

Brand Guide





Welcome

Consider this document your friendly guide designed to help you navigate the basic elements that make up the Evangel University brand. When in doubt, always refer back to this guide in order to maintain consistency and integrity of the brand.



Brand Guide

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Brand Story

Life is Now.

This mark is a **visual embodiment** of this powerful positioning statement and the rich legacy of Evangel University, Central Bible College, and the Assemblies of God Theological Seminary.

The upward arrows represent the **upward calling** of each student, which guides them all of their days.

Each arrow is made up of three primary points, which represent the presence and prominence of **the Trinity** in all things – God our Father, Christ our Redeemer, and the Holy Spirit our Empowerer.

The flame represents the **Holy Spirit**, who fuels the University's passion to help students discover, develop, and live their God-given calling as Spirit-empowered servants of God.

The elements of the mark are united and contained within **a shield**, which serves to boldly proclaim and protect the University's mission.

Logo Usage: Evangel University

The Brand: *Evangel University*



Logo Open Space

Whenever the Evangel University logo is used, an exclusion zone must be maintained to ensure other graphic elements or messaging do not interfere. This space also defines the minimum acceptable distance from the logo to the edge of a printed piece.

This open space is determined by the height of the flame, which denotes one open space unit.



Logo Usage: AGTS

The Brand: *AGTS*



Logo Open Space

Whenever the AGTS logo is used, an exclusion zone must be maintained to ensure other graphic elements or messaging do not interfere. This space also defines the minimum acceptable distance from the logo to the edge of a printed piece.

This open space is determined by the height of the flame, which denotes one open space unit.



Logo Usage: COL

The Brand: *COL*



Logo Open Space

Whenever the COL logo is used, an exclusion zone must be maintained to ensure other graphic elements or messaging do not interfere. This space also defines the minimum acceptable distance from the logo to the edge of a printed piece.

This open space is determined by the height of the flame, which denotes one open space unit.



Logo Usage: EU ONLINE

The Brand: *EU ONLINE*



Logo Open Space

Whenever the EU ONLINE logo is used, an exclusion zone must be maintained to ensure other graphic elements or messaging do not interfere. This space also defines the minimum acceptable distance from the logo to the edge of a printed piece.

This open space is determined by the height of the flame, which denotes one open space unit.



Logo Usage: Sizing and Background Applications

Minimum Logo Sizes

Evangel University Logo:

Print: 1.25" x 0.32"

Digital: 115 px x 31 px



Shield Only:

Print: 0.26" x 0.32"

Digital: 24 px x 31 px



AGTS Logo:

Print: 2.26" x 0.42"

Digital: 224 px x 41 px



COL Logo:

Print: 2.01" x 0.42"

Digital: 200 px x 41 px



EU ONLINE Logo:

Print: 1.825" x 0.456"

Digital: 182 px x 45 px



Background Applications

The general rule for using the logo in conjunction with a background is to always use the approved brand color version (maroon) on light backgrounds and reverse out the logo in white on dark backgrounds.



Light / Neutral Background

CMYK 38/92/58/37 PMS 209

Similar Value / Neutral Background

WHITE

Dark / Neutral Background

WHITE



Light / Colored Background

CMYK 38/92/58/37 PMS 209

Similar Value / Colored Background

WHITE

Dark / Colored Background

WHITE

Logo Usage: Guidelines

The Evangel University brand should be consistent in every application. This creates brand recognition. Therefore, do not modify the logo or place it in a setting that would compromise the brand.

The following are some general guidelines and examples of what to do and what not to do when using the Evangel University logo.



Do Not: Change the color of the logo.



Do Not: Add a stroke to the logo mark or type.



Do Not: Change the proportion of the logo.



Do Not: Change the position of any of the logo elements.



Do Not: Rotate the logo.



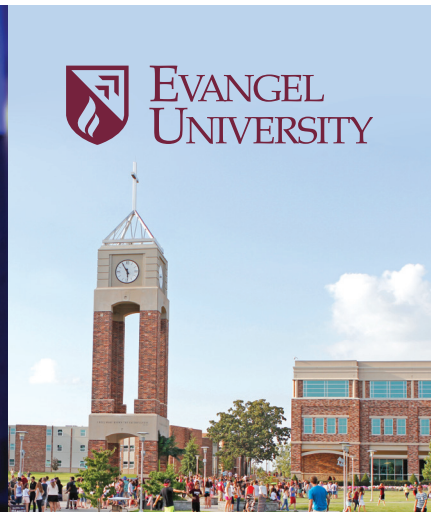
Do Not: Add effects to the logo.



