

BUTLER UNIVERSITY

✧ 2020 STYLE GUIDE ✧

VERSION 7.0

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THIS STYLE GUIDE provides a resource for future implementation of the Butler University brand. The guidelines contained in this document describe the fundamental elements of the brand along with basic instruction for how to use them.

Adherence to these guidelines will ensure the consistency and recognition of the brand. Recognition of the greater university brand will benefit each of its programs and key segments independently moving forward.

It should be noted that the elements and uses in this initial guide will be open to change. However, these changes will be reviewed and assessed periodically to ensure there is always a single standard usage overall.



BRAND POSITIONING

POSITIONING STATEMENT

After a lengthy qualitative and quantitative research effort, the following brand position statement was created for Butler University:

The right outcomes. The right way.

This statement, which encapsulates the essence of the institution, serves as an internal reference to guide marketing communications and should not appear on outward facing materials.

BRAND MESSAGING PILLARS

The positioning statement, “The right outcomes, the right way,” is built upon three messaging pillars that give it meaning:



BRAND TONE

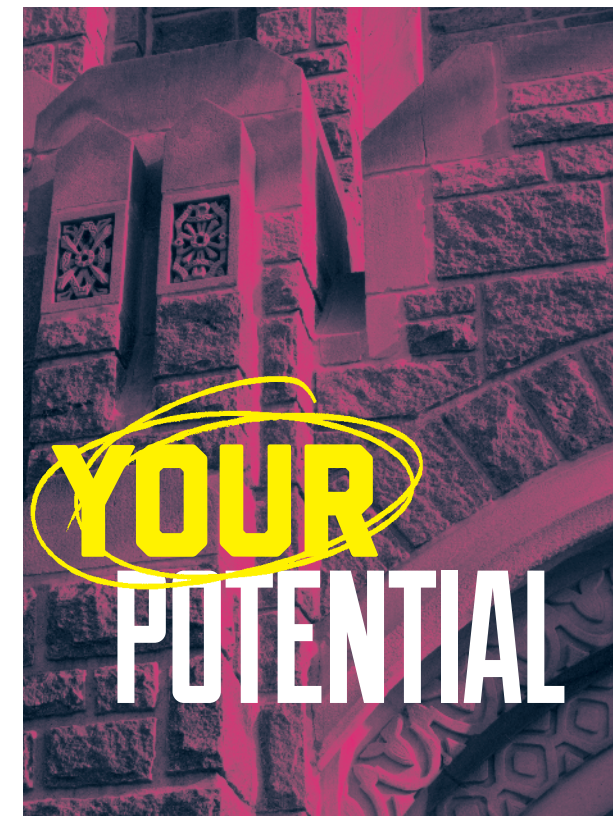
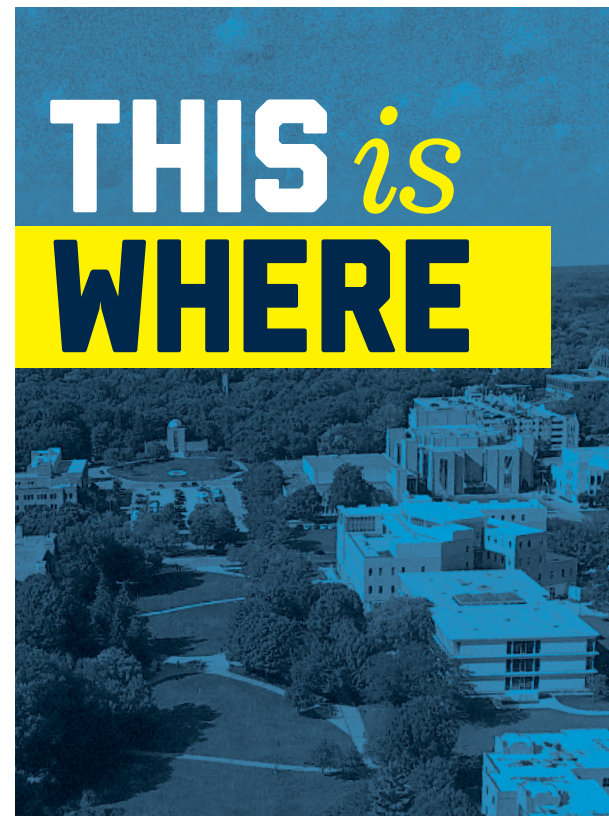
This statement is informed by the following tonal words that reflect the personality of the institution:

- Ambitious
- Dependable
- Collaborative
- Close-Knit
- Tenacious
- Authentic
- Progressive

BRAND ART

The overall feel of the brand art is characterized by the primary use of the brand colors, combined with grayscale images or textures. Full-color photography is also used in combination with brand elements. A combination of fonts is used for headlines or main typographic expressions.

