

# Brand Identity Guide and Stylebook



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**We have an amazing story to tell—one that is unquestionably Lipscomb.**

**The Lipscomb brand essence:  
Faith focused (How).  
Future focused (Outcomes).**

Our brand essence is the heart of what we stand for and drives everything we do. It's what truly makes us different. Though the words you use to tell our story can (and should) shift, any and every communication should always tie back to this simple idea. Our story is that we are faith focused and future focused, that is, our students are prepared for their next.

*With the lessons of our classrooms,*

**we work in the world.**

.....  
*With the certainty of our faith,*

**we serve the good of all.**

.....  
*With the experiences of our past,*

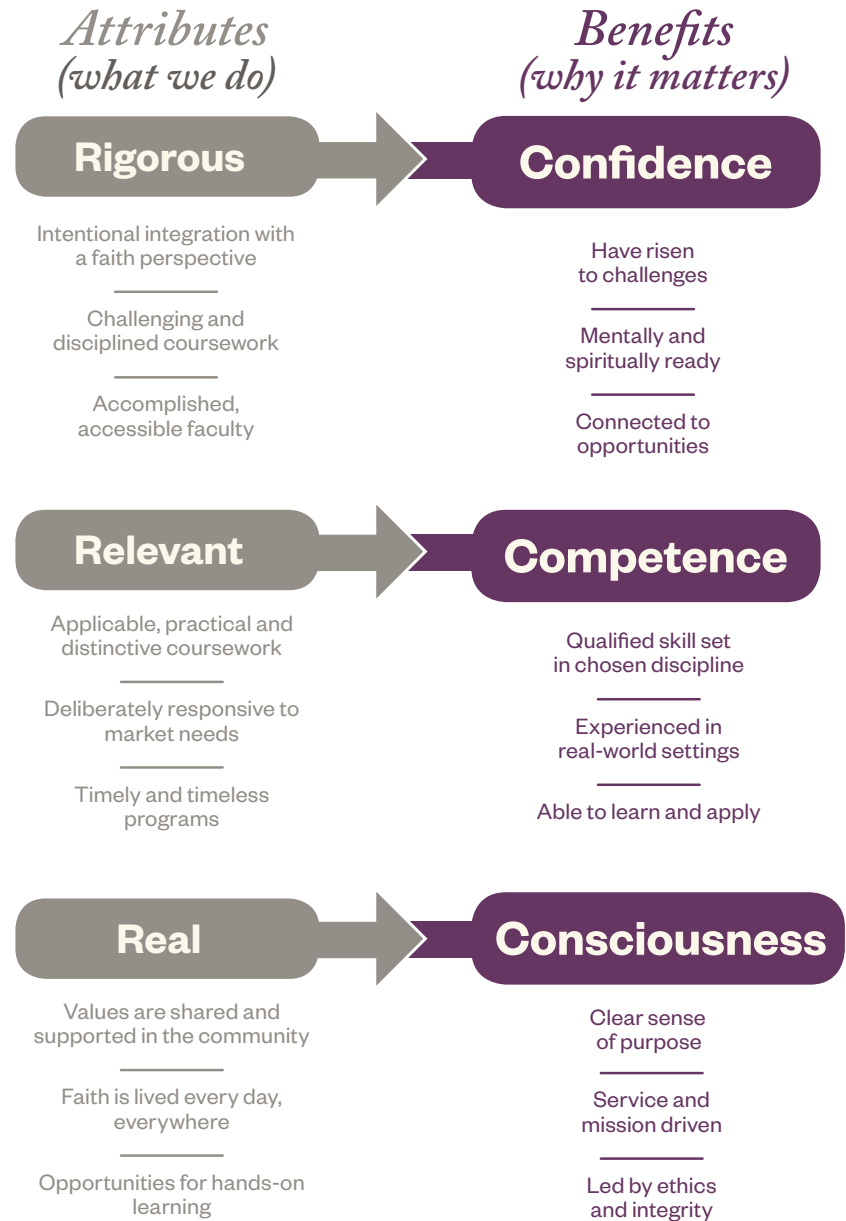
**we plan for the future.**

**We believe that when you know your gifts, your God and your direction, you confidently welcome what comes next.**

# The Lipscomb message map.

## What we say.

When we communicate, we basically have two choices: the facts (attributes) or, better, the “so what” (benefits) behind the facts. Our audiences tell us there are certain messages that are core to our value; it’s what they say are our best talking points. Here’s a map to help you communicate about your corner of Lipscomb with messaging that tells our best story.



