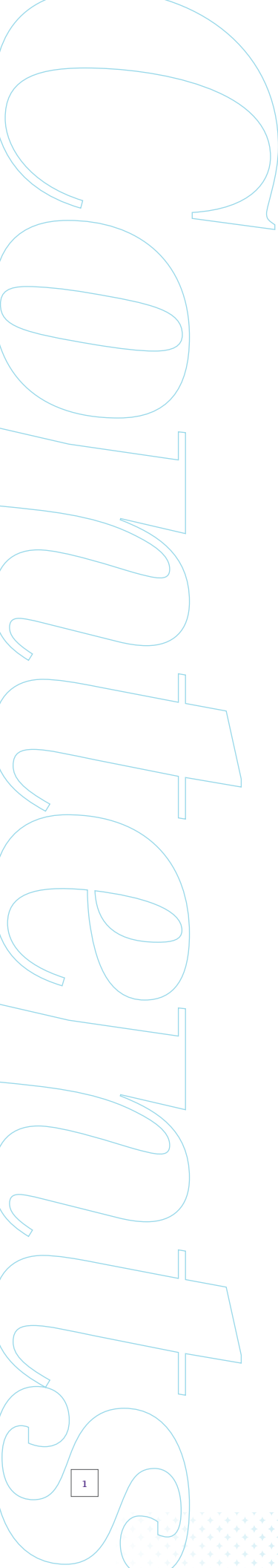




FURMAN
UNIVERSITY

BRAND STYLE GUIDE



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WHAT IS OUR BRAND?

FURMAN UNIVERSITY IS FOR GO-GETTING HIGH ACHIEVERS WHO CAN BALANCE A HEAVY LOAD OF COURSEWORK WITH A GREAT LOVE FOR COMMUNITY WORK. THEY'RE THE PROBLEM SOLVERS, LIMIT PUSHERS AND MOST LIKELY TO SUCCEED.

IT'S FOR THEM THAT WE CREATED THE FURMAN ADVANTAGE, AN INTENTIONALLY UNAPOLOGETIC AND INTENSE ACADEMIC EXPERIENCE OUR STUDENTS AND FACULTY WILLINGLY SEEK OUT AND BOND OVER AS IT PREPARES GRADUATES FOR LIVES OF PURPOSE AND ACCELERATED CAREER AND COMMUNITY IMPACT.

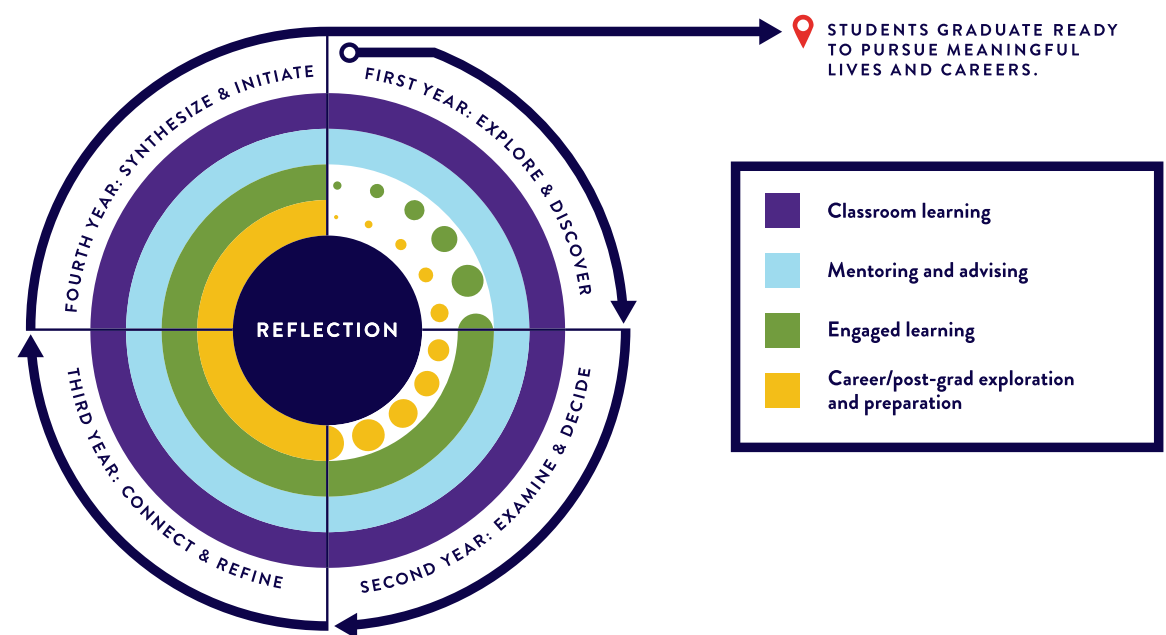
OURS IS A DIFFERENT CLASS OF STUDENTS, ONE WITH THE DRIVE AND INTELLECTUAL STAMINA TO EXCEL IN OUR HIGHLY RANKED RIGOR. AND WE ARE ALL AT AN ADVANTAGE, BECAUSE IT IS CRITICAL AND CREATIVE THINKING THAT WILL BE MOST NEEDED TO MAKE SENSE OF AN INCREASINGLY COMPLEX AND AUTOMATED WORLD.

COMMITMENT BREEDS COURAGE FOR THOSE WITH THE METTLE TO BECOME PALADINS.

