

A photograph of three young adults, two men and one woman, smiling and posing in front of a brick building. The man on the left has curly hair and is wearing a black shirt with a necklace that has the number '24'. The woman in the center has long red hair and is wearing a green top. The man on the right has short dark hair and is wearing a blue patterned shirt with a backpack strap visible. The background shows a brick building and some greenery.

# CANVA BRAND MANUAL



# TABLE OF Contents

<b>Approval Process</b>	<b>3</b>
COMMUNICATIONS TEAM	3
<b>University Brand</b>	<b>4</b>
BRAND PERSONALITY	5
SHINE ON	5
<b>Writing Style</b>	<b>6</b>
VOICE	6
MBU STYLE GUIDE	7
<b>Brand Design</b>	<b>9</b>
LOGO	10
COLORS	12
TYPOGRAPHY	13
IMAGERY	14
<b>Social Media</b>	<b>16</b>
RULES	17
BEFORE YOU POST	18
<b>FAQs</b>	<b>19</b>
<b>Canva Tutorials</b>	<b>21</b>



# APPROVAL PROCESS

**Your Canva Team administrator is responsible for approving all print and digital media in your department.**

If the piece contains elements that are not provided in the Canva Brand Kit or approved photo library, or contains information, messages or items that do not align with the MBU brand (e.g., colors, logos, fonts, poorly lit photos, tag lines, etc.), your Canva Team administrator must submit it to University Communications for approval. Also, larger print projects that go through an outside print vendor must be approved by University Communications.

## Communications TEAM

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**CONTACT JENNA GULICK WITH QUESTIONS ABOUT CANVA OR YOUR DESIGNS.**

# A BRAND

**is a powerful thing.**

**Think of it as MBU's personality.** The brand communicates our vision and values to audience members. Logos, colors, fonts, images, copy, social media posts—all can either strengthen or undermine MBU's brand personality.

The brand constantly reflects the heart of MBU, and it remains in people's minds long after other communication has faded. Because of this, all communication from the University must showcase the brand clearly and consistently.

→ **Follow these brand guidelines so your communication materials reinforce MBU's brand identity.**



# BRAND *Personality*

MBU is not your “typical” Christian university. The school has a very good academic reputation, a wide breadth of degrees, vibrant campus life and an atmosphere that encourages spiritual growth and entrepreneurial drive. MBU is an exciting, progressive university that is on the move.

**The University is an unexpected gem that should raise a few eyebrows of those expecting the “expected.”**

*Entrepreneurial*

*Engaging*

*Worshipful*

*Welcoming*

*Innovative*

*Joy-filled*

*Confident*

*Courageous*

*Inspiring*



## **SHINE ON**

MBU’s positioning theme is “Shine On,” which reflects the University’s commitment to providing its students success in all areas of life. God has entrusted MBU to nurture the light that already shines within each student. Follow this theme as you prepare communications materials that represent the University. Highlight MBU’s dedication to cultivating students’ potential, and infuse your content with a confident, innovative drive.

# Written copy is like the brand's **VOICE.**

Write all copy to reflect MBU's brand personality. Make sure your writing follows these characteristics:

*Empowering*

*Joyful*

*Positive*

*Friendly*

*Inspiring*

*Passionate*

*Hope-Filled*

*Courageous*



# MBU *Style Guide*

MBU follows the **Associated Press style guide** for grammatical rules. In addition to AP, here are some University-specific guidelines to follow.

- Refer to MBU as Missouri Baptist University, MBU or the University (always capitalize University).

**Example:** “Classes taken at the University...”

- Refer to alumni as Name ('year). Please use the right single quotation mark.

**Example:** John Smith ('93)

- Only capitalize a person's title if it falls before their name in the sentence. If it falls after the person's name in an appositive, do not capitalize it.

**Example:** Associate Vice President of the School of Business Dr. John Smith said that...

“Dr. John Smith, associate vice president of the School of Business, said that...”



# MBU *Style Guide*

## CONT.

—> Capitalize names of colleges, schools and departments.

**Example:** “The College of Science and Health announced that...”

—> Do not capitalize degrees or majors unless the word itself is a proper noun. Degrees should be singular unless referring to multiple.

**Example:** “Sarah is receiving her bachelor of arts in English.”

“John, a business major, will pursue his master in business administration.”

—> Do not capitalize pronouns referring to God unless you are quoting from a source that does so.

