This Identity Standards Manual is part of an integrated communications program created to ensure consistency and uniformity among the University’s many publications, which range from Sewanee magazine, From the Mountain, and brochures to stationery and business cards. Through your consistent use of these standards, you can help ensure the success of our visual identity program.

This manual has been prepared and distributed to ensure the success of our visual identity through consistency of use. Please read the Identity Standards and adhere to the guidelines. This Identity Standards Manual contains approved standard graphic elements of the University’s identity system.

This Manual takes the form of an Adobe Acrobat PDF file format for viewing on Macintosh or Windows platforms. In addition, the complete file or its individual pages can be printed on lettersize paper.

**Fonts**

Installed fonts are NOT required to import, display, or to print out any of the Sewanee graphic identity elements. All artwork components containing type are provided as vector art. Font families required for identity applications not contained within this manual are:

- Mrs Eaves (see page 10)
- Franklin Gothic (see page 11)

Fonts are licensed. Mrs Eaves and Franklin Gothic are available for both Windows and Macintosh platforms and are available for purchase from—among others—the following sources:

Franklin Gothic:
- Adobe (www.adobe.com)
- Fonts.com (www.fonts.com)

Mrs Eaves:
- Emigre (www.emigre.com)

**Print resources**

Graphics and a style guide are available at styleguide.sewanee.edu.

Please note that while the site is not access restricted, the elements contained therein are copyrighted and are for official University use only. Student groups and others should refrain from using these elements on non-University publications.

All stationery items must adhere to the identity guidelines and must be ordered through the Office of Print Services.

(printservices@sewanee.edu or call 931.598.1571).

For further information regarding the Sewanee Identity Standards or for updates to this manual please contact the Office of Marketing and Communications at 931.598.1286 or email graphics@sewanee.edu.

**Licensing**

Applications of the University mark and its typography for novelty items or merchandise are subject to approval for licensing by the Office of Marketing and Communications. Requests for review of designs may be forwarded directly to them and will be evaluated for their compliance with the University’s identity standards. This process applies both to University materials as well as to those prepared by outside vendors for on-campus clients.

**How to Use this Manual**

To use the logo in Microsoft documents use the “Insert” menu and choose Picture>From file.” then locate the logomark graphic and click “ok” or “insert.” To change the size of the logo without changing the proportions, hold down the shift key while you drag a corner handle on the graphic to make it the right size.
The Sewanee Logomark

The Sewanee logomark is the keystone of our visual identity and is used on all communications materials.

The only acceptable logomark is pictured on this page. It may not be reconstructed or altered in any way. It must be reproduced from reproduction-quality art or from high-resolution digital files available at styleguide.sewanee.edu or from the Office of Marketing and Communications, 931.598.1286.

Primary coloration

For print applications: Pantone® 268 (same for coated and uncoated papers)

Process Matching:
Pantone 268 CP/268 UP or Coated paper:
Cyan 82%
Magenta 98%
Yellow 0%
Black 12%

Uncoated paper:
Cyan 58%
Magenta 78%
Yellow 0%
Black 0%

For Web applications: 582C83 (hexadecimal) or R 88/G 44/B 131

Note that the colors on this printout are an approximation of the actual colors. See Pantone’s® color chips for accurate color swatches for the Pantone® spot and 4-color process equivalent. The Web color is designed for RGB interpretation on a computer screen.

See page 20 for color palettes
Alternate Logomark Coloration

Adhering to the following color reproduction guidelines will help in creating a consistent image and maintaining the visual impact of the logomark.

When printing over a white or light background, the logomark should be reproduced in Pantone® 268 or its equivalent. In one- or two-color applications where Pantone® 268 is not available, the logomark should be reproduced in the darkest color available (figure 1).

When appearing on a dark or black background, the entire logomark should reverse out to white (figures 2 and 3).

Minimum Space and Size Restrictions

Maintain a minimum distance (equivalent to the x-height of “EWANEE” as shown at left) between the logomark and any other elements appearing with it, or the edge of the page.

For legibility, the minimum size at which it is acceptable to reduce the Sewanee logomark is a 7/8” (5p3) width.
Unacceptable Logomark Treatments

Never configure the elements into a different logomark.

Do not distort the logomark.

Never crop any part of the logomark.

Never tilt the logomark in any direction.

Do not alter the proportions of the logomark typography.

Do not duplicate any part of the logomark to create a pattern.

Do not respace Sewanee logomark type.

Do not recreate the Sewanee type or substitute another typeface.
Unacceptable Logomark

Color Treatments

Do not print the logomark in black over a dark background.

Do not place logomark over heavily patterned background.

