

BRIGHT

BLUE

**BRAND STANDARDS
+ GUIDELINES**

EST. 2017

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Follow these guidelines whenever creating anything for Bright Blue

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INTRODUCTION

This style guide is to be used as a resource to help you understand the Bright Blue brand and how to incorporate it in any marketing materials. It's not to stifle your creativity, but rather build and maintain a strong brand awareness. The guidelines contained in this document describe the fundamental elements of the brand along with basic instructions for how to use them.

Adherence to these guidelines will ensure the consistency and recognition of the brand. Recognition of the greater Bright Blue brand will benefit each of its programs and key segments independently moving forward.

It should be noted that the elements and uses in the guide will be open to change. However, these changes will be reviewed and assessed periodically to ensure there is always a single usage overall.

TYPOGRAPHY

BRIGHT BLUE WILL USE BUTLER'S APPROVED TYPEFACES:

LIBERATOR

Primary Header

SACKERS SQUARE GOTHIC

Secondary Header

SACKERS GOTHIC MEDIUM

Subhead

DUKE

Used for longer subheads

Sentinel

Body Copy

COLORS

BRIGHT BLUE MUST FOLLOW BUTLER UNIVERSITY'S COLOR PALETTE:

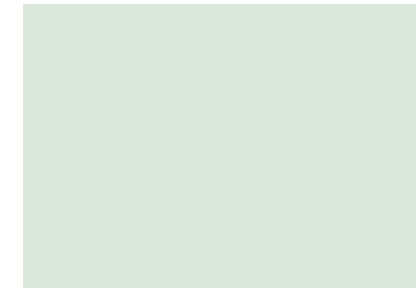
PRIMARY COLORS:



Butler Blue
Pantone 2767 C
C: 100 M: 90 Y: 10 K: 77
R: 19 G: 41 B: 75
Web: 13294B



Bright Blue
Pantone 299 C
C: 86 M: 8 Y: 0 K: 0
R: 0 G: 163 B: 224
Web: 00A3E0



Cool Gray
Pantone 621 C
C: 12 M: 1 Y: 12 K: 2
R: 209 G: 224 B: 215
Web: D1E0D7

SECONDARY COLORS:



Pink
Pantone 213 C
C: 0 M: 92 Y: 18 K: 0
R: 227 G: 28 B: 121
Web: E31C79



Yellow
Pantone 395 C
C: 9 M: 0 Y: 90 K: 0
R: 236 G: 232 B: 26
Web: ECE81A



Mint Green
Pantone 7479 C
C: 56 M: 0 Y: 58 K: 0
R: 38 G: 208 B: 124
Web: 26D07C



Orange
Pantone 124 C
C: 0 M: 30 Y: 100 K: 0
R: 234 G: 170 B: 0
Web: EAAA00

LOGO USAGE

LOGO #1: OFFICIAL LOGO

This logo is the official logo of Bright Blue. This is to be used for all official purposes.

**BRIGHT
BLUE**

LOGO USAGE

LOGO #2: LOGO WITH HEADLINE

This logo is to be used for materials that serve as a “first-introduction” of Bright Blue to external groups, such as clients, potential interns, the community, etc. The headline helps external groups understand what Bright Blue is and what it does.

**BRIGHT
BLUE**
BUTLER UNIVERSITY'S STUDENT-RUN
MARKETING + COMMUNICATIONS AGENCY

LOGO USAGE

LOGO #3: PROMOTIONAL LOGO

This logo is to be used for promotional materials. Some examples of promotional materials could be mugs, bags, t-shirts, etc.



LOGO USAGE

LOGO #4: ICON

This icon can be used as a design element. For example, you can turn down the opacity and use it as a watermark. It could also go on the backs of business cards, be turned into a sticker, etc.



LOGO USAGE

THIRD-PARTY BRANDING GUIDELINES

The Butler University and third-party trademarks should never be joined together to create a new or separate trademark or logo, and no endorsement lines should be used with the Butler logo without express approval from Butler Marketing and Communications.

EMAIL SIGNATURES

Every email that comes from the University reflects upon the institution. Using one simple, branded email signature across campus helps strengthen not only the perception of the University's valuable reputation, but also assists in communicating the University's visual identity on the most basic level. In order to create a more consistent University-wide web presence, we recommend the following email signature templates as a baseline. STANDARD EMAIL SIGNATURE 12 pt. Georgia is the preferred font for email signatures, and should be listed in this order:

Name (bold)
Butler University Class of ____ (Bold)
Major
Title
Title (If multiples)
Email address | Cellphone

Example signature:

Taylor Bowen
Butler University Class of 2018
Digital Media Production and Art Plus Design Major
Creative Director | Bright Blue
Communications Coordinator | Butler University Volunteer Center
Student Ambassador | Butler University Office of Admissions
Director of Merchandise | Alpha Phi | Epsilon Beta Chapter
trbowen@butler.edu | Cell: (219)871-5995

VOICE

Bright Blue is a business, so all writing should always exude a professional tone. With that being said, it is also a creative agency. Try to use words such as bright, shining, illuminating, etc. in order to promote the “bright” part of Bright Blue and the lightbulb used in some versions of the logo.

