



MANNA
UNIVERSITY

BRAND GUIDE | WINTER 2021

CONTENTS

| | | | |
|-------------------------------|-----------|------------------------------|-----------|
| Introduction | 2 | Communication | 24 |
| Our Story | 2 | Academic Stationery | 26 |
| Our Tagline | 3 | Email Signature | 28 |
| Academic Brand Marks | 4 | Media Guidelines | 30 |
| Logo | 6 | Photography | 32 |
| Alternate Background Colors | 8 | Promotional Video | 34 |
| Wordmark | 9 | Webpages | 35 |
| Official University Seal | 10 | Social Media | 35 |
| Proper Logo Use | 14 | Merchandising | 36 |
| Logo & Seal Use | 16 | Merchandising | 38 |
| Incorrect Wordmark Use | 18 | Third Party Approvals | 40 |
| Typography & Color | 20 | Guidelines | 42 |
| Official Typography | 22 | | |
| Official Colors | 23 | | |

OUR STORY

Manna University's roots began with Manna Christian College, formed in 1978 to train future pastors and leaders. Manna Christian College later became Grace Leadership Institute, which sought to train leaders for Grace Churches International in the areas of Leadership, Worship, Ministry, and Family Life. Grace College of Divinity was formed in the fall of 2000 as the next logical process in the growth of this initiative, offering structured college curricula taught by faculty with years of ministry experience. Our programs have received national recognition for academic outcomes and excellence in online learning. In this context the college developed both graduate and doctoral programs. Then in 2021 Grace College of Divinity became Manna University offering both online and on campus classes as well as classes at different sites and partner schools. Manna University had become 3 schools - the undergraduate school, the graduate school and the doctoral school. Manna University continues to excel at equipping emerging leaders to change the world in many different contexts. Manna University continues to partner with local churches in equipping these emerging leaders.

OUR TAGLINE

Our tagline Educate Equip Empower, expresses our commitment to the process of preparing emerging leaders for ministry in many different contexts. This process is to educate through excellent and innovative curriculum with qualified academic faculty who are practitioners of leadership and ministry as well. To Equip is the next part of the process through practical development that is both academically and personally challenging. Then Empowering is the part of the process that includes inspiring for active leadership and embracing the work of the Holy Spirit for the work of transformation and ministry momentum. Manna University's commitment to this process that is practical, theological and transformational is what makes us unique among other schools and universities.

Educate Equip Empower



ACADEMIC BRAND MARKS

LOGO

The Manna University logo visually represents the overall university brand. It should be prominent on all pieces.

Three display options are provided for the Manna University logo: a stand-alone shield logo, a horizontal logo with wordmark, and a stacked logo with wordmark.

Each of the three display options may be displayed in one of four colorways: full-color on a navy background, full-color on a light background, 1-color (White) on a navy background, and 1-color (Manna University Navy) on a light background.



ALTERNATE BACKGROUND COLORS

There may be times where the Manna University logo needs to be displayed on alternate background colors other than White or Manna University Navy.

Two colorway options are provided for the background colors: Manna Orange, and Manna University Light Blue.

The logo must always be displayed in **white only** when used on these two alternate background colors.



WORDMARK

The Manna University wordmark may be used as a stand-alone mark when needed.

Two colorway options are provided for the stand-alone wordmark: 1-color (White) on a navy background, and 1-color (Manna University Navy) on a light background.

The thin areas in word “UNIVERSITY” in the wordmark have been customized to be thicker in order to maintain visual prominence when scaled to smaller dimensions. This means the word “UNIVERSITY” must **never** be typed out with the official font when used in the wordmark.



OFFICIAL UNIVERSITY SEAL

The Manna University seal is reserved for use by the President, Provost, and formal university functions such as commencement. These uses are determined on a case-by-case basis.

Two display options are provided for the Manna University seal: a stand-alone seal, and a seal with wordmark.

Both display options may be displayed in one of two colorways: full-color on a navy background, full-color on a light background, 1-color (White) on a navy background, and 1-color (Manna University Navy) on a light background.





MANNA
UNIVERSITY



MANNA
UNIVERSITY



MANNA
UNIVERSITY



MANNA
UNIVERSITY



PROPER LOGO USE

LOGO AND SEAL USE

To remain compliant with Manna University branding, the correct color combination of the official Manna University logo and the official Manna University seal must always be used. See the contrasting images on the following page for examples.