# Our personality.

How we look, feel and sound.

Just like a person, Lipscomb has a defining set of personality traits (as defined by our audiences!) which distinguish us. These characteristics set the tone for how the school looks and sounds in all of our communication. They serve as a useful filter for what sounds right—and what doesn't.

Intellectual

Emotional

**Spiritual**

Transformative / Balanced

**Energetic**

Active / Engaged

**Ambitious**

Adaptable / Multifaceted

**Joyful**

Warm / Friendly

**Trustworthy**

Reliable / Open-Minded

**Gracious**

Comfortable / Welcoming

# People do judge a book by its cover.

And its grammar. And its length. And its type selections. And its design. And its style. And more.

So it is with every communication from Lipscomb University, from internal emails to public signage. All communication impacts the image and reputation of the institution to some degree. Business cards, emails (the 21st-century letterhead!), brochures, posters, Web pages, newsletters and all other printed materials are the most frequent “face” of Lipscomb.

Therefore, we are intensely invested in guarding our visual identity to ensure consistency, good taste and professionalism in expressing our character and values.

Consistency in logo placement, logo use, language, font and imagery work together to create a strong brand identity that has “take-it-to-the bank” value. When one department or individual decides to “tweak” the brand identity by adding to it or adjusting it even slightly, this weakens our overall communication potential as well as the communication potential of our individual users.

Read this document carefully. You will be held to its standards. If there are errors in it or adjustments needed, let University Communication and Marketing (UCM) know.

Thank you for your diligence in this very important aspect of our community life.

# Use of these standards is not optional.

These standards have been developed in recent years as the best practices to ensure consistent and quality communication. Keep these simple rules in mind:

- 01** All public communication materials that represent and are paid for by any Lipscomb University entity must be reviewed by UCM prior to production with at least a three-day turnaround time to complete that review. Most will be done much more quickly. (This does not include materials produced for classroom purposes or internal processes, but is primarily aimed at any communication that is used publicly to represent the university as an entity, on or off campus.)
- 02** Criteria for the review will be accuracy, grammar, brand identity compliance, good taste, the presence of a minimal professional standard in graphic design and a review of the graphic files to ensure they will deliver to expectation.

- 03** Misuse of these standards—or failure to submit material for review—could lead to the need to redesign and/or reproduce completed work, at the host entity’s expense. Please note this applies even if redoing the work will cause a deadline to be missed. Work this review process into your project schedule, not as an afterthought.
- 04** While using UCM to produce your materials is a significant cost saving, you are not required to use the department to produce all work. The department maintains a stable of freelancers and outsourcing options to match your budget and timeline or you can select your own. However, when you do use other resources, the department must direct and/or monitor the process as you work externally to get material produced. All graphic standards and brand identity assets must be in compliance. A final UCM review of all material is required.
- 05** University Communication and Marketing (UCM) manages the content of this guide. Any deviation from these standards must have prior approval from that office.

## The Lipscomb style.

*Visual identity standards also include copy (text) standards to maintain consistency in how certain words appear in print. At Lipscomb University, we use the Associated Press Stylebook. Several copies are available in UCM, or at [apstylebook.com](http://apstylebook.com) or we will edit your material to that standard. Some of the more often-used style issues are located in *Appendix A: The Lipscomb Style*.*

*Items not discussed in this document: At any point, if there is a situation or item that is not clearly discussed in this document, you are encouraged to contact UCM for guidance.*

# When to use the university logo.

All university entities must use the Lipscomb logo on all communication materials. Academic entities may use the institutional logo alone or with their college, institute or school logo appearance.

