




*This is  
the Point  
University  
identity*

GRAPHIC STANDARDS GUIDE v.3

# Point University

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## We are Point University



In 2011, after 74 years located in East Point, Georgia, Atlanta Christian College's leadership voted to move outside of Atlanta to West Point, Georgia, and to change our name.

We looked for a name that's memorable, respecting our past but looking to the future and capturing the heart and mission of Atlanta Christian College.

This got us thinking. What is the point of a Christian college? Isn't the Point really Christ? Since Christ is the point of everything we do, Atlanta Christian College became Point University.

Our new name and identity were carefully designed as the new symbols for a university whose core mission and vision are to prepare students to

influence every sphere of culture for Christ. **We are Point University.**

Our name, logo and other messaging and visual elements are the tools we use to interact with the world we hope to impact, and this document is our guide for using those tools effectively.

## THE IMPORTANCE OF SETTING STANDARDS

One of the greatest challenges for any institution of higher education is conveying its identity in a clear, consistent and concise manner to all stakeholders. Today's world is cluttered with information. In order to break through that clutter, a strong image and unified message are increasingly necessary. Take a moment to imagine the massive number of college and university viewbooks, catalogs, letters, financial aid packages and even emails heaped upon prospective students each year. In order to stand out from the competition, Point University must distinguish itself visually with a professional, easy-to-recognize "look."

This manual contains standards for graphics and language at Point University. Adhering to these guidelines will help the University establish and maintain a visual identity that improves communication with all constituents. To be successful in this endeavor, we ask that all who are involved in supporting the mission of Point University do their best to assist us in following these guidelines.

## GRAPHIC STANDARDS

The ultimate goal of these standards is for Point to develop a consistent and recognizable identity that reflects the University's mission and vision. Doing so will help the University succeed in recruiting students, faculty and staff members, donors and other friends.

### *What is a graphic identity?*

A graphic identity typically consists of a logo, a family of typefaces (fonts), standard colors and other identifying elements. Guidelines for the use of these elements are provided by the University's Communications Office.

## STYLE GUIDE

Point University also publishes a style guide with information on grammar and text use. For guidance on topics ranging from state abbreviations to punctuation to capitalization, consult the Style Guide.

## CONTACT INFORMATION

The guidelines in this manual are intended to facilitate appropriate and effective use of the Point University identity and style standards. If you have questions, please contact the Communications Office at [communications@point.edu](mailto:communications@point.edu).

# Making *Our Message* Clear

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Messages, logo, color palette, typefaces and imagery form the Point University brand. This graphic standards manual demonstrates how to use these brand tools, providing a foundation to express the Point University brand and connect with our audiences in a meaningful way.

These guidelines give a basis of quality standardization in usage and reproduction. If you find it does not answer your specific question, or if you need additional information regarding the identity guidelines, please contact our Communications Office.



# At the *core* of our visual identity

AN INTRODUCTION TO OUR **LOGO**,  
**COLOR** PALETTE AND **TYPE** FAMILIES



## Logo



The Point University logo is comprised of three different elements—the logo type, pointer and cross.

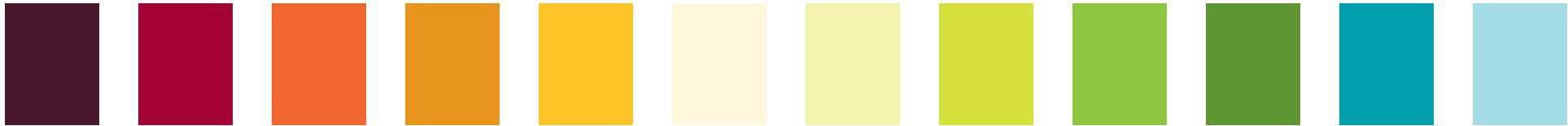
To ensure the integrity of our brand visual language, our logo must be used in a consistent manner. The guidelines in this manual address consistent application through typography, size relationships and reproduction.



A stacked version of the logo also exists and may be used when necessary. All guidelines apply to both versions.



The [in] letterforms in the word Point, along with the pointer, form the cross.



