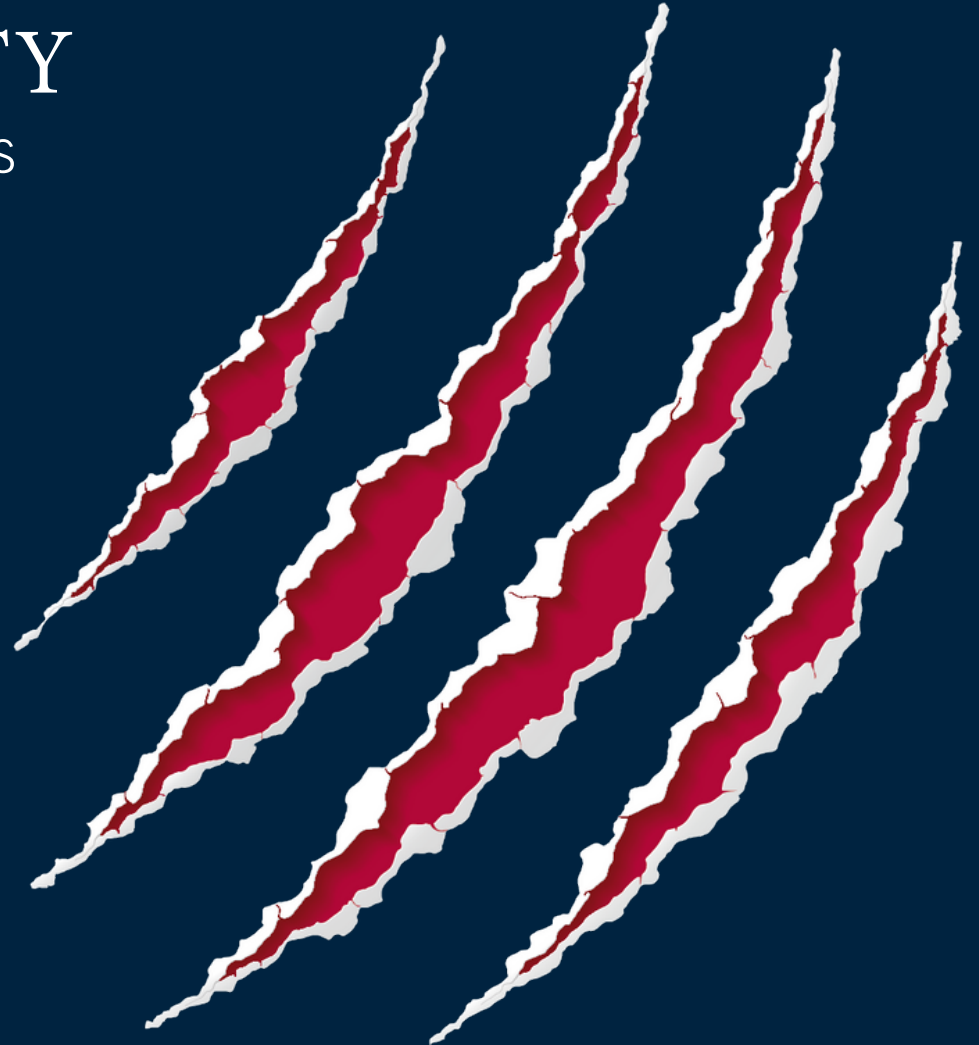# CLEARY UNIVERSITY
Brand Standards + Style Guidelines

prepared 2.18.20

by your:PEOPLE

CONTENTS

INTRODUCTION

Mission

To provide an intimate, student-centered business education that instills the values of the Cleary Mind™ in our community.

Boilerplate

Founded in 1883, Cleary University is a four-year, world-class university bestowing undergraduate and graduate degrees from a unique Business Arts curriculum, driven by a faculty of thought leaders with deep, practical experience in their industries. Offering on-campus and online education models, Cleary provides a rich residence life and vibrant athletics, with more than 200 students live on a rolling, 50-acre campus and nearly 2,000 students overall. Graduates land jobs faster than their peers and with higher earning salaries at the start of their careers.

Cleary University is accredited by The Higher Learning Commission, a proud member of the HLC Standard Pathway, and an approved institution by the National Council for State Authorization Reciprocity Agreements. A nonprofit university, Cleary's campus is located at 3750 Cleary Drive, Howell, MI 48843, (800) 686-1883. Cleary also hosts an education center at 8904 Woodward Ave., Detroit, MI 48202. **www.cleary.edu**

Social Media

Follow Cleary on Facebook: **https://www.facebook.com/ClearyU/**

Follow Cleary on LinkedIn: **https://www.linkedin.com/school/cleary-university**

Follow Cleary on Twitter: **@ClearyUniverse**

Follow Cleary on Instagram: **instagram.com/clearyuniversity**

BRAND QUALITIES

Core Characteristics

- Innovation + determination
- Developing the next generation of innovators
- Teaching 21st Century skills
- Ambitious / determined / will do the hard work
- Athletics / healthy competition
- A unique education: training through practice + repetition
- Graduates are prepared, ready for the next challenge

Proper Naming Conventions

- On first reference, always say *Cleary University*.
- Subsequent references can be just *Cleary* or *Cleary U*.
- There cannot be use of *CU*.

