WARNER PACIFIC COLLEGE

Visual Standards Guide

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As a respected institution of Christian higher education, Warner Pacific College is privileged to serve students who are on journeys of personal, intellectual and spiritual discovery—and it is our unique Church of God heritage, urban location and Christ-centered ethos that prepares us for this work.

In addition to imparting professional skills and knowledge, we equip students with the ability to address the paradoxes inherent in the human experience—to acknowledge the co-existence of differing points of view through a foundation of faith.

Our distinct reputation requires a visual identity that will represent our distinctive mission and location—not only among students and faculty, but to the outside community, as well. This means that the print and online communications we create must serve as a cohesive bond to underscore Warner Pacific's core principles.

Our visual identity, as represented in this manual, effectively demonstrates the Warner Pacific experience. The design elements—including our logomark, color palette and seal—work together to embody the spirit of Warner Pacific College and to communicate that spirit to a wide range of audiences. The standards and guidelines in this manual are intended to provide the framework for coherent communications that effectively represent Warner Pacific College.

Andrea P. Cook, Ph.D.
President, Warner Pacific College

This manual contains standards for creating clear and distinct communications for Warner Pacific College. Purposeful planning has gone into developing the specific Warner Pacific message. These guidelines are simple to follow and will help make your communications efforts easy, attractive and effective.

In this manual, you will find:

- an explanation of the elements of the official Warner Pacific College visual identity.
- guidelines for the use of these elements.
- guidelines for the use of additional support elements.
- suggested applications of the visual identity.

If you need additional manuals, further instruction regarding use of your visual identity or assistance developing your communications, please contact the Office of Marketing and College Relations.

Your best resource—and first stop—on campus for questions related to visual standards is the Executive Director of Marketing and College Relations, who can be reached at 503.517.1369. In addition, the Communications Team—consisting of the Executive Director of Marketing and College Relations, the Director of Communications, the Sports Information Director, the Admissions Communications Manager, and the Web Content Coordinator—are familiar with our quality standards and are all available for consultation on your projects and communication needs. When you have questions, feel free to contact any member of the Communications Team.

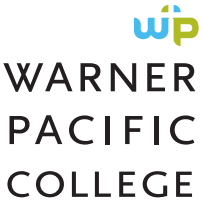
The Warner Pacific College identity consists of several different elements as described below—each one playing an integral part in the overall positioning of the Warner Pacific brand. Deviations from any of these elements jeopardize the consistency of the Warner Pacific identity and our communications.

LOGOMARK

The Warner Pacific College logomark (figures 4.1 and 4.2) consists of a wordmark (the rendering of the College's name in its distinctive typeface) and a graphic element (or logo).

FIGURE 4.1

FIGURE 4.2



Note: Because the elements of the Warner Pacific College identity have been carefully crafted, only camera-ready artwork or electronic files of the identity should be used, unless otherwise indicated. Any attempt to recreate the art, letterforms, spacing or styling of the identity in desktop publishing will result in inconsistencies that will compromise the integrity of the identity.

FIGURE 5.1

WARNER PACIFIC COLLEGE

FIGURE 5.2

WARNER
PACIFIC
COLLEGE

WORDMARK

The words "Warner Pacific College" appear in the Scala typeface, which boasts simple, clean lines. The even letter spacing and distinctive "W" complement the slightly rounded outer edges of the logo and suggest a harmony among different "types," both literally in terms of typeface and figuratively in terms of differing perspectives. While the College name is strongest as the centerpiece of the full logomark, there are times when it may be used alone, typically on occasions when there is insufficient space to accommodate the full logomark. The wordmark may also be used alone when it appears in more formal printed materials, events banners or specialty items such as mugs, caps, etc.

The wordmark itself may be presented in a horizontal version (Figure 5.1) or as vertically stacked in three lines (Figure 5.2). The use of horizontal or vertical presentations will largely be dictated by available space.

FIGURE 6.1

LOGO

The Warner Pacific logo (Figure 6.1) consists of the two letters "WP," both of which have been curved at the edges to reflect the waves of the Pacific Ocean. These curved edges function as entry points into the process of education that occurs at Warner Pacific—so as you enter you must traverse the cross that is framed between the W and the P. It is only when you come to the cross with your intellect that you are then prepared to address life's most difficult questions. Our tradition of sending scholars into the world prepared to serve their communities is reflected in the curved appendage of the letter P, which gives motion to the process of leaving Warner Pacific.

In addition to serving as "initials" for the college's name, the letterforms are fresh, clean and balanced, and suggest the natural beauty of the Pacific Northwest. The two facets that appear at the top of the logo are intended to represent two opposing concepts, or a paradox. Because Christ has provided us with the capacity for intellectual inquiry, the paradox can only be examined through our faith, which is represented by the cross that supports the two facets.

Generally, the logo should appear with the wordmark. When space is limited or when the audience is familiar with Warner Pacific, it is appropriate for the logo to stand on its own.

To reflect the natural beauty of the surrounding Portland environment and to capture the spirit of refreshing inquiry on campus, colors have been selected to reflect both the water and evergreen landscaping of our area.

Publications will be appealingly bright and open. Communications will reveal a fresh perspective for life and honest questioning on campus and also resonate with the overwhelming opportunities for experience and service in the surrounding urban area.

DIFFERENCES BETWEEN POSITIONING STATEMENTS, BRANDS AND MOTTOS

While a positioning statement, brand and motto are related, there are distinct definitions and applications for each, which we have outlined below.

Warner Pacific's *motto,* "Where faith and scholarship lead to service," undergirds the history and mission of Warner Pacific College. Mottos are most often used internally, in much the same way as the college seal—as letterhead on official communications and in ceremonial situations such as commencement. Warner Pacific's motto will likely appear in text as a headline or as part of an oral presentation about the College.

A *positioning statement* is longer than the motto, and it details exactly what Warner Pacific wants its various constituents and target markets to think about the Warner Pacific experience.

A *brand* is the sum of an organization's distinguishing characteristics (real or perceived). A brand is what audiences believe and expect from an organization or institution based on perceptions, past experiences or encounters.

For more about Warner Pacific's themes and messages visit appendix B.

POINTS OF DISTINCTION

In an effort to maintain coherence across all of our communication efforts, we have provided the following list of key messages about Warner Pacific. This list should serve as a referent for determining the integrity and efficacy of Warner Pacific College communications.

Warner Pacific College is a Christ-centered liberal arts college.

Our distinctive offerings coalesce into these four sub-brands:

WP Urban Advantage

WPC embraces its urban context and the opportunities afforded by its location.

WPC draws upon the vibrant city of Portland to offer students extensive educational, service, social, employment and other opportunities.

