



Brand Identity Guide

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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.

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.

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.

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.

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.

The logo tag:



The logo tag stacked:



The logo tag one color:



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.

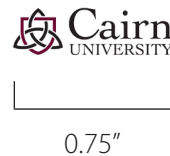
The one-color versions seen below should only be used when color is limited or when being placed on a dark background.

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:

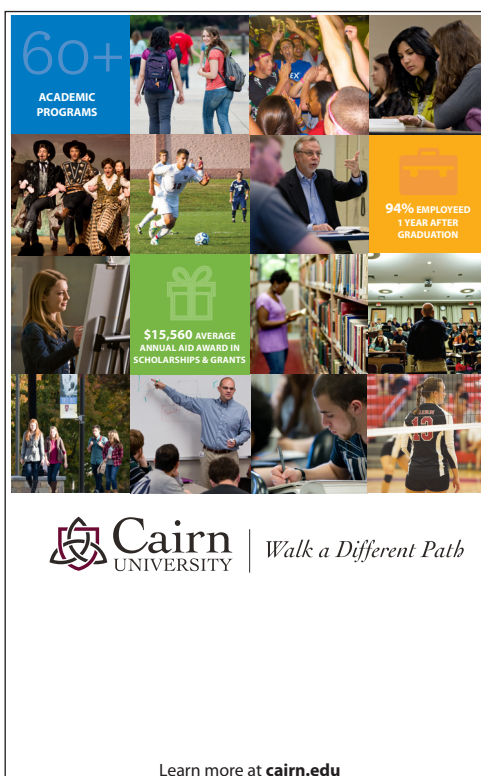


On any document, website, graphic, or promotional material, padding should be maintained between a Cairn logotype and the edge of the piece. This should mimic the spacing of the area of isolation.

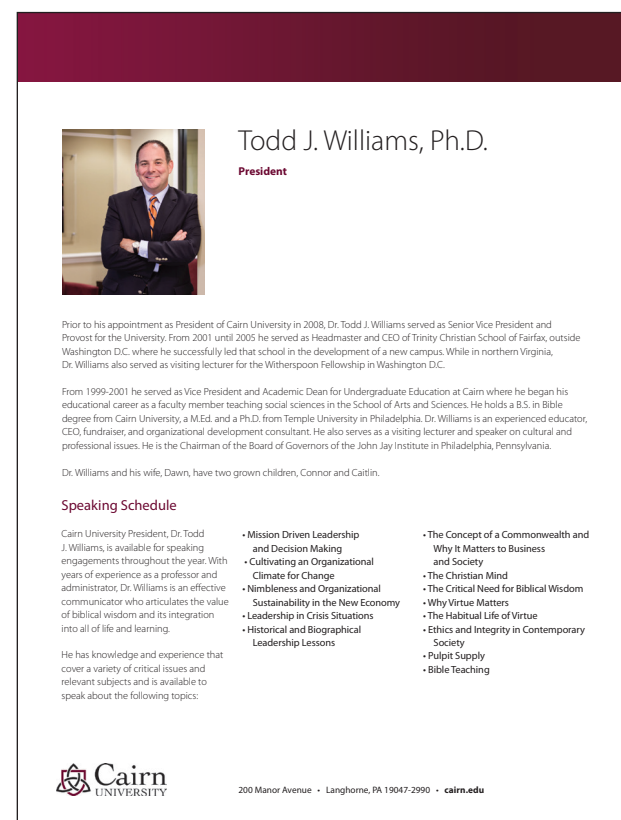
On the cover of a promotional piece for the School of Business, the stacked logo tag is used on top of a solid color to allow it to stand out. The logo tag also has ample space between both the edge of the color box and the edge of the piece.



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.



