



# Comprehensive Brand Guidelines

# Welcome

Consider this document your trusted reference guide in understanding and using Evangel University's brand elements. When in doubt, refer back to these pages for direction and clarity. The goal? To elevate EU by maintaining consistency and integrity of the brand across all collateral.





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# Verbal Brand Guidelines

# What is a Verbal Brand Guide & Why Does it Matter?

A verbal brand guide explains how we use words to represent who we are. Just as our visual brand defines logos, colors, and typography, our verbal brand defines voice, tone, and language choices. It helps ensure that whether we are writing an email, social post, or announcement, the way we speak about Evangel University, the Assemblies of God Theological Seminary, and Evangel Valor is clear and consistent.

This matters because words shape perception. Long before someone applies for admittance or makes a donation, they encounter us through language. This guide gives our community a shared foundation so our many voices work together to tell one unified, authentic Evangel story.





# University Mission Statement

The mission statement is the foundation of Evangel's identity. It articulates the university's purpose at the highest level and is the lens through which strategic decisions are made. The mission statement is often articulated in official documents, strategic planning, and external communications to clearly define why Evangel exists.

Here, we believe your calling carries eternal significance. Students are prepared to serve the Church and engage the world with conviction and competence. Every class, every conversation, and every shared moment contributes to the formation of Spirit-empowered servants who carry the gospel into every sphere of life. This mission reaches beyond a degree toward a life shaped for impact wherever God leads.

## Mission:

To educate and equip students to become Spirit-empowered servants of God who impact the Church and society globally.



# University Values

Core values shape both culture and character. They are not abstract ideals, but lived commitments that influence daily decisions, relationships, and expectations across the university. At Evangel, these values define the shared experience of learning, leading, serving, and growing together. They also describe the kind of leaders we seek to form—those whose faith, judgment, and actions are aligned.

These values should be actively integrated into spiritual formation, leadership development, team culture, and decision making. When consistently practiced, they provide a steady framework that helps our community remain grounded, unified, and mission-aligned.

## Truth

You are anchored in God's Word and guided by the Spirit. Here you'll go deeper in your awareness and knowledge of God, learning how to proclaim the gospel with clarity and conviction in a world searching for answers.

## Integrity

A life of integrity begins by embracing the truth of who you are in Christ and showing up as that person in the world. Here, you will learn to live and lead with consistency, honor, and humility, becoming the kind of leader who can be trusted to respond well in every circumstance.

## Service

Following the example of Jesus, here you will discover that leadership is rooted in serving others. Whether in the church, the classroom, the marketplace, or the mission field, you will be prepared to meet the needs of others with compassion and courage.

## Community

You are never alone in your calling. Here, you'll be part of a Spirit-led community in which every voice matters and everyone belongs. This becomes a lifelong network of encouragement, prayer, and collaboration as you follow God's call.





# University Tone & Voice

This defines how Evangel communicates across all platforms and settings. It provides a shared standard for how we sound, ensuring consistency no matter the delivery method. Clear guidance on voice and tone helps faculty, staff, leaders, and marketers communicate with clarity, purpose, and unity while allowing the adaptation of messages for various target audiences and contexts.

## **Voice:**

Evangel's voice is invitational, Spirit-led, and anchored in conviction. We speak with warmth and clarity, walking alongside our audience to convey profound truths in clear, everyday language.

## **Tone:**

**Relational:** We speak to the heart, not from a pedestal. Our posture is with, not above.

**Clear and Accessible:** We avoid lofty or institutional phrasing. Our words are simple, sincere, and full of meaning.

**Grounded in Scripture:** Our voice is shaped by God's Word and Spirit. We communicate with purpose, not for performance.

**Personal and Direct:** We use "you" often and speak conversationally, not clinically.

**Visionary and Encouraging:** We point toward what God is doing and invite others to step into His story with courage and faith.



# University Personality

These traits define the emotional and behavioral distinctives of the Evangel University brand. Use them to inform design decisions, the tone of content, interaction on social media, and public representation of the university.

## Spirit-Driven

Everything flows from a life led by the Holy Spirit. The brand carries spiritual authority with clarity, conviction, and humility.

## Formational

We care about who students are becoming, not just what they are doing. Our tone and posture are discipleship-minded and growth-oriented.

## Relational

We speak like a trusted guide or mentor, never distant and always approachable. Our voice feels like we are walking together on a journey, not lecturing about a journey from the stage.

## Purposeful

Every word is intentional. We don't speak to impress. We use our voice to connect individuals to their God-given callings.

## Encouraging

We believe the best is yet to come. Our tone is never cynical or transactional. It's always full of expectation, grounded in the redemptive work of Christ.





