Dear Drury family,

The Drury logo lends a prestigious look to Drury’s identity and helps build awareness of what makes a Drury education truly unique. As Drury works to strengthen its reputation outside the Midwest, separating ourselves from our competitors becomes increasingly important.

This is a technical guide, outlining approved usage of the logo for both print and Internet applications. Please pay careful attention to its standards. The enclosed guidelines should be applied to all Drury University communications. Should you have questions, the Office of Marketing and Communications welcomes the opportunity to assist you. Additional resources are available on the website at www.drury.edu/uc.

We all share the responsibility of using the logo correctly. It will assist us in communicating more consistently Drury’s character as a university of the first rank.

Thank you for your careful attention to this information,

Dr. J. Timothy Cloyd, President
This is the new primary version of the university logo. The images in the crest symbolize fundamental principles: the bell stands for a call to service and leadership; the books and lamp, for learning and enlightenment; the oak leaf and acorn, for growth and sustainability; and the globe, for global engagement. Furthermore, the upper portion of the crest represents architectural elements found on the main campus, and the shield itself represents engravings found on Clara Thompson Hall. The logotype is organized in two lines to recognize the long-standing name “Drury” and the designation “University” below. The centered format of the elements produces a classic design, with the horizontal typography functioning as a base for the crest. The familiar university colors have been revisited to indicate both the history upon which Drury is building, and the future for which Drury is preparing itself.

This new logo will effectively communicate the stature and influence of our university. University symbols and marks are owned and licensed by the university.
SECONDARY LOGOS

The Drury University logo is also presented in two alternative versions. When space requirements preclude the use of the primary logo, the secondary logos may be used. The main difference is the size relationship between the words Drury and University. This difference allows the secondary logos to be used at smaller sizes while remaining legible.

**Horizontal**

![Drury University Horizontal Logo](image1)

**Horizontal Stacked**

![Drury University Horizontal Stacked Logo](image2)
Each of the Drury University logos consists of two components: a crest and a logotype. The crest and logotype form a single unit with an established relationship. This relationship remains consistent throughout all applications. In most cases, the symbol and logotype should appear together. The crest and the logotype may be used separately in some instances; however, approval must be granted by the Office of University Communications. No portion of the logos should be altered in any way. Strict adherence to the correct usage of the logos will preserve their visual impact, ensure immediate recognition, enforce consistency and keep the Drury University identity strong. The logos should always be reproduced from approved electronic files. These files are available through the Office of University Communications.
TWO-COLOR APPLICATIONS

Primary Logo / Vertical

Secondary Logo / Horizontal

Secondary Logo / Horizontal Stacked
TWO-COLOR APPLICATIONS / ON BLACK (REVERSED TO WHITE)

Primary Logo / Vertical

Secondary Logo / Horizontal

Secondary Logo / Horizontal Stacked
TWO-COLOR APPLICATIONS / ON BLACK

Primary Logo / Vertical

Secondary Logo / Horizontal

Secondary Logo / Horizontal Stacked
BLACK & WHITE APPLICATIONS

Primary Logo / Vertical

Secondary Logo / Horizontal

Secondary Logo / Horizontal Stacked
BLACK & WHITE REVERSED APPLICATIONS

Primary Logo / Vertical

Secondary Logo / Horizontal

Secondary Logo / Horizontal Stacked
ONE-COLOR APPLICATIONS

In a single-color environment, the preferred representation of the logo is in 100% black. It is also acceptable to reproduce the logo in Red (Pantone 1807) or Gray (Pantone Warm Gray 7). If you need to reproduce the Drury logo in a different color, you must obtain approval from the Office of University Communications.

Primary Logo / Vertical

Secondary Logo / Horizontal

Secondary Logo / Horizontal Stacked
UNACCEPTABLE LOGO TREATMENTS

Do not distort the logo.

Do not use the grayscale logo in a single-color environment.

Do not alter the size relationship of the logo’s components.

Do not rotate the logo.

Do not alter the colors of the logo.

Do not use the logo at a resolution lower than recommended for the medium (300+ dpi for print, 72 dpi for web)

Do not place the logo on a background (color, pattern or photograph) that renders it illegible.
The type for the school name should have the same x-height as the word “University.” Locate the text to the right of the logo a distance of one x-height of the word “Drury” with a one-point rule (in Pantone Warm Gray 7) spaced halfway between the logotype and the school name. The text should be set flush left in Century Gothic, all-caps, in Pantone 1807 for full-color representations. For single-color applications, it should be set in the same color as the logotype.

The text should be leaded so that the top of the text, the top of the one-point rule and the top of the word “Drury” are level, and the bottom of the text, bottom of the rule and the bottom of the word “University” are level when there are three lines of text.

In situations where there are fewer than three lines of text, the text should still be leaded as if there were three lines of type. However, the top line of type should remain flush with the top of the logotype.

