

Brand Guidelines

Capital
University
Ask. Think. Lead.

3 Our Brand

OVERVIEW // OUR NAME // BRAND STRATEGY // BRAND ARCHITECTURE // BRAND FOOTPRINT // BRAND MESSAGING // WILL YOU? STORY // AUDIENCES // BRAND PERSONALITY

11 Our Voice

WHY IT MATTERS // EXAMPLES

17 Our Logo

VARIATIONS // USAGE AND APPLICATIONS // COLOR // SEAL AND CRUSADER

30 Our Visual Language

COLOR PALETTE // FONTS // GRAPHIC ELEMENTS

41 Our Photography

UNIVERSITY EXPERIENCE // STUDENT PROFILES

47 Demonstration

STATIONERY // SEARCH DIRECT MAILER // VIEWBOOK // WEB // ACCEPTANCE FOLDER // DONOR BROCHURE // CAPITAL MAGAZINE

Our brand is the total experience we create for our students, faculty, alumni, parents and community.

Our Brand

OUR BRAND

Capital University has invested significant resources to define our brand strategy and visual identity in an effort to help us communicate more effectively and better serve our audiences.

Our brand is more than our name or our logo. It's the way we look, act and speak. It's the day-to-day essence of this university. It explains what we're about and what we offer beyond the classrooms and chalkboards. When we live up to our brand, everyone can connect with our offer in a more meaningful way. It helps our faculty and staff to better do their jobs. And it helps our students see the value we bring to their education.

CAPITAL UNIVERSITY

Use this name when speaking with the community, parents and alumni.

CAPITAL

Once the "introduction" is made with the full name, the short name may be used when speaking with current and future students, alumni, faculty, and staff.

CAP

Use this name only on rare occasions when speaking in a very casual voice to existing students.

Our Brand

OUR OFFER

Our brand essence is simply what we stand for. It's the "big idea," or organizing principle. The most powerful brand essences are rooted in the fundamental needs of their audiences and can be boiled down to a few simple words.

A relevant liberal arts core and deep professional programs that are taught in a demanding, hands-on environment by internationally renowned leaders who care about just one thing: engaging students.

**Critical thinking,
critically applied.**

Our Brand

OUR VISION

Our vision describes how we see ourselves and how we want others to see us. Over time our values will become apparent and credible through our actions, our willingness, and our ability to deliver on every promise, time and time again.

Transforming lives for the common good.

THROUGH

ACTIVE PARTICIPATION

INTELLECTUAL INQUIRY AND ARTISTIC ENDEAVOR

COMMUNITY

ETHICAL REFLECTION AND CIVIC ENGAGEMENT

COLLABORATION

LEADERSHIP

SERVICE

INDIVIDUAL GUIDANCE

INDEPENDENT, CRITICAL THINKING

Our Brand

OUR ARCHITECTURE

It all starts in a liberal arts core and — depending on the student — can lead to professional education in one of our focused programs. This unified college reflects our Lutheran heritage and speaks to the university's commitment to services and its dedication to the public good.

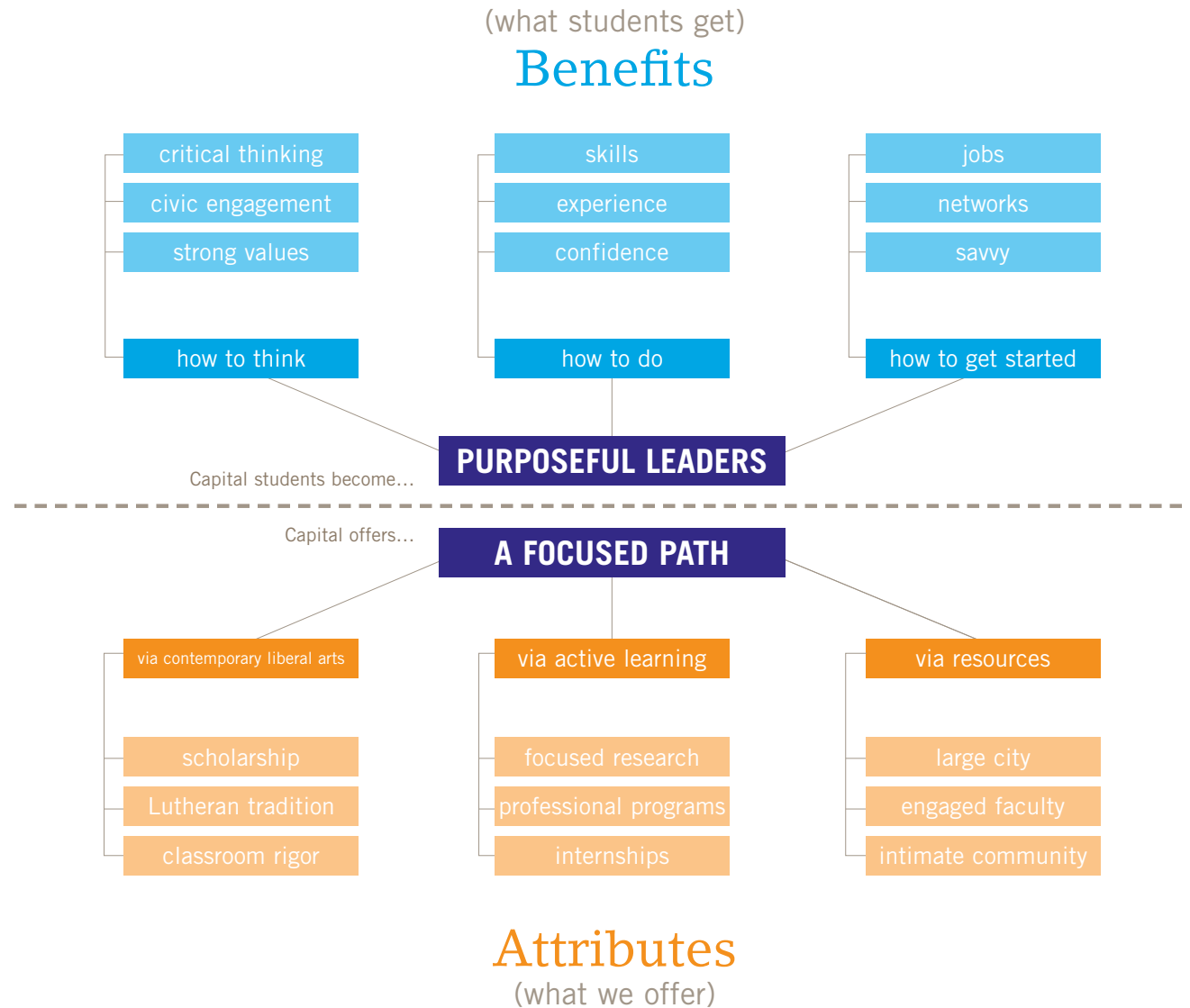


Our Brand

OUR MESSAGE

Given the complexity of what we do, it's especially important that we focus on the benefits our education provides (what our students get) before delving into our various academic programs and how we deliver them (what we offer). Engage your audience by first addressing their most pressing concerns and challenges. Then win them over by explaining how Capital will make it happen.

Mapping our offerings (attributes) and our values (benefits), we can show how they work together to provide the foundation for clear, consistent and compelling brand messaging.



Our Brand

OUR AUDIENCES

We talk to a diverse group of people. And that means we can't always communicate in exactly the same way to everyone.