WP Paradox Core

WPC provides a unique liberal arts core that challenges and supports students as they wrestle with the paradoxes present in our culture, informed by Christian faith.

The Value Leader

WPC has created a tuition structure that renders our tuition and fees 35 percent lower than the national average for private schools.

WPC thoroughly prepares students for lives of leadership and service.

Transformative Learning

WPC actively engages students in transformative, seamless learning processes, and personalizes the educational experience to the unique talents and interests of students.

ABBREVIATIONS

In an effort to remain consistent in our communications efforts, the following are acceptable abbreviations of the Warner Pacific College name:

Warner Pacific

WP

WPC

FIGURE 9.1

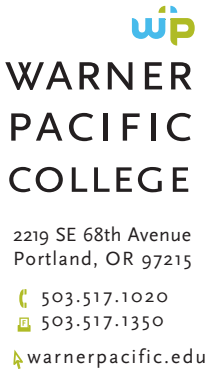


FIGURE 9.2

FIGURE 9.3

FIGURE 9.4

FIGURE 9.5

A "signature" is a logomark plus contact information for the College or for an individual, department, special program or office. Typically, the signature will include a postal address, phone and fax numbers, e-mail address and Web site URL. Signatures are used when specific contact information is necessary.

The signature can be arranged vertically (Figure 9.1) or horizontally (Figure 9.2), and the contact information must appear beneath the Warner Pacific logomark in this order: street address, phone, fax and Web site URL. Unlike the rest of the visual identity, a signature may be created or modified, always using the Scala typeface.

A signature should only follow the vertical and horizontal formats represented in Figures 9.1 and 9.2. To create a new signature file, always begin with an existing electronic file suitable to the application desired (business card, brochure, etc.). Then open the file and change the relevant information, paying careful attention to the style shown in this manual.

SIGNATURE AS A RETURN ADDRESS

When the signature is used as a return address (on an envelope or a self-mailing brochure), use the horizontal version shown here to conform to postal regulations (Figure 9.3).

For proper display of departmental return addresses (Figures 9.4 and 9.5), see appendix A.

E-MAIL SIGNATURE

When the signature appears in an e-mail, use the vertical signature represented in Figure 9.1.

Typography plays a major role in the visual continuity of the Warner Pacific identity. Proper implementation of fonts helps ensure the consistency of design and messages, as well as the legibility of type across all communications.

Scala Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Granjon
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Scala Sans and Granjon are our two preferred fonts. Gill Sans and Century Gothic are appropriate alternatives for Scala Sans, and Garamond and Times New Roman are appropriate alternatives for Granjon. Headlines should appear in 11-point or larger. Subheads should appear in 10- or 11-point or larger, but usually smaller than the headline. Generally, body copy should appear no smaller than 8-point. Captions and cutlines may appear in italics.

WARNER PACIFIC BLUE (PMS 2915)

MT. TABOR GREEN (PMS 583)

BLACK

FIGURE 11.1

FIGURE 11.2

CORRECT COLOR USAGE

The official primary color for Warner Pacific is Warner Pacific Blue, most properly represented in print by PMS 2915.* The other two colors to be used in producing Warner Pacific's logomark are Mt. Tabor Green (PMS 583) and Black.

These colors can be built from CMYK as follows:

Warner Pacific Blue	c61	m7	y0	k0
Mt. Tabor Green	c25	m3	y100	k14
Black	c0	m0	y0	k100

The RGB color formulas are:

Warner Pacific Blue	r115	g181	b224
Mt. Tabor Green	r168	g181	b10

Electronic color formulas are:

Warner Pacific Blue (73B5EO)
Mt. Tabor Green (A8B50A)
Black (000000)

THREE OR MORE COLOR USES

When printing in full color or the specified PMS ink colors, apply these colors as shown in Figures 11.1 and 11.2.

In the logo, the W and its corresponding rounded art element (on the right) should always be rendered in Warner Pacific Blue, while the P and its corresponding art element (on the left) should always be Mt. Tabor Green. The wordmark should be black.

Using these official colors without deviations or substitutions will contribute substantially to an attractive, widely recognized image for Warner Pacific.

**PMS and PANTONE are registered trademarks of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE color standards.*

FIGURE 12.1

FIGURE 12.2

TWO-COLOR USES

Black and Warner Pacific Blue are to be utilized in two-color uses of the Warner Pacific logomark. The W and its corresponding rounded art element (on the right) should be Warner Pacific Blue, while the P and its corresponding art element (on the left) should be represented in a 50 percent black screen. The wordmark should be in black. These guidelines hold for both the horizontal and stacked treatments of the logomark as represented in Figures 12.1 and 12.2.

FIGURE 13.1

FIGURE 13.2

FIGURE 13.3

FIGURE 13.4

ONE-COLOR USES

For pieces using only one color, there are a number of options for the treatment of the logomark:

Figures 13.1 and 13.2 show an acceptable version in 100% black. This application would be most appropriate for material that will often be photocopied or for one color laser printed material.

Figures 13.3 and 13.4 show an acceptable version of the logo and wordmark where a 50% screen of black appears *only* on the letter P and its corresponding art element (on the left). This is the preferred presentation when printing in black only.

CROWN FOIL 424

FIGURE 14.1

FIGURE 14.2

FIGURE 14.3

HOT STAMPING

The use of special treatments, such as foil hot stamping and embossing, can add elegance and appeal to our visual identity. These treatments are especially appropriate in formal and official publications.

For hot stamping, appropriate colors are black, white and silver metallic foil (number 424).

EMBOSSING

The guidelines (listed on pages 11-13) for the choices and combinations of colors still apply when embossing. In addition to color embossing, blind embossing (in which no color is added) is also acceptable. The minimum size for embossing the logomark is 3 inches wide for the horizontal version (Figure 14.2) and 1 inch wide for the verticle version (Figure 14.3).

Care should be taken, however, to ensure that fine details are not lost, so we ask that you seek approval from the Office of Marketing and College Relations before using hot stamping or embossing in smaller presentations.

REVERSES

If sufficient clarity and resolution are possible, the College seal and logomark may be reversed out of a dark, solid background (Figures 15.1 and 15.2). Even slightly variegated backgrounds may distort the details of reversed seals or logomarks, so use proper judgment (Figure 15.3). The logo, absent the wordmark, may also be reversed out of a solid background (Figure 15.4).

