

TRUMAN STATE UNIVERSITY

BRAND STANDARDS GUIDE



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A photograph of a large, classical-style building with a prominent portico supported by several tall, white columns. The building has multiple windows and is surrounded by green trees and bushes. The sky is clear and blue.

TRUMAN STATE UNIVERSITY

INTRODUCTION



Purpose of the Guide

The Truman State University marks, visuals and voice must be replicated and produced according to the associated guidelines contained herein. As a representative of Truman State University, it is your role to follow these guidelines and to protect the foundational elements upon which our brand is built.

Adhering to these guidelines will allow us to communicate our brand in a consistent, compelling and unified manner. Correct application of our brand elements is crucial to carve out a unique and relevant position throughout our competitive landscape.



Legal Notice

All materials in this document are the property of Truman State University. This includes, but is not limited to, printed and/or electronic text and images. Written permission from a duly appointed representative of Truman State University is required for any use or publication, public or private, of any material contained herein. There is not implied consent for any use, publication, republication or transmission of material owned by Truman State University.



APPROVAL REQUIREMENTS

All applications of Truman State University's brand assets must receive written approval from the Truman State University Publications Office.

This includes:

Development of new logos, all forms of advertising and marketing, event collateral, merchandise, web applications, audio branding elements, copywriting, video and photography.

Usage and Production

Enrollment Management
and Marketing

Publications

O: 660.785.4692

E: twheeler@truman.edu

Public Relations

O: 660.785.4016

E: PR@truman.edu

Please direct all requests to the appropriate contact listed to the left. Although timelines vary depending on the specific project, all requests for approval must be made at least five (5) business days prior to the release of the final artwork.

Truman State University reserves the right to deny approval for any request found not to be aligned with these established guidelines. Because each situation creates unique challenges and new modes and methods of communication frequently arise, this outline embodies a certain degree of flexibility pending consultation with the contact on this page. Truman State University is ultimately responsible for approving applications that interpret the established standards.

In any situation of question, please reach out as early as possible in the process to ensure timely completion and approval. Such uses will be considered and directed on an individual basis. The goal is to meet the needs of every Truman State University marketing partner without adversely affecting the basic uniformity upon which a successful brand identity program is based.

The Truman State University Publications Office will thus provide all digital assets and instruct all partners to use only original artwork for reproduction of these marks. Printed images extracted from publications should never be used for scanning or paste up when preparing graphics for an application. Elements and logos may not be electronically or manually altered. All questions or inquires should be directed to the representative to the left.

A woman with pink hair is crouching in an art gallery, looking at a purple bust of Truman. The bust is on a white pedestal. To the right of the purple bust is a yellow bust of Truman. In the background, there is a red sculpture and a window.

TRUMAN STATE UNIVERSITY

OUR BRAND



Brand Pillars

Our brand pillars are the building blocks that define who we are. Representing the values and attributes that make Truman special, they support our brand promise to tell our story.



Exemplary Liberal Arts & Sciences



We combine foundational knowledge (teamwork, writing, problem-solving, etc.) and critical thinking with highly-specialized academic programming to develop versatile thinkers and proactive doers.

Multidimensional Opportunity



As a student-centered university we place student success at the center of our academic and service planning, policies and programming.

Difference Makers



We are intellectually curious and fully immersed in a quest for knowledge and self-improvement.

Meaningful Outcomes



We educate with a distinct purpose; our educational philosophy pushes our students to chase their goals, build their futures and make a difference in their communities and beyond.

Brand Platform

Our Brand Platform is the external expression of our brand.



OUR BRAND: BRAND PLATFORM



DISTINCT BY DESIGN



Why Distinct by Design?

It brings our story to life and anchors our communications to connect with each of our distinct audiences.

- As a public liberal arts & sciences university, we are the best of both worlds: a personal approach that emphasizes foundational life skills with the reach and specificity of programming found at a national university.
- Pays homage to the intentional nature of the school's founding and the deliberate design of its curriculum.
- We combine the foundational principles of the liberal arts & sciences with high-impact experiential learning to develop multi-dimensional citizens for the modern world.



Please Note: The Distinct By Design mark should always include the two forward slashes as presented above. At no time should these be removed from the mark.

Brand Personality

Our Brand Personality is a set of human traits that personify who we are as an academic institution, providing context to guide our communications.



