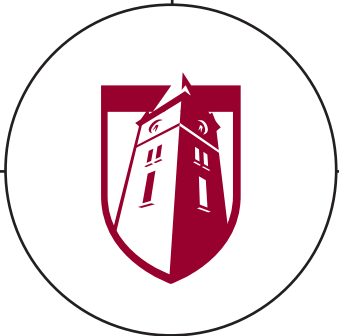


# CUMBERLAND UNIVERSITY

## GRAPHIC STANDARDS MANUAL

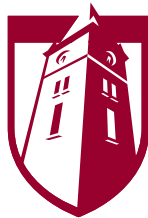
Phillip Carter  
Executive Director of Communications  
615.547.1307  
pcarter@cumberland.edu



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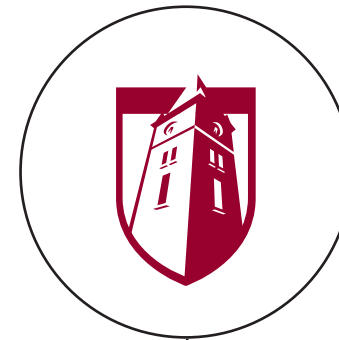
The Cumberland Graphic Identity Standard Manual was created to provide all Cumberland employees and associates with the ability to maintain the college's visual identity through an easy-to-follow set of guidelines. The success of the Cumberland Graphic Identity depends on the consistent use of these standards by everyone involved in the creation of Cumberland communications. This includes external suppliers such as advertising and design agencies and printers, as well as internal Cumberland communications professionals. The Office of Communications staff will answer any questions related to the system and provide art and production assistance whenever needed.

The Shield



The Wordmark

**Cumberland**  
UNIVERSITY



THE LOGO

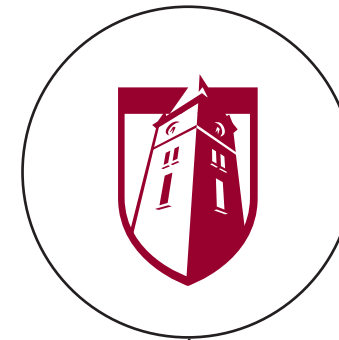
The basis of the Cumberland University Graphic Identity is the logo. The logo is made up of two components; the shield is Memorial Hall's clock tower. The wordmark consists of two words, "Cumberland" and "University." "Cumberland University" is part of the preferred logo but in rare instances may be removed. The typeface used for the wordmark has been created using the typeface Gill Sans. Due to specific letter spacing, do not attempt to recreate the wordmark even if using the correct typeface. To ensure consistency in usage, use the electronic versions available, which can be requested from the Office of Communications.



PMS 202



BLACK



## CUMBERLAND RED & BLACK

Red and Black are the Cumberland colors. To create consistency, a specific Red has been selected for use as the official Cumberland Red: PMS 202. (See Figure A.)

Since Cumberland Red and Black are an integral part of the Cumberland Graphic Identity it is important to have the logo appear in these colors as often as possible, given the production methods available. When the production method will not permit the use of PMS colors, and allowable alternative has been provided. A process color equivalent has been assigned for the PMS color for use when printing in CMYK (Cyan, Magenta, Yellow, and Black, the four colors used in process printing). (See Figure B.)

PMS 202	BLACK
C: 0	C: 0
M: 100	M: 0
Y: 61	Y: 0
K: 43	K: 100

FIG. C. (CORRECT)



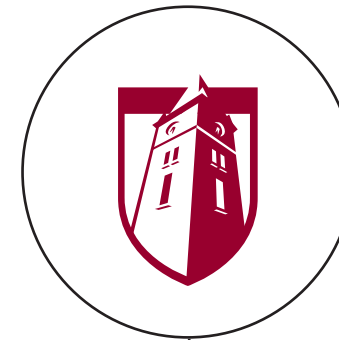
FIG. D. (CORRECT)



FIG. E. (CORRECT)



FIG. F. (CORRECT)



APPROPRIATE  
USE

On this page, you'll find the approved vertical format of the Cumberland University logo. The Black and Red (See Figure C), all Red (See Figure D) and all Black (See Figure E) logos may be used where applicable. When putting the Cumberland University logo on a dark background, an all White version may be substituted. (See Figure F.)

