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This style guide provides a resource for implementation of the Butler University brand. The guidelines contained in this document describe the fundamental elements of the brand along with basic instruction for how to use them.

Adherence to these guidelines will ensure the consistency and recognition of the brand. Recognition of the greater University brand will benefit each of its programs and key segments independently moving forward.

It should be noted that the elements and uses in this guide will be open to change. However, these changes will be reviewed and assessed periodically to ensure there is always a single standard usage overall.
TYPOGRAPHY
The Butler University brand uses five approved typefaces:

**LIBERATOR**
- Designed by Ryan Clark

**SACKERS SQUARE GOTHIC**
- Designed by Monotype Design Studio

**SACKERS GOTHIC MEDIUM**
- Designed by Monotype Design Studio

**DUKE**
- Designed by James T. Edmondson

**Sentinel**
- Designed by Hoefler & Frere-Jones

---

**LIBERATOR**

```
ABCDEF
FGHIJKLMNOP
QRSTUVWXYZ
!@#$%^&*()_+-
```

**SACKERS SQUARE GOTHIC**

```
ABCDEF
FGHIJKLMNOP
QRSTUVWXYZ
!@#$%^&*()_+-
```

**SACKERS GOTHIC MEDIUM**

```
ABCDEF
FGHIJKLMNOP
QRSTUVWXYZ
!@#$%^&*()_+-
```

**DUKE**

```
ABCDEF
FGHIJKLMNOP
QRSTUVWXYZ
!@#$%^&*()_+-
```

**Sentinel**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

---

**Sentinel Bold**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

---

**Sentinel Ultra Bold**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

---

**Sentinel Black**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

---

**Sentinel Extra Bold**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```
WEB USAGE

For web use, the Sackers Gothic faces are available for use as live text with a license, and are recommended as headers. Georgia is also available for web use, and is recommended for body copy. Liberator and Duke can only be used in images.

Sackers Square Gothic
Available for Web Use
Use as: Header Text
Backup Option: Helvetica Bold

Designed by Monotype Design Studio

Sackers Gothic Medium
Available for Web Use
Use as: Header Text
Backup Option: Helvetica Bold

Designed by Monotype Design Studio

Sackers Gothic Heavy
Available for Web Use
Use as: Header Text
Backup Option: Helvetica Bold

Designed by Monotype Design Studio

Georgia
Available for Web Use
Use as: Body Text
HEADLINES

This brand has a rich palette of available typographic moves, using this group of fonts in a handful of different ways, suitable to many unique situations.

LIBERATOR

Liberator is the brand’s primary headline typeface. It’s a solid, industrious font that can be used for accent words in strong headlines, but Liberator does not work well when applied to full sentences. In such cases, words should be broken into playful layouts. Longer words need to be tracked out with generous spacing, and optionally set on a curved path, like in the “Challenges Accepted” example. Liberator needs to be carefully kerned. Shorter words can be tracked closer together for an even bolder look.
**TYPOGRAPHY**

**HEADLINES**

**DUKE FILL**

For higher-impact words, Duke Fill can be used. Since it’s more condensed, longer words may work better in this typeface. It can also lend itself well to being warped into different shapes, and filled with diagonal hash lines, as seen here in “Crossroads of You.”

**SACKERS SQUARE GOTHIC**

When a slightly thinner font is desired, use Sackers Square Gothic. This typeface works well with longer lines of copy, as seen here in “These Dawgs Are All Bite.” Because Sackers Square Gothic is lighter, it can sit over photos and conceal less of the subject.
Typography

Headlines

Mixed Typefaces

Often, multiple fonts can be used in a single headline to highlight a word or phrase.
When you look up our Associate Dean and Professor of Pharmacy Bruce Clayton’s office hours, you won’t find any numbers next to his name—you’ll find one word: OPEN. When you walk up to room 107F, like the hundreds of students who’ve built careers before you these past 25 years, you’ll find his door to be the same: OPEN. And when you seek guidance from this man who developed a nationally ranked pharmacy program, you’ll find his mind to be OPEN. With 100% pass rates on their board exams four out of the last six years, the opportunities for our grads are wide OPEN. And someday, when you challenge yourself to earn scores like these of your own, with our college’s

SUBHEADS & CALLOUTS

Sackers Gothic Medium is the secondary typeface of the brand, and should be used for subheads, college name lock-ups, callouts, and lead-ins. Below are some common usage examples of Sackers Gothic Medium within the Butler brand.