# University Strategies

Strategies describe how Evangel lives out its mission through educational philosophy and community practices. These offer our internal community the educational philosophies and best practices that guide decision-making across the university, including in academics, student life, and spiritual development.

## **Empower ongoing discovery of vocational calling**

Your calling unfolds over time, and here you'll be equipped for ongoing discovery. Through mentorship, spiritual formation, and hands-on service opportunities, you'll learn how to discern God's direction and step confidently into your unique assignment.

## **Cultivate a Pentecostal community of scholars and learners**

You'll join a movement of spirit-filled servants of Christ who love learning and live with conviction. Professors and peers alike will challenge you to think deeply, pray earnestly, and pursue wisdom together.

## **Encourage rigorous academic inquiry within a Christian worldview**

Faith and intellect are not at odds. Here, you'll sharpen your ability to think critically and explore complex ideas while remaining firmly rooted in your faith. You'll be trained to lead with knowledge and innovation, guided by a biblically-inspired worldview.





# Measures of Success

These are the outcomes that evaluate Evangel's effectiveness in mission alignment. References may be used to help frame internal evaluation, institutional advancement, and student transformation.

## **Academic Excellence**

An Evangel education prepares you for impact. Courses are designed to stretch your mind, sharpen your skills, and prepare you for leadership that makes an impact in your sphere of influence.

## **Student Engagement**

Transformation happens when you invest deeply in your learning community. From classroom discussions to chapel services, annual community events to local and global volunteer opportunities, you'll be fully engaged in experiences that shape both your faith and your future.

## **Spiritual Vitality**

At the heart of it all is a life with God. Spiritual growth is nurtured through prayer, worship, and discipleship that is woven into every part of the Evangel experience. These practices become a steady source for direction and strength as you live out your calling.





# University Tagline

A brand tagline is a short, memorable phrase that captures the essence of who we are and what we stand for. It reinforces our mission and personality in a way that is easy to recognize and repeat. When used consistently, a tagline helps unify our messaging and strengthens how Evangel is understood across audiences and platforms.

## Tagline:

“Your Calling.  
Our Passion.”

### Slogan and Logo Policy

To maintain a clear and consistent university brand, departments may not create independent taglines, slogans, or logos for marketing or signage. Approved descriptive language may be used, and Marketing is happy to help departments develop brand-aligned signage that fits within these guidelines.

### General Messaging

Evangel is a place where students step boldly into their callings as they come ready to grow, develop their gifts, and live out the purpose God has placed on their lives. Every part of the journey, from course work to community gatherings, is intended as preparation for a life of meaningful impact. The training received at Evangel extends beyond campus boundaries, equipping students for compassionate service to others, the ability to face life’s challenges with confidence, and the courage to carry the hope of Christ wherever they are called. At Evangel, your calling and our passion unite to build a life of influence and eternal purpose.

### Student Messaging

At Evangel, you aren’t just gaining knowledge. You’re being shaped into a bold follower of Jesus with the compassion to serve and the courage to lead. Whether your future is in business, education, medicine, ministry, science, the arts, or something yet to be revealed, you’ll leave ready to make a Kingdom impact. Your calling matters here. Our passion is helping you step into it. You’ll be challenged, empowered, and mentored to live it out with conviction and joy.

### Donor Messaging

Supporting Evangel is an investment in the next generation of Spirit-led leaders. Your generosity helps shape students who are being prepared to transform their communities and lead with compassion, courage, and faith. In classrooms and locker rooms, through internships and outreaches, Evangel students are learning how to lead with integrity and serve with humility. They’re being equipped to step into their callings with clarity and purpose. Together, we’re ensuring future generations have the opportunity to receive a transformative education in a Spirit-led environment.

### Alumni Messaging

Your Evangel journey didn’t end at graduation. What God began in you here continues to unfold. As an alum, you carry the DNA of this place—a deeply rooted faith, a desire to serve, and a calling that still speaks. You are part of a story that keeps moving forward. Whether you’re leading a business, raising a family, pastoring a church, or launching something new, the Spirit continues to guide you and call you to live out your purpose. By being an active participant in this community, you offer a helpful voice of wisdom and guidance to the next generation as they prepare to step into the calling God has placed on their lives.



# University “Boilerplate”

A ready-to-use descriptive paragraph about the university that provides a high-level overview of its distinctives, leadership, and recent recognition. Primarily used for media relations and sent to external audiences who are unfamiliar with the university.

## About Evangel University

Evangel University, with the Assemblies of God Theological Seminary (AGTS), is a comprehensive, Spirit-led Christian university in Springfield, Missouri. It is regionally accredited by the Higher Learning Commission and is a member of the Council for Christian Colleges & Universities. Under the leadership of Dr. Mike Rakes, Evangel educates and equips students to serve the Church and society globally.

