



# BUTLER UNIVERSITY

2023 STYLE GUIDE

VERSION 9.0



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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 initial 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.





# UNIVERSITY BRAND PLATFORM



# University Brand Platform

## Brand Essence

### Transforming, together

*Butler is built for those who seek transformation. For those who aspire to reimagine the status quo or to be someone more. For those who want to move concepts into realities and individuals into changemakers. Together we will transform what it means to be a university.*

## Personality

Tenacious

Ambitious

Collaborative

Creative

Sincere

## Brand Pillars

### Bulldog Results

Our academic approaches, access to a thriving metropolis, and industry-leading support systems result in real-world outcomes and demonstrable impact for individuals, businesses, and communities.

### Our Best Selves

Our transformative approach to holistic well-being is evidence of our belief that the greatest achievements come from having the right support, guidance, and resources to achieve your best self.

### Lifelong Learning

Our commitment to lifelong learning is front and center as we develop new educational models and teaching approaches that build the foundation of higher education.

## Strategic Drivers

**Lifelong Success and Access, Experiential Learning, and The Whole Person.**

*Developed from research and institutional priorities.*



# Butler's Brand Messaging Strategy

## Lifelong Success & Access

### Priority Topics

- › Graduate Outcomes
- › Online Programs
- › New Learning & Business Models

### Supporting Narratives

- › Transformation Lab
- › Graduate career/grad school placement success stories
- › Alumni career success stories
- › US News rankings
- › Placement rates
- › The Butler Network

### Desired Perceptions

- › Butler's approach to education results in lifelong success for graduates.
- › Butler offers right-sized, right-time, student-focused learning.
- › Butler is an industry-leader in developing new educational models that are accessible to all learner types.

## Experiential Learning

### Priority Topics

- › Undergraduate Research
- › Service Learning
- › Study Abroad
- › Internships/Performances/Rotations/Student Teaching
- › Indianapolis

### Supporting Narratives

- › Undergraduate Research Conference
- › Internship Stories
- › International and domestic study abroad programs
- › Indianapolis Community Requirement
- › Lab Schools (and other immersive academic experiences)

### Desired Perceptions

- › Butler ensures graduates have essential career and leadership skills to get a job and advance in their career.
- › Butler creates an immersive learning environment for students, faculty, and community to grow and develop.
- › Butler gives students a greater view of the world and appreciation for community.

## The Whole Person

### Priority Topics

- › The First-Year Experience
- › Faculty & Staff Mentoring
- › Holistic Wellbeing (BU|BeWell)
- › Academic and Personal Exploration

### Supporting Narratives

- › Stories of faculty/staff to student relationships
- › Center for Academic Success and Exploration
- › Exploratory Studies
- › First-Year Seminar (and other components of the Core Curriculum)
- › Diversity, Equity, Inclusion efforts

### Desired Perceptions

- › Butler's approach to well-being results in resilient, well-rounded graduates.
- › Butler embraces a personalized education that is designed to transform lives and instill a passion for lifelong learning.
- › Butler's approach to well-being is student-focused, helping students to achieve their best self.



# OVERVIEW OF IMAGE STYLE AND BRAND PERSONALITY



# The FIRST step on your GREATEST ADVENTURE YET.

**Congratulations on your admission to Butler University!**

Butler is a special place. It has its own culture, its own rhythms, its own vibe. And we're excited for you to not only experience it but also *add to it*.

We know that starting college is a big change. So, we've created a first-year experience called ButlerONE to help smooth the way into your new environment—whether it's through academics, student life, or planning the next steps in your personal and professional journey.



For more information about Butler's First-Year Student Experience, visit [butler.edu/FYE](https://butler.edu/FYE).

## WE'LL HELP YOU DISCOVER YOU.

### NEW STUDENT REGISTRATION

New Student Registration is where it all begins. This is the time when you get to meet (virtually, at least) with a faculty member from your College to map out important details such as your course schedule, plus any questions you might have. Don't sweat the details—we'll make sure you get all the info you need during your appointment. And after that? We'll see you on campus!

### ACADEMIC ADVISING

Maybe you've known what you want to be since grade school. Or maybe you're paralyzed by all the career choices out there. We get it. At Butler, all we want is for you to thrive. So, not long after you get to campus, you'll meet your mentor from the department that houses your major. At Butler, prepare to be surrounded by people who want to see you dream bigger than you ever thought you could.



**Dr. Frances Blair**  
Faculty, College of Liberal Arts and Sciences

"As a Faculty-in-Residence, I'm here to help students make connections to faculty, and that includes myself and my colleagues. I'm also here to help them make connections with one another, with Butler, and with Indianapolis as a whole. All these connections help students feel like they belong and give them a sense of well-being. This Faculty-in-Residence program is one strand in a web of care, and Butler really does care about supporting you from your very first days on campus."

### ORIENTATION

Orientation is when we throw out the welcome mat and introduce you to all things Butler. Expect to meet with your student orientation group, learn more about your academic major, get involved with student organizations at Block Party, and meet tons of other new students. Yes, this means a lot of new places and new faces, but you'll get the hang of it quickly. Is it August yet??"



When it comes to Orientation, I really recommend you fully invest yourself in it. During the ice breakers, be goofy, and silly, and yourself. Everyone is just as new even as you are, so being enthusiastic and approachable will allow you to make a lot more connections than you otherwise would. Orientation—and college—can be the best time of your life, but you only get out what you put into it. Don't be shy and try new things. You may have a lot about yourself in the process."

**Sam Thompson**  
Biology, Psychology  
Indianapolis, Indiana

## TELL US MORE.

We're all ears.



**Confirm your info and you'll receive stickers, invites to events, info on our majors, and more.**

## FUTUREBULLDOG.COM

## THAT'S THE BUTLER EFFECT

### THERE'S ALWAYS SOMETHING.

It's almost impossible to imagine the Butler experience without getting involved. We offer more than 140 student organizations, 20 Division I athletic teams, intramural and club sports (including esports), state-of-the-art residence halls, five performing arts venues, and plenty of opportunities to volunteer.

### 99% PLACEMENT RATE

At Butler, you'll gain on-the-job, for-the-world experience. Bulldogs join the vibrant community of Indianapolis—the perfect backdrop for hands-on learning. We emphasize the importance of internships, service learning, studying abroad, and undergraduate research. So when you pursue your dream job, you'll have the valuable experience—inside and outside of the classroom—that employers desire most.


### WELCOME TO YOU 101.

Our 115 academic majors span business, pharmacy and health sciences, communication, education, liberal arts and sciences, and the arts. Our undergraduate population is just over 4,000 and the student-to-faculty ratio is only 11-to-1. These are just some of the reasons why Butler was named the No. 1 Regional University in the Midwest\*.