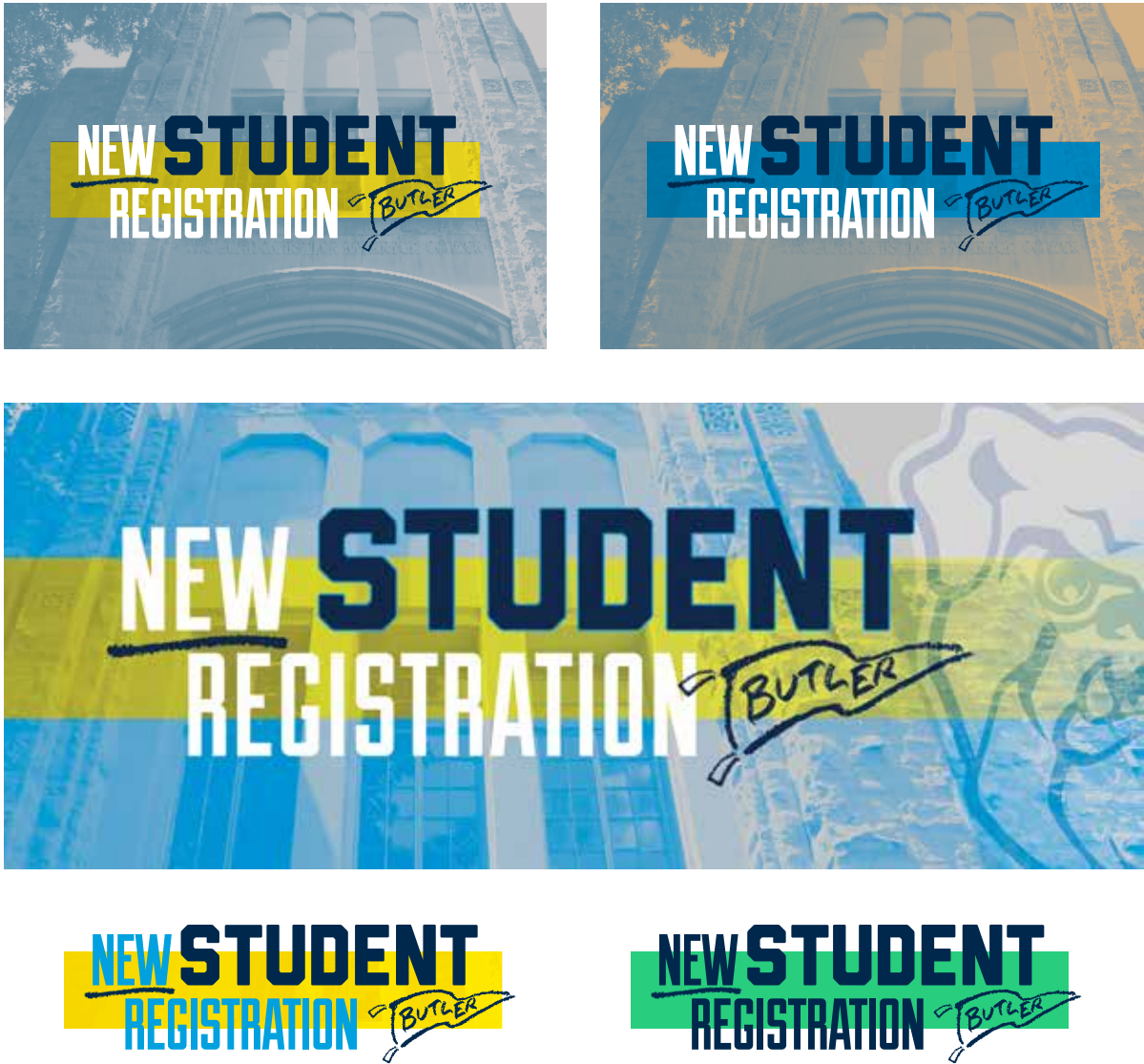
Hand-drawn graphics in addition to color bars bars for emphasis are also used to enhance layout design.



BRAND EXPRESSION

To target differing demographics, the Butler Brand can be expressed in various ways.

For example, in admission and enrollment design, a more youthful expression is preferred. This is achieved through a copious use of hand-drawn elements, and the brighter spectrum of the color palette, as seen in the following examples:





**YOUR DREAM SCHOOL
MIGHT BE CLOSER
THAN YOU THINK.**

BUTLER

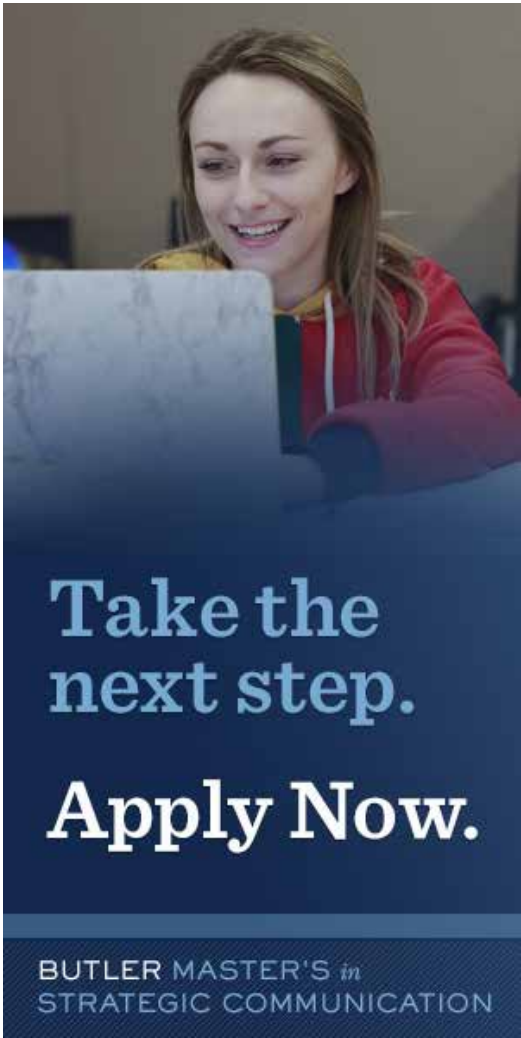
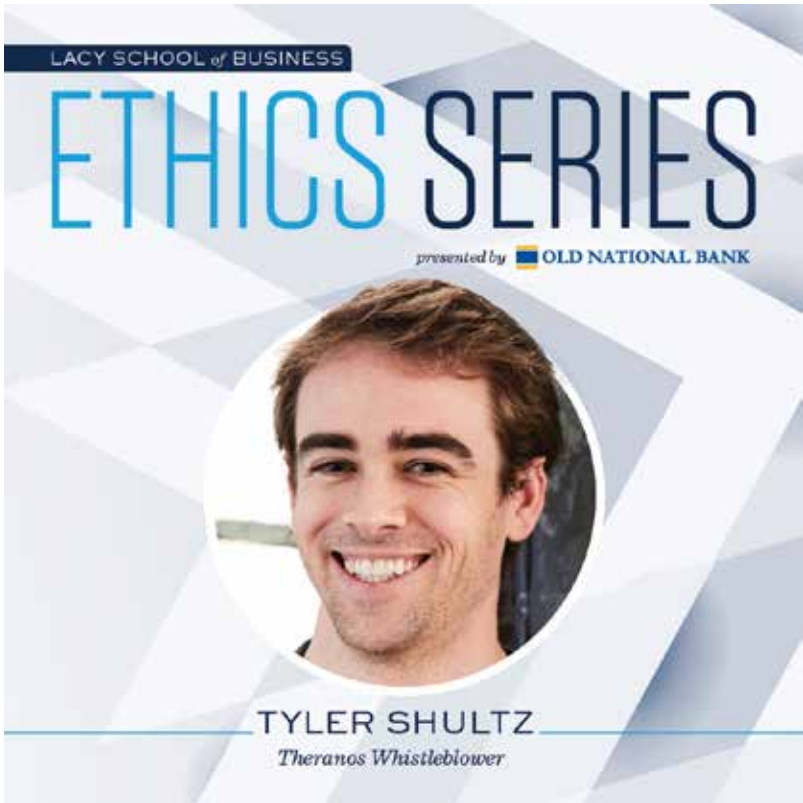


