

Identity Standards Manual

Updated February 2020



[Engage. Enrich. *Empower.*]

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INTRODUCTION

Methodist University is unique. Its students, professors, administration, support staff, and the various academic and athletic programs all make this University a vital life force as well as an integral part of the greater community. Drawing on the strength of our reputation, Methodist is an exciting place to be, making history with each moment.

Just as our people speak about Methodist University, so does everything that bears the Methodist University name. Our printed materials, our signage, the uniforms worn by our athletic teams, and even our hats and sweatshirts communicate who we are and the pride we share.

Our goal with this Identity Standards Manual is to reinforce our singular unity by providing the guidelines to ensure a unified message in all areas of communications that emanate from Methodist University. We celebrate the diversity of our individuals, and thrive within the singular institution we all represent. We are Methodist University. [Engage. Enrich. Empower.]

The Identity Standards Manual was developed and written with input and approval from the University's Marketing Committee, the director of marketing and communications in the Office of University Relations, Monarch Press, the Athletics Department, and the Administrative Cabinet. This manual will be updated as needed.

Methodist University does not discriminate on the basis of age, race, gender, national or ethnic origin, religion, sexual orientation, or disability for otherwise qualified persons in the administration of its admissions, educational policies, scholarships, loan programs, athletics, employment, or any other University-sponsored or advertised program.

Methodist University is related by faith to the North Carolina Annual Conference, Southeastern Jurisdiction, and The United Methodist Church. Methodist University is an independent corporation rather than an agency of the Conference and is responsible for its own debts and obligations.

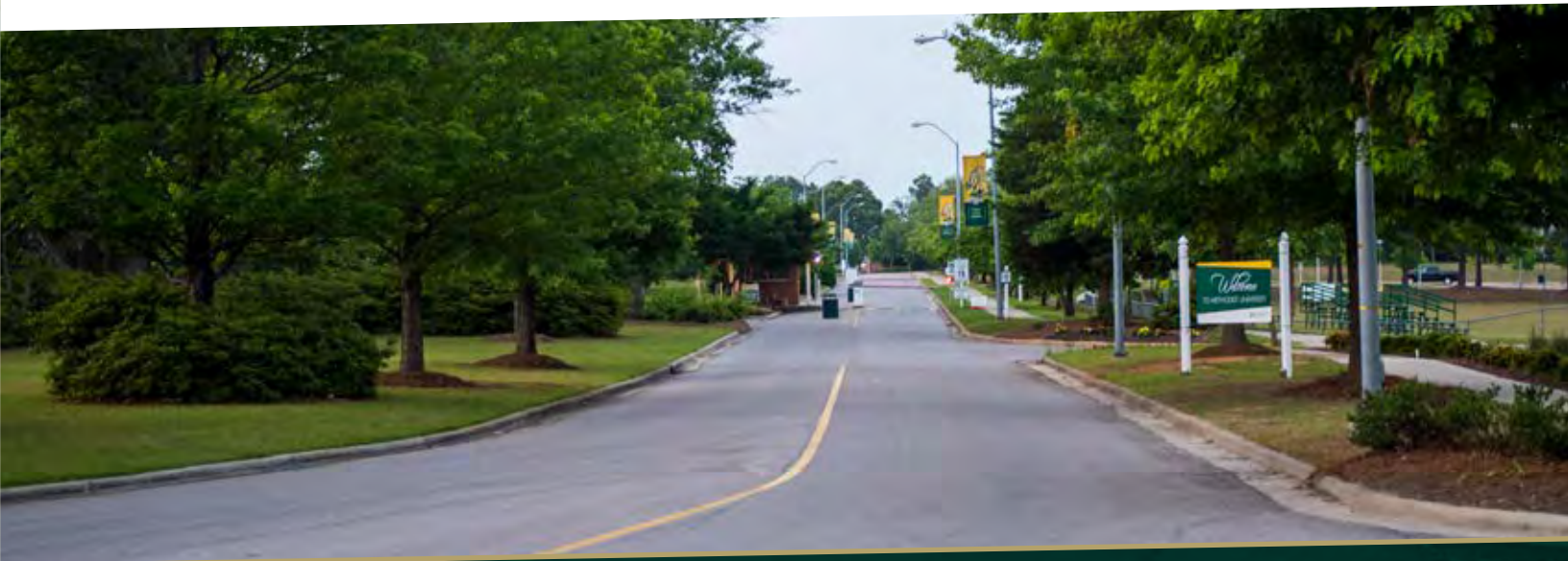


METHODIST
UNIVERSITY

Dr. Stanley T. Wearden
President, Methodist University

Director of University Relations

Gregg Petcoff
Sports Information Director & Athletics Editor



LETTER FROM THE PRESIDENT

TO THE METHODIST UNIVERSITY COMMUNITY,

Since taking office in January 2019, my vision has been to help extend Methodist University's educational traditions beyond our beautiful campus so that we can reach students where they are, wherever that may be.

That means that being good stewards of our brand is more important than ever. As we strive to reach new markets across the United States and the world, our brand offers an immediate reflection of who we are and the values we uphold.

Having a strong University-wide identity has a number of benefits. It allows us to send a unified positive message, thereby building a sense of shared community and pride. It also distinguishes us from every other institution.

Universities that fail to differentiate themselves, fail to establish clear and distinctive missions, and fail to understand the needs and interests of a new generation of students will be much less likely to succeed in the years to come. By following the manual, we can individually participate in the integrated marketing effort while spreading a comprehensive and coordinated message.

The Identity Standards Manual is the touchstone and common campus standard to which you should refer, knowing that everyone is working from the same standard.

It is one way of turning a variety of efforts in a similar direction that will portray a cohesive image.

This manual is not meant to impose total creative constraint, but instead, to assist each campus entity in creating content and design that maintains a similar look and feel, without diluting certain MU brand elements. When respected and referred to, this manual creates cohesiveness in all internal and external publications through the simple application of universal colors, word/format usage and choice, and logo conformity and placement. By implementing and adhering to these guidelines, MU's brand and quality will be readily recognized and enhanced in the marketplace.

That is why this guide is so important. If we are to move our vision forward, it is critical that we apply these standards consistently in every form of communication.

Sincerely,



Stanley T. Wearden
President



OVERSIGHT AND CONSISTENCY

ADVERTISING

To promote the University's image, all advertising should share standard graphic elements that conform to the University style. This manual is designed to provide specific answers to most questions that arise regarding accepted color, font, and logo usage in advertising efforts. If at all possible, utilize the templates and files provided along with this manual. To ensure a unified look and message, the director of University Relations is available to advise and assist departments with advertising campaigns and marketing projects.

The director of University Relations is not responsible for departmental advertising costs, and individual departments should expect to incur charges for placement. The director of University Relations negotiates rates and generally secures reduced advertising rates with The Fayetteville Observer, CityView Magazine, PineStraw Magazine, along with various broadcast media outlets. For additional information, call 910.630.7609 or email universityrelations@methodist.edu.

CLASSIFIED ADVERTISING

Classified advertising for job openings is placed through the Human Resources Office to ensure conformity to University and Equal Opportunity Employment guidelines. Ads are billed to departments through the University Relations Office. Contact the Human Resources Office for more information at 910.630.7023.

MONARCH PRESS

Monarch Press is an in-house campus print shop. We currently operate a full-color toner-based printer and a one-color printing press, digital pre-press, and various finishing equipment. The print shop produces business cards, letterheads, flyers, invitations, booklets, posters, office forms, programs, brochures, banners, class manuals, etc.

