated, font changed, new name added and the charter scroll resized.



2016 UNIVERSITY OF MOBILE SEAL

The new Seal of University of Mobile updates original elements and introduces symbols that reflect the university's Christian identity, partnered with themes of service and collaboration. Changes include incorporating all elements within the circle, replacing the clasped hands with an oak laurel, adding words "Imago Dei," updating the design of the torch, and updating the fonts. By incorporating all of the elements of the design within the circle, the Seal itself can be larger, more easily read and offers more flexibility for design usage.

EACH ELEMENT OF THIS DESIGN HAS MEANING:

- Three Circles: Represent the Trinity - Father, Son and Holy Spirit.
- Torch and Flame: Represent truth and knowledge. Symbolizes Jesus Christ as Light of the World, God as the Source of Divine Wisdom, and a renewed spirit and transformed mind that is the aim of a University of Mobile education.
- Stars: Represent God's guidance and man's aspiration.
- Oak Laurel: Represents the spirit of collaboration, partnership and community. Symbolizes a strong foundation, continued growth and serves as a reminder of the oaks of Mobile, Alabama and the historic Eichold Oaks on campus. The leaves are specifically drawn to represent the Live Oak variety of oak trees on campus.
- The Fear of the Lord is the Beginning of Wisdom: A quotation from Proverbs 9:10 and a declaration of the spiritual perspective of the university. "The fear of the Lord is the beginning of wisdom, and knowledge of the Holy One is understanding."
- Imago Dei: Recognizes mankind as the image-bearers of God, referencing Genesis 1:27, wherein "God created man in his own image..."
- 1961: Indicates the year University of Mobile was founded.

UNIVERSITY OF MOBILE LOGO

The new University of Mobile logo is designed to communicate the university's focus as a rigorous, Christ-centered institution with an emphasis on academics and spiritual transformation. This timeless, traditional logo uses the torch, which has been a symbol used by UM since its foundation. Bringing this icon back to the logo provides a sense of tradition and better represents the importance of academic excellence. The torch and flame, representing truth and knowledge, is superimposed on a globe, representing UM's founding as a Great Commission university.



UNIVERSITY
of MOBILE



UNIVERSITY
of MOBILE

UNIVERSITY OF MOBILE TAGLINE

Clearly expressing the mission and intent of the institution, "Higher Education for a Higher Purpose" has been chosen as the new tagline for the university.



UNIVERSITY *of* MOBILE

Higher Education for a Higher Purpose

BRAND STANDARDS

Who is responsible for developing, strengthening and maintaining the University of Mobile's brand? The answer is: every staff or faculty member. One step further, we recognize that student leaders play an integral role, not only representing the University of Mobile brand through their interactions with others, but also through their proper use of University of Mobile-branded communication materials, such as logos, tagline, etc.

Corporate partners lend credibility and support to the UM brand, and it is crucial that they understand the proper format for representing the school in promotional materials, websites, etc. Alumni build the

brand through their communication about the school.

In short, anyone who has a hand in creating or influencing the school's outward expression, from marketing and publicity materials to event displays and promotional items, should refer to these guidelines often.

If you find the standards expressed here conflict with a particular communication goal of UM, please contact the Office for Marketing and Public Relations for advice on how to proceed.

Consistent use of color, graphics, typeface and message content helps others quickly identify the university out of the thousands of images and messages that shout for attention in today's world. When an academic institution uses different colors, layouts, graphic styles and message from one communication to another, it gives the impression of:

- Poor planning or coordination,
- Turmoil in the organization,
- Lack of clear academic path, and
- The absence of tradition or a sense of purpose.

On the other hand, consistency in graphics and messaging makes it easy for others to form positive bonds with the brand. Consistency signals:

- Reliability and consistency,
- Longevity and strength,
- Wide availability and ease of access, and
- A strong tradition and pride.

At UM, we have established a new, consistent framework of brand identity. Remember that prospective students, alumni and corporate partners and others may not be immersed in the UM brand day-in and day-out, therefore the consistency they experience from one touch-point to another must be reassuring and familiar.