Email advertisement



Cairn University's Dual Enrollment Program

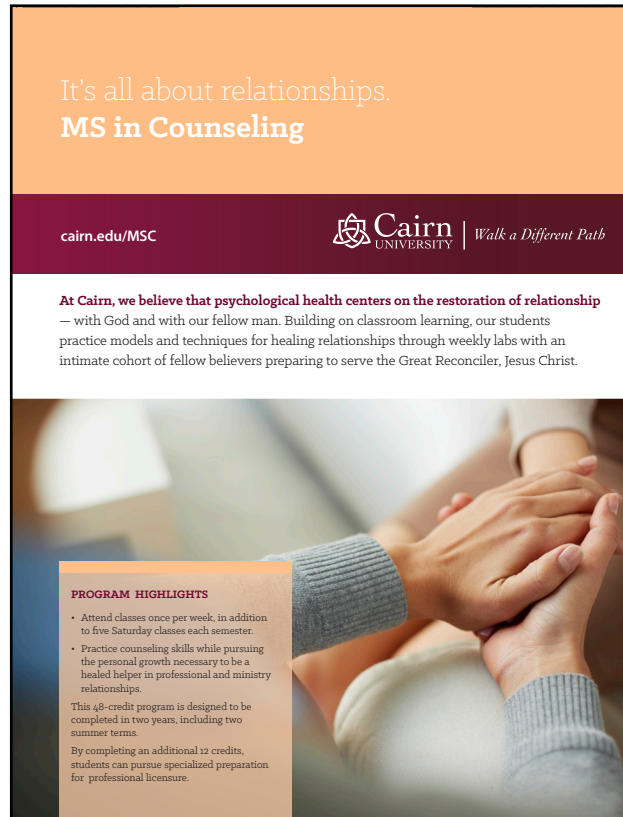
Get a head start. Cairn offers motivated, Christ-centered high school students with the opportunity to take college-level courses in the summer, fall, and spring.

Cost: \$100-\$175 per credit
Summer application deadline: March 15

Visit cairn.edu/onclickampus for summer course offerings.


 **Cairn**
UNIVERSITY

Counseling mini-flyer



It's all about relationships.
MS in Counseling

cairn.edu/MS

 **Cairn**
UNIVERSITY | *Walk a Different Path*

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.

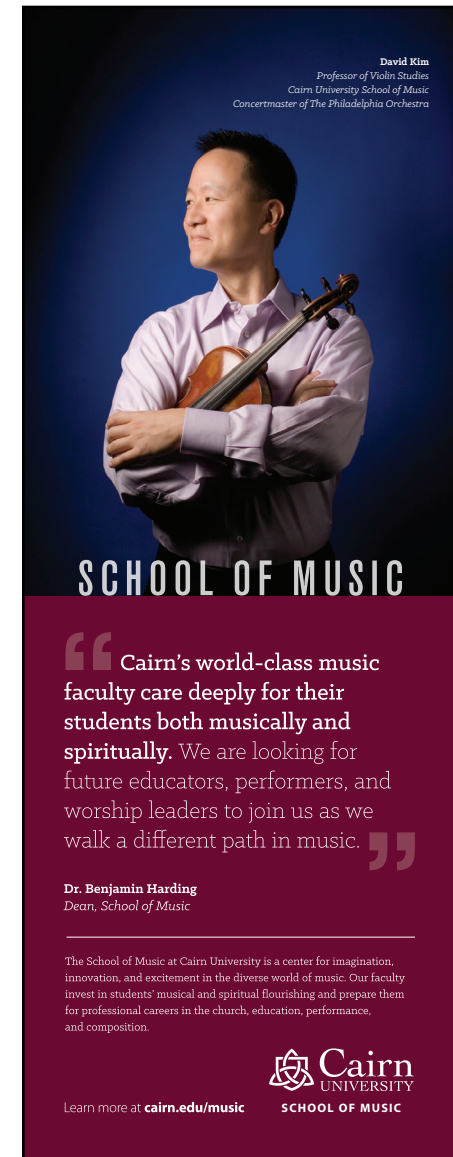
PROGRAM HIGHLIGHTS

- Attend classes once per week, in addition to five Saturday classes each semester.
- Practice counseling skills while pursuing the personal growth necessary to be a healed 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.