FIGURE 15.1

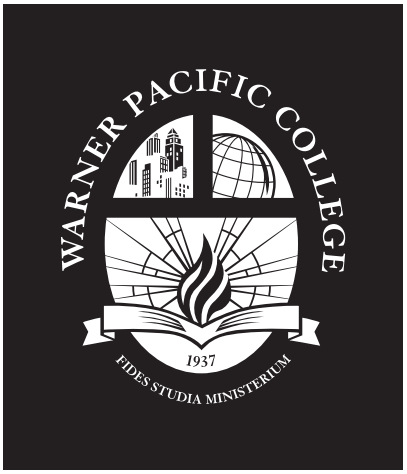


FIGURE 15.2

FIGURE 15.3

FIGURE 15.4

FIGURE 16.1

FIGURE 16.2

HORIZONTAL AND STACKED TREATMENTS OF THE LOGOMARK

Both the stacked version and the horizontal version of the logomark are acceptable. The use of one rather than the other will depend on context and available space. The horizontal version, for example, is best suited for applications with ample space, because at reduced sizes it may otherwise become illegible.

FIGURE 17.1

FIGURE 17.2

FIGURE 17.3

FIGURE 17.4

FIGURE 17.5

SIZES AND PROPORTIONS

The minimum usage size for the *logo* is 3/16 of an inch as represented in Figure 17.1. The minimum usage size for the *horizontal logomark* is 3/8 of an inch (Figure 17.2). The minimum usage size for the *stacked version of the logomark* is 1 inch (Figure 17.3).

The minimum usage size for the *horizontal wordmark* is 1/16 inch (Figure 17.4) and the minimum usage size for the *stacked wordmark* is 1/4 of an inch (Figure 17.5).

When selecting an option for an application with limited space, refer to this page to select the most appropriate solution.

FIGURE 18.1

FIGURE 18.2

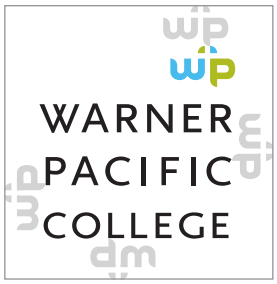
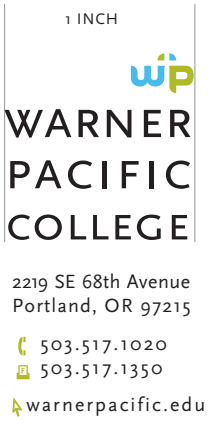


FIGURE 18.3



PLACING THE LOGOMARK

When placing the logomark in a printed publication, it is important to maintain sufficient "white space" around the image so that it will stand out and be noticed. Always use a space equivalent to the height of the logo-diameter around the logomark on every side (Figures 18.1 and 18.2). This active area should remain free of other visual elements or page trim.

SIGNATURE PLACEMENT

When printing the Warner Pacific signature, it is best to use supplied art. The signature should not be used at a size smaller than an inch in width (Figure 18.3).

In some cases, it may be necessary to typeset new information. Please consult with The Office of Marketing and College Relations or the Communications Team before attempting to typeset any new information. At the minimum usage size, the type specifications are 7.5-point type, 9-point leading with a tracking of 27. Web site URLs are also 7.5-point type at a minimum.

Use of this signature form at sizes larger than what is represented here should be proportionate to this example.

Please consult with The Office of Marketing and College Relations or any member of the Communications Team before attempting to typeset any new information.

When creating communication materials in desktop publishing, users should not rescan visual identity art from their printout or other Warner Pacific publications.

Only the EPS and TIFF files and camera-ready art available from the Office of Marketing and College Relations should be used. (These files are also available on the school's G drive under "Public/Logos and logomarks.") If you need to resize an EPS or TIFF file of the identity, do not stretch or disproportionately adjust the file art.

TOO SMALL

The horizontal logomark should never appear at less than 2 and 1/2 inches wide and the stacked logomark no smaller than one inch wide. The wordmark should never appear at less than 1 and 3/8 of an inch wide for the horizontal version and 3/8 of an inch wide for the vertical version. At this size, the wordmark should stand alone without the logo.

INCORRECT COLORS

Please refer to page 11 for complete guidelines on correct color usage.

INCOMPLETE

The visual identity includes the full college name and should not be truncated.

WRONG CHOICE OF GRAPHIC ELEMENT

The seal should never replace the logo in the logomark.

REARRANGED

The elements of the visual identity should not deviate from the official choices specified on page 16.

STRETCHED

The visual identity should not be stretched or distorted from its original proportions.

INCORRECT REVERSE

To reverse out of a photo or illustration, the area chosen for the reverse should be as dark and solid as possible, avoiding patterns that could make reading difficult.

FALL LEAVES ORANGE (PMS 158)

RARE SUN YELLOW (PMS 141)

PORTLAND PURPLE (PMS 668)

FOREST PARK GREEN (PMS 5545)

STUMPTOWN BROWN (PMS 4975)

ADDITIONAL COLOR OPTIONS

To further accentuate and enhance Warner Pacific communications, the following colors have been approved as a secondary palette to support the Warner Pacific identity system.

While we encourage creative freedom in developing effective campus-wide communications, care should be taken to ensure that print and electronic materials coherently adhere to these color guidelines.

Fall Leaves Orange (PMS 158)
Rare Sun Yellow (PMS 141)
Portland Purple (PMS 668)
Forest Park Green (PMS 5545)
Rich Brown (PMS 4975)

These colors can be built from CMYK as follows:

Fall Leaves Orange	c0	m65	y95	k0
Rare Sun Yellow	c0	m17	y62	k0
Portland Purple	c74	m73	y7	k20
Forest Park Green	c60	m17	y38	k48
Rich Brown	c0	m73	y100	k80

The RGB color formulas are:

Fall Leaves Orange	r222	g112	b8
Rare Sun Yellow	r237	g204	b97
Portland Purple	r102	g71	b120
Forest Park Green	r79	g110	b94
Rich Brown	r85	g25	b0

Electronic color formulas are:

Fall Leaves Orange (DE7008)
Rare Sun Yellow (EDCC61)
Portland Purple (664778)
Forest Park Green (4F6E5E)
Rich Brown (541800)

Warner Pacific's official stationery system includes letterhead, envelopes and business cards. Letterhead, envelopes and business cards should be ordered from the Office of Marketing and College Relations to ensure quality and consistency. Do not attempt to create letterhead, envelopes or business cards on your own.