**Example:** “The Lord is great, and his works are mighty.”

# Visual DESIGN

**is the most recognizable part  
of a brand.**

**Colors, fonts, logos, layout—they are the first thing the audience sees, and often what they remember most.**

Your Canva Team's brand kit has the MBU design elements you need to portray the brand. All you have to do is use those elements, like colors and fonts, in an appealing way that matches the University's visual brand.

- Keep the design clean and bold.
- Don't overcrowd the layout—keep it simple and spacious, not cluttered.
- Go for an airy, contemporary feel.
- Follow all logo guidelines on [pages 10-11](#).
- Use a lot of white space with the primary brand colors to keep it light.
- Incorporate the secondary colors as needed to add pops of vibrancy.
- Use MBU photography that shows our students' faces with a well-lit composition.
- Use the Avenir font for most of the headings and body copy. Use the Adelle font for callouts, some headings and other textual features to add variety.

# LOGO

The most valuable visual statement of MBU's brand is its logo. The logo is the public face that gives the University a recognizable presence in the community. MBU's logo was designed to reflect the University's brand personality and strengths.

## LOGO *Variations*



Use this logo when the project is more **formal**.



Use this logo when the project is more **informal**.



Use this logo when the project is **formal** and requires a more compact logo.



Use this logo when the project is **informal** and requires a more compact logo.

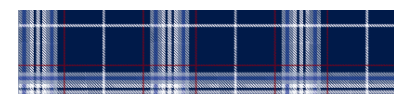
# GUIDELINES

- Only use the logos provided in your Canva Teams brand kit.
- Do not alter current MBU logos or create new ones.
- Follow the specified space, size and proportion requirements (pg. 11).
- Logos may only be navy blue, black or white. No exceptions.
- Use the specific file for each logo color. For example, use the prepared White Logo file for a white logo—do not edit a blue or black logo to make it white.
- Only University Communications may use the following logos and pattern:

HORIZONTAL



TARTAN



THUMBNAIL





# LOGO<sub>CONT.</sub>

## CLEAR *Space*



## MINIMUM *Size*

MINIMUM WIDTH: 2.5"



MINIMUM WIDTH: 1"



MINIMUM WIDTH: 1"



## CORRECT *Proportion*

CORRECT PROPORTION



SCALED TOO WIDE



SCALED TOO TALL



# COLORS

## Primary Colors

MBU's brand color scheme primarily uses PANTONE 289 and PANTONE 429 (when needed as an accent color) on all school communication pieces.

Do not tint or change the opacity on the PANTONE colors. Use them with a substantial amount of white space to promote an airy and contemporary feeling.

## Secondary Colors

Use these secondary colors to provide punch and vibrancy to all brand communication pieces. They should only be used for adding pops of color and highlights. Make sure that PANTONE 289 is still the main color used when incorporating secondary colors.



**PANTONE 289**

#002144

0, 33, 68

100, 64, 0, 60



**PANTONE 429**

#a5acb0

165, 172, 176

1, 0, 0, 32



**PANTONE 660**

#3d7dca

61, 125, 202

76, 47, 0, 0



**PANTONE 382**

#c4d600

196, 214, 0

29, 1, 100, 0



**PANTONE 124**

#eaaa00

234, 170, 0

8, 35, 100, 0

# TYPOGRAPHY

Typography plays a big role in establishing MBU's brand identity. The University has two primary typefaces: Avenir and Adelle. Use Avenir for most headings and body copy, and incorporate Adelle to add a pop of font variety.

## PRIMARY TYPEFACE

Avenir 35 Light

*Avenir 35 Light Oblique*

Avenir 45 Book

*Avenir 45 Book Oblique*

Avenir 55 Roman

*Avenir 55 Oblique*

Avenir 65 Medium

*Avenir 65 Medium Oblique*

Avenir 85 Heavy

*Avenir 85 Heavy Oblique*

**Avenir 95 Black**

***Avenir 95 Black Oblique***

## SECONDARY TYPEFACE

Adelle Light

*Adelle Light Italic*

Adelle Regular

*Adelle Regular Italic*

**Adelle Semibold**

***Adelle Semibold Italic***

**Adelle Bold**

***Adelle Bold Italic***



# IMAGERY

**At MBU, our students are prepared to succeed and to shine on. The images we use should capture that confidence and joy.**

Look for visual cues that express an engaging and bold approach to the college experience. Overall, the composition and style of the images should create an empowering, confident and vibrant tone.