Alternately, the type can be centered under the logo at a distance of 1/2 the x-height of the word “Drury” from the logotype. The text for the school name should have the same x-height as the word “University” and it should be centered under the logo.
When using the horizontal version of the logo, the x-height of the school name should be 25% of the x-height of the logotype. The text should be centered under the logo and located a distance of 75% of the x-height of the logotype from the logotype. The text should be set in Century Gothic, all-caps, in Pantone 1807 for full-color representations. For single-color applications, it should be set in the same color as the logotype.

When using the stacked horizontal version of the logo, the x-height of the school name should be 50% of the x-height of the logotype. Locate the text to the right of the logo a distance of twice the x-height of the word “Drury,” with a one-point rule (in Pantone Warm Gray 7) spaced halfway between the logotype and the school name. The text should be set flush left in Century Gothic, all-caps, in Pantone 1807 for full-color representations. For single-color applications, it should be set in the same color as the logotype.

The text should be leaded so that the top of the text, the top of the one-point rule and the top of the word “Drury” are level, and the bottom of the text, bottom of the rule and the bottom of the word “University” are level when there are three lines of text.

In situations where there are fewer than three lines of text, the text should still be leaded as if there were three lines of type. However, the top line of type should remain flush with the top of the logotype.
Primary Logo / Vertical

An adequate amount of breathing room is required around the logo. A good way to determine if enough room has been allowed is to take 1/2 of the x-height of the word “Drury” and apply it to the perimeter of the logo.

Secondary Logo / Horizontal

Secondary Logo / Horizontal Stacked
MINIMUM SIZE REQUIREMENTS

Primary Logo / Vertical

Minimum height requirement for Crest when using the Primary logo is .75 inches.

Secondary Logo / Horizontal

Minimum height requirement for Crest when using the Secondary Horizontal logo is .5 inches.

Secondary Logo / Horizontal Stacked

Minimum height requirement for Crest when using the Secondary Horizontal Stacked logo is .5 inches.
March 5, 2007

John Doe
5555 South Street
Somewhere, MO 55555

Dear John,

Erat loretci ncliquis etendre magnia facillan heniam, si euis nismolore dit wis dolor sum vel dipit dolenis seqip et ent loreetu ercipis molore exercit, quissit nit prat exerostio ea facinit la feum niem, con vel ent dolorperat adignih el inrit alisi bla ad doloboperat doloreset auguercin valor irit delesed eliquismodo commy nulla feugueros alit velis am eugait loborpe raeasi. Giam autem deliquate mod etummol esenit ut vel eu faccum esendre vel ing er accum vulla facil iurem zzrit vullupt atincincing eu faccum zzriure erat.

Sincerely,

Michael J. Buono, AIA
Director

This is the standard letterhead for the university. The logo is centered at the top of the letterhead. Address, telephone number and website are centered at the bottom of the page in Pantone Warm Gray 7, Century Gothic, eight-point type on a single line.

For the envelope layout, the return address has been placed at the right of the logo, set in Pantone Warm Gray 7, Century Gothic, nine-point type set in two lines.

The business card has been designed with the individual’s name and department or school highlighted in Pantone 1807.
This represents the letterhead layout for the university departments. The logo is located at the top of the letterhead with the college and department information centered beneath in Pantone 1807, Century Gothic, all caps, 12-point type.

For the envelope layout, the department information has been added above the return address, set in Pantone 1807, Century Gothic, nine-point type.

If you have questions about ordering stationery, please contact Don Ameye in the Office of University Communications, Burnham Hall, Room 103, Office: (417) 873-7228, Fax: (417) 873-7435.
March 5, 2007

John Doe
5555 South Street
Somewhere, Missouri 55555

Dear John,

Erat loreri nciliquei esendre magna facillan heniam, si euis nismolore dit wis dolor sum vel dipit dolenis sequipe et ent loreetu ercips molore exerit, quissit nit prat exeresto ea facinit la feum niam, con vel ent dolorperat adignibh el irilh alisi bla ad doloborperat doloreet auguericin dolor irit delesed eliquismodo commy nulla feugueros alit velis am eugait lobarpe raessisse esto cons dolobor si bla augiemconse feum iriusto odio consent am, quat ver il et adionse ese corem velis elue feugiat estrud magna core faci bla consectem iustrud dolor aliquiscil ulla acing ex er aliquis nullan volorpero ea cor adipis ad modit vulput wisi blam, conum vel dignibh ex elent exer acil eraessenimi alisl ex eum nim veros eraesto doluptatis autem qui tionscte vel eleniam vel utem dolenibh ex essenisi. Rud tat. San veliqui smolesto cortie conum augiat amet nibh ex ea consensisit velenismod tat.

Giam autem deliquate mod etummol esenit ut vel eu faccum esendre vel ing er accum vulla facil iurem zzrit vullupt atincicing eu faccum zziuere erat.