<b>PMS 7449</b> CMYK 72, 100, 77, 40 RGB 59, 31, 46 HEX 3B1F2E	<b>PMS 1955</b> CMYK 0, 100, 60, 37 RGB 143, 23, 54 HEX 8F1736	<b>PMS Warm Red</b> CMYK 0, 75, 90, 0 RGB 245, 64, 41 HEX F54029	<b>PMS 1385</b> CMYK 0, 44, 100, 7 RGB 201, 122, 0 HEX C97A00	<b>PMS 123</b> CMYK 0, 24, 94, 0 RGB 252, 201, 23 HEX FCC917	<b>PMS 7499</b> CMYK 0, 2, 15, 0 RGB 242, 232, 199 HEX F2E8C7	<b>PMS 587</b> CMYK 5, 0, 40, 0 RGB 227, 232, 153 HEX E3E899	<b>PMS 381</b> CMYK 20, 0, 91, 0 RGB 196, 219, 13 HEX C4DB0D	<b>PMS 376</b> CMYK 50, 0, 100, 0 RGB 125, 186, 0 HEX 7DBA00	<b>PMS 370</b> CMYK 56, 0, 100, 27 RGB 79, 140, 13 HEX 4F8C0D	<b>PMS 320</b> CMYK 100, 0, 31, 7 RGB 0, 156, 163 HEX 009CA3	<b>PMS 629</b> CMYK 34, 0, 9, 0 RGB 181, 217, 222 HEX B5D9DE
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<b>PMS 314</b> CMYK 100, 0, 9, 30 RGB 0, 133, 161 HEX 0085A1	<b>PMS 2915</b> CMYK 59, 7, 0, 0 RGB 115, 181, 224 HEX 73B5E0	<b>PMS 295</b> CMYK 100, 57, 0, 40 RGB 0, 64, 122 HEX 00407A	<b>PMS 7452</b> CMYK 50, 32, 0, 0 RGB 140, 143, 214 HEX 8C8FD6	<b>PMS 2623</b> CMYK 59, 100, 0, 32 RGB 92, 20, 94 HEX 5C145E	<b>PMS 5415</b> CMYK 42, 8, 0, 40 RGB 92, 120, 143 HEX 5C788F	<b>PMS 7542</b> CMYK 10, 0, 3, 16 RGB 176, 191, 191 HEX B0BFBF	<b>PMS 423</b> CMYK 0, 0, 0, 44 RGB 148, 148, 143 HEX 94948F	<b>PMS 7540</b> CMYK 0, 0, 0, 72 RGB 112, 110, 112 HEX 706E70	<b>PMS 452</b> CMYK 24, 18, 42, 0 RGB 181, 179, 140 HEX B5B38C	<b>PMS 4505</b> CMYK 0, 15, 78, 36 RGB 153, 138, 66 HEX 998A42	<b>PMS 405</b> CMYK 0, 10, 33, 72 RGB 102, 89, 77 HEX 66594D
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# Color



While there are two principal corporate colors for the Point University logo, an extended color palette has been assembled for use in a variety of materials and media. Acknowledging that color is a key identifier for a brand, all materials should draw from our approved color palette.

All colors in our palette are based on the Pantone® Matching System® (PMS). CMYK and RGB conversions are listed, as well as HEX codes for web use.