# IMAGERY<sub>CONT.</sub>

- > Students should look comfortable in their own skin and driven to excel.
- > A positive and outgoing quality should shine through in both the images and the subjects.
- > The images should be warm in coloring and tone to illustrate our welcoming and inviting nature.
- > Photographs of the architecture on campus should focus on modern facilities where entrepreneurial spirit is encouraged.



# Once something is on the internet, it's out there **FOREVER.**

Posting on social media is a weighty responsibility. You aren't just representing a brand. You are representing everyone affiliated with that brand—faculty members, students, parents, alumni, staff.



➤ **Take this responsibility seriously, and follow these rules to guard against inappropriate posts.**



# SOCIAL MEDIA *Rules*

## DO NOT...

- ...post anything with vulgar, profane or offensive language. This includes curse words, slurs and inappropriate emojis.
- ...use music or TikTok sounds that contain profanity.
- ...share gossip or slander, or post anything remotely controversial.
- ...respond to comments with hatred or sarcasm.
- ...post anything that communicates negatively about the University or reflects poorly on its employees and students.

## DO...

- ...share content that represents the University's mission of excellence and service.
- ...proofread your content before posting.
- ...respond to comments with grace and truth.
- ...follow Ephesians 4:29: "Let no corrupting talk come out of your mouths, but only such as is good for building up, as fits the occasion, that it may give grace to those who hear."



# BEFORE YOU *Post*



- > Does it share the truth kindly?
- > Is it excellent, and does it show the excellence of the University?
- > Does it represent the University's personality? See [page 4](#).
- > Does it visually align with MBU's brand?
- > Do all images follow the guidelines on [page 15](#)?
- > Does the copy (in the graphic **and** in the caption) align with MBU's brand voice and style? See [pages 6-8](#).
- > Is it free of grammatical errors?

***If you answer “no” to any of these questions, reevaluate your content.***

You are always welcome to ask your Canva Team administrator or a member of University Communications if you are not sure if you can post something.

# Frequently Asked QUESTIONS

**Q.** Can I use Canva elements and illustrations in my design?

**A.** Yes, but use them sparingly and only with your administrator's approval. We prefer using photos of students/faculty/staff instead of stock illustrations or images.

**Q.** I am a Canva Team administrator. What if I need to pass my role onto someone else?

**A.** Contact [Joel Lindsey](#) to let him know. He can help you find someone to take your place and transfer administrative access of your team's Canva account to your successor.

**Q.** Can I share my Canva account's login information with someone else?

**A.** No. We want to respect Canva's policies for account usage, so if someone needs to use Canva, encourage them to create their own account.

**Q.** What if I want to use a font, color or logo that is not part of the University brand?

**A.** If a design uses any element that is not part of the University brand, your Canva Team administrator must submit the design to University Communications for approval. See [page 3](#) for contact information.

# FAQs CONT.

**Q.** If I want to create a social media account for my department, how do I get approval?

**A.** [Open a ticket](#) with University Communications explaining your request. We will follow up with you to discuss your ideas.

**Q.** How do I print my designs?

**A.** If you can print it on standard-sized printer paper, use University printers. If your project requires a large run or different sizes of paper, University Communications recommends using a third party print vendor, such as FedEx or Office Max. For larger print projects, like booklets, you must go through University Communications.

*NOTE: Before you print, download your project as a Print PDF using the CMYK color mode to ensure the colors print correctly.*

**Q.** Does MBU use the Oxford (or serial) comma?

**A.** No, MBU written communications should not use the Oxford/serial comma as directed by the AP style guide.

**Q.** Can I put a PANTONE 289 (MBU navy blue) overlay that's semi-transparent on an image?

**A.** Yes, you can. However, adding blue to photos cools them down, so if the overlay is too transparent, that can alter the photo's tone.

## ***Getting Started with Canva***

<https://www.canva.com/designschool/tutorials/getting-started/>

## ***Using Canva for Teams***

<https://www.canva.com/designschool/tutorials/onboarding-team-members-to-canva-for-teams/>

## ***Collaborating in Canva***

<https://www.canva.com/designschool/tutorials/collaborate-on-designs-in-canva/>

## ***Planning Social Media Posts***

<https://www.canva.com/designschool/tutorials/plan-and-post-content-to-socials/>

## ***Learning Design Principles***

[Canva Tips](#)

[Hierarchy](#)

[White Space](#)

[Alignment](#)

[Social Media Design](#)

## ***Understanding File Formats and Color Modes***

[File Formats](#)

[Color Modes \(RGB Vs. CMYK\)](#)

[Colors for Printing](#)