FIG. G. (INCORRECT)



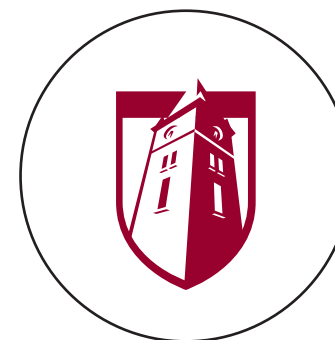
FIG. H. (INCORRECT)



FIG. I. (INCORRECT)



FIG. J. (INCORRECT)



INAPPROPRIATE  
USE

The Cumberland logo may not be altered for any reason. The development and use of any other logo, mark and/or symbol is prohibited. The Cumberland logo may not be combined with any other feature – including but not limited to, other logos, words, graphics or symbols. The shape, size or proportions, nor the location of the logo's elements shall be modified or redrawn in any way. (See Figures G, H, and I.)

The Cumberland logo should never be printed using any other colors than Cumberland Red, Black, or White. (See Figure J.)

FIG. K. (CORRECT)

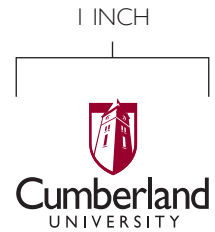


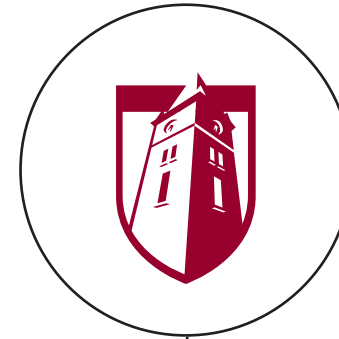
FIG. L. (INCORRECT)



FIG. M. (INCORRECT)



## SIZE AND PROPORTION



To ensure legibility, the Cumberland logo should never be reproduced at sizes smaller than one inch wide. (See Figure K. The Cumberland logo's proportions should never be altered. Do not condense or extend the logo. (See Figures L and M.)

FIG. N.

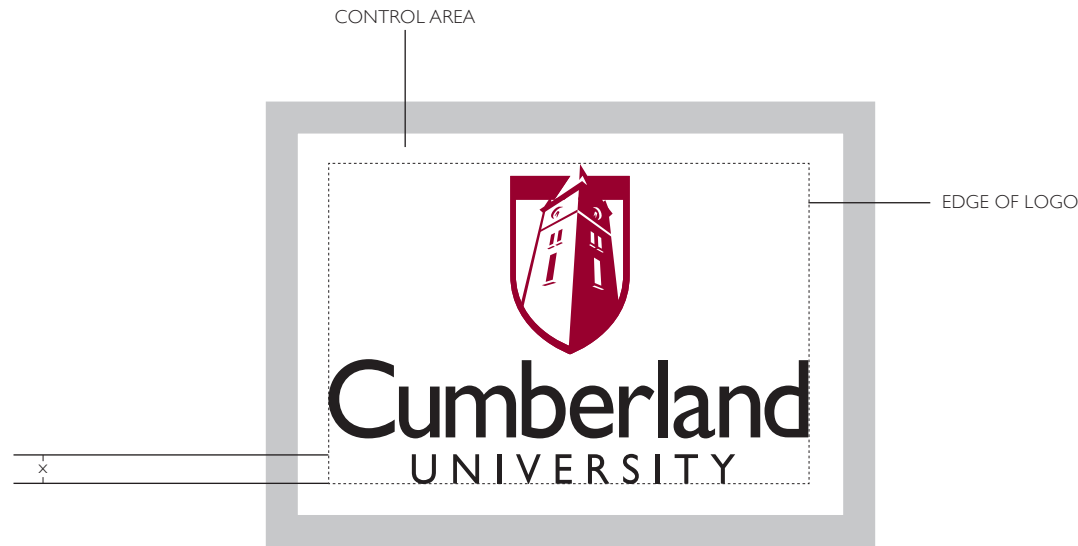


FIG. O. (CORRECT USE)



To be visually effective, the Cumberland logo requires an open area around it. This open area is called "The control area" in this manual. No other visual elements may appear in the control area. The control area is a box of empty space around the logo. The space is determined by a distance from the edges of the logo that is equal to the height (x) of the letter U in the word University. (See Figure N.) Photographs and illustrations may be used behind the logo, though care should be taken to ensure the logo is free from clutter and is easy to read. (See Figure O.)

