The DISTINGUISHED CHRISTIAN UNIVERSITY.

ANDERSON UNIVERSITY

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WHAT IS ENVIRONMENTAL BRANDING?

The visual identity of Anderson University goes beyond our logos, marketing materials, and online presence. It also applies to our shared campus spaces. This includes paints, flooring options, furniture, signage, and environmental graphics. A well branded space highlights the visual identity of AU by supporting the mission and vision. This enhances student, alumni, and employee experiences, while building brand loyalty.

A branded space is any campus location where people interact with our brand. Space is being experienced with or without the presence of branding elements, meaning that not communicating brand values and identity through space can be considered a missed opportunity. Your surroundings can have a tremendous impact on inspiration. **A well branded space will:**

Improve overall aesthetics and enhance the campus experience.	Build brand loyalty, school pride, and company culture.	Create a sense of belonging.	Reinforce the university's mission and vision.

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HOW TO USE THIS MANUAL

Anderson University environmental branding creates a shared, strong, consistent, and recognizable visual brand identity that reflects the mission and values of the institution in a busy marketplace. A group of marketing and communication professionals from across the university developed these standards, which were reviewed and ratified by the president and cabinet. This manual is intended to be used by various internal and external stakeholders handling renovating, redecorating, or building new spaces on campus.

The guidelines presented here must be followed when building or altering any university space:

1. Submit a ticket at *anderson.edu/marcomm*.
2. A consultation will be arranged with the Offices of Marketing & Communication and Business & Auxiliary Services.
3. The Office of Business and Auxiliary Services will calculate price estimates.
4. The Office of Marketing and Communication will develop a proposal with mockups.
5. Work will commence when the pricing and mockups are approved.

Please email the Office of Marketing and Communication at *marcomm@anderson.edu* for assistance on your university projects.

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PAINT COLOR PALETTE

Our colors say a lot about who we are. They help identify us at a glance, and set the tone for our spaces, from bold and powerful, to inspirational and passionate. All colors are official Sherwin-Williams® paints.

PRIMARY PALETTE

Our primary palette reflects the colors of our institutional logos. Our intention is to use this primary color palette as the default choice for most projects.

Tricorn Black is generally reserved as a partial-use color and should be used sparingly, even though it's a primary color.

Please reference physical Sherwin-Williams® paint swatches when possible. Screens will display these colors differently and the paint swatches are the most accurate representation of the colors.

SW 6886
Invigorate

SW 6258
Tricorn Black

SW 7024
Functional Gray

SW 9503
Cheviot

SW 7007
Ceiling Bright White

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PAINT COLOR PALETTE

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SECONDARY PALETTE

Our secondary palette is available to provide flexibility but should not be viewed as the default choice. Our intention is to utilize the secondary palette colors when darker and/or softer versions of our primary palette should be considered.

The choice of using the primary or secondary palette can depend on how bright the space is and how much natural light is available. Example pairings, based on light level, are on the following page.

Please reference physical Sherwin-Williams® paint swatches when possible. Screens will display these colors differently and the paint swatches are the most accurate representation of the colors.

SW 6341
Red Cent

SW 7670
Gray Shingle

SW 7656
Rhinestone

SW 7013
Ivory Lace

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PAINT COLOR PAIRINGS

We have identified several recommended color combinations that work well together from our color palette. The first color in the pair is meant to be used as an accent and the second color as the main wall paint.

PRIMARY COLOR PAIRINGS

The top section are pairings for spaces with low to average light levels. These pairings should be viewed as the preferred option, and use our Primary Color Palette, seen on page 5.

A

SW 6886
Invigorate

SW 9503
Cheviot

B

SW 6886
Invigorate

SW 7024
Functional Gray

C

SW 6886
Invigorate

SW 7007
Ceiling Bright White

D

SW 7024
Functional Gray

SW 9503
Cheviot

SECONDARY COLOR PAIRINGS

The lower section are pairings for spaces with high light levels - such as areas right next to large windows. These pairings should be viewed as the preferred option, and use our Primary Color Palette, seen on page 5.

E

SW 6341
Red Cent

SW 7013
Ivory Lace

F

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Tricorn Black

SW 9503
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PAINT COLOR PAIRINGS

We have identified several recommended color combinations that work well together from our color palette. The mockups are meant to give a visual example of the pairings seen on page 7.

PRIMARY COLOR PAIRINGS

The top section are pairings for spaces with low to average light levels. These pairings should be viewed as the preferred option, and use our Primary Color Palette, seen on page 5.

