EXPECT GREAT THINGS FROM GOD;
ATTEMPT GREAT THINGS FOR GOD.
Dear Colleagues,

William Carey University has made great strides in recent years. This includes a significant increase in enrollment and an expansion of academic and ancillary programs. With our increase in admission standards, the academic quality of our student body has improved. With these changes has come a greater recognition by the public and increased respect for Carey. Our uniqueness as a faith-based private institution makes presenting a clear identity to the world especially important. It is our desire to achieve greater recognition and value for William Carey from the public.

The identity standards contained in this manual provide a visual language that reflects the university as a whole, while still allowing for the individuality of our parts. The manual is designed to provide answers to your questions about logos, color, typography and other aspects of our image. Please keep it handy in order that all personnel may apply these standards consistently.

Our wordmark, logo, seal and mascot connect Carey’s past with our vision for what we should be in the future. They embody our commitment to the ideals which have guided the institution through the years and communicate an image of the institution which is committed to preparing students to function in a diverse global community.

Sincerely,

Tommy King
President
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William Carey University's alumni, students, faculty, and staff all contribute to the reputation and brand of the university. William Carey University's name, logo, seal, mascot, and other identity assets have intrinsic, reputational, and marketing value. The following policies and guidelines have been established to protect the brand of the university and to ensure the appropriate use of its identity assets.

The rebranding process involved numerous steps, including a market study to assess the internal and external perceptions of the brand of the university, a critical evaluation of the existing visual elements, and assessments of hundreds of potential new visual elements. Instead of moving to a new mascot and entirely new visual representations, the existing icons were updated to meet today's standards for print and the Web. The branding committee and others involved in the process include Tommy King, Jeff Andrews, Valerie Bridgeforth, Cindy Cofield, Bennie Crockett, Cheryl Dale, Marilyn Ellzey, Tim Glaze, Barbara Hamilton, Scott Hummel, Alissa King, Tim Matheny, Barbara Tillery, and Adam Watkins.

Why is visual identity branding important?

The identity standards contained in this publication are intended to provide a foundation for uniform application of the visual elements that make up William Carey University. Consistent use of these elements is necessary to create an accurate picture of Carey. Our guidelines include standards for all media, including publications, advertisements, web-based information and collateral materials, plus templates for you to use in all your communications. Use of the identity standards strengthens all of our communications, both on and off campus.

Why do we need a University Identity Standards Manual?

This manual is intended for both internal and external users. It was created by the William Carey University Office for Advancement, which is charged with the responsibility to develop and maintain standards that promote and protect the Carey brand. Contact the Vice President for Advancement and Church Relations at 601-318-6497 with any questions or requests for information. Bookmark the online version of this manual, www.wmcarey.edu/careybrand, which contains the most recent updates to the university's standards.
General Rules

- Only the Office of the President or designee may claim copyright or trademark rights for William Carey University logos or icons, or seek to register any design that incorporates university logos or icons.

- In keeping with its mission and vision, William Carey University will not approve the use of its name or identify trademarks in conjunction with certain types of products or activities. They include, but are not limited to, alcohol, tobacco, illegal products or activities of any kind, including drugs; inherently dangerous products, including weapons or explosives; sexually suggestive products or activities; products that depict racism, hateful, demeaning or degrading language or statements; products that use profanity; gambling related products; products or statements that impugn other universities; endorsements of political candidates; products that present an unacceptable risk of liability or that are harmful to the mission or integrity of the institution; and products that contain another entity's registered trademark, unless explicit written permission has been granted by that entity. Please check with the Office for Advancement, 601-318-6497, concerning any questions regarding the Carey brand.

- Carey's name and marks may not be used in any way that discriminates or implies discrimination in any way that would be a violation of William Carey University's anti-discrimination policies or practices.

- Any and all uses of names, numbers and images of student athletes must comply with Carey's policies and those of the NAIA.

- William Carey University's name and official marks may not be incorporated into off-campus business telephone numbers, internet addresses or domains, nor may they be used by private and/or corporate businesses in the sale of commercial products or advertising.