FIG. P. (CORRECT)

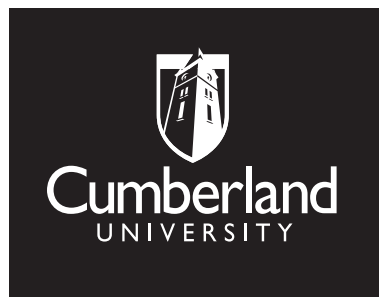
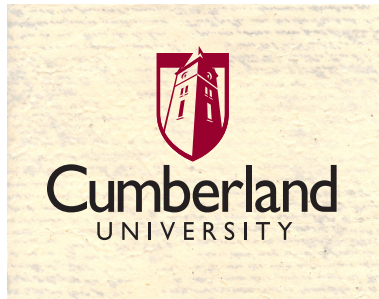
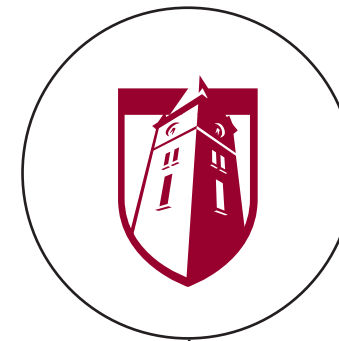
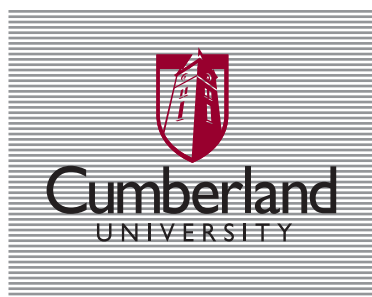


FIG. Q. (INCORRECT)



## LEGIBILITY

Clarity and readability are key to the overall strength of the Cumberland logo. In situations where the logo is used on a color of similar value to any of the the PMS colors, the logo should be reversed (white) from the color, or if there is enough contrast printed in black. (See Figure P.)

Do not place the logo on patterned background that impair the readability of the mark. Colored backgrounds are acceptable. However, it is important to use care in selecting the correct version of the logo to use in these situations. (See Figure Q.)



FIG. R. (CORRECT)



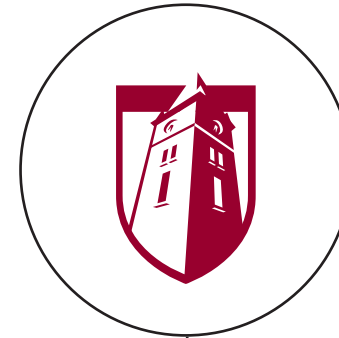
FIG. S. (CORRECT)



FIG. T. (CORRECT)



## ALTERNATIVE LOGOS



The Cumberland Graphic Identity is flexible. Variations of the logo have been created to fill almost any need.

**ALTERNATIVE I: HORIZONTAL**  
The Cumberland logo in a horizontal format (See Figure R, S, and T) should be used when visual balance is not obtainable using the standard vertical logo.

FIG. U. (CORRECT)

---

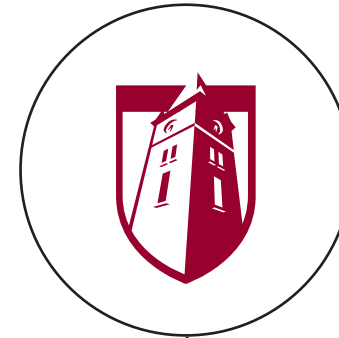


FIG. V. (CORRECT)

---



## ALTERNATIVE LOGOS



The Cumberland Graphic Identity is flexible. Three variations of the logo have been created to fill almost any need.

### ALTERNATIVE 2: STAND ALONE SHIELD

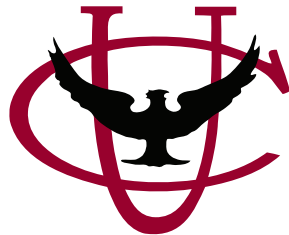
The “stand alone” shield (See Figures U and V) is to be used primarily for merchandising purposes such as decals, key chain, t-shirts and other similar paraphernalia. Please consult with the Office of Communications before using the version.

The “stand alone” shield can also be used when the name of the university is clearly and identifiably represented and consistent with the graphic standards of the university.