*Note: HEX codes are not websafe.*



**Principal corporate colors:**  
**PMS 295** (blue)  
**PMS 123** (yellow)

Gotham Light/Italic  
AaBbCc123 *AaBbCc123* !@\$\$%\*+##

Gotham Book/Italic  
AaBbCc123 *AaBbCc123* !@\$\$%\*+##

Gotham Medium/Italic  
AaBbCc123 *AaBbCc123* !@\$\$%\*+##

Gotham Bold/Italic  
**AaBbCc123 *AaBbCc123*** !@\$\$%\*+##

Gotham Black/Italic  
**AaBbCc123 *AaBbCc123*** !@\$\$%\*+##

Mercury Display/Italic  
AaBbCc123 *AaBbCc123* !@\$\$%\*+##

Mercury Display Semibold/Italic  
AaBbCc123 *AaBbCc123* !@\$\$%\*+##

Mercury Display Bold/Italic  
AaBbCc123 *AaBbCc123* !@\$\$%\*+##

Mercury Display Small Caps  
AaBbCc123 !@\$\$%\*+##

Mercury Display Semibold Small Caps  
AaBbCc123 !@\$\$%\*+##

Mercury Text/Italic  
AaBbCc123 *AaBbCc123* !@\$\$%\*+##

Mercury Text Semibold/Italic  
AaBbCc123 *AaBbCc123* !@\$\$%\*+##

Mercury Text Bold/Italic  
AaBbCc123 *AaBbCc123* !@\$\$%\*+##

Mercury Text Small Caps  
AaBbCc123 !@\$\$%\*+##

Mercury Text Semibold Small Caps  
AaBbCc123 !@\$\$%\*+##

# Point University

## Type Families

Choosing the right type is essential to establishing the right tone of voice for our brand. Type should be treated consistently through all communications. Gotham and Mercury are the approved typefaces for brand communication.

When the brand typefaces are not available, **Georgia**, **Arial** and **Tenorite** may be used for individual communications, such as letters and official emails. Gotham and Mercury should be used in professionally printed publications.

### Aa Gotham Family

The Gotham family is a contemporary, geometric sans-serif typeface with a wide range of weights suitable for use in headlines and display text. It may also be used for body text, but the primary body text type is Mercury.