- William Carey University welcomes mutually beneficial partnerships with businesses and other organizations. However, to protect Carey’s reputation and avoid misunderstanding, please use the following guidelines when referring to William Carey University. William Carey does not endorse or do testimonials for products or services. Promotional announcements that identify a unit at William Carey University as a customer must be specific and accurate (e.g., it is not “William Carey University” that is purchasing software, but the “William Carey University Information Technology Department”). Photographs of identifiable William Carey University landmarks, buildings, statues, which imply an endorsement of a product or service are not permissible (e.g., an advertisement for a new car parked in front of Tatum Court). Those wishing to use William Carey University's name, identity assets (including identifiable landmarks) in conjunction with advertising a product or service must obtain prior permission from the Office for Advancement. The use must be reviewed and approved prior to first use and each subsequent use.

- News media are not required to obtain permission when using current logos or icons to convey news and information.

- Prior written permission from the Office for Advancement is required for any use of William Carey University's name and official marks.
Basic Elements and Guidelines
University Logos and Wordmarks

1. Shield

The William Carey shield is the primary graphic component of our identity system. The shield consists of four quadrants surrounding a cross, signifying the centrality of the Christian nature of the university. The shield uses the school colors: red, white and black. In certain circumstances the shield may be produced in black and white. The shield itself is reminiscent of the “shield of faith” and the Crusader shield. The date 1892 designates the founding date. When appropriate, the four quadrants contain the four icons identifying our name sake, William Carey, and his life and contributions. In the upper left quadrant, a shoe represents his work as a cobbler. In the upper right quadrant, a plant represents his work as a botanist. In the lower left quadrant, a book represents his work as a linguist and educator. In the lower right quadrant, a globe with India in relief represents his work as a missionary and social reformer. Together they encapsulate his values of scholarship, leadership, and service as well as the blending of faith, learning, and living. The shield includes William Carey’s inspirational words and the motto of the university: “Expect Great Things from God; Attempt Great Things for God.”

2. Primary Logo

The primary logo consists of the shield and wordmark combined in a precise manner which create a distinctive logo for William Carey University.

3. University Seal

The university seal, also referred to as the academic seal, is reserved for academic and official university functions.

4. University Signature

The university signature consists of the façade of Tatum Court and the name “William Carey University.” Tatum Court was built in 1914 and named after its major benefactor W. S. F. Tatum, who gave the property for the Hattiesburg campus. Tatum Court serves as the administrative building for the university.

Do not recreate the university logos in any form. Use only official logos. Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.
Primary Wordmark

The primary wordmark is a unique typographic signature that displays the name “William Carey University.” The secondary wordmark is simply “Carey.” “William Carey” may be used when combined with a recognized sport or program. The wordmarks are developed from the Trajan Pro font and may not be altered or recreated in any way.

Whenever the wordmark is used, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade the space. The minimum size of clear space is shown above.

Do not recreate the university logos in any form. Use only official logos.
Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.
University Shield

The shield consists of four quadrants surrounding a cross, signifying the centrality of the Christian nature of the university. The shield uses the school colors: red, white and black. In certain circumstances the shield may be produced in black and white. The shield itself is reminiscent of the “shield of faith” and the Crusader shield. The date 1892 designates the founding date. When appropriate, the four quadrants contain the four icons identifying our name sake, William Carey, and his life and contributions.

Whenever the shield is used, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade the space. The minimum size of clear space is shown above.

Do not recreate the university logos in any form. Use only official logos. Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.
The primary logo consists of the shield and wordmark combined in a precise manner to create a distinctive logo for William Carey University.

Whenever the logo is used, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade the space. The minimum size of clear space is shown above.

Do not recreate the university logos in any form. Use only official logos. Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.
The primary logo consists of the shield and wordmark combined in a precise manner to create a distinctive logo for William Carey University.

Whenever the logo is used, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade the space. The minimum size of clear space is shown above.

The height of the primary logo with secondary wordmark should not be less than one inch in any application, with vertical alignment and half an inch in horizontal alignment, shown here in actual size.

Do not recreate the university logos in any form. Use only official logos. Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.
University Seal

When combined with scrolls, the circle surrounding the shield and the scrolls may only appear in black and white. When not combined with scrolls at the bottom, the circle may appear in black and white or red and white. The four icons may not be removed from the shield in the seal.

Whenever the seal is used, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade the space. The minimum size of clear space is shown above.

The height of the seal should not be less than one inch in any application, shown here in actual size.

Do not recreate the university logos in any form. Use only official logos. Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.
The signature may appear in horizontal and vertical alignments, as shown here. In the horizontal alignment only the two lines underneath Tatum Court may be in red. The horizontal alignment allows for two variations in color: (1) The two lines underneath Tatum Court may be in PMS200. and (2) The two lines underneath Tatum Court and the wordmark may be in PMS200. Both alignments may appear in black and white.