BODY COPY

Sentinel is the primary long-form typeface for the Butler brand. All body copy should be set in Sentinel. When appropriate, Sentinel may be used for smaller subheads in conjunction with Stackers Gothic Medium as the main typeface. Sentinel Italic and Bold can be used to add emphasis.
PRIMARY BRAND COLORS

In addition to the two primary tones of Butler blue, the brand’s primary color palette extends to include complimentary shades of blue and brighter colors that form the brand’s supporting color palette. Each of these color palettes may be used across photographic treatments, typography, and layout of other collateral.

SECONDARY BRAND COLORS

These warmer tones add a sense of activity to the brand and are appropriate for use as highlighted elements, line art iconography, and detailed flourishes to compliment the richness of the primary color palette in designs.
LOGO USAGE
USING THE PRIMARY LOGO

The new Butler wordmark is configured for vertical and horizontal environments and placements. These are the primary academic marks that identify Butler University and should appear on all print and electronic communication and University signage. These logos are available for download from the Marketing and Communications page of the Butler University website, and should be obtained only from this source.

CHOOSING THE CORRECT VERSION

The Butler logo is available in three different color schemes: a full-color version, a one-color version, and as art that can be reversed on a solid background.
USING THE UNIVERSITY LOGO SYSTEM

Each of the six colleges are represented in this logo system by their pairings with the Butler wordmark. Logos available to the colleges are also available in two different configurations as well as color versions, and as art that can be reversed on a solid background.

**Horizontal Logo/Full-Color**

**BUTLER | COLLEGE OF COMMUNICATION**

**BUTLER | COLLEGE OF EDUCATION**

**BUTLER | COLLEGE OF PHARMACY AND HEALTH SCIENCES**

**BUTLER | COLLEGE OF LIBERAL ARTS AND SCIENCES**

**BUTLER | JORDAN COLLEGE OF THE ARTS**

**BUTLER | LACY SCHOOL OF BUSINESS**
USING THE BULLDOG-PAIRED LOGO

The strength of a brand is not only its recognition but how well it effectively communicates the values of the institution it represents. As we approached the introduction of the new Butler logo, the desire to pair the Bulldog mark with the institutional wordmark became a priority. The Bulldog-paired logo can be used in accordance with the visual identity guidelines.
**USING THE BULLDOG LOGO**

The Bulldog logo is the primary mark for Athletics at Butler. It not only represents a nearly 25-year tradition of athletic representation, but also exemplifies the tenacious spirit infused throughout the 160-year tradition of Butler University. The use of the Bulldog logo must be in accordance with the visual identity guidelines. The Bulldog logo should never be modified in color or content nor joined together to create a new or separate trademark or logo. These logos are available for download from the Marketing and Communications page of the Butler University website, and should be obtained only from this source.
Informal or Casual Wordmarks

This system covers instances where the Bulldog-paired logo can be combined with college or institutional programs or offices. These do not replace usage within the University logo system as it applies to colleges, but is intended for use as a marketing tool on products such as clothing or office products.
LOGO CLEAR SPACE

The Butler logos are most effective when surrounded by as much open space as possible. A minimum amount of clear space must surround the logo at all times. See diagrams to the right for the appropriate clear space for the various logos.
**MINIMUM SIZES**

To ensure visibility and legibility, the Butler logos should not be presented in sizes smaller than the requirements shown on this page.

To maintain visual integrity, applications using alternative reproduction techniques, such as embroidery and silkscreen, may require presenting the logos at larger sizes than indicated here.

These are only minimum sizes. Logos should be sized appropriately for the piece being designed.

