



BRANDSTYLEGUIDE

UPDATED 04.22

OUR BRAND = OUR DISTINCTION

The Stillman College brand is not something that marketers or communicators made. It's something the college itself made — the students, faculty, staff, alumni, and community—over the course of its entire history.

Our brand is the education we provide, the research we conduct, the discoveries we make, the environment we inhabit, and the community we belong to. It's the thousands of alumni whose legacy we continue, and the thousands of lives this amazing place has transformed. It's our mission. It's how we treat each other. It's how we interact with our community, and the world. As communicators, we don't create the Stillman brand. We share it. We articulate it. When we're at our best, the communications we produce convey the Stillman brand accurately, honestly, and authentically to our various audiences.

The words we use, the way we visually tell our story to the world, our logos and approved typefaces—all these elements combine to help communicate our brand. Each is an integral part of our identity. Our voice. Our signature. Even, in a sense, an extension of the physical college. So it's vitally important that we use them carefully and treat them with respect.

Working together, we can create bold, engaging communications, build strong bonds with our audiences, and protect our vision and voice well into the future. The guidelines you'll find on this site are designed to help you create strong, consistent materials that collectively tell the Stillman College story in a way that's original, memorable, and most importantly, true to who we are. Used consistently, they will help maintain graphic and message continuity, protect our marks and logos, and help us communicate clearly across a wide range of media.



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As Stillman College competes for students, funding and donations, the strength of our marketing communications is increasingly important. One of the basic components of a strong, institutional marketing-communications effort is a unified graphic identity.

The Stillman College word mark carries dual responsibilities: It must stand as the sum of the institution's many parts — the authentic, recognizable essence of this College — while simultaneously symbolizing our potential. For the many people who already know and love Stillman, the word mark must ring true. For audiences now in cultivation and to be approached in the future, the mark must dispel myths, spark interest and remain in each viewer's awareness, uniquely and accurately.

These principles have shaped the creation of this visual identity guide. By complying with its specifications, you help project a clear, unifying image for the College as a whole. The visual identity program also highlights each School or Division of the College, without sacrificing the unit's individuality.

The guidelines in this manual enable us to implement the visual identity in a range of applications, thus enhancing all of our College communications. Please support the program by applying these guidelines consistently.



Having a strong College-wide identity adds to each unit's value while reinforcing the overall value of Stillman College as a whole.

Through our visual identity program, all portions of our community can convey a clear, concise identity. When our communications present a unified visual appearance, they establish an immediate connection between the message and the College.

The visual identity program offers many design solutions that allow for flexibility and versatility within each college, school, division, department or program.

1.1

**PRIMARY
WORD MARK**

The stacked version of the word mark is considered the primary logo of the institution. These versions cannot be modified in any way, including adding additional wording underneath.

Options with the college's founding year and Stillman's "Hail, O Hail" slogan are also approved for use.

Please see page 12 for spacing limitations.

Primary Word mark



Additional Color Options



Primary Word mark
with founding year



Additional Color Options



Primary Word mark
with founding year & Slogan



Additional Color Options



1.2

OFFICIAL NAMEPLATE

The official nameplate comes in three versions, each of which has been created using type kerned to specific proportional measurements. To ensure that all of our uses of these marks will be consistent in quality, do not attempt to recreate them, to use photocopies or scans from this guide, or to manipulate or change the marks in any way.

The horizontal nameplate is a flexible yet solid tool that works well in many publication applications and is an excellent choice for merchandise and equipment.

This nameplate must accompany the Stillman S logo when used on materials that are designed for or provided to an external audience such as prospective students or the general public.



STILLMAN COLLEGE

STILLMAN COLLEGE

STILLMAN COLLEGE

STILLMAN COLLEGE

STILLMAN COLLEGE

1.3

THE STILLMAN BELL PRIMARY LOGO

The Stillman Bell logo is a primary mark of the College and includes the Stillman Bell along with Stillman College word mark below.

There are multiple options of the Stillman Bell logo that can be used based on sizing or space limitations.

The Office of Brand Identity can supply you with the needed formats and colors for your specific needs.



Additional Color Options



Option with founding year



Additional Color Options



1.3A THE STILLMAN BELL LOGO - OPTION 2

This option features the Stillman Bell with the Stillman College word mark directly above with the college's founding year flanking the bell to the left and right. An option with Stillman's "Hail, O Hail" slogan is also approved for use.

The Office of Brand Identity can supply you with the needed formats and colors for your specific needs.



Additional Color Options



Option with Slogan



Additional Color Options



1.3B
THE STILLMAN BELL
LOGO - OPTION 3

This option features the Stillman Bell with the Stillman College word mark to the right. Options with the college's founding year and Stillman's "Hail, O Hail" slogan are also approved for use.

The Office of Brand Identity can supply you with the needed formats and colors for your specific needs.



Additional Color Options



Option with founding year



Additional Color Options



Option with founding year & slogan



Additional Color Options



1.3C

THE STILLMAN BELL LOGO - OPTION 4

This option features the Stillman Bell centered between the Stillman College word mark. Options with the college's founding year and Stillman's "Hail, O Hail" slogan are also approved for use.

The Office of Brand Identity can supply you with the needed formats and colors for your specific needs.



Additional Color Options



Option with founding year



Additional Color Options



Option with founding year & slogan



Additional Color Options

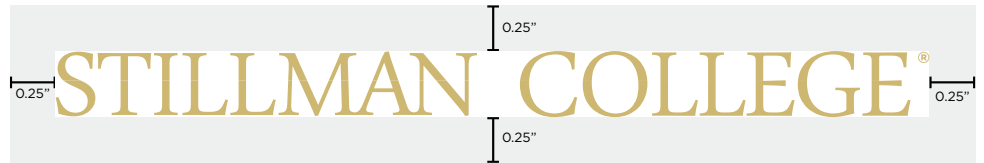


1.4 APPLICATION GUIDELINES: AREA OF ISOLATION AND MINIMUM SIZE

Stillman College's official logo is a word mark that features the words "Stillman College" in a specific font.

The space around the word mark or logo must be at least one-half the height of the tallest letter.

Shown here are examples of how the word mark system should be used in relation to other objects on the page. This is to prevent competing elements that might take away from the strong brand associated with these systems, as shown.



STILLMAN COLLEGE[®] 0.125"



1.5 INCORRECT USES

Examples of what **NOT** to do when using our word mark system: Do **NOT** manipulate the word mark or logos in any way. You should not try to type it in a different font, space it out, place a drop shadow behind it, stretch it, put it on a distracting background, use a low-resolution version or web version on print (pixelated), put anything around it, make any of the words or letters larger or smaller than the rest of the word mark, tilt it or use it with another symbol incorporated.

~~STILLMAN COLLEGE~~

~~STILLMAN COLLEGE®~~

~~STILLMAN
COLLEGE~~

~~STILLMAN
COLLEGE
FOUNDED 1876~~

~~STILLMAN COLLEGE®~~

~~STILLMAN COLLEGE®~~

~~STILLMAN COLLEGE®~~

~~STILLMAN COLLEGE®~~

~~STILLMAN
COLLEGE~~

~~HAIL, O HAIL
STILLMAN
COLLEGE
FOUNDED 1876~~

~~STILLMAN COLLEGE~~



1.6

DIVISION AND DEPARTMENTAL IDENTIFIERS

The Stillman word mark system allows for individual recognition of all colleges and departments without sacrificing the brand established in the primary system.

You have a choice of using the “Official Stillman Word Mark” with Identifier or the Stillman Bell logo with Identifier on all communications pieces (print, video, web, etc.).

If the Stillman Bell logo with Identifier is used externally, it must be accompanied by the Stillman College nameplate somewhere on the page.

SPONSORSHIPS: All logos for sponsorships must include Stillman College. You can use the official logo that includes the word mark, or if you use the Stillman Bell logo, it must include the nameplate. Contact The Office of Brand Identity for an identifier that includes the nameplate so you can send one file to the organization. All sponsorships with a logo must be submitted for approval to The Office of Brand Identity.



Stillman Word Mark with Identifier



Stillman Bell & Word Mark with Identifier



Stillman Bell & Word Mark with Identifier Option 2



Stillman Bell with Identifier and Nameplate



1.7**THE STILLMAN
ONLINE LOGO**

The Stillman Online logo is a primary mark of the College's online learning degree program and includes the Stillman Bell along with Stillman College Online word mark below.

There are multiple options of the Stillman Online Bell logo that can be used based on sizing or space limitations.

The Office of Brand Identity can supply you with the needed formats and colors for your specific needs.

**Additional Color Options**

1.8

PRESIDENTIAL SEAL

The presidential seal is used by the Office of the President and for use on official Stillman College documents.

PMS 281 Blue & Vegas Gold

PMS 281 Blue

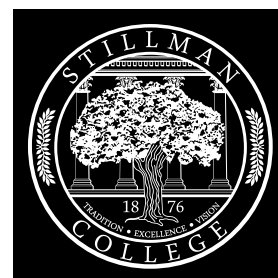
Vegas Gold

Silver

Black

White

The use of the seal is limited to special documents only and requires approval from the Office of the President and the Office of Brand Identity.