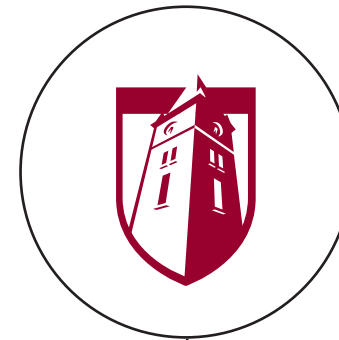
FIG. W



FIG. X



## ADDITIONAL LOGOS

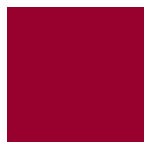


Cumberland University uses an official seal only on formal documents, such as diplomas and commencement materials. Approval from the Office of Communications is required to use the seal on other materials. (See Figure W.)

During the Civil War, Union armies occupied the Cumberland Campus. Upon leaving, the armies burned University Hall to the ground. A student wrote the Latin word *Resurgam* (I will rise) on one of the hall's fallen columns. Shortly thereafter, the phoenix, a mythical bird born out of ashes, was taken on as a symbol of the university.

The phoenix appears in Cumberland's official seal as well as a version of the athletics logo (See Figure X).

The year on the seal, 1842, refers to the year of the University's founding.



**PMS 202**

C: 0  
M: 100  
Y: 61  
K: 43

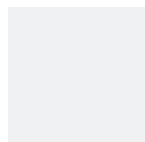
R: 152  
G: 0  
B: 46



**BLACK**

C: 0  
M: 0  
Y: 0  
K: 100

R: 0  
G: 0  
B: 0



**COOL GRAY**

C: 0  
M: 0  
Y: 0  
K: 6

R: 239  
G: 239  
B: 240



**COOL GRAY 7C**

C: 0  
M: 0  
Y: 0  
K: 37

R: 173  
G: 175  
B: 178



**611C**

C: 0  
M: 1  
Y: 92  
K: 11

R: 235  
G: 215  
B: 35



**308C**

C: 100  
M: 5  
Y: 0  
K: 47

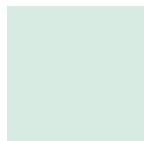
R: 0  
G: 104  
B: 146



**7499C**

C: 0  
M: 2  
Y: 15  
K: 0

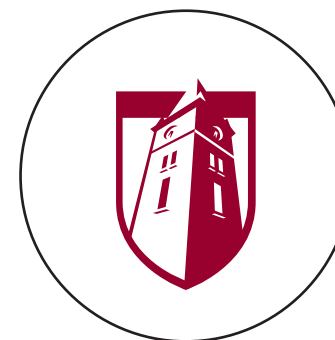
R: 255  
G: 246  
B: 220



**621C**

C: 13  
M: 0  
Y: 10  
K: 2

R: 214  
G: 233  
B: 225



**COLOR  
PALLETTE**

THE COLORS SHOWN  
ON THIS PAGE AND  
THROUGHOUT THE  
GUIDELINES ARE  
REPRESENTATIONS OF  
THE PANTONE COLOR  
STANDARDS. ONLY  
PMS INKS CAN MATCH  
THE PANTONE COLOR  
STANDARDS. PANTONE®  
IS A REGISTERED  
TRADEMARK OF  
PANTONE, INC.

Additional colors have been selected  
for use with Cumberland Red and  
Black. This additional color palette is  
meant to compliment or accent the  
University's official colors. Please note  
that the Cumberland logo should  
never appear using any color from  
this additional color palette. CMYK  
and RGB equivalents have been  
provided for use when PMS colors  
are not an option for reproduction.

DESIGNED BY ERIC  
GILL AND RELEASED  
BY THE MONOTYPE  
CORPORATION  
BETWEEN 1928 AND  
1930, GILL SANS IS BASED  
ON THE TYPEFACE  
EDWARD JOHNSTON,  
THE INNOVATIVE  
BRITISH LETTERER AND  
TEACHER, DESIGNED IN  
1916 FOR THE SIGNAGE  
OF THE LONDON  
UNDERGROUND

GILL SANS LIGHT AND  
LIGHT ITALIC SHOULD  
ALWAYS BE USED AS  
THE PRIMARY TYPEFACE  
FOR BODY COPY,  
CAPTIONS, AND OTHER  
APPLICATIONS OF LARGE  
TEXT.

TO CONTRAST LIGHT  
AND LIGHT ITALIC, GILL  
SANS REGULAR SHOULD  
BE USED FOR HEADER  
OR SUB-HEADER COPY.

GILL SANS BOLD  
SHOULD ONLY BE USED  
FOR HEADER COPY.