**INDIANA RAISED.
BUTLER EDUCATED.**



BRAND EXPRESSION

When the target audience is more mature, such as in graduate or professional marketing efforts, the Butler brand exhibits a more refined look, as in these examples:





COPY *tone*

VOICE

The copy reinforces the brand’s focus on “the right outcomes, the right way.” Our tone is active and full of opportunity. It establishes a personality built on self-reliance and determination—a personality that is full of optimism and an overall outlook that anything is possible.

The copy should be conversational and personable. It should provide insights about specific examples that prove out the greater points we’re trying to make. When writing, keep the tone words in mind.

HEADLINES

Headlines offer us a great opportunity to get across high-level ideas. They should capture the attention of the reader, pull them in, and make them want to read on. Our headlines speak from the personal voice of the brand with a can-do spirit, and with a belief that more is possible.

BODY COPY

The Butler brand should always strive for a conversational tone and pace. Body copy should make a single compelling point in an interesting way, using specific, understandable examples to illustrate that point.

Endings should payoff the headline or opening of the body copy. This can be achieved with a confident statement, or by prompting the reader with a challenge that ties back to the overall theme of the piece.



TYPOGRAPHY

TYPEFACES

The Butler University brand uses five approved typefaces:

LIBERATOR	SACKERS GOTHIC MEDIUM	DUKE	Tungsten	Sentinel
<i>Designed by Ryan Clark</i>	<i>Designed by Monotype Design Studio</i>	<i>Designed by James T. Edmondson</i>	<i>Designed by Hoefler & Frere-Jones</i>	<i>Designed by Hoefler & Frere-Jones</i>
<div>ABCDE FGHIJK LMNOP QRSTUV WXYZ. ? !12345 6789</div>	<div>ABCDE FGHIJK LMNOP QRSTUV WXYZ. ? !12345 6789</div>	<div>ABCDEFGH IJKLMNOP QRSTUVWX YZ. ?!123 456789</div>	<div>ABCDEFGH IJKLMNOP QRSTUVW XYZ. ?!123 456789</div>	<div>abcdefghijklmnop qrstuvwxyz ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnop qrstuvwxyz ABCDEFGHIJKLMN OPQRSTUVWXYZ</div> <div>abcdefghijklmnop qrstuvwxyz ABCDEFGHIJKLMN OPQRSTUVWXYZ</div>

TYPEFACES

The UNLEASHED campaign uses *Industrial* in combination with the other brand fonts.

INDUSTRIAL

Designed by Hoefler & Co..



WEB USAGE

For web use, the Sackers Gothic faces are available for use as live text with a license, and are recommended as headers. Sentinel is also available for web use, and is recommended for body copy (It can be substituted with Georgia if needed). Liberator and Duke can only be used in images.

SACKERS
GOTHIC MEDIUM

Available for Web Use
Use as: Header Text
Backup Option: Helvetica Bold

Designed by Monotype Design Studio

SACKERS
GOTHIC HEAVY

Available for Web Use
Use as: Header Text
Backup Option: Helvetica Bold

Designed by Monotype Design Studio

Sentinel

Available for Web Use
Use as: Body Text
Backup Option: Georgia

Designed by Hoefler & Frere-Jones

LIBERATOR

*USE AS IMAGE, NOT AVAILABLE FOR
LIVE TEXT*

Designed by Ryan Clark

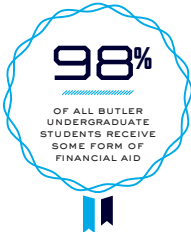
DUKE

*USE AS IMAGE, NOT AVAILABLE FOR
LIVE TEXT*

Designed by James T. Edmondson

SCHOLARSHIP FACTS

ACADEMIC YEAR 2019-2020



When a Butler student applies for need-based financial aid, the Office of Financial Aid team prepares a unique financial aid package for that student, utilizing the resources that are available, including:

- Grants
- Scholarships
- Loans
- Campus employment

The student's aid package may consist of a combination of institutional, federal, state, and private resources.

Institutional aid refers to scholarships and grants that are funded by the University itself, from general operating income or the endowment.

Endowed scholarships generate investment income that is restricted for use as institutional aid.

THE FINANCIAL AID PROGRAM

This academic year, Butler will award over \$77 million in financial aid. However, our nearly 500 endowed scholarships account for just \$3.3 million of this aid. In order for us to meet our obligation to students with financial need, the remaining \$73.9 million comes from our operating budget and monies from annual scholarship funds. This "scholarship gap" creates an unsustainable strain on our ability to financially support deserving Butler students. Growing Butler's scholarship program through donor generosity is critical to closing this gap.

SCHOLARSHIPS MAKE BUTLER MORE AFFORDABLE

Affordability remains one of the biggest factors students and their families confront when considering a private institution like Butler. Continually expanding our pool of scholarship resources has become increasingly important as we seek to ensure that a Butler education remains accessible for our students and their families. While not all Butler students require financial assistance to pay for college, most do. Your investment helps Butler continue to serve a wider community, increasing access to high-achieving students of diverse socioeconomic backgrounds.

LOOKING BACK *and* BEYOND ...