Do not print the reversed out logomark onto a light or white background.

Do not change any colors of the logomark.
Logomark Use with Department Names

**Stacked Version**

Department Name with address block

```
SEWANEE
THE UNIVERSITY OF THE SOUTH
CHEMISTRY DEPARTMENT
735 University Avenue
Sewanee, Tennessee 37383-1000
```

Size of Department name should match size and style of "The University of the South" in logomark (all caps Mrs Eaves Roman, tracked minus 14). The Department name base aligns two line spaces below the base of the logomark.

**Horizontal Version (Alternate)**

Department Name with address block can accommodate one or two line department name

```
SEWANEE
THE UNIVERSITY OF THE SOUTH
OFFICE OF ADMISSION
735 University Avenue
Sewanee, Tennessee 37383
800.522.2234
admiss@sewanee.edu
www.sewanee.edu
```

Size of Department name should match size and style of "The University of the South" in logomark (all caps Mrs Eaves Roman, tracked minus 14). Base of address block aligns with base of logomark.

```
SEWANEE
THE UNIVERSITY OF THE SOUTH
MATHEMATICS AND COMPUTER SCIENCE
735 University Avenue
Sewanee, Tennessee 37383
800.522.2234
admiss@sewanee.edu
www.sewanee.edu
```
Stacked Version
Department Name with one line of justified text

SEWANEE
THE UNIVERSITY OF THE SOUTH
OFFICE OF THE REGISTRAR

Alternate Stacked Version
Logomark should be large.

SEWANEE
THE UNIVERSITY OF THE SOUTH
ENVIRONMENTAL STUDIES
Floor 1 Offices
Floor 2 Lounge
Floor 3 Student Offices
SECTION 3 Typography

Primary Serif Font

The primary font for Sewanee printed publications is Mrs Eaves. This is the font that is used in the Sewanee logomark.

If the primary serif font is not available, Times may be substituted.

Fonts are licensed. Mrs Eaves and Franklin Gothic are available for both Windows and Macintosh platforms and are available for purchase from—among others—the following sources:

Franklin Gothic:
Adobe (www.adobe.com)
Fonts.com (www.fonts.com)

Mrs Eaves:
Emigre (www.emigre.com)

Serif (Preferred)

Mrs Eaves Roman
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Mrs Eaves Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Mrs Eaves Bold
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Mrs Eaves Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Alternative Option
(To be used only if Mrs Eaves is not available)

Times
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
Secondary Font

Franklin Gothic was chosen as a secondary sans serif font to complement the primary font and to allow for creative flexibility and enhanced readability.

Sans Serif

**Franklin Gothic Heavy**
ABCDEFGHijklmnopqrstuvwxyz

**Franklin Gothic Heavy**
ABCDEFGHijklmnopqrstuvwxyz

Franklin Gothic Book

**Franklin Gothic Book Italic**

Alternative Option
(To be used when Franklin Gothic is not available)

Arial

**Arial Italic**
SECTION 4  Stationery System

Standard Letterhead

All stationery items must adhere to the identity guidelines and must be ordered through:

Office of Print Services
printservices@sewanee.edu
931.598.1571 (or x1571)

Size
8 1/2” x 11”

Logomark type
letterhead size

Letter margins
Top: 2”
Left: 1 1/2”
Right: 1 1/2”
Bottom: 1”

Typography
Address line:
9 pt. Mrs Eaves Roman

Body text
9/16 Franklin Gothic Book
or Arial

One extra line space between paragraphs

Color
Pantone® 268

Paper stock
Cougars Opaque

Imprinted text block positions
1 1/2” (9 picas) from left and right edges and
2” (12 picas) from top edge.

A minimum of
1” (6 picas) is required from the base of the imprinted text block and the bottom edge.

Address line: 9/11 pt., Mrs Eaves Roman
Departmental Letterhead

All stationery items must adhere to the identity guidelines and must be ordered through:

Office of Print Services
printservices@sewanee.edu
931.598.1571 (or x1571)

This version of the letterhead can include a personal name if needed; it can also be used for nondepartmental organizations.

All specifications are the same as for the standard letterhead (see page 12).

Additional typography
Department name: Mrs Eaves Bold 9.25/11 pt. (see page 8)
Color: Pantone® 268

Imprinted text block positions
1 1/2" (9 picas) from left and right edges and 2" (12 picas) from top.

A minimum of 1" (6 picas) is required from the base of the imprinted text block and the bottom edge.