Unexpected

We stand out in a sea of sameness with big thinking and purposeful actions. We always seek to present a bold brand image because we believe in our ability to profoundly impact lives and advance the collective.

Accepting

We are open-minded, inclusive, collaborative and socially-conscious. Our educational philosophy requires an understanding of diverse perspectives and life experiences because we believe in connecting with the world and solving big challenges.

Clever

Like the students we serve, we are smart, quick and intellectually-curious. We are free-thinkers unencumbered by convention and proud to showcase our accomplishments and the differences we make together.

Unyielding

We are fueled by a relentless drive to educate, develop and prepare future generations for meaningful careers and lives. Our campus is united by a palpable spirit of discovery and progress.



Tone of Voice

Our tone of voice guides how we sound, speak and express our personality across all communication mediums. It offers clarity on the words we use and how we sound by dictating not what we say, but how we say it.



Personal

Like our teaching philosophy, our communications are crafted with a distinctly personal tone. We are conversational and empathetic, leveraging the first or second person to express a human— as oppose to an institutional—tone.

We never sound like an impersonal or cold academic institution.

Use:

Our personal approach to education allows you to customize your own student experience.

Not:

Truman's personal approach to education allows our students to customize their student experience.

Expressive

We are friendly and engaging. Our passion for educating the next generation is enlivened through the use of the active voice, action verbs and a tone that is uniquely inviting, open and accessible.

We are never cheesy or misleading; our positive attitude is always backed by proof points like statistics, testimonials and student success stories.

Use:

Our students explore their interests and pursue their passions.

Not:

Truman has many students who've achieved great success.

Concise

We communicate in a manner that is digestible and immediately understood. We use short sentences and clear language backed by “snackable” statistics and content.

We never complicate our message with overly-technical language that would be viewed as esoteric or unnecessarily complex.

Use:

Explore your interests and pursue your passion with a student experience built for the modern world.

Not:

Truman's dynamic liberal arts and sciences education leverages a holistic approach to developing a student's interpersonal and academic skills, which are required to address the world's ever-changing needs.

Genuine

We speak with a voice that is human and real. We avoid pedantic language and use contractions when appropriate to engage current and prospective students, parents, alumni, donors and the general public.

We never mislead our audiences by trying to be something we are not.

Use:

Turn your interests into a career.

Not:

We promise that you'll achieve a lifetime of success after you graduate!

TRUMAN STATE UNIVERSITY

IDENTITY



IDENTITY

Primary Logo: Vertical

The vertical Truman Primary Logo is shown here on Light and Dark backgrounds.



IDENTITY

Primary Logo: Horizontal

The horizontal Truman Primary Logo is shown here on Light and Dark backgrounds.



IDENTITY

The Truman “T”

The Truman “T” identity element is shown here on Light and Dark backgrounds.

The “T” should never be used as a stand-alone identity element on any marketing material or piece of collateral. The “T” should not be used as part of a word to replace an existing “t” in the word. To properly communicate the Truman brand, the “T” must always be supported by an additional identity element, such as our Logo or Wordmark, or accompanied by “Truman State University.”



IDENTITY

Wordmark

The Truman Wordmark is shown here on Light and Dark backgrounds.

If space is limited, **TRUMAN STATE UNIVERSITY** can be listed as one line, all caps, Hurme bold font.



TRUMAN
STATE UNIVERSITY



TRUMAN
STATE UNIVERSITY

Department Signatures

The Horizontal and Vertical Truman Department Signatures are the most basic and commonly used elements of our identity program.

Signatures for individual schools, centers and institutes (“departments”) are created by integrating the name of the department alongside (horizontal presentations) or underneath (vertical presentations) of the Primary Logo.

Always refer to the included master files to replicate these systems.

Horizontal Signatures



SCHOOL OF
ARTS & LETTERS



SCHOOL OF
**SCIENCE &
MATHEMATICS**



SCHOOL OF
BUSINESS



SCHOOL OF
**HEALTH SCIENCES
& EDUCATION**



SCHOOL OF
**SOCIAL &
CULTURAL STUDIES**

Vertical Signatures



SCHOOL OF
ARTS & LETTERS



SCHOOL OF
**HEALTH SCIENCES
& EDUCATION**



SCHOOL OF
BUSINESS



SCHOOL OF
**SCIENCE &
MATHEMATICS**



SCHOOL OF
**SOCIAL &
CULTURAL STUDIES**

Size Restrictions

The minimum size required for the Truman Primary Logo and its subsequent marks is shown here.

