

2024



ANDERSON UNIVERSITY

BRANDING & IDENTITY GUIDELINES

JULY 2024

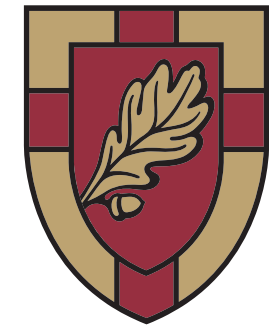


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1.0



OUR BRAND STORY



Staying true to our story & our identity

We are all ambassadors of Anderson University.

Accepting this incredible opportunity—and the enormous responsibility it entails—requires connecting with local, regional, and global communities in a way that reflects the Anderson University Vision Statement and tells the University’s story as one built upon the pillars of Great Academics, Great Faith, Great Hospitality, and Great Purpose. Whether as simple as a casual interaction with a neighbor, or as intentional as advertising, communication, and marketing initiatives, Anderson University’s identity is rooted in these God-ordained values.

Anderson University is well-respected in our community and among our peers in higher education. A detailed brand identity system—a “brand”—is as vital to our reputation and vision as is the excellent academics and missional focus of the AU experience.

Identifying, defining and communicating our brand is the purpose of this document.

Adherence to these strictures should engender no less respect than the values on which Anderson University was founded, exists, and grows. Indeed, it was those values that inspired its contents, from the look and feel of the Anderson University’s brand marks, to the meaning of the “Knowledge for your Journey” spiritline and Anderson University’s traditional brand colors.

That is what we mean by “Staying True to Our Story and Our Identity.” This important document is the guide on how that noble cause is accomplished.



UNIVERSITY VISION STATEMENT

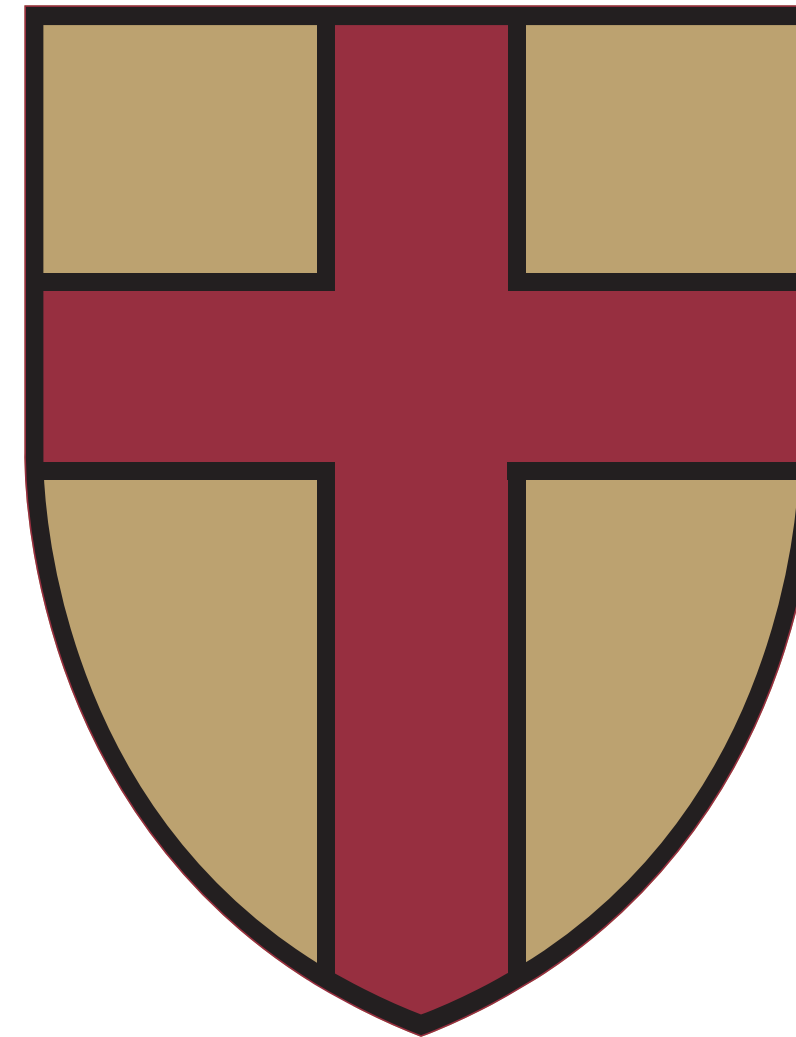
For God and humanity, Anderson University seeks to be an innovative, entrepreneurial, premier comprehensive university where liberal arts, professional studies, and graduate studies thrive within an uplifting, welcoming, and distinctively Christian community of diverse faculty, staff and students dedicated to intellectually rigorous learning, a caring and hospitable campus culture, and personal transformation.

University shield symbolism

PART ONE

Solus Christus

- Anderson University is a diverse community that is intentionally Christ-centered.
- The heart of the gospel is the cross, This sacred symbol is central to our identity.
- We profess our Christian faith in our Mission Statement, Vision Statement, Values and Statement of Faith.



