



# **LANDER BLUEPRINT**

BRANDING & STYLE GUIDELINES

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# Always Moving Forward.

Since our founding, Lander University has held the belief that education is like a spring of water – a fountain that leaves our students broadly educated, well-informed and equipped for responsible participation in their communities. Today, our brand is a testament to the vision of our past and a commitment to ensure that a Lander education will continue to meet the needs of our students, empowering them to join the workforce as lifelong learners who are ready for any challenge.

The Lander Blueprint is designed to provide you with a comprehensive understanding of the Lander brand identity and how to communicate it consistently across all platforms. Inside, you will find essential elements such as logo usage, color palette, typography and writing style, as well as important guidelines for digital and print communications. Whether you are creating content, designing marketing materials or engaging with our audience, referencing this guide will ensure that every interaction reflects Lander's core values and maintains a cohesive, professional image.

Every decision within this manual has received careful and considerable attention to detail. The vibrant blue found in the University's primary color palette, for example, pays homage to the stream of knowledge that nourishes each student's academic journey at Lander. These rules are not designed to constrain creativity, but rather to foster clear, consistent expression of Lander's brand. By following these guidelines, we differentiate ourselves in the higher education landscape and uphold our dedication to excellence.

If you have any questions regarding Lander University's brand or style, please contact the Office of University Marketing and Communications at [marcom@lander.edu](mailto:marcom@lander.edu).



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# THE LOGO



## THE LOGO

As the cornerstone of Lander University's visual identity, The Logo (Tower Logo) serves as the primary—and most recognizable—element of the University's brand.

Inspired by the iconic tower of Laura Lander Hall, The Logo is a powerful symbol that helps establish Lander University's presence, build recognition, foster trust and communicate key aspects of the Institution's values. It is a registered trademark and should not be altered or used without permission.

## USAGE

The Logo acts as a signature of the University to the world, and as such, it is to be used on all institutional publications. It should be the first choice whenever a Lander University logo is used.

- The Logo should appear on all official communications from Lander University, to include stationery, business cards, letterhead, brochures, posters, fliers, advertisements, and website and digital media.
- None of the elements of The Logo may be altered, rearranged or recreated in any way. This is essential in maintaining the integrity and prominence of the Institution's brand.
- Use only the high-resolution logo provided by the Office of University Marketing and Communications, which is also available for download at [www.lander.edu/brand](http://www.lander.edu/brand).

If you require a specific size or resolution, please contact the Office of University Marketing and Communications for assistance with obtaining an appropriate logo.

### HORIZONTAL Logo Lockup



### STACKED Logo Lockup



# MINIMUM CLEAR SPACE REQUIREMENTS

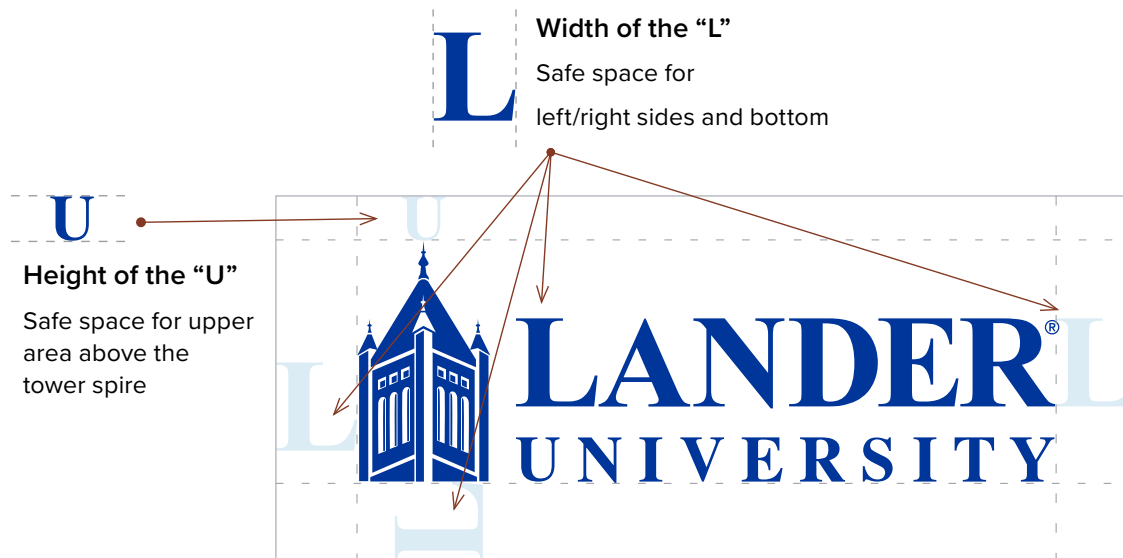
## SAFE SPACE TOOLS

*Specific elements of the logo are used to demonstrate appropriate safe space on each side of the logo.*

**Clear space, also known as safe space or padding,** refers to the area surrounding the logo that should be kept free of other elements, such as graphics, text or images. Clear space ensures that the Lander University logo has maximum legibility and flexibility across all media.

Giving the logo this room to breathe and be noticed is important for building brand awareness and contributes to a more polished, professional brand image. Photos and colors may appear beneath the logo, so long as the logo remains easily visible and recognizable.

Specific elements of the logo are used to demonstrate the appropriate clear space on each side, as shown below. Logo lockups are constructed with this safe space in mind, with the appropriately sized frame (bounding box) surrounding the logo. Users need only to place the logo into their design without cropping into or stretching this frame.



**U** Height of the "U"  
Safe space for upper area above the tower spire



**L** Width of the "L"  
Safe space for left/right sides and bottom

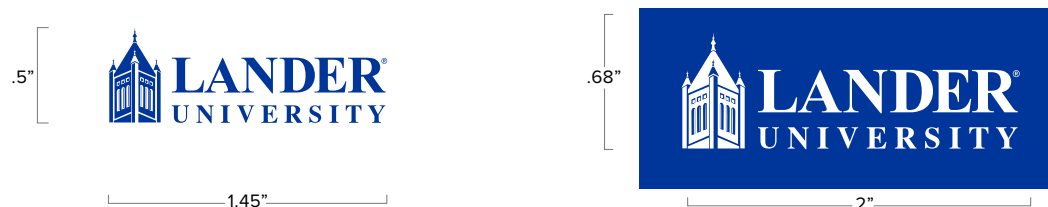
# LOGO STYLES AND SIZES

The Logo consists of two styles: a horizontal layout, which is preferred, and a stacked layout, appropriate for use when the horizontal logo does not fit within a particular design or space. In both styles, the logo's two elements—the wordmark and tower—work in concert with one another and should not be modified or resized in any way.

Approved colors for the logo are Lander Legacy Blue (PMS 661C) and white. Black may be used whenever color is not available. No other colors are permitted, and logo files may not be altered to change color.

When Lander Blue or black is used in printing the logo, the minimum width for the logo is 1.45" inches. When the logo appears as a white knockout on a color background, the minimum width is 2 inches.

## HORIZONTAL Logo Lockup + MINIMUM Size



## STACKED Logo Lockup + MINIMUM Size



## BLACK & WHITE Logo Lockup + MINIMUM Size

Black may be used whenever color is not available. No other colors are permitted, and logo files may not be altered to change color.





