



Brand Book / Style Guide

STYLE GUIDE



STYLE GUIDE

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MARKETING AND
COMMUNICATIONS
RESOURCES





A MARK WITH A STORY

Bushnell University's icon invites discovery with the yellow flame of the Beacon showcasing stylized "b-u" letterforms upon inspection. The flame symbolizes illuminating wisdom and a bright future while the bold torch handle below signifies longevity and a proud past. The wordmark consists of both serif and sans-serif customized typefaces that retain hierarchy and clarity while offering attractive juxtaposition and a classic feel that remains warm and welcoming.



UNIVERSITY MARKS

The horizontal version of the logo is the preferred graphic representation of the University for standard, general use. The primary mark consists of two colors (Bushnell Yellow and Bushnell Blue) on a white background.

One-color (Bushnell Blue) and reversed options may also be used when dictated by environmental or graphical requirements.

To ensure the Bushnell University logo is always clear, legible and accurately reproduced, the beacon in the logo should always be at least .75 inches in height when printed or displayed.

Primary Mark / Full Color



Primary Mark / Single Color



Size Requirement





BEACON-BUSHNELL LOCKUP

When it makes sense in context with a knowledgeable audience, a Beacon-Bushnell lockup mark that drops “University” can be used.

Beacon-Bushnell Mark / Full Color



BEACON

The Bushnell Beacon icon may be used without the wordmark. Please note that the flame should **never** be separated from the handle of the beacon icon.

Beacon / Full and Single Color





CLEAR SPACE

The area surrounding the mark is called clear space. It must be free of logos, text, and other graphical elements. The minimum required clear space is defined by the measurement “X,” as shown. The measurement is equal to the height of the letters *u*, *s*, *n* and *e* in the wordmark.

Clear Space



SIZE REQUIREMENTS

To ensure the Bushnell University logo is always clear, legible, and accurately reproduced, the beacon in the logo should always be at least .75 inches (3/4") in height when printed or displayed.

Size Requirement





UNIVERSITY SYSTEM

When representing a school or group within the University, the name of the school or group should be locked up with the wordmark as shown here. Please use Gotham Medium. Either the horizontal or vertical lockups may be used.

Horizontal Lockup



Vertical Lockup



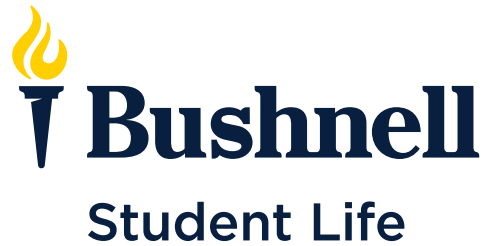


UNIVERSITY SYSTEM

Embroidery

Embroidering or stitching Bushnell University lockups on apparel requires special rules. While the thin separating lines shown on the previous page offer a functional and attractive separator in print and screen-printing applications, the nature of stitching means the thin line won't reproduce well and should be removed from the lockup. A custom vertical lockup is provided with properly adjusted spacing between the Bushnell wordmark and the department name.

Embroidery Lockup



Embroidery Examples





IMPROPER USE

Consistency is key when it comes to branding. Encouraging that consistency is why Bushnell University offers strict guidelines on proper logo usage.

All logos, whether horizontal or vertical, should never be modified to change colors, proportions, or spatial relationships between the elements. This includes not adding or removing text from established logos.

Primary logos and wordmarks should never appear as a tint or watermark.

In use, logos should be clearly legible. The Primary University Mark must be at least .75 inches in height when printed or displayed.

The shown examples demonstrate improper, unsuitable use of Bushnell University logos and must be avoided.

Do not change colors



Do not change proportions



Do not change placement



Do not stretch or condense



Do not skew



Do not use a drop shadow



Do not place on a busy or low contrast background



Do not rotate



Do not use a gradient



Do not change wordmark



Do not tint



Do not use the flame alone





UNIVERSITY SEAL

The official Bushnell University seal may be used only by the President on official or legal documents and is typically embossed or stamped in metallic foil. One-color versions should be printed in Bushnell Blue or PMS Metallic Gold 871 (spot-color only when printing Metallic Gold 871 in CMYK). The seal may also be printed in black or reversed in white.

University Seal





BUSHNELL

ATHLETICS

A separate Bushnell University Athletics Brand Book is available and should be used as a guide when creating and deploying all official Beacons Athletics materials. Please contact the Bushnell University Athletics Department for more information and a copy of the most up-to-date Athletics Brand Book.





ICONS

When communicating about the University, its students, faculty and accomplishments, icons often provide an effective vehicle for conveying information. The icons here provide dynamic and concise means to share factoids about research, graduates, chapel, athletics, drama, travel, investment, student life, and much more.





PHOTOGRAPHY

Bushnell University photography should reflect the institution's character and mission of illuminating bright futures in a supportive, Christian, community-based environment. Ideal photography will employ a documentary-style approach that focuses on Bushnell people interacting with and enjoying all that Bushnell has to offer. Photographs should always be in-focus and well-lit by natural light where possible without looking overly staged or planned.

Please see the Brand Book and the following pages for examples.