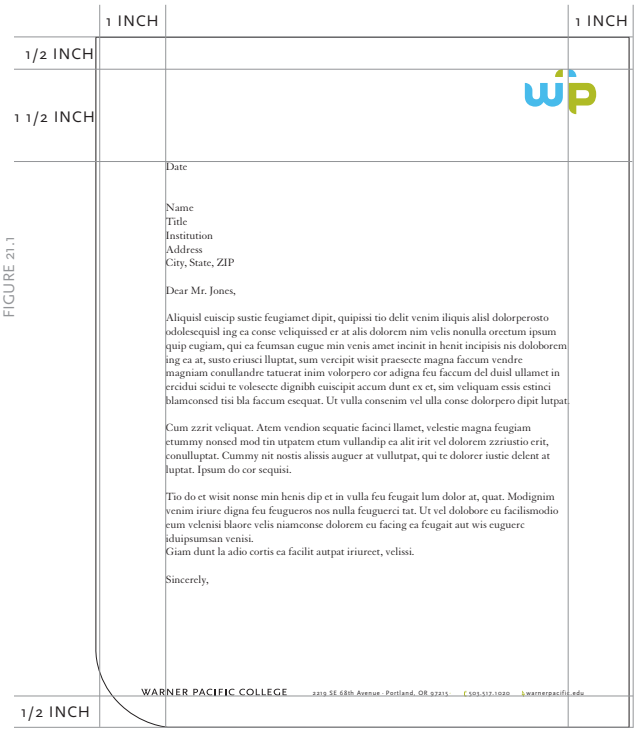


FIGURE 21.1

LETTERHEAD

The preferred fonts for all correspondence on College letterhead are Granjon, Garamond or Times New Roman in no less than a 10-point size. The Office of Marketing and College Relations must approve use of any font other than those listed on page 10.

**In an effort to remain consistent across all of our communications efforts, please note that there have been significant changes in the way that departments and offices on campus are referenced. For example, the Admissions Department will now be referred to as the Office of Admissions. For a complete listing of offices and departments, see appendix A (page 37).*

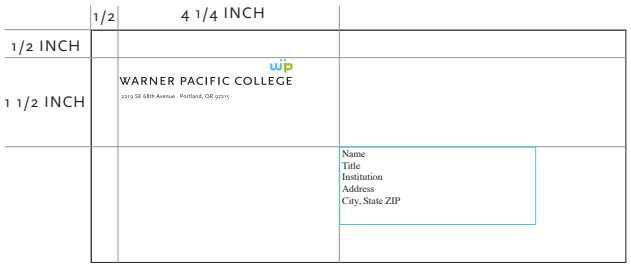


FIGURE 22.1

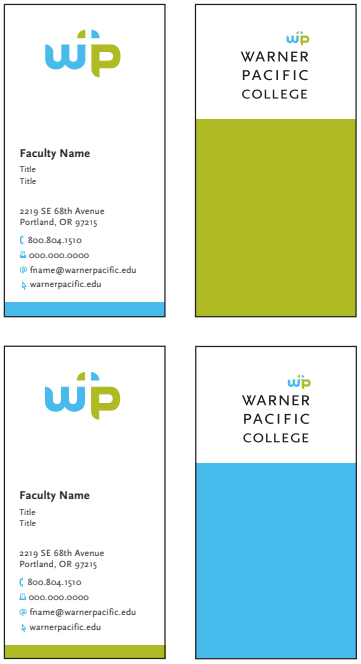


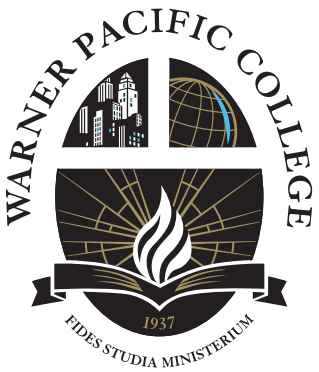
FIGURE 22.2

ENVELOPES

For business-size envelopes, allow a margin of 4 3/4 inches from the left side of the envelope, and place the addressee's name 2 inches down from the top. Use the same type font and size as you use in the letter (see previous page).

BUSINESS CARDS

Personalized business cards for individual offices and departments may be ordered through the Office of Marketing and College Relations. Business cards for faculty have a blue border with a green back. The business cards for staff have a green border with a blue back.



FOIL-STAMPING

When foil-stamping the College seal, you may choose from the following foils and foil providers, listed here in order of preference:

Astor:
M838
PMN5807

API:
4044s (St. Tropez)

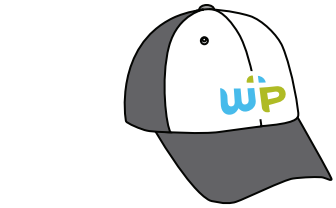
Crown:
CA26-408h

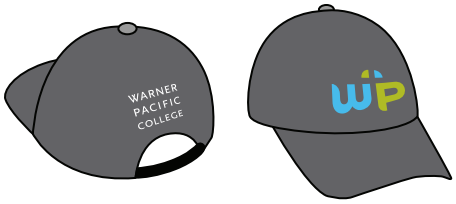
A college seal is one of the most venerable symbols of an institution of higher learning, and as such, is reserved for an institution's most formal communications, such as diplomas, transcripts and special-event invitations. Warner Pacific's new seal is founded on the College motto: "Where faith and scholarship lead to service." Not only does this message quite literally undergird the rest of the seal, it informs all of the imagery contained therein. The book and flame that rest on top of the College's founding date speak to both "faith" and "scholarship"; the flame hearkens to our Church of God (Anderson, Indiana) heritage and suggests the light of Christ, as well as the light of learning; the book represents the Word of God and stands as a universal symbol of scholarship and study. The rays that emanate from these symbols, derived from the reliefs in McGuire Auditorium, suggest a "going forth" and "carrying outward" of the faith and learning that students develop here.

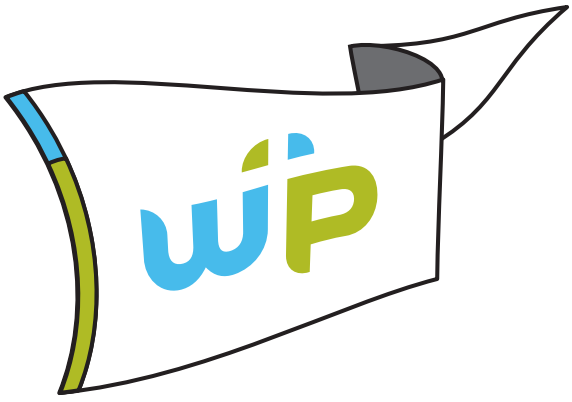
And where does this "carrying outward" lead? First, to the City of Portland, represented in one of the "facets" that echo our College logo (where these shapes represent the importance of dialogue and multiple perspectives). The inclusion of Portland in our seal speaks to Warner Pacific's role and place in an urban environment—where we've been called to be—and to our engagement with the local community. At the same time, we're preparing students to employ their unique giftedness and God-given strengths around the globe, as well. Thus, the right-hand facet represents the far-reaching effects of the service that Warner Pacific graduates render to (and around) the world.