## THE UNIVERSITY SEAL

### RESTRICTED Use

A symbol of authority, tradition and credibility, the Lander University Academic Seal represents the Institution's history, values and commitment to excellence. It is used on official academic documents and correspondence to signify authenticity and formality. It is distinct from The (University) logo and is not a communications mark for routinely identifying the University.

To protect its integrity, use of the University Seal is restricted (see Lander University Policy LP 1.6) and its use must be requested through the Office of University Marketing and Communications. Reproduction of the seal is prohibited without prior approval from Marketing and Communications, the President or the Board of Trustees.

### RESERVED Use

Diplomas  
Certificates  
Awards  
Resolutions

### PROHIBITED Use

Clothing and Apparel  
Dishes/Cups  
Posters/Advertisements  
Ephemeral Goods/Wares

**LANDER  
UNIVERSITY**



*169th Commencement*

WEDNESDAY, MAY 1, 2024  
FINIS HORNE ARENA



*169th Commencement*

WEDNESDAY, MAY 1, 2024  
FINIS HORNE ARENA

10 AM CEREMONY  
College of Arts & Humanities  
College of Behavioral & Social Sciences  
College of Business

2 PM CEREMONY  
College of Education  
College of Science & Mathematics  
School of Nursing  
Interdisciplinary Studies Program



# COMMON LOGO MISTAKES

## Stretching/Condensing

Don't stretch, condense or change the dimensions of the logo elements.



## Visual Effects

Don't apply drop shadows, strokes or other visual effects to the logo.



## Busy Backgrounds/Patterns

Don't place the logo on off-brand colors or backgrounds that reduce legibility.



## Non-Approved Colors

Don't use any colors other than the approved branding colors.



## Altering

Don't alter or replace typefaces in the logo.



## Rearranging

Don't rearrange any elements of the logo.



## Changing the Scale Ratio

Don't change the scale of any elements in the logo.



## Extra Elements

Don't add extra elements or text to the logo.



The logo is a unique expression of Lander's brand. It's important that we present our identity consistently. Shown here are some common misuses. To avoid these, always use the provided artwork without modification.

# THE TOWER ICON

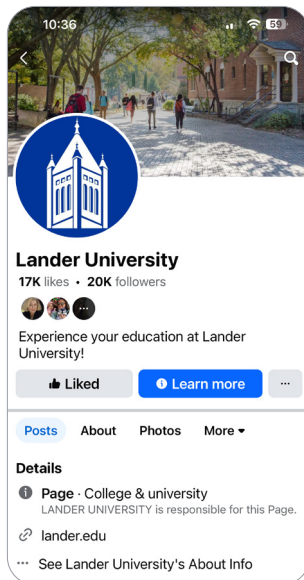
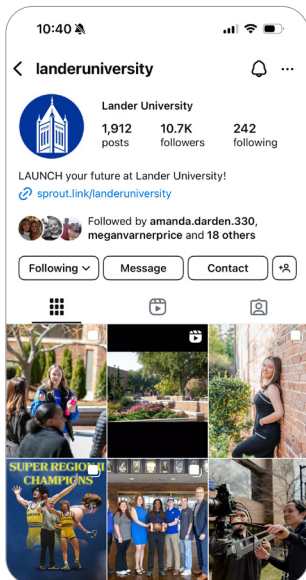
## A SYMBOL WITH HISTORY

The historic Laura Lander Hall bell tower, also known as the Old Main tower, is the most recognizable architectural feature on the Lander University campus. An homage to the building's storied history and prominence on campus, the Tower Icon is an important part of the Lander logo and brand. As such, it should be used carefully and with these guidelines in mind.

When used as a graphic element, the Tower Icon should always be accompanied by the official Lander University logo on communication pieces.

If you have questions about the use of the Tower Icon, please contact the Office of University Marketing and Communications.

The only exception to this guideline is if the Tower Icon is used as a profile image on social media. This is the only acceptable use within a circular shape. (See page 11 for retired University logos.)



Examples of appropriate use of the Tower Icon as a graphic element. It is accompanied by the official University logo in the design.



## THE TOWER AS A GRAPHIC ELEMENT

An homage to the most iconic architectural feature on the Lander University campus, Laura Lander Hall, the Tower Icon is an important part of the Lander brand identity.

# GRAPHIC ELEMENTS & TEXTURES

Using approved graphic elements, patterns and textures can be a unique way to add visual interest to a design or communications piece.

**On this page are examples of appropriate usage of:**

- the “LU” as a graphic element
- the Tower Icon as a subtle texture
- “Lander University” wordmark as a pattern

These types of usage should always be done in collaboration with the Office of University Marketing and Communications.

For approval or assistance, contact [marcom@lander.edu](mailto:marcom@lander.edu).





## RETIRED OR LIMITED-USE LOGOS

### Tower Inside Circle

This version of Lander's logo was phased out in 2019.



### Tower With Clouds

This version of the Tower Icon is no longer in use and should not be reproduced on any University communications.



### Tower "A"

This version of the Tower Icon is no longer in use and should not be reproduced on any University communications.



### Sesquicentennial 150<sup>th</sup>

In 2022, Lander University celebrated its 150th anniversary, which included a commemorative logo developed specifically for that year. This logo is retired and is no longer acceptable to use.

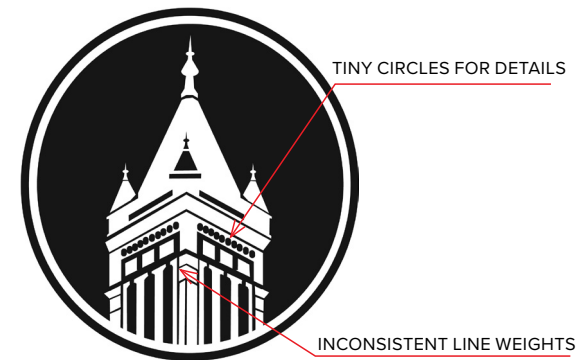


### Vintage Logos

Use of vintage logos including the Senator, Old Blue, Lander Lillies, or any logo that predates the institution's transition to Lander University or the Bearcats requires written approval from the Office of University Marketing and Communications. To request usage, please contact [marcom@lander.edu](mailto:marcom@lander.edu).

## How to Spot a Bad Logo

One of the simplest ways to know your logo is retired or outdated is to look for the circle shape. Unless it is being used as a social media icon (see page 34), the Tower Icon should not be enclosed in a circle. Additionally, older versions of the Tower Icon were depicted with ornate detail, including thin lines and dot patterns. To reduce printing inconsistencies across various materials, this version of the Tower was retired in 2015 and replaced with an enhanced and more streamlined design.





# THE COLORS

# BRAND COLOR PALETTE

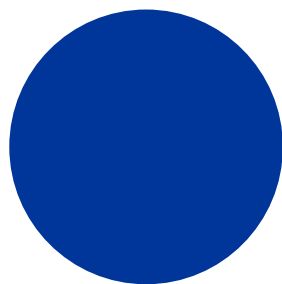
A strong, connected color palette plays a critical role in shaping Lander's brand identity and communicating the value of our institution. Consistency in the usage of these colors ensures that no matter where or how the Lander brand is encountered, it feels cohesive and aligned with our institution's core values and mission.