### INDIANAPOLIS: OUR HOMETOWN

When you come to Butler, you're joining the larger Indianapolis community. Not just the state capital, Indy is the center of attention in cultural events, major league sports, world-class dining, and overall off-campus exhilaration. And, campus is only five miles from downtown, so all of this could be part of your college experience.

\*2023 U.S. News & World Report Best Colleges Rankings



## FIND YOUR PURPOSE



## BUTLER UNIVERSITY





**WE'RE  
CHANGING  
WHAT IT  
MEANS  
TO BE A  
UNIVERSITY.**

Butler has always stood for excellence in education. But standing for something doesn't mean standing still. It means moving forward with innovative ideas that are transforming how we teach. It means experiential learning in fields that create in-demand graduates. It means cultivating not only minds, but communities. At Butler, we're changing what it means to be a university. One student at a time.

**BUTLER**  
UNIVERSITY  
[butler.edu](http://butler.edu)



**BUTLER**  
UNIVERSITY

ORIENTATION

**BUTLER ONE**  
THE FIRST YEAR EXPERIENCE



**THE  
BUTLER  
EFFECT**

**BUTLER**  
UNIVERSITY

[butler.edu/admission](http://butler.edu/admission)



# Get INVOLVED.

Let's face it. You spend most of your time in college outside of class, and Butler offers the ultimate college experience. With more than 140 student organizations ranging from advocacy to culture to service to health and well-being (and some more!), there's truly an organization for everyone.

**Find your place.**

**Sample of Student Organizations:**

- Black Student Union
- Butler University Dance Marathon Club and International Sports
- College Mentors for Kids
- Esports
- Greek Life
- Latino Student Union
- Manuscript Library Magazine
- Model United Nations Club
- Religious Groups
- Student Government Association
- Volunteer Center

Get your game on at Butler's new Esports Park. The space consists of gaming PCs and consoles, a studio and production room, and also as the home to Butler's esports club and esports team, which competes in the BIG EAST Conference.

4 NOW ENROLLING: YOU 101

4 NOW ENROLLING: YOU 101



# MAJOR IN OPPORTUNITY

BUTLER



# NOW ENROLLING: YOU 101

BUTLER

You've studied.  
You've joined co-curriculars.  
You've pursued your passions  
and pushed your limits.  
All to prepare you for this very  
moment—your senior year.  
*What will your next move be?*

# Do you have what it takes to be A BULLDOG?

Find out when our application for admission opens August 1.  
[butler.edu/admission](https://butler.edu/admission)





**Chart your course.**  
**VISIT CAMPUS THIS SUMMER.**

If you haven't fallen in love with Butler yet, it's probably time to schedule a visit. Whether you want a quick campus tour, a virtual look around, or an all-day affair, we have options to fit your interests and schedule.

**Schedule your tour at [butler.edu/visit](https://butler.edu/visit).**

# A PLAN TO HELP YOU SOAR


There's a reason ButlerONE, our first-year experience, is nationally ranked. Through ButlerOne, you'll find venues for self-discovery, student-centered advice for your academic future, challenging introductory courses in our Core Curriculum, and an encouraging environment to help you acclimate to your new life on campus.

**FIRST-YEAR SEMINAR**

You'll explore one of over 40 different course topics while building a close-knit community with your professor and a small group of other first-year students.

**Topics include:**

- Assessing the American Dream
- Through the Lens of Black Women
- Climate, Culture, Creativity
- TV Writers' Room
- Unpacking the Hunger Games
- Women Writing the World



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# All of us belong at Butler.

At Butler, we embrace our differences. That's what makes us special. That's what makes us strong. We are a place for everyone, and we take that responsibility seriously.

**Efraymon Diversity Center**

The Efraymon Diversity Center (better known as The DC) serves as a resource and home to many identity-based and cultural student organizations, including:

- Advocates for Autism
- Asian and Pacific Islander Alliance
- Black Student Union
- Butler LGBTQIA+ Alliance
- Diversity Program Council
- Gender Equity Movement
- Latino Student Union
- South Asian Student Association
- Students of Color Allied in Healthcare

**Center for Faith and Vocation**

The Center for Faith and Vocation (better known as the CFV) is dedicated to helping the Butler community live a life of purpose, meaning, and contribution. It supports several student organizations, including:

- Butler Catholic Community
- Cru
- Hillel
- Muslim Student Association
- Orthodox Christian Fellowship
- Secular Student Alliance
- Voces of Deliberance Gospel Choir
- Young Life

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As part of the Core Curriculum, all students take at least one academic course related to social justice and diversity.





# COPY TONE

VOICEHEADLINES

The copy reinforces the brand’s personality and “transforming together” essence. Our tone is active and full of opportunity. It establishes a personality built on transformation—a personality that is full of optimism and an overall outlook that anything is possible when done together.

The copy should be conversational and personable. It should provide insights about specific examples that prove out the greater points we’re trying to make. When writing, keep the brand’s personality in mind.