One of the more distinctive features of the seal is its oval shape. With "round-ness" generally suggesting inclusiveness, community and the holistic nature of the liberal arts, many institutions elect to render their seal in the shape of a circle. While Warner Pacific likewise embraces these values, we do so with our own, particular approach and style. Therefore, the slightly out-of-the-ordinary oval suggests our classic values, expressed in our distinctive way.

The seal is reserved for use by the Offices of the President, Academic Affairs and the Registrar. It is not a substitute for the logomark. If you wish to use the seal for other purposes, please consult the Office of Marketing and College Relations.







FOR VISUAL IDENTITY AND MERCHANDISING

The Warner Pacific College logomark and wordmark may be applied to apparel and novelty items that are tasteful and appropriate.

Appropriate uses might include mugs, caps, T-shirts or banners.

The College seal should not be used in these applications.

In order to maintain consistent quality measures across all College departments, you must receive approval from the Executive Director of Marketing and College Relations before production of promotional materials including items such as hats, t-shirts and giveaways. Order your promotional material needs directly through the Office of Marketing and College Relations to ensure continuity with our visual standards. We offer counsel and access to numerous vendors who provide excellent service and savings to the College.

Note: No office or department, with the exception of the Bookstore and the Department of Athletics, should order or produce marketing materials and other promotional items without prior consultation with the Executive Director of Marketing and College Relations.

WARNER
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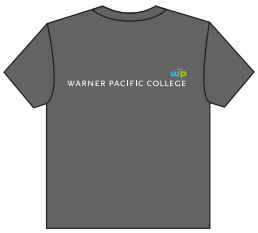
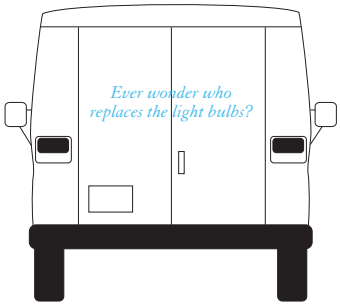
PACIFIC
COLLEGE


WARNER PACIFIC COLLEGE

WARNER PACIFIC COLLEGE


Ever wonder who
replaces the light bulbs?

WARNER PACIFIC COLLEGE

www.warnerpacific.edu

We take great care in maintaining the Warner Pacific College Web site. Often, our site is the first point of contact for audiences, particularly prospective students, who would like to learn more about Warner Pacific. As such, we must constantly be aware of the message we spread and make sure they are appropriate within the larger scheme of Warner Pacific communications.

We also recognize that the Warner Pacific Web site is a powerful tool for your office or department to reach internal and external audiences. Efficiency and ease for use make Web publishing ideal for communicating directly with audiences, but it also makes ensuring the integrity of our visual identity increasingly difficult.

As you continue to develop your online presence, we ask that you work closely with Warner Pacific's Office of Marketing and College Relations. In addition to helping preserve the integrity of the Warner Pacific visual identity in all of its forms, we will be able to continually use the Web as an exciting marketing outlet.

A web standards guide has been developed as a reference tool and guide. A copy can be obtained from the Office of Marketing and College Relations.

FIGURE 28.1

FIGURE 28.2

FIGURE 28.3

WARNER PACIFIC KNIGHTS LOGO

The official logo for the Warner Pacific College athletic department (Figure 28.1) includes a knight in a full suit of armor, standing behind the athletic wordmark. Taken from Ephesians 6:11, which states, "Put on the full armor of God so that you can take your stand against the devil's schemes," the full suit of armor represents the impenetrable nature of God's love, which our student-athletes take with them onto the field. The only opening in the suit of armor is in the shape of a cross—which both lets the light of the Lord in and also affords the Knight the vision to see the obstacles in his way.

This logo would be appropriate for all general athletic department use: on buses, gym floors or walls, for example.

SIMPLIFIED LOGOMARK VARIATIONS

A simplified logomark variation may be used in circumstances that require an abbreviated version, such as on athletic jerseys, or when there is not enough space to accommodate the full logomark. The simplified logomark variation in Figure 28.2 consists of the sword behind the full athletic wordmark. The simplified logomark variation in Figure 28.3 is abbreviated further by dropping the word "Knights" from the wordmark and centering the sword between the words "Warner" and "Pacific."

FIGURE 29.1

FIGURE 29.2

FIGURE 29.3

MINIMAL USAGES

Figures 29.1, 29.2 and 29.3 are all examples of simplified uses of the Warner Pacific athletic identity. Each representation contains elements of the full logomark, namely the word "Knights" and one accompanying image associated with knights. These minimal usages may be employed under circumstances where it is unnecessary to reproduce more complete versions of the logomark, or when limited space is available.

These variations would be appropriate for general athletic merchandise, such as hats, T-shirts, mugs or stickers.

If you have any questions regarding sizing of the Warner Pacific College athletic logo, please contact our Sports Information Director at 503.517.1064.

FIGURE 30.1

SIZES AND PROPORTIONS

The minimum usage size for the complete athletic logo is 1 inch as represented in Figure 30.1.

TYPOGRAPHY

Preferred fonts for use in athletic department communications include Antique Olive Nord Italic (headlines) and Myriad Condensed (text). Other fonts including Viking and Eras are used on our Web site and may be used sparingly as decorative type although these latter two options are not optimal for longer passages of type.

Antique Olive Nord Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PLACING THE LOGO

When placing the athletic logo in a printed publication or a design layout of any kind, it's important to maintain sufficient "white space" around the image so that it will stand out and be noticed. Always use a space equivalent to the height of the logo-diameter around the athletic logo on every side (Figure 30.2). This active area should remain free of other visual elements or page trim.

FIGURE 30.2

WARNER PACIFIC BLUE (PMS 2915)

GRAY (PMS 422)

BLACK

CORRECT COLOR USAGE

The colors to be used in producing Warner Pacific's athletic logo are Warner Pacific Blue, Black, Gray and White.

ATHLETIC DEPARTMENT COLOR PALETTE

These colors can be built from CMYK as follows:

Blue	c61	m7	y0	k0
Gray	c3	m0	y0	k32
Black	c0	m0	y0	k100

The RGB color formulas are:

Warner Pacific Blue	r115	g181	b224
Gray	r176	g183	b188

Electronic color formulas are:

Warner Pacific Blue (73B5E0)
Gray (b2b7bb)
Black (000000)

REVERSES AND HOT STAMPING

Due to the importance that color plays in the Warner Pacific athletic logo, the logo should not be reversed or hot stamped.