## Recent recognition includes:

Top 15% of Christian Colleges in America — *Niche* (2026)

Top Performer in Social Mobility — *U.S. News & World Report* (2026)

Best Christian University — *Colleges of Distinction* (2026)

Evangel also holds program accreditations in business, counseling, music, social work, and theology, and is certified as an Excellence in Giving university. Learn more at [evangel.edu](http://evangel.edu).



# AI POLICY

## PURPOSE

AI is a powerful tool that can be helpful when used in the right way. It can help with research, edit and clarify written documents, and come up with unique ideas. However, it is crucial to remember brand image and guidelines when utilizing AI, and responsible use of the tool can help. This guide outlines how to use AI for marketing and promotional terms in a way that aligns with the University's mission and purpose.

## DEFINITION

In terms of this document, AI defines technology that allows computers to simulate human behavior, including learning, comprehension, creativity, and more. Any software that meets this definition is considered AI.

## USAGE GUIDELINES

### Visual Media

- ▶ AI is not permitted to be used for visual media of any form. This includes photography and videography.
- ▶ AI will not be used to edit photos. AI should not be used to add or remove students, staff, faculty, or branding to or from photos. AI should not be used to change proportions, aspects, or any visual look of photos.
- ▶ AI should not be used to generate photos, including people, locations, or branding. Any branding that needs created should be sent in a marketing request to the marketing department and be created in adherence to brand guidelines.
- ▶ AI should not be used to edit videos. This includes changing locations or content, dialogue, adding or removing music, or changing anything about a video.
- ▶ AI should not be used to create videos, including generated videos of events, students, faculty, staff, or branding. All videos used in marketing should be authentic.
- ▶ AI should not be used to create or alter any university-affiliated logo. All logos should be sent to the marketing department to be created in adherence to brand guidelines.

### Written Media

- ▶ AI is permitted in written media such as newsletters, emails, web posts, or social media captions so long as it is in adherence to brand guidelines.
- ▶ All written media should be double-checked and verified by a person. AI is prone to hallucinations and reporting false information. Everything should be proof-read before being printed or posted to ensure it is accurate and adheres to brand integrity.
- ▶ AI is permitted for research, but keep in mind that AI does make mistakes. Always verify any facts with a reputable source.

### Sensitive Information

- ▶ AI is not a private entity. Anything sent into an AI system is stored on the servers of those who own the system and are susceptible to data leaks or breaches.
- ▶ No sensitive information should be input into an AI system. This includes but is not limited to personal information of the user or others, such as addresses, phone numbers, or identification. Classified or private university information should not be handed over to an AI system.



# Evangel Brand Guidelines



# Evangel Shield

The shield logo is a **visual embodiment** of the rich legacy of Evangel University, Central Bible College, and the Assemblies of God Theological Seminary.

The upward arrows within the shield represent the **upward calling** of every student, guiding them all their days.

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

The flame within the shield represents the **Holy Spirit**, who fuels the university's passion to help students discover, develop and live out their God-given callings

The elements of the mark are united and contained within **a shield**, representing the bold proclamation and protection of the university's mission.





# Logo Open Space

When 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.











# Sizing and Background Applications

As a general rule, use the approved maroon logo on light backgrounds and the white reversed logo on dark backgrounds.

## Background Applications

		
<p>Light / Neutral Background <i>CMYK 38 / 92 / 58 / 37 PMS 209</i></p>	<p>Similar Value / Neutral Background <i>WHITE</i></p>	<p>Dark / Neutral Background <i>WHITE</i></p>
		
<p>Light / Colored Background <i>CMYK 38 / 92 / 58 / 37 PMS 209</i></p>	<p>Similar Value / Colored Background <i>WHITE</i></p>	<p>Dark / Colored Background <i>WHITE</i></p>

## Minimum Logo Sizes

**Evangel University Logo:**  
 Print: 1.25" x 0.32"  
 Digital: 115 px x 31 px



**Shield in all use cases:**  
 Print: 0.26" x 0.32"  
 Digital: 24 px x 31 px





# Logo Guidelines

Consistent use of the Evangel University brand across all applications builds recognition and trust. For this reason, the logo should never be modified or placed in a setting that compromises its integrity.

The following guidelines and examples illustrate appropriate and inappropriate uses of the Evangel University logo.