1.9

MASCOTS

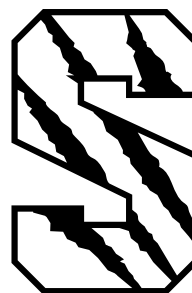
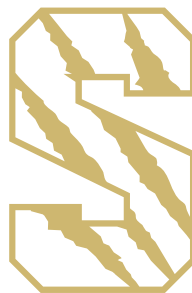
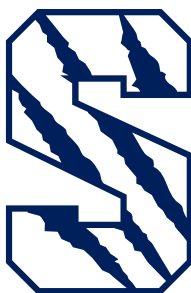
There is one approved tiger graphic that is open to usage by all departments. That is not to say other tiger graphics cannot be used, but rather, the following has reached approval status. For tiger graphics not formally approved, ensure the tiger's full body is shown.

The "Claw S" is also an approved graphic for campus wide use.

"Tiger"



"Claw S"



Institutional Interlocking "SC"



STILLMAN COLLEGE

Additional Color Options



Hail, O Hail Word mark

Hail, O Hail

STILLMAN COLLEGE

Additional Color Options



Hail, O Hail with Bell



H A I L , O H A I L

STILLMAN COLLEGE

Additional Color Options



1.10

ADDITIONAL MARKS

These marks are approved and are open to usage by all departments. Usage of any of these marks must be accompanied by the Official Stillman Nameplate placed underneath as shown in the examples.

Our colors, fonts and structure should all be unique to our brand — and should be consistent across all channels.

When our students, alumni and friends see a consistent presence from our brand, it reinforces our unique position in their minds. By knowing what they can expect from our brand, they will begin to assign a higher value and trust in Stillman. A consistent, unified brand identity has many benefits.

2.1

INTRODUCTION TO TYPOGRAPHY

Typography is important in communication. Stillman College strives to maintain a standard in how we manage and maintain our brand image through type.

Shown here are examples of the two types of fonts: serif and sans serif, as well as examples of equal point size to visualize how type in different styles and shapes can work together.

Serif **Tp** Serif

San Serif **Tp** San Serif

Equal Point Size

40 point Minion Pro with 40 point Avenir Heavy

Equal Visual Size

40 point Minion Pro with 35 point Avenir Heavy

2.2

PRIMARY TYPEFACES: MINION PRO

Minion Pro is one of two officially approved typefaces that allow flexibility through a multitude of type styles.

Minion is inspired by late Renaissance-era type and intended for body text and extended reading.

Minion Pro offers Open Type formats allowing for use on Macs as well as PCs and Web Font formats for optimum display on digital media.

Minion Pro Regular	—●	<p>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</p>
Minion Pro Bold	—●	<p>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</p>
Minion Pro Medium	—●	<p>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</p>
Minion Pro Medium Italic	—●	<p>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</p>
Minion Pro Semibold	—●	<p>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</p>
Minion Pro Semibold Italic	—●	<p>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</p>
Minion Pro Bold	—●	<p>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</p>
Minion Pro Bold Italic	—●	<p>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</p>
Minion Std Black	—●	<p>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</p>

2.3

PRIMARY TYPEFACES: AVENIR

Avenir is one of two officially approved typefaces that allow flexibility through a multitude of type styles.

The word avenir is French for “future”. As the name suggests, the family takes inspiration from the geometric style of sans-serif typeface developed in the 1920s that took the circle as a basis.

Avenir offers Open Type formats allowing for use on Macs as well as PCs and Web Font formats for optimum display on digital media.



Avenir Book	●	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
Avenir Book Oblique	●	<i>abcdefghijklmnopqrstuvwxyz</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>1234567890</i>
Avenir Roman	●	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
Avenir Oblique	●	<i>abcdefghijklmnopqrstuvwxyz</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>1234567890</i>
Avenir Medium	●	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
Avenir Medium Oblique	●	<i>abcdefghijklmnopqrstuvwxyz</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>1234567890</i>
Avenir Heavy	●	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
Avenir Heavy Oblique	●	<i>abcdefghijklmnopqrstuvwxyz</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>1234567890</i>
Avenir Black	●	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
Avenir Black Oblique	●	<i>abcdefghijklmnopqrstuvwxyz</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>1234567890</i>

2.4 COLORS

Official colors for Stillman College are the following:

Navy Blue - PMS 281

Vegas Gold - PMS 8-13 C

White

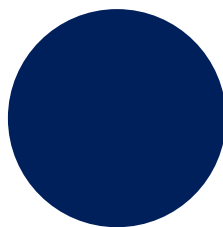
The following accent colors may be used, but they must never dominate Stilman's official colors.

Pantone 2718

Pantone Cool Gray 5

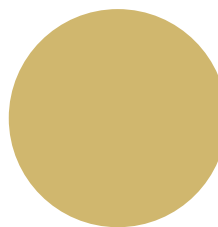
Pantone Cool Gray 1

Official Stillman colors



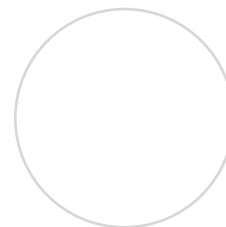
Pantone 281
#06255b

R 100	C 100
G 90	M 90
B 31	Y 31
	K 35



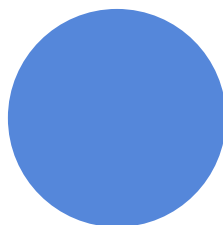
Pantone P 8-13
#c8b572

R 207	C 0
G 183	M 10
B 110	Y 57
	K 22



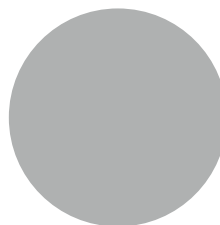
White

Accent colors



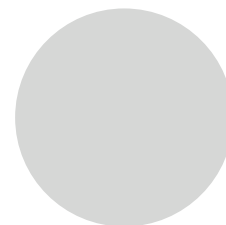
Pantone 2718
#5887da

R 88	C 66
G 135	M 43
B 218	Y 0
	K 0



Pantone Cool Gray 5
#b1b1b1

R 177	C 31
G 177	M 25
B 177	Y 26
	K 0



Pantone Cool Gray 1
#d9d8d6

R 217	C 14
G 216	M 11
B 214	Y 12
	K 0

Stationery, banners, certificates, exhibits, letters, products, publications and signage convey information; just as importantly, they help create our institutional image. By unifying all of our communications under an immediately recognizable system, we communicate more effectively, both internally and externally.

Please follow the guidelines as you develop communications and materials for your unit; by doing so, you will officially identify your unit as part of the College and increase brand identity with your audience.



Official “Nameplate” Letterhead

3.1 OFFICIAL NAMEPLATE LETTERHEAD

There are two options of stationery to choose from: the official word mark version shown here and the Stillman Bell logo version found on page 27.

All suppliers/vendors must make sure all graphic design, copy writing, photography and web services comply with Stillman’s visual standards.

STILLMAN
COLLEGE

October, 5, 2020

First Name Last Name
Address
Address

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce nunc ligula, ultrices quis suscipit nec, tempor ut turpis. Etiam ut varius erat. Nulla id lorem leo. Integer nibh leo, ultrices et aliquet eu, varius eu orci. Curabitur eu dui non tellus varius lacinia sit amet vel mauris. Aliquam sed volutpat urna, at tempus est. Fusce vitae ligula iaculis, dictum massa ut, mollis augue. Proin metus diam, egestas in luctus ut, ultrices in metus. Vivamus ut nibh enim. Vestibulum blandit imperdiet massa ut suscipit. Proin consectetur erat arcu, quis accumsan ex rutrum nec. Phasellus a congue nisl.

Fusce scelerisque ultricies tellus, non tempus lacus imperdiet sit amet. Quisque congue nunc nec ornare feugiat. Donec in erat ut dui posuere scelerisque. Nullam a est rhoncus, accumsan ligula a, ultrices felis. Etiam interdum dictum ligula, in consectetur erat finibus vitae. Duis efficitur rhoncus aliquam. Praesent commodo mollis ligula, vitae scelerisque dui dictum vel. Nunc sit amet malesuada diam. Fusce non semper dolor. Etiam ac congue libero. Proin in feugiat leo. Curabitur bibendum mauris eu finibus vehicula.

Phasellus sit amet mi placerat, bibendum tellus sed, tempor quam. Sed sed tellus in odio pharetra lobortis. Mauris vel eros interdum, ultricies metus et, bibendum ante. Donec consequat, purus nec bibendum condimentum, dui lectus auctor metus, ac vehicula justo lectus vitae erat. Cras volutpat vehicula massa vel pulvinar. Pellentesque fringilla rhoncus elit at luctus. Ut fermentum dolor nec erat ullamcorper, sed molestie diam cursus. Donec a dui sapien. Aenean laoreet bibendum tempus. Phasellus eleifend sit amet quam nec aliquam. Duis id luctus mi. Mauris tincidunt leo ac magna interdum placerat. Vestibulum eget ullamcorper turpis.

Sincerely,
First Name Last Name

3601 Stillman Blvd. Tuscaloosa, AL 35401 | 205-247-8150
STILLMAN.EDU



Official "Nameplate" Letterhead

3.2 OFFICIAL NAMEPLATE LETTERHEAD TYPING GUIDE

Standards are set to exact dimensions when using our letterhead system.

For questions, contact
The Office of Brand Identity.
Address at bottom should extend
no farther than 0.7" on each
side and can go on a second line
above the shown address no
more than 1" from the bottom.

The diagram illustrates the layout and dimensions for the Official "Nameplate" Letterhead. It is divided into three main sections: a header, a body, and a footer.