A Printing Request Form must be completed for each print job. An electronic downloadable version is available on MUNet. Go to MUNET/Forms and Documentation/Monarch Press/ and select the Printing Request Form, fill out the form and select desktop email (not internet). Hit submit and the request should go directly to Mike Harrison. You should receive a response email within an hour to confirm your order was received. If you have not received an email confirmation within an hour, call 7061. The standard turnaround time to complete most printing requests is one week. Please allow two to three weeks for booklets. If quicker turnaround is needed the job can be outsourced, but generally the cost will be significantly higher. To contact Monarch Press, call 910.630.7032 or email Mike Harrison at mharrison@methodist.edu or Eric Dowden at edowden@methodist.edu.

FINISHING SERVICES

Cutting, folding, stapling, collating, saddle-stitching (stapling through the spine), and perfect binding are available.

OVERSIGHT AND CONSISTENCY, CONTINUED

BLANK PAPER & ENVELOPES

A Supply Request Form must be completed to order blank paper and envelopes. Monarch Press supplies the campus with copy paper, colored paper, card stock, and envelopes in a range of sizes and styles. Samples are available.

A Supply Request Form must be completed for each order. Go to MUNET/Forms and Documentation/Monarch Press/ and select the Supply Request Form. Fill out the form and select desktop email (not internet). Hit submit and the request should go directly to Mike Harrison. You should receive a response email within an hour to confirm your order was received. If you have not received an email confirmation within an hour call 7061. The print shop will fill in the cost. Staff may also email, fax, or campus mail their orders.

PRINTED ENVELOPES

Envelopes are printed by Monarch Press. A Printing Request Form must be completed for each job. For reprints, please send Monarch Press a sample envelope with your printing request. The standard turnaround time for most printed envelopes is two weeks.

DESKTOP DESIGN

University Relations can provide assistance in designing and formatting programs, flyers, and brochures. Please bring completed documents both as a printout (hard copy) and on electronic media such as thumb drive, CD, DVD, email, or P-drive. When supplying digital images or scanned photos, please ensure the photos are scanned with a resolution of 300 DPI or higher at the printed size. Monarch Press can scan photos and handle both PC and Mac formats, Microsoft Word, InDesign, Adobe Illustrator, and Photoshop. All InDesign files need to be packaged. If you need help designing and creating a document or upgrading an image using graphics software, please call and request an appointment. University Relations maintains an extensive library of Methodist University logos, photos, and clip art suitable for letterhead, envelopes, brochures, and business cards. Upon request, we can email logos, images (JPEGs, TIFFs or PDFs), or entire documents to campus personnel or off-campus organizations. For reprints of a pre-existing document, please bring a copy of the document with any minor corrections or updates clearly marked.

PROOFREADING

Proofreading is primarily the responsibility of you, the customer. University Relations will email PDF proofs on all

changed or designed documents. An approval is required before any printing is done. University Relations reserves the right to correct obvious spelling, grammatical errors, or factual errors pertaining to the University. Should you have your materials designed by a University graphic designer, the document(s) will undergo peer proofreading before it is sent to Monarch Press.

BROCHURES

Most brochures previously printed by Monarch Press are stored digitally on the computer in the print shop. All recruitment brochures which promote specific academic programs must be reviewed by University Relations as per the MU Identity Standards Manual before being printed by Monarch Press. Sports brochures come directly from the Athletic Department through the Sports Information Director. These brochures are typically printed on 9" x 12", 100# text silk paper, with three panels on each side. To request a PDF sample copy of a recruitment brochure, please contact Monarch Press. A typical full-color 9" x 12" brochure costs \$61 for 500 pieces.

BUSINESS CARDS

University personnel must fill out a Business Card Request Form. A business card request must be submitted for all orders including reprints. The business card request form is available on MUNet. Go to MUNet > Forms & Documentation > Monarch Press and select the business card request form. Fill out the form and select desktop email (not internet) and hit submit. The request should go directly to Mike Harrison. You should receive a response email within an hour to confirm your order was received. If you have not received an email confirmation within an hour, call 7061. The Monarch Press will fill in the cost. The cost for a box of 500 standard MU Green ink on white business cards is \$6. The cost for Athletic two-color cards using the existing template is \$6 per 500. Special orders will be priced separately.

NOTE CARDS

Monarch Press supplies Methodist University note cards with matching envelopes — 25 sets per package. There are three designs from which to choose. One has the standard MU logo on the front panel; the second is a sketch drawing of central campus. The third is a photo of the main entrance sign. The cost, regardless of imagery, is \$5 per package. These cards are also available at the bookstore.

OVERSIGHT AND CONSISTENCY, CONTINUED

SERVICES NOT AVAILABLE

Monarch Press does **not** offer the following services, but can outsource the job, if needed: spiral binding, die-cutting, and perforating. *Monarch Press does not print exams.*

COSTS AND BILLING

Monarch Press customers are billed the cost of materials only. There is no charge for labor. The *Printing Request* and *Supply Request Forms* show the materials used and itemize all costs involved. Charges for printing jobs and supplies are charged to the departmental budget code listed on the request form. Monarch Press sends the Controller's Office a spreadsheet of these charges at the end of each month; these charges are then deducted from the appropriate departmental budget line item.

STATUS OF ORDERS/PICKUP AND DELIVERY OF PRINTING MATERIALS AND SUPPLIES

Call to check on the status of your order. Maintenance personnel will deliver heavy boxes of printed material or supplies that cannot be easily carried. Reams of paper, small boxes of envelopes, and other that are easy to carry items must be picked up at Monarch Press. If the heavy supplies requested are in stock, they will be delivered the next day after an order is received.

LOCATION/PARKING

Monarch Press is located with the Offices of Public Safety and Computer Services in the Campus Services Building. For short-term loading and unloading purposes, Monarch Press customers may drive up to the loading dock at the back of the building. Customers who need to spend more than five minutes at Monarch Press should park in the designated parking spaces.

CONTACT INFORMATION

Call Monarch Press at 910.630.7032 or 910.630.7061 to place a paper order, pick up paper, or make an appointment.

Fax: 910.630.7500

Email: mharrison@methodist.edu

edowden@methodist.edu

Campus mail: Monarch Press, Campus Services Building

OFFICIAL PUBLICATIONS

Methodist University's official external publications support the mission of the institution. The director of University Relations is the only person authorized to distribute press releases (excluding athletic releases) on behalf of the University to local, regional, and national news media. In most cases, press releases are also posted on the University's website and sent to subscribers of the e-news services. The director of University Relations serves as editor of MU Today, the magazine for alumni and friends of Methodist University, and oversees that guidelines outlined in this manual and stylebook are adhered to accordingly. For additional information, call 910.630.7609 or email universityrelations@methodist.edu.

DEPARTMENTAL RESPONSIBILITY

It is essential that all departments follow the procedure for approval of their printed and digital materials. Printed materials, efilers, and any other form of advertisement that goes off campus needs to be approved by the Office of University Relations. This is to ensure that all materials are following the MU Identity Standards so that our brand will remain consistent. Consistency is the mark of professionalism. Without consistent advertising and marketing materials, our university will not be taken as seriously as those who maintain a brand standard.



OVERSIGHT AND CONSISTENCY, CONTINUED

PHOTOGRAPHY

Use of commercial photographers is permitted at the discretion of the department head responsible for that budget area. Inquiries concerning media and marketing photography should be directed to the director for University Relations.

An extensive body of Methodist University images taken for Undergraduate Admissions over the past several years is available through the director of Admissions and director of University Relations and can be accessed online, www.flickr.com/kingmonarch.

RECRUITMENT MATERIALS

The Admissions Office is a vital marketing arm of the University. All recruitment publications are reviewed by the director of Admissions or the vice president for Enrollment Services. The Admissions Office works closely with the director of University Relations

to streamline the image portrayed in outgoing publications. This includes brochures, displays, direct mail pieces, etc.

