

A DIFFERENT KIND *of* CHRISTIAN UNIVERSITY.

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

INTRO

What is the Intent of this Book? 3

VERBAL BRAND

Brand Positioning 6

21 Reasons Anderson University is Different 16

VISUAL BRAND

Official Marks 20

- Our Brand Mark and Variations
- Colorways
- Clear Space
- Minimum Size
- Misuse

Color Palette 26

- Rising Orange
- Color Proportion
- Primary Colors
- Extended Palette
- Misuse

VISUAL BRAND CONTINUED...

Typography 32

- Primary Font
- Secondary Font
- Functional Font
- Typographic Scale
- Rocky Extra Condensed Guidelines
- Underlined Franklin Condensed ITC Pro Guidelines
- Hierarchy
- Misuse

Photography 41

- Photography
- Students
- Moments
- Environment
- Athletics
- Best Practices

Graphic Language 48

- Verbal Brand First
- Capturing the Journey
- Cross Frame
- Cross Grid System

BRAND IDENTITY IN USE

In Use By Department 55

- Photography
- Students
- Moments
- Environment
- Athletics
- Best Practices

In Use By Audience 68

- Mass Market
- Region
- Parents
- Prospective Students
- Current Students
- HNWI

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

WHY WAS THIS ESTABLISHED?

In an effort to compete in an evolving academic landscape, align stakeholders across the university, and reach the next generation of Ravens, Anderson University has reimagined its external brand position. **This new position will:**

Provide our target audience with a distinct, consistent view of Anderson University in a way that compels action.

Differentiate AU from a pack of competitors. Leave no doubt who we are and how this institution is different.

Equip key internal and external stakeholders with a singular answer to: *What do we want to be known for?*

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

WHAT IS THE INTENT OF THIS BRAND BOOK?

This brand book documents how Anderson University should show up in the world. It includes guidelines for the University’s position in market, key messages, logo, color palette, typography, imagery, tone of voice, and other elements. Adhering to the brand guide is critical for those who steward our image. Consistent execution will help Anderson University reach our audience, differentiate us in market, and build a recognizable brand.

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

VERBAL BRAND

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

OUR BRAND POSITIONING

A brand position is what we want to be known for. It serves as the north star for all visual and verbal brand communication.

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

What does Anderson University want to be known for in market?

UNIVERSITY POSITION

What proof points support, validate, and enrich this position?

SUPPORTING POSITION 1

SUPPORTING POSITION 2

SUPPORTING POSITION 3

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

UNIVERSITY POSITION

The answer to the brand position is found at the intersection of these questions.

Who are we? What can we claim with integrity?

What gaps exist in our competitive set?

What is attractive to our target market?

What is happening in culture and society?

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

This is our University brand position

A DIFFERENT KIND OF CHRISTIAN UNIVERSITY.

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

This is our University brand position

A DIFFERENT KIND OF CHRISTIAN UNIVERSITY.



Who are we? What can we claim with integrity?

We are a welcoming community of believers. Jesus means everything to us. No matter what he means to students, we create space and walk with them.



What is attractive to our target market?

The next generation of Ravens are diverse, individualistic, and digital natives. We must speak with confidence, authenticity, and social awareness to connect.



What gaps exist in our competitive set?

Scanning the landscape of Christian Universities, a clear trend emerges. Schools that are for Christians only. Schools that are Christian in name only.



What is happening in culture and society?

We live in a highly polarized time. The Church is not immune to this polarization. In one camp, truth. The other, grace. Anderson is a *grace and* truth university.

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

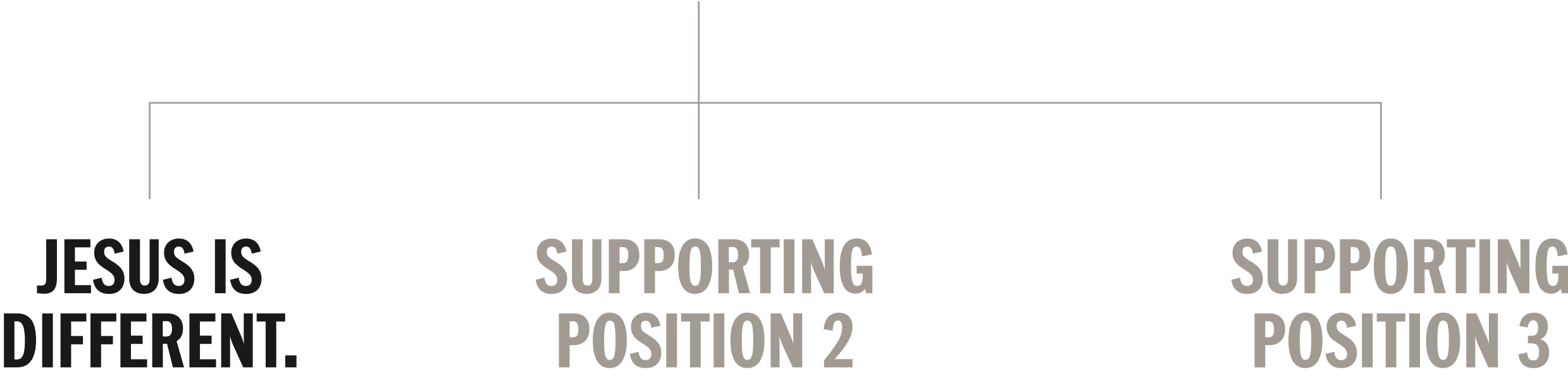
Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

A DIFFERENT KIND OF CHRISTIAN UNIVERSITY.



Anderson will be known as the Christian University that boldly speaks and acts with truth and grace like Jesus.

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

A DIFFERENT KIND OF CHRISTIAN UNIVERSITY.

JESUS IS
DIFFERENT.

Anderson will be known as the Christian University that boldly speaks and acts with truth and grace like Jesus.

EVERY STUDENT
IS DIFFERENT.

Anderson will be known as the Christian University that walks with students where they are and loves them like Jesus.

SUPPORTING
POSITION 3

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

A DIFFERENT KIND OF CHRISTIAN UNIVERSITY.

JESUS IS
DIFFERENT.

Anderson will be known as the Christian University that boldly speaks and acts with truth and grace like Jesus.

EVERY STUDENT
IS DIFFERENT.

Anderson will be known as the Christian University that walks with students where they are and loves them like Jesus.

HOME IS
DIFFERENT.

Anderson will be known as Indiana’s Christian University and elevate the value of living in community on campus.

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

A DIFFERENT KIND OF CHRISTIAN UNIVERSITY.

JESUS IS
DIFFERENT.

Anderson will be known as the Christian University that boldly speaks and acts with truth and grace like Jesus.

EVERY STUDENT
IS DIFFERENT.

Anderson will be known as the Christian University that walks with students where they are and loves them like Jesus.

HOME IS
DIFFERENT.

Anderson will be known as Indiana’s Christian University and elevate the value of living in community on campus.

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

DIFFERENT OFTEN MANIFESTS AS
A beautiful TENSION BETWEEN
OPPOSING *ideas.*



INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

21 WAYS ANDERSON IS DIFFERENT

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

01 We are not Christian in name only. We are not for Christians, only.

02 We follow Jesus. We lead on diversity.

03 We seek to be more like Jesus. We seek to be less religious.

04 We are a grace University. We are a truth University.

05 We believe the Bible is true. We have space for your exploration.

06 Our values are deeply rooted. A changing world doesn’t scare us.

07 We love and care for this world. We are not to be consumed by this world.

08 We have high expectations. We’re full of grace.

09 We rise to the occasion. We fall to our knees.

10 We hate sin. We are sinners in need of grace.

11 We expect disagreement. We work for/toward renewal.

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

12 We are no one’s judge. We care too much to enable.

13 We see you as you are. We see who you can become.

14 All are precious in his sight. All are precious in our sight.

15 We acknowledge differences in every human. We celebrate God's unique creation.

16 We’re rooted firmly in our home: Anderson, Indiana, USA. Our impact is global.

17 Jesus means everything to us. No matter what he means to you, you’re welcome here.

18 We see a troubled, chaotic world. We remain sure of God’s promise.

19 We listen. We speak.

20 We promote the Good News. We are no one’s savior.

21 We are freed from sin. We are not free to sin.

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

VISUAL BRAND

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

OUR OFFICIAL MARK & VARIATIONS

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

OUR BRAND MARK

Anderson University's brand mark serves as an endorsement for all official communication materials that represent our institution. By consistently using the brand mark, we improve public recognition of Anderson University.

Mondial Normal and Mondial Light Italic are our logo fonts. Use our logo font when updating office and department signatures.



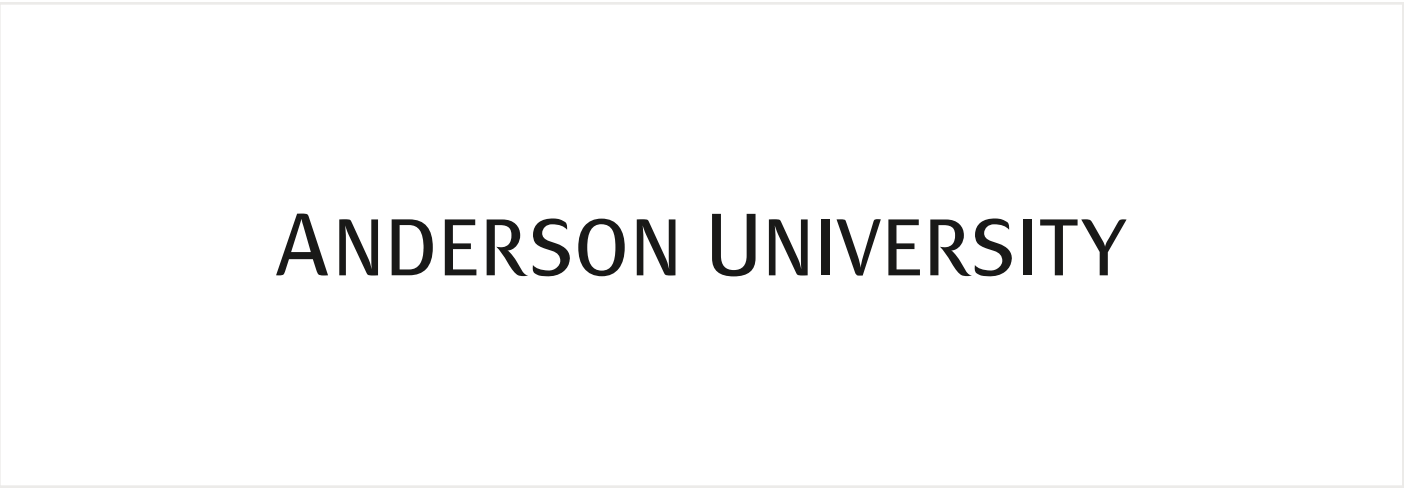
Logo with descriptor



Logo without description and stacked



Logo without description and stacked



Wordmark



Brand mark

What is the intent of this brand book?

Brand Positioning

21 Reasons Anderson University is Different

Official Marks

Color Palette

Typography

Photography

Graphic Language

In Use By Department

In Use By Audience

COLORWAYS

Consistent color use on the Anderson University brand mark is vital for reinforcing brand identity and recognition. It builds trust with customers, and inconsistencies can confuse or harm brand reputation. Therefore, logos should always be displayed with accurate colors on all platforms to maintain brand identity and support effective branding and marketing.

Three color logo



Two color logo



One color logo



INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

CLEAR SPACE

To ensure clear visibility and prominence of the brand mark, maintain enough clear space around it. Follow the guidelines shown here while placing photos, text, and graphic elements. You can use the height of the Anderson flame as a measuring tool to ensure adequate clearance.



INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

MINIMUM SIZE

Ensure legibility by not using a lockup width no smaller than 1 inch for print and 150 pixels for digital. The brand mark has no maximum size limit, but use discretion when sizing it. It should not dominate the page but rather clearly identify the brand in a comfortable manner.



Official mark with descriptor

Print: 2 inch (width)
Digital: 300 pixels

Official mark without descriptor

Print: 1 inch (width)
Digital: 150 pixels

Symbol

Print: .375 inch (width)
Digital: 25 pixels

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

BRAND MARK MISUSE

Using approved master artwork is crucial for consistency and preserving the Anderson University brand mark’s integrity. Do not try to recreate or alter signatures or lockups.



