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Cornerstone University

# BRAND & CAMPAIGN GUIDE 2022

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At Cornerstone University, we hold steadfast to uncompromising Christlike values as we provide lasting transformation in the lives of our students. We commit ourselves to the life-changing power of rigorous education rooted in Christ. We distinguish ourselves by providing learners of all ages and stages of life a comprehensive education that inspires their intellect, deepens their character and fosters a biblical vision of lives of purpose and integrity.

Through creative, passionate and tenacious efforts, we unlock pathways to success for every student—preparing them to lead and serve the world with dedication and wisdom.

**THIS IS CORNERSTONE UNIVERSITY.**




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**BRAND**





A brand is much more than a logo or a color. It's experiences, conversations and perceptions as well as marketing. Put simply, our brand is what people think of when they hear our brand name.

Our brand, like all Cornerstone does, is to be an outgrowth of our mission. It reflects the preeminence of Christ in our academic and cocurricular products, our core values and dedication to offering a student-focused learning community. Because our mission is the same, our brand is also the same—for the traditional undergraduate experience, Professional & Graduate Studies program, Grand Rapids Theological Seminary initiatives, Asia Biblical Theological Seminary and WCSG programming. Our products may differ, but the core is still the same. A strong brand is consistent and loud. A strong brand makes recruitment easier.

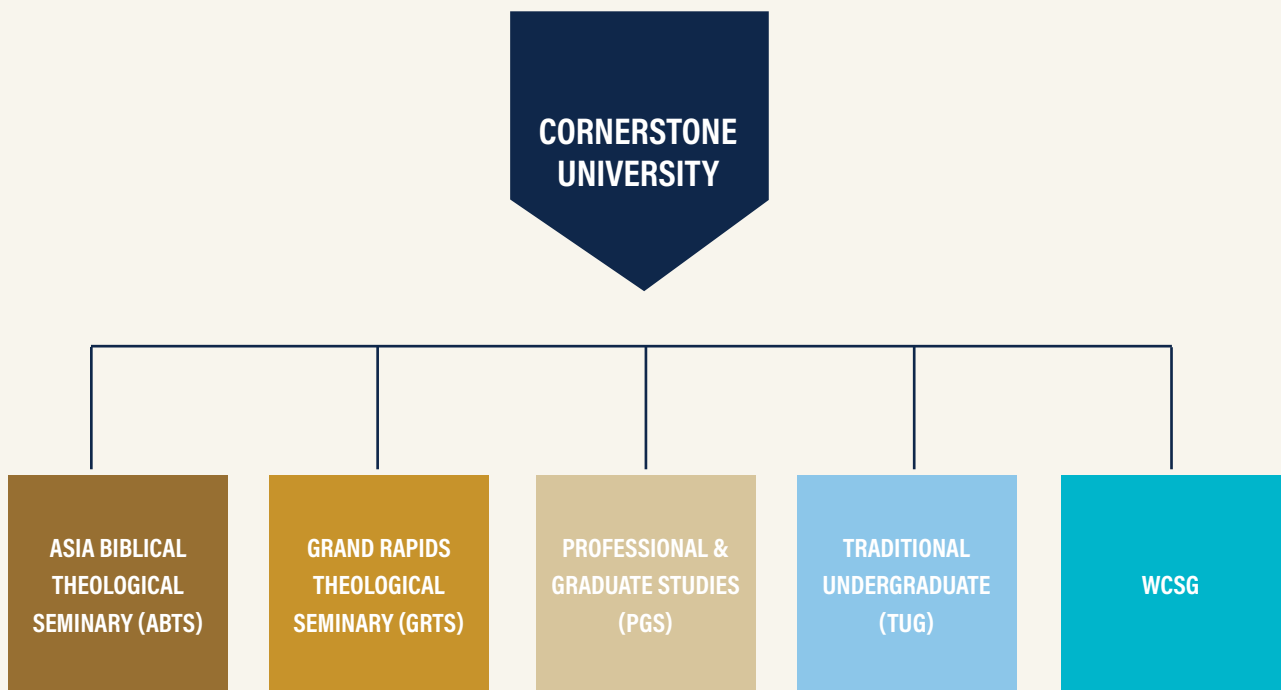
**This is a call to consistency.  
To unity.**

**TO INTENTIONALLY BUILD ONE  
CORNERSTONE BRAND.**

# Brand Strategy

Brand strategy sees the architecture, or hierarchy, of our institution positioning itself along a spectrum that has a “branded house” approach at one extreme and a “house of brands” approach at the other.

Think of Cornerstone’s brand strategy as an umbrella. The umbrella itself is CU’s brand—who Cornerstone is at its core. Shielded underneath the “parent” brand of Cornerstone is Grand Rapids Theological Seminary (GRTS), traditional undergraduate (TUG), Professional & Graduate Studies (PGS), Asia Biblical Theological Seminary (ABTS) and WCSG. Each entity has different products and may speak to different audiences, but at their core, they are all Cornerstone University. This consistency is vital for both campaign and brand pillars.



**A branded house strategy is demonstrated in two key ways:  
CONSISTENCY OF BRAND PILLARS (INCLUDING THE LOGO)  
AND CONSISTENCY OF COMMUNICATION STRATEGIES.**

## 01 — Brand Pillars

The Cornerstone brand is made up of brand pillars—core components that direct what we do and what we say. What follows are those areas of the Cornerstone brand that have been established so as to provide context and overarching direction to the marketing efforts.

**Values + Visual Identity + Personality**

### VALUES

#### + **Mission—Why We Exist**

Cornerstone exists to empower men and women to excel as influencers in our world for Christ by offering a student-focused learning community where Jesus Christ is central.

#### + **Vision—What We Aspire To**

We aspire to create a thriving community of fully devoted followers of Jesus in a spiritually contagious, academically excellent, richly resourced and culturally diverse learning environment that attracts outstanding students, faculty and staff who influence our world for Christ, His church and His kingdom.

#### + **Identity—Who We Are**

Cornerstone University is a Christ-centered university with a passion for global influence through the transforming power of the gospel.

## VISUAL IDENTITY

Cornerstone's visual identity standards address the university's primary identity elements: name, logo and color. By following these guidelines, we build not only consistency but protect our most valuable asset—the Cornerstone University name.

### + Name

Cornerstone University is the official name of our institution and should be used in full at first mention in all copy. Cornerstone University refers to the entire institution, including the traditional undergraduate programs, WCSG (Cornerstone University Radio), Professional & Graduate Studies program, Grand Rapids Theological Seminary and Asia Biblical Theological Seminary.

### + Logo

#### ■ PRIMARY BRAND IDENTIFIER

Cornerstone University's logo is our primary brand identifier, and the full color version should be included in any and all digital or printed communication with both internal and external audiences. The logo consists of the CU signature and icon (also known as the "cube"). Only Cornerstone University's official colors can be used when implementing the logo in full color.



#### ■ LOGO COLOR VARIATIONS

Cornerstone's logo is available in multiple arrangements: vertical; with or without the tagline; and horizontal. See official direction on these arrangements in the following sections. While the vertical arrangement is preferred, all options are equally acceptable, and the decision should be dictated by the product to which it is being applied and the associated content.



There are a variety of high-use signature color formats derived from Cornerstone's color palette (see detail in the following section). The general recommendation is that you use the full color logo on a white background as often as possible; however, CU blue, CU gold and black-and-white formats are approved as on-brand options.



#### ■ CUBE ICON

The cube icon serves as the primary graphical identifier for the university. Use of the cube icon independent of the signature is permitted for small applications, apparel and in situations when the audience has a higher familiarity with Cornerstone. Please seek approval from the Office of Brand Marketing prior to use of this icon. There are no approved independent uses for the logo signature.



#### ■ ACADEMIC AND PRESIDENTIAL SEALS

Cornerstone University seals are used for formal communications from the Office of the President and official academic communications. Academic and presidential seals should only be used in the approved one-color formats—CU Navy (PMS 2767), black or white. A gold version is available for promotion of and useage at formal university events. The seal is not approved for use as a replacement for the cube icon in the primary logo, division/department logos or endorsement logos.



## ■ DIVISION AND DEPARTMENT SIGNATURE

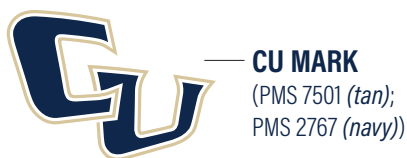
Our academic and extracurricular departments, and the teams that lead them, are vital to our institution. In the world of brand building, the strength of the overall institution is bolstered when the different areas collectively point to the larger brand. When CU wins, we all win. Be encouraged to use the official CU logo in most cases, but know that division and/or department-specific signatures are available for use in communication materials that benefit from a direct tie to the department.



## ■ ATHLETIC MARKS AND SPIRIT ICONS

The “CU” mark serves as the primary identifier for Cornerstone University Athletics. Usage beyond CU athletic uniforms, apparel, signage and the like must be approved by the Office of Brand Marketing.

The Golden Eagle icon represents our collegiate atmosphere, or spirit, as the Cornerstone University Golden Eagles. The icon can be used with either internal or external audiences and is best reserved for apparel, signage and student experience communication. Use of this mark should be limited to audiences with high familiarity of the university.