PRIMARY LOGO

The UM logo is the primary name and mark that represents the school and is the preferred design for all communications. Official layouts of the logo are shown here. The proportional relationship between the logo elements is precise and must be maintained. Do not manipulate the size of individual elements or the relationship between the type. Consult UM's Office for Marketing and Public Relations if you have a question about logo use.



**Circle Torch Logo- 2 Color
Primary Logo**



**Circle Torch Logo- 1 Color
Primary Logo**



Higher Education for a Higher Purpose

**Circle Torch Logo- 2 Color
Primary Logo with Tagline**



Higher Education for a Higher Purpose

**Circle Torch Logo- 1 Color
Primary Logo with Tagline**



**Circle Torch Logo Plain- 2 Color
*Secondary Logo Plain**



**Circle Torch Logo Plain- 1 Color
*Secondary Logo Plain**

**Secondary logos are to be used for specialty items such as t-shirts, embroidery, etc. where the continent detail in the primary logo will not print well; this logo may be used.*

LOGO APPROVAL PROCESS

Generally, UM constituents (faculty, staff, etc.) may use a UM logo on correspondence without prior authorization, but they may not make alterations or additions to a logo. Logos used on items other than correspondence must be approved by the office for approval. Other entities seeking to use the UM logo may contact the Office for Marketing and Public Relations at **251.442.2210** or marketing@umobile.edu for prior approval.

PRESIDENTIAL SEAL

The Presidential Seal is reserved for use by the Office for the President, Office for Marketing & Public Relations, Office for Advancement and Office for Academic Affairs for communication which involves the president or highly academic purposes. Examples are below.



ATHLETIC LOGOS

The athletic logos are for the exclusive use of UM's Athletic department. They should not be used as the primary logo for University of Mobile except when referring to athletics or athletic related events.



Primary Logo- 2 Color



Primary Icon- 2 Color

IMPROPER LOGO/SEAL USAGE:

- Change the spacing between letters in the logo
- Use the logo within a headline, sentence or other text
- Add other graphic symbols or type to the logo
- Alter the letter form
- Use other fonts to create the logo
- Place the logo in a box or surround it with a rule or border
- Associate the mark with entity other than the school
- Apply special effects that change the character of the logo
- Use colors other than the official logo colors
- Do not alter the proportions or dimensions of any logo/seal. When resizing, please click on the bottom right corner of the image while holding down the shift key to keep it in proportion.

SUB-BRANDING

Examples of sub-branded logos for schools, departments and offices are below. In order to receive a logo for your area, please send a marketing request form located at umobile.edu/marketing.



UNIVERSITY
of MOBILE

SCHOOL OF NURSING



OFFICE FOR ADVANCEMENT



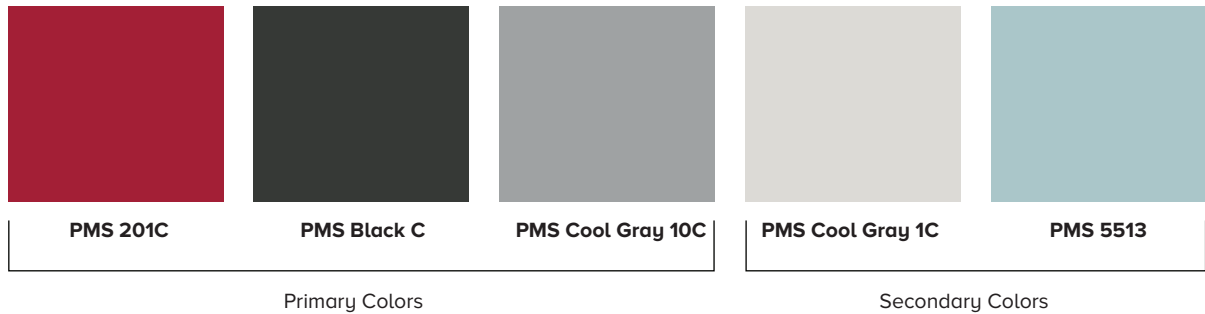
STUDENT LIFE



GLOBAL ENGAGEMENT OFFICE

COLOR PALETTE

Below is the color system established for marketing and communication materials produced by the university. Secondary colors may be used with permission from the Office for Marketing & Public Relations.