There are a very few times when the institutional logo of the host entity would not be used as the primary logo. The most common of these is with a logo of a “product,” such as Summer Celebration or Lighting of the Green, or an event such as Operation Yellow Ribbon or Singarama, which do not require reference to a college, school, department or institute. Other examples might be the Landiss Lectures, a series such as MediaMasters or Heroes of Business, a named season ticket product.

Even in those cases in which logos or logotype are developed for these “products,” the university logo or entity logo must also appear on the piece prominently, though it can be in a secondary position. Furthermore, UCM must review these product logos.

**SPECIAL NOTE:** The use of the letters “LU” is strictly prohibited. This includes its use in any kind of content: in text, headlines, as part of a larger name, as a logo, in informal reference, on clothing items or any other use.



## How to obtain logos

*Print-ready and Web versions of the Lipscomb University logo are available upon request from UCM. The office will address questions regarding placement of university logos or approvals of usage in a timely fashion. UCM will work with your office to address specific needs.*

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*Sometimes our logo is locked up with the names of the colleges, institutes and schools that make up Lipscomb. See the appendix for a complete listing of these lockups. Note that Lipscomb's style does not permit individual departmental logos.*



## Logo use guidelines.

### Size

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Never reproduce the logo smaller than 1.5 inches in width. There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

*Sometimes certain jobs require a logo to be adjusted, for example, for embroidery. If your job needs a logo adjusted, do not allow a vendor or printer to make these changes. Contact UCM to get the appropriate logo.*



1.5"

In order to maintain consistency and professionalism in the way the Lipscomb logo is used, a few simple guidelines should always be followed.

Several versions of our logo exist for use in different situations and with different printing requirements.

**One-Color Logos**

The preferred use of the logo is in one color. This offers flexibility for a variety of layouts and different color situations. Only use colors from the official Lipscomb palette. Never use multiple colors within one logo lockup. ( A logo “lockup” is when the primary institutional logo is joined by a specific college, institute or school name. See page 12)

*Contact UCM if your job requires use of the university logo in colors other than Lipscomb purple, gold, black or white.*

**Full-Color Logos**

Sometimes a full-color logo is needed. We have a version specially created for four-color printing.

	<p><b>Purple</b> PMS 2695 C C92 M100 Y35 K31 R51 G30 B84 HEX #331E54</p>		<p><b>Gold</b> PMS 130 C C4 M36 Y100 K0 R244 G170 B0 HEX #F4AA00</p>		<p><b>Black</b> Pantone Process Black C75 M68 Y97 K90 R51 G30 B84 HEX #331E54</p>
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## How to place the logo.

### Color and Contrast

There is no set combination of logo colors and background colors, but always make sure there is enough contrast so that the logo can be easily read.

An inverted version of the logo exists for using a light-colored logo on a dark background. This keeps the logo from looking like it's reversed or backward. To determine when to use the inverted logo, look at the flame. It should always be the lighter color between the logo and the background.

Avoid placing the logo on photos, but if it's necessary, only use a dark neutral or white version of the logo.

*If your job requires the logo to be added on top of a photo or texture contact UCM for approval of the placement of the logo.*

### Permitted Uses:



**Clear space around the logo or lockup must be maintained.**

That way, it's legible and has room to "breathe." Photos, text, and graphic elements must follow these guidelines. Use the shield as a measuring tool to help maintain clearance. There should be a "shield height" of clear space around the logo.

Use these illustrations as guides when placing the logo on the page.

*Sometimes the logo is locked up with the names of the colleges, institutes and schools that make up Lipscomb, as seen to the right. \*\*this construction is reserved for Colleges, Institutes and named entities.*

*Additionally, graphics can be set up for specific useages such as sponsorships or specialty products. The master logo is used with two lines for deparment or program titles.*

**NOTE: Only one name/unit may be used along with the university logo. If multiple units are needed default to the primary logo.**



## Consistency is key to maintaining strong brand integrity.

Be careful about how the logo is used to maintain its integrity as a signature and identifying mark. Here are some common things to avoid when using the logo.

✗ Don't use two colors within one logo. If two colors are necessary, use the full-color version of the logo.



✗ Never use the logo in any color outside the Lipscomb color palettes.



