

**Samford University**

BRAND IDENTITY  
STANDARDS

**SUMMER 2024**

# BRAND IDENTITY

Brand identity is the visual representation of an institution, rooted in its brand strategy and personality. The way a brand looks has real implications for audience perception and ultimately decision making.

Symbols are powerful tools. If harnessed properly, they become invaluable institutional assets. Reaching beyond logo, good brand identity is comprehensive and governed by systematic standards.

The following standards are the brand authority for Samford University's visual identity, approved by the president and the president's council.

All marketing and communication products must meet the requirements set forth in this manual. Samford's Office of Marketing and Communication provides ongoing governance and implementation for these visual standards. Consistency, clarity and quality are the primary functions of this document.

All Samford stakeholders, internally and externally, are expected to operate in accordance with these standards. If you're representing Samford, it is your responsibility to do so as a part of the team. If you have any questions, suggestions or concerns, please contact the Office of Marketing and Communication.

## **Trademarks and Licensing**

Samford University's trademarks include the names, nicknames, logos, symbols, mascots and other insignia that are associated with Samford and can be distinguished from those of other institutions or entities. The university, in cooperation with its licensing agent, Affinity Licensing, enforces its trademark rights.

Any person, business or organization must obtain approval and/or a license to use Samford University's trademarks and logos in any manner and for any purpose. Learn more at [samford.edu/go/licensing](http://samford.edu/go/licensing).

Samford  
University

# Samford University

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**To ensure you have the most recent version, go to [samford.edu/go/brand](https://samford.edu/go/brand).**

# COLOR PALETTE

Color is perhaps the strongest driver of emotion and recall among all brand identity components. Collectively, the official color palette communicates Samford's story of leadership and sophistication.

Samford's school colors are navy, red and gray. Navy is the preferred color on all print materials, digital assets and websites. The following percentages should be applied when using any of these colors.

**Percentage of overall ratio:**

**Navy:** 50-75%

**Red:** no more than 35%

**Gray:** no more than 35%

**Sky Blue:** no more than 10%

**Garden Green:** no more than 10% (prohibited use on digital assets and websites)

**Ray Yellow:** no more than 10% (prohibited use on digital assets and websites)

**For interior building spaces,** navy and gray are the preferred colors for all walls, doors, furniture and flooring. Red can be used as an accent color only. Sky blue, garden green and ray yellow should not be used in interior building spaces.

## PRIMARY



PRINT	DIGITAL
● 100	● 12
● 86	● 35
● 42	● 64
● 44	#0C2340



PRINT	DIGITAL
● 16	● 189
● 100	● 31
● 90	● 45
● 10	#BD1F2D



PRINT	DIGITAL
● 10	● 193
● 4	● 198
● 4	● 200
● 14	#C1C6C8

## SECONDARY



**SKY BLUE**  
PANTONE 325

PRINT	DIGITAL
● 58	● 100
● 0	● 204
● 19	● 201
● 0	#64CCC9



**GARDEN GREEN**  
PANTONE 584

PRINT	DIGITAL
● 23	● 210
● 0	● 215
● 78	● 85
● 0	#D2D755



**RAY YELLOW**  
PANTONE 1205

PRINT	DIGITAL
● 0	● 248
● 11	● 224
● 53	● 142
● 0	#F8E08E

# TYPOGRAPHY

An effective brand identity requires consistent typography to help communicate an organization’s personality. Samford’s identity system maintains several typefaces for specific applications.

## CHRONICLE DECK

The words “Samford University” in the academic logo are derivative of Chronicle Deck. Chronicle Deck is a mainstay display/headline font in the identity system.

## WHITNEY

In both sport-specific and school-specific logos, a derivative of Whitney is used for the text listed on the second line.

## GOBOLD

GoBold is a font used by Samford Athletics.

## ALTERNATIVE FONTS

Typography may present the greatest challenge in maintaining consistency in digital communications because it is dependent on the fonts installed on viewers’ devices. If our preferred fonts are not available, these fonts can be used as alternatives. (They are pre-installed on most devices.)

- *Georgia*, an alternative for Chronicle Deck
- *Tahoma*, an alternative for Whitney

**The wordmark “Samford” in all spirit marks is artwork rather than a specific font. They cannot be replicated in text.**

## CHRONICLE DECK FONT

For God. For Learning. Forever.  
*For God. For Learning. Forever.*

## WHITNEY FONT

For God. For Learning. Forever.  
*For God. For Learning. Forever.*

## GOBOLD FONT

**FOR GOD. FOR LEARNING. FOREVER.**  
***FOR GOD. FOR LEARNING. FOREVER.***

## ALTERNATIVE FONTS

### GEORGIA

For God. For Learning. Forever.

### TAHOMA

For God. For Learning. Forever.