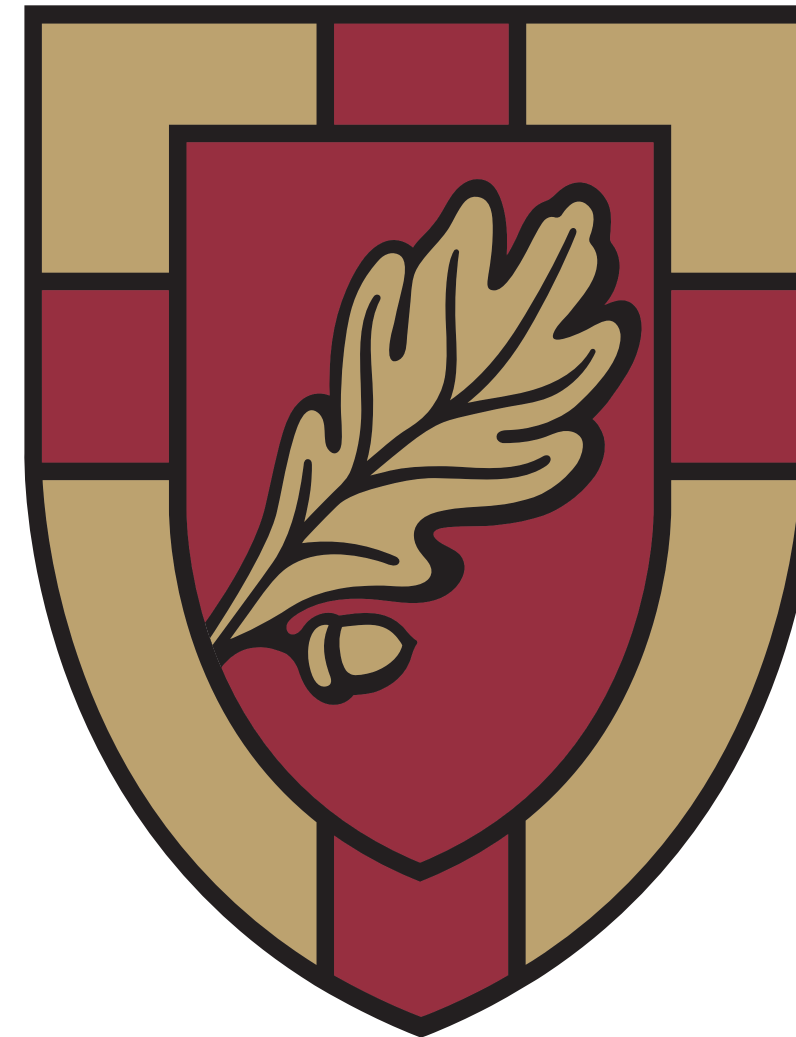
University shield escutcheon symbolism

PART TWO

e glande robur*

- The shield is charged with an oak leaf and acorn symbolic of the grand and majestic 100-year old oak trees that adorn Anderson's campus.
- More significantly, the oaks' prominence in the shield is symbolic of our students' present, and future journeys as life-long learners, growing in knowledge, wisdom and truth—and enduring with strength.

* *Mighty oaks from tiny acorns grow*



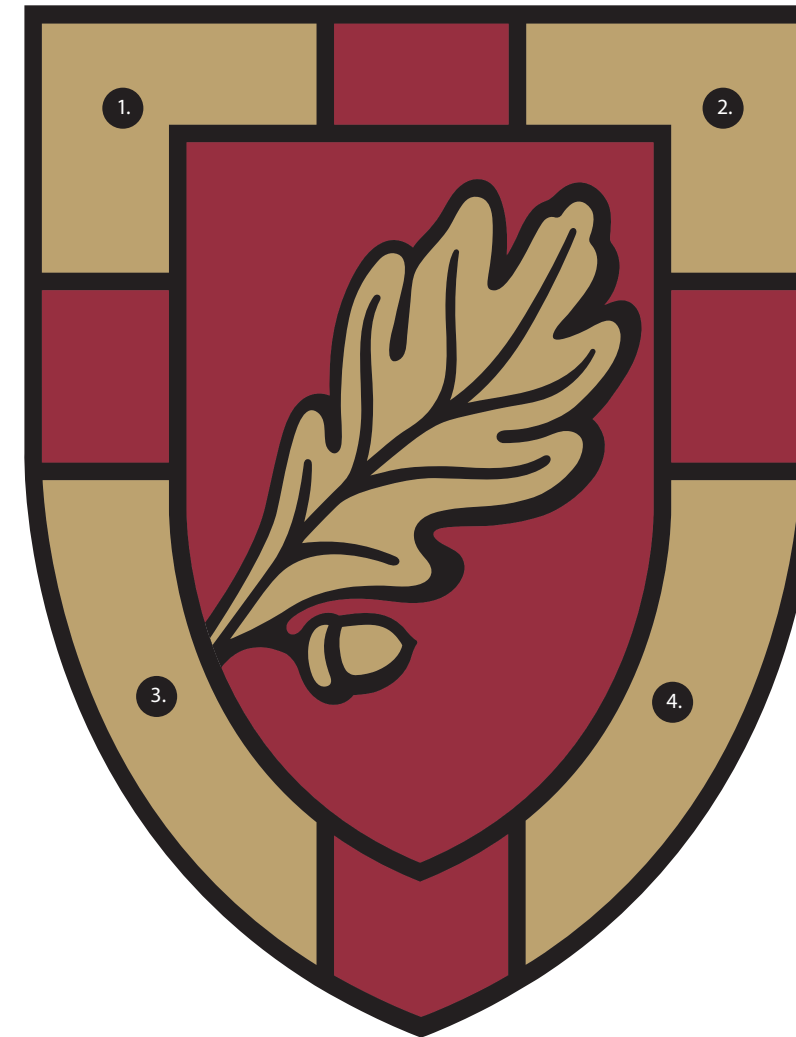
Four pillars symbolism

PART THREE

Foundational Four Corners

Since its foundation in 1911, the story of Anderson University has been one of Great Academics, Great Faith, Great Purpose and Great Hospitality. The pillars upon which the University was built and continues to grow has not—and will not—change.

1. **Great Academics**
2. **Great Faith**
3. **Great Purpose**
4. **Great Hospitality**



2.0



BRAND COLOR GUIDELINES



Primary brand colors




The primary brand color palette is derived from our brand marks. With a consistent and appropriate use of this color palette, our communications are enhanced and contribute to our evolving brand story and identity.

AU GOLD						
	Process Color C:27 M:33 Y:63 K:01	RGB R:188 G:162 B:112	Hexadecimal (Hex) #BCA270	Pantone® 466 Uncoated	Pantone® 466 Coated	Pantone® 873 Metallic Coated
AU BLACK						
	Process Color C:0 M:0 Y:0 K:100	RGB R:0 G:0 B:0	Hexadecimal (Hex) #000000	Pantone® Black Uncoated	Pantone® Black Coated	
AU RED						
	Process Color C:25 M:90 Y:65 K:25	RGB R:152 G:49 B:65	Hexadecimal (Hex) #983141	Pantone® 1797 Uncoated	Pantone® 201 Coated	
AU GREY						
	Process Color C:0 M:0 Y:0 K:50	RGB R:147 G:149 B:152	Hexadecimal (Hex) #939598	Pantone® 423 Uncoated	Pantone® Cool Gray 7 Coated	




Secondary brand colors

The secondary brand palette was developed to complement the primary brand colors. When considering use of the secondary palette, it is critical these colors do not visually dominate or disrupt the visual hierarchy of the primary brand colors.