- Header:** The Stillman College logo is centered at the top. A vertical dimension of 1" is shown from the top edge to the top of the logo. A horizontal dimension of 0.7" is shown from the left edge to the left side of the logo.
- Body:**
 - A vertical dimension of 2.45" is shown from the top of the header section to the top of the address section.
 - The address section includes the date "October, 5, 2020", followed by "First Name Last Name", "Address", and "Address" on separate lines. A horizontal dimension of 0.7" is shown from the left edge to the left side of the address section. A horizontal dimension of 0.7" is shown from the right edge to the right side of the address section.
 - Below the address section are three paragraphs of placeholder text (Lorem ipsum).
 - Below the placeholder text is a signature line: "Sincerely," followed by "First Name Last Name".
- Footer:**
 - The footer contains the address "3601 Stillman Blvd. Tuscaloosa, AL 35401 | 205-247-8150" and the text "STILLMAN, EDU".
 - A horizontal dimension of 0.7" is shown from the left edge to the left side of the footer text.
 - A horizontal dimension of 0.7" is shown from the right edge to the right side of the footer text.
 - A vertical dimension of 1" Max is shown from the bottom edge to the bottom of the footer text.
 - A vertical dimension of 0.33" is shown from the bottom edge to the bottom of the footer text.

3.3 SECONDARY OPTION — STILLMAN BELL LOGO WITH IDENTIFIER LETTERHEAD

The Stillman S letterhead option must display The Stillman College nameplate on the same page.

All suppliers must make sure all graphic design, copy writing, photography and web services comply with Stillman's visual standards.

"Stillman Bell" with Identifier Letterhead

 STILLMAN COLLEGE	Office of Human Resources
<p>October, 5, 2020</p> <p>First Name Last Name Address Address</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce nunc ligula, ultrices quis suscipit nec, tempor ut turpis. Etiam ut varius erat. Nulla id lorem leo. Integer nibh leo, ultrices et aliquet eu, varius eu orci. Curabitur eu dui non tellus varius lacinia sit amet vel mauris. Aliquam sed volutpat urna, at tempus est. Fusce vitae ligula iaculis, dictum massa ut, mollis augue. Proin metus diam, egestas in luctus ut, ultrices in metus. Vivamus ut nibh enim. Vestibulum blandit imperdiet massa ut suscipit. Proin consectetur erat arcu, quis accumsan ex rutrum nec. Phasellus a congue nisl.</p> <p>Fusce scelerisque ultricies tellus, non tempus lacus imperdiet sit amet. Quisque congue nunc nec ornare feugiat. Donec in erat ut dui posuere scelerisque. Nullam a est rhoncus, accumsan ligula a, ultrices felis. Etiam interdum dictum ligula, in consectetur erat finibus vitae. Duis efficitur rhoncus aliquam. Praesent commodo mollis ligula, vitae scelerisque dui dictum vel. Nunc sit amet malesuada diam. Fusce non semper dolor. Etiam ac congue libero. Proin in feugiat leo. Curabitur bibendum mauris eu finibus vehicula.</p> <p>Phasellus sit amet mi placerat, bibendum tellus sed, tempor quam. Sed sed tellus in odio pharetra lobortis. Mauris vel eros interdum, ultricies metus et, bibendum ante. Donec consequat, purus nec bibendum condimentum, dui lectus auctor metus, ac vehicula justo lectus vitae erat. Cras volutpat vehicula massa vel pulvinar. Pellentesque fringilla rhoncus elit at luctus. Ut fermentum dolor nec erat ullamcorper, sed molestie diam cursus. Donec a dui sapien. Aenean laoreet bibendum tempus. Phasellus eleifend sit amet quam nec aliquam. Duis id luctus mi. Mauris tincidunt leo ac magna interdum placerat. Vestibulum eget ullamcorper turpis.</p> <p>Sincerely, First Name Last Name</p>	
<p>3601 Stillman Blvd. Tuscaloosa, AL 35401 205-247-8150 humanresources@stillman.edu</p> <p>STILLMAN.EDU</p>	



3.4 SECONDARY OPTION — STILLMAN BELL LOGO WITH IDENTIFIER LETTERHEAD TYPING GUIDE

Standards are set to exact dimensions when using our letterhead system.

For questions, contact
The Office of Brand Identity.
Address at bottom should extend
no farther than 0.7" on each
side and can go on a second line
above the shown address no
more than 0.8" from the bottom.

"Stillman S" with Identifier Letterhead

1"

0.7"

STILLMAN COLLEGE | Office of Human Resources

2.45"

October, 5, 2020

0.7"

First Name Last Name
Address
Address

0.7"

0.7"

0.7"

0.8"

0.3"

3601 Stillman Blvd. Tuscaloosa, AL 35401 | 205-247-8150 | humanresources@stillman.edu
STILLMAN.EDU

3.5 SECONDARY SHEETS

Standards are set to exact dimensions when using our letterhead system.

For questions, contact
The Office of Brand Identity.

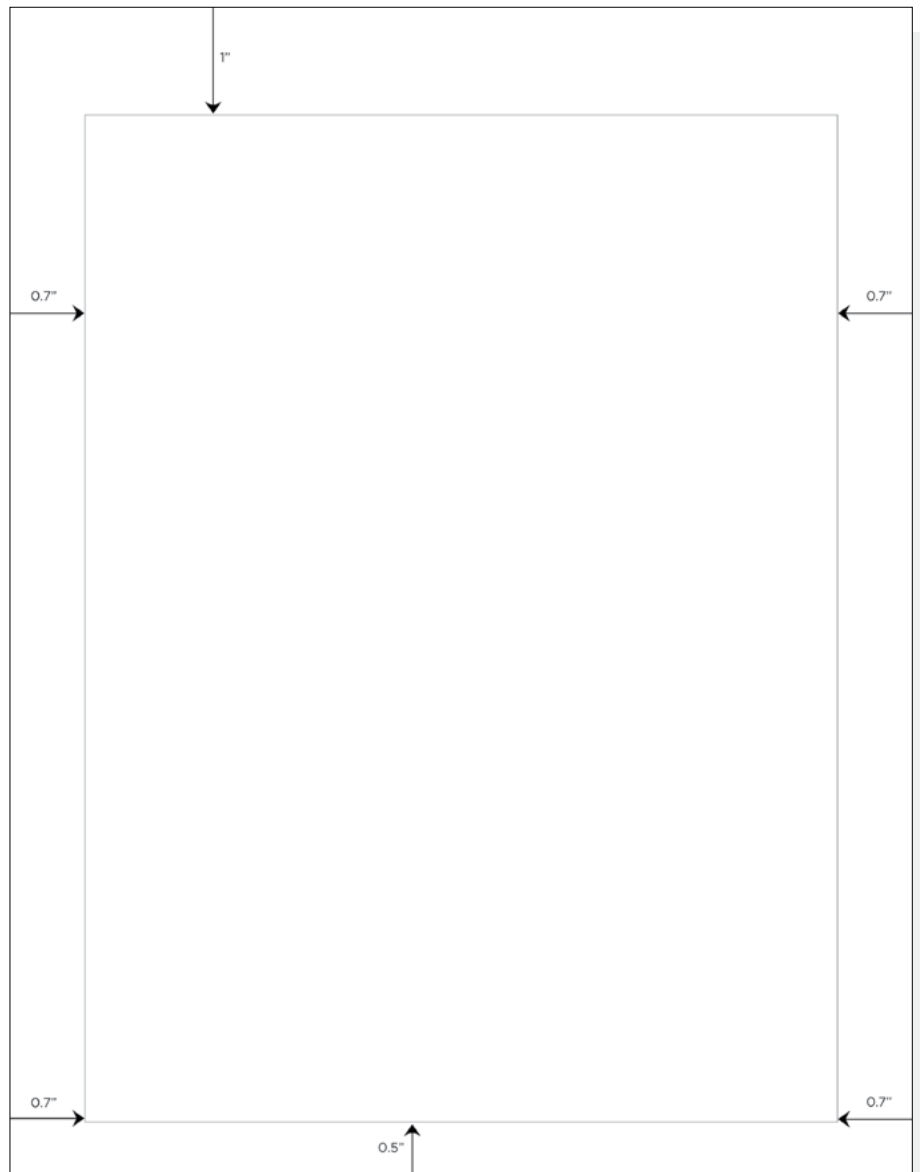
Content margins are as follows:

1" at top

0.7" on each side

0.5" at bottom

Secondary Sheet

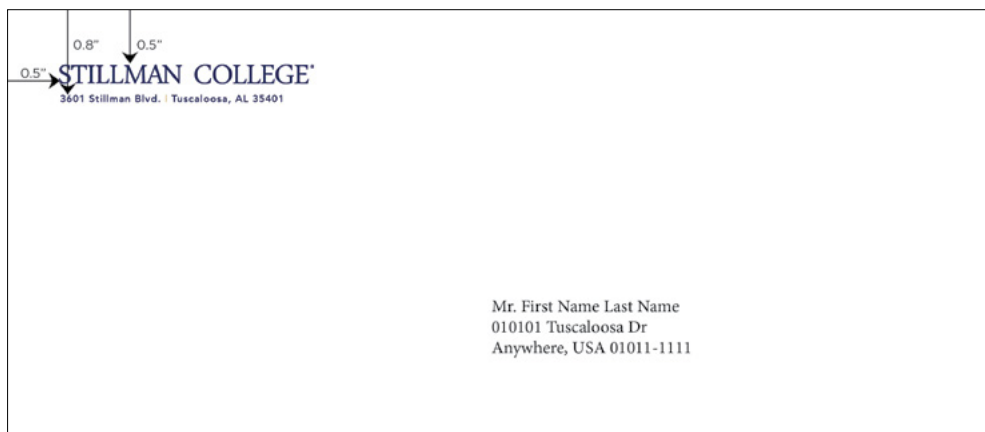
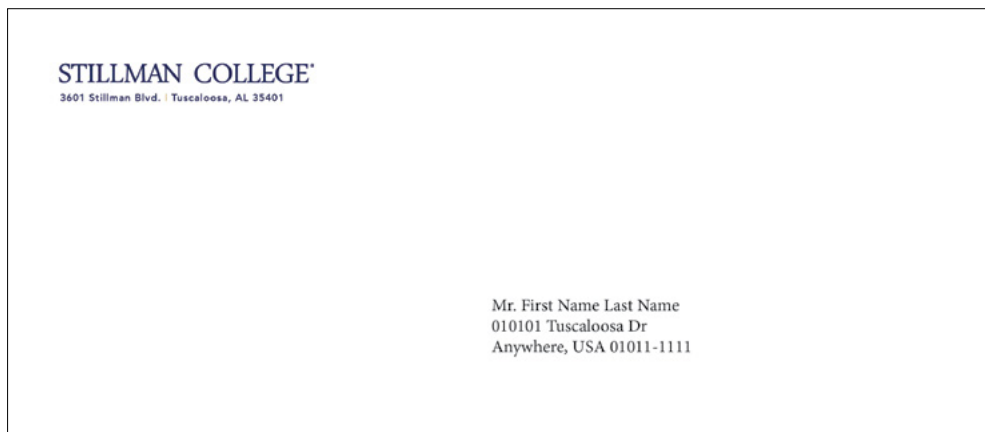


3.6 OFFICIAL NAMEPLATE ENVELOPE

Shown here are examples of our current visual standards and how they can be adapted to use on envelopes.

Again, dimensions and size of the logo and type are set to make all departments appear in a cohesive brand that positions the College as a strong entity.

Official Stillman Nameplate Envelope

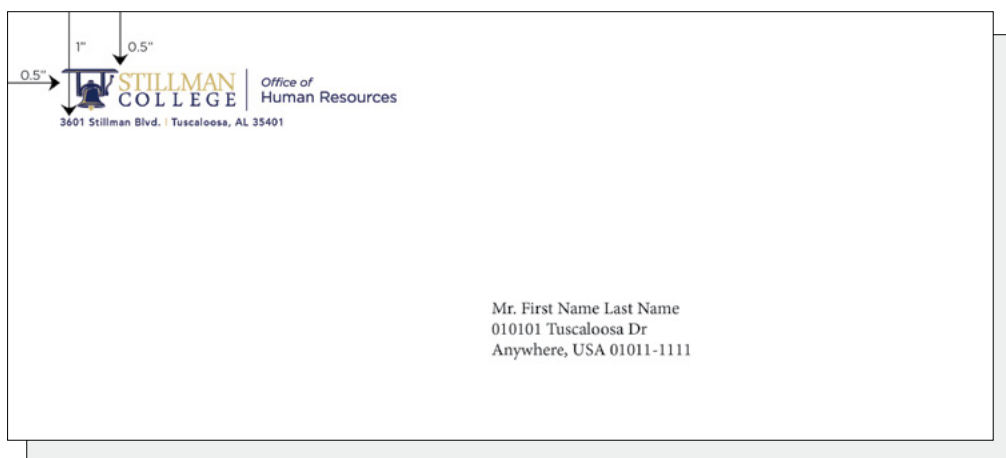
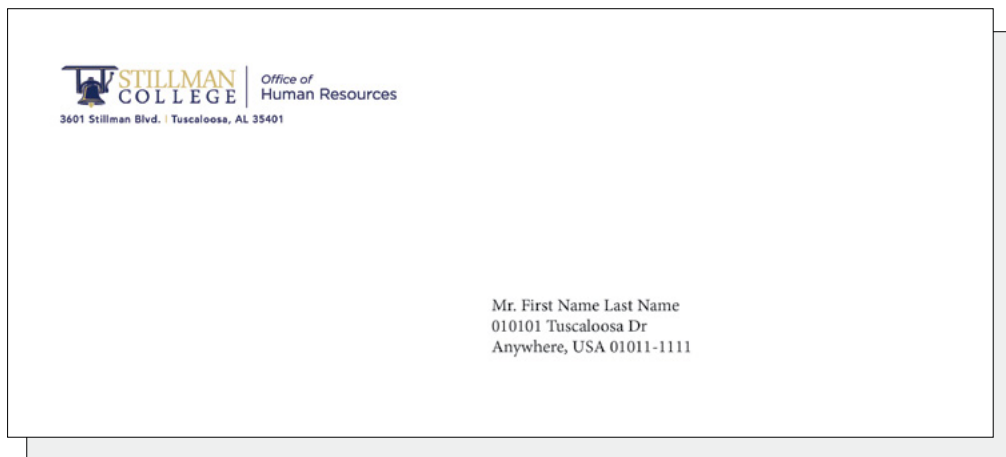


“Official Stillman Bell” with Identifier Envelope

3.7 STILLMAN BELL LOGO WITH IDENTIFIER ENVELOPE

Shown here are examples of our current visual standards and how they can be adapted to everyday use on envelopes.

Again, dimensions and size of the logo and type are set to make all departments appear in a cohesive brand that positions the College as a strong entity.



Business Card Option #1

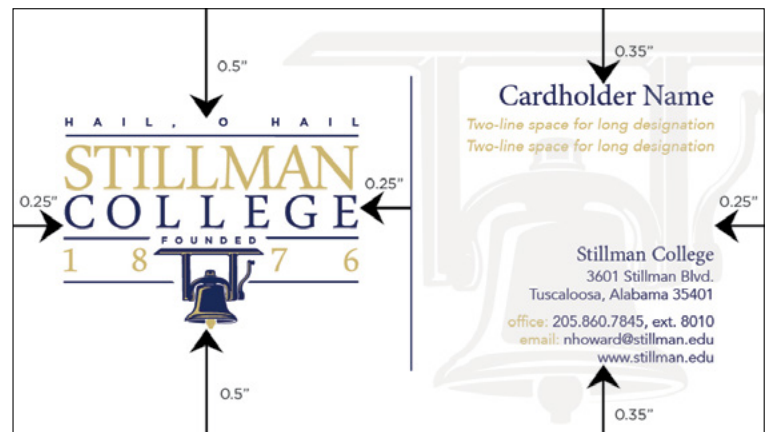
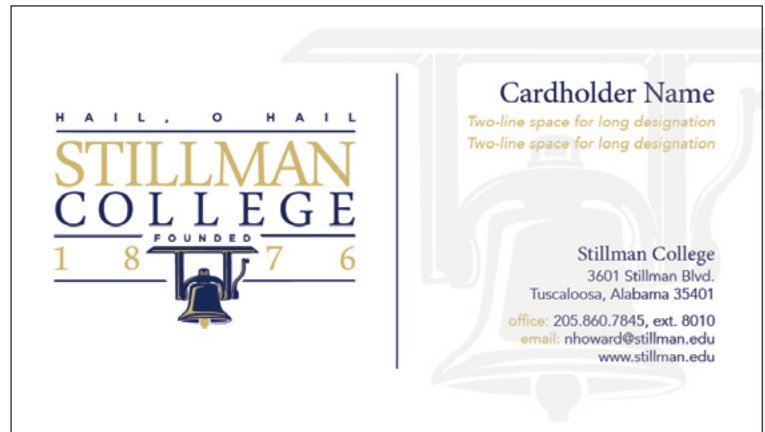
3.8 BUSINESS CARDS

Shown here is the example of our current visual standards and how they can be adapted to everyday use on business cards.

Again, dimensions and size of the logo and type are set to make all departments appear in a cohesive brand that positions the College as a strong entity.

Any request to put information on the back of business cards will need to be approved by The Office of Brand Identity.

No other logos may be put on the front of business cards.



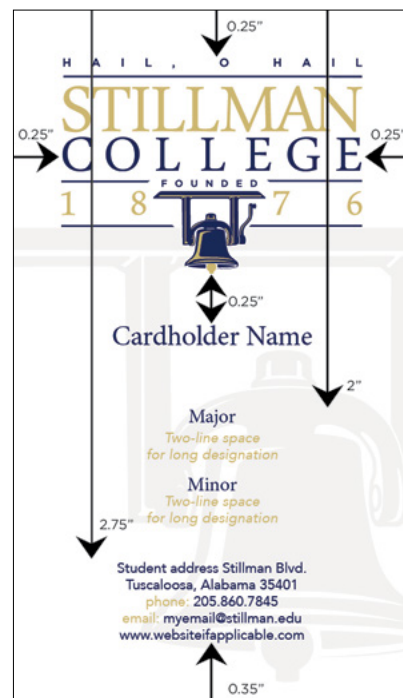
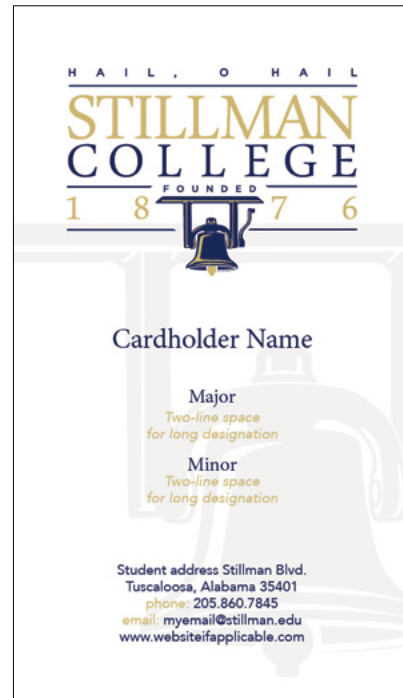
3.9 STUDENT BUSINESS CARDS

Shown here is an example of how our current visual standards are adapted for undergraduate and graduate student business cards. It is branded with the College standards, but has a vertical orientation and a section for the student to include their major and minor.