Address line: 9/11 pt. Mrs Eaves Roman
Standard Business Cards

All stationery items must adhere to the identity guidelines and must be ordered through:

Office of Print Services
printservices@sewanee.edu
931.598.1571 (or x1571)

Size
3 1/2" x 2"

Logomark type
Business card size

Color
Pantone® 268

Typography
Mrs Eaves Roman
8.5/10 pt. with 6 points of extra space below the address block

Paper stock
Cougar Opaque

Name/title/department text block: Cap height of text positions 11 points from top of card.

Base of address block always aligns with base of logomark.

Base of first line of contact information block base aligns 7p9 from top of card.

Base of url always aligns 11 points from bottom edge of card, regardless of whether the above contact information block is four or fewer lines deep.

Front of card — shorter contact information

This example shows the contact information at its maximum allowable depth of 4 lines. The url positions in its fixed location, 11 points from the bottom edge of card.

Front of card — 4-line contact information

This example shows the contact information at its maximum allowable depth of 4 lines. The url positions in its fixed location, 11 points from the bottom edge of card.
Standard Business Cards—Alternate for Very Long Titles

THE VERY REV. JOHN SAMPLE, PH.D., D.D., Dean
Charles T. Quintard Chair of Dogmatic Theology

SEWANEE
THE UNIVERSITY OF THE SOUTH

735 University Avenue
Sewanee, TN 37383-1000

Office: 931.598.1288
Toll Free: 800.722.1974
Fax: 931.598.1412
Email: jsample@sewanee.edu
Web: theology.sewanee.edu

Notecards

All stationery items must adhere to the identity guidelines and must be ordered through:

Office of Print Services
printservices@sewanee.edu
931.598.1571 (or x1571)

Size
Invitation
5 1/2” x 8 1/2”
unfolded

Envelope
5 5/8” x 4 3/8”
#5 1/2 baronial envelope

Logomark
letterhead size

Color
Front of printed version:
Pantone® 268

Front of printed version:
Pantone® 268

Back of both versions:
Pantone® 268

Paper stock
Invitation
Cougar Opaque

Envelope
See page 18 for information on accompanying baronial #5 1/2 (5 5/8” x 4 3/8”) envelope.

This notecard can be used for thank-you notes and invitations.

Invitations designed for specific events may reflect the design elements related to that event and need not conform to this notecard.

Front — Printed version

Front — blind embossed version

Back panel
Memo and Note Pads

All stationery items must adhere to the identity guidelines and must be ordered through:

Office of Print Services
printservices@sewanee.edu
931.598.1571 (or x1571)

Size
5 1/2” x 8 1/2”

Logomark
letterhead size

Typography
Name and department name:
7.75/10.5 pt. Mrs Eaves Roman, All caps
Remainder of text:
8.75/10.5 pt. Mrs Eaves Roman

Color
Sewanee logomark and all text:
Pantone® 268

Paper stock
20# Bright White Wove
(or similar)

It is recommended that this stationery be produced as a memo pad—glued at the top.

Personalized memo pad
Notepad
Envelopes

All stationery items must adhere to the identity guidelines and must be ordered through:

Office of Print Services
printservices@sewanee.edu
931.598.1571 (or x1571)

These specs may be applied to most envelope sizes and types. See page 18 for exceptions.

Logomark
letterhead size

Typography
Office:
Mrs Eaves Bold, all caps
7.75/10.5 pt.

Return address:
Mrs Eaves Roman
8.75/10.5 pt.

Imprinted destination address:
Franklin Gothic Book or Arial

Color
Pantone® 268

Paper stock
Stationery envelopes:
Cougar Opaque

Sizes
#5 1/2 baronial:
5 5/8” x 4 3/8”

#6 baronial:
6” x 5”

#3 Booklet:
6 1/2” x 4 3/4”

#7 3/4 Monarch:
7 1/2” x 3 7/8”

#10 Commercial:
9 1/2” x 4 1/8”

#9.5 Booklet:
12” x 9”

#13 Booklet:
13” x 10”

#1 3/4 Catalog:
9 1/2” x 6 1/2”

Logomark positions
.33” (2 picas) from top and left edges.

See page 8 for guidelines and construction specifications. Department name is 7.75/10.5 pt., all caps, Mrs Eaves bold.
#9 Reply Envelope

All stationery items must adhere to the identity guidelines and must be ordered through:

**Office of Print Services**
printservices@sewanee.edu
931.598.1571 (or x1571)

**Size**
#9: 8 7/8” x 3 7/8”

**Color**
Pantone® 268 or black

**Paper stock**
Cougar Opaque or 24# white wove

---

THE UNIVERSITY OF THE SOUTH
OFFICE OF ADMISSION
735 University Avenue
Sewanee TN 37383-1000

---

Please stamp here
Shipping Label

All stationery items must adhere to the identity guidelines and must be ordered through:

Office of Print Services
printservices@sewanee.edu
931.598.1571 (or x1571)

Size
6” x 3 7/8” standard, or size specific to individual department needs

Logomark
letterhead size

Typography:
See page 8 for address block style

Imprinted destination address:
Franklin Gothic Book or Arial

Color
Sewanee logomark:
Pantone® 268
Note that ink needs to be heat resistant.

