



CULVER ACADEMIES

# Brand Guidelines







## WHAT IS A BRAND

A Brand is a set of perceptions and images that represent a company, product or service. While many people refer to a brand as a logo, tag line or audio jingle, a brand is actually much larger. A brand is the essence or promise of what will be delivered or experienced.

Importantly, brands enable a buyer to easily identify the offerings of a particular organization and are generally developed through:

- Advertisements containing consistent messaging
- Recommendations from friends, family members or colleagues
- Interactions with a company and its representatives
- Real-life experiences using a product or service

## OUR PURPOSE. OUR LOCATION. OUR FOUNDATION.

These elements forge a powerful legacy of leadership and character, timeless values, rigorous academics, and global citizenship that culminate in arguably the best whole person education in the country.

### **This is why our brand is important.**

A brand is more than a logo. It is the voice we use to tell our stories. It is the experience people have with our schools and community. Our brand guidelines are the tools we use to create those stories and reinforce those experiences; they are the operating manual for looking, speaking, and acting as One Culver.

We all play a role in strengthening our brand. You can help by incorporating these guidelines into your marketing objectives.

Through consistent use, these guidelines will amplify the impact of our brand in an increasingly competitive academic marketplace.





## THE HISTORY OF THE CULVER LOGO

The Culver C logo was designed in 1900 by Harris Schulze and Harry Fitton, two members of the Black Horse Troop. One day, they pressed a horseshoe into the dirt floor of the riding hall and inscribed *ulver* inside. The design caught the attention of the administration and it was soon incorporated into every uniform item on campus. It was made Culver's official logo in 1932 and trademarked in 1990.



# CULVER ACADEMIES

## WHAT IS A LOGO

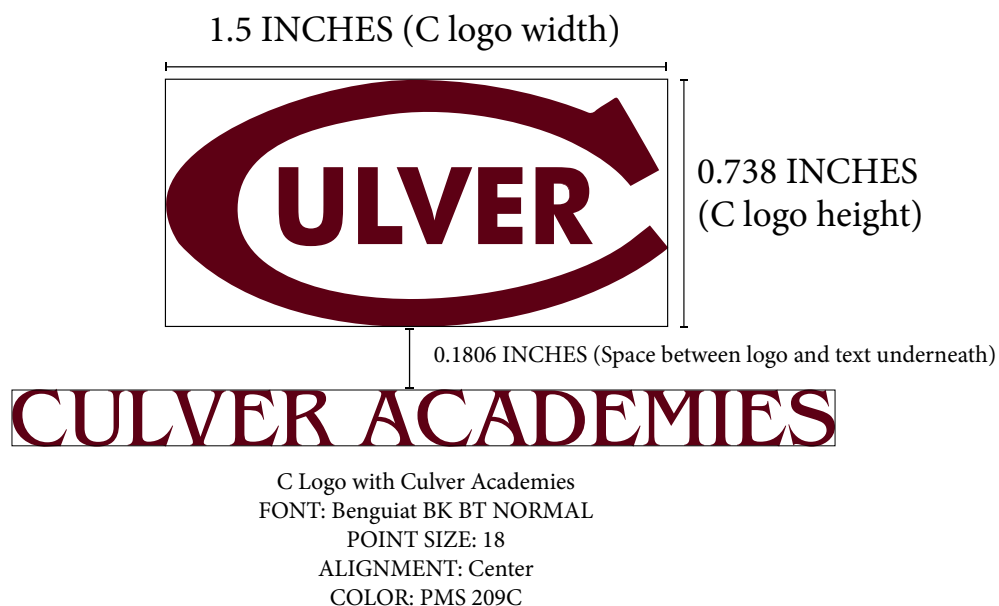
A logo is the graphic symbol that represents a person, company or organization.

The primary logo for Culver Academies is a customized C with the word mark Culver Academies underneath.

The consistent and proper use of the logo not only strengthens recognition for Culver Academies but also projects the school's established reputation onto all of the many individual entities that make up our community

To reinforce the Culver logo – and thereby the organization itself – as our foundation, our identity system prohibits the use of any additional iconography, marks or artwork in conjunction with the logo or any supplemental signature. Approved secondary identity elements may be used as supporting art, but they should always be clearly separated from our official marks.