Lander's color palette defines the University's visual identity, leading with Legacy Blue and Medallion Gold. These colors are the foundation of our brand identity and are used most frequently across all University materials and touchpoints.

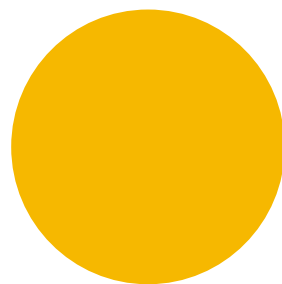
Lander's primary color palette should be present in all official communications, with limited exceptions. The secondary color palette is designed to complement the primary palette and add flexibility and variety. When used thoughtfully, these colors can add visual interest, highlight specific elements, and create contrast while maintaining Lander's overall brand consistency and recognition.

Additionally, correct usage of the brand palette ensures accessibility and legibility in print and digital applications.

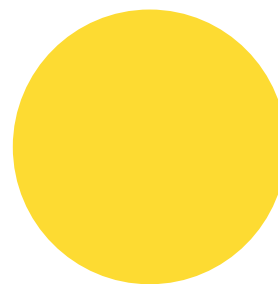
## PRIMARY PALETTE



LEGACY BLUE



MEDALLION



GOLDEN CLAW

### Golden Claw Exception:

Although Golden Claw is featured within the primary palette, this color is almost always treated as a secondary color that supports the primary palette. See the proportions chart on page ?? for more information on its recommended usage in relation to Legacy Blue and Medallion Gold.

## ACCENT COLORS

*These colors should be used sparingly and never as the main color scheme.*



MINERAL  
SPRING



FOUNTAIN  
MIST



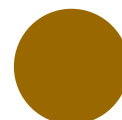
STANLEY  
AVENUE



CLEAN  
SLATE



MIDNIGHT  
BLUE



BRONZE  
MEDALLION



CAMPUS  
COLUMNS



FRONT  
LAWN



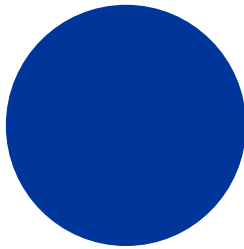
TOWER  
BRICKS

# COLOR BREAKDOWN

Ensuring you are using color accurately is one of the easiest ways to protect the Lander brand identity. Color build systems – CMYK, RGB, HEX and Pantone (PMS) – help you achieve accurate color representation depending on whether you are working with print, digital screens or website designs.

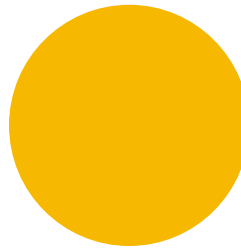
- CMYK (Cyan, Magenta, Yellow, Key/Black): Used for printing applications.
- RGB (Red, Green, Blue): Used for digital screens, such as computers, phones or TVs.
- HEX (Hexadecimal): Used primarily for web and digital designs.
- Pantone (PMS): Standardized ink colors used in print and design across various materials.

## PRIMARY PALETTE



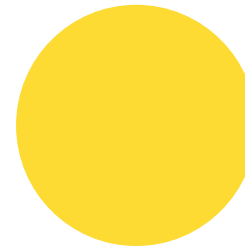
### Legacy Blue

PMS 661-C  
CMYK 100, 81, 0, 13  
RGB 0, 53, 153  
WEB 003599



### Medallion

PMS 3514 C  
CMYK 0, 20, 100, 0  
RGB 246, 184, 0  
WEB F6B800



### Golden Claw

PMS 115-C  
CMYK 0, 4, 88, 0  
RGB 253, 219, 75  
WEB FDD832

The Office of University Marketing and Communications can provide guidance on the appropriate color system to use with a print or digital project. Contact [marcom@lander.edu](mailto:marcom@lander.edu) with any questions.

