Capital University

General University
Standards and Brand Guide

October 2022

BRAND MATTERS.

A brand is more than a logo, a mascot, or school colors. At Capital, our brand defines who we are, what we say, and how we act. It represents how we see ourselves and how we want other people to see and know us, too. At its foundation, our brand supports our mission.

The goal of our brand is to tell a consistent, authentic story for Capital University: one that enhances our reputation, heightens pride and engagement, and builds an awareness of what makes a Capital education unique. Our strategy is designed to visually present our strengths, our personality, and establish a legacy of what we want the world to know about Capital.

This Standards and Brand Guide is a resource to you that will help as you create tools and collateral for your departments, events, and programs. A brand is most effective when it is used consistently in communications throughout an organization. If you have an idea for a design that is outside of these guidelines, reach out to us and we help determine how your idea can best support the Capital brand.

Thank you for your interest in sharing the Capital story with the world.

Integrated Marketing Communications
imc@capital.edu

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SUPPORTING OUR MISSION

Capital's mission centers on transforming lives in an inclusive community of learning through diverse learning experiences. Our tagline words of **Ask. Think. Lead**. are key descriptors of how we live our mission in our classrooms, laboratories, athletic fields, on the stage -- and everywhere in between! The principles of free inquiry, critical thinking, and leadership are reduced to their simplest form with these words: Ask. Think. Lead.

In our written and visual communications, we will articulate the ideas that embody Ask, Think, and Lead through the use of an expanded brand vocabulary. Below is a list of aspirational words that support Ask, Think, and Lead. We believe these words are a good starting vocabulary that capture the essence of who we are and all that we do at Capital.

ASK.

inquire, expect, require, pose, demand, involve, request, seek, investigate, search, question, inspect, propose, wonder, implore

THINK.

listen, learn, believe, consider, examine, dwell, reflect, be mindful, be receptive, realize, comprehend, hear, contemplate, see, understand, aware, conscious, infer, study, hear with intention, be attentive

LEAD.

pursue, contribute, guide, direct, unleash, emerge, assist, initiate, serve, facilitate, enable, govern, compel, give, collaborate, achieve, encourage, empower, engage, create, grow

MISSION, VISION, AND VALUES STATEMENTS

Mission: Capital University transforms lives by empowering an inclusive community of learners through engaging academic, co-curricular, and professional experiences.

Vision: Capital University is a vibrant and innovative leader in higher education. Our inclusive community supports access and ensures success for all. Students engage in the relevant and collaborative experiences necessary to be knowledgeable, resilient, and ethical citizens. They leave Capital prepared to make meaningful contributions in their communities and advance the common good.

Values: Student Success; Educational Excellence; Diversity, Equity, and Inclusion; and Integrity

OUR PERSONALITY

A brand can be described by its voice and tone. Brand **voice** is *what* we say and the words we use to describe ourselves. At Capital, our voice aspires to be conversational and will focus on storytelling. **Tone** is *how* we say things and how we describe Capital to others. Together, voice and tone humanize our messages and makes them more distinctly Capital. In all communication, consider the audience as your write your message. Are you communicating to students, families, or alumni? Your tone and language should be appropriate for each audience. The following traits can help guide your writing as you create your narratives and stories. You don't need to use all traits at all times; a combination of traits might be more relevant to a specific audience. A list of examples below may further spark some writing inspiration for your project.

BRAND ATTRIBUTES (TONE)	TIPS FOR WRITING COMPELLING COPY (VOICE)
EMPOWERING challenging, capable **RELEVANT** professional, hands-on **APPROACHABLE** caring, considerate **CONFIDENT** influential, savvy **ENGAGING** dynamic, stimulating **PASSIONATE** invested, attentive	**SPEAK LIKE A HUMAN.** Seems easy enough, but remember that we're talking to people--mostly younger people. These are people who use contractions and sentence fragments, and people who don't know all of our insider acronyms. Our language should sound natural, conversational, and smart. **SPARK ACTION.** Everything we create has a purpose and the potential to drive further engagement. On every piece, make sure to include a call to action to tell your reader what to do next, whether it's attending an event, signing up for a newsletter, or applying for a program. **BREAK IT DOWN.** Readers have increasingly short attention spans so we want to make every word count. Our communications can be more digestible by employing bullet points, infographics, and clear and simple language. In some cases, photos can tell the story more effectively than words! Our communications should focus on a single message. In that way it is more likely to be heard and remembered. **SHOW AND TELL.** Your communications will be more powerful when you can back them up with proof. If you're writing about our affordability, include numbers and statistics about financial aid. If you're creating a piece about our commitment to social justice, include a testimonial from someone who has been impacted firsthand.