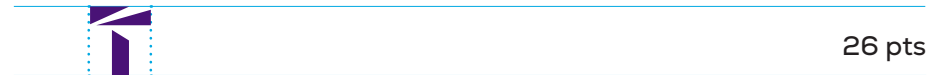
For embroidery and merchandise applications, the Truman Primary Logo should be reduced no smaller than 2" high.

For digital and print applications that provide size restrictions, the "T" Logo should be used and reduced no smaller than 26 pts high.

Embroidery and Merchandise



Digital



Clear Space

On this page are specifications to determine the minimum distance between the Truman Primary Logo and other visual elements.

Adherence to these clear space standards ensures the consistent application of the Truman Primary Logo.

The clear space around the Primary Logo shown here can be determined by taking the width of the “T” in “TRUMAN” and using it to create a border around the mark.

This rule applies to all marks within the Truman Identity System.

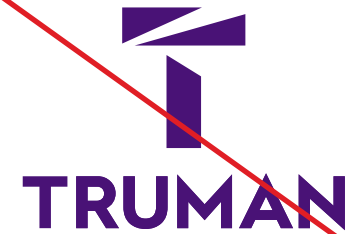
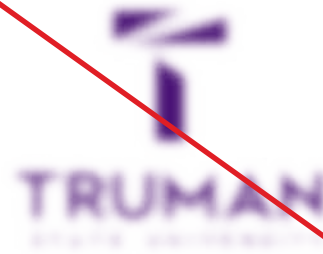
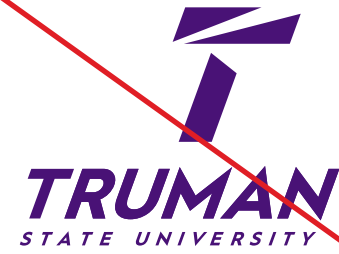


IDENTITY

Unacceptable Executions

Our identity is who we are. To the right are various examples of ways you shouldn't express it.

Though only the Primary Logo is shown here, these incorrect usage examples apply to all of our identity marks.



TRUMAN STATE UNIVERSITY

LOOK TOOLS KIT



LOOK TOOLS KIT

Color Palette

To the right is the approved Primary and Secondary Colors of Truman. These colors should be used when applying any aspect of the Truman Identity when possible.

For applications where full color isn't available, the use of Black and White are acceptable.

BLACK	
HEX #000000	
C 0	R 0
M 0	G 0
Y 0	B 0
K 100	
WHITE	
HEX #FFFFFF	
C 0	R 255
M 0	G 255
Y 0	B 255
K 0	

PRIMARY PURPLE

PMS 2607 C

HEX #510C76

C 82 R 81

M 100 G 12

Y 18 B 118

K 12

SECONDARY BLUE

PMS 2995 C

HEX #00A8E2

C 81 R 0

M 12 G 168

Y 1 B 226

K 0

SECONDARY GOLD

PMS 872 C

HEX #87714D

C 43 R 135

M 48 G 113

Y 74 B 77

K 18

Typography

The Primary Fonts Nexa Bold and Nexa Book can be used for headlines, CTA's and title slides.

Nexa Book can be used for sub headlines, accompanying copy and body copy.

Hurme Geometric Sans Bold is used for our Primary Wordmark and Unit Signatures. It can also be used along side Nexa.

Aa

Nexa Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Nexa Book

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Aa

Hurme Geometric Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Photography: People

Utilizing people-focused imagery (students, faculty, community members, etc.) will emphasize our personal approach to education.

“People” photography is key to expressing our family culture and supportive teaching environments. It is how we show our diversity, spirit and energy. Uncovering the humanity in our visual expression helps us connect to our audiences in powerful ways.

All photography of this type should attempt to feature or emphasize the following:

- Dynamic range of colors
- Simplicity of composition
- Well-framed subjects
- Unexpected camera angles
- Dramatic light sources
- Compelling depth of field
- Consistent tone and feel regardless of subject matter
- Action and/or people-oriented to visualize our student and people-first narrative



Photography: Community

Utilizing community-based imagery (groups of students, faculty, community members, etc.) will emphasize our close-knit campus and deep ties to our community.

“Community” photography should be topical to capture the impact and passion unique to Truman. They should relate directly to the content being communicated.

