

SCHULTZ CENTER

BRANDING GUIDELINES



SCHULTZ CENTER

FOR TEACHING & LEADERSHIP

Brand Usage Guidelines

These guidelines are essential for achieving the consistency needed to make a powerful brand statement. It is important that the brand elements available from the Schultz Center for Teaching and Leadership be used accurately on all promotional pieces. Doing so will allow customers to recognize and identify the Schultz Center, distinguish and enhance the Schultz Center's identity, and unify communication. Users must follow the guidelines set forth when using the Schultz Center's brand elements.

Questions about the Schultz Center brand usage guidelines or questions regarding the use of the Schultz Center brand not included in this guide should be directed to Ginger Pickett at (904) 348-5748 or pickettg@schultzcenter.org.

Logo Guidelines

The logo is the main element of the Schultz Center's brand image and, as the main element, it must be reproduced consistently. The Schultz Center logo should always be in a prominent position on all communications.

The Primary Logo

The primary logo color is PMS 2935 blue. Do not reproduce the logo in any colors other than these, black or reverse (white). The blue or black versions should be used when the background is lighter than the logo. Use the reverse version when the background is darker or the same color as the blue logo.



The Secondary Logo

The secondary logo is to be used only when the primary logo does not fit properly on the desired publication or product. The same rules apply to the secondary logo as the primary logo.



The Chevron

The chevron used on the Schultz Center logo may be used as stand-alone iconography in publications, products, web, or signs when the primary or secondary logo is not legible or does not fit properly on the desired item. Prior approval must be received from Ginger Pickett in the Creative Services Department prior to use.



Departmental and Program Logo

Each department or program within the Schultz Center is encouraged to have a logo. Each logo must include the Schultz Center logo design with the text *SCHULTZ CENTER* as displayed in the primary and secondary logo. Departments and programs can be identified by replacing the text *FOR TEACHING & LEADERSHIP* with the department or program name. Each department or program can choose a unique color to establish their own brand while maintaining the overall brand of the Schultz Center. A tagline can also be created for each department or program. Contact Ginger Pickett in the Creative Services Department for logo design and available logo colors. Below are examples of departmental and program logo designs.



Using the Schultz Center Logo

- Anyone interested in using this logo should not attempt to recreate it, or allow any printer, typesetter, or design professional to do so.
- The logo and wordmark must not be altered or otherwise distorted in perspective or appearance. Doing so destroys the integrity of the logo and introduces inconsistency in the way the brand is represented.
- The logo may be modified in size, but the proportions must be maintained. For legibility purposes, the logo should not be reproduced smaller than one and a half inch wide.
- When resizing the logo only use the CORNER sizing handles (see handles in green circles in the illustration below). Do not resize the logo using the center handles (see handles with red X's).



- A minimal amount of space must surround the logo, separating it from other elements such as type, illustrations, photographs, or the edge of a printed item. The area of clear space ensures that other elements in the layout do not compete with the logo. There should be a minimum amount of clear space on all sides of the logo that is equal to one-quarter inch. You can use the logo on a photograph, but the logo must be placed in an area that does not compete with the elements in the photograph. Prior approval must be received from the Creative Services Department before using a logo on a photograph.
- The logo must not be part of or combined with any other logo.
- Do not add a design style to the logo, such as drop shadow, framed, beveled, or underlined.

Inserting the logo into Microsoft PowerPoint, Publisher Excel or Word

Place your cursor where you want the picture to be inserted. To insert the logo into your document, pull down the **Insert** menu, choose **Picture**, and then select **From File**. Locate the graphic you want to insert and then double-click the logo you want to insert or select the logo you want and click **Insert**. You can then size it like any clip art by grabbing the CORNER sizing handles and dragging them.

Microsoft Word automatically inserts the logo as **In Line With Text** which means it stays with your text and can not be dragged to a different location. To change this, double click the logo which will bring up the **Format Picture** screen. Select the **Layout** tab and then click a different **Wrapping Style**. **In front of text** is recommended, but experiment with different styles to suit your needs.

Access to Logo Files

The Schultz Center logo is available for download in a number of different formats found on the Schultz Center share drive in the folder *Logo* or by contacting the Creative Services Department at (904) 348-5748. Below are the different formats and intended use:

- **EPS: vector-based illustration for print and professional page layout**
An EPS file is a vector-based graphic that can be scaled to any size without loss of quality. This file type should be given to an outside supplier who is producing a printed product. Approval must be received from Ginger Pickett in the Creative Services Department prior to having a logo sent to an outside supplier.
- **JPG, 72 dpi: Web, Word, Excel, and PowerPoint**
These files are suitable for use on the Web and in Word, Excel, and PowerPoint documents. They are not suitable for printing or converting to a PDF file. Also, do not use these files if the background is any other color than white.
- **PNG, 72 dpi (transparent): Web, Word, Excel, and PowerPoint**
These files are suitable for use on the Web and in Word, Excel, and PowerPoint documents. They are not suitable for printing or converting to a PDF file. Use these files with a white or color background.
- **EMF: generic vector graphic for printing, email, PDF, Word Excel PowerPoint, and Publisher**
These files can be used for printing, sending a logo via email, converting to a PDF file, or inserting into a Word, Excel, PowerPoint, or Publisher file. These files are also transparent like the PNG files so they can be used on white backgrounds as well as color backgrounds.