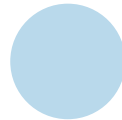
## ACCENT COLORS

*These colors should be used sparingly and never as the main color scheme.*



### Mineral Spring

PMS 7690-C  
CMYK 89, 34, 2, 9  
RGB 0, 118, 175  
WEB 0076AF



### Fountain Mist

PMS 290-C  
CMYK 23, 0, 1, 0  
RGB 185, 217, 235  
WEB B9D9EB



### Stanley Avenue

PMS Cool Gray 7-C  
CMYK 38, 29, 24, 5  
RGB 152, 154, 165  
WEB 989AA5



### Clean Slate

PMS Cool Gray 3-C  
CMYK 18, 13, 10, 0  
RGB 201, 202, 212  
WEB C9CAD4



### Front Lawn

PMS 349-C (2025)  
CMYK 85, 3, 91, 44  
RGB 7, 107, 59  
WEB 076B3B



### Campus Columns

PMS 7506-C  
CMYK 0, 7, 26, 0  
RGB 240, 222, 193  
WEB F0DEC1



### Tower Brick

PMS 1685-C  
CMYK 1, 79, 95, 48  
RGB 132, 57, 34  
WEB 843922



### Midnight Blue

PMS 295 C  
CMYK 100, 66, 0, 69  
RGB 0, 28, 81  
WEB 001C51



### Bronze Medallion

(For Web use only)  
RGB 187, 138, 22  
WEB BB8A18

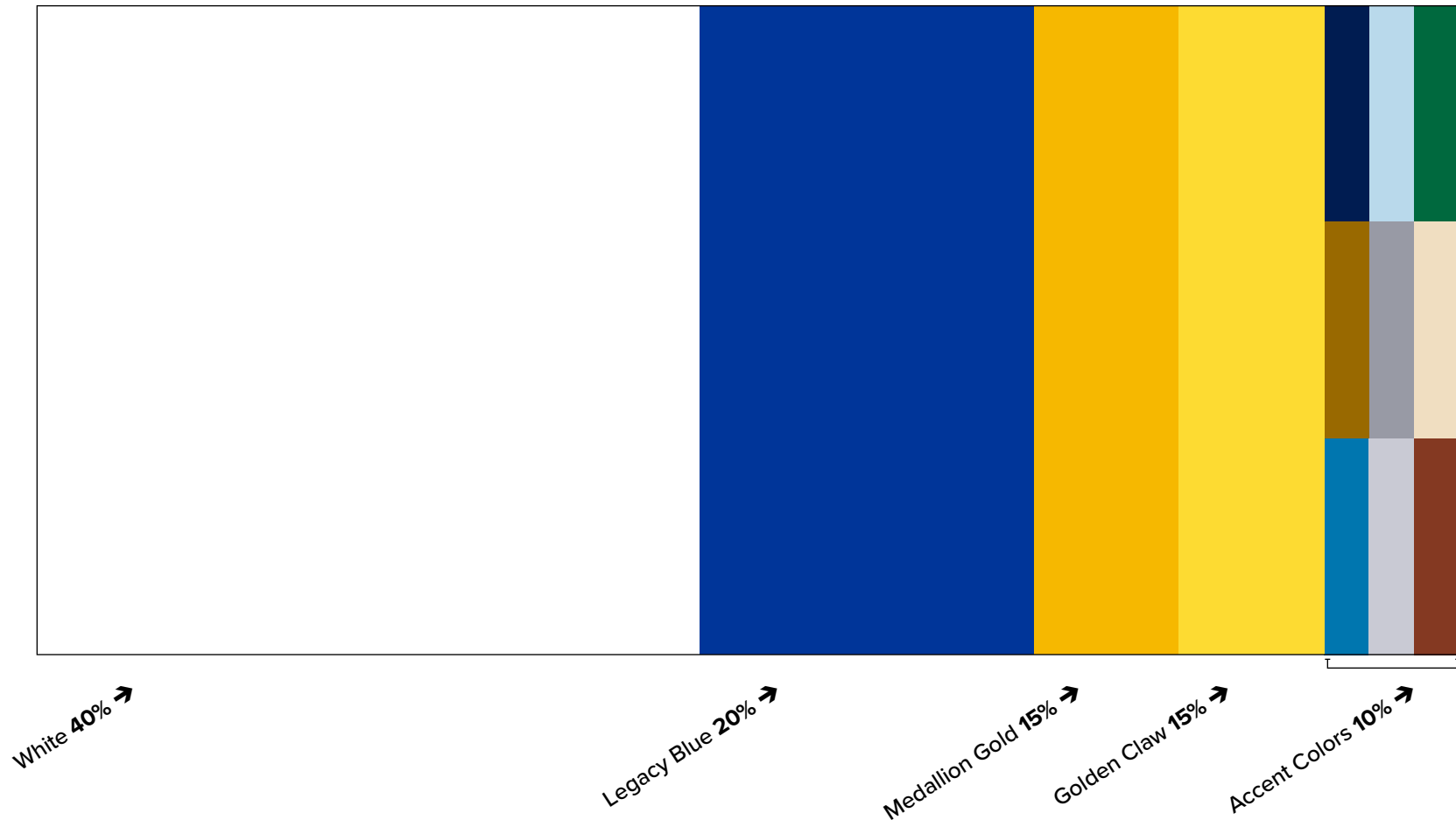


# COLOR HIERARCHY

## Proportions

Use the proportions on this page as a general guideline for applying color to layouts. While these exact ratios may not fit every situation, it is critical to consider the relative impact of each color.

Embrace white space. Using white in a layout allows other colors within your design to “pop,” and helps focus the viewer’s eye on important information and other elements. White space improves readability, reduces visual clutter, and can make a design feel more elegant and balanced.





# COLOR COMBOS

## COLOR COMBINATIONS AND UNDERSTANDING CONTRAST

### Contrast

Contrast is important in designs because it helps make text and visual elements stand out, improving legibility and guiding the viewer's attention. Proper contrast between text/visual elements and background colors ensures your content is easy to read for everyone. For example, dark text on a light background, or light text on a dark background, provides strong contrast that makes content more accessible to a wider audience.

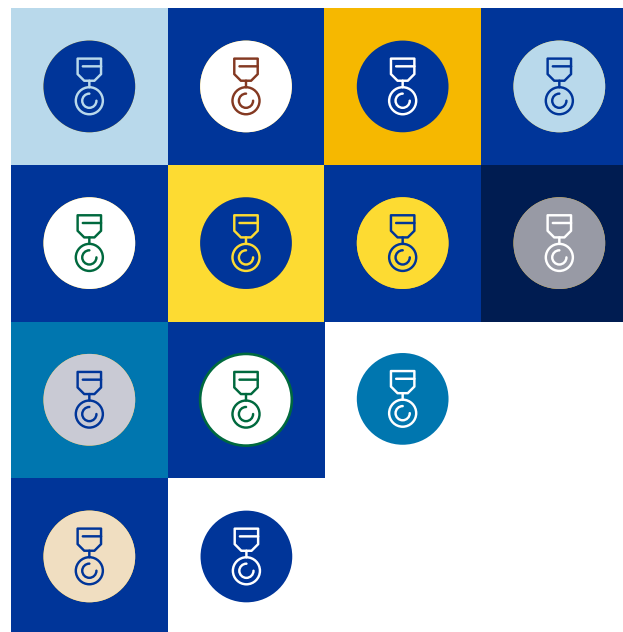


### Checking Contrast

WebAIM (Web Accessibility In Mind) has provided comprehensive web accessibility solutions since 1999. As a non-profit service center at Utah State University, WebAIM's mission is to expand the potential of the web for people with disabilities. [webaim.org/about](https://webaim.org/about)

### Complementary

Using complementary colors—pairs of colors that enhance or emphasize the qualities of each other—can help create contrast and vibrancy. Lander's secondary palette can be combined with the primary palette to create complementary elements that help create a sense of harmony and balance. Some examples of these pairs are seen below.



### Color Combos to Avoid

When combining colors from Lander's palette, it is important to note that not all color pairings provide appropriate contrast, leading to accessibility issues. Below are examples of pairings to avoid.



# TYPOGRAPHY

# PRIMARY SAN SERIF FONT

## SETTING THE TONE

Typography plays a significant role in how Lander communicates our brand identity through written text. Establishing a brand font helps create a consistent, recognizable identity across all materials, from brochures to websites.

Lander brand fonts have been carefully chosen for legibility, communication and accessibility. When developing official communications, these should be the primary fonts used; however, it is important to remember that each communication project will drive specifically how the type is used to tell our story.

**Proxima Nova** is the official sans serif font family for use in Lander’s marketing and communications. A distinguishing feature of Proxima Nova is its excellent readability, clean lines, and wide range of weights and widths.

### Installation:

Proxima Nova is available to faculty, staff and students through the Adobe Creative Suite (Adobe Fonts). To install:

1. Visit **fonts.adobe.com** or access the Adobe Fonts site through the Creative Cloud app. *(Contact ITS with questions regarding your Adobe license and Creative Cloud access.)*
2. Search for Proxima Nova in the search bar at the top of the page.
3. Click “Add Family” on the Proxima Nova card. *(You may be prompted to log in with your Adobe credentials.)*
4. After installation, Proxima Nova will be available in your font options across your device, including Microsoft Office apps. Please note: If you are sharing an editable file or document that uses Proxima Nova, a font substitution may occur if the individual with whom you are sharing the document does not have the font installed.

## Proxima Nova

Proxima Nova Light	<i>Proxima Nova Semibold Italic</i>
<i>Proxima Nova Light Italic</i>	<b>Proxima Nova Bold</b>
Proxima Nova Regular	<b><i>Proxima Nova Bold Italic</i></b>
<i>Proxima Nova Italic</i>	<b>Proxima Nova Extra Bold</b>
Proxima Nova Medium	<b><i>Proxima Nova Extra Bold Italic</i></b>
<i>Proxima Nova Medium Italic</i>	<b>Proxima Nova Black</b>
Proxima Nova Semibold	<b><i>Proxima Nova Black Italic</i></b>

**Letters:** A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

**Numbers and More:** 0 1 2 3 4 5 6 7 8 9 ! ? \$ % # @ & \*

### Functional Font: Arial

When Proxima Nova is not available, or when you are collaborating on a document with an individual who does not have access to Proxima Nova, the University’s functional sans serif font, Arial, may be used. Similar to Proxima Nova, Arial is a sans serif type face with easy legibility and a variety of available weights and widths. Arial is a Microsoft font that is included with all current versions of Microsoft Windows and is readily available for most PC users, both on and off campus.

