ROCKHURST UNIVERSITY

Brand Guidelines

A Note on Our Brand Guide

A brand goes far beyond colors, fonts and logos. The Rockhurst University brand tells the story of our more than 110-year-old institution and brings the Rockhurst experience to life.

This brand guide is intended to provide a rulebook for applying the Rockhurst University brand to any form of University communication. If you have any questions regarding the usage of our brand, please contact marketing@rockhurst.edu.

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INTRODUCTION

OUR BRAND GUIDE

You have in your hands a guidebook that will help you tell the story of Rockhurst University.

Anyone who communicates on behalf of the University can find this book a helpful guide. Writers, designers and content creators can look to it for both guardrails and inspiration, and brand ambassadors can use it to shape meaningful messages. This guide is your home base to come back to when ensuring your creations accurately embody the Rockhurst University brand.

OPEN THIS GUIDE WHEN YOU NEED TO:

Engage with key audiences in a way that is unique to our University.

Expand your messaging to make a compelling and significant impact.

Inspire others with the story of Rockhurst University.

Find the online version of this guide as well as other resources at **rockhurst.edu/brand**

OUR STORY

Since 1910, Rockhurst University has welcomed learners into its community, entrusting them with the responsibility of gaining knowledge not only to better themselves, but to better our community. It's the heart and soul of Rockhurst: the drive to lead our world to a better place, for and with others.

Since then, Rockhurst has upheld this tradition. As we evolve to face the ever-changing landscape of our students, our community and our world as a whole, we look back on the past 110+ years as a solid foundation. And we look to the future. Ready to meet the challenge of continuing to instill learning, leadership and service in the Jesuit tradition in all who wish to join us.

OUR BRAND

The Rockhurst University brand is a culmination of where we came from, where we are and where we want to be. The common thread between all three is the transformational journey that students, staff, faculty and all who are part of the Rockhurst community experience. It is that journey that informs our brand positioning statement:

"*At Rockhurst University, we empower students to become successful, compassionate and ethical leaders. Our purpose-driven community fosters true belonging, intellectual curiosity and personal growth inspired by our Jesuit values. With rigorous programs and extensive networking opportunities, our graduates are prepared to excel in their careers and make a meaningful impact in the world. Rockhurst equips students to lead with conviction and live with purpose.*"

OUR VOICE

Our Brand Voice Is:
Welcoming
Engaging
Genuine
Compelling

It Is Not:
Rigid
Pretentious
Sales-y
Overly Sentimental

Find more information about the Rockhurst voice in our Writing Standards on page 81.

OUR AUDIENCES

There's nothing like the Rockhurst community.

From our alumni and donors to current and prospective students to neighbors and friends, each audience is unique and should be treated as such. When crafting messages, refer to this chart to determine the correct tone to take based on your audience.

MORE FORMAL

DONORS AND FRIENDS OF ROCKHURST

SEASONED ALUMNI

PARENTS

COMMUNITY NEIGHBORS

YOUNG ALUMNI

PROSPECTIVE STUDENTS

CURRENT STUDENTS

LESS FORMAL

Visit our Typography and Colors sections for more information on applying the brand to different audiences.

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LOGOS, SEALS & MARKS

UNIVERSITY LOGO

The Rockhurst University logo represents us at the highest level and is a key component to our brand. It is the primary identification for our visual identification and should be used consistently in all communications.

The Rockhurst University logo is the preferred logo for all communications. It should be used in almost every instance of communication, as it is the brand "hero."

As a small university, the brand recognition of Rockhurst University supersedes that of individual colleges, schools or departments.

In limited instances, it may make sense to instead use an approved unit logo for a University college, school or department. *See page 20 for more information on unit logos.*

NOTE: The Rockhurst University logo should never be recreated or typeset. Only official logo files should be used in communications.

PRIMARY USAGE

Our standard logo consists of two elements – the Circle R icon and the "Rockhurst University" word mark.

The primary color option for our logo is Rockhurst Blue – it should be used on lighter backgrounds and images to maintain legibility. The Circle R icon should always include a white background, so that no other color or photograph is shown behind the circle.

The following secondary options are available:

- A reversed-out logo (white) may be used on Rockhurst Blue colored backgrounds.

- A black version may be used for black-and-white and grayscale materials.

- A two-color version with the standard blue Circle R icon and white letters may be used at marketing's discretion when placing the logo on a darker color.

The primary usage is preferred, however in certain situations and at the Marketing department's discretion, the logo may be used in Founder's Blue (such as in one-color prints of envelopes).

See pages 34-35 for brand color values.

SIZING:

To maintain legibility, the University logo should never be reproduced at widths smaller than 1.5 inches (for print) or 215 pixels (for digital).

1.5 inches

CLEAR SPACE:

Clear space should be maintained around the logo for legibility and prominence. Use the letter "R" as a measuring tool to ensure that enough clear space is left surrounding the logo.

ALTERNATE VERSION

The primary logo should be used in most cases, but in certain instances, space may dictate that a vertical logo should be used.

The vertical logo is available in the primary color (Rockhurst Blue) as well as the secondary options listed below:

- A reversed-out logo (white) may be used on Rockhurst Blue colored backgrounds.

- A black version may be used for black-and-white and grayscale materials.

- A two-color version with the standard blue Circle R icon and white letters may be used at marketing's discretion when placing the logo on a darker color.

In very limited cases and at University Marketing's discretion, Founder's Blue may be used as well. *See pages 34-35 for brand   color values.*

SIZING:

To maintain legibility, the vertical logo should never be reproduced at widths smaller than 1.25 inches (for print) or 215 pixels (for digital).

CLEAR SPACE:

Clear space should be maintained around the logo for legibility and prominence. Use the letter "R" as a measuring tool to ensure that enough clear space is left surrounding the logo.

IMPROPER USAGE

Here are a few examples of practices to avoid.

Do not condense, stretch or change the dimensions.

Do not alter the placement or scale of logo elements.

Do not crop the logo.

Do not add or change the colors in any way.

Do not skew or distort.

Do not rotate.

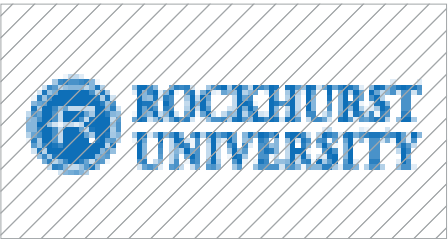**Do not** add any elements.

Do not add drop shadows or other graphic effects.

Do not alter the typeface.

Do not use the word mark separate from the Circle R.

Do not scan or copy from the web.

Do not use any taglines.

USAGE WITH PHOTOGRAPHY

Place the logo on an area of the photograph that is clear of any distracting patterns or backgrounds and has clear color contrast with the logo.

DO:

DO NOT:

THE "CIRCLE R" ICON

The Circle R icon is a symbol that may be used to reinforce the brand. It may be used independently from the primary logo in materials produced by University Marketing.

USAGE

The full University logo should be present on all materials in addition to the Circle R, unless the audience is already familiar with the University. If space does not allow for the full University logo – for example, in a small digital ad – the name "Rockhurst University" in full should appear somewhere on the communication.

The primary color option for the Circle R icon is Rockhurst Blue always used with a white background.

A reversed-out (white) option with transparent background may be used on Rockhurst Blue backgrounds.

A black option with white background may be used in black-and-white and grayscale scenarios.

When used as a graphic element, the Circle R has more freedom in design options. It may be used as a watermark, in a pattern, behind images, in rotation and with a bleed as long as the shape remains recognizable. **Remember that the Circle R icon may only be used as a graphic element by University Marketing.**

The Circle R icon should never be used as an "R" without the circle or as the letter R as part of a word. It should also never be paired with any words (outside the official University logo wordmark).
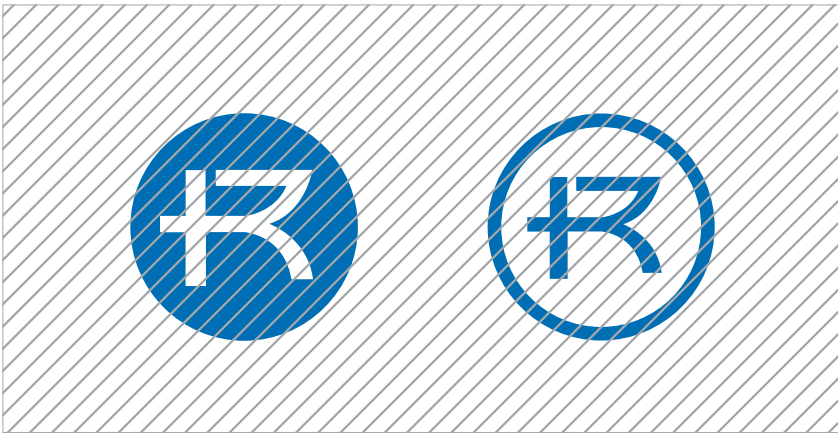
IMPROPER USAGE

Here are a few examples of practices to avoid.
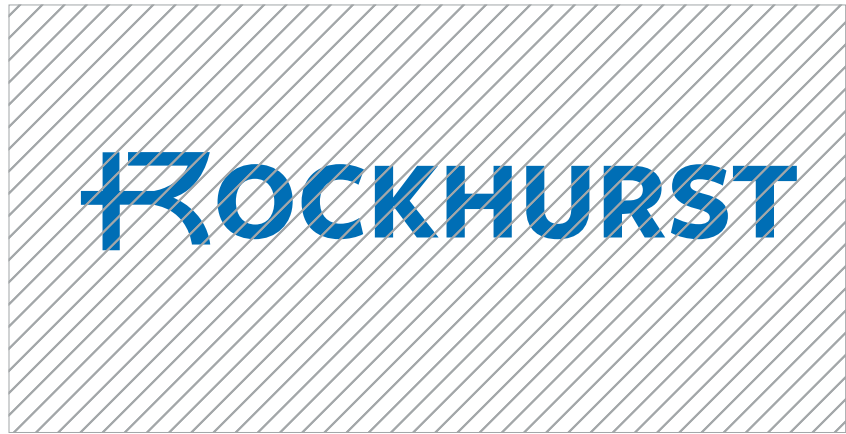
Do not separate the R from the circle or use as part of a word.