No other logos may be put on the front of business cards. Any request to put information on the back of business cards will need to be approved by The Office of Brand Identity. Space is limited to only one title for the student (ex. SGA President). Should the student want to display multiple titles, they would need to order additional business cards.



Student Business Card



3.10

PRESIDENTIAL LETTERHEAD, ENVELOPE AND BUSINESS CARD

The presidential letterhead is to be used only by the President's Office.

The letterhead will have a watermarked presidential seal, and the business cards will have a gold presidential seal on the back.

STILLMAN
COLLEGE | Office of the
President



October, 5, 2020

First Name Last Name
Address
Address

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce nunc ligula, ultrices quis suscipit nec, tempor ut turpis. Etiam ut varius erat. Nulla id lorem leo. Integer nibh leo, ultrices et aliquet eu, varius eu orci. Curabitur eu dui non tellus varius lacinia sit amet vel mauris. Aliquam sed volutpat urna, at tempus est. Fusce vitae ligula laculis, dictum massa ut, mollis augue. Proin metus diam, egestas in luctus ut, ultrices in metus. Vivamus ut nibh enim. Vestibulum blandit imperdi- et massa ut suscipit. Proin consectetur erat arcu, quis accumsan ex rutrum nec. Phasellus a congue nisl.

Fusce scelerisque ultricies tellus, non tempus lacus imperdiet sit amet. Quisque congue nunc nec ornare feugiat. Donec in erat ut dui posuere scelerisque. Nullam a est rhoncus, accumsan ligula a, ultrices felis. Etiam interdum dictum ligula, in consectetur erat finibus vitae. Duis efficitur rhoncus aliquam. Praesent commodo mollis ligula, vitae scelerisque dui dictum vel. Nunc sit amet malesuada diam. Fusce non semper dolor. Etiam ac congue libero. Proin in feugiat leo. Curabitur bibendum mauris eu finibus vehicula.

Phasellus sit amet mi placerat, bibendum tellus sed, tempor quam. Sed sed tellus in odio pharetra lobortis. Mauris vel eros interdum, ultricies metus et, bibendum ante. Donec consequat, purus nec bibendum condimentum, dui lectus auctor metus, ac vehicula justo lectus vitae erat. Cras volutpat vehicula massa vel pulvinar. Pellentesque fringilla rhoncus elit at luctus. Ut fermentum dolor nec erat ullamcorper, sed molestie diam cursus. Donec a dui sapien. Aenean laoreet bibendum tempus. Phasellus eleifend sit amet quam nec aliquam. Duis id luctus mi. Mauris tincidunt leo ac magna interdum placerat. Vestibulum eget ullamcorper turpis.

Sincerely,
First Name Last Name

3601 Stillman Blvd. Tuscaloosa, AL 35401 | 205.366.8817 ext. 8811 | stillman.edu



STILLMAN
COLLEGE | Office of the
President
3601 Stillman Blvd. | Tuscaloosa, AL 35401

Mr. First Name Last Name
010101 Tuscaloosa Dr
Anywhere, USA 01011-1111



STILLMAN
COLLEGE
Office of the
President

Dr. Cynthia Warrick,
PhD RPh
President

Stillman College
3601 Stillman Blvd.
Tuscaloosa, Alabama 35401
office: 205.366.8811
email: cwarrick@stillman.edu
www.stillman.edu



3.11

STATIONERY: PRESS RELEASES

Example of our visual standards
being adapted for everyday use.

Made for More Press Release

Pg. 2

05/19/2021

ABOUT STILLMAN COLLEGE

Stillman College was authorized by the General Assembly of the Presbyterian Church in 1875. It is a member institution of the United Negro College Fund (UNCF). A coeducational college of liberal arts and sciences and accredited by the Southern Association of Colleges and Schools Commission on Colleges, Stillman College has a proud tradition of fostering academic excellence in preparing students for leadership and service.

FOR MORE INFORMATION CONTACT:

Nicholas Jackson
Tel: 813.690.9291
Email: njackson@stillman.edu



FOR IMMEDIATE RELEASE

TUSCALOOSA, AL - Stillman College will host the Tuscaloosa County High School football team on Thursday, May 20, 2021 for "Made for More," a college-and-career-readiness event intended to expose student-athletes to areas of personal and professional development as they prepare to enter, be competitive in, and shape a global workforce. Each student-athlete will engage in conversation and explore opportunities available to them as well as receive a suit or blazer from clothing retailer Jos. A. Bank through a partnership with the Alpha Tau Chapter of Omega Psi Phi Fraternity, Inc. and the Stillman College Career Closet.

"Our mission is to ensure that our student-athletes are 'Champions for Life' after graduating high school," says Coach Adam Winegarden, Head Football Coach at Tuscaloosa County High School. "Many of the decisions we make in life depend on what we have been exposed to. Events like this are eye-openers for our students, giving them tools and skills that will help them be successful beyond Tuscaloosa County High."

While at Stillman, the athletes will tour the campus as well as engage in several crucial conversations, including dressing for success, social media etiquette, job interview skills, communicating with college football recruiters, military career opportunities, and more. At the event's conclusion, each athlete will be measured for their coat and pant sizes prior to selecting a suit or blazer from the Stillman College Career Closet.

"This event is significant, because while many regard sports as the end-all-be-all, we believe our students have the intellectual capacity, creativity, and innovation to impact their communities on multiple levels," says Rev. Dr. Tyshawn Gardner, Vice President of Student Affairs at Stillman. "I hope that we will see young men who feel empowered and affirmed; confident and ready. Further, these young men will know and understand that Stillman College is continuing its mission to 'prepare students for a different world.'"

In the midst of a global pandemic, many students have experienced increased hardship, as in-person interactions and exposure opportunities have been limited at best. Institutions like Stillman have partnered with individuals and organizations alike to create environments and opportunities that are safe and healthy for students to learn and explore. "This is an opportunity for us to engage the community in a different way," says Roland Lewis, Stillman alum and member of the Alpha Tau chapter of Omega Psi Phi Fraternity, Inc. "Serving the community has always been Stillman's underlying mission. This is another way for Stillman to give back to the community."

STILLMAN COLLEGE

3601 Stillman Blvd. Tuscaloosa, AL 35401 | 205-247-8150
STILLMAN.EDU

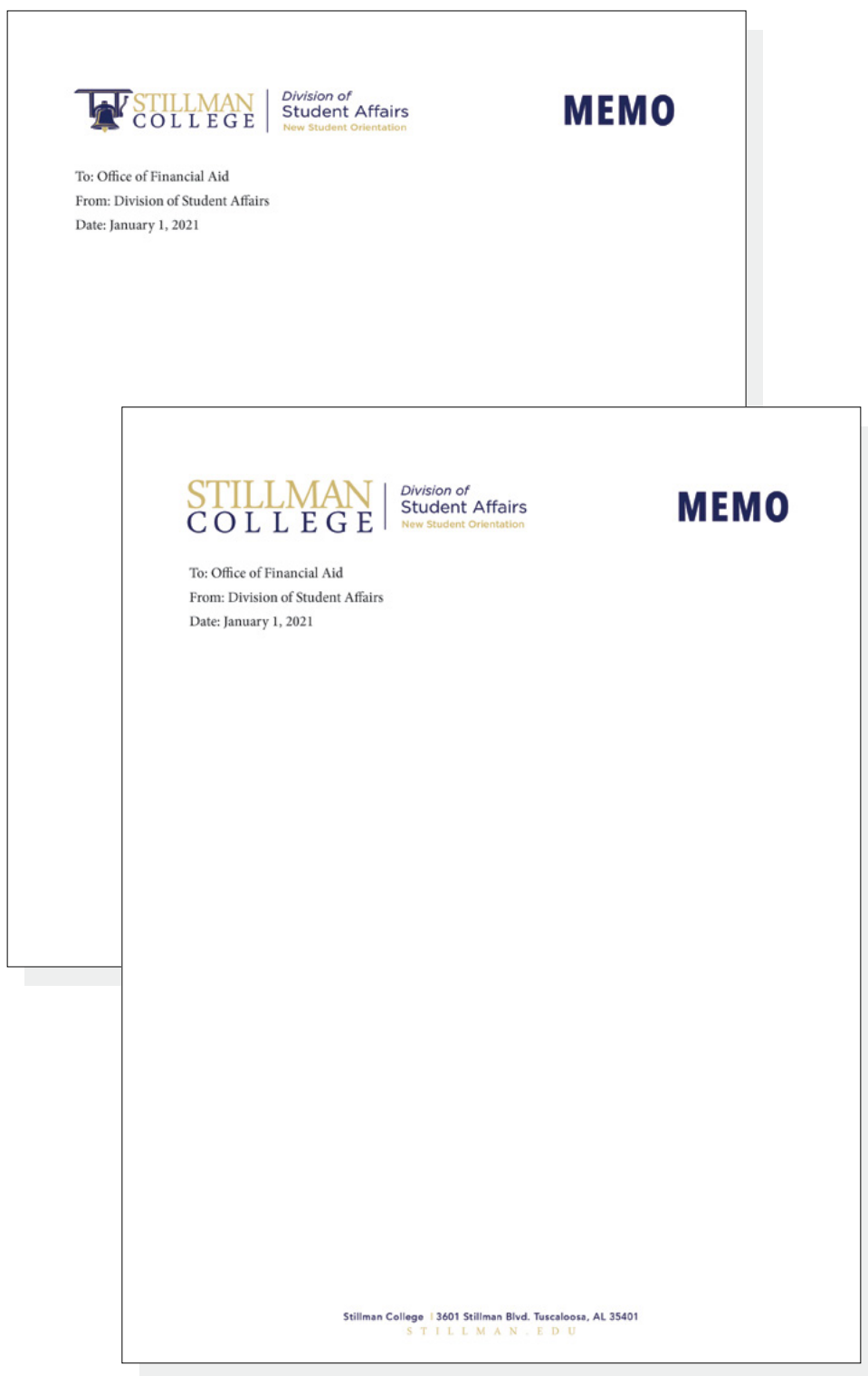
Electronic version also available.