DESIGN ASSETS / USAGE

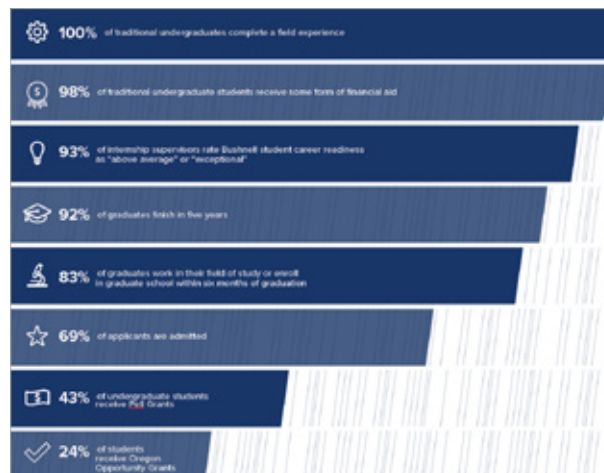
The design assets presented on the following pages offer a broader palette of options for developing both day-to-day materials and social media content in the Bushnell University brand tone, voice, and spirit. The design assets were developed to enhance and augment creative communication materials; their use is not required. As with any type of established design asset, these are meant to be employed by those with an understanding and appreciation for basic design principles. If you have any questions about a specific design asset use in print or digital formats, please contact the Senior Director of Marketing and Communications.

USE IN DAY-TO-DAY PRODUCTION

The design assets are best deployed in Bushnell University communications that are aspirational in nature and trend toward more light-hearted, fun, cheerful subject matter. Examples include event graphics, recruitment materials, student, teacher, or alumni profile articles, celebration graphics and other branded communications that are not overly formal or ceremonial.

USE IN SOCIAL MEDIA

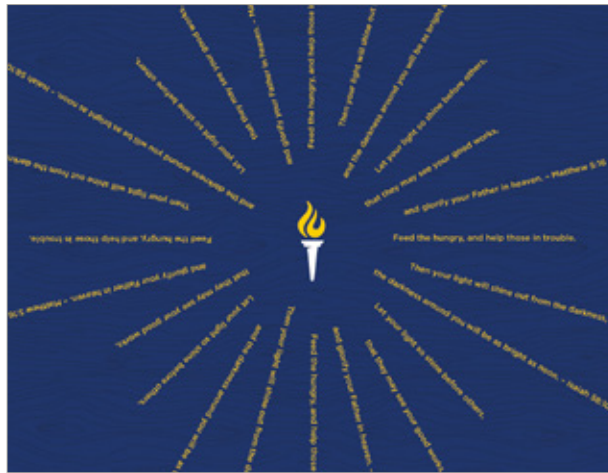
Like day-to-day materials, design asset use in social media posts is best left to aspirational communications such as events, recruitment, athletics, and community and University news. In terms of most social media content, the design assets will work best to add visual interest and additional brand character to photographs and imagery. When design assets are not used on social media, the Bushnell University brand should be brought forward through photography as described on page 68 of this document, as well as the written tone and content of the post.





DESIGN ASSET / LIGHT RAYS

A vector graphic of light rays has been created to put emphasis on specific areas in photography, text, or graphics. These should only be used in either white or yellow and may be used at any opacity. Examples of use are shown on the following two pages.