## ■ ENDORSEMENT LOGOS

Endorsement logos, for the sake of the CU visual identity program, are created for programs, centers, institutes and/or initiatives that enrich the Cornerstone brand with associations for new, or extremely niched, target audiences.

It is important to remember that, regardless of the program, the primary goal of all reputation-building in the branded-house strategy is to increase equity with the parent brand. Thus, endorsed logos must include the official icon, may include “Cornerstone University” and feature the entity’s name in a lockup. Any request for endorsement logos must be approved by both the Office of Brand Marketing and the Executive Council.



### ■ PARTNERSHIP LOGOS

Those most likely to qualify for a partnership logo are those that have a large non-student audience, are potential short-term projects, have a different marketing strategy (and budget) than the institution and/or have a connection to another brand. Groundwork, CU's on campus branch of the national financial aid institution Ron Blue Center, is a good example of this.



### ■ INDEPENDENT LOGOS

There are a number of long-standing logos that have a separate look/feel within Cornerstone University structure that have been grandfathered into the branded house strategy. These include both the WCSG and Talking Points logos. Moving forward, separate logos will not be created unless they meet very specific criteria and are approved by both the Office of Brand Marketing and the Executive Council.



Those most likely to qualify for a separate logo are those that have a large audience that are not prospective adult or traditional undergraduate students, nor are they connecting with potential donors. Demonstration of this as well as providing a detailed multi-year marketing strategy and budget are required. If you would like to be considered for a separate logo, please contact the Office of Brand Marketing.

Please note that events, initiatives and majors can have a marketing effort all their own, while still honoring the CU brand strategy. Custom designs, typography treatments and materials can be created to help differentiate and market.

For internal groups, activities and initiatives, separate logos are permitted to be used on campus only. These logos are not permitted on anything that gets mailed, promoted, posted or worn off campus.

## FULL GUIDELINES

For full guidelines on logo usage, including spatial guidelines, protected areas, margins and sizing, please contact the Office of Brand Marketing. Never attempt to redraw or typeset Cornerstone's logo. Official files are available upon request from the Office of Brand Marketing.

## Visual Brand Identity at a Glance

### PRIMARY BRAND IDENTIFIER



### ACADEMIC SEAL AND DEPARTMENT SIGNATURES



### ENDORSEMENT AND PARTNERSHIP LOGOS



### ATHLETICS MARK AND SPIRIT ICON



### INDEPENDENT LOGOS





## + Colors

Blue and gold are the primary colors for Cornerstone University's brand identity. These colors should figure primarily in all branding publications for the university. Every attempt should be made to match these colors as closely as possible. For questions of acceptability, please contact the Office of Brand Marketing.

### CU NAVY

PMS (SOLID COATED): 2767  
C:100 M:71 Y:0 K:66  
R:19 G:41 B:75  
#13294B

Used prominently on all university print and digital publications. "Navy" is acceptable for apparel.

### CU METALLIC GOLD

PMS (METALLIC): 8960  
R:155 G:112 B:44  
#9B702C

Used within the CU logo and for formal university print publications.

### CU NON-METALLIC GOLD

PMS: 1245  
C:2 M:31 Y:98 K:16  
R:198 G:146 B:20  
#c69214

Used for digital communication channels and throughout admissions campaigns.

### CU TAN

PMS: 7501  
C:10 M:14 Y:36 K:0  
R:217 G:200 B:157  
#D9C89D

Used prominently throughout admissions campaigns and for all athletics publications.

### METALLIC GRAY

PMS: 877  
C:45 M:34 Y:34 K:0  
R:141 G:144 B:147  
#8D9-93

Athletic use only.

### NON-METALLIC GRAY

PMS: 420  
C:18 M:13 Y:10 K:0  
R:199 G:201 B:199  
#C7C9C7

Athletic use only.

## PERSONALITY

This is branding and marketing at its core: storytelling. And stories we tell will be what our audiences will engage with—either by applying, supporting, attending or simply sharing. Every great story has a protagonist personality that is clearly defined and consistent. Thinking about Cornerstone in this way allows us to tell a better, authentic story.

The university-wide institutional personality will naturally establish **an accurate and consistent message**. Consequently, all of the institution's audiences will perceive the university authentically, building reputation and recognition, aligning marketing messages and making CU more competitive regionally and nationally.

**WE ARE ONE UNIVERSITY.**  
**This is how we can talk like it.**



## **+ Personality Solution**

The following personality profile was built by research consensus and affirmed by leadership in 2019. Our personality is that of:

### **DEDICATED SERVANTS**

Resilient and tenacious, driven by overcoming challenges through grit and determination. Delivers surprising strength, perseverance and toughness. Values fortitude and hard work. Causes people to feel triumphant and inspired.

### **Industrious + Uncompromising + Proud**

### **PASSIONATE SUPPORTERS**

Supportive and selfless, driven by compassion, warmth and the desire to care for others. Delivers nurturing, comfort and protection. Values altruism, commitment and generosity. Causes people to feel valued and supported.

### **Hospitality + Caring + Compassionate**

### **INSPIRING TRANSFORMERS**

Brilliant and transformative, driven by inventing the future through innovation. Delivers advancement, ingenuity and radical outcomes. Values newness, experimentation and progress. Causes people to feel awe and amazement.

### **Creative + Intelligent + Discerning**

## + Tone and Style

As part of our personality solution, tone refers to the expression of the brand narrative (i.e., words) and style refers to the expression of the visual brand language (i.e., imagery) used throughout marketing and advertising. Our narrative should push a progressive (e.g., engaging in, or constituting, forward motion) tone that is willing to stand out (i.e., confident, bold, assured). Whereas the previous tone and style of Cornerstone could be described as generic/beige, nice, moderate, relaxed and stance-averse, this strategy seeks to change that. The field is loaded with personalities that are seemingly comfortable with being both relaxed and introverted, so separation from the pack requires a forward-thinking and more extroverted position.

**EXTROVERTED**.....Introverted  
 Relaxed .....**ASSERTIVE**  
 Guarded .....**FORWARD-THINKING**  
**EMOTIVE**..... Informative

## + Elevator Speech

At Cornerstone University, we hold steadfast to uncompromising Christlike values as we provide lasting transformation in the lives of our students. We commit ourselves to the life-changing power of rigorous education rooted in Christ.

We distinguish ourselves by providing learners of all ages and stages of life a comprehensive education that inspires their intellect, deepens their character and fosters a biblical vision of lives of purpose and integrity. As a community, we create a peerless learning environment marked by ingenuity, dedication and compassion. We affirm the value of hospitality and attentive personal support in every encounter, taking pride in the inventive ways we open doors to education. We work fervently and persistently to make the most of our God-given gifts. As an institution of scholarly learning, we celebrate the cultivation of our minds, and we train our students to become discerning lifelong learners.

At Cornerstone University, Christ is central to everything we do. We place the well-being of our students at the forefront of our ceaseless efforts, and we embrace flexible and creative approaches to learning. Through this selfless, nimble and tenacious approach, we unlock pathways to transformative success for every student.

This is Cornerstone University.



## + Storylines

### ■ STORYLINE 1

**Our commitment to embracing the complexities of Christlike love drives lasting transformation.**

*Romans 12:2—"Do not conform to the pattern of this world, but be transformed by the renewing of your mind."*

At Cornerstone, we resolve to embody dedication in every dimension of our lives.

Our formation in faith compels us to be light and salt in the world, living out our values without cease. Our rigorous teaching, anchored by faith, prepares students for lives marked by unwavering purpose. Our unity as a community gives us strength to withstand turbulent storms with tenacity and grace.

#### **Key Words:**

Dedicated + Uncompromising + Resilient + Proud + Industrious



## ■ STORYLINE 2

**Our passionate hospitality fosters powerful and dynamic relationships.**

*Matthew 5:16—"Let your light shine before others, that they may see your good deeds and glorify your Father in Heaven."*

At Cornerstone, we strive to demonstrate authentic compassion in every relationship.

Our values extend beyond mere niceness, compelling us to nurture and support each other as we help our community reach its fullest potential. We challenge each other in love to sharpen our minds and prepare our hearts for living our vocational callings in the world. In our teaching, learning, leadership and service—in everything we do—we treat others not by their status or position but as reflections of the image of God.

### **Key Words:**

Hospitable + Caring + Passionate + Supportive + Compassionate



### ■ STORYLINE 3

**Our forward-looking creative vision unlocks new pathways to success.**

*Proverbs 2:6—"For the Lord gives wisdom; from his mouth come knowledge and understanding."*

At Cornerstone, we aspire to break through barriers to learning through inventive approaches to life-changing education.

For traditional undergraduate students, adults inspired to fulfill a lifelong promise to themselves and learners at any stage of life, we open new doors through innovative and adaptive options. Our faculty and staff bring dynamic attention and resourcefulness to every encounter with students. Our community embraces an expansive sense of possibility, rooted in biblical hope, that responds to change with intelligence and creativity.

#### **Key Words:**

Transformative + Creative + Intelligent + Inspiring + Discerning





## 02— Editorial Guidelines

The Office of Brand Marketing follows the guidelines set in The Associated Press Stylebook and Libel Manual, otherwise known as AP style. The following information provides a quick reference to help with commonly used terms as well as CU-specific exceptions. We encourage employment of these guidelines in all communication from the university.

