



BUTLER UNIVERSITY

2024-2025 STYLE GUIDE

VERSION 10.0

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THIS STYLE GUIDE provides a resource for implementation of the Butler University brand. The guidelines contained in this document describe the fundamental elements of the brand along with basic instruction for how to use them.

Adherence to these guidelines will ensure the consistency and recognition of the brand. Recognition of the greater University brand will benefit each of its programs and key segments independently moving forward.

It should be noted that the elements and uses in this initial guide will be open to change. However, these changes will be reviewed and assessed periodically to ensure there is always a single standard usage overall.



UNIVERSITY
BRAND PLATFORM

University Brand Platform

Brand Essence

Transforming, together

Butler is built for those who seek transformation. For those who aspire to reimagine the status quo or to be someone more. For those who want to move concepts into realities and individuals into changemakers. Together we will transform what it means to be a university.

Personality

Tenacious

Ambitious

Collaborative

Creative

Sincere

Brand Pillars

Bulldog Results

Our academic approaches, access to a thriving metropolis, and industry-leading support systems result in real-world outcomes and demonstrable impact for individuals, businesses, and communities.

Our Best Selves

Our transformative approach to holistic well-being is evidence of our belief that the greatest achievements come from having the right support, guidance, and resources to achieve your best self.

Lifelong Learning

Our commitment to lifelong learning is front and center as we develop new educational models and teaching approaches that build the foundation of higher education.

Strategic Drivers

Lifelong Success and Access, Experiential Learning, and The Whole Person.

Developed from research and institutional priorities.

Butler's Brand Messaging Strategy

Lifelong Success & Access

Priority Topics

- › Graduate Outcomes
- › Online Programs
- › New Learning & Business Models

Supporting Narratives

- › Transformation Lab
- › Graduate career/grad school placement success stories
- › Alumni career success stories
- › US News rankings
- › Placement rates
- › The Butler Network

Desired Perceptions

- › Butler's approach to education results in lifelong success for graduates.
- › Butler offers right-sized, right-time, student-focused learning.
- › Butler is an industry-leader in developing new educational models that are accessible to all learner types.

Experiential Learning

Priority Topics

- › Undergraduate Research
- › Service Learning
- › Study Abroad
- › Internships/Performances/Rotations/Student Teaching
- › Indianapolis

Supporting Narratives

- › Undergraduate Research Conference
- › Internship stories
- › International and domestic study abroad programs
- › Indianapolis Community Requirement
- › Lab Schools (and other immersive academic experiences)

Desired Perceptions

- › Butler ensures graduates have essential career and leadership skills to get a job and advance in their career.
- › Butler creates an immersive learning environment for students, faculty, and community to grow and develop.
- › Butler gives students a greater view of the world and appreciation for community.

The Whole Person

Priority Topics

- › The First-Year Experience
- › Faculty & Staff Mentoring
- › Holistic Wellbeing (BU|BeWell)
- › Academic and Personal Exploration

Supporting Narratives

- › Stories of faculty/staff to student relationships
- › Center for Academic Success and Exploration
- › Exploratory Studies
- › First-Year Seminar (and other components of the Core Curriculum)
- › Diversity, Equity, Inclusion efforts

Desired Perceptions

- › Butler's approach to well-being results in resilient, well-rounded graduates.
- › Butler embraces a personalized education that is designed to transform lives and instill a passion for lifelong learning.
- › Butler's approach to well-being is student-focused, helping students to achieve their best self.

OVERVIEW OF IMAGE STYLE AND BRAND PERSONALITY



The FIRST step on your GREATEST ADVENTURE YET.

Congratulations on your admission to Butler University!

Butler is a special place. It has its own culture, its own rhythms, its own vibe. And we're excited for you to not only experience it but also *add to it*.

We know that starting college is a big change. So, we've created a first-year experience called ButlerONE to help smooth the way into your new environment—whether it's through academics, student life, or planning the next steps in your personal and professional journey.



For more information about Butler's First-Year Student Experience, visit butler.edu/FYE.

WE'LL HELP YOU DISCOVER YOU.

NEW STUDENT REGISTRATION

New Student Registration is where it all begins. This is the time when you get to meet (virtually, at least) with a faculty member from your College to map out important details such as your course schedule, plus any questions you might have. Don't sweat the details—we'll make sure you get all the info you need during your appointment. And after that? We'll see you on campus!

ACADEMIC ADVISING

Maybe you've known what you want to be since grade school. Or maybe you're paralyzed by all the career choices out there. We get it. At Butler, all we want is for you to thrive. So, not long after you get to campus, you'll meet your mentor from the department that houses your major. At Butler, prepare to be surrounded by people who want to see you dream bigger than you ever thought you could.

Dr. Frances Suter, Faculty, College of Liberal Arts and Sciences

"As a Faculty-in-Residence, I'm here to help students make connections to faculty, and that includes myself and my colleagues. I really like to help them make connections with one another, with Butler, and with Indianapolis as a whole. All these connections help students feel like they belong and give them a sense of well-being. This Faculty-in-Residence program is one strand in a web of care, and Butler really does care about supporting you from your very first days on campus."

ORIENTATION

Orientation is when we throw out the welcome mat and introduce you to all things Butler. Expect to meet with your student orientation group, learn more about your academic major, get involved with student organizations at Block Party, and meet tons of other new students. Yes, this means a lot of new places and new faces, but you'll get the hang of it quickly. Is it August yet??"

Sam Thompson, Biology, Psychology, Indianapolis, Indiana

"When it comes to Orientation, I really recommend you fully invest yourself in it. During the ice breakers, be goofy, and silly, and yourself. Everyone is just as new to us as you are, so being enthusiastic and approachable will allow you to make a lot more connections than you otherwise would. Orientation—and college—can be the best time of your life, but you only get that when you get into it. Don't be shy and try new things. You may have a lot about yourself in the process."



TELL US MORE. We're all ears.




THAT'S THE BUTLER EFFECT

CONFIRM YOUR INFO AND YOU'LL RECEIVE STICKERS, INVITES TO EVENTS, INFO ON OUR MAJORS, AND MORE.



FUTUREBULLDOG.COM

THERE'S ALWAYS SOMETHING.
It's almost impossible to imagine the Butler experience without getting involved. We offer more than 140 student organizations, 20 Division I athletic teams, intramural and club sports (including esports), state-of-the-art residence halls, five performing arts venues, and plenty of opportunities to volunteer.

99% PLACEMENT RATE
At Butler, you'll gain on-the-job, for-the-world experience. Bulldogs join the vibrant community of Indianapolis—the perfect backdrop for hands-on learning. We emphasize the importance of internships, service learning, studying abroad, and undergraduate research. So when you pursue your dream job, you'll have the valuable experience—inside and outside of the classroom—that employers desire most.

WELCOME TO YOU 101!
Our 15+ academic majors span business, pharmacy and health sciences, communication, education, liberal arts and sciences, and the arts. Our undergraduate population is just over 4,500 and the student-to-faculty ratio is only 11-to-1. These are just some of the reasons why Butler was named the No. 1 Regional University in the Midwest*.

INDIANAPOLIS: OUR HOMETOWN
When you come to Butler, you're joining the larger Indianapolis community. Not just the state capital, Indy is the center of attention in cultural events, major league sports, world-class dining, and overall off-campus exhilaration. And, campus is only five miles from downtown, so all of this could be part of your college experience.

*2023 U.S. News & World Report Best College Rankings

FIND YOUR PURPOSE



BUTLER UNIVERSITY



WE'RE CHANGING WHAT IT MEANS TO BE A UNIVERSITY.

Butler has always stood for excellence in education. But standing for something doesn't mean standing still. It means moving forward with innovative ideas that are transforming how we teach. It means experiential learning in fields that create in-demand graduates. It means cultivating not only minds, but communities.

At Butler, we're changing what it means to be a university. One student at a time.