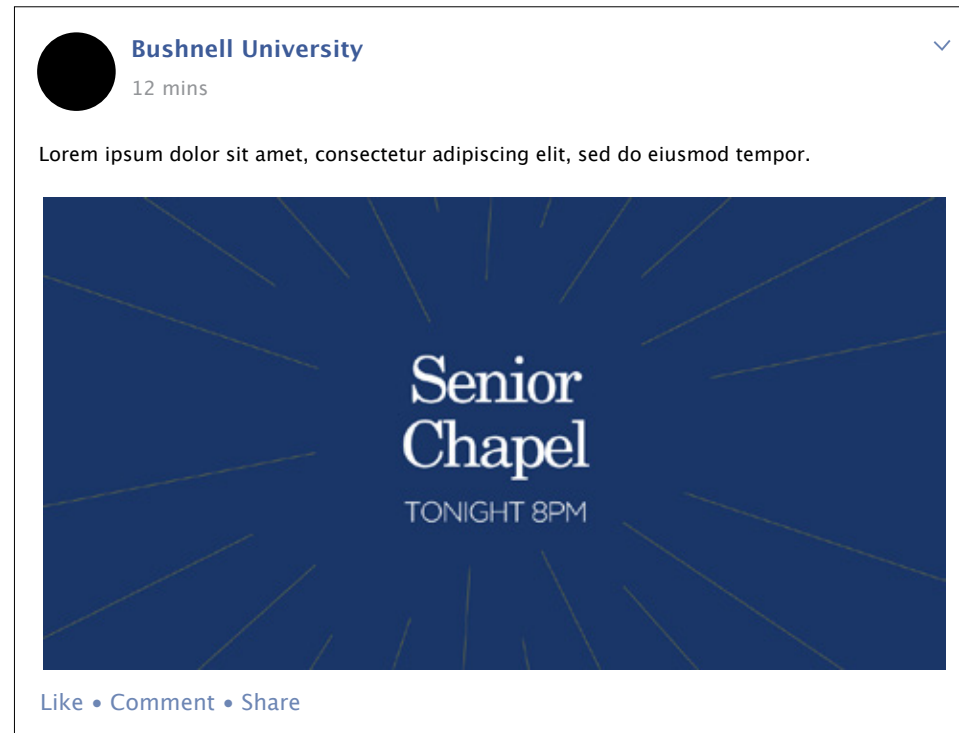


SOCIAL MEDIA / LIGHT RAYS

INSTAGRAM



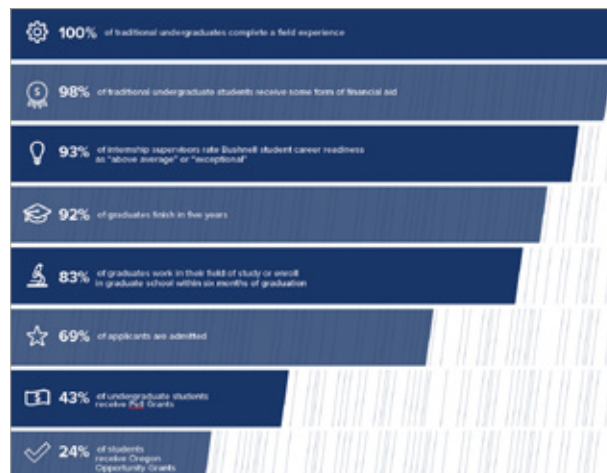
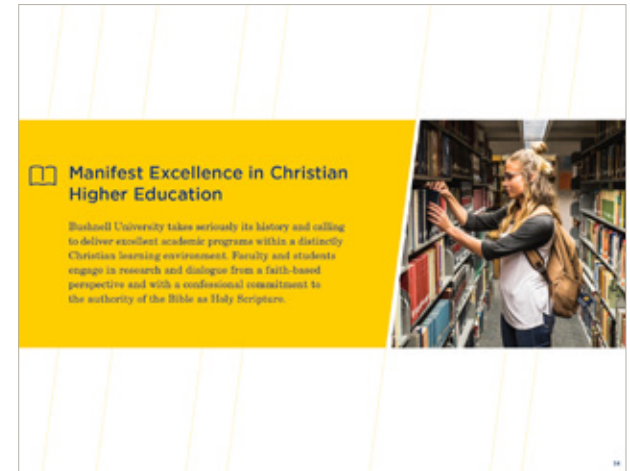
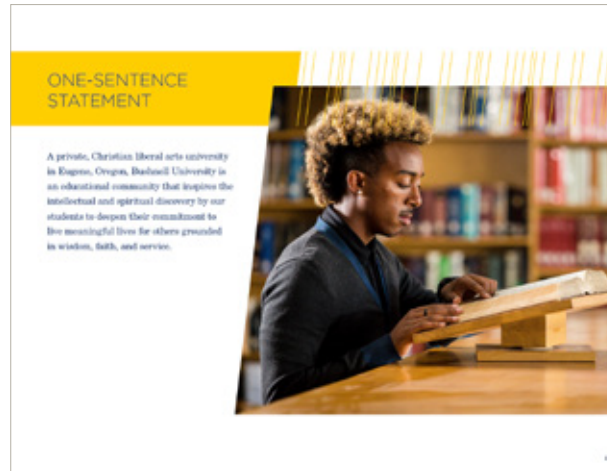
FACEBOOK





DESIGN ASSET / SLANTED LINE

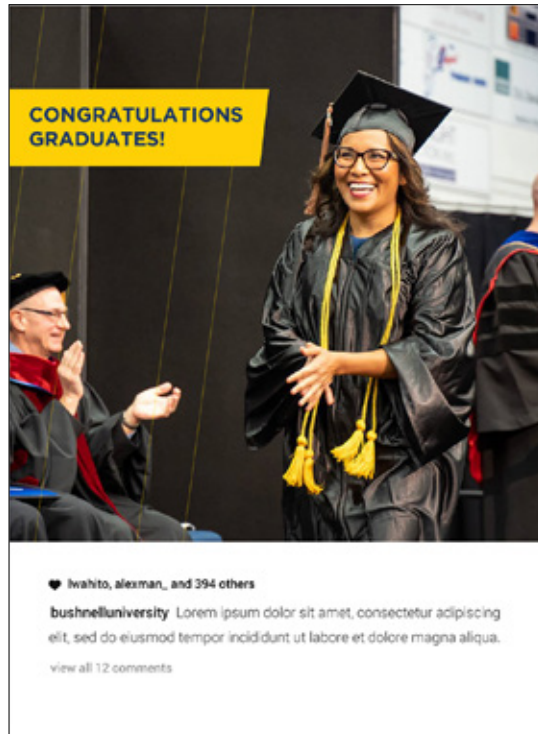
A slanted vertical line/stroke is available for use in Bushnell publications and communications. It represents the slant on the handle of the Bushnell Beacon icon and should not be altered. It is set to 7°. The slanted lines may be used in any of the Bushnell colors and at any opacity. Lines may slant in either direction depending on application (7° or -7°) as long as it remains generally vertical. Examples of use are shown on the following two pages.