The primary wordmark with the signature is “William Carey University.” The secondary wordmark with the signature is “Carey”.

Whenever the signature is used, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade the space. The minimum size of clear space is shown above.

Do not recreate the university logos in any form. Use only official logos. Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.
University Motto

University Primary Motto

The university motto is also known as the “Carey Creed.” The motto is derived from William Carey's famous pro-missionary sermon and became his most famous quotation. The motto anchors the university to its Christian faith and namesake while inspiring the university forward.

Expect great things from God; attempt great things for God.

University Annual Theme

The 2011–2012 theme verse is Romans 12:2, “transformed by the renewing of your mind.” The full passage from the Holman Christian Standard Bible reads: “Do not be conformed to this age, but be transformed by the renewing of your mind, so that you may discern what is the good, pleasing, and perfect will of God.”

Transformed by the renewing of your mind.
Romans 12:2

Each year the university selects a theme based on a biblical passage. The theme serves to focus the university on a particular biblical message. The theme is included in many communications during the year. For example, the theme is included in email signatures, banners, the Carey Magazine, annual campaigns, and event programs. The theme is not included in communications which will be used in multiple years.
Department Logos

To maintain brand consistency, position all school, department, and office names as shown with the university name and logo. The names of university offices, departments, and schools are listed in conjunction with the primary logo, university seal, or signature. The Crusader image is reserved for athletic use only. The crusader image is not to be used by any non-athletic department or office for stationery or business cards. The name of the university office, department, or school may appear in vertical or horizontal alignment.

Only the College of Osteopathic Medicine and the School of Nursing may use distinct logos.

1 College of Osteopathic Medicine

[Diagram showing logos for College of Osteopathic Medicine]

2 School of Nursing

[Diagram showing logos for School of Nursing]

Do not recreate the university logos in any form. Use only official logos. Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.
Office, School and Department Wordmarks

Office, school names and departments should use only their official designations. Named schools should use the full name of the school. For example, the Owen and Elizabeth Cooper School of Missions and Biblical Studies should not be shortened. Schools with departments may be listed with or without a specific department. The names, offices, schools, and departments appear in conjunction with approved university logos and wordmarks. Unless otherwise allowed, office, school, and department names should only appear with the primary logo when used with stationery and business cards. When used with stationery and business cards, departments should be listed in conjunction with its governing office or school. The department name or subordinate office may or may not appear in red.

Vertical alignment

1. Usage with the Primary Logo

2. Usage with the Seal

3. Usage with the Signature

Do not recreate the university logos in any form. Use only official logos. Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.
Horizontal alignment

1. Usage with the Primary Logo

![Primary Logo Image]

2. Usage with the Seal

![Seal Image]

3. Usage with the Signature

![Signature Image]

Do not recreate the university logos in any form. Use only official logos. Download all official versions of the Carey logo and wordmark at [www.wmcarey.edu/careybrand](http://www.wmcarey.edu/careybrand) or obtain them from the desktop publishing coordinator at 601-318-6439.
Athletic Shield Logos and Wordmarks

Shield

The two approved athletic images are the crusader with the shield and the shield alone. The shield is the primary athletic logo. It is reminiscent of both the crusader mascot and the shield used in the university crest. The shield connects both the athletic and the academic logos of the university.

Whenever the athletic shield is used, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade the space.

Do not recreate the university logos in any form. Use only official logos. Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601–318–6439.
Athletic Crusader Logos and Wordmarks

Crusader

The crusader is the university mascot. The crusader logo is the secondary athletic logo.

Whenever the crusader is used, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade the space.

Color

<table>
<thead>
<tr>
<th>Pantone Black</th>
<th>Pantone 200</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>Black</td>
</tr>
</tbody>
</table>

Black and white

<table>
<thead>
<tr>
<th>Pantone Black</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>White</td>
</tr>
</tbody>
</table>

Do not recreate the university logos in any form. Use only official logos. Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.
Athletic Logos and Primary Wordmark

1. Athletic Shield with Primary Wordmark

Whenever the crusader is used, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade the space.

2. Athletic Crusader with Primary Wordmark

Whenever the crusader is used, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade the space.

Do not recreate the university logos in any form. Use only official logos.
Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.
Athletic Individual Sport Logos

The individual sport name may appear with the two athletic icons.