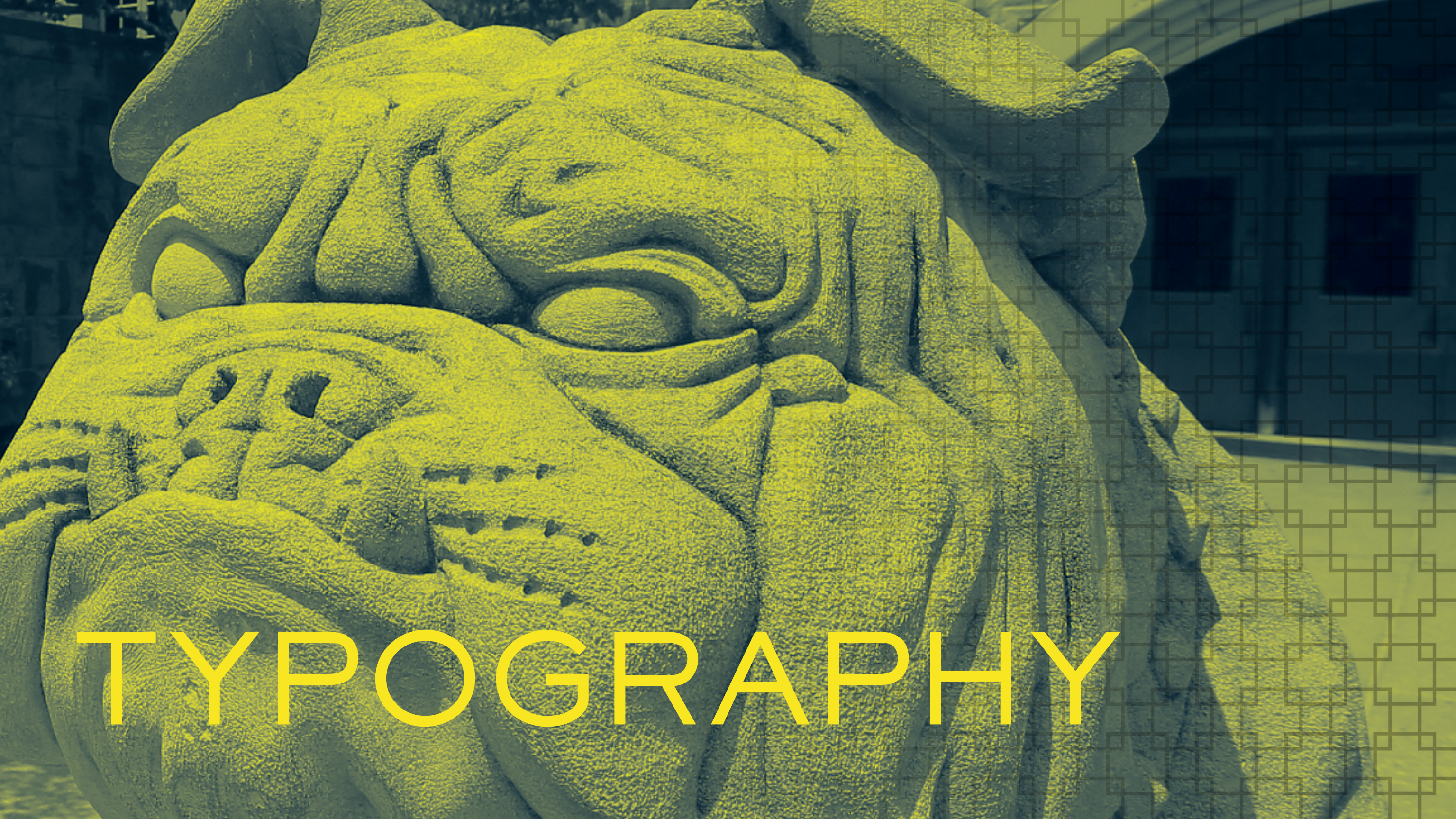
Headlines offer us a great opportunity to get across high-level ideas. They should capture the attention of the reader, pull them in, and make them want to read on. Our headlines speak from the personal voice of the brand with a can-do spirit, and with a belief that more is possible.

BODY COPY

The Butler brand should always strive for a conversational tone and pace. Body copy should make a single compelling point in an interesting way, using specific, understandable examples to illustrate that point.

Endings should payoff the headline or opening of the body copy. This can be achieved with a confident statement, or by prompting the reader with a challenge that ties back to the overall theme of the piece.





TYPOGRAPHY

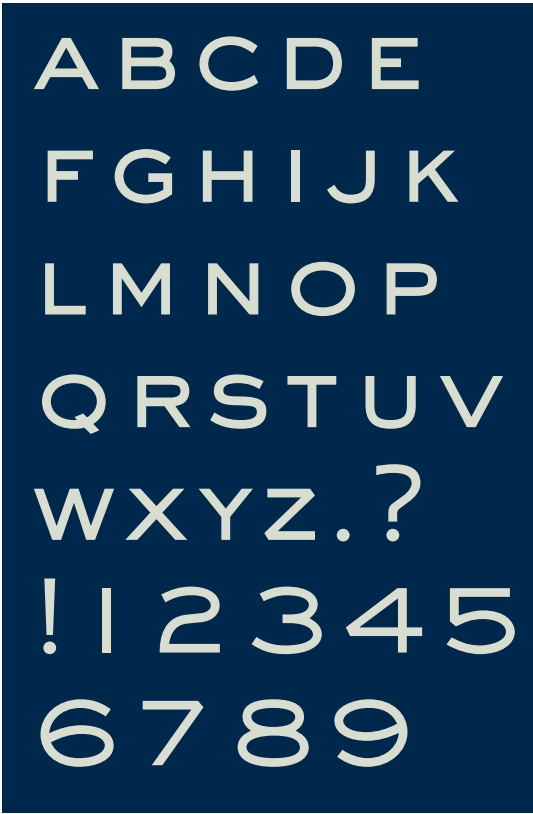


TYPEFACES

The Butler University brand uses these approved typefaces:

SACKERS  
GOTHIC MEDIUM

*Designed by Monotype Design Studio*



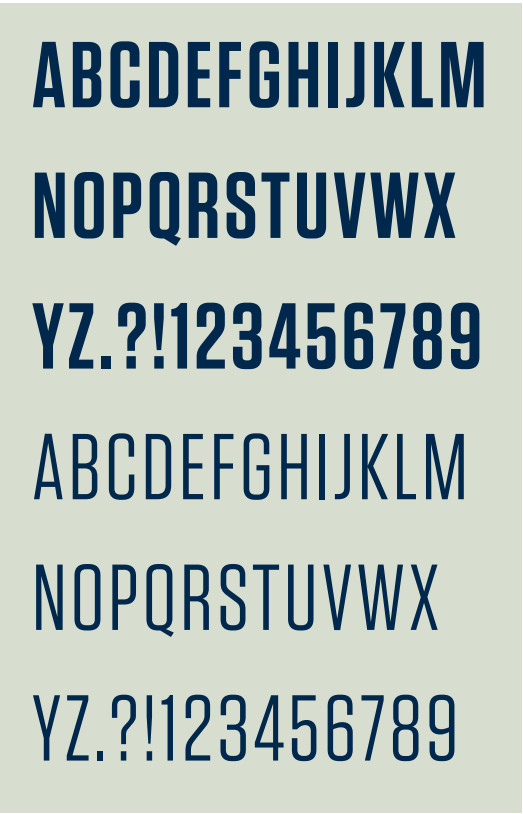
Sentinel

*Designed by Hoefler & Co.*



Tungsten

*Designed by Hoefler & Co.*



PRISMATIC

*Designed by Alex Sheldon.*





WEB USAGE

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

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*

Sentinel

*Available for Web Use*  
*Use as: Body Text*  
*Backup Option: Georgia*

*Designed by Hoefler & Frere-Jones*

Georgia

*Available for Web Use*  
*Use as: Body Text*  
*Backup Option: Georgia*

*Designed by Matthew Carter*

Tungsten

*USE AS IMAGE, NOT AVAILABLE FOR  
LIVE TEXT*

*Designed by Hoefler & Co.*



# Public Health

BUTLER UNIVERSITY COLLEGE of LIBERAL ARTS and SCIENCES



## WHAT IS PUBLIC HEALTH?

If you're interested in a career evaluating the nature of health and the underlying societal causes of disease at an individual, community, and global scale, Butler University's Public Health major may be the right fit.