### + The “Cornerstone University” Name

“Cornerstone University” is the official name for our organization and should be referred to as such in first reference in all publications. In the second reference, “Cornerstone,” “the university” or “CU” is acceptable. The word “university” does not need to be capitalized when used by itself but must always be capitalized when following Cornerstone.

### + Academic Terms

#### ■ ACADEMIC DEGREES

An apostrophe is used for bachelor's degree and master's degree. No apostrophe is used when naming the degree with a field.

- For full names of degrees use uppercase with a specific degree (e.g., Master of Science, Bachelor of Arts).
- Abbreviate degrees with periods and without spaces (e.g., B.A., M.S., Ph.D., MBA, Ed.D., J.D., M.D.).
- Spell out: associate degree, baccalaureate degree, bachelor's degree, master's degree, doctoral degree, doctorate, Bachelor of Arts, Master of Science, Doctor of Philosophy.
- For the plural of B.A., M.A., Ph.D. and other abbreviations with periods, use B.A.'s, M.A.'s, Ph.D.'s, etc.

#### ■ ACADEMIC DISCIPLINES

Do not capitalize academic disciplines for use after a degree or informally.

- **General:** John earned his Master of Arts degree with a specialization in communication arts.
- **Informal:** John is taking some biology classes this spring.
- **Formal:** The Communication, Media & Music Division requires an audition for entrance and scholarships.

#### ■ ACADEMIC YEAR

When citing an academic year, use the abbreviated form for the second year unless the second year is in a different century (e.g., the 2001-02 academic year or the 1999-2000 Artists Series).

#### ■ ADVISER VS. ADVISOR

Always spell with an “e.”



### ■ GRADUATION YEARS

Degree earned and graduation years of alumni should be listed in news stories and press releases. (e.g., Caroline Cahoon (B.A. '03)). For alumni with both undergraduate and graduate degrees from CU, both degrees and graduation dates are listed (e.g., Rocky Eagle (B.A. '01, M.Div. '04)).

### ■ COURSE NAMES

Should be capitalized.

### ■ COURSE WORK

Two words.

### ■ FACULTY

- **Faculty:** instructor [in], assistant professor [of], associate professor [of], professor [of].
- **Professor:** lowercase in all uses.
- **Emeriti:** An honor bestowed on retired faculty members which allows them to continue to carry their academic titles. Not bestowed on all retired faculty and therefore not a synonym for retired.

## + General Style Rules

### ■ ADDRESSES

Use the abbreviations for avenue (Ave.), road (Rd.), boulevard (Blvd.) and street (St.) only with numbered addresses. Always use figures for an address number.

- **Without the numbered address:** Cornerstone University is located on E. Beltline Avenue.
- **With the numbered address:** The address for Cornerstone University is 1001 E. Beltline Ave.
- For postal addresses, the U.S. Postal Service recommends using no punctuation.

### ■ AMPERSAND (&)

Spell out the word "and" unless the ampersand is part of a proper name (art and design, Borders Books & Music).

### ■ COMMA USAGE

Do not set off Jr., Sr., Inc. and Ltd. with commas (e.g., Meijer Foundation Inc. will award the \$500 scholarship). Commas at the end of a statement or sentence should be placed inside quotation marks. ("Cornerstone University is the best school in the country," Davis said.)

- Do not put the comma before the conjunction in a simple series (e.g., red, white and blue)
- Use the serial comma if a part of the series includes a comma or if an integral element of the series requires a conjunction.

### ■ COMPOSITION TITLES

Use quotation marks around the titles of books, anthologies, songs, movies, plays, operas, television programs, lectures, speeches and works of art. Do not use

quotation marks with reference works (e.g., Encyclopedia Britannica) or around names of magazines, newspapers or professional journals.

**Exception:** Long lists of play titles are typically included in theatre production programs. For these programs, play titles are italicized to make the appearance cleaner.

#### ■ DATES

For specific dates, abbreviate the month (e.g., Jan., Feb., Aug., Sept., Oct., Nov. and Dec.). Spell out the month when cited without a date or when only the year is listed. There is no comma between the month and year (e.g., January 2016).

#### ■ JOB TITLES

If a faculty or staff member has a doctorate it is appropriate to use “Dr.” before the name, followed by the appropriate title (e.g., Dr. Jane Doe, associate professor of foreign languages). To ensure accuracy, check with Human Resources to see that the proper title is applied (e.g., professor, associate professor, assistant professor, senior lecturer or lecturer).

- All titles are capitalized when used prior to the name (e.g., Associate Professor of Business, William Cole, Ph.D.)
- The titles of chancellor, dean and provost should be capitalized only before a name (e.g., Chancellor Wilbert Welch or Wilbert Welch, chancellor of Cornerstone University).
- The following formal titles are capitalized and abbreviated as

shown when used before a name: Dr., Gov., Lt. Gov., Rep. and Sen.

- Internal titles (such as a board of trustee) are not capitalized when used as a noun or after the name: Jack Black, a Cornerstone trustee, welcomed the students. Capitalization should be used when the word is used in front of a specific name: Trustee Jack Black welcomed the students.
- Administrative titles:
  - President of ...
  - Executive Vice President for ...
  - Vice President for ...
  - Associate Vice President for ...
  - Associate Provost for ...
  - Dean of ...
  - Associate Dean of ...
  - Director of ...
  - Associate Director of ...
  - Assistant Director of ...

#### ■ LEGAL DISCLAIMER

The official legal disclaimer of the university should be used on any publication that is inviting a person to participate in a program in which there could potentially be discrimination. Typically, this includes recruitment publications or high-profile pieces. Internal pieces, concerts and event programs do not need to include the legal disclaimer. The official disclaimer is as follows and cannot be changed or altered:

***Cornerstone University does not discriminate on the basis of race, national origin, sex, age, disability or veteran status in any of its education policies and programs that it operates.***

## ■ **LORD**

Capitalize LORD when referring to the God of the Bible. Do not capitalize LORD in Lord Jesus Christ.

## ■ **NUMBERS**

Spell out whole numbers below 10, use figures for 10 and above.

### **Exceptions with numbers:**

- **Dimensions:** The photograph is 6 inches by 9 inches. The sophomore is 6 feet 5. He is a 6-foot-5 sophomore.
- **Percentages:** Only 4% of undergraduates do not return for their sophomore year.

## ■ **PHONE NUMBERS**

Include area code and write in the following manner: 616.949.5300.

## ■ **STATES**

The state of Michigan with the city of Grand Rapids should not be used unless the publication will go outside the Midwest. With all other cities, except those mentioned under the datelines entry in The AP Stylebook, abbreviate the state name when preceded by a city. See state names entry in The AP Stylebook for abbreviations. A comma should follow the state abbreviation when it appears in the

middle of a sentence.

## ■ **TIMES**

From 10:30 a.m. to 1 p.m. or 10:30 a.m. – 1 p.m. Use “noon” to refer to 12 p.m. and “midnight” to refer to 12 a.m. Always use periods between a.m. and p.m. In text, do not spell out the time (e.g., 11 o’clock).

## ■ **UNIVERSITY OFFICES**

When the word “services” appears in the name, do not use “office” or “department” after it. The following list provides examples of the proper way in which offices and departments should be listed.

- Admissions Office
- Alumni Relations
- Athletics
- Campus Safety
- Campus Services
- Human Resources
- Miller Library
- Office of the President

## ■ **WEST MICHIGAN**

Contrary to AP style, capitalize West in reference to West Michigan.



# THE WITHOUT CEASING CAMPAIGN





A campaign, at its best, offers a consistent, compelling, unique and memorable framework within which an organization can tell its story—across channels and audiences—enterprise-wide. In higher education, our audiences are broad and diverse, including prospective students and their parents, donors, alumni, community members, decision-makers and internal audiences like current students, faculty and staff.

When approached thoughtfully and implemented effectively, a campaign will inspire an emotional response, invite curiosity, construct a narrative and ultimately build reputation.

# Without Ceasing

There was a consistent theme in the brand reputation research. A nugget of wisdom. A depth and dimension of Cornerstone's story that separates this university from the pack. Many colleges and universities include faith in their approach to education.

**No other university infuses faith into education in the same substantive, holistic and student-focused way Cornerstone does.** Not as a hammer but as a scaffold. A guide. A framework. A challenge. A goal. An inspiration. A purpose. A foundation.

## **Cornerstone's approach to education is FAITHFUL.**

Ours is a deeper, truer, inspiring, passionate, compassionate, determined and **ceaseless faithfulness**. Because Cornerstone infuses faith into every experience, every interaction, every decision, every conversation and every classroom, it leads to an education that looks different. It's more. It's an education that won't stop short and won't quit in a passionate pursuit to **unleash transformative potential** in every student. An education that must offer its utmost in all things.

Ours is not an education that calls attention to itself; it is an education that serves without reservation. An education that loves without question. An education that strives without fear. An education that invests without demand.