SOCIAL MEDIA / SLANTED LINE

INSTAGRAM



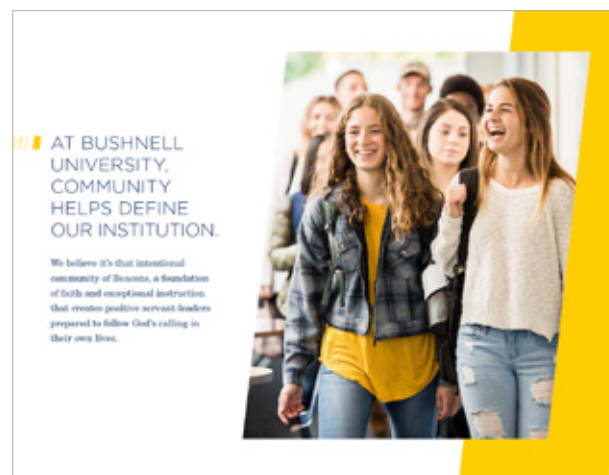
FACEBOOK





DESIGN ASSET / CONTAINER FOR COLOR-FILL OR PHOTOGRAPHY

An angled-edge shape (that follows the same angle as in the lines on the previous page) is for use when creating a solid block of color or to hold a photograph. Note that when two shapes are next to each other, they should have the same angle of slant. If a shape bleeds with the edge of a page, it can have a fully-vertical end where it meets the page edge. The slants may angle in either direction and shapes can be used at any opacity. Color overlays may only be set in yellow and placed over black-and-white photography. Examples of use are shown on the following two pages.





SOCIAL MEDIA / CONTAINER FOR COLOR-FILL OR PHOTOGRAPHY

INSTAGRAM

"TRUE THANKSGIVING IS A PARTICIPATION OF GOD'S WORK."
DENNIS LINDSAY
#ChapelNCU

♥ lwahito, alexman_ and 394 others
bushnelluniversity Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
[view all 12 comments](#)

FACEBOOK

Bushnell University
12 mins

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

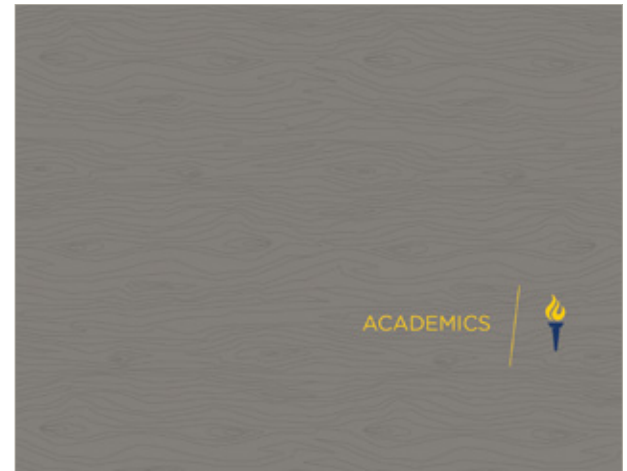
WE BELIEVE WISDOM TRANSFORMS LIVES.

[Like](#) • [Comment](#) • [Share](#)



DESIGN ASSET / WOOD GRAIN TEXTURE

A custom vector-based wood grain texture was created specifically for Bushnell University. It should be used as a tone-on-tone texture only and best reproduces over solid backgrounds or simple photography. Use on imagery of people or other complex compositions should be avoided. Examples of use are shown on this page.



DELIVER that makes people APPRECIATE us

FUNCTIONAL BENEFIT

INTERNAL ADMIN / FACULTY / STAFF
Guiding students, sharing skills/talent, receiving income, giving back.

STUDENTS
Career/earning prospects, convenience and flexibility, supportive community.

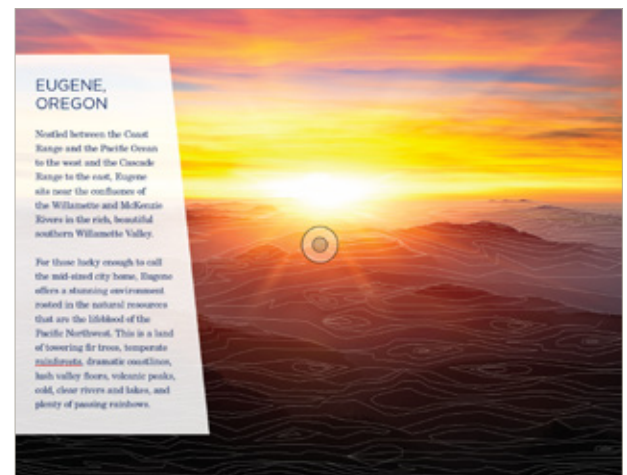
EXTERNAL PARENTS/ ALUMNI/DONORS
Safe/supportive environment, lifelong network, contributing to legacy.

REASONS TO BELIEVE

Proud past for a bright future | Strong roots to thrive | Living our faith

BRAND ASSETS

- Faculty/staff/administration



UNIVERSITY COLORS





COLOR PALETTE

Bushnell University’s official colors are Bushnell Blue and Bushnell Yellow. These two official colors are intended to cover the vast majority of University printing needs and publications.

A complementary Bushnell Light Blue and two warm gray tones are available to expand design flexibility and round out the Bushnell color palette. Tints of the primary and support color palettes may be used.