# Culver C Logo Usage Guideline



The purpose of the Logo Usage Policy is to provide the Culver community guidelines on the proper use of brand logos. Effective June 1, 2016 all Culver C logos will need to be approved version on all printed and on-line materials. Culver logo must appear unaltered in black, maroon (please see color guide for the correct maroon tint), or white unless approval is given by Toni Trump, Creative Services Manager. The (R) or (TM) symbols must be present on all printed material. Please contact the Toni Trump at 574-842-8139 with any questions regarding the use of any of the Culver logos and seals or if you have a question about the appropriate file type to use in your document or to send a vendor.

## APPROVED Culver C-Stand Alone Logo



### PROPER USE

- The Culver C can appear without the Culver Academies in Black, Maroon, or White.
- Registration mark should be included on printed materials.
- No registration mark needed on apparel, hard goods, online and email messages.
- The minimum size on marketing materials is 1" W x .492"H.
- Placement needs to be centered at the top, bottom, or one of the four corners of the page.

## APPROVED Culver C-Stacked Logo



### PROPER USE

- The Culver C with Culver Academies stacked can appear in black, maroon, or white.
- Registration mark should be included on printed materials.
- No registration mark (R) needed on apparel, hard goods, online, and email messages.
- The minimum size on marketing materials is 1" W x .492"H.
- Placement needs to be centered at the top or bottom of the page.

## APPROVED Culver C-Horizontal Logo



### PROPER USE

- The Culver C with Culver Academies horizontal can appear in black, maroon, or white.
- Registration mark should be included on printed materials.
- No registration mark (R) needed on apparel, hard goods, online, and email messages.
- The minimum size on marketing materials is 1" W x .492"H.
- May be placed in the center or left-aligned at the top left or bottom of the page.

## Prohibited Use of Logo



The above shown version of the C logo has been replaced in 2012 to an open C.

The Culver C is NOT to have any other words in the center of the C nor should the Culver C ever appear without "ULVER".

The Culver C is not to be mis-proportioned, skewed, or otherwise distorted.

The logo should not include any other objects around the C or shown through the center.

# Culver Academies Master Eagle Seals



The above master seals represent CMA, CGA, and CSSC combined as Culver Academies where appropriate.

Culver Academies' Seal Logo is for limited use only and requires approval from the Toni Trump, Creative Services Manager before use. It may be used in place of the Culver C logo on approved printed and online materials as well as on uniforms, recreation attire, and promotional items sold by the Uniform Shop and Bookstore.

The Culver Military Academy (CMA) Seal, Culver Girls Academy (CGA) and Culver Summer Schools & Camps (CSSC) Seal, can be used in place of the Culver C logo. These seals have designated purposes and should be used on materials targeting each school's specific audience. Do not modify the logo in any way. Example: Do not add a drop shadow, outer glow, stroke, or special effect to the logo without approval from Toni Trump, Creative Services Manager at 574-842-8139.



## Culver Military Academy (CMA) Seals



TM



TM



TM

### PROPER USE

- Trademark (TM) is to be included on printed materials only.
- The minimum size on marketing materials is 1" W x .492"H.
- To be used on official CMA documentation, certificates, athletic uniforms, and bookstore items.

## Culver Girls Academy (CGA) Seals



TM



TM



TM

### PROPER USE

- Trademark (TM) is to be included on printed materials only.
- The minimum size on marketing materials is 1" W x .492"H.
- To be used on official CGA documentation, certificates, athletic uniforms, and bookstore items.

# Culver Summer School & Camps

## Summer Schools & Camps Culver C logos



### PROPER USE

- The Culver C with Summer Schools & Camps stacked can appear in black, maroon, or white.
- Registration mark should be included on printed materials.
- No registration mark needed on apparel, hard goods, online, and email messages.
- The minimum size on marketing materials is 1" W x .492"H.
- Placement needs to be centered at the top or bottom of the page.