BUTLER
UNIVERSITY
butler.edu

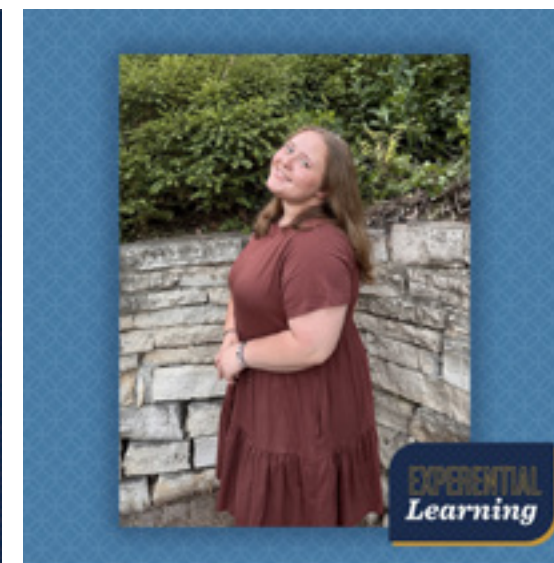


BUTLER UNIVERSITY ORIENTATION

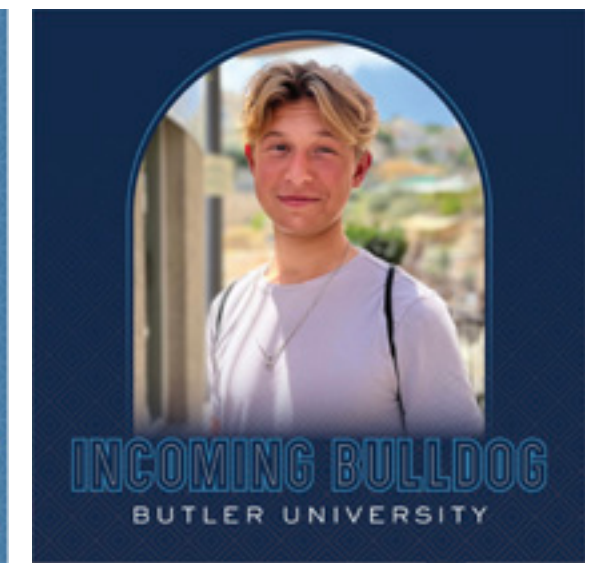
BUTLER ONE
THE FIRST YEAR EXPERIENCE



CLASS OF 2028
BUTLER UNIVERSITY



EXPERIENTIAL Learning



INCOMING BULLDOG
BUTLER UNIVERSITY

Get INVOLVED
Find your place

Let's face it: You spend most of your time in college outside of class, and Butler offers the ultimate college experience. With more than 500 student organizations ranging from advocacy to culture to service to health and well-being (and how many more), there's truly an organization for everyone.

Sample of Student Organizations:
 Black Student Union
 Butler University Dance Marathon Club and Intramural Sports
 College Mentors for Kids
 Rapists
 Greek Life

Latinx Student Union
 Manuscript's Literary Magazine
 Model United Nations Club
 Religion Group
 Student Government Association
 Volunteer Center

Get your game on at Butler's new Esports Park, home to Butler's esports club and varsity teams, which compete in the 2019 ESNF Conference.

4 NOW ENROLLING: YOU 101 5

MAJOR IN OPPORTUNITY

BUTLER

NOW ENROLLING: YOU 101

BUTLER

You've studied.
 You've joined co-curriculars.
 You've pursued your passions and pushed your limits.
 All to prepare you for this very moment—your senior year.
 What will your next move be?

Do you have what it takes to be A BULLDOG?

Find out when our application for admission opens August 1.
butler.edu/admission

Chart your course. VISIT CAMPUS THIS SUMMER.

If you haven't fallen in love with Butler yet, it's probably time to schedule a visit. Whether you want a quick campus tour, a virtual look around, or an all-day affair, we have options to fit your interests and schedule.
Schedule your tour at butler.edu/visit.

6 MAJOR IN OPPORTUNITY 7

A PLAN TO HELP YOU SOAR

There's a reason ButlerONE, our first-year experience, is nationally ranked. Through ButlerOne, you'll find venues for self-discovery, student-centered advice for your academic future, challenging introductory courses in our Core Curriculum, and an encouraging environment to help you acclimate to your new life on campus.

FIRST-YEAR SEMINAR
 You'll explore one of over 40 different course topics while building a close-knit community with your professor and a small group of other first-year students.

Topics include:
 Assessing the American Dream
 Through the Lens of Black Women
 Climate, Culture, Creativity
 TV Writers' Room
 Unpacking the Hunger Games
 Women Writing the World

6 MAJOR IN OPPORTUNITY 7

All of us belong at Butler.

At Butler, we embrace our differences. That's what makes us special. That's what makes us strong. We are a place for everyone, and we take that responsibility seriously.

Efraymon Diversity Center
 The Efraymon Diversity Center (better known on campus as The DC) serves as a resource and home to many identity-based and cultural student organizations, including:
 Advocates for Autism
 Asian and Pacific Islander Alliance
 Black Student Union
 Butler LGBTQIA+ Alliance
 Diversity Program Council
 Gender Equity Movement
 Latinx Student Union
 South Asian Student Association
 Students of Color Allied in Healthcare

Center for Faith and Vocation
 The Center for Faith and Vocation (better known as the CFV) is dedicated to helping the Butler community live a life of purpose, meaning, and contribution. It supports several student organizations, including:
 Butler Catholic Community
 Cru
 Hillel
 Muslim Student Association
 Orthodox Christian Fellowship
 Secular Student Alliance
 Voices of Difference Gospel Choir
 Young Life

As part of the Core Curriculum, all students take at least one academic course related to social justice and diversity.

14 MAJOR IN OPPORTUNITY 15



Gain Valuable Skills

If you're looking for a college degree that leads to a career, look no further than **Founder's College**. We offer associate degrees in essential career fields that can be earned in just two years. All academic programs include experiential learning and opportunities to earn lucrative industry-recognized credentials. And if you aspire to earn a bachelor's degree, we've also created clear, affordable pathways to earn your four-year degree at Butler. Learn more at [founders.butler.edu](#).

Academic Programs

Business Data Analytics

You'll explore coursework related to data analysis, computer programming, and business, all while earning industry leading certifications in areas such as:

- Microsoft Excel
- Tableau, Power BI
- Database, Systems, and SQL
- Python

The associate degree will prepare you for careers including data analyst, market research analyst, entry-level database administrator, and more. If you want to continue your education, you will have a clear pathway to a bachelor's degree at Butler in fields such as Computer Science, Finance, Software Engineering, and more.

Business Management Studies

The program engages students with the creative and critical thinking skills that are fostered through study in the liberal arts. The unique combination of coursework and experience will prepare you to become a business leader who values and promotes strategic thinking, collaboration, and communication.

You'll also have the opportunity to earn relevant industry credentials, including:

- Microsoft Excel
- Python

If you want to continue your education, you will have a clear pathway to a bachelor's degree at Butler in fields such as Accounting, Finance, Marketing, and more.

Healthcare Studies

This concentration will prepare you for careers that focus on immediate patient care, such as medical billing or coding. You will also be ready to sit for national certification exams and have a clear path to a bachelor's degree at Butler in areas such as Biotechnology, Biotechnology, Public Health, and more.

Clinical Science

This concentration will prepare you for careers in both direct patient care and medical coding. You will also be ready to sit for national certification exams, and have a clear path to a bachelor's degree at Butler in areas such as Health Sciences, Health Sciences and Business, and more.

Youth and Community Advocacy

If you aspire to a future career as an educator, community builder, nonprofit manager, youth coach, or nonprofit executive, this program could be a good fit. In addition to your coursework and options for experiential learning, you'll also have the opportunity to earn relevant industry credentials, including:

- Child and Youth Care
- First Aid
- Mental Health

If you want to continue your education, you will have a clear pathway to a bachelor's degree at Butler in areas such as Elementary Education, Youth and Community Development, and more.

Affordable Education—Unmatched Opportunity

Founder's College at Butler University

Offering affordable associate degrees in **Business Data Analytics, Business Management Studies, Healthcare Studies, and Youth and Community Advocacy** to Central Indiana students with limited financial resources.

Admission or Financial Aid Questions?

We know the college application process can be overwhelming. The Founder's College team is dedicated to navigating you and your family through each phase.

Domestic Baker
Associate Director of Admissions
[bakeradmission@butler.edu](#)

Morgan McCombs
Associate Director of Financial Aid
[mcombs@butler.edu](#)

BUTLER UNIVERSITY GATEWAY

A thriving Butler and a thriving Midwest

Where Your Future TAKES FLIGHT.

98% GRADUATE PLACEMENT RATE

\$65,497 MEDIAN STARTING SALARY

BUTLER UNIVERSITY



COPY
TONE

VOICE

The copy reinforces the brand’s personality and “transforming together” essence. Our tone is active and full of opportunity. It establishes a personality built on transformation—a personality that is full of optimism and an overall outlook that anything is possible when done together.

The copy should be conversational and personable. It should provide insights about specific examples that prove out the greater points we’re trying to make. When writing, keep the brand’s personality in mind.