AU BLUE

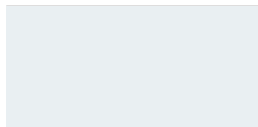
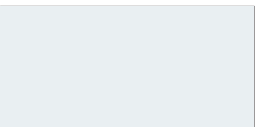
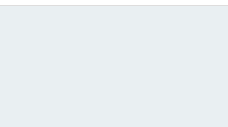
		
Process Color C:51 M:31 Y:10 K:30	RGB R:98 G:124 B:97	Hexadecimal (Hex) #627793

AU GREEN

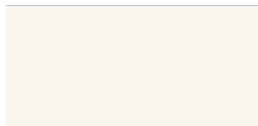
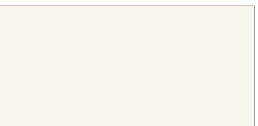
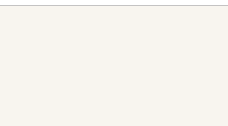
		
Process Color C:58 M:38 Y:66 K:15	RGB R:110 G:124 B:97	Hexadecimal (Hex) #6C7B60

USED AS ACCENT COLORS ONLY

AU LIGHT BLUE

		
Process Color C:8 M:3 Y:3 K:0	RGB R:232 G:237 B:241	Hexadecimal (Hex) #E8EEF2

AU SOFT TAN

		
Process Color C:2 M:3 Y:5 K:0	RGB R:247 G:243 B:237	Hexadecimal (Hex) #F7F3ED

Tertiary brand colors

The tertiary brand palette was developed to complement the primary and secondary brand colors in an effort to provide additional color options to be used for event marketing and signage or additional accent colors in printed marketing materials.

MOSS			
	Process Color C:47 M:32 Y:66 K:7	RGB R:139 G:145 B:105	Hexadecimal (Hex) #8B9169
TEAL			
	Process Color C:66 M:36 Y:43 K:7	RGB R:95 G:132 B:134	Hexadecimal (Hex) #5F8486
PURPLE			
	Process Color C:56 M:65 Y:34 K:11	RGB R:120 G:96 B:122	Hexadecimal (Hex) #78607A
MAUVE			
	Process Color C:39 M:77 Y:48 K:19	RGB R:140 G:75 B:92	Hexadecimal (Hex) #8C4B5C

Using our brand colors

PROCESS COLOR - PRINTING



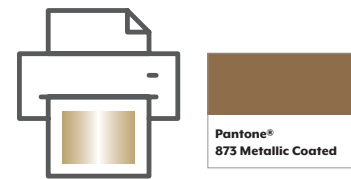
CMYK or **Process Color** is the standard color profile for offset printing. Printers use Cyan, Magenta, Yellow and Black inks to produce color images by layering small dots of inks.

Selecting brand mark files designated with CMYK in the file names will produce the most accurate gold color for the CMYK printing process.

This printing process is also known as a four color printing or four color process.

Best for File Types: EPS, PDF, SVG

PANTONE® METALLIC - PRINTING



PANTONE® Color System, also known as spot color printing, is a universal set of individual inks used in commercial printing. This system requires no mixing of inks to produce desired colors. Colors are selected from a swatch book for reproduction on press.

In University's color system **PANTONE® 873 Metallic** is an ink mixed with fine metal particles creating a metallic appearance to the ink on paper.

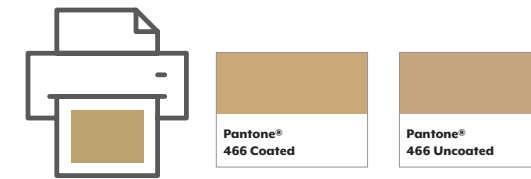
Unlike the CMYK process, **PANTONE® 873 Metallic** can be used for coated and uncoated papers with slight color differences.

Brand marks developed with this color will not reproduce accurately when used in-house or on desktop printers. It's designated for offset printing and screen printing only.

When printing CMYK (four color process), **PANTONE 873 Metallic** can be added as a fifth ink color.

Best for File Types: PDF

PANTONE® SOLID - PRINTING



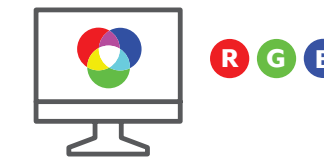
466 (C) Coated
466 (U) Uncoated

As their names indicate, each color should be properly paired with either coated or uncoated papers resulting in accurate color reproduction.

With exception to the metallic sheen, these two colors are identical in their use and appearance as describe with **PANTONE® 873 Metallic**.

Best for File Types: PDF

HEXADECIMAL / RGB - WEB AND DIGITAL



There are no difference between Hexadecimal (**HEX**) and **RGB** colors. They are different color profiles (names) for expressing the same colors.

Web developers use HEX colors making the color code shorthand for its RGB values.

These colors are not intended for print and will not reproduce AU Golds accurately. These colors are intended for digital use only.

NOTE: HEX is also what would be used for Canva.

Best for File Types: JPG/JPEG, PNG, PPT (PowerPoint), SVG

Apparel color details 

Screen Print:

Brand: Onestroke Inks
Color: Metallic Vegas Gold

Embroidery:

Brand: Madeira
Color: Gold 1673, Red 1707

3.0



LOGOS AND LOGO GUIDELINES





Brand Mark
“Primary Logo”

- Full color or one color
- Horizontal or Vertical
- No Tagline or Tagline



Shield

Full color or one color



Coat of Arms

- No Latin inscription
- Full color or one color



Seal

- Latin inscription. Exclusive use for President’s office, certificates, commencement, or any ceremonies.
- Full color or one color