INCORRECT WORDMARK USE

The university visual identity should not be altered in any way. Below are a few examples of unacceptable uses:



Do not place on elements that hinder the readability of the logo



Do not overlay images or manipulate the logo



Do not treat the individual elements differently



Do not crop or bleed off the page



Do not tilt or rotate



Do not place on a background that is of similar hue or color



Do not use a color other than Manna University colors, black, or white



Do not skew, stretch, or warp



Do not rearrange the elements



Do not place in a shape that could be viewed as part of the logo



Do not add dimension



Do not type out the word "UNIVERSITY" when using it in the wordmark



TYPOGRAPHY & COLOR

OFFICIAL TYPOGRAPHY

There are a number of typefaces which the university uses on a consistent basis. These have been selected for their clean academic look and versatility. Departments are recommended to use these typefaces whenever possible.

ADDINGTON CF

| | |
|---------------------------------|---|
| Thin AaBbCcDdEe | <i>Thin Italic</i> AaBbCcDdEe |
| Light AaBbCcDdEe | <i>Light Italic</i> AaBbCcDdEe |
| Regular AaBbCcDdEe | <i>Regular Italic</i> AaBbCcDdEe |
| Medium AaBbCcDdEe | <i>Medium Italic</i> AaBbCcDdEe |
| Demi Bold AaBbCcDdEe | <i>Demi Bold Italic</i> AaBbCcDdEe |
| Bold AaBbCcDdEe | <i>Bold Italic</i> AaBbCcDdEe |
| Extra Bold AaBbCcDdEe | <i>Extra Bold Italic</i> AaBbCcDdEe |

**Addington CF numbers should be used in all-caps. Small-caps are not preferred when using numbers.*

Correct Use: 1234567890

Incorrect Use: 1234567890

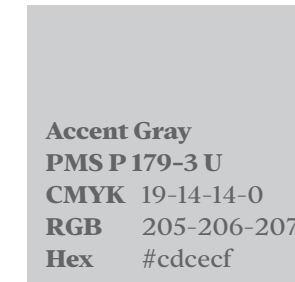
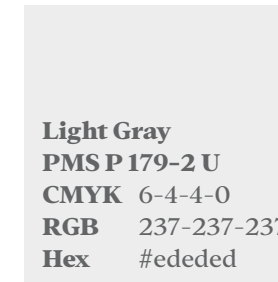
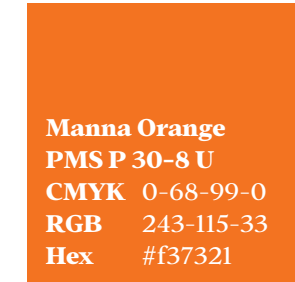
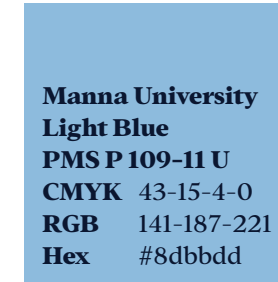
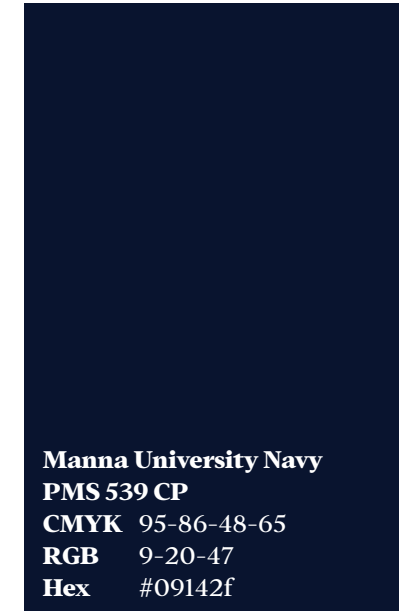
MAGDELIN

| | |
|--------------------------------|--|
| Thin AaBbCcDdEe | <i>Thin Italic</i> AaBbCcDdEe |
| ExtraLight AaBbCcDdEe | <i>ExtraLight Italic</i> AaBbCcDdEe |
| Light AaBbCcDdEe | <i>Light Italic</i> AaBbCcDdEe |
| Regular AaBbCcDdEe | <i>Italic</i> AaBbCcDdEe |
| Text AaBbCcDdEe | <i>Text Italic</i> AaBbCcDdEe |
| Medium AaBbCcDdEe | <i>Medium Italic</i> AaBbCcDdEe |
| SemiBold AaBbCcDdEe | <i>SemiBold Italic</i> AaBbCcDdEe |
| Bold AaBbCcDdEe | <i>Bold Italic</i> AaBbCcDdEe |
| ExtraBold AaBbCcDdEe | <i>ExtraBold Italic</i> AaBbCcDdEe |
| Black AaBbCcDdEe | <i>Black Italic</i> AaBbCcDdEe |

OFFICIAL COLORS

Consistent use of color plays an integral role in ensuring that the university's brand is visually unified.