There are occasions when we need to dress language up or down so that our message is heard clearly.

We have identified six key audiences, each of whom requires a slightly different look and sound. Some call for us to be more formal, while others allow us to take a more casual approach. As a result, you'll find that some elements of the brand language should be dialed up or down, depending on the audience.

FUTURE STUDENTS

Teenagers hear from hundreds of colleges. So strike a casual tone, using clever, humorous, even risky approaches to break through. Grab their attention and hold it. It's also important to keep things concise. (Focus groups show that high school students aren't likely to read pages and pages of content.)

PARENTS

When communicating with parents, it's important to be reassuring. Spell out every message clearly, and throw in a hint of personality to show parents we understand where they're coming from.

ALUMNI

This is a nostalgic group, so include stories and old photos in development pieces. Reinforce the role Capital plays in their lives. And, while alumni love to relive their college experiences, they've since grown more mature. A slightly more reserved and respectful tone serves this audience well.

CURRENT STUDENTS

Capital students live and breathe the brand every day. So be casual, direct, witty, and above all, honest. Give them content they can relate to — and be sure to make communication a two-way conversation, not a dictate from the campus authority. (They'll appreciate the consideration.)

COMMUNITY

When we speak to the community, our messaging and look may shift. Formality is sometimes required — but never at the expense of being approachable, direct and concise. Consider the demographic and then craft a message that your audience can relate to.

FACULTY & STAFF

Faculty and staff appreciate intellectualism and respect — it's a large part of why they work at an institution of higher learning. Be cognizant of those traits while communicating in a familiar and conversational way. This group owns the brand more than all others — be sure they feel ownership of it.

Our Brand

OUR PERSONALITY

To make a meaningful connection with our students, faculty, staff, alumni and the larger community, it's helpful to describe our brand in human terms, to give it a personality.

Like any person, our brand has characteristics that describe how we think and want people to think about us (intellectual traits). Our brand also has characteristics that describe how we feel and how we want people to feel about us (emotional traits).

Use these characteristics to imagine how our brand should communicate in different contexts and to different audiences.

RELEVANT

Professional
Hands-on

RIGOROUS

Challenging
Demanding

PRESTIGIOUS

Influential
Savvy

APPROACHABLE

Caring
Considerate

ENGAGING

Dynamic
Stimulating

PASSIONATE

Creative
Intense

Intellectual

How our audiences think about Capital

Emotional

How our audiences feel about Capital

Our voice creates a recognizable style that's all our own. It helps us get noticed. It ensures we're heard. And it allows our personality to shine.

Our Voice

WHY VOICE MATTERS

What we say is important. But how we say it is essential too.

HOW IT WORKS

WHERE VOICE FITS IN

Our message is what we say. It's the content and information we're trying to communicate. Our voice is the tone we use—whether spoken or written. It makes our message more approachable by giving it personality.

A campaign is the big idea that wraps our messages together. Campaigns change over time to reach new goals. But staying true to the brand's voice across campaigns ensures we're building recognition and trust.

SHOW SOME PERSONALITY

We're an institution comprised of thousands of individuals. But just because our collective personality is complex doesn't mean it can't be consistent. Whenever anyone speaks or writes as Capital, keep our personality traits in mind:

Be relevant. Show we're rigorous. Sound prestigious. Be approachable. Be engaging. Be passionate.

Let's talk about the person of our personality. Use the first and second person (we and you) so that Capital is speaking directly to the reader. Using these characteristics will help our voice stay consistent—no matter who is communicating as Capital.

PLAYING WITH GRAMMAR

The words we choose are crucial. But don't forget how the language comes together and interacts. Here are some elements worth playing with:

Verbs

Keep verbs active, up front, and close to the subject so that we make an impact and sound authoritative.

Syntax and Rhythm

Use short sentences and even fragments to add emphasis. Reading a message out loud is a great way to check if the rhythm is right.

Punctuation

Use colons and dashes to let messages breathe and to build ideas into a more memorable punch. Avoid ellipses (they sound as if we're grasping for our next thought).

USING CONSISTENT STYLE

Keeping our writing style consistent on all printed materials is essential in communicating our message. Use the Associated Press Stylebook as a reference to ensure our message is clear, concise and consistent.

Our Voice

WILL YOU?

Capital is a place where focused students find success. So we pose the question “will you?” to both challenge and inspire our community.

The device should be used sparingly, and only in promotional materials. Most commonly, the answers to “will you?” serve either as a list of accomplishments or as subject headlines — short, active and to the point.

When collecting answers, it’s important to find both small ideas and big goals (unexpectedness is what makes it interesting).

LIST

EXAMPLE:

Make beautiful music. Skydive. Sing a song. Write a play. Be inspired. Win a championship. Cross the finish line. Report the news. Offer care. Learn what love is. Organize a show. Win an argument. Learn a new language. See the world. Make money. Ride a bike. Write a brief. Worship. Take over a company. Form a protest. Debate a professor. Be accepted. Make a new best friend. Play new games. Read—a lot. Uncover artifacts. Perform. Cure a disease. Give comfort. Paint a masterpiece. Invent. Teach math. Host a radio show. Write a poem. Sculpt from clay. Run for office. Go to an opera. Raft whitewater. Join a fraternity. Impress clients. Experiment. Inspire a child. **Change the world.** Record a film. Build models. Develop real estate. Join a board of directors. Give advice. Write a program. Plant a garden. Be a mentor. Rush a sorority. Make investments. Sit outside. Shift perceptions. Save a life.

HEADLINE

EXAMPLE:

Play Hard.

Extraordinary efforts extend well beyond the classroom at Capital. Athletics play a big part in many students’ lives. We have 18 varsity sports — all of them competitive.

And, if you enjoy the spirit of competition in a more relaxed form, there are intramural sports to choose from every season.

Our Voice

TIPS

There's no formula for a great use of voice. But keeping a few ideas in mind will help guide us the right way.

CLARITY

Every communication needn't contain every detail. Focus on what's both important and relevant — otherwise, the clutter will ensure no one gets the message we're trying to communicate.

WHITE SPACE

Breathing room is okay. In fact, it's encouraged. So organize the information, then use white space to give the eye a place to rest and digest what it has just read.

CLICHÉS

It's easy to resort to clichés — at first blush, they sound catchy. But they should be avoided. Use personality to our advantage by being original and engaging.

ATTENTION SPAN

Create a clear hierarchy so that key messages are communicated at every level. Each piece can tell a story in five seconds, 30 seconds and a few minutes. Spoon-feed at every level of attention with headlines, subheads, call-outs, highlights and clear body copy.

FORCED EXCITEMENT

If the message isn't something we'd yell, it doesn't deserve an exclamation point. Exclamation points create forced enthusiasm (and that detracts from our credibility).

Our Voice

IN PRACTICE

Our voice can lean on many attributes. But it always sounds consistent and reflects our personality traits.

ACCEPTANCE PACKET

In this example, our audience is both teenagers and their parents. And no matter who is reading, our voice comes through as credible and conversational.

Here's the brag-worthy stuff.

Destined for favored fridge-front real estate. Or a prime page in the scrapbook. The point is, we're thrilled you're considering Capital. So our president wrote you a note, and we included a certificate to commemorate the occasion. (At the very least, pass it to your parents.)

STUDENT PROFILE

Here, we use voice to sound inspirational and intellectual in order to show a polished image to a broad community who may be unfamiliar with who we are.