Branded Marketing Materials Policy

All Cleary branded marketing materials need approval by the marketing department before disseminating to the public or publishing online.

VISUAL STYLE CHARACTERISTICS

Cleary University Design:

- Is exciting and dynamic, bold and confident

- Features diagonals and angled elements

- Employs the Cougar claw marks

- Uses a mix of textures and orientations

- Is kinetic / conveys movement and energy

- Is stable, but not static

- Engages its audience and sometimes incorporates unexpected elements

- Will integrate physical and/or digital interactivity whenever possible (e.g. interesting folds, die cuts, sliding components, etc.

LOGOS

PRIMARY LOGO //
In most circumstances, this logo should be used

Font Details:
- Minion Pro–Medium
- Tracking +10
- Left-aligned

To ensure proper spacing when the logo is stacked, the point size and leading should be the same number
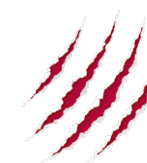
**ALTERNATE LOGOS +
DESIGN ELEMENTS //**
seal (emblem)
athletics logos
cougar paw
claw marks

CLEARY UNIVERSITY

CLEARY UNIVERSITY

LOGO VARIATIONS

COLOR //

BLACK //

REVERSED //
White text on black, the dark blue, or dark red from Cleary's color palette

Font Details:
When using reversed logo, adjust the font
- Minion Pro–Semibold
- Tracking +25

PMS 201

CLEARY UNIVERSITY

BLACK

CLEARY UNIVERSITY

BLACK & WHITE

CLEARY UNIVERSITY

WHITE TEXT ON PMS 201

CLEARY UNIVERSITY

WHITE TEXT ON PMS 289

CLEARY UNIVERSITY

TAGLINE, SPACE, SIZE

TAGLINES //

Logo = Minion Pro–Semibold, 16pts, 19.2 leading

Tagline = Minion Pro–Medium Italic, 12pts, 14.4 leading

Logo = Minion Pro–Semibold, 16pts, 16 leading

Tagline = Minion Pro–Medium Italic, 10pts, 14 leading

CLEARSPACE //

Clearspace is equal to the height of the "N" in the wordmark

MINIMUM SIZES //

For print = 1.5" wide
For screen = 150 px

CLEARY UNIVERSITY
The future of higher education is HERE

CLEARY UNIVERSITY
A world-class education with personal attention

CLEARY UNIVERSITY
The future of higher education is HERE

CLEARY UNIVERSITY
A world-class education with personal attention

CLEARY UNIVERSITY

PRINT

CLEARY UNIVERSITY

1.5"

SCREEN

CLEARY UNIVERSITY

150 px

LOGO USE/MISUSE

To maintain the integrity of all Cleary University logos, and to promote the consistency of the brand, it is important to use the logos as described in these guidelines. The examples shown here illustrate possible misuses of the logos. These and other similar modifications should be avoided

INCORRECT //
- Non-Cleary colors
- Gradients in text
- Distortion
- Adding outlines
- Rotating any part of the logo
- Resizing any part of the logo
- Any similar logo modification

CORRECT USAGE

✓ CLEARY UNIVERSITY ✓ CLEARY UNIVERSITY

INCORRECT USAGE (MISUSE)

✗ **COLORS THAT ARE NOT IN CLEARY PALETTE — USED FOR TEXT OR AS A BACKGROUND**

CLEARY UNIVERSITY   CLEARY UNIVERSITY

✗ **GRADIENTS THROUGH THE TEXT**

CLEARY UNIVERSITY   CLEARY UNIVERSITY

✗ **DISTORTION — HORIZONTAL OR VERTICAL**

CLEARY UNIVERSITY   CLEARY UNIVERSITY

✗ **ADDING OUTLINES**

CLEARY UNIVERSITY   CLEARY UNIVERSITY

✗ **ROTATING ANY PART OF THE LOGO**   ✗ **RESIZING ANY PART OF THE LOGO**

CLEARY UNIVERSITY   CLEARY UNIVERSITY

TYPOGRAPHY

TYPEFACE // Avenir Next *by Linotype*

HEADLINE //
- Avenir Next–Bold
- All Caps
- PMS 201, 289, or Black

SUBHEAD //
- Avenir Next–Bold
- Mixed Case
- PMS 201, 289, or Black

BODY TEXT OPTIONS //
- Avenir Next–Regular or
  Avenir Next–Medium
- Sentence Case