Manna University's official school color - **Manna University Navy** - serves as the primary color that should be featured in all communications, merchandise, and branding. A palette of Manna University light blue, Manna orange, light gray, and accent gray serve as secondary colors.





COMMUNICATION

ACADEMIC STATIONERY

When communicating on behalf of the university, help Manna stand out by using university approved/provided stationery. Notice the university logo, wordmark, colors, and the consistent design. These elements will enhance and increase the university brand impression.

Academic Stationery is approved for use by all university departments.



EMAIL SIGNATURE

The Manna University email signature is an important element in consistently communicating the university's brand and is a requirement for all university employees.

Two options are provided for the Manna University email signature: a primary email signature with a photo, and a secondary email signature without a photo.

PRIMARY EMAIL SIGNATURE



SECONDARY EMAIL SIGNATURE





MEDIA GUIDELINES

PHOTOGRAPHY

Photography is one of the best tools for visually telling a story while creating a powerful connection between individuals and the university. Manna University's Photography Department documents life at Manna University and provides the images for marketing materials used by various university departments.

WHEN SELECTING PHOTOS, PLEASE CHOOSE IMAGES CAREFULLY BASED ON THE FOLLOWING GUIDELINES:

- *Photographs should directly represent aspects of Manna University, such as its students, professors, campus, facilities, apparel, etc.*
- *To convey a sense of belonging, individuals in photographs should be engaged in an activity or interacting with others in the following environments: classroom/studying, and student events/socializing.*
- *Use a variety of shots that display student interaction as well as campus facilities in use by students.*
- *Images may also represent seasons of the year in order to establish the diversity of campus life.*

- *When using campus photos, architectural structures or interior shots provide a sense of connection to the university.*
- *In accordance with the university population and student-to-professor ratios, images should represent racial, gender, age, academic, and professional diversity, when applicable.*
- *Photos must adhere to the hair and dress code of the university.*
- *Do not use imagery of students wearing apparel from other universities; it is preferred that they wear Manna University gear.*

PHOTOGRAPHY MAY ALSO BE GROUPED INTO MANY OF THE FOLLOWING CATEGORIES:

- *Christian and community service and missions*
- *Commencement and major events*
- *Facility shots and campus scenery*
- *Humanities/arts and culture*
- *International and study abroad*
- *Leadership*
- *Major speakers*
- *Science/research*
- *Seasonal images*
- *Spirituality*
- *Student life*
- *Teaching and learning*

PROMOTIONAL VIDEO

Videography is another outlet that can be used to create a visual connection between viewers and Manna University. The photography guidelines should be applied to video and should promote the university's selling points and themes.

WHEN CREATING PROMOTIONAL VIDEO MATERIALS, PLEASE NOTE THE FOLLOWING:

Standard ending slate should include:

- *University logo*
- *Tagline: Educate Equip Empower*

WEBPAGES

Manna University's website is perhaps one of prospective students' first encounters with the university. All information presented online via one of the university's websites should be consistently branded, accurate, and well-maintained to ensure effective communication to students, alumni, faculty, staff, the media, and the public.

SOCIAL MEDIA

All content presented through university-affiliated social media outlets must be consistent in supporting the university brand and mission. Inappropriate or objectionable content, including photos and links, will be removed.



MERCHANDISING

MERCHANDISING

Consistency is key to the successful use of branded merchandise. To ensure the integrity of our licensing initiative, all merchandise vendors must be selected from an approved vendor list, thereby assuring that Liberty's departments get the best product at the best price.



THIRD PARTY APPROVALS

GUIDELINES

Instant recognition is a direct result of coordinated and consistent efforts when representing the university through publications, videos, displays, and more.

While the university's official logo and alternative logos are crucial to brand recognition, perhaps equally important is the consistent use of fonts, colors, and other visual elements outlined in this brand guide.

It is important that all print publications fulfill their intended purpose and reflect the university's image. All design pieces should convey meaningful information about the university, use Manna University's official colors, and present well-branded photography.

All printed materials must be created or approved by the Manna University Marketing Department's internal creative staff.

If you have been given prior written approval to produce your own creative on behalf of Manna University, please contact your marketing project coordinator for final approval.



MANNA
UNIVERSITY
MARKETING

5117 Cliffdale Road | Fayetteville, NC 28314