



BRAND

GUIDELINES

A tall brick clock tower with a clock face, situated in a university campus with green lawns and buildings in the background. The tower has a dark roof and a clock face with black hands and numbers. The background shows a campus with various buildings, trees, and a clear sky.

Brand Identity

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

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.



Tone and Voice

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.

Extroverted

Emotional and conversational, leveraging first-person accounts from students, alumni, and faculty.

Assertive

Audiences should feel inspired, valued and in awe. Avoid a relaxed tone as this shifts the voice toward mere niceness that is common in the market. Use a humble but unashamed and uncompromising, resounding voice.

Forward-Thinking

We stand out from the pack with a forward thinking approach.

Emotive

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.

A photograph of a brick gazebo with a cupola on a campus. The gazebo is made of red brick with white stone accents at the base and around the arches. It has a dark metal roof with a small cupola on top. Three people are walking up the steps of the gazebo. The background shows trees and a building. The text "Our Logo" is overlaid in the center in a large, white, sans-serif font.

Our Logo

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), online graduate programs, Cornerstone 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 Marketing team 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 usage 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.



■ **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 Marketing team.

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.



— **CU MARK**

(PMS 7501 (*tan*);
PMS 2767 (*navy*))



— **GOLDEN EAGLE ICON**

(PMS 877 (*silver*); PMS 8960 (*gold*);
PMS 2767 (*navy*))

■ 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 Marketing team and the Executive Council.



A person with long blonde hair is sitting on a patterned blanket on the grass under a large tree with pink blossoms. The scene is dimly lit, possibly at dusk or dawn, with a blue tint. The text "Brand Colors" is overlaid in white, bold, sans-serif font in the center of the image.

Brand 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.

Primary Colors

Navy Blue

C:100 M:71 Y:0 K:66
R:19 G:41 B:75
#13294B

Metallic Gold

R:155 G:112 B:44
#9B702C

Secondary Colors

Non-Metallic Gold

C:9 M:34 Y:100 K:0
R:232 G:170 B:21
#E8AA15

Sky Blue

C:100 M:33 Y:0 K:0
R:0 G:134 B:204
#0086CC

Light Blue

C:12 M:2 Y:0 K:0
R:220 G:236 B:249
#DCECF9

Typography

CORNERSTONE UNIVERSITY

To maintain a clean and cohesive campaign on all fronts, copy should always align with standard typefaces for Cornerstone University. The typeface for Cornerstone University is Acumin Pro, a sans serif font family published by Adobe that contains 90 styles. In addition, The typeface Tsukimi Rounded is used for communicating personal points of view. For digital works, Roboto, a font family published by Google, is to be used.

1 2 3 4 5 6 7 8 9 0 ————— Acumin Pro Light

Aa Bb Cc Dd Ee Dd Ff Gg ————— Acumin Pro Condensed Bold

Hh Ii Jj Kk Ll Mm Nn Oo ————— Roboto Regular

Pp Qq Rr Ss Tt Uu ————— Roboto Condensed Black

Vv Ww Xx Yy Zz ————— Tsukimi Rounded Regular

Acumin Pro Condensed Black
for headlines

Headline

Acumin Pro Condensed Bold
for subheadlines

Subheadline

Acumin Pro Bold All Caps
and expanded kerning for
paragraph headers

PARAGRAPH HEADER

Acumin Pro Regular
for body copy

Quati ommos di te num faciis repe optatium sequiam,
occupici tem necea num ut fuga. Qui consequidus, omnisi
di rerferis et ipis aut et, secae voles ra explique dolupti
urenis ressinv elique voluptat faccus.

Tsukimi Rounded for
quotes and callouts

Git re, ab idusam ut prae.
Occullam, conecae alit quatur?
Pudam ut volum volestioereic te
cus, quia suntoto tem que cus.

Ximi, temporum dolum exped molorepudis aut ut et est
est que nossit quunda se officipit, volupid ut laborios aute
nobit omnis imet veErita nonsedia dolorem lat alias aut
laborrum re, apiet assi corporistio voluptas et quamus aci
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