She will inspire adolescents.
(No easy task.)

She will prove the #2 pencil mightier than the sword.

She will teach lessons sure to last a lifetime.

She is

Kristen Forman

SOPHOMORE, EARLY CHILDHOOD EDUCATION

STUDENT SEARCH

It's important to speak to potential students in a casual, relatable way — even when describing our university's talking points.

SHOW YOUR STUFF.

It's easier for teachers to call on you when most classes contain 25 students. (But it makes it easier to learn, too.)

Our Voice

POSITIONING STATEMENT

Our positioning statement communicates who we are and what we stand for. And it does this in our own unique voice. It's a concise representation of what's quintessentially Capital.

We aren't looking for blank canvases. We're interested in masterful works in progress, who need an environment both familiar and challenging. Capital University offers a focused path — grounded in liberal arts — for students who can picture who they want to be, and are ready to work hard to achieve their dreams.

Our logo is our name.

It's a symbol of who
we are and what we do.

It's Capital University
at a glance.

Our Logo

LOGO

This is our logo. It is strong, sophisticated and timeless.

The logo should be used in a clearly protected space.

It should not be distorted, stretched, or squeezed, nor recreated in any other typeface.

The font used in the logo should be used only in the logo. Refer to the fonts section in the next chapter for font options for official communications.

The logo for Capital University is displayed within a large orange rectangular frame. The word "Capital" is written in a dark blue, serif font, and the word "University" is written below it in a grey, serif font. The text is centered within the frame.

Capital
University

Our Logo

TAGLINE

As the oldest university in Central Ohio, we're filled with tradition. Our Lutheran heritage guides our actions today as much as when we were founded. Our tagline reflects these core values in an active and compelling voice. The principles of free inquiry, critical thinking and leadership are reduced to their simplest form: Ask. Think. Lead. There's no simpler way to convey Capital.

Ask. Think. Lead.

Our Logo

CONFIGURATIONS

The Capital University logo can be used in two different lockups, with or without the tagline “Ask. Think. Lead.” See the Demonstration section for examples of proper use.

Some applications may require a logo smaller than the recommended dimensions found on the next two pages. In situations where the tagline is not relevant, it should be removed.

VERTICAL LOCKUP

Capital
University
Ask. Think. Lead.

WITHOUT TAGLINE

Capital
University

HORIZONTAL LOCKUP

Capital University
Ask. Think. Lead.

WITHOUT TAGLINE

Capital University

Our Logo

LOGO CLEAR SPACE

Our logo should be placed prominently, away from other elements such as headlines, body copy, graphics and photographs. Giving the logo plenty of breathing room ensures quick recognition of our logo and our brand.

Space around the logo should be equal to (or greater than) the height of the “U” in Capital University.

VERTICAL LOCKUP

- Step 1: Determine the height of the “U.”
- Step 2: Maintain that distance away from any other elements.



HORIZONTAL LOCKUP

- Step 1: Determine the height of the “U.”
- Step 2: Maintain that distance away from any other elements.



Our Logo

SIZE REQUIREMENTS

Logo recognition is a critical part of brand recognition. Maintaining a set of standards around the size of the logo will ensure that it is always visible and recognizable.

PREFERRED SIZE

The logo should be no smaller than the sizes below.

Capital
University
Ask. Think. Lead.

1.75"

CapitalUniversity
Ask. Think. Lead.

3"

MINIMUM SIZE

Some applications may require a logo that is smaller than the recommended dimensions. In these situations, the tagline should be removed and the logo can be reduced to the sizes below.

Capital
University

1" (minimum size)

CapitalUniversity

1.6875" (minimum size)

Our Logo

COLOR OPTIONS

Color is a fundamental part of the Capital University visual identity. Color helps us stand out and maintain consistency.

Ideally, we would always reproduce our logo in full color, but from time to time, we may need to print our logo in one color or in black and white. The information on this page shows the only acceptable color variations. The Capital logo should not be reproduced in any colors other than those shown on this page.

FULL

Capital Purple (PMS 2685) and PMS Warm Gray 8 on white:



on Capital Light Gray (PMS Cool Gray 1):



ONE

Capital Purple (PMS 2685) on white:



on ≤ 20% black:



on color:



BLACK

100% black on white:



on ≤ 20% black:



REVERSED

white on Capital Purple (PMS 2685):



on > 20% black:



on 100% black:



Our Logo

ON PHOTOGRAPHY

The logo must be positioned so that it lands in an area of the photograph where it is highly visible.

When that is not possible, place the logo on a flat field of color or white.

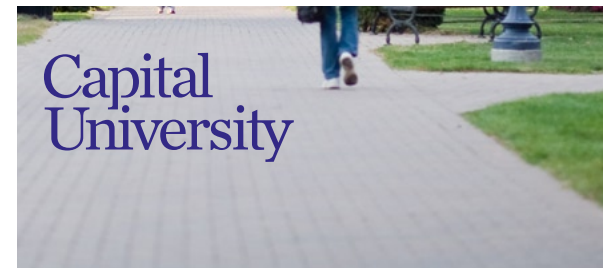
FULL COLOR

When using the full-color logo on a photograph, it must land in an area of high contrast.



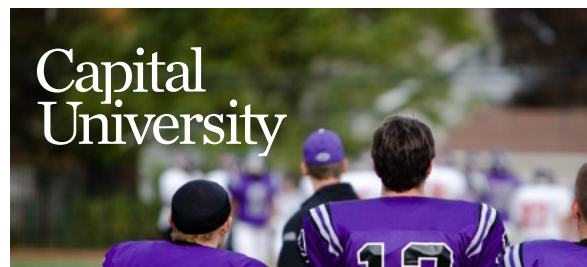
ONE COLOR

Use the one-color version of the logo when there are large areas of gray which would make the full-color logo illegible.



REVERSED

When placing the logo on a busy photograph, it may be reversed out to ensure visibility.



WHITE OR COLOR FIELD

If none of the previous versions allow for optimum visibility of the logo, then a clearance block may be added.



Our Logo

SCHOOL NAMES

Our unified college model means that our schools should be seen as part of the University's broader offer. Therefore, each school may lock up its name with the University logo — but only in the manner demonstrated on the following pages.

No additional lockups, logos or symbols may be created or used to identify a single school.

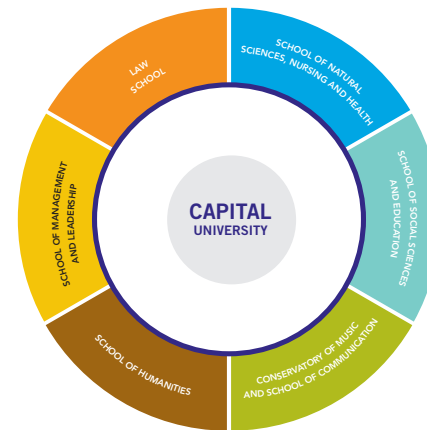
UNIFIED COLLEGE

This unified college reflects our Lutheran heritage and speaks to the university's commitment to services and its dedication to the public good.



UNIFIED LOGO

Our logo and school names represent the same idea. Unique specializations rooted in a strong University foundation.



Our Logo

SCHOOL NAMES

When creating communications that address one specific school, the lockups on this page should be used in place of the University lockup.

The schools must use their full names. No partial names, deviations, or abbreviations should be used.

