The Cumberland Graphic Identity Standards Manual was created to provide all Cumberland employees and associates with the ability to maintain the college’s visual identity through an easy-to-follow set of guidelines. The success of the Cumberland Graphic Identity depends on the consistent use of these standards by everyone involved in the creation of Cumberland communications. This includes external suppliers such as advertising and design agencies and printers, as well as internal Cumberland communications professionals. The Office of Communications staff will answer any questions related to the system and provide art and production assistance whenever needed.
The basis of the Cumberland University Graphic Identity is the logo. The logo is made up of two components; the shield and the wordmark. Within the shield is Memorial Hall’s clock tower. The wordmark consists of two words, “Cumberland” and “University.” “Cumberland University” is part of the preferred logo but in rare instances may be removed. The typeface used for the wordmark has been created using the typeface GillSans. Due to specific letter spacing, do not attempt to recreate the wordmark even if using the correct typeface. To ensure consistency in usage, use the electronic versions available, which can be requested from the Office of Communications.
Red and Black are the Cumberland colors. To create consistency, a specific Red has been selected for use as the official Cumberland Red: PMS 202. (See Figure A.) Since Cumberland Red and Black are an integral part of the Cumberland Graphic Identity it is important to have the logo appear in these colors as often as possible, given the production methods available. When the production method will not permit the use of PMS colors, an allowable alternative has been provided. A process color equivalent has been assigned for the PMS color for use when printing in CMYK (Cyan, Magenta, Yellow and Black, the four colors used in process printing). (See Figure B.)

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**FIG. A**

![Cumberland University Logo](image)

**FIG. B**

```
PMS 202
C: 0  M: 100  Y: 61  K: 43

PMS Black
C: 0  M: 0  Y: 0  K: 100
```
On this page, you’ll find the approved vertical format of the Cumberland University logo. The Black and Red (See Figure C), all Red (See Figure D) and all Black (See Figure E) logos may be used where applicable. When putting the Cumberland University logo on a dark background, an all White version may be substituted. (See Figure F.)
The Cumberland logo may not be altered for any reason. The development and use of any other logo, mark and/or symbol is prohibited. The Cumberland logo may not be combined with any other feature—including, but not limited to, other logos, words, graphics or symbols. The shape, size or proportions, nor the location of the logo’s elements shall be modified or redrawn in any way.
(See Figures G, H and I.)

The Cumberland logo should never be printed using any other colors than Cumberland Red, Black or White.
(See Figure J.)
To ensure legibility, the Cumberland logo should never be reproduced at sizes smaller than one inch wide. (See Figure K.) The Cumberland logo’s proportions should never be altered. Do not condense or extend the logo. (See Figures L and M.)
To be visually effective, the Cumberland logo requires an open area around it. This open area is called “the control area” in this manual. No other visual elements may appear in the control area. The control area is a box of empty space around the logo. The space is determined by a distance from the edges of the logo that is equal to the height (x) of the letter U in the word University. (See Figure N.) Photographs and illustrations may be used behind the logo, though care should be taken to ensure the logo is free from clutter and is easy to read. (See Figure O.)
Clarity and readability are key to the overall strength of the Cumberland logo. In situations where the logo is used on a color of similar value to any of the PMS colors, the logo should be reversed (white) from the color or, if there is enough contrast, printed in black. (See Figure P.)

Do not place the logo on patterned backgrounds that impair the readability of the mark. Colored backgrounds are acceptable. However, it is important to use care in selecting the correct version of the logo to use in these situations. (See Figure Q.)
The Cumberland Graphic Identity is flexible. Variations of the logo have been created to fill almost any need.

**ALTERNATIVE 1: HORIZONTAL**
The Cumberland logo in a horizontal format (See Figures R, S and T) should be used when visual balance is not obtainable using the standard vertical logo.
The Cumberland Graphic Identity is flexible. Three variations of the logo have been created to fill almost any need.

**ALTERNATIVE 2: STAND ALONE SHIELD**

The “stand alone” shield (See Figures U and V) is to be used primarily for merchandising purposes such as decals, key chains, t-shirts and other similar paraphernalia. Please consult with the Office of Communications before using this version.
Cumberland University uses an official seal only on formal documents, such as diplomas and commencement materials. Approval from the Office of Communications is required to use the seal on other materials. (See Figure W.)

During the Civil War, Union armies occupied the Cumberland campus. Upon leaving, the armies burned University Hall to the ground. A student wrote the Latin word Resurgam (I will rise) on one of the hall’s fallen columns. Shortly thereafter, the phoenix, a mythical bird born out of ashes, was taken on as a symbol of the university.

The phoenix appears in Cumberland’s official seal as well as a version of the athletics logo (See Figure X).