Paper stock
Fastrack or other "crack and peel"

Print 4 up, kiss cut on an 8 1/2” x 11” page.

1-out label form—6” x 3 7/8” trim size

2 line department name
address block cap aligns
with top of logomark, base
aligns with base of logomark

Mr Lorem Ipsum
123 Main St
Hometown 12345

Imprinted address block
left aligns with left edge of
address at top.

1 line department name
address block base aligns
with base of logomark

Mr Lorem Ipsum
123 Main St.
Hometown 12345
The Sewanee Name
(usage)

The University of the South is the official and legal name of the institution. Use “the University of the South” on first reference. Both “the University” and “Sewanee” can be used in subsequent references. When using “Sewanee,” be sure the meaning is clear—the school or the town. It is often preferable to use “the University of the South, familiarly known as Sewanee…” When the name appears in running text, do not capitalize the “t” in either “the.”

State of Tennessee Supreme Court
Justice Adolpho A. Birch Jr. will speak at the University of the South on Thursday, March 11.

Second or subsequent usages for audience unfamiliar with the University:

Justice Birch’s talk begins at 7:30 p.m. and will be held in Convocation Hall on the University campus. Justice Birch’s talk is sponsored by the African American Alliance at Sewanee.

Sewanee Primary Color Palette

PANTONE 268

For print: Sewanee Purple Pantone® 268
Process Matching: Pantone 268 CP/268 UP or coated paper uncoated paper
Cyan 82% Cyan 58%
Magenta 98% Magenta 78%
Yellow 0% Yellow 0%
Black 12% Black 0%

For Web applications
Sewanee Purple: 582C83
or R 88/G 44/B 131

Note that the colors on this printout are an approximation of the actual colors.
See Pantone’s® color chips for accurate color swatches for the Pantone® spot and 4-color process equivalent.
The Web color is designed for RGB interpretation on a computer screen.

PANTONE 1235

For print: Sewanee Yellow Pantone® 1235
Process Matching: Pantone 1235 CP/1235 UP or coated paper uncoated paper
Cyan 0% Cyan 0%
Magenta 31% Magenta 26%
Yellow 98% Yellow 89%
Black 0% Black 0%

For Web applications
Sewanee Yellow: FFB81C
or R 255/G 184/B 28
Powerpoint Templates

Powerpoint master templates are available from the Office of Marketing & Communications. Templates may be used by all departments for consistent presentations for both internal and external communications. We recommend that the consistent and regular use of the Sewanee logomark be used on every page. Departmental variations may be constructed following guidelines on page 8.
The Official University Seal

The University seal is a legally registered trademark that may be used only by permission of the University of the South. This policy statement for use of the seal is intended to prevent unauthorized use; establish standards for size, reproduction formats, and placement; and provide a general list of permissible uses.

Use of the University seal is limited to official administrative publications from the office of the Vice-Chancellor, the Trustees, and Regents; diplomas, commencement, convocation and other official publications of the University; and official signage of the University.

The Office of Marketing and Communications shall consult with the University’s Legal Counsel, University Relations, and the Vice-Chancellor’s office in order to make a determination about appropriate use of the seal on any new publications not anticipated above.

The minimum print reproduction size is 7/8" in height. It shall always be used in a vertical orientation. The seal may be reproduced in print format as well as blind or embossed art combined with offset inks or foils.

The seal may also be used for certain types of merchandise (see below) for promotional purposes only by University officials and offices, as well as alumni in officially sanctioned University events, including but not limited to Homecoming, Reunions, and Sewanee Club events.

Other permissible uses:
The seal may be used only as an official expression of the University on the highest quality items, which may include:

- Captain’s Chairs
- Official school rings
- Select engraved crystal, gold, silver, brass, pewter, leather, and wooden items (jewelry, blazer buttons, pens, etc.)

The Office of Marketing and Communications (931.598.1286; graphics@sewanee.edu) shall consult with the University’s Legal Counsel, University Relations, and the Vice-Chancellor’s office in order to make a determination about appropriate use and depiction of the seal.