3.12

STATIONERY: INTEROFFICE (MEMORANDUM)

Example of our visual standards
being adapted for everyday use.




Electronic versions are available.

3.13

**STATIONERY:
FAX TRANSMITTAL**

Example of our visual standards
being adapted for everyday use.

**STILLMAN**
COLLEGE

Division of
Student Affairs
New Student Orientation

FAX

Date _____
To _____
Company/Department _____
Fax Number _____

From _____
Phone _____
Number of pages (including this page) _____
Special Instructions/Notes _____

STILLMAN
COLLEGE

Division of
Student Affairs
New Student Orientation

FAX

Date _____
To _____
Company/Department _____
Fax Number _____

From _____
Phone _____
Number of pages (including this page) _____
Special Instructions/Notes _____

If you did not receive all pages or copies are not legible, please notify us at the below number.

Stillman College | 3601 Stillman Blvd. Tuscaloosa, AL 35401 | 205.366.8811
STILLMAN.EDU

3.14 NOTEPADS

Listed here are samples of the approved notepad templates designs The Office Of The President's use only. Templates can be downloaded from the Resources tab on the Strategic Communications web page located at:
stillman.edu/brand-identity.

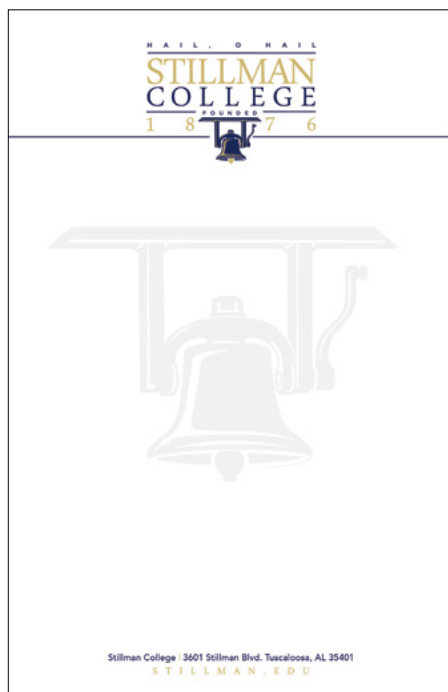
Notecard Option #1



Notecard Option #2



Notecard Option #3



Notecard Option #4



3.15

PRESIDENT'S OFFICE NOTEPADS

Listed here are samples of the approved PowerPoint templates designs The Office Of The President's use only. Templates can be downloaded from the Resources tab on the Strategic Communications web page located at:
stillman.edu/brand-identity.



Office of the
President



Stillman College | Office of the President | 3601 Stillman Blvd. Tuscaloosa, AL 35401
STILLMAN.EDU

President's Office
Notecards Option #1

STILLMAN
COLLEGE

Office of the
President



Stillman College | Office of the President | 3601 Stillman Blvd. Tuscaloosa, AL 35401
STILLMAN.EDU

President's Office
Notecards Option #2

3.16

EMAIL SIGNATURES

We have created standardized email signatures for use by all Stillman faculty and staff.

We understand that not all email client applications and operating systems support graphics and styles in email messages, so we also offer an unstyled text-only alternative for those who wish to use a simpler format.

Do not include philosophical statements or inspirational quotes; this is to avoid the potential confusion that such statements represent the college's slogan, ideology or brand promise. Do not embed additional images into your signature that are not part of the College approved signatures.



Option 1

Your Name Here | **Title**

Stillman College
3601 Stillman Blvd.
Tuscaloosa, Alabama 35401
Email: myemail@stillman.edu
Office: XXX.XXX.XXXX ext. XXXX
stillman.edu



STILLMAN COLLEGE

Option 2

Your Name Here | **Title**

Stillman College
3601 Stillman Blvd.
Tuscaloosa, Alabama 35401
Office: XXX.XXX.XXXX ext. XXXX
myemail@stillman.edu | stillman.edu

STILLMAN COLLEGE®



Option 3

Your Name Here | **Title**

Stillman College
3601 Stillman Blvd.
Tuscaloosa, Alabama 35401
Office: XXX.XXX.XXXX ext. XXXX
myemail@stillman.edu | stillman.edu

STILLMAN COLLEGE®

Facebook | Twitter | Instagram | LinkedIn

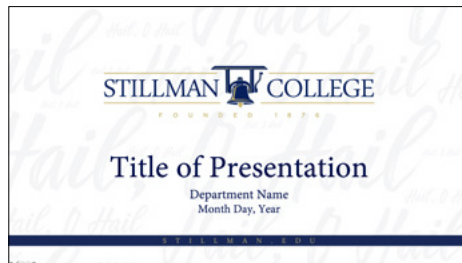
3.17 POWERPOINT TEMPLATES

Shown here are samples of the approved designs for PowerPoint templates. Custom designs are allowed, but will require approval from The Office Of Brand Identity. Templates can be downloaded from the Office of Brand Identity's Google Drive.

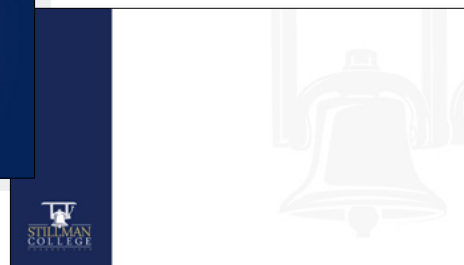
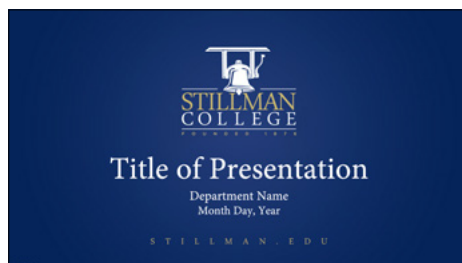