All photography of this type should attempt to feature or emphasize the following:

- Dynamic range of colors
- Simplicity of composition
- Well-framed subjects
- Unexpected camera angles
- Dramatic light sources
- Compelling depth of field
- Consistent tone and feel regardless of subject matter
- Action and/or people-oriented to visualize our student and people-first narrative



Photography: Campus

Campus-specific photography should feature dramatic shots of recognizable campus and city landmarks to reinforce our connection with the community and show the places that make Truman distinct.

Imagery should feature bold and expansive shots with rich colors and varied textures to showcase the beauty and warmth of campus.

All photography of this type should attempt to feature or emphasize the following:

- Dynamic range of colors
- Simplicity of composition
- Well-framed buildings or statues
- Unexpected camera angles
- Dramatic light sources
- Compelling depth of field
- Consistent tone and feel regardless of subject matter



Photography: What not to do

Imagery is a powerful resource to tell the Truman story. Photography—in all communications—should represent our welcoming campus and our personalized approach to education,

To keep a clean and consistent look throughout all applications, please ensure that your photography selects are not:

- Blurry
- Poorly-lit
- Telling a story outside of the subjects shown
- Confusing; featuring a number of subjects or subject matter
- Blending foreground and background subjects
- Clearly staged



Graphic Treatment

Our Graphic Treatment is utilized to house our colors, imagery, Primary Logo, accompanying headlines, body copy, CTA's and sign offs.

There are three (3) approved layout types: Diagonal Left, Diagonal Right and Horizontal.

Diagonal: Left



One color option (can be either direction or horizontal)



Diagonal: Right



Horizontal

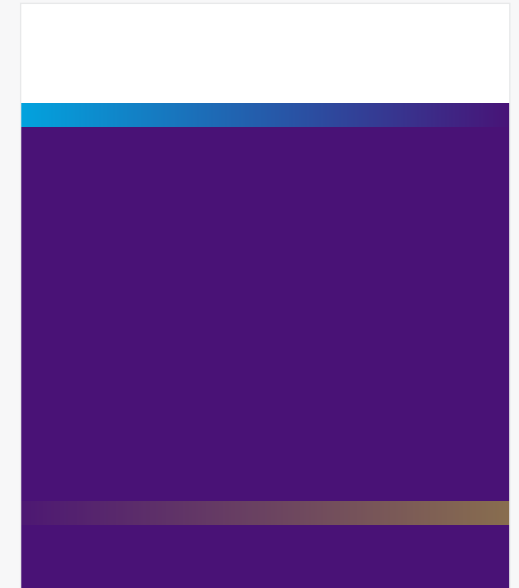


Image Treatment

Properly treated imagery should reflect the vibrancy, shared goals and collective mindset of Truman.

The combination of imagery and elements over our bold and bright colors bring our vision to life.

Images should be placed between our blue and gold lines. The focal point should be silhouetted and placed in front of a purple gradient.

Although these images break the boundaries of the layout, not all images benefit from this treatment and do not need to.