## Summer Schools & Camps (CSSC) Seals



File Name: CSSC BW Seal



File Name: CSSC MW Seal



File Name: CSSC M Solid Seal

### PROPER USE

- Trade mark is to be included on printed materials only.
- The minimum size on marketing materials is 1" W x .492"H.
- To be used on official CSSC documentation, certificates, uniforms, and bookstore items.



## Upper School Unit and Deck Logos



DECK 1



DECK 2



DECK 3



DECK 4



DECK 5



DECK 6



DECK 7

## Woodcraft Logos



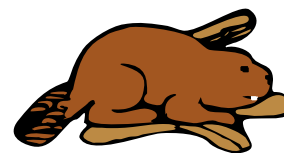
BUTTERFLIES



CUBS



CARDINALS



BEAVERS

# Culver Affiliation Logos



The logo is used primarily on Legion Board of Directors and related documents. It also can be used for specific Legion-related events and promotions. For example, it may accompany a message from the Legion President to his/her constituency. The Legion, established in 1911 and re-named the Culver Legion in 2016, is the alumni association of Culver Military Academy and Culver Girls Academy. Since the Culver C is included in the logo it is not necessary to have a secondary Culver logo on the printed file.



The Arts logo incorporates the Culver C and is used in print and online when promoting the arts program. Since the Culver C is included in the logo it is not necessary to have a secondary Culver logo on the printed file. If in question contact the Communications department for approval. The rings on the logo represent each of the four art disciplines offered at Culver. It is preferred that the logo is presented in full color but as a limited option It can be displayed in black, or grayscale.



The Ron Rubin School for the Entrepreneur logo incorporates the Culver C and is used in print and online when promoting the program. Since the Culver C is included in the logo it is not necessary to have a secondary Culver logo on the printed file. If in question, contact the Communications department for approval. It can be displayed in black or Culver Maroon.



The Rubin Cafe logo incorporates the Culver C and is used in print and online when promoting the Rubin Cafe. Since the Culver C is included in the logo it is not necessary to have a secondary Culver logo on the printed file.



The Global Studies Institute (GSI) logo incorporates the Culver C and is used in print and Online when promoting the GSI program. Since the Culver C is included in the logo it is not necessary to have a secondary Culver logo on the printed file. If in question, contact the Communications department for approval. It's preferred that the logo is presented in full color but as a limited option can be displayed in Culver Maroon and black, white, solid black, or solid Culver Maroon.



The Leadership Committee for Africa logo incorporates the Culver C and is used in print and online when promoting the GPS Trip to Africa. Since the Culver C is included in the logo it is not necessary to have a secondary Culver logo on the printed file.



Live the Legacy logo incorporates the Culver C and is used in print and online when promoting Live the Legacy auction. It can be shown in black, white, Culver Maroon and Black, or solid Culver Maroon. Choose between the horizontal or vertical versions based on layout space.



The Lake Max Triathlon logos incorporates the Culver C and is used in print and Online when promoting the triathlon. It is preferred that the logo be shown full color. If displayed in one color choose between black or white.



The Global Pathways Program (GPS) logo incorporates the Culver C and is used in print and online when promoting the GPS program. Since the Culver C is included in the logo it is not necessary to have a secondary Culver logo on the printed file. If in question, contact the Communications department for approval. It is preferred that the logo appear in gray and Culver Maroon but as a limited option can be displayed in solid black or solid Culver Maroon.



The Culver Parents Association logo incorporates the Culver C and is used in print and online for communication to parents both, present and past the program. Since the Culver C is included in the logo it is not necessary to have a secondary Culver logo on the printed file. If in question contact the Communications department for approval. It can be displayed in black or Culver Maroon.



The Culver Fund to be used in print and online when promoting Culver on behalf of the Culver Fund. Since the Culver C is NOT included in the logo, it is necessary to include the Culver logo on the printed file. It is preferred that the CF logo appear in Culver Maroon.



Lighting The Way logo incorporates the Culver C and is used in print and online when promoting Spiritual Life services and programs. It can be shown in black, white, or in full color.