**All of this, for all students, in all circumstances.  
ALL OF THIS, WITHOUT CEASING.**

## 01 — Manifesto

### Giving my all.

At Cornerstone University, you will encounter a relentless commitment. A commitment that informs and inspires everything we do. Here, we are driven to use everything we have to reveal your calling—and then empower you to fulfill it. Because God's work in this world is not finished, and you have a part to play in that story of redemption and restoration.

So join us, and experience what it means to seek without fear. To serve without reservation.

To work, to play,  
to wonder, to transform,  
to believe—

**WITHOUT CEASING.**

## 02— Message

This campaign is built around the idea of ceaseless faithfulness leading to greater student transformation. The mantra—Without Ceasing—is nuanced and carries an intentional biblical reference to 1 Thessalonians 5:17 in which readers are encouraged to “pray without ceasing.” Paul tells us in this letter that there’s never a time, never a circumstance and never an aspect of your life that you should not be in conversation with the LORD about, making your requests known, desiring to glorify Him and asking for His assistance. So, let us be clear: This mantra is not pandering Scripture for institutional gain. This reference anchors our story to the Bible, that no one would doubt our sole purpose to prepare men and women to be influencers in our world for Christ in all things, at all times.

### + Tone

#### **EXTROVERTED. ASSERTIVE. PROGRESSIVE. EMOTIVE.**

The tone of the Without Ceasing campaign is assured, passionate and optimistically relentless. The tone should avoid the negative side of grittiness and hard work, instead highlighting the possibility and beauty in determination. The voice should feel emotional and conversational—leveraging first-person accounts from students, alumni and faculty as headlines, callouts and supporting copy. Audiences should feel inspired, valued and in awe. Avoid slipping into a relaxed tone as this shifts the voice toward mere niceness that is common in the market. Instead use a humble but unashamed and uncompromising, resounding voice.

#### **POSITIVITY**

A campaign built on a call for ceaselessness can easily become negative in tone. But that is not what we want. Ours is not a grittiness of burden and obstacles but of relentless hope, satisfaction in surviving and steadfast in pursuit of Christ. Not dirt, but salt. Not dwelling in the heavy, but confidence in the outcome. **Resist negativity of tone and language; specifically avoid the following words: overcome, strive, fight, challenge and alone.**

## + Use

While there can be repetition of structure and use, “Without Ceasing” should not be used only as a catchy or clever scaffold repeated for its own sake. The best application should be considered based on tool, tactic, audience and strategy. Consider these four ways to apply the Without Ceasing message.

### ■ **WITHOUT CEASING CAN BECOME A THEME.**

**Woven throughout sections and topics—in ways that are subtle or obvious.**

- + Don’t Settle.
- + Seek Without Limits.
- + The door is opening to ceaseless possibilities.
- + Building More Together Than I Could Ever Do Alone.
- + Fulfilling a Lifelong Promise to Myself.
- + Everything at Cornerstone—my studies, my friendships, the support of my professors—connects to a ceaseless conviction.

### ■ **AS THE CULMINATION OR CALL TO ACTION OF A STORY BEING TOLD.**

- + We Live Our Values Without Ceasing.
- + Fulfilling a Lifelong Promise to Myself. Imagine Without Ceasing.
- + Preparing Myself to Lead Faithfully. Inquire Without Ceasing.
- + At Cornerstone University, we seek, we study, we play, we wonder, we create, we discover, we transform, and we believe—without ceasing.

### ■ **AS THE ANSWER TO THE QUESTION THE AUDIENCE IS ASKING.**

- + How do we care deeply for the community around us? Without Ceasing.
- + How do we find solutions to the world’s problems? Innovate Without Ceasing.

### ■ **AS A HOOK.**

**At Cornerstone University, we ...**

- |                            |                             |
|----------------------------|-----------------------------|
| + Create Without Ceasing.  | + Engage Without Ceasing.   |
| + Wonder Without Ceasing.  | + Innovate Without Ceasing. |
| + Explore Without Ceasing. | + Forge Without Ceasing.    |
| + Imagine Without Ceasing. | + Inspire Without Ceasing.  |
| + Serve Without Ceasing.   |                             |



## 03—Design

The design of the Without Ceasing campaign utilizes color, typography, photography and graphical treatments to create consistent visuals across various print and digital communications. These design components tap into our brand storylines to visually communicate the unique stories that only CU can tell. Through various combinations of these components, CU's resiliency, compassion and creativity are displayed.

Consistent use of each of the following design elements creates a visual unity among all areas of the university. A combination of these elements should appear in all university publications that connect with external audiences. The Office of Brand Marketing can provide resources for each of the following categories upon request.

### + Colors

The importance of color design stems from the significance of color to the human mind. This often deceptively simple visual creates ideas, expresses messages, sparks interest and generates certain emotions. Bright colors tend to set a happy and positive mood, whereas dark colors tend to project the opposite. Within the psychology of colors, warm colors show excitement, optimism and creativity; cool colors symbolize peace, calmness and harmony. Thus, the colors of this campaign were chosen for the ways they support the visual identity of Cornerstone as well as also project the brand personality.

Critical to the brand building effort this campaign is a part of, Cornerstone's two primary colors should be used most prominently in the overall ratio on a page. To complement the primary colors, Cornerstone has approved two supporting, or secondary, colors that were chosen to enliven Cornerstone's primary color palette and project our brand personality of dedication, support and innovation.

These color standards should be used for all communication materials.

## Without Ceasing Campaign Color Hierarchy

### + Primary Campaign Colors—CU Navy and Non-Metallic Gold

Used predominantly in all campaign materials through various graphical treatments, including gradient overlays.

### + Secondary Colors—Tan, Sky Blue and Light Sky Blue

Used as accents to add lightness and energy to campaign materials.

#### CU NAVY

PMS: 2767

C:100 M:71 Y:0 K:66

R:19 G:41 B:75

#13294B

#### CU NON-METALLIC GOLD

PMS: 1245

C:2 M:31 Y:98 K:16

R:198 G:146 B:20

#c69214

#### TAN

PMS: 7501

C:10 M:14 Y:36 K:0

R:217 G:200 B:157

#D9C89D

#### SKY BLUE

PMS: 2905

C:43 M:3 Y:0 K:0

R:141 G:200 B:232

#8DC8E8

#### LIGHT SKY BLUE

PMS: 290

C:25 M:1 Y:0 K:0

R:185 G:217 B:235

#B9D9EB

#### BLACK

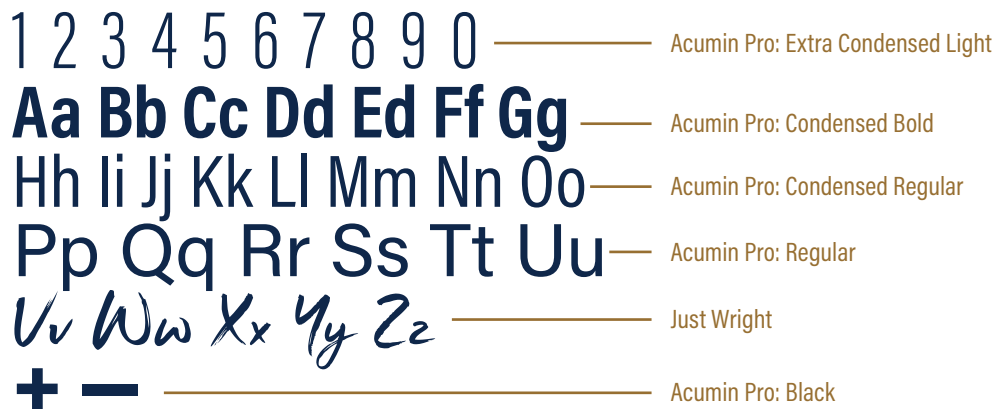
#### WHITE

## + Typography

To maintain a clean and cohesive campaign on all fronts, copy should always align with standard typefaces for Cornerstone University. The typeface for the Without Ceasing campaign is Acumin Pro, a sans serif font family published by Adobe that contains 90 styles. The typeface is designed to exhibit a warm humanity that invites people to connect with Cornerstone while maintaining a professionalism that communicates legitimacy and elicits respect. Acumin's broad range of weight and width variations were designed to provide fine typographic control with paragraphs of body text, signage for wayfinding and everything in between. In addition, The typeface Just Wright is used for communicating personal points of view.

### ■ PRIMARY CAMPAIGN FONTS: ACUMIN AND JUST WRIGHT

To use the Acumin Pro typeface, you will need to have access to Adobe Fonts through the Adobe Creative Cloud. Contact the Office of Brand Marketing for details.



### ■ SECONDARY FONTS

You do not need to purchase the Acumin Pro font family for memos, letters and internal publications that are printed on a campus printer. The following fonts are acceptable alternatives:

- Palatino.
- **Arial Black** (*primary headlines*).
- **Arial Bold** (*secondary headlines and paragraph headers*).
- Arial Regular (*body copy*).

### ■ FONTS FOR E-COMMUNICATION

For electronic communication, including emails, electronic newsletters and documents that will be shared electronically, please utilize the secondary fonts listed above.

## Typography Details

### + **Headline 1—CU Voice: ACUMIN PRO CONDENSED, BOLD — ALL CAPS**

Leading adjusted to be two to four spaces smaller than "auto." Font size should be largest on page, serving as a bold design element. Spans body copy columns. Staggered lines.