Text is not limited to these specific sizes;
The sizes listed demonstrate proportions only:

Body Text = baseline
Subhead = baseline + 3 pts
Headline = baseline + 6 pts

HEADLINE STYLE (18 PTS)

CLEARY UNIVERSITY HEADLINE
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SUBHEAD STYLE (15 PTS)

Cleary University Subhead
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY TEXT STYLE – REGULAR (12 PTS)

This is some Cleary University body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=":?><

BODY TEXT STYLE – MEDIUM (12 PTS)

This is also Cleary University body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=":?><

COLOR

MAIN

NAVY
PMS 289C
HEX #002B5C
C100 / **M**64 / **Y**0 / **K**60
R0 / **G**43 / **B**92

RED
PMS 201C
HEX #B30838
C0 / **M**100 / **Y**63 / **K**29
R179 / **G**8 / **B**56

GRAY
PMS Cool Gray 3C
HEX #D1D3D4
C0 / **M**0 / **Y**0 / **K**20
R200 / **G**200 / **B**200

EXTENDED

BLUE
HEX #1B5485
C80 / **M**44 / **Y**0 / **K**40
R27 / **G**84 / **B**133

DK RED
HEX #8B0027
C0 / **M**100 / **Y**63 / **K**50
R139 / **G**0 / **B**39

DK GRAY
HEX #A7A9AC
C0 / **M**0 / **Y**0 / **K**40
R167 / **G**169 / **B**172

COMBINED

ACCENTS

TURQUOISE
HEX #0092B7
C90 / **M**25 / **Y**20 / **K**0
R0 / **G**146 / **B**183

DK BLUE
HEX #152553
C100 / **M**90 / **Y**30 / **K**40
R21 / **G**37 / **B**83

BRIGHT RED
HEX #EE2D28
C0 / **M**96 / **Y**96 / **K**0
R238 / **G**45 / **B**40

**COMPLETE SET**

EXAMPLE DESIGN ELEMENTS
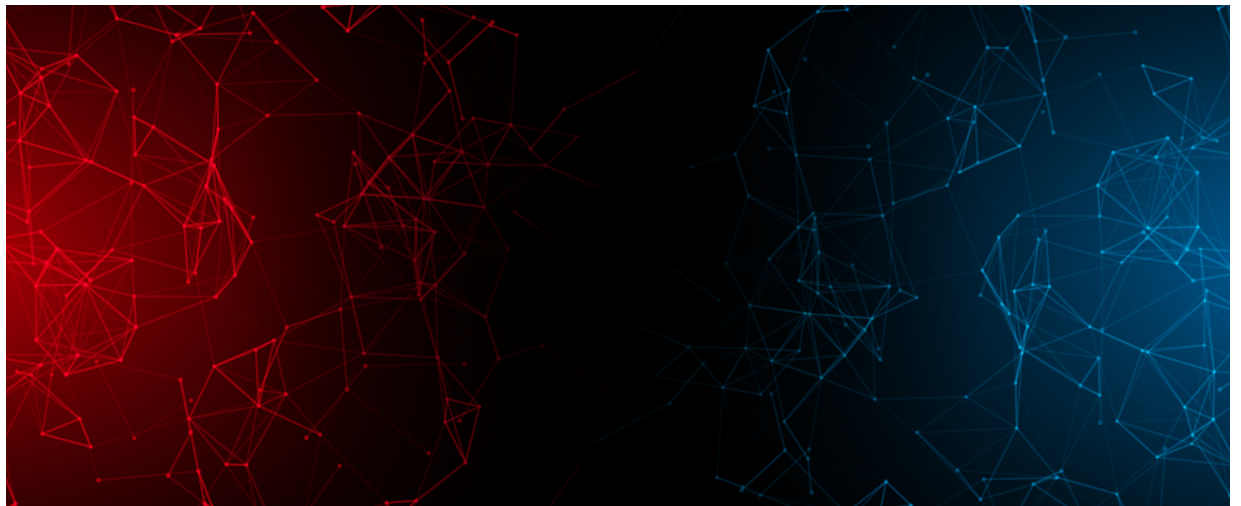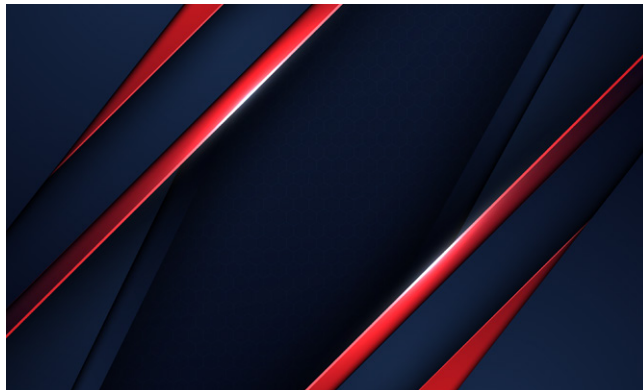
PHOTOGRAPHY