STATIONERY SYSTEM

Warner Pacific's official athletic stationery system includes letterhead, envelopes and business cards. To ensure quality and consistency, these should be ordered from *the Office of Marketing and College Relations. Do not attempt to create athletic letterhead, envelopes or business cards on your own*.

FIGURE 32.1

WARNER PACIFIC COLLEGE
ADP | ADULT DEGREE PROGRAM

FIGURE 32.2

WARNER
PACIFIC
COLLEGE
ADP | ADULT DEGREE
PROGRAM

LOGOMARKS

SIGNAGE

An alternate configuration of the ADP logomark is available for signage and other special applications. To determine which option is best for a given project, please consult with the Office of Marketing and College Relations.

ADULT DEGREE PROGRAMS COLOR PALETTE

WARNER PACIFIC BLUE (PMS 2915)

MT. TABOR GREEN (PMS 583)

BLACK

PUBLICATIONS PROTOCOL

Given the importance of maintaining consistency and cohesiveness among the College's communications, we caution against individuals or departments creating their own external pieces—for example, invitations to an event, newsletters, programs, posters, brochures, training manuals, etc.

If you would like assistance with graphic design or copyediting, the Office of Marketing and College Relations can help you locate a design artist as well as address any copy needs. Please contact us with enough lead time to properly design and proof your publication.

Any College publications created outside the Office of Marketing and College Relations must go through an approval process. For a project with multiple pieces (a poster, invitation and program flyer, for example), each piece should be submitted separately. Approvals will be processed and returned within two business days. If the project needs adjustments, you must make the necessary changes to your publication and re-submit (each) piece for re-approval. This process will repeat until the publication meets visual standards and style considerations consistent with the look and feel of the institution. Please allow appropriate time for this process, and plan your schedule accordingly.

PUBLICATION PLANNING TIPS

Great publications are the result of great planning. Careful thought before beginning any project produces printed material that communicates its objectives well and that is cost-effective. For help in developing your print project, contact the Office of Marketing and College Relations at 503.517.1369.

The following tips may help you create a successful publication:

• Clarify your concept—Decide what you need to say and to whom you need to say it, determine your objectives for the publication and how those objectives will be evaluated, and verify basic information such as size, color, length and quantity needed. Get all the answers you need before you start your project.

• Set a budget—Determine exactly how much you have to spend on the project. If your publication will benefit other departments, consider asking them to share the costs of producing it.

• Get creative—Build on the foundation of your planning and your budget to determine creative copy and design elements. Follow the rules listed in the *Associated Press Stylebook* to carefully communicate your message. To promote consistency in communication and to continually share prominent Warner Pacific themes and key messages, all College publications must be reviewed by the Office of Marketing and College Relations.

• Select a printer—Since printers vary in their capabilities and equipment, you may wish to obtain assistance from Marketing or Copy Room when choosing a printing vendor and evaluating costs.

• Understand the mail regulations—Avoid problems with mailing and distribution by taking the following elements into account:

Postal regulations—The U.S. Postal Service sets standards for everything from envelope size to postal permits. Make sure your design meets the latest requirements. Information is available from the post office online at www.usps.gov. You can also call your area's U.S. Post Office design mail analyst or our Mail/Copy Services Manager.

Timing—Watch out for mailings during holiday or common vacation times: your publication or response to it may be delayed by several days.

Codes—Bulk mailings and business reply mail require special codes; check with our mailroom to get Warner Pacific College's assigned codes before you prepare a printed piece.

Cost-saving measures—Bundling, sorting, bar-coding and using ZIP +4 on mailed pieces can all result in lower mailing costs.

HANDLING ELECTRONIC FORMATS

Whether you are working on a Web site or creating a disk for print publication, you will be working with electronic files of the visual identity. The following information will help you choose the correct electronic format.

In general, keep in mind that, while GIF files can be used in various application programs, EPS or TIFF files are preferred for non-Web applications.

Please contact the Office of Marketing and College Relations at 503.517.1369 to receive camera-ready artwork or EPS and TIFF electronic files of the Warner Pacific visual identity in its various forms.

EPS FILES

These may be scaled at virtually any size without image degradation. Keep in mind that in order for these files to print clearly, they need to be imaged on true postscript-capable printers. EPS stands for Encapsulated PostScript file.

TIFF FILES

TIFF files may not be scaled up (they can't be used in sizes larger than their original dimensions) but they may be reduced (or scaled down). Results from scaling TIFF files should be superior to those of scaling GIF files. TIFF stands for Tagged Information File Format.

GIF FILES

GIF files may seem to work effectively when placed and used in MS Office applications, (such as Microsoft Word) but they are not recommended when scaling or resizing of the visual identity is necessary. Scaling or resizing GIF files after placing them into such a program at their actual size can cause the image quality to degrade immediately and substantially. GIF stands for Graphics Interchange Format.

JPEG FILES

A JPEG file is a format commonly used for e-mailing photographs and certain other images, or for displaying them on Web applications. Quality may vary, although it is possible to obtain a very high degree of resolution using the JPEG format. JPEG stands for Joint Photographic Experts Group.

PDF FILES

Another tool for electronic transmission of date is the PDF, or Portable Document Format. This software from Adobe Acrobat makes it possible to view or print files across platforms (Windows to Mac OS, for example), and allows recipients to see the file as it was created to appear, rather than in a modified format.

BUSINESS REPLY MAIL—Special envelopes or cards that are pre-coded and pre-posted; designed to obtain a quick, hassle-free response from the reader of the publication.

CAMERA-READY ART—High-resolution type, artwork or graphic materials that are ready to be scanned and printed.

ELECTRONIC FILES—Computer-generated, electronically saved files of artwork that can be placed directly into documents that are being created in desktop publishing programs (e.g. TIFF, GIF, EPS or JPEG).

FOUR-COLOR PROCESS—A printing term referring to the process by which any color may be achieved by combining the four basic colors of ink (cyan, magenta, yellow and black). See also PROCESS COLORS (below).

KERNING—The process of adjusting the inter-letter spacing between two letters.

LEADING—The vertical distance, in points, from one line of copy to the next.

LOGO—Any artwork that translates the values or identity of an individual, company or organization into a graphic image.

LOGOMARK—The complete symbol, including type and graphic artwork, designed to represent an individual, company or organization. For the purposes of this guide, logomark refers to the combination of the "WP" logo and the "Warner Pacific College" wordmark.

POINT—A measurement used to designate type size, one point approximating 1/172 of an inch.

PROCESS COLORS—In printing, the subtractive primaries: magenta, yellow and cyan. Includes black in four-color process.

PANTONE MATCHING SYSTEM® (PMS)—A registered trade name for a widely used system of color-matching ink used in printing.