A

B

C

D

SECONDARY COLOR PAIRINGS

The lower section are pairings for spaces with high light levels, such as areas right next to large windows. These pairings should be viewed as the preferred option, and use our Primary Color Palette, seen on page 5.

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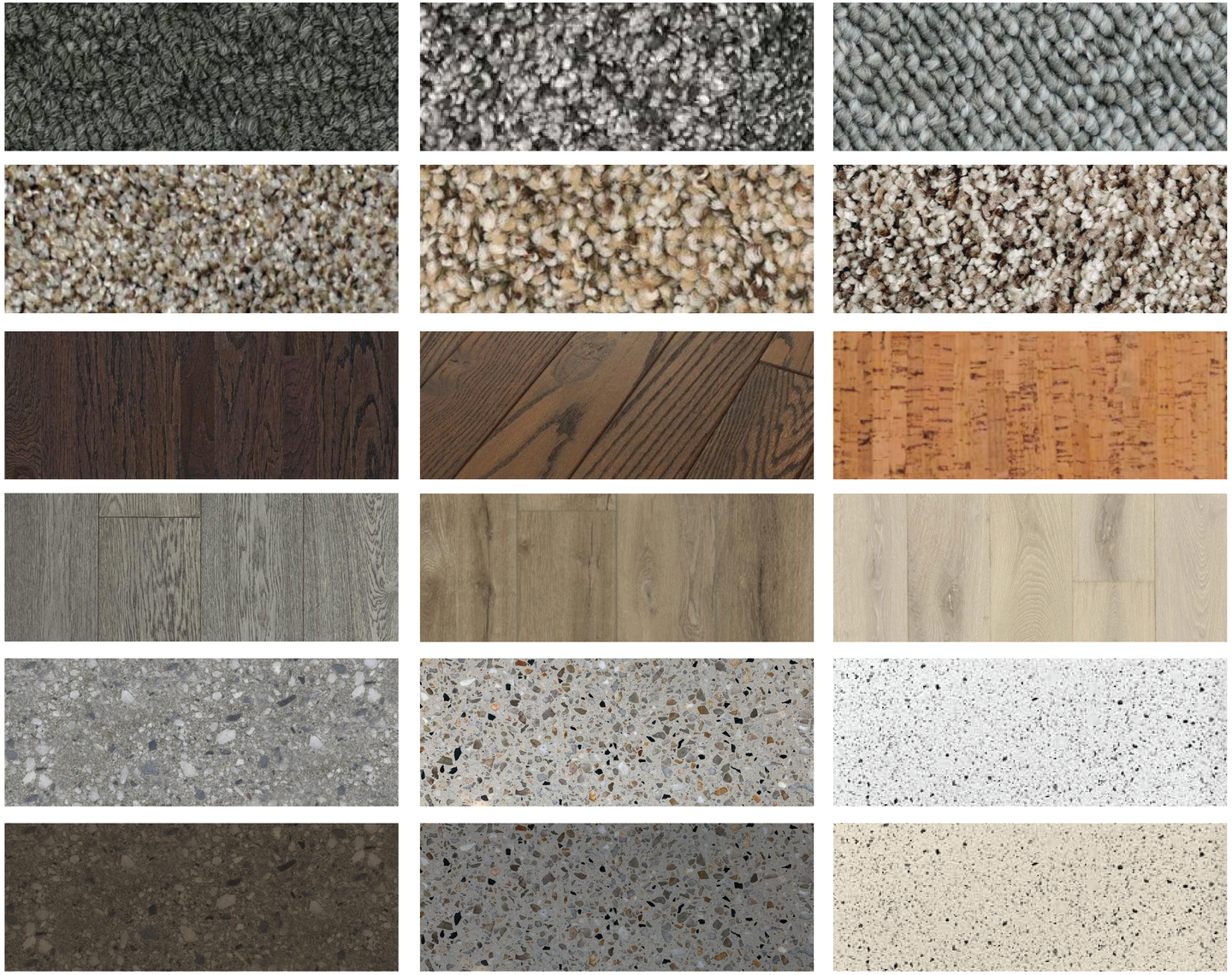
FLOORING

There is a much longer life to flooring than paint. It is relatively cheap and easy to repaint a space, while flooring is more expensive and time consuming. Because of this, we have to live with choices that someone else may have made decades ago. Whenever possible, it is important to strive to make flooring selections that are more timeless, neutral, and conservative. This includes carpet, hardwood or laminate, tile, and stained concrete. Our primary flooring vendor is Indiana Flooring Carpet One.