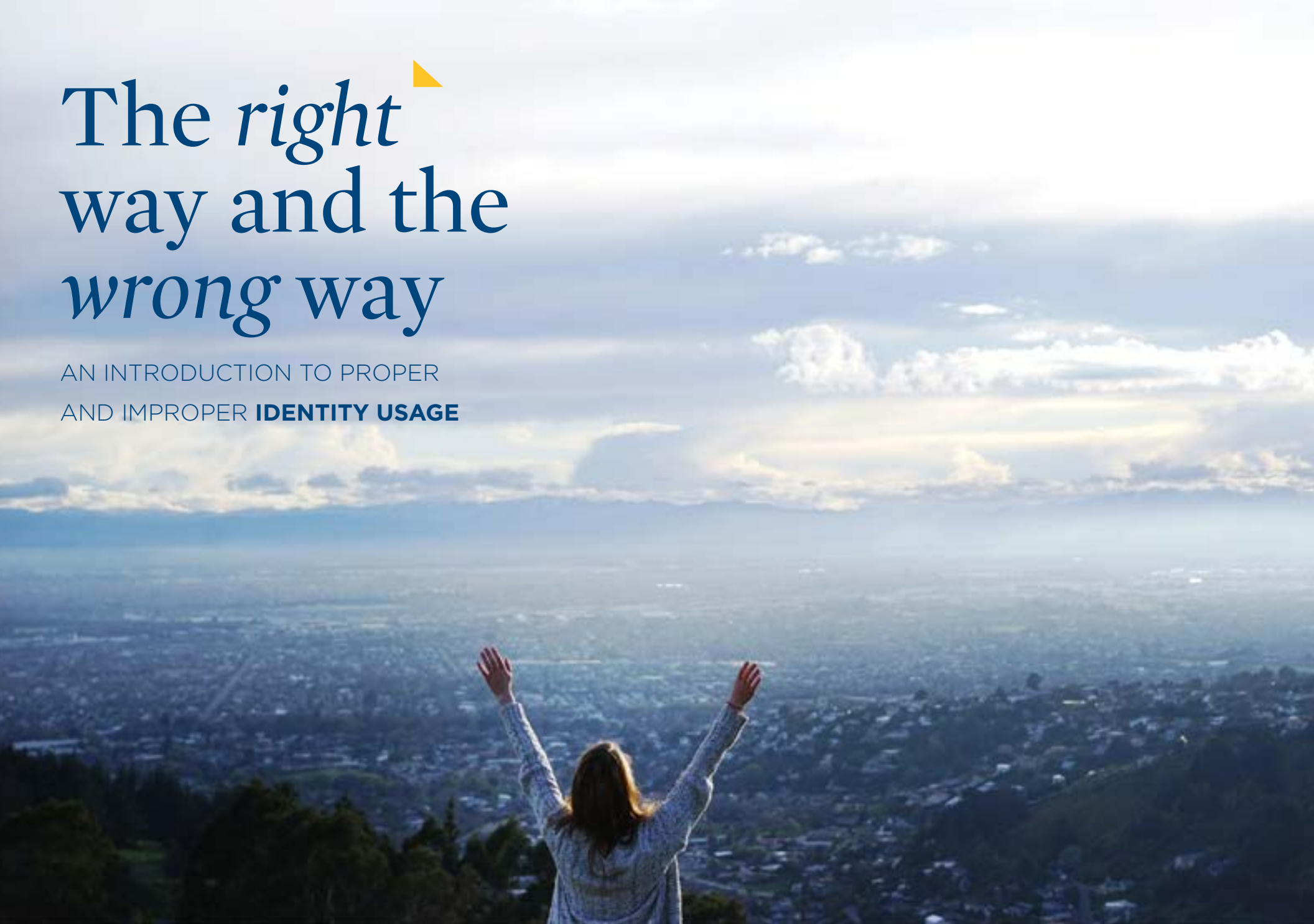
### Aa Mercury Family

Mercury is a contemporary serif typeface with angular serifs that mimic the angles in the pointer (in our logo). The display weights are intended for use in headlines and display type, while the text weights are designed for smaller use such as body text.



# The *right* way and the *wrong* way

AN INTRODUCTION TO PROPER  
AND IMPROPER **IDENTITY USAGE**



<sup>A</sup> We are  
*Point*  
University

This is  
*Point*  
University

<sup>B</sup> ~~Making sure  
our identity  
is on point~~

~~Making our  
*point* clearly~~

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## Proper Name Usage

Fundamental to effectively deploying our brand is the proper use of the Point University name in written context. The Point University name and graphic identity are rich with meaning and have been carefully designed to verbally and visually deliver our brand values.

### **A. Using the proper name in headline and copy context**

When used in headlines and other copy contexts, the word Point should be used, along with the full University name.

### **B. Use the Point name for clever or dramatic effect only with permission**

While it may be tempting to use one of the many available clichés to attempt clever headlines using the word Point, doing so repeatedly erodes the true meaning of the Point University name. Offices wishing to use such a play on words must seek approval from the Communications Office.



## Proper Logo Usage

To preserve proper weights and spatial relationships of all elements, manipulating or adjusting the logo should be avoided under all circumstances.

**Additionally, sub-logos may not be created. Only approved logos as outlined in this manual may be used. The logo is not for personal use.**

### **A. The two-color logo**

Our two-color logo should always be used when designing pieces including two or more colors. To accommodate varying printing situations, Pantone® and Process (CMYK) versions of the logo have been created. When PMS 295 and 123 spot-color inks are available, the Pantone color version of the logo should be used.

### **B. Single-color logos**

It may be necessary to use a black-only version of the logo when a document is being printed in black ink only. The black version should also be used on all spot-color combination pieces when the available spot colors do not include PMS 295 or 123. A PMS 295-only version and a white version exist for single spot-color applications.

*Permission for use of the logo by other organizations is determined on a case-by-case basis, with final determination made by the Communications Office.*



