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Objectives

Cairn University’s brand exists to help people understand why we do things the way that we do. It conveys the mission of the University and helps people understand that the education they get here is a different kind of education.

The brand should convey meaning, be compelling, and be deeply rooted in purpose. It should also be immediately recognizable, distinguishable, and yet memorable.

The goal, therefore, of this guide is to bring together all of the visual elements that make up Cairn University’s brand so that they are cohesive and consistent.

The Logo

Cairn University’s logo consists of two primary symbols. The first, a shield, represents both university education and truth. The second, a triquetra, represents the Trinity and enjoys a long history within Christianity. Merged, the shield and triquetra form Cairn’s logo, which is intended to convey several important ideas concerning the institution: It identifies the University as one that believes in the triune God of Christianity as revealed in the Bible, it signifies the institution’s belief that God is the source of all truth, and it reflects the institution’s commitment to ensuring that God and His truth are inextricably linked to all University programs and activities.

This logo, when properly combined with the institution’s name, forms the University’s logotype. The purpose of both the logo and logotype is to promote the brand of Cairn University. Therefore, the logotype appears on a broad variety of official communication materials in order to promote Cairn consistently, professionally, and effectively.
Mission

Cairn University exists to educate students to serve Christ in the church, society, and the world as biblically minded, well-educated, and professionally competent men and women of character.

Branding Statement

Cairn is a university intentionally centered upon the Lord Jesus Christ and His Word. With diverse and rigorous undergraduate and graduate academic programs, a dynamic campus life, and the personal investment of faculty, a Cairn education emphasizes biblical integration, the cultivation of wisdom, and strategic engagement with the world.

Tagline

We’re inviting students to Walk a Different Path. A path that will challenge them, inspire them, and prepare them for life and work. One that is centered on Jesus Christ and the Word of God, one that will give them a broad perspective on the world that is engaging and purposeful, one that will change their life and take them in a direction that will make a difference in this world and the lives of those around them.

We know these are important days. The need for men and women of character, who are biblically minded, well-educated, and professionally competent is great. We believe that a Cairn education prepares graduates to meet that need. We believe this is a way worth traveling.

We invite students to join us, and walk a different path.

Brand Attributes

Students receive an education

CENTERED on Christ and His Word that is also broad and engaging.

Students are

CHALLENGED intellectually and spiritually in and out of the classroom.

Students are

PREPARED professionally and personally for success in their life now and in the future.

Students are

INSPIRED by faculty and staff who care for them, invest in their lives, and serve as examples.

Students learn by being

INVOLVED in a dynamic campus life and in regional and international communities and organizations.
University Logotypes

The logotype:

This is the University logotype in its most common and strongest form. The triquetra is situated to the left of the Cairn wordmark and is the same height as the wordmark. This logotype should be used first and foremost on all University publications.

The horizontal logotype:

This is the horizontal version of the logotype. The word University is in title case (not all caps), and the triquetra is taller than the wordmark. This logotype is to be used when there is more horizontal space than vertical.

The vertical logotype:

This is the vertical version of the standard logotype. Here, the triquetra is prominently featured above the wordmark. This logotype is to be used when there is more vertical space than horizontal.
University Logotypes

The logotype black:

The logotype white:

These are examples of the logotype in one color formats on solid backgrounds. The horizontal and vertical versions of the logotype are also available in white and black.
Cairn University invites students to walk a different path. The logo tag combines the logotype with the University’s tagline, separated by a vertical rule. This logo is one piece of artwork and should be treated as such.

The stacked version of the logo tag features the tagline underneath the logotype without any lines separating the two. The stacked version should be used when there is not enough horizontal space to use the standard logo tag.

The one-color versions seen below should only be used when color is limited or when being placed on a dark background.
Spacing & Sizing

Area of Isolation:

In order to maintain the integrity of the logotype, an “area of isolation” must be maintained on all sides. This area should be roughly equal to the size of the “n” in the word Cairn.

