

UNION UNIVERSITY • JACKSON, TENNESSEE

BRAND GUIDE

This guide defines how Union University's brand is expressed across all materials — visual, verbal, and digital. It exists to ensure every touchpoint reflects who we are.

Union University Brand Guide • Version 1.0 • ©2026

uu.edu | Where Faith and Knowledge Unite



WHERE **FAITH** AND **KNOWLEDGE** UNITE.

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01

SECTION ONE

Introduction

Union University is more than an institution — it is a community formed by conviction. This section captures who we are, what we believe, and the values that shape every decision, including how our brand speaks to the world.



Our Story

01

OUR IDENTITY

Union University is an academic community, affiliated with the Tennessee Baptist Convention, equipping persons to think Christianly and serve faithfully. We are excellence-driven, Christ-centered, people-focused, and future-directed — values that shape who we are as an institution and how we engage with every student, partner, and community we serve.

Our academic community is composed of quality faculty, staff, and students working together in a caring, grace-filled environment conducive to the development of character, servant leadership, and cultural engagement.

OUR MISSION

"Union University provides Christ-centered education that promotes excellence and character development in service to Church and society."

OUR TAGLINE

WHERE **FAITH** AND **KNOWLEDGE** UNITE.

Core Values

01

Our four core values are not aspirational — they are descriptive. They define how Union operates, how we treat one another, and how our brand must speak in every context.

01

Excellence-Driven

We pursue excellence not out of pride, but out of a desire to honor God in all things. Mediocrity is never acceptable. Every piece of communication we produce should reflect this commitment to doing things well.

02

Christ-Centered

Faith is not a footnote at Union — it is the foundation. All truth is God's truth. Our brand voice and visual identity should always reflect a community where faith and learning are genuinely integrated.

03

People-Focused

We give honor to one another through words and actions. Our brand should feel warm, personal, and human — never institutional or cold. People are at the heart of every communication we create.

04

Future-Directed

We maximize every opportunity the Lord presents. Our brand should feel current, purposeful, and forward-thinking — honoring our heritage while engaging a new generation with confidence.

02

SECTION TWO

Logos

Our crest is the primary visual representation of Union University. It embodies our history, our faith, and our academic identity. These guidelines ensure it is always presented with the dignity and consistency it deserves.



Logo Hierarchy

Union University has three logo families. Always reach for the Primary logo first.

Move to Secondary only when layout or context requires it.

LEVEL 1

Primary



The horizontal crest lockup is the preferred logo for all official communications. Use this version whenever possible.



WHERE **FAITH** AND
KNOWLEDGE UNITE

The tagline lockup pairs the crest with “Where Faith and Knowledge Unite” and is ideal for prominent placements where Union’s mission should be front and center.

LEVEL 2

Secondary



UNION  UNIVERSITY

The vertical and centered lockup are used when the horizontal lockup doesn’t fit or is not as aesthetically fitting.

Horizontal Colorways

Three approved colorways exist for the horizontal logo. Always use the version that provides the strongest contrast against your background. *Do not create new color combinations.*



FULL COLOR
LIGHT BACKGROUNDS ONLY



FULL COLOR REVERSED
DARKER BACKGROUNDS



ALL WHITE
DARK BACKGROUNDS ONLY

VERTICAL / STACKED COLORWAYS



FULL COLOR
LIGHT BACKGROUNDS ONLY



FULL COLOR REVERSED
DARKER BACKGROUNDS



ALL WHITE
DARK BACKGROUNDS ONLY

***THE SAME STANDARDS APPLY TO THE CENTERED AND TAGLINE LOCKUPS.**

Clear Space

Always maintain clear space around the logo equal to the height of the crest shield — referred to as 1x. This protects its visual integrity and prevents other elements from competing with it.



Horizontal logo — minimum clear space



Vertical logo — minimum clear space

! Minimum Size

The horizontal logo should never be reproduced smaller than 1.5 inches wide in print or 120px wide in digital applications. Below this threshold, use the crest mark only.