Level 1:
Primary Brand



Level 2:
Legally Protected Brand

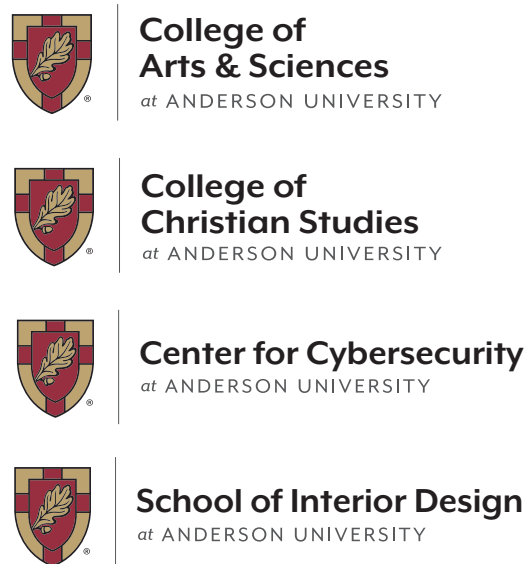


Level 3:
Community Focused Brands



Level 1 through Level 3 are approved to go to market as their registration and trade mark

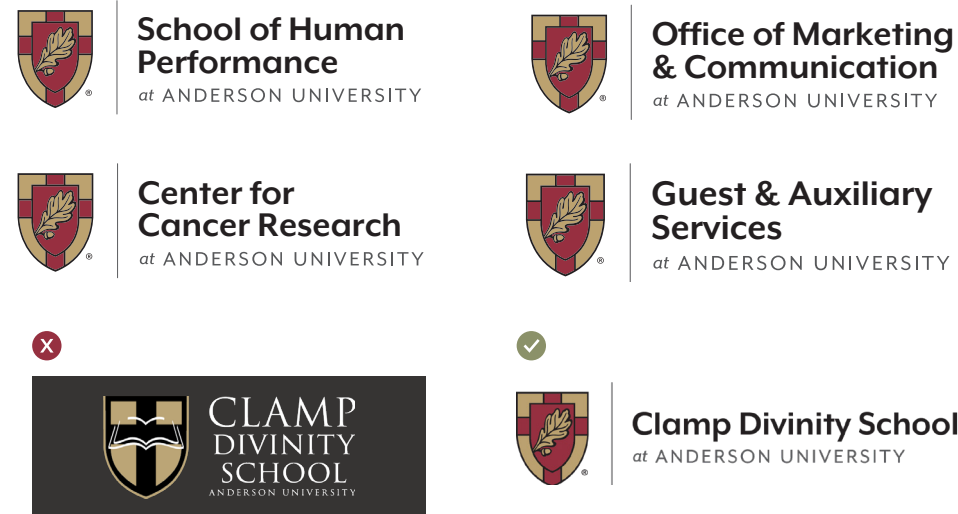
Level 4:
Academic Lockups*



*AU has many lockups. Lockups contain our primary logo and a unit's name, which are connected. We call these lock-ups within our brand ecosystem because the unit name is "locked up" next to the logo. Units include schools, colleges, and academic centers, as well as offices and departments.

This category includes all colleges, schools, and academic centers except for the schools that fall beneath the umbrella of the College of Health Professions.

Level 5:
Secondary Academic & Non-Academic Lockups



This category includes departments and centers that are housed within the Level 4 Academic Lockups. This category also includes offices, services, associations, and institutes.

Level 6:
Icons



This category includes Public Facing and Tier 1 Events. This category also includes internal facing student affairs programs (i.e. programs run by university students, faculty, and/or staff members that are in place to aid and enhance students' education and experiences while on campus).

Level 4 through Level 6 cannot go external and is for internal use only since they are not legally protected when not paired with a Level 1 or Level 2 brand.

Brand Hierarchy

Definitions

Brand Autonomy: Brand Autonomy is a ranked framework, couples with the University brand hierichial structure to communicate managed brands that are external-facing/have approval to “go-to-market” as a Brand Mark by the Office of Marketing and Communication.

Based on the location in the hierarchy, a visual identity will receive one of the following rankings:

- **HIGH** = Level 1 through Level 3 are approved to “go-to-Market” with the protected Brand Mark
- **MID** = Level 4 must go-to-Market as a Level 1-3 Brand Mark; carries a high legal risk going-to-market as an unprotected visual asset; low brand recognition translates into low brand value
- **LOW** = Level 5+ uses “parent” Brand Mark only (Anderson University); carries a high risk going-to-market as a n unrecognizable or as an unprotected visual asset; low brand recognition translates to low brand value

Level 1 (Parent Brand) - HIGH



Level 4 - MID



Office of Development
at ANDERSON UNIVERSITY

Level 6 - LOW



Brand Hierarchy

Definitions

Brand Mark: External-facing “Brand Marks” (may also be referred to as logos) are registered marks or legal trademarks are protected visual identities for the University. These assets will be filed as intellectual property with our Legal Counsel at Burr & Forman (fees incurred). These marks will be registered through the United States Trademark and Patent Office and can be found here: www.uspto.gov

Brand marks must demonstrate the following criteria to the University Brand Team to be designated as a brand mark:

- Marketing will conduct surveys to gather raw survey respondent data (representing a statistically sound sample size of defined target audience) illustrating Brand Recall-ability (Aided, Unaided)
- Raw survey respondent data (representing a statistically sound sample size of defined target audience) illustrating Brand Equity (Perceived Quality, Loyalty, Associations, Satisfaction, and Financial Metrics)
- Filed Integrated Marketing Plan + Dedicated Budget (Cost Center on-file) to Promote and Protect Brand + Dedicated Brand Manager(s) = High Brand Autonomy. Legacy plan must be in place and has to be approved by the Office of Marketing and Communication

There is a real legal risk for lower level identities who go to market on their own. All marks that go to market as stand alone brands must be registered through the United States Trademark and Patent Office.

If we do not register our brand marks...

- We risk committing trademark infringement.
- We are at the risk of getting sued.
- We are risk for losing exclusive rights and presumed ownership.



Brand Hierarchy

Definitions

Lockups: AU has many lockups. Lockups contain our primary logo and a unit's name, which are connected. We call these lock-ups within our brand ecosystem because the unit name is "locked up" next to the logo. Units include, schools, colleges, and academic centers, as well as offices and departments.

Separate logos for units, projects, departments, institutes, or centers are unnecessary and add to the complexity and clutter Anderson University's visual landscape.

By using the primary logo or a school lockup, rather than creating a new one, you tap into a nationally recognized brand identity and a reputation that has been built over a strong history of growth. Separate or unique logos and lockups often confuse the audience and can negatively impact your message and reach.

If you would like to inquire about a lockup for your administrative office, please contact the Office of Marketing and Communications through the [Request Form](#).