Minimum Size:

The size of the logotype shall not be sized smaller than 0.75 inches wide to preserve the readability of the logotype. This size should never be considered the “normal” size of the logotype; a larger size is always preferred.

Padding:

On any document, website, graphic, or promotional material, padding should be maintained between a Cairn logotype and the edge of the piece. This should mimic the spacing of the area of isolation.
On the cover of a promotional piece for the School of Business, the stacked logo tag is used on top of a solid color to allow it to stand out. The logo tag also has ample space between both the edge of the color box and the edge of the piece.

On a flyer for undergraduates, the logo tag is front and center on a white background and maintains an appropriate area of isolation.

On a biographical flyer for the president the logotype is situated in a footer on a white background. The logotype is large enough that readers can easily tell this is a Cairn University-branded piece.

Prior to his appointment as President of Cairn University in 2008, Dr. Todd J. Williams served as Senior Vice President and Provost for the university. From 2001 until 2005 he served as Headmaster and CEO of Trinity Christian School of Fairfax, outside Washington D.C. where he successfully led that school in the development of a new campus. While in northern Virginia, Dr. Williams also served as a visiting lecturer for the Witherspoon Fellowship in Washington D.C.

From 1999-2001 he served as President and Academic Dean for Undergraduate Education at Cairn where he began his educational career as a faculty member teaching social sciences in the School of Arts and Sciences. He holds a B.S. degree from Cairn University, a M.Ed. and a Ph.D. from Temple University in Philadelphia. Dr. Williams is an experienced educator, CEO, fundraiser and organizational development consultant. He is in demand as an educator and speaker on cultural and professional issues. He is the Chairman of the Board of Governors of the John Jay Institute in Philadelphia, Pennsylvania.

Dr. Williams and his wife, Dawn, have two grown children, Connor and Caitlin.

**Speaking Schedule**

Cairn University President Dr. Todd J. Williams is available for speaking engagements throughout the year. With years of experience as a professor and administrator, Dr. Williams is an effective communicator who articulates the value of biblical wisdom and its integration into all of life and learning.

He has knowledge and experience that cover a variety of critical issues and relevant subjects and is available to speak about the following topics:

- Mission Driven Leadership and Decision Making
- Cultivating an Organizational Climate for Change
- Replenishment and Organizational Sustainability in the New Economy
- Leadership in Crisis Situations
- Historicism and Biographical Leadership Lessons
- The Concept of a Commonwealth and Why It Matters to Business and Society
- The Christian Mind
- The Critical Need for Biblical Wisdom
- Why Virtue Matters
- The Habitual Life of Virtue
- Ethics and Integrity in Contemporary Society
- Pulpit Supply
- Bible Teaching

Learn more at cairn.edu
At Cairn, we believe that psychological health centers on the restoration of relationship — with God and with our fellow man. Building on classroom learning, our students practice models and techniques for healing relationships through weekly labs with an intimate cohort of fellow believers preparing to serve the Great Reconciler, Jesus Christ.

**PROGRAM HIGHLIGHTS**
- Attend classes once per week, in addition to five Saturday lab classes each semester.
- Practice counseling skills while pursuing personal growth necessary to be a skilled helper in professional and ministry relationships.

This 48-credit program is designed to be completed in two years, including two summer terms.

By completing an additional 12 credits, students can pursue specialized preparation for professional licensure.
University Logotypes: Incorrect Use

Do not rotate the logotype.

Do not shear or skew the logotype in any way.

Do not change the position or size of a portion of the logo.

Do not change the opacity of the logotype.

Do not replicate Cairn University with a different font.

Do not place a dark logotype on a dark background or light logotype on a light background.

Do not change the color of the logotype.

Do not use the logo to create your own logotype.
Approved School Logotypes

School of Business:

School of Divinity:

School of Education:

School of Liberal Arts:

School of Music:

School of Social Work:

Masland Library:
The top four colors are the main University colors and should be used most often. The colors below are used as accompanying colors to help promote the schools and departments.

