



Brenau
UNIVERSITY

STYLE GUIDE

UPDATED 3/15/22

PURPOSE OF THIS GUIDE

This document is intended to provide basic guidelines for those developing materials for Brenau University. The guidelines will include information about the proper use of the logo, typography, color, layout and imagery.

The intent is to give enough direction to keep materials consistent so that those who experience the Brenau brand have the same impression of the university. At the same time, the goal is to provide enough flexibility so that those who create materials can meet their specific needs.

Consistency necessitates limitations. As creators of communications, we will tire of our logo, images, typography and colors long before our audience ever remembers them and connects them to our university. Please exercise discipline and remain consistent with our brand in your work.

If questions arise that are not answered in this document, please reach out and contact the person(s) listed on page 2 of this document.

CONTENTS

Logos and usage	3
Color palette and usage.....	10
Typography.....	11



This is the most formal version of the logo. Use the two-color version of the logo whenever possible.



The horizontal version of the Brenau University logo is used on letterhead and when the standard version will not fit well in the allotted space.

BRENAU UNIVERSITY LOGO

Brenau University's primary signature is composed of the wordmark "Brenau University," the stylized portals, the flame, and Brenau's founding year, 1878. These elements are to be used together in all instances.

The wordmark "Brenau University" is set in Sabon and is a customized arrangement of letters. No substitute may be used for this wordmark.

The logo is also customized for Brenau University. No substitute may be used.

CONTACT INFORMATION

For digital logo files or questions regarding logos, please contact:

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Do not change the color of the logotype or logo.



Do not change the proportions of logo elements.



Do not change the typeface of "Brenau University."



Do not try to rearrange the configuration of the logo.



Do not use any other logo with the logotype.



IMPROPER LOGO USAGE

The logo was designed especially for Brenau University. Do not alter the Brenau University logo in any way.

Please do not attempt to recreate any components of the design or alter the position or configuration of the elements in relation to one another. The logo must be used in its entirety as specified in this manual.

Digital logo files are available upon request from Brenau's Marketing or Communications offices.

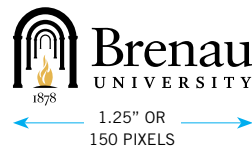
OLD LOGOS

All employees are encouraged to use up their current stock of stationery featuring the flame and portals logos below before purchasing new letterhead, business cards, etc. Otherwise, use the new logos whenever possible.

The shield logo (bottom right) is **not approved for any use**.



MINIMUM SIZE REQUIREMENTS



SIZE REQUIREMENTS

Care must be given that the logo is reproduced in sizes that will be easily readable.

As digital media is one of the primary areas where prospective students experience the Brenau University brand, it's critical that the name of the university be readable. Minimum sizes are displayed at the left for usage in both print and digital media.



CLEARANCE AREA SIZE
 The clearance area equals
 the height of the capital
 "B" in the word "Brenau."