This option is utilized when the headline copy conveys an institutional statement or point of view or when readability may be an issue.

### + **Headline 2—Quote: *Just Wright* — Sentence Case**

Leading adjusted to be several spaces smaller than "auto." Font size should be largest on page if serving as the primary headline; second largest if paired with H1. Spans body copy columns. Staggered lines.

This option is utilized only for quotes that include attribution. These quotes should be paired with a student, faculty or alumni story, accompanied by a photo featuring the subject of the story.

### + **Subheadline: Acumin Condensed Bold — Sentence Case**

Leading adjusted to be two to four spaces smaller than "auto." Font size should be several sizes smaller than headline, but larger than body copy. Staggered lines. Used following primary headline.

### + **Paragraph Headers and Quote Attribution: ACUMIN CONDENSED BOLD — ALL CAPS**

Expanded kerning. Typically PMS 1245 color is applied. For paragraph headers: typically one to two sizes larger than body copy.

### + **Body Copy 1—Enrollment Communications: Acumin Condensed — Sentence Case**

Leading adjusted to be two to four spaces greater than "auto." This option is used for enrollment communications for TUG, PGS and GRTS. Use a 1/8th space between paragraphs. Large amounts of text may be split into two columns.

### + **Body Copy 2—Non-Enrollment Communications: Acumin Regular — Sentence Case**

Leading adjusted to be two to four spaces greater than "auto." This option should be used for Advancement, Alumni and Office of the President communications or when readability may be an issue. Use a 1/8th space between paragraphs. Large amounts of text may be split into two columns.

### + **Body Copy 3—Call out box: Acumin Regular — Sentence Case**

Normal leading and tracking. Smallest font size on the page. Staggered lines. Use a 1/16th space before copy.

### + **Quote Alternative: *Acumin Condensed Bold Italic* — Sentence Case**

Used when length of quote or design will impede readability of Just Wright font.

### + **Bulleted lists: ACUMIN BLACK**

Font is two to four sizes larger than body copy and set in a contrasting color when possible. Follows body copy spacing. Use "+" for first bullet; "-" for bullet subset.

### + **Facts and Figures: ACUMIN EXTRA CONDENSED LIGHT**

Used for called out quick facts, figures and numbered lists where appropriate.

**Subhead:**

Acumin  
Condensed Bold  
Sentence case

**Header 1:**

Acumin  
Condensed Bold  
All caps

## Associate of Science

**BUSINESS STUDIES**

If you're looking for a new job, a raise or to complete a degree you started before life got in the way, an associate degree at Cornerstone University can get you there. Push toward your full potential with key business skills in areas like entrepreneurship, marketing, global business and leadership. Develop practical interdisciplinary skills like critical thinking, persuasive writing and clear communication to increase your confidence and improve your professional and personal life.

Achieve what you know you're capable of. Be prepared to pursue a bachelor's degree; roles in small business management, nonprofit organizations and entrepreneurial start-ups; or entry-level positions in government, retail, sales and supervision.

**Body Copy 1:**

Acumin  
Condensed  
Sentence case  
Expanded leading

**Paragraph Header and Quote Attribution:**

Acumin  
Condensed Bold  
All caps  
Extended kerning

## PROGRAM INFORMATION

**100% ONLINE**

Complete your assignments online and engage in meaningful discussion forums each week.

**ON CAMPUS**

Programs meet one night per week from 6-10 p.m.

**BLENDED**

Take core courses on campus and concentration courses online.

**28 MONTHS**

Complete your degree quickly by not stopping for traditional semester breaks.

**\$26,195**

Total estimated cost for full program.

*My program gave me a broader view of how I can use my knowledge no matter where I go.*

— EDNA LOPEZ (A.S. '19)

**Facts and Figures:**

Acumin  
Extra Condensed  
All caps

**Header 2:**

Just Wright  
Sentence case

**Header 1:**  
Acumin  
Condensed Bold  
All caps

**Subhead:**  
Acumin  
Condensed Bold  
Sentence case

**ACADEMIC  
& SPIRITUAL**  
Ministry Formation


**CORNERSTONE UNIVERSITY**  
1001 E Beltline Ave NE • Grand Rapids MI 49

*You've been selected!*

**Header 2:**

Just Wright  
Sentence case



# A COMMUNITY THAT DOESN'T QUIT.

At Cornerstone University, we believe that our resilient community can accomplish anything. We're a community that supports one another, that challenges one another to ask the important questions—What is my calling? What does God ask of me? We're a community that sticks together, dives into innovative academics and learns more about our world. We believe that we are stronger together, and we invite you to join us on our journey toward more Christlikeness.

**At Cornerstone, we worship, overcome and strive—  
WITHOUT CEASING.**



LEARN MORE AT  
[CORNERSTONE.EDU/CUSTRONG](https://cornerstone.edu/custrong).



70+

Academic programs

19

Athletic teams

20+

Student organizations

15:1

Student-to-faculty ratio

## Header 1:

Acumin  
Condensed Bold  
All caps

## Facts and Figures:

Acumin  
Extra Condensed  
All Caps

## Body Copy 1:

Acumin  
Condensed  
Sentence case  
Expanded leading

## Header 1:

Acumin  
Condensed Bold  
All caps



## + Photography

The images used in graphic design are more than simply pictures—images are often the best way to get ideas across. Images afford us an opportunity to convey messages, emotions and our brand's personality so as to make a connection with the audience. Thus, we never just add a photo nor do we just create a graphic to add interest. Good marketing demands good photography. To that end, Cornerstone's photography style fits into three primary categories, corresponding to its three brand personality solution.

### DEDICATED SERVANTS

Dedicated + Uncompromising + Resilient + Proud + Industrious

- + Showcase: engagement in completing a task; can focus on an individual but should convey that they are not in this alone.
- + Subjects have a look of joyful determination, holding a bold, confident body position.
- + Subject's attitude displays joy, focus and tenacity; they are not burdened by the task and have confidence they will accomplish it.
- + Photos may be taken from a variety of angles.
- + Lighting is natural.

### PASSIONATE SUPPORTERS

Hospitable + Caring + Passionate + Supportive + Compassionate

- + Showcase: community.
- + Subjects have a natural warmth.
- + Include acts of service, where compassion for the served is on display.
- + Subjects hold an invitational posture, open and inviting.
- + Subject's attitude goes beyond niceness, toward passionate nurturing and support.
- + Photo angles are subject-focused.
- + Lighting is natural to light; warm tones.

## INSPIRING TRANSFORMERS

Transformative + Creative + Intelligent + Inspiring + Discerning

- + Showcase: creativity and innovation.
- + Subjects appear inspired by the activity they are engaged in, with a forward-looking attitude.
- + Include academic activities that are new and/or out of the norm.
- + Photo angles can be varied or extreme (e.g., shooting low or from above, focusing more on the background, etc.).
- + Lighting includes high contrast and directional lighting (i.e., dark background with lit subject, clearly visible light beams).

## GENERAL CRITERIA

Regardless of the style or content of an image, some universal technical standards are required of all marketing photography representing Cornerstone:

- + Print only high-resolution imagery (300 dpi or higher).
- + Never scale an image up past its original resolution.
- + Natural color—no filters or artificial manipulation should be used.
- + Professional photography only—no amateur photos or cell phone photos permitted for printed or web usage. An approved photographer list can be provided. Contact the Office of Brand Marketing if you would like to suggest a photographer be added to our approved vendor list.









## + Graphical Treatments

The following graphical elements are used throughout the Without Ceasing campaign to add energy and movement to publications. These elements assist in reinforcing the CU brand and are used strategically to draw attention to key elements in the text. Featured in both photo-driven and graphic-driven design, these graphical treatments play an important role in all print and digital publications.

### ■ BLUE/GOLD GRADIENTS

Primarily used as an overlay on photos, but can also be used subtly on graphics-based pieces. It should not interfere with the text but can be utilized to make the piece more dynamic as needed.

### ■ PLUS SIGN AND DIAMOND PATTERNS

Used either prominently around text or subtly behind text. Plus signs are created using either Acumin Black or Regular.