Below are key messages to help you understand the foundational tone of Bright Blue:

Positioning Statement

Bright Blue is the Butler University student-run marketing and communications agency. Students engage in strategically-focused, creative projects for organizations and businesses in the greater Indianapolis area. The agency is made up of highly motivated and passionate students mentored by an advisory board of Butler faculty and industry professionals. Bright Blue provides fresh perspectives and innovative approaches while achieving clients’ objectives at a lower cost than traditional agencies.

Mission Statement

Our mission is to make brands brighter through fresh perspectives, industry professionalism and experiential learning.

Vision Statement

Bulldogs making your brand brighter

Headline

Butler University student-run marketing + communications agency

Services

Strategic Communication | Branding | Creative | Digital Media

Values

We are...

Unapologetically passionate. Our clients’ passion for their company fuels our passion. We bundle passion and strategy to make brands brighter.

Amiably tenacious. You don’t need to step on others to get ahead. It’s all about having the tenacity to outwork everyone else.

Constantly striving to be better. We want to gain experience professionally and develop personally.

Versatile and accessible. Our wide range of skills and experiences along with our eagerness to learn makes us versatile. We’re also a small agency that ensures you and your team get our undivided attention. We breathe your brand.

Why Bright Blue?

In the summer of 2016, a committee comprised of Butler faculty and industry professionals started forming the idea of a student-run marketing and communication agency on Butler University’s campus. During the discussion and brainstorming, one word continually appeared: bright.

The group wanted the students who ran the agency to have an experiential learning opportunity that would brighten their futures. They wanted to create bright ideas from differing perspectives and skill sets by engaging multiple colleges within the university. They felt the agency’s should make Indianapolis brands shine brightly. Thus, the first half of the agency’s name was established. Bright.

However, just being bright wasn’t enough. If you were to walk around Butler’s campus, you’d see a whole lot of one color: blue. It’s the color that embodies the Butler Way -- the statement every member of the Bright Blue team resonates with and abides by. The blue represents our unwavering loyalty and pride in being a Butler Bulldog. It also represents the excellence that we know is expected and our ceaseless drive to exceed expectations.

The name Bright Blue is more than two common words put together or a catchy name using alliteration. Bright Blue represents our aim as an agency and our fundamental values.

PHOTOGRAPHY

PORTRAITS

They should be shot in a very considered composition (usually centered for a symmetrical placement), camera-aware (looking directly into the lens), and in the subject's own environment. Be very careful when it comes to cropping photos. Do not crop off at any joints. Ex: Do not crop off at the neck, elbows, knees, etc. Also keep in mind head room, do not crop off right above the top of the head or leave too much space above the head. Just use common sense. Along with using common sense please keep the photos looking natural. Do not over edit or photoshop. A cheaper alternative to Photoshop is an iPhone editing app called Afterlight (\$2). If you use Afterlight do not use any of the pre made filters. Please stick to using the saturation, contrast, brightness, exposure, and highlights leveling tool. According to Butler all portraits "should exude confidence and pride".

ENVIRONMENT

Environmental shots should be considered in a similar way. Whenever possible, symmetry is preferred, and architectural lines should be perpendicular to the camera, creating straight lines in the composition. Photography should consist of strong, stoic shots of the buildings rather than off-the-cuff candid shots. Overall, they should express a prestigious and confident tone. When possible, include people in photographs to convey a vibrant, collaborative environment.

PHOTO TREATMENT

With all photography in the Butler brand, color balance is adjusted slightly to an overall cooler temperature. Darks should have a visible blue hue. Subtle textures can be multiplied on the image to give it a worn-in feel. Do not over edit or photoshop. If you do not have photoshop a very cheap (\$2) photo editing app for the iPhone I would suggest is called Afterlight. If you use Afterlight do not use any of the pre made filters. Please stick to using the saturation, contrast, brightness, exposure, and highlights leveling tool.

VIDEO

TITLE CARDS & SUPERS

Video graphics should generally follow the same stylistic treatments as the rest of the brand. Typography and graphic elements are the same. Avoid large amounts of copy set in Liberator . Sackers Gothic Medium is preferred for longer headlines . Include the brighter secondary colors for emphasis. Colors for RGB are listed under the Pantone numbers earlier in this document.