# UNIVERSITY LOGOS

A brand identity's cornerstone is its logos because it is the one element that is featured on virtually all communication applications. Samford University is represented by two logos, distinguishing its academic and athletic entities.

They have been tested in the market, and results show that they continue to reflect Samford's institutional brand personality—dignified, beautiful, strong and established.

**These logos are locked marks and cannot be altered or modified in any way.**



ACADEMIC (BELL TOWER) LOGO



SPIRIT (BULLDOG) LOGO

## UNIVERSITY LOGOS

### ACADEMIC (BELL TOWER) LOGO

The bell tower symbol has been used as part of Samford's primary logo in several forms over the last 30 years. It is a symbol of time-honored tradition and scholarly excellence. The symbol is a simplified representation of the bell tower atop the library. (The hands of the clock are set at 6 and 5 to reflect the verse, Deuteronomy 6:5.) The academic logo comprises the bell tower symbol and wordmark.

The bell tower symbol or icon cannot be used alone; it must be used in conjunction with the Samford University wordmark in Chronicle Deck.

There are three versions of this logo available: horizontal, vertical and centered.

**Academic logos can only be in Samford navy or white.**



ACADEMIC HORIZONTAL



ACADEMIC VERTICAL



ACADEMIC CENTERED

## UNIVERSITY LOGOS

### SPIRIT (BULLDOG) LOGO

The bulldog has been Samford's official mascot since 1916, and the current bulldog was unveiled in 2016. The bulldog symbol is the only bulldog that can represent Samford; generic or historical artwork should not be used in association with the university. The spirit logo comprises the bulldog symbol and wordmark.

The bulldog can be used alone, but this must be done in conjunction with a reference to "Samford" or "Samford University" as part of the overall piece or design. Learn more about the bulldog logo on page 12.

There are two versions of this logo available: vertical and horizontal.

**Spirit logos are offered in full-color and one-color versions. The full-color version is always preferred.**



SPIRIT VERTICAL



SPIRIT HORIZONTAL



## UNIVERSITY LOGOS

### CROSSOVER MARK

The crossover mark combines the bulldog symbol with the academic wordmark. This logo is offered in full-color and one-color. (The full-color option is preferred.)



CROSSOVER HORIZONTAL  
FULL-COLOR



CROSSOVER VERTICAL  
FULL-COLOR



CROSSOVER HORIZONTAL  
ONE-COLOR (NAVY)



CROSSOVER VERTICAL  
ONE-COLOR (NAVY)



CROSSOVER HORIZONTAL  
ONE-COLOR (WHITE)



CROSSOVER VERTICAL  
ONE-COLOR (WHITE)

**Do not modify the logo in any way.**

## UNIVERSITY LOGOS

### ACADEMIC WORDMARK

The bell tower symbol can be dropped from the academic logo to create a wordmark. It includes "Samford University" set in the Chronicle Deck font.

**Academic wordmark logos can only be in the Samford navy or white.**

# Samford University®

ACADEMIC WORDMARK HORIZONTAL

# Samford University®

ACADEMIC WORDMARK VERTICAL

## UNIVERSITY LOGOS

### SPIRIT WORDMARK

The bulldog symbol can be dropped from the spirit logo to create a wordmark. It includes “Samford” in a specific and unchanging typographical styling and placement.

**The spirit wordmark is offered in full-color and one-color. The full-color version is preferred.**

The word "SAMFORD" is rendered in a bold, italicized, sans-serif font. Each letter is filled with white and has a thick, dark blue outline, giving it a three-dimensional, blocky appearance.

SPIRIT WORDMARK  
FULL-COLOR

The word "SAMFORD" is rendered in a bold, italicized, sans-serif font, entirely in a dark navy blue color.

SPIRIT WORDMARK  
ONE-COLOR (NAVY)

The word "SAMFORD" is rendered in a bold, italicized, sans-serif font, entirely in white, set against a solid dark navy blue rectangular background.

SPIRIT WORDMARK  
ONE-COLOR (WHITE)

## UNIVERSITY LOGOS

### SOLO BULLDOG

The bulldog can be used alone, but this must be done in conjunction with a reference to “Samford” or “Samford University.” It is preferred that a variation of the academic or spirit wordmark be used to reference Samford, but other fonts can be used. The bulldog cannot be “locked up” with any other mark. If the bulldog and the spirit wordmark will be close in proximity, use the full logo instead. The bulldog cannot be used to represent academic units in print or electronic pieces.

The bulldog and bell tower symbols cannot be used in the same application to avoid competing visual imagery.