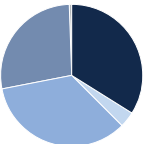
Fiscal year 2019 was a banner year for fundraising at Butler University, with generous alumni and friends contributing \$41,413,874.35 in new gifts and commitments. The gifts will bolster academic programs and enhance student life at Butler, cementing the University's status as the No. 1 regional university in the Midwest, a distinction made this year in *U.S. News & World Report's* Best College Rankings. Highlights of the contributions to Butler during fiscal year 2019 include:

\$41,413,874.³⁵

TOTAL RAISED IN FY19 (cash and commitments)

TOTAL FY19 FUNDRAISING

- Capital\$14,057,869.20
- Deferred\$1,579,000.00
- Endowment.....\$14,243,635.80
- Operating.....\$11,334,791.30
- Undesignated.....\$198,578.05



TOTAL FY19 SCHOLARSHIP FUNDRAISING

- Endowed\$13,578,706.20
- Annual\$807,777.73



It's time for another bold move.

In a rapidly-changing environment, a great institution like Butler University simply cannot stand still. **Butler Beyond: The Campaign for Butler University** is the most ambitious comprehensive campaign in our history, with a goal of raising \$250 million by May 2022. **Butler Beyond** will focus on three campaign pillars, which represent areas for philanthropic investment that will fuel our strategic vision for the future.

- › Student Access and Success—With a focus on enhancing the overall student experience that is foundational to a Butler education, gifts to this pillar will bolster student scholarships, elevate student support services, expand experiential learning opportunities, and more.
- › Innovations in Teaching and Learning—Gifts to this pillar will accelerate our commitment to investing in faculty excellence by adding endowed positions, supporting faculty scholarship and research, renovating and expanding state-of-the-art teaching facilities, and more.
- › Community Partnerships—Support for this pillar will expand Butler's reach and roots in the Indianapolis community and beyond by cultivating deeper integration with local organizations and businesses, increasing experiential learning opportunities for students through partner sites and projects, and more.

BUTLERBEYOND
THE CAMPAIGN for BUTLER UNIVERSITY

BODY COPY

Sentinel Book is the primary long-form typeface for the Butler brand. All body copy should be set in Sentinel Book. When appropriate, Sentinal may be used for smaller subheads in conjunction with AT Stackers Gothic as the main typeface. Sentinel Italic and Bold can be used to add emphasis.



[COLOR] *palette*

PRIMARY BRAND COLORS

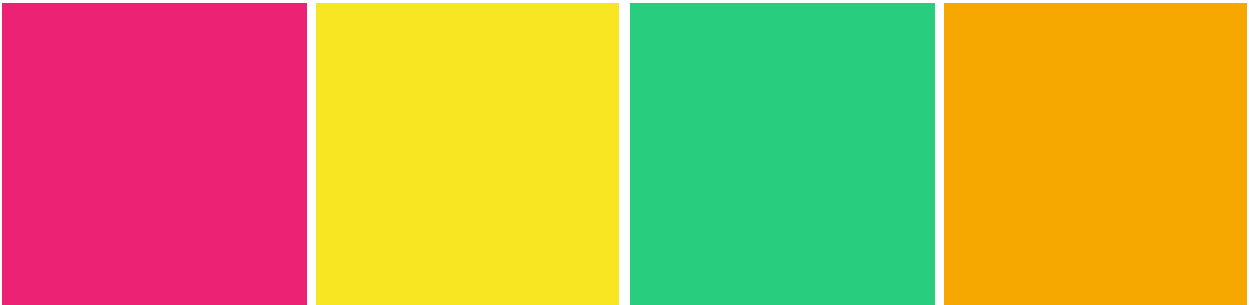
In addition to the two primary tones of Butler blue, the brand’s primary color palette extends to include complimentary shades of blue and brighter colors that form the brand’s supporting color palette. Each of these color palettes may be used across photographic treatments, typography, and layout of other collateral.



Butler Blue Pantone 2767 C C:100 M:90 Y:10 K:77 R:19 G:41 B:75 Web: 13294B	Bright Blue Pantone 299 C C:86 M:8 Y:0 K:0 R:0 G:163 B:224 Web: 00A3E0	Cool Gray Pantone 621 C C:12 M:1 Y:12 K:2 R:209 G:224 B:215 Web: D1E0D7
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SECONDARY BRAND COLORS

These warmer tones add a sense of activity to the brand and are appropriate for use as highlighted elements, line art iconography, and detailed flourishes to compliment the richness of the primary color palette in designs.