### What will I learn?

*You will pursue learning and expand knowledge* of the complex intersecting factors that shape health, developing the ability to think critically about global and public health. With an emphasis on social justice and diversity issues in health, you'll take courses and participate in experiential learning that will expand your knowledge and understanding.

### What can I do with this degree?

*This program is designed to be flexible* and will prepare you equally well for direct entry into the workforce or the pursuit of graduate or professional studies. Graduates of this program can expect to pursue careers in public health, health policy and law, epidemiology, social work, health-related government careers, and more.

### Why Public Health?

*Understand complexity:* You'll understand the complex factors that affect human health, including biological, environmental, cultural, socioeconomic, and systemic factors.

*Describe Public Health:* You will be able to describe the interdisciplinary and interrelated nature of public health at a local/community, national, and global scale.

*Apply Research Methods:* You'll learn how to apply epidemiological and public health research methods—including statistics—to assess community health needs, assets, and outcomes.

*Analyze Factors:* You'll analyze factors that contribute to health disparities and inequities and know how to find solutions to address them.

*Apply Principles:* You'll learn to apply the principles and methods of public health to address current and future challenges.

## 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.

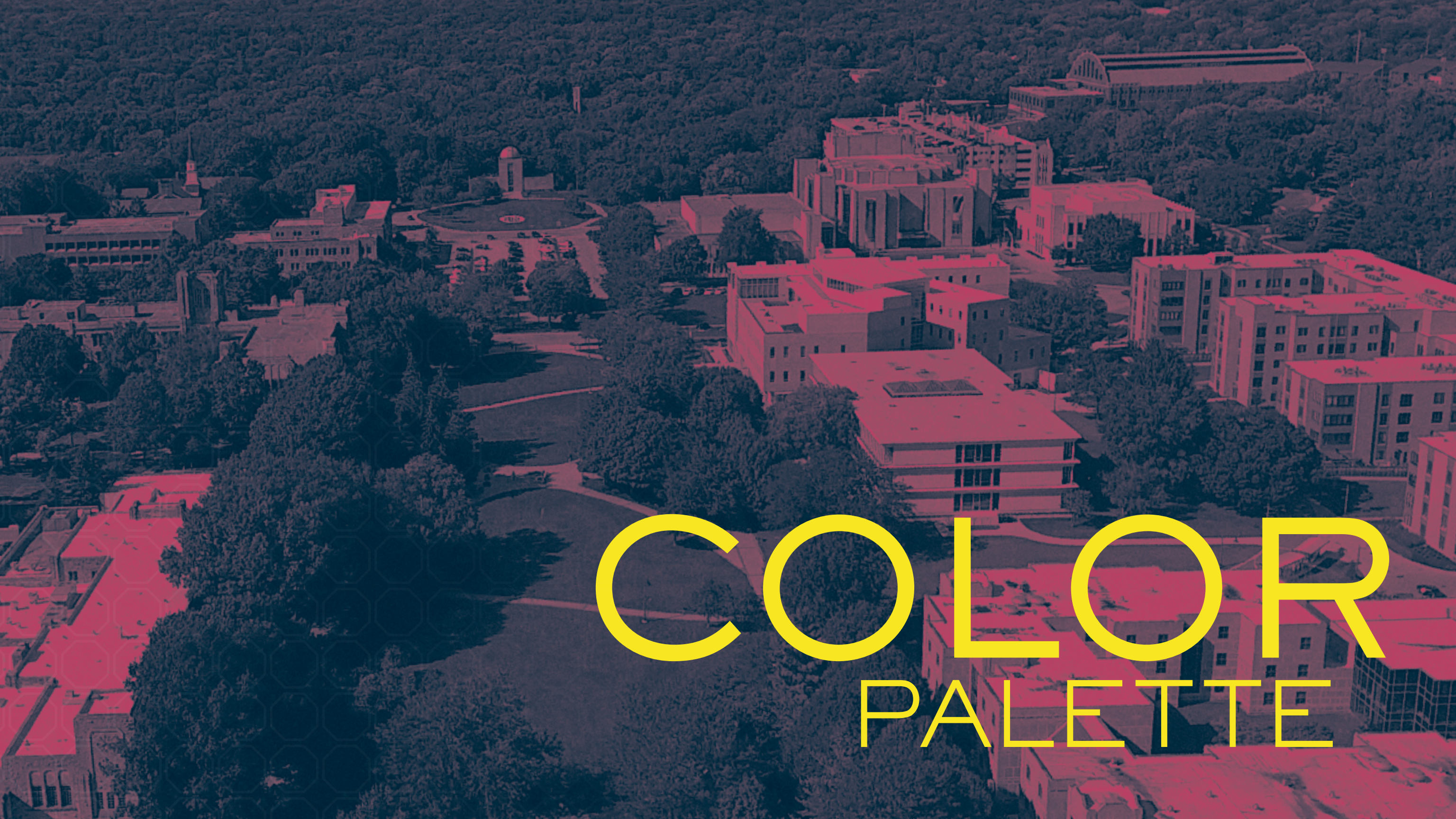
## BODY COPY

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

[butler.edu/public-health](https://butler.edu/public-health)

**BUTLER** COLLEGE of LIBERAL ARTS and SCIENCES





# COLOR PALETTE



PRIMARY BRAND COLORS

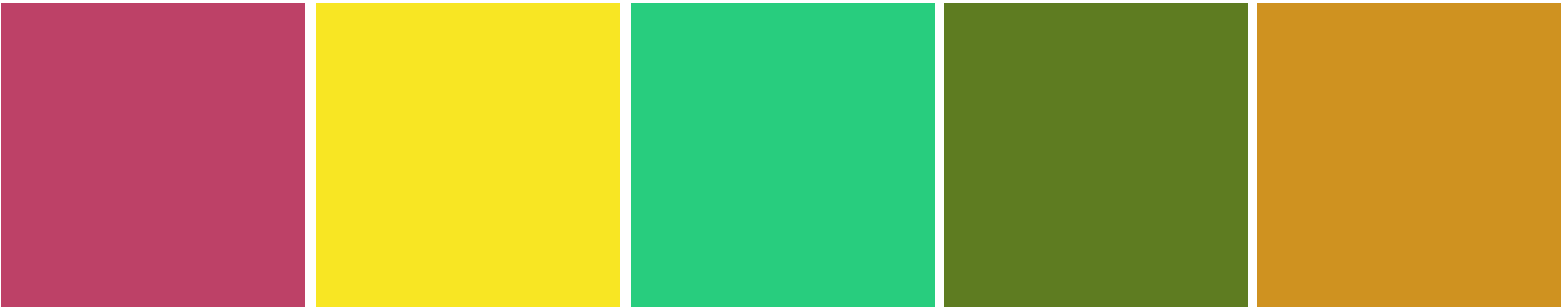
In addition to the primary tone of Butler blue, the brand’s primary color palette extends to include complementary shades of blue and brighter colors that form the brand’s supporting color palette. Each of these color palettes may be used across photographic treatments, typography, and layout of other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