**Do Not:** Use the maroon or black logo on photos with a dark background.

**Do:** Use the white logo on photos with a dark background.

**Do:** Use the maroon or black logo on photos with a light background.



**Do Not:** Change the color of the logo.

**Do Not:** Modify the logo in any way (ex. swapping placement of or adding a stroke to any elements).

**Do Not:** Change the proportion of the logo.



**Do Not:** Rotate the logo.

**Do:** Use the Black version of the logo on light backgrounds and one color designs



# Logo Heirarchy

Because of the breadth and depth of the Evangel University brand, including its schools, departments, and centers, it is important to clearly define brand variations and their hierarchy.

The following outlines approved logos, with the university mark taking precedence above all others.

### University Mark



### Crest



### Online Mark External



### Online Mark Internal



### Department Marks



### Student Groups



### Centers of Excellence



### Centers of Excellence Specialty





# Color Palette

**Secondary Gradients** are to be used when the main brand color and primary gradients are already in use and another application is needed to call out a particular subject.

**Accent Colors** are to be used when additional colors are needed from the brand colors for particular elements to stand out. Examples are buttons on a web page or callouts in a section on a brochure etc.

## University Brand Colors

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

## Primary Color Gradient

<b>MAROON GRADIENT</b>	CMYK 38 / 92 / 58 / 37 RGB 117 / 37 / 61 #75243d	→	CMYK 15 / 95 / 75 / 10 RGB 190 / 46 / 62 #be2e3e
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## Secondary Gradients

<b>DARK GRAY GRADIENT</b>	CMYK 68 / 48 / 64 / 4 RGB 101 / 119 / 105 #657668	→	CMYK 34 / 24 / 32 / 2 RGB 152 / 152 / 143 #98988f
<b>LIGHT GRAY GRADIENT</b>	CMYK 34 / 24 / 32 / 2 RGB 152 / 152 / 143 #98988f	→	CMYK 17 / 12 / 16 / 0 RGB 210 / 211 / 206 #d2d3ce

## Accent Colors

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



# Typography

## 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*



# Design Elements

EU Shield



Shield Photo Box  
highlight student/  
professor story  
or quote



Upward Arrows



Topography  
Contour Lines  
.75 line weight





# Photography

- Photos should be vivid and fully saturated, with a balanced and true color tone. Avoid overly warm, orange-tinted tones.
- Use single or small groups of students. Strive for a natural feel vs. “staged” moments. Shots of students in action are preferred. Capture diversity of student population (ethnicity, gender, age, etc.) in photos whenever possible.
- When capturing photos for promotional/recruitment use, encourage students to wear EU-logged apparel.
- Capture professor-student interactions and depict the active, academically and spiritually-focused student life.
- Showcase campus architecture and landscape in a direct way, avoiding overly artful angles or dramatically enhanced camera lenses. If possible, drone photos with color editing is preferred.
- Selectively include images that promote Springfield’s local offerings and the natural outdoor beauty of the Ozarks.







# Evangel Valor Brand Guidelines



# Brand Story

## **Courageous and True**

Evangel University's mascot and athletic logo, Valor, is represented by a horse in the forward posture of readiness and determination. Valor speaks to uncommon strength of mind and unwavering courage in the face of uncertainty. It is this quality, stirred by the Spirit, that enable Evangel's students, athletes, and alumni to confidently enter the arena, fight for the victory, not be sidelined by the losses, and boldly pursue their God-given callings wherever He leads.

## **Men and Women of Valor**

These callings may take place in boardrooms or courtrooms, athletic fields or mission fields. The location is secondary to the obedience. And Evangel's students and alumni are recognized as men and women of valor; people of character who are full of grace and fervor; who are imbued with power and uncommon strength of mind and spirit which allows them to remain resilient in the face of adversity and confidently pursue God's next new thing— all the way to eternity.





# Valor Elements

## Significance and Symbolism

The Evangel Valor logo visually communicates strength, nobility, and courage. The individual elements of the logo tell a powerful story of commitment and resilience.

**Ears** - Valor's ears are forward and alert to signal his fixed attention on his opponent and the task at hand.

**Eyes** - Valor's eyes are focused. His knitted brow communicates fervor and courage as he charges bravely into the fray.

**Head** - Valor's head position and determined demeanor reflect a steady confidence and uncommon strength of mind and spirit.

**Mane** - Valor's fiery mane consists of three primary segments representing the reason he competes: to glorify the Father, Son, and Holy Spirit.

**Neck** - Valor's muscular neck mirrors the shield of the Evangel University logo, symbolizing the importance of academic and athletic development.





# Primary Logo Open Space

## Exclusion Zone

When the primary logo is used, an exclusion zone must be maintained to ensure other graphic elements or messaging do not interfere.

To determine the exclusion zone, use the height of the “V” in Valor around the perimeter of the logo.





