

SEWANEE: THE UNIVERSITY OF THE SOUTH

# Identity Standards Manual



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# General Instructions

**This Identity Standards Manual is part of an integrated communications program created to ensure consistency and uniformity among the University's many publications which range from the quarterly Sewanee magazine and admissions brochures to stationery and business cards. Through your consistent use of these standards, you can help ensure the success of our visual identity program.**

**This manual has been prepared and distributed to ensure the success of our visual identity through consistency of use. Please read the Identity Standards and adhere to the guidelines. This Identity Standards Manual contains approved standard graphic elements of the Sewanee identity system.**

**This Identity Standards Manual takes the form of an Adobe Acrobat 4.0 PDF file format for viewing on Macintosh or Windows platforms. In addition, the complete file or its individual pages can be printed on 8 1/2" x 11" (horizontal) paper, preferably with a color printer.**

## Fonts

Installed fonts are NOT required to import, display, or to print out any of the Sewanee graphic identity elements. All artwork components containing type are provided as vector art. Font families required for identity applications not contained within this manual are:

- Mrs Eaves (see page 3.1)
- Berthold Baskerville (see page 3.1)
- Franklin Gothic (see page 3.2 and 3.3)

Fonts are licensed. Mrs Eaves, Berthold Baskerville, and Franklin Gothic are available for both Windows and Macintosh platforms and are available for purchase from—among others—the following sources:

*Franklin Gothic:*  
Adobe ([www.adobe.com](http://www.adobe.com))  
Fonts.com ([www.fonts.com](http://www.fonts.com))

*Mrs Eaves:*  
Emigre ([www.emigre.com](http://www.emigre.com))

*Berthold Baskerville:*  
Berthold ([www.bertholdtypes.com](http://www.bertholdtypes.com))  
Phil's Fonts ([www.philsfonts.com](http://www.philsfonts.com))

## System requirements

Graphic applications required for most uses:

- InDesign, version CS or higher
- Adobe Illustrator, version CS or higher
- Adobe Photoshop, version CS or higher

Supplemental art and support graphic files provided include:

- InDesign templates of all stationery system component art
- Logomark files in Adobe Illustrator CS encapsulated PostScript (EPS) format and JPEG format

## Resources for campus web developers

Templates, graphics, HTML code, and a style guide are available to campus web developers at [www.sewanee.edu/style-guide/](http://www.sewanee.edu/style-guide/).

Please note that while the site is not access restricted, the elements contained therein are copyrighted and are for official University use only. Student groups and developers should refrain from using these elements on nonofficial pages.

## Importing the logomark into Microsoft documents

To use the logo in Microsoft documents use the "Insert" menu and choose Picture> From file," then locate the logomark graphic and click "ok" or "insert." To change the size of the logo without changing the proportions, hold down the shift key while you drag a corner handle on the graphic to make it the right size.

## Print resources

Graphics and a style guide are available to campus developers at [www.sewanee.edu/style-guide/](http://www.sewanee.edu/style-guide/). Please note that while the site is not access restricted, the elements contained therein are copyrighted and are for official University use only. Student groups and developers should refrain from using these elements on non-University publications.

All stationery items must adhere to the identity guidelines and must be ordered through the Office of Print Services. ([printservices@sewanee.edu](mailto:printservices@sewanee.edu) or call 931-598-1571).

For further information regarding the Sewanee Identity Standards or for updates to this manual please contact: Office of Communications and Marketing, 931-598-1286.

## Licensing

Applications of the University mark and its typography for novelty items or merchandise are subject to approval for licensing by the Office of Communications and Marketing. Requests for review of designs may be forwarded directly to them and will be evaluated for their compliance with the University's identity standards. This process applies both to University materials as well as to those prepared by outside vendors for on-campus clients.

# Basic Logomark Standards

- 2.1 The Sewanee Logomark
- 2.2 Primary Coloration
- 2.3 Alternate Logomark Coloration
- 2.4 Minimum Space and Size Restrictions
- 2.5 Unacceptable Logomark Treatments
- 2.6 Unacceptable Logomark Color Treatments
- 2.7 Single Line Nameplate
- 2.8 Logomark Use with Department Names



The Sewanee logomark is the keystone of our visual identity and is used on all communications materials.

The only acceptable logomark is pictured on this page. It may not be reconstructed or altered in any way. It must be reproduced from reproduction-quality art or from high-resolution digital files available at [www.sewanee.edu/style-guide/](http://www.sewanee.edu/style-guide/) or from the Office of Communications and Marketing, 931-598-1286.

Color, typography, and reproduction specifications of the logomark as well as details about the communications materials on which it will appear are provided on the following pages.

Logos are provided in a variety of formats including eps, tiff, and jpeg.

The word "Sewanee," in this typeface, may also be used alone.



File: Sewanee\_logo\_purple273.eps



File: Sewanee\_logo\_black.eps



**For print applications**

Sewanee Purple

Pantone® 273

**Process Matching:**

Cyan 96%

Magenta 95%

Yellow 7%

Black 2%

**For Web applications**

Sewanee Purple:

330066

*Note that the colors on this printout are an approximation of the actual colors.*

*See Pantone's® color chips for accurate color swatches for the Pantone® spot and 4-color process equivalent.*

*The Web color is designed for RGB interpretation on a computer screen.*

See pages 5.1 and 5.2 for color palettes



Figure 1



Figure 2



Figure 3



Figure 4

Adhering to the following color reproduction guidelines will help in creating a consistent image and maintaining the visual impact of the logomark.

When printing over a white or light background, the logomark should be reproduced in Pantone® 273 or its equivalent. In one- or two-color applications where Pantone® 273 is not available, the logomark should be reproduced in the darkest color available (figure 1).

When appearing on a dark or black background, the entire logomark should reverse out to white (figures 2, 3, and 4).



## Minimum Space and Size Restrictions

## 2.4



Maintain a minimum distance (equivalent to the x-height of "SEWANEE" as shown at left) between the logomark and any other elements appearing with it, or the edge of the page.



For legibility, the minimum size at which it is acceptable to reduce the Sewanee logomark is a 7/8" (5p3) width.

## Unacceptable Logomark Treatments

2.5



Never configure the elements into a different logomark.



Do not alter the proportions of the logomark typography.



Do not distort the logomark.



Do not duplicate any part of the logomark to create a pattern.



Never crop any part of the logomark.



Do not respace Sewanee logomark type.



Never tilt the logomark in any direction.



Do not recreate the Sewanee type or substitute another typeface.

## Unacceptable Logomark Color Treatments

2.6



Do not print the logomark in black over a dark background.



Do not print the reversed out logomark onto a light or white background.



Do not place logomark over heavily patterned background.



Do not change any colors of the logomark.

## SEWANEE:THE UNIVERSITY OF THE SOUTH

File: Sewanee\_sing\_line.tif (PMS273 color applied)

### Alternate Coloration

SEWANEE:THE UNIVERSITY OF THE SOUTH

File: Sewanee\_sing\_line.tif

SEWANEE:THE UNIVERSITY OF THE SOUTH

File: Sewanee\_sing\_line.tif

The purpose of the Sewanee single line nameplate is to supplement the Sewanee logomark (see page 2.1). It should not, however, replace the logomark. (For example, a brochure may have the single line University nameplate on its front cover, and the Sewanee logomark on its back cover.)

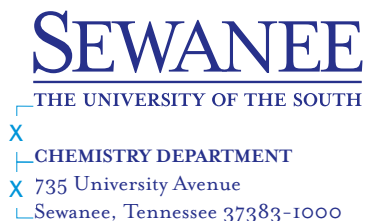
The only acceptable single line nameplate is pictured on this page. It may not be reconstructed or altered in any way. It must be reproduced from reproduction-quality art or from high-resolution digital files.

The primary version is created in Pantone® 273. The reverse version shown here has been developed for use on dark background fields. A black version is provided for use on single color print jobs.