Arial Regular	<b><i>Arial Bold Italic</i></b>	<i>Arial Narrow Italic</i>
<i>Arial Italic</i>	<b>Arial Black Regular</b>	<b>Arial Narrow Bold</b>
<b>Arial Bold</b>	Arial Narrow Regular	<b><i>Arial Narrow Bold Italic</i></b>

# PRIMARY SERIF FONT

## EB GARAMOND

EB Garamond is Lander’s primary serif font family, evoking a sense of credibility, professionalism and historical significance. A large font family, EB Garamond is a revival of the classic Garamond design by Claude Garamond, based on a 1592 specimen known as the “Berner specimen.” It is considered one of the best open-source Garamond implementations, designed by Georg Mayr-Duffner.

### Installation

EB Garamond is available to faculty, staff and students through the Adobe Creative Suite and Google Fonts.

### Adobe Fonts

1. Visit **fonts.adobe.com** or access the Adobe Fonts site through the Creative Cloud app. (*Contact ITS with questions regarding your Adobe license and Creative Cloud access.*)
2. Search for EB Garamond in the search bar at the top of the page.
3. Click “Add Family” on the EB Garamond card. (*You may be prompted to log in with your Adobe credentials.*)
4. After installation, EB Garamond will be available in your font options across your device, including Microsoft Office apps.

### Google Fonts

1. Visit **fonts.google.com**
2. Search for EB Garamond in the search bar at the top of the page, then select it from the list of options in the search results.
3. Click the “Get Font” button at the top of the page and download the font to your device.
4. Find and open the font in your Downloads folder.
5. Click “Install” at the top of the window. After installation, EB Garamond will be available in your font options across your device, including Microsoft Office apps.

## EB Garamond

EB Garamond Regular

*EB Garamond Italic*

EB Garamond Medium

*EB Garamond Medium Italic*

EB Garamond Semibold

*EB Garamond Semibold Italic*

**EB Garamond Bold**

***EB Garamond Bold Italic***

**EB Garamond Extra Bold**

***EB Garamond Extra Bold Italic***

**Letters:** A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

**Numbers and More:**

0 1 2 3 4 5 6 7 8 9 ! ? \$ % # @ & \*

### Functional Font: Times New Roman

When EB Garamond is not available, or when you are collaborating on a document with an individual who does not have access to EB Garamond, the University’s functional serif font, Times New Roman, may be used. With its strong historical pedigree, Times New Roman is used by many institutions because of its association with readability, versatility and longevity. It is widely available on most operating systems and software, reducing the possibility of font compatibility issues.

Times New Roman Regular

*Times New Roman Italic*

**Times New Roman Bold**

***Times New Roman Bold Italic***

Please note: If you are sharing an editable file or document that uses EB Garamond, a font substitution may occur if the individual with whom you are sharing the document does not have the font installed.

# USAGE & FONTS

## WHAT IS A SANS SERIF FONT?

A sans serif font is a typeface that does not have decorative strokes on the end of each letter. Clean and easy to read, sans serif fonts are associated with more modern typefaces and are a particularly popular choice for commercial, technological and wayfinding purposes. Sans serifs work well with headlines and body copy, especially in instances where space is limited.

## WHAT IS A SERIF FONT?

Serif fonts have decorative lines or strokes—known as serifs—on the ends of each letter, also sometimes referred to as “tails” or “feet.” Serif fonts have been in existence for centuries and can provide an authoritative, professional feel. While less modern than sans serif typefaces, serif fonts have an important place in written communications, particularly on significant documents such as diplomas, certificates, academic papers and reports. Serif fonts are excellent options for long body copy or small-scale type, although they are appropriate for headlines and impact text, as well.

## SHOULD I USE A SERIF FONT OR SANS SERIF FONT?

It is important to consider the context, audience and tone of messaging when choosing a font. The following page includes some examples of how to pair Lander University’s serif and sans serif typefaces in marketing and internal communications.

With a clean and contemporary feel, sans serif fonts work well when conveying a modern, forward-thinking tone. Serif fonts often appear more formal and authoritative, making them an ideal choice for conveying authority and tradition, or when a serious or formal tone is important.

In most cases, a suitable body copy size for reading is between 9- and 12-point type; however, point size is not consistent across fonts.

## USAGE EXAMPLES

This sentence is in 12-point type.

These sentences are all set in 9-point type. (Proxima Nova)

These sentences are all set in 9-point type. (Arial Regular)

These sentences are all set in 9-point type. (EB Garamond)

These sentences are all set in 9-point type. (Times New Roman)

# USAGE & FONTS, CONTINUED

## Headline

Proxima Nova  
Bold 24pt

## Sub Headline

Proxima Nova  
Bold 15pt

Body Copy, Sed modipsapero mincienitiam quam aceribu sdamet faceror eribusandi ut la is ditem eligent es aut a que sequibusa ad molles di sam sus sequia aborporum id quo voleseque commollacea quam volo et, se vel min net la eum qui dus sero conempo repudae ceatationsed ute est volorepere, occusandiore exerspicim fuga. Itatur aut ut quid ulpa doluptia se velique nulliquiam, sit libus, ilia conet audam nusam sintori beatur.

Proxima Nova  
Regular 10pt

Leading,  
the space  
between  
lines, set  
to 11.5pt

# TWO LINE LONG LONGER HEADLINE

Proxima Nova Black 32pt  
33pt Leading

## SUBHEADLINE

Proxima Nova Bold 17pt

*Cutline or caption if needed*

Proxima Regular Italic 11pt

Body Copy, Sed modipsapero mincienitiam quam aceribu sdamet faceror eribusandi ut la is ditem eligent es aut a que sequibusa ad molles di sam sus sequia aborporum id quo voleseque commollacea quam volo et, se vel min net la eum qui dus sero conempo repudae ceatationsed ute est volorepere, occusandiore exerspicim fuga. Itatur aut ut quid ulpa doluptia se velique nulliquiam, sit libus, ilia conet.

Proxima Regular 9pt

Leading, the space  
between lines, set  
to 13pt

## Headline

EB Garamond  
Bold 24pt

## SubHeadline

EB Garamond  
Medium 15pt

Body Copy, Sed modipsapero mincienitiam quam aceribu sdamet faceror eribusandi ut la is ditem eligent es que sequibusa ad molles di sam sus sequia aborporum id quo voleseque commoll ea quam volo et, se vel min n la eum qui dus sero conempo repudae ceatationsed ute est volorepere, occusandiore.

Proxima Nova  
Regular 10pt

Leading,  
the space  
between  
lines, set  
to 11.5pt

## HEADLINE

EB Garamond  
Extra Bold 26pt

## SUBHEADLINE

EB Garamond  
Medium 15pt

*Cutline or Caption if needed*

EB Garamond  
Italic 15pt

Body Copy, Sed modipsapero mincienitiam quam aceribu sdamet faceror eribusandi ut la is ditem eligent es aut a que sequibusa ad molles di sam sus sequia aborporum id quo voleseque commollacea quam volo et, se.

Proxima Nova  
Regular 12pt

Leading,  
the space  
between  
lines, set  
to 15pt

EB Garamond Bold Italic 26pt

“Pull Quotes and Testimonials!”

JANEY SMITHSON

Proxima Nova Light 12pt

---

# WRITING STYLE

# OUR VOICE

## OVERALL TONE

### INSPIRATIONAL

Thousands of Lander students and alumni are leaders on our campus and in their respective industries. Our writing should inspire others by showcasing the wealth of opportunities made possible through a Lander education.