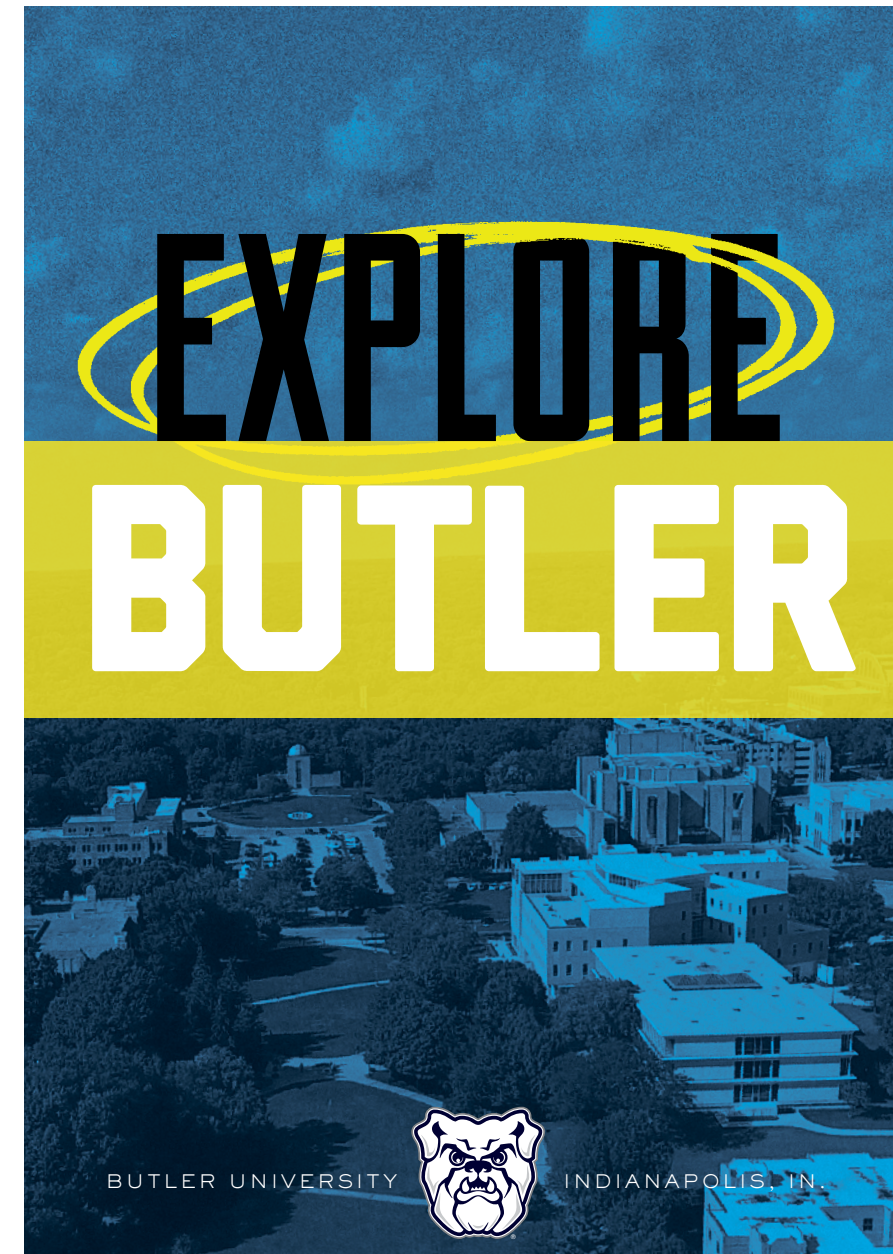
Pink Pantone 213 C C:0 M:92 Y:18 K:0 R:227 G:28 B:121 Web: E31C79	Yellow Pantone 395 C C:9 M:0 Y:90 K:0 R:236 G:232 B:26 Web: ECE81A	Mint Green Pantone 7479 C C:56 M:0 Y:58 K:0 R:38 G:208 B:124 Web: 26D07C	Orange Pantone 124 C C:0 M:30 Y:100 K:0 R:234 G:170 B:0 Web: EAAA00
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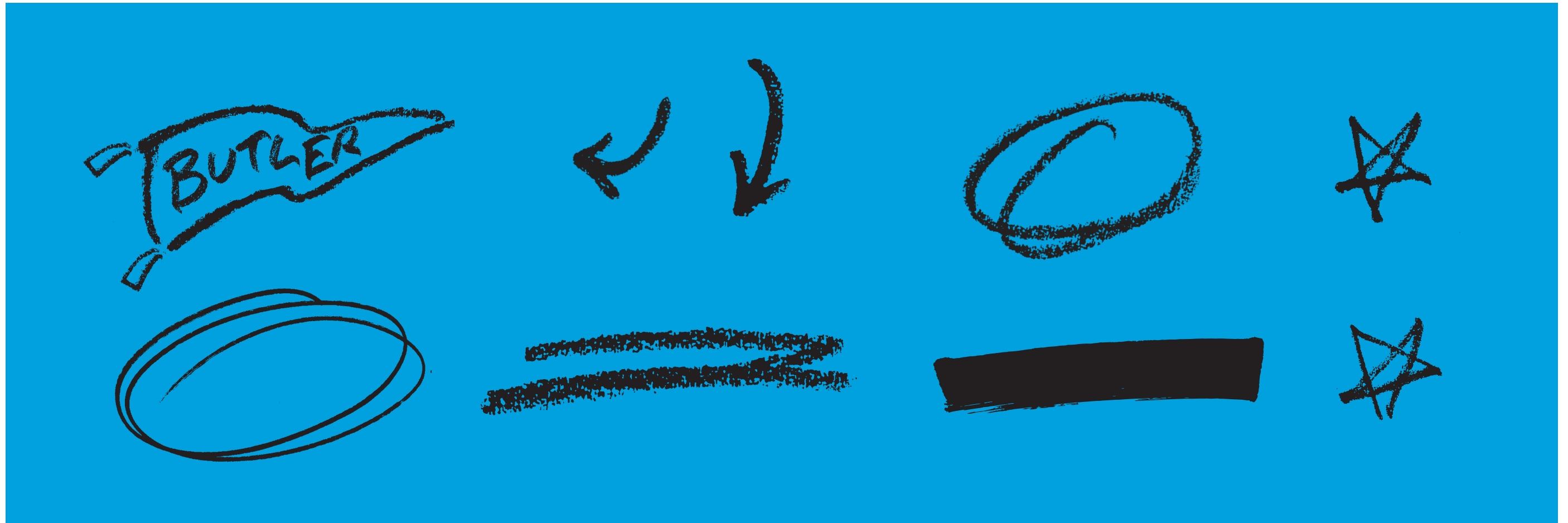
The background image is a close-up of a stone wall. It features several decorative elements: a square carved panel with a cross-like motif on the left, and a circular carved panel with a sunburst or wheel-like design in the upper center. The stones are of various sizes and textures, with some showing signs of weathering. A semi-transparent blue gradient is applied over the entire image, and the text 'DESIGN ELEMENTS' is superimposed in a bold, yellow, sans-serif font.

DESIGN ELEMENTS

The Butler University brand includes a variety of graphic elements that can be used to add visual interest to creative materials. Several elements can be used in a single piece, but each piece should generally have only one visually dominating graphic element.

These elements can be found on the Marketing Communication page of the Butler.edu website at www.butler.edu/marketing/brand-tool-kit.



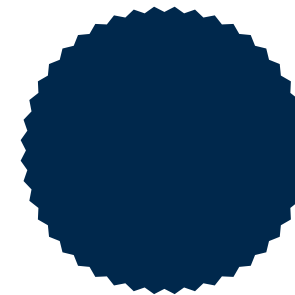
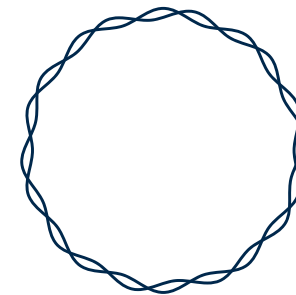
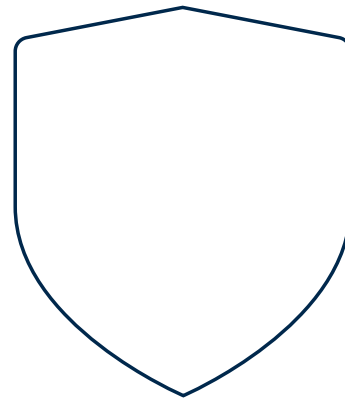


HAND-DRAWN GRAPHICS

These hand-drawn graphics support our conversational copy tone and can be used to draw attention to a piece.