Do not remove the outer circle or inverse the colors.

Do not use the Circle R mark in place of a letter or number.

Do not create new logo lockups by adding words to the mark.

SIZING:

To maintain legibility, the Circle R icon should never be reproduced at widths smaller than .5 inches (for print) or 100 pixels (for digital).

0.5 inches

CLEAR SPACE:

Clear space should be maintained between the icon and any text to ensure that it does not create the illusion of a new "logo." Use one half of the Circle R icon as a measuring tool to ensure that enough clear space is left surrounding the icon.
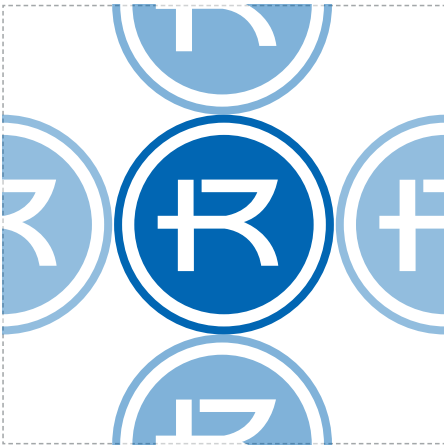
UNIT LOGOS

In limited instances, such as apparel or communications for student recruitment, a unit logo may be used. To ensure the strength of the Rockhurst brand is not diluted, University unit logos are restricted to academic colleges, as well as approved administrative offices that demonstrate a specific need.

The Rockhurst University logo is the preferred logo for all communications. It should be used in almost every instance of communication, as it is the brand "hero." As a small university, the brand recognition of Rockhurst University supersedes that of individual colleges, schools or departments.

Academic departments should not receive their own unit logo, but rather place the academic name independent of the University, college or school logo. University Marketing can assist in placement for apparel and merchandise requests. See vendor/merchandise guide, available at brand.rockhurst.edu, for more information.

Official unit logos are only to be created and distributed by University Marketing.

USAGE

Unit logos are created using a horizontal version of the University logo coupled with the college, school or administrative department name typeset in Freight Sans Compressed Book and left-justified under the Rockhurst University wordmark. If two-color is available, the University logo should be in Rockhurst Blue while the unit name should be in black. A vertical option is available when space dictates that the standard version will not fit.

The preferred use of a unit logo is the two-color logo on a white or very light solid background. In some instances, a reversed-out (white) option may be used on dark solid backgrounds. A single-color version in either Rockhurst Blue or black may be used when two-color is not an option. Unit logos should not be placed on top of photos, textures or other non-solid backgrounds.
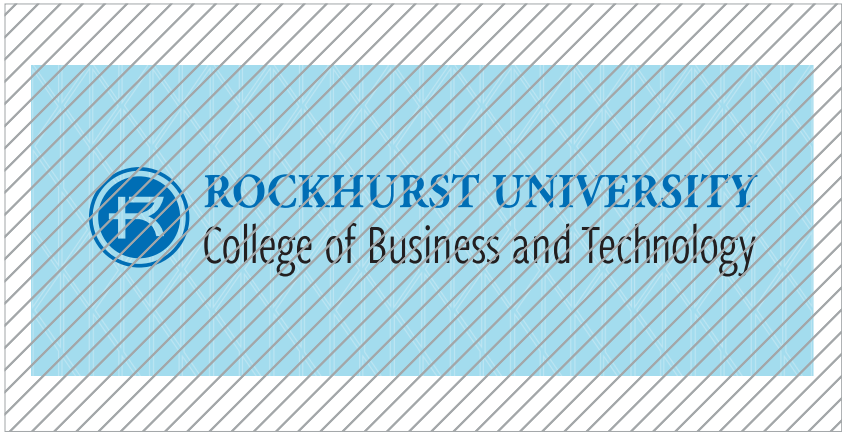
A communication should not have more than one unit logo used at a time – if two or more departments are represented, it is best to simply use the University logo.

IMPROPER USAGE

Here are a few examples of practices to avoid.

Do not place a unit logo on a texture, photo or any background other than a solid color.

Do not use more than one unit logo in a single design. If two units are represented, use the University logo.

Do not use the horizontal logo without a unit name.

Do not create your own unit logo. Official unit logos are created and approved by University Marketing.

SIZING:

To maintain legibility, the unit logo should never be reproduced at widths smaller than 2 inches (for print) or 250 pixels (for digital).

ROCKHURST UNIVERSITY
College of Arts and Sciences

2 inches

CLEAR SPACE:

Clear space should be maintained around the logo for legibility and prominence. Use half the Circle R icon from the logo as a measuring tool to ensure enough clear space is left surrounding the logo.

ROCKHURST UNIVERSITY
College of Arts and Sciences

UNIVERSITY SEAL

The Rockhurst University seal is a historical emblem that is used only in conjunction with historic or formal academic events or on communications from the President's Office. This includes diplomas, transcripts, official records and legally binding documents.

The seal is available in a single-color format in Founder's Blue, black or produced as a foil stamp. It should never be used in place of the University logo, which is the University's primary visual image. The seal should never be altered, stretched or rotated – it should always be placed in an upright position.

Do not place symbols or graphics on top of, behind or too close to the seal. It may not be used as a graphic element, cropped, screened or as a watermark. Any other variations of the seal are prohibited.

Permission to use the seal for any other purpose must be obtained from University Marketing and Communications.

SYMBOLISM

The shield in the center comprises four quarters separated by a cross with seven pillars, symbolizing the seven pillars of wisdom and the seven liberal arts. The four symbols include:

The quarter bars from the family shield of St. Ignatius of Loyola, founder of the Society of Jesus.

1. The Moorcock bird from the family shield of Saint Thomas More, patron saint of Rockhurst.

2. The holly sprig from the Dowling family coat of arms in honor of Father Michael Dowling, the College's founder.

3. The ground on which Rockhurst was built and for which it is named: Rock and Hurst.

The seal also includes the University's founding year – 1910 – and the University's motto in Latin, which translates to, "Wisdom has built herself a home."

SEAL ICON

In addition to the official University seal, there is an icon version of the seal that can be used to enhance the design of materials related to academic prestige. This icon should only be used by University Marketing and should never replace the use of the University seal for official documents like diplomas, etc.
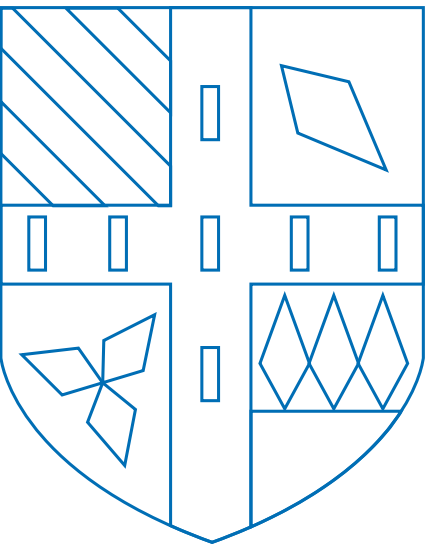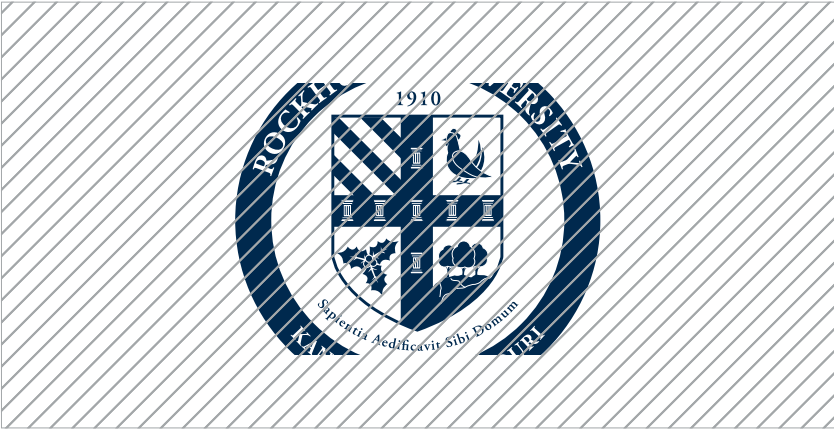
IMPROPER USAGE

Here are a few examples of practices to avoid.

Do not rotate, stretch, skew, or alter the dimensions of the seal in any way.
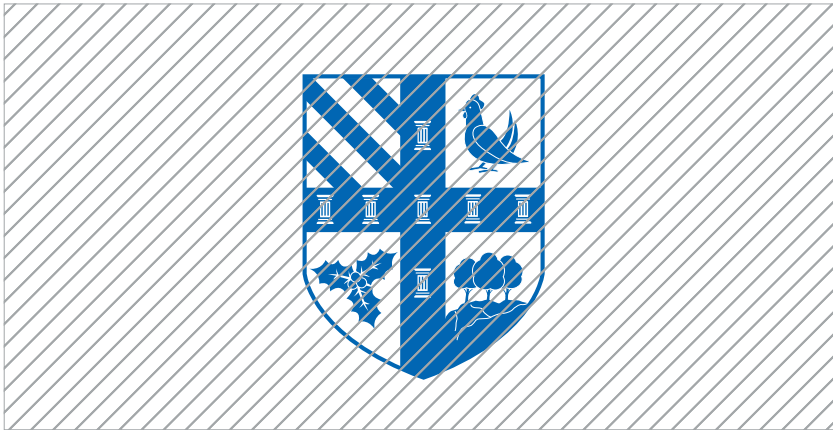
Do not separate any elements of the seal or alter colors.