<table>
<thead>
<tr>
<th>LOGO</th>
<th>MINIMUM SIZE FOR PRINT</th>
<th>MINIMUM SIZE FOR DIGITAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRIMARY VERTICAL LOGO</strong></td>
<td>1.25&quot; BUTLER UNIVERSITY</td>
<td>20 pt BUTLER UNIVERSITY</td>
</tr>
<tr>
<td><strong>PRIMARY HORIZONTAL LOGO</strong></td>
<td>1.25&quot; BUTLER UNIVERSITY</td>
<td>20 pt BUTLER UNIVERSITY</td>
</tr>
<tr>
<td><strong>BULLDOG LOGO</strong></td>
<td>1.25&quot; BUTLER UNIVERSITY</td>
<td>20 pt BUTLER UNIVERSITY</td>
</tr>
</tbody>
</table>
USING THE LOGO

The existing Butler University logo can be used with the Butler brand and should be used in a way consistent with previously established branding.

THIRD-PARTY BRANDING GUIDELINES

The Butler University and third-party trademarks should never be joined together to create a new or separate trademark or logo, and no endorsement lines should be used with the Butler logo, without express approval from Butler Marketing and Communications.
USING THE LOGO

The existing Butler University logo can be used with the Butler brand and should be used in a way consistent with previously established branding.

THE UNIVERSITY SEAL

The Seal of Butler University should be used only for Presidential communications, Commencement activities, and diplomas. Any other use of the University Seal MUST BE APPROVED BY MARKETING AND COMMUNICATIONS.
Every email that comes from the University reflects upon the institution. Using one simple, branded email signature across campus helps strengthen not only the perception of the University’s valuable reputation, but also assists in communicating the University’s visual identity on the most basic level.

In order to create a more consistent University-wide web presence, we recommend the following email signature templates as a baseline.

**STANDARD EMAIL SIGNATURE**

12 pt. Georgia is the preferred font for email signatures, and should be listed in this order:

Name (bold)
Title
Office/Unit
Butler University (appears on its own line)
Building/Room
4600 Sunset Avenue
Indianapolis, Indiana 46208
Phone | Mobile phone
Email address | Web address
An option to include your professional social network links is also acceptable on the last line.

**Butler University email signature wordmark.**

**SAMPLE SIGNATURES:**

**Phil Eichacker**
Art Director
Marketing and Communications
Butler University
317-940-8375

**Abby Thompson**
Director of Marketing
Lacy School of Business
Butler University
4600 Sunset Avenue
Holcomb 210
Indianapolis, Indiana 46208
317-940-6865
althomps@butler.edu
www.butler.edu/lacyschool

**The properly-sized Butler University email signature wordmark is available for download at www.butler.edu/marketing.**

**Instructions for email signature implementation:**

**For Windows:**
Open a new message.
On the Message tab, in the Include group, click Signature, and then click Signatures. On the Email Signature tab, click New.
Type a name for the signature, click OK.
In the Edit signature box, paste (Control+V) the signature you copied below.

**For Mac:**
Go to the Outlook menu and select Preferences.
Select Signatures.
Click the plus icon (+) to add a new signature.
Double click the “Untitled” signature and rename it.
In the Signature box, paste (Control+V) the signature you copied below.
PHOTOGRAPHY
PORTRAITURE

Portraits for the Butler brand should be sourced from branded shoots. They should be shot in a very considered composition (usually centered for a symmetrical placement), camera-aware (looking directly into the lens), and in the subject’s own environment. They should exude confidence and pride.
ENVIRONMENT

Environmental shots should be considered in a similar way. Whenever possible, symmetry is preferred, and architectural lines should be perpendicular to the camera, creating straight lines in the composition. Photography should consist of strong, stoic shots of the buildings rather than off-the-cuff candid shots. Overall, they should express a prestigious and confident tone. When possible, include people in photographs to convey a vibrant, collaborative environment.
Carefully composed and deliberate shots are not always possible, as in the case of athletics and performing arts. When capturing such images, consider the camera position and angles that best reflect the story being supported. The final selection of shots should favor the dynamic qualities of the moment that was captured. When capturing a composed shot, defer to the branded hero style.
PHOTO TREATMENT

With all photography in the Butler brand, color balance is adjusted slightly to an overall cooler temperature. Darks should have a visible blue hue. Subtle textures can be multiplied on the image to give it a worn-in feel.
COMPOSITION
Abdul-Rahman Peter Edward Kassig (1988–2014) was a Butler Political Science student from 2011 to 2012. His deep concern and altruistic service to others demonstrate the core values Butler students strive to embody.