ATHLETIC COMMUNICATIONS

Methodist University's official athletic publications support the mission of the athletic department. The Sports Information Director for athletic communications is the only person authorized to write and distribute athletic press releases on behalf of the University to local, regional, and national news media. In all cases, press releases are also posted on the University's website and sent to subscribers of the e-news services. The Sports Information Director for athletic communications serves as the athletics editor of MU Today, the magazine for alumni and friends of Methodist University.



AUTHORIZED UNIVERSITY SEAL

For official publications (diplomas, official letters from the dean and president, etc.) the University seal may be used, but is not required, on any University publication. Historically, the official seal has been applied predominantly to legal documents and other ceremonial applications determined exclusively by

the president. The seal may not be modified in any way. The only colors permitted on the seal are black and white or the official University academic colors (see Official Color Palette on page 11). The authorized University seal may not be used in conjunction with the authorized institutional logo.

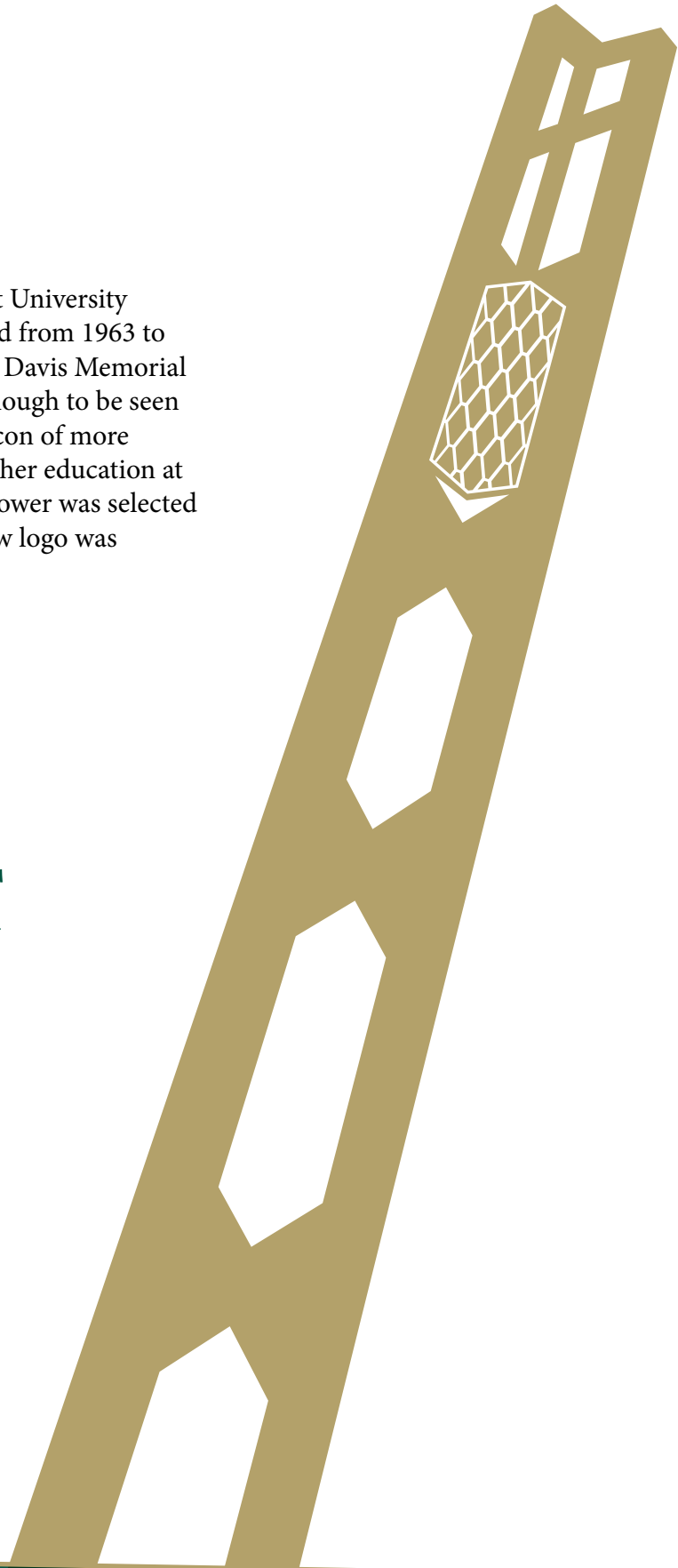


THE STRUCTURAL ICON OF THE UNIVERSITY

The most recognizable structure on the Methodist University campus is the Yarborough Bell Tower. Constructed from 1963 to 1964, it stands between the Berns Student Center, Davis Memorial Library, and the John W. Hensdale Chapel. Tall enough to be seen from almost every corner of the campus, it is an icon of more than half a century of strength and heritage in higher education at Methodist University. For these reasons, the bell tower was selected as the graphic image of this institution when a new logo was commissioned in 2006.



METHODIST
UNIVERSITY



THE BRAND

METHODIST UNIVERSITY LOGO

The Methodist University Lockup consists of two distinct parts — the Tower Icon and the Wordmark. The preferred usage for all media are the Stacked Lockup or the Horizontal Lockup as shown on this page. The decision to use one or the other should be dictated by the space available and the other elements on the page.

The Wordmark can be used without the Tower Icon for any application, but is not the preferred usage. However, the Tower Icon may only be used as a standalone graphic element when it is placed on campus grounds signage or posters that will not ever be moved or taken off the campus grounds (i.e. not for clothing or bumper stickers, off-campus signage or printed materials).

An exception can be made if the Tower Icon is used for certain items such as medallions, pins, and patches representing university departments and/or programs.

Ideally, the Tower Icon will be used alongside the written words “Methodist University.” All standalone Tower Icons for those items must be reviewed and approved by the Office of University Relations before printing. In addition, another exception can be made if the Tower Icon is used as a dynamic background graphic, such as a watermark on stationery (even as a second sheet), and the complete Lockup appears in conjunction with that dynamic graphic (on the first page of a stationery set). When used as a dynamic graphic, in which all or a portion of the Logotype appears at an extremely large size and bleeds off the page (or the object it is printed on), the control area is optional. However, legibility must be maintained.

Never attempt to re-create the logo, and do not change the proportion of the Tower Icon or the Wordmark. The Wordmark must not be combined with or used as part of another icon. Authorized, master logos can be provided from the Office of University Relations.



PROPER LOGO SPACING

Regardless of which configuration is selected, Stacked or Horizontal, the clear space around the Lockup must be maintained. The control area should be a minimum of the height of the capital “I” in the word Methodist, measured

from the outside edges of the Tower Icon and the outermost edges of the word Methodist. This defines a clear space where no text or graphics should ever violate.



THE LOCKUP COLOR OPTIONS



Readability as well as recognizability of the Methodist University logos depend on proper and consistent color usage. In order to achieve the best results in all marketing efforts, certain color guidelines have been established for the Lockup.

The Methodist University Lockup can only appear in a pre-established combination of colors. The optimum reproduction of the Lockup in the descending order of preference is: (1) the four-color version on a white background, with the Tower Icon in four-color Methodist Gold and the Wordmark in four-color Methodist Green; OR the Tower Icon in four-color Methodist Gold and the Wordmark in white on a four-color Methodist Green background. Then (2) all PMS Methodist Green. And finally (3) all black on a white or light background, OR reversed out in white on a dark background.

Note that the black and white versions of the Methodist University Lockups are different depending on the background. Always use the logos provided by the director of University Relations; do not attempt to re-create. The Tower image in the Tower Icon always remains white (or the color of the unprinted paper in print applications) in all logo versions, regardless of the background.



In select situations, the Tower Icon or the entire Lockup may be printed in gold (metallic) ink or foil. This application should be reserved for, but not strictly limited to, special occasion invitations, stationery, or certificates.