School names may still exist away from the logo in text (incorporated into headlines, body copy).

Capital University
School of Law

Capital University
School of Humanities

Capital University
School of Management & Leadership

Capital University
School of Social Sciences & Education

Capital University
School of Natural Sciences, Nursing & Health

Capital University
Conservatory of Music & School of Communication

Our Logo

OTHER NAMES

Events, majors, publications, buildings, organizations and special programs should not be locked up with the Capital University logo.

These also should not have logos of their own unless specifically approved by the Public Relations and Marketing Department. Instead, these types of names should be treated as type in titles, mastheads, headlines, subheads, mastheads, or callouts.

See the examples to the right.

MAJORS

While school names may lock up with the logo, majors may not.

EXAMPLES:

Political Science
MBA
Theatre Studies
Early Childhood Education
Biology

Also, former school names like Conservatory of Music are now covered in the school lock-ups.

PUBS

Publications and newsletters should rely on mastheads rather than creating their own logos or locking up their names with the university logo.

EXAMPLES:

Insight
Capital Magazine
Family Network Newsletter

ORGS

Student and university organizations should not lock up their names or logos with the university logo. Athletics may use the Crusader logo with individual sport names.

EXAMPLES:

Student Government
Basketball
Greek Council, sororities,
and fraternities
Army ROTC
Debate Team
College Democrats

BUILDINGS

Buildings should be recognized for what they are: locations and destinations. Therefore they should be tied to an action in body copy or headlines.

EXAMPLES:

Cabaret Theatre
Yochum Hall
Troutman Hall
The Honors House
The Capital Center
Capital University
Bookstore
Schumacher Gallery

PROGRAMS

Special programs and events should be celebrated. They should be placed bigger than, and separate from, the university logo.

EXAMPLES:

L.E.A.D.
C.E.L.T.
Smooth Transitions
Lady Crusader Basketball
Shooting Camps
Homecoming

Our Logo

SCHOOL NAMES

When using the logo with a school name, please use an existing file rather than recreating the lockup. This will prevent any variations in the size, type, and arrangement.

Use the information on this page if you need to recreate the lockup:

- School name must appear under the logo
- School name must be left justified with the logo
- School name must be tightly tracked and kerned
- School name capitals are equal to the x-height in the University logo.
- The tagline may not be used

The space around the logo and school name should still be equal to (or greater than) the height of the “U” in Capital University. See the logo spacing section for more details.



Our Logo

SUPPORTING MARKS

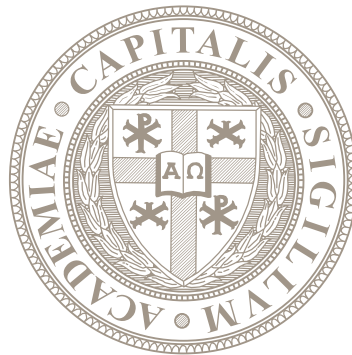
The university seal and the Capital crusader logo should be used only as secondary supporting marks.

They should not replace the use of the official university logo.

ACADEMIC SEAL

The seal can be used as a supporting logo on the core set of materials. There should be no other supporting marks used on these types of materials.

The seal can be blind-embossed, screened, or watermarked.



CAPITAL CRUSADER

The Capital crusader is used to personify our school. It should be used only for school spirit or sports-related materials.

The crusader should not be reproduced in any other colors except what is shown below.



Our visual language

creates consistency
and uniqueness.

It separates us
from our peers.

Our Visual Language

COLOR PALETTE

Using color is a quick, compelling way to communicate a message or create a mood. Like our student body, our palette's strength lies in its diversity. The palette is an extension of who we are and the vibrant community we inhabit. Color is a fundamental part of our visual language.

BUILD CONSISTENCY

The consistent color running through all university communications is Capital Purple. It is critical in maintaining consistency.



PMS 2685

C96/M100/Y0/K10
Hex 380982



PMS W.GRAY 8

C0/M9/Y16/K43
Hex 8B8078



PMS C.GRAY 1

C3/M2/Y4/K5
Hex E0E1DD

NOTE:

The new Capital Purple above replaces PMS 274 moving forward. Special attention should be taken to ensure that our new color is consistently applied.

BUILD EXCITEMENT

The supporting colors offer a range of options to enhance communications and excite audiences. They are intended to be used at their full intensity and should never be tinted or altered.



PMS 7460

C100/M6/Y1/K12
Hex 0086C5



PMS 7465

C50/M0/Y25/K0
Hex 2BC4B6



PMS 383

C20/M0/Y100/K19
Hex A2AD00



PMS 7406

C0/M17/Y100/K0
Hex EBB700



PMS 152

C0/M51/Y100/K1
Hex E57200



PMS 464

C10/M49/Y100/K45
Hex 855B27

NOTE:

Tints of the color palette should not be used.

Our Visual Language

FONTS

Along with our logo and color palette, our typefaces can help create cohesion between multiple communication tools. Type conveys something about our personality — and how we want our message to be received. While most people cannot identify typefaces, they can and do subconsciously associate type treatments with brands.

LINO LETTER

Use LinoLetter for:

HEADLINES

QUOTES

INTRODUCTORY PARAGRAPHS

Use the following weights:

Roman
Roman Italic
Bold
Bold Italic
Black
Black Italic

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Our Visual Language

FONTS

Along with our logo and color palette, our typefaces can help create cohesion between multiple communication tools. Type conveys something about our personality — and how we want our message to be received. While most people cannot identify typefaces, they can and do subconsciously associate type treatments with brands.

TRADE GOTHIC

Use Trade Gothic for:

BODY COPY

INFORMATION CALLOUTS

INTRODUCTORY COPY

SUBHEADS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Use the following weights:

Light
Light Italic
Regular
Regular Italic
Bold
Bold Italic

Our Visual Language

HEADLINE BLOCKS

The headline block graphic treatment is a manifestation of the common student practice of highlighting important information in a textbook. With that idea in mind, we apply this basic technique to our most important headlines, subheads, and facts that we don't want our readers to miss.

SINGLE LINE

Will You?

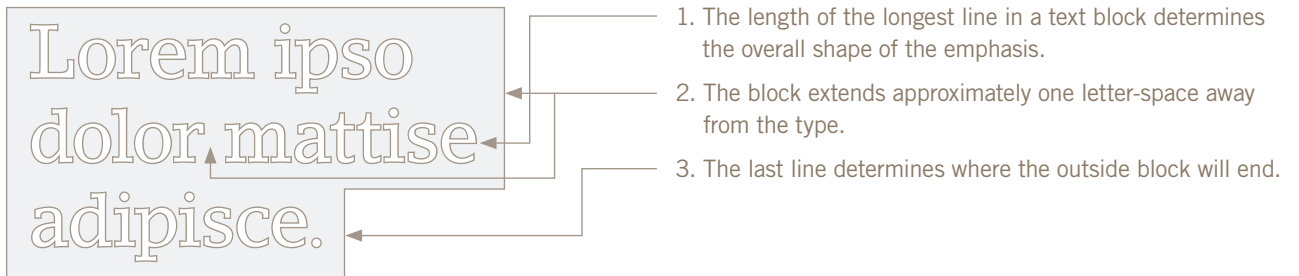
DOUBLE LINE

We believe.
You will.

MULTIPLE LINE

Capital calls
Columbus, Ohio
home.