Do not crop or screen.
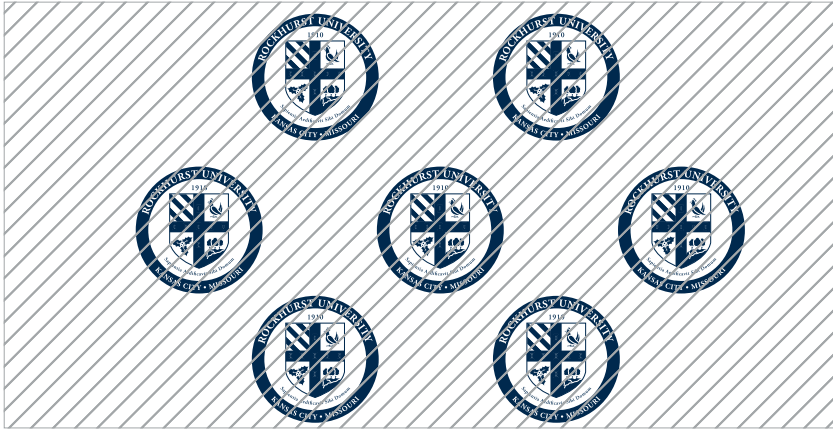
Do not create a pattern with the seal.

SIZING:

To maintain legibility, the seal should never be reproduced at widths smaller than 1.25 inches (for print) or 215 pixels (for digital).

CLEAR SPACE:

Clear space should be maintained around the logo for legibility and prominence. Use one-half of the seal's shield as a measuring tool to ensure enough clear space is left surrounding the logo.

ATHLETICS LOGO

The Hawk athletic logo is the official image of all sports teams at Rockhurst and is for the sole use of Rockhurst Athletics and its licensed vendors. Permission to use the Hawk logo must come from University Marketing and Communications.

The same rules of logo usage apply to the athletics version. It should not be altered. Additionally, the athletics logo should be reserved for use in conjunction with sports at Rockhurst University. It should not be substituted on email signatures or publications. For those official capacities, use the primary Rockhurst University logo.

Refer to the Athletics Brand Guide available at rockhurst.edu/brand for further details on Athletic logo usage, as well as additional branding elements for Rockhurst University Athletics.

ENDORSED MARKS

In limited instances, University Marketing may develop a special graphic symbol to use as an identifier for certain departments, programs or events. These graphic symbols are not logos and should only be used at the direction of University Marketing.

Endorsed marks should use University colors and fonts and should not include the Circle R mark. In certain instances, a script or display font may be used to enhance the design.

If you believe you have a need for a specific mark to be created for your department or program, contact University Marketing at marketing@rockhurst.edu.

COLOR

BRAND COLORS

After the logo, color is the most recognizable aspect of a brand's identity. Color can tell stories, add depth and elicit emotions. Consistent use of color strengthens a brand's identity and forms immediate recognition.

The Rockhurst brand colors are split into primary, secondary and accent palettes. These colors have been given names to reflect unique aspects of our University.

Blue is a color traditionally associated with knowledge, trust and stability and is the primary color for our University. Greens are typically associated with growth, prosperity and creativity. These colors pair well together to represent the Rockhurst experience.

Our accent palette is reserved for instances where sharp contrast is needed for emphasis or distinction. The Accents should rarely be used and never in more than 5% of an overall design.

When using brand colors, be sure to use the specific builds noted here as they have been adjusted for the most accurate reflection of our colors.

PRIMARY PALETTE
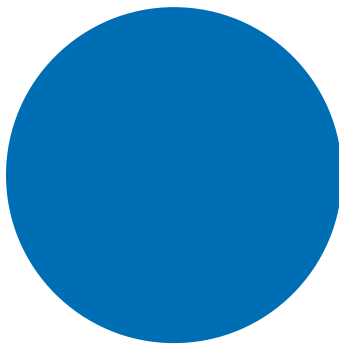
ROCKHURST BLUE
PMS 2388
CMYK 100 50 0 4
RGB 0 88 166
HEX 0058A6
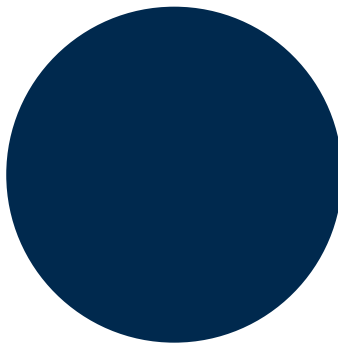
FOUNDER'S BLUE
PMS 540-C
CMYK 100 57 12 66
RGB 0 48 87
HEX 003057
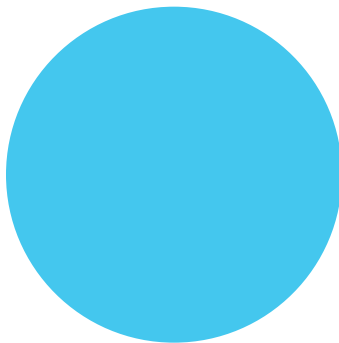
FOUNTAIN BLUE
PMS 2985-C
CMYK 60 0 3 0
RGB 91 194 231
HEX 5BC2E7
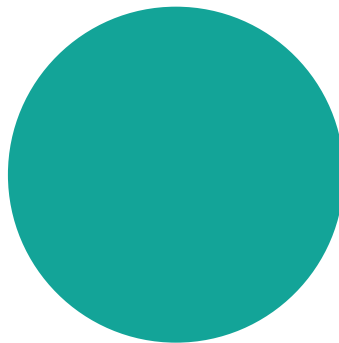
KINERK COMMONS GREEN
PMS 7473-C
CMYK 76 6 44 8
RGB 8 162 150
HEX 08A296

SECONDARY PALETTE
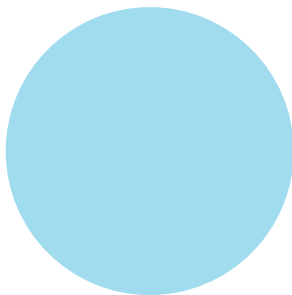
KANSAS CITY BLUE
PMS 2975-C
CMYK 34 0 5 0
RGB 162 220 237
HEX A2DCED
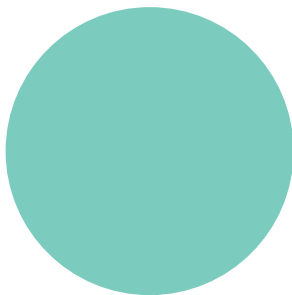
WISDOM GREEN
PMS 338-C
CMYK 50 0 31 0
RGB 124 204 189
HEX 7CCCBD

ACCENT PALETTE
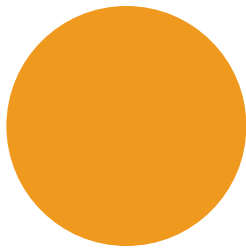
MAGIS ORANGE
PMS 144-C
CMYK 4 46 100 0
RGB 239 153 33
HEX EF9921
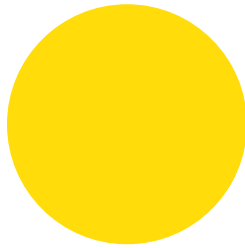
TULIP YELLOW
PMS 116-C
CMYK 0 10 98 0
RGB 255 214 0
HEX FFDD00
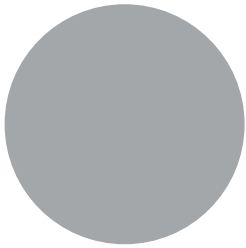
BELL TOWER GRAY
PMS COOL GRAY 6
CMYK 16 11 11 27
RGB 164 167 169
HEX A4A7A9

COLOR USAGE

When determining which colors to use, consider your audience (refer to page 4 for more information on audiences). A more formal piece should stick to the darker blues, while a more casual communication can lean more heavily into the lighter blues and greens to add variety and fun. Remember to use the color palettes in the appropriate amounts, based on the chart below.