When making the decision to reverse out (white) or print on a background or photo, make sure the Logotype is legible. The logos on the left side of this page are the only logos approved for use by the University community. These logos supersede and replace all other logos. The Marketing Task Force must approve any other marks or logos that will be used to represent the University and/or its programs. Electronic logo files can be obtained from the director of University Relations.

UNIVERSITY COLOR PALETTE

Green and gold were chosen 50 years ago as the “official” colors of the institution. Over the years, several versions of green and gold have been used in publications, and more recently, online materials.

Methodist athletic teams chose to use a bright yellow color for uniforms instead of the more subdued and classic version preferred by the rest of the University. The athletic yellow may be used with the formal “Methodist University” only when the wordmark appears without the bell tower. Reserved for marketing pieces—not for use on stationery.

In print and web applications, the various formulas for the official Methodist University colors can be found on this page. Marketing communications materials and other promotional items should utilize these colors (with green always being the dominant color). The recognized official colors for Methodist University Athletics can be found on page 27.



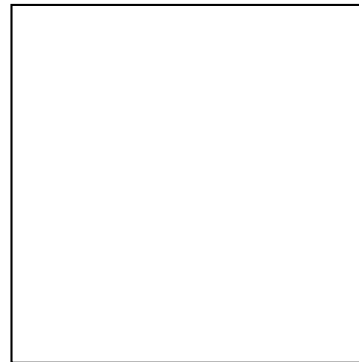
MU GREEN
Pantone 343
CMYK: 100C, 0M, 72Y, 61K
RGB: 0/87/60
Web: #00573C



METALLIC GOLD
Pantone 872
CMYK: 20C, 30M, 70Y, 15K
RGB: 180/152/90
Silkscreening: Vegas Gold



NON-METALLIC GOLD
Pantone 4515
CMYK: 0C, 9M, 50Y, 24K
RGB: 203/182/118
Web: #CBB676



WHITE
CMYK: 0C, 0M, 0Y, 0K
RGB: 255/255/255
Web: #FFFFFF

UNIVERSITY ALTERNATIVE LOGOS

The less formal “MU” logos shown on this page are approved for relatively unrestricted usage by the University community. Readability should be taken into account before selecting one of these logos, but the

only approved colors and configurations are shown at left. These logos can be used for apparel as well as print applications. Electronic logo files can be obtained from the director of University Relations.

MU



MU
1956

MU



MU
1956

MU



MU
1956



INAPPROPRIATE USAGE

The logo applications shown on the left represent some of the improper uses, manipulations, or treatments of the logo. This list is by no means exhaustive, but should be used as a guideline. Approved electronic logo files can be obtained from the director of University Relations.



Methodist
University

DO NOT try to redraw or recreate the logo. Contact the director of University Relations for the electronic files.



DO NOT print the logo in any color other than one of the approved choices.



DO NOT print color version of the logo on a busy colored background as it will reduce the readability of the logo.



DO NOT crop any portion of the logo.



DO NOT tilt or distort the logo in any way.



DO NOT alter the composition, the typeface, or distort the proportions of the logo.



DO NOT use the logo in reverse form; the Tower Icon and the inner border must remain white (or the color of the paper). There is an official white logo that has been created specifically for reverse applications and is available from the director of University Relations.

TAGLINE

The addition of “[Engage. Enrich. *Empower.*]” to the Methodist University logo was intended to enhance the existing brand and make a public statement regarding who we are and what we do. Methodist University is an institution of higher learning, dedicated to the education of its students and a commitment to improve their future. We believe that this statement is a promise to our students and potential students as it relates to each of the touch points of our brand.

The tagline for Methodist University embodies the stages of student awareness and understanding throughout the educational process. Upon entering the classrooms, the professors “*Engage*” the minds and stimulate the creativity of the students. Collective University experiences will “*Enrich*” their lives. Methodist University will “*Empower*” them to find their voice and realize their potential as valuable citizens, employees, and entrepreneurs.

There are a number of acceptable color and stacking options for the tagline. **Always try to make a choice based on**

readability. The optimum reproduction of the Tagline should be a combination of two of the Authorized Colors among the Official Methodist University Colors (see page 14) or the Official Methodist University Athletic Colors (see page 27). White and black are always acceptable options in combination with the University colors where practical. The first two words and their respective periods should always be the same color. The third word and its period should be one of the other colors for emphasis. The brackets surrounding the Tagline must be one or the other of these two colors; never a third color.

“*Engage.*” and “*Enrich.*” must be Futura Medium, while “*Empower.*” must be Futura Medium Oblique. The brackets have been modified from their original typeface, so it is best if the tagline images in their entirety are obtained from the director of University Relations.

The tagline is displayed horizontally within square brackets. The words "Engage." and "Enrich." are in a dark green color, and "Empower." is in a gold color.

The tagline is displayed horizontally within square brackets on a black background. The words "Engage." and "Enrich." are in white, and "Empower." is in a gold color.

The tagline is displayed vertically within square brackets. The words "Engage." and "Enrich." are in white, and "Empower." is in a gold color.

The tagline is displayed vertically within square brackets on a dark green background. The words "Engage." and "Enrich." are in white, and "Empower." is in a gold color.

MESSAGING

In the same way that the University strives to share standard graphic elements, standard written elements are important. The following attributes (effective as of August 2019) are for use in external communication; they need not be used verbatim. They provide a checklist of standard points that can be used in oral, printed, or electronic communication.

THE UNIVERSITY

- ◆ Four-year, private, liberal arts university
- ◆ Historically related to the United Methodist Church
- ◆ More than 80 majors and concentrations, and more than 40 minors
- ◆ 14 degree programs, including two doctorate degrees, two master's degrees, seven baccalaureate degrees, and two associate degrees
- ◆ The University has nearly doubled its enrollment since 1990

CAMPUS

- ◆ 617 acres, including undeveloped woodlands
- ◆ 48 buildings, including 17 residence halls
- ◆ 18-hole golf course
- ◆ Tennis courts
- ◆ Carolina beaches just two hours to the east
- ◆ Blue Ridge Mountains and Great Smoky Mountain National Park just an afternoon's drive to the west

COMMUNITY

- ◆ Approximately 2,300 students
- ◆ Students from 40 states and 77 countries
- ◆ Student-to-faculty ratio is 12:1
- ◆ Average class size is around 15 students
- ◆ More than 100 student clubs and organizations

THE MU JOURNEY

There are four elements to the MU Journey that distinguish a Methodist University education from any other.

- ◆ **Leadership** experiences will prepare students to assume key positions in their careers, communities, churches, and other organizations.
- ◆ The **Global Education** initiative will provide every student an opportunity to study abroad and will also seek to double our number of international students, thus preparing our students to live in a more global society.
- ◆ **Research and Collaboration** with faculty will make our students more competitive as they consider graduate or professional school, and will enhance academic rigor on campus.
- ◆ The **Community Engagement** initiative will provide every student with the opportunity for an internship or community-based experience with a team of students, working with a faculty mentor and community sponsor.

An intentional consequence of these experiences will be to develop civically minded individuals who will become engaged members of their communities after graduation.