1. Individual Sport Shield

Whenever the athletic logos are used, they should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade the space.

2. Individual Sport Crusader

Do not recreate the university logos in any form. Use only official logos.

Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.
Official Colors

Pantone® 200. Pantone® Black and White are the official colors of William Carey University

Pantone® 200

Process Color for 4/color printing
C: 0
M: 100
Y: 63
K: 12

RGB for Screen Applications
R: 208
G: 17
B: 68

Hex for Web Application
#D01144

Pantone® Black

Process Color for 4/color printing
C: 0
M: 0
Y: 0
K: 100

RGB for Screen Applications
R: 0
G: 0
B: 0

Hex for Web Application
#000000

White

Process Color for 4/color printing
C: 0
M: 0
Y: 0
K: 0

RGB for Screen Applications
R: 255
G: 255
B: 255

Hex for Web Application
#FFFFFF

Neutral Colors

10% Black
30% Black
70% Black
Silver

Do not recreate the university logos in any form. Use only official logos.
Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.
Example of Backgrounds

White

Pantone® Black – Single Color

Pantone® 200

Pantone® 200 – Single Color

Neutral

Image

Do not recreate the university logos in any form. Use only official logos.
Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601–318–6439.
The university's headline fonts for printed material are listed below. Trajan Pro does not have a lowercase version. To simulate lowercase you must use small caps. William Carey University uses the Associated Press Stylebook guidelines for style, punctuation and grammar.

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**Primary Typography**

Do not recreate the university logos in any form. Use only official logos.

Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.
Use the following Sans Serif and Serif fonts. For official university invitations and correspondence the Bickham Script may be use. Never use these fonts to recreate the university wordmarks. Typography is an important element in the brand identity system. Use of consistent typefaces across communications adds another element that defines the Carey brand. Communications should use the Lucida Sans or Book Antiqua font families. They provide a wide range of typefaces that offer enough variety for multiple type needs.

### Sans Serif

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Sample Text</th>
</tr>
</thead>
</table>
| Lucida Sans        | abcdefghijklmnopqrstuvwxyz
|                    | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|                    | 1234567890&.,;'$¢%!?(*)(*)                                                  |
| Lucida Sans Italic | abcdefghijklmnopqrstuvwxyz
|                    | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|                    | 1234567890&.,;'$¢%!?(*)(*)                                                  |
| Lucida Sans Bold   | abcdefghijklmnopqrstuvwxyz
|                    | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|                    | 1234567890&.,;'$¢%!?(*)(*)                                                  |

### Serif

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Sample Text</th>
</tr>
</thead>
</table>
| Book Antiqua       | abcdefghijklmnopqrstuvwxyz
|                    | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|                    | 1234567890&.,;'$¢%!?(*)(*)                                                  |
| Book Antiqua Italic| abcdefghijklmnopqrstuvwxyz
|                    | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|                    | 1234567890&.,;'$¢%!?(*)(*)                                                  |
| Book Antiqua Bold  | abcdefghijklmnopqrstuvwxyz
|                    | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|                    | 1234567890&.,;'$¢%!?(*)(*)                                                  |

### Script

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Sample Text</th>
</tr>
</thead>
</table>
| Bickham Script Regular | abcdefghijklmnopqrstuvwxyz
|                    | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|                    | 1234567890&.,;'$¢%!?(*)(*)                                                  |
| Bickham Script Bold | abcdefghijklmnopqrstuvwxyz
|                    | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|                    | 1234567890&.,;'$¢%!?(*)(*)                                                  |

Do not recreate the university logos in any form. Use only official logos. Download all official versions of the Carey logo and wordmark at [www.wmcarey.edu/careybrand](http://www.wmcarey.edu/careybrand) or obtain them from the desktop publishing coordinator at 601-318-6439.
Samples of Unacceptable Logos

Do not modify the Carey shield, logos, or wordmarks. Download the official visual marks at www.wmcarey.edu/careybrand.

These rules apply to all university and athletic logos. Under no circumstances should any of our logos be redrawn, re-proportioned or modified in any manner. Elements of the logo should not be separated or repositioned.

Do not recreate the university logos in any form. Use only official logos. Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.
Do not modify the Carey shield, logos, or wordmarks. Download the official visual marks at www.wmcarey.edu/careybrand.


Do not wrap the text too close to the logo.

Do not align the logo to the margins of the image/page.

No graphic elements of any kind should invade the space.