CAPITAL TOOL BOX

Logos, marks and symbols, color, and typography are important elements in any visual identity. These are tools that should be used to make your collateral and other communications speak clearly about Capital. As with all tools, following guidelines will ensure that our identity is clear and remains our own.

If you need art files, have questions, or need assistance with your design project, please feel free to reach out to the Marketing department at imc@capital.edu.

LOGO

Our logo is one of the most visible elements of our brand. As the oldest university in central Ohio, we're filled with pride that stems from our history and traditions. Because of our heritage, the size and treatments of our logo should receive careful attention. The Capital University logo is available in a vertical and horizontal format. The preferred logo includes the Ask. Think. Lead. tagline which reinforces Capital's brand in an active and compelling voice. The principles of free inquiry, critical thinking, and leadership are reduced to their simplest form: Ask. Think. Lead. A single line logo version is available and can be used in designs where space is limited. One final note: always allow enough space around the logo so it doesn't feel crowded by other elements in the design. The general amount of space can vary but should equal or exceed the height of the "U" in the logo.

TWO VARIATIONS – PRIMARY LOGO

Primary logo (stacked, 2-color)

Capital University

Horizontal logo (2-color)

Capital University

Primary logo with tagline (stacked, 2-color)

Capital University Ask. Think. Lead.

Horizontal logo with tagline (2-color)

Capital University Ask. Think. Lead.

LOGO COLORS

Depending on the background, the logo can appear in full color, in one color (purple), black, or reversed in white. Where possible, use the logo in full color. If the logo is placed over an image, choose the logo color that provides the best contrast, which is usually white. The information on this page shows the accepted color variations of the logo. Other colors for the logo should not be used or reproduced.

FULL COLOR	ONE COLOR	BLACK	REVERSED

WHITE

Capital University · Capital University · Capital University

COOL LIGHT GRAY

Capital University · Capital University · Capital University

CAP PURPLE

Capital University

BLACK

Capital University

LOGO SIZES

Maintaining a set of standards for the size of the logo will ensure that it is always visible and recognizable. The sizes listed here are the minimum sizes at which our logos may appear, in any configuration.

The logo should be placed prominently, away from other elements such as headlines, body copy, graphics, and photographs. Logos and corresponding lock ups should not be altered in any way, including extending, condensing, outlining, adding borders, special effects, colors or attaching other words or graphics.

CLEAR SPACE

Our logo requires a certain amount of space to maximize its presence.
This clear space around the logo should be equal to (or greater than)
the size of the "U" in "University.

MINIMUM SIZE

To ensure legibility, the sizes listed here are the minimum sizes at which
our logos may appear, in any configuration

1 inch or 72 pixels

1.6875 inch or 121.5 pixels

LOGO SYSTEM

Our logo system is organized based on a clear hierarchy that creates consistency, but still allows for customization for our different schools and campus offices. When we combine different brand elements together, they are treated as a "lock up" version. The goal of any lock up is to allow schools/offices to raise visibility for their offices and to build greater support for the main brand.

Below is a view of Capital's logo hierarchy. Included are supporting marks including the Capital Comets logo, the Presidential Seal among others. Supporting marks are to be used only by sponsoring departments under the direction of the Marketing department. The Capital Comets Brand Guide provides useful information regarding the use of the university mascot.

LOGO HIERARCHY

LEVEL 1

PRIMARY LOGO
PRIMARY LOGO WITH TAGLINE

CapitalUniversity

CapitalUniversity
Ask. Think. Lead.