CATEGORY EXAMPLES //

- Athletics
- Academics
- Faculty + Staff
- Alumni
- Cleary Pride/School Spirit
- Community Engagement

STYLE / TYPE OF PHOTOS //

- Feature actively engaged Cleary students

- Can be posed, but should not be/look fake (i.e. stock photography)

- Endeavor to represent diversity among Cleary's students, faculty, and alumni

- Faces that are clearly seen are preferred

- Athletic "action-shots" and documenting "in-the-moment" community and business partner events are also encouraged

- In printed materials, photography must be high-resolution *(minimum of 300ppi at the print dimensions)*, with no pixelation, blurriness, or digital artifacts
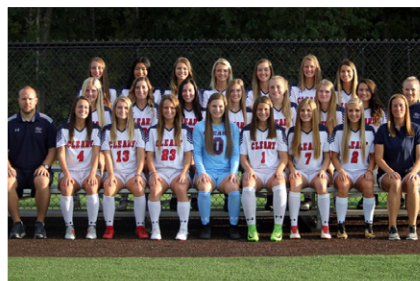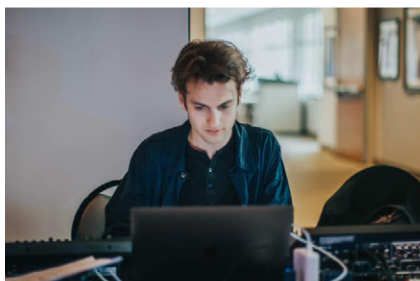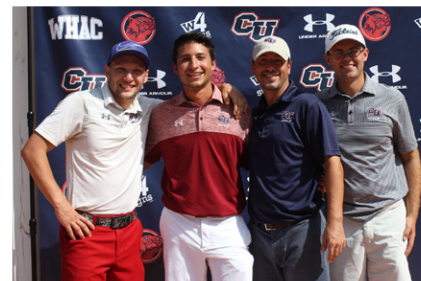
EXAMPLE DESIGNS

EMAIL SIGNATURE LOCKUP

MUST BE INCLUDED (in this order):
- Name
- Title
- Campus Address
- Phone with Extension
- Email
- Cleary Website
- Logo

MAY BE INCLUDED:
- Pronouns in signature (optional)
- Cleary tagline
- Link to the Cleary blog

MAY **NOT** BE INCLUDED:
- Any other quotes or links

EXAMPLE #1

Avenir Next – Demi Bold, 14pts, Red
Avenir Next – Medium, 11pts
Avenir Next – Demi Bold, 12pts

Avenir Next – Regular, 11pts, leading 14

Space = Avenir Next, 11pts, leading 14
Logo = 2.25"w, Minion Pro – Semibold, 16pts
Tagline = Minion Pro – Medium Italic, 12pts

John Doe
(he/him/his)
Marketing and Communications
3750 Cleary Drive, Howell, MI 48843
800-686-1883 x.1000
jdoe@cleary.edu
www.cleary.edu

CLEARY UNIVERSITY
The future of higher education is HERE

EXAMPLE #2

Avenir Next – Demi Bold, 14pts, Red
Avenir Next – Medium, 11pts
Avenir Next – Demi Bold, 12pts

Avenir Next – Regular, 11pts, leading 14

Space = Avenir Next, 11pts, leading 14
Logo = 2.25"w, Minion Pro – Semibold, 16pts
Tagline = Minion Pro – Medium Italic, 12pts
Space = Avenir Next, 11pts, leading 14

Jane Doe
(she/her/hers)
Marketing and Communications
3750 Cleary Drive, Howell, MI 48843
800-686-1883 x.1000
jdoe@cleary.edu
www.cleary.edu

CLEARY UNIVERSITY
A world-class education with personal attention

Follow Cleary at: **www.cleary.edu/blog**

Text Label:
Avenir Next –
Regular, 11pts

Blog Link:
Avenir Next –
Demi Bold, 11pts

LETTERHEAD

CLEARY UNIVERSITY
The future of higher education is HERE

MAIN CAMPUS // 3750 CLEARY DRIVE, HOWELL, MI 48843
DETROIT EDUCATION CENTER // 8904 WOODWARD AVE, DETROIT, MI 48202
CLEARY.EDU 800-686-1883

BUSINESS CARD

FRONT

CLEARY UNIVERSITY

Jane Doe
(she/her/hers)
MARKETING AND COMMUNICATIONS
PHONE   800-686-1883 x.1000
EMAIL   jdoe@cleary.edu

CLEARY.EDU
3750 CLEARY DRIVE
HOWELL, MI 48843

BACK

The future of higher education is HERE