- **School of Education:**
PMS 542
HTML #639EC8
CMYK 61, 27, 8, 0
RGB 99, 158, 200

- **School of Business:**
PMS 2955
HTML #003A69
CMYK 100, 83, 33, 20
RGB 0, 58, 105

- **School of Music:**
PMS 1225
HTML #FFCB4F
CMYK 69, 42, 80, 0
RGB 255, 203, 79

- **School of Arts & Sciences:**
PMS 5415
HTML #5A7E92
CMYK 49, 24, 33, 5
RGB 90, 115, 146

- **School of Social Work:**
PMS 565
HTML #89A79E
CMYK 49, 24, 38, 1
RGB 137, 167, 158

- **Counseling:**
PMS 5285
HTML #8684A4
CMYK 52, 47, 20, 1
RGB 134, 132, 164

- **School of Divinity:**
PMS 718
HTML #CB4F00
CMYK 15, 81, 100, 5
RGB 203, 79, 0

- **Office of Student Life:**
PMS 7459
HTML #2C95B5
CMYK 77, 27, 20, 0
RGB 44, 149, 181

- **University Advancement:**
PMS 660
HTML #2A6EBB
CMYK 84, 56, 0, 0
RGB 42, 99, 187

**Secondary Color:**
PMS 424
HTML #777777
CMYK 55, 46, 33, 20
RGB 119, 119, 119

**Secondary Color:**
PMS Black
HTML #000000
CMYK 0, 0, 0, 100
RGB 0, 0, 0

**Secondary Color:**
PMS White
HTML #FFFFFF
CMYK 0, 0, 0, 0
RGB 255, 255, 255
Please contact the sports information director in the Athletic Department to find out more information about the usage of the athletic logos.
For centuries, seals have been used by governments, educational institutions, and other entities to certify the authenticity of a document, a practice that continues to this day. Cairn University’s seal consists of the institution’s name, date of incorporation, school verse, and artwork from the logo, contained within complementary concentric circles.

Unlike Cairn’s logotype, which serves a promotional function, the purpose of the seal is much more narrow in scope. Specifically, Cairn University’s seal should only be placed on historic University documents to indicate their significance and/or authenticity. Such materials include: academic certificate, commencement programs, diplomas, legal documents, proclamations (by the board, president, or University), and transcripts. The seal should not appear on documents that are promotional in nature; the logotype is intended for such purposes.
Font selection is a key component in any design or communications project. Typography should complement the overall design, photography, and editorial writing to help describe the University brand. Cairn University’s preferred font is the Myriad Pro family, when Myriad Pro is not available Calibri is acceptable. Refer to our Communications Guide for more detailed font instructions related to internal and employee usage.

Myriad Pro Light
Myriad Pro Light Italic
Myriad Pro Regular
Myriad Pro Italic
Myriad Pro Semibold
Myriad Pro Semibold Italic
Myriad Pro Bold
Myriad Pro Bold Italic
Myriad Pro Condensed
Myriad Pro Condensed Italic
Myriad Pro Bold Condensed
Myriad Pro Bold Condensed Italic
Myriad Pro Black
Myriad Pro Black Condensed

Calibri Light
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic
Stationery

On most stationery used throughout the University, the standard Cairn logotype is used at the top of the piece. The Communications & Marketing department offers templates for pieces such as letters, business cards, and envelopes. We ask that you do not create your own documents for letterhead, business cards, envelopes, etc., but use the templates we have available.

Cairn letterhead:

Cairn business card:

<table>
<thead>
<tr>
<th>NAME</th>
<th>Title</th>
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Please refer to the University’s Communications Guide for more information on accessing templates, creating your email signature, planning events, and more.

Email signatures:

<table>
<thead>
<tr>
<th>NEW MESSAGE SIGNATURE:</th>
<th>First Name Last Name</th>
<th>Job Title</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Cairn University</td>
<td>200 Manor Avenue</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.Cairn.edu">http://www.Cairn.edu</a></td>
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<tbody>
<tr>
<td></td>
<td>Calibri, Gray, Regular, Size 10</td>
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