✗ Don't rearrange any elements of the logo. They should stay locked up in the same arrangement in which they were created. Also, don't use the shield or flame as a stand-alone element.



✗ Never create new lockups. If an association needs to be made with the Lipscomb logo, follow the guidelines in Appendix B for typesetting logo lockups.



✗ Never substitute a college, institute or school name for the university name in the logo.



✗ Don't integrate names of colleges, institutes, schools, or departments in any way other than the lockups and guidelines given in this book.



✗ Never stretch or compress the logo. Maintain the proportions in the provided art files.



✗ Don't pair the shield element with "Lipscomb University" set in another typeface. Our logo consists of a shield element and a logotype element. They should always remain locked together with no change in their characteristics.



✗ Don't pull out elements of the logo. The shield, cross and flame should remain one single shape and always be seen with the Lipscomb University wordmark.



## The official seal of Lipscomb University.

The Lipscomb University seal indicates official sanction by the university president's office, while the Lipscomb University logo represents the institution's image. The seal is not intended to provide the visual recognition offered by the logo and should not be used interchangeably with the logo. The seal should not be altered in any way.

### **Use of the university seal is restricted to the following:**

*Communication for the office of the president, the board of trustees and executive officers of the university for special communication and events;*

*Formal documents including diplomas, transcripts, certificates and contracts; and*

*Other official documents or historical university materials as approved by the president's office.*



## University stationery.

Existing university stationery items such as letterhead, business cards, nametags, notecards and similar items are not handled by UCM but are ordered online directly through: **my.lipscomb.edu>campus information> on-demand printing**. It only takes a few minutes to fill in individual information, review the design and order the desired quantity. Delivery is typically three business days or less. To have a new item template created, open a job request through UCM. Once it is designed, it will be added to the on-demand offerings.

### Special Note:

When ordering online you will see several options. You may:

- choose a color (purple, white)
- add your photo to business cards (the only photo allowed is from the directory file, you cannot upload your own)
- add a QR code (optional)
- Titles have up to 3 lines
- have up to 2 college, institute, school or department lines

Many cards contain more details than necessary for contact information. The more content, the more crowded your card will appear. We encourage brevity.



## Lipscomb Athletic Logos.

Here is the approved Lipscomb Athletic logo.  
Others are in development.

*For more information, contact Lipscomb Athletics.*

The logo for Lipscomb Athletics, featuring the word "LIPSCOMB" in a bold, yellow, blocky font with a thick blue outline. The letters are all uppercase and have a slightly irregular, hand-drawn appearance.



# Lipscomb Stylebook

## Lipscomb University's style conventions default to the Associated Press Stylebook.

Like most large institutions, a set of style rules is necessary to maintain consistency between multiple writers. Lipscomb University's style conventions default to the Associated Press Stylebook. While there are other very respected stylebooks, this is the one used by most news media and professional publications. The differences between this and others is typically minor, but differences do occur.

Here is a collection of most frequently used style issues, and a few allowable exceptions to the AP style to note.

### Academic degrees

- If mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation: John Jones, who has a doctorate in psychology. Note that “doctorate” and the major are lowercase in this use.
- AP style indicates that “Dr.” should only be used for those people with medical degrees. However, in the Lipscomb environment, we follow the AP rule in general editorial (magazines, newsletters) and media relations uses (press releases, web postings) but permit the use of “Dr.” for both medical and academic degrees in other marketing uses such as brochures and mailers. In text, full name is used on first reference; last name only on following reference. Use last name only, with no title, in remaining references.

- Use an apostrophe in bachelor's degree, master's degree, etc. (And note that since these are not proper nouns, they are not capitalized in this usage.) However, there is no possessive in Bachelor of Arts or Master of Science. Also, an associate degree is not possessive.

- In identifying academic credentials, use such abbreviations as B.A., M.A. and Ph.D. only when the need to identify many individuals by degree on first reference would make the preferred form (i.e. master's degree in biochemistry) cumbersome. Use these abbreviations—capitalized and with periods as shown—only after a full name and never after just a last name. Use the abbreviations on first mention only if necessary. Three- or four-letter degree abbreviations that do not spell a word do not need periods: MBA, MFA, etc. Exceptions are M.Div., LL.D, Ph.D., Pharm.D., etc.