BRAND POSITIONING

THE FURMAN ADVANTAGE

THE FURMAN ADVANTAGE PROMISES EVERY STUDENT AN UNPARALLELED EDUCATION THAT COMBINES CLASSROOM LEARNING WITH REAL-WORLD EXPERIENCES AND SELF-DISCOVERY. THIS INTEGRATED FOUR-YEAR PATHWAY, GUIDED BY A DIVERSE COMMUNITY OF MENTORS, PREPARES STUDENTS FOR LIVES OF PURPOSE AND ACCELERATED CAREER AND COMMUNITY IMPACT — DEMONSTRATING IN CONCRETE TERMS THE VALUE OF A FURMAN EDUCATION.



CLASSROOM LEARNING

Premier academic programs and teaching are our foundation. In small class sizes, students are taught by renowned faculty, not their assistants.

ENGAGED LEARNING

Students connect classroom work to meaningful research, internships and study away opportunities that have direct community impact.

MENTORING & ADVISING

For all four years, students have access to a community of expert mentors to help guide them along their path.

INTENTIONAL REFLECTION

Students are guided through and develop healthy habits of reflection, so that they are able to tell their story, and graduate confident and prepared for life beyond college.

BRAND POSITIONING

INTERNAL PLATFORM

STARTING FROM A PLACE OF TRUTH IS A POWERFUL WAY TO POSITION A BRAND. FURMAN UNIVERSITY LOOKS TO BE AUTHENTIC IN THE WAY WE BOND WITH OUR AUDIENCES. OUR BRAND SPEAKS TO WHO WE ARE.

CULTURE OF DETERMINATION

+

INTENTIONALLY UNAPOLOGETIC

+

A VERY PUBLIC MISSION

+

UNCOMMON LEADERS

Combine these truths and we have our internal platform.
This platform serves as an internal code, not external messaging.

COMMITMENT BREEDS COURAGE

BRAND POSITIONING

RATIONALE

OUR BRAND RATIONALE IS A STATEMENT THAT DEFINES WHO WE ARE AS A UNIVERSITY. IT CAN BE A GUIDE FOR CREATING TRUTHFUL AND COMPELLING MESSAGES.

We are the go-getters with the mettle to become Paladins. Achievers of feats, solvers of problems and makers of wonder. Melding willpower with brainpower, always questioning, never settling. Because we’re not limited by coursework — only our drive for what’s beyond it. Four years of academic rigor that takes courage, endurance and curiosity. Professors who push us. And a community that supports greatness in everything we do. Finding individual satisfaction by serving with purpose and compassion. It’s not just about personal enrichment, but enriching what’s around us. That’s the advantage Furman offers.

ULTRA-CURRICULAR

Ultra-curricular isn’t a buzzword. It’s a mindset. It’s a bond that connects wide-eyed incoming students with outgoing Furman graduates who are ready to take on the world. Think of it as “willpower meets brainpower.” Or “way beyond the books.” Ultra-curricular is an action, a spirit and a call-to-arms. And it’s the experience that Furman looks for — and provides — its students.

BRAND POSITIONING

TONE

WE’VE ESTABLISHED A SET OF TONE WORDS THAT EMBODY COMMITMENT BREEDS COURAGE. KEEPING THEM IN MIND WILL HELP WHEN DEVELOPING COMMUNICATIONS FOR THE BRAND. WHEN SPEAKING TO DIFFERENT AUDIENCES, CERTAIN TONE WORDS MAY BE EMPHASIZED OR UNDERSTATED.

DRIVEN	EMPOWERED
UNITED	PURPOSEFUL
COMMITTED	UNAPOLOGETIC

BRAND POSITIONING

COPY TONE

FURMAN STUDENTS ARE AMBITIOUS, INQUISITIVE AND UNAPOLOGETIC ABOUT SHAKING THINGS UP. WHEN SPEAKING TO THEM, OUR TONE IS INTENTIONAL, EDGY AND OCCASIONALLY A LITTLE IRREVERENT, ESPECIALLY IN HEADLINES. IN BODY COPY, WE BALANCE THIS WITH THE EARNEST INTENTIONS OF THE FURMAN ADVANTAGE.

LIKE A CATEGORY FIVE BRAINSTORM.

