



UNIVERSITY
of MOBILE

BRAND STANDARDS

OVERVIEW OF UNIVERSITY OF MOBILE BRANDING

The University of Mobile brand is not just a logo or a tagline, but the entire life-changing experiences we deliver each day, shaped by our mission and values and made special by our unique strengths.

The words and images we choose; the symbols, fonts and colors we use; and the stories we tell all help convey our brand. The policies and resources provided by the Marketing and Public Relations Office are designed to help us communicate in a way that is compelling to our audiences and true to our identity. When we use them intentionally and consistently, these brand resources help us build awareness, familiarity and trust with the audiences we engage and serve through our missions.

The University of Mobile Marketing and Public Relations Office (MPR) is responsible for maintaining the integrity of the university's brand, in addition to serving as a liaison to the public, while providing a broad range of university communications functions for internal and external audiences. The MPR Office provides services to the entire university family for marketing, design, media relations, photography, videography, social media, content creation and ordering of print, advertising and promotional products.

To access these services, submit a Marketing Request at umobile.edu/marketing.



BRANDING POLICY

In order to maintain brand identity and consistency, all university-related areas (departments, ensembles, organizations, etc.) must adhere to the following approval requirements:

- All branding, advertising and promotions, and external communications (including communications to current students) must be approved by the MPR Office. This includes, but is not limited to, logos (events, department, teams/ensembles, etc.), advertisements, brochures, flyers, apparel, gift items, signage, etc.
- All promotional/specialty products must be approved by the MPR Office prior to ordering. This includes all copywriting on these items.
- To ensure accuracy and maintain brand integrity, the appropriate Dean and the Vice President for Academic Affairs will have final approval for content accuracy of academic/enrollment materials created for various departments and programs.

MEDIA RELATIONS/SOCIAL MEDIA POLICIES

For media relations and social media policies, please see our social media guidelines.

BRAND STANDARDS

Who is responsible for developing, strengthening and maintaining the University of Mobile's brand? The answer is: every staff, faculty member, student leaders, and alumni. You 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 helps others to form positive bonds with the brand:

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

At UM, we have established a consistent framework of brand identity. Remember that 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.

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 TAGLINE

Higher Education for a Higher Purpose

Chosen to clearly express the mission and intent of the institution.

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.

UNIVERSITY OF MOBILE LOGO

The 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.

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 questions 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**

BRAND ICON



Circle Torch Icon- Red



Circle Torch Icon- Black



Circle Torch Icon- White



Torch Icon- Black

HORIZONTAL SECONDARY LOGO



Horizontal Logo- Primary

UNIVERSITY *of* MOBILE

Horizontal Logo- Secondary

VERTICAL SECONDARY LOGO (*"University" is on the first line and "of mobile" is on the second.*)



UNIVERSITY
of MOBILE

Vertical Logo- 2 Color (Red/Black)



UNIVERSITY
of MOBILE

Vertical Logo- 1 Color (Black)

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.



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.

Baskerville - Regular

Baskerville - Italic

Baskerville - SemiBold

Baskerville - SemiBold Italic

Baskerville - Bold

Baskerville - Bold Italic

Proxima Nova - Regular

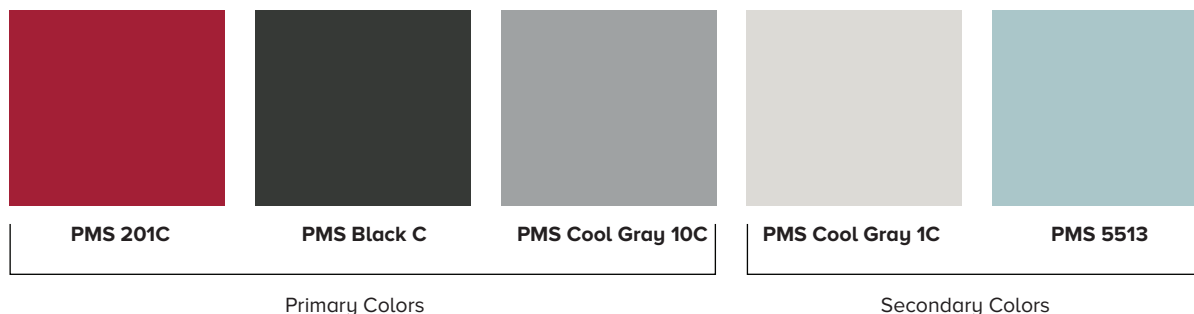
Proxima Nova - SemiBold

Proxima Nova - Bold

Proxima Nova - Black

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 as complementary colors only – not as official main colors.



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, highly academic purposes or specialty products. Approved designs using the seal may also be used on approved and appropriate products. Examples are below.



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 the University of Mobile was founded.

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. Correspondence includes digital and printed letters, memos, contracts, etc. 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.

IMPROPER LOGO/SEAL USAGE (DO NOT DO THE FOLLOWING)

- 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.

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.

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: Alabama School of the Arts (ASOTA).

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.

KNOW & BE KNOWN CAMPAIGN

The Know & Be Known 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.

EXPERIENCE THE DIFFERENCE CAMPAIGN

This campaign acts as a companion to Know & Be Known titled "Experience the Difference." The campaign highlights the characteristics and experiences that make UM unique. The marketing statement follows: You deserve a college experience that goes beyond the traditional classroom, where you will be empowered to reach your full potential – where you will truly Know & Be Known. In a world where education often feels impersonal and disconnected, the University of Mobile offers transformative education, community spirit and a faith-based approach that transcends the ordinary.

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: University of Mobile Grace Pilot School of Business NOT University of Mobile's Grace Pilot School of Business.

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. (251.442.2222).
4. UM style does not use www in front of urls.
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).

ABOUT THE UNIVERSITY OF MOBILE

The University of Mobile is a Christ-centered university offering on-campus and online associate’s, bachelor’s, master’s and doctoral degrees in over 75 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 information about the University of Mobile, areas of study, admissions and more, visit umobile.edu

ELEVATOR SPEECH

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. The following statements apply.

- The University of Mobile is a Christ-centered university with a vision of “Higher Education for a Higher Purpose,” founded to honor God by equipping students for their future professions in an environment where they are known.
- Our motto, “Higher Education for a Higher Purpose,” means our students are prepared to pursue their professional calling for a Great Commission purpose – to spread the gospel to all nations.
- The phrase “Know & Be Known” means UM is an academic learning community in which students know and are known by their professors, know one another, and know Christ.
- The phrase “Experience the Difference” refers to the variety of ways in which UM provides a transformative college experience that goes beyond the traditional classroom. Descriptors include: personal, connected, community spirit, faith-based.
- Our core values stand at the center of what we do: Christ-Centered, Academically-Focused, Student-Devoted, Distinctively-Driven.

Visit umobile.edu/marketing to access brand materials and request marketing services.