### ■ HORIZONTAL LINE

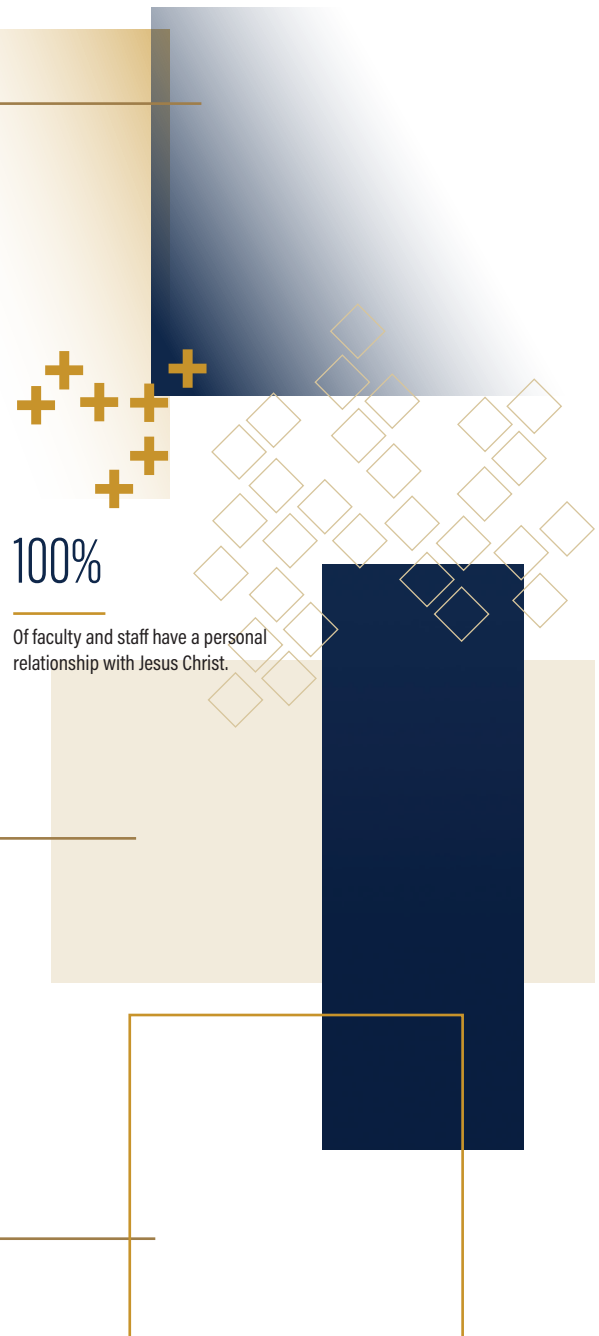
Gold (1245), 1 pt; used above the first paragraph, just above a secondary headline or in called out stats.

### ■ SOLID BOXES

Horizontal or vertical “filled” rectangles, typically going off of the page at one or two ends; can be used in the background to add visual interest or as “sidebar” text space. Can overlap other graphical elements but should not cover text.

### ■ OUTLINED BOXES

Horizontal or vertical outlined rectangles; can go off the page at one end or be all within the piece. Typically used to emphasize a portion of text or call attention to an area of design. Can overlap other graphical elements but should not compete with text.



**DON'T SETTLE.  
OVERCOME.**  
Pursue without ceasing.

[adult.cornerstone.edu](http://adult.cornerstone.edu)



Gradient  
Overlay

Solid  
Box

How do you  
**TRANSFORM  
YOUR FUTURE?**

Outlined  
Box

At Cornerstone University, we do college differently. Here, we dare to envision a world full of Christ-followers, dreamers and doers. As a university, we offer our utmost in all things—creating a learning environment marked by ingenuity, dedication and compassion. We challenge every student and faculty member alike to hold steadfast to uncompromising Christlike values. Here, you'll unlock new pathways to transformative success.

Gradient  
Overlay

So join us. Experience what it means to innovate without hesitation. To pursue Christ without restriction.

Diamond  
Pattern

To learn,  
to play,  
to wonder,  
to believe—**WITHOUT CEASING.**

Plus Sign  
Pattern

**GRAND RAPIDS THEOLOGICAL SEMINARY**  
Learning ▪ Serving ▪ Leading

Short Horizontal Line

Plus Sign Pattern

**WITHOUT  
CEASING**

It's time to take the next step toward your future as a Christ follower, as a citizen and as a member of the global church. Together, we can create a resilient community.

## 04—Social Media Guidelines

### + Tone

Cornerstone University's social media tone should reflect the idea of ceaseless faithfulness leading to greater student transformation. Our tone across channels can be captured in the phrase "compassionate confidence." As you write social media posts and respond to comments, read the words aloud and ask yourself, "Is it confident without being arrogant?" and "Is this compassionate or just mere niceness?"

The dedicated servant archetype requires us to be proud of who we are and unwavering in our convictions. The inspiring transformer demands that we be creative and forward-looking in all our activities. The compassionate supporter archetype reminds us to be authentically compassionate in every relationship—online and off—and response. Each brand dimension should be easily felt and seen in every post.

#### PRO TIP

When trying to adjust your tone, sometimes it helps to think of a person who you would describe as confident and compassionate. Picture this person in your mind and then ask yourself, "Would \_\_\_\_\_ say this?"

### + Messaging

While not every post needs to include a direct application of the phrases listed under "Message: Use" on page 29 of this guide, exploring these phrases can be a good starting point for crafting your messaging. Messages must be clear and helpful for the reader.

## + Images, Memes and Graphics

Images used on social media should follow the photography guidelines on pages 36 and 37. Photos that embody CU's brand personality strategy should be used whenever possible on image-driven platforms such as Instagram. Graphics can be used on Instagram but should be done so sparingly; Instagram stories are a great place for graphics!

As a general rule, the use of memes is not recommended if the meme is being shared for mere entertainment. If there is a deeper, more on-strategy or on-campaign message, an appropriate meme is OK.

Graphics can and should be used on all platforms IF they meet the following requirements:

- + **NO MORE than ⅓ of the image is covered in text.**
- + **Text is legible (larger than a 20 point font).**
- + **Image is sized appropriately for the platform.**
- + **Appropriate brand fonts, colors and logos are used.**

## + Hashtags

Different divisions and departments may choose to adopt their own campaign hashtags with approval by the Office of Brand Marketing. Other options for campaign-specific hashtags include:

- + **#CUResilient.**
- + **#CUInspired.**
- + **#WithoutCeasingCU.**

Brand hashtags include: **#CornerstoneU**, **#CornerstonePGS** and **#GRSeminary**.

## 06—Website Guidelines

The university website is designed and positioned as an informational marketing tool for external audiences. Prospective students and their families comprise the primary audience, and alumni and donors compose the secondary audience.

The purpose of the university website is to:

**Communicate our desire to serve visitors through student-focused educational resources, offering information on relevant degree programs.**

**Provide opportunities for site visitors to engage with Cornerstone University.**

**Promote our vision for accessible Christian higher education.**

### + Goals

Cornerstone utilizes Google Analytics—in addition to platforms such as Hotjar, a heatmapping tool—to measure the website’s performance, reach and effectiveness. CU quantitatively and qualitatively evaluates the overall health of the site and its content in five areas.

#### ■ AUDIENCE

The university website exists to effectively market the university’s brand through the publication of relevant content, incorporation of digital storytelling techniques and adherence to best practices for website development.

- **Key Question:** Are people visiting and using our website?
- **Key Metrics:** Total visitors, new vs. returning visitors, mobile first, sessions, pageviews, organic traffic



## ■ BEHAVIOR

The university website exists to offer a tailored user experience, providing clear user paths for site visitors.

- **Key Question:** Are site visitors able to find what they are looking for?
- **Key Metrics:** Top pages, user flow, navigation summary, page path analysis

## ■ ENGAGEMENT

The university website exists to promote engagement through a comprehensive, dynamic and responsive presentation of the university's marketing campaign.

- **Key Question:** Are site visitors engaging with long page scrolling?
- **Key Metrics:** Time on page, heatmaps

## ■ LEADS

The university website exists to advance recruitment efforts through targeted calls to action on each webpage that place emphasis on conversion.

- **Key Question:** Are site visitors requesting more information about CU?
- **Key Metrics:** Inquiry form submissions

## ■ BRAND

The university website exists to reinforce our institution's identity, mission and vision, placing emphasis on why Cornerstone University equips graduates to Build a Life That Matters.

- **Key Question:** Is trust in the CU brand continuing to deepen and grow?
- **Key Metrics:** Referrals, campaigns

## + Campaign

The presentation of the Without Ceasing campaign is incorporated in the university website, specifically visible in the use of campaign fonts, campaign photography for hero and complementary images on webpages, campaign language for page copy and student testimonials. Unless otherwise approved by the Office of Brand Marketing, all webpage hero images should be selected from the Without Ceasing photography collection.

## + Content

Cornerstone is one university. Each webpage is a doorway to the university and should follow these guidelines to provide a consistent experience with the Cornerstone University brand.

### ■ **TONE**

Content for the university website should be written as if the writer is in an engaged, professional and personable conversation with the reader. Copy should utilize second person pronouns and evoke the positive emotions tied to Cornerstone's specific brand dimensions and storylines.

### ■ **LENGTH AND FORMATTING**

Website visitors often skim webpages, reading in a Z-shaped or F-shaped pattern. To ensure that visitors have quick access to the most important content while keeping in mind how a webpage appears on a mobile device, paragraphs should be limited to three sentences, and the average sentence length should be five to seven words. The utilization of bullet points, numbered lists or bold text can also indicate key phrases or details for readers.

### ■ **HEADINGS**

Headings on a webpage provide value to both readers and search engines. In a similar way to an outline, headings provide guideposts for readers, helping them understand the types of information available on a single webpage. Each heading should be concise and clearly communicate the content available to visitors in that specific area of the page.