ADDITIONAL HELPFUL INFORMATION

Process Color Formula / A printer or publication may print in “process colors” when spot colors are not an option. When more than two spot colors are used, it is often more economical to print in process colors, also known as CMYK.

Coated vs. Uncoated Paper / For uncoated paper, use the Pantone colors ending in “U.” For coated paper, use the Pantone colors ending in “C.”

Spot Colors / Do not rely on design software to correctly translate spot colors to CMYK. Using the CMYK formulas provided will help ensure color consistency across items that are designed to print full-color. Spot colors are best used for items such as stationary that only use the two primary University colors.

PRIMARY COLOR PALETTE



Bushnell Blue

Coated: Pantone 282C
Uncoated: Pantone 282U
C 100 M 87 Y 42 K 52
R 1 G 30 B 65
HEX # 011E41

Bushnell Yellow

Coated: Pantone 116C
Uncoated: Pantone 108U
C 0 M 18 Y 100 K 0
R 255 G 205 B 0
HEX # FFCF00

SUPPORT COLORS



Bushnell Light Blue

Coated: Pantone 284C
Uncoated: Pantone 292U
C 55 M 22 Y 0 K 0
R 110 G 169 B 219
HEX # 6EA9DB

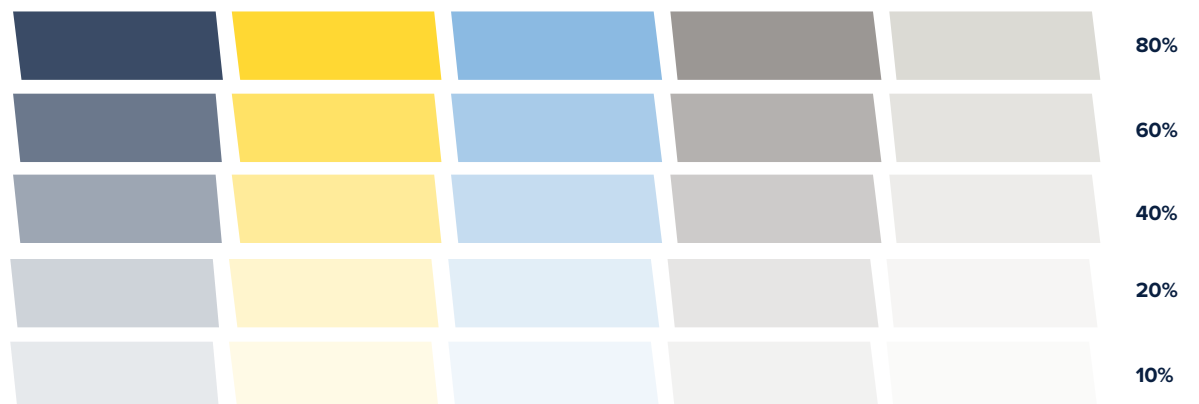
Dark Warm Gray

Coated and Uncoated:
Pantone Warm Gray 9
C 50 M 44 Y 47 K 9
R 130 G 126 B 122
HEX # 827E7A

Light Warm Gray

Coated and Uncoated:
Pantone Warm Gray 2
C 17 M 13 Y 18 K 0
R 210 G 209 B 202
HEX # D2D1CA

TINTS OF BUSHNELL COLORS



UNIVERSITY TYPOGRAPHY





FONTS FOR OFFICIAL COMMUNICATIONS

Typography is a powerful brand tool when used consistently. Bushnell University's typefaces represent the institution's long-established commitment to community and creating purpose-driven graduates and should be used across all print and digital applications.

Proxima Nova should be used for most headlines and in callout text when something wants to be emphasized or highlighted. It can also be used for readability in charts and forms where very small type is necessary.

New Century Schoolbook may be used for large headlines, specialty use (pull quotes, callout text, etc.) and should always be used in body copy.

FOR HEADLINES AND CALLOUT TEXT

Proxima Nova Light Regular *Italic* Medium **Bold**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

FOR LARGE HEADLINES, SPECIALTY TYPOGRAPHY AND BODY COPY

New Century Schoolbook Roman *Italic* **Bold**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

CORPORATE PAPERS





UNIVERSITY STATIONERY

Printed correspondence offers Bushnell University one of the most common and effective ways to connect with prospective students, current students, alumni, faculty, staff, and those outside of the University. All University stationery should be created to the uniform standards shown on the following pages.





UNIVERSITY LETTERHEAD

Bushnell University’s letterhead is printed with the primary University mark in full-color positioned in the upper left-hand side of document .75” below the top of the page and indented .6” from the left-hand edge. University address and telephone number should be placed in the footer as shown .5” above the bottom of the page and indented 1” from the left-hand edge.