FORMAL

CASUAL

35%

40%

5%

20%
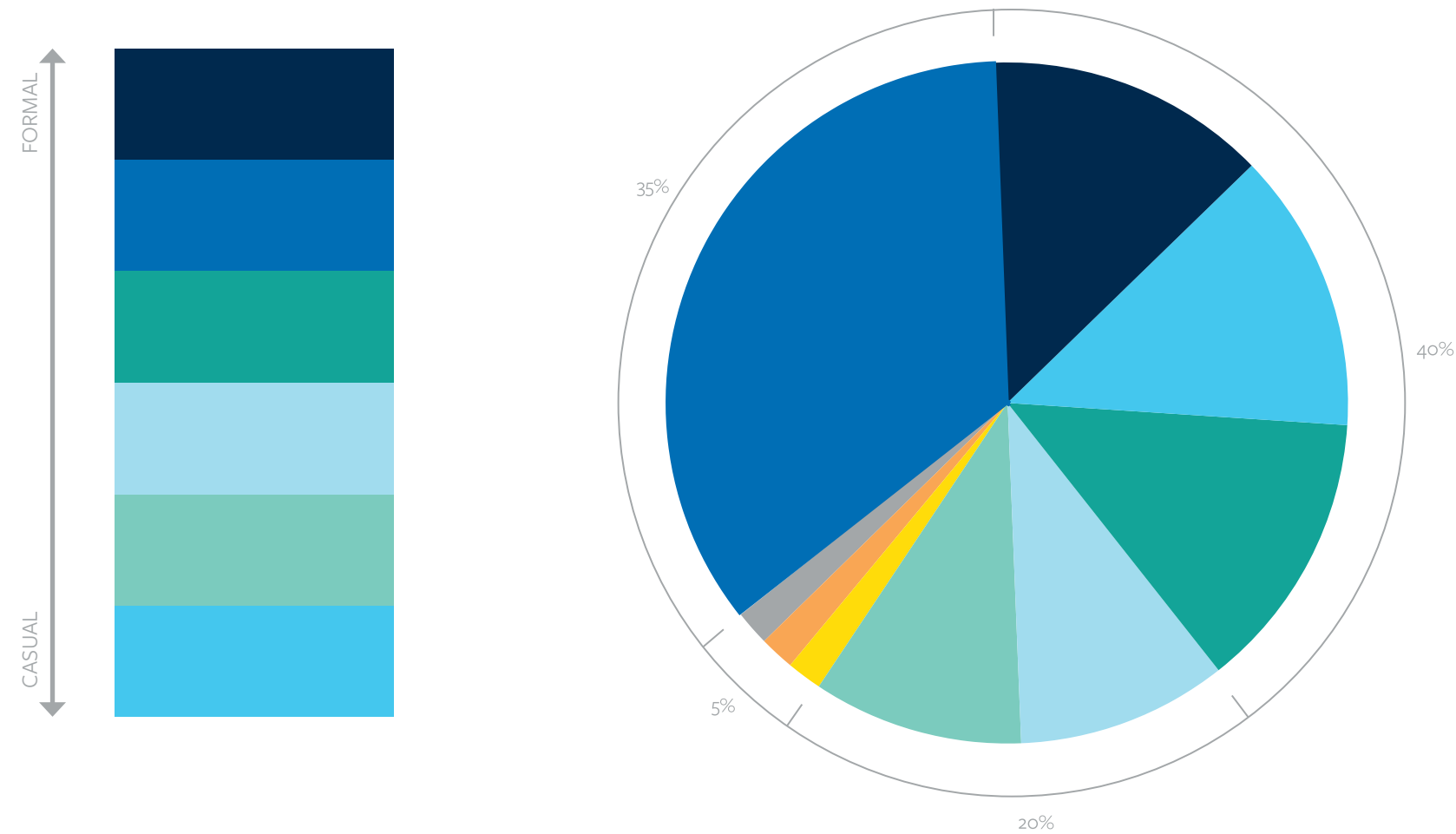
SCREENS, TINTS AND CONTRAST

Tints and screens may be used of each color; however, a tint or screen should never be the ONLY instance of color on a single design, nor should they be the most prominent. For example, if you wish to use a 50% tint of Fountain Blue, be sure to include a full value brand color elsewhere.

To ensure maximum readability when selecting text colors, refer to the chart below. Only the colors listed there may be used as text on each given color in a print piece.

Refer to our Web Standards on page 73 for information on web color usage.

|			
WHITE	**FOUNDER'S BLUE (IF BOLD)**	FOUNTAIN BLUE	KANSAS CITY BLUE	BLACK
WHITE	FOUNTAIN BLUE	KANSAS CITY BLUE	WISDOM GREEN
WHITE (IF BOLD)	FOUNDER'S BLUE	BLACK	**ROCKHURST BLUE (IF BOLD)**
WHITE	FOUNDER'S BLUE	BLACK
WHITE (IF BOLD)	FOUNDER'S BLUE	BLACK	ROCKHURST BLUE
WHITE (IF BOLD)	FOUNDER'S BLUE	BLACK	ROCKHURST BLUE

TYPOGRAPHY

OUR FONT FAMILY

The typography of a brand goes beyond just letters on a page. Thoughtful use of a typeface creates a cohesive story between communications and helps express the voice and personality of a brand. It can help communicate more clearly and better align our visual identity.

Based on its clean lines, rounded figures and friendly appearance, the Freight Font Family has been chosen as Rockhurst University's typeface.

The round, circular shapes of the Freight family characters echo the round icon and lettering in the University logo, and the approachability of the typeface represents Rockhurst's warm and welcoming vibe. Each style includes six weights, small capitals, fractions, standard ligature, lining and old-style figures and more, and supports over 90 languages.

This singular font family contains Sans, Text and Sans Compressed, which gives versatility to our typography without compromising consistency.

HEADERS

Headers should use a combination of Freight Text in medium italic, semi-bold italic or bold italic paired with Freight Sans or Freight Compressed in medium, semi-bold or bold all caps. Black weights should be used sparingly.

BODY COPY

Body copy should almost always be set in Freight Sans Book or Medium, using semi-bold or bold to emphasize important information. Light weight may be used for body copy in certain scenarios, but the delicate nature of it can make it difficult on the eyes, so it should be used sparingly and in high contrast without background texture or noise. Freight Sans Compressed may be used when space dictates the need for a condensed font, or when variety is needed for a graphic element.

Body copy text should never exceed 12 pt. size or go below 9 pt. size. Whenever a piece is produced in full-color, always use Founder's Blue for body copy in place of black.

LINE LENGTH

Try to keep each line of a communication no longer than the width of two alphabets in a row. This helps with readability, as too long of lines can cause reader fatigue. Do not use hyphenation in body copy at line breaks, unless it is a naturally hyphenated word.

Ensure that you do not leave "widows" (a lone word that appears at the bottom of a paragraph) or "orphans" (a singular line or word that appears at the top of a page or column).

PRIMARY HEADER LINE
Secondary header line

Here is how the body copy should look. Body copy should look like this. **Body copy that needs emphasis.** Here is how the body copy should look. Body copy should look like this. Here is how the body copy should look. Body copy should look like this.

Here is how the body copy should look. Body copy should look like this. Here is how the body copy should look. Body copy should look like this. Here is how the body copy should look. Body copy should look like this. Here is how the body copy should look. Body copy should look like this.

DEFAULT FONTS

When Freight is not available, Arial and Georgia are the default fonts for sans-serif and serif usage, respectively. These fonts are available on both Mac and PC.

SERIF VS. SANS

Sans-serif fonts are more modern and more easily read than serif fonts. In almost all instances, Freight Sans should be used for body copy. Freight Text can be used as body copy for more formal communications.

To determine which font should be used, consider your tone and audience Use the examples on this chart as a guide.

DISPLAY/SCRIPT

In almost all cases, typography should be limited to the official brand font family. This will produce communications that are easily recognizable and will strengthen the Rockhurst brand. In some cases, such as when creating a custom word mark for an event or campus entity, additional display or script font may be used in addition to the brand font.

LEADING/TRACKING

The proper spacing of text between lines (leading) and between letters (tracking) ensures that text is legible, approachable and comfortably read.

Leading and tracking that is too loose can slow down the pace, while tighter leading and tracking can speed it up. In most cases, tracking and leading of body copy will usually be about two points higher than the point size of the text. However, certain designs may use looser or tighter tracking in headers or other graphic elements to give an airy, dramatic or exciting feel.

FORMAL

Freight Text
Book

Freight Text
Semibold

Freight Text
Medium

Freight Text
Bold

*Freight Text
Medium Italic*

SUBTLE

***Freight Sans
Bold Italic***

BOLD

Freight Sans
Book

**Freight Text
Black**

*Freight Sans
Medium Italic*

**Freight Sans
Bold**

Freight Sans
Light

**FREIGHT SANS
BLACK CAPS**

CASUAL
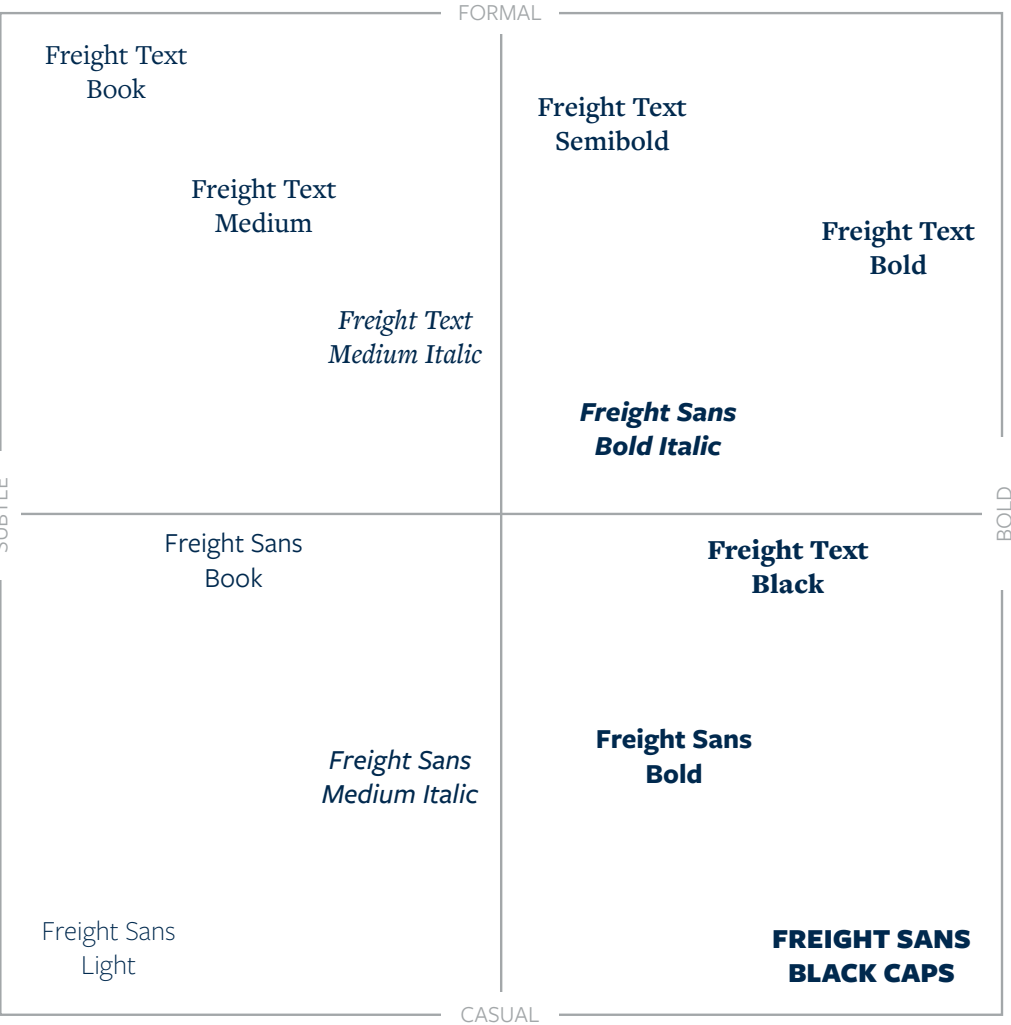
GRAPHICS

OUR GRAPHIC ELEMENTS

We have compiled a collection of tools that create a look unique to Rockhurst for added recognition in our pieces. Below you will find information on these tools, as well as notes on shape and form to inform your design decisions.

Our graphic elements should be used to add visual interest, reinforce the brand and enhance our messaging. They are not required for each piece, but rather are available as a library of branded assets when needed.