SPECIAL RESOURCES

- ◆ The Nimocks Fitness and Wellness Center
- ◆ The Center for Excellence in Justice Administration provides continuing education for regional law enforcement officers.
- ◆ The Lura S. Tally Center for Leadership prepares students to become effective leaders in their communities and professions.
- ◆ A 25,000-square-foot extension to the Hendricks Science Complex houses chemistry and biology laboratories.
- ◆ The state-of-the-art Thomas R. McLean Health Sciences Building, which houses the Doctor of Physical Therapy Program and Doctor of Occupational Therapy Program
- ◆ The Sharon and Ron Matthews Ministry Center: A world-class venue, close to home, where everyone is welcome

MESSAGING, CONTINUED

MONARCH ATHLETICS

- ◆ 37 NCAA Division III Team National Championships
- ◆ 43 NCAA Division III Individual National Championships
- ◆ 8 NCAA Division III Team National Runner-Up
- ◆ 17 Conference President's Cups
- ◆ 178 Conference Championships
- ◆ 358 NCAA Division III All-Americans and 54 Scholar-Athletes recognized with All-American Academic Honors
- ◆ 1,709 All-Conference Selections
- ◆ 70 Conference Players of the Year, 38 Conference Rookies of the Year, and 112 Conference Coach of the Year Awards
- ◆ New Football and Baseball Field Houses
- ◆ The Player Center houses classrooms, offices, and a pro shop for the PGA Golf Management and Professional Tennis Management Programs

FINANCIAL AID (AS OF 2019)

- ◆ 97 percent of MU students qualify for financial assistance.
- ◆ \$30,599 average financial aid award for incoming freshmen

THE ARTS

- ◆ Reeves Fine Arts Complex is home to theatre, music, and art programs.
- ◆ The William F. Bethune Center for Visual Arts houses the David McCune International Art Gallery.

CAMPUS HANGOUTS

- ◆ Amphitheater of Davis Memorial Library
- ◆ The Berns Student Center, to shoot pool, play table tennis, and watch TV.
- ◆ Still Point, an interfaith meditation space
- ◆ The Lion's Den, for coffee or a snack

TRADITIONS

- ◆ Colors: Green and Gold
- ◆ Mascot: Monarchs (The mascot character is King Monarch, a lion.)
- ◆ Focal point on campus: The carillon in the Yarborough Bell Tower tolls the hour and plays two hymns daily.
- ◆ Ceremony of the Flags: In a custom inaugurated at Methodist in 1985, international student graduates have presented more than 80 flags to the president of the University during commencement. The flags and a list of their donors are permanently displayed in the Berns Student Center.
- ◆ The Hooding Ceremony: Each graduate selects a sponsor to accompany him/her across the stage. As the graduate receives the diploma, the sponsor places the hood over the head of the graduate.

SERVICE OPPORTUNITIES

Throughout the year, students are engaged in the following service opportunities, among many others.

- ◆ Stop Hunger Now
- ◆ International and domestic work team trips
- ◆ Play4Kay
- ◆ Blood drives
- ◆ March of Dimes
- ◆ Natural disaster relief teams
- ◆ Davis Peace Projects
- ◆ Special Olympics
- ◆ Cans Across the Conference
- ◆ Visits to nursing homes
- ◆ "Don't Dump, Donate!"
- ◆ Collections for the Second Harvest Food Bank
- ◆ Volunteering at the Ronald McDonald House
- ◆ Relay for Life
- ◆ Feed Fayetteville
- ◆ Show Your Care Day
- ◆ Pennies for a Purpose

PROGRAM IDENTIFIERS



Every program and major is a valuable asset of the overall University. As each of these distinct academic entities strives to attract the most talented students for enrollment, a need has arisen for consistent co-branding. The University has established a series of logos to represent each Methodist Program. Each logo is comprised of a combination of the Institutional Logo and the name of the program in a specific arrangement designed for optimum readability and recognizability. Several color combinations and stacking options have been created to alleviate confusion and promote ease of use.

At left are a few examples of Program Identifier Logos in the approved color and stacking options. Each Program Identifier Logo can be used in any of the configurations shown on this page. Contact the director of University Relations for a set of logos for your particular program.

The logos have been designed as vector images (.eps files) and have also been saved as several other file formats as well, some specifically for print applications and others for Web use. Do not attempt to redraw, retype or in any way recreate any program logo. The University's goal in making these logos available is to present a consistent and professional image in all marketing endeavors. Every logo option approved for usage is readily available electronically by contacting the director of University Relations.



PROPER LOGO SPACING

Regardless of which configuration or color combination is selected, the clear space within and around the Program Identifier Logos must be maintained. The outer control area should be a minimum of the height of the capital “I” in the word Methodist, measured from the top edge of The Tower Logo, the baseline of the name of the program at the bottom, and the outermost edge of horizontal text for either version. This defines a clear space where no text or graphics should ever violate. Additionally, never attempt to adjust the space between the Methodist University Lockup and the top edge of the program name.

The Stacked Program Identifier Logo has been developed to accommodate a vertical space. The words Methodist University should always be the widest portion of every

Stacked Program Identifier Logo. The name of the academic program should never extend beyond the width of the University name.

The Horizontal Program Identifier Logo is best suited to a more horizontal space. As this configuration is intended to be used when vertical space is limited, the name of the program should appear on a single line regardless of its length, (with the only exception being the Resort, Club, and Hospitality Management Program) and may extend beyond the words Methodist University. Never attempt to re-create, re-draw, or re-type any of the Program Identifier Logos. Contact the director of University Relations for a set of logos for your particular program.

STACKED
PROGRAM IDENTIFIER
LOGO



HORIZONTAL PROGRAM IDENTIFIER LOGO



ATHLETIC LOGOS

AUTHORIZED MONARCH LOGOS

Methodist University Athletics are a pride-inspiring facet of the college experience, enhanced with consistent imagery of our Monarch name and our school mascot, “King.” All of the logos on this and the next page are

approved for usage in any non-academic application such as spirit signage and apparel. Contact the Sports Information Director for electronic files for any of the logos represented on these two pages.



ATHLETIC LOGOS

AUTHORIZED MONARCH LOGOS, CONTINUED

Methodist University Athletics inspire pride in our students as well as our alumni, and provide an opportunity for friendly competition between Methodist and our peer institutions. “Monarchs” demonstrate their school spirit by wearing

Methodist apparel in green and gold. All of the logos on this and the previous page are approved for usage in any non-academic applications such as spirit signage and apparel. Contact the Sports Information Director for the electronic files of any of the logos represented on these pages.



METHODIST UNIVERSITY ATHLETICS

These logos are approved for usage by the Athletic Department of Methodist University. Contact the Sports Information Director for the electronic files.



METHODIST UNIVERSITY PLAY4KAY LOGOS

These MU Play4Kay logos are approved for usage by the Athletic Department and University Relations of Methodist University. The Play4kay logos must be used only for the promotional items and publications associated with the Play4Kay event at Methodist University. Contact the Sports Information Director or University Relations for the electronic files.



MU PLAY4KAY PINK
 Pantone 211
 CMYK: 0C, 64M, 0Y, 0K
 RGB 242/127/178
 Web: #F27FB2

METHODIST UNIVERSITY ATHLETIC TRAINING DEPARTMENT, BOOSTER CLUB, PGM, AND SPORTS INFORMATION

These logos are approved for usage by the Athletic Training Department, Booster Club, PGM, and Sports Information. Contact the Sports Information Director for the electronic files.



ATHLETIC COLOR PALETTE

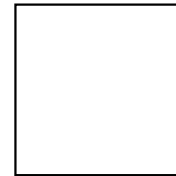
Green and gold were chosen 50 years ago as the “official” colors of the institution. Over the years, several versions of green and gold have been used in publications and more recently, online materials. Methodist athletic teams chose to use a bright yellow color for uniforms instead of the more subdued and classic version preferred by the rest of the University. In print and web applications, the various formulas for the official Methodist University Athletic colors can be found on this page. Marketing communications materials and other promotional items should utilize these colors (with green always being the dominant color). The recognized official non-athletic colors for Methodist University can be found on page 14 of this Identity Standards Manual.