Size of Department name should match size and style of "The University of the South" in logomark (all caps Mrs Eaves Roman, tracked minus 14). The Department name base aligns two line spaces below the base of the logomark.

## Stacked Version

Department Name with address block



## Horizontal Version (Alternate)

Department Name with address block  
can accommodate one or two line department name



OFFICE OF ADMISSION  
735 University Avenue  
Sewanee, Tennessee 37383

800-522-2234  
admiss@sewanee.edu  
www.sewanee.edu



MATHEMATICS AND  
COMPUTER SCIENCE  
735 University Avenue  
Sewanee, Tennessee 37383

800-522-2234  
admiss@sewanee.edu  
www.sewanee.edu

## Stacked Version

Department Name with one line of justified text



OFFICE OF THE REGISTRAR

## Alternate Stacked Version

Logomark should be large.



ENVIRONMENTAL  
STUDIES

Floor 1 Offices

Floor 2 Lounge

Floor 3 Student Offices

## Signage

Logomark should be smaller. Type extends beyond logomark.



OFFICE OF THE REGISTRAR  
ROOMS 21-24

# Typography

- 3.1 Primary Serif Font
- 3.2 Decorative Font
- 3.3 Supplemental Font

## Serif (Preferred)

### Mrs Eaves Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

### Mrs Eaves Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

### Mrs Eaves Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Because there is no Mrs Eaves Bold Italic (when set in text with Mrs. Eaves make the bold italic word 1 pt smaller to match).

### *Berthold Baskerville Book Medium Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

(To be used only if Mrs Eaves is not available)

### Times

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

The primary font for Sewanee printed applications is Mrs Eaves. This is the font that is used in the Sewanee logomark.

Note that in applications that require a bold italic face, Berthold Baskerville Book Medium Italic should be used. This is because Mrs Eaves does not have a bold italic face. If possible, the use of bold italic should be minimized.

**If the primary serif font is not available, Times may be substituted.**

Fonts are licensed. Mrs Eaves, Berthold Baskerville and Franklin Gothic are available for both Windows and Macintosh platforms and are available for purchase from—among others—the following sources:

*Franklin Gothic:*

Adobe ([www.adobe.com](http://www.adobe.com))

Fonts.com ([www.fonts.com](http://www.fonts.com))

*Mrs Eaves:*

Emigre ([www.emigre.com](http://www.emigre.com))

*Berthold Baskerville:*

Berthold

([www.bertholdtypes.com](http://www.bertholdtypes.com))

Phil's Fonts

([www.philfonts.com](http://www.philfonts.com))

## Sans Serif

### **Franklin Gothic Heavy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890**

### ***Franklin Gothic Heavy***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz 1234567890***

Franklin Gothic Heavy was chosen as a secondary sans serif font to complement the primary font and to allow for creative flexibility and enhanced readability.

Fonts are licensed. Mrs Eaves, Berthold Baskerville and Franklin Gothic are available for both Windows and Macintosh platforms and are available for purchase from—among others—the following sources:

*Franklin Gothic:*  
Adobe ([www.adobe.com](http://www.adobe.com))  
Fonts.com ([www.fonts.com](http://www.fonts.com))

*Mrs Eaves:*  
Emigre ([www.emigre.com](http://www.emigre.com))

*Berthold Baskerville:*  
Berthold  
([www.bertholdtypes.com](http://www.bertholdtypes.com))  
Phil's Fonts  
([www.philfonts.com](http://www.philfonts.com))



## Sans Serif

(To be used for typing letters and news releases, addressing envelopes, etc.)

### Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

### *Franklin Gothic Book Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

(To be used when Franklin Gothic Book is not available)

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

### *Arial Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Franklin Gothic Book is recommended for applications such as the body of letters and news releases, addressing envelopes, and other nonpublication uses. (See examples in Section 4.)

**If Franklin Gothic Book is not available, Arial may be substituted.**

Fonts are licensed. Mrs Eaves, Berthold Baskerville and Franklin Gothic are available for both Windows and Macintosh platforms and are available for purchase from—among others—the following sources:

*Franklin Gothic:*  
Adobe ([www.adobe.com](http://www.adobe.com))  
Fonts.com ([www.fonts.com](http://www.fonts.com))

*Mrs Eaves:*  
Emigre ([www.emigre.com](http://www.emigre.com))

*Berthold Baskerville:*  
Berthold  
([www.bertholdtypes.com](http://www.bertholdtypes.com))  
Phil's Fonts  
([www.philsfonts.com](http://www.philsfonts.com))

# Stationery System

- 4.1 Standard Letterhead
- 4.2 Departmental Letterhead
- 4.3 Monarch Letterhead
- 4.4 Fax Coversheet
- 4.5 Standard Business Cards
- 4.6 Envelopes
- 4.7 News Release
- 4.8 Invitation/Thank You Note
- 4.9 Memo and Note Pads
- 4.10 Business Reply Envelope and Postcard
- 4.11 #9 Envelope
- 4.12 Shipping Label
- 4.13 Routing Slip

# Standard Letterhead

## 4.1

Imprinted text  
block positions  
1 1/2" (9 picas)  
from left and  
right edges and  
2" (12 picas) from  
top edge.

A minimum of  
1" (6 picas) is  
required from the  
base of the im-  
printed text block  
and the bottom  
edge

Address line:  
9/11 pt.  
Mrs Eaves  
Roman



September 1, 2004

Lorem ipsum dolor sit amet.  
123 Consectetur adipisicing  
Sed diam nonummy nibh 12345

Dear Recipient:

*(set in Franklin Gothic 9/16pt with 1.5" margins)* Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Signoff;

Duis autem vel eum iriure

InDesign file: Sew\_Ltrhds.indd (page 1)

### Size

8 1/2" x 11"

### Logomark type

letterhead size

### Letter margins

Top: 2"

Left: 1 1/2"

Right 1 1/2"

Bottom: 1"

### Typography

Address line:

9 pt. Mrs Eaves Roman

### Body text

9/16 Franklin Gothic Book  
or Arial (see page 3.3)

One extra line space  
between paragraphs

### Color

Pantone® 273

### Paper stock

Cougar Opaque

All stationery items must adhere to the identity guidelines and must be ordered through:

### Office of Print Services

printservices@sewanee.edu  
931-598-1571 (or x1571)

# Departmental Letterhead

## 4.2

See page 2.8 for construction specifications. Department name is 9.25/11 pt., all caps, Mrs Eaves bold.

Imprinted text block positions 1 1/2" (9 picas) from left and right edges and 2" (12 picas) from top.

A minimum of 1" (6 picas) is required from the base of the imprinted text block and the bottom edge.

Address line: 9/11 pt. Mrs Eaves Roman

**SEWANEE**  
THE UNIVERSITY OF THE SOUTH

DEPARTMENT OF  
ENVIRONMENTAL SCIENCE

September 1, 2004

Lorem ipsum dolor sit amet  
123 Consectetur adipisicing  
Sed diam nonummy nibh 12345

Dear Recipient:

(set in Franklin Gothic 9.5/16pt with 1.5" margins) Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Signoff

Duis autem vel eum

735 University Avenue • Sewanee, Tennessee 37383-1000 • Telephone: 931-598-0000 • Fax: 931-598-0000 • www.sewanee.edu

InDesign file: Sew\_Ltrhds.indd

This version of the letterhead can include a personal name if needed; it can also be used for nondepartmental organizations.

All specifications are the same as for the standard letterhead (see page 4.1).

### Additional typography

Department name:  
Mrs Eaves Bold 9.25/11 pt.  
(see page 2.8)

Color:  
PMS273


All stationery items must adhere to the identity guidelines and must be ordered through:

**Office of Print Services**  
printservices@sewanee.edu  
931-598-1571 (or x1571)

# Monarch Letterhead

## 4.3

Imprinted text block positions 1" (6 picas) from left and right edges and 1.5" (9 picas) from top edge.