# Horsemanship Logos

## Black Horse Troop Logo

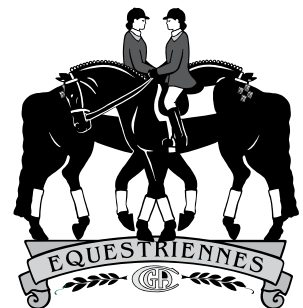
Since 1897, Culver's Black Horse Troop has been the most visible facet of its prestigious equestrian program, which expanded in 1907 to include the Summer School of Cavalry. The next decade saw construction of the longtime largest indoor equestrian center in the world (the Troop's Riding Hall, in 1915) and the first (in 1913) of many ongoing appearances of the Troop in US Presidential Inaugural parades. The Black Horse Troop has escorted a host of royalty and dignitaries through the years, and for many represents the ideals and excellence indicative of Culver Academies.



The Black Horse Troop logo is to be used in print and Online when promoting the program on behalf of Culver. Since the Culver C is included in the logo it is not necessary to have a secondary Culver logo on the printed file. If in question, contact the Communications department for approval. The logo can be displayed in black, white, or Culver Maroon.

## Equestriennes Logo

Strengthening Culver's storied equestrian legacy, students in the Culver Girls Academy established the honor organization the Equestriennes during the 1980-81 school year. The group continued to grow and members would be given their first opportunity – and subsequent heartbreak – to march in a US Presidential Inaugural in Ronald Reagan's 1985 parade, which bitter temperatures and winds forced into cancellation. The Equestriennes made their Inaugural debut in 1989, and continue to ride with the Black Horse Troop in Inaugural parades and other events, forming an integral part of Culver's rich equestrian legacy.



The Equestriennes logo is to be used in print and online when promoting the program on behalf of Culver. Since the Culver C is NOT included within the logo, it is necessary to include the Culver logo on the printed file. The logo can be displayed as shown on promotional materials representing the program, online, on apparel, and on goods sold at the bookstore. Logo color is Black and gray.

## Horsemanship Team Logos

Polo Team, Western Team, Rough Riding and Jump Team logos may be used on promotional materials and Online as well as on uniforms, regulation recreation ware, and gear. Since the Culver C is included in the logo it is not necessary to have a secondary Culver logo on the printed file. The logo can be displayed in black, white, or in Culver Maroon.

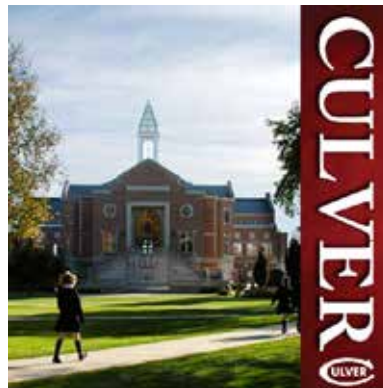


# Marketing Campaign & Social Media



WE ARE CULVER Alumni campaign logo is used for Alumni events and social media to reach out and promote Culver pride.

## Social Media Profile Logo



In order to improve the visibility of Culver sanctioned social media accounts and increase brand awareness, administrators are required to use the official Culver banner on their profile photos. This banner should be overlaid on a photo that represents your group or page.



## COLOR PALETTE

Color plays an active role in people's lives. It attracts attention. It triggers emotions. Color can influence decisions and behaviors. Consistent use of color supports visual cohesion across our communications and leverages emotional resonance with our brand.

When combined with photos of our people, places and work, color enhances the depth and increases the impact of our storytelling.



## CULVER'S SIGNATURE COLORS

Maroon and White in combination are as well known as our name. They are our signature colors by which our audiences identify us as Culver Academies.

Incorporate our signature colors into your materials to tap into that powerful recognition and connect with our brand. To ensure consistency and protect our signature colors, be sure to use the proper specifications on the following page, and consider that a generous use of white allows our colors, and any others, to stand out.

Colors from the secondary or tertiary color pallets can be used as accent colors used when communicating to and target audience from a specific school.

For example: Include an accent of navy for CMA correspondence or green when reaching out to CGA constituents and yellow for Summer Schools & Camps.