**College of
Arts & Sciences**
at ANDERSON UNIVERSITY



Center for Cybersecurity
at ANDERSON UNIVERSITY



**Center for
Cancer Research**
at ANDERSON UNIVERSITY



**Guest & Auxiliary
Services**
at ANDERSON UNIVERSITY

Brand Hierarchy

Definitions

Icons: "Icon" level within the University brand hierarchy represents a visual/graphical asset at the product-level. This design element is used to represent user interaction (branded elements,) concepts, outcomes, or objects created through a program or initiative associated with a brand mark. For this reason, an Icon should always be featured in conjunction with a Brand Mark in Level 1 or Level 2 (high brand autonomy and external facing).

Icons can be used as standalone elements on internal-facing use cases (not promoted or disseminated externally on brochures, email templates, swag, etc.). If external, all icons must be uplifting the parent brand (AU).



Level 4

Academic lockups

Colleges, schools, and academic centers

Option 1: The stacked brand mark with the horizontal line beneath which the name of one of the University's academic units is placed. This particular arrangement is exclusively reserved for colleges, schools, and academic centers.

Option 2: We recognize the first brand mark may not work in all circumstances, thus the horizontal configuration style can be utilized. This lock up is not exclusively reserved for colleges, schools, and academic centers and is the same lock up used for level two academic brand marks and non-academic brand marks, including offices and departments.

- Do not use the word “the” at the beginning of the brand name.
- Restricted to two lines of text.
- “&” is used in place of “and.”
- When considering where to put the line break when creating two lines of text, please proceed with the option creates the shortest logo length.

Visit the [University's assets library](#) for download options.



Level 4

Secondary academic & non-academic lockups

Centers, institutes, offices & associations

- Do not use the word “the” at the beginning of the brand name.
- Restricted to two lines of text. No more than 50 characters should be used for the two lines of primary text.
- “&” is used in place of “and.”
- When considering where to put the line break when creating two lines of text, please proceed with the option creates the shortest logo length.
- If the Level Two brand mark has a donor or a honorees name in the title, the name will be placed above the brand name. This is only time small type will be used in a level two lockup.

Visit the [University’s assets library](#) for download options. If you do not see your lockup, please contact someone in the Office of Marketing and Communication.



**Center for Learning
& Teaching Excellence**
at ANDERSON UNIVERSITY



Clamp Divinity School
at ANDERSON UNIVERSITY



**The Kim S. Miller
Family Enterprise Institute
of South Carolina**
at ANDERSON UNIVERSITY



**Guest & Auxiliary
Services**
at ANDERSON UNIVERSITY



Thrift Library
at ANDERSON UNIVERSITY



**Office of Diversity,
Community & Inclusion**
at ANDERSON UNIVERSITY



Anderson Fund
at ANDERSON UNIVERSITY



**Parent Leadership
Council**
at ANDERSON UNIVERSITY

Use of university spirit line

Since 2006, Anderson University has positioned itself in the marketplace with the spirit line, 'Knowledge for Your Journey.' This phrase expresses our brand essence and institutional personality. It also distinguishes Anderson University from other institutions. This expression, coupled with our mission, vision, and values, serves as our brand promise.

As depicted here, this spirit line is carefully typeset and it is imperative to maintain its specific color, scale, and positioning beneath the University's primary word mark when incorporating this brand element.

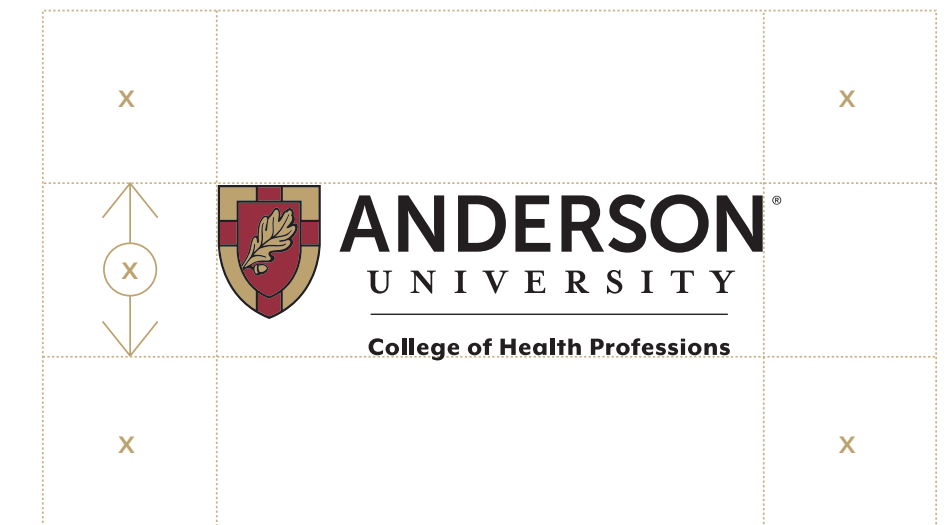
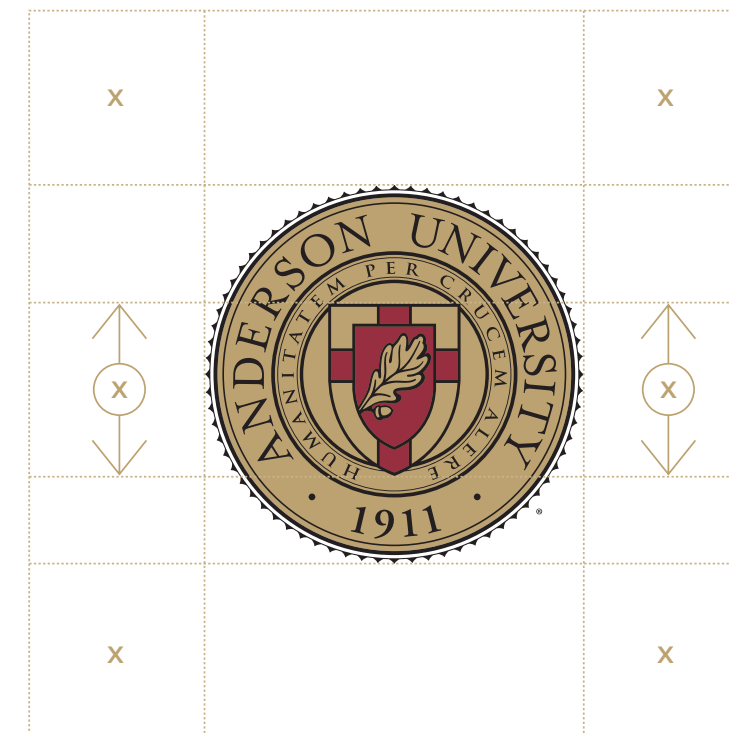
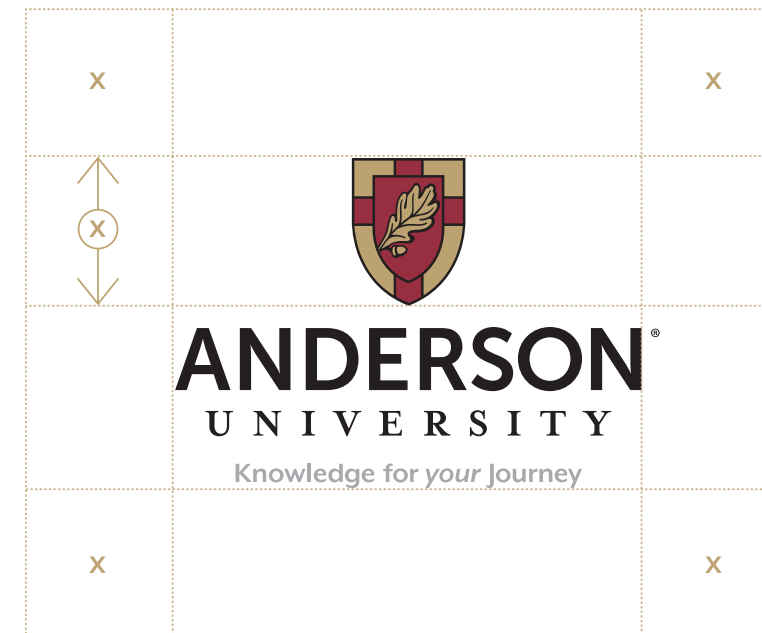