September 1, 2004

Lorem ipsum dolor sit amet  
123 Consectetuer adipis  
Sed diam nonummy nibh 12345

Dear Recipient:

(set in Franklin Gothic 9/16pt with 1" margins) Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut elit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et a cummsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Signoff;

Duis autem vel eum iriure

735 University Avenue • Sewanee, Tennessee 37383 • Telephone: 931-598-0000 • Fax: 931-598-0000 • www.sewanee.edu

A minimum of 1" (6 picas) is required from the base of the imprinted text block and the bottom edge.

InDesign file: Sew\_Ltrhd\_Monarch.indd

### Size

7 1/4" x 10 1/2"

### Logomark type

letterhead size

### Letter margins

Top: 1 1/2"

Left: 1

Right 1

Bottom: 1"

### Typography

Address line:

9 pt. Mrs Eaves Roman

### Body text

9/16 Franklin Gothic Book  
or Arial (see page 3.3)

One extra line space  
between paragraphs

### Color

Pantone® 273

### Paper stock

Cougar Opaque

See page 4.6 for accompanying Monarch envelope specs.

All stationery items must adhere to the identity guidelines and must be ordered through:

### Office of Print Services

printservices@sewanee.edu  
931-598-1571 (or x1571)

## 4.4

[illegible]

Graphic Identity Standards Manual

Front of card—shorter contact information

Size and position of logotype remains the same on all standard business cards.

**SEWANEE**  
THE UNIVERSITY OF THE SOUTH

**JOEL L. CUNNINGHAM**  
Professor, Mathematics and  
Computer Science Department  
[Optional Third Line]

735 University Avenue  
Sewanee, Tennessee 37383-1000

Office: 931-000-0000  
Fax: 931-000-0000  
Email: jcunningham@sewanee.edu

[www.sewanee.edu](http://www.sewanee.edu)

Name/title/department text block: Cap height of text positions 11 points from top of card.

Base of address block always aligns with base of logomark.

Base of first line of contact information block base aligns 7p9 from top of card.

Base of url always aligns 11 points from bottom edge of card, regardless of whether the above contact information block is four or fewer lines deep.

**Size**  
3 1/2" x 2"

**Logomark type**  
Business card size

**Typography**  
Mrs Eaves Roman  
8.5/10 pt. with 6 points of extra space below the address block

**Color**  
Pantone® 273

InDesign file: Sew\_BusCard\_standard.inddd (page 1)

Note that the department name is always grouped in the upper text block as shown in these examples. The only exception is the special School of Theology card shown on page 7.5.

Front of card—4-line contact information

**SEWANEE**  
THE UNIVERSITY OF THE SOUTH

**JOEL L. CUNNINGHAM**  
Professor, Mathematics and  
Computer Science Department  
[Optional Third Line]

735 University Avenue  
Sewanee, Tennessee 37383-1000

Office: 931-000-0000  
Cell: 931-000-0000  
Fax: 931-000-0000  
Email: jcunningham@sewanee.edu

[www.sewanee.edu](http://www.sewanee.edu)

InDesign file: Sew\_BusCard\_standard.inddd (page 2)

This example shows the contact information at its maximum allowable depth of 4 lines. The url positions in its fixed location, 11 points from the bottom edge of card.

**Paper stock**  
Cougar Opaque

All stationery items must adhere to the identity guidelines and must be ordered through:

**Office of Print Services**  
printservices@sewanee.edu  
931-598-1571 (or x1571)

# Envelopes

These specs may be applied to most envelope sizes and types.  
See pages 4.8, 4.11, and 4.12 for exceptions.

Logomark positions  
.33" (2 picas) from  
top and left edges.



See page 2.8  
for guidelines  
and construction  
specifications.  
Department name  
is 7.75/10.5 pt.,  
all caps,  
Mrs Eaves bold.

Office of Admission  
735 University Avenue  
Sewanee, Tennessee 37383-1000



**Sizes**  
#5 1/2 baronial:  
5 5/8" x 4 3/8"

#6 baronial:  
6" x 5"

#3 Booklet:  
6 1/2" x 4 3/4"

#7 3/4 Monarch:  
7 1/2" x 3 7/8"

#10 Commercial:  
9 1/2" x 4 1/8"

#9.5 Booklet:  
12" x 9"

#13 Booklet:  
13" x 10"

#1 3/4 Catalog:  
9 1/2" x 6 1/2"

**Logomark**  
letterhead size

**Typography**  
Office:  
Mrs Eaves Bold, all caps  
7.75/10.5 pt.  
Return address:  
Mrs Eaves Roman  
8.75/10.5 pt.

Imprinted  
destination address:  
Franklin Gothic Book or Arial  
(see page 3.3)

**Color**  
Pantone® 273


**Paper stock**  
Stationery envelopes:  
Cougar Opaque

All stationery items must ad-  
here to the identity guidelines  
and must be ordered through:

**Office of Print Services**  
printservices@sewanee.edu  
931-598-1571 (or x1571)



Imprinted text block positions 1" (6 picas) from left and right trims and 2.33" (16 picas) from top trim



**NEWS RELEASE**

June 2004

**FOR RELEASE UPON RECEIPT**

**CONTACT:**  
Joe Romano 931-598-1586

---

**<NAME> NAMED TO SEWANEE DEAN'S LIST**

<Name> of <City, State, Zip Code> has been named to the Dean's List at the University of the South for the Easter (Spring) 2004 term. To earn a place on Sewanee's Dean's List, a student must earn a minimum grade point average of 3.625 on a 4.0 scale. <Name> is the child of <Parents>.

The University of the South, popularly known as Sewanee, is an independent liberal arts college located on a 10,000-acre campus atop the Cumberland Plateau between Nashville and Chattanooga, and owned by 28 Southeastern dioceses of the Episcopal Church. It is consistently ranked among the top tier of national liberal arts colleges.

(setting in 12pt Franklin Gothic Book and Medium)