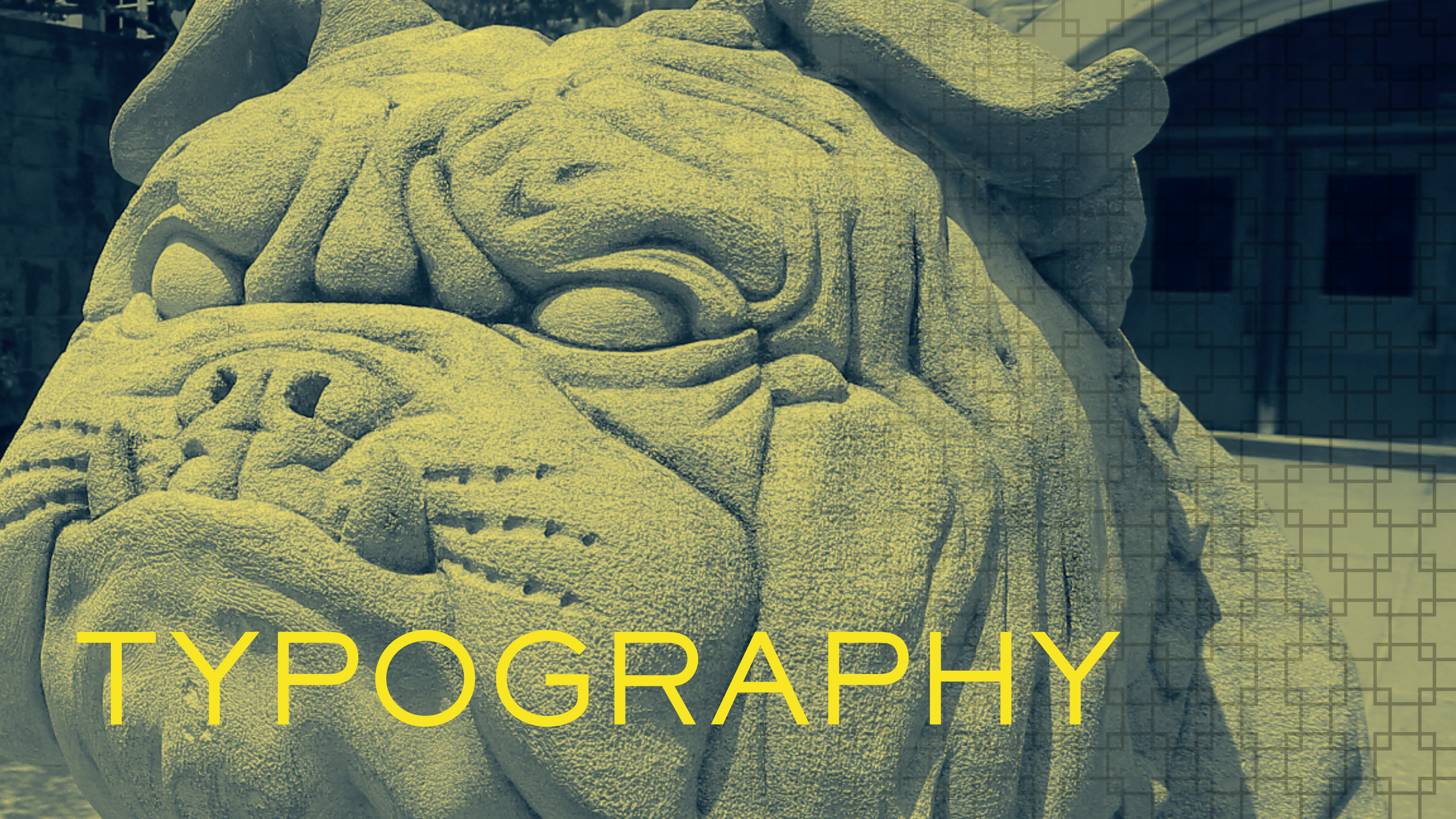
HEADLINES

Headlines offer us a great opportunity to get across high-level ideas. They should capture the attention of the reader, pull them in, and make them want to read on. Our headlines speak from the personal voice of the brand with a can-do spirit, and with a belief that more is possible.

BODY COPY

The Butler brand should always strive for a conversational tone and pace. Body copy should make a single compelling point in an interesting way, using specific, understandable examples to illustrate that point.

Endings should payoff the headline or opening of the body copy. This can be achieved with a confident statement, or by prompting the reader with a challenge that ties back to the overall theme of the piece.



TYPOGRAPHY

TYPEFACES

The Butler University brand uses these approved typefaces:

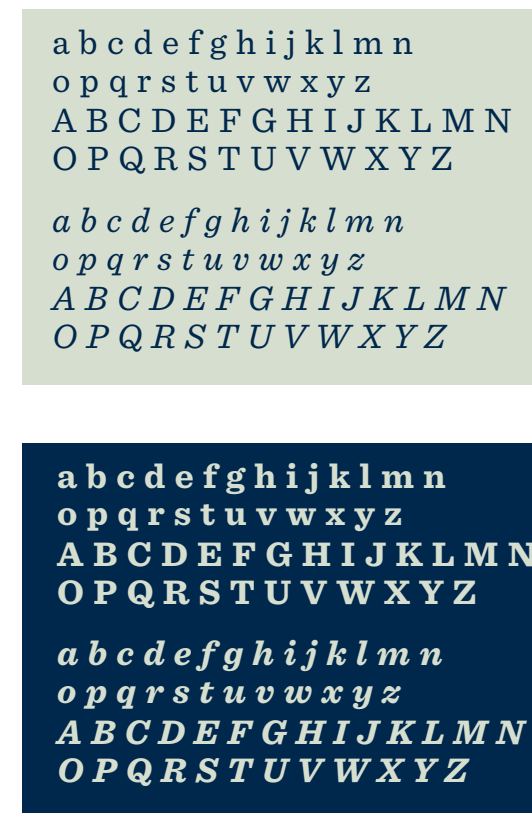
SACKERS GOTHIC MEDIUM

Designed by Monotype Design Studio



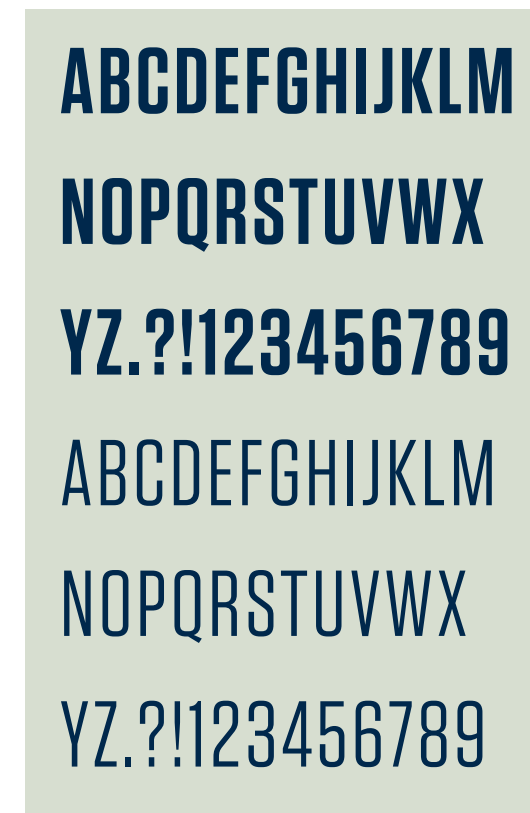
Sentinel

Designed by Hoefler & Co.



Tungsten

Designed by Hoefler & Co.



PRISMATIC

Designed by Alex Sheldon.



WEB USAGE

For web use, the Sackers Gothic faces are available for use as live text with a license, and are recommended as headers. Sentinel is also available for web use, and is recommended for body copy. (It can be substituted with Georgia if needed). Liberator and Duke can only be used in images.

SACKERS GOTHIC MEDIUM

Available for Web Use

Use as: Header Text

Backup Option: Helvetica Bold

Designed by Monotype Design Studio

SACKERS GOTHIC HEAVY

Available for Web Use

Use as: Header Text

Backup Option: Helvetica Bold

Designed by Monotype Design Studio

Sentinel

Available for Web Use

Use as: Body Text

Backup Option: Georgia

Designed by Hoefler & Frere-Jones

Georgia

Available for Web Use

Use as: Body Text

Backup Option: Georgia

Designed by Matthew Carter

Tungsten

*USE AS IMAGE, NOT AVAILABLE FOR
LIVE TEXT*

Designed by Hoefler & Co.

Public Health

BUTLER UNIVERSITY COLLEGE of LIBERAL ARTS and SCIENCES



WHAT IS PUBLIC HEALTH?

If you're interested in a career evaluating the nature of health and the underlying societal causes of disease at an individual, community, and global scale, Butler University's Public Health major may be the right fit.