HEADLINE BLOCK ANATOMY



Our Visual Language

HIGHLIGHTS

Much like our block headlines, we apply our highlight graphic treatment to subheads and other information within a passage of copy that we don't want our readers to miss.

SUBHEAD HIGHLIGHTS

A simple way to highlight subheads amid body copy is to apply a simple block of color under a fully capitalized phrase. Apply this to single-line subheads. Larger subheads may only use Trade Gothic Regular, while smaller subheads should use Trade Gothic Bold.

The surrounding color block should be 175% of the height of the capitalized text. The same amount of space above and below the subhead text should be applied to the sides.

Large Subhead (Trade Gothic Regular)

LOREM IPSUM DOLOR SIT AMET

Small Subhead (Trade Gothic Bold)

LOREM IPSUM DOLOR SIT AMET

ISOLATED HIGHLIGHTS

Occasionally a particular phrase or fact needs to be highlighted within a stretch of copy. If the highlighted copy is in a favorable location, a highlight that bleeds from the outside shape can add interest to a composition.

A free-floating highlight can also be applied anywhere within a passage of text.

Bleeding Highlights

Make your move. We'd love to hear more about you. So, visit us online at www.capital.edu/send-me-more, fill out the card below, or give us a call at 866-544-6175. That way, we can tell you more about us. And you can tell your parents you've taken the

Free Highlights

Sculpt from clay. Run for office. Go to an opera. Raft whitewater. Sit outside. Explain scripture. Impress clients. Inspire a child. **Change the world.** Record film. Perform. Build models. Join a board of directors. Give advice. Organize a show. Plant a garden. Rush a sorority. Cure a disease. Save a life.

Our Visual Language

INTRODUCTORY TEXT

Introductory copy is an opportunity to express our voice in a distinct way. Either one of our brand typefaces may be chosen, depending on the tone of voice.

LINOLETTER

LinoLetter may be used for introductory copy that expresses the more creative and engaging aspect of our personality. It has a more distinctive appearance that is both friendly and approachable. It provides a strong contrast to Trade Gothic, which always appears with it.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque tincidunt. Fusce varius mattis ipsum. Nullam viverra, orci eget convallis egestas eras turpis semper nibh eu laoreet magna leo a ipsum.

TRADE GOTHIC

Trade Gothic may be used for introductory copy that wants to express a committed tone of voice. It is clean and easy to read.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque tincidunt. Fusce varius mattis ipsum. Nullam viverra, orci eget convallis egestas eras turpis semper nibh eu laoreet magna leo a ipsum.

Our Visual Language

PAGE FRAMES

A simple frame surrounding color, photography, or even typography can add grounding and interest to page design. This simple technique creates an underlying structure to compositions.

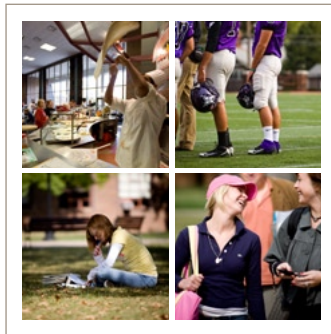
FRAMED PHOTOS

An outer frame of approximately 0.25 inch from the outer dimension is sufficient for typical page layouts. Different frame sizes can be applied to smaller inset photography.

Framed Photography



Multi-Framed Photography



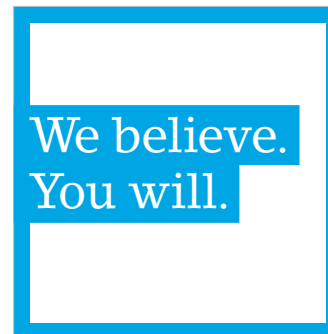
FRAMED COLOR

Frames around areas of color or frames of color create structure to the page. Adding and layering other elements create new shapes and depth.

*Framed Color
(with bleeding block headline)*



Frames of Color



FRAMED TYPE

Implied frames, created through the thoughtful placement of elements like text blocks, are another way we can establish our page frame visual language.

Framed Text

Make beautiful music. Change the world. Skydive. Sing a song. Write a play. Be inspired. Win a championship. Cross the finish line. Cure a disease. Offer care. Learn what love is. Save a life. Win an argument. Cry. Learn a new language. See the world. Write a poem. Ride a bike. Make money. Take over a company. Form a protest. Debate a professor. Be accepted. Make a new best friend. Play new games. Read—a lot. Give comfort. Uncover artifacts. Paint a masterpiece. Shift perceptions. Invent. Teach math. Host a radio show. Write a brief. Sculpt from clay. Run for office. Go to an opera. Raft whitewater. Join a fraternity. Impress clients. Join a board of directors. Give advice. Make investments. Perform. Sit outside. Inspire a child. Handle a blowtorch. Build models. Organize a show.

Our Visual Language

FRAME ARCHITECTURE

We've expanded our page frame graphic language to be a flexible design element adding interest and structure to our page layouts.

DYNAMIC STRUCTURE

The frame can be used as a dynamic and flexible element to make key points in a communication stand out. A frame does not need to be a closed shape to be an effective tool of our brand.



SUBJECT DIVIDER

Several frames can be used together to create a series of contained stories or thoughts within a layout. They may overlap or contain text and imagery, and interact with other frame elements. Throughout a particular communication piece, keep frame weights consistent.



Our Visual Language

BLOCK CLEARANCE

An advanced solution allowing photography and color to exist alongside each other is to allow them to overlap, creating unexpected shapes and relationships. The legibility of information should never be compromised, while still engaging our youthful audience.

TEXT BLOCKS ON COLOR

A contained area of information surrounded by one of our brand colors can provide a moment of calm and restraint. However, if all compositions were this restrained, we would not be creating dynamic and visually interesting communication materials. Balance is the goal.

Battelle brings big research dollars to liberal arts education.

Jason Chen is able to do cutting-edge lab work and study 18th century French literature on the same campus.

ALIQUM VOLUTPAT VENENATIS LIBERO

Nunc scelerisque, massa vitae commodo elementum, turpis leo ultrices augue, nec commodo ante ante quis nibh. Ut ut velit. Nunc sagittis nulla varius elit. Pellentesque fringilla, lacus vitae suscipit fermentum, risus massa rutrum lectus, non commodo libero dolor pulvinar nulla. Sed porttitor vestibulum erat. Vivamus nisi arcu, bibendum et.

LOREM IPSUM DOLOR SIT AMET
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque tincidunt. Fusce varius mattis ipsum. Nullam viverra, orci eget convallis egestas, eros turpis semper nibh, eu laoreet magna leo a ipsum. Nulla adipiscing rhoncus lorem. Curabitur malesuada dictum quam. Nullam vel velit sed metus malesuada volutpat. Curabitur quam felis, ullamcorper in, volutpat eu, rutrum eu, urna. Nulla ultrices ligula nec purus.

CONSECTETUER ADIPISCING ELIT

Curabitur quam felis, ullamcorper in, volutpat eu, rutrum eu, urna. Nulla ultrices ligula nec purus. Vivamus dapibus justo in risus. Cras vitae turpis. Etiam mollis nunc et neque varius suscipit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Cras sit amet turpis quis tellus faucibus suscipit. Morbi venenatis, erat nec semper luctus, quam ante sodales augue, et dignissim lacus nunc vel elit. Nam eu lacus adipiscing dui dignissim scelerisque. Aliquam justo urna, interdum pulvinar no.

