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.

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
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 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.
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.
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

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

Please contact University Communications with requests.
864.294.2185
ucomm@furman.edu

THE FURMAN 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
LOGOS AND GUIDELINES

ATHLETICS LOGOS

EVERY DIVISION I 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.

DIAMOND F SYMBOL

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

ONE COLOR

FURMAN PALADINS

TWO COLOR

FURMAN PALADINS

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

NO NO NO

YES

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

Paladin head

ONE COLOR

Sports-specific examples
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 alter the colors of the logos or use off-brand colors. Refer to the color palette section for usage.

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.

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

FURMAN PURPLE
PMS 268
C: 82 M: 98 Y: 0 K: 12
R: 170 G: 222 B: 235
HEX: AADEEB

SECONDARY

FURMAN MIDNIGHT PURPLE
PMS 2765
C: 100 M: 100 Y: 9 K: 57
R: 32 G: 21 B: 71
HEX: 201547

FURMAN GRAY
PMS 425
C: 88 M: 29 Y: 26 K: 76
R: 84 G: 88 B: 90
HEX: 54585A

FURMAN WHITE
R: 0 G: 0 B: 0

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.

PMS 304
C: 35 M: 0 Y: 5 K: 0
R: 170 G: 222 B: 235
HEX: AADEEB

PMS 1795
C: 5 M: 95 Y: 95 K: 0
R: 227 G: 50 B: 43
HEX: E3322B

PMS 124
C: 5 M: 25 Y: 100 K: 0
R: 242 G: 190 B: 26
HEX: F2BE1A

PMS 368
C: 60 M: 20 Y: 100 K: 5
R: 102 G: 153 B: 51
HEX: 669933

PMS 304
C: 25 M: 0 Y: 7 K: 0
R: 191 G: 239 B: 248
HEX: FCFCF0

PMS 1795
C: 2 M: 95 Y: 95 K: 0
R: 234 G: 60 B: 43
HEX: F4322B
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 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

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
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.

### Brand Typography

#### Type Palette

<table>
<thead>
<tr>
<th>Oswald Regular All-Caps</th>
<th>Oswald Bold All-Caps</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdedfghijklmnopqrstuvwxyz</td>
<td>abcdedfghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brandons Grotesque Black</th>
<th>Brandons Grotesque Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdedfghijklmnopqrstuvwxyz</td>
<td>abcdedfghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>

**Oswald Regular All-Caps**
- Headlines, subheads, infographics and typographic art

**Oswald Bold All-Caps**
- Large subheads, infographics and typographic art

**Abril Fatface Italic All-Caps**
- Large subheads, captions, pull quotes, infographics, body copy and other small blocks of copy

**Abril Text**
- 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

**LEVEL 2 SUBHEADS**
Subheads, captions, pull quotes, infographics and other small blocks of text

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

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

**LEVEL 3 BODY COPY**
 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.

**ATHLETICS TYPOGRAPHY**

**TYPE PALETTE**

<table>
<thead>
<tr>
<th>Prohibition All-Caps</th>
<th>Prohibition Oblique All-Caps</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
</tbody>
</table>

**GOTHAM BLACK**

| ABCDEFGHIJKLMNOPQRSTUVWXYZ | ABCDEFGHIJKLMNOPQRSTUVWXYZ |
| abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz |

**GOTHAM BOLD**

| ABCDEFGHIJKLMNOPQRSTUVWXYZ | ABCDEFGHIJKLMNOPQRSTUVWXYZ |
| abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz |

**GIN ALL-CAPS**

| ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890 |

**Large headlines, subheads, infographics and typographic art**

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

To request existing photography for projects, contact University Communications.

864.294.3185
ucomm@furman.edu

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.
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.

864.294.3185
ucomm@furman.edu

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

THE WORLD NEEDS MORE OF YOU

Prominent Furman logo

Diamond shift treatment

Duotone color treatment

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

Prominent Furman logo

Spectacular campus photograph with vibrant color and lighting
BRAND APPLICATIONS

Oswald Medium with Abril Fatface Italic set in all caps

Oswald Medium set in all caps

Abril Light body copy

Diamond shift treatment

Oswald Medium with Abril Fatface Italic set in all caps

Diamond halftone brand element

Spectacular campus photograph with vibrant color and lighting

Oswald Medium set in all caps

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

Callouts set in Oswald Medium and Abril Fatface Italic all caps

Simplified diamond brand element

Abril Fatface Italic set in all caps