- Flooring color and pattern choices should match or complement our primary, neutral, and accent palettes.
- When possible, use sealed or stained concrete in eating areas and high traffic hallways.
- Carpet may be appropriate in low traffic areas where sound dampening is important. Remember that carpet stains easily and traps dust and allergens. Use sparingly and consider carpet squares.
- Consider hardwood/laminate in highly visible public areas as a highlighting feature.



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FURNITURE

When redesigning or building a new space the furniture selection is an important part of the overall aesthetics and function. Any furniture options should be considered a long-term investment. We primarily use Steelcase products due to their high quality, excellent ergonomics, and great warranty.

When making furniture selections it is important to:

- Select colors that match or compliment our paint color palettes. Try to stick with neutrals and avoid busy patterns.
- Consider modern designed furniture that will still be relevant in the coming years. This includes integrated cable management and furniture that transitions from sitting to standing.
- Select flexible furniture that can be reorganized in a space for multiple uses (Ex: Idea-U).

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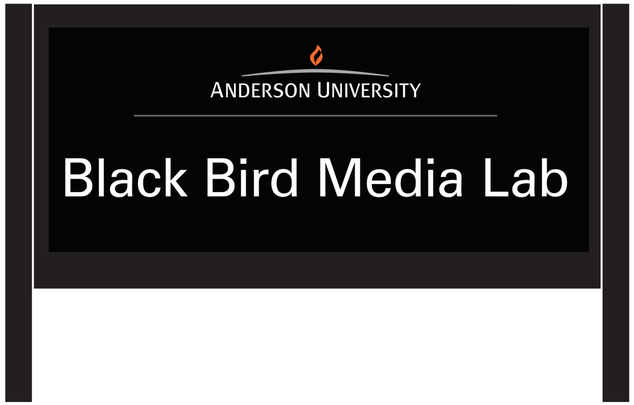
BUILDING SIGNAGE

We have a beautiful campus that can sometimes be confusing for newcomers and visitors. Elevating our signage is an excellent way to improve the campus experience and help people identify their destinations. Our branded signage system for buildings includes on-street and on-building markers.

ON-STREET MARKERS

On-street markers are directional signage that is meant to be seen from the road. Each major building on campus should have an on-street marker denoting the name of the building/space.



ON-BUILDING MARKERS

On-building markers are directional signage that is meant to be seen from the road. Each major building on campus should have an on-street marker denotating the name of the building/space.

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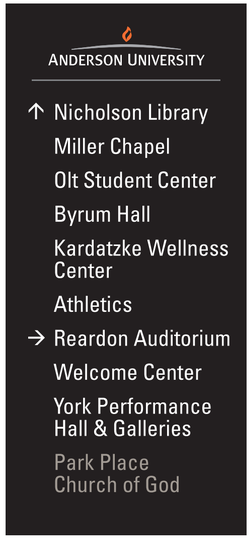
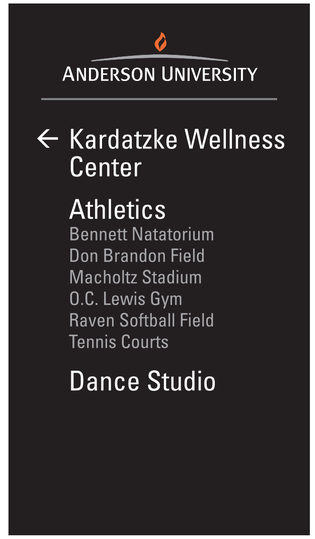
DIRECTORIES

Directional signage is an excellent way to improve the campus experience and help visitors navigate around campus and inside our buildings. Our branded signage system for wayfinding includes exterior and interior directories.

EXTERIOR DIRECTORIES

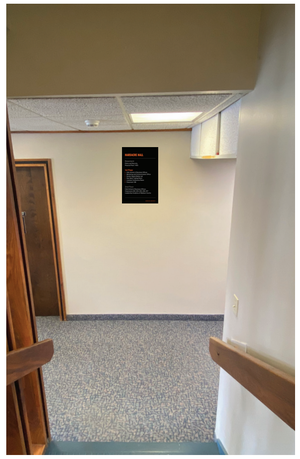
Exterior directories are directional signage that is meant to be seen from the road. Key destinations that visitors may be locating on campus should be noted on the directory that is nearest that sign, with directional arrows. Directories are placed at all major intersections on campus.

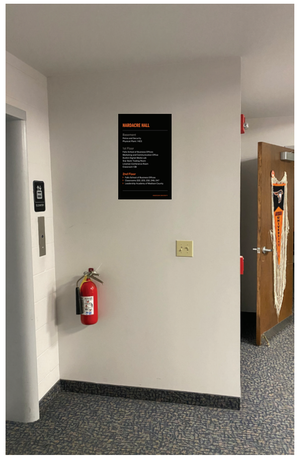




INTERIOR DIRECTORIES

Interior directories are directional signage that is meant to be seen while inside buildings. Key destinations that visitors may be locating inside that building should be noted on the directory, including floor level when possible and directional arrows. Directories are placed at all major entrances to the building on every floor.