### ■ **BUTTONS**

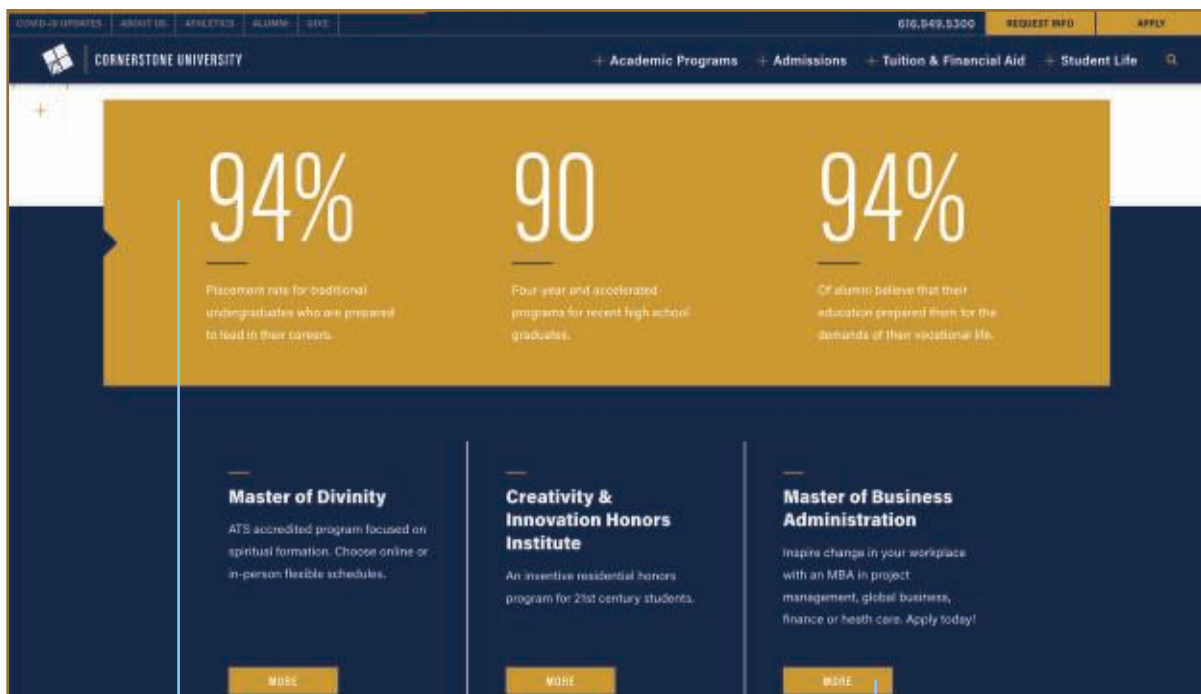
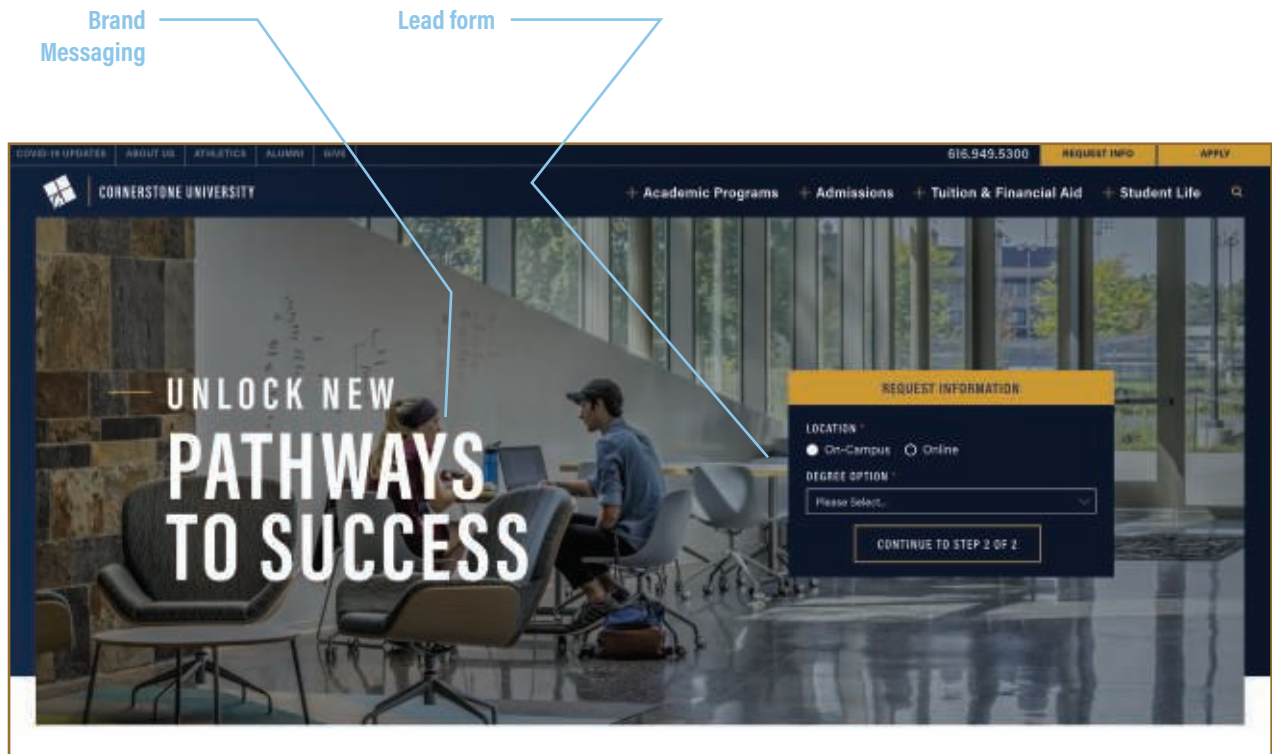
Buttons provide a visual indication of an action that a reader can take by clicking on this element on a webpage. The CTA—or call to action—copy on the button should be limited to two or three words and include a verb to inspire visitors to complete the task.

### ■ **TESTIMONIALS**

Students, alumni and stakeholders are brand ambassadors for Cornerstone, and we value the opportunity to share their stories. Testimonials should be one to two sentences and connect to one of Cornerstone's specific dimensions.

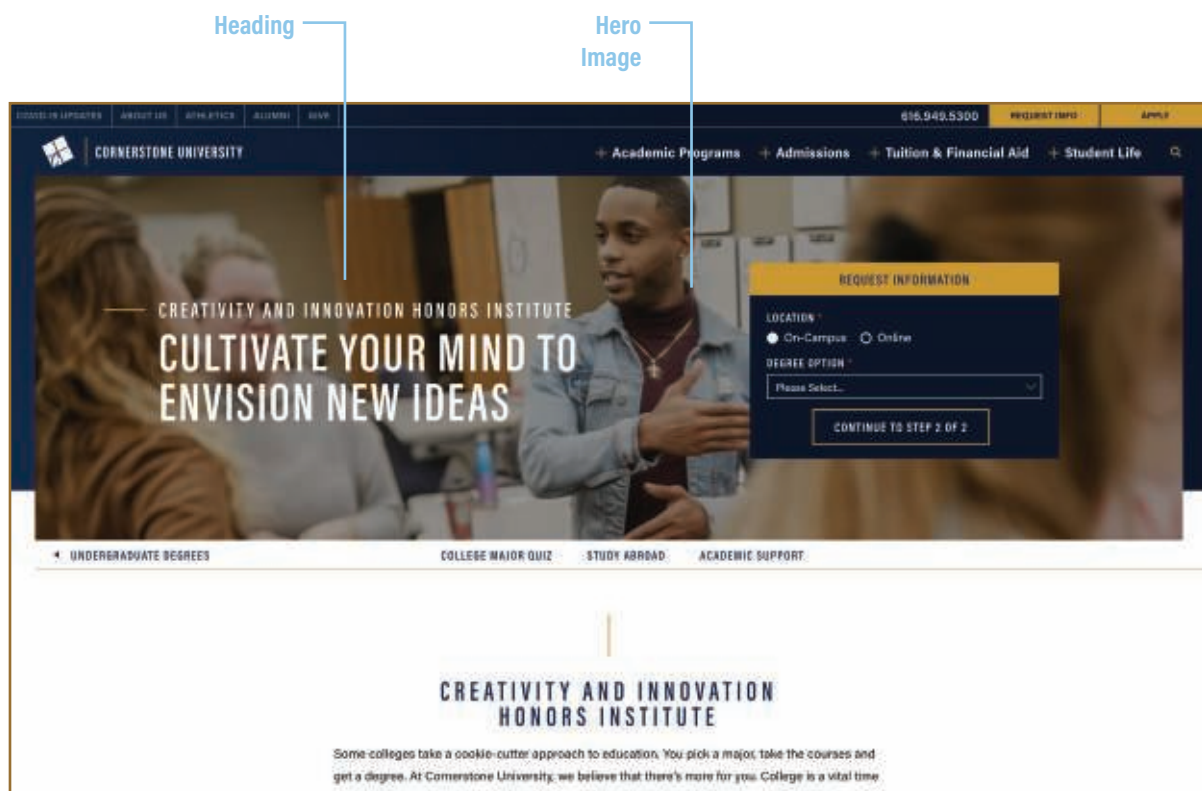
### ■ **VIDEO**

The inclusion of video content on a webpage increases engagement among site visitors. Please consult the Office of Brand Marketing to plan the strategy for your video projects and identify ways to promote and feature video assets on the website.