LEVEL 2

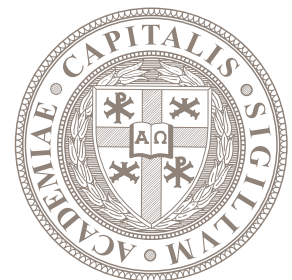DEPARTMENT AND SCHOOL LOCKUPS

CapitalUniversity
PUBLIC SAFETY

CapitalUniversity
School of Education

LEVEL 3

SAMPLE SUPPORTING MARKS
SEAL

CAPITAL COMETS

THE
Schumacher
GALLERY
at CapitalUniversity

SCHOOL AND DEPARTMENT LOCKUPS

As a rule, school and department lock ups must use their full names and are designed and maintained by the marketing department. The Marketing department maintains a lock up library for all school and department lock ups. Please reach out to imc@capital.edu to request art for your office.

The names of events, majors, publications, buildings, organizations, and special programs should not be locked up with the Capital University logo. These entities also should not have logos of their own, unless specifically approved by the Marketing Department. Instead, these names should be treated as text in titles, mastheads, headlines, subheads, or callouts. If an organization wishes to create collateral (t-shirt, mugs, back-packs etc.) for a student or university organization, program or event, that name of the organization/program/ event should be separate from the university logo and set in larger type. See the examples below.

SECONDARY LOGOS

Capital uses graphics and icons in special instances or occasions. The Capital Comets logo is primarily used for athletics and school spirit events and communications. See the Comets Brand Guidelines for instructions on how to correctly use these logos and accompanying art. Art and logos can be requested by contacting the Marketing department.

The Capital Academic Seal is to be used only on official administrative communications or when communicating an official university event or procedure. It should not replace the official university logo or appear on any promotional materials, unless directed by university administration.

Campaign or program logos such as Project Indigo, Main Street Scholarship, or Bonner Leadership should be used only on materials that promote these specific programs. If you require logos for any special programs, contact the Marketing department.

SAMPLES OF SECONDARY LOGOS
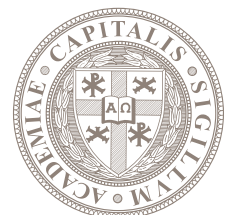
GRAPHIC ELEMENTS AND SPECIAL ICONS

Other graphics or illustrations may occasionally be used to represent the Capital experience, campus spaces, our university communities, and our location in Columbus. These elements reinforce our values and visually help us to communicate what makes us unique. Our library of illustrations will continue to expand and evolve. If you have an idea for a graphic or illustration, reach out to us to discuss your project.
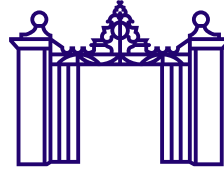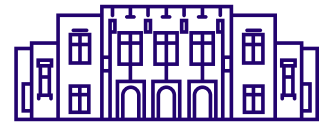

COLUMBUS SKYLINE   CAPITAL CENTER   CONVERGENT MEDIA CENTER   MEMORIAL GATEWAY   MEES HALL

LOGO VIOLATIONS

The wordmark and lockups should not be altered in any way, such as extending, condensing, outlining, adding borders, special effects or drop shadows, or attaching other words or graphics. The logo and type should not be rotated or stretched. The graphics on these pages are a few examples of incorrect usage and alterations of our logo. Please avoid these and all other changes to the Capital University logo and lockups.

Do not stretch, condense or distort the logo.

Do not add a drop shadow or any other effect to the logo.

Do not apply a stroke to the logo.

Don't add or remove space between the letters of the wordmark.

Do not make the logo a gradient.

Do not apply colors outside of the approved palette.

TYPOGRAPHY AND COLOR

In addition to the written language found in our communications, our visual language defines how others view Capital University and how they will remember us in the future. Our visual language includes our colors, typography, graphic elements, and photography. Our brand is strengthened when each of these elements are coordinated and used together.

1 BODY COPY

Trade Gothic Next (Regular)
Can be used in all primary colors as well as reversed out on a dark background.