735 University Avenue • Sewanee, Tennessee 37383-1000 • Telephone: 931-598-1869 • Fax: 931-598-1864 • www.sewanee.edu

Address line:  
9/11 pt.  
Mrs Eaves  
Roman

InDesign file: Sew\_NewsRel.indd

**Size**  
8 1/2" x 11"

**Logomark**  
letterhead size

**Color**  
Preprinted page:  
Pantone® 273

Body text:  
Black

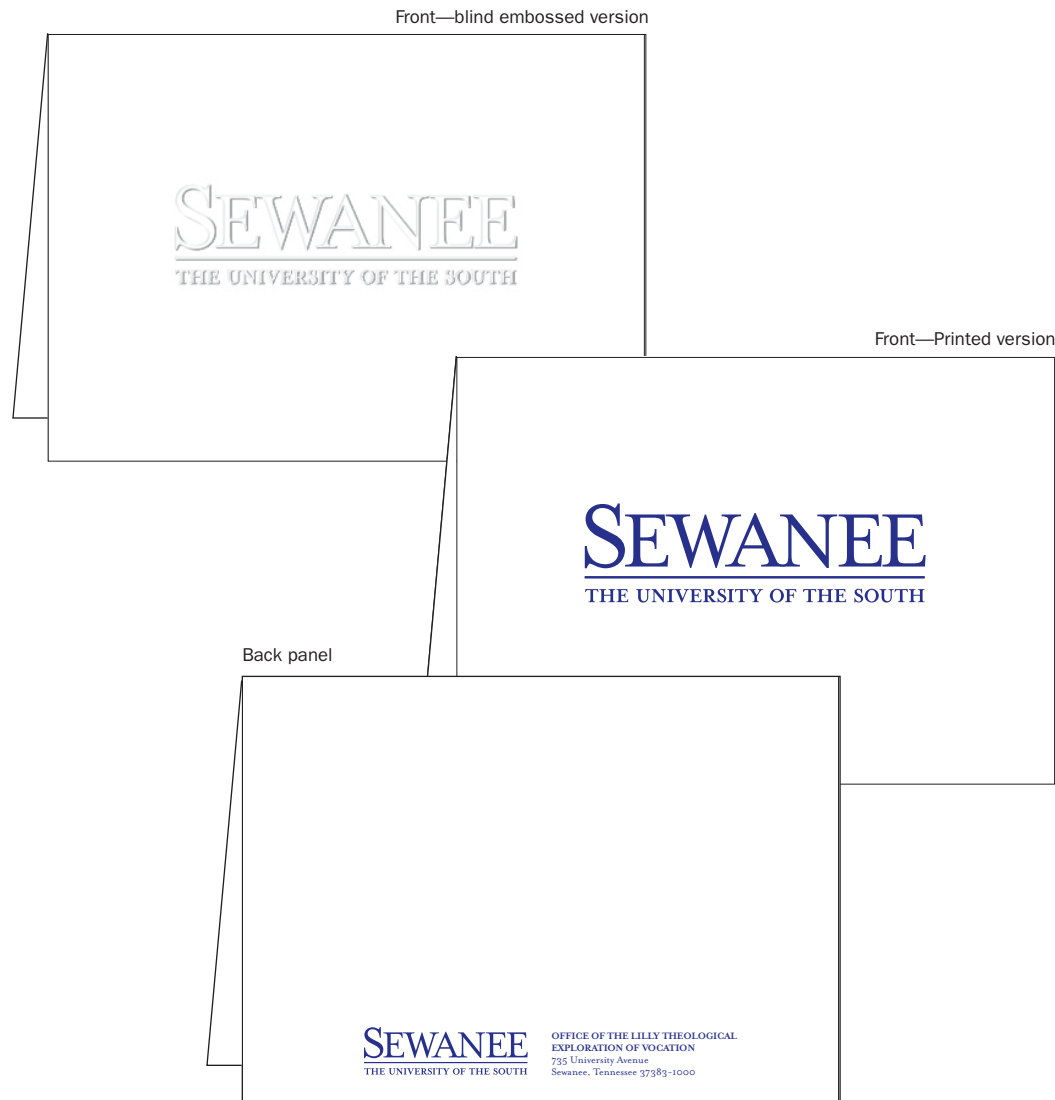
**Letter margins**  
Top: 1.33"  
Left: 1"  
Right 1"  
Bottom: 1"

**Body text:**  
12/18 Franklin Gothic Book  
or Arial (see page 3.3)

Paragraph indents:  
1/2" (3 picas)

All stationery items must adhere to the identity guidelines and must be ordered through:

**Office of Print Services**  
printservices@sewanee.edu  
931-598-1571 (or x1571)



InDesign file: Sew\_Notecard\_A6.indd

## Size

Invitation  
5 1/2" x 8 1/2"  
unfolded

Envelope  
5 5/8" x 4 3/8"  
#5 1/2 baronial envelope

## Logomark

letterhead size

## Color

Front of printed version:  
Pantone® 273

Front of printed version:  
Pantone® 273

Back of both versions:  
Pantone® 273

## Paper stock

Invitation  
Cougar Opaque

## Envelope

See page 4.6 for information  
on accompanying baronial  
#5 1/2 (5 5/8" x 4 3/8")  
envelope.

This notecard can be used for  
thank-you notes and invita-  
tions.

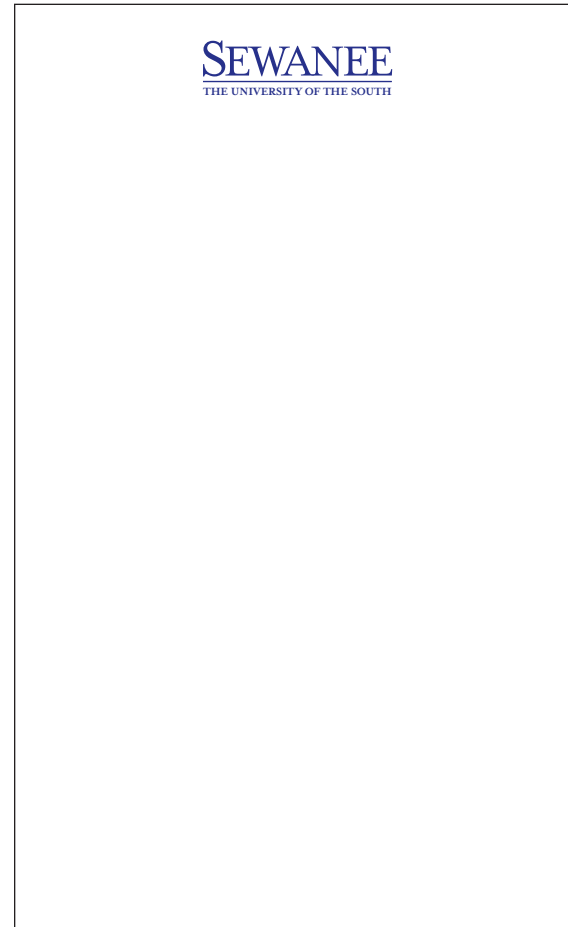
Invitations designed for  
specific events may reflect the  
design elements related to that  
event and need not conform to  
this notecard.

All stationery items must ad-  
here to the identity guidelines  
and must be ordered through:

**Office of Print Services**  
printservices@sewanee.edu  
931-598-1571 (or x1571)



Personalized memo pad



Notepad

## Size

5 1/2" x 8 1/2"

## Logomark

letterhead size

## Typography

Name and department name:

7.75/10.5 pt. Mrs Eaves

Roman, All caps

Remainder of text:

8.75/10.5 pt. Mrs Eaves Roman

## Color

Sewanee logomark

and all text:

Pantone® 273

## Paper stock

20# Bright White Wove

(or similar)

It is recommended that this stationery be produced as a memo pad—glued at the top.

All stationery items must adhere to the identity guidelines and must be ordered through:

## Office of Print Services

printservices@sewanee.edu

931-598-1571 (or x1571)

# Business Reply Envelope and Postcard

4.10

#9 business reply envelope (SAMPLE ONLY — CONTACT PRINT SERVICES TO USE)



Business reply items NOT to scale — please contact Print Services for these items

## Color

Pantone® 273 or black

## Envelope Size

#9:

8 7/8" x 3 7/8"

## Postcard Size

6" x 4"

Business reply envelopes and postcards are subject to strict design requirements from the U.S. Postal Service. Please *do not* create your own version of these items. Contact the Office of Communications and Marketing (931-598-1286) or Print Services for designs that are accepted by the USPS.

**Please note that the zip codes shown as examples are specific to mailer size and department sending the mailer and may change.**

4" x 6" business reply postcard (SAMPLE ONLY — CONTACT PRINT SERVICES TO USE)



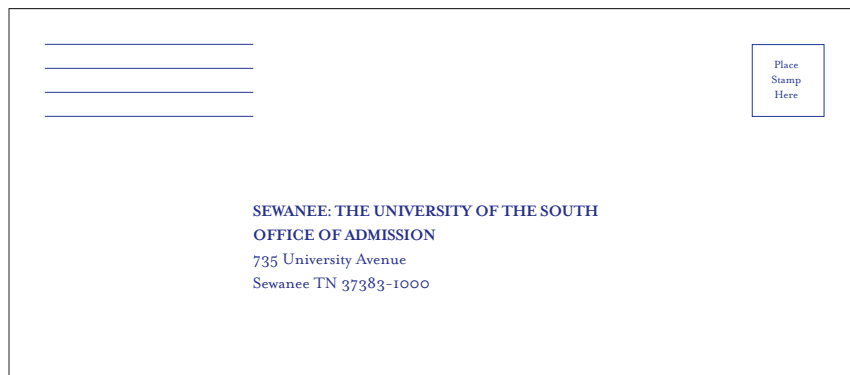
Business reply items NOT to scale —  
please contact Print Services for these items

All stationery items must adhere to the identity guidelines and must be ordered through:

**Office of Print Services**  
printservices@sewanee.edu  
931-598-1571 (or x1571)

## #9 Envelope

## 4.11



InDesign file: Sew\_Env\_#9.indd (page 1)

### Size

#9:

8 7/8" x 3 7/8"

### Color

Pantone® 273 or black

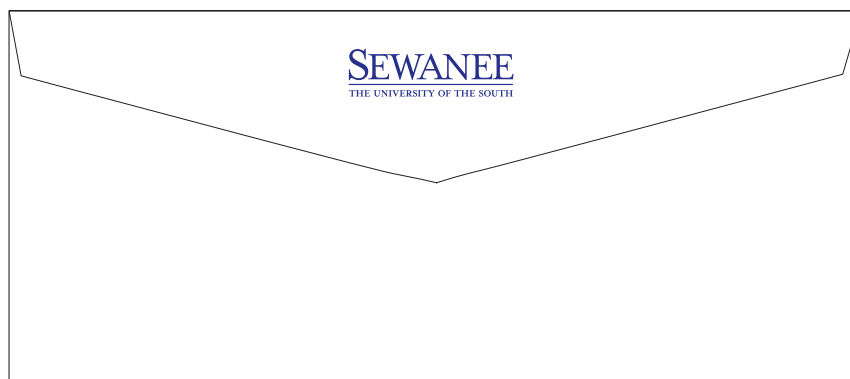
### Paper stock

Cougar Opaque  
or 24# white wove

All stationery items must adhere to the identity guidelines and must be ordered through:

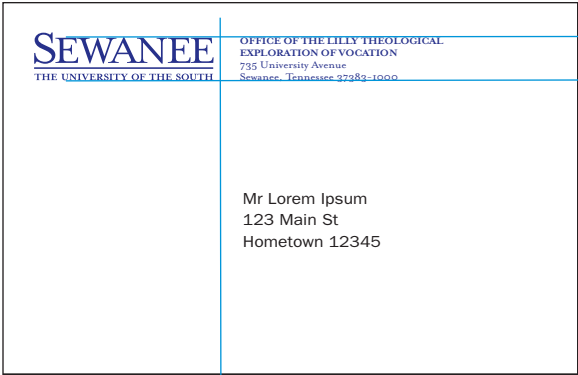
### Office of Print Services

printservices@sewanee.edu  
931-598-1571 (or x1571)



InDesign file: Sew\_Env\_#9.indd (page 2)

1-out label form/6" x 3 7/8" trim size



2 line department name  
address block cap aligns  
with top of logomark, base  
aligns with base of logomark

Imprinted address block  
left aligns with left edge of  
address at top.

**Size**  
6" x 3 7/8" standard,  
or size specific to individual  
department needs

**Logomark**  
letterhead size

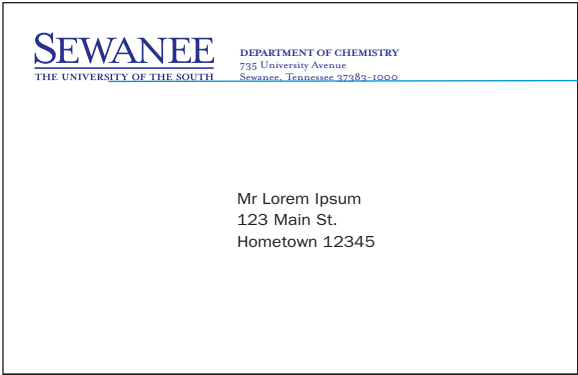
**Typography:**  
See page 2.9 for address  
block style

Imprinted  
destination address:  
Franklin Gothic Book or Arial  
(see page 3.3)

Print four up, kiss cut on an  
8 1/2" x 11" page.

All stationery items must ad-  
here to the identity guidelines  
and must be ordered through:

**Office of Print Services**  
printservices@sewanee.edu  
931-598-1571 (or x1571)



1 line department name  
address block base aligns  
with base of logomark

**Color**  
Sewanee logomark:  
Pantone® 273  
Note that ink needs to  
be heat resistant.

**Paper stock**  
Fastrack or other "crack  
and peel"

InDesign file: Sew\_Mail\_Labels.indd

# Routing Slip

4.13

SEWANEE

THE UNIVERSITY OF THE SOUTH

DEPARTMENT OF CHEMISTRY

FROM

.....

TO

.....

.....

DATE

.....

☐ For your information

☐ Please return with comments

☐ Please route in order listed

☐ Please handle

InDesign file: Sew\_Routing.indd

## Size

Routing slip:  
4 1/4" x 5 1/2"

## Logomark

letterhead size

## Color

Sewanee logomark  
and all text:  
Pantone® 273 or black

## Paper stock

20# Bright White Wove  
(or similar)

It is recommended that the routing slip be printed 4-up on a standard, letter sized sheet.

All stationery items must adhere to the identity guidelines and must be ordered through:

**Office of Print Services**  
printservices@sewanee.edu  
931-598-1571 (or x1571)

# Application

- 5.1 The Sewanee Name
- 5.2 Sewanee Primary Color Palette
- 5.3 University Vehicle Signage
- 5.4 University Ground Signage
- 5.5 Bookstore Guidelines
- 5.6 Sample Publication Templates
- 5.7 Font Options in Typical Text Applications
- 5.8 Powerpoint Templates



First, it must be understood that the official and legal name of this institution is “The University of the South.” In the past, though, unorganized use of this official name and the University’s familiar name, Sewanee, has been confusing to those unfamiliar with the institution. In addition, college guides and Web sites that have become so crucial in young people’s college searches may list the institution under as many as four different entries—beginning with “The,” “University,” “South,” or “Sewanee.”

To best avoid confusion and to honor the history and character of the institution, a consistent reference to the name of the institution is critical. So, for extended audiences unfamiliar with the institution, the naming convention “Sewanee: The University of the South” should be used on a first reference. Subsequent references may be to “Sewanee” or “the University.” This convention should not be used for those familiar with the University. Appropriate use of this convention is for admissions publications. An inappropriate use would be in alumni publications or those intended for the campus community.

First usage example for audience unfamiliar with the University:

State of Tennessee Supreme Court Justice Adolpho A. Birch, Jr. will speak at **Sewanee: The University of the South** on Thursday, March 11.

Second or subsequent usages for audience unfamiliar with the University:

Justice Birch’s talk begins at 7:30 p.m. and will be held in Convocation Hall on the **University** campus. It is free and open to the public. Justice Birch’s talk is sponsored by the African American Alliance at **Sewanee**.

## Sewanee Primary Color Palette

5.2



PANTONE 273

**For print applications**

Sewanee Purple

Pantone® 273

**Process Matching:**

Cyan 100%

Magenta 96%

Yellow 0%

Black 5%

**For Web applications**

Sewanee Purple:

330066



PANTONE: 1235

**For print applications**

Sewanee Yellow

Pantone® 1235

**Process Matching:**

Cyan 0%

Magenta 29%

Yellow 91%

Black 0%

**For Web applications**

666666

*Note that the colors on this printout are an approximation of the actual colors.*

*See Pantone's® color chips for accurate color swatches for the Pantone® spot and 4-color process equivalent.*

*The Web color is designed for RGB interpretation on a computer screen.*

The Sewanee logomark is to be used as a primary identifier on all official Sewanee vehicles. The logomark is to screen printed as a Purple match to Pantone® 273 on a gloss white pressure-sensitive substrate. Please hold a minimum of 1" of clear space from the outer edges of all artwork. The logoart is to be positioned as shown on the front door

panels. Avoid placing near protrusions and other distractions. In addition, University departments should brand their vehicles with Departmental Office nameplate as shown (please see Section 2 for details on type sizing, spacing and other appropriate design constraints. All artwork shall be 1-color Purple to match Pantone® 273.