Do not make the background behind the logo too small. Keep the minimum size, as is shown in this manual.

Do not overlay the logo on a cluttered background without a clear space.

Keep the exact space between the logo and department, office or school name as it is shown in this manual.

These rules apply to all university and athletic logos. Under no circumstances should any of our logos be overlapped or combined with elements that may affect the logo visibility. Elements of the logo should not be separated or repositioned.

Do not recreate the university logos in any form. Use only official logos. Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601–318–6439.
Stationery Standards of Business Cards

School or Department Title

Book Antiqua Bold
6 pt. with 7 pt. leading
All text is flush left
PMS Black
All text in caps

Employee Name and Title

Name:
Book Antiqua Bold 9 pt. with 10 pt. leading
PMS 200

Title:
Book Antiqua Regular 6.5 pt. with 8 pt. leading
3 pt. leading between titles
3 titles maximum
All text is flush left
PMS Black

Address Block

Headers and Web address in horizontal second variation:
Book Antiqua Regular 6.5 pt. with 8.5 pt. leading
PMS 200

Contact information and address:
Book Antiqua Regular 6.5 pt. with 8.5 pt. leading
PMS Black
All text is flush left

Recommended Paper

Neenah Paper, Classic Crest, Solar White, Smooth, 110 lb. Cover

Recommended Copy Guidelines

• Do not abbreviate titles.
• Include named professorships when applicable.
• Use periods in academic degrees or professional affiliations/certifications.
• Abbreviate “Drive,” “Street,” “Avenue,” etc. when listed as part of a full address.
• No comma before “Jr.,” “III,” etc.
• No underline on Web sites; do not list “http://.”

Recommended Usage

• Except for the president, vice-presidents, the College of Osteopathic Medicine and the School of Nursing and athletics, all other offices must use the primary logo for business cards and stationery.
• The College of Osteopathic Medicine and the School of Nursing may use their designated logos.
• The president and vice-presidents may use the university signature or university seal.
• Only athletics may use the Crusader logo.
• Only the offices of the president, vice-presidents, and the dean of the College of Osteopathic Medicine may use raised lettering on business cards.
• When used with the corresponding logo, either horizontal or vertical business cards may be used.

Do not recreate the university logos in any form. Use only official logos.
Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.
Stationery Elements – Business Cards

Horizontal Business Cards Examples

- One Title

Scott Hummel, Ph.D.
Vice President for Advancement and Church Relations

WCU Box 141
498 Tuscan Avenue
Hattiesburg, MS 39401
www.wmcarey.edu
E-mail: scott.hummel@wmcarey.edu
Office: 601.318.6497
Mobile: 601.466.6156
Fax: 601.318.6434

- One Title

Scott Hummel, Ph.D.
Vice President for Advancement and Church Relations

WCU Box 141
498 Tuscan Avenue
Hattiesburg, MS 39401
www.wmcarey.edu
E-mail: scott.hummel@wmcarey.edu
Office: 601.318.6497
Mobile: 601.466.6156
Fax: 601.318.6434

- One Title

Scott Hummel, Ph.D.
Vice President for Advancement and Church Relations

WCU Box 141, 498 Tuscan Avenue, Hattiesburg, MS 39401
E-mail: scott.hummel@wmcarey.edu | Office: 601.318.6497
Mobile: 601.466.6156 | Fax: 601.318.6434 | www.wmcarey.edu

All orders for stationery and business cards are to be made through the office of the desktop publishing coordinator at 601–318–6439. Only the offices of the president, vice–presidents, and the dean of the College of Osteopathic Medicine may use raised lettering on business cards.
Stationery Elements – Business Cards

Horizontal Business Cards Title Variations

- Two Titles

Scott Hummel, Ph.D.
Vice President for Advancement and Church Relations
Administrative Director

WCU Box 141
498 Tuscan Avenue
Hattiesburg, MS 39401
www.wmcarey.edu
E-mail: scott.hummel@wmcarey.edu
Office: 601.318.6497
Mobile: 601.466.6156
Fax: 601.318.6434

- Three Titles

Scott Hummel, Ph.D.
Vice President for Advancement and Church Relations
Administrative Director
Professor of Religion

WCU Box 141
498 Tuscan Avenue
Hattiesburg, MS 39401
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E-mail: scott.hummel@wmcarey.edu
Office: 601.318.6497
Mobile: 601.466.6156
Fax: 601.318.6434