Do Not: Use the colored type logo on photos with a dark background.



Do: Use the fully reversed out logo on photos with a dark or similar colored background.



Do: Use the colored logo on photos with a light colored background.

Logo Usage: Guidelines

Because of the width and depth of the Evangel University brand—with its many schools, departments and applications—there is a great need to establish the diverse variations of the brand and define their hierarchy.

The following is the four level sequential hierarchy with the formal university mark taking precedence above all others.

University Mark



Informal University Marks



AGTS/COL Marks



Department Marks



Centers of Excellence



Student Groups



Logo Usage: Specific Guidelines

Centers of Excellence - Specialty Marks



University Colors

MAROON

CMYK 38/92/58/37 RGB 117/37/61 #75243d PMS 209

GRAY

CMYK 34/24/32/2 RGB 152/152/143 #98988f PMS 415

Logo Fonts

FUTURA

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

MEDIUM – 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

BOOK ANTIQUA

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



University and AGTS Brand

University/AGTS

Fonts

Bitter Type Family – Headlines and supporting text

Bitter ExtraBold – Headings

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bitter Bold – Subheadings

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bitter Italic – Quotations

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Open Sans Type Family - Body Copy

Open Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Open Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Open Sans Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

University/AGTS Color System

University Primary Color Gradient



AGTS Primary Color Gradient



University/AGTS Secondary Gradient



University Brand Colors

MAROON	CMYK 38/92/58/37	RGB 117/37/61	#75243d	PMS 209
GRAY	CMYK 34/24/32/2	RGB 152/152/143	#98988f	PMS 415

Accent Colors

LAKE	CMYK 85/50/45/25	RGB 40/92/105	#285c69	PMS 5473
CAVE	CMYK 29/28/49/0	RGB 186/171/138	#baab8a	PMS 452
STONE	CMYK 17/12/16/75	RGB 81/82/82	#515252	PMS 425
RED	CMYK 15/95/75/10	RGB 190/46/62	#be2e3e	PMS 1805
LEAF	CMYK 68/40/67/20	RGB 85/112/91	#55705b	PMS 5615
BLAZE	CMYK 15/70/80/0	RGB 213/108/71	#d56c47	PMS 7618

University/AGTS Design Elements



EU SHIELD



UPWARD ARROWS

SHIELD PHOTO BOX

highlight student/professor
story or quote



TOPOGRAPHY CONTOUR LINES

.75 line weight



University/AGTS Photography

- Use single or small groups of students. Strive for a natural feel vs. “staged” moments.
- Capture professor-student interactions and depict the active, academically and spiritually-focused student life.
- Showcase campus architecture and landscape in an artful manner.



University Design Examples



EU Degrees

Design Your Future

B.A. in Art
HUMANITIES DEPARTMENT

Pursue a well-rounded art education with our in-depth program that will set you up for success in a variety of fine arts careers.

Our program combines specialized teaching in art history and appreciation with practical expertise in studio areas of your choosing. You will be equipped with both hands-on and practical training in drawing, design, history of Modern Art, and painting.

Our instructors will provide you with the knowledge and skill necessary to excel in your vocational calling. Founded on a Christian worldview, our program implements a faith-based approach to the history and practice of creative fine arts.

Majors
Get the education you need to launch your career in a wide variety of arts-focused professions.

Minors
Gain a foundational understanding of the history and practice of the arts and apply that knowledge to your chosen career path.

Concentrations
Hone your skill in the art focus of your choice as a creative outlet or as the basis for an arts-focused career.

EVANGEL UNIVERSITY | 1111 N Glenstone Ave, Springfield, MO 65802

EVANGEL.EDU

Information Sheet

Subhead Goes Here



About Evangel

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Subhead

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Subhead

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Subhead

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EVANGEL STUDENT, 22

EVANGEL UNIVERSITY | 1111 N Glenstone Ave, Springfield, MO 65802

EVANGEL.EDU

FLYERS AND ONE-SHEETS



Giving Campaign

Vita alis excepud andicpsam renenimil in nos erum natur aute esti test, qui sum restis modiae

Your gift students in need of financial assistance to make their dream of attending EU and AGTS possible. Lic tectum quodit magnatur as sa de serum fuga. Ut ad quae nossime volum faculparum porror.