Correct Usage



Don’t change font or case



Don’t apply effects



Don’t stretch



Don’t rotate



Don’t outline



Don’t change scale



Don’t use unapproved color ways



Don’t pull the arc and frame to use alone



Don’t change mark descriptor



Don’t crop



Don’t put an image or pattern behind the mark

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

OUR BRAND COLOR PALETTE

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

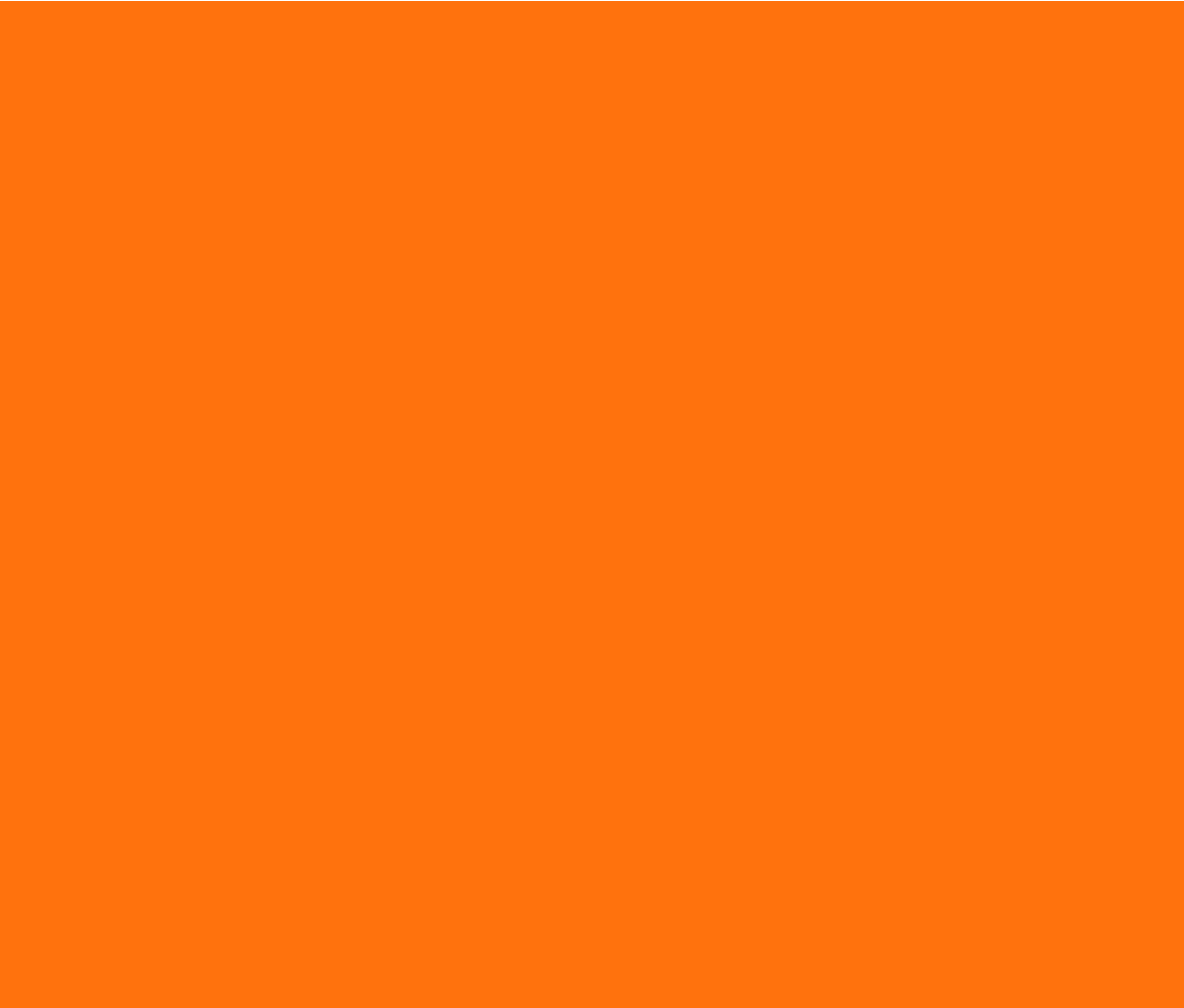
BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

RISING ORANGE

Anderson. Orange. Anderson. Orange. When others think about our University, they should think orange. Rising Orange should be treated with respect and care. Misusing orange would be akin to mis-spelling Anderson.



What is the intent of this brand book?

Brand Positioning

21 Reasons Anderson University is Different

Official Marks

Color Palette

Typography

Photography

Graphic Language

In Use By Department

In Use By Audience

COLOR PROPORTION

Carefully chosen colors are a powerful tool for creating a clear image. Our brand colors are designed to reflect who we are, resonate with our audience, and enable clear communication in all channels and mediums. By using colors wisely, you can establish a strong visual identity for the AU brand.

The following proportion needs to be considered throughout Anderson’s eco system of touch points.

Note: This is not a recommended palette for a singular touch point, but a broad proportional usage guide.



What is the intent of this brand book?

Brand Positioning

21 Reasons Anderson University is Different

Official Marks

Color Palette

Typography

Photography

Graphic Language

In Use By Department

In Use By Audience

PRIMARY COLORS

Primary colors

Rising orange is the visual anchor and should be dominant in all marketing materials.

Note:

The different values associated with each brand color are dependent on the intended use.

PMS: This value is based on the Pantone Matching System and should only be used when a spot color is needed (limited use).

CMYK: For nearly all print work, use CMYK values for the most accurate brand color reproduction.

HEX: Hex values should be used when reproducing brand colors in a digital RGB environment.

Primary colors

Rising Orange
Hex #FF720D
PMS Orane 021
C0 M65 Y100 K0

1917 Cream
Hex #FFFCF9
PMS White
C0 M0 Y0 K0

Raven Black
Hex #191918
PMS Black 7
C0 M0 Y0 K91

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

EXTENDED PALETTE

Secondary colors

The secondary colors are complementary to the primary color and were chosen so that they do not compete with Rising Orange.

Functional colors

The functional color palette is for internal and functional communications only. Campus initiatives, programs, announcements, campaigns, and content rich documents can utilize these colors. Refrain from using these colors in marketing materials.

Note:

The different values associated with each brand color are dependent on the intended use.

PMS: This value is based on the Pantone Matching System and should only be used when a spot color is needed (limited use).

CMYK: For nearly all print work, use CMYK values for the most accurate brand color reproduction.

HEX: Hex values should be used when reproducing brand colors in a digital RGB environment.

Secondary colors

<div>Walk to the Rock Gray</div> <div>Hex #A19B94</div> <div>PMS Warm Gray 6</div> <div>C8 M4 Y12 K39</div>	<div>Fire Red</div> <div>Hex #8B2404</div> <div>PMS 174</div> <div>C0 M85 Y100 K45</div>	<div>Passion Maroon</div> <div>Hex #3F0F15</div> <div>PMS 202</div> <div>C0 M100 Y62 K85</div>
---	--	--

Functional Colors

<div>Dark Helios</div> <div>Hex #024145</div> <div>PMS 7473</div> <div>C100 M32 Y38 K17</div>	<div>Dark Purple</div> <div>Hex #3E1756</div> <div>PMS 2755</div> <div>C85 M100 Y0 K43</div>	<div>Dark Yellow</div> <div>Hex #D37B10</div> <div>PMS 137</div> <div>C0 M41 Y89 K14</div>	<div>Dark Green</div> <div>Hex #1F4611</div> <div>PMS 356</div> <div>C78 M0 Y100 K48</div>
<div>Helios</div> <div>Hex #0E939B</div> <div>PMS 3252</div> <div>C80 M17 Y37 K0</div>	<div>Purple</div> <div>Hex #9548C5</div> <div>PMS 2665</div> <div>C65 M79 Y0 K18</div>	<div>Yellow</div> <div>Hex #E19809</div> <div>PMS 1385</div> <div>C0 M32 Y95 K11</div>	<div>Green</div> <div>Hex #0F8629</div> <div>PMS 355</div> <div>C87 M0 Y100 K41</div>

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

COLOR MISUSE

Consistent color use is vital for brand recognition, trust, and values. It is critical to maintain color consistency across all branding materials on digital and print platforms to reinforce brand identity and support successful branding and marketing.

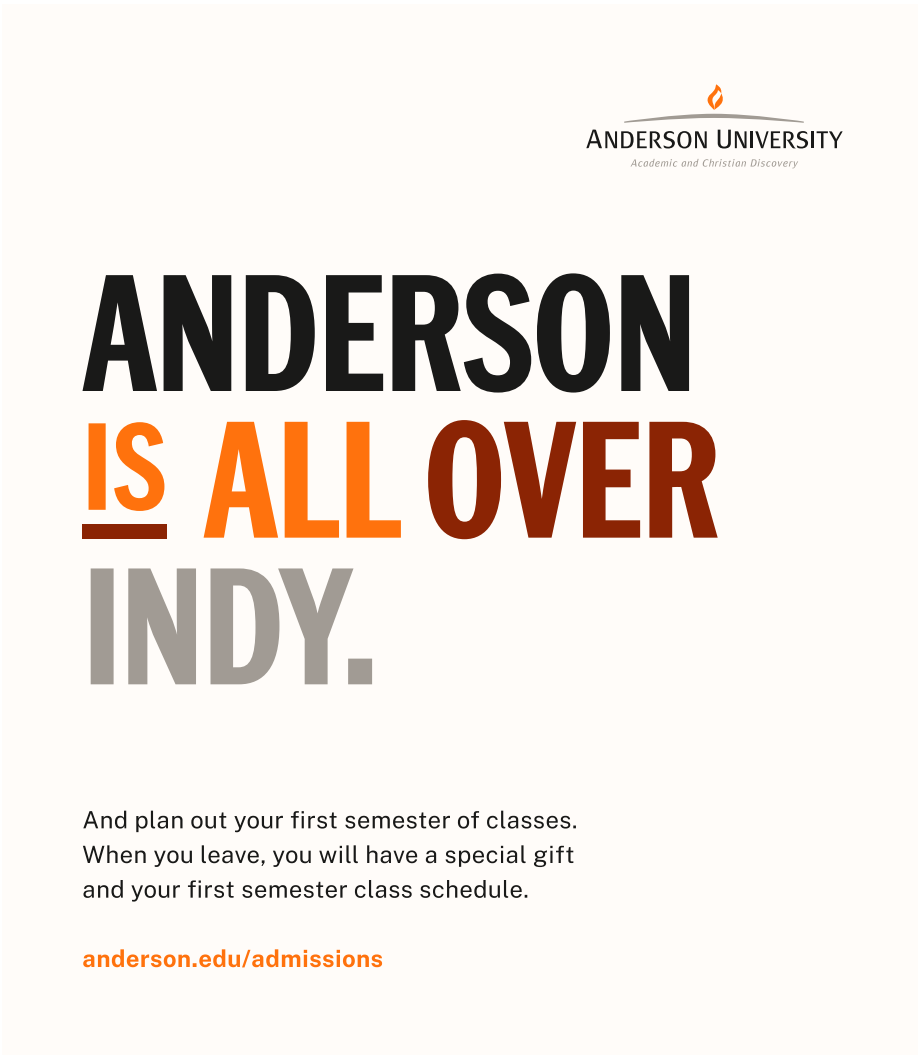
These guidelines speak to mass market, high impact, top-of-the-funnel touchpoints.