Font Guidelines

When using Schultz Center letterhead, business cards, or Schultz Center branded Microsoft Word, PowerPoint, or Publisher templates, the font must be *News Gothic MT Std*. Using this font will help maintain the brand “look” of the Schultz Center. This font is located on the Schultz Center share drive in the folder *Schultz Letterhead, Fax, and Fonts* or by contacting the Creative Services Department at (904) 348-5748. To install this font into a computer, click on the **Start** button on the lower left side of the computer screen. Select **Settings** and then **Control Panel**. Open up the **Fonts** folder and then open up the folder that contains the *News Gothic MT Std* fonts. (This may be on the Schultz Center share drive or a folder that was received from the Creative Services Department.) Select all of the fonts and then drag and drop the *News Gothic MT Std* fonts into the **Fonts** folder.

Stationery Guidelines

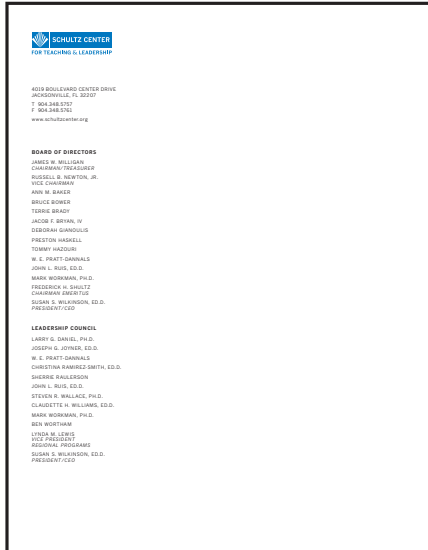
Stationery is another element in the consistent application of the Schultz Center’s identity.

Letterhead

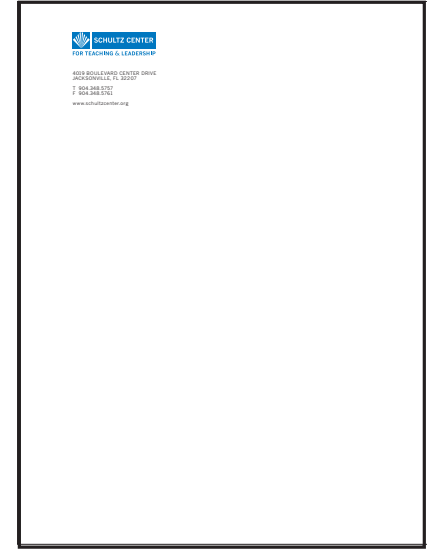
The Schultz Center has two official letterheads: a formal version containing the Schultz Center logo, contact information and Board of Directors, and an informal version

containing only the Schultz Center logo and contact information. All Schultz Center correspondence should be printed on either the formal or informal version of letterhead. When using Schultz Center letterhead, the font must be *News Gothic MT Std*. Schultz Center letterhead may NEVER be used for mail correspondence that is personal in nature. Letterhead can be found on the Schultz Center share drive in the folder *Schultz Letterhead, Fax, and Fonts* or by contacting the Creative Services Department. Both letterheads are available in a Word and PDF format. Text can be added directly to the Word document.

Formal Letterhead



Informal Letterhead

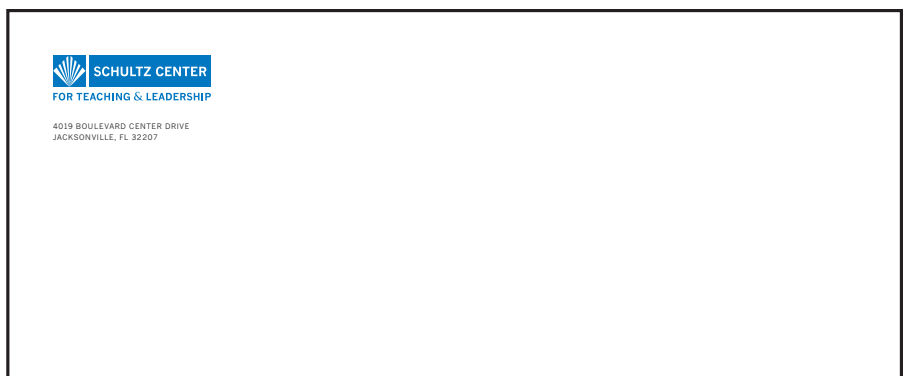
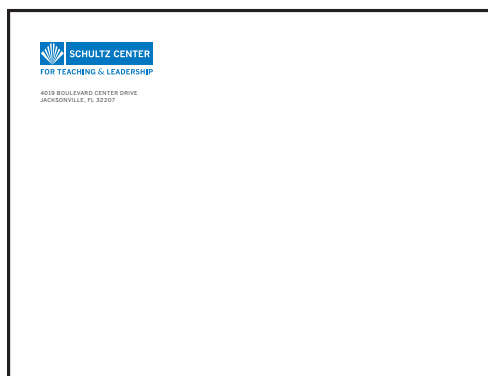


Using Formal Letterhead: Mail correspondence that is formal in nature should be printed on formal Schultz Center letterhead. Formal mail correspondence is any mail correspondence related to official Schultz Center business such as letters to Board members, government, and grant proposals.