- Two Titles

Scott Hummel, Ph.D.
Vice President for Advancement and Church Relations
Administrative Director

WCU Box 141, 498 Tuscan Avenue, Hattiesburg, MS 39401
E-mail: scott.hummel@wmcarey.edu | Office: 601.318.6497
Mobile: 601.466.6156 | Fax: 601.318.6434 | www.wmcarey.edu

- Three Titles

Scott Hummel, Ph.D.
Vice President for Advancement and Church Relations
Administrative Director
Professor of Religion

WCU Box 141, 498 Tuscan Avenue, Hattiesburg, MS 39401
E-mail: scott.hummel@wmcarey.edu | Office: 601.318.6497
Mobile: 601.466.6156 | Fax: 601.318.6434 | www.wmcarey.edu

All orders for stationery and business cards are to be made through the office of the desktop publishing coordinator at 601–318–6439. Only the offices of the president, vice-presidents, and the dean of the College of Osteopathic Medicine may use raised lettering on business cards.
Stationery Elements – Business Cards

Vertical Business Cards Examples and Title Variations

- One Title

- Two Titles

- Three Titles

All orders for stationery and business cards are to be made through the office of the desktop publishing coordinator at 601-318-6439. Only the offices of the president, vice-presidents, and the dean of the College of Osteopathic Medicine may use raised lettering on business cards.

Do not recreate the university logos in any form. Use only official logos. Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.
Stationery Standards of Letterheads

**School or Department Title**

Book Antiqua Bold
9 pt. with 10.5 pt. leading
All text is flush right
PMS Black
All text is caps

**Employee Name and Title**

**Name:**
Book Antiqua Bold 9.5 pt. with 11 pt. leading
PMS 200
All text is flush right

**Title:**
Book Antiqua Regular 8 pt. with 9 pt. leading
PMS Black

**Address Block**

**Contact information and address:**
Book Antiqua Regular 8 pt. with 10.5 pt. leading
PMS Black

---

**Recommended Usage**

- Except for the president, vice-presidents, the College of Osteopathic Medicine, and the School of Nursing, and athletics, all other offices must use the primary logo for business cards and stationery.
- The College of Osteopathic Medicine, the School of Nursing and athletics may use their designated logos.
- The president and vice-presidents may use the university signature or university seal.
- Only athletics may use the Crusader logo.
- The logo used on the letterhead must match the logo used on the envelope.

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**Recommended Usage** (continued)

- Except for the president, vice-presidents, the College of Osteopathic Medicine, and the School of Nursing, and athletics, all other offices must use the primary logo for business cards and stationery.
- The College of Osteopathic Medicine, the School of Nursing and athletics may use their designated logos.
- The president and vice-presidents may use the university signature or university seal.
- Only athletics may use the Crusader logo.
- The logo used on the letterhead must match the logo used on the envelope.

---

**Typewriter**

- Times New Roman Regular 10 pt. on 12 pt. leading
- The text should be double-spaced with 12 pt. leading
- All text is flush right
- PMS Black

**Contact Information**

- Date
- Recipient/Name
- Company Name
- Street Address
- City, State, ZIP

**Body Text**

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed at turpis lobortis, euismod
- sit amet, consectetur adipiscing elit. Sed at turpis lobortis, euismod
- sit amet, consectetur adipiscing elit. Sed at turpis lobortis, euismod
- sit amet, consectetur adipiscing elit. Sed at turpis lobortis, euismod

**Sincerely,**

Your Name Here

**Address Block**

WCU Box 141, 498 Tuscan Avenue, Hattiesburg, MS 39401  |  Office: (601) 318-6769  |   Fax: (601) 318-6434
www.wmcarey.edu

---

**Recommended Usage** (continued)

- Except for the president, vice-presidents, the College of Osteopathic Medicine, and the School of Nursing, and athletics, all other offices must use the primary logo for business cards and stationery.
- The College of Osteopathic Medicine, the School of Nursing and athletics may use their designated logos.
- The president and vice-presidents may use the university signature or university seal.
- Only athletics may use the Crusader logo.
- The logo used on the letterhead must match the logo used on the envelope.
Use the following guidelines when typesetting academic school and administrative department letterhead.