[Revised April, 2014]
The School of Theology Logomark

The School of Theology is a unique school in the Sewanee University requiring its own logomark. The logomark utilizes the standard Sewanee logotype as a basis for its construction (see Section 2).

For all School of Theology visual applications (print and Web media), this logomark is to be used, not the standard Sewanee logomark.

Color: Sewanee Purple Pantone® 268

Logomark Coloration

Adhering to the following color reproduction guidelines will help in creating a consistent image and maintaining the visual impact of the logomark.

When printing over a white or light background, the logomark should be reproduced in Pantone® 268 or its equivalent (figure 1). In one- or two-color applications where Pantone® 268 is not available, the logomark should be reproduced in the darkest color available (figure 2).

When appearing on a dark or black background, the entire logomark should reverse out to white (figures 3 and 4).
The School of Theology
Letterhead—Departmental

All stationery items must adhere to the identity guidelines and must be ordered through:
Office of Print Services
printservices@sewanee.edu
931-598.1571 (or x1571)

Size
8 1/2” x 11”

Logomark type
letterhead size

Letter margins
Top: 2”
Left: 1 1/2”
Right: 1 1/2”
Bottom: 1”

Typography
Address line:
9 pt. Mrs Eaves Roman

Body text
9/16 Franklin Gothic Book
or Arial

One extra line space between paragraphs

Color
Pantone® 268

Paper stock
Cougar Opaque

Imprinted text
block positions
1 1/2” (9 picas) from left and right edges and 2” (12 picas) from top edge.

Date
September 1, 2004

To
Dear Recipient:

Imprinted
9/11 pt.
Mrs Eaves Roman

A minimum of 1” (6 picas) is required from the base of the imprinted text block and the bottom edge.

Address line:

Signoff:

9/11 pt.
Mrs Eaves Roman

Sewanee
THE SCHOOL OF THEOLOGY
OFFICE OF COMMUNICATIONS
AND CHURCH RELATIONS

931 Tennessee Avenue • Sewanee, Tennessee 37383-0001 • Telephone: 931-598-0000 • Fax: 931-598-0000 • www.sewanee.edu
The School of Theology
Letterhead—Faculty

All stationery items must adhere to the identity guidelines and must be ordered through:

Office of Print Services
printservices@sewanee.edu
931.598.1571 (or x1571)

Size
8 1/2” x 11”

Logomark type
letterhead size

Letter margins
Top: 2”
Left: 1 1/2”
Right: 1 1/2”
Bottom: 1”

Typography
Address line:
9 pt. Mrs Eaves Roman

Body text
9/16 Franklin Gothic Book
or Arial
One extra line space between paragraphs

Color
Sewanee logomark and url: Pantone® 268
Address line: Pantone® 405

Paper stock
Cougar Opaque, 25% Cotton (100% recycled, 70% post-consumer)
24# white wove
School of Theology #10 Envelope

All stationery items must adhere to the identity guidelines and must be ordered through:

Office of Print Services
printservices@sewanee.edu
931.598.1571 (or x1571)

Size
#10 Commercial:
9 1/2” x 4 1/8”

Logomark
letterhead size

Typography
Return address:
Mrs Eaves Roman
8.75/10.5 pt.

Imprinted
destination address:
Franklin Gothic Book or Arial

Color
Sewanee logomark and text:
Pantone® 268

Paper stock
Cougar Opaque,
25% Cotton (100% recycled, 30% post-consumer)
24# white wove

Front
School of Theology
Business Card

All stationery items must adhere to the identity guidelines and must be ordered through:

Office of Print Services
printservices@sewanee.edu
931.598.1571 (or x1571)

Size
3 1/2” x 2”

Logomark type
letterhead size

Typography
Mrs Eaves Roman
8.5/10 pt. with 6 points of extra space below the address block

Color
Sewanee logomark: Pantone® 268

Paper stock
Cougar Opaque

Shorter contact information

JOHN SAMPLE
Professor of New Testament

SEWANEE
THE UNIVERSITY OF THE SOUTH
THE SCHOOL OF THEOLOGY

335 Tennessee Avenue
Sewanee, TN 37383-1000

Office: 931.000.0000
Fax: 931.000.0000
Email: jsample@sewanee.edu
theology.sewanee.edu

This example shows the contact information at its maximum allowable depth of 4 lines. The url positions in its fixed location, 11 points from the bottom edge of card.
SECTION 8 Contact Information

All stationery orders must be placed through:

Office of Print Services
printservices@sewanee.edu
931.598.1571 (or x1571)

For questions about these policies or for artwork and specific design guidelines, please contact:

Office of Marketing and Communications
931.598.1286
graphics@sewanee.edu