PRIMARY TYPOGRAPHY

The University of Mobile typographic identity is visible across many applications, including print, electronic and environmental displays. To communicate in a consistent tone, type selections have been made that best represent the voice of the school. Baskerville and Proxima Nova are the primary display typefaces for UM communication materials. Any of the following weights may be used. Do not electronically expand or condense typefaces. These fonts are available in Mac and PC formats.

Baskerville - Regular

Baskerville - Italic

Baskerville - SemiBold

Baskerville - SemiBold Italic

Baskerville - Bold

Baskerville - Bold Italic

Proxima Nova - Regular

Proxima Nova - SemiBold

Proxima Nova - Bold

Proxima Nova - Black

PAPER STOCK

Paper selection is an integral part of the UM brand identity. To better unify printed communications for the university, the approved paper stock is limited to two options. One is a dull coated paper; the other is an uncoated stock. They have been selected specifically to provide a certain brightness of white. The coated stock is dull coated white. The uncoated stock is Cougar Opaque White. Other paper brands may be used as necessary, but it must be white and match the color of white of the above-mentioned stock. For internal printing, Hammermill Laser Print white papers are preferred.

UM MARKETING TAGLINE

In marketing materials for all audiences, it is appropriate to include the marketing tagline, “Higher Education for a Higher Purpose.” The tagline is a signature statement that supports and summarizes the brand message.

KNOW AND BE KNOWN CAMPAIGN

The latter part of Proverbs 9:10 states “...and knowledge of the Holy One is understanding.” Focusing on the word “knowledge,” and emphasizing rigorous academics and spiritual transformation in an environment that is personal and caring, the recruiting/ marketing campaign University of Mobile will use is: “Know and Be Known.” This campaign focuses on helping students KNOW God’s purpose for their lives; challenging them academically so they will KNOW their field of study; inviting them to a community where they will BE KNOWN by name, not lost in a crowd; and equipping them to be successful when they graduate so they will BE KNOWN as a respected person in their chosen field.

IGNITE YOUR WHY CAMPAIGN

The Ignite Your Why campaign is designed to emphasize the Christ-centered identity of the university and support the message of “Higher Education for a Higher Purpose.” Ignite Your Why shares the stories of how the University of Mobile culture that is founded on the gospel of Jesus Christ is transforming the world. The aim goes beyond simply drawing attention to the impact the University of Mobile has through graduates who are fulfilling their professional purpose. Its goal is to spark of deeper understanding of “why” we do what we do, both for our university and, on a personal level, as members of the University of Mobile family.

BRANDED EMAIL SIGNATURE

All University of Mobile employees should use the approved branded email signature for their university email accounts. Visit www.umobile.edu/marketing to copy the template to your Outlook account.

EDITORIAL STYLE GUIDE

Professional, clear and consistent communication enhances the image of the University of Mobile. The Office for Marketing and Public Relations uses Associated Press (AP) style in all promotional and marketing materials, and refers to “The Elements of Style” by Strunk and White and “The Associated Press Guide to Punctuation.” The following guide is intended to provide direction for promotional and marketing communication, and is not intended as a guideline for academic materials. Some editorial preferences are unique to the University of Mobile.

THE UNIVERSITY’S NAME

Use the formal name – University of Mobile – for the first reference. Because “the” is not an official part of the University of Mobile’s name, it should be capitalized only at the start of a sentence, not preceding the University of Mobile in the body of a sentence. In subsequent references, use UM or the university. Do not capitalize university when referring to the school on subsequent references. We no longer use UMobile on second reference, with the exception of its use as a website address and other social media addresses.

UNIVERSITY OF MOBILE vs MOBILE COLLEGE

The school was founded on Dec. 12, 1961 as Mobile College (MC) and the name was changed on July 1, 1993 to University of Mobile (UM). Unless there is reason to do otherwise, refer to the school as the University of Mobile throughout all time periods.

ABBREVIATIONS AND ACRONYMS

Use the full name of a department or program on first reference. The acronym may immediately follow in parenthesis. Keep in mind that clear communication is the goal. Unfamiliar acronyms may be confusing, particularly for prospective students. Limit the use of acronyms on subsequent references. Example: The Alabama School of the Arts (ASOTA).