**Stationery Elements – Letterhead**

---

**WILLIAM CAREY UNIVERSITY**

**OFFICE FOR ADVANCEMENT AND CHURCH RELATIONS**

**COLLEGE OF OSTEOPATHIC MEDICINE**

**OFFICE OF THE PRESIDENT**

---

**Typeset this letter in** Times New Roman Regular 10 pt. **on 12 pt. leading.**

---

The official letterhead of William Carey University includes elements such as the university’s name, the office it pertains to, a stationery element for the College of Osteopathic Medicine, and a section for the Office of the President. These elements are designed to be used consistently in official communications to maintain a professional and consistent appearance.

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**Download all official versions of the Carey logo and wordmark at** www.wmcarey.edu/careybrand **or obtain them from the desktop publishing coordinator at 601–318–6439.**
Stationery Elements – Personal Letterhead

Use the following guidelines when typesetting personalized letterhead.

2. Use the following guidelines when typesetting personalized letterhead:
   - Your Name Here
   - Sincerely,
   - Title

3. Use the following design elements:
   - The reversed logo should be centered on the top of the letterhead.
   - The text should be justified with a 1.5 line spacing.

4. Standard text:
   - Date
   - Recipient Name
   - Company Name
   - Street Address
   - City, State, ZIP
   - Recipient Name
   - Date

5. Stationery Elements:
   - The reversed logo should be centered on the top of the letterhead.
   - The text should be justified with a 1.5 line spacing.

6. Additional elements:
   - The President’s name and title should be centered on the top of the letterhead.
   - The Office for Advancement and Church Relations name and title should be centered on the top of the letterhead.

7. Contact Information:
   - Office of the President: Tommy King, Ed.D.
   - Office of Advancement and Church Relations: Scott Hummel, Ph.D.

8. Do not recreate the university logos in any form. Use only official logos.

Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.
Use the following guidelines when typesetting academic school and administrative department envelopes.

#10 Business Envelope
4.125" x 9.5"

Color:
PMS 200 and PMS Black

School or Department Title
Book Antiqua Bold 9 pt. with 10.5 pt. leading
PMS Black

Employee Name
Book Antiqua Bold 9 pt. with 10.5 pt. leading
PMS 200

Employee title
Book Antiqua Bold 8 pt. with 10 pt. leading
PMS Black

Address Block
Address is set in 8 pt. with 10 pt. leading
Book Antiqua
PMS Black

Do not recreate the university logos in any form. Use only official logos.
Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.
Stationery Elements – Announcement Cards

Use the following guidelines when typesetting announcement cards.

**Color:**
PMS 200 and PMS Black

**Type specifications:**
Address is set in 6.5 pt. Book Antiqua Regular, 8.5 pt. tracking.

Do not recreate the university logos in any form. Use only official logos.
Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.
Stationery Elements – Informal Note Paper

Use the following guidelines when typesetting informal notes.

5" x 4"

Color:
PMS 200 and PMS Black

Type specifications:
Address is set in 6.5 pt. Book Antiqua Regular, 8.5 pt. tracking.

Do not recreate the university logos in any form. Use only official logos.
Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.
Stationery Elements – Note Cards

8.5" x 3.875"
(Sized to fit a standard #10 envelope)

Color:
PMS 200 and PMS Black

Type specifications
Address is set in 6.5 pt. Book Antiqua Regular, 8.5 pt. tracking.

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Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.
Stationery Elements – Compliment Cards

2" x 6"

Color:
PMS 200 and PMS Black

Type specifications:
"With Compliments" is set in 23 pt. Bickham Script Regular 26 pt. tracking
Score and fold at indicated measurement.

Do not recreate the university logos in any form. Use only official logos.
Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601–318–6439.
William Carey University employees are welcome to use in their email signature the university logo that corresponds with their letterhead. Other symbols, logos, quotations and emoticons are not permitted without approval from the Office for Advancement. An example of an additional, permitted symbol is the symbol used by the Baptist Student Union. Suggested layouts for the email signatures are shown below. The name, title and contact information are aligned with the logotype. All information is set in Times New Roman 11 pt., with the person’s name set in Times New Roman bold 11 pt.