A former Army Ranger, who had served in Iraq and was a trained EMT, Kassig was inspired to become a humanitarian aid worker after a spring break trip to Lebanon in 2012. Spurred by the suffering of the refugees from Syria’s civil war, Kassig began delivering basic necessities to civilian refugees of the conflict and treating the war-wounded, regardless of affiliation. He established his own Non-Governmental Organization, Special Emergency Response and Assistance (SERA), spent his own money, and risked his life repeatedly to sustain these relief efforts. He was captured by ISIL in October 2013, held hostage for over a year, and tragically killed in November 2014.
INVESTING IN A BUTLER EDUCATION

26th Annual Gospelfest
Feb. 7, 7:00 p.m.
Clowes Memorial Hall
Featuring Fred Hammond and special guests Hezekiah Walker and LeAndria Johnson.
Ticket information: butler.edu/theschrottcenter

Butler Ballet Presents: Mow Winter Dance Festival
Feb. 11–13
Maurice H. C. Sullivan Auditorium
A variety of selections featuring "Viva Vivaldi" by Gerald Alphin.
Ticket information: butler.edu/theschrottcenter

Lectures
Woodie Series Presents: George Trouche
Jan. 29, 7:30 p.m.
Atherton Union, Room 101
Title of talk: "Beethoven and the Cold War: Struggle for Men's Minds." No tickets required.

Visitor Writers Series Presents: Faye E. Williams
Feb. 15, 7:00 p.m.
Clowes Memorial Hall, Krannert Room
Managing systems for local and global collaborations: leadership. No tickets required.

Woodie Series Presents: Susan Tenev
Mar. 1, 7:30 p.m.
Clowes Memorial Hall, Reilly Room
"Teddy Bear Tea" and "Dreams of Flight." No tickets required.

Arts
13th Annual Elektronik Music Festival
Feb. 11, 7:00 p.m.
Howard L. Schrott Center for the Arts
Featuring the work of composer/producer Eric Honour. No tickets required.

The Colleges of Education and Liberal Arts and Sciences Present: "Mentor"
Feb. 17, 7:00 p.m.
Howard L. Schrott Center for the Arts
Featuring the work of composer/producer Eric Honour. No tickets required.

Butler Theatre Presents: "Mad Forest"
Feb. 25–Mar. 1
Lilly Hall 208
A dark comedy set in 1980s Romania. For more information, please contact mstanciu@butler.edu.

Where: Center for Faith and Vocation (the Blue House, across from the Schrott Center)

When: Tuesdays, 8:00–8:45 a.m.

We provide the mats and a light breakfast to go. Open to everyone.

For more information, please contact mstanciu@butler.edu.

Sunrise Yoga for Students
Relax and rejuvenate with a restorative yoga class.

Feb. 6 and 13, 2015

Butler Business Scholar 2015
February 6 and 13, 2015

For more information, please contact mstanciu@butler.edu.

2015

2015

2015

2015
ATHLETICS

Materials for Butler athletics should have similar design moves from the overall brand, but with a slightly more vibrant mix of brand colors, and bigger, bolder layouts. The primary typeface should be Sackers Square Gothic, and the focus should be the text overlaid on sports photography. In athletics materials, type and graphics are used more as a violation of a photograph, disrupting and creating interplay within the layout. Supporting iconography includes play diagrams, brackets, and other athletic-themed elements.
VIDEO
TITLE CARDS & SUPERS

Video graphics should generally follow the same stylistic treatments as the rest of the brand. Typography and graphic elements are the same. Here are some examples, but feel free to play with the colors and layout for different applications to keep things fresh. Avoid large amounts of copy set in Liberator. Sackers Gothic Medium is preferred for longer headlines. Include the brighter secondary colors for emphasis. Colors for RGB are listed under the Pantone numbers earlier in this document.
This style guide is designed to strengthen the Butler University brand, not to impose unnecessary restrictions on your creativity. Nevertheless, it is vitally important that we ensure a consistent and appropriate brand for the University. Please exercise good judgment in all creative executions and strive to use the brand effectively for your audience, using this style guide as a tool.

If you have any questions as you help craft our brand, please contact:

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