What will I learn?

You will pursue learning and expand knowledge of the complex intersecting factors that shape health, developing the ability to think critically about global and public health. With an emphasis on social justice and diversity issues in health, you'll take courses and participate in experiential learning that will expand your knowledge and understanding.

What can I do with this degree?

This program is designed to be flexible and will prepare you equally well for direct entry into the workforce or the pursuit of graduate or professional studies. Graduates of this program can expect to pursue careers in public health, health policy and law, epidemiology, social work, health-related government careers, and more.

Why Public Health?

Understand complexity: You'll understand the complex factors that affect human health, including biological, environmental, cultural, socioeconomic, and systemic factors.

Describe Public Health: You will be able to describe the interdisciplinary and interrelated nature of public health at a local/community, national, and global scale.

Apply Research Methods: You'll learn how to apply epidemiological and public health research methods—including statistics—to assess community health needs, assets, and outcomes.

Analyze Factors: You'll analyze factors that contribute to health disparities and inequities and know how to find solutions to address them.

Apply Principles: You'll learn to apply the principles and methods of public health to address current and future challenges.

butler.edu/public-health

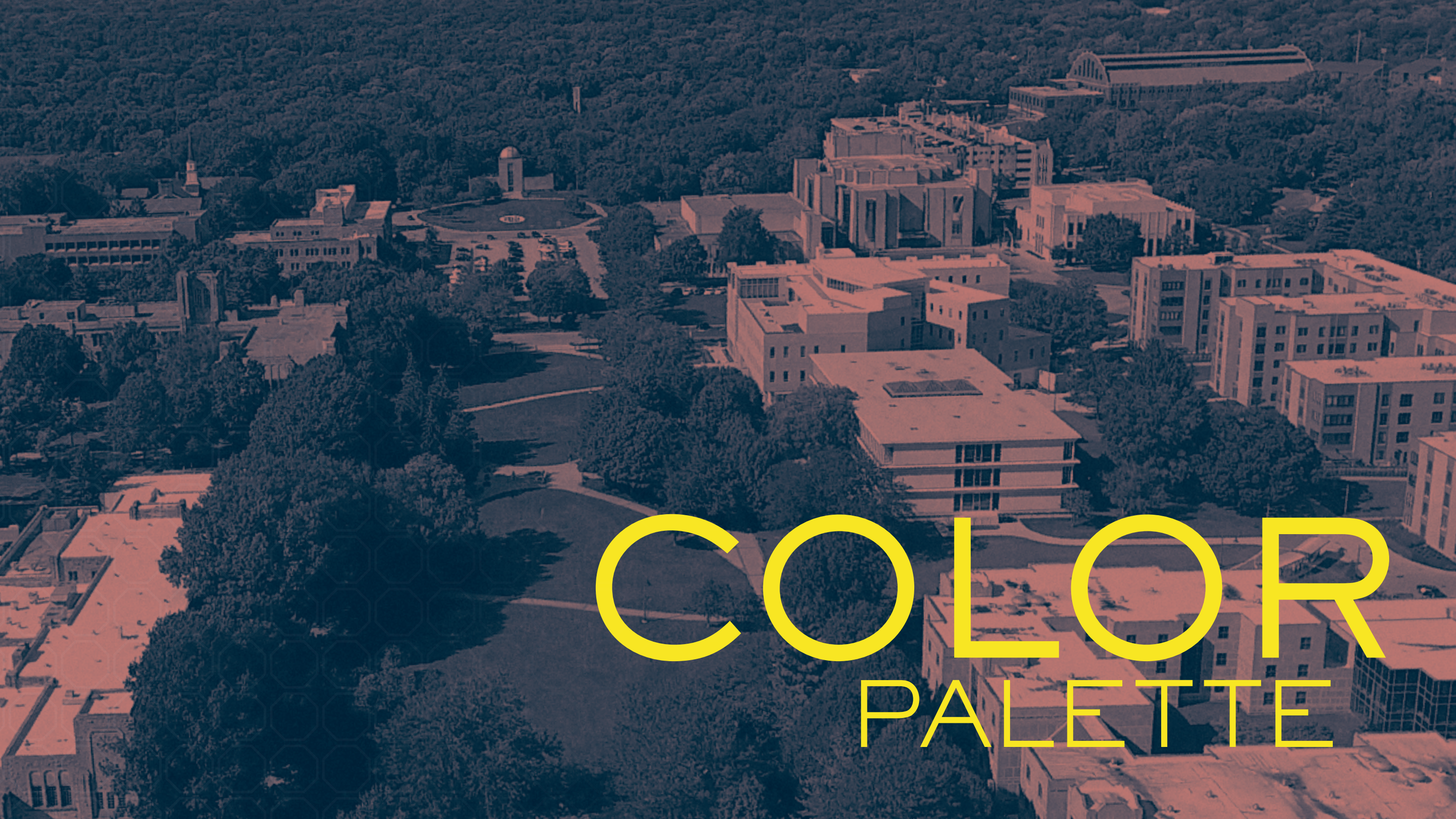
BUTLER COLLEGE of LIBERAL ARTS and SCIENCES

SUBHEADS & CALLOUTS

Sackers Gothic Medium is the secondary typeface of the brand, and should be used for subheads, college name lock-ups, callouts, and lead-ins.

BODY COPY

Sentinel Book is the primary long-form typeface for the Butler brand. All body copy should be set in Sentinel Book. When appropriate, Sentinel may be used for smaller subheads in conjunction with AT Stackers Gothic as the main typeface. Sentinel Book Italic and Bold can be used to add emphasis.



COLOR PALETTE

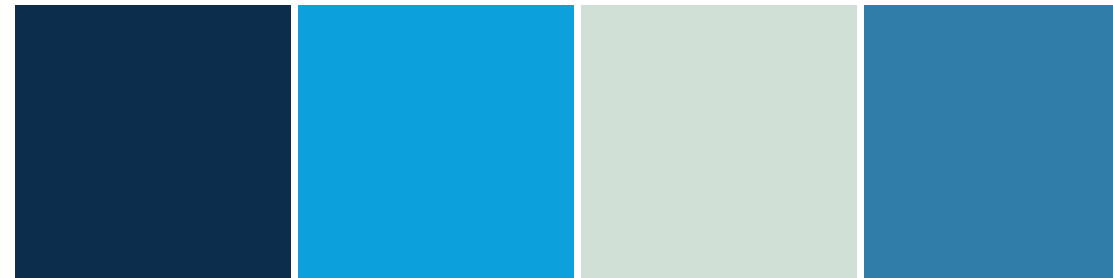
PRIMARY BRAND COLORS

In addition to the primary tone of Butler blue, the brand's primary color palette extends to include complementary shades of blue and brighter colors that form the brand's supporting color palette. Each of these color palettes may be used across photographic treatments, typography, and layout of other collateral.

SECONDARY BRAND COLORS

These warmer tones add a sense of activity to the brand and are appropriate for use as highlighted elements and detailed flourishes.

Primary Brand Colors



Butler Blue
Pantone 2767 C
C:100 M:90 Y:10
K:77
R:19 G:41 B:75
Hex: 13294B

Bright Blue
Pantone 299 C
C:86 M:8 Y:0 K:0
R:0 G:163 B:224
Hex: 00A3E0

Cool Gray
Pantone Cool Gray 3
C:0 M:0 Y:0 K:21
R:201 G:201 B:200
Hex: C9C9C8

Medium Blue
Pantone 7689
C:80 M:44 Y:17 K:1
R:52 G:125 Y:169
Web: 347da9

Secondary Brand Colors



Rose
Pantone P 70-6 C
C:0 M:82 Y:25 K:25
R:189 G:65 B:103
Hex: bd4167

Forest
Pantone P 159-8C
C:45 M:5 Y:100 K:44
R:93 G:123 B:34
Web: 5d7b22

Gold
Pantone P 15-8C
C:10 M:40 Y:100
K:10
R:207 G:146 B:32
Web: cf9220

Yellow
Pantone 610
C:21 M:7 Y:100 K:0
R:211 G:210 Y:78
Web: d4d117

Sea-Foam
Pantone 610
C:45 M:1 Y:27 K:0
R:138 G:206 Y:196
Web: 8bceec4

BUTLER COLOR CONTRAST FOR WEB

1:



Below is an updated brand color palette for our website and digital platforms to be compliant to Web Content Accessibility Guidelines (WCAG).

WEB COLORS

Web colors are established apart from primary brand colors with respect to online accessibility, both on mobile and desktop platforms.