Suspendisse a massa mollis nunc congue lobortis. Donec lacus lectus, varius vitae, sollicitudin vel, condimentum vulputate, ante. Donec orci. Proin viverra est eget turpis. Curabitur leo. Suspendisse ut tellus. Nam imperdiet fermentum sapien.

TEXT BLOCKS ON PHOTOS

While it might feel unusual to cover photography with solid blocks of white or color, a surprising amount of information can still be conveyed to create an underlying mood. A balance of this technique and more conventional usage of photography is key to telling our story visually.



Curabitur quam felis, ullamcorper in, volutpat eu, rutrum eu, urna. Nulla ultrices ligula nec purus. Vivamus dapibus justo in risus. Cras vitae turpis. Etiam mollis nunc et neque varius suscipit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Cras sit amet turpis quis tellus faucibus suscipit. Morbi venenatis, erat nec semper luctus, quam ante sodales augue, et dignissim lacus nunc vel elit. Nam eu lacus adipiscing dui dignissim scelerisque. Aliquam justo urna, interdum pulvinar no.

ALIQUM VOLUTPAT VENENATIS LIBERO
Nunc scelerisque, massa vitae commodo elementum, turpis leo ultrices augue, nec commodo ante ante quis nibh. Ut ut velit. Nunc sagittis nulla varius elit. Pellentesque fringilla, lacus vitae suscipit fermentum, risus massa rutrum lectus, non commodo libero dolor pulvinar nulla. Sed porttitor vestibulum erat. Vivamus nisi arcu, bibendum et.

Suspendisse a massa mollis nunc congue lobortis. Donec lacus lectus, varius vitae, sollicitudin vel, condimentum vulputate, ante. Donec orci. Proin viverra est eget turpis. Curabitur leo. Suspendisse ut tellus. Nam imperdiet fermentum sapien. Nulla rutrum lacus. Phasellus a quam. Suspendisse lorem sem. laoreet ne, faucibus a, faucibus venenatis, toror.

LOREM IPSUM DOLOR SIT AMET
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque tincidunt. Fusce varius mattis ipsum. Nullam viverra, orci eget convallis egestas, eros turpis semper nibh, eu laoreet magna leo a ipsum. Nulla adipiscing rhoncus lorem. Curabitur malesuada dictum quam. Nullam vel velit sed metus malesuada volutpat.

CONSECTETUER ADIPISCING ELIT

Curabitur quam felis, ullamcorper in, volutpat eu, rutrum eu, urna. Nulla ultrices ligula nec purus. Vivamus dapibus justo in risus. Cras vitae turpis. Etiam mollis nunc et neque varius suscipit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Cras sit amet turpis quis tellus faucibus suscipit. Morbi venenatis, erat nec semper luctus, quam ante sodales augue, et dignissim lacus nunc vel elit. Nam eu lacus adipiscing dui dignissim scelerisque. Aliquam justo urna, interdum pulvinar no.

Suspendisse a massa mollis nunc congue lobortis. Donec lacus lectus, varius vitae, sollicitudin vel, condimentum vulputate, ante. Donec orci. Proin viverra est eget turpis. Curabitur leo. Suspendisse ut tellus nam imperdiet.

Curabitur quam felis, ullamcorper in, volutpat eu, rutrum eu, urna. Nulla ultrices ligula nec purus. Vivamus dapibus justo in risus. Cras vitae turpis. Etiam mollis nunc et neque varius suscipit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Cras sit amet turpis quis tellus faucibus suscipit. Morbi venenatis, erat nec semper luctus, quam ante sodales augue, et dignissim lacus nunc vel elit. Nam eu lacus adipiscing dui dignissim scelerisque. Aliquam justo urna, interdum non, pulvinar non, venenatis viverra, purus. Pellentesque placerat nisi gravida enim. Nunc ut ligula nec magna volutpat tempus.

Our Visual Language

ADDITIONAL ELEMENTS

In addition to our core visual language, there are several elements designed to support and convey ideas and information clearly and distinctively.

ARROWS

An arrow graphic can contain a brief, isolated statement or title. These moments can direct the reader to information nearby or imply an action to be taken.

Contained Messages

There are big happenings at Capital,
and they're all thanks to you.

Contained Titles

Nationwide gives \$100,000
towards exploring
new areas of education.

List Titles

MAJORS

- NURSING
- BIOLOGY
- ENVIRONMENTAL SCIENCE
- CHEMISTRY
- COMPUTER SCIENCE
- MATHEMATICS

OTHER GRAPHIC ELEMENTS

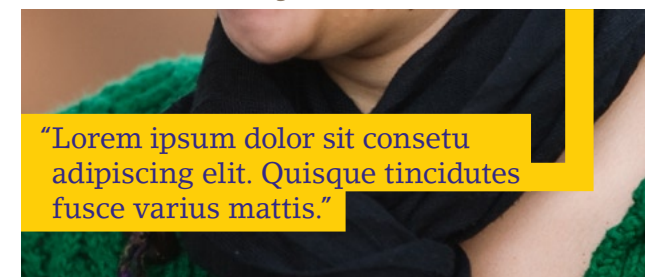
On some occasions, we need to communicate with charts and graphs. These should be rendered in a clear and simple style that is consistent with our overall brand language.

Our headline block element can be applied to passages like pull quotes. Block constructions can be integrated into other graphic elements.

Info Graphics



Quotation Blocked and Integrated With a Frame



Our photography

shows who
we are and what
we do, quickly and
meaningfully.

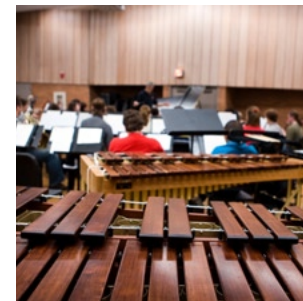
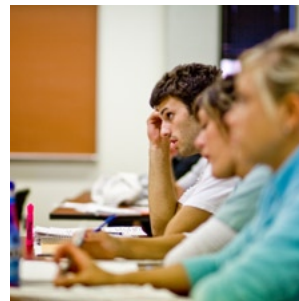
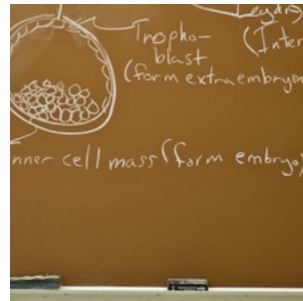
Our Photography

ACADEMICS

Photos of our classrooms, libraries and learning centers should always be active and show engaged students and faculty.

Tell a deeper story by adding detail shots to the main shot.

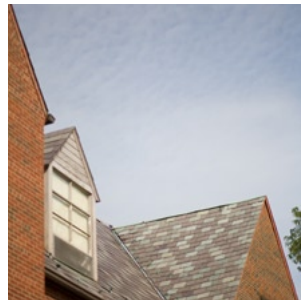
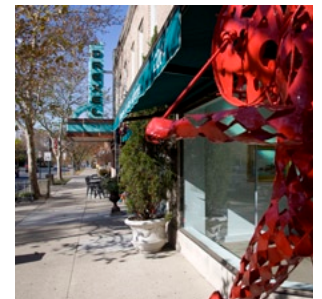
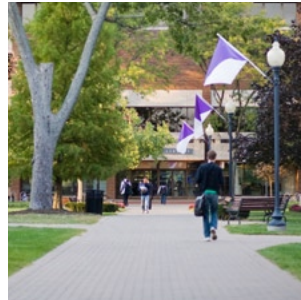
Color and detail have been heightened to add vibrancy to all photos.