What Not To Do

The Union University logo must never be altered. These rules apply to all logo marks – horizontal, vertical, centered, tagline, and athletics.



DO NOT STRETCH



DO NOT ROTATE



DO NOT RECOLOR



DO NOT ADD SHADOW OR GLOW



DO NOT SQUEEZE



DO NOT REFLECT OR FLIP



DO NOT USE ON BUSY BACKGROUNDS



DO NOT USE ON UNAPPROVED COLORS



DO NOT REPRODUCE BELOW
MINIMUM SIZE

Partnership Guidelines

When the Union University logo appears alongside a partner or vendor's logo, both marks must be treated with equal respect. Follow these principles to ensure a clean, professional co-branded presentation.

EQUAL PROMINENCE

Both logos should appear at a similar visual weight. Neither brand should dominate the other.

ADEQUATE SPACING

Maintain sufficient space between logos — at minimum the clear space rules of each individual logo should be respected.

CONSISTENT BACKGROUNDS

Both logos should appear on the same background color. Do not place one on a colored panel while the other sits on white.

NO UNAPPROVED MERGING

Never combine the Union logo with another brand's logo elements or incorporate another brand's colors into Union's logo mark.



UNION
UNIVERSITY



PARTNER LOGO

Athletics Logos & Mascot Mark

The Union Bulldog is our athletics mascot mark. It carries a bold, energetic identity that complements — but is distinct from — the academic crest. It is approved for use in all Union-branded materials where an athletic, spirited, or textural element is appropriate.

APPROVED MASCOT MARKS



COLOR FLEXIBILITY

Unlike the primary crest, the Bulldog mascot mark may be used in any variation of Union's approved brand colors. This flexibility makes it especially useful as a stamp, watermark, or textural design element in backgrounds, patterns, merchandise, and digital assets.

EXAMPLE: TEXTURAL USE

The mascot can be scaled large and used at reduced opacity as a background texture — adding visual interest while keeping the primary content in focus.



Note: The Bulldog mark should never substitute for the primary university crest in official academic or institutional communications.



Branding & Graphic Elements

The Nested U is a graphic element derived from Union University's double "U" monogram. It reinforces the University's identity and provides a distinctive visual accent across branded materials. The Nested U is approved for use wherever a recognizable, contemporary Union brand element is appropriate.

Patterns and Graphic Elements are supporting brand assets designed to add texture, structure, and visual interest to Union University communications. These elements help create cohesive and engaging designs while maintaining consistency across the brand. They may be used throughout Union-branded materials where additional visual emphasis or graphic support is appropriate.