### COMMITTED

We want to communicate to our students and their families that Lander is committed to their success, and will provide them with an enriching education to help them reach their future goals.

### THOUGHTFUL

Our graduates leave Lander broadly educated with the skills they need for personal growth, inquiry, problem-solving and self-reflection. When writing for the University, we want to make sure our writing is equally thoughtful and considerate.

### INNOVATIVE

Acknowledging the rapidly evolving world and job market, the educational experience at Lander emphasizes experiential learning opportunities that equip students to face the challenges of the future. Our communication efforts should capture the unique and innovative approaches to teaching, both in and out of our classrooms.



## WHO WE ARE

Lander University produces graduates who are ready for success—in the workforce, in graduate school and in their communities. When writing on behalf of the University, our voice should reflect this commitment to the success of our students, faculty, staff and alumni.



# OUR STYLE

## COMMON STYLE MODIFICATIONS:

### UNIVERSITY BOILERPLATE

Lander University is a comprehensive public university in Greenwood, South Carolina, that focuses on preparing today's students for tomorrow's workforce. Lander offers high-demand and market-driven programs in business, education, nursing and STEM within a rich liberal arts tradition that equips graduates for responsible participation in their communities and their future careers. For more information visit: [www.lander.edu](http://www.lander.edu)

### UNIVERSITY

Capitalize "the University" when it is used in reference to Lander University.

### SEASONS VS. SEMESTERS

Capitalize "Fall," "Spring" and "Summer" when they refer to specific academic semesters, e.g. "Fall 2024." When referring to the season, use lower case, e.g. "Students return to campus in the fall."

### TITLE CASE

Capitalize the major words of the title. Leave minor words lowercase (e.g. short conjunctions, short prepositions and articles) unless they are the first word of the title.

### SPELLING

For spelling, Merriam-Webster is the University's primary dictionary. [www.merriam-webster.com](http://www.merriam-webster.com)



The Office of University Marketing and Communications references AP style when writing and editing for the University, with a few internal modifications. AP style is a common reference guide for writers and journalists.

[www.apstylebook.com](http://www.apstylebook.com)

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# BRAND ARCHITECTURE

# PRIMARY ENTITIES

## THE UNIVERSITY BRAND



### THE PRIMARY LOGO OF THE UNIVERSITY

As the cornerstone of Lander University's visual identity, the Tower Logo (The Logo) serves as the primary—and most recognizable—element of the University's brand.

Inspired by the iconic tower of Laura Lander Hall, the primary Logo is a powerful symbol that helps establish Lander University's presence, build recognition, foster trust, and communicate key aspects of the Institution's values.

See pages 4-6 for guidelines on how to use the Logo.

## ATHLETICS



# SECONDARY ENTITIES

## ADMINISTRATIVE DIVISIONS

## ACADEMIC COLLEGES

## CAMPUS OFFICES

### SECONDARY LOGOS

Secondary logos are a way of branding individual units or departments within the University. The following are University entities that have secondary logos available:

- Administrative Divisions
- Academic Colleges
- Campus Offices

The purpose of secondary logos is to identify a specific division, college and office within the Lander University brand. When used on written and digital communications, secondary logos may replace the main Lander University logo; in other words, it is not necessary to use both the main logo and secondary logo on a singular piece of communication.

### TERTIARY ENTITIES

Academic departments, campus programs and student services may request a tertiary or companion logo, providing additional branding within their individual academic college or administrative division. Examples of tertiary logos include academic departments and programs, campus engagement and student life services, non-degree granting entities and service centers, and Lander affiliated sub-brands.

### ATHLETIC LOGOS

Lander University Athletics maintains a separate brand identity from the University (institutional) logo and brand. For information about the Bearcat Swoosh logo, please see page 38 or visit [landerbearcats.com/documents/2025/2/25/Athletic\\_Logo\\_Guide\\_SP2025.pdf](https://landerbearcats.com/documents/2025/2/25/Athletic_Logo_Guide_SP2025.pdf) for the official athletics style guide.

### HORIZONTAL & STACKED *Secondary Logo Lockup Examples*



In order to ensure consistency and brand integrity, secondary and tertiary logos must be created by the Office of University Marketing and Communications. Contact [marcom@lander.edu](mailto:marcom@lander.edu) to request the creation of a logo.

# SAFE SPACE REQUIREMENTS

## SECONDARY LOGOS

Giving the logo this room to breathe and be noticed is important for building brand awareness and contributes to a more polished, professional brand image. Photos and colors may appear beneath the logo, so long as the logo remains easily visible and recognizable.

Specific elements of the logo are used to demonstrate the appropriate clear space on each side, as shown below. Logo lockups are constructed with this safe space in mind, with the appropriately sized frame (bounding box) surrounding the logo. Users need only to place the logo into their design without cropping into or stretching this frame.

### SAFE SPACE GUIDELINES

**Safe space for secondary logos is carefully constructed using specific elements of the individual logo, ensuring comfortable breathing room surrounding the logo.**