IMAGERY

ALTERNATE IMAGES

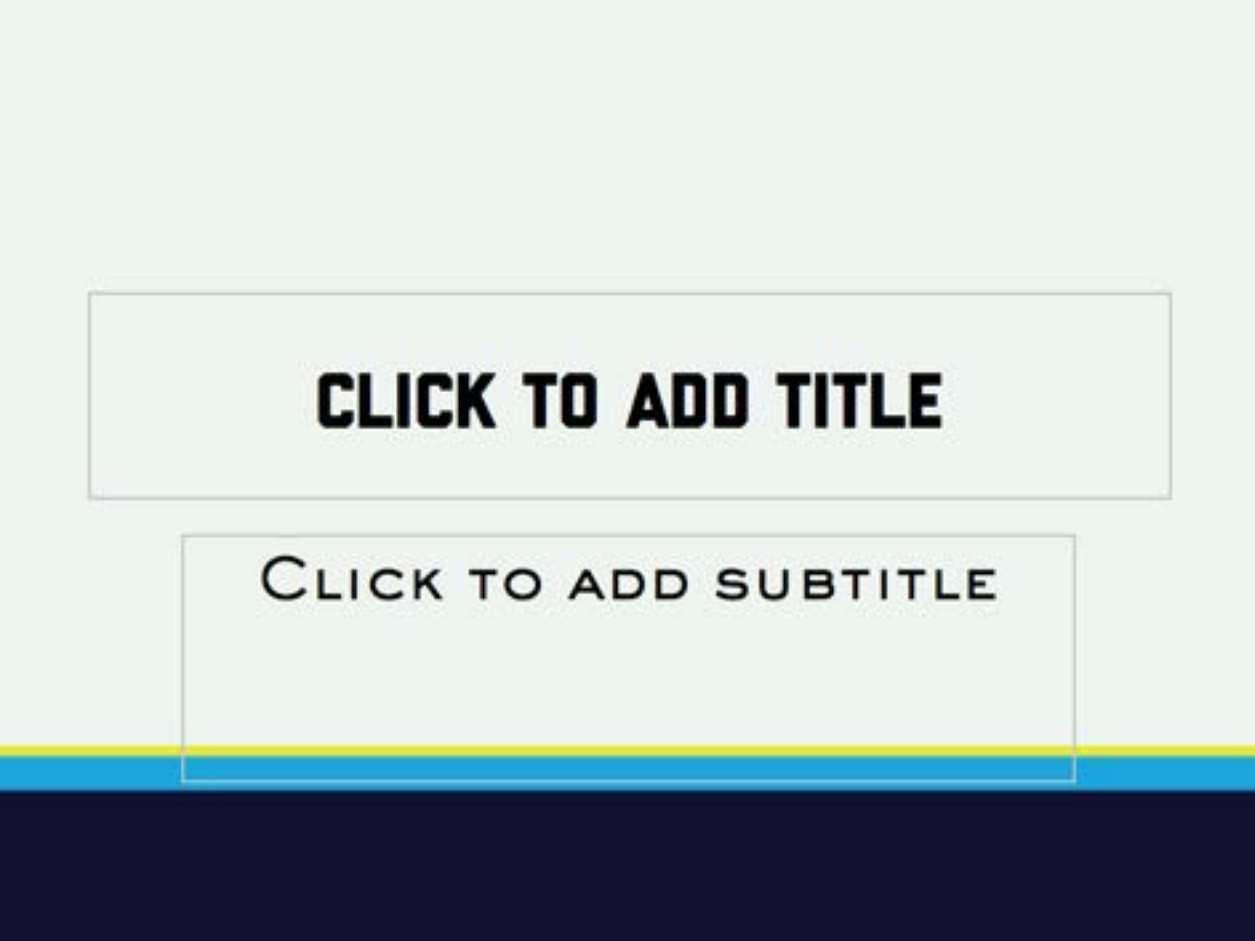
These are alternate images you can use to add to any promotional items. They are not to be used to replace one of the previous versions of the logo but to enhance it. Do not underestimate the power of the public seeing the same image over and over. The text lineup of any Bright Blue images should always align left. The images should be centered around the word “blue.” The images should not be distorted or stretched. The subject of each photo must be clearly identifiable and be relevant to Bright Blue. Consider photoshopping the image prior to using it with the logo to give it a professional tone.



BUSINESS CARDS, POWER POINT THEME, LETTER HEAD

These have all been made already. Please stick to the approved versions.





MAIN TITLE: LIBERATOR

SUBTITLE
SACKERS GOTHIC MEDIUM

TITLE: SACKERS GOTHIC
MEDIUM

- Text/Copy: Sentinel Book