We rely on the shape of the circle throughout designs. The circle echoes the Circle R found in the Rockhurst logo; indicates inclusivity, welcoming and warmth; and represents common themes, such as community and caring for the whole person. However, we should aim to strike a balance between soft, rounded edges and straight lines, such as grids, to prevent a disorganized look.

The following graphic elements should only be used at the direction of University Marketing.

CIRCLE TEXTURE

A circle texture made from a repeating pattern of the shapes found in our logo is available to add visual interest with soft lines. This texture should only be used in the formats provided by University Marketing, with no alterations to colors, transparencies or sizing allowed.
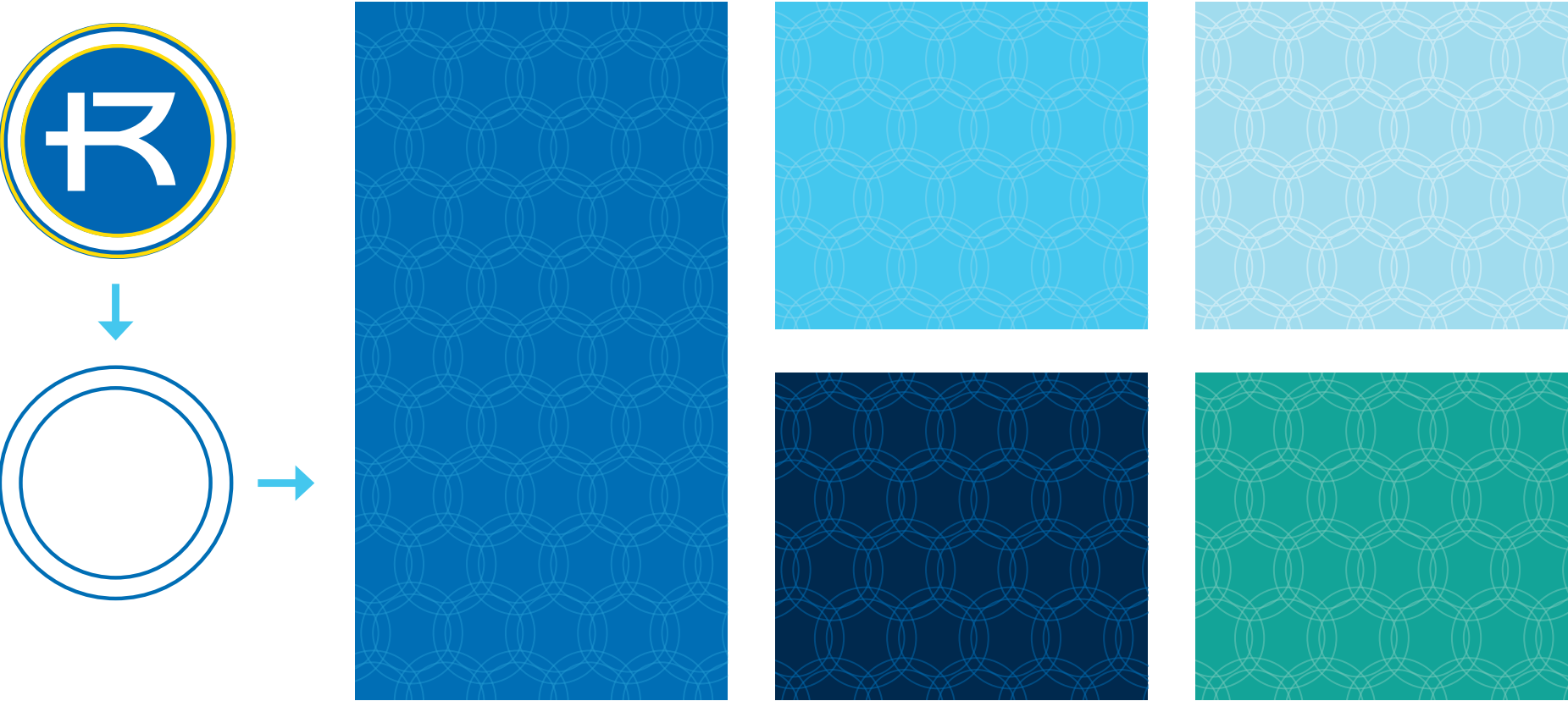
BELL TOWER TEXTURE

The geometric shapes found in our campus's iconic bell tower create a repeating pattern that offers a more angular texture. This texture should only be used in the formats provided by University Marketing, with no alterations to colors, transparencies or sizing allowed.
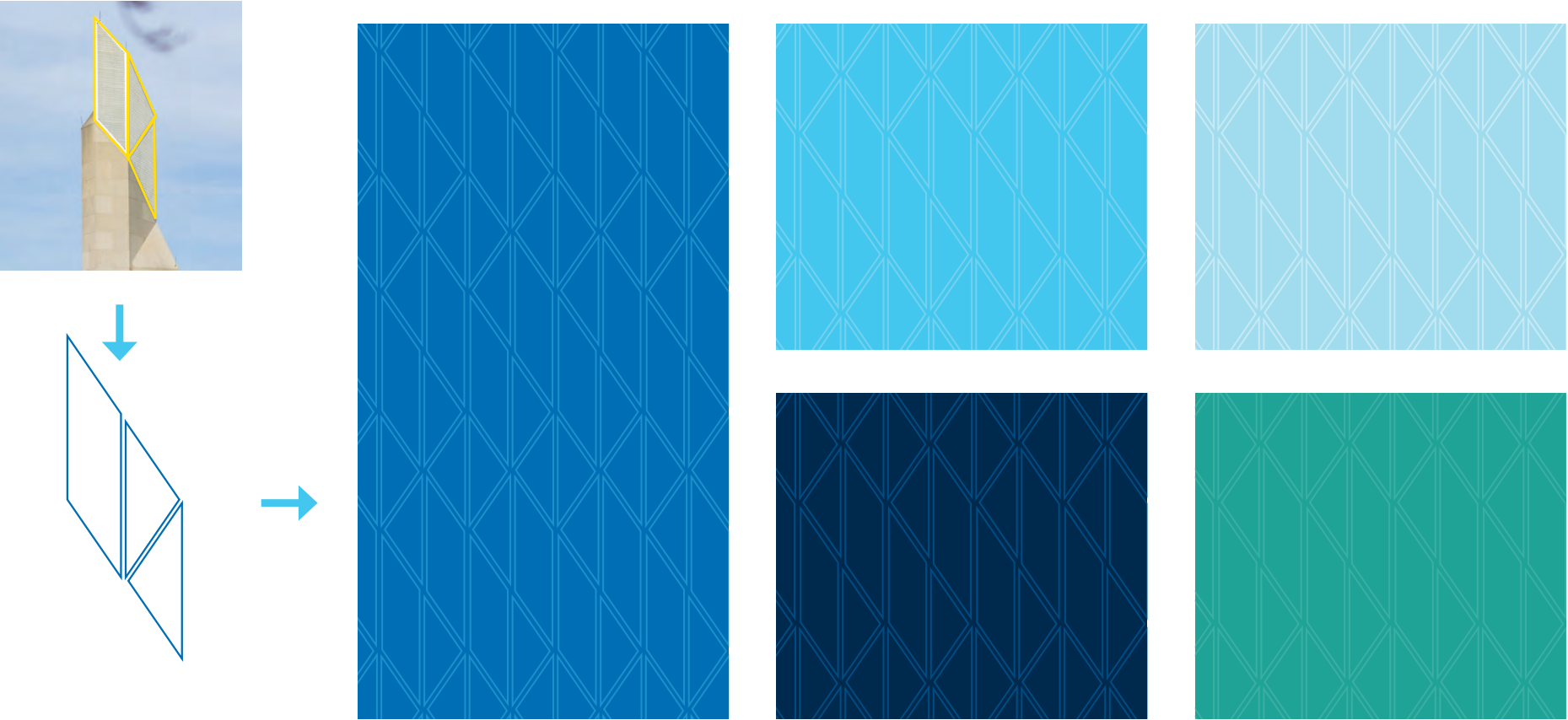
BORDERS

Two borders are available for use as borders along the edge of a page. These borders are created using the "R" in the Rockhurst logo and mimic some of the architecture on campus. These should only be used in the following color combinations:

- Rockhurst Blue on Founders Blue
- Fountain Blue on Rockhurst Blue
- Kansas City Blue on Fountain Blue or White
- Wisdom Green on Kinerk Commons Green or White
- Bell Tower Gray on White
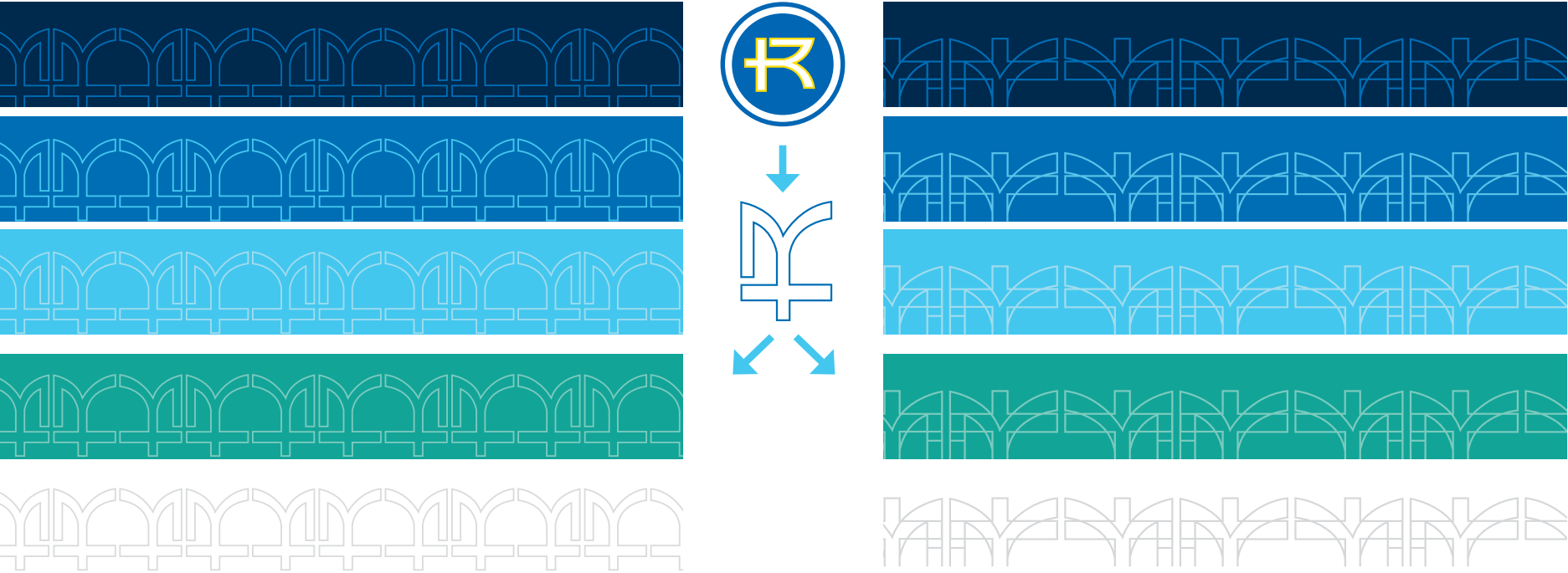
FLOURISHES