Do not alter the design of the letterhead. Letterhead is printed on 80-pound Cougar white paper stock. The back of the letterhead may be either Bushnell blue or white. Secondary and accompanying pages are blank sheets of the same stock. Content typed on Bushnell University letterhead should adhere to the following margins:

- Top margin: 2”
- Left margin: 1”
- Right margin: 1”
- Bottom margin: 1”



Letterhead Front and Back
(Back can be blue or white)



UNIVERSITY ENVELOPES

Three standard-sized envelopes have been created for general Bushnell University use:

#10 Regular Business Envelopes for standard 8.5" x 11" documents or similar

A6 Invitation Envelopes for postcards, invitations, or similar

A6 Invitation Envelopes with Bushnell Blue flap for Office of the President use

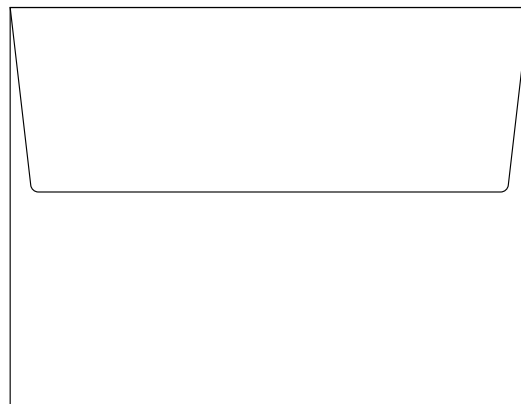
Orders for pre-printed full-color envelopes should adhere to the measurements and mechanical specifications shown below. Clear space surrounding the logo should adhere to the specifications on page 61. If department-specific envelopes are needed, please contact the Senior Director of Marketing and Communications.



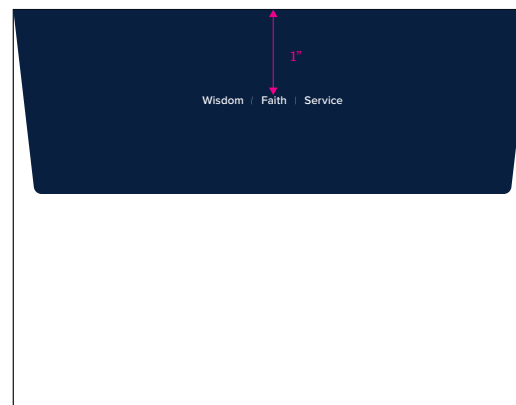
A6 Invitation Envelope Front



#10 Regular Business Envelopes



A6 Invitation Envelope Back 1



A6 Invitation Envelope Back 2



UNIVERSITY BUSINESS CARDS

The Bushnell University business card is a standard 2" x 3.5" card. All type is in Bushnell Blue ink. The card accommodates long names, job title, and contact information. Business cards should adhere to the specifications shown to the right.



Business Card Front

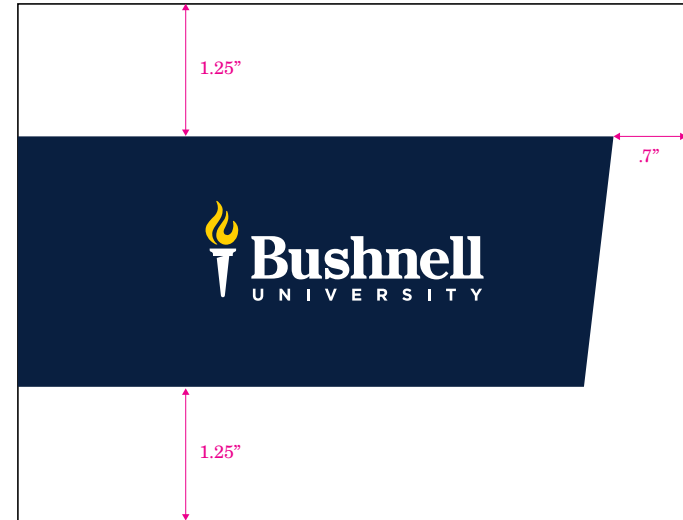


Business Card Back (blank)



UNIVERSITY THANK YOU CARDS

The Bushnell University thank you card is a standard A6 card (4 5/8" x 6 1/4"). These cards should adhere to the specifications shown to the right.