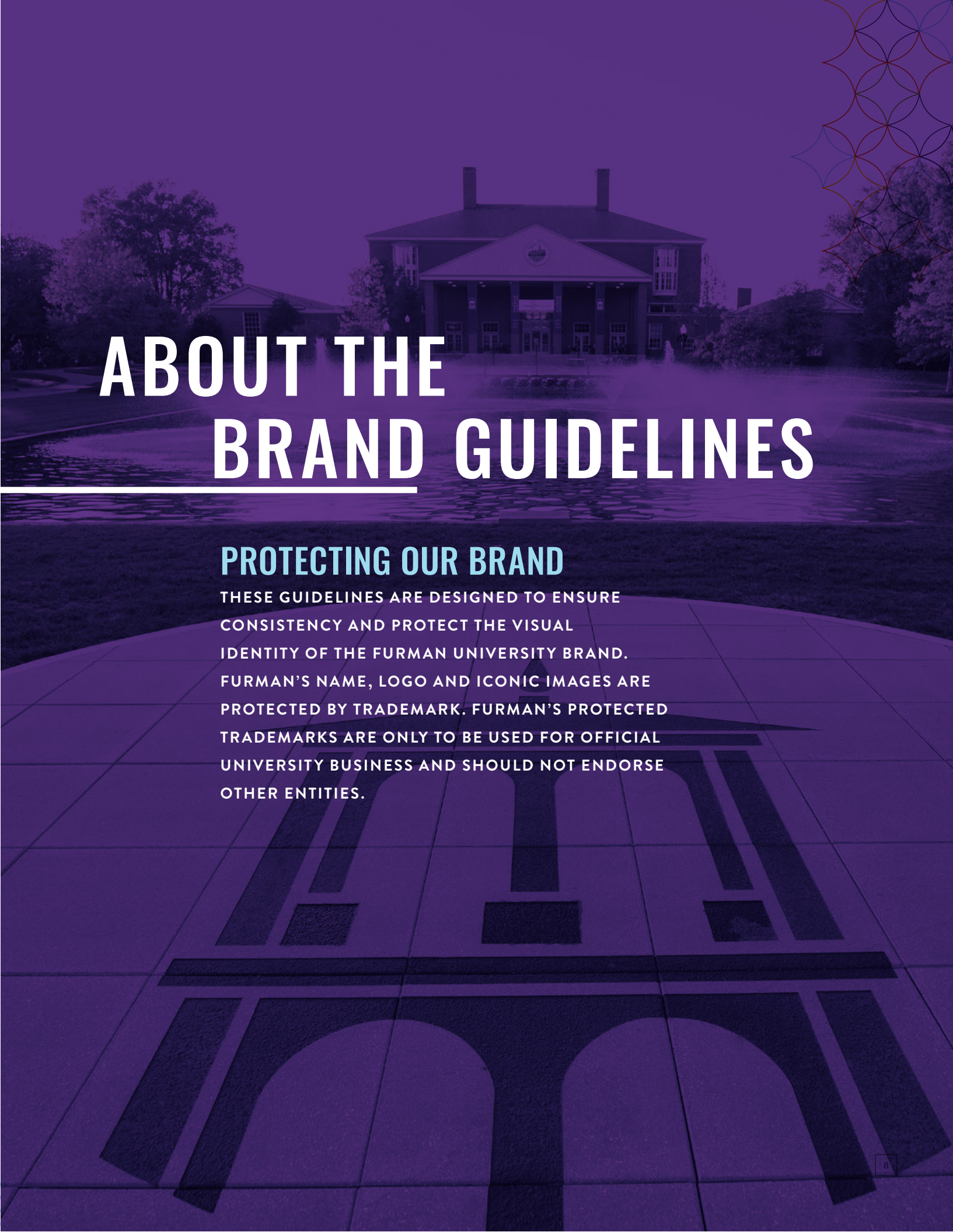
Hurricanes don’t happen twice. The same might be said about college. We offer a once-in-a-lifetime opportunity to find peers who push you, study with professors who guide you and discover things that move you. The main difference? The eye of this storm is found through your lens.

MINDS WILL RACE. ON OCCASION, COLLIDE.

Think of your brain like an engine cylinder. To run, it needs fuel, air and spark. We’ll give you the gas — world-class faculty who engage your mind. A 750-acre campus that’s an all-natural breath of fresh air. When put together, you can’t help but find your spark.

ACHIEVE FOR DAYS, FOR WEEKS, FOR MONTHS, FOUR YEARS.

Do you want to do more, make more, be more? Start by supercharging your education. The Furman Advantage guarantees an unparalleled four-year education that combines classroom learning with real-world experiences and self-discovery. It prepares you for a life of purpose, a fulfilling career and every meaningful impact you can make in your community.



ABOUT THE BRAND GUIDELINES

PROTECTING OUR BRAND

THESE GUIDELINES ARE DESIGNED TO ENSURE CONSISTENCY AND PROTECT THE VISUAL IDENTITY OF THE FURMAN UNIVERSITY BRAND. FURMAN’S NAME, LOGO AND ICONIC IMAGES ARE PROTECTED BY TRADEMARK. FURMAN’S PROTECTED TRADEMARKS ARE ONLY TO BE USED FOR OFFICIAL UNIVERSITY BUSINESS AND SHOULD NOT ENDORSE OTHER ENTITIES.

RESOURCES AND SUPPORT

MANY RESOURCES ARE AVAILABLE TO HELP YOU COMMUNICATE EFFECTIVELY
WITH YOUR AUDIENCE. PLEASE CONTACT US FOR:

- Communications strategy
- Writing/content strategy
- Design/graphics
- Digital marketing
- Website assistance
- Photography: contact University Communications or Jeremy Fleming (jeremy.fleming@furman.edu)
- Business cards, letterhead and envelopes: Online Print Store (through MyFurman)
- Branded templates in the Furman Creative Toolkit: contact University Communications for access to Design Conductor
- Licensing: contact *brandreviewboard@furman.edu*

University Communications
864.294.2185
ucomm@furman.edu

Contact Elizabeth Lichtenberg, senior director of creative services and brand management,
on use of marks, colors or brand icons.
elizabeth.lichtenberg@furman.edu
864.294.2387

LOGOS AND GUIDELINES

THESE GUIDELINES ARE DESIGNED TO ENSURE CONSISTENCY AND PROTECT THE VISUAL
IDENTITY OF THE FURMAN UNIVERSITY BRAND. IF THERE ARE ANY QUESTIONS REGARDING
USE OF THE MARKS, PLEASE CONTACT UNIVERSITY COMMUNICATIONS.

Please note that the creation of logos for programs and departments is limited as they are all housed
within the Furman brand. Any new logos must be requested and approved by University Communications.

In printed pieces as well as most non-printed, place the logo after all copy, on the bottom of single
page items, and on the last page or on the back of printed pieces with multiple pages. The logo is not a
headline; it is to be used as the signature.

THE LOGOS SHOULD ALWAYS BE USED IN THEIR ORIGINAL FORM AND PROPORTION.

PRIMARY ACADEMIC LOGO

THE ACADEMIC LOGO REPRESENTS ALL ACADEMIC AND SUPPORT AREAS AT FURMAN UNIVERSITY.