SHIELDS & BADGES

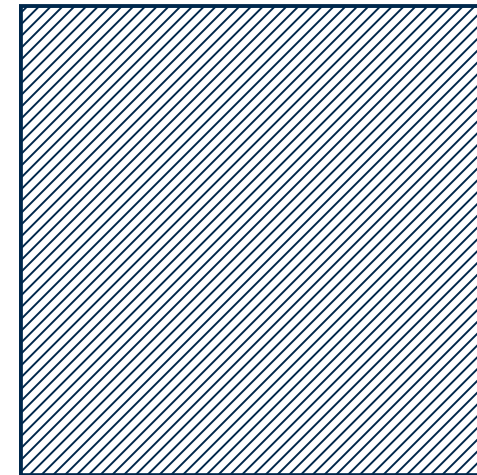
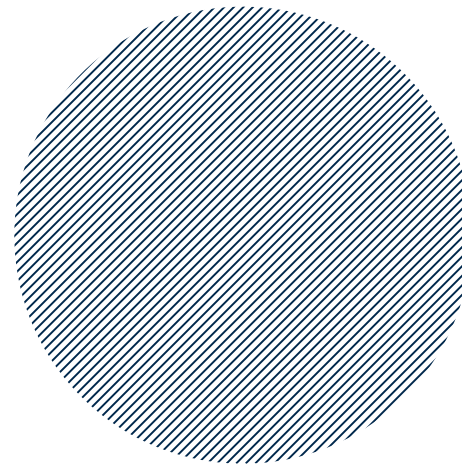
Large shields can be used to inset photographs or headlines, while smaller shields can be used as iconography. Badges can be used to hold icons or small amounts of type.



STROKES & HATCH PATTERNS

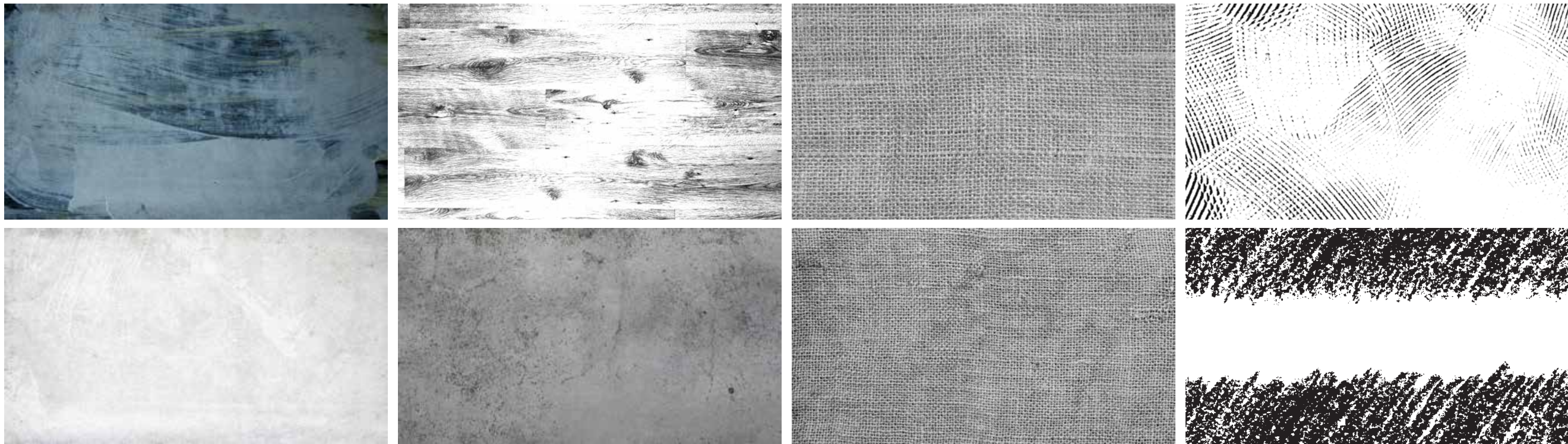
Strokes and hatch lines can be used to add a hint of color and energy to an area, to fill a large area with a subtle texture, or to activate headline copy by making it more vibrant.

TYPE



TEXTURES

Textures give the piece a rich, worn-in look. They can be used inside of headline text or to fill solid colors. They should be applied sparingly; the desired effect is not an aggressive grungy look, but a subtle depth to the aesthetic.



An aerial photograph of a tall, modern tower with a yellow top, surrounded by dense green forest. The tower has a yellow top section and a grey body with vertical slats. The text "LOGO USAGE" is overlaid in large, bold, yellow letters on the right side of the image.

LOGO USAGE

USING THE UNIVERSITY LOGO SYSTEM

Each of the six colleges are represented in this logo system by their pairings with the Butler wordmark. Logos available to the colleges are also available in two different configurations as well as color versions, and as art that can be reversed on a solid background.

Horizontal Logo/Full-Color



Vertical Logo/Full-Color



Horizontal Logo/Reversed



Vertical Logo/Reversed



USING THE BULLDOG LOGO

The Bulldog logo is the primary mark for Athletics at Butler. It not only represents a nearly 25-year tradition of athletic representation, but also exemplifies the tenacious spirit infused throughout the 160-year tradition of Butler University. The use of the Bulldog logo must be in accordance with the visual identity guidelines. The Bulldog logo should never be modified in color or content nor joined together to create a new or separate trademark or logo. These logos are available for download from the Marketing and Communications page of the Butler University website, and should be obtained only from this source.