⊗ Don't use unapproved colors



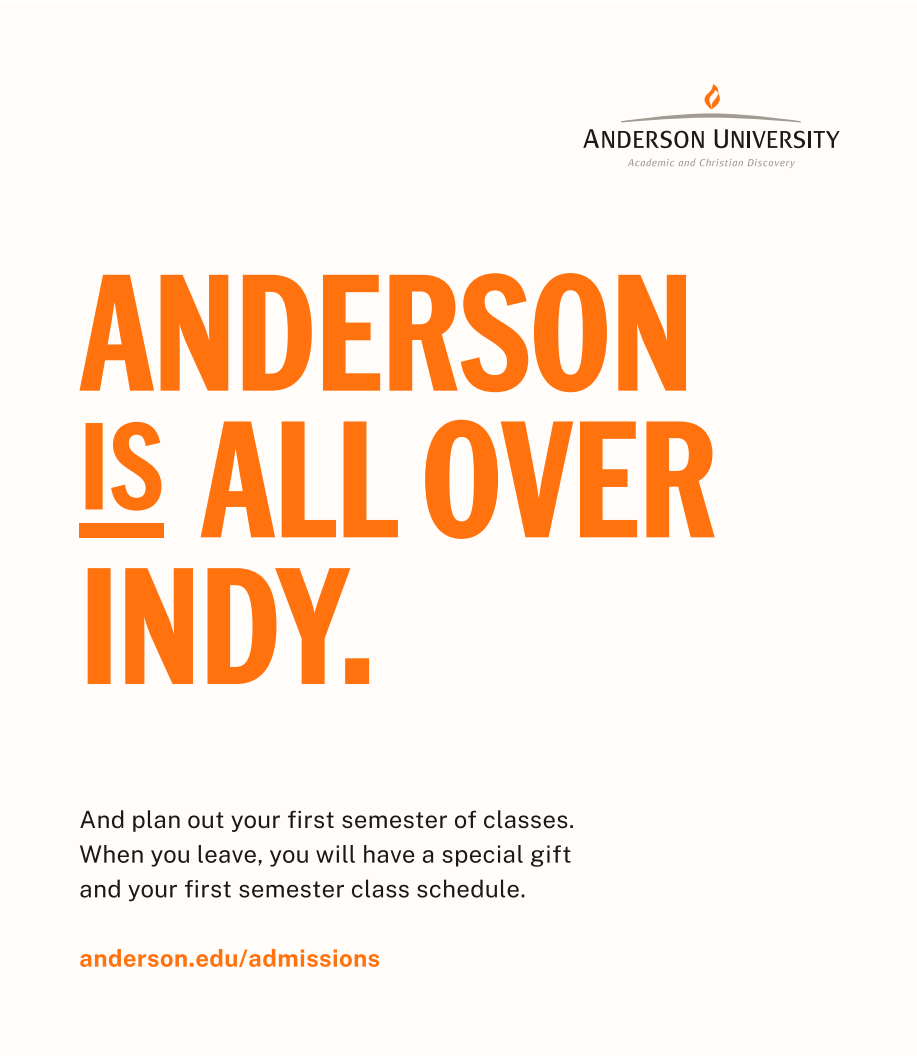
⊗ Don't use low contrast colors



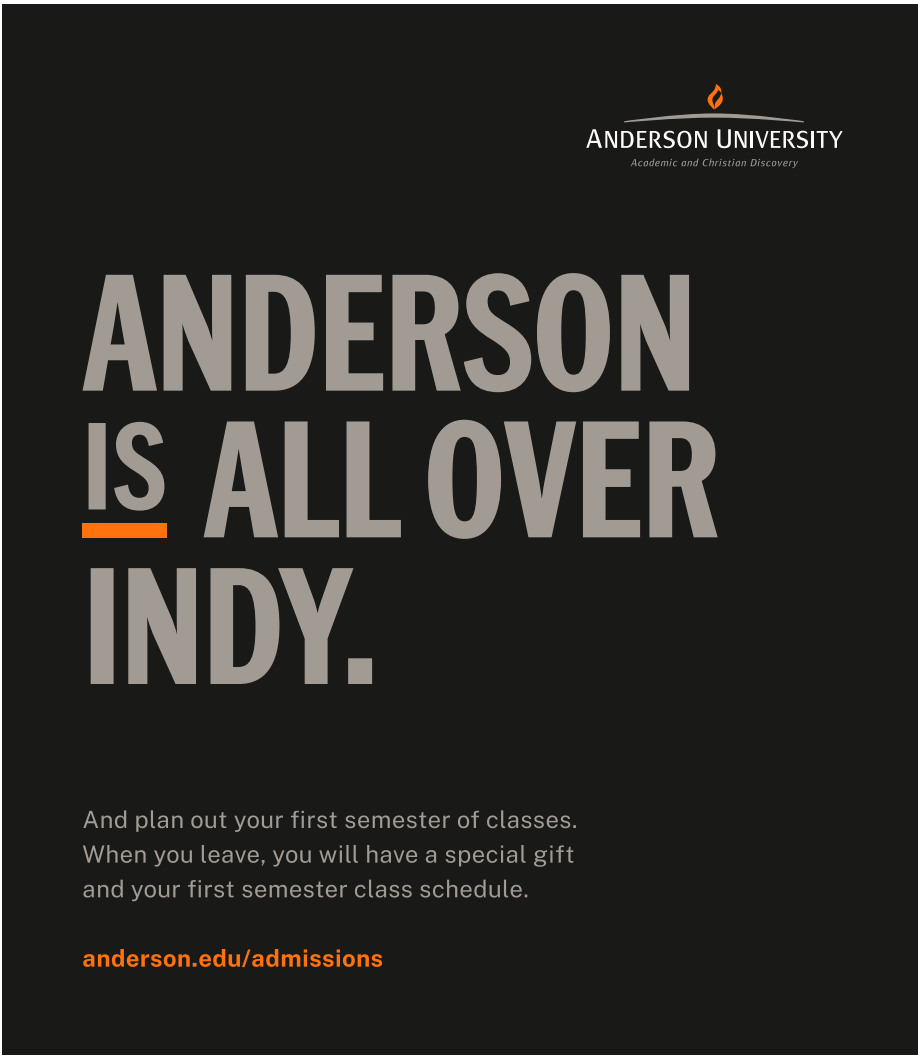
⊗ Don't use too many colors



⊗ Don't use functional colors on high-impact, mass-market touchpoints



⊗ Don't overuse orange as a headline font



⊗ Don't use orange or grey for long form body copy

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

OUR BRAND TYPOGRAPHY

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

PRIMARY FONT

Franklin Condensed ITC Pro is our leading brand font, symbolizing the confidence and dedication of Anderson University to excel. Its condensed style makes it perfect for limited spaces, such as headlines, delivering a powerful impact. This font is suitable for both print and digital media and radiates confidence and professionalism, further strengthening the University's image.

[Purchase](#)

ITC FRANKLIN
GOTHIC LT PRO
DEMI- COMPRESSED

Use case
Headlines

Case
All caps

Acceptable Weights
Bold

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

ITC Franklin Gothic LT Pro Demi-Compressed

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

SUPPORTING FONT

Rocky Extra Condensed is our supporting font that pairs with Franklin Condensed ITC Pro. Its intended purpose is to add a compassionate touch to Anderson Universities' bold confidence. Refrain from using Rocky as the dominant font on mass market materials.

While Rocky Extra Condensed is accessible through Adobe Fonts, it can also be purchased from Typenetwork if you don't have access.

[Adobe Fonts](#)

[Purchase](#)

Rocky
Extra Condensed
Medium Italic

Use case

Headlines

Case

Sentence case

Acceptable Weights

Medium italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Rocky Extra Condensed — Medium Italic

FUNCTIONAL FONT

Public Sans is a highly legible sans-serif font that is ideal for use in long-form body copy. The font is available in multiple weights, making it easy to create visual hierarchy and emphasize key points within longer texts. Overall, Public Sans is an excellent choice for designers looking for a highly legible and versatile font for use in longer-form content.

[Download](#)

Public Sans

Use case
Body copy

Case
Sentence case

Acceptable Weights
Regular, Regular italic, Bold, Bold italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Public Sans — Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Public Sans — Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Public Sans — Regular italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Public Sans — Bold italic

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

TYPOGRAPHIC SCALE

It is important we are seen and understood in a manner that reflects who we are. The words we use and how we use them are important tools in carefully shaping our image.

For Anderson University, two fonts are used to convey nuanced ideas about how we are a Different kind of Christian University.

On the right is a guideline for typography usage on a spectrum between confident communication and compassionate communication.

Compassion

Called to serve.

Rocky

This is not a common use-case, but can effectively soften and an already compassionate message.

ARRIVE AS ANYONE.
BECOME *you.*

Franklin + Rocky

Two beautiful opposites help us speak with confidence and compassion in equal measure.

A DIFFERENT KIND
OF CHRISTIAN UNIVERSITY.

Franklin + Underlined

This type treatment adds visual intrigue, improves readability, Use selectively.

Confidence

CHRISTIAN.
DIFFERENT.

Franklin

For some messages, less is more. Best used to communicate bold, thought-provoking messages without flinching.

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

ROCKY EXTRA
CONDENSED GUIDELINES

Franklin Condensed projects confidence in bold headlines, while Rocky Extra Condensed adds a compassionate touch for visual balance. Use Rocky Extra Condensed in medium italic to emphasize a specific word in a line of text or on an article to create visual interest.

At all times, Franklin Condensed ITC Pro should remain the leading display font.

✔ Used on an article

A DIFFERENT KIND
of CHRISTIAN
UNIVERSITY.

✔ Used to emphasize a word

ARRIVE AS ANYONE.
BECOME *you*.

✗ Don't stylize too many words

A DIFFERENT *kind*
of CHRISTIAN
University.

✗ Don't use Rocky in all caps

A DIFFERENT KIND
OF CHRISTIAN
UNIVERSITY.

✗ Be aware of leading overlap

A DIFFERENT KIND
of CHRISTIAN
UNIVERSITY.

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

UNDERLINE FRANKLIN
CONDENSED ITC PRO
GUIDELINES

When leaning into Anderson University's confidence, we can omit the use of Rocky. Instead we can create visual interest by underlining articles within a line of text.



A DIFFERENT KIND
OF CHRISTIAN UNIVERSITY.

✔ Use for visual interest

ARRIVE AS ANYONE.
BECOME YOU.

✔ Use to emphasize a word

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

HIERARCHY

Effective typographic hierarchy is crucial for conveying the message of a design in a clear and concise manner. It can help readers quickly understand the most important information, while also guiding them through the rest of the content. Good typographic hierarchy can also help to create a more visually appealing design, as the use of different fonts and sizes can add interest and depth to a layout.

When working with large amounts of copy, use the following example as guidance.

Note: This sample acts as inspiration for laying out type within your design.

144 px

THIS IS A HEADLINE
on TWO LINES.

48 px

This is a sub-header.

16 px

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut et massa mi. Aliquam in hendrerit urna. Pellentesque sit amet sapien fringilla, mattis ligula consectetur, ultrices mauris. Maecenas vitae mattis tellus. Nullam quis imperdiet augue.

Vestibulum auctor ornare leo, non suscipit magna interdum eu. Curabitur pellentesque nibh nibh, at maximus ante fermentum siyt amet.

14 px

Button

24 px

“Vestibulum auctor ornare leo, non suscipit magna interdum eu. Curabitur pellentesque nibh nibh, at maximus ante fermentum sit amet.”

— John Hancock

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

TYPOGRAPHY MISUSE

Consistent typography is crucial for a brand's identity. It creates a unified and professional look, builds trust, and helps customers recognize the brand. Inconsistent typography can confuse customers and harm the brand's image. By maintaining consistency, a brand strengthens its visual identity and stands out in a crowded marketplace.

A different kind
of Christian University.

⊗ Don't use Franklin in sentence case

A DIFFERENT *kind*
OF CHRISTIAN UNIVERSITY.

⊗ Don't mix styles

A different kind
of Christian University.

⊗ Don't use unapproved fonts

A DIFFERENT KIND
OF CHRISTIAN UNIVERSITY.

⊗ Don't use all caps for serif font

A different KIND
of CHRISTIAN *University*.

⊗ Don't stylize too many words

*A different kind
of Christian University.*

⊗ Don't track or lead letters too close.

AN AU EDUCATION CAN LAUNCH YOU FURTHER
INTO A CAREER THAN YOU THOUGHT POSSIBLE,
WHILE EXPLORING HOW TO USE YOUR TALENTS
TO SERVE THE WORLD.

⊗ Don't use long headlines

A DIFFERENT KIND
of CHRISTIAN UNIVERSITY.

⊗ Don't apply effects on our fonts

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

OUR BRAND PHOTOGRAPHY

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

PHOTOGRAPHY

Using the right photography can enhance your branded communications and improve your storytelling. To connect with your brand messaging, emotionally engaging and active images that convey the spirit and strength of your institution must be selected.

You can tell your story by capturing moments that showcase our students, environment, and athletics. Avoid using stock photography whenever possible.



Capturing our students



Capturing community



Capturing the environment



Capturing the moment

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

STUDENTS

Student photography captures the unique spirit and individuality of Anderson University, with the aim of helping viewers connect with the subject and imagine themselves in their place. It is important to represent the wide diversity of the student population to promote connection. Photos should have a relaxed, casual, and confident feel to them, while avoiding posed images to maintain authenticity.



INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

MOMENTS

The photographs we use to represent our culture prominently feature people as a crucial aspect. By displaying these pictures, we demonstrate our vibrant, diverse, and enthusiastic community. These images ought to represent the campus lifestyle accurately and emphasize the community spirit felt by our faculty, students, and staff on a daily basis.



INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

ENVIRONMENT

When taking environmental photos, it is important to capture campus landmarks, architecture, classrooms, and study spaces. By emphasizing the unique elements that distinguish your campus, you can make the most of what sets it apart from others.



INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

ATHLETICS

Our athletic photography captures the values of Anderson University's community - confidence, focus, and teamwork. These photos showcase the unique spirit and energy of our students in action, strengthening our brand identity and fostering a sense of pride and belonging. They highlight the dedication and passion that make Anderson University a special place to be, whether it's a team huddle, a victory celebration, or an individual athlete's moment of triumph.



INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

BEST PRACTICES

Images play a crucial role in AU's designs, and choosing the right visuals can make your marketing piece stand out. While it may take effort and resources to find suitable and high-quality photos that complement your content, the results are worth it. These guidelines can help ensure that your photography captures your audience's attention and elevates your design from average to exceptional.

Use real people

Highlight the unique community of individuals, including students, faculty, and staff, that surrounds the campus. Avoid using generic stock photography.