- In referring to Lipscomb's degree programs in text, capitalize the full name of the degree program on first reference (i.e., Master of Science in Informatics and Analytics or Master of Education). On second reference, the abbreviation for the degree program is allowable as is a condensed form of the program name, lowercased (i.e., the master in informatics). Do not place the abbreviation of the degree program in parenthesis after the full name on first reference.

- When used after a name, an academic abbreviation is set off by commas: John Sampleperson, Ph.D., spoke first.

- Do not precede a name with a courtesy title for an academic degree and then follow it with the abbreviation: Incorrect usage: Dr. John Doe, Ph.D. Correct usage: John Doe, Ph.D. On second mention, use the last name only with no courtesy title.

- Note that “doctorate” is a noun and “doctoral” is an adjective that needs a noun to modify. Therefore, someone may earn a doctorate OR they earn a doctoral degree.

### Academic departments

- Use lowercase except for words that are proper nouns or adjectives: the department of history, the history department, the department of English, and the English department.

- Capitalize if used as the official and formal name: Lipscomb University Department of Chemistry and Biochemistry.

- Lowercase modifiers such as department in “department Chairman John Sampleperson.”

- Abbreviations such as COB, THEC and APHA may be used after the college, organization or group, is identified by full name: College of Business, Tennessee Higher Education Commission and American Public Health Association. Do not use abbreviations or acronyms in parenthesis following the proper name, i.e., College of Education (COE). If the abbreviation cannot be readily identified, it should not be used in place of the name of the entity.

### Athletics

- Bisons traditionally includes the “s.”

- When referencing a single player or an adjective use of the term “Bison,” use the capitalized singular Bison (i.e., John Sampleperson, a Bison basketball player)

- When referring to a female athlete, do not use the term “Lady.” Treat the mention just as the men's mention would be: The Lipscomb women's basketball team, for example.

## Lipscomb Academy

- Lipscomb Academy refers to all of the institution’s pre-K-12 entities. Use pre-K in all references unless the beginning of a sentence: Pre-K.
- When appropriate, the three campus entities appear as: Lipscomb Academy Elementary School, Lipscomb Academy Middle School and Lipscomb Academy High School.
- When referring to the elementary school, middle school or high school, those terms are not proper nouns and are lowercase if not preceded by “Lipscomb Academy.”

## Lipscomb University

- Always use the full name—Lipscomb University—on first mention in a piece. Second mentions and following can be “Lipscomb” or “university.”
- When “university” is used without “Lipscomb” in front, it is lowercase.
- The use of the letters “LU” is strictly prohibited. This includes, but is not limited to, its use in text, headlines, as part of a larger name, as a logo, in informal reference, on clothing items or any other use.
- All college, school, department or institute names follow the university name on first reference: Lipscomb University College of Business, not the College of Business at Lipscomb University. Subsequent references can refer to the entity alone. See also **ACADEMIC DEPARTMENTS**.

## Items in a series

- Items in a series do not use a comma before the word “and” unless it is needed for clarification. For example: apples, oranges and grapes.

## Months

- When a month is used with a specific date, abbreviate only Jan., Feb. Aug., Sept., Oct., Nov. and Dec. Spell out when using along with a year or alone (i.e., January 1972 was a cold month. The celebration is scheduled for Dec. 14, 2014, in the arena.)

## Numbers

- Spell out numbers one through nine. Use numerals for numbers 10 and above. Exceptions are for ages (i.e., ages 6-12). For school grades, use figures for grades 10 and above and spell out first through ninth.
- Spell out a numeral at the beginning of a sentence or rewrite the sentence to avoid using the numeral as the first word.
- Spell out casual expressions: A thousand times no! Thanks a million. He walked a quarter of a mile.
- An apostrophe is not used in plurals or numerals unless it indicates missing numerals: Today, we will discuss the 1920s. The ’90s were my favorite decade.

## Punctuation with quotation marks

- Commas and periods always go within the quotation marks.
- The dash, semicolon, question mark and exclamation point go within the quotation when they apply to the quoted material only. They go outside when they apply to the whole sentence.