# Primary Logo



OTHER ACCEPTABLE COLOR VARIATIONS





# Mascot Head Mark

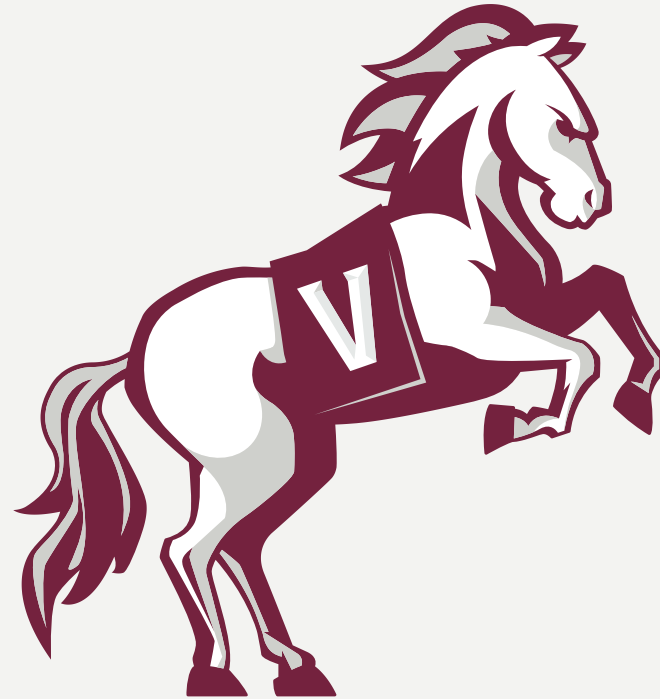


OTHER ACCEPTABLE COLOR VARIATIONS

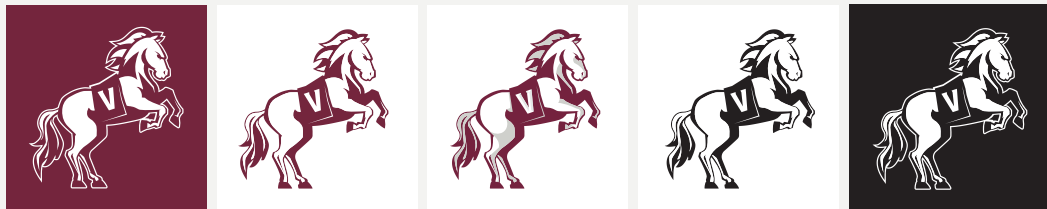




# Mascot Full Mark with Blanket

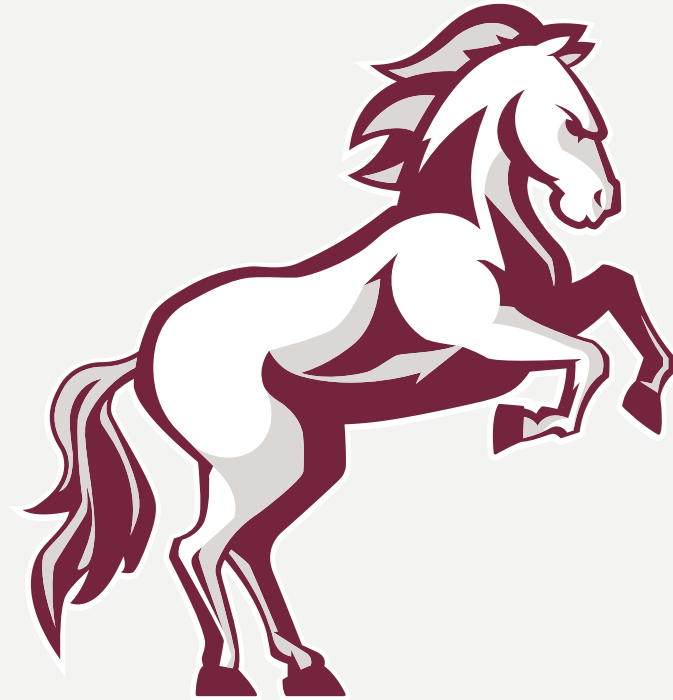


OTHER ACCEPTABLE COLOR VARIATIONS

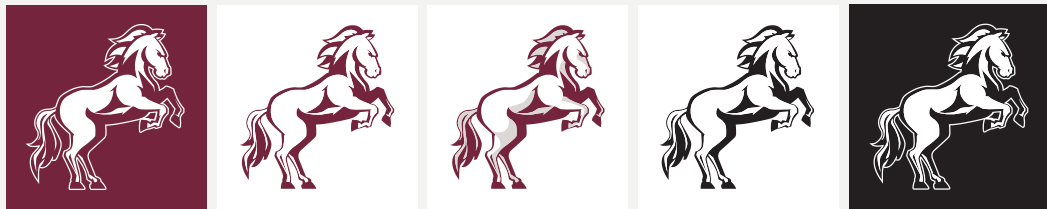




# Mascot Full Mark



OTHER ACCEPTABLE COLOR VARIATIONS





# Primary Logo General Guidelines



✘ Do Not change the color of the logo.