Brand mark minimum clear space

Each visual expression of the Anderson University brand mark—descriptions of which both proceed and follow—were carefully crafted to illustrate the University’s distinctive mission, vision, and foundational pillars. Therefore, careful attention must be paid to its placement within a physical or digital space. To maintain visual clarity and impact, avoid placing other elements too close together.

This is accomplished by ensuring proper clear space surrounds each University brand mark as illustrated in these examples. While not all examples from the seven different categories of the hybrid brand architecture are represented on this page, please use these illustrations as guidelines for brand marks not represented on this page.

The X height, as illustrated here with an encapsulating circle, serves as a visual tool to define the acceptable clear space when adopting these brand marks in all applications.



Logo Misuses



X Do not use the word mark without the shield



X Do not change the typeface



X Do not use a drop shadow



X Do not outline



X Do not distort the logo in anyway

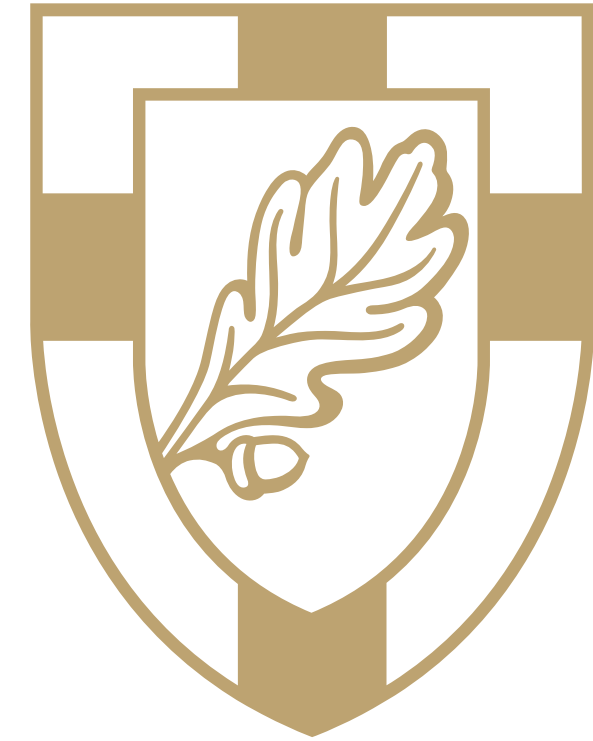


X Do not use the old columns logo



X Do not use the old logotype

Shield Misuses



This



Not this

4.0

BRAND TYPOGRAPHY



Image Credit: Martin Sivertant

Typography overview

Typography design within Anderson University's brand identity is a fusion of art and science, playing a crucial role in visually shaping the tone and mood essential for projecting the University's strategic brand persona.

By adhering to our typography use guidelines, the selection of typefaces and the principles governing their use significantly enhance legibility and achieve a harmonious balance between traditional and modern character styles. This approach strengthens our brand identity, prioritizing user-friendliness and distinctiveness while unifying all forms of print and digital communications to maintain visual consistency.

Our typographic identity is meticulously crafted, featuring a family of seven distinct typefaces, each serving a specific purpose. Similar to other components of our visual identity system, our typography styles are broadly categorized for specific applications, including print, digital, and reserved uses.

Print use only

sans serif typeface

When developing print materials, Mr Eaves XL Mod OT should always be the primary typeface as the appearance of Mr Eaves is clean and legible.