Full Bulldog Logo/Full-Color



Full Bulldog Logo/grayscale



Bulldog Logo/1-color



INFORMAL OR CASUAL WORDMARKS

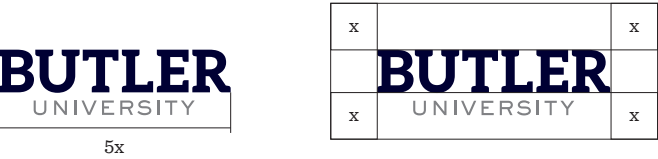
This system covers instances where the Bulldog-paired logo can be combined with college or institutional programs or offices. These do not replace usage within the University logo system as it applies to colleges, but is intended for use as a marketing tool on products such as clothing or office products.



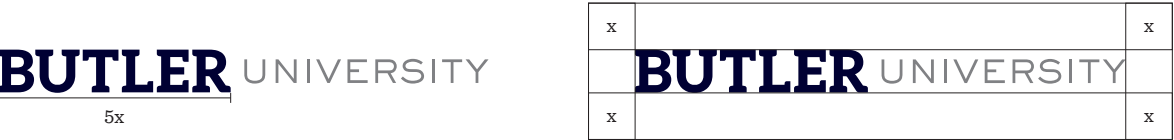
LOGO CLEAR SPACE

The Butler logos are most effective when surrounded by as much open space as possible. A minimum amount of clear space must surround the logo at all times. See diagrams to the right for the appropriate clear space for the various logos.

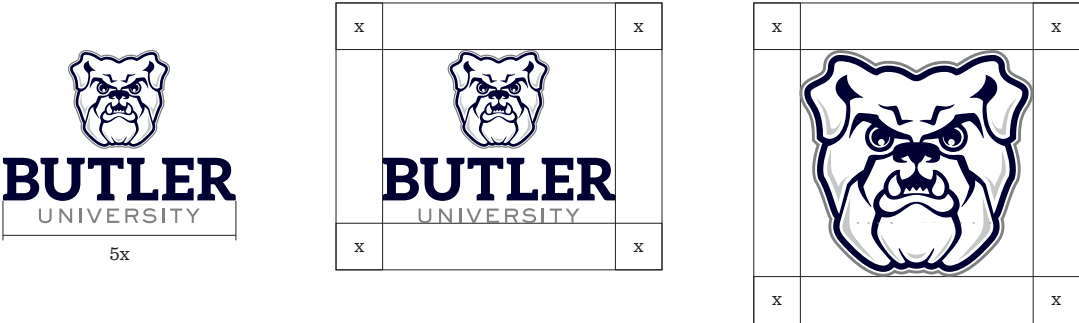
PRIMARY VERTICAL LOGO CLEAR SPACE



PRIMARY HORIZONTAL LOGO CLEAR SPACE



BULLDOG LOGO CLEAR SPACE



MINIMUM SIZES

To ensure visibilty and legibility, the Butler logos should not be presented in sizes smaller than the requirements shown on this page.

To maintain visual integrity, applications using alternative reproduction techniques, such as embroidery and silkscreen, may require presenting the logos at larger sizes than indicated here.

These are only minimum sizes. Logos should be sized appropriately for the piece being designed.

MINIMUM SIZE FOR PRINT

MINIMUM SIZE FOR DIGITAL

PRIMARY VERTICAL LOGO



PRIMARY HORIZONTAL LOGO



BULLDOG LOGO



THIRD-PARTY BRANDING GUIDELINES

The Butler University and third-party trademarks should never be joined together to create a new or separate trademark or logo, and no endorsement lines should be used with the Butler logo, without express approval from Butler Marketing and Communications.

SPONSORSHIPS/CO-BRANDING

This section addresses how to identify external partner organizations. One of the University’s strengths include its variety of partnerships which, when used correctly, can strengthen a marketing message. Combining the strength of two or more brands is called co-branding. Co-branding allows us to establish a visual association with our partners while continuing to leverage the Butler University brand. When cobranding, use all established guidelines for the standard use of our logo and apply the cobranding guidelines in addition.

Co-branding guidelines should follow these general outlines:

PARTNERS—When a partner helps develop and deliver programs, treat the partner’s name as you would the Butler wordmark. Both logos should be the same size.

SPONSORS—Sponsors contribute goods, service or money that deliver programs. Place sponsor logos at the page bottom or in credits. Make sponsor logos smaller than the Butler wordmark.

MULTIPLE SPONSORS—Group sponsors by contribution level (e.g. gold, silver and bronze); then list sponsors by level alphabetically. When dealing with a long list of sponsors or limited space, use names instead of logos for a more professional look.

BUTLER AS PRIMARY PARTNER:




BUTLER AS EQUAL PARTNER:



BUTLER AS SUPPORTING PARTNER:



BUTLER WITH SPONSOR:

Sponsor Logo 3

BUTLER WITH MULTIPLE SPONSORS:

Sponsor Logo 1 Sponsor Logo 2 Sponsor Logo 3



Summer Camps:

(Most camps serve ages 7–11 and 12–18)

Are you or your child interested in music?

The Butler Community Arts School is the place for you. Serving children as young as 5 to adults, the school offers summer camps, private lessons, and group classes —all at an affordable price.

Instruction is held on the Butler campus by trained Jordan College of the Arts students.

Adult Big-Band Workshop

Arts Camps

Ballet Summer Intensive

Base Camp

Brass Camp (NEW!)

Jazz Camp

Percussion Camp

Piano Camps

Snare & Tenor Camp

Strings Camp

String Scholars Camp

Theatre Camps (NEW!)

Voice Camp

Woodwind Camp (NEW!)

For more information, visit www.butler.edu/beas or email beas@butler.edu.

BUTLER ARTS AND EVENTS CENTER CO-BRANDING

Butler Arts and Events Center co-branding is similar to University-wide co-branding with the exception that it follows strict layout rules. The Butler wordmark and the BAC wordmark should be displayed at the same size. Partnerships with Butler University facilities should display as follows:



Sponsorships with one or more partners should display as follows:



OTHER ITERATIONS

There are other official uses of the Butler Logo that occur in new media applications. Subsequent usage in similar circumstances requires permission by the Marketing and Communications office.



Every email that comes from the University reflects upon the institution. Using one simple, branded email signature across campus helps strengthen not only the perception of the University’s valuable reputation, but also assists in communicating the University’s visual identity on the most basic level.