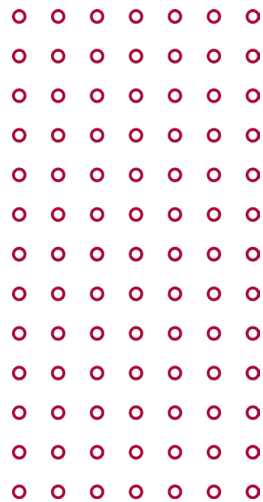
*NESTED U



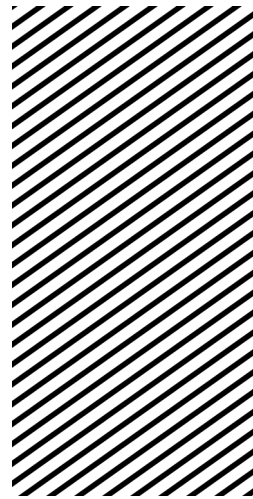
*FLAG BADGE



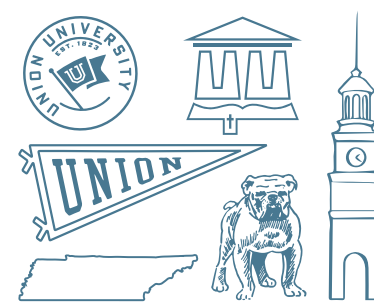
*DOTS



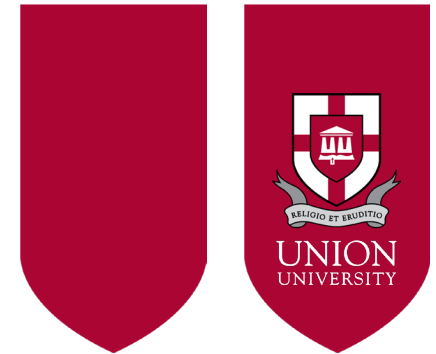
*LINES



*PATTERN (repeats itself)



LOGO RIBBON (+example)



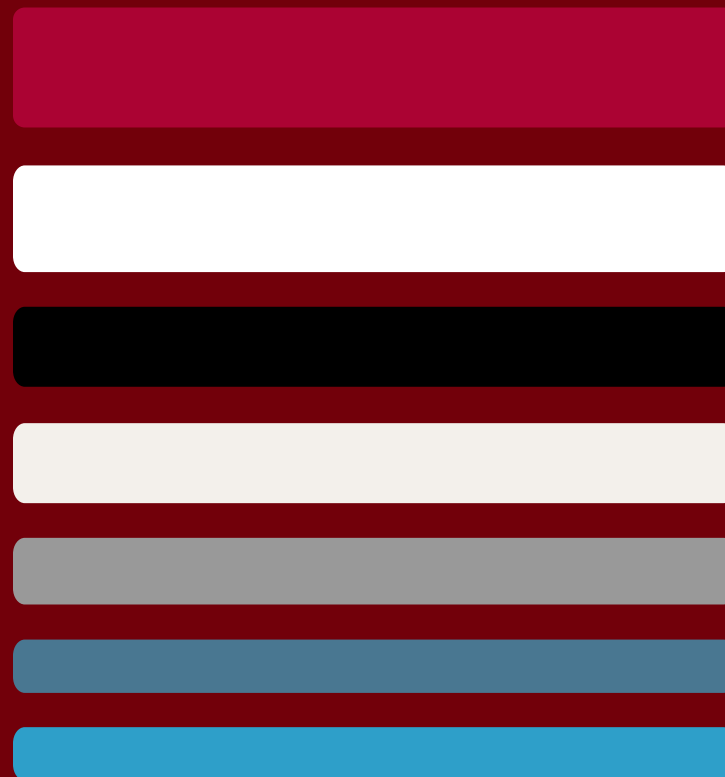
*approved for usage in all approved colors

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SECTION NINE

Colors

Our color palette is rooted in Cardinal and Cream — colors that have represented Union for generations. Every color choice should reinforce our identity as a confident, faith-driven institution.



COLORS

Color Palette

09

PRIMARY COLORS



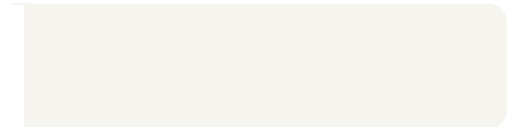
Cardinal

Pantone: 193 Red
HEX: #990026
RGB: 153, 0, 38
CMYK: 0, 100, 64, 33



White

HEX: #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



Cream

HEX: #f3f0eb
RGB: 243, 240, 235
CMYK: 3, 3, 5, 0

SECONDARY COLORS



Black

HEX: #000000
RGB: 0, 0, 0
CMYK: 75, 68, 67, 90

Gray

HEX: #999999
RGB: 153, 153, 153
CMYK: 43, 35, 35, 1

TERTIARY COLORS



Dark Blue

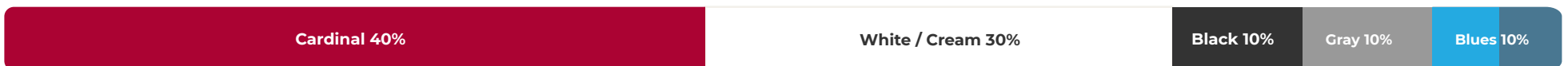
Pantone: 5405
HEX: #497791
RGB: 73, 119, 145
CMYK: 76, 45, 31, 5

Light Blue

HEX: #2E9FC9
RGB: 46, 159, 201
CMYK: 70, 15, 0, 0

COLOR APPLICATION

Cardinal and White should carry the majority of any composition. Black and Gray support readability. The blues are accent colors — use them sparingly without competing with the primary palette.