SIZE/LEADING SAMPLE
12/15

2 STATISTIC

Trade Gothic Next (Condensed Bold)

TRADE GOTHIC CONDENSED

SIZE/LEADING SAMPLE
30/28 (TOP) - 13/15 (BOTTOM)

3 PHOTO CUTLINE

Trade Gothic Next (Regular)
Can be used in all primary or secondary colors as well as reversed out on a dark background.

SIZE/LEADING SAMPLE
8/10

4 HEADLINE

Trade Gothic Next (Condensed Bold)
Can be used in all primary colors as well as reversed out on a dark background.

SIZE/LEADING SAMPLE
36/34

1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
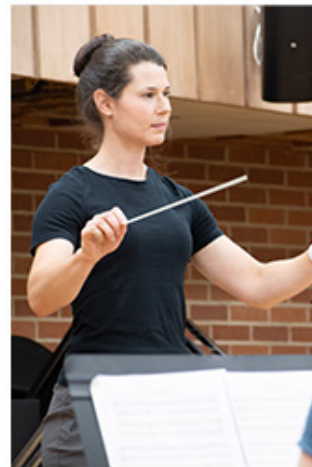
4 OUT OF 5
GRADUATES SECURE PROFESSIONAL INTERNSHIPS IN COLUMBUS

12:1
STUDENT TO FACULTY RATIO MEANS UNMATCHED SUPPORT

3 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

4 **LEADING WITH PURPOSE AND PASSION IN THE HEART OF OHIO.**

TYPOGRAPHY

The official fonts of Capital University are **Trade Gothic** and **Source Serif**. If you regularly create collateral for Capital University, the following typography guidelines will help you design materials that will maintain the look and identity of the institution. Different variations of these fonts can and should be used in specific text instances. Both Trade Gothic and Source Serif are free and available for download through Adobe.

5 HEADLINE GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco l aboris nisi ut aliquip ex ea commodo consequat."

- Taylor Alumni. '22

5 PARAGRAPH SUBHEAD

Trade Gothic Next (Bold)

Can be used in all primary colors as well as reversed out on a dark background.

SIZE/LEADING SAMPLE
13/15

6 SUBHEADS AND PULLQUOTES

Source Serif (Semibold)

Can be used in all primary colors as well as reversed out on a dark background.

SIZE/LEADING SAMPLE
14/18

TRADE GOTHIC FAMILY

https://fonts.adobe.com/fonts/trade-gothic-next

Source Serif Family
https://fonts.adobe.com/fonts/source-serif

TYPOGRAPHICAL HIERARCHY

Typeface also uses a hierarchical system to assist in readability and comprehension. With the use of typeface treatments, elements like headlines and callouts can draw the reader in and emphasize important information. Suggested styles and uses:

Primary Headlines
Trade Gothic Next LT Pro Bold Compressed

All capitalized.

TRADE GOTHIC BOLD CONDENSED NO. 20

Sub-Headlines
Source Serif Pro Semibold

Upper- and lower-case letters.

(As a general rule, sub-headlines are approximately 1/3 the size of primary headlines)

Source Serif Pro Semibold. Andis incitiis eum remquat. Dus aceatio ssimpor emquibusam as sinctat hillupt iuntium nonsequi quat. Edios mi ium labo massi morales et quembame.

Body Copy
Trade Gothic Next LT Pro Regular or Source Serif Pro Regular can be used. Trade Gothic is the preferred font for most body copy.

Trade Gothic Next LT Regular. Andis incitiis eum remquat. Dus aceatio ssimpor emquibusam as sinctat hillupt iuntium nonsequi quat. Edios ium labo massi morales et quembame. Sum quis maionseque volessitiost doloribusdae veniminulpa incimag nienis apiet occulla turest ex evero ex etur aligend itatur min perum quam asperch illupti bere voluptatus.

FONT SOURCES

You are encouraged to use the fonts, **"Trade Gothic Next"** and **"Source Serif"**, which are free Adobe fonts. For Trade Gothic, please use the LT Pro version (Light, Light Italic, Regular, Italic, Bold, and Bold Italic) as they most closely resemble our official font.