MONARCH GOLD
 Pantone 123
 CMYK: 0C, 24M, 94Y, 0K
 RGB 255/196/37
 Web: #FFC425



MU GREEN
 Pantone 343
 CMYK: 100C, 0M, 72Y, 61K
 RGB: 0/87/60
 Web: #00573C



WHITE
 CMYK: 0C, 0M, 0Y, 0K
 RGB: 255/255/255
 Web: #FFFFFF

PGA GOLF MANAGEMENT

One exception to the standardized Program Identifier effort at Methodist University is the PGA Golf Management Program. Due to its affiliation with the Professional Golfers’ Association of America, the PGA Golf Management Program has been granted permission to use the official PGA logo in conjunction with the Methodist University logo. The two logos may appear on the same page, with the University Lockup in the more prominent position. However, in order to use the PGA logo, strict guidelines must be adhered to in terms of color usage. Three approved color options are shown on this page, along with a sample business card application. If you plan to promote the PGA Golf Management Program at Methodist University, contact the director of University Relations to obtain the proper logo files.



PGA NAVY BLUE
 Pantone 533
 CMYK: 95C, 72M, 15Y, 62K
 RGB: 37/50/85
 Web: #253255



PGA GOLD
 Pantone 872
 CMYK: 20C, 30M, 70Y, 15K
 RGB: 180/152/90
 Web: #B4985A





METHODIST UNIVERSITY

Brock White
*PGA Golf Management
 Internship Director*

5400 Ramsey Street
 Fayetteville, N.C. 28311-1498
 800.488.7110
 910.630.7145
 FAX: 910.630.7285

www.methodist.edu
brwhite@methodist.edu



TYPOGRAPHY

Recommended Typography Style Guide

HEADLINES all caps Futura Std Light

— HEADLINE

QUOTES Futura Std Medium 10 pt. font on 14 pt. leading.

“In my experience, every workplace appreciates a co-worker who has a strong command of the language.”

— Jean Hutchinson '67, '11
PWC Program Graduate

TAGLINE Futura Std Medium + Medium Italic for the word Empower.

[Engage. Enrich. Empower.]

SUBHEADS all caps Futura Std Bold or Heavy 10 pt. font.

SUBHEAD
SUBHEAD

BODY COPY Minion Pro Regular 10 pt. font on 12 pt. leading. Minion Pro Italic 10 pt. font on 12 pt. leading.

Last year, Mr. Pauly invited Michael Capuzzo and Richard Walter to speak on our campus about *The Murder Room*.

REVERSED OUT BODY COPY Minion Pro Medium 10 pt. font on 12 pt. leading. Minion Pro Medium Italic 10 pt. font on 12 pt. leading.

Last year, Mr. Pauly invited Michael Capuzzo and Richard Walter to speak on our campus about *The Murder Room*.

SUBHEAD WITHIN BODY COPY Minion Pro Bold 10 pt. font on 12 pt. leading.

Monarch Courts: Eight hard-covered tennis courts, gazebo, and bleachers

BULLETED LIST Minion Pro Glyph Black Diamond

- ◆ Language Arts
- ◆ Mathematics

Excellent typography is a craft. Consistent use of typography reinforces and enhances the Methodist University identity. Adhering to these basic typographic standards will help you to develop a satisfactory design solution.

Methodist University has two preferred typeface families, Futura Std and Minion Pro. Futura Std is a sans serif typeface. It was chosen as one of the faces for the Methodist identity system because its forms are clean and contemporary. Use Futura Std for headlines, standalone subheads, quotes, and the official Tagline in all communications.

Minion Pro is a serif typeface. It was chosen as one of the faces for the Methodist identity system because of its classic look and readability. Use Minion Pro for body copy and captions as well as subheads within running text.

In general, typography should be set in upper and lower case letters except for headlines and standalone subheads. Use of all uppercase is not recommended but can be used sparingly. Specify all body copy aligned left, ragged right. Justified type is not preferred as it often results in inconsistent word spacing. Do not hyphenate a word at the end of a line. Avoid using a single word (widow) on a line by itself at the end of a paragraph.

Futura Std Light
Futura Std Medium
Futura Std Medium Italic
Futura Std Heavy
Futura Std Bold

Minion Pro Regular
Minion Pro Italic
Minion Pro Medium
Minion Pro Medium Italic
Minion Pro Bold

STATIONERY

A unified system of University stationery is a key component of a consistent image. All official University business cards, letterhead, and envelopes are printed by Monarch Press. The following pages contain select examples of approved stationery sets and guidelines.

More sets are available by contacting the director of University Relations or Monarch Press. The letterhead with the authorized institutional logo is typically used by most campus departments.

OFFICE OF THE PRESIDENT

Stationery reserved specifically for the Office of the President uses the official seal of Methodist University as its primary graphic element. You must have special permission or authorization to utilize this letterhead package.



Office of the President

Date
Addressee Name
Addressee Title
Methodist University
Office or Program
Street Address
City, State Zip

Salutation:

Methodist University uses a single typing format for all letterhead correspondence. The format works with the stationery design to ensure clear, consistent communications.

Letters, emails, memos and faxes are the various forms of communication we have with our students, prospective students, and their parents. If the standards are followed carefully, you will make a vital contribution toward enhancing Methodist University's visual image with your daily correspondence.

Before you begin, have a clear idea of what you want to say. Write it down, read it aloud. Write it again. Take out a dictionary. Make corrections or suggest additions or deletions. Proofread. Send to the Office of the President, Methodist University.

The format has been developed to produce an aesthetically pleasing result. All correspondence should be aligned left, ragged right. Upper and lower case letters should be spaced at 10/12 pt. with single-spaced text at 10/12 pt. with single spacing.

Complimentary Close,

Name of Sender
Title of Sender



Methodist University
5400 Ramsey Street
Fayetteville, North Carolina 28311-1498
methodist.edu

AffairsMethodist University
5400 Ramsey Street | Fayetteville, North Carolina 28311-1498 | 910-630-7027 | 1-800-488-7110 | methodist.edu

PRIMARY ATHLETIC STATIONERY

A unified system of Methodist University's Department of Intercollegiate Athletics stationery is a key component of a consistent image. All business cards, letterhead, and envelopes are printed by Monarch Press. This page contains the approved stationery sets and guidelines for the Department.

Letters, emails, memos, and faxes are the various forms of communication we have with our students, prospective students, and their parents. If the standards are followed carefully, you will make a vital contribution toward enhancing Methodist University's visual image with your daily correspondence.

Before you begin, have a clear idea of your goal and purpose. Be concise. If you're not certain whether something sounds right, read it aloud. When creating a long or critical document, let someone else proofread it to catch

mistakes or suggest additions or clarifications. Always check your spelling. Your correspondence is a direct reflection of Methodist University.

The format has been developed to create a uniform look that works with the stationery design to assure a functional, aesthetic result. All correspondence should be typed in Minion Pro or Times Roman if Minion Pro is not available, aligned left, ragged right. Upper and lower case letters are preferred. Use of all upper case is discouraged. Use single-spaced text at 10 pt. type on 12 pt. leading with double spaces between paragraphs.

The Logotype placed on the business card is at the discretion of each individual. It must, however, be one of the official athletic logos provided by the Sports Information Director for athletic communications.