# Proper Logo Usage

Continued

## C-F. Reversal of color

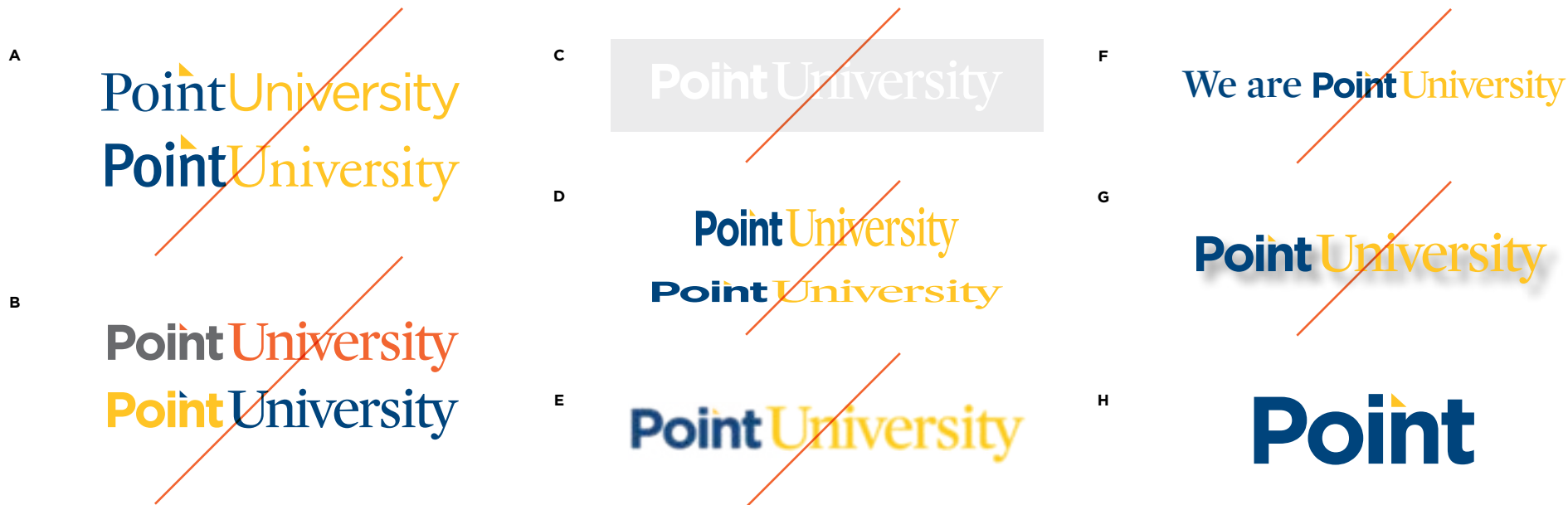
When printing on black, PMS 295, or dark backgrounds, the word Point should be set in white with the pointer and word University set in gold. When using the logo on mid-range color values, single color printing, as well as photography where legibility could be compromised, the white-only version of the logo should be used.

## G. Area of isolation

To ensure legibility, the logo must have a minimum area of uninhabited space around it that no other type or graphic elements should invade. This space is equal to the width of the letter P in the logotype.

## H. Minimum size

To ensure proper legibility on most printed communications, do not display the single line version of the logo smaller than 1.5" wide. The stacked version of the logo should not be used smaller than .75" wide. In special instances (such as small specialty items, pens, etc.), the logo may be used smaller in order to fit.



## Improper Logo Usage

To preserve proper weights and spatial relationships of all elements, redrawing or other adjustments to the logomark and logotype are never acceptable. **Sub-logos may not be created. Only approved logos may be used.**

### A. Re-typesetting

The logo should never be re-typeset. The logo was designed specifically for Point University using only the typefaces outlined in this style guide.

### B. Unacceptable color usage

Never choose alternative colors or combinations of the existing colors.

### C. Incorrect reversal of color

Do not place the logo on color backgrounds where lack of contrast causes legibility issues.

### D. Scaling and distortion

The logo should never be disproportionately scaled or skewed.

### E. Low resolution

Low resolution files and second-hand reproductions (i.e., copies or scans) damage the integrity of the logo. Use only the original digital files provided by Point University.

### F. The logo in sentences

The logo should never be used within the context of a sentence or statement. It visually clutters the text and erodes the equity of the logo as the key identifier for Point University.

### G. Customizing of the logo

The logo must not be altered in any way. Additional elements such as background shapes or drop shadows must not be added. Doing so weakens brand consistency and recognizability.

### H. Incomplete Logo

Any use of the incomplete logo must be approved by the Communications Office.

A



B



## Crest and Seal

The seal **(A)** and crest **(B)** are reserved for use by the President’s Office and for formal academic and University business, such as authenticating diplomas, transcripts and other official documents; on commencement materials, high-level certificates and awards; and at select events and ceremonies. Neither the seal nor the crest should be used as a substitute for the University logo. The crest and seal are not to be used by any on- or off-campus group without the express permission of both the Communications Office and the Academic Office. Both must be reproduced without alteration, in

either black or solid blue (PMS 295) ink or in metallic gold foil stamp.