You may download these fonts by visiting:
• https://fonts.adobe.com/fonts/trade-gothic-next
• https://fonts.adobe.com/fonts/source-serif

COLOR PALETTE

The official colors for Capital University are Cap Purple as the main color, with Warm Gray, Cool Light Gray, White, and Black as our core neutral colors. Cap Purple and Warm Gray should be paired most often and will be used for identity elements, such as the official logo and department lockups. Additionally, we have included four accent colors that can be used occasionally to add variety and visual interest to projects.

The stacked chart below shows how color should be used in university print and digital materials. Capital Purple should be present in all communications and represent about 50 percent of the color in every piece. The core neutral colors support the main color and should be use for 35 percent of each piece. Accent colors should only be used for about 15 percent of color in our communications, except for instances where the audience is very familiar with our brand.

Next to the color names, you will see color formulas, represented by the codes "PMS", "CMYK" and "HEX". These color codes are for sophisticated print and digital functions used by printers and digital designers. If your project requires are large quantity of printing or will be used on a digital channel, please reach out to us and we will help you with correct color formulas.
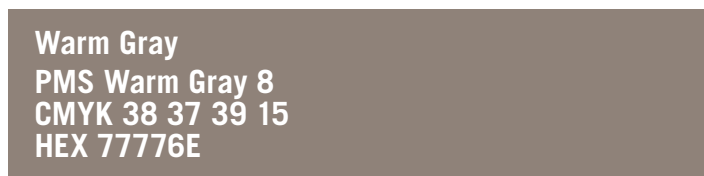
MAIN COLOR   50%

Cap Purple
PMS 2685
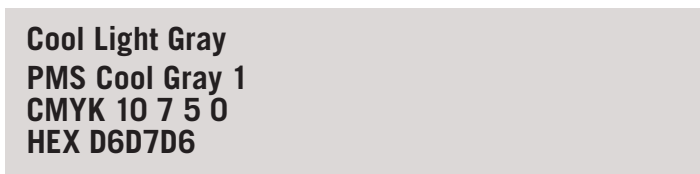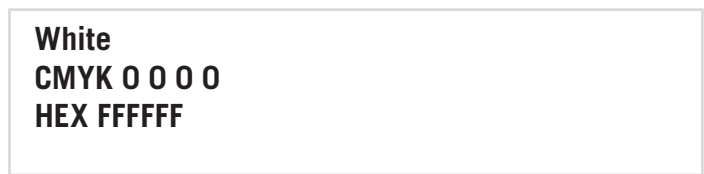**CMYK 96 100 0 10**
HEX 380982

CORE NEUTRALS   35%

Black
CMYK 0 0 0 100
HEX 000000

Warm Gray
PMS Warm Gray 8
CMYK 38 37 39 15
HEX 77776E

Cool Light Gray
PMS Cool Gray 1
CMYK 10 7 5 0
HEX D6D7D6

White
CMYK 0 0 0 0
HEX FFFFFF
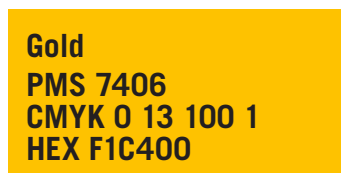
ACCENT COLORS   15%
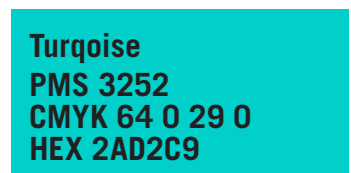
Blue
PMS 2935
CMYK 100 63 0 2
HEX 0057BF

Cerulean
PMS 7460
CMYK 100 3 0 13
HEX 017DB7

Gold
PMS 7406
CMYK 0 13 100 1
HEX F1C400

Turqoise
PMS 3252
CMYK 64 0 29 0
HEX 2AD2C9

PHOTOGRAPHY

Photos can be as focused as a personal portrait or can capture students who are learning, serving, playing, or simply living in the moment. If you are the photographer, we encourage you to take photos that are authentic and those which represent the Capital experience. If you are choosing photos for a project, select images that are realistic, natural, and welcoming. If you have a specific photo need, please email us and we will work to find a photo that might work for you. We encourage you to take great photos and if you would like to share your work, send it on to us at imc@capital.edu.