<b>Butler Blue</b> Pantone 2767 C C:100 M:90 Y:10 K:77 R:19 G:41 B:75 Hex: 13294B	<b>Bright Blue</b> Pantone 299 C C:86 M:8 Y:0 K:0 R:0 G:163 B:224 Hex: 00A3E0	<b>Cool Gray</b> Pantone 621 C C:12 M:1 Y:12 K:2 R:209 G:224 B:215 Hex: D1E0D7
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SECONDARY BRAND COLORS

These warmer tones add a sense of activity to the brand and are appropriate for use as highlighted elements, and detailed flourishes.



<b>Rose</b> Pantone P 70-6 C C:0 M:82 Y:25 K:25 R:189 G:65 B:103 Hex: bd4167	<b>Yellow</b> Pantone P 166-7C C:9 M:0 Y:90 K:0 R:236 G:232 B:26 Web: ECE81A	<b>Green</b> Pantone P 142-6C C:56 M:0 Y:58 K:0 R:38 G:208 B:124 Web: 26D07C	<b>Forest</b> Pantone P 159-8C C:45 M:5 Y:100 K:44 R:93 G:123 B:34 Web: 5d7b22	<b>Gold</b> Pantone P 15-8C C:10 M:40 Y:100 K:10 R:207 G:146 B:32 Web: cf9220
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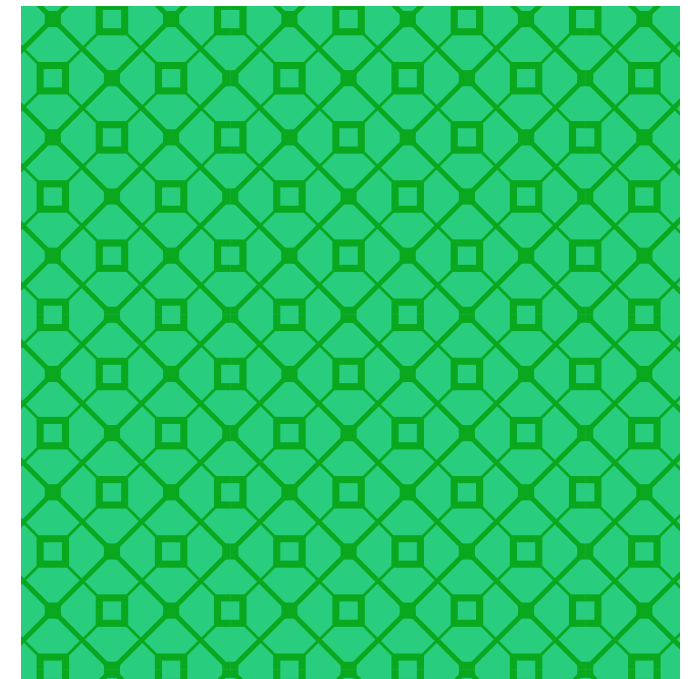
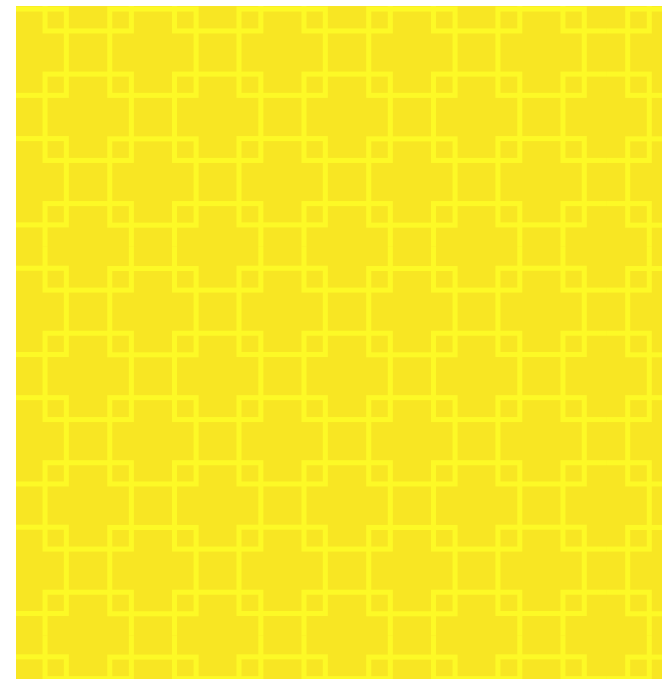
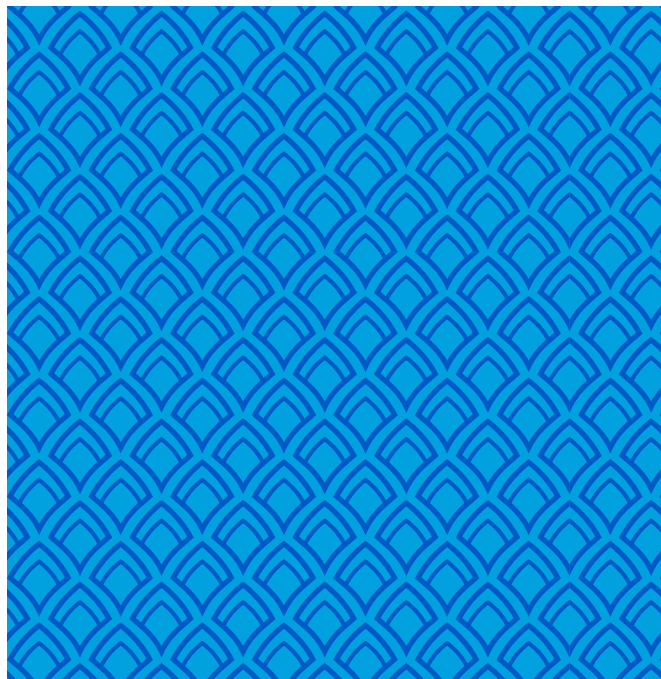