For additional design elements - like a bullet point or extra graphic - flourishes are available. These shapes were created by pulling shapes from an overlapping circle pattern based on the shaped of our Circle R logo. These can be used in any size, transparency or primary or secondary brand color.
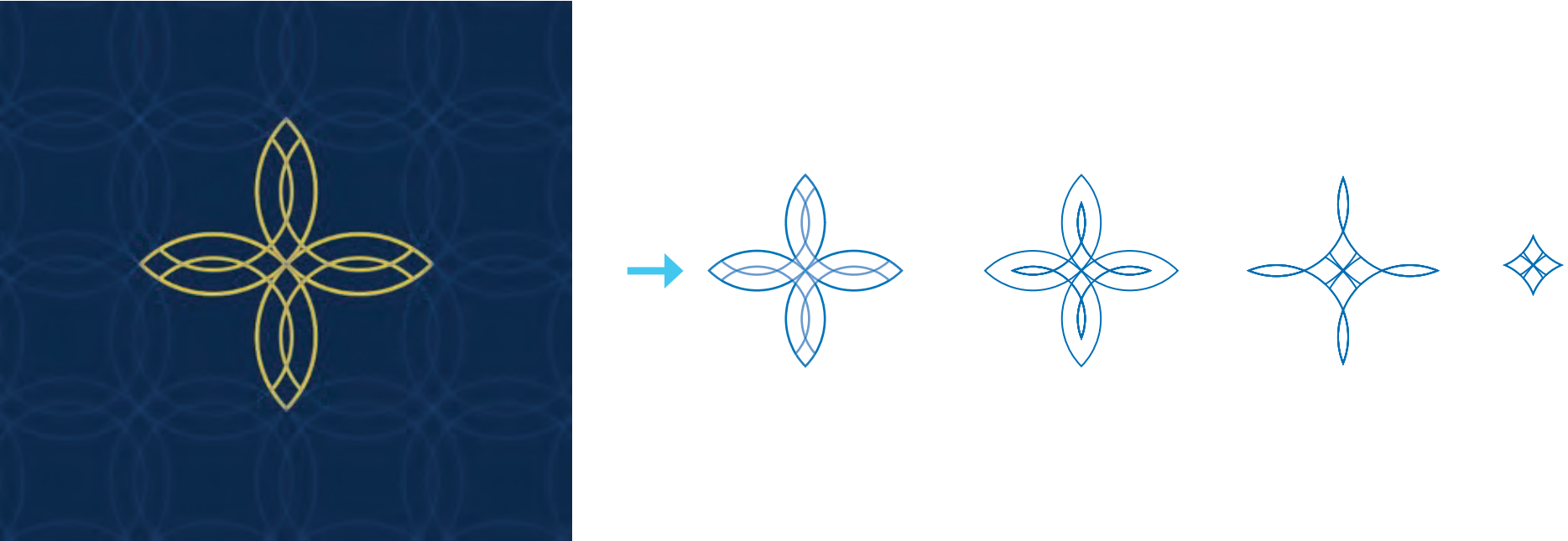
ICON LOCKUP

Our Rockhurst and Kansas City icons are available to use in a single color format with a one-point stroke and no fill. These should only be used in this specific line-up, typically with the words Rockhurst University below. These icons can be used separately for limited instances, such as for photo booth props or social media stickers.
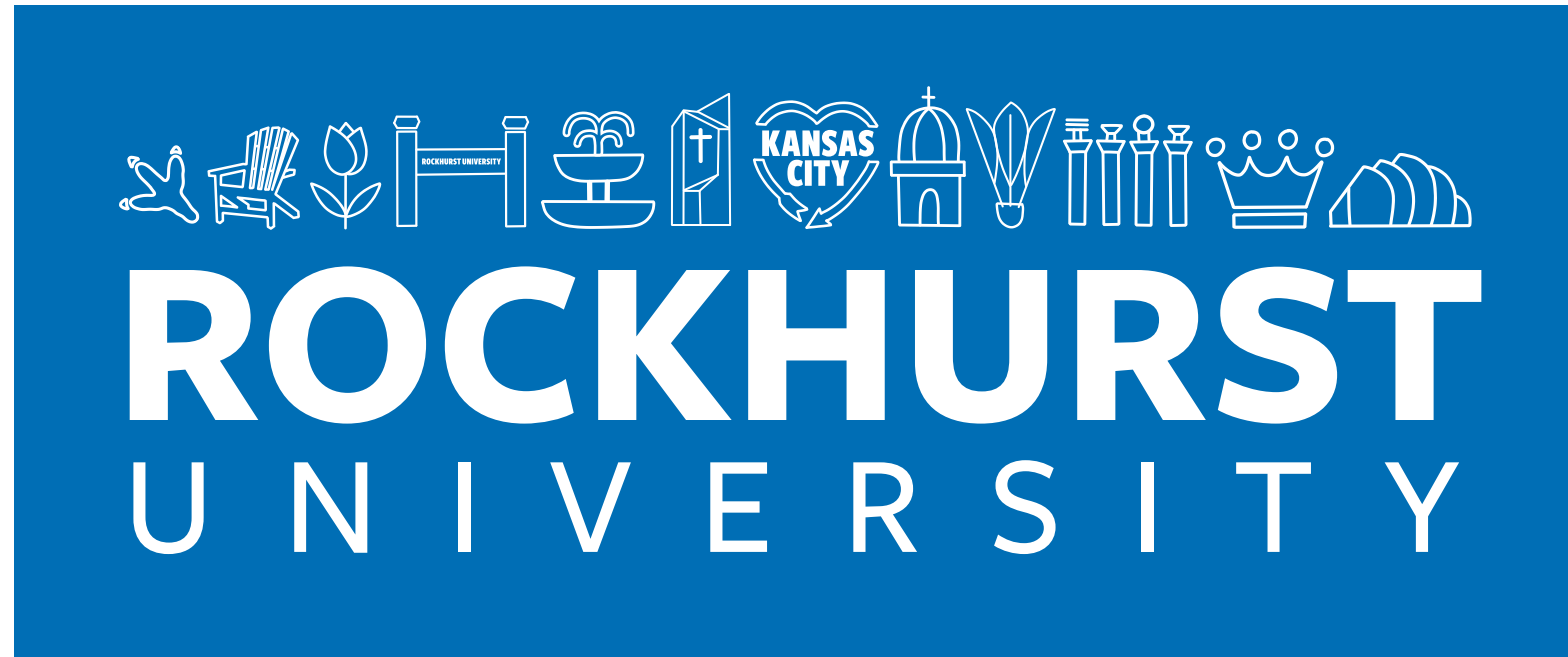
CAMPUS ILLUSTRATIONS

A library of campus building illustrations is available for use. These illustrations represent the unique architecture of campus and can be used on materials like campus maps, event invitations or programs, social media posts and more. They should only be used in the colors and stroke sizes provided by University Marketing.

IDENTITY MATERIALS

OUR IDENTITY MATERIALS

To maintain a consistent look, only use the materials detailed below for your official Rockhurst stationery, presentations, email signatures and nametags. To order any of these materials, visit resources.rockhurst.edu.

BUSINESS CARDS

The primary logo is the only logo to appear on business cards, no variations are allowed. You may order business cards through our Print Time portal. Link and instructions can be found on the University Marketing and Communications page on the employee intranet site (resources.rockhurst.edu).

FIRSTNAME LASTNAME
TITLE WILL GO HERE

firstname.lastname@rockhurst.edu
O 816-501-xxxx | C 816-501-xxxx

ROCKHURST UNIVERSITY
Name of School or Office Here

1100 Rockhurst Road | Kansas City, MO 64110

NAME: FREIGHT SANS SEMIBOLD, 13 PT., CAPS, FOUNDER'S BLUE
TITLE: FREIGHT SANS BOOK, 10 PT., CAPS, ROCKHURST BLUE
EMAIL: FREIGHT SANS SEMIBOLD, 9 PT., FOUNDER'S BLUE
PHONE: FREIGHT SANS BOOK, 8 PT., ROCKHURST BLUE
SCHOOL NAME: FREIGHT SANS SEMIBOLD, 9 PT., CAPS, FOUNDER'S BLUE
SCHOOL/OFFICE: FREIGHT SANS BOOK, 8 PT., ROCKHURST BLUE
ADDRESS: FREIGHT SANS BOOK, 8 PT., ROCKHURST BLUE

LETTERHEAD

The primary logo is the only logo to appear on letterhead, no variations are allowed. If using a department identifier, place in the upper right corner in Rockhurst Blue. The recommended text of the letter is Georgia set at 11 pt. with 12 pt. leading or single line spacing.

ROCKHURST UNIVERSITY

1100 Rockhurst Road | Kansas City, MO 64110 | 816.501.4000 **rockhurst.edu**

ROCKHURST UNIVERSITY   University Marketing and Communications

1100 Rockhurst Road | Kansas City, MO 64110 | 816.501.4000 **rockhurst.edu**

ENVELOPES

The primary logo is the only logo to appear on envelopes, no variations are allowed. If using a department identifier, replace "Rockhurst University" on the flap with your department name. You may order envelopes and letterhead through our Print Time portal.