⊗ This is an example of poor usage

Capturing moments

Natural and candid photos are more engaging to your audience. Avoid staged or posed images as they may seem artificial.



⊗ This is an example of poor usage

Single subject focus

When capturing a group photo, choose one person for your audience to center their attention on.



⊗ This is an example of poor usage

Clutter free

If the location you are photographing appears intricate, concentrate on capturing a specific detail of that space instead.



⊗ This is an example of poor usage

Attention to detail

Choose photos that only features Anderson branding, people not on their phones, and your cognizant of peoples facial expressions.



⊗ This is an example of poor usage

Fresh photography

To prevent using outdated images, it is recommended to update and color correct your unit's photo collection frequently.



⊗ This is an example of poor usage

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

OUR BRAND GRAPHIC LANGUAGE

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

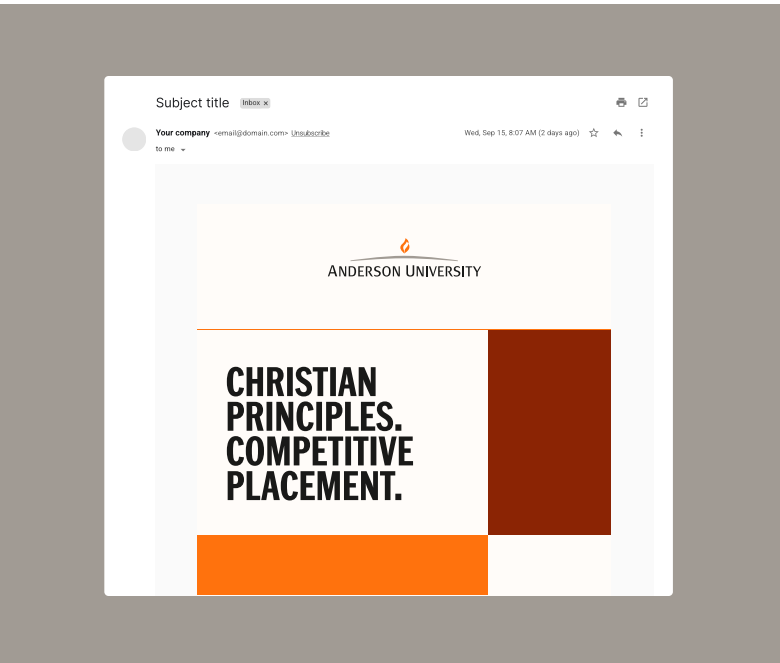
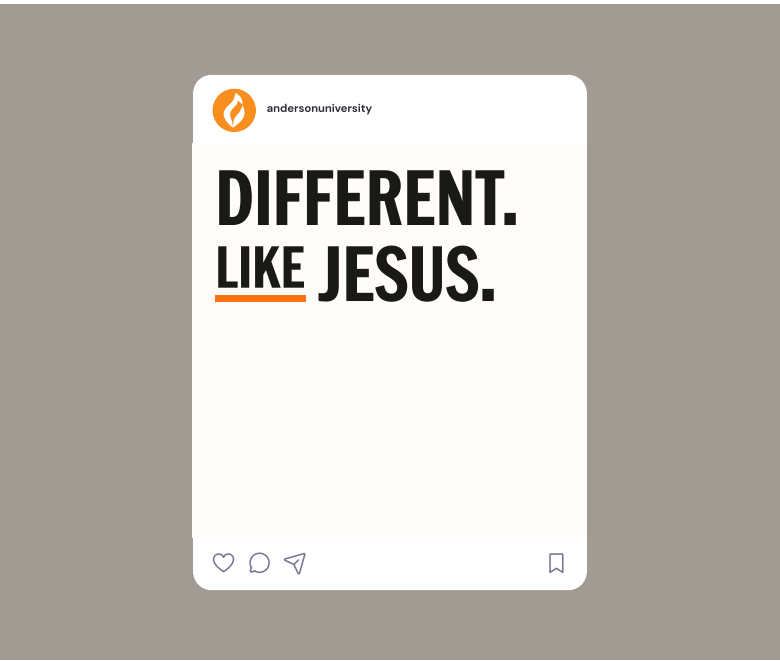
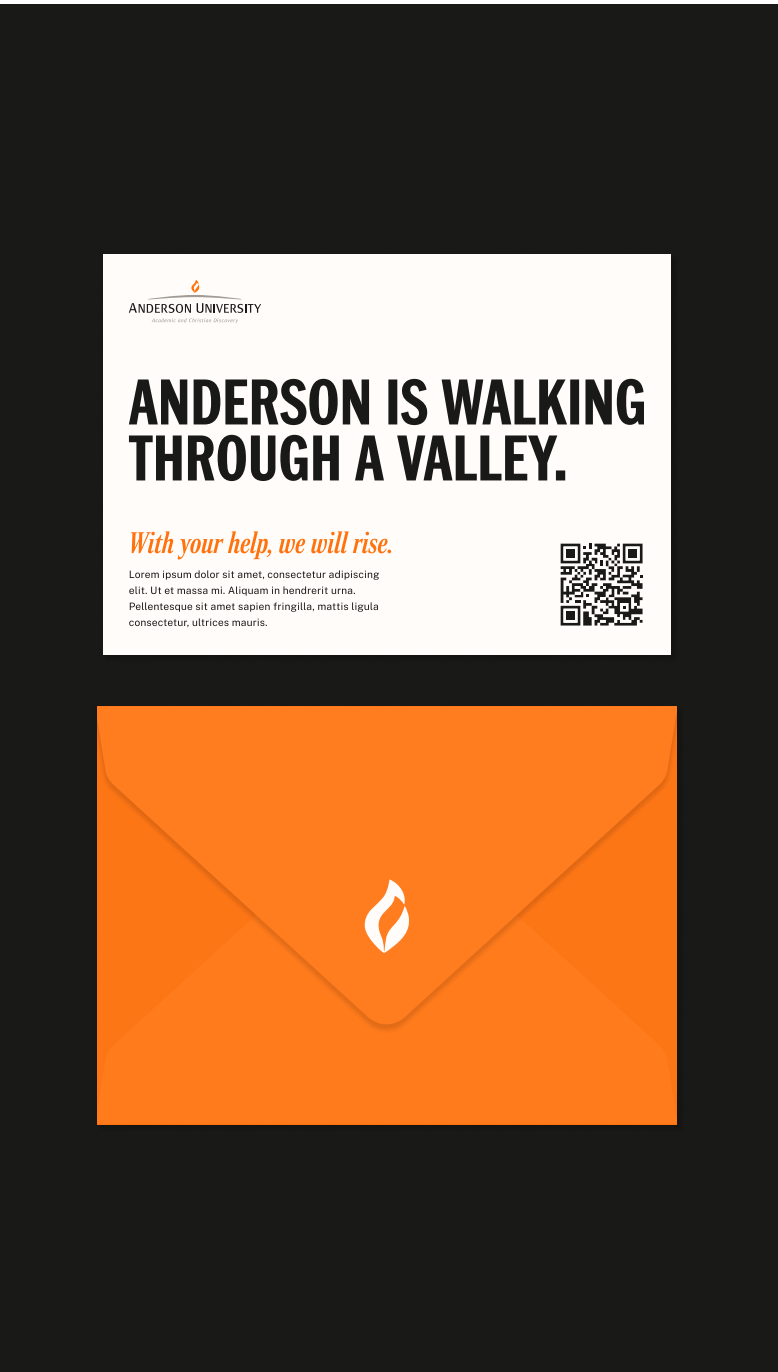
In Use By Department

In Use By Audience

VERBAL BRAND FIRST

The most prominent element of our graphic language is typographic treatments of impactful messages. Said more plainly –great messages, boldly displayed.

If this feels too plain, or not interesting enough, don’t add more visual decoration such as patterns, gradients, or additional colors. Add more substance. Consider the intent of the communication and the role every word plays in eliciting a desired reaction.



INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

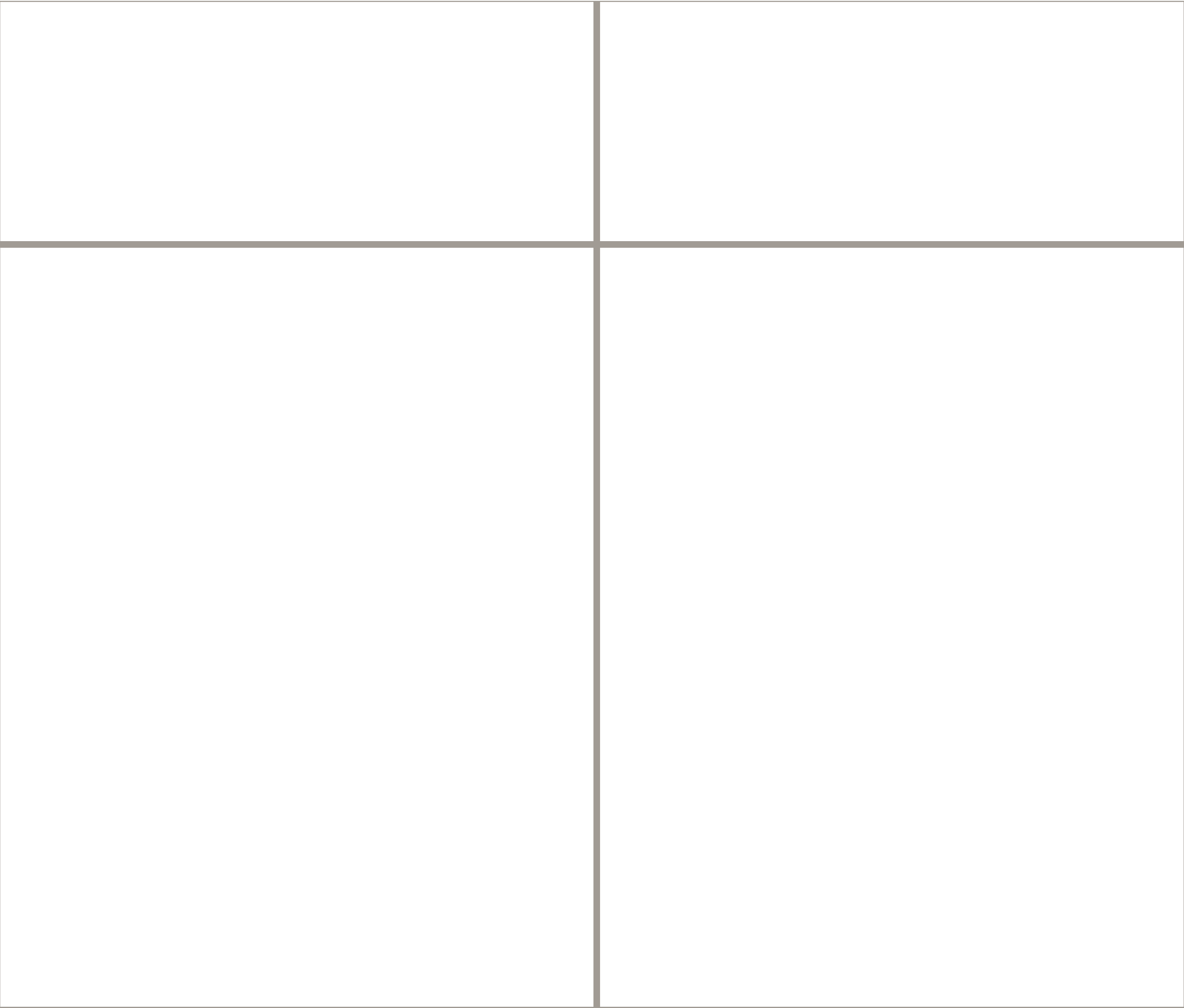
In Use By Department

In Use By Audience

WE'RE ALL ON A DIFFERENT JOURNEY

An additional device has been introduced to help designers arrange content in a composition: the cross.

The cross motif is not rigid. The center can be placed anywhere within a composition to create infinite variations of quadrant sizes. It's variability serves as a metaphor for all who follow Jesus – we're all on our journey.



INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

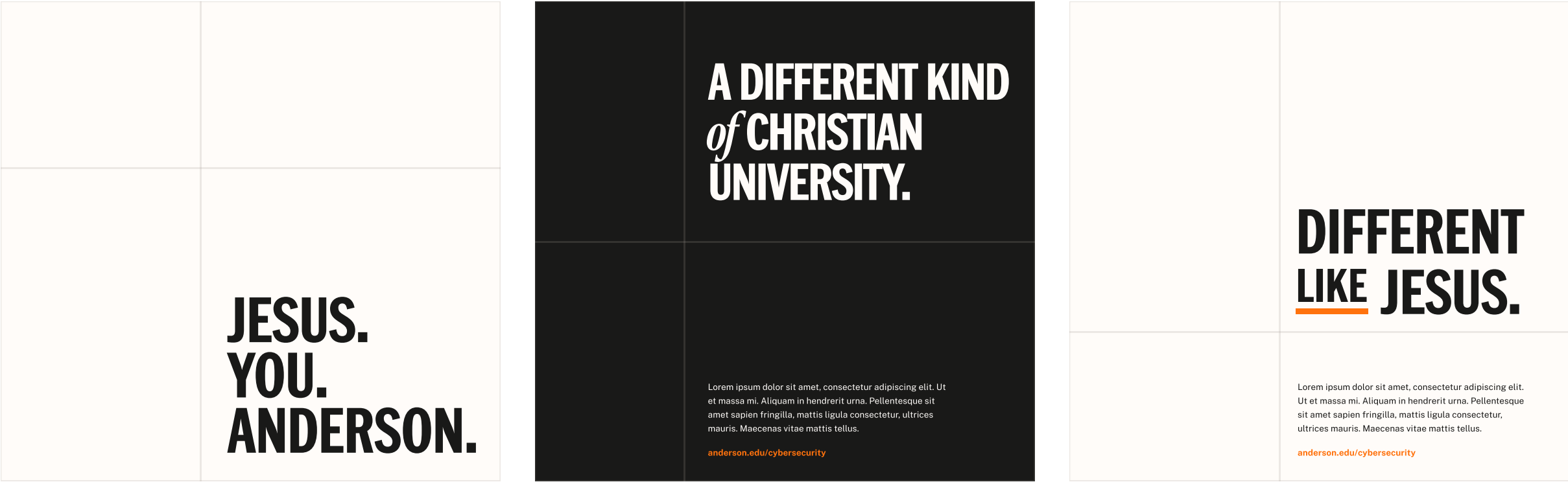
In Use By Audience

CROSS GRID SYSTEM

As designers consider how to effectively arrange content, the cross graphic device intended to inspire, not inhibit. Consider these usage guidelines:

- The cross lines can be visible or invisible
- Always divide the composition into four quadrants
- The messages should always be the leading visual

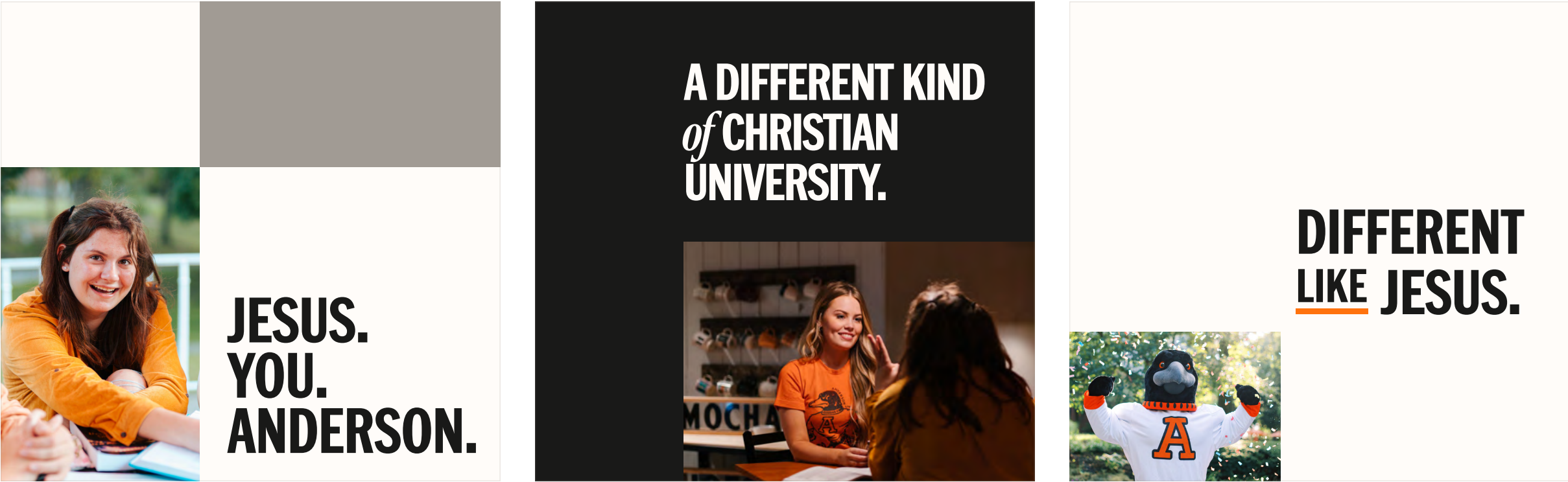
Using the cross



Using color



Using photography



INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

CROSS FRAME

In addition to use the frame for composition guidance and inspiration, the cross can be selectively used as a mask device for images.

- Focus the primary subject of the photo in the center
- When possible, bleed two sides off the edge
- Avoid overuse of this device



INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

BRAND IDENTITY IN USE

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

To further enable brand stewards with examples, a variety of department and audience specific materials have been supplied herein.

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

IN-USE BY DEPARTMENT

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

DEPARTMENTAL MESSAGING

Athletics

Business

Cybersecurity

Healthcare

Christian Ministry

Education

FOR ATHLETICS

Called to Rise

Ravens Rise

Rise up. Realize greatness.

AU that overcomes.

Anderson is the Christian University for athletes.

Pick two: Love Jesus. Love Winning.

Pick two: Christian. Competitive.

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

DEPARTMENTAL MESSAGING

Athletics

Business

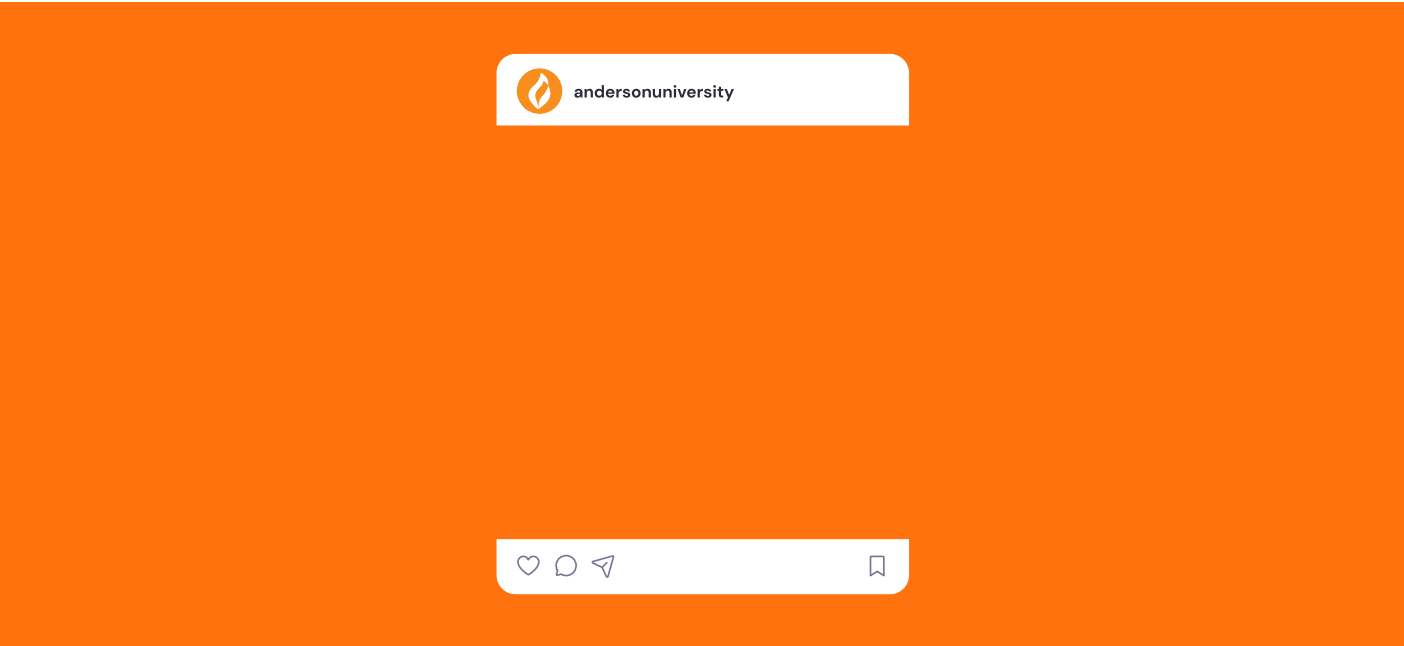
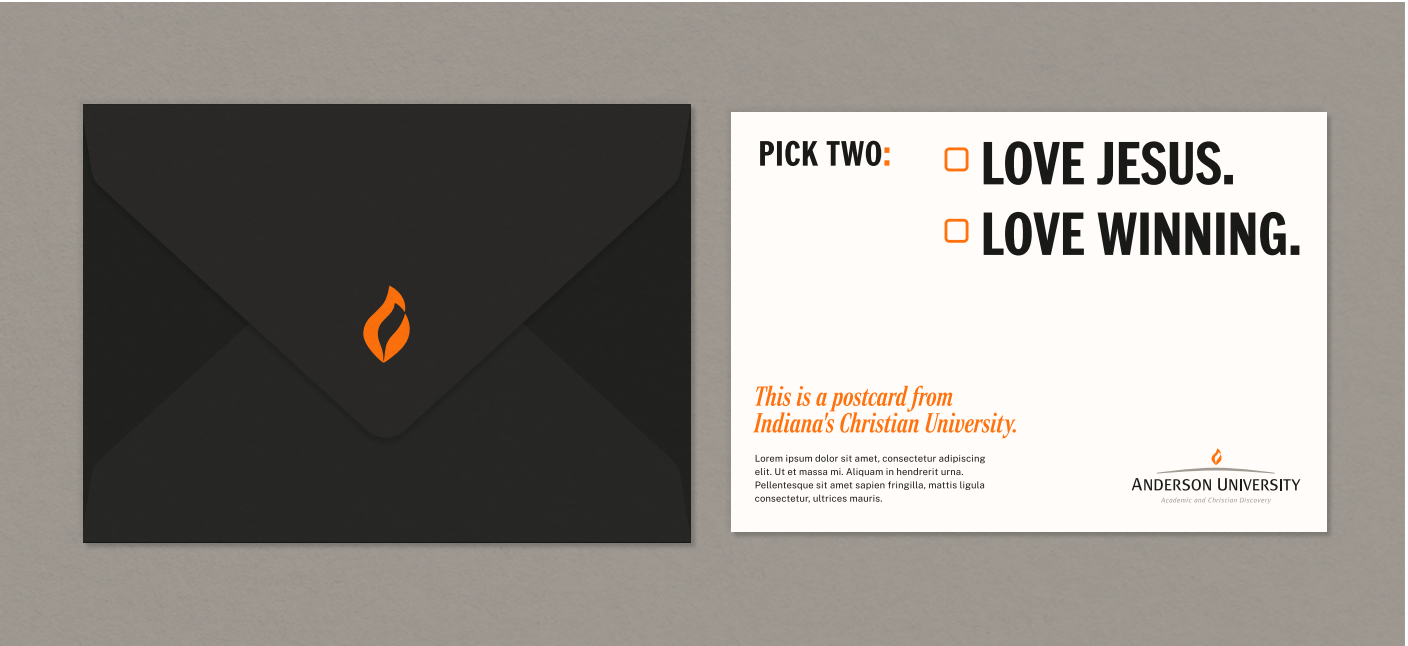
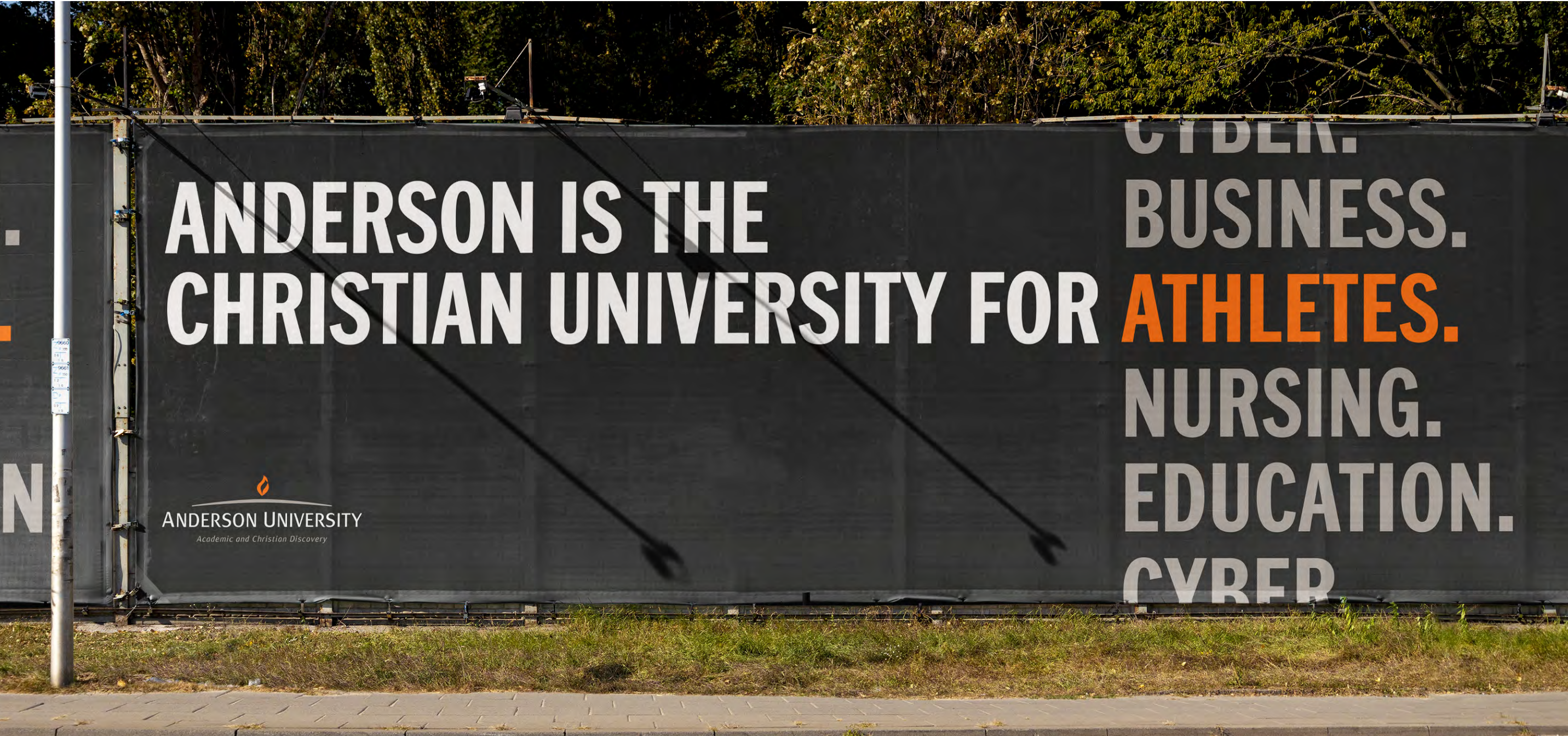
Cybersecurity