Our Photography

CAMPUS

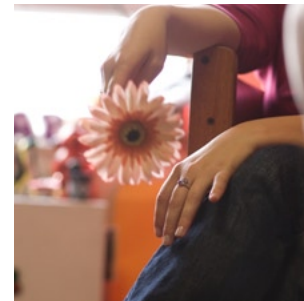
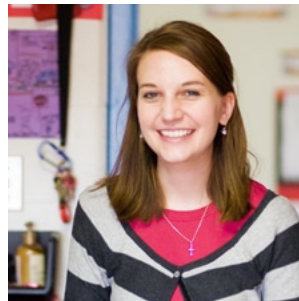
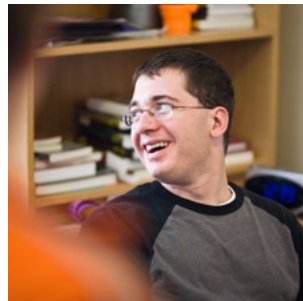
Our campus is one of our best assets, so show it off. Capture the energy of a liberal arts education, the quaint nature of our neighborhood and the resources of a capital city. (And be sure to avoid contrived scenes of a perfectly diverse class being taught under an autumn-hued tree.)



Our Photography

STUDENT LIFE

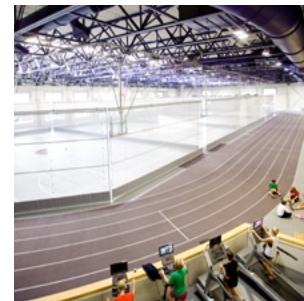
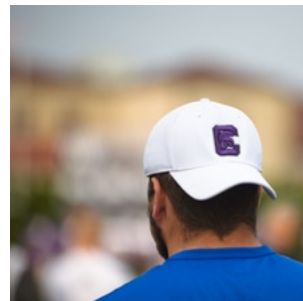
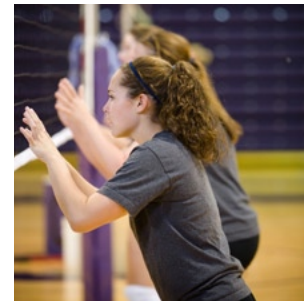
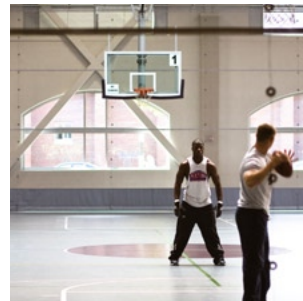
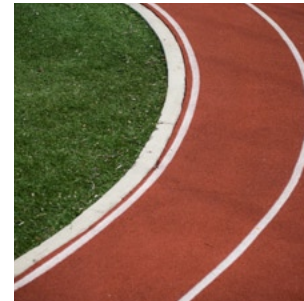
Students are more than who they are in the classroom. Capture personalities with candid shots that are interestingly framed. Avoid posed shots.



Our Photography

ATHLETICS

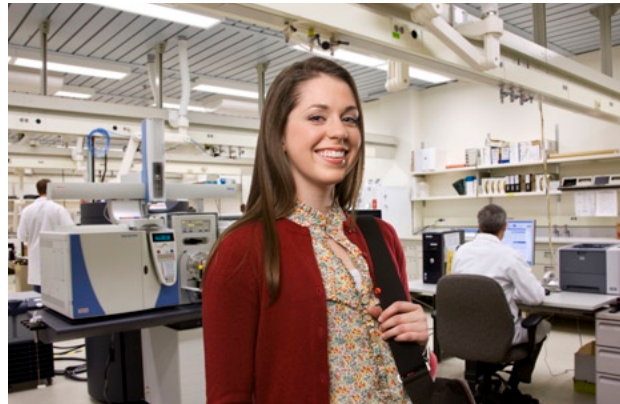
Our athletes aren't future professionals on full scholarship. They compete because of a passion for the game. Photography should capture the emotion of competition and the personality inherent to all our student athletes.



Our Photography

STUDENT PROFILES

We use student profiles to personify and personalize the “will you?” device. They show that Capital is a place for students with focus. Using three short statements, the profile spells out the realization of each student’s goals. The profiles are not bullet points you’d find on a resume, but intelligent vignettes that illustrate specific details in an inspiring way.



She will examine the building blocks of life in order to fortify our defenses.

She will give nanoparticles larger purpose.

She will make her mark in life by studying it.

She is
Claire Brandon

JUNIOR, BIOLOGY



He will influence opinion — one living room at a time.

He will form a firm impression through a focused lens.

He will entertain an ever-expanding audience.

He is
Taylor Police

SENIOR, COMMUNICATIONS

Our communications

bring all of our brand's elements together so that the world sees and hears our message clearly.

Our Communications

SEARCH DIRECT MAIL

The search direct mail initiates the “will you?” campaign to students that might not be aware of Capital University and encourage them to seek more information. One side shows real students and their aspirations. The other side introduces us and our campus.

The prospective student fills out the reply card and sends it back to the university.

What will you do? It's a simple question, really. But it has important implications. Capital is a place where focused students find success. Maybe you have a clear idea of who you'll be. Maybe just an inkling. Either way, we're here to help you take the next step.

We believe. **You will.**

Will You?

You can see the Columbus cityscape from our storied suburb. We're tucked inside the tree-lined streets of Bexley, where our students enjoy small neighborhood charm, minutes from the benefits of a big city.

It's the best of both worlds.

Make your move. We'd love to hear more about you. So visit us online at www.capital.edu/admission or fill out the card below, or give us a call at 606-944-6130. That way, we can tell you more about us. And you can tell your parents you've taken the initiative. Everybody wins.

Capital University

BUSINESS REPLY MAIL

Capital University
1000 University Ave.
Columbus, OH 43210

What will you do? It's a simple question, really. But it has important implications. Capital is a place where focused students find success. Maybe you have a clear idea of who you'll be. Maybe just an inkling. Either way, we're here to help you take the next step.

We believe. **You will.**

He will influence opinion—one living room at a time. He will make the spotlight shine more brightly. He will entertain an ever-expanding audience.

He is **Taylor Police**
SENIOR, ORGANIZATIONAL COMMUNICATION

Conservatory of Music & School of Communication

Art | Art Education | Art Therapy | Communication | Communication (Integrated Language Arts) | Composition | Jazz Studies | Keyboard Pedagogy | Music Education (Vocal, Instrumental, Dual) | Music Industry | Music Industry (Media, Merchandising) | Music Technology | Organizational Communication | Performance (Instrumental, Organ, Piano, Voice, Voice with Musical Theatre Emphasis) | Public Relations | Radio-TV, Film | Theater Studies

She will transform unfortunate circumstance into unforeseen opportunity. She will shake up the system, so it better serves all. She will level the playing field.

She is **Ambur Banner**
SENIOR, SOCIAL WORK

Our Communications

VIEWBOOK

The viewbook is sent to students who request more information about Capital University. It offers a more complete view of our university, from our core values to residence hall descriptions and overviews of each school — punctuated by student profiles.