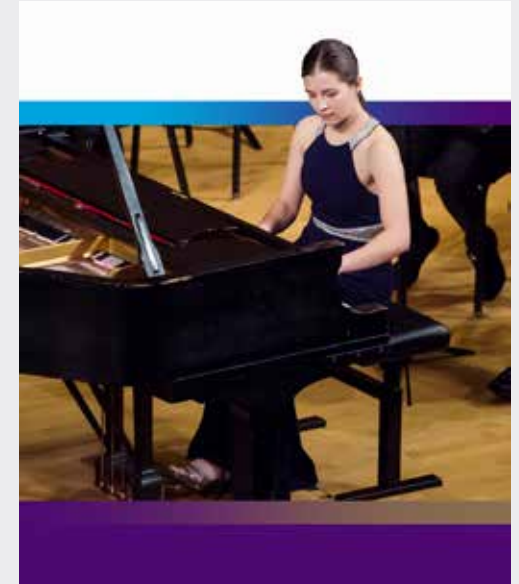
Diagonal: Left



Diagonal: Right



Horizontal



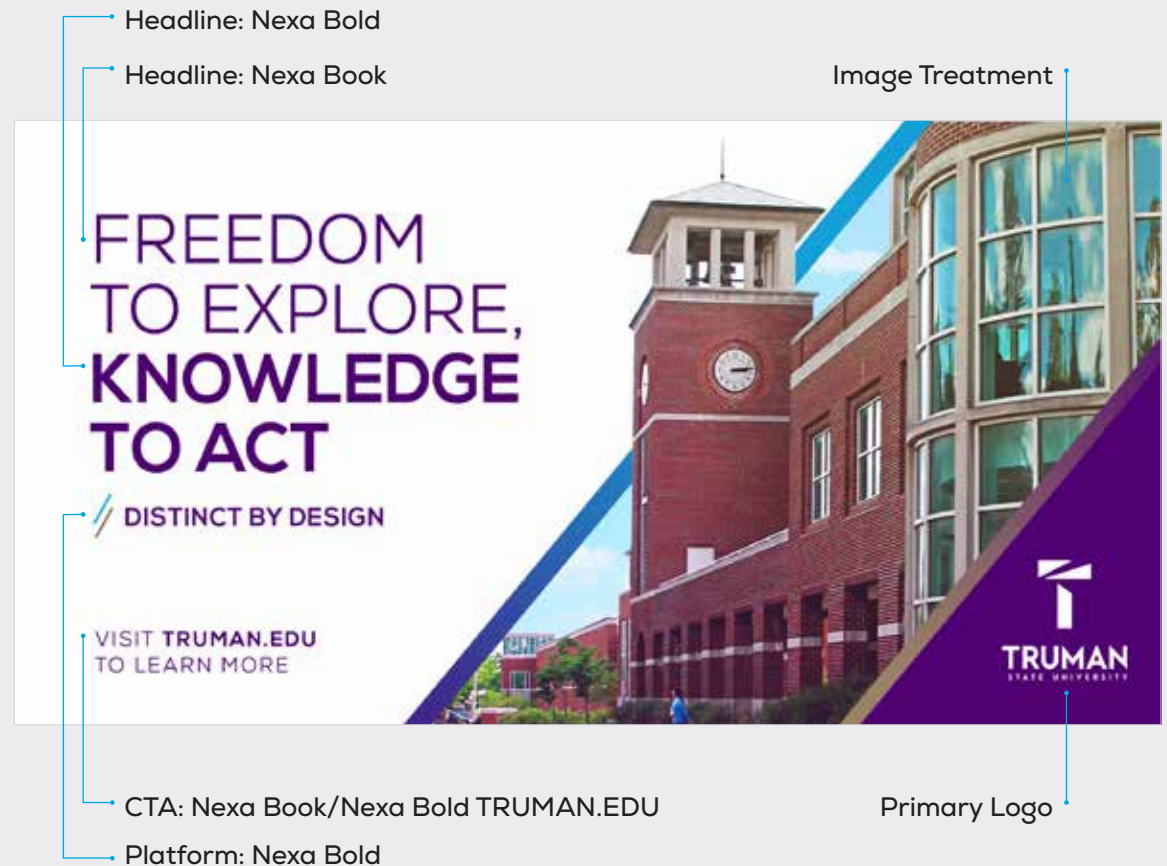
Example

To the right is an example of how our imagery, graphics and typography can be used.

The “Distinct by Design” Brand Platform should then be used as a sign-off or punctuating element and positioned next to or stacked below the headline given the dimensions of the piece.

Our Primary Logo should then be placed away from the copy at the bottom or to an unoccupied side of the piece. Examples are provided towards the back of this guide to ensure proper composition.

Although only the Diagonal Right treatment is shown here, the layout and same basic information will adjust to its selected graphic treatment.



A woman with short dark hair, wearing glasses and an orange headband, is smiling and speaking into a microphone. She is wearing a blue denim jacket. She is standing at a wooden podium. In the background, there is a blurred audience of people. The lighting is warm and focused on the speaker.

TRUMAN STATE UNIVERSITY

LOOK TOOLS KIT APPLIED



Business Cards

To the right is a Business Card example.