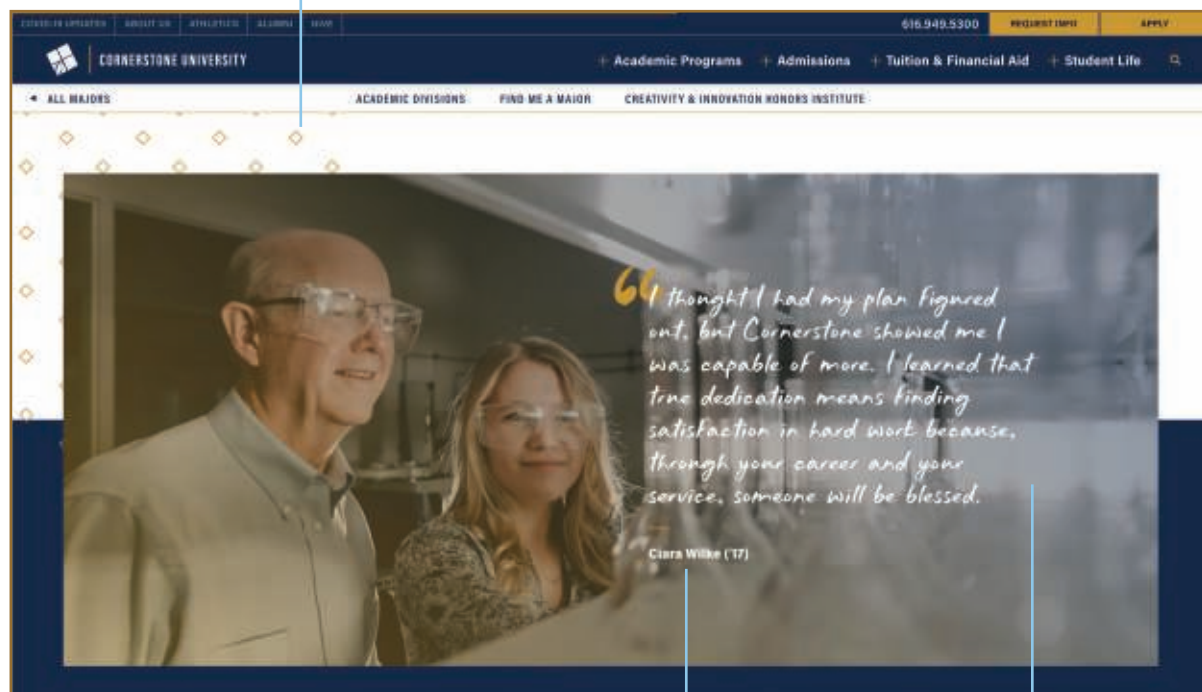


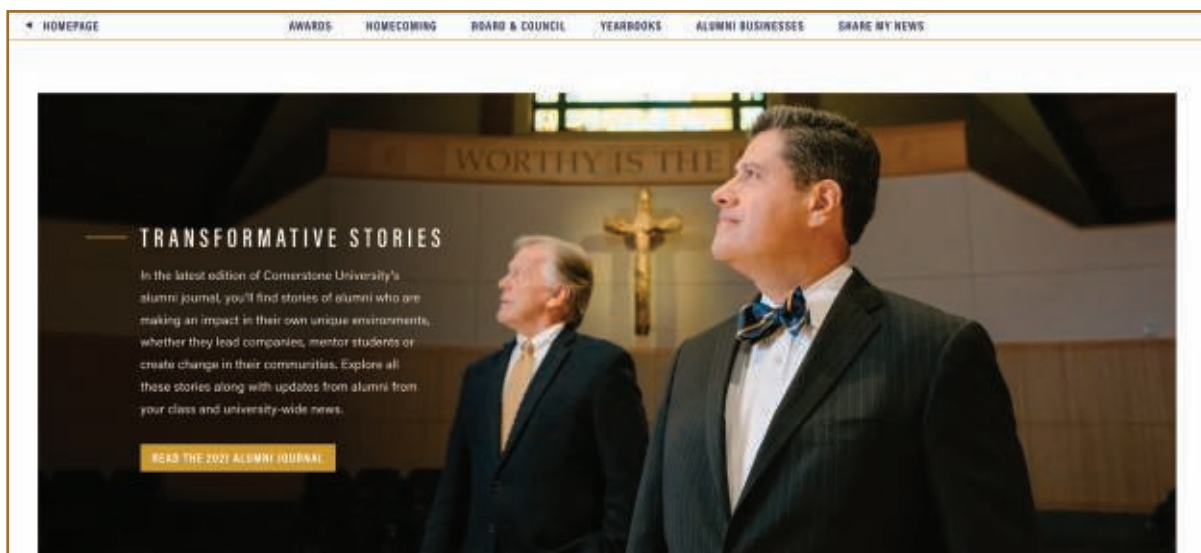
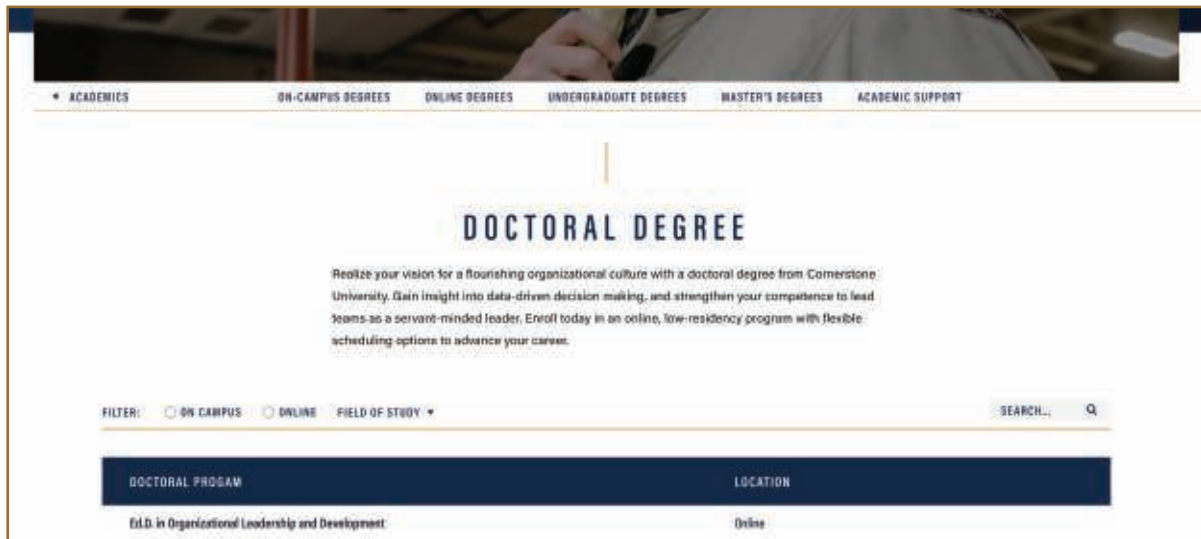
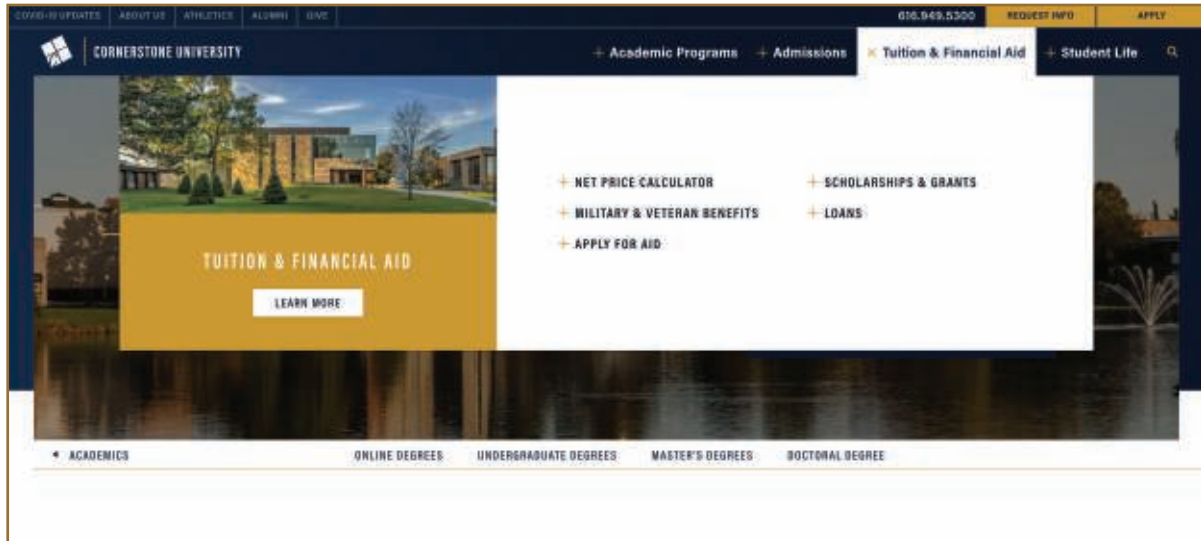
Ranking or Key  
Program Statistic

Button



Campaign  
Graphical Elements









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## QUESTIONS?

**EMAIL:** [marketing@cornerstone.edu](mailto:marketing@cornerstone.edu)

**PHONE:** 616.222.1421