PRIMARY

	-color-blue-butler: #13294b
	-color-blue-bright: #00a3e0
	-color-gray: #d1e0d7
	-color-gray-50: #e8efeb
	-color-gray-25: #f4f7f5

	-color-blue-butler-dark: #0c1c37
	-color-blue-medium: #347da9

↳ blue-medium was introduced to fix the contrast issue with white on blue-bright and for url-links on white.
↳ blue-bright is still needed for when using blue-butler as text.

SECONDARY

 <i>new</i>	-color-gold: #cf9220
 <i>new</i>	-color-forest: #5d7b22
 <i>new</i>	-color-rose: #bd4167
 <i>new*</i>	-color-yellow: #d4d117

***Note:** -color-yellow is an updated hex code, replacing #edeb00.

 <i>new</i>	-color-seafoam: #8bcec4
 <i>new^</i>	-color-forest-alt: #79a02c
 <i>new^</i>	-color-rose-alt: #d07691

^**Note:** the alternative versions of forest and rose are to allow butler-blue to be used as text contrast. The inverse of those combinations also pass.

BUTLER.EDU TEXT VS. CONTRAST CHECKER

↳ Combinations marked with an **x** fail WCAG AA and should not be used.

(ON WHITE #FFFFFF)

-color-blue-butler:	✓
-color-blue-medium	✓
-color-blue-bright:	x

(ON BLUE-BRIGHT #00A3E0)

-color-white:	x
-color-blue-butler:	✓

(ON BLUE-MEDIUM #347DA9)

-color-white:	✓
-color-blue-butler:	x

(ON BLUE-BUTLER #13294B)

-color-white:	✓
-color-blue-bright:	✓
-color-blue-medium:	x

(ON WHITE #FFFFFF)

-color-gold:	x
-color-forest	✓
-color-rose:	✓
-color-yellow:	x
-color-seafoam:	x

(ON BLUE-BUTLER #13294B)

-color-gold:	✓
-color-forest:	x
-color-forest-alt:	✓
-color-rose:	x
-color-rose-alt:	✓
-color-yellow:	✓
-color-seafoam:	✓

↳ **Note:** the inverse of color combinations will result in the same contrast score. Ex. blue-butler on seafoam and seafoam on blue-butler are the same in terms of contrast.

[Learn More >](#) ✓

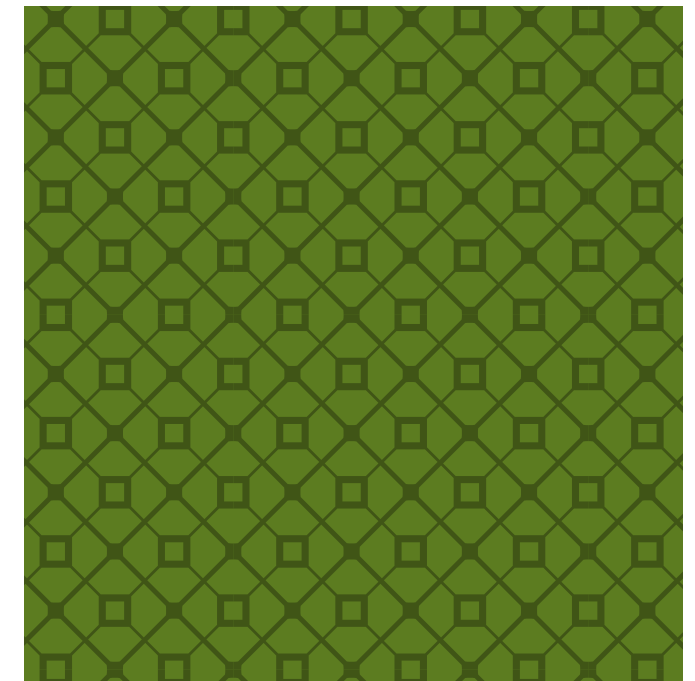
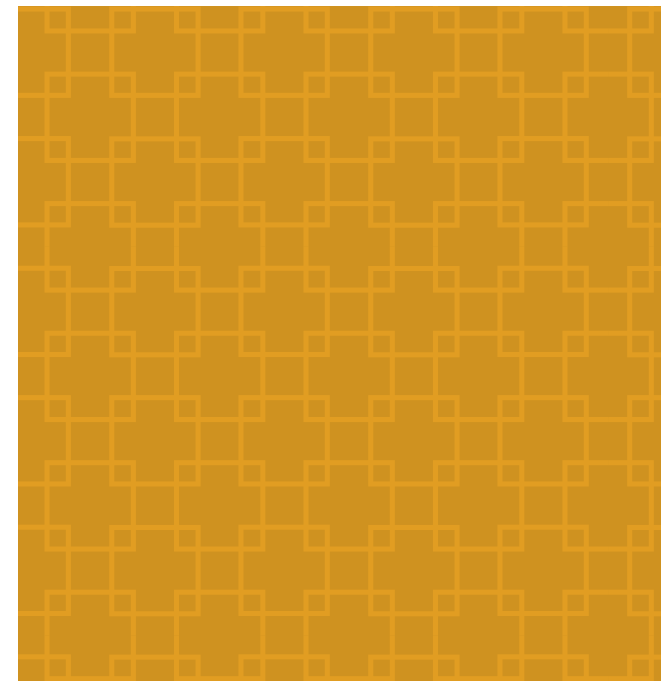
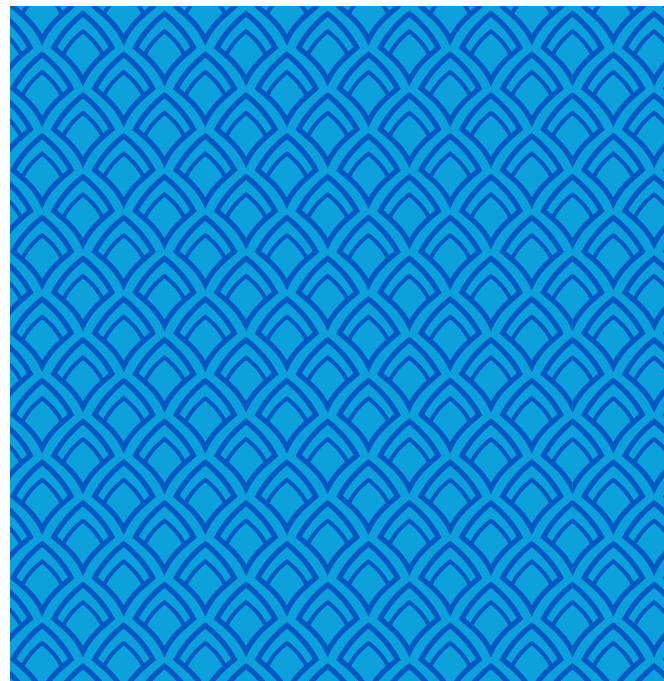
[Learn More >](#) ✓

The background is a blue-tinted photograph of a stone wall. The wall features several square decorative panels with intricate geometric carvings. A semi-transparent diamond-shaped pattern is overlaid on the entire image. The text 'DESIGN ELEMENTS' is centered in the lower half of the image in a bold, yellow, sans-serif font.

DESIGN ELEMENTS

PATTERNED BACKGROUNDS

These patterns add richness to a layout and support the overall feeling of unity and order. They are generally used as subtle design elements so as not to compete with messaging.



SHAPES

Shapes and elements can add visual interest to a design or layout. These elements should be used sparingly to avoid clutter.



SHAPES

Shapes and elements can add visual interest to a design or layout. These elements should be used sparingly to avoid clutter.





PHOTOGRAPHY

ENVIRONMENT

Environmental shots, whether in the classroom or out-of-doors, should reflect confidence and authenticity. Whenever possible, candid scenes are preferable, but in the instance of controlled elements, the feeling should remain relaxed and casual.