GENERAL GALLERIES

We offer a regularly updated selection of photography for general use. These photos can be used in marketing materials for Capital University purposes only. Restrictions apply, so if you're uncertain, contact imc@capital.edu .

CLASSROOM/ACADEMIC

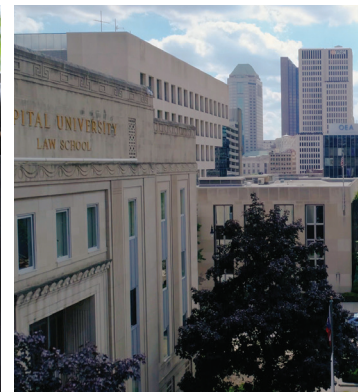**CAMPUS BEAUTY**

STUDENT LIFE

ATHLETICS

ARTS AND CULTURE

BEXLEY AND COLUMBUS

TRINITY LUTHERAN SEMINARY

CAPITAL UNIVERSITY LAW SCHOOL

VISIT OUR FULL GALLERY

https://capitaluniversity.pixieset.com/

RESOURCES FOR YOUR PROJECTS

We offer resources to keep the Capital University brand consistent as you create marketing and communication tools for your departments, events, and programs. We have organized this guide so that you can access tools and resources that are used most frequently. The Marketing department develops print and digital collateral that strengthens our identity and supports the University's mission, priorities, and goals by utilizing an integrated approach to data-informed marketing. Our team is experienced and passionate about Capital's mission and we are eager to help you achieve your marketing and communication goals. As always, if you need art files or have questions, reach out to us at imc@capital.edu.

For current resources, please visit capital.edu/imc

**TRINITY
LUTHERAN
SEMINARY**

at CapitalUniversity

Trinity Lutheran Seminary
Brand and Standards

THE TRINITY MISSION

Trinity Lutheran Seminary's mission is to "Form Leaders for Christ's Church at Work in the World". Each part of this mission statement carries significant meaning to the purpose and priorities of Trinity. "Form" reminds us that although the daily activities at the seminary focus on academic learning, each student is engaged in a much larger transformational process of personal learning, growth, and purpose. Leaders are those who feel compelled and inspired to lend their voice to justice and gospel causes, as well as those who listen, empathize, and create change in less public ways. "Leaders for Christ's Church" can be found in various settings – in ministry, in churches, and beyond. The final part of the mission "at Work in the World" points to our commitment to act and make a difference wherever we are. Our students, faculty, staff, and graduates actively seek to love their neighbors in their communities, schools, and in the world at large.

Both the Trinity and Capital University mission statements focus on the transformational process that comes from the academic, professional, and personal growth experiences that happen on our campuses. In all written and visual Trinity communications, we seek to emphasize and support our mission. The following sections include guidelines for Trinity logo use, use of Trinity colors, and suggestions for using language and vocabulary that represents who we are. Each of these branding elements, when used with consistency, will represent Trinity in the very best ways.

TRINITY LOGO USE

The Trinity logo consists of two elements: the cross with the triangle base and the Seminary name with the tagline "at Capital University". The preferred logo on communications materials should include all elements -- the cross, Trinity Lutheran Seminary name, and the tagline "at Capital University". On some occasions, it is appropriate to use the Trinity illustration alone when the brand is well-known and recognized by the audience.

The logo should be used in full color when possible and be placed prominently away from other graphic elements that might detract from the logo's prominence. The logo should not be altered in any way, which include changes such as extensions, borders, colors, or pairing with other words or graphics. (see "Logo Sizes" in General University Standards and Brand Guide). Acceptable logo formats are full color (Trinity red and Capital purple), black only, and white only. The Trinity logo is available in a vertical (stacked) format or horizontal format. The Trinity logo should be set against a color contrasting background to emphasize prominence and readability. As a guideline, the red Trinity logo works best when set against white or a lighter background.