## Seasons

- Use one word lowercase for spring, summer, fall, winter and derivatives such as springtime unless it is part of a formal name: Winter Olympics.

## Space between sentences

- Only one space should be used after a period at the end of a sentence in print and in digital copy. This is an exception to most academic style manuals.

## State abbreviations

- Standing alone within textual material, spell out the names of states: Lipscomb University is in Tennessee.
- Use traditional state abbreviations, not postal abbreviations, when city and state are mentioned in textual material: The university is located in Nashville, Tenn., the state’s capital. (A list of traditional abbreviations for all the states can be found in the Associated Press Stylebook.)
- Generally, states of six letters or fewer and those not in the contiguous United States are not abbreviated in textual material: Texas, Utah, Alaska, Hawaii, etc.
- In full addresses with street, P.O. Box, etc., use the two-letter postal abbreviations, both letters capitalized with no periods, TN, KY, TX, CA, etc.
- The university address is officially: One University Park Drive, Nashville, TN 37204-3951. Note: the use of “One” instead of “1.”
- The official mailing address for Lipscomb Academy (including all three schools) is 3901 Granny White Pike, Nashville, TN 37204-3951.

## Time of day

- Use numerals except for noon and midnight.
- Use lowercase and periods with: a.m. and p.m.
- Avoid redundancies such as 10 a.m. this morning (10 a.m. today or just 10 a.m.)

## Titles

- Titles are capitalized only when they precede the name of the individual: President L. Randolph Lowry.
- Titles are lowercase and set off with commas when they follow the titleholder's name: L. Randolph Lowry, president.
- Titles are lowercase and spelled out when they are used alone: The president welcomed students at convocation. (Exception is President of the United States.)
- Titles may be capitalized when not part of a sentence such as listed on invitations, programs and brochure ID lines.
- The use of "Dr." is permitted in both medical and academic references for marketing purposes only. This excludes media relations usage. In text, full name is used on first reference; last name only on following reference. Use last name only, with no title, in remaining references.
- In formal communications, use L. Randolph Lowry. Do not use "Randy Lowry" unless the usage is clearly informal or on second reference.
- President Lowry's spouse should be referenced as "Mrs. Rhonda Lowry" or "Presidential Spouse."

## Web conventions

- Internet is capitalized.
- Email is one word, lowercase (unless it begins a sentence).
- Web, Web page, Web feed, World Wide Web are all capitalized. However, website, webcam, webcast and webmaster are lowercase.
- If an Internet address falls at the end of a sentence, use a period.
- URL is capitalized, no periods.
- Email addresses and URLs in copy are always lowercase, unless readability would benefit from capitalization: StartToFinish.lipscomb.edu.

## Spiritual references

- Capitalize "Bible" when referencing the book; lowercase "bible" for non-religious uses (i.e. She wrote the bible on collecting antiques.); lowercase "biblical" as an adjective.
- Capitalize "Scripture" in all uses referring to the Bible. Lowercase it when scripture does not reference the Bible (i.e. Mom's word was scripture in our house.)
- Heaven and hell are always lowercase unless they start a sentence.
- Capitalize the Church, when referencing God's Church on earth. Lowercase "churches" when referencing the body of churches: the churches of Christ; capitalize church when referencing a particular church: the Rose Avenue Church of Christ.

- Church of Christ, when referring to the recognized religious group, should be capitalized.
- Capitalize Gospel, the Gospel, Kingdom, Kingdom of God, Spirit, Good News, Trinity, Holy Spirit, Jesus, Satan and Hades in all theological uses.

## Miscellaneous

- Fundraising is one word.
- Health care is two words.
- Nonprofit is one word.
- Firsthand is one word.
- Full-time job; but the job is full time.
- Use "and" in all text, not an ampersand "&," unless part of the official proper name of a Lipscomb college, institute and school or outside company, group, organization, etc.
- Spell out the word percentage when used alone in text. 80 percent, not 80%. Use "%" when the number is part of a graphic element or in a list of numbers.

For questions about anything contained in this brand book, or for help obtaining photography and logo artwork, contact the University Communication and Marketing department.

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