Link and instructions can be found on the University Marketing and Communications page on the employee intranet site (**resources. rockhurst.edu**).
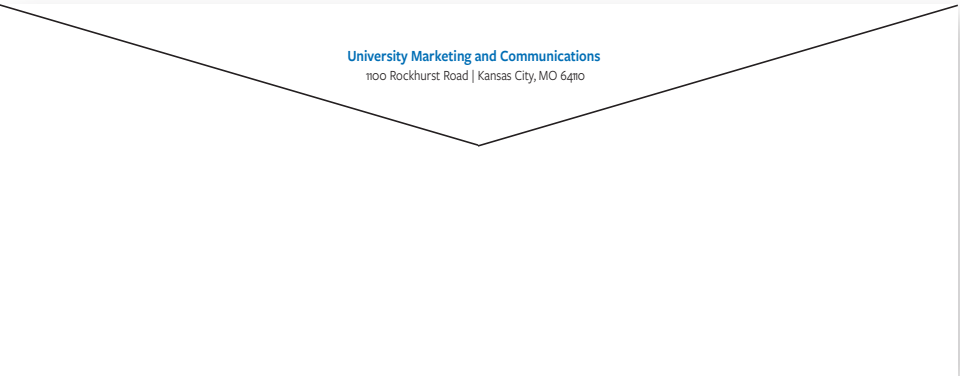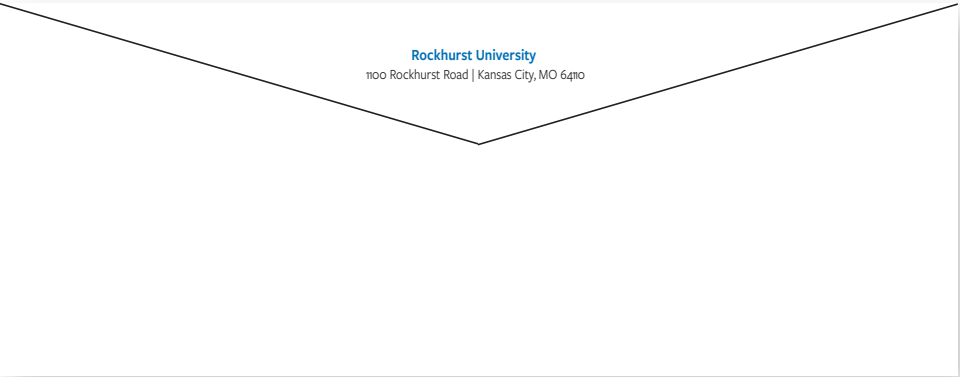
DEPARTMENT NAME: FREIGHT SANS SEMIBOLD, 10 PT., ROCKHURST BLUE

FOOTER ADDRESS: FREIGHT SANS BOOK, 9 PT., BELL TOWER GRAY

RETURN ADDRESS: FREIGHT SANS BOOK, 9 PT., BLACK

URL: FREIGHT SANS SEMIBOLD, 9 PT., ROCKHURST BLUE

ROCKHURST UNIVERSITY

Rockhurst University
1100 Rockhurst Road | Kansas City, MO 64110

University Marketing and Communications
1100 Rockhurst Road | Kansas City, MO 64110

NAME TAGS

You may place an order for a name tag through the ordering form found on the University Marketing and Communications page on the employee intranet (**resources.rockhurst.net**). University Marketing places name tag orders once in the spring and once in the fall.

ROCKHURST UNIVERSITY

NAME OF PERSON
Job Title

POWERPOINT TEMPLATE

The University PowerPoint template has been updated to adhere to new branding. The template includes several options for section header imagery.

Download PowerPoint templates from the University Marketing and Communications page on the employee intranet (**resources.rockhurst.edu).**

EMAIL SIGNATURE

To increase Rockhurst University's brand recognition we must be consistent with our brand elements across all forms of communication. We ask that all University employees maintain a uniform signature, so external audiences can easily access our contact information and become familiar with our brand's logo.

Find instructions and template for creating your email signature on the University Marketing and Communications page on the employee intranet (**resources. rockhurst.edu).**

Additional graphics may be added to an email signature to promote special events or campaigns, only on a limited basis and when approved by University Marketing. These are limited to promotion of large, revenue-generating events or campaigns sponsored by the University.

The graphics must be linked to a University webpage using UTM parameters. Visit the Web Standards section at rockhurst.edu/brand for more information on UTM. University Marketing is also available to assist with setting up UTM parameters, if needed.

NAME OF PERSON
Job Title
University Office or College
O 816-501-5555 | **C** 816-501-5555

ROCKHURST UNIVERSITY

1100 Rockhurst Road | Kansas City, MO

NAME: ARIAL, BOLD, CAPS, 14 PT.
EVERYTHING ELSE: ARIAL, 11 PT.

NAME OF PERSON
Job Title
University Office or College
O 816-501-5555 | **C** 816-501-5555

ROCKHURST UNIVERSITY

1100 Rockhurst Road | Kansas City, MO

Celebrate RU

PHOTOGRAPHY

PHOTOGRAPHY BRAND STANDARDS

Photography at Rockhurst University is a tool used to visually portray the authenticity of our on-campus community, the academic landscape at RU and engagement with the greater Kansas City community and beyond.

Our photography style is clean, bright, cheerful and natural. We aim to include people in as many photos as possible, to best showcase the unique community of Rockhurst.

The following information provides best practices and standards for capturing images that are authentic and representative of the Rockhurst brand.

Remember, when using Rockhurst photos, do not stretch, alter or pixelate.

REQUESTING PHOTOGRAPHY

University Marketing has staff members who are available to take photographs for events. Please note that use of staff photographers is reserved for shoots that will produce photos that can be used for official University marketing initiatives at the discretion of University marketing staff. For all other shoots that we are unable to accommodate, we will provide you with the option of hiring an outside photographer or providing instructions on how best to capture the photographs on your own device.

CANDID SHOTS

Candid photos of people at Rockhurst should primarily use natural lighting to tell the story. Photos shouldn't be cluttered with people or objects and should have a clear focal point. Photograph subject(s) in a setting that helps tell a story visually, such as a part of campus or a classroom to establish depth.

LANDSCAPE

Photos of campus help us show what it's like to be a part of the campus community. Campus can be photographed from a variety of perspectives to illustrate campus life. When taking campus shots – unless specifically trying to get just a campus building or landmark – position students/community members in the frame to add personal interest. Photos of people resonate far greater than photos of buildings.

PORTRAITS

Use natural light (or soft artificial lighting) to portray the subject in a setting that helps tell a story visually and feels authentic and natural to the subject.

SERVICE

When photographing Rockhurst community members participating in service projects on- or off-campus, take photos that show the interaction with the community that is being served. Action shots are best. When photographing off-campus, take care to find angles that show visually that the subjects are members of the Rockhurst community – for example, look for a Rockhurst logo or blue-colored shirt or hat to include in the photo.

HEADSHOTS

Use direct studio lighting that is not too harsh to photograph subjects on a solid background. Headshots should include shoulders and up and should maintain adequate white space above the subject's head.

LEARNING

Classroom photos should have clear focal points and show students and faculty engaging in classroom studies. Images should have an active tone, with individuals visually engaging in the classroom experience through visual or physical expressions.

VIDEOGRAPHY

VIDEO BRAND STANDARDS

Video is an integral medium for telling the story of our brand. As our world becomes increasingly digital and as YouTube continues to be a leading search engine, our focus on video will only increase over time. Rockhurst uses videos to tell the stories of our students, staff, faculty and community.

For videography, style is dependent on the production's feel and intent, though should be professional and clean in all circumstances. Each shot tells a story, in picture and word, so be sure backgrounds are purposefully effective and subjects are properly framed to complement the story.

The following information provides best practices and standards for creating high-quality videos that reflect the true Rockhurst experience.

VIDEO BEST PRACTICES

For most videos, the highest possible production standards should apply:

- Proper exposure, framing, focus and white balance should be determined and set before a shot is ready to record.
- Videos should be shot in 4k whenever achievable.
- A tripod or stabilizing equipment should be used to avoid unstable video shots.

For certain videos, particularly those intended for social media, a lower production quality captured from a smartphone, GoPro, etc. is acceptable in some instances. Consult with University Marketing on what projects would be included in this category.

Final videos that will be uploaded to YouTube or social media should be approximately 2:30 or less. Exceptions would be internal videos, unlisted videos or special projects that require a longer duration.

When exporting a video for social media, follow the file sizing guidelines for each social media site (2021):

- Facebook: 10 GB (max) 1920 x 1080 pixels.
- Instagram: 4 GB (max) 60 seconds length (max) 1080 x 1920 pixels.
- Twitter: 512 MB (max) 2:20 length (max) 1920 x 1080 pixels.

TITLE CARDS

Cards succeed when placed in conjunction with scripted calls to action or when they are relevant to additional Rockhurst video content. "For more information" cards should be in the last 20% of the video to prevent the viewer from moving on before the end slate.

All links should be directed to rockhurst.edu or rockhursthawks.com. Use cards sparingly as not to litter videos with perceived ads.

VIDEO AND PHOTO RELEASES

Video/photo releases must be signed for every filming. Releases should be signed by everyone whose image will be used in University Marketing materials, social media or for other on-campus uses.

MUSIC

Music should be incorporated on most videos. If interviews or other speaking audio is included, music should be kept at a minimal level during those sections in order for the speaking audio to be heard clearly (-30 dB or less for the music). Music choices should match the mood or tone of the video and be free from copyright concerns. Rockhurst University must obtain the license or expressed approval of all music for use in any external video communications. If there are lyrics, they should not contain profanity or anything opposing Rockhurst's values, message and mission.

CLOSED CAPTIONING

For any public-facing video, accurate captions are required before publishing. All videos produced by University Marketing will include captions developed by our in-house team. For individuals at the University submitting a video to be public-facing on the rockhurst.edu site, or on the Rockhurst YouTube page, we require a captions file to be submitted along with the video before it will be posted.