REVERSE—Artwork or type that appears as the color of the paper on which it is printed as a result of being dropped (reversed) out of a dark background.

SANS SERIF—A typeface that contains no serifs, or "feet," on the ends of its characters.

SCREEN—A version of an image, or type, produced with only a percentage of the ink used in the original image. Also referred to as a screen tint.

SERIF—Lines that cross or project from the ends of characters in a typeface, sometimes referred to as "feet."

SIGNATURE—For the purposes of this guide, signature refers to the logomark or wordmark combined with the address, phone numbers and/or other Warner Pacific College information.

SOLID—Any portion of the printed area of a publication printed at 100 percent of a given ink color.

TWO-COLOR PRINTING—A process by which a publication is printed in only two colors, usually a choice of any two PANTONE colors or one PANTONE color and black.

WORDMARK—For the purposes of this guide, wordmark refers to the name "Warner Pacific College."

**PMS and PANTONE are registered trademarks of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE color standards.*

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Department of Business
Department of Education
Department of Humanities
Department of Music
Department of Natural Sciences and Health
Department of Religion and Christian Ministries
Department of Social Science

ADMINISTRATIVE OFFICES

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Office of Academic Counseling, ADP
Office of Academic Support
Office of Accounts Payable
Office of Advancement
Office of Alumni Relations
Office of Business and Finance
Office of Campus Ministries
Office of Campus Safety
Office of Career and Life Counseling
Office of Enrollment
Office of Enrollment, ADP
Office of Facilities Services
Office of Faculty Support
Office of Financial Aid, ADP
Office of Health and Wellness
Office of Human Resources
Office of Institutional Research
Office of Marketing and College Relations
Office of Multi-Cultural Services
Office of the President
Office of the Registrar/Records
Office of Residence Life
Office of Student Accounts, ADP
Office of Student Affairs
Office of Student Financial Services
Office of Student Leadership and Development
Office of Student Services, ADP
Office of Teacher Education
Office of Technology and Information Services
Office of Urban Studies

OFFICES AND DEPARTMENTS THAT STAND ALONE

Academics, ADP
Adult Degree Program
Athletics Department
Bookstore
Conference Services and Facility Usage
Copy Center
Early Learning Center
Food Service (Sodexo)
Library
Mailroom
Operations, ADP
Payroll

ACADEMIC DEPARTMENTS

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DEPARTMENT OF BUSINESS

2219 SE 68th Avenue · Portland, OR 97215

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INSTITUTIONAL RESEARCH
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COLLEGE RELATIONS
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MULTI-CULTURAL SERVICES
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OFFICE OF
THE PRESIDENT
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URBAN STUDIES

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OFFICES AND DEPARTMENTS THAT STAND ALONE

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BOOKSTORE

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CONFERENCE SERVICES
AND FACILITY USAGE

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COPY CENTER

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COLLEGE
COPY CENTER

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Portland, OR 97215

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EARLY LEARNING CENTER

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COLLEGE
EARLY LEARNING CENTER

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FOOD SERVICE (SODEXO)

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COLLEGE
FOOD SERVICE (SODEXO)

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COLLEGE
LIBRARY

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WARNER PACIFIC COLLEGE
MAILROOM

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WARNER
PACIFIC
COLLEGE
MAILROOM

2219 SE 68th Avenue
Portland, OR 97215

WARNER PACIFIC COLLEGE
PAYROLL

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PACIFIC
COLLEGE
PAYROLL

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OPERATIONS, **ADP**

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THEMATIC MESSAGING

"Mysteries made known"

"Mysteries made known", adapted from Ephesians 3:3, captures the essence of Warner Pacific's distinguished paradox-focused Humanities curriculum, which challenges students to utilize complex critical thinking skills to consider a problem or issue from multiple perspectives—exploring how we may not live in an either/or but a both/and world. The tagline suggests the notion of paradox, because it is itself a paradox: Mysteries cannot be made known and continue to be mysteries. The word "mysteries"—particularly given the phrase's Scriptural derivation—also hints at the vast, unfathomable nature of God's love, creation and power, reinforcing the Christ-centered context for a Warner Pacific education. In his letter to the Ephesians, Paul reflects that Christ himself was a mystery made known to the apostles.

"In the city, for the city"

This phrase reflects Warner Pacific's institutional commitment to serving the city of Portland, as well as the College's vision for the future. As part of its strategic vision, Warner Pacific College will become an integral component of the living, breathing city of Portland, both embedded in and an influence upon the greater metropolitan community. Warner Pacific's service priorities, internship opportunities, student teacher placements, adult education offerings, and church relations will all be run through the organizing principle of the College's urban identity, not only addressing educational needs of the city, but also issues of social justice, poverty and spiritual climate. The city of Portland will serve as a lens through which the College views its mission. "In the city, for the city" is the concise articulation of that vision.

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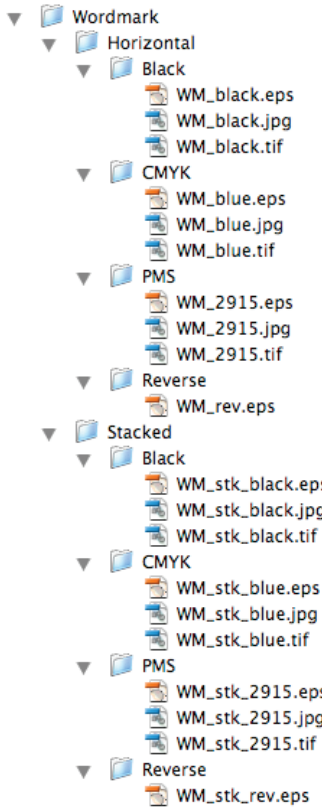

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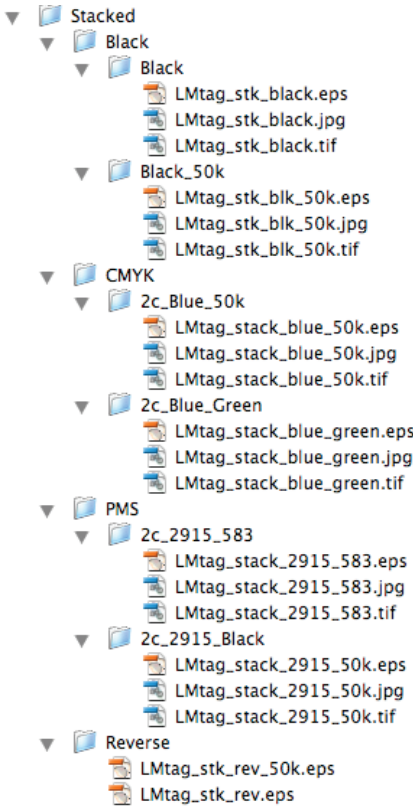