**1/2 width of the Tower**  
MINIMUM safe space around  
companion logo lockups.



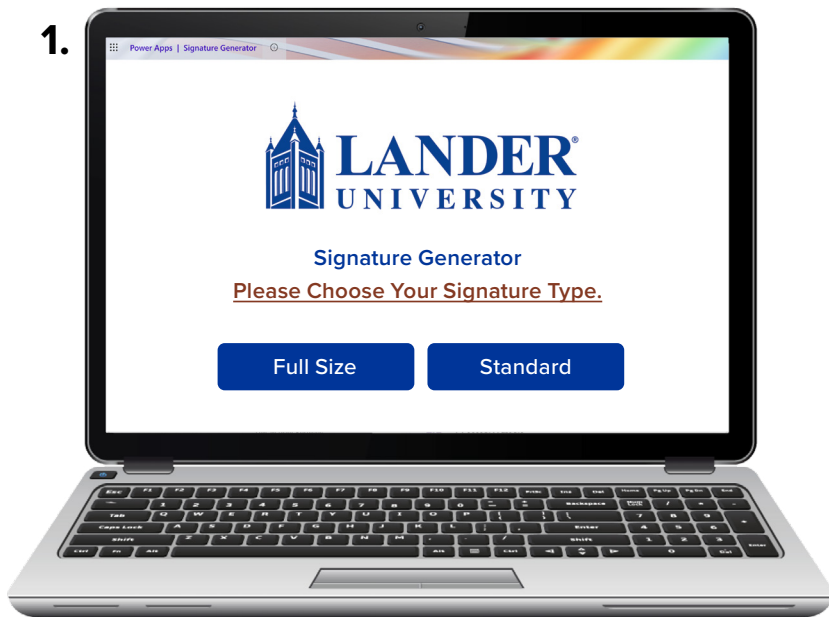


# BRAND RESOURCES

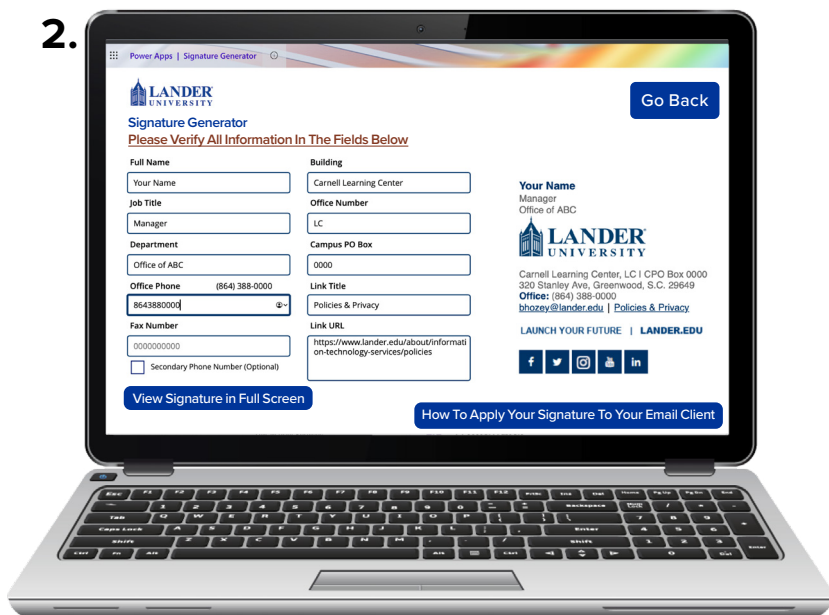
---

# UNIVERSITY EMAIL SIGNATURES

1.



2.



## Recommended for all Faculty and Staff

Use the Email Signature Generator to present a more unified, professional appearance for official University communications.

1.



Use the QR code or visit <http://url.lander.edu/signature> to create your Lander University professional email signature.

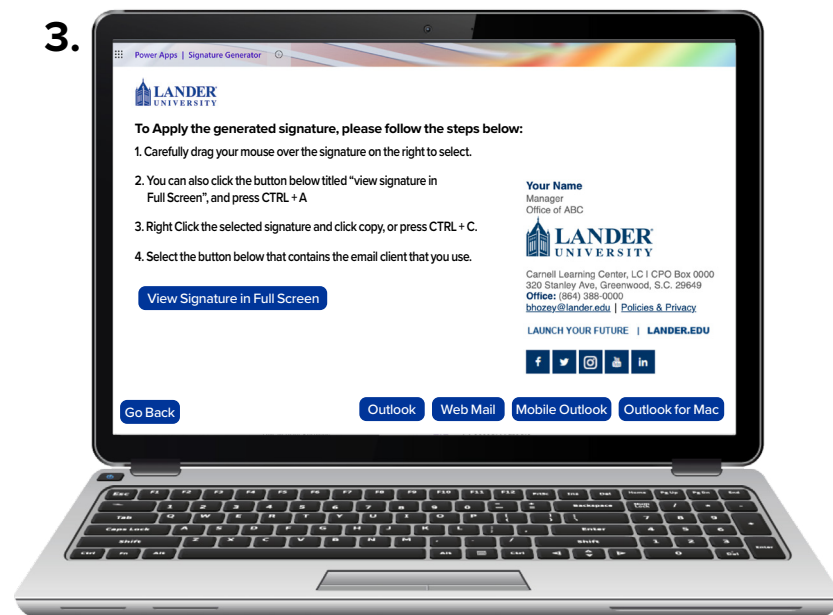
2.

Fill in your information and preview your signature. Follow the **“How To Apply Your Signature to Your Email Client”** button to the next page.

3.

Follow the steps on screen and select your email platform.

3.



# UNIVERSITY STATIONERY

The Office of Procurement coordinates state contracts with various licensed vendors for production of business cards, stationery and letterhead. Some items are printed in house on campus. For information about these options, contact: [Copyservices@lander.edu](mailto:Copyservices@lander.edu) | (864) 388-8298

## LETTERHEAD

The University has approved stationery templates available for use by campus members. Official correspondence should always use one of these templates, unless otherwise explicitly approved through the Office of University Marketing and Communications.

Digital university letterhead may be downloaded from [lander.edu/brand](http://lander.edu/brand) or obtained through the Office of Printing Services. All printed stationery (letterhead, envelopes and business cards) orders require a signed requisition form and should be made through Printing Services. The department ordering the materials is responsible for the cost of the production.

All in-house letterhead is printed through the Office of Printing Services. There are two template options available.

**Size:** 8.5" x 11" **Paper:** 70lb. smooth text **Available Quantities:** 500

To order letterhead or business cards, please contact:

Office of Printing Services, Carnell Learning Center, LC Suite 110

email: [copyservices@lander.edu](mailto:copyservices@lander.edu) | (864) 388-8298

 **LANDER UNIVERSITY**  
The College of Nursing, Human Performance & Health Sciences  
320 Stanley Avenue, Greenwood, SC 29649-2099 | 864-388-8000 | [info@lander.edu](mailto:info@lander.edu)

Megan Price  
123 Round Ridge Court  
Greenwood, SC 29646  
FEBRUARY 25, 2025

To Whom It May Concern,

Volo te simposae pra vollassimus aditam volla ne nis adit ent officisto. Enis nonsequ ibuscim incipso ntionse quatur acerbusaped quundit, velestiam quid et officium eum ex ero mos eate cus repediorest expererestis aliginis ese niminctur abo. Ebit fugit et quibusd aestibusam qui bealemporo erum sit et animolore, sum equam ea si conmisque pratem fugia sim voluptate commodio. Incipiamd dolupta liquidiam volor magname aut aliat aperati commistiam volore proro conseqnae sam reserite abores aliqua doluptibus eumquam sum id militis exerumque que dis cumqui demos mimbearum debet et, sincid es dolorem rerae. Uolcinim illozbeatus ad magnatem eatur aut que re placipsam hario. Optatium fugiati orero. Tota suntet qui dolupti andendelique demquatem elendestio est idunt quatemque reria cus ipsunt veligna musanda eum litamus simporocabo. Itam libusa natur simusapelite pliquid ut omnimis derferu penitlis eum non re qui con nos enet perchic torioss itenestiant vitaliasi untania nis net eost audio endae consecae nhtitas ent aspedit, alit etur simus velesedis disantur am quae ped eliquam estibusam quas el eum eos eos eatem. Facculpta nobistem quidem quasperum harunti onsequi ducis ut libus eum quatandeti quamus ipsi audandis aut mint eos exceptati nos volororibus est repera dolique dus.

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Sincerely,

Jonathan T. Smith

**LANDER UNIVERSITY**  
The College of Nursing, Human Performance & Health Sciences  
320 Stanley Avenue, Greenwood, SC 29649-2099 | 864-388-8000 | [info@lander.edu](mailto:info@lander.edu)

Megan Price  
123 Round Ridge Court  
Greenwood, SC 29646  
FEBRUARY 25, 2025

To Whom It May Concern,

Volo te simposae pra vollassimus aditam volla ne nis adit ent officisto. Enis nonsequ ibuscim incipso ntionse quatur acerbusaped quundit, velestiam quid et officium eum ex ero mos eate cus repediorest expererestis aliginis ese niminctur abo. Ebit fugit et quibusd aestibusam qui bealemporo erum sit et animolore, sum equam ea si conmisque pratem fugia sim voluptate commodio. Incipiamd dolupta liquidiam volor magname aut aliat aperati commistiam volore proro conseqnae sam reserite abores aliqua doluptibus eumquam sum id militis exerumque que dis cumqui demos mimbearum debet et, sincid es dolorem rerae. Uolcinim illozbeatus ad magnatem eatur aut que re placipsam hario. Optatium fugiati orero. Tota suntet qui dolupti andendelique demquatem elendestio est idunt quatemque reria cus ipsunt veligna musanda eum litamus simporocabo. Itam libusa natur simusapelite pliquid ut omnimis derferu penitlis eum non re qui con nos enet perchic torioss itenestiant vitaliasi untania nis net eost audio endae consecae nhtitas ent aspedit, alit etur simus velesedis disantur am quae ped eliquam estibusam quas el eum eos eos eatem. Facculpta nobistem quidem quasperum harunti onsequi ducis ut libus eum quatandeti quamus ipsi audandis aut mint eos exceptati nos volororibus est repera dolique dus.