METHODIST UNIVERSITY 5400 Ramsey Street • Fayetteville, NC 28311-1498

DEPARTMENT OF INTERCOLLEGIATE ATHLETICS

Athletic Department
(910) 630-7175

Director of Athletics
(910) 630-7182

Athletic Training
(910) 630-7177

Sports Information
(910) 630-7172

Baseball
(910) 630-7176

Basketball - Men's
(910) 630-7185

Basketball - Women's
(910) 630-7283

Cheerleading
(910) 630-7154

Cross Country/T&F
(910) 630-7336

Dance
(910) 630-7375

Football
(910) 630-7178

Golf - Men's
(910) 630-7336

Golf - Women's
(910) 630-7608

Lacrosse - Men's
(910) 630-8450

Lacrosse - Women's
(910) 630-7510

Soccer - Men's
(910) 630-7097

Soccer - Women's
(910) 630-7096

Softball
(910) 630-7290

Tennis - Men's
(910) 630-7239

Tennis - Women's
(910) 630-7315

Volleyball
(910) 630-7187

FAX
(910) 630-7676

WEB
www.monarchs.com

Gregg Petcoff
Sports Information Director


METHODIST UNIVERSITY
ATHLETICS

5400 Ramsey Street • Fayetteville, NC 28311-1498
Office: 910.630-7172 • Cell: 910.000.0000 • Fax: 910.630.7676
sportsinfo@methodist.edu


Department of Intercollegiate Athletics
5400 Ramsey Street / Fayetteville, NC 28311-1498
1.800.488.7110 / www.methodist.edu

SPORT-SPECIFIC ATHLETIC STATIONERY

A unified system of Methodist University’s “Sport-Specific” Department of Intercollegiate Athletics stationery is a key component of a consistent image. All business cards, letterhead, and envelopes are printed by Monarch Press. This page contains the approved stationery sets and guidelines for the Department.

Letters, emails, memos and faxes are the various forms of communication we have with our students, prospective students, and their parents. If the standards are followed carefully, you will make a vital contribution toward enhancing Methodist University’s visual image with your daily correspondence.

Before you begin, have a clear idea of your goal and purpose. Be concise. If you’re not certain whether something sounds right, read it aloud. When creating a long or critical document, let someone else proofread it, to catch

mistakes or suggest additions or clarifications. Always check your spelling. Your correspondence is a direct reflection of Methodist University.

The format has been developed to create a uniform look that works with the stationery design to assure a functional, aesthetic result. All correspondence should be typed in Minion Pro or Times Roman if Minion Pro is not available, aligned left, ragged right. Upper and lower case letters are preferred. Use of all upper case is discouraged. Use single-spaced text at 10 pt. type on 12 pt. leading with double spaces between paragraphs.

The Logotype placed on the business card is at the discretion of each coach. It must, however, be one of the official athletic logos provided by the Sports Information Director for athletic communications.



Department of Intercollegiate Athletics
5400 Ramsey Street • Fayetteville, North Carolina 28311-1498
800.488.7110 • 910.630.7175 • FAX: 910.630.7676
mumonarchs.com



Department of Intercollegiate Athletics
5400 Ramsey Street / Fayetteville, NC 28311-1498
1.800.488.7110 / mumonarchs.com

DAVID MCCUNE INTERNATIONAL ART GALLERY STATIONERY

The David McCune International Art Gallery is a unique extension of the University. It is contained within the building used for teaching visual communications to students on this campus, but it is also a space used by the greater community for exhibits of works by local and internationally renowned

artists not directly affiliated with Methodist University. Because of the latter distinction, it has been determined that the gallery would not use the Tower Icon as any portion of its imagery in official communications.

METHODIST UNIVERSITY

DAVID McCUNE INTERNATIONAL ART GALLERY

Date
Addressee Name
Addressee Title
Methodist University
Office or Program
Street Address
City, State Zip

Salutation:

Methodist University uses a single typing format for all letterhead correspondence. The format works with the stationery design to ensure clear, consistent communications.

Letters, emails, memos and faxes are the various forms of communication we have with our students, prospective students, and their parents. If the standards are followed carefully, you will make a vital contribution toward enhancing Methodist University's visual image with your daily correspondence.

Before you begin, have a clear idea of your goal and purpose. Be concise. If you're not certain whether something sounds right, read it aloud. When creating a long or critical document let someone else proofread it, to catch mistakes or suggest additions or clarifications. Always check your spelling. Your correspondence is a direct reflection of Methodist University.

The format has been developed to create an aesthetically pleasing result. All correspondence should be aligned left, ragged right. Upper and lower case letters should be spaced at 10/12 pt. with double spacing.

Complimentary Close,

Name of Sender
Title of Sender

METHODIST UNIVERSITY

DAVID McCUNE INTERNATIONAL ART GALLERY

William F. Bethune Center for Visual Arts
5400 Ramsey Street, Fayetteville, North Carolina 28311

William F. Bethune Center for Visual Arts
5400 Ramsey Street, Fayetteville, North Carolina 28311
1-910-gallery (425-5379) | DavidMcCuneGallery.org

METHODIST UNIVERSITY

DAVID McCUNE INTERNATIONAL ART GALLERY

SILVANA M. FOTI
EXECUTIVE DIRECTOR

William F. Bethune Center for Visual Arts
5400 Ramsey Street, Fayetteville, North Carolina 28311
1-910-gallery | info@DavidMcCuneGallery.org

THREE-PANEL, FOUR-COLOR BROCHURE

A standard template design for institutional brochures promoting specific academic programs and/or services of various offices has been established; recruitment brochures are typically printed on 8.5" x 11" coated paper, in four-color process, and include a .125" bleed. The University has selected two fonts for brochure typography: Futura Std and Minion Pro. If there is reversed out text (white type on a dark background), use Minion Pro Medium for the text to improve readability. Use of Minion Pro italic is acceptable where necessary for the proper treatment of periodicals or book titles, or Minion Pro Bold for subheads within running text. University Relations uses Adobe InDesign software to create recruitment brochures.

CONTENT GUIDELINES:

Cover Panel:

- ◆ The Methodist University logo
- ◆ The official tagline in the proper fonts

- ◆ High quality photos (300 dpi) representing the program
- ◆ Name of the program

Inside Panels:

- ◆ Subheads
- ◆ Description/history of the program/goals and objectives
- ◆ Campus facilities and course requirements
- ◆ Job opportunities in the field of study
- ◆ Candid photos of current instruction or places where students have interned
- ◆ Testimonial/quote from student or professor

Back Panels:

List of faculty or staff credentials, another photo of students/instructors, a Methodist logo followed by the tagline, names and addresses of persons to contact for more information, and the non-discrimination statement (required).



FOUR-PANEL, FOUR-COLOR BROCHURE

This represents a sample layout for a full-color brochure utilizing four panels. These recruitment brochures are typically printed on 9" x 16" coated paper, in four-color process, and include a .125" bleed. The University has selected two fonts for brochure typography: Futura Std Light for headlines and Minion Pro Regular for text. If there is reversed out text (white type on a dark background), use Minion Pro Medium for the text to improve readability. Use of Minion Pro italic is acceptable where necessary for the proper treatment of periodicals or book titles, or Minion Pro Bold for subheads within running text. University Relations uses Adobe InDesign software to create recruitment brochures.

CONTENT GUIDELINES:

Cover Panel:

- ◆ The Methodist University Program Identifier Logo
- ◆ The official tagline in the proper fonts

- ◆ A high quality photo (300 dpi) representing the program
- ◆ Name of the program

Inside Panels:

- ◆ Subheads
- ◆ Description/history of the program/goals and objectives
- ◆ Campus facilities and course requirements
- ◆ Job opportunities in the field of study
- ◆ Candid photos of current instruction or places where students have interned
- ◆ Testimonial/quote from student or professor as space allows

Back Side Panels:

List of faculty or staff credentials, another photo of students/instructors, a Methodist logo followed by the tagline, names and addresses of persons to contact for more information, and the non-discrimination statement (required).



THREE-PANEL, FOUR-COLOR ATHLETIC BROCHURE

A standard template design for athletic brochures promoting specific sports and/or extracurricular programs has been established; brochures are typically printed on 8.5" x 11" coated paper, in four-color process (full-color printing), and include a .125" bleed. The front and back cover panels will fold to 3.7" x 8.5" with the third panel slightly shorter. The University has selected two fonts for brochure typography: Futura Std Light for headlines and Minion Pro Regular for text. If there is reversed out text (white type on a dark background), use Minion Pro Medium for the text to improve readability. Use of Minion Pro italic is acceptable where necessary for the proper treatment of periodicals or book titles, or Minion Pro Bold for subheads within running text. Athletic Department uses Adobe InDesign software to create recruitment brochures.