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ADP | ADULT DEGREE PROGRAM

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ADP | ADULT DEGREE
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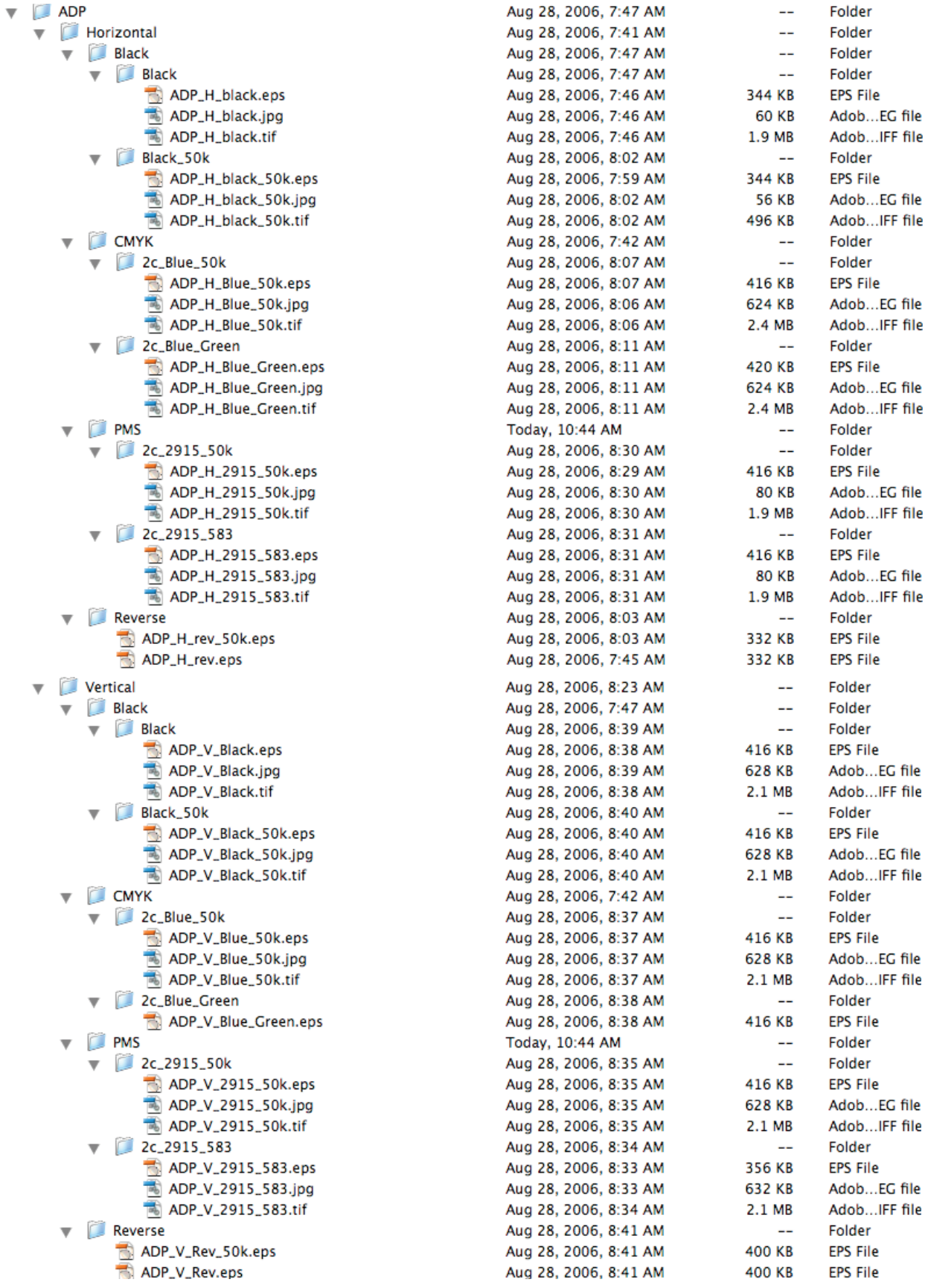

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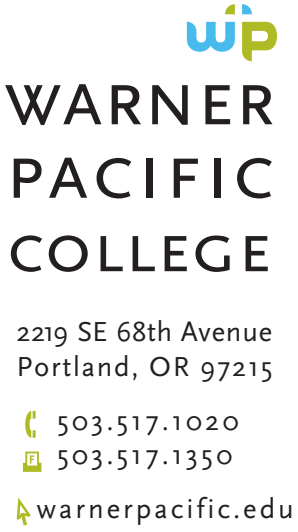
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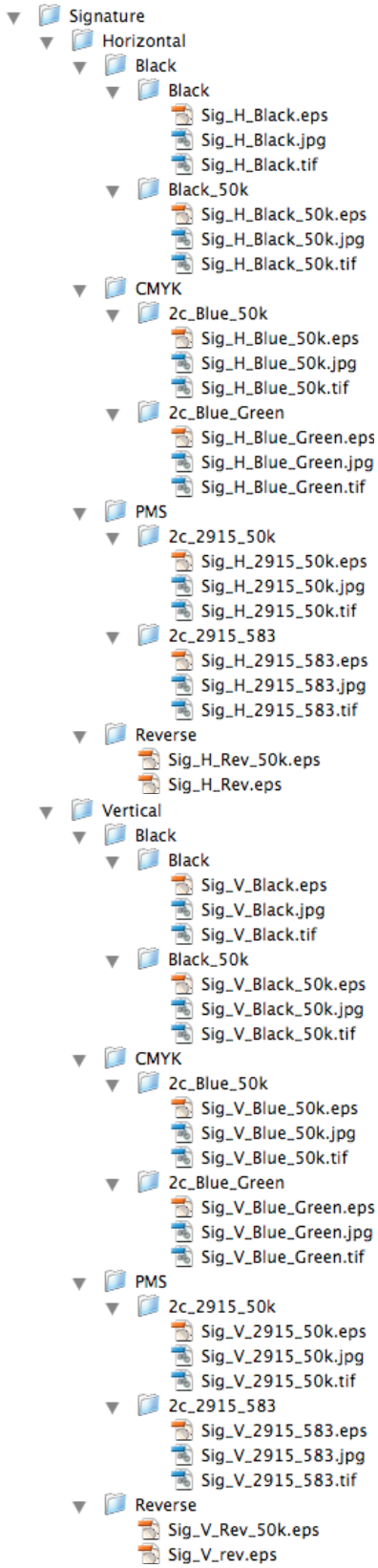
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