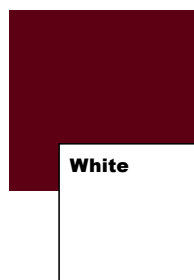


# Approved Colors & Usage

## Primary Colors

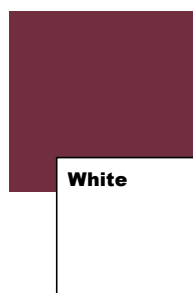
To ensure constancy and vibrancy, Culver Maroon should never be tinted. In the rare case where standardized color swatches are the only choice and can't color match our specific maroon, such as novelty vendors, make every attempt to find the closest maroon (no burgundy, browns, or pink tones). If a standard maroon is unavailable, consider white.

### *Print & Online*



PANTONE 209C  
CMYK: 30, 100, 80, 60  
RGB: 93, 2, 20  
HEX: 5d0014

### *Fabric, Apparel, Gear, & Embroidery*



PANTONE 505C  
CMYK: 39, 86, 59, 38  
RGB: 112, 45, 61  
Robinson-Anton Embroidery Thread Numbers:  
RA#: 122:2496 OR RA#: 152:6996

## Secondary Colors

Secondary of black and cool gray may be tinted to offer even more options. (Culver Maroon is never tinted.) Secondary colors must never replace or overwhelm Culver Maroon and should only serve to add to the design look of the piece.



PANTONE Cool Gray 5C  
CMYK: 31, 25, 26, 0  
RGB: 179, 178, 177  
HEX: b3b2b1



PANTONE Black C  
CMYK: 63, 62, 59, 94  
RGB: 45, 41, 38  
HEX: 2D2926

## Tertiary Colors

Tertiary colors can be used as accent colors when creating school-specific printed promotional material. Colors cannot be tinted and should not overpower the Culver Maroon. Tertiary colors are not to be used on uniforms or be incorporated in any logo designs for Reg Rec wear.



**CMA**  
PANTONE 7694C  
CMYK: 100, 91, 34, 29  
RGB: 9, 41, 92  
HEX: 09295c



**CGA**  
PANTONE 343C  
CMYK: 77, 46, 100, 52  
RGB: 37, 69, 20  
HEX: 5d0014



**CSSC**  
PANTONE 7694C  
CMYK: 0, 22, 100, 0  
RGB: 255, 199, 9  
HEX: 254514



## TYPOGRAPHY

Consistent use of typography is a simple way to align our visual identity.

Fonts set a cadence for how communication is read and can do a lot to alleviate denseness on the most text-heavy pages.



## Benguiat CULVER ACADEMIES TITLE FONT

It's primary use is for Culver Academies word mark identification as well as headlines in marketing materials. Its unique styling is elegant and easy to read.

### SUPPORTING FONTS

Highly readable, **Humanst52 I** when paired with either **Minion Pro** or **Georgia** are diverse in weight and style and attractive.

External-facing communication materials should utilize one or both of these fonts.

If you do not have the approved fonts on your computer, contact Communications. We will send you a link or the font folder for you to install on your computer.

# Approved Fonts & Usage

## Benguiat - Regular

The font style **Benguiat** is a Serif classic font and is the official font for Culver Academies' brand identity. When writing **CULVER ACADEMIES** use this font in upper case. Limit it's use to headlines and sub headlines. Do not apply BOLD, ITALIC attributes, or graphical effects to the font face.

## IMPACT - REGULAR

The font style **IMPACT** is a San Serif modern typeface. Use this font for headlines or subheads. Do not apply BOLD or ITALIC attributes to the font face.

## Humanst521 BT - Roman

### *Humanst521 BT - Italic*

## **Humanst521 BT - Bold**

The font family **Humanst521 BT** is a San-Serif modern typeface. This versatile font can be used for both headlines and body text.

## Minion Pro Font Family

The font family **Minion Pro Regular** is a Serif modern typeface. Use this versatile font for headlines or subheads.

## Georgia Font Family

The font family **Georgia Regular** is a Serif modern typeface. Use this versatile font for headlines or subheads.