CONTENT GUIDELINES:

Cover Panel:

- ♦ The Methodist U Athletic Wordmark
- ♦ The title of the brochure/name of the sport or program

- ♦ A high quality full-color photo (300 dpi) representing the program
- ♦ University tagline in the proper fonts

Inside Panels:

- ♦ Small headlines
- ♦ Description/history of the program/goals and objectives
- ♦ Campus facilities

Candid photos

- ♦ Testimonial/quote from athlete or coach
- ♦ List of coaches or staff credentials
- ♦ "King" logo as space allows

Back Panels:

Game schedule if applicable, another photo of athletes/fans/coaches, a Methodist University logo followed by the tagline, names and addresses of persons to contact for more information, and the non-discrimination statement (required).



ONE PAGE, FOUR-COLOR FLYER

One-page flyers are economical formats for communicating in print. The typical paper is gloss coated 8.5" x 11", plus .125" bleed all the way around the sheet. When setting up the document, it is best to begin with a standard margin of 0.5" at the top, bottom, and sides. Keep all critical information and graphics or logos inside the remaining 7.5" x 10". Easier to design, one-page flyers do not require fold allowances. The University has selected two fonts for flyer typography: Futura Std Light for headlines and Minion Pro

Regular for text. If there is reversed out text (white type on a dark background), use Minion Pro Medium for the text to improve readability. Use of Minion Pro italic is acceptable where necessary for the proper treatment of periodicals or book titles, or Minion Pro Bold for subheads within running text. Monarch Press uses Adobe InDesign software, but also accepts pdf/X-1A files that have been set up for print with crops and bleed, and CMYK images at 300 dpi.



METHODIST
Everything you need, all in on place

Women's Lacrosse Prospect Day

A day for prospective student-athletes in the high school graduation classes of 2019, 2020, and 2021.

Saturday, Sept. 29
Lacrosse practice field

Receive on-field instruction from head coach Rebecca Sheinfeld and assistant coach Josie Lent, while having the opportunity to showcase your talent. Meet members of the 2019 team and experience what it is like to be a student-athlete at Methodist University!

Register online TODAY at:
www.mumonarchs.com/camps

Cost: \$30

Schedule for the Day:
8:30 - 8:45 a.m. | Registration
8:45 - 11:00 a.m. | Clinic
11:15 a.m. - 12:15 p.m. | Campus tour
1:00 p.m. | Methodist Football vs. Huntingdon

For more information, contact head coach Rebecca Sheinfeld
rsheinfeld@methodist.edu | 954.790.2234

POWERPOINT TEMPLATE

A standard size PowerPoint template (template ratio 4:3) for presentation is available. Visit the University Relations web page, www.methodist.edu/university-relations, to download the template.



EMAIL SIGNATURE

Methodist University strongly suggests that all faculty and staff members use a standardized email signature in all internal or external communication related to the University. This signature gives recipients an understanding of the sender’s name and position in the University while maintaining credibility. In addition, this signature represents the University and helps us maintain a clean, cohesive brand. Use Tahoma bold at 12 pt. type for your name and Tahoma regular at 12 pt. type for the rest of your contact information (Note: MU Alumni employees may

choose to add class years after names). Add the Methodist University Academic logo at the bottom. Social media-related icons can be added to your email signature below the MU logo if you are linking to a designated Methodist University social media site. You may NOT link icons to personal social media accounts. Visit University Relations web page, www.methodist.edu/university-relations, to get proper logo files for the email signature. Upon approval of the Director of Athletics or Sports Information Director, athletic departments may use the email signature below.

Stanley T. Wearden, Ph.D.
 President
 910.630.7005
 president@methodist.edu

Methodist University
 5400 Ramsey Street
 Fayetteville, NC 28311



Michael Molter '94
 Webmaster
 910.630.7646
 mcmolter@methodist.edu

Methodist University
 5400 Ramsey Street
 Fayetteville, NC 28311



Gregg Petcoff
 Sports Information Director
 910.630.7172
 sportsinfo@methodist.edu

Methodist University
 5400 Ramsey Street
 Fayetteville, NC 28311



MU LION MASCOT "KING"

Several images of King are available for use on brochures and flyers. Already silhouetted, they have a clear background and are CMYK psd files. Each is a high

resolution file (300 dpi) and at least 12" tall. Contact the director of University Relations to arrange for the electronic files.



APPAREL/MERCHANDISE

BRANDED MERCHANDISE

The Methodist University brand can easily extend into merchandise applications as long as the authorized institutional and Monarch logos are used correctly. The approved logos are signatures of the University and should be used properly for brand consistency.

Do not attempt to reconstruct or to redraw any Logotype. Always use the authorized artwork provided by the director of University Relations. The optimum reproduction colors of the Athletic Logotype are MU Green and Monarch Gold (see page 27). The Logotype may also be printed in solid black or reversed out of a colored or dark background (white). When making the decision to reverse out (white) or print on a patterned background, make sure the Logotype is legible.

The Methodist Athletic Logos must not be combined with or used as part of another symbol. A control area around the Logotype should be maintained for optimal legibility. The control area is a judgement call for the Athletic Logos, as there is not one singular rule that covers them all, so try to define a reasonable clear space around the Logotype where no other text or graphics violate.

Note: When used as a dynamic graphic, in which all or a portion of the Logotype appears at an extremely large size and bleeds off the page (or the object it is printed on), the control area is optional. However, legibility must be maintained.

All of the logos on this or any of the preceding pages can be obtained electronically by contacting the director of University Relations.



COPYRIGHT

It is important to add copyright information to printed matter when using any of the official University logos. No strict guidelines are necessary in terms of placement in relation to the logo or to the edge of a page, as good judgement must prevail based on the design of the piece itself. As a general rule, it looks best on the back cover and at the bottom of the page as the last text element on that page.

A proper copyright notice contains three elements:

1. Copyright symbol ©
2. Year of publication
3. Copyright owner

In most cases, the owner is Methodist University.

© 2019 Methodist University

NEED HELP?

QUESTIONS CONCERNING PROPER BRANDING/MARKETING EFFORTS?

Advertising and Marketing Materials

University Relations

universityrelations@methodist.edu

Gabrielle Isaac Allison

Graphic Designer and Marketing Assistant

910.630.7043

gallison@methodist.edu

Classified Advertising

Human Resources

910.630.7023

MU Today

Jason Canady

Graphic Designer and Campus Photographer

910.630.7114

ccanady@methodist.edu

Graphic Design and Photography

Gabrielle Isaac Allison

Graphic Designer and Marketing Assistant

910.630.7043

gallison@methodist.edu

Jason Canady

Graphic Designer and Campus Photographer

910.630.7114

ccanady@methodist.edu

Doo Lee

Graphic Designer and Campus Photographer

910.630.7460

dlee@methodist.edu

Printing

Mike Harrison

Director of Monarch Press

910.630.7061

mharrison@methodist.edu

Eric Dowden

Monarch Press Assistant

910.630.7032

edowden@methodist.edu

Athletic Communications

Gregg Petcoff

Sports Information Director

910.630.7172

sportsinfo@methodist.edu

University Press Releases

Gabrielle Isaac Allison

Graphic Designer and Marketing Assistant

910.630.7043

gallison@methodist.edu

Website & Green and Gold Chronicle

Michael Molter

Webmaster

910.630.7646

mcmolter@methodist.edu



UNIVERSITY RELATIONS