EVANGEL.EDU

EVANGEL UNIVERSITY



Alumni Speaker Series

Luke van Kirk '07

OWNER/FAMILY PHYSICIAN AT COMMAND FAMILY MEDICINE

September 10, 2021

7:00 pm

EVANGEL UNIVERSITY EVENT CENTER

RSVP at evangel.org

Life is Now.

Worship Night



EVANGEL UNIVERSITY

SPIRITUAL LIFE

POSTCARDS AND INVITATIONS

OFFICE OF ADMISSIONS

EVANGEL UNIVERSITY



Evangel University

LIFE IS NOW.



EMAIL HEADERS

AGTS Design Examples





A Call to Leadership

Doctor of Ministry

SHAPING THE FUTURE OF PENTECOSTAL LEADERSHIP

The Doctor of Ministry (DMin) is a professional degree program for men and women actively engaged in full-time Christian ministry.

While it maintains the highest academic standards for theological reflection, it is practical in nature and seeks to integrate learning into the context of each participant's ministry.

The program enhances the participant's competence in the particular area of their gifts and calling so that they become a "leader worth following." Opportunities for personal and spiritual growth are woven into the fabric of the program to produce Spirit-empowered leaders who will build God's Kingdom around the world.

Program Overview


- No need to relocate - you need only travel to AGTS three (3) times per year (February, June and October) for one-week modules.
- Designed around the cohort experience, providing opportunities for learning and growth through bonds formed in diverse small group relationships.
- New cohorts begin every October, February, or June. Although the program takes approximately four-five years to complete, the benefits begin on the first day!

ASSEMBLIES OF GOD THEOLOGICAL SEMINARY | 1111 N Glenstone Ave, Springfield, MO 65802

AGTS.EDU

Information Sheet

Subhead Goes Here




About AGTS

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Meet an AGTS Student:

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Find out more at AGTS.EDU/PROGRAMS

ASSEMBLIES OF GOD THEOLOGICAL SEMINARY | 1111 N Glenstone Ave, Springfield, MO 65802

AGTS.EDU

FLYERS AND ONE-SHEETS

Master of Leadership and Ministry

Maximo blam experer iberitam, quas et fugit de cus as vent. Tatur, temqui dolora quam autatorio.

CHRIS BAILEY, AGTS ALUM







CENTER FOR BIBLICAL PREACHING
EVANGEL UNIVERSITY

With Guest Speaker
Sara Williams '11
SENIOR PASTOR, OAK HILLS CHURCH

November 21 | 7:00 pm
EVANGEL UNIVERSITY

Join us as we discuss erlfin restis ut quam esero quosa dest, odignam fugia corepro nruptatur. Cab lum mientis moles et ani to ter lum quas sundita tiortit que. Ferovili comsed magnis maioranda volupiat est.

RSVP at evangel.edu

Grad Info Fair




POSTCARDS AND INVITATIONS

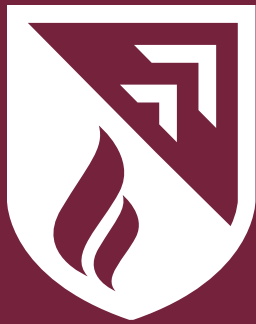
Office of Admissions





Life is Now.

EMAIL HEADERS



Campaign Brand

Undergraduate

Undergraduate

Campaign Tagline



Campaign Key Messages

- NEW COMMUNITY IS NOW
- NEW DISCOVERY IS NOW
- NEW FUTURE IS NOW
- NEW VOCATION IS NOW
- RENEWED SPIRIT IS NOW

Campaign Fonts

OPEN SANS CONDENSED TYPE FAMILY

OPEN SANS CONDENSED BOLD – HEADINGS

Bitter Type Family

Bitter ExtraBold – Alternate Heading and Subheads

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bitter SemiBold – Quotations

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bitter Regular – Body Copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bitter Light Italic – Coordinates