### ONE-COLOR BULLDOG

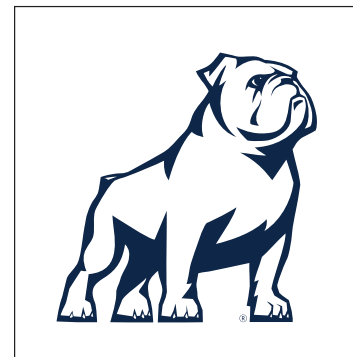
The full-color bulldog is the preferred logo format that should be used in digital, print, video and web. In merchandise only, a one-color bulldog is available.

The one-color bulldog in navy should be used on white and gray backgrounds. The one-color bulldog in white must be used on dark backgrounds, specifically navy and red.

**Do not reverse the one-color (navy) bulldog.**



BULLDOG  
FULL-COLOR



BULLDOG  
ONE-COLOR (NAVY)



BULLDOG  
ONE-COLOR (WHITE)

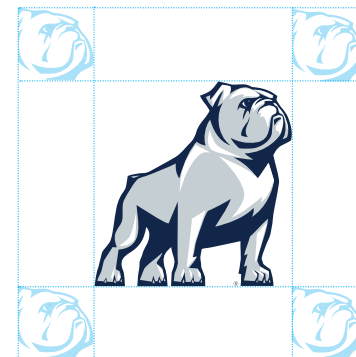
# LOGO MECHANICS

## CLEAR ZONE

A clear zone is the protected area around a logo or other official mark—as indicated by the dotted perimeter margin—ensuring that no other design element (text, shapes or images) interfere with the logo. Minimum clear space is the height of the “S” in “Samford.” For the bulldog logo, the clear zone should be roughly equivalent to the size of the bulldog’s head.

As a reminder, elements of the different marks cannot be combined to make a new mark. Regardless of the clear zone rule, elements of different marks cannot be close in proximity to each other. These elements cannot appear to be locked up to create a new look.

**Clear zone requirements apply to all logo arrangements and brandmarks, not just the options represented here.**



# LOGO MECHANICS

## MINIMUM SIZING

The use of properly sized logos and marks establishes a unified and professional appearance. Reproducing the academic logo or other official marks below a minimum size jeopardizes legibility. Never reproduce the academic logo or another official mark at a size smaller than the minimums provided below. Use your best judgment when applying the academic logo or other official marks, seeking to achieve the most desirable balance between the size of the mark, the surrounding content and the available canvas. Simply making a logo bigger is not always the best approach, as a bloated logo relative to its canvas can be as ineffective as a logo that is too small.

## PRINT AND DIGITAL

Sizing is measured horizontally from the left edge to the right edge of the logo or mark. The minimum size for both the horizontal and vertical orientations of the logo for print and digital applications is 1" or 96 pixels.

**Size requirements apply to all logo arrangements and other official marks, not just the options represented here.**

**Exceptions for especially small items with limited surface area, such as pens, can be requested from Marketing and Communication.**



1" OR 96 PIXELS (WEB)



1" OR 96 PIXELS (WEB)



1" OR 96 PIXELS (WEB)



1" OR 96 PIXELS (WEB)

## LOGO MECHANICS

### COLOR FORMATS

As demonstrated here, the academic and spirit logos can exist on four background colors, all of which are in the official color palette. Never alter the logos to be all red, all gray or all black.

**All of the logo arrangements in the official identity system adopt these same color standards.**



ACADEMIC LOGO



SPIRIT LOGO

# SCHOOL & COLLEGE ACADEMIC LOGOS

A Samford University education is made possible by its 10 academic schools. In the world of brand identity, it is a reality that internal groups often want their own logos. However, we must all agree as an institution that when Samford wins, so do its stakeholders. To this end, we must draw the line on group-specific logos, and for most groups, that line ends at the school or college level.

Department-specific logos are limited to a select number of departments that are required to display their department name on apparel and specialty items. These logos have been created and distributed to appropriate departments.

School and college logos may be used with or without the bell tower symbol; both versions are equally acceptable. The decision to use one over the other should be determined based on the space and style. These logos can also appear in a centered format.

The full-color logo is preferred. When displayed on a dark background, the entire mark should be white.



SCHOOL  
FULL-COLOR



SCHOOL WORDMARK  
FULL-COLOR



CENTERED SCHOOL  
FULL-COLOR



CENTERED SCHOOL WORDMARK  
FULL-COLOR



SCHOOL  
ONE-COLOR (WHITE)



SCHOOL WORDMARK  
ONE-COLOR (WHITE)



CENTERED SCHOOL  
ONE-COLOR (WHITE)



CENTERED SCHOOL WORDMARK  
ONE-COLOR (WHITE)



# SCHOOL & COLLEGE SPIRIT LOGOS

Schools and colleges have the option to use the spirit wordmark with their name listed on the second line. (The bulldog is not included.) These logos are available in full-color and one-color options. This mark generally has greater flexibility and appeal instead of the academic logo for use in apparel and specialty items.