TWO COLOR



BELL TOWER SYMBOL
The Bell Tower symbol may be
used alone but should not be
altered in any way.

ONE COLOR



THE BELL TOWER SYMBOL APPLICATIONS



UNACCEPTABLE BELL TOWER APPLICATIONS



LOGOS AND GUIDELINES

MINIMUM SIZE

THE SMALLEST THE LOGO SHOULD BE REPRESENTED IS 1.5" WIDE.



CLEAR SPACE

TO ENSURE LEGIBILITY, ALWAYS KEEP THE MINIMUM REQUIRED CLEAR SPACE AROUND THE LOGO. THIS SPACE ISOLATES THE LOGO FROM ANY COMPETING GRAPHIC ELEMENTS

The minimum clear space is defined by the height of the "F" and should be maintained proportionally as the logo is resized.



ACADEMIC DEPARTMENT LOGOS

ALL ACADEMIC DEPARTMENTS AND ADMINISTRATIVE UNITS SHOULD USE A DEPARTMENT LOGO CREATED AND PROVIDED BY UNIVERSITY COMMUNICATIONS.

To request a department logo, please contact Elizabeth Lichtenberg, senior director of creative services and brand management.

elizabeth.lichtenberg@furman.edu
864.294.2387

PRIMARY STACKED DEPARTMENT LOGO *(example)*



DEPARTMENT *of* MODERN LANGUAGES
and LITERATURES



CENTER *for* ACADEMIC SUCCESS

LOGOS AND GUIDELINES

UNIVERSITY SEAL

THE FURMAN SEAL IS TO BE USED FOR OFFICIAL PRESIDENTIAL COMMUNICATIONS ONLY.
USE MUST BE APPROVED BY UNIVERSITY COMMUNICATIONS.



Please contact University Communications with requests.

864.294.2185
ucomm@furman.edu

THE FURMAN ADVANTAGE LOGO

THE FURMAN ADVANTAGE LOGO IS TO BE USED ONLY WHEN DIRECTLY REFERENCING FACETS OF THE FURMAN ADVANTAGE. BECAUSE THIS IS THE VISION OF THE UNIVERSITY, THE FURMAN ADVANTAGE IS THE FOUNDATION OF OUR COMMUNICATIONS, THEREFORE THE FURMAN ADVANTAGE LOGO WILL BE USED SPARINGLY.



The Furman Advantage
with pillars

LOGOS AND GUIDELINES

ATHLETICS LOGOS

EVERY DIVISION | SPORT AT FURMAN NEEDS TO UTILIZE THE DIAMOND F WORDMARK, THE DIAMOND F, PALADIN FULL LOGO, PALADIN HEAD OR PALADIN SPORT-SPECIFIC LOGO. CREATING A SEPARATE LOGO FOR INDIVIDUAL SPORTS IS PROHIBITED.

DIAMOND F ATHLETICS LOGO

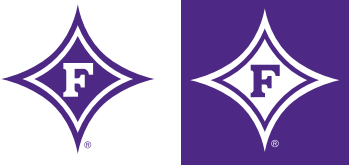
THE DIAMOND F LOGO SHOULD BE RESERVED TO REPRESENT FURMAN ATHLETICS.

TWO COLOR



DIAMOND F SYMBOL

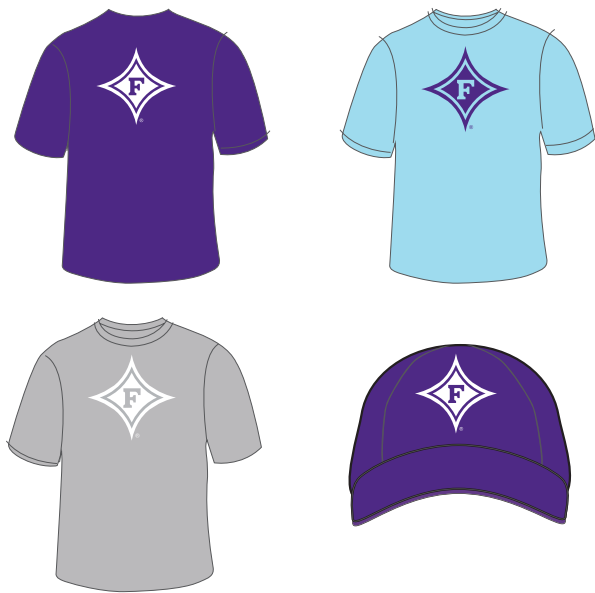
The Diamond F symbol may be used alone but should not be separated or altered in any way.



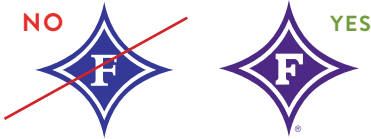
ONE COLOR



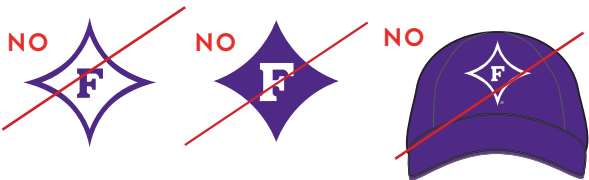
THE DIAMOND F SYMBOL APPLICATIONS



NOTE CORRECT DIAMOND F:
The lower "arm" of the "F" should be shorter than top arm.



Unacceptable Diamond F applications



LOGOS AND GUIDELINES

PALADIN LOGOS

THE PALADIN LOGO REPRESENTS FURMAN'S MASCOT, VICTOR. IT IS NOT LIMITED TO ATHLETICS BECAUSE IT HAS A BROADER APPEAL TO SCHOOL SPIRIT.