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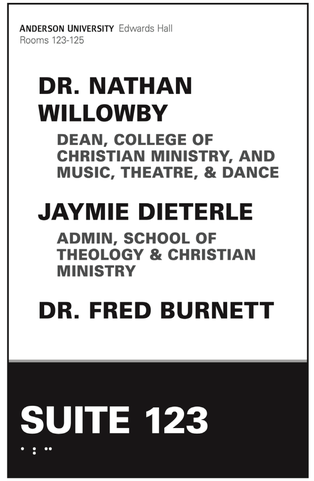
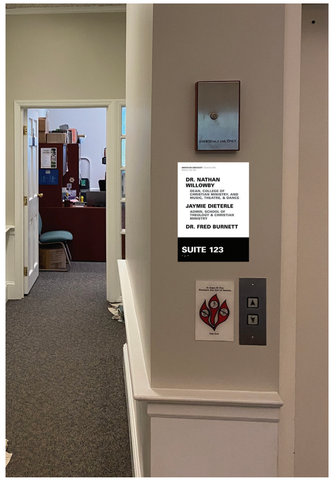
ADA SIGNAGE

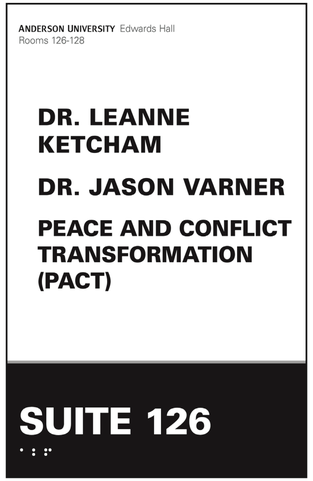
The Americans with Disabilities Act (ADA) is a civil rights law that prohibits discrimination based on disability. Through that, signage is needed to indicate what lies beyond any specific space when accessible through public hallways, and has to meet unique criteria set by the ADA. Our ADA signage system includes design options for suites, individual rooms, and public amenities. ADA signage is our default way to idenitfy specific locations.

ADA SIGNAGE FOR SUITES

ADA signage for suites indicates what offices are beyond that suite entrance. Only one sign is needed per public hallway for the whole suite to be ADA compliant.

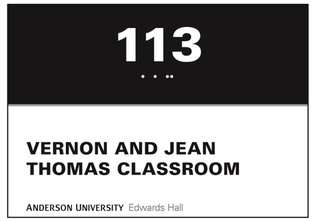


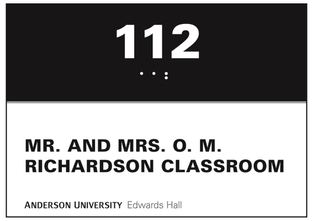


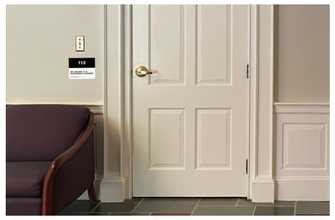


ADA SIGNAGE FOR INDIVIDUAL ROOMS

ADA signage for individual rooms indicates what the name, individual, and/or function is of that space. Only one sign is needed per entrance off of a public hallway to be ADA compliant.

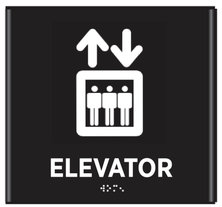






ADA SIGNAGE FOR PUBLIC AMENITIES

ADA signage for public amenities include doorways to stairways, elevators, and restrooms. Only one sign is needed per entrance off of a public hallway to be ADA compliant.



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LOCATION-BASED SIGNAGE

While ADA signage should be used as the default and primary way to indentify a specific space on campus, additional location-based signage could be considered to help define specific spaces further.

Additional location-based signage can be created on an as-needed basis and will generally follow one of two consderations:

- Official office, department, or building/ space name on the main entrance door.
- Informal office, department, building/ space name as a wall graphic paired with either the AU flame, AU monogram, or AU athletic raven logo.