**IMPORTANT:** MINIMUM  
KERNING FOR ALL  
GILL SANS TYPEFACES  
SHOULD BE 20/1000 EM.

#### GILL SANS (LIGHT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### GILL SANS (LIGHT ITALIC)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### GILL SANS (REGULAR)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### GILL SANS (REGULAR ITALIC)

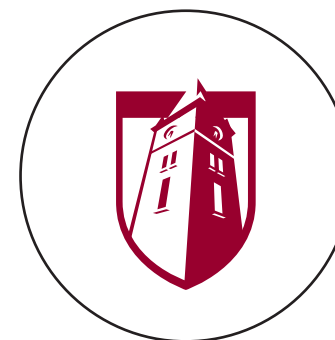
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### GILL SANS (BOLD)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

#### GILL SANS (BOLD ITALIC)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**



## TYPOGRAPHY

A consistent approach to typography reinforces the effectiveness of the Cumberland Graphic Identity. With consistent use, these typefaces, also known as fonts, will create a strong and recognizable identity for Cumberland.

To provide flexibility and complement the Cumberland logo, a complete font family has been selected for use in the Cumberland Graphic Identity.

THE CHAPARRAL FONT IS  
TO BE USED AS HEADER  
AND SUB-HEADER IN  
UNDERGRADUATE,  
GRADUATE, AND  
ADVERTISING  
PUBLICATIONS OF THE  
UNIVERSITY TO PROVIDE  
CONTRAST WITH THE  
UNIVERSITY'S PRIMARY  
FONT, GILL SANS.

#### CHAPARRAL (REGULAR)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

#### CHAPARRAL (ITALIC)

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*

*a b c d e f g h i j k l m n o p q r s t u v w x y z*

*1 2 3 4 5 6 7 8 9 0*

#### CHAPARRAL (LIGHT ITALIC)

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*

*a b c d e f g h i j k l m n o p q r s t u v w x y z*

*1 2 3 4 5 6 7 8 9 0*

#### CHAPARRAL (BOLD)

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

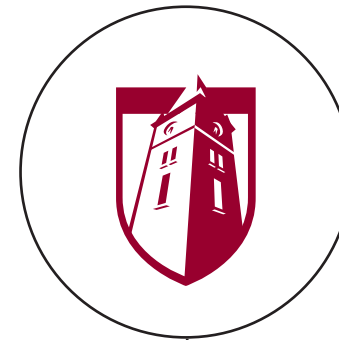
**1 2 3 4 5 6 7 8 9 0**

#### CHAPARRAL (BOLD ITALIC)

***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z***

***a b c d e f g h i j k l m n o p q r s t u v w x y z***

***1 2 3 4 5 6 7 8 9 0***



#### TYPOGRAPHY

To complement the primary typeface, a secondary typeface may be use. This typeface may be used in the body copy, captions, callouts or other various applicaitons to create a visual contrast against the primary typeface.

THE LAPIDARY FONT IS TO BE USED AS HEADER AND SUB-HEADER IN ADVANCEMENT, GIVING, AND ALUMNI RELATIONS PUBLICATIONS OF THE UNIVERSITY TO PROVIDE CONTRAST WITH THE UNIVERSITY'S PRIMARY FONT, GILL SANS.

#### LAPIDARY 333 BT (ROMAN)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

#### LAPIDARY 333 BT (ITALIC)

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*

*a b c d e f g h i j k l m n o p q r s t u v w x y z*

*1 2 3 4 5 6 7 8 9 0*

#### LAPIDARY 333 BT (BOLD)

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0**

#### LAPIDARY 333 BT (BOLD ITALIC)

***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z***

***a b c d e f g h i j k l m n o p q r s t u v w x y z***

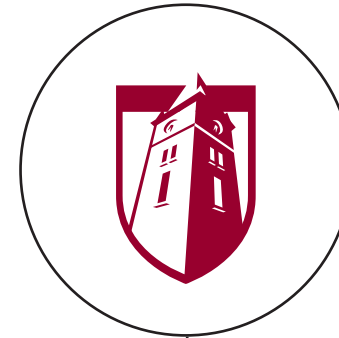
***1 2 3 4 5 6 7 8 9 0***

#### LAPIDARY 333 BT (BLACK)

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0**



#### TYPOGRAPHY

To complement the primary typeface, a secondary typeface may be use. This typeface may be used in the body copy, captions, callouts or other various applicaitons to create a visual contrast against the primary typeface.