Neither the seal nor the crest will be provided to students who wish to create their own graduation announcements. Announcements with the seal or crest on them must be ordered through the Academic Office.

The University crest symbolizes the mission and purpose of Point University: to educate students for Christ-centered service and leadership throughout the world. The shield bears four emblems: a

cross encircled by the crown of the King of Kings, representing the lordship of Jesus Christ; a sheaf of wheat, representing ministry and harvest; a pitcher, bowl and towel, depicting servant-leadership; and the lamp of learning, for Christ-centered wisdom and knowledge. Topping the shield is a book representative of the Word of God. The Greek inscription is translated “Preach the Word.” Crowning the declaration is the top of a torch, indicative of the University being a light and ambassador to the world.

A photograph of a person's hands holding an open book on a dark, textured surface. The person is wearing a dark blue sweater over a white t-shirt. A single brown leaf lies on the surface to the left of the book. The background is blurred, showing a light-colored wall and a dark chair.

# *An expression* of who we are

IMPLEMENTING OUR IDENTITY THROUGH  
**BRANDED IMAGERY AND GRAPHIC ELEMENTS**

A



## Branded Imagery

Our branded imagery and graphic elements are a unique, proprietary means of combining photographic image style and graphic elements to portray our university.

### A. Photography

Point University photography should communicate the vibrant, energetic qualities of our students. Images should also reflect our focus on a global impact for Christ. As such, photographs should feature diverse students within a campus setting and images portraying a global context. Color should be vibrant and compositions should be dynamic.





## Branded Graphic Elements

### B. Pointer

The pointer — derived from our logotype — is a key graphic element in the Point University brand visual language. In the logotype, it points to the cross as central to the University identity. In communication materials, the pointer creates visual emphasis while adding brand continuity.

### C. Pointer in Application: Small Pointer

The pointer can be used small in context alongside display type. This allows the pointer to accentuate an inward or outward focus, such as a word in a headline or a focal point in an image. In this context, the Pointer should appear in a solid color — preferably PMS 123. In instances when setting the pointer in PMS 123 would cause legibility issues, the pointer may be set in white. Only in black-and-white printing should the pointer appear in black.

### D. Pointer in Application: Large Pointer

When used large, the pointer may be used sparingly as a stand-alone background element. It may also be used as a containment field for a headline or display type. When used over imagery, the pointer should point to an area of focus in the image. In this application, a graduated screen should be applied to the pointer so it does not dominate other elements on the page. Any color from the palette may be used in this application.

## PERMISSION

Certain obligations and responsibilities accompany the use of Point University's name and identifying marks. Products and materials created on behalf of the University should always promote a positive image of the institution, enhancing the institutional brand and marketing message. The name, marks and image of Point University may not be used to imply or suggest endorsement of any product, service, or political party or candidate, without the express written permission of the board of trustees.

All campus units and student groups should obtain prior approval from the Communications Office to use the University's name, marks, logos, seals or symbols for any commercial or noncommercial use. The University requires all groups, departments and individuals to obtain approval from the Communications Office before producing any products or publications that utilize the University's name, marks, logos, seals or symbols, regardless of use or method of distribution. Individuals and organizations outside the University who wish to use any of the official marks must first obtain permission by contacting the Communications Office (see below).

## PHOTOGRAPHY

Photographs of campus scenes, landmarks or athletic events may only be used for news and editorial purposes and may not be exploited commercially without express permission.

## CONTACT INFORMATION

Questions regarding the use of any official University marks should be directed to the Communications Office at [communications@point.edu](mailto:communications@point.edu).

# Point University

706-385-1000 or 1-855-37-POINT

**WEST POINT (MAIN CAMPUS):**

507 West 10th Street  
West Point, GA 31833

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800 Commerce Drive, Suite 200  
Peachtree City, GA 30269

**SAVANNAH LOCATION:**

55 Al Henderson Boulevard  
Savannah, GA 31419

**Point.edu**