✘ Do Not add a color stroke to the logo or mark.



✘ Do Not scale the logo without the correct fixed ratio.



✘ Do Not change the original orientation of the logo.



✘ Do Not rotate the logo.



✘ Do Not add color effects to the logo.



✔ Do use the color logo over dark backgrounds.



✔ Do use the color logo over dark photos.



✔ Do use the color logo over light photos.



# Secondary Logos



OTHER ACCEPTABLE COLOR VARIATIONS





# Secondary Logos

## President's Office Use Only

Unless item and use-specific written permission is granted from Evangel University Marketing.



### OTHER ACCEPTABLE COLOR VARIATIONS





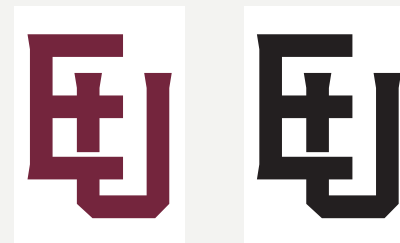
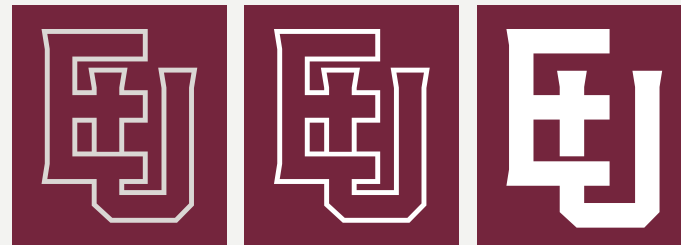
# Interlocking EU Logo

## Athletic Department Use Only

Unless item and use-specific written permission is granted from Evangel University Marketing.



### OTHER ACCEPTABLE COLOR VARIATIONS





# Horseshoe Logo

## **Athletic Department Use Only**

Unless item and use-specific written permission is granted from Evangel University Marketing.