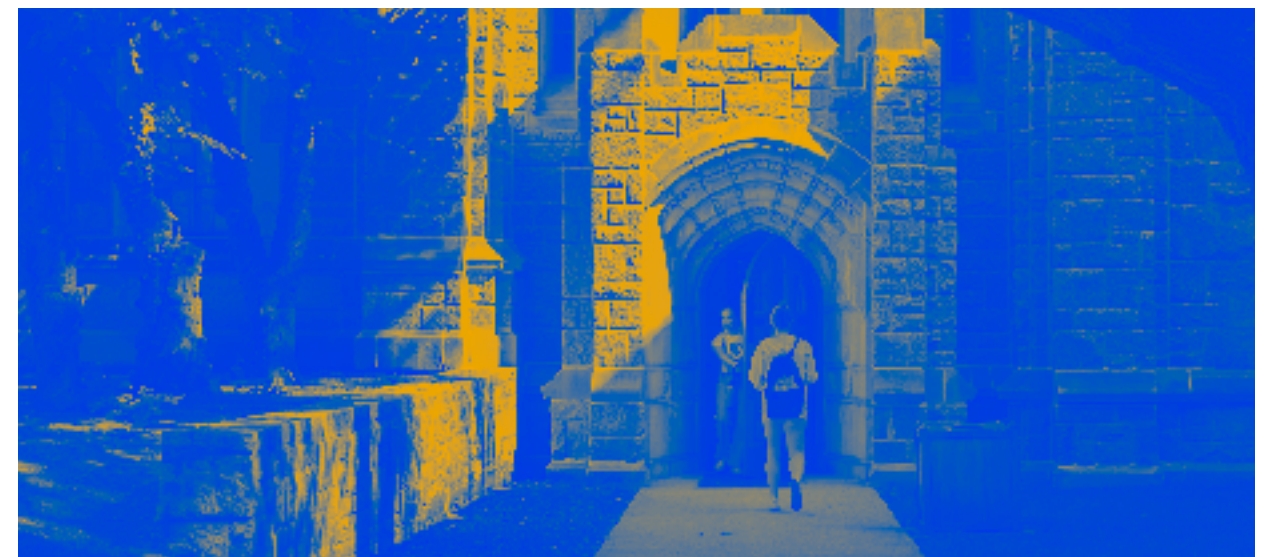
CAMPUS

Campus shots should be considered in a similar way—reflecting an authentic and honest portrayal of Butler environs.



MIXED COLORS

Photos can also be used in a variety of mixed brand colors to create subtle tone images.





VIDEO

Video produced by Marketing and Communications reflects the brand in many ways. Interviews are shot on site in a relaxed setting and casual manner. Campus scenes, student/faculty interactions, and student life footage is captured in a similar manner, with attention to depicting the University's core values.

ADDITIONAL ELEMENTS

Intro and Outro graphics also reflect brand standards and imagery. Lower-third titles use Tungsten, with Sentinel subheads imposed on brand color bars.





LOGGO

USAGE

LOGOS

The Butler University logo is the cornerstone of the University’s visual identity. All University logos are registered trademarks and may not be altered in any way. The following guidelines govern the use of the logos in all forms of print and digital communications.

BUTLER UNIVERSITY LOGO

The Butler University logo (also referred to as the primary logo) should be used on official University and academic communications and signage, as well as in cases when the audience is unfamiliar with Butler.

BUTLER UNIVERSITY

BUTLER
UNIVERSITY

BUTLER UNIVERSITY

BUTLER
UNIVERSITY

BUTLER LOGO

This simplified version of the primary logo should be used on all marketing/brand pieces, as well as in all cases where the audience may be more familiar with Butler.

BUTLER

BUTLER

LOCKUP SYSTEM

Each of the seven colleges are represented in this logo system by their pairings with the Butler wordmark. Logos available to the colleges are also available in two different configurations as well as color versions, and as art that can be reversed on a solid background.

Horizontal Logo/Full-Color



Vertical Logo/Full-Color



Horizontal Logo/Reversed



Vertical Logo/Reversed



COLLEGE of
EDUCATION



COLLEGE of PHARMACY
and HEALTH SCIENCES



COLLEGE of LIBERAL
ARTS and SCIENCES



JORDAN COLLEGE
of the ARTS



LACY SCHOOL of
BUSINESS



FOUNDER'S COLLEGE

UNIVERSITY SEAL

The University Seal may only be used by the President's Office.



BULLDOG HEAD

The Bulldog Head is the primary mark of Butler University Athletics. It can be used by Marketing and Communications as a design element for non-athletic purposes. It is not permitted for campus use.



INFORMAL OR CASUAL WORDMARKS

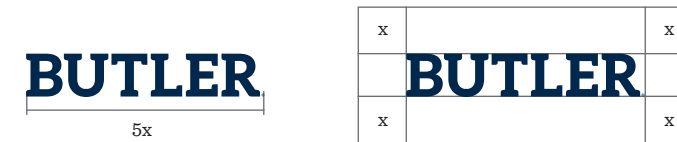
This system covers instances where the Bulldog-paired logo can be combined with college or institutional programs or offices. These do not replace usage within the University logo system as it applies to colleges, but is intended for use as a marketing tool on products such as clothing or office products.



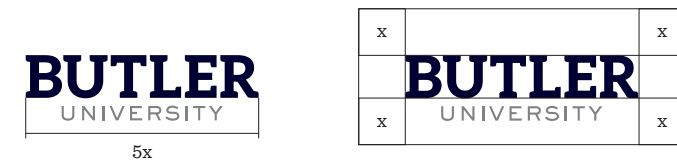
LOGO CLEAR SPACE

The Butler logos are most effective when surrounded by as much open space as possible. A minimum amount of clear space must surround the logo at all times. See diagrams to the right for the appropriate clear space for the various logos.

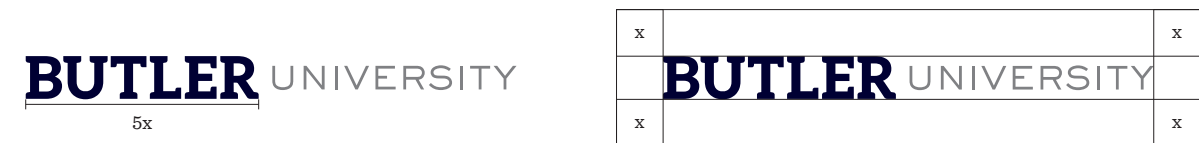
BUTLER LOGO CLEAR SPACE



PRIMARY VERTICAL LOGO CLEAR SPACE



PRIMARY HORIZONTAL LOGO CLEAR SPACE



BULLDOG LOGO CLEAR SPACE



MINIMUM SIZES

To ensure visibility and legibility, the Butler logos should not be presented in sizes smaller than the requirements shown on this page.

To maintain visual integrity, applications using alternative reproduction techniques, such as embroidery and silkscreen, may require presenting the logos at larger sizes than indicated here.

These are only minimum sizes. Logos should be sized appropriately for the piece being designed.

MINIMUM SIZE FOR PRINT

MINIMUM SIZE FOR DIGITAL

BUTLER LOGO CLEAR SPACE

.125" 

20 px 

PRIMARY VERTICAL LOGO

.125" 

20 px 

PRIMARY HORIZONTAL LOGO

.125" 

20 px 

BULLDOG LOGO

.125" 

20 px 

FOUNDER'S COLLEGE

Founder's College is a distinct sub-brand of Butler University, designed to appeal to a highly targeted audience. While it features its own unique color palette, logo, and design direction, it maintains a clear and cohesive connection to the broader Butler University brand. The primary typeface for the mark is Sentinel Bold. Founder's College incorporates one of the secondary brand colors, Forest, as a complement to Butler Blue.

While Founder's College has its own identity, when represented alongside Butler's other colleges, it should follow the University's logo system.

**Founder's
College** *at Butler
University*

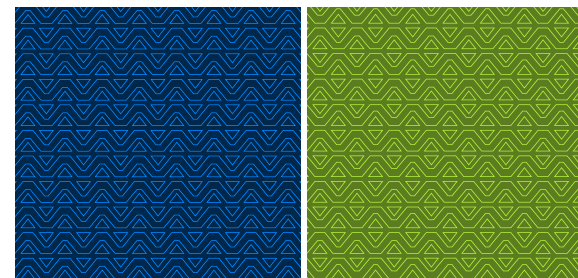
Founder's College
at Butler University

BUTLER
FOUNDER'S COLLEGE



BUTLER | FOUNDER'S COLLEGE

Founder's College backgrounds have been inspired by decorative details in the architecture of Jordan Hall, Butler's original classroom building.



MASCOT

Butler's live mascot, Blue IV, is an identifiable brand ambassador for the University. Photos or illustrations of the mascot, or his likeness, are reserved for the mascot program only and are not allowed for campus use on any marketing materials, apparel, or other merchandise.

Similarly, a paw print is not allowed for campus use on any marketing materials, apparel, or other merchandise.



THIRD-PARTY BRANDING GUIDELINES

The Butler University and third-party trademarks should never be joined together to create a new or separate trademark or logo, and no endorsement lines should be used with the Butler logo, without express approval from Butler Marketing and Communications.

SPONSORSHIPS/CO-BRANDING

This section addresses how to identify external partner organizations. One of the University’s strengths include its variety of partnerships which, when used correctly, can strengthen a marketing message. Combining the strength of two or more brands is called co-branding. Co-branding allows us to establish a visual association with our partners while continuing to leverage the Butler University brand. When co-branding, use all established guidelines for the standard use of our logo and apply the co-branding guidelines in addition.