LOOK TOOLS KIT APPLIED

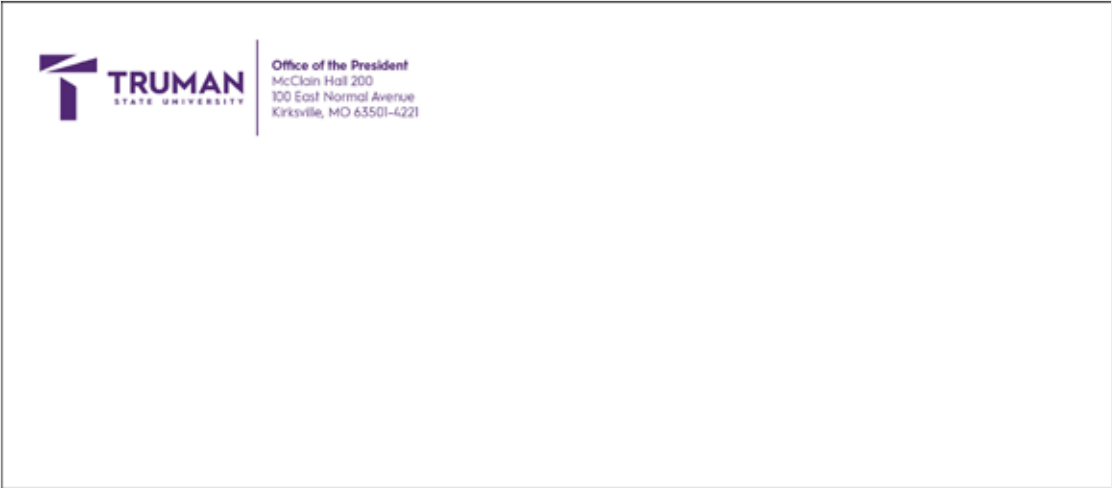
Letterhead

To the right is a Letterhead example.



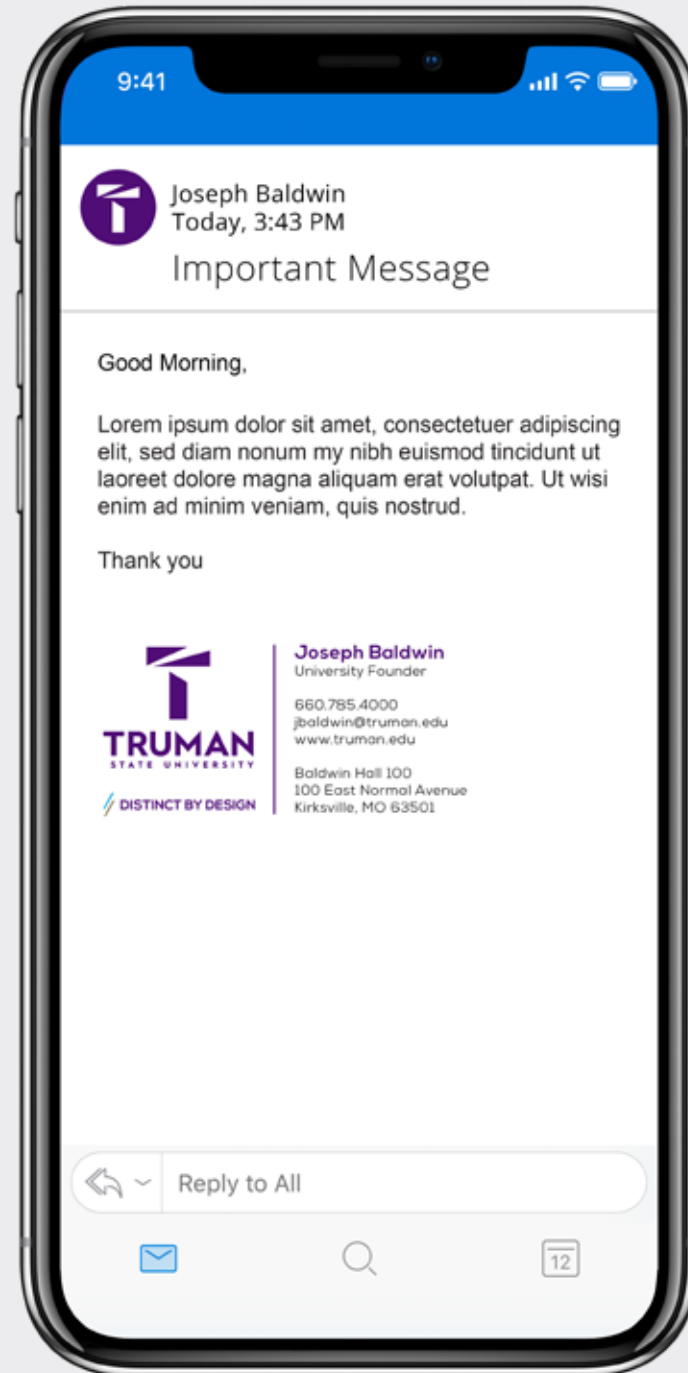
Envelope

To the right is an Envelope example.