# DESIGN ELEMENTS



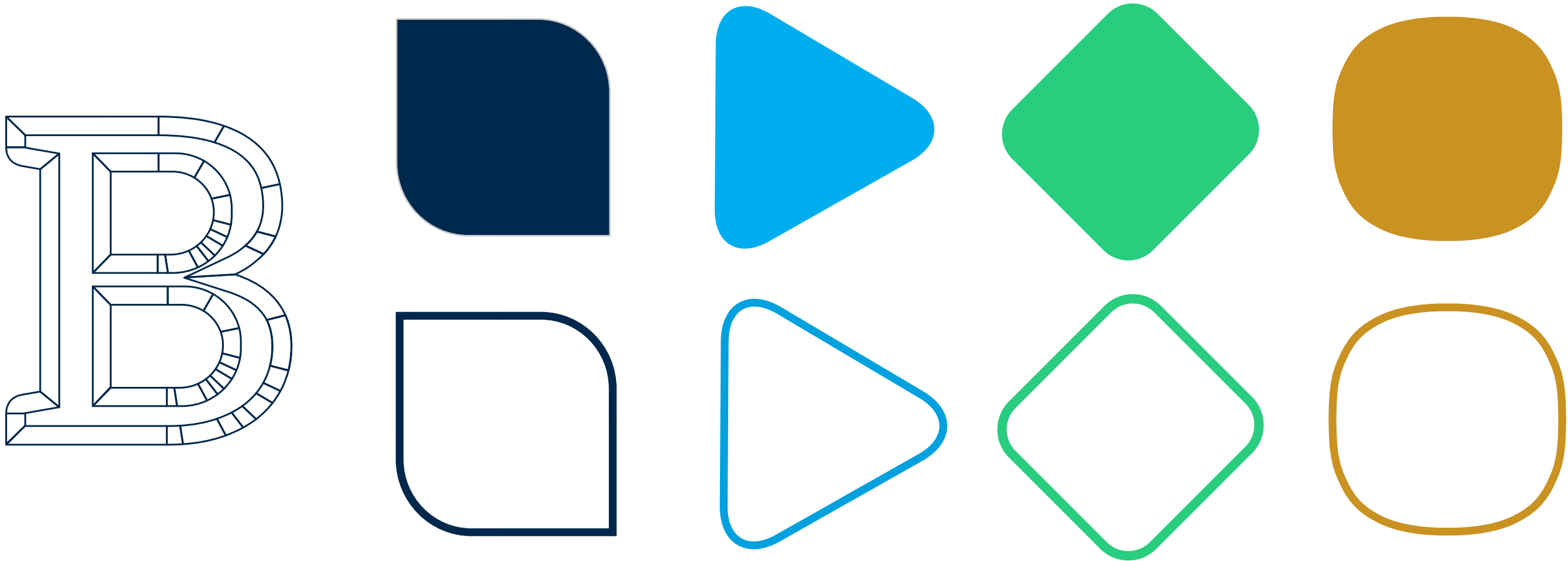
## PATTERNED BACKGROUNDS

These patterns add richness to a layout and support the overall feeling of unity and order. They are generally used as subtle design elements so as not to compete with messaging.



SHAPES

Shapes and elements can add visual interest to a design or layout. These elements should be used sparingly to avoid clutter.





## SHAPES

Shapes and elements can add visual interest to a design or layout. These elements should be used sparingly to avoid clutter.





A photograph of two young men sitting at a desk, working on laptops. The man on the left is wearing a grey hoodie and smiling. The man on the right is wearing a dark blue Butler University t-shirt and is also smiling. The image is overlaid with a semi-transparent yellow filter. The word "PHOTOGRAPHY" is written in large, white, sans-serif capital letters across the bottom of the image.

# PHOTOGRAPHY



ENVIRONMENT

Environmental shots, whether in the classroom or out-of-doors, should reflect confidence and authenticity. Whenever possible, candid scences are preferable, but in the instance of controlled elements, the feeling should remain relaxed and casual.





## CAMPUS

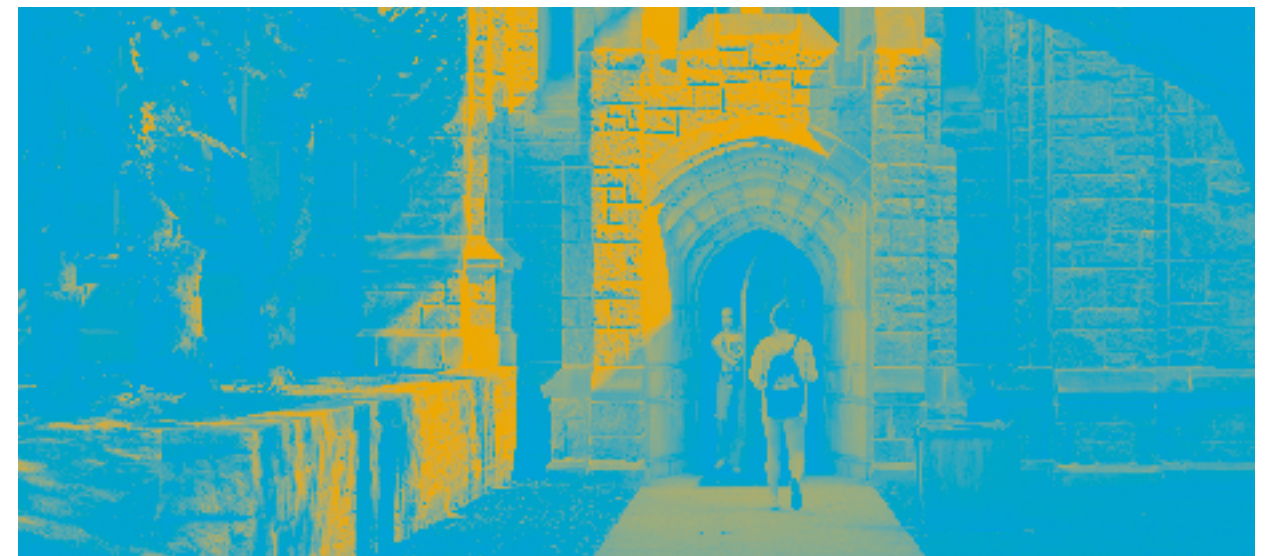
Campus shots should be considered in a similar way—reflecting an authentic and honest portrayal of Butler environs.





## MIXED COLORS

Photos can also be used in a variety of mixed brand colors to create subtle tone images.