External signature

1. Required elements: name, title, office number, address, name of the university, annual theme
2. Optional elements: mobile number, fax number, web address, university logo
3. Sample layout:

Scott Hummel, Ph.D.
Vice President for Advancement and Church Relations
Professor of Religion

WCU Box 141
498 Tuscan Avenue
Hattiesburg, MS 39401
www.wmcarey.edu
Office: (601) 318-6769
Mobile: (800) 962-5991
Fax: (601) 318-6434

Transformed by the renewing of your mind.
Romans 12:2

Internal signature

1. Required elements: name, title, office number, annual theme
2. Optional elements: mobile number, fax number, university logo
3. Sample layout:

Scott Hummel, Ph.D.
Vice President for Advancement and Church Relations
Professor of Religion

Office: (601) 318-6769
Mobile: (800) 962-5991
Fax: (601) 318-6434

Transformed by the renewing of your mind.
Romans 12:2

Reply signature

1. Required elements: name, title, annual theme
2. Optional elements: mobile number, fax number, office number, address, web address, university logo
3. Sample layout:

Scott Hummel, Ph.D.
Vice President for Advancement and Church Relations
Professor of Religion

Office: (601) 318-6769

Transformed by the renewing of your mind.
Romans 12:2

Do not recreate the university logos in any form. Use only official logos. Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.
Merchandising
All university branded merchandise shall conform to the use of the William Carey University visual elements in this manual.

Do not recreate the university logos in any form. Use only official logos. Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601–318–6439.
Vehicle Signage

All university branded merchandise shall conform to the use of the William Carey University visual elements in this manual.

Do not recreate the university logos in any form. Use only official logos.
Download all official versions of the Carey logo and wordmark at www.wmcarey.edu/careybrand or obtain them from the desktop publishing coordinator at 601-318-6439.
Whenever the athletic shield is used, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade the space.
RESOURCES
Typefaces
Trajan Pro Regular and Trajan Pro Bold can be found at www.adobe.com. Please use the Open Face Standard typefaces, which can be used on both Macintosh and PC platforms.

Color
PMS is an abbreviation for “Pantone Matching System”, which is an international “color language” system which provides a guaranteed method of exact color selection and reproduction. It is supported by a global network which ensures that Pantone ink colors are obtainable worldwide from licensed Pantone ink manufacturers. For more information, visit www.pantone.com.

Logo File Types

**EPS** | Vector files that can be reduced or enlarged.
- Black and White
- RGB (On-screen)
- White (reversed)
- PMS color

**JPG** | To avoid pixelation, JPG versions can be reduced in size but not enlarged.
- Black and White
- RGB (On-screen)

**PNG** | The white PNG version provides a transparent background and is best used at the size provided. It also works well for placement in Word, PowerPoint and other Microsoft Office documents.
- White (reversed)
- RGB (On-screen)

Download all official versions of the Carey logos and wordmarks at [www.wmcarey.edu/careybrand](http://www.wmcarey.edu/careybrand) or obtain them from the desktop publishing coordinator at 601-318-6439.
## Digital Images and Files

### Stationery Elements

<table>
<thead>
<tr>
<th>Format</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AI</strong></td>
<td>Adobe Illustrator template files.</td>
</tr>
<tr>
<td></td>
<td>- Black and White</td>
</tr>
<tr>
<td></td>
<td>- PMS color</td>
</tr>
<tr>
<td><strong>DOC</strong></td>
<td>Microsoft Office Templates that can be used for document distribution.</td>
</tr>
<tr>
<td></td>
<td>- Black and White</td>
</tr>
<tr>
<td></td>
<td>- RGB (On-screen)</td>
</tr>
<tr>
<td><strong>PDF</strong></td>
<td>Adobe Portable Document Format that can be used for document distribution or for printing.</td>
</tr>
<tr>
<td></td>
<td>- Black and White</td>
</tr>
<tr>
<td></td>
<td>- PMS color</td>
</tr>
</tbody>
</table>

Download all official versions of the Carey logos and wordmarks at [www.wmcarey.edu/careybrand](http://www.wmcarey.edu/careybrand) or obtain them from the desktop publishing coordinator at 601-318-6439.

Do not recreate the university logos in any form. Use only official logos.
Download all official versions of the Carey logo and wordmark at [www.wmcarey.edu/careybrand](http://www.wmcarey.edu/careybrand) or obtain them from the desktop publishing coordinator at 601-318-6439.
As part of the University's accreditation program, WCU is required to list the following statement any time we state/list our accreditation.

William Carey University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award bachelor, master, specialist, and the doctor of osteopathic medicine degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033–4097 with questions about the accreditation of William Carey University.

Please make sure that you are using the most current version by contacting the Office for Academic Affairs.
EXPECT GREAT THINGS FROM GOD;
ATTEMPT GREAT THINGS FOR GOD.