STILLMAN COLLEGE

PowerPoint Option #1



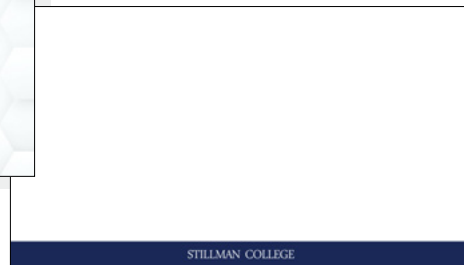
PowerPoint Option #2



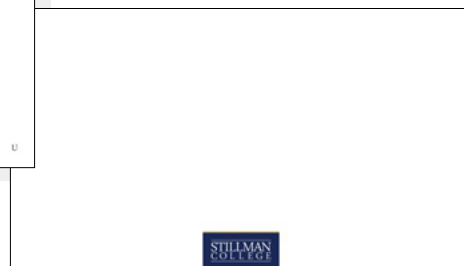
PowerPoint Option #3



PowerPoint Option #4



PowerPoint Option #5

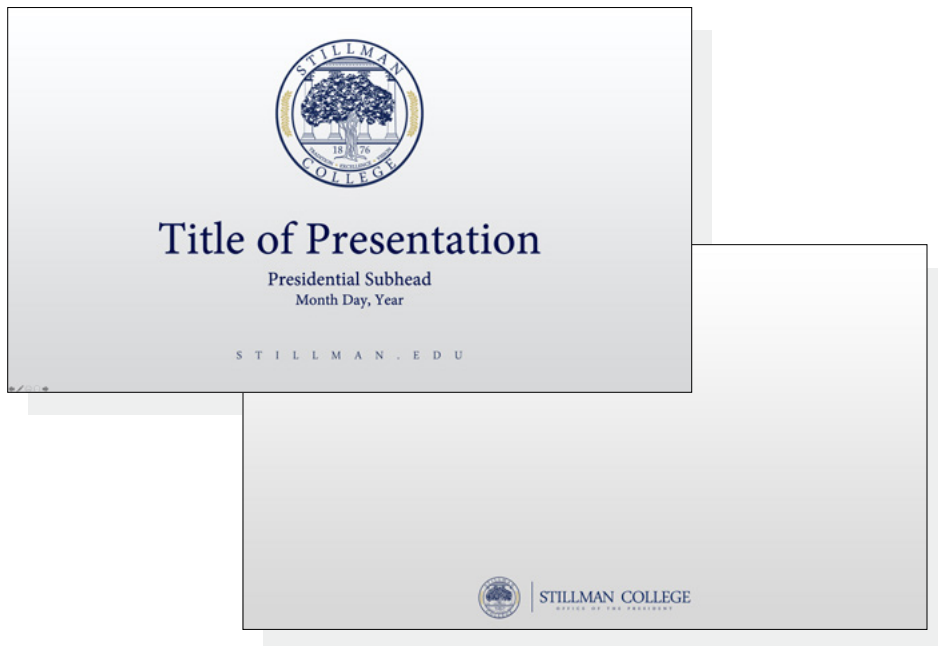


3.18

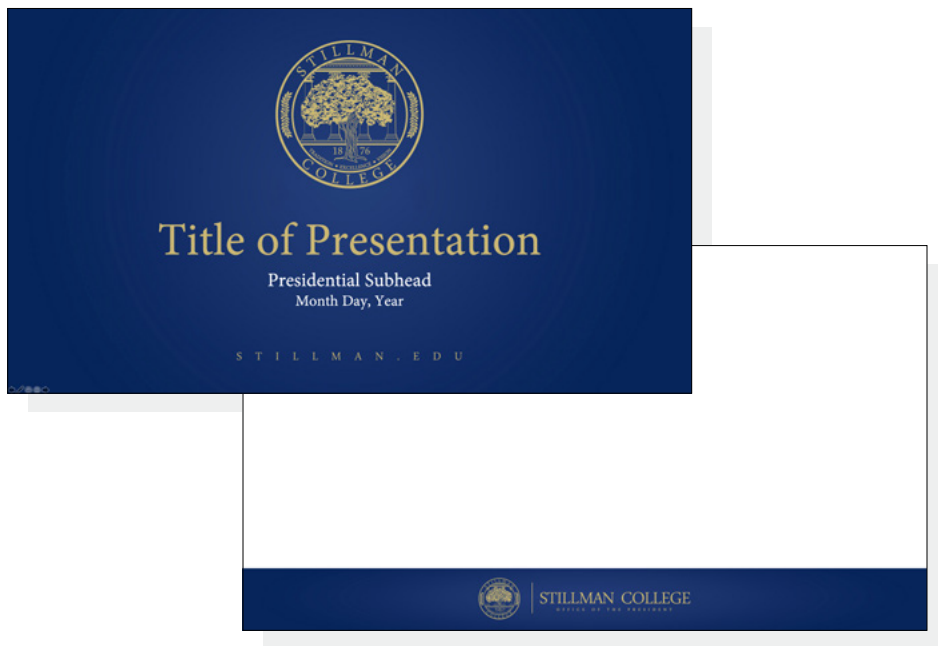
**PRESIDENT'S OFFICE
POWERPOINT TEMPLATES**

Shown here are samples of the approved PowerPoint templates designs The Office Of The President's use only. .

Presidential PowerPoint Option #1



Presidential PowerPoint Option #2



3.19

SHIRTS AND PROMOTIONAL ITEMS

All promotional items purchased with College funds must be clearly marked as Stillman College, either by the official word mark, Stillman Bell Logo, typeset as text on the item or with an official URL when space does not allow for logo usage.

Departments are permitted to use the Stillman Bell department identifier alone if space does not allow for the full word mark and department name to be used. The stacked version identifier is approved only for T-shirts and smaller promotional items with a vertical or square orientation.

Departments are encouraged to utilize a shirt color within the school color palette of midnight blue, Vegas gold, white, gray or black, unless in specific cases where the color needs to be outside of that palette. This color palette should be used for all staff shirts as well as shirts that are for recruiting and orientation purposes. Alternative colors will be considered on a case-by-case basis. Please contact Natorio Howard, Director of Brand Identity, with further requests or questions.

Please contact The Office of Brand Identity to request the specific color and format of the logo needed for your item.

When submitting requests for approval of promotional items through The Office of Brand Identity, please be sure to include the vendor quote as well as the vendor proof (a virtual proof is acceptable).



3.20

PROMOTIONAL ITEMS

All promotional items purchased with College funds must be clearly marked as Stillman College, either by the official word mark, Logo, typeset as text on the item or with an official URL when space does not allow for logo usage. Departments are permitted to use the Stillman department identifier alone if space does not allow for the full word mark and department name to be used. The stacked version identifier is approved only for T-shirts and smaller promotional items with a vertical or square orientation.

Departments are encouraged to utilize a shirt color within the school color palette of blue, white, gray or gold, unless in specific cases where the color needs to be outside of that palette. This color palette should be used for all staff shirts as well as shirts that are for recruiting and orientation purposes. Alternative colors will be considered on a case-by-case basis. Please contact Natorio Howard, Director of Brand Identity, with further requests or questions. Please contact the Office of Brand Identity to request the specific color and format of the logo needed for your item. When submitting requests for approval of promotional items, please be sure to include the vendor quote as well as the vendor proof (a virtual proof is acceptable).



3.20**PROMOTIONAL ITEMS**

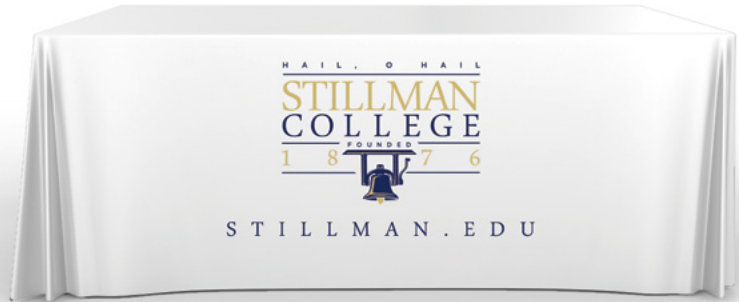
All promotional items purchased with College funds must be clearly marked as Stillman College, either by the official word mark, Logo, typeset as text on the item or with an official URL when space does not allow for logo usage. Departments are permitted to use the Stillman department identifier alone if space does not allow for the full word mark and department name to be used.



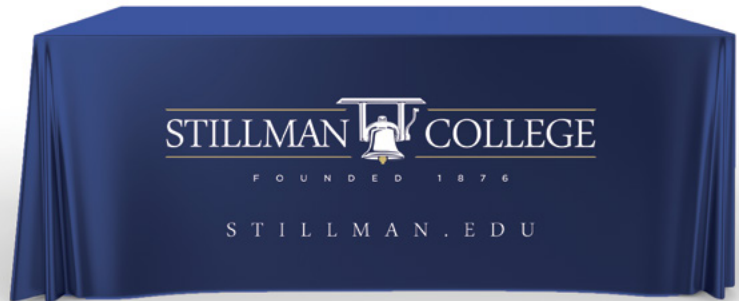
3.20**EXHIBIT ITEMS:
TABLE CLOTHS**

All promotional items purchased with College funds must be clearly marked as Stillman College, either by the official word mark, Logo, typeset as text on the item or with an official URL when space does not allow for logo usage. Departments are permitted to use the Stillman department identifier alone if space does not allow for the full word mark and department name to be used.

There are 4 Options for table cloths open for use by any entity on campus. Two general institutional options and two division/office options. Both options are available to be ordered in navy blue or White.



Institutional Tablecloth - Option 1
(white or navy option)



Institutional Tablecloth - Option 2
(white or navy option)



Division/Office Identifier Tablecloth - Option 1
(white or navy option)



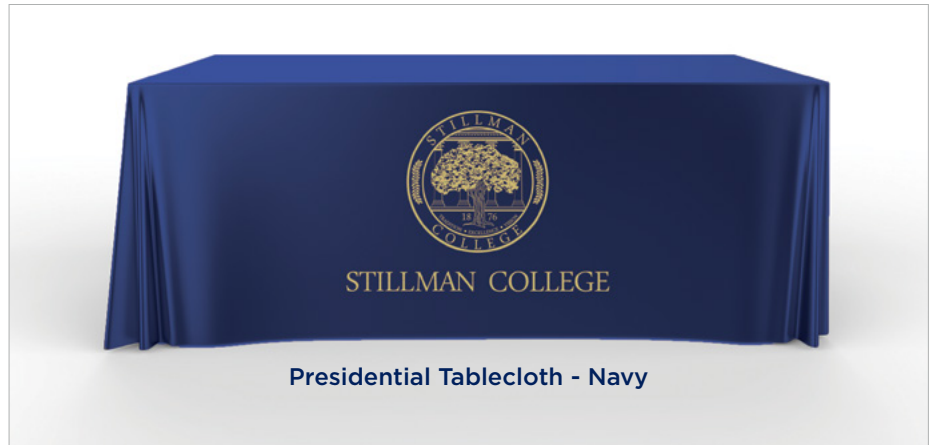
Division/Office Identifier Tablecloth - Option 2
(white or navy option)