THREE COLOR



Sports-specific examples

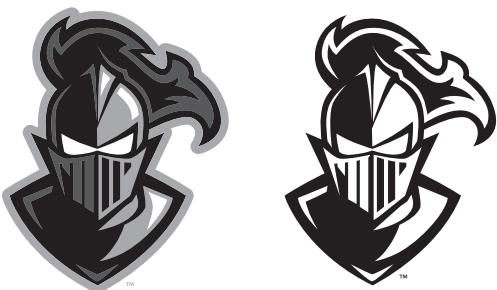
ONE COLOR



THREE COLOR



ONE COLOR



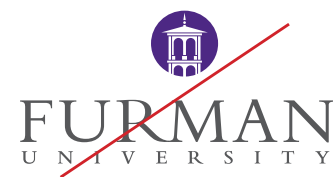
Paladin head



LOGOS AND GUIDELINES

UNACCEPTABLE LOGO USAGE

Do not rearrange parts of the logo or create marks that are not provided within these guidelines.



Do not add drop shadows or other text style effects.



Do not condense, extend, crop, rotate, warp, twist, skew, stretch or alter the logo from its original proportions in any way.



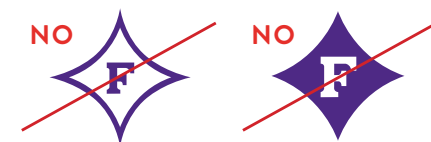
Do not use outdated logos.



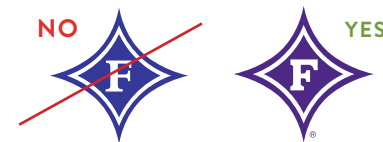
Do not alter the colors of the logos or use off-brand colors. Refer to the color palette section for usage.



Unacceptable Diamond F applications



NOTE CORRECT DIAMOND F:
The lower "arm" of the "F" should be shorter than top arm.



COLOR PALETTE

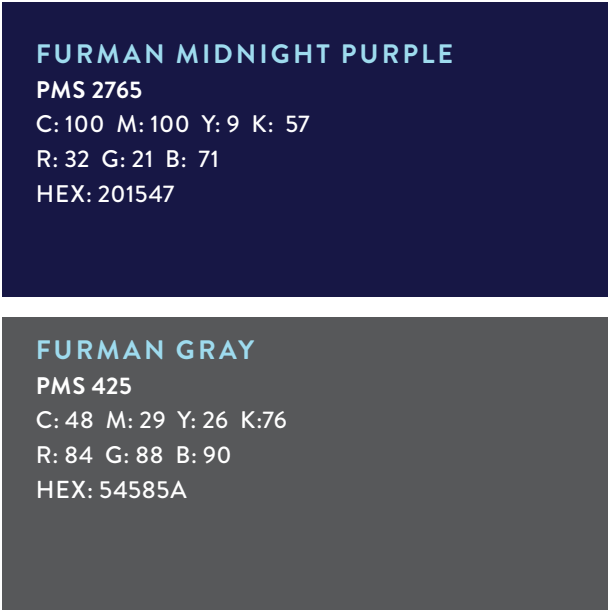
UNIVERSITY COLORS

MENTION FURMAN UNIVERSITY AND, NATURALLY, THE COLOR PURPLE IMMEDIATELY COMES TO MIND. IT IS PART OF OUR DNA AND OUR PRIMARY COLOR PALETTE. ALL COMMUNICATIONS SHOULD USE FURMAN PURPLE AND FURMAN WHITE, WITH FURMAN MIDNIGHT PURPLE AND FURMAN GRAY AS SECONDARY COLORS.

PRIMARY



SECONDARY



COMPLEMENTARY COLORS

We use a palette of complementary colors to supplement and add variety to our communications. They are not to be used as secondary colors, but may be used subtly to add visual interest.



TRADEMARK & LICENSING INFORMATION

THE BRAND & LICENSING REVIEW BOARD HAS BEEN ESTABLISHED WITH A MISSION TO MAINTAIN THE INTEGRITY OF FURMAN UNIVERSITY’S TRADEMARKS, NAMES, LOGOS AND SYMBOLS THAT ARE ESSENTIAL TO PROTECTING ITS BRAND AND REPUTATION. ENSURING CONSISTENCY WITH BRAND STANDARDS ACROSS THE UNIVERSITY IS PARAMOUNT.

The purpose is to promote, enhance, protect and enforce Furman’s identity and brand through the development, review, support and interpretation of supporting guidelines.

UNIVERSITY POLICY & GUIDELINES

- Any person, business, or organization must obtain approval and/or a license to use Furman University’s trademarks and logos in any manner and for any purpose. Requests should be submitted to **brandreviewboard@furman.edu** or through Affinity Licensing (see page 18).
- Affinity Licensing is the contracted company to manage all of Furman’s licensing.
- All university departments will use vendors that are officially licensed with Affinity Licensing, even for their giveaway products and premiums, to ensure consistency of the use of the marks and brand standards. All vendors may apply to be a licensee (see page 18).
 - › The only exception to the above rule will be for sponsorship deals that have separate contracts that detail profit-sharing and royalty-type fees.
- All university student organizations will use vendors that are officially licensed with Affinity Licensing, even for their giveaway products and premiums, to ensure consistency of the use of the marks and brand standards. All vendors may apply to be a licensee (see page 18).
- All (on or off) campus installations of signage, environmental graphics, branded décor, and more must be submitted to the Brand & Licensing Review Board (**brandreviewboard@furman.edu**) to ensure all brand standards have been met. Examples include wall graphics, furniture with logos, lighting, athletics field installations, etc.
- The university marks and logos may not be used in a way that implies endorsement of another product, business or service.
- The reputation, values and standards of the university are paramount, and the use of any of the official marks or logos is prohibited on distasteful or explicit products. These include inherently dangerous products, obscene or disparaging products, sexually suggestive products or any other product deemed to be in bad taste.
- Non-internal photography and videography requests submitted for approval to: **brandreviewboard@furman.edu**