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Undergraduate Color System

Undergraduate Primary Colors / University Brand Colors

MAROON	CMYK 38/92/58/37	RGB 117/37/61	#75243d	PMS 209
GRAY	CMYK 34/24/32/2	RGB 152/152/143	#98988f	PMS 415

Undergraduate Secondary Gradients

MAROON GRADIENT	CMYK 38/92/58/37	→	CMYK 15/95/75/10
LIGHT GRAY GRADIENT	CMYK 34/24/32/2	→	CMYK 17/12/16/0

Accent Colors

LAKE	CMYK 85/50/45/25	RGB 40/92/105	#285c69	PMS 5473
LIGHT GRAY	CMYK 17/12/16/0	RGB 210/211/138	#d2d3ce	PMS Warm Gray 1
CAVE	CMYK 29/28/49/0	RGB 186/171/138	#baab8a	PMS 452
STONE	CMYK 17/12/16/75	RGB 81/82/82	#515252	PMS 425
RED	CMYK 15/95/75/10	RGB 190/46/62	#be2e3e	PMS 1805
LEAF	CMYK 68/40/67/20	RGB 85/112/91	#55705b	PMS 5615
BLAZE	CMYK 15/70/80/0	RGB 213/108/71	#d56c47	PMS 7618

Undergraduate Design Elements



EU BADGE
fixed logo



EU SHIELD

**DESTINATION
COORDINATES**

37.2215° N, 93.2641° W



UPWARD ARROWS

**ACCENT
LINES**



4 pt
variable length



.25" wide
variable height

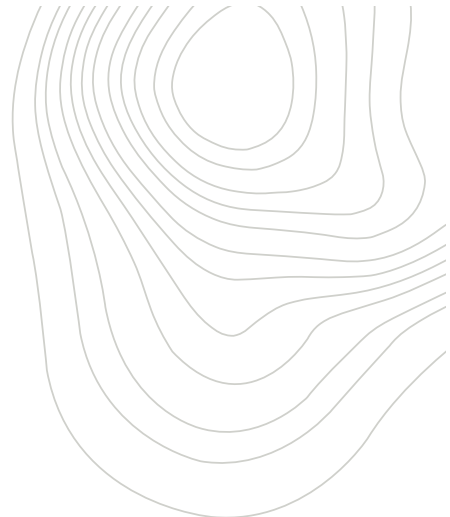
SHIELD PHOTO BOX

highlight student story or quote



**TOPOGRAPHY
CONTOUR LINES**

.75 line weight
EU Gray (50%) or white



**CALLING
BADGE**

Undergraduate Photography

- Use single or small groups of students. Strive for a natural feel vs. “staged” moments.
- Capture professor-student interactions and depict the active, academically and spiritually-focused student life.
- Showcase campus architecture and landscape in creative manner.
- Artfully depict Springfield and the natural beauty of the surrounding area.



Undergraduate Design Examples



LIFE IS NOW.

37.2215° N, 93.2641° W

Prepare for it at Evangel University.

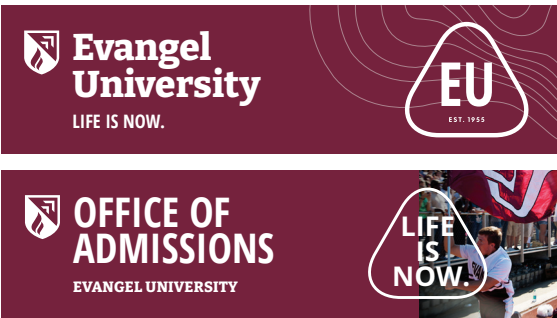
Schedule a campus visit and:

- Tour our beautiful campus
- Meet faculty and staff
- Check out a class in your anticipated major
- Attend a chapel service
- Spend the night in a residence hall

evangel.edu/visit
800.EVANGEL



PRINT AD



Evangel University
LIFE IS NOW.

EU
EST. 1955

OFFICE OF ADMISSIONS
EVANGEL UNIVERSITY

LIFE IS NOW.

EMAIL HEADERS



LIFE IS NOW.

37.2215° N, 93.2641° W

Evangel University

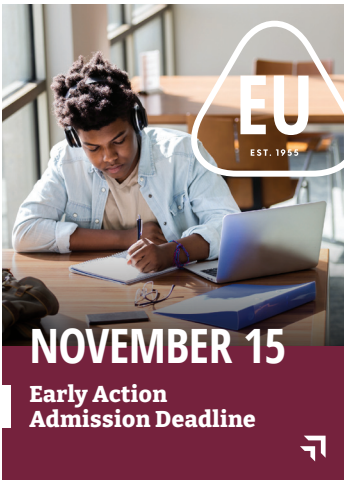
RECRUITMENT COLLATERAL



EU
EST. 1955

NOVEMBER 15

Early Action Admission Deadline



EU
EST. 1955

NOVEMBER 15

Early Action Admission Deadline

POSTCARDS



EU
EST. 1955

NOVEMBER 15

Early Action Admission Deadline

