

# 150th BRAND STYLE SHEET

## USING THE SPIRIT MARK

The spirit mark encompasses the university's anniversary dates, an artistic rendering of Stone Chapel and the anniversary's official theme, "Grand be thy Destiny."

- The spirit mark should be used on all 150th anniversary materials.
- It should not be in place of the primary university logo, but in addition to the logo.
- It may be used in conjunction with the primary athletic logo.

## SPIRIT MARK



COLOR



B&W

## TYPOGRAPHY AND COLOR

- All anniversary materials should follow university brand style guides, using Montserrat as the primary typeface.
- All anniversary materials should follow university brand style guides, using Drury's primary colors; accent and Fusion colors are not permitted.



**DRURY  
SCARLET**

PMS  
200 C

C M Y K  
0 100 70 12

R G B  
186 12 47

HEX #BA0C2F



**STONE CHAPEL  
GRAY**

PMS COOL  
GRAY 8

C M Y K  
23 16 13 46

R G B  
136 139 141

HEX #888B8D



**POUNCER  
BLACK**

C M Y K  
60 40 40 100

R G B  
0 0 0

HEX #000000



**WARREN  
WHITE**

C M Y K  
0 0 0 0

R G B  
255 255 255

HEX #FFFFFF

## VOICE AND VISION

From the moment of its founding, Drury has been something special. It's equally as present in the students who walk these 90 acres today, as is in her alumni scattered across the globe and in the minds of each community member who beholds her beauty. When the first school bell rang out the morning of Sept. 25, 1873, the Drury difference was present in the hearts of every student.

With the intent of offering an environment of strong academic discourse and intellectual achievement, Drury is a beacon for those who need her. Over her 150 years of history, the university continues to strive forward to not only fulfill its mission, but also enrich the lives it touches each day. From the moment of its founding, Drury was bound for the extraordinary.

For 150 years we've proclaimed it through our alma mater and we will sing it to the rooftops for the next 150: Drury University GRAND BE THY DESTINY.

- "Grand be thy Destiny" is the anniversary's official theme. This line is derived from the university alma mater song.
- A 150th anniversary is a sesquicentennial. This term should be limited in use as it has limited understanding amongst the public.

## VISUAL ELEMENTS



For more information on the university's brand style guide, visit [drury.edu/brandguide](http://drury.edu/brandguide)