TRADEMARK & LICENSING INFORMATION

VENDOR INSTRUCTIONS FOR APPLYING FOR LICENSING WITH AFFINITY:

- Register on the Affinity portal: <https://affinity-gateway.com/signup>
- Once approved, an invitation will be sent to set up log-in and password.
- Vendors may then apply for a license.
- There is an annual fee of \$100 and royalty fees if products are sold. There are no royalty fees for giveaways.
- Additional information may be found here: <https://affinitylicensing.com/licensing/info>

TRADEMARK INFORMATION

THE OFFICIAL TRADEMARKS AND REGISTRATIONS FOR THE UNIVERSITY ARE:

- Furman®
- Furman® University
- Furman Paladins®
- Paladin®
- Pathways Program®
- The Riley Institute®
- The Richard W. Riley Institute®
- FU™
- Furman Family™
- Dins™

The trademarks should use the ® or the TM in the text on any item that will be sold to the public. They do not necessarily need to be used on printed material with some exceptions. If used, it would only be in the first or second instance only. All logos with the appropriate trademarks should be used according to the Logos and Guidelines on pages 10-15.

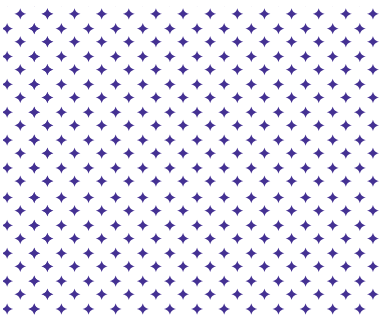
All questions can be directed to **brandreviewboard@furman.edu**

BRAND ELEMENTS

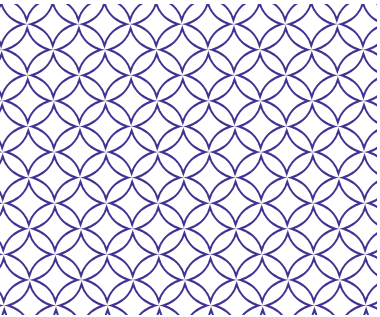
THE FURMAN DIAMOND F IS A RALLYING POINT FOR US ALL: STUDENTS, ALUMNI, FACULTY, STAFF AND ATHLETICS. WHETHER USING THE SIMPLIFIED MARK IN PATTERNS OR DECONSTRUCTING THE SHAPE AND USING ITS BASIC FORMS, THE MARK GIVES AN OWNABLE BRAND ELEMENT THAT ADDS TEXTURE AND VISUAL INTEREST.

NOTE: These elements are reserved for University Communications and University Communications-approved projects.

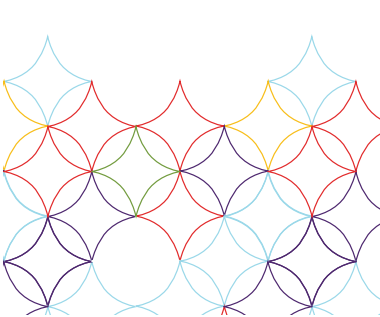
DIAMOND HALFTONE



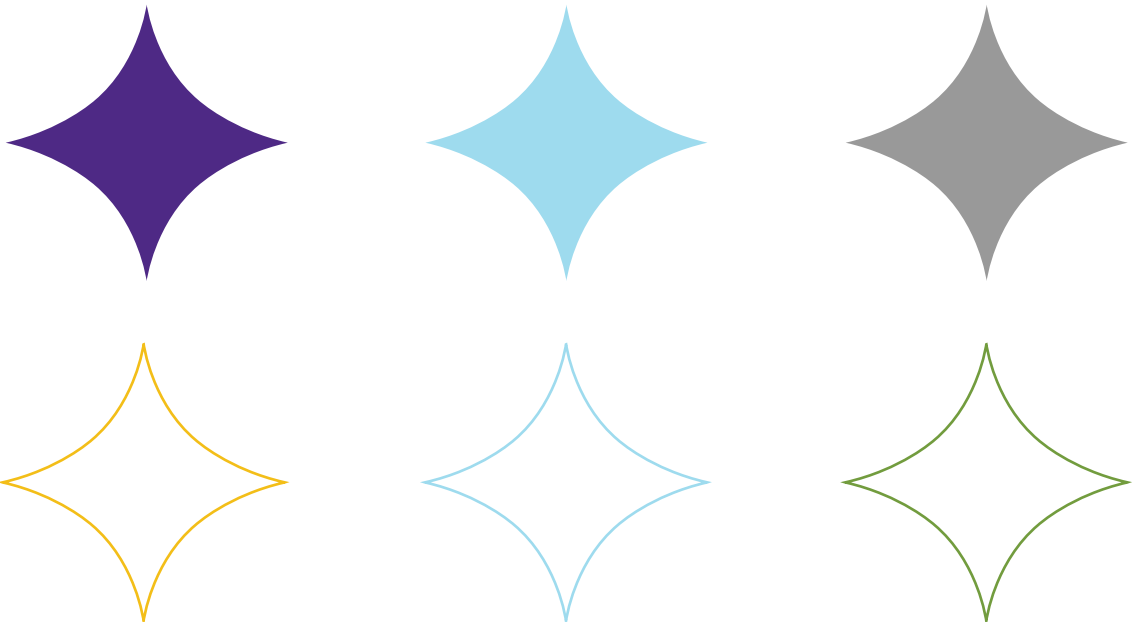
DIAMOND CIRCLES



COMPLEMENTARY COLORS



SIMPLIFIED DIAMOND



BRAND TYPOGRAPHY

TYPE PALETTE

OSWALD REGULAR ALL-CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

OSWALD BOLD ALL-CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

Headlines, subheads, infographics and typographic art

ABRIL FATFACE ITALIC ALL-CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

Large subheads, infographics and typographic art

ABRIL TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz

Abril Text Bold *Italic*
Abril Text Regular *Italic*
Abril Text Light *Italic*

Subheads, captions, pull quotes, infographics, body copy and other small blocks of copy