## **OTHER ACCEPTABLE COLOR VARIATIONS**

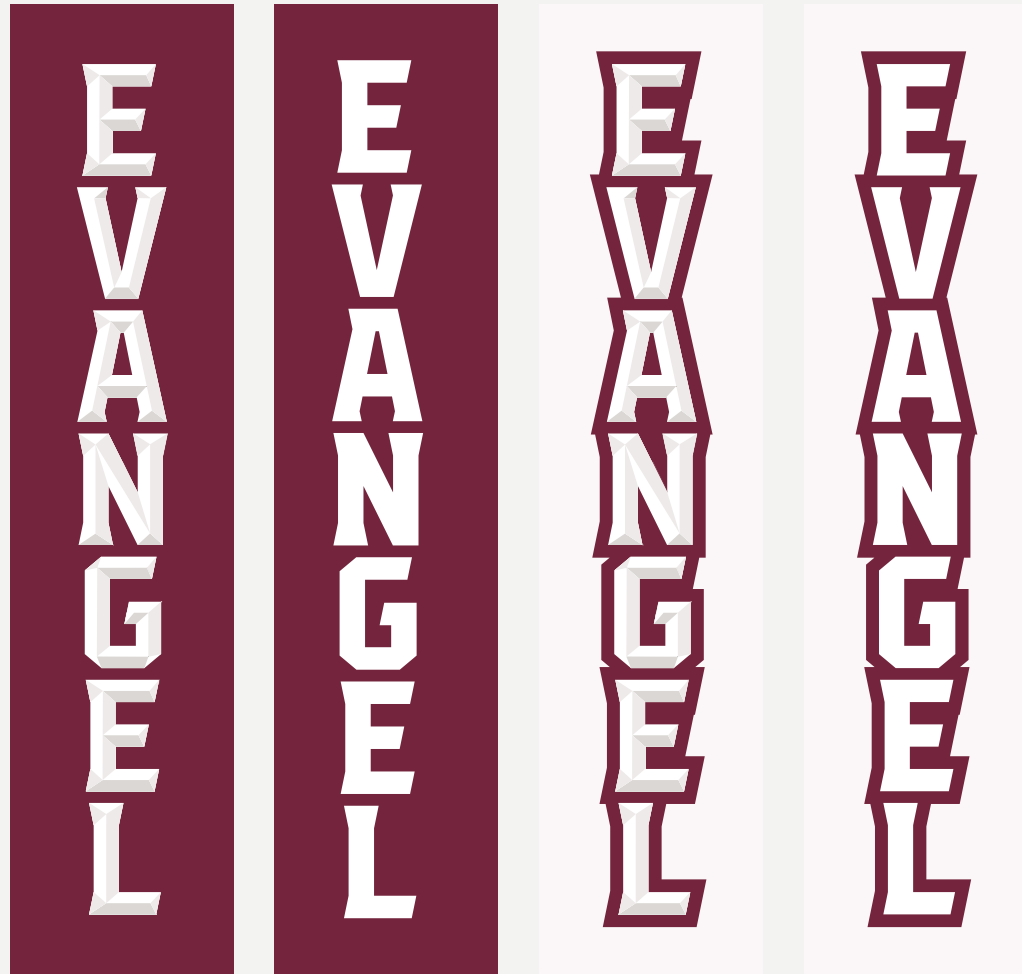




# Evangel Vertical Logo

## **Athletic Department Use Only**

Unless item and use-specific written permission is granted from Evangel University Marketing.

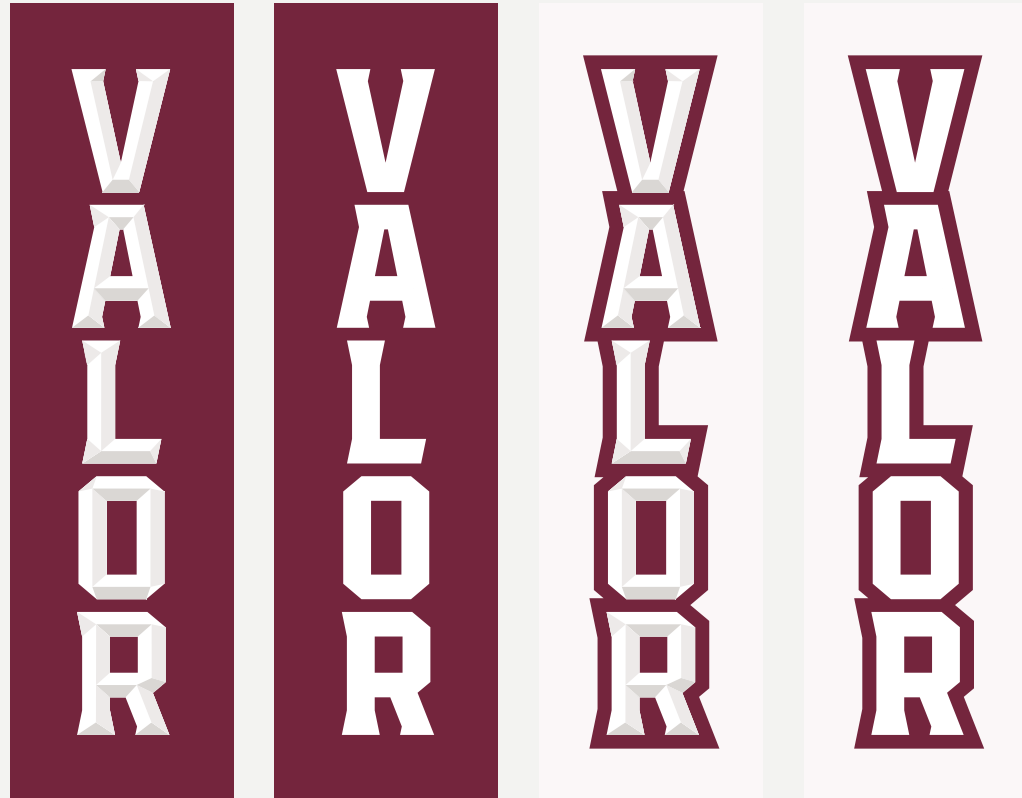




# Valor Vertical Logo

## **Athletic Department Use Only**

Unless item and use-specific written permission is granted from Evangel University Marketing.





# Throwback Game Logos

## **Athletic Department Use Only**

Unless item and use-specific written permission is granted from Evangel University Marketing.





# Team Lockups





# Typography

## PRIMARY ATHLETIC BRAND FONT

This font is to be used for all Athletic-related text.

### 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*



# Typography

## VALOR BRAND FONT

### Athletic Department Use Only

Unless item and use-specific written permission is granted from Evangel University Marketing.