ALUMNI, ALUMNA, ALUMNAE, ALUMNUS

Alumna refers to a woman who has attended a school; alumnae is a group of women. Alumnus refers to a man who has attended a school; alumni is a group of men, or a group of men and women. Do not use the informal “alum” in university communications.

COLLEGE, SCHOOL, DEPARTMENT AND PROGRAM NAMES

On first reference, the University of Mobile should precede the official, capitalized name of the college, school, program or department within the university. Do not use a possessive. Example: the University of Mobile School of Business NOT University of Mobile’s School of Business.

DEGREES

Capitalize when referring to a specific degree, and lower case when using the general name of an academic degree.

Example: She was awarded a Bachelor of Arts degree.

She earned a bachelor's degree.

STYLE AND PUNCTUATION

For promotional and marketing materials, follow the guidelines of the "AP Stylebook," "The Associated Press Guide to Punctuation," and "The Elements of Style," which is in the public domain and can be downloaded at <http://www.gutenberg.org/ebooks/37134>.

A few quick guidelines:

1. Periods ALWAYS go inside the quotation marks.
2. Single space after periods.
3. UM style is to write phone numbers with periods instead of dashes.
Example: 251.442.2222.
4. UM style does not use www in front of urls.
Example: Learn more about the University of Mobile at umobile.edu.
5. Omit needless words. Vigorous writing is concise. ("The Elements of Style")
6. Christian worldview, not Christian world view.
7. Capitalize Bible, lowercase biblical.

TITLES

Capitalize titles in front of the name. Do not capitalize titles when they follow the name.

Example: Vice President for Marketing and Public Relations Lesa Moore.

Lesa Moore, vice president for marketing and public relations.

Titles should be in lower case when used in second reference.

Example: University of Mobile President Lonnie Burnett met with the Board of Trustees.

The president met with the Board of Trustees.

Use either PhD or Dr. with a name; do not use both together. Do not combine courtesy titles and academic degrees.

Example: Ted Mashburn, PhD or Dr. Ted Mashburn


NOT Dr. Ted Mashburn, PhD or Mr. Ted Mashburn, PhD

Marketing and Public Relations follows the "Chicago Manual of Style" and omits periods in academic degrees (BA, BS, MBA, PhD). However, the preferred style is to spell out the degrees (Bachelor of Arts).

UNIVERSITY DESCRIPTION

A “boilerplate” is a brief, clear message that communicates information about the organization. The following boilerplate is used in University of Mobile news releases.

About the University of Mobile

The University of Mobile is a Christ-centered liberal arts and sciences institution with a vision of higher education for a higher  purpose, founded to honor God by equipping students for their future professions through rigorous academic preparation and spiritual transformation. Core values are: Christ-Centered, Academically-Focused, Student-Devoted and Distinctively-Driven. The university offers on-campus and online bachelor’s, master’s and doctoral degrees in 77 academic programs. Founded in 1961, the University of Mobile is affiliated with the Alabama Baptist State Convention and is located 10 miles north of Mobile, Alabama on a campus of over 880 acres. For more information about the University of Mobile, visit the website at www.umobile.edu or call Enrollment Services at 1.800.WIN.RAMS or 251.442.2222.

An “elevator speech” or “elevator pitch” is a brief, conversational synopsis that explains an organization in such a way that someone unfamiliar with the university can quickly grasp the essence of UM in less than a minute, or the length of an elevator ride. The following summarizes our “why.”

It matters that students know their professors, know one another and know Christ.

- The University of Mobile’s strong academic program is committed to graduating students with a reputation of being outstanding in their character and their careers.
- We educate through hands-on environments we call Prac-ademics™ that bridge the gap between knowing and doing, so our students will be the most experienced, well-equipped experts in their field.
- Our motto, “Higher Education for a Higher Purpose,” means our students are prepared to pursue their professional calling for a Great Commission purpose.
- Our core values stand at the center of what we do:
• Christ-Centered • Academically-Focused • Student-Devoted • Distinctively-Driven.

Visit www.umobile.edu/marketing in order to request the following:

- Design services
- Printed materials
- Website updates
- News releases or share story ideas
- Faculty spotlight
- Letterhead/envelopes

Available Downloads

- University logos
- Faculty/staff professional headshots
- Powerpoint templates
- Email signature