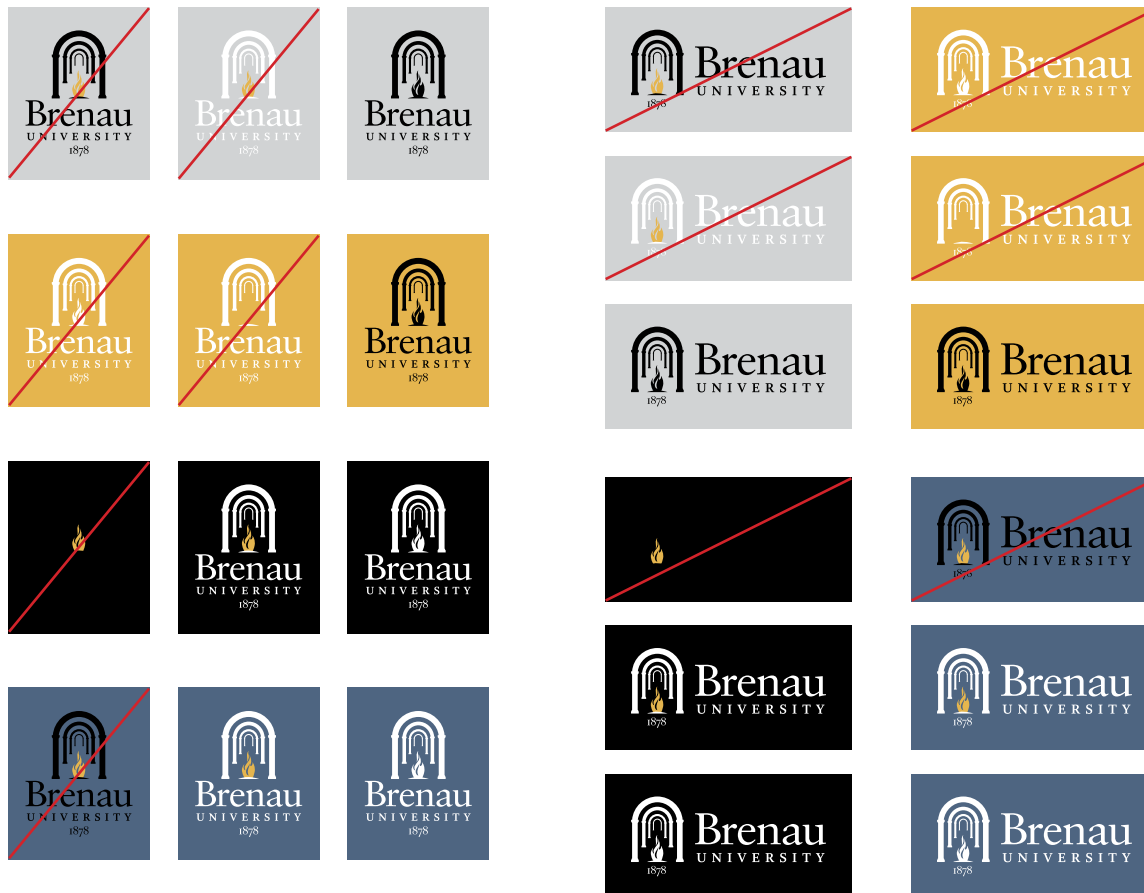


CLEARANCE AREA



MINIMUM LOGO CLEARANCE

In usage, the logo should always have enough space around it to stand out in layouts. The guidelines at the left provide basic rules for minimum clearance. Wherever possible, give the logo space to "breathe" and attract the eye of the reader.



LOGO USAGE EXAMPLES: BACKGROUNDS

In the examples at the left, the primary issue is contrast of the elements of the logo against the background. Those with red lines are inappropriate usage examples because the elements of the logo aren't readable enough against the background colors shown.

This principle applies to all uses of the logo — all elements should be high enough in contrast to make them readable against the background.



**College of Business
& Communication**



**College of Business
& Communication**



**Mary Inez Grindle
School of Nursing**



**Mary Inez Grindle
School of Nursing**

PROGRAM-SPECIFIC LOGOS

Logos for specific Brenau programs are available from the university's Marketing or Communications offices. **Do not attempt to recreate these logos.**

As part of the university's cohesive, unified branding, the university does not create unique logos for specific programs (except in very rare instances).



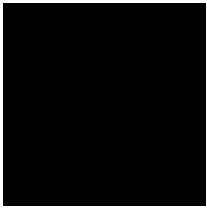
LOGO USAGE EXAMPLES: IMAGE BACKGROUNDS


There may be occasions where the logo needs to be placed over an image, but generally this should be avoided.

In the examples at the left, there are multiple issues to be concerned with. In the upper-left example the logo is unreadable and competes with the image. In the upper-right image the logo is over the face of a person. In the image of the graduate, middle right, the logo is placed poorly.

Generally the logo should be placed lower-left or lower-right if used over an image and should be easily readable, as in the three examples shown. If necessary, retouching the image to create an area that is consistent enough in value to read the logo against is permissible.


PRIMARY COLORS

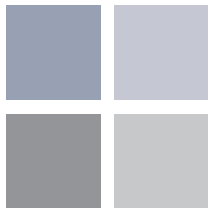
	Black	
	CMYK	
	Cyan	0%
	Magenta	0%
	Yellow	0%
	Black	100%
	Web	
	Hex	#000000

	Print Gold	
	CMYK	
	Cyan	0%
	Magenta	22%
	Yellow	77%
	Black	11%
	Pantone*	
	PMS	2006

	Web Gold**	
	Hex	#fbc66c

SECONDARY COLORS

	Blue	
	CMYK	
	Cyan	73%
	Magenta	53%
	Yellow	30%
	Black	16%
	Web	
	Hex	#52657F
	Pantone*	
	PMS	2138

	Shades of black and blue	
	may be used as secondary colors for print and web, keeping in mind accessibility standards for color contrast.	

COLOR PALETTE

Color is a valuable tool in the designer's toolbox but must be used consistently to unify the brand image.

The brand colors shown are the only colors that will be used for typography and flat areas of color.

Gold text on white backgrounds should be avoided to comply with [accessibility standards for color contrast](#).

To add variety and create balance in design, the secondary colors may be used – primarily as flat areas of color and for accenting typography in some instances.

Secondary colors do not apply to athletics branding. See the Brenau Athletics Branding Guide for more information.

* CMYK is the preferred color option for printing. Pantone may be used for specific projects when necessary.

** Gold should only be used as background or accent colors for web purposes, and any usage must pass accessibility standards. Do not use gold text on light backgrounds on the web.

FF DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

FF DIN Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

FF DIN Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

FF DIN Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

FF DIN Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Sabon Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Sabon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

TYPOGRAPHY

Typography must be used consistently in the university's communications to support the brand. Do not attempt to manipulate fonts or recreate existing logos using any of the fonts listed.

FF Din and **Sabon** are the primary fonts used in most materials. Bold fonts are typically used for headlines and subheads, while regular fonts are used for body text.

These fonts require paid licenses for any usage. See the next page for free alternatives.

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Roboto Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Roboto Condensed Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

EB Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

EB Garamond Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

ALTERNATE FONTS

The fonts at left are free alternatives to Brenau's official branding fonts, which require paid licenses.

Roboto ([download here](#)) may be used as a substitute for FF Din.

EB Garamond ([download here](#)) may be used as a substitute for Sabon.