**For electronic and print pieces, the school's academic logo must be used.**



SCHOOL CROSSOVER FULL-COLOR



SCHOOL CROSSOVER ONE-COLOR (NAVY)  
(ON WHITE AND GRAY)



SCHOOL CROSSOVER ONE-COLOR (WHITE)  
(ON NAVY AND RED)

## OTHER UNIT LOGOS

Logos have been created and distributed to the appropriate administrative units and academic centers. Units are still encouraged to use Samford's primary logos in most cases. However, when communication is enhanced by a direct relationship to a specific administrative unit, the unit logo is permissible. All other technical standards apply.

Administrative units that consist of one word (for example, Admission) are required to have "Office of" in front of the unit's name. Any unit that consists of at least two words is not required to have "Office of" for space and consistency.

Administrative units and academic centers also have the option to use the spirit wordmark on apparel and specialty items with the name of the unit below. For electronic and printed pieces, the unit's academic logo should be used.

**Do not attempt to typeset any logo.**



ACADEMIC UNIT EXAMPLE



SPIRIT UNIT EXAMPLE

# ATHLETICS UNIT LOGOS

Spirit marks for specific sports and units are built with intentional ratios, dimensions and proximity. Never attempt to manipulate, resize, shift, skew or otherwise alter them.

The sport-specific spirit mark includes the bulldog symbol, spirit wordmark and team's name. With this full logo, the team's name is right justified under the wordmark. But when using the wordmark, which drops the bulldog symbol, the team's name should be centered under "Samford."



SPORT-SPECIFIC SPIRIT LOGO



SPORT-SPECIFIC SPIRIT WORDMARK

# UNIVERSITY SEAL

Samford University maintains an official seal used primarily for formal and prestige communications, such as diplomas or correspondence from the Office of the President. Samford's university seal is a proud part of the institution's heritage. It is important to remember that the seal is not a substitute for any other official mark, but rather a complement and supplement to the suite of official marks.

## COLOR FORMAT

The seal may be set in PMS 289 (navy), in neutral tones from black to white, metallic inks, and as inverse on those same inks as background colors.

**The seal is not available for use without written permission from the Office of the President.**



SEAL IN NAVY



SEAL IN BLACK



SEAL IN A METALLIC GOLD

# SOCIAL MEDIA

Social media handles are some of the most important engagement arenas for Samford stakeholders. As such, each handle needs to be appropriately branded. In many cases, users will interact with Samford almost entirely on mobile or tablet devices. For this reason, profile images for all handles should be simplistic.

Each account is required to use “Samford University” in the display name. The recommended graphics cannot appear without this identifier.



# BUSINESS CARDS

To communicate effectively, business cards should contain only essential information and be organized in the format shown here. All business cards are two-sided and are 3.5" x 2".



**Samford University**

**Joe Doe, PhD**  
Assistant Professor  
School of Health Professions

800 Lakeshore Drive  
Birmingham, AL 35229  
205-726-1111 office  
205-726-2222 fax  
jdoe@samford.edu  
samford.edu

FRONT

**SAMFORD**  
ATHLETICS

**Martin Newton**  
Director of Athletics

800 Lakeshore Drive  
Birmingham, AL 35229  
205-726-2531 office  
205-703-3635 cell  
cnewton@samford.edu  
samford.edu

ATHLETICS FRONT

*Optional school or unit-specific logo  
could be placed here.*

BACK



**SAMFORD**

TWITTER @SUfootball

ATHLETICS BACK

# LETTERHEAD AND ENVELOPES

Letterhead is 8.5" x 11" with #10 envelopes. The academic logo and school-specific logos are featured on all academic letterhead and envelopes. The sport-specific wordmark is featured on all athletics letterhead, and the spirit mark is featured on envelopes.



**Samford University**  
School of Health Professions

Department of Physical Therapy

800 Lakeshore Drive  
Birmingham, AL 35229  
205-726-2807 office  
205-726-4161 fax  
samford.edu

**SAMFORD**  
ATHLETICS



**Samford University**

University Advancement

800 Lakeshore Drive  
Birmingham, AL 35229  
205-726-2807 office  
1-877-SU-ALUMS (1-877-782-5867)  
205-726-4161 fax  
samford.edu



**SAMFORD**  
800 Lakeshore Drive  
Birmingham, AL 35229



**Samford University**

800 Lakeshore Drive  
Birmingham, AL 35229



800 Lakeshore Drive • Birmingham, AL 35229 • 205-726-1111 office • 205-726-2222 fax  
samford.edu



# APPENDICES

Additional information and instruction for specific applications of our brand identity standards are detailed in these separate documents.

+ [Merchandise Appendix](#)

+ [Samford Athletics Appendix](#)

+ [Schools and Colleges Appendix](#)

+ [Club Sports Appendix](#)