VIDEO



Video produced by Marketing Communications reflects the brand in many ways. Interviews are shot on site in a relaxed setting and casual manner. Campus scenes, student/faculty interactions and student life footage is captured in a similar manner, with attention to depicting the University's core values.

## ADDITIONAL ELEMENTS

Intro and Outro graphics also reflect brand standards and imagery. Lower-third titles use Tungsten, with Sentinel subheads imposed on brand color bars.







# LOGO

## USAGE



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



Vertical Logo/Full-Color



Horizontal Logo/Reversed



Vertical Logo/Reversed





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.

*Full Bulldog Logo/Full-Color*



*Full Bulldog Logo/grayscale*



*Bulldog Logo/1-color*





### 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.

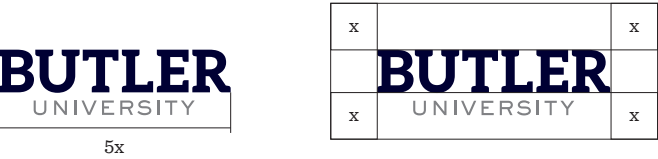




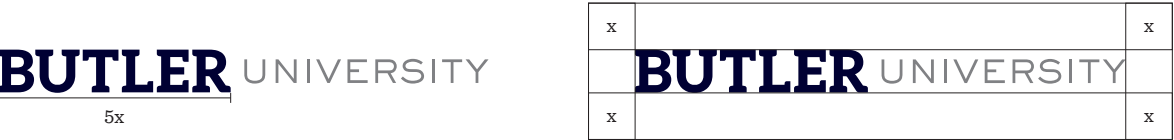
LOGO CLEAR SPACE

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.

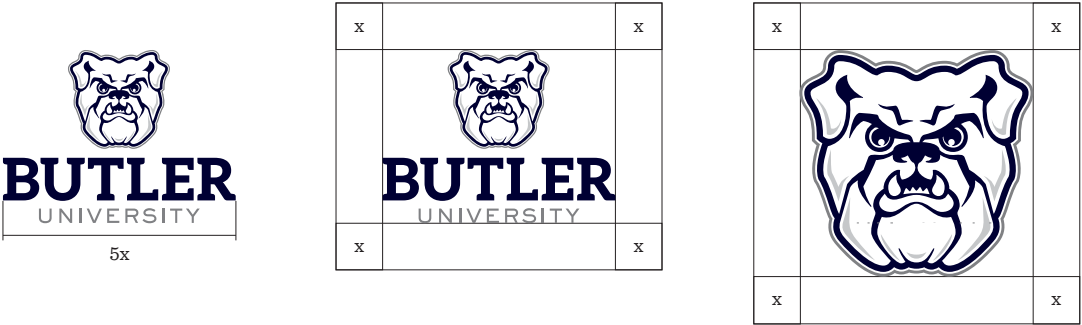
PRIMARY VERTICAL LOGO CLEAR SPACE



PRIMARY HORIZONTAL LOGO CLEAR SPACE



BULLDOG LOGO CLEAR SPACE





MINIMUM SIZES

To ensure visibilty 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.

MINIMUM SIZE FOR PRINT

MINIMUM SIZE FOR DIGITAL

PRIMARY VERTICAL LOGO



PRIMARY HORIZONTAL LOGO



BULLDOG LOGO





## 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.



SPONSORSHIPS/CO-BRANDING

This section addresses how to identify external partner organizations. One of the University’s strengths include its variety of partnerships which, when used correctly, can strengthen a marketing message. Combining the strength of two or more brands is called co-branding. Co-branding allows us to establish a visual association with our partners while continuing to leverage the Butler University brand. When cobranding, use all established guidelines for the standard use of our logo and apply the cobranding guidelines in addition.

Co-branding guidelines should follow these general outlines:

**PARTNERS**—When a partner helps develop and deliver programs, treat the partner’s name as you would the Butler wordmark. Both logos should be the same size.

**SPONSORS**—Sponsors contribute goods, service or money that deliver programs. Place sponsor logos at the page bottom or in credits. Make sponsor logos smaller than the Butler wordmark.

**MULTIPLE SPONSORS**—Group sponsors by contribution level (e.g. gold, silver and bronze); then list sponsors by level alphabetically. When dealing with a long list of sponsors or limited space, use names instead of logos for a more professional look.

BUTLER AS PRIMARY PARTNER:



BUTLER AS EQUAL PARTNER:



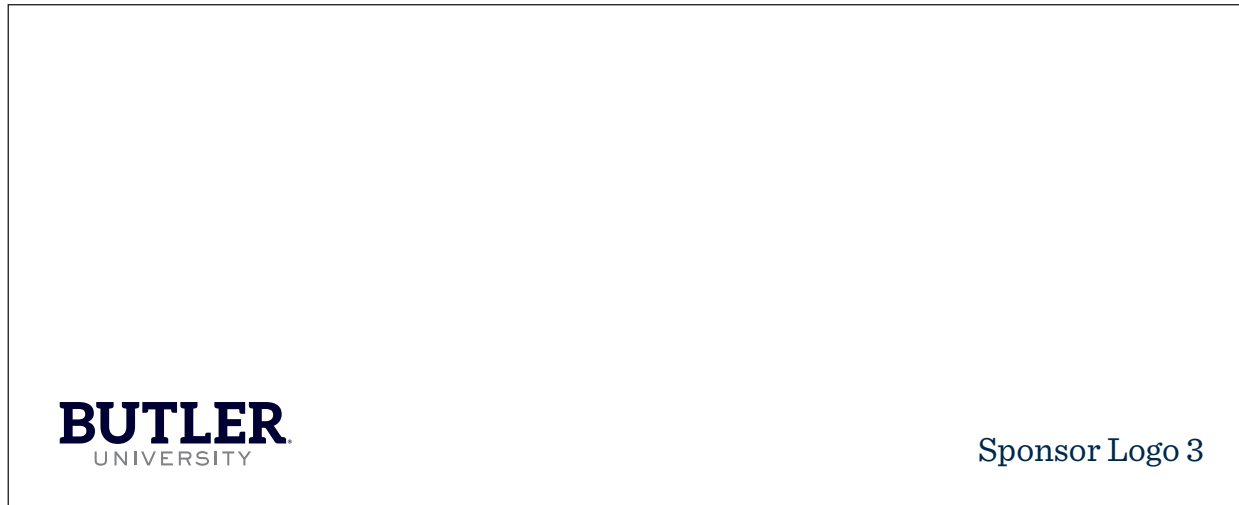
BUTLER AS SUPPORTING PARTNER:

Partner Logo





BUTLER WITH SPONSOR:



BUTLER WITH MULTIPLE SPONSORS:



# BUTLERCOMMUNITY ARTSSCHOOL



## Summer Camps:

*(Most camps serve ages 7–11 and 12–18)*

### Are you or your child interested in music?

The Butler Community Arts School is the place for you. Serving children as young as 5 to adults, the school offers summer camps, private lessons, and group classes —*all at an affordable price.*

Instruction is held on the Butler campus by trained Jordan College of the Arts students.