Nursing

SOT

Education

FOR ATHLETICS



INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

DEPARTMENTAL MESSAGING

Athletics

Business

Cybersecurity

Nursing

SOT

Education

FOR BUSINESS

AU that impacts

Anderson is all over.

Anderson is all over Indy.

Blaze your path. Be the difference.

Pick two: Christian. Competitive.

Christian. Business. Anderson.

Business leader. Jesus follower. Anderson.

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

DEPARTMENTAL MESSAGING

Athletics

Business

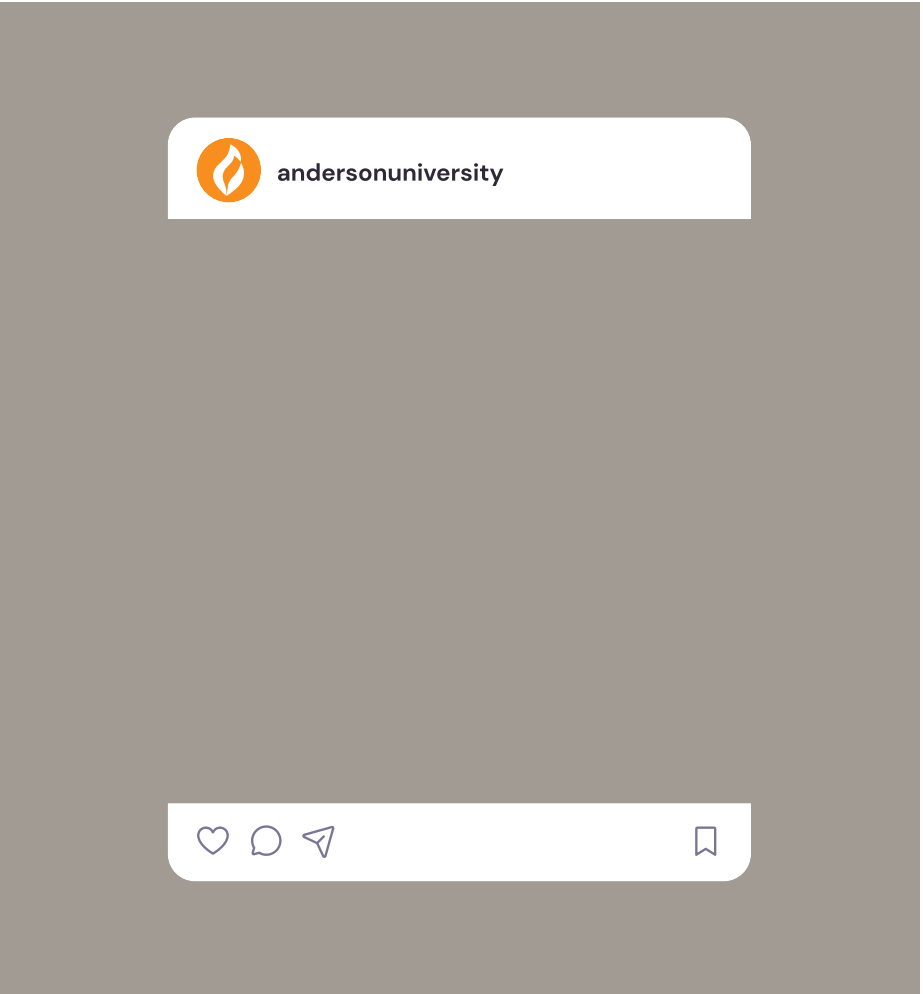
Cybersecurity

Nursing

SOT

Education

FOR BUSINESS



INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

DEPARTMENTAL MESSAGING

Athletics

Business

Cybersecurity

Nursing

SOT

Education

FOR CYBERSECURITY

Be the good in a challenging world.

Make a difference.

Innovative ideas. Eternal impact.

Technical excellence. Eternal impact.

AU that protects.

Pick two: Christian. Cutting edge.

Pick two: Technical excellence. Theological depth.

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

DEPARTMENTAL MESSAGING

Athletics

Business

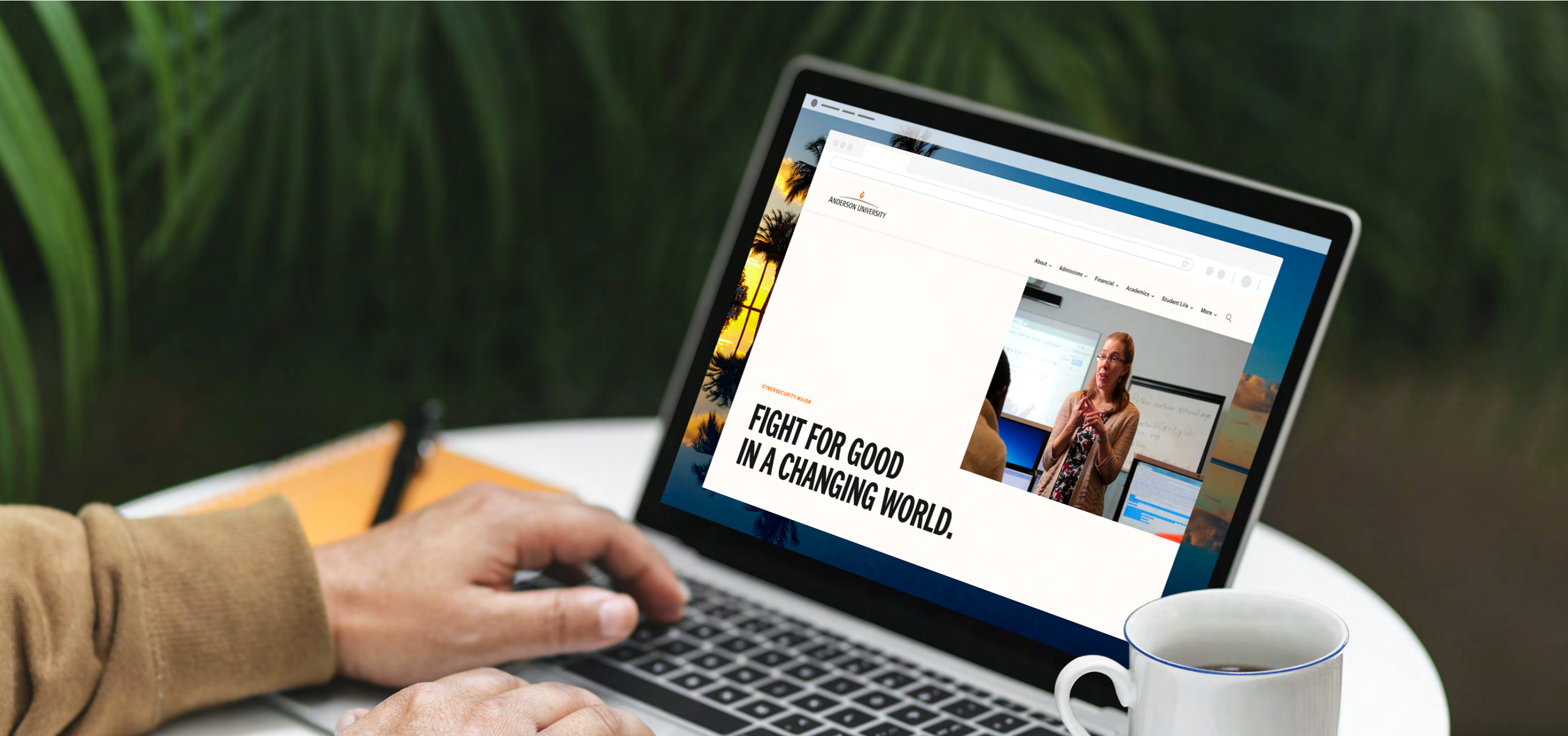
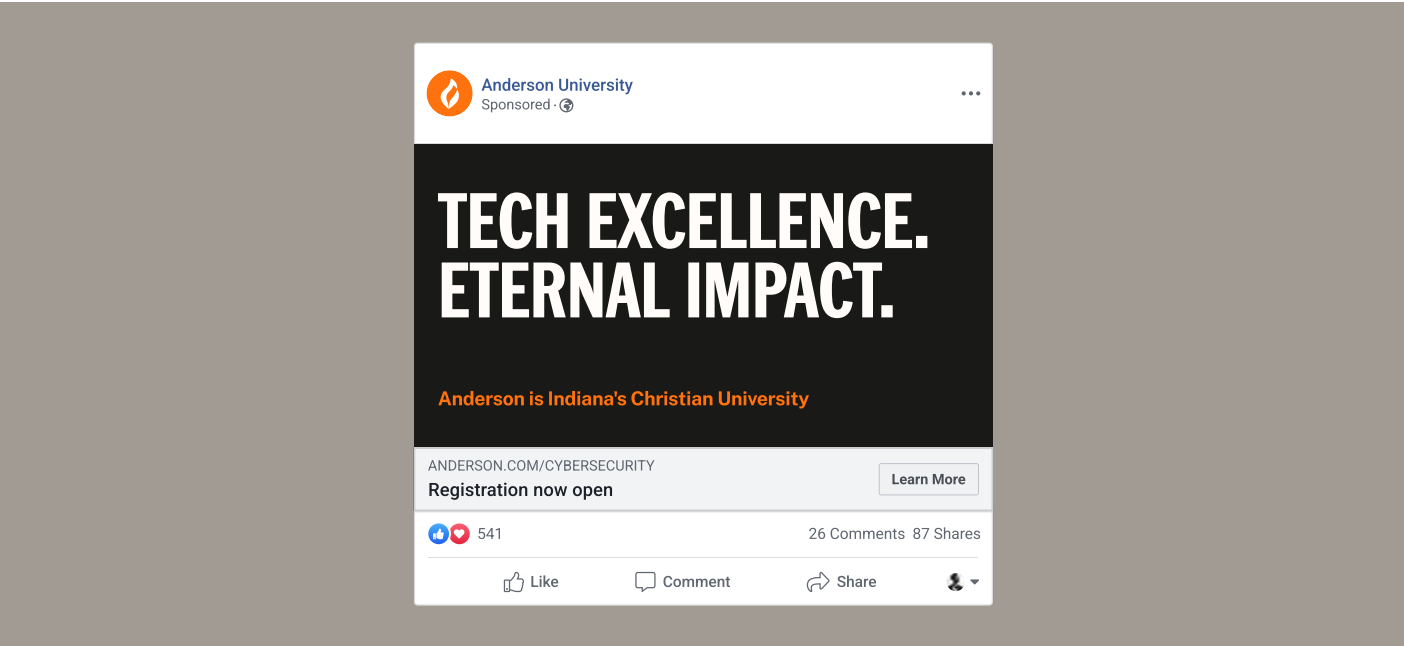
Cybersecurity

Nursing

SOT

Education

FOR CYBERSECURITY



INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

DEPARTMENTAL MESSAGING

Athletics

Business

Cybersecurity

Nursing

SOT

Education

FOR HEALTHCARE

Called to serve.