## *Allura Script*

Allura Script is the approved script font. Script fonts are for titles or call out text only.





## PREPRINTED BRANDED STATIONERY

Adherence to the standard stationery design strengthens our brand and saves the school money.

- Standard Letterhead and envelope
- Executive Letterhead and envelope
- School Specific Letterhead
- #10 Window Envelope
- Note cards and envelope
- 6x9 Envelope
- 9x12 Envelope
- #10 Envelope
- Labels

## CULVER BUSINESS CARDS AND EMAIL SIGNATURE

The Culver Academies stationery package has been designed to meet the correspondence needs of the Culver community. Adherence to the standard stationery design strengthens our brand and saves the school money.

A bulk of printed stationery including, standard letterhead, executive letterhead, envelopes, note cards, and labels is stored off site. When planning your mailing needs please be cognizant of the quantities so the appropriate material can be ordered ahead of time.

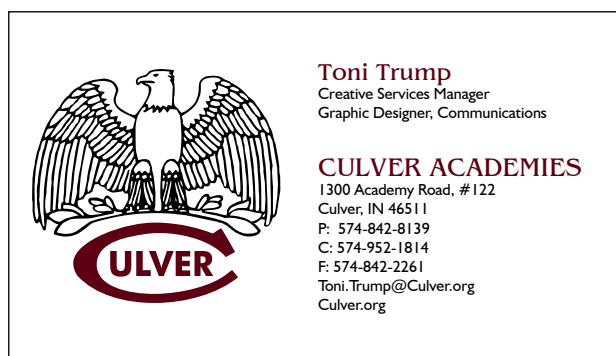
All stationery and business cards orders are managed through our Administrative Services department. You will need a department director or manager approval before placing orders.



# Business Card Structure & Ordering Process

To keep communication consistent with a unified message, our business cards and email signature will include the information listed in the order below. Any additional information such as social media links or specific web pages will require approval from Toni Trump, Creative Services Manager.

- Full employee name
- Employee title
- Secondary title (i.e. CGA Varsity Tennis Coach)
- Address
- CEF PO Box number
- Phone number
- Fax number (optional)
- Cell phone number (optional)
- Email address
- Website (Culver.org)



*Please note: Pictured above shows how your name, title, and contact information will appear on your business card. The official Culver Academies' business card consists of an embossed (raised) Eagle with a maroon foil stamp of the Culver C.*

## Business Card Ordering Process

Business card orders will need to be approved by Department Directors. Once approval is received, all orders are sent to be processed by Creative Services.

- Please submit a work request at <https://communicationsservices.culver.org>
- Select the category Creative Services > Business Cards
- Provide information per the template as shown above.
- A digital proof will be provided for approval before printing.
- The standard order will be 30 cards (3 sheets).
- Additional quantities (in increments of 10) may be requested, with a cost to the department of \$1.00 per sheet.
- Quantities over 100 will require Director approval.



### ***Athletic Uniform Colors***

All athletic uniforms should contain only maroon and white as the predominant colors. Both the Athletic Director and Creative Services Manager prior to placing any orders should approve uniforms integrating additional colors. No decoration, pattern, or design elements should be added to any of the Culver Logos or Seals.

### ***Culver Academies Logo Colors***

All Culver logos or seals for athletic uniforms should contain only maroon or white. Below are the approved PMS colors for the Culver maroon to be used on fabric, apparel, gear, & embroidery thread. Also listed is the Culver maroon used on printed materials and online.

*Culver Academies PMS Color 505C is used for Fabric, Apparel, Gear, & Embroidery thread*



PANTONE 505C  
CMYK: 39,86, 59, 38  
RGB: 112, 45, 61  
Robinson-Anton Embroidery Thread Numbers:  
RA#: 122:2496 OR Warm Wine RA#: 152-6996

*Culver Academies PMS Color 209C is used for print materials and Online.*



PANTONE 209C  
CMYK: 30, 100, 80, 60  
RGB: 93, 2, 20  
HEX: 5d0014



# Athletic Uniform Guidelines

The Athletic teams listed below for CMA, CGA, and Horsemanship use the logo style as shown.