**OUTLAST**

**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**

**0 1 2 3 4 5 6 7 8 9**



# Color Palette

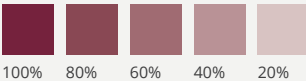
### PRIMARY COLOR SYSTEM



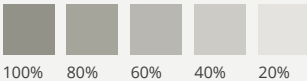
**Maroon**  
Color Codes  
PMS 209  
CMYK 38/92/58/37  
RGB 117/37/61



**Gray**  
COLOR CODES  
PMS 415  
CMYK 34/24/32/2  
RGB 152/152/143



Color Tints



Color Tints

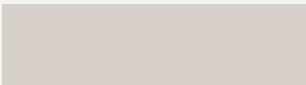


Color Gradient

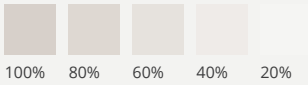


Color Gradient

### SECONDARY COLOR SYSTEM



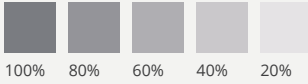
COLOR CODES  
PMS WARM GREY 1  
CMYK 2/3/7/8  
RGB 229/224/217



Color Tints



COLOR CODES  
PMS WARM GREY 11  
CMYK 2/3/7/8  
RGB 229/224/217

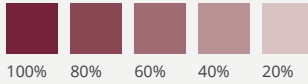


Color Tints

### THROWBACK COLOR SYSTEM



COLOR CODES  
PMS 209  
CMYK 38/92/58/37  
RGB 117/37/61



Color Tints

### FOR UNCOATED APPLICATIONS



COLOR CODES  
PMS 7406  
CMYK 0/19/100/0  
RGB 241/184/45

### FOR COATED APPLICATIONS



COLOR CODES  
PMS 124  
CMYK 0/31/98/0  
RGB 241/184/45



# AGTS

# Brand Guidelines



# Our Passion.

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





# Logo Open Space

When the Assemblies of God Theological Seminary 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 width of the flame, which denotes one open space unit.





# Logo Heirarchy

Seminary Mark



Social Icon



International Mark Condensed



Department Marks



International Mark Full





# Logo Guidelines

The AGTS 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 AGTS 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.



**Do Not:** Change the color of the logo.



**Do Not:** Modify the logo in any way (ex. swapping placement of or adding a stroke to any elements).



**Do Not:** Change the proportion of the logo.



**Do Not:** Rotate the logo.



**Do:** Use the Black version of the logo on light backgrounds and one color designs



# Sizing and Background Applications

As a general rule, use the approved teal logo on light backgrounds and the white reversed logo on dark backgrounds.

## Background Applications



Light / Neutral Background

CMYK 82/40/30/0 PMS 7459

Similar Value / Neutral Background

WHITE

Dark / Neutral Background

WHITE



Light / Colored Background

CMYK 82/40/30/0 PMS 7459

Similar Value / Colored Background

WHITE

Dark / Colored Background

WHITE

## Minimum Logo Sizes

### AGTS Logo:

Print: 1" x 0.45"

Digital: 96 px x 43 px



### Flame Only:

Print: 0.18" x 0.36"

Digital: 17 px x 34 px





# Color Palette

## AGTS Brand Colors

<b>BLUE</b>	CMYK 82/40/30/0	RGB 47/130/158	#2F829D	PMS 7459
<b>GRAY</b>	CMYK 34/24/32/2	RGB 152/152/143	#98988f	PMS 415

## Primary Color Gradient

<b>LAKE GRADIENT</b>	CMYK 85/50/45/25 RGB 40/92/105 #285c69	→	CMYK 82/40/30/0 RGB 47/130/158 #2F829D
<b>MAROON GRADIENT</b>	CMYK 38/92/58/37 RGB 117/37/61 #75243d	→	CMYK 15/95/75/10 RGB 190/46/62 #be2e3e

## Secondary Gradient

<b>DARK GRAY GRADIENT</b>	CMYK 34/24/32/2 RGB 152/152/143 #98988f	→	CMYK 17/12/16/0 RGB 210/211/206 #d2d3ce
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## Accent Colors

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

**Secondary Gradients** are to be used when the main brand color and primary gradients are already in use and another application is needed to call out a particular subject.

**Accent Colors** are to be used when additional colors are needed from the brand colors for particular elements to stand out. Examples are buttons on a web page or callouts in a section on a brochure etc.



# Typography

## 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*

# Design Elements

AGTS Flame Icon



Circle Photo Box  
highlight student/  
professor story  
or quote



Upward Arrows



Topography  
Contour Lines  
.75 line weight







# Brand Guide Contact

This style guide ensures consistent and accurate use of the Evangel University brand. Logos and brand elements must be used only as presented in this guide.

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## E-FILE DISTRIBUTION CONTACT

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### **Savannah Harrison**

Content & Creative Manager

Evangel University  
417-865-2815, ext. 7582

**Email:** [HarrisonS@evangel.edu](mailto:HarrisonS@evangel.edu)

Evangel University  
1111 N. Glenstone Ave.  
Springfield, MO 65802  
417.865.2815