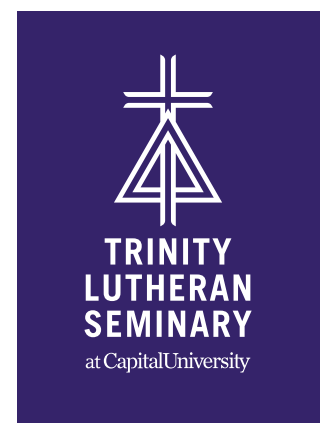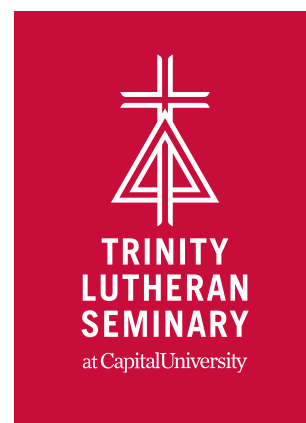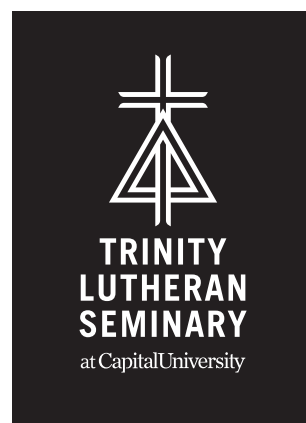**LOGO HIERARCHY**

LEVEL 1

PRIMARY LOGO WITH TAGLINE

PRIMARY LOGO WITH TAGLINE
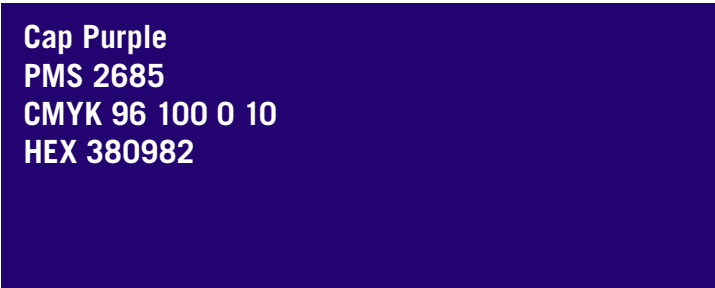

BLACK

REVERSED

COLOR PALETTE

The primary color for Trinity is red, with secondary colors of purple, white, and black. Historically, red has been the color associated with theology and should be the dominant color when producing Trinity materials. Capital Purple is often paired with Trinity Red to represent the connection and relationship between Trinity Lutheran Seminary and Capital University. Occasionally, complementary colors may be added to some digital and printed designs for Trinity, but these colors should come from the secondary and tertiary color pallets from the General University Brand Guides.

MAIN COLOR

Trinity Red
PMS 193
CMYK 16 100 76 5
HEX C50f3C

SECONDARY COLOR

Cap Purple
PMS 2685
CMYK 96 100 0 10
HEX 380982

CORE NEUTRALS

Black
CMYK 0 0 0 100
HEX 000000

White
CMYK 0 0 0 0
HEX FFFFFF

FONTS AND TYPOGRAPHY

The official fonts of both Trinity Lutheran Seminary and Capital University are **Trade Gothic** and **Source Serif**. The following guidelines will help you design materials that are consistent with the brand and style of the institutions. Both Trade Gothic and Source Serif are free fonts and available for download through Adobe.

1 **BODY COPY**

Trade Gothic Next (Regular)
Can be used in all primary colors as well as reversed out on a dark background.

SIZE/LEADING SAMPLE
12/15

2 **HEADLINE**

Trade Gothic Next (Condensed Bold)
Can be used in all primary colors as well as reversed out on a dark background.

SIZE/LEADING SAMPLE
36/34

3 **PHOTO CUTLINE**

Trade Gothic Next (Regular)
Can be used in all primary or secondary colors as well as reversed out on a dark background.

SIZE/LEADING SAMPLE
8/10

1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

3

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

2 **GO FORTH WITH FAITH, COURAGE, AND WISDOM.**

TYPOGRAPHY

The official fonts of Trinity Lutheran Seminary are **Trade Gothic** and **Source Serif**. If you regularly create collateral for Trinity the following typography guidelines will help you design materials that will maintain the look and identity of the institution. Different variations of these fonts can and should be used in specific text instances. Both Trade Gothic and Source Serif are free and available for download through Adobe.