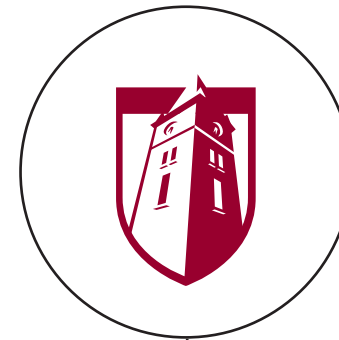
1 Cumberland Square  
Lebanon, TN 37087-3408  
615.547.1307 phone  
615.681.1502, toll free  
www.cumberland.edu



1 Cumberland Square  
Lebanon, TN 37087-3408



Shelby Mason  
Admissions Representative  
Memorial Hall, 000  
1 Cumberland Square  
Lebanon, TN 37087-3408  
615.547.1220 office  
615.444.4321 mobile  
smason@cumberland.edu  
www.cumberland.edu



## STATIONERY

LISTINGS OR LOGO  
OF SPONSORS,  
FUNDING AGENCIES  
AND PROFESSIONAL  
ASSOCIATIONS ARE  
NOT PERMITTED  
ON ANY PIECE OF  
OFFICIAL CUMBERLAND  
STATIONERY

Stationery is one of the most visible and prominent representations of Cumberland University. Stationery includes business cards, envelopes, and letterhead. Using color, typefaces, type positions, type sizes and margins, a system has been created to unify the stationery needs of multiple departments, organization and divisions at Cumberland.

### STATIONERY CATEGORY I: UNIVERSITY STANDARD





Labry Hall  
1 Cumberland Square  
Lebanon, TN 37087-3408  
615.547.1307 phone  
615.681.1502, toll free  
www.cumberland.edu

School of Business & Technology



Labry Hall  
1 Cumberland Square  
Lebanon, TN 37087-3408

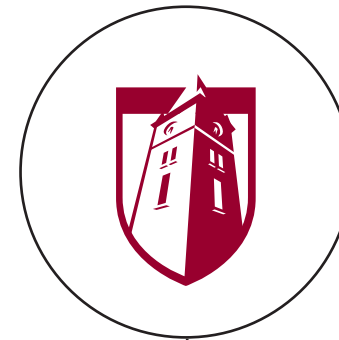
School of Business & Technology



Paul C. Stumb  
Dean & Professor, Labry School  
of Business & Technology

Labry Hall, 103  
1 Cumberland Square  
Lebanon, TN 37087-3408

615.547.1220 office  
615.444.4321 mobile  
615.444.2569 fax  
pstumb@cumberland.edu  
www.cumberland.edu



## STATIONERY

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### STATIONERY CATEGORY 2: SCHOOLS OF CUMBERLAND



Edward L. Thackston, PE., Ph.D., Chairman  
Winstead Paine Bone, III Vice-Chairman  
Joseph Adams, Secretary-Treasurer  
Robert Carver Bone, M.D., M.B.A., Chairman Emeritus

Board of Trust



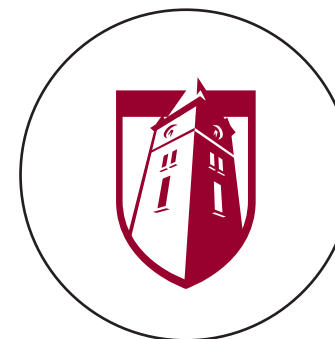
Memorial Hall  
1 Cumberland Square  
Lebanon, TN 37087-3408

Board of Trust



Joseph Adams  
Secretary-Treasurer  
Board of Trust  
Memorial Hall  
1 Cumberland Square  
Lebanon, TN 37087-3408  
615.444.1234 office  
615.444.4321 mobile  
615.444.3912 fax  
jadams@cumberland.edu  
www.cumberland.edu

Memorial Hall | 1 Cumberland Square | Lebanon, TN 37087-3408 | 615.444.2562 | 800.467.0562 | www.cumberland.edu



## STATIONERY

LISTINGS OR LOGO  
OF SPONSORS,  
FUNDING AGENCIES  
AND PROFESSIONAL  
ASSOCIATIONS ARE  
NOT PERMITTED  
ON ANY PIECE OF  
OFFICIAL CUMBERLAND  
STATIONERY

Stationery is one of the most visible and prominent representations of Cumberland University. Stationery includes business cards, envelopes, and letterhead. Using color, typefaces, type positions, type sizes and margins, a system has been created to unify the stationery needs of multiple departments, organization and divisions at Cumberland.

**STATIONERY CATEGORY 3:  
SPECIAL ORGANIZATIONS  
(EX: BOARD OF TRUST)**