Using Informal Letterhead: Mail correspondence that is informal in nature should be printed on informal Schultz Center letterhead. Informal letterhead should be used in mail correspondence such as thank you, vendor, and internal letters.

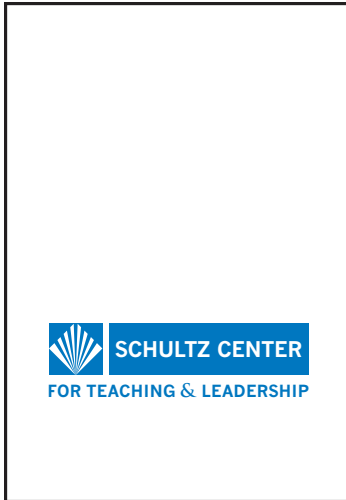
Envelopes

Schultz Center has note card envelopes and business envelopes. Envelopes are located in the Executive Suite.



Note Cards

Schultz Center note cards are located in the Executive Suite.



FAX Cover Sheet

The Schultz Center's standard fax cover sheet is available on the Schultz Center share drive in the folder *Schultz Letterhead, Fax, and Fonts* or by contacting the Creative Services Department. The fax cover sheet is available in a Word or PDF format. The Word document can be edited to reflect a department's fax and telephone number.

The image shows a fax cover sheet template. At the top left, there is a small version of the Schultz Center logo. Below it, the following text is printed: "4019 BOULEVARD CENTER DRIVE JACKSONVILLE, FL 32207", "P 904.348.0000", "F 904.348.0000", and "www.schultzcenter.org". The main title "FAX COVER SHEET" is centered. Below the title, there are four lines for "DATE:", "TO:", "FAX:", and "FROM:", each followed by a horizontal line. Below these is a line for "NUMBER OF PAGES, INCLUDING COVER:" followed by a horizontal line. At the bottom, there is a line for "MESSAGE:".

Business Cards

Schultz Center business cards can not be altered in any way and no other logo can be added. All orders should go directly through the Schultz Center's Service Center at (904) 348-5757.



Mailing Labels Guidelines

Mailing labels are yet another method to identify the Schultz Center. The Schultz Center has three different labels: return label (Avery 5160), large label (Avery 5263), and large shipping label (Avery 5264). Mailing labels can be found on the Schultz Center share drive in the folder *Schultz Labels* or by contacting the Creative Services Department.

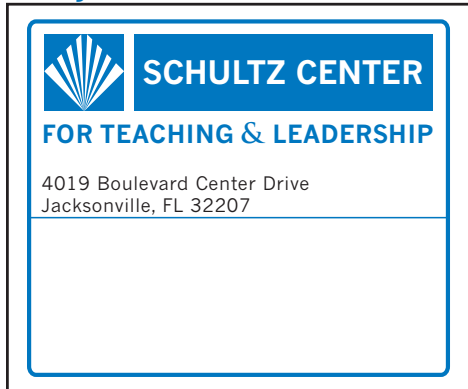
Avery 5160



Avery 5263



Avery 5264



Graphic Design Brand

To further the Schultz Center's brand, we have developed a unique design that is used on most of our marketing materials. Photographs may be used in any branding design but **do not use** clipart. The Schultz Center wants to maintain a professional appearance in all branding elements.

There are several different ways that the two tone swoosh can be used. If you would like to view the different design swoosh styles available or are in need of a design for your program, contact the Creative Services Department at (904) 348-5748.

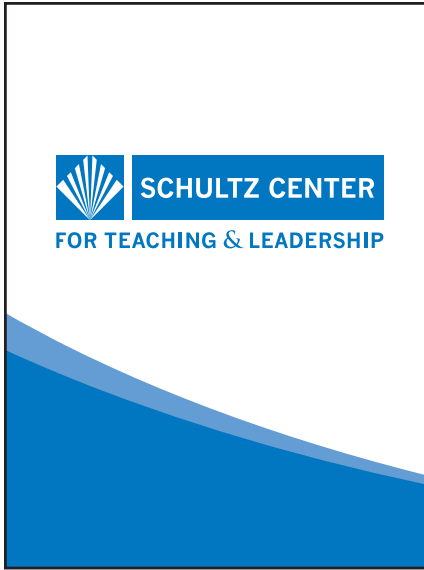
Graphic Design Brand Samples



Schultz Center Folders

The Schultz Center has design a pocket folder that can be used for board meetings and marketing materials. Schultz Center folders can be found in the Creative Services Department or upstairs in the executive suite.

Folder Cover



Folder Inside



Folder Back