Make beautiful music. Skydive. Sing a song. Write a play. Be inspired. Win a championship. Cross the finish line. Report the news. Offer care. Learn what love is. Organize a show. Win an argument. Learn a new language. See the world. Make money. Ride a bike. Write a brief. Worship. Take over a company. Form a protest. Debate a professor. Be accepted. Make a new best friend. Play new games. Read — a lot. Uncover artifacts. Perform. Cure a disease. Give comfort. Paint a masterpiece. Invent. Teach math. Host a radio show. Write a poem. Sculpt from clay. Run for office. Go to an opera. Raft whitewater. Join a fraternity. Impress clients. Experiment. Inspire a child. **Change the world.** Record a film. Build models. Develop real estate. Join a board of directors. Give advice. Write a program. Plant a garden. Be a mentor. Rush a sorority. Make investments. Sit outside. Shift perceptions. Save a life.

You know there are things you're meant to do — both big and small. At Capital University, you'll find the support, encouragement, and resources to make those things happen. We're here to bridge who you are now and who you're about to become.

We believe. You will.

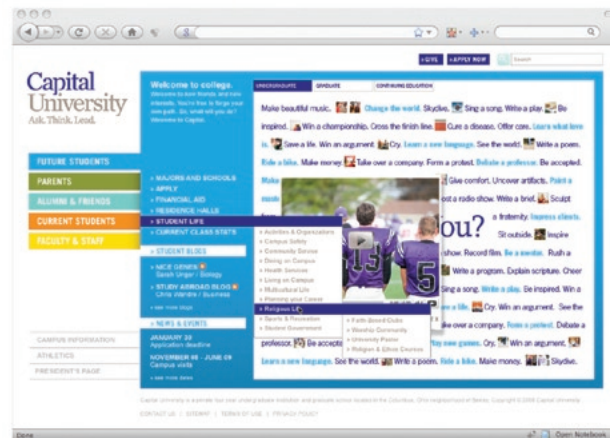
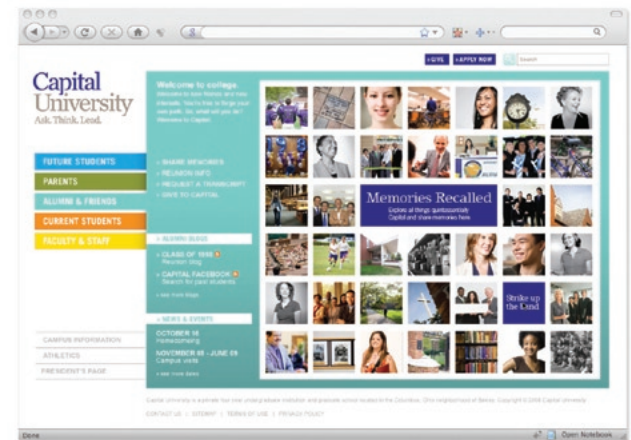
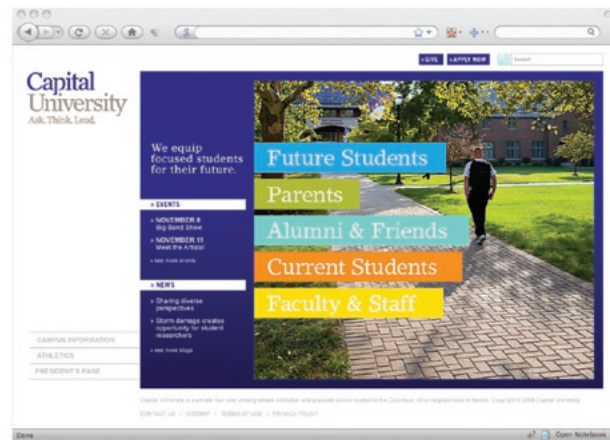


Our Communications

WEB SITE

The Web site provides a customized experience to each of five key audiences.

Information is organized so that timely items are easily found, and each audience's section is designed to encourage exploration.



Our Communications

ACCEPTANCE FOLDER

The folder enthusiastically announces a student's acceptance to Capital and is tailored to speak directly to them in a voice that is both smart and casual.

Capital
University

Ask. Think. Lead.

1 College and Main
Columbus, OH 43209-2394

Envelope size
has always been
a dead giveaway.

Ms. Anna Smith
1234 Any St.
Elgin, IL 60124

You're in.

Capital
University
Ask. Think. Lead.

Our Communications

DONOR BROCHURE

The IMPACT donor brochure was created by the University Advancement group at Capital to reach out to alumni and friends. It documents how contributions directly impact facilities, staff and students.



Our Communications

CAPITAL MAGAZINE

CAPITAL magazine is a semiannual update of the successes that occur on campus and the accomplishments of our alumni. It serves to educate the public about our university, keep our alumni engaged with their alma mater, and celebrate all things Capital.

Capital Magazine Spring 2009 | Volume 27 | No. 1

Adventure in Central America

How a 10-day trip forever changed students' lives

The New Face of Campus Ministry
Rev. Amy Oehlschlaeger
PAGE 8

Capital Christens 74-Acre Outdoor Learning Center
PAGE 16

Experience Capital in the '60s Through Extraordinary Photos
PAGE 24

Commencement Celebration Brings Music Industry Veteran to Campus

On Dec. 13, Capital University awarded degrees to 2004 graduates — from traditional undergraduates to degree candidates and master's students.

Events

This year's commencement speaker and keynote address recipient was Don DeBari, a professional drummer, musician, entrepreneur, educator, music therapist, educator and philanthropist. DeBari spoke of parents as a loving light.

I love parents. I do because it represents a thought resulting in an action of sorts. Parents learn to inspire, to give one someone with years," he told the graduates.

DeBari's passion for music reflects what beyond the business interests. In 2002 he formed the Percussion Arts Society with several of his commencement honorees. He also serves as the president of the National Association for Music Education, the National Association for Music Therapy, the National Association for Music Education, Drum Corps International, World Sound International, League of America, and Music Education in the Arts.

DeBari also serves as the CEO, S.E.O., sales strategy in the music industry, founder of music performance and live performance in the National Association for Music Therapy, the National Association for Music Education, of them, too — that provides therapeutic programs for counseling, music, support and long-term care facilities.

DeBari also serves as the CEO, S.E.O., sales strategy in the music industry, founder of music performance and live performance in the National Association for Music Therapy, the National Association for Music Education, of them, too — that provides therapeutic programs for counseling, music, support and long-term care facilities.

4 **Capital Magazine** Spring 2009

Homecoming Weekend '08: An Extraordinary Event for the Capital Community

The Capital's Homecoming Weekend 2008 was a success. The Capital's Homecoming Weekend 2008 was a success. The Capital's Homecoming Weekend 2008 was a success.

Homecoming Weekend '08: An Extraordinary Event for the Capital Community

5 **Capital Magazine** Spring 2009

The Primmer Property: Our Own Pond to Play In

For years, Capital's science classes have had to borrow public land to conduct research. Now, they have a place all their own to discover.

The Primmer Property: Our Own Pond to Play In

17 **Capital Magazine** Spring 2009

Inviting Others In

Awarded to Professor Alan Stein's environmental science class of the pond, and it's a new addition to the field excursion to one of the Columbus Metro Parks. They took monitoring stations for the water quality analysis. They'll be doing it at a nearby wetland, hoping to get enough information in a few hours before they have to uninstall their devices, replace and return to campus.

Inviting Others In

17 **Capital Magazine** Spring 2009

Fall Sports Wrap-Up

Varsity athletics complete another successful fall season. Here are the highlights from our outstanding fall squads.

Athletics

20 **Capital Magazine** Spring 2009