Pick two: Care, Prepare

AU that cares.

Christian. Nursing. Anderson.

Pick two: Christian Principles. Competitive Placement.

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

DEPARTMENTAL MESSAGING

Athletics

Business

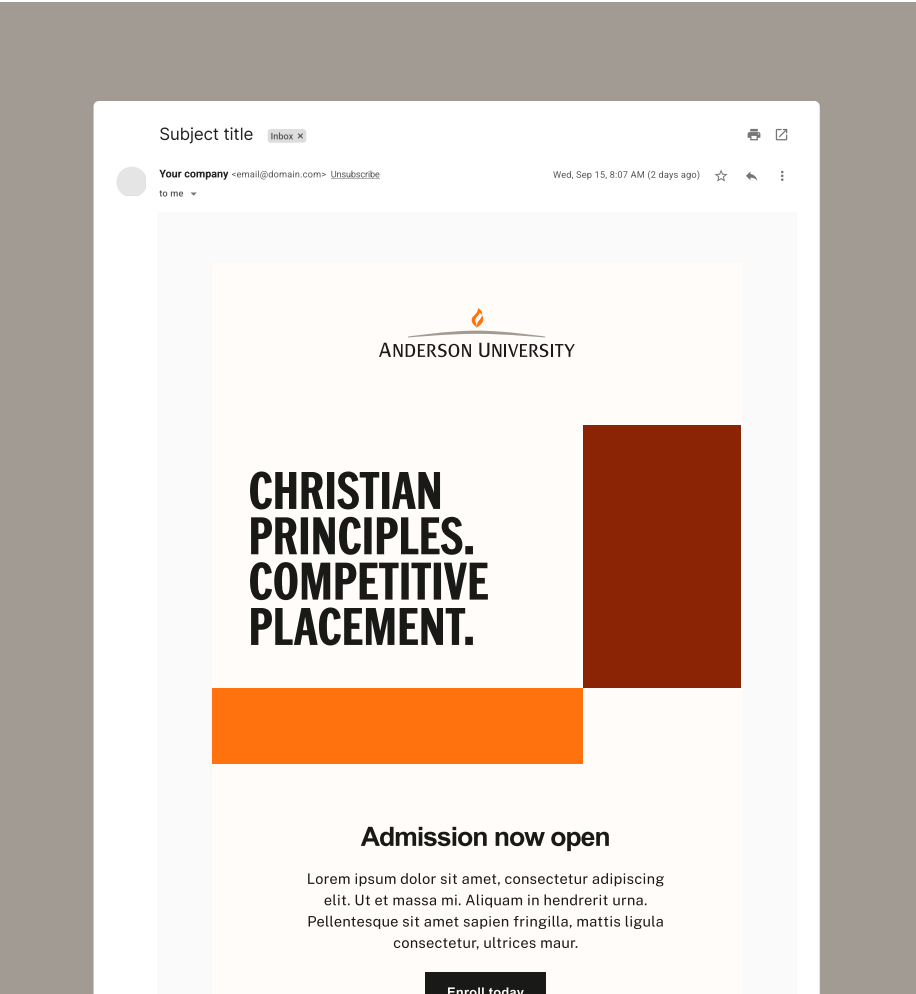
Cybersecurity

Nursing

SOT

Education

FOR HEALTHCARE



INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

DEPARTMENTAL MESSAGING

Athletics

Business

Cybersecurity

Nursing

SOT

Education

FOR CHRISTIAN MINISTRY

Jesus. You. Anderson.

Pick two: Grace. Truth.

More Jesus. Less Religious.

Grace. Truth. Anderson.

Excellent. Eternal.

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

DEPARTMENTAL MESSAGING

Athletics

Business

Cybersecurity

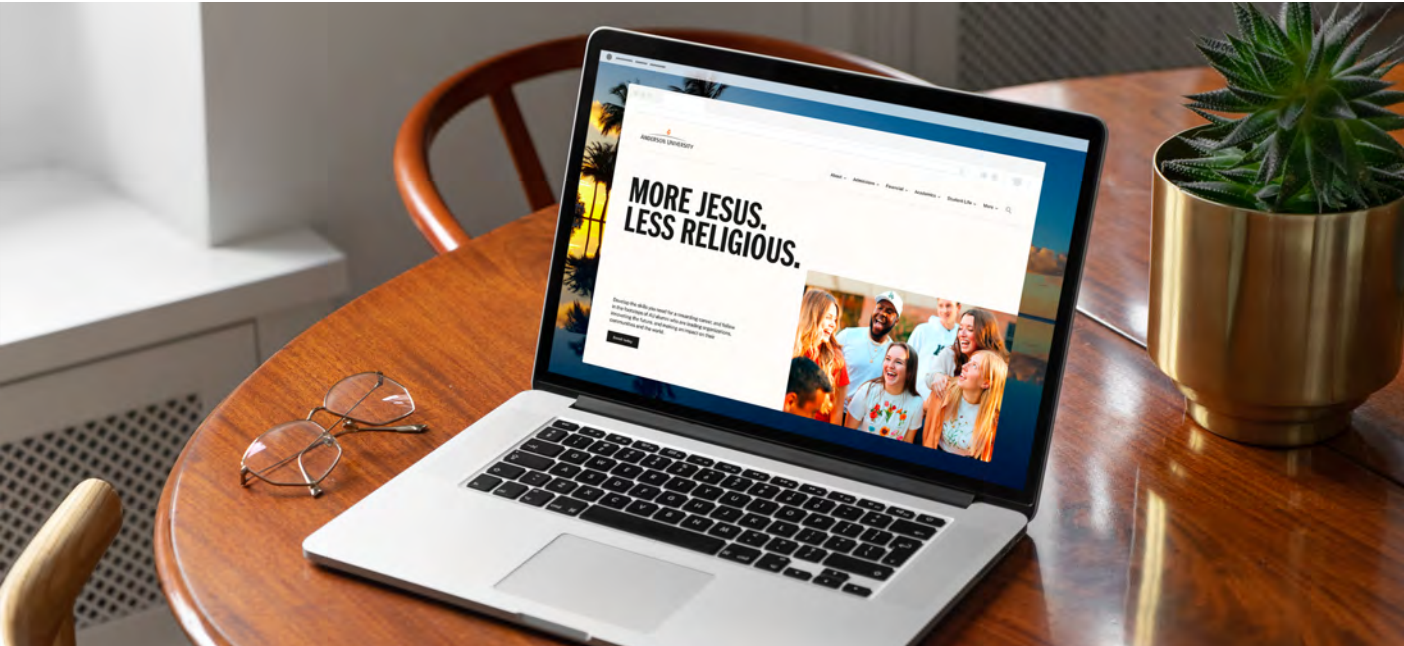
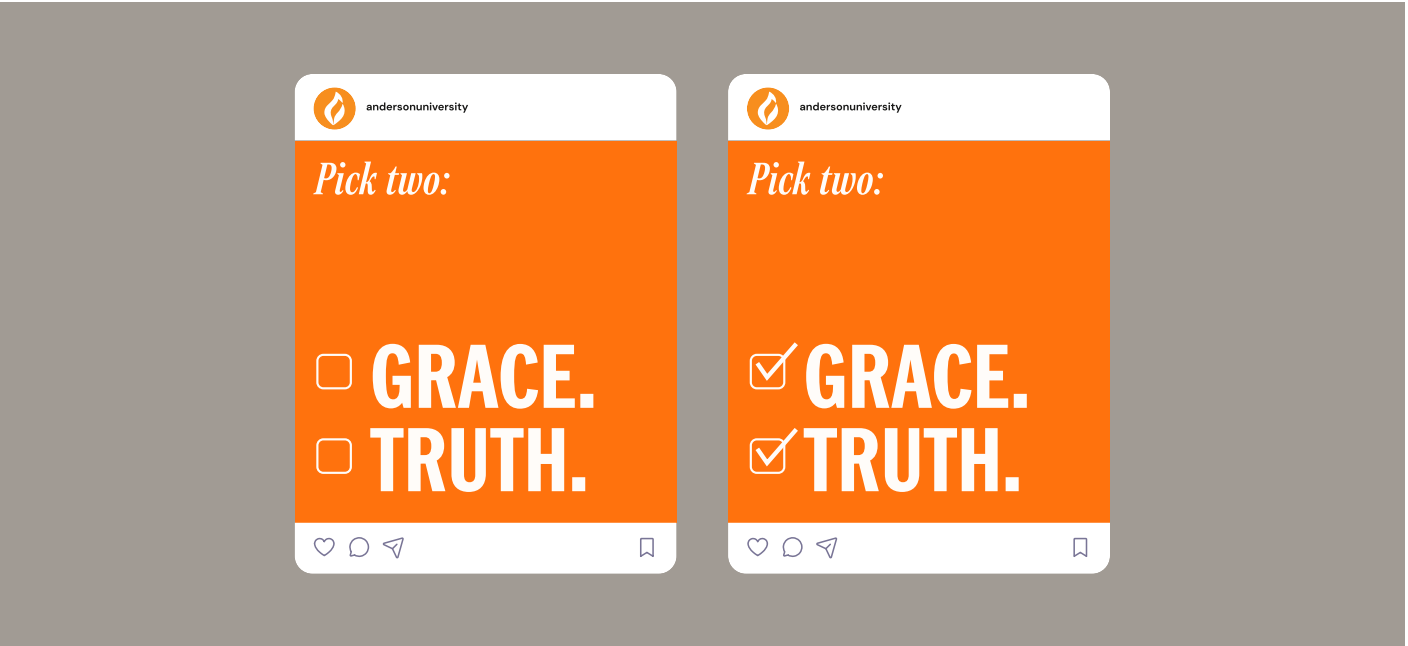
Nursing

SOT

Education

Note: Many of the mockups placed here are for demonstration purposes only. Some may work, others, use your discretion.

FOR CHRISTIAN MINISTRY



INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

DEPARTMENTAL MESSAGING

Athletics

Business

Cybersecurity

Nursing

SOT

Education

FOR EDUCATION

Impact the next generation.

AU that teaches.

Young minds. Eternal impact.

Give back, guide minds.

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

DEPARTMENTAL MESSAGING

Athletics

Business

Cybersecurity

Nursing

SOT

Education

FOR EDUCATION



INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

IN-USE BY AUDIENCE

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

AUDIENCE MESSAGING

Mass Market

Region

Parents

Prospective Students

Current Students

HNWI

FOR MASS MARKET

Christian. Different.

Pick two: Christian. Diverse.

Grace. Truth. Anderson.

A different kind of Christian University.

Different. Like Jesus.

Anderson is Indiana’s Christian University.

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

AUDIENCE MESSAGING

Mass Market

Region

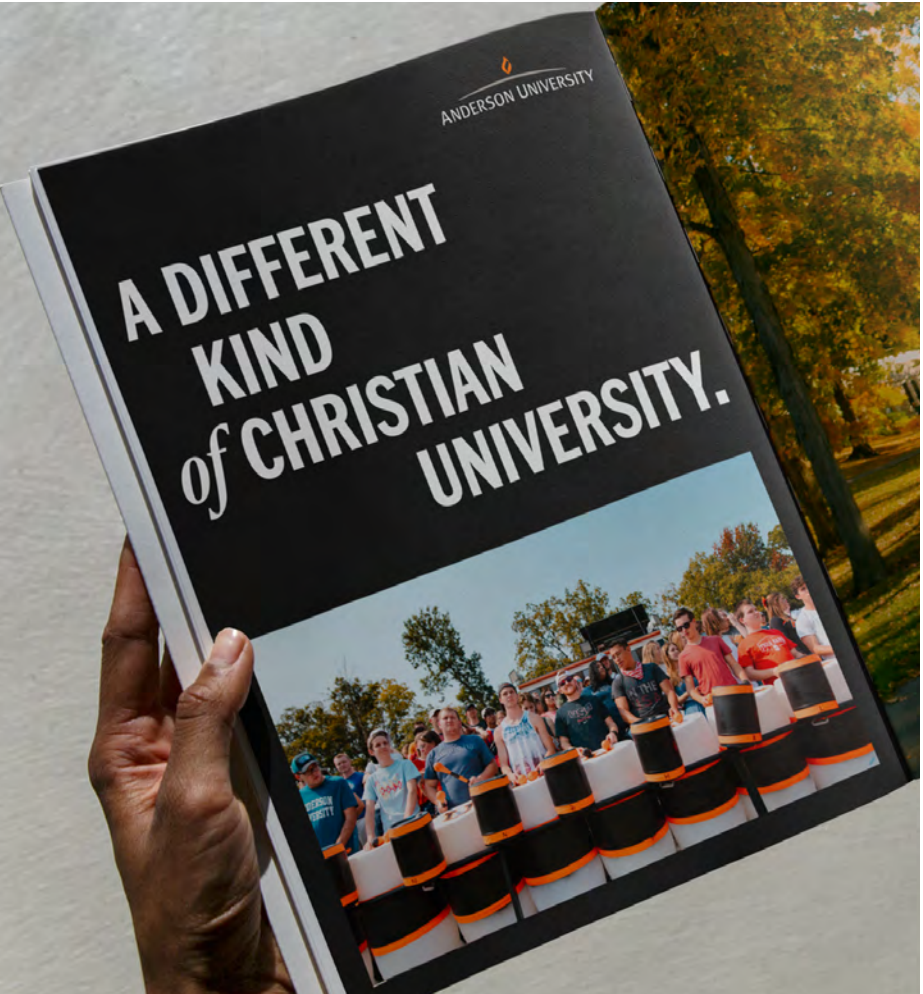
Parents

Prospective Students

Current Students

HNWI

FOR MASS MARKET



INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

AUDIENCE MESSAGING

Mass Market

Region

Parents

Prospective Students

Current Students

HNWI

FOR REGION

Anderson is Indiana’s Christian University.