Available through [Adobe Fonts](#)

Mr Eaves XL Mod OT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

MR EAVES XL MOD OT (14 OPTIONS)

Mr Eaves XL Mod OT Thin

**Mr Eaves XL Mod OT Thin Italic*

Mr Eaves XL Mod OT Light

Mr Eaves XL Mod OT Light Italic

Mr Eaves XL Mod OT Book

Mr Eaves XL Mod OT Book Italic

Mr Eaves XL Mod OT Regular

Mr Eaves XL Mod OT Regular Italic

Mr Eaves XL Mod OT Bold

Mr Eaves XL Mod OT Bold Italic

Mr Eaves XL Mod OT Heavy

Mr Eaves XL Mod OT Heavy Italic

Mr Eaves XL Mod OT Ultra

Mr Eaves XL Mod OT Ultra Italic

**Mr Eaves XL Mod OT Italic options should be replaced with Mr Eaves XL San OT Italics (see next page) whenever possible.*

Print use only
sans serif typeface

Available through [Adobe Fonts](#)

Mr Eaves XL San OT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

MR EAVES XL SAN OT (14 OPTIONS)

Mr Eaves XL San OT Thin

Mr Eaves XL San OT Thin Italic

Mr Eaves XL San OT Light

Mr Eaves XL San OT Light Italic

Mr Eaves XL San OT Book

Mr Eaves XL San OT Book Italic

Mr Eaves XL San OT Regular

Mr Eaves XL San OT Regular Italic

Mr Eaves XL San OT Bold

Mr Eaves XL San OT Bold Italic

Mr Eaves XL San OT Heavy

Mr Eaves XL San OT Heavy Italic

Mr Eaves XL San OT Ultra

Mr Eaves XL San OT Ultra Italic

*Mr Eaves XL San OT Italic options should replace Mr Eaves XL Mod OT Italics (see previous page) whenever possible.

Print use only
sans serif typeface

Available through [Adobe Fonts](#)

Mr Eaves XL Mod Nar OT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

MR EAVES XL MOD NAR OT (14 OPTIONS AVAILABLE ON ADOBE, ONLY THE NON-ITALIC OPTIONS SHOULD BE USED)

Mr Eaves XL Mod OT Thin

Mr Eaves XL Mod OT Light

Mr Eaves XL Mod OT Book

Mr Eaves XL Mod OT Regular

Mr Eaves XL Mod OT Bold

Mr Eaves XL Mod OT Heavy

Mr Eaves XL Mod OT Ultra

Print use only
serif typeface

Available through [Adobe Fonts](#)

Kepler

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

KEPLER (12 OPTIONS)

Kepler Std Light

Kepler Std Light Italic

Kepler Std Regular

Kepler Std Italic

Kepler Std Medium

Kepler Std Medium Italic

Kepler Std Semi-Bold

Kepler Std Semi-Bold Italic

Kepler Std Bold

Kepler Std Bold Italic

Kepler Std Black

Kepler Std Black Italic

Print use only
serif typeface

Available through [Adobe Fonts](#)

Kepler Caption

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

KEPLER CAPTION (12 OPTIONS)

Kepler Std Light Caption

Kepler Std Light Italic Caption

Kepler Std Caption

Kepler Std Italic Caption

Kepler Std Medium Caption

Kepler Std Medium Italic Caption

Kepler Std Semi-Bold Caption

*Kepler Std Semi-Bold Italic
Caption*

Kepler Std Bold Caption

Kepler Std Bold Italic Caption

Kepler Std Black Caption

Kepler Std Black Italic Caption

Print use only serif typeface

Kepler Subhead is meant to be primarily used for headlines and subheadings and can be used in place of Kepler Display if legibility is a concern.

Available through [Adobe Fonts](#)

Kepler Subhead

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

KEPLER SUBHEAD (12 OPTIONS)

Kepler Std Light Subhead

Kepler Std Light Italic Subhead

Kepler Std Subhead

Kepler Std Italic Subhead

Kepler Std Medium Subhead

Kepler Std Medium Italic Subhead

Kepler Std Semi-Bold Subhead

Kepler Std Semi-Bold Italic Subhead

Kepler Std Bold Subhead

Kepler Std Bold Italic Subhead

Kepler Std Black Subhead

Kepler Std Black Italic Subhead

Print use only script typeface

Just Lovely offers 15 different options and a set of extras to be used as playful display font in order to bring life and creativity to print pieces.

Just Lovely

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

JUST LOVELY (15 OPTIONS)

Just Lovely	Just Lovely Slanted	Just Lovely Wide	Just Lovely Solid
Just Lovely Alt 1	Just Lovely Slanted Alt 1	Just Lovely Wide Alt 1	Just Lovely Slanted
Just Lovely Alt 2	Just Lovely Slanted Alt 2	Just Lovely Wide Alt 2	Wide Solid
Just Lovely Alt 3	Just Lovely Slanted Alt 3	Just Lovely Wide Alt 3	