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Sincerely,

Jonathan T. Smith

 **LANDER UNIVERSITY**  
Name of Office  
CPO Box 0000  
320 Stanley Avenue  
Greenwood, SC 29649-2099



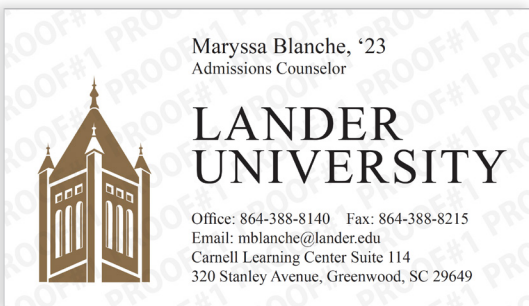
# UNIVERSITY STATIONERY



↑ Business card front



↑ Business card back



Business card (One-Sided) front ↑  
Blank on the back

## BUSINESS CARDS

The Office of Procurement coordinates state contracts with various licensed vendors for production of business cards, stationery and letterhead. Some items are printed in house on campus.

For information about these options, contact:

**Copyservices@lander.edu | (864) 388-8298**

University business cards are available to faculty and staff, as well as select student workers. All business cards are ordered through the Office of Printing Services.

**Available Options:** Standard (blue and white; coated paper) and Foil Embellished (gold foil and cream; uncoated paper).

**Available Quantities:**  
250/500/1000

Standard business cards are a 2-sided design with individual information on the front and the University logo, URL and contact information on the back. Embellished business cards are a 1-sided design, providing a blank back for the purpose of writing notes or additional information when used for recruitment or business purposes.

**Please do not attempt to customize university business cards.**



# SOCIAL MEDIA

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“ Studies show that brands with consolidated social strategies experience **higher follower growth and engagement rates.** ”

## PURPOSE & GUIDING PRINCIPLES

Lander University is committed to maintaining a strong, cohesive social media presence that effectively communicates with key audiences. This policy ensures that social media efforts are strategic, efficient, and aligned with best practices in digital marketing and communications.

### FEWER, STRONGER ACCOUNTS MATTER

- **Consolidated accounts** create a larger, more engaged audience rather than fragmenting followers across multiple niche accounts.
- **Consistent branding and messaging** build credibility and recognition for the University.
- **More robust content** on fewer accounts increases engagement and visibility through social media algorithms.

### POLICY ON NEW SOCIAL MEDIA ACCOUNTS

- **Before requesting a new account, ask:** Can your content be shared through an existing official Lander account? Do you have the time, staff, and resources to maintain a consistent, high-quality presence (3-5 posts a week, every week).
- **Approval Process:** Requests for new accounts must be reviewed and approved by the Office of University Marketing and Communications. Accounts must have a clear purpose, audience and content strategy before approval.

#### BEST PRACTICES

##### QUALITY & CONSISTENCY

Accounts that post consistently **(3-5 times per week)** receive higher engagement.

##### ALGORITHM PRIORITIZATION

Platforms like Instagram, Facebook and YouTube favor accounts with an existing follower base and more interaction; diluted accounts struggle to gain traction.

##### TARGET AUDIENCE

Prospective students, current students, faculty, staff and families prefer one authoritative source rather than tracking multiple accounts for key information.

## OFFICIAL ACCOUNTS & TARGET AUDIENCES

- **Main University Account (@LanderUniversity):** External audiences, including prospective students, parents, alumni, and the community.
- **Student Life (@LanderStudents):** Internal audiences, including current students, faculty, and staff; account is managed by Lander University Campus Engagement.
- **Academic Colleges & Departments:** Academic colleges and select departments or programs may maintain accounts if they have a dedicated content strategy and regular posting schedule.
- **Athletics (@LanderBearcats):** One main account for all athletics, plus one account for each athletic team.

By following this policy, Lander University creates a more powerful and effective social media presence that best serves its audiences, while maintaining strategic and streamlined communication efforts.

## LANDER UNIVERSITY PRIMARY ACCOUNTS

 Instagram: @LanderUniversity

 X: @LanderUniv

 Facebook: facebook.com/landeruniv

 YouTube: youtube.com/landeruniversity

 LinkedIn: linkedin.com/school/landeruniversity

## PRIMARY LANDER ACCOUNTS



All primary Lander University social media accounts use this official social media icon. Facebook, Instagram, X, LinkedIn and YouTube consistently use the Lander Legacy Blue icon with corresponding tower centered in white. Lander's primary social media accounts are among the most essential tools the University uses to connect with external audiences. All main social media accounts are overseen by the Office of University Marketing and Communications and use this official social media profile icon.

## SECONDARY ACCOUNTS

Official social media accounts managed by approved University entities use a Legacy Blue background with a darker blue tower that appears transparent and offset to the lower right of the circle. The College/Department/Office name lines up with the tip of the tallest tower spire. The Name is set in Proxima Nova Condensed Bold and the text is visually flowed to slant with the tower roof.



Due to space limitations, an abbreviation of the account name may be appropriate for some account icons. The Office of University Marketing and Communications will work with you to determine if an abbreviation is necessary to maintain legibility and brand integrity. Please contact [marcom@lander.edu](mailto:marcom@lander.edu) for assistance with creating an official social media icon.



# ATHLETICS

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## ATHLETICS BRANDING

Lander University Athletics maintains brand and style guidelines related to Bearcat logos and individual team logos. The Bearcat Icon (also known as the Swoosh) is a registered trademark and should not be altered or used without permission from the Office of University Marketing and Communications or Lander University Athletics.

The primary athletics logos should be used when representing the University's athletics programs to broad external audiences. Secondary/tertiary athletics logos may be used with internal audiences or on-campus venues.

For additional questions, contact:



athletics@lander.edu



864-388-8962

### PRIMARY LOGO



### SECONDARY "L" LOGO



*For use on a darker colored background*



*For use on a white background*



*For use on a light colored background other than white.*

### TERTIARY LOGO: The Bearcat Icon, AKA the Bearcat Swoosh

*For use on a light-colored background*

*For use when 1-color is needed*

*For use on a darker colored background*



# LANDER BLUEPRINT

## BRANDING & STYLE GUIDELINES

### UNIVERSITY MARKETING AND COMMUNICATIONS

There are many resources within the Lander community to support the mission of the University and uphold the integrity of the brand. University Marketing & Communications is the primary resource to develop, guide, evolve and implement the University's branding, as well as educate and support. All those within the Lander community serve as brand ambassadors and stewards of Lander University's identity.