Anderson is the Christian University for _____.

Anderson is all over Indy.

Christian. Indiana. Anderson.

Settle in. Not for less.

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

AUDIENCE MESSAGING

Mass Market

Region

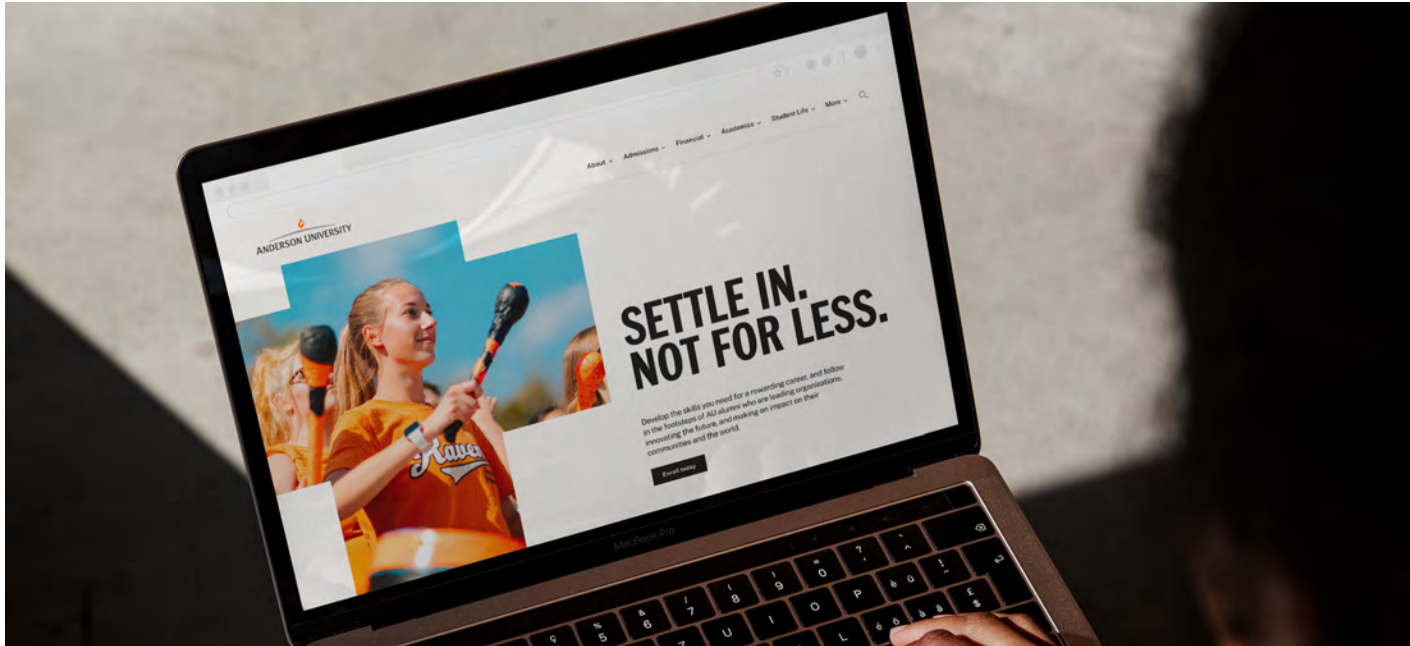
Parents

Prospective Students

Current Students

HNWI

BY REGION



INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

AUDIENCE MESSAGING

Mass Market

Region

Parents

Prospective Students

Current Students

HNWI

FOR PARENTS

Christian parents love Anderson.

Anderson is the Christian University for (geo).

Anderson is Indiana’s Christian University.

Christian. Different.

Pick two: Christian. Diverse.

Different. Like Jesus.

Jesus. Gen Z. Anderson.

Jesus is a different kind of religious.

Anderson is a different kind of Christian University.

This is a postcard from the Christian University you’ve been looking for.

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

AUDIENCE MESSAGING

Mass Market

Region

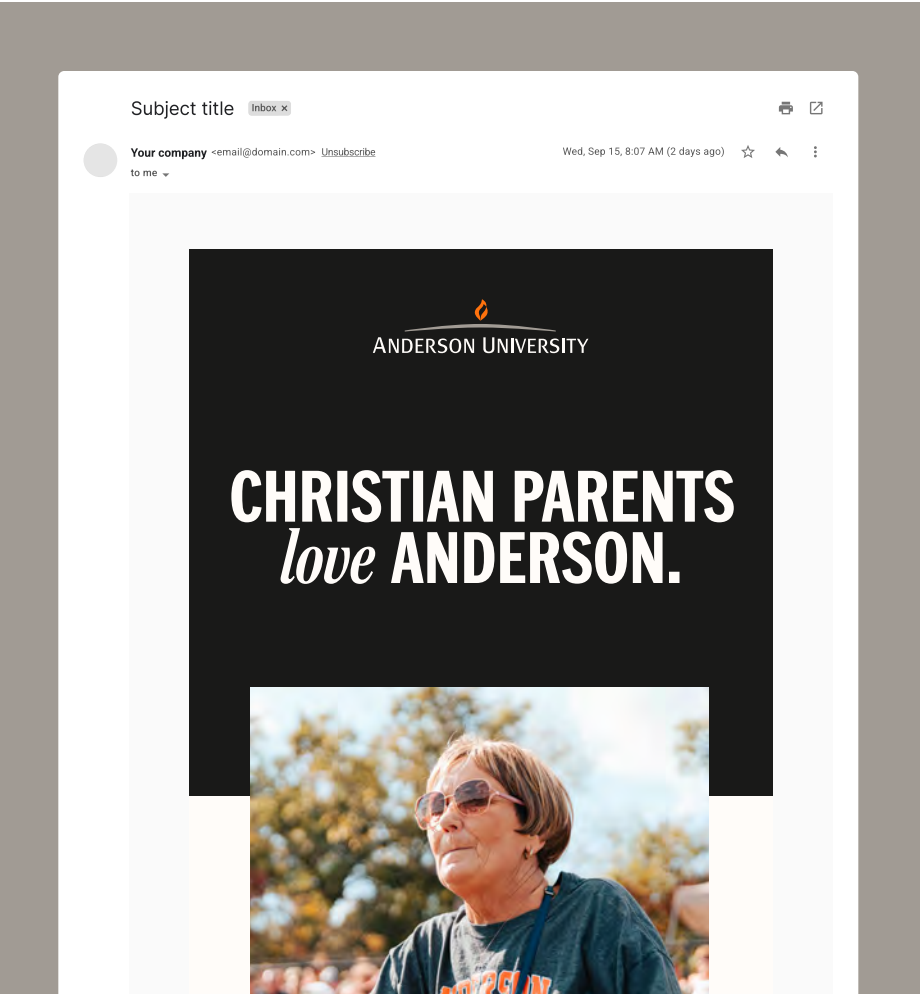
Parents

Prospective Students

Current Students

HNWI

FOR PARENTS



INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

AUDIENCE MESSAGING

Mass Market

Region

Parents

Prospective Students

Current Students

HNWI

FOR PROSPECTIVE STUDENTS

Jesus. You. Anderson.

Indiana Needs the Anderson You.

Anderson is The Christian University for Gen Z.

Arrive as anyone. Become you.

Settle in. Not for less.

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

AUDIENCE MESSAGING

Mass Market

Region

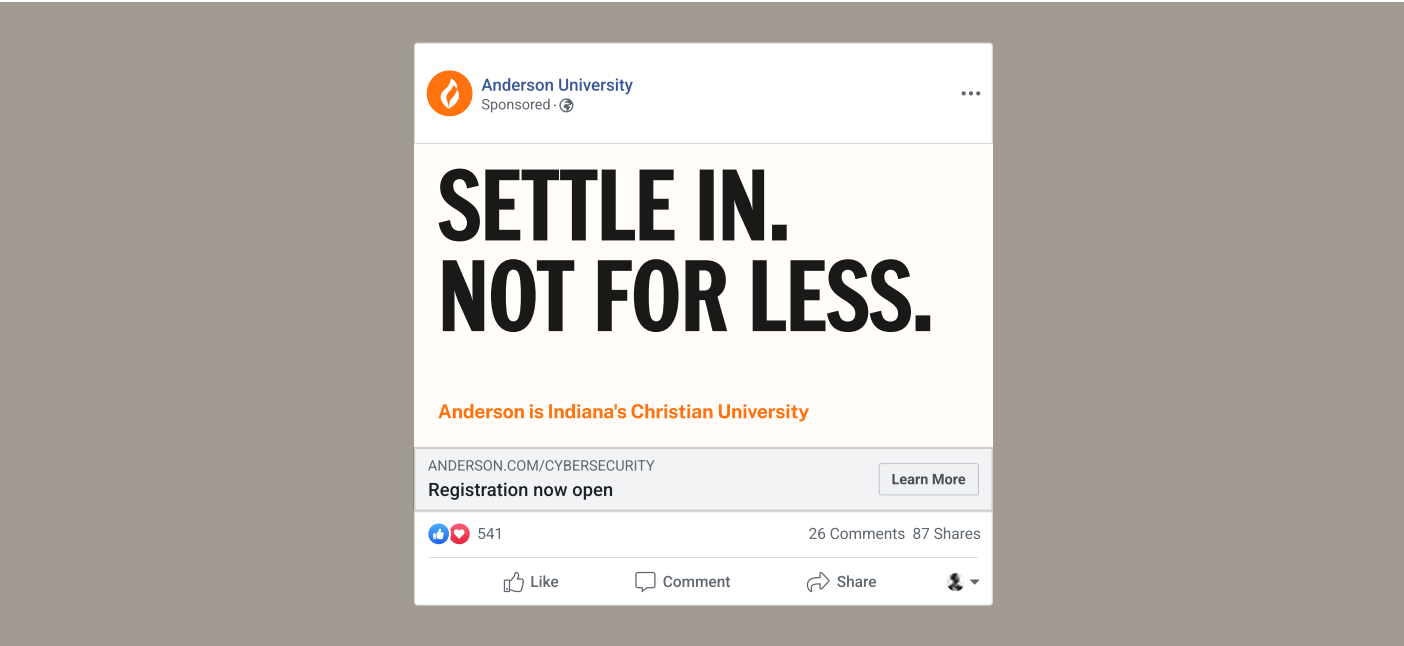
Parents

Prospective Students

Current Students

HNWI

FOR PROSPECTIVE STUDENTS



INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

AUDIENCE MESSAGING

Mass Market

Region

Parents

Prospective Students

Current Students

HNWI

FOR CURRENT STUDENTS

Called to Rise

Ravens Rise

Ravens rise from the valley.

AU that ____.

The Anderson You.

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

AUDIENCE MESSAGING

Mass Market

Region

Parents

Prospective Students

Current Students

HNWI

FOR CURRENT STUDENTS



INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

AUDIENCE MESSAGING

Mass Market

Region

Parents

Prospective Students

Current Students

HNWI

FOR HNWI

Countercultural in 2023 is hard. We need your help.

Living out Different is hard. Join us.

You are AU.

Raising Ravens

INTRO

What is the intent of this brand book?

VERBAL BRAND

Brand Positioning

21 Reasons Anderson University is Different

VISUAL BRAND

Official Marks

Color Palette

Typography

Photography

Graphic Language

BRAND IDENTITY IN USE

In Use By Department

In Use By Audience

AUDIENCE MESSAGING

Mass Market

Region

Parents

Prospective Students

Current Students

HNWI

FOR HNWI