Sincerely,

Michael J. Buono, AIA
Director
The approved paper for Drury University is Mohawk Via, smooth, cool white.

The following statement may be completed and used on any material printed for Drury on the approved paper. To calculate the missing numbers for a specific project, please visit www.mohawkpaper.com. The full text needs to be set in Century Gothic, 6-point type.

Drury’s letterhead, business cards and envelopes are printed on Green Seal-certified paper that is manufactured with non-polluting, wind-generated energy. As a result, compared to conventional printing for a project such as this, approximately # trees were preserved, # pounds of solid waste were not created, # BTUs of energy were not consumed and # pounds of air emissions were not generated. These savings are designed to help demonstrate Drury’s continuing commitment to environmental responsibility.

In areas where there is less space available for the full statement above, the following alternate statement may be used. The shortened text needs to be set in Century Gothic, 4-point type or larger.

Printed on Green Seal-certified paper that is manufactured with non-polluting, wind-generated energy.
RECOMMENDED FONT USAGE

Century Gothic is the preferred font to use with the Drury University logo.

**Century Gothic Regular**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Century Gothic Bold**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

For copy-intensive instances where a serif typeface is desired, the Garamond font family is recommended.

**Garamond Regular**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Garamond Italic**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Garamond Bold**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Garamond Bold Italic**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

For correspondence, Palatino is also an accepted font.

**Palatino Regular**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

The typeface used for the Drury University logo is a modified form of Trajan. This font is to be used only in the logo.
When reproducing the logo in spot color, the only acceptable colors are:

- Pantone 1807
- Pantone Warm Gray 7

When reproducing the logo in a 4-color environment, the CMYK breakouts are as follows:

- Cyan: 0
  - Magenta: 100
  - Yellow: 96
  - Black: 28

- Cyan: 0
  - Magenta: 8
  - Yellow: 14
  - Black: 38

When reproducing the logo in black and white where screens are acceptable, the only approved coloration is 100% black for the inner shield and images, and 50% black for the outer shield and text.

- 100% Black
- 50% Black

In a single-color environment, the preferred representation of the logo is in 100% black. It is also acceptable to reproduce the logo in Red (Pantone 1807) and Gray (Pantone Warm Gray 7). If you need to reproduce the Drury logo in a different color, please seek approval from the Office of University Communications.

- 100% Black
- Pantone 1807
- Pantone Warm Gray 7

Some recommended accent colors include the following:

- Pantone 186
  - C = 0
  - M = 100
  - Y = 81
  - K = 4

- Pantone 262
  - C = 45
  - M = 100
  - Y = 0
  - K = 55

- Pantone 539
  - C = 100
  - M = 49
  - Y = 0
  - K = 70

- Pantone 532
  - C = 100
  - M = 80
  - Y = 70
  - K = 25

- Pantone 439
  - C = 80
  - M = 73
  - Y = 100
  - K = 20

- Pantone 1817
  - C = 0
  - M = 90
  - Y = 100
  - K = 66

- Pantone 411
  - C = 0
  - M = 27
  - Y = 36
  - K = 72

- Pantone 454
  - C = 9
  - M = 6
  - Y = 17
  - K = 0

- Pantone Warm Gray 2
  - C = 0
  - M = 2
  - Y = 5
  - K = 9
The basic theme that is recommended in most circumstances is shown above: a red banner (Pantone 1807) over a field of black with a reversed logo on top of it. The bottom of the red banner should be in line with the top edge of the inner red shield on the crest.

It is also acceptable to use this theme with alternate colors, as long as either the banner or the field remains consistent with the basic color scheme.
When choosing other colors to use with the Drury logo, it is advisable to use deep, rich colors that symbolize the rich heritage of Drury. Generally it is recommended that colors do not compete with the red portion of the crest for dominance. It is also advised that the logo be placed on a neutral background with the accent color remaining separate.
Generally, very few pale colors work well with the logo in full color when used as a background. Neutral, lighter colors are recommended for this application.

When more colorful hues are required, the single-color logo is recommended to maximize readability.
PowerPoint templates have been created according to the standards established in this document. If you wish to acquire, or have questions about these templates, please contact Don Ameye in the Office of University Communications, Burnham Hall, Room 103, Office: (417) 873-7228, Fax: (417) 873-7435.
Logo treatment for fleet vehicles should follow the examples below. On the side door panel, the horizontal logo should be used. The logo should be centered in the available space, at maximum size that allows some negative space around the logo. When there are double doors (as shown on the Ford Explorer below, vehicle D) it is allowable to extend the logo across the two doors. Care must be used to break the logo at an acceptable point. On the hood of the vehicle, the crest should be centered with a comfortable amount of negative space. On the rear of the vehicle, the horizontal logo should be placed on the right side when possible. Any additional type should be set in Century Gothic Bold in Pantone 1807.