JUST LOVELY EXTRAS

↗ → SALE! NOW! SHOP! AND WITH THE NEW! New! love! love! love! sweet! favorite! yes! and and love love! New! new! the the sale
 ~~~~~  
 ♥ ♥ ♥ ♥ ♥ ○ ○ ○ ↗ ↘ Just Lovely!

## Reserved use only serif typeface

---

Kepler Display is meant to be used for headlines and decorative uses. Kepler and Kepler Caption are advised for long segments of text and body copy.

Available through [Adobe Fonts](#)

# Kepler Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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KEPLER DISPLAY (12 OPTIONS)

Kepler Std Light Display

*Kepler Std Light Italic Display*

Kepler Std Display

*Kepler Std Italic Display*

Kepler Std Medium Display

*Kepler Std Medium Italic Display*

Kepler Std Semi-Bold Display

*Kepler Std Semi-Bold Italic Display*

**Kepler Std Bold Display**

***Kepler Std Bold Italic Display***

**Kepler Std Black Display**

***Kepler Std Black Italic Display***

## Reserved use only serif typeface

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Mrs Eaves Roman is best suited for body copy. Mrs Eaves Small Caps and Petite Caps are display font styles do not have a lower case character-set and should be used for short lines of text, headlines, and call-out titles. Mrs Eaves is reserved for printed and digital materials for formal events only.

Available through [Adobe Fonts](#)

# Mrs Eaves

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

MRS EAVES (14 OPTIONS)

Mrs Eaves Roman

*Mrs Eaves Roman Italic*

**Mrs Eaves Bold**

*Mrs Eaves Bold Italic*

Mrs Eaves XL Serif Regular

*Mrs Eaves XL Serif Regular Italic*

**Mrs Eaves XL Serif Bold Italic**

*Mrs Eaves XL Serif Bold Italic*

**Mrs Eaves XL Serif Heavy**

***Mrs Eaves XL Serif Heavy Italic***

MRS EAVES ROMAN ALL PETITE CAPS

MRS EAVES ROMAN PETITE CAPS

MRS EAVES ROMAN ALL SMALL CAPS

MRS EAVES ROMAN SMALL CAPS

## Digital & print use sans serif typeface

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To complement our print sans serif Mr Eaves XL Mod OT, Montserrat is our sans serif font for all web and digital uses. Digital use takes precedence with Montserrat; however, if Adobe Fonts is not accessible, Montserrat may be used in the place of Mr Eaves XL Mod OT on select printed materials.\*

*\*This does not include external facing pieces. Internal pieces such as small event agendas, academic program handbooks produced by professors, or handouts for students are examples of acceptable uses.*

Available through [Google Fonts](#)

# Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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MONTERRAT (7 OPTIONS)

Montserrat Regular

Montserrat Medium

*Montserrat Medium Italic*

**Montserrat Bold**

***Montserrat Bold Italic***

**Montserrat Extra Bold**

**Montserrat Black**

## Digital & print use sans serif typeface

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To complement our print serif Kepler, Lora is our serif font for all web and digital uses. Digital use takes precedence with Lora; however, if Adobe Fonts is not accessible, Lora may be used in the place of Kepler on select printed materials.\*

*\*This does not include external facing pieces. Internal pieces such as small event agendas, academic program handbooks produced by professors, or handouts for students are examples of acceptable uses.*

Available through [Google Fonts](#)

# Lora

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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LORA (8 OPTIONS)

Lora Regular

*Lora Italic*

Lora Medium

*Lora Medium Italic*

**Lora Semi Bold**

***Lora Semi Bold Italic***

**Lora Bold**

***Lora Bold Italic***

5.0

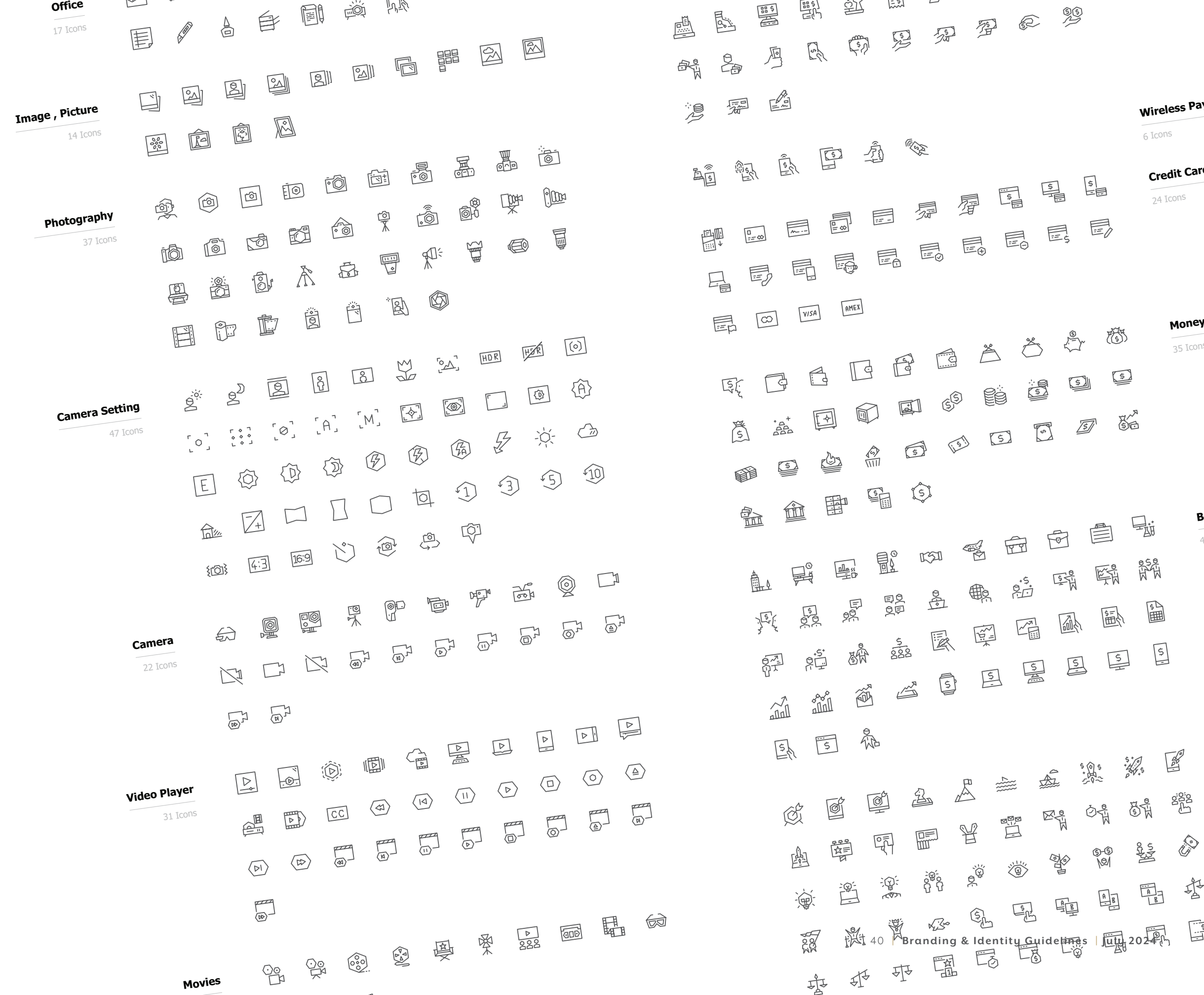
*ICONS & INFOGRAPHICS*



# 3,696+ icons to say it just the way you want

To give our brand a unique and consistent look and feel, Anderson University has adopted a comprehensive icon set to support your marketing and communication needs. In addition to the original set, we've add numerous custom icons unique to the University's brand vision and voice. These icons are available in our brand colors for print and digital.

Check out our [AU Brand Icons](#)





7.0



*THE OFFICE OF MARKETING & COMMUNICATION TEAM*



## A team with a heart for service & a vision for excellence

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### Meet the Office of Marketing & Communication Team

We are called to be the brand ambassadors of Anderson University.  
But we are not alone in carrying out this grand purpose.

As partners, we are here to empower both internal and external stakeholders, equipping them with the tools they need to speak with one voice and tell one story: that of the Anderson University mission, vision, values, and foundational pillars.

Join us.

*Learn more or learn more about our team at*

**[AndersonUniversity.edu/Marketing-Communication/](https://AndersonUniversity.edu/Marketing-Communication/)**