Co-branding guidelines should follow these general outlines:

PARTNERS—When a partner helps develop and deliver programs, treat the partner’s name as you would the Butler wordmark. Both logos should be the same size.

SPONSORS—Sponsors contribute goods, service, or money that deliver programs. Place sponsor logos at the page bottom or in credits. Make sponsor logos smaller than the Butler wordmark.

MULTIPLE SPONSORS—Group sponsors by contribution level (e.g. gold, silver, and bronze); then list sponsors by level alphabetically. When dealing with a long list of sponsors or limited space, use names instead of logos for a more professional look.

BUTLER AS PRIMARY PARTNER:



in partnership with



EXAMPLES:



BUTLER AS EQUAL PARTNER:



Partner Logo

EXAMPLES:



BUTLER AS SUPPORTING PARTNER:

Partner Logo

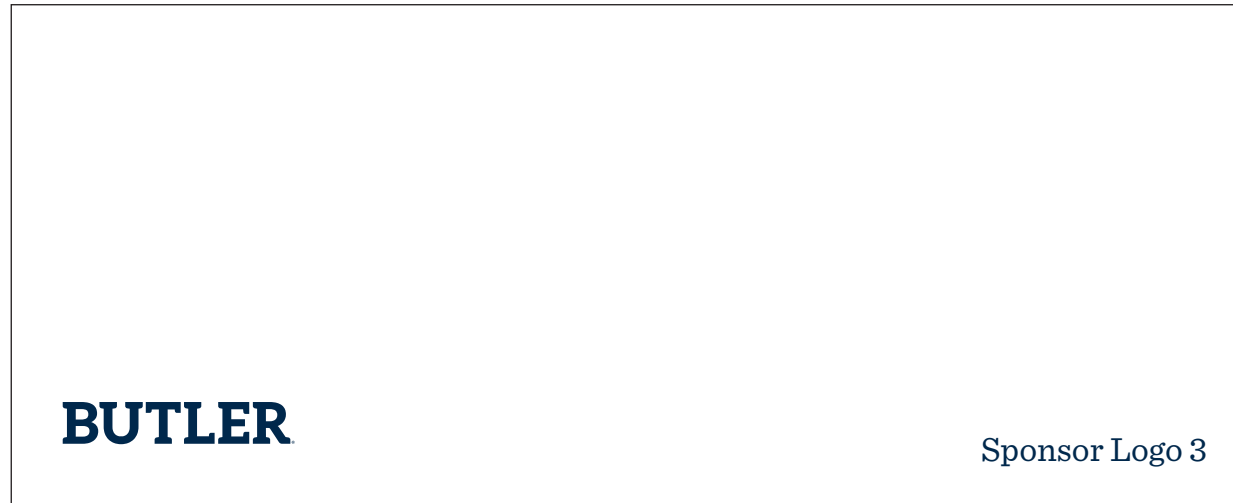


Partner Logo 2
Partner Logo 3

EXAMPLES:



BUTLER WITH SPONSOR:



BUTLER WITH MULTIPLE SPONSORS:



BUTLER COMMUNITY ARTS SCHOOL

Summer Camps:
(Most camps serve ages 7–11 and 12–18)

Are you or your child interested in music?

The Butler Community Arts School is the place for you. Serving children as young as 5 to adults, the school offers summer camps, private lessons, and group classes —*all at an affordable price.*

Instruction is held on the Butler campus by trained Jordan College of the Arts students.

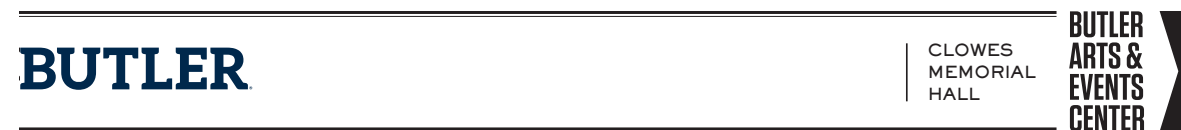
- Adult Big-Band Workshop
- Arts Camps
- Ballet Summer Intensive
- Bass Camp
- Brass Camp (NEW!)
- Jazz Camp
- Percussion Camp
- Piano Camps
- Snare & Tenor Camp
- Strings Camp
- String Scholars Camp
- Theatre Camps (NEW!)
- Voice Camp
- Woodwind Camp (NEW!)

For more information, visit www.butler.edu/bcas or email bcas@butler.edu.

BUTLER ARTS AND EVENTS CENTER CO-BRANDING

Butler Arts and Events Center co-branding is similar to University-wide co-branding with the exception that it follows strict layout rules. The Butler wordmark and the BAC wordmark should be displayed at the same size.

Partnerships with Butler University facilities should display as follows:



Sponsorships with one or more partners should display as follows:



OTHER ITERATIONS

There are other official uses of the Butler Logo that occur in new media applications. Subsequent usage in similar circumstances requires permission by the Marketing and Communications office.



BUTLER
ESPORTS



BUTLER
ESPORTS



Every email that comes from the University reflects upon the institution. Using one simple, branded email signature across campus helps strengthen not only the perception of the University’s valuable reputation, but also assists in communicating the University’s visual identity on the most basic level.

In order to create a more consistent University-wide web presence, we recommend the following email signature templates as a baseline.

STANDARD EMAIL SIGNATURE

12 pt. Georgia is the preferred font for email signatures, and should be listed in this order and all on individual lines:

Name (bold)

Title

Department/Office/Unit

Butler University

Office phone

Mobile phone

Email address

*An option to include your professional social network links is acceptable on the last line.

*An option to include your preferred pronouns is also acceptable as a last line.

Butler University email signature wordmark.

SAMPLE SIGNATURES:

Courtney Tuell

Executive Director,
Brand Marketing
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317-287-6342 (mobile)
ctuell@butler.edu

Phil Eichacker

Art Director
Marketing and Communications
Butler University
317-940-8375 (office)
317-287-6342 (mobile)
peichack@butler.edu
Pronouns: He, Him



The properly sized Butler University email signature wordmark is available for download at www.butler.edu/marketing.

Instructions for email signature implementation:

For Windows:

- Open a new message.
- On the Message tab, in the Include group, click Signature, and then click Signatures.
- On the Email Signature tab, click New.
- Type a name for the signature, click OK.
- In the Edit signature box, paste (Control+V) the signature you copied below.

For Mac:

- Go to the Outlook menu and select Preferences.
- Select Signatures.
- Click the plus icon (+) to add a new signature.
- Double click the “Untitled” signature and rename it.
- In the Signature box, paste (Control+V) the signature you copied below.

EMAIL SIGNATURE WITH PHOTO

Instructions for adding photo to email signature:

- In Outlook, choose the blue button, “New Mail,” located in the upper left of the Outlook window.
- Directly above the “From” field at the top of the window, there will be a top menu—choose “Signature.”
- At the bottom of the drop-down menu, choose “Manage Signatures.”
- A new window will appear. In the left window, highlight the signature you wish to change. At the bottom of that list will be buttons to add, delete, or edit signatures—choose “Edit.”
- A new window will appear in which you will see your signature displayed. Place a cursor at the beginning or the first line of your signature. In the menu bar under “Signature Name,” hover over the “Insert Picture” icon and select the downward arrow to choose “Picture from File.”
- Another window will appear for you to choose the location of where you have downloaded your photo. Select your photo, then choose “Insert.” Your photo will appear in the signature window where your cursor was placed.
- Choose “Save” from the menu at the top of the window. Then close the window by selecting the red button at the top left corner of the window. You can then exit the signature manager and return to the standard “New Mail” window. Your new signature with your profile photo can then be accessed from the “Signature” top menu and chosen for your messages.



Phil Eichacker

Art Director
Marketing and Communications
Butler University
4600 Sunset Avenue
317-940-8375 (*office*)
317-287-6342 (*mobile*)
Pronouns: He, Him



EMAIL SIGNATURE WITH PHOTO AND SIGNATURE

Instructions for adding linked graphic to email signature:

In Outlook:

- Go to SETTINGS (first drop-down menu under “Outlook” at top of screen)
- Click on the icon labeled “Signature”
- In the Signature name window, either choose to create a new signature (+ or -), or choose Edit to modify existing signature
- A new window will appear to create/edit the signature.
- Paste jpeg by placing cursor at the bottom of the signature under the Butler University logo.
- With jpeg selected, go to “Format” drop down menu, and select “Insert Hyperlink.”
- Add web address is you want graphic to link and click “OK.”
- Signature window will return. Select “Save” at the top of the window.