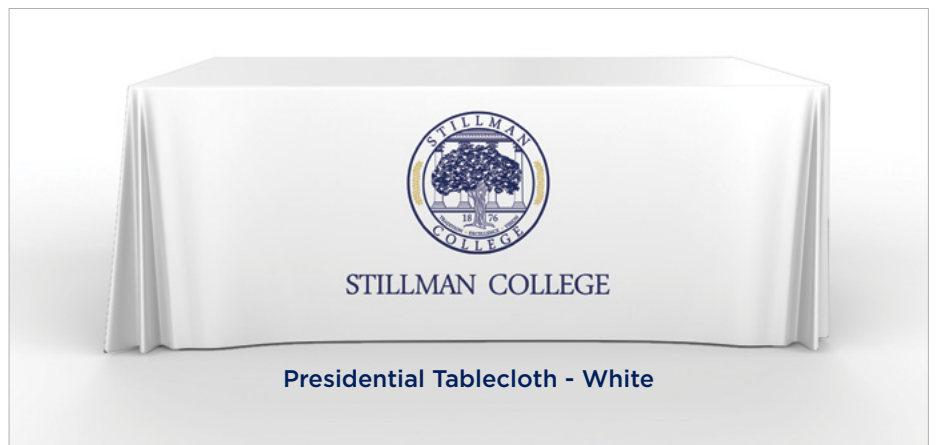
3.20**EXHIBIT ITEMS:
PRESIDENTIAL SEAL
TABLE CLOTHS**

All promotional items purchased with College funds must be clearly marked as Stillman College, either by the official word mark, Logo, typeset as text on the item or with an official URL when space does not allow for logo usage. Departments are permitted to use the Stillman department identifier alone if space does not allow for the full word mark and department name to be used.

The use of the Stillman Presidential Seal is to only be used by the Office of the President for "Official" Institutional Stillman exhibits and or presentations.



Presidential Tablecloth - Navy



Presidential Tablecloth - White

3.20**EXHIBIT ITEMS:
EVENT BACKDROPS**

All promotional items purchased with College funds must be clearly marked as Stillman College, either by the official word mark, Logo, typeset as text on the item or with an official URL when space does not allow for logo usage. Departments are permitted to use the Stillman department identifier alone if space does not allow for the full word mark and department name to be used.

The use of the Stillman Presidential Seal is to only to be used by the Office of the President for "Official" Institutional Stillman exhibits and or presentations.



3.21

VEHICLE BRANDING

All vehicles, including golf carts, are to appear uniform to help ensure brand integrity. Departmental vehicles must display departmental identifier.



3.21

CAMPUS SIGNAGE

Campus signage should be uniform, legible and on brand.



STILLMAN COLLEGE

**NO
WEAPONS
ALLOWED
ON
PREMISES**

STILLMAN COLLEGE

**FACULTY
STAFF
PARKING
ONLY**



Stillman College fields 9 varsity team sports and is a member of the Southern States Athletic Conference (SSAC) which is apart of the National Association of Intercollegiate Athletics (NAIA).

In this document, Stillman College introduces a new primary mark and Stillman Tiger to our updated branding of the Tiger S. In addition, the guide outlines new color and font standards. By following the guidelines, the athletic department and its partners can apply the visual elements properly to achieve a powerfully consistent effect.

It is imperative to always use these guidelines when designing any materials for Stillman College athletics. They will not constrain creativity, but ensure the full and beneficial impact of the athletics visual identity.

4.1

ATHLETICS: TYPOGRAPHY

Predator 0316 - Slab and Predator 0316 - Sans Bold are the primary fonts for Stillman Athletics. It is the only font that can accompany the Block Tiger S or the Stillman Tiger. There is no lowercase version. Do not attempt to “create” a lowercase version.

Predator 0316 - Slab

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Predator 0316 - Sans Bold

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z
1 2 3 4 5 6 7 8 9 0

4.2 COLORS

The primary color of Stillman College Athletics are the following:

Navy Blue - PMS 281

Vegas Gold - PMS 8-13 C

White

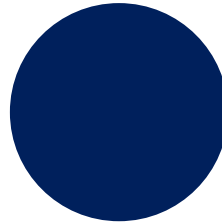
The following accent colors may be used, but they must never dominate Stillman's official colors.

Pantone 2118

Pantone Cool Gray 5

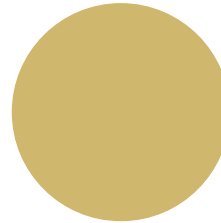
Pantone Cool Gray 1

Stillman College Athletics colors



Pantone 281
#06255b

R 100	C 100
G 90	M 90
B 31	Y 31
	K 35



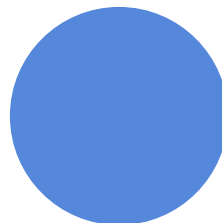
Pantone P 8-13
#c8b572

R 207	C 0
G 183	M 10
B 110	Y 57
	K 22



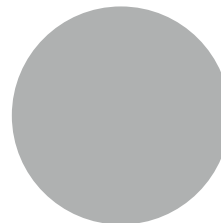
White

Accent colors



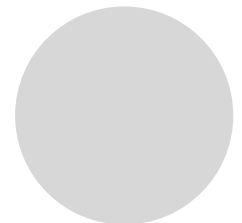
Pantone 2718
#5887da

R 88	C 66
G 135	M 43
B 218	Y 0
	K 0



Pantone Cool Gray 5
#b1b1b1

R 177	C 31
G 177	M 25
B 177	Y 26
	K 0



Pantone Cool Gray 1
#d9d8d6

R 217	C 14
G 216	M 11
B 214	Y 12
	K 0

4.3
ATHLETIC SIGNATURES

STILLMAN

Additional Color Options



STILLMAN

Additional Color Options



STILLMAN



TIGERS

Athletic Signature with Tiger Head

4.4 PRIMARY AND SECONDARY LOGOS

The Block Tiger S

The Tiger S is the primary visual mark for Stillman College Athletics and should be used most often.

The Stillman Tiger with Word mark

The Stillman Tiger with Word mark is the secondary visual mark and should be used to support the primary mark.

The Stillman Tiger with Word mark is the only approved for Athletic use.



The Tiger S



The Stillman Tiger Logo

4.5
ATHLETIC TIGER
MASCOTS



4.6

PRIMARY ATHLETIC
WORD MARK WITH
SIGNATURE ABOVE



4.7
PRIMARY ATHLETIC
WORD MARK WITH
SIGNATURE ABOVE
SPORT SPECIFIC



4.8
ATHLETIC SEAL



4.9
INTERLOCKING "SC"



OUR BRAND IS MUCH MORE THAN A LOGO. IT'S OUR IMAGE

We've created this brand identity for Stillman College to stand apart. This identity takes on many forms — in publications, on billboards, in newsletters, in person — but each item sets us apart from others. In order to keep our brand true to our purpose we must be sure:

WE ARE ONE BRAND.

We have one face and speak with one voice. This ensures that all printed and online communications are polished and professional.

WE ARE CONSISTENT.

By consistently putting forth a unified image, we are bringing value, prominence and awareness to our college.

and remember...

YOU ARE THE KEEPER OF OUR BRAND.

With this guide, you'll discover how to use our visual identity correctly, while always capturing the can-do spirit of our institution.

WHEN IN DOUBT, CONTACT US

Don't improvise. We're here to help you. For any questions or concerns, consult **The Office of Brand Identity (205) 860-7845 ext. 8810 or email brandidentity@stillman.edu** or **The Office of Communications & Public Relations (205) 860-7845 ext. 3421 or email communications@stillman.edu.**

5.1 APPROVAL GUIDELINES

- Editing copy is the responsibility of each department or unit. The branding approval process does not include copy editing.
- All marketing materials, including flyers, posters, videos, PowerPoint presentations, screen images, forms, online documents, brochures, banners, t-shirts etc., must follow the College's branding guidelines.
- Every item that promotes or markets a unit or department within any Stillman College programs must use an official college logo or word mark.
- Only one college logo should be used per side.
- The home page web address should always be listed to promote the unit.
- Phone numbers use all hyphens, so users may click and call from their smart phones!
- The time should be formatted using the AP style guide (no zeros following whole hours, a.m./p.m. lowercase with periods and a space between the number and the a.m./p.m.).
- If you are using an image, you must have permission to use from the owner, owned by the department, downloaded from the college archive or purchased from an image bank.
- **Please note:** Every item, including re-orders, must get approval prior to use.



5.2 APPROVAL PROCESS

In order to promote the Stillman College brand in the best light possible The Office of Brand Identity has implemented the Creative Approval Process. All marketing and promotional items, publications and communications materials for divisions, departments or units within Stillman College, whether being produced for internal or external use, must be submitted to The Office of Brand Identity for approval before being used. This includes, but is not limited to, any digital, print, social media or email graphics, textiles, logos or signage.

Please submit creative for approval to **creative@stillman.edu**. Please allow 4 business days from submission for your creative to be approved.

NOTE: Editing copy is the responsibility of each department or unit. The branding approval process does not include copy editing.

Promoting consistency for the College brand has a dual purpose: It unifies the Stillman family, setting us all on a shared path of helping the College achieve excellence, and ensures people everywhere associate the Stillman College name with integrity, strength and distinction.

If you have any questions please contact The Office of Brand Identity at **brandidentity@stillman.edu**.









STILLMAN
COLLEGE | *Office of
Brand Identity*

Stillman College is an Equal Opportunity Institution.
It is committed to the education of a non-racially identifiable student body.