Thank You Card Front



Thank You Card Back

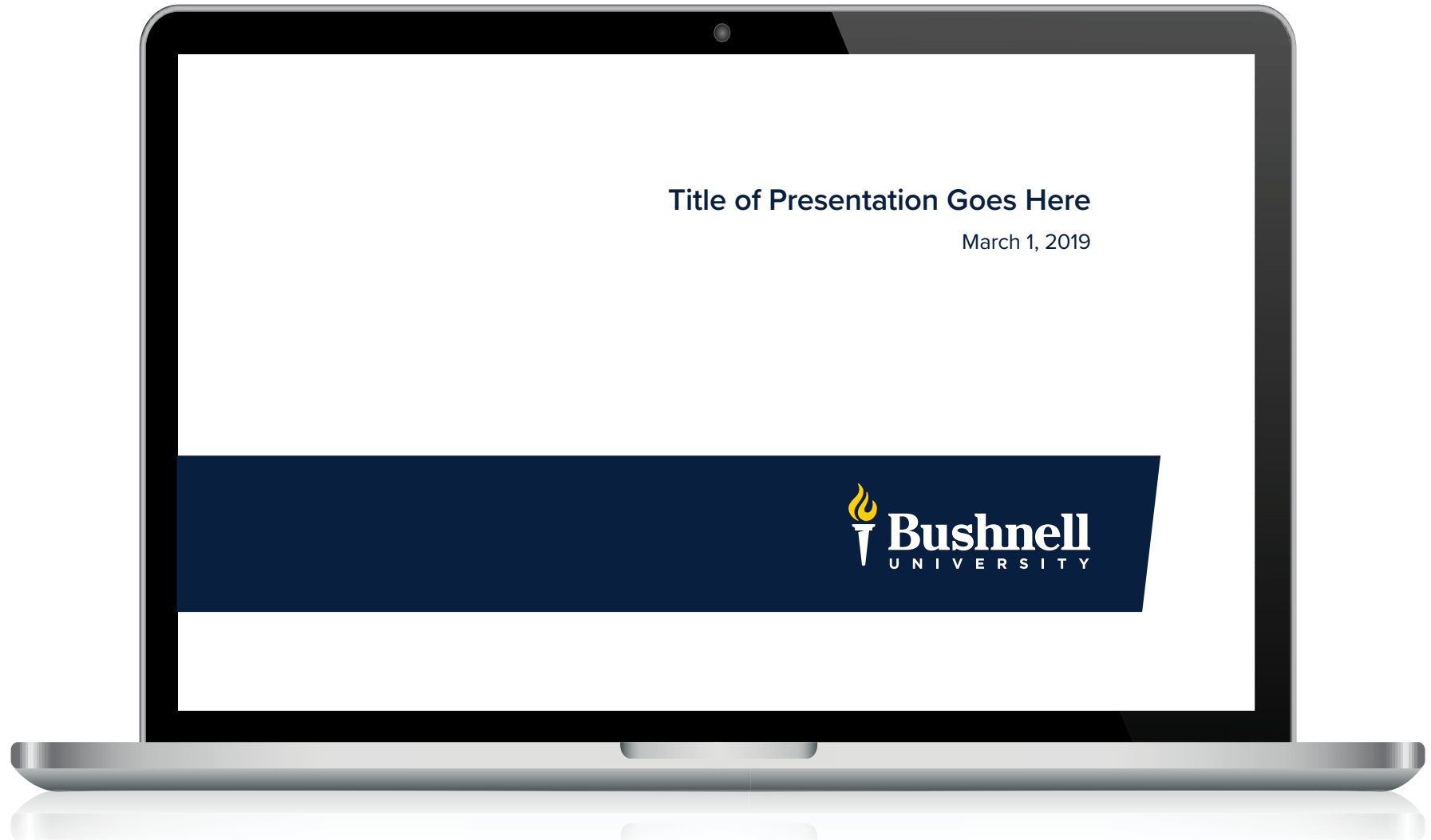
POWERPOINT PRESENTATION





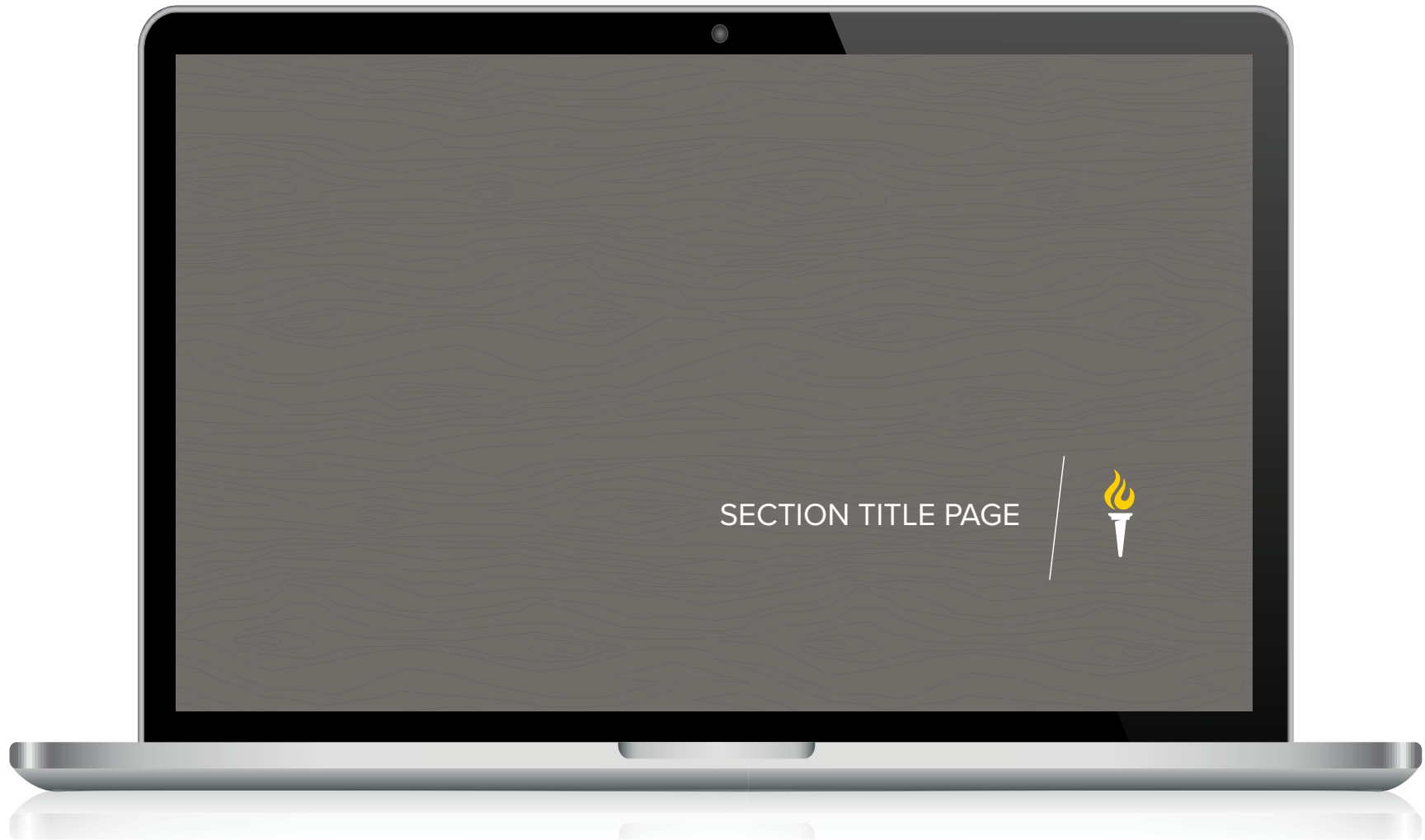
POWERPOINT PRESENTATION

FRONT TITLE PAGE





SECTION TITLE PAGE





Title Here

Subtitle for This Page

Bushnell University takes seriously its history and calling to deliver excellent academic programs within a distinctly Christian learning environment. Faculty and students engage in research