Department e-Signature

To the right is a example of a Department e-Signature example.



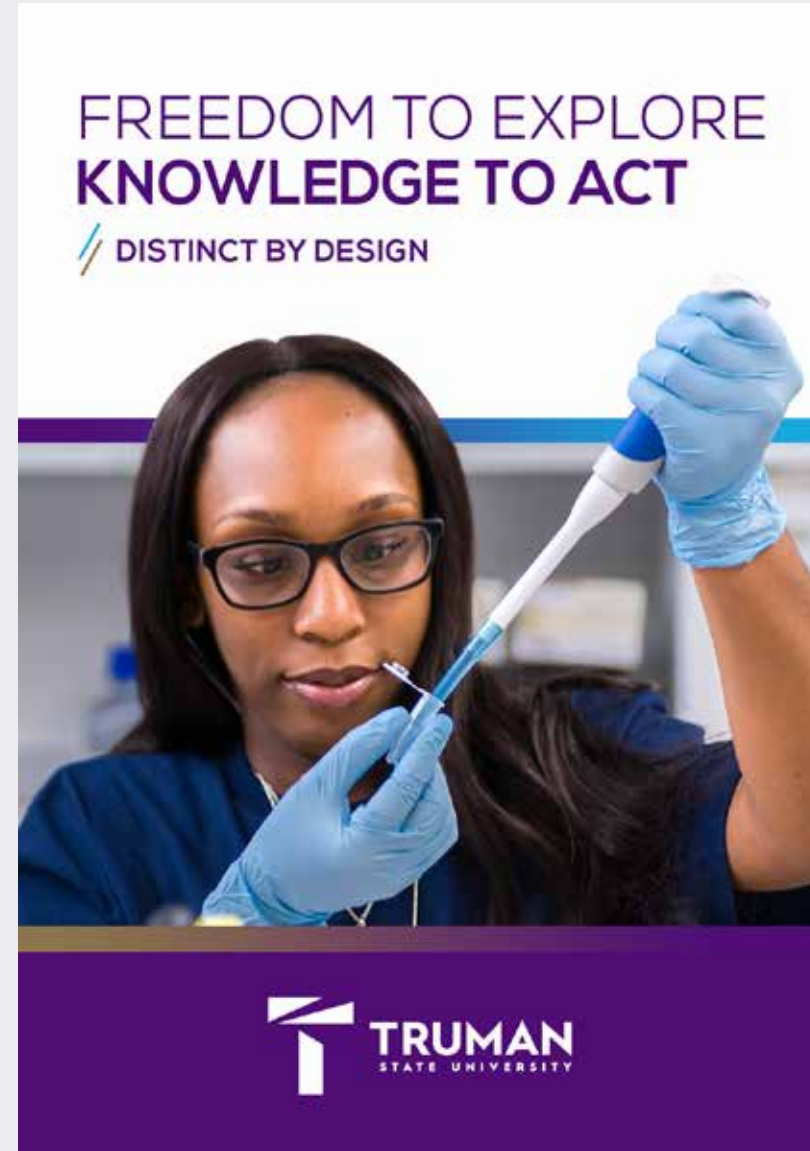
Outdoor: Billboard

To the right is an
Outdoor communication
(Billboard) example.



Outdoor: Poster

To the right is an
Outdoor communication
(Poster) example.



Social Ad: Facebook

To the right is a Facebook Ad example.



Truman State University
Sponsored · 🌐

Learn to lead from distinguished professors and an educational experience that brings out the best in you.

AT THE FOREFRONT OF NEXT
DISTINCT BY DESIGN

Truman.edu
Apply for Fall 2020
Unique As You

Learn More

LOOK TOOLS KIT APPLIED

Digital Banner: Vertical

To the right is a Vertical Digital Banner example.

CHANGING
HOW
LEADERS
LEARN

 DISTINCT BY DESIGN

LEARN MORE



 **TRUMAN**
STATE UNIVERSITY

LOOK TOOLS KIT APPLIED

Digital Banner: Horizontal

To the right is a Horizontal Digital Banner example.



TRUMAN STATE UNIVERSITY

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