BRANDON GROTESQUE BLACK

ABCDEFGHIJKLM
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

BRANDON GROTESQUE BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Subheads, captions, pull quotes, infographics, body copy and other small blocks of copy

BRAND TYPOGRAPHY

LEVEL 1 HEADLINES

LARGE SUBHEADS, INFOGRAPHICS AND TYPOGRAPHIC ART

MOLUPTIOREST AUDA
REMODI SEQUAS

1,500+
UNDERGRADUATE
COURSES

60+
AREAS OF STUDY

LEVEL 2 SUBHEADS

SUBHEADS, CAPTIONS, PULL QUOTES, INFOGRAPHICS AND OTHER SMALL BLOCKS OF TEXT

“Aximi, accaepudi sim
quam, *ut aut qui quis
dellese iundae sam eum.*”

AXIMI, ACCAEPUDI SIM QUAM,
UT AUT QUI QUIS REMPOS RE
DELLESC IUNDAE SAM EUM.

Aximi, accaepudi sim quam, ut
aut qui quis rempos re dellese
iundae sam eum erci officium
volupit, volor ad quam quae sae
postrum quis eos vidus et que
cullestore dolores tiatecatur.

LEVEL 3 BODY COPY

Aximi, accaepudi sim quam, ut aut
qui quis rempos re dellese iundae
sam eum erci officium volupit,

Aximi, accaepudi sim quam, ut aut
qui quis rempos re dellese iundae
sam eum erci officium volupit,

ATHLETICS TYPOGRAPHY

TYPE PALETTE

PROHIBITION ALL-CAPS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

PROHIBITION OBLIQUE ALL-CAPS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Headlines, subheads,
infographics and
typographic art

GIN ALL-CAPS

ABCDEFGHIJKLMNOPQRS
TUVWXYZ – 1234567890

Large headlines,
subheads, infographics
and typographic art;
jersey numbers

GOTHAM BLACK

ABCDEFGHIJKLM
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

GOTHAM BOLD

ABCDEFGHIJKLM
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Subheads, captions,
pull quotes, infographics,
body copy and other
small blocks of copy

ATHLETICS TYPOGRAPHY

LEVEL 1 HEADLINES

LARGE SUBHEADS, INFOGRAPHICS AND TYPOGRAPHIC ART

GIN AND GIN OBLIQUE

MOLUPTIOREST AUDA
REMODI SEQUAS

144
SOCON PLAYERS
OF THE YEAR

131
SOCON COACHES
OF THE YEAR

LEVEL 2 SUBHEADS

SUBHEADS, CAPTIONS, PULL QUOTES, INFOGRAPHICS AND OTHER SMALL BLOCKS OF TEXT

Gotham Ultra

“Aximi, accaepudi sim
quam, ut aut qui quis
dellest iundae sam eum.”

GOTHAM BLACK - ALL CAPS
AXIMI, ACCAEPUDI SIM QUAM,
UT AUT QUI QUIS REMPOS RE
DELLESC IUNDAE SAM EUM.

Gotham Medium

Aximi, accaepudi sim quam, ut
aut qui quis rempos re dellesc
iundae sam eum erci officium
volupit, volor ad quam quae sae
postrum quis eos vidus et que
cullestore dolores tiatecatur.

LEVEL 3 BODY COPY

Gotham Medium

Aximi, accaepudi sim quam, ut aut qui quis rempos re
dellest iundae sam eum erci officium volupit.

ATHLETICS ALTERNATE FONTS

SCRIPT AND "FURMAN F" INITIALS

Fenway Park

WHEN A SCRIPT IS PREFERABLE TO GIN AND PROHIBITION

Furman

Furman

Paladins

Paladins

F

FENWAY PARK

F

FURMAN DIAMOND F

EXAMPLES OF INITIAL “F” WITH SINGLE & DOUBLE OUTLINE TREATMENTS

F

F

F

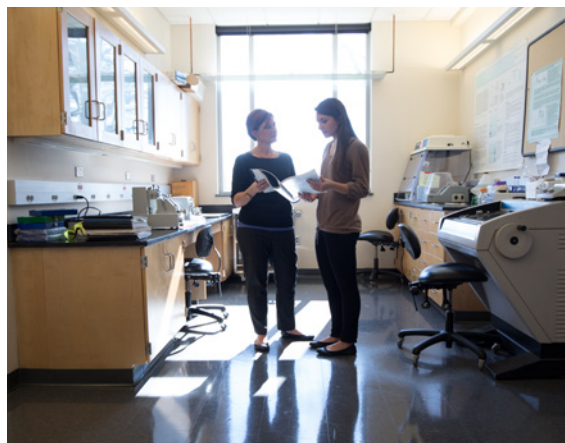
F

PHOTOGRAPHY

PHOTOGRAPHY IS USED TO CONVEY A SENSE OF ENERGY AND MOVEMENT – WHETHER IT'S HUMAN PERSONALITY OR OUR BEAUTIFUL CAMPUS – TO THE VIEWER. FOCUSED AND PURPOSEFUL SUBJECT MATTER CONVEYS THE PROPER SENSE OF DETERMINATION AND DRIVE WITHIN OUR COMMUNICATIONS.