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Pronouns: He, Him

BUTLER
UNIVERSITY

Butler Two-Year College [Ask Me More.](#)
Workstream Member



SIGNAGE

WAYFINDING

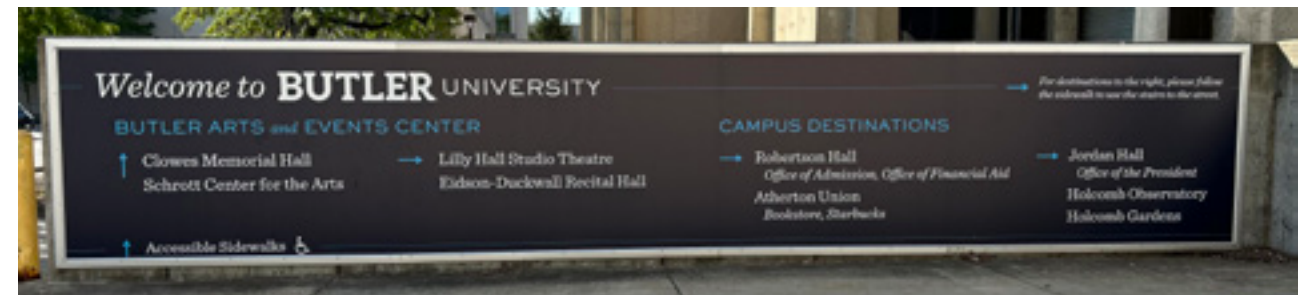
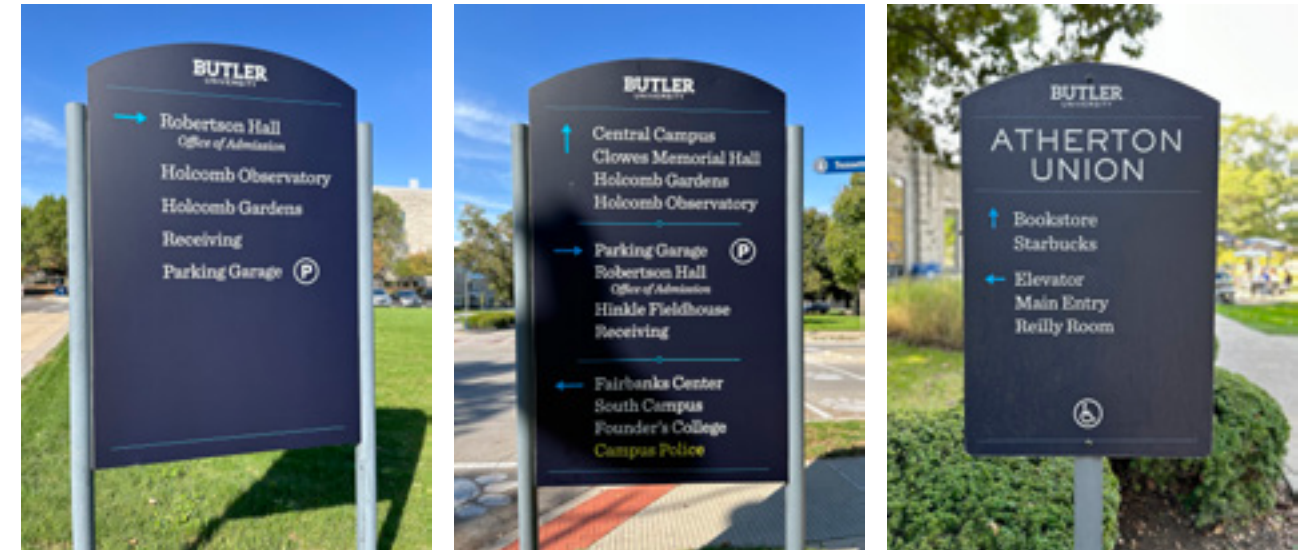
This section outlines wayfinding guidelines for exterior and interior spaces on Butler University's campus.

DIRECTIONAL (EXTERIOR)—Signs should be Butler Blue (PMS 2767). Directions to campus buildings use Sentinel Medium, and Butler Bright Blue, (PMS 299) for directional arrows.

In the case of directional signs with spaces, building names should appear in Sackers Gothic, all caps.

BUILDING GROUND SIGNAGE (EXTERIOR)—Signs designating buildings should be Butler Blue, with building names in Sackers Gothic. Offices within buildings should also appear in Sackers Gothic.

EXTERIOR EXAMPLES:



WAYFINDING

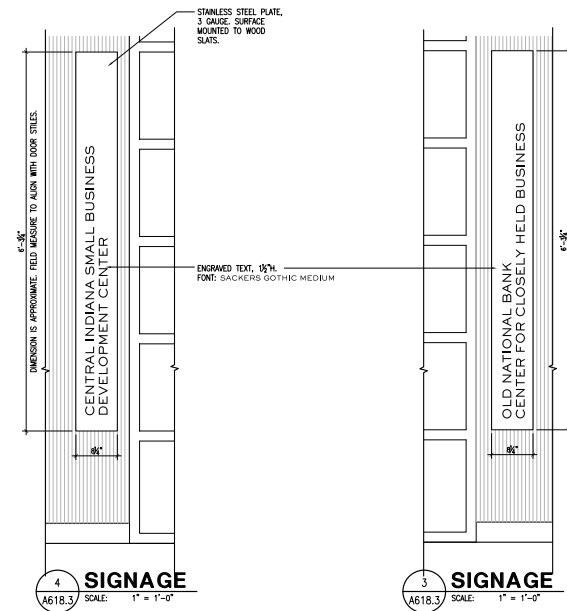
INTERIOR OFFICE SIGNAGE— Interior signage should follow the aesthetics of the architecture in composition, but should adhere to Butler Brand guidelines in color and fonts. Depending on the architect, styles for interior signage will vary.

Interior office signage for a collaborative space can include the organization’s logo. Any interior office signage that is permanent (affixed to a wall) needs to be coordinated with Marketing and Communications. Non-permanent signage such as pull-up banners can be ordered without such coordination.

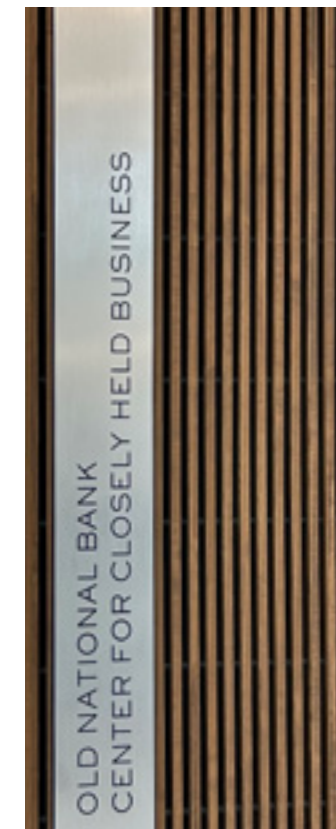
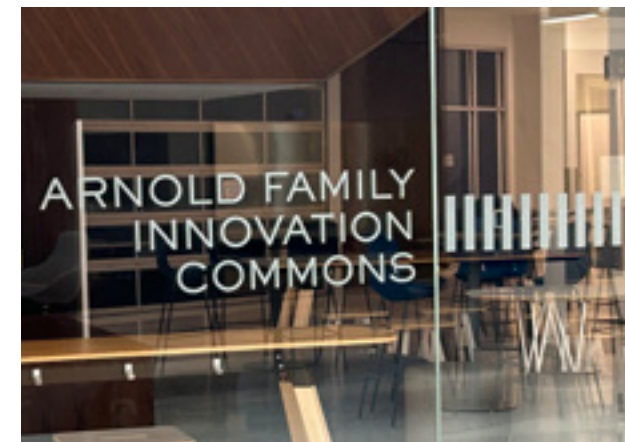
EXTERIOR OFFICE SIGNAGE—Exterior office signage for a collaborative space should use Butler’s Sackers Gothic Regular font or the organization’s font. The sign should never use the logo of either party. *See example.*

SIGNAGE COLORS:

This rule applies to all signs. When the sign, or background the sign will be applied to, is white or a grey color, letters should appear in Pantone 2767. When the sign, or background the sign will be applied to, is a dark color, letters should appear in white.



EXAMPLES:



QUESTIONS?

This style guide is designed to strengthen the Butler University brand, not to impose unnecessary restrictions on your creativity. Nevertheless, it is vitally important that we ensure a consistent and appropriate brand for the University. Please exercise good judgment in all creative executions and strive to use the brand effectively for your audience, using this style guide as a tool.

If you have any questions, please contact:

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