School of Music floor display




David Kim
*Professor of Violin Studies
Cairn University School of Music
Concertmaster of The Philadelphia Orchestra*

SCHOOL OF MUSIC

“Cairn’s world-class music faculty care deeply for their students both musically and spiritually. We are looking for future educators, performers, and worship leaders to join us as we walk a different path in music.”

Dr. Benjamin Harding
Dean, School of Music

The School of Music at Cairn University is a center for imagination, innovation, and excitement in the diverse world of music. Our faculty invest in students’ musical and spiritual flourishing and prepare them for professional careers in the church, education, performance, and composition.

 **Cairn**
UNIVERSITY

Learn more at cairn.edu/music **SCHOOL OF MUSIC**



Do not rotate the logotype.



Do not replicate Cairn University with a different font.



Do not shear or skew the logotype in any way.



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



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



Do not change the color of the logotype.



Do not change the opacity of the logotype.



Do not use the logo to create your own logotype.

School of Business:



School of Liberal Arts:



School of Divinity:



School of Music:



School of Education:



School of Social Work:

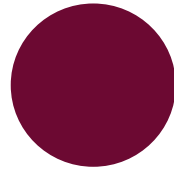


Masland Library:

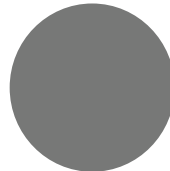


Color Palette

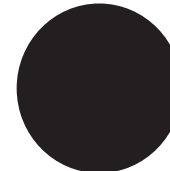
The top four colors are the main University colors and should be used most often. The colors below are used as accompanying colors to help promote the schools and departments.



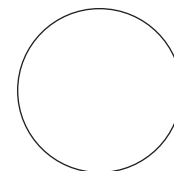
Primary Color:
PMS 209
HTML #882345
CMYK 14, 94, 36, 60
RGB 134, 0, 56



Secondary Color:
PMS 424
HTML #777777
CMYK 55, 46, 46, 11
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

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 0, 21, 80, 0
RGB 255, 203, 79



School of Arts & Sciences:
PMS 5415
HTML #5A7E92
CMYK 69, 42, 33, 5
RGB 90, 115, 146



School of Social Work:
PMS 5565
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





Athletic Department
Visual Identity Guide



Dec. 2016

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.

Calibri Light

Calibri Regular

Calibri Italic

Calibri Bold

Calibri Bold Italic

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

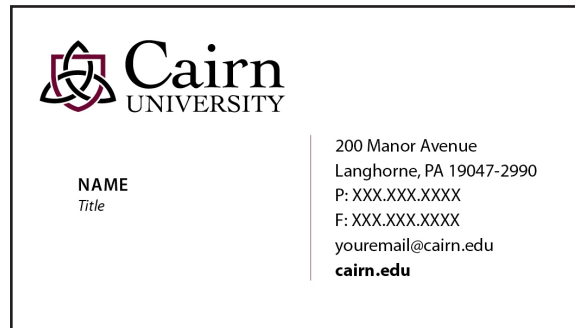
Myriad Pro Bold Condensed Italic

Myriad Pro Black

Myriad Pro Black Condensed

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 business card:



Cairn letterhead:



Memo:



MEMORANDUM

TO:
FROM:
SUBJECT:
DATE:



200 Manor Avenue, Langhorne, PA 19047-2990
(215) 752-5800
www.cairn.edu

Please refer to the University's Communications Guide for more information on accessing templates, creating your email signature, planning events, and more.

Email signatures:

NEW MESSAGE SIGNATURE:	First Name Last Name Job Title Cairn University 200 Manor Avenue Langhorne, PA 19047-2990 http://www.Cairn.edu X.XXX.XXX.XXXX FAX X.XXX.XXX.XXXX
REPLY MESSAGE SIGNATURE:	First Name Last Name Job Title Building Room Number XXX.XXX.XXXX FAX XXX.XXX.XXXX
STYLE GUIDELINES:	Calibri, Black, Bold, Size 11 Calibri, Black, Italics, Size 10 Calibri, Gray, Regular, Size 10