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SECTION TEN

Typography

Our approved typefaces work together to create a voice that is modern, confident, and rooted in tradition.

AaAaAaAaAa

Our Typefaces

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HEADING/SUBHEADING — SANSERIF

Guyot Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz

0123456789

Regular
SemiBold
Bold
ExtraBold
Black

LABELS / CALLOUT — SANSERIF

Regular
Regular Italic
SemiBold
SemiBold Italic

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz

0123456789

Regular
Medium
SemiBold
Bold
ExtraBold
Black

BODY — SERIF

Periodico

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz

0123456789

Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
SemiBold
SemiBold Italic
Bold
Bold Italic

STIX Two Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz

0123456789

Regular
Regular Italic
Medium
Medium Italic
SemiBold
SemiBold Italic
Bold
Bold Italic

Guyot Sans and Montserrat are used for all headlines, subheadings, navigation, labels, and callout text. Their geometric structures communicate confidence and clarity.

Periodico and STIX Two Text are used for long-form body copy and editorial content. It complements the approved Sanserifs' modernity with grounded elegance.

Type Hierarchy

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| H1 • GUYOT SANS EXTRA BOLD OR MONTSERRAT BLACK • 48 – 60 PT

Page | Headline

| H2 • GUYOT SANS BOLD OR MONTSERRAT BOLD • 28 – 36 PT

Section Heading | Section Heading

| H3 • GUYOT SANS SEMIBOLD OR MONTSERRAT SEMIBOLD • 18 – 22 PT

Subheading/Callout | Subheading/Callout

| H4 • PERIODICO REGULAR OR STIX TWO TEXT REGULAR • 11 – 14 PT

This is how body copy should read. | Comfortable leading, clear and legible, with warmth carrying the reader through longer passages.

| CAPTION • GUYOT SANS SEMIBOLD OR MONTSERRAT MEDIUM • 9 – 10 PT

Photo caption | Supporting label text

EXAMPLE APPLICATION

Where Faith and Knowledge Unite.

UNION UNIVERSITY • JACKSON, TN

Union University provides Christ-centered education that promotes excellence and character development in service to Church and society.

SCHEDULE YOUR VISIT TODAY | UU.EDU

Applied Examples

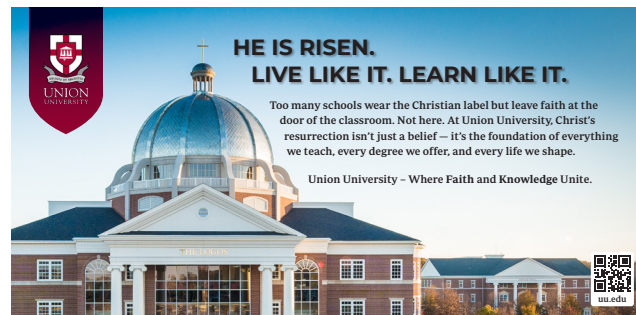
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The following examples illustrate how Union's brand elements work together across common applications. Color, typography, and logo placement should always reflect the guidelines in this document.

EMAIL HEADER



SOCIAL GRAPHICS / WEB ADS



PRINT AD



! All materials bearing the Union University name or logo must receive a branding review from the Office of University Communications before final production. Contact Jim (jgandy@uu.edu), Elli (eschultz@uu.edu), or Caroline (cvaughan@uu.edu).

Questions & Contact

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This brand guide is a living document managed by the Office of University Communications. If you have questions about usage not addressed here, or need to submit materials for a branding review, please reach out any of the contacts below.

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