LOWER THIRD STANDARD

Lower thirds should always be added to videos that include interviews. Details to be included are the person's name, title, subject/department, and for students, year in school (freshman, sophomore, junior, senior, graduate student) and major(s) for undergrads and graduate degree program for graduate students. Lower thirds should remain on the screen for no less than 3 seconds. University Marketing will provide branded lower third files to any vendor creating videos on our behalf. This uniform look will help keep our brand consistent across all videos.

THE WEB

WEB STANDARDS

As with every form of communications, the Rockhurst website is an avenue for branded storytelling.

It is important that we adhere to brand standards throughout our website to create a cohesive, seamless and high-quality story.

BRAND SAFETY GUIDELINES

Ensure that the Rockhurst brand is associated with channels, organizations and individuals that reflect Rockhurst's values and ideals. Channels that include sensitive, defamatory or false content may not be suitable.

- Avoid channels that spread misinformation, false statements or hate-filled messages.

- Inspect each website, app and YouTube channel you do not recognize when considering ad placements. Some can look innocuous by name but include content Rockhurst does not want to be associated with. Relying on Google to take these sources down will take far too long and put us in harm's way.

- Any site that is identified as harmful to the Rockhurst brand should be added to the exclusions list. Make sure to add it to the list for the account, not just the campaign or ad group.

- Adult content, illegal activity, malware and drugs and alcohol are additional elements to avoid on sites considered for ad placement.

WEB BODY COPY

The Google sans serif font Source Sans Pro is used for body copy throughout the website. Source Sans Pro is a versatile typeface designed particularly for user interfaces. Its letterforms are slightly condensed allowing them to fit into tight spaces within a UI, while remaining well-defined even at small sizes. Advanced hinting allows Source Sans Pro to render well across browsers and devices.

SOURCE SANS EXTRALIGHT
Rockhurst

SOURCE SANS EXTRALIGHT ITALIC
Rockhurst

SOURCE SANS LIGHT
Rockhurst

SOURCE SANS LIGHT ITALIC
Rockhurst

SOURCE SANS REGULAR
Rockhurst

SOURCE SANS ITALIC
Rockhurst

SOURCE SANS SEMI-BOLD
Rockhurst

SOURCE SANS SEMI-BOLD ITALIC
Rockhurst

SOURCE SANS BOLD
Rockhurst

SOURCE SANS BOLD ITALIC
Rockhurst

SOURCE SANS BLACK
Rockhurst

SOURCE SANS BLACK ITALIC
Rockhurst

WEB HEADERS AND BUTTONS

The Google sans serif font Noto Sans is our choice for all headlines and buttons, Noto helps to make the web more beautiful across platforms for all languages. With a heavy weight in the bold, extra bold and black weights, web headlines in Noto pop off the screen and demand attention.

NOTO SANS REGULAR
Rockhurst

NOTO SANS ITALIC
Rockhurst

NOTO SANS BOLD
Rockhurst

NOTO SANS BOLD ITALIC
Rockhurst

TAGGING

The following tags should be implemented on the website for proper accessibility:

- Image Tag – Placed within an image that allows it to be placed on a website. The description of the image tag displays when your mouse hovers over an image and is critical for accessibility.

- Alt Tag – Specifies an alternate text for the image if the image cannot be displayed.

- Title Tag – Used by screen readers to assist users with visual impairments in moving between pages on your website. It's crucial that a title tag accurately reflects the content of the webpage with an informative and succinct title.

HYPERLINKS

For WCAG compliance, hyperlinks must be a distinctive color from the text surrounding it and present a "non-color designator" (e.g. underline) on mouse hover and keyboard focus. Typically, when you hyperlink text while editing a page in Drupal, it will automatically create the compliant blue and underlined text. **You should never manually change the hyperlinked text color or underlined structure without approval from University Marketing.**

Although there are situations where changing the color would be necessary (e.g. if the background color does not provide proper contrast), these situations will be rare. Additionally, for increased SEO, it's best to hyperlink a relevant word in the text, rather than use a "click here" prompt.

VANITY URL GUIDELINES

Vanity URLs redirect users from a simple URL to a more complicated one. These can be outbound links but should only be used for Rockhurst properties like the catalog, a form or the Rockhurst YouTube channel. These are approved on a case-by-case basis by University Marketing.

WEB COLORS

As different colors are layered on a webpage, we must meet a minimum level of color contrast, so the two items are distinguishable from one another and readable/viewable by those with a sight or color disability. The following color codes and combinations pass all accessibility requirements for the web:

#0058A6	#FFFFFF
#0058A6	#F2F2F2
#0058A6	#59C5EB

#002855	#FFFFFF
#002855	#F2F2F2
#002855	#59C5EB

| #00998C | #FFFFFF |
| #00998C | #F2F2F2 |

SOCIAL MEDIA

SOCIAL MEDIA GUIDELINES

The role of social media at Rockhurst is to cultivate a community with prospective and current students and alumni through meaningful stories and two-way conversations that evoke the community feeling you have when you're on the Rockhurst campus.

We create a strong, clearly defined voice that stays consistent, even with multiple people writing copy. Our voice should be just like a friend's voice on the phone: friendly; immediately recognizable; the personification of Rockhurst: welcoming, warm, fun.

University Marketing manages, monitors and maintains all official Rockhurst University social media accounts. Following are best-practices for social media channels.

OUR TONE IS:

- Smart
- Witty
- Forward-thinking
- Authentic
- Inclusive
- Humble
- In-the-know
- Genuine
- Motivated
- Conversational

IT IS NOT:

- Flippant
- Dismissive
- Judgmental
- Improper
- Misleading
- Negative
- Uninviting
- Overbearing

PROFILE IMAGE

Use of the official Rockhurst logo is reserved for the official Rockhurst University social media accounts. If you would like assistance in creating a graphic to use for your Rockhurst-affiliated social media account, contact marketing@rockhurst.edu.

WRITING

WRITING STANDARDS

As an academic institution, clean, clear and accurate copy is imperative to our credibility and our brand. Rockhurst follows AP Style to deliver top quality messaging. There are a few instances where our University style guide supersedes AP Style. Those rules can be found in the full Rockhurst Writing Style Guide at brand.rockhurst.edu.

Rockhurst University's tone is friendly, welcoming, engaging and others-oriented. When determining the voice of a written piece, remember to consider your audience. Younger audiences will relate more to a voice that is fun, casual and humorous (when appropriate). Older or more reserved audiences may react better to a slightly more "buttoned-up" tone; however, warmth and friendliness should never be sacrificed for the sake of professionalism.

Visit the University Marketing page on the employee intranet for the full Rockhurst style guide.

The following pages provide some best practices to keep in mind whenever writing on behalf of the University.

BEST PRACTICES

- When writing, it is often helpful to read your copy out loud to gauge the flow, cadence and pleasure of reading.

- Remember to alternate between long and short sentences. A variety of sentence length helps prevent burnout and aids in flow.

- Use the active voice, not passive, whenever possible. For example, instead of writing, "Her time at Rockhurst was spent changing lives in the service of others," write, "While at Rockhurst, she changed lives by serving others."

- Keep your audience in mind and remember to write in the second person (i.e. "you") when possible – and when appropriate – to keep a personal connection with the reader. For example, instead of writing, "Students will meet their orientation leaders in August," write, "You'll meet your orientation leader in August."

- Restrict the use of puns or plays on words to avoid sounding too "salesman-like." For example, using "RU" in place of "Are You" is occasionally acceptable for a grabby headline, but do not use it in every instance.

KEEP IN MIND THESE GOALS:

- Achieve maximum clarity.

- Stay relatable.

- Connect with your audience.

- Avoid wordiness.

CAMPUS SPACE DESIGN

CAMPUS BRANDING

To ensure cohesion, professionalism and a clear brand throughout campus, we have created a Design Guide for Campus Spaces that provides options for branding rooms and walls throughout campus.

If you have a request for branding, please fill out the Marketing Request Form, available through the my.rockhurst.edu portal. Marketing will contact you to discuss the project and provide the Design Guide for Campus Spaces.

Please note that University Marketing works closed with University Facilities to ensure that anything placed on campus buildings meets fire and safety regulations and aligns with University Facilities policies and plans.

FOR VENDORS

THIRD-PARTY VENDOR GUIDELINES

Rockhurst engages with many third-party vendors to create merchandise, apparel, swag items and more. It is important that these vendors are aware of and adhere to the Rockhurst graphic standards in all instances. Please provide any new vendor with the Rockhurst University Visual Identity Guide, available at brand.rockhurst.edu.

Campus Marketing Specialists has the first right of refusal for all branded items. Please content University Marketing for more details.

The following pages provide detail on correct ordering for branded merchandise and materials.

BRANDED ITEMS

The full University logo is the preferred logo for most items. Departments and colleges that have an official unit logo created by University Marketing may use such logo for their promotional items.

Departments or entities that do not have their own unit logo or mark may do the following:

1. Include the University Logo and the name of their entity with adequate space between the two (see Logo guidelines on pages 9-31).

2. Use a word mark that does not use the University logo in any shape or form, including the Circle R icon (see example on right).

3. Reach out to University Marketing for assistance in creating an acceptable imprint.

STUDENT ORGANIZATIONS

We encourage the creativity and expression of student organizations and know that when it comes to creating promotional items for these groups on campus, their organization is the primary "brand" while Rockhurst is the secondary in the mind of the student.

That said, any use of the Rockhurst logo or Circle R must adhere to the standards set out in this Brand Guide and be approved by University Marketing.

Beyond that, we believe that students should have free reign to design and brand their organizations how they see fit, provided it does not violate the usage of our logo or misrepresent our brand in any way.

Protecting Our Brand

We all have a role to play in protecting, promoting and celebrating the Rockhurst University brand. University Marketing and Communications works closely with all University departments and stakeholders to ensure that our brand is accurately managed and protected from misuse.

If you have any questions regarding the Rockhurst University Brand, please reach out to:

marketing@rockhurst.edu