PEOPLE

The Ultra-Curricular concept captures the tone and intent of the Furman brand. We can represent this by depicting students in action — striving, looking, doing and going beyond. Themes of motion and passion play well, and an overall tone of determination is desired. Try to use photos that have real, candid moments. A natural smile is always better than a forced one. When selecting images with multiple people, keep diversity of age, race, gender and ability in mind.



PHOTOGRAPHY

CAMPUS

Furman has a beautiful campus. When selecting shots of campus, look for interesting angles. Images that point up slightly convey the feeling that Furman is focused on what's ahead. Overviews allude to the broader world that Furman impacts. Also, try to find shots of campus with people, even if they are in the background, to add life to the photography.



To request existing photography for projects, contact University Communications.

864.294.2185
ucomm@furman.edu

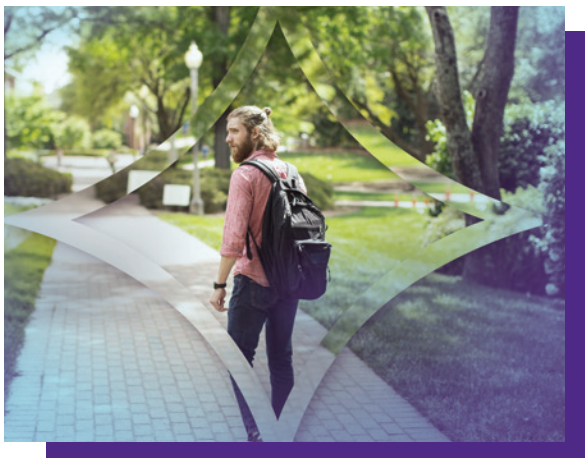
PHOTOGRAPHY

PHOTOGRAPHY TREATMENTS



FACETED TREATMENT

The Ultra-Curricular mindset represents our willingness to seek out, explore and experience a multitude of interactions and learning opportunities. We show this through a faceted photo treatment that brands our photography, creating multi-faceted dynamic imagery.



DIAMOND SHIFT TREATMENT

When showing the personal transformation the Furman experience provides, the diamond shift treatment gives a sense of an individual's growth within a single image.



DIAMOND CROP TREATMENT

Similar to the faceted treatment, the diamond crop treatment uses the negative space to create a sense of multiple perspectives from a single photograph.



DUOTONE COLOR TREATMENT

Used in our primary, secondary and complementary colors to add visual interest and distinction.

NOTE: *These elements are reserved for University Communications and University Communications-approved projects.*

PHOTOGRAPHY

OFF-BRAND PHOTOGRAPHY



Avoid static portraiture when profiling individuals.



Avoid staged academic and student life photography.



Do not use photography that appears indistinct.



Do not crop an image so that the subject and the emotion of the photograph are compromised.

Do not use stock images of people.

Do not use images that are pulled from the internet or Google Images. These images do not have usage rights.

To request photography or inquire about use of photography, contact University Communications.

864.294.2185
ucomm@furman.edu

BRAND APPLICATIONS



Use of photography showing natural smiles in real, candid moments

Abril Fatface Italic set in all caps



Diamond shift treatment

Duotone color treatment



Duotone color treatment

BRAND APPLICATIONS



Prominent Furman logo

Use of photography showing natural smiles in a real, candid moment

Diamond shift treatment



Spectacular campus photograph with vibrant color and lighting

Prominent Furman logo

BRAND APPLICATIONS

Oswald Medium with Abril Fatface Italic set in all caps

Oswald Medium set in all caps

Abril Light body copy

Diamond halftone brand element

Diamond shift treatment

Oswald Medium with Abril Fatface Italic set in all caps

BRAND APPLICATIONS

Oswald Medium with Abril Fatface Italic set in all caps

Spectacular campus photograph with vibrant color and lighting

Diamond shift treatment

Color overlay

Oswald Medium set in all caps

Use of photography showing natural smiles in real, candid moments

BRAND APPLICATIONS

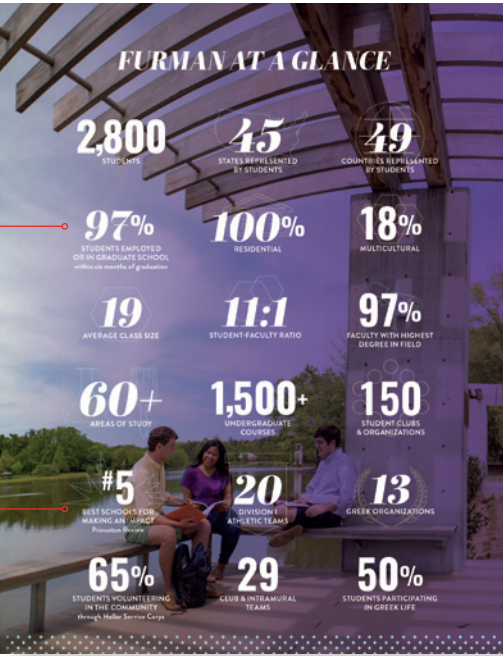
Simplified diamond brand element



Diamond shift treatment

Prominent Furman logo

Simplified diamond brand element



Callouts set in Oswald Medium and Abril Fatface Italic all caps



Abril Fatface Italic set in all caps

CONTACT

FOR INFORMATION REGARDING THIS DOCUMENT, PLEASE CONTACT:

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