Adult Big-Band Workshop

Arts Camps

Ballet Summer Intensive

Bass Camp

Brass Camp (NEW!)

Jazz Camp

Percussion Camp

Piano Camps

Snare & Tenor Camp

Strings Camp

String Scholars Camp

Theatre Camps (NEW!)

Voice Camp

Woodwind Camp (NEW!)



For more information, visit [www.butler.edu/bcas](http://www.butler.edu/bcas) or email [bcas@butler.edu](mailto:bcas@butler.edu).



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BUTLER ARTS AND EVENTS CENTER CO-BRANDING

Butler Arts and Events Center co-branding is similar to University-wide co-branding with the exception that it follows strict layout rules. The Butler wordmark and the BAC wordmark should be displayed at the same size. Partnerships with Butler University facilities should display as follows:



Sponsorships with one or more partners should display as follows:





OTHER ITERATIONS

There are other official uses of the Butler Logo that occur in new media applications. Subsequent usage in similar circumstances requires permission by the Marketing and Communications office.



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



**Bruce Arick**  
Vice President of  
Finance and Admistration  
Butler University  
4600 Sunset Avenue  
Jordan Hall 110  
Indianapolis, Indiana 46208  
317-940-9481  
barick@butler.edu



*The properly-sized Butler University email signature wordmark is available for download at [www.butler.edu/marketing](http://www.butler.edu/marketing).*

Instructions for email signature implementation:

- |  |  |
|--|--|
| <p><b>For Windows:</b></p> <p>Open a new message.</p> <p>On the Message tab, in the Include group, click Signature, and then click Signatures.</p> <p>On the Email Signature tab, click New.</p> <p>Type a name for the signature, click OK.</p> <p>In the Edit signature box, paste (Control+V) the signature you copied below.</p> | <p><b>For Mac:</b></p> <p>Go to the Outlook menu and select Preferences.</p> <p>Select Signatures.</p> <p>Click the plus icon (+) to add a new signature.</p> <p>Double click the “Untitled” signature and rename it.</p> <p>In the Signature box, paste (Control+V) the signature you copied below.</p> |
|--|--|





SIGNAGE

WAYFINDING

*This section outlines wayfinding guidelines for exterior and interior spaces on Butler University’s campus.*

**DIRECTIONAL (INTERIOR)**—For a space with multiple departments/areas within it, use Butler’s Sackers Gothic Regular as the font to denote the space and then Sentinel as the font to denote the department/areas. *See example.*

**DIRECTIONAL (EXTERIOR)**—For a space with multiple departments/areas within it, use Butler’s Sackers Gothic Regular as the font to denote the space and then Sentinel as the font to denote the department/areas. *See example.*

NAMED SPACES

*This section outlines guidelines for a named facility on Butler University’s campus or a named space within a Butler University building.*

**BUILDING (EXTERIOR)**—When a facility is named for an individual or organization, the honoree’s name should appear in Butler’s Sackers Gothic Regular font in Butler Blue 2767. The building’s architect has sole discretion on the material used and placement of the name.

**OFFICE (INTERIOR)**—Office signage should use Butler’s Sackers Gothic Regular font. When an office is named for an individual or organization, a slide-in plate can be added to the bottom of the sign for donor recognition. This plate can feature the donor’s logo in greyscale format.

**OFFICE (DIRECTIONAL)**—When a location within a building is named for an individual or organization, the honoree’s name or organization’s name can appear in their preferred font at the top of the sign followed by the space name at the bottom of the sign in Butler’s Sackers Gothic Regular font. *See example.*

EXAMPLES:



DIRECTIONAL (INTERIOR)



DIRECTIONAL (EXTERIOR)



OFFICE (DIRECTIONAL)



COLLABORATIVE SPACES

*This section outlines guidelines for Butler spaces that are occupied by an outside organization.*

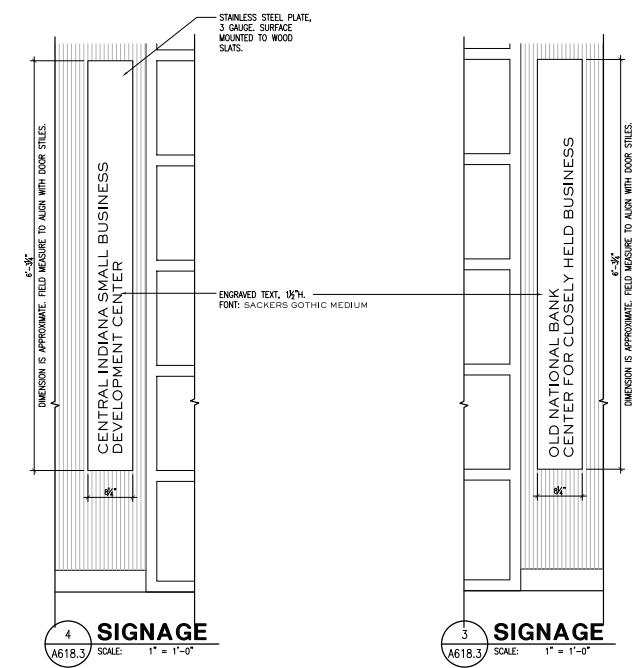
**EXTERIOR OFFICE SIGNAGE**—Exterior office signage for a collaborative space should use Butler’s Sackers Gothic Regular font or the organization’s font. The sign should never use the logo of either party. *See example.*

**INTERIOR OFFICE SIGNAGE**—Interior office signage for a collaborative space can include the organization’s logo. Any interior office signage that is permanent (affixed to a wall) needs to be coordinated with Marketing and Communications. Non-permanent signage such as pull-up banners can be ordered without such coordination.

SIGNAGE COLORS:

*This rule applies to all signs. When the sign, or background the sign will be applied to, is white or a grey color, letters should appear in Pantone 2767. When the sign, or background the sign will be applied to, is a dark color, letters should appear in white or Pantone Cool Gray 9C.*

EXAMPLES:



EXTERIOR OFFICE SIGNAGE

# QUESTIONS?

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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317-940-9807

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