The year on the seal, 1842, refers to the year of the University’s founding.
Additional colors have been selected for use with Cumberland Red and Black. This additional color palette is meant to complement or accent the University's official colors. Please note that the Cumberland logo should never appear using any color from this additional color palette. CMYK and RGB equivalents have been provided for use when PMS colors are not an option for reproduction.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK Values</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 202</td>
<td>C: 26 M: 100 Y: 78 K: 24</td>
<td>R: 149 G: 0 B: 48</td>
</tr>
<tr>
<td>Black</td>
<td>C: 0 M: 0 Y: 0 K: 100</td>
<td>R: 0 G: 0 B: 0</td>
</tr>
<tr>
<td>PMS 7476</td>
<td>C: 93 M: 45 Y: 60 K: 30</td>
<td>R: 0 G: 89 B: 87</td>
</tr>
<tr>
<td>Cool Gray 6</td>
<td>C: 27 M: 21 Y: 20 K: 0</td>
<td>R: 186 G: 188 B: 190</td>
</tr>
<tr>
<td>PMS 444</td>
<td>C: 48 M: 31 Y: 41 K: 1</td>
<td>R: 140 G: 154 B: 147</td>
</tr>
</tbody>
</table>
A consistent approach to typography reinforces the effectiveness of the Cumberland Graphic Identity. With consistent use, these typefaces, also known as fonts, will create a strong and recognizable identity for Cumberland.

To provide flexibility and complement the Cumberland logo, a complete font family has been selected for use in the Cumberland Graphic Identity.

**GILL SANS (LIGHT)**

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
abcdefghijklmnopqrstuvwxyz
1234567890

**GILL SANS (LIGHT ITALIC)**

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
abcdefghijklmnopqrstuvwxyz
1234567890

**GILL SANS (REGULAR)**

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
abcdefghijklmnopqrstuvwxyz
1234567890

**GILL SANS (REGULAR ITALIC)**

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
abcdefghijklmnopqrstuvwxyz
1234567890

**GILL 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
abcdefghijklmnopqrstuvwxyz
1234567890

**GILL SANS (BOLD ITALIC)**

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
abcdefghijklmnopqrstuvwxyz
1234567890

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DESIGNED BY ERIC GILL AND RELEASED BY THE MONOTYPE CORPORATION BETWEEN 1928 AND 1930, GILL SANS IS BASED ON THE TYPEFACE EDWARD JOHNSTON, THE INNOVATIVE BRITISH LETTERER AND TEACHER, DESIGNED IN 1916 FOR THE SIGNAGE OF THE LONDON UNDERGROUND.
To complement the primary typeface, a secondary typeface may be used. This typeface may be used in body copy, captions, callouts or other various applications to create a visual contrast against the primary typeface.

**LAPIDARY 333 BT (ROMAN)**

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
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

**LAPIDARY 333 BT (ITALIC)**

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
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

**LAPIDARY 333 BT (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
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

**LAPIDARY 333 BT (BOLD ITALIC)**

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
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
Stationery is one of the most visible and prominent representations of Cumberland University. Stationery includes business cards, envelopes and letterhead. Using color, typefaces, type positions, type sizes and margins, a system has been created to unify the stationery needs of multiple departments, organization and divisions at Cumberland.

**STATIONERY CATEGORY 1: UNIVERSITY STANDARD**

**LISTINGS OR LOGOS OF SPONSORS, FUNDING AGENCIES AND PROFESSIONAL ASSOCIATIONS ARE NOT PERMITTED ON ANY PIECE OF OFFICIAL CUMBERLAND STATIONERY.**
Stationery is one of the most visible and prominent representations of Cumberland University. Stationery includes business cards, envelopes and letterhead. Using color, typefaces, type positions, type sizes and margins, a system has been created to unify the stationery needs of multiple departments, organization and divisions at Cumberland.

STATIONERY CATEGORY 2:
SCHOOLS OF CUMBERLAND

LISTINGS OR LOGOS OF SPONSORS, FUNDING AGENCIES AND PROFESSIONAL ASSOCIATIONS ARE NOT PERMITTED ON ANY PIECE OF OFFICIAL CUMBERLAND STATIONERY.
Stationery is one of the most visible and prominent representations of Cumberland University. Stationery includes business cards, envelopes and letterhead. Using color, typefaces, type positions, type sizes and margins, a system has been created to unify the stationery needs of multiple departments, organization and divisions at Cumberland.

**STATIONERY CATEGORY 3: SPECIAL ORGANIZATIONS (EX: BOARD OF TRUST)**

LISTINGS OR LOGOS OF SPONSORS, FUNDING AGENCIES AND PROFESSIONAL ASSOCIATIONS ARE NOT PERMITTED ON ANY PIECE OF OFFICIAL CUMBERLAND STATIONERY.
Within the brand standards for Cumberland University, there is flexibility allowing for diversity among publications and other applications. These collateral pieces demonstrate proper usage of the brand, logo and typography within the brand standards. The colors fall within the approved palette. Even the design of the brochures integrate aspects of the logo, creating continuity and brand equity.

And while each of the pieces are unique, they also work well as a “family” or series of publications. Each piece answers the unique need of the specific department or program represented, while remaining unmistakably “Cumberland” in appearance.

This is achieved by using typography to identify each entity and by using a large photo within the “shield” shape outline.

Although a generic photo is currently shown in the examples to the left, each department would use a photo that contained content or subject matter to visually convey the department’s identity and set it apart from the others.
collateral

NOTICE THE DIECUT SHIELD SHAPE ON THE COMPUTER INFORMATION SYSTEMS BROCHURE TO THE IMMEDIATE LEFT. THIS DIECUT ADDS INTEREST TO THE BROCHURE AND CAN BE USED ACROSS THE BOARD OR ON SPECIFIC, SELECTED PIECES.

*Diecut of shield creates interest.