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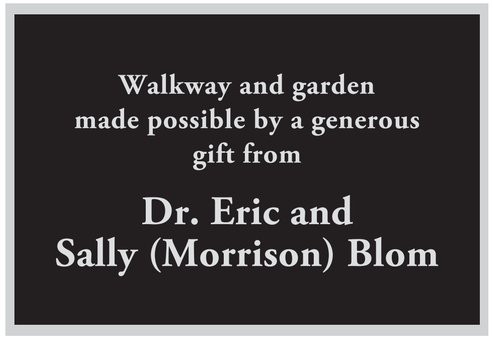
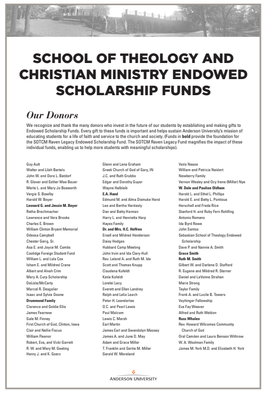
PLAQUES

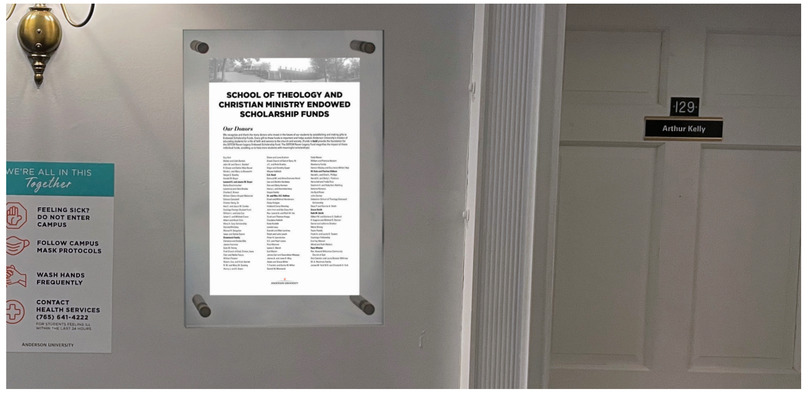
Plaques are a great way to honor the history, gift, or dedication of a space on campus. There are a number of ways to utilize plaques, and will be created on a case-by-case scenario.

A few plaque approaches include:

- Clear, acrylic plaques for being timeless, clean, and unobtrusive. These plaques are our primary plaque for dedicating interior spaces.
- Metal plaques for outdoor use that need strong weather resistance. These plaques are used for dedicating greenspaces and/or mounted to the outside of a building.
- Replacable paper plaques, sandwiched between panes of glass, for longer lists of content. Paper plaques are the best way to honor a group that will need updated often.







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WALL GRAPHICS

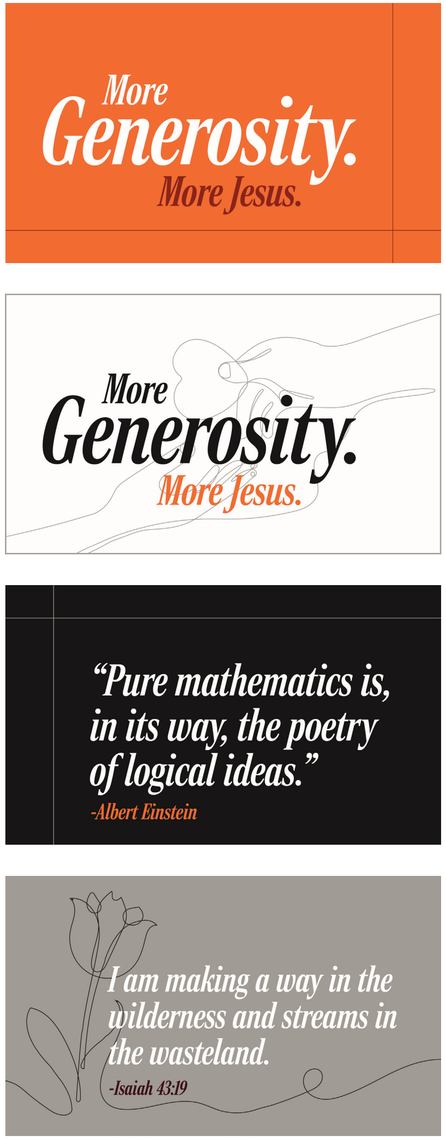
Wall graphics are a way to build culture, visual consistency, unity, strong branding, and inspiration in our campus walking experience. These graphics are to be implemented for both our interior and exterior spaces around campus, and are in-line with our brand guidelines.

These graphics are not meant to define a specific space to a specific group, but rather provide a general branding campaign that seeks to make a space more intential and special artistically.

There are two main content strategies to develop from:

- A four word reflective reminder that ends with “More Jesus”.
- A long-form excerpt from an apt Bible verse, song lyric, or quote.

The chosen content should reference and be considerate of the nearby space, offices, and/or departments.



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