In order to create a more consistent University-wide web presence, we recommend the following email signature templates as a baseline.

STANDARD EMAIL SIGNATURE

12 pt. Georgia is the preferred font for email signatures, and should be listed in this order:

- Name (*bold*)
 - Title
 - Office/Unit
 - Butler University (*appears on its own line*)
 - Building/Room
 - 4600 Sunset Avenue
 - Indianapolis, Indiana 46208
 - Phone | Mobile phone
 - Email address | Web address
- An option to include your professional social network links is also acceptable on the last line.*
- Butler University email signature wordmark.

SAMPLE SIGNATURES:

Phil Eichacker
Art Director
Marketing and Communications
Butler University
317-940-8375



Bruce Arick
Vice President of
Finance and Admistration
Butler University
4600 Sunset Avenue
Jordan Hall 110
Indianapolis, Indiana 46208
317-940-9481
barick@butler.edu



The properly-sized Butler University email signature wordmark is available for download at www.butler.edu/marketing.

Instructions for email signature implementation:

- | | |
|--|--|
| <p>For Windows:</p> <p>Open a new message.</p> <p>On the Message tab, in the Include group, click Signature, and then click Signatures.</p> <p>On the Email Signature tab, click New.</p> <p>Type a name for the signature, click OK.</p> <p>In the Edit signature box, paste (Control+V) the signature you copied below.</p> | <p>For Mac:</p> <p>Go to the Outlook menu and select Preferences.</p> <p>Select Signatures.</p> <p>Click the plus icon (+) to add a new signature.</p> <p>Double click the “Untitled” signature and rename it.</p> <p>In the Signature box, paste (Control+V) the signature you copied below.</p> |
|--|--|



SIGNAGE

WAYFINDING

This section outlines wayfinding guidelines for exterior and interior spaces on Butler University’s campus.

DIRECTIONAL (INTERIOR)—For a space with multiple departments/areas within it, use Butler’s Sackers Gothic Regular as the font to denote the space and then Sentinel as the font to denote the department/areas. *See example.*

DIRECTIONAL (EXTERIOR)—For a space with multiple departments/areas within it, use Butler’s Sackers Gothic Regular as the font to denote the space and then Sentinel as the font to denote the department/areas. *See example.*

NAMED SPACES

This section outlines guidelines for a named facility on Butler University’s campus or a named space within a Butler University building.

BUILDING (EXTERIOR)—When a facility is named for an individual or organization, the honoree’s name should appear in Butler’s Sackers Gothic Regular font in Butler Blue 2767. The building’s architect has sole discretion on the material used and placement of the name.

OFFICE (INTERIOR)—Office signage should use Butler’s Sackers Gothic Regular font. When an office is named for an individual or organization, a slide-in plate can be added to the bottom of the sign for donor recognition. This plate can feature the donor’s logo in greyscale format.

OFFICE (DIRECTIONAL)—When a location within a building is named for an individual or organization, the honoree’s name or organization’s name can appear in their preferred font at the top of the sign followed by the space name at the bottom of the sign in Butler’s Sackers Gothic Regular font. *See example.*

EXAMPLES:



DIRECTIONAL (INTERIOR)



DIRECTIONAL (EXTERIOR)



OFFICE (DIRECTIONAL)

COLLABORATIVE SPACES

This section outlines guidelines for Butler spaces that are occupied by an outside organization.

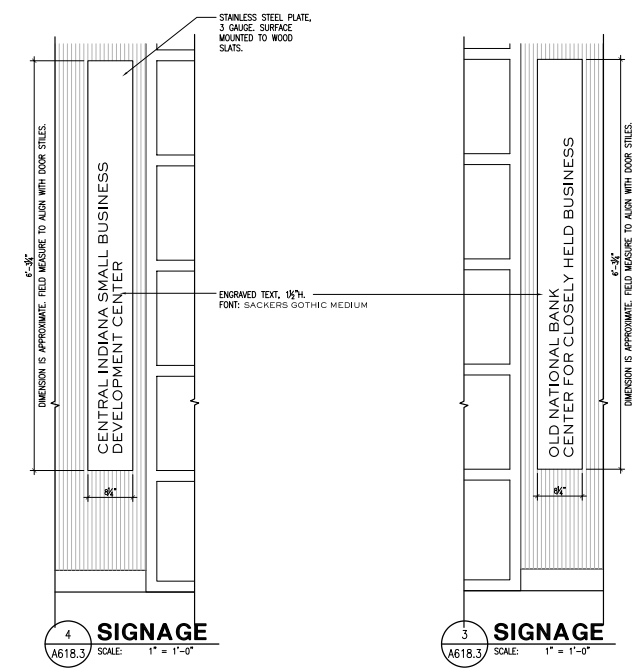
EXTERIOR OFFICE SIGNAGE—Exterior office signage for a collaborative space should use Butler’s Sackers Gothic Regular font or the organization’s font. The sign should never use the logo of either party. *See example.*

INTERIOR OFFICE SIGNAGE—Interior office signage for a collaborative space can include the organization’s logo. Any interior office signage that is permanent (affixed to a wall) needs to be coordinated with Marketing and Communications. Non-permanent signage such as pull-up banners can be ordered without such coordination.

SIGNAGE COLORS:

This rule applies to all signs. When the sign, or background the sign will be applied to, is white or a grey color, letters should appear in Pantone 2767. When the sign, or background the sign will be applied to, is a dark color, letters should appear in white or Pantone Cool Gray 9C.

EXAMPLES:



EXTERIOR OFFICE SIGNAGE

QUESTIONS

This style guide is designed to strengthen the Butler University brand, not to impose unnecessary restrictions on your creativity. Nevertheless, it is vitally important that we ensure a consistent and appropriate brand for the university. Please exercise good judgment in all creative executions and strive to use the brand effectively for your audience, using this style guide as a tool.

If you have any questions as you help craft our brand, please contact:

Courtney Tuell

Senior Director,
Marketing Strategy
ctuell@butler.edu
317-940-9807

Phil Eichacker

Art Director
Butler University
peichack@butler.edu
317-940-8375