4

HEADLINE GOES HERE

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5

- Taylor Alumni. '22

4 **PARAGRAPH SUBHEAD**

Trade Gothic Next (Bold)
Can be used in all primary colors as well as reversed out on a dark background.

SIZE/LEADING SAMPLE
13/15

5 **SUBHEADS AND PULLQUOTES**

Source Serif (Semibold)
Can be used in all primary colors as well as reversed out on a dark background.

SIZE/LEADING SAMPLE
14/18

TYPOGRAPHY

Trade Gothic Next and Source Serif are free Adobe fonts. For Trade Gothic, please use the LT Pro version (Light, Light Italic, Regular, Italic, Bold, and Bold Italic). You may download these fonts by visiting:

https://fonts.adobe.com/fonts/trade-gothic-next
https://fonts.adobe.com/fonts/source-serif

TRADE GOTHIC FAMILY
https://fonts.adobe.com/fonts/trade-gothic-next

Source Serif Family
https://fonts.adobe.com/fonts/source-serif

UNLEASH THE
RADICAL INCLUSIVITY
OF CHRIST.

TRINITY LUTHERAN SEMINARY
at Capital University

TYPOGRAPHY AND COLOR

Type and color influences how others perceive and relate to the brand. Typography and color for Trinity Lutheran Seminary is distinct from, but complementary to, the Capital University brand. Typography, graphic treatments, illustrations and photography elements will mirror and support the overall brand. The color palette for Trinity is unique, using colors that both clearly identify the Seminary as a distinct entity and support the relationship between Trinity and Capital University.

MAKE A
JOYFUL
NOISE
TO GOD

TRINITY LUTHERAN SEMINARY
at Capital University

TRINITY VOICE AND TONE

Voice refers to the words and descriptions we use to tell the Trinity story. The Trinity voice should focus on the mission of Forming Leaders for Christ's Church at work in the world. We encourage you to use words like "calling", "discernment", and "mission" when describing a Trinity education. Additionally, we refer to relationships as "church and community", always emphasizing our belief in the importance of inclusivity, appreciation, and diversity. Our audiences are varied and represent alumni; clergy; large and small churches; faith-based, non-profit organizations; and individuals who have a strong connection or interest in Trinity's values and mission. As such, our communications should reflect our dedication to the Trinity mission as the focus of our daily work and service.

In Trinity communications, references to God and/or scriptural references are common. References to God should reflect inclusive language. Instead of referring to God with pronouns, use "God" or "God's". Scriptural quotations should be from the New Revised Standard Version (NRSV) of the Bible. Theological language that will be used to represent Trinity Lutheran Seminary should be reviewed by seminary staff prior to publication.

Tone is how we share our story to our various audiences. Keep in mind who you are communicating to and this will help guide your writing. Tone is best represented when using "brand attributes" that includes language and visuals that are empowering, relevant, approachable, confident, engaging, and passionate. These attributes mirror the attributes adopted by Capital University. (General tips for effective writing are also included in the General University Standards and Brand Guide, page 5).

PHOTOGRAPHY

The campus and classrooms on the Trinity campus present a varied array of sacred, academic, and worship spaces that help to share the Trinity experience with our audiences. We encourage the use of photos that are authentic, realistic, and sensitive to the nature of the spaces that we share. A Gallery is available for photo downloads on the Integrated Marketing Communications webpage, which contains Trinity classroom and campus photos. Additionally, please refer to the "Resources" section of the IMC webpage to download a "Best Practices Photo Guide" that will help you take and use photos that positively represent Trinity. If you have a special photo need or would like to submit your photo for possible inclusion in our gallery, please email imc@capital.edu .

SUPPORT AND RESOURCES

This guide was prepared to give you information and resources you need for printed and digital communications that will represent Trinity Lutheran Seminary accurately and consistently. If you have questions or need specific art, photography, or other project assistance our team is eager to assist. Reach out to us at imc@capital.edu .

Capital
University
Ask. Think. Lead.