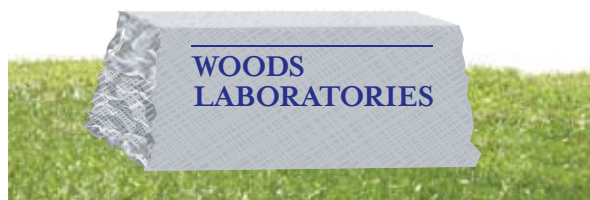




Directional sign



Building sign—1 line name



Building sign—2 line name

Ground-based directional and location signage may be implemented as future project to replace the existing aging wooden signage. The following proposed concept sketches have been designed to fit within this identity system. University campus signage should include ground-based directional signage as well as marker signs for all buildings not already having permanent exterior signage.

Primary color of sign should match Sewanee Purple Pantone® 273 (see page 2.2). It is recommended that the secondary color brown match Pantone® 1395 (see page 5.3).

## Materials:

*Directional signage:* We recommend the use of carved stone posts with match purple and brown porcelain panels. The use of the Sewanee logomark is to be used for all directional signage to increase the branding of the identity.

*Building marker signs:* We recommend the use of rough-hewn stone ends and back with semi-polished front sign face. Note building name typography is etched and filled with purple. Note the use of a rule line over the building name to reflect the Sewanee logomark.

## Logomark

All University branded merchandise shall conform to the use of the Sewanee logomarks shown in this manual. Applications of the University mark and its typography for novelty items or merchandise are subject to approval for licensing by the Office of Communications and Marketing. Requests for review of designs may be forwarded directly to them and will be evaluated for their compliance with the University's identity standards. This process applies both to University materials as well as to those prepared by outside vendors for on-campus clients.

**No other graphics or logo intended to represent the University should be developed or used unless approved by the Office of Marketing and Communication.**

## Use of the name "Sewanee" and "The University of the South" on clothing and merchandise

When the name *Sewanee* and *The University of the South* are used together, the Sewanee word mark should be used.

The name *Sewanee* and *The University of the South* may be used separately on merchandise and clothing as defined below.

The name *Sewanee* **OR** *The University of the South* may each be used alone in the following styles:

- Block letter style (with slab serifs)
- a. Arched baseline
  - b. Straight baseline

**SEWANEE**

"Old English" style

*Sewanee*

Brush script style

*Sewanee*

The Sewanee initial "S" may be used in the following styles.

Block letter style (with slab serifs)

**S**

"Old English" style

*S*

Brush script style

*S*

## Use of the University Seal on Merchandise

The seal should only be used as an official expression of the University on high quality items which may include:

Captain's chairs

Official school rings

Selected engraved crystal, gold, silver, brass, pewter and wooden items such as jewelry, blazer buttons, and Cross pens.

Other items as approved by the Office of Marketing and Communication.

For additional guidelines governing the use of the University seal on merchandise see page 6.1

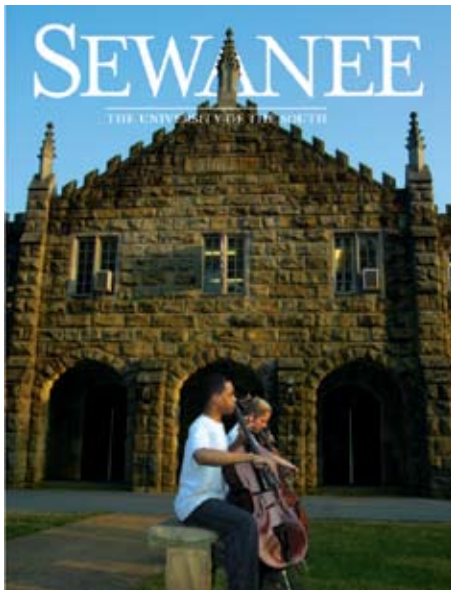
**Note:** *The use of the seal is to signify formal and official University endorsement, rather than for decoration.*

# Sample Publication Templates

5.6

The generic design templates below represent brochure applications of the logomark, the Sewanee nameplate, and the official university name-

plate. These templates provide basic solutions for consideration for usage throughout the University and departmental publications.

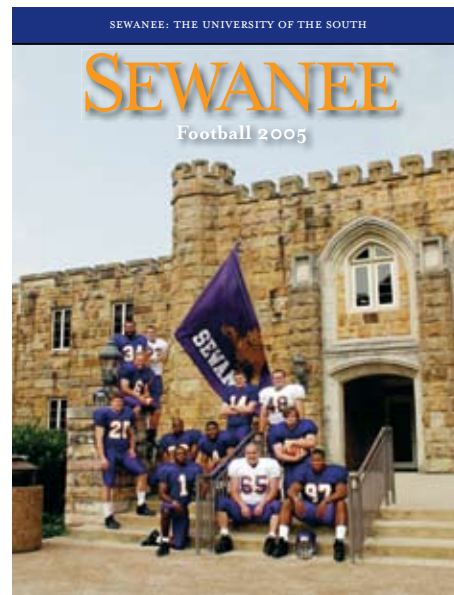


**Brochure cover**

Use of shorter nameplate

Use of full name as art, but disconnected  
“University of the South”

Bold imagery interacting with typography

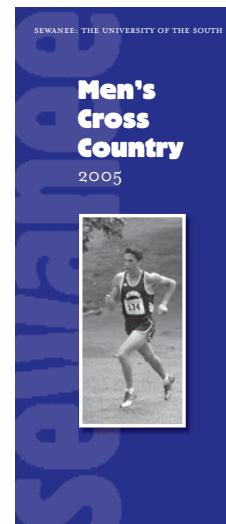


**Booklet/Program Covers**

Name in horizontal nameplate

Use of gold and purple colors

Note: official logomark does not need to appear on front cover



*Sport brochures: 2-color*

**Small Brochure Covers**

Pantone® 273 or CMYK color build

Note: official logomark does not need to appear on front cover



*Admission brochures: 4-color*



**Newsletter Front**

Modified 2+ column grid

Use of logomark to masthead type  
x-height alignment

Departmental name area

Showing sample type treatments  
(See following page for more specific  
sample specifications)

Examples of Decorative style font headline with text options.

Sample text set in Franklin Gothic Book 9 point type set with 12 point leading orem tincidunt ut laoreet dolore magna aliquam niam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

**10 pt sample headline set in Block BE Condensed caps and lower case.**

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit

Sample text set in Mrs Eaves 10.25 point type set with 12 point leading orem ipsum dolor sit amet, consectetur adipiscing erat quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

**10 PT SAMPLE HEADLINE SET IN BLOCK BE CONDENSED ALL CAPS.**

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit

Examples of Traditional Business style font headline with text options.

Sample text set in Franklin Gothic Book 9 point type set with 12 point leading orem ipvolutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

**10 pt sample headline set in Franklin Gothic Demi caps and lower case.**

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit

Sample text set in Mrs Eaves 10.25 point type set with 12.5 point leading orem euismod tincidunt ut laoreet dolore magna minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

**11 PT SAMPLE HEADLINE SET IN MRS EAVES BOLD ALL CAPS (-30 TRACK).**

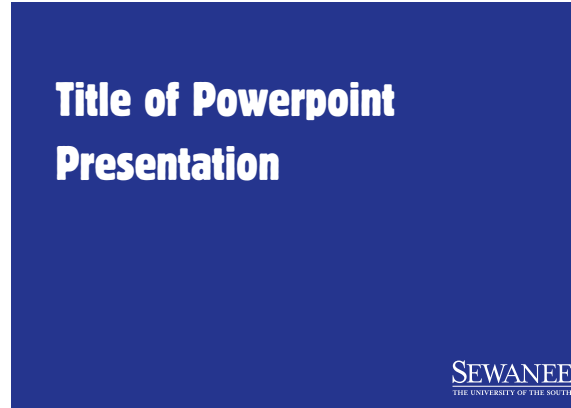
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit



Opening slide

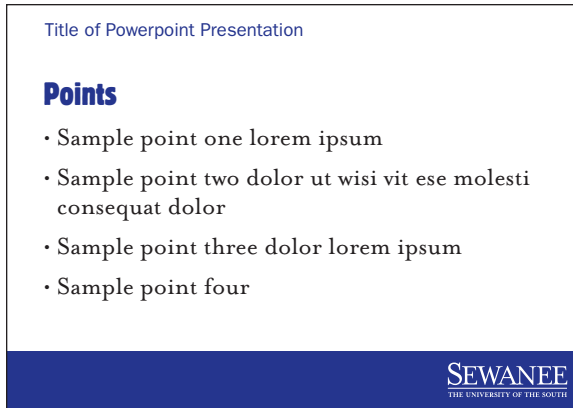


Title slide

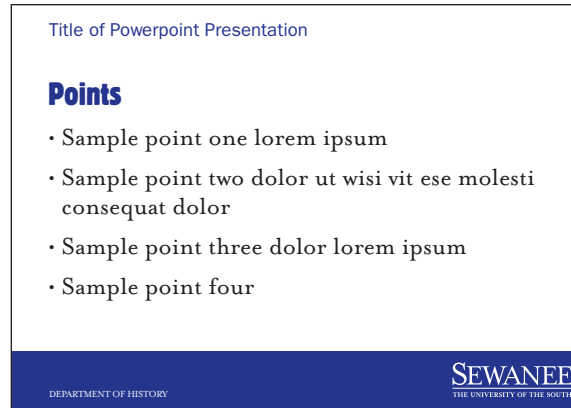


Powerpoint master PPT templates should be created and distributed to all departments for consistent presentations for both internal and external communications. We recommend that the consistent and regular use of the Sewanee logomark be used on every page. Departmental variations may be constructed following guidelines on page 2.8.

Bullet points



Bullet points—Departmental version





The Sewanee Annual Fund Nameplate



Sewanee Music Festival Nameplate



Note that the style of the word "Sewanee" in the nameplates is an exact pick-up from the logomark.

The sample artwork to the left shows how the Sewanee Nameplate can be used in subbranding identity applications. The Sewanee nameplate typography can be picked up as is (either as the original type file or as outlined) and used as a foundation for building these units. As stated elsewhere in the manual, do not distort the Sewanee nameplate type, change the relative cap height type sizes or tracking.

All other type surrounding the logomark should pick up the same or similar feel to the components of the Sewanee logomark. Note that we recommend using a horizontal line rule in use of hierarchy and design which is a pickup from the Sewanee logomark as well as the official school name in all caps underneath it whenever this is appropriate. We recommend keeping the number of these subbrand identities to a minimum to avoid diluting the impact of the Sewanee logomark.

An example of a special instance of the extension of the Sewanee logomark is the School of Theology logomark (see page 7.1).

Sewanee Music Festival Nameplate—Color variation



# University Seal

## 6.1 The Official University Seal



Use of the Sewanee University seal is limited to official administrative office publications such the Office of the Vice Chancellor, the Sewanee Office of the Student Assembly, and for diplomas, commencement, convocation, regents and trustee, and other official publications. The artwork shall not be used for other University applications (except as defined at right).

The minimum reproduction size is 7/8" in height. It shall always be used in a vertical orientation.

The seal may be reproduced in print format as well as blind or embossing art combined with offset inks or foils.

Contact the Office of Communications and Marketing to inquire if your use for the seal may be applicable.

## Other permissible uses for the University Seal

The seal should only be used as an official expression of the University on high quality items which may include:

- Captain's chairs
- Official school rings
- Carefully selected engraved crystal, gold, silver, brass, pewter and wooden items such as jewelry, blazer buttons, and Cross pens.
- Other items as approved by the Office of Marketing and Communication.

**Note:** *The use of the seal is to signify formal and official University endorsement, rather than for decoration.*

# School of Theology

- 7.1 School of Theology Logomark
- 7.2 School of Theology Logomark Coloration
- 7.3 School of Theology Letterhead — Departmental
- 7.4 School of Theology Letterhead — Faculty
- 7.5 School of Theology Letterhead — Programs Center
- 7.6 School of Theology #10 Envelope
- 7.7 School of Theology Business Card



The School of Theology is a unique school in the Sewanee University requiring its own logomark. The logomark utilizes the standard Sewanee logotype as a basis for its construction (see Section 2).

**Color**  
Sewanee Purple  
Pantone® 273

For all School of Theology visual applications (print and Web media), this logomark is to be used, not the standard Sewanee logomark.



Figure 1



Figure 2



Figure 3



Figure 4



Figure 5

Adhering to the following color reproduction guidelines will help in creating a consistent image and maintaining the visual impact of the logomark.

When printing over a white or light background, the logomark should be reproduced in Pantone® 273 or its equivalent (figure 1). In one- or two-color applications where Pantone® 273 is not available, the logomark should be reproduced in the darkest color available (figure 2).

When appearing on a dark or black background, the entire logomark should reverse out to white (figures 3, 4, and 5).

Imprinted text  
block positions  
1 1/2" (9 picas)  
from left and  
right edges and  
2" (12 picas) from  
top edge.

A minimum of  
1" (6 picas) is  
required from the  
base of the im-  
printed text block  
and the bottom  
edge.

Address line:  
9/11 pt.  
Mrs Eaves  
Roman



September 1, 2004

Lorem ipsum dolor sit amet  
123 Consectetur adipis  
Sed diam nonummy nibh 12345

Dear Recipient:

(set in Franklin Gothic 9.5/16pt with 1.5" margins) Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

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Signoff;

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335 Tennessee Avenue • Sewanee, Tennessee 37383-0001 • Telephone: 931-598-0000 • Fax: 931-598-0000 • www.sewanee.edu

InDesign file name: Sew\_Ltrhd\_Theol.indd

## Size

8 1/2" x 11"

## Logomark type

letterhead size

## Letter margins

Top: 2"

Left: 1 1/2"

Right 1 1/2"

Bottom: 1"

## Typography

Address line:

9 pt. Mrs Eaves Roman

## Body text

9/16 Franklin Gothic Book  
or Arial (see page 3.3)

One extra line space  
between paragraphs

## Color

Pantone® 273

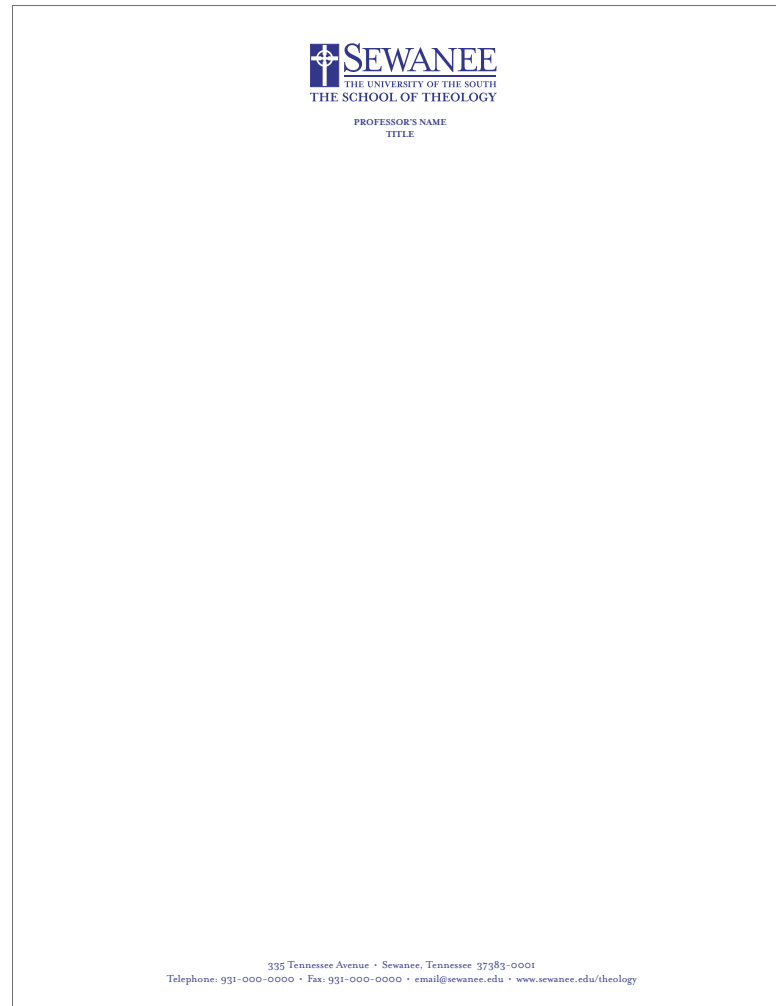
## Paper stock

Cougar Opaque

All stationery items must adhere to the identity guidelines and must be ordered through:

## Office of Print Services

printservices@sewanee.edu  
931-598-1571 (or x1571)



## Size

8 1/2" x 11"

## Logomark type

letterhead size

## Letter margins

Top: 2"

Left: 1 1/2"

Right 1 1/2"

Bottom: 1"

## Typography

Address line:

9 pt. Mrs Eaves Roman

## Body text

9/16 Franklin Gothic Book  
or Arial (see page 3.3)

One extra line space  
between paragraphs

## Color

Sewanee logomark and url:

Pantone® 273

Address line:

Pantone® 405

## Paper stock

Cougar Opaque,  
25% Cotton (100% recycled,  
30% post-consumer)  
24# white wove

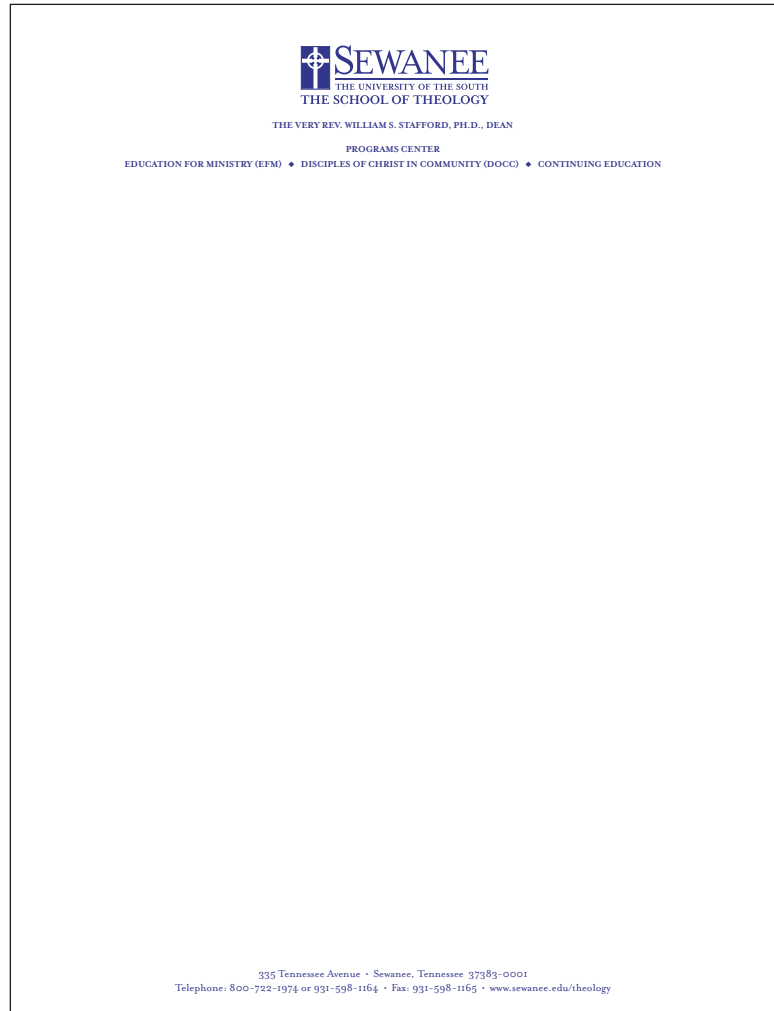
All stationery items must adhere to the identity guidelines and must be ordered through:

## Office of Print Services

printservices@sewanee.edu

931-598-1571 (or x1571)



**Size**

8 1/2" x 11"

**Logomark type**

letterhead size

**Letter margins**

Top: 2"

Left: 1 1/2"

Right 1 1/2"

Bottom: 1"

**Typography**

Address line:

9 pt. Mrs Eaves Roman

**Body text**

9/16 Franklin Gothic Book  
or Arial (see page 3.3)

One extra line space  
between paragraphs

**Color**

Pantone® 273

**Paper stock**

Cougar Opaque

All stationery items must adhere to the identity guidelines and must be ordered through:

**Office of Print Services**

printservices@sewanee.edu

931-598-1571 (or x1571)

# School of Theology #10 Envelope

7.6

See page 2.8  
for address block  
specifications

## Front



Mr Lorem Ipsum  
123 Consectetur adipisicing  
Sed diam nonummy nibh 12345

InDesign file name: Sew\_Env\_#10\_Theol.indd

## Size

#10 Commercial:  
9 1/2" x 4 1/8"

## Logomark

letterhead size

## Typography

Return address:  
Mrs Eaves Roman  
8.75/10.5 pt.

Imprinted  
destination address:  
Franklin Gothic Book or Arial  
(see page 3.3)

## Color

Sewanee logomark and text:  
Pantone® 273

## Paper stock


Cougar Opaque,  
25% Cotton (100% recycled,  
30% post-consumer)  
24# white wove

All stationery items must adhere to the identity guidelines and must be ordered through:

**Office of Print Services**  
printservices@sewanee.edu  
931-598-1571 (or x1571)

Shorter contact information

Size and position of logotype remains the same on all standard business cards.



**DONALD S. ARMENTROUT**  
 Assoc. Dean for Academic Affairs  
 Prof. Church Hist & Hist.Theology

335 Tennessee Avenue  
 Sewanee, Tennessee 37383-0001

Office: 931-000-0000  
 Fax: 931-000-0000  
 Email: 00000@sewanee.edu

[www.sewanee.edu/theology](http://www.sewanee.edu/theology)

Name/title/department text block: Cap height of text positions 11 points from top of card.

Base of address block base aligns with base of logomark.

Base of first line of contact information block base aligns 7p9 from top of card.

Base of url always aligns 11 points from bottom edge of card, regardless of whether the above contact information block is four or fewer lines deep.

InDesign file name: Sew\_BusCard\_Theol.indd

**Size**  
 3 1/2" x 2"

**Logomark type**  
 letterhead size

**Typography**  
 Mrs Eaves Roman  
 8.5/10 pt. with 6 points of extra space below the address block


**Color**  
 Sewanee logomark: Pantone® 273

**Paper stock**  
 Cougar Opaque

All stationery items must adhere to the identity guidelines and must be ordered through:

**Office of Print Services**  
 printservices@sewanee.edu  
 931-598-1571 (or x1571)

4-line contact information



**DONALD S. ARMENTROUT**  
 Assoc. Dean for Academic Affairs  
 Prof. Church Hist & Hist.Theology

335 Tennessee Avenue  
 Sewanee, Tennessee 37383-0001

Office: 931-000-0000  
 Cell: 615-000-0000  
 Fax: 931-000-0000  
 Email: 00000@sewanee.edu

[www.sewanee.edu/theology](http://www.sewanee.edu/theology)

InDesign file name: Sew\_BusCard\_Theol.indd

This example shows the contact information at its maximum allowable depth of 4 lines. The url positions in its fixed location, 11 points from the bottom edge of card.

# Contact Information

All stationery orders must be placed through:

**Office of Print Services**  
printservices@sewanee.edu  
931-598-1571 (or x1571)

For specific design guidelines only, please contact:

**Office of Communications and Marketing**  
931-598-1286

**Susan C. Blettel**  
Graphic Designer  
Communications and Marketing

931-598-1617  
sblettel@sewanee.edu