and dialogue from a faith-based perspective and with a confessional commitment to the authority of the Bible as Holy Scripture.





Title Here

Subtitle For This Page

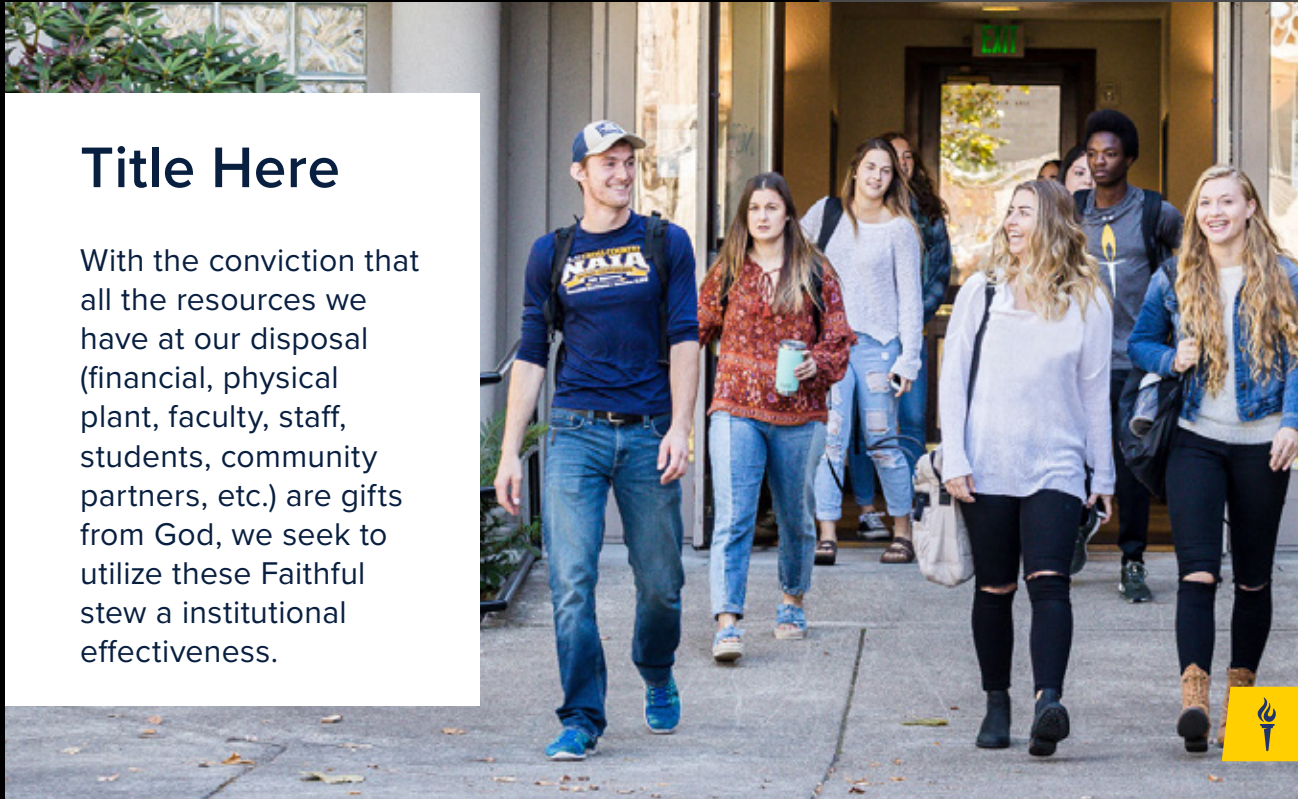
With the conviction that all the resources we have at our disposal (financial, physical plant, faculty, staff, students, community partners, etc.) are gifts from God, we seek to utilize these resources in such a way that demonstrates respect for