Baseball, Basketball, Cheer, Cross Country, Fencing, Golf, Hockey, Jumping, Polo, Rowing, Rugby, Sailing, Soccer, Softball, Swim & Dive, Tennis, Track & Field, Volleyball, and Wrestling

## Culver Football Logo and Seal



Culver football represents a proud tradition dating back to 1896 when Culver Military Academy fielded its first football team. To honor the tradition CULVER MILITARY ACADEMY is used in place of CULVER ACADEMIES in the top portion of the Seal. Football is the only sport that uses this variation in the Culver Seal. The logos shown above can be used on digital, print, apparel, and gear when representing Culver football. Colors are black, Culver Maroon, or White





## APPAREL AND MERCHANDISE

All logos appearing on merchandise and apparel SHOULD NOT include the ® symbol.

All apparel and merchandise artwork should be approved by Creative Services.  
Contact Toni Trump at [toni.trump@culver.org](mailto:toni.trump@culver.org)

## MERCHANDISE AND REGULATION RECREATION APPAREL

People love Culver branded stuff. Merchandise, aka “swag,” can be an effective reminder of our brand. However, don’t expect it to carry your entire message and compel your audience into action. Instead, it should be a part of the One Culver experience you provide.



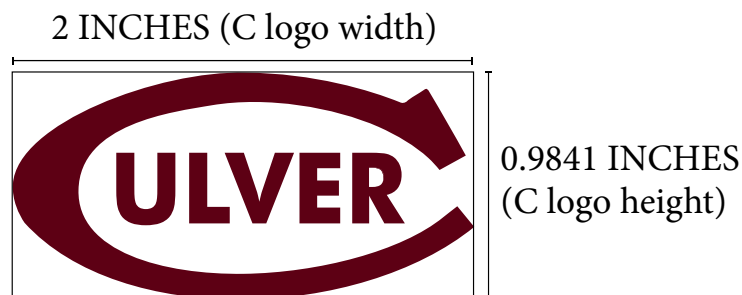
When designing identification elements for merchandise, keep it simple, and remember that the Culver logo or word mark is what will make someone hold onto a pen or T-shirt. Be creative with your design but do not incorporate or modify the logo to fit into your design. Market your apparel by working with our retail experts at the Campus Store. Mrs. Kari Brumback is available to answer your questions and make suggestions on ways to market your apparel.

If you need graphic design assistance we are here to help. Contact Mrs. Toni Trump, Creative Services Manager & Graphic Designer at [toni.trump@culver.org](mailto:toni.trump@culver.org).

# Recreational Uniform Guidelines

## Recreation Uniform (Reg. Rec.) guidelines are as follows:

- Be creative and respectful. If you need help in creating a design, contact Toni Trump (toni.trump@culver.org) in Creative Services.
- You may use the word "Culver" in your design but do not incorporate the Culver C Logo into the artwork.
- When using the Culver logo please choose from the following color choices listed below.
- Let us help you... promote your design. Contact Kari Brumback, Retail Manager at Kari.Brumback@Culver.org.



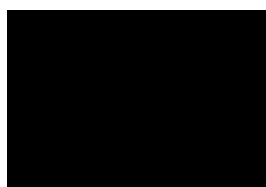
### *Approved Logo Colors*

CULVER MAROON



PANTONE 209C  
CMYK: 30, 100, 80, 60  
RGB: 93, 2, 20  
HEX: 5d0014

BLACK



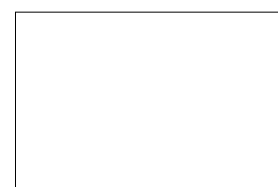
PANTONE Black C  
CMYK: 63, 62, 59, 94  
RGB: 45, 41, 38  
HEX: 2D2926

GREY



PANTONE Cool Gray 5C  
CMYK: 31, 25, 26, 0  
RGB: 179, 178, 177  
HEX: b3b2b1

WHITE





**CULVER ACADEMIES**  
Creative Services

1300 Academy Road • Culver, IN 46511 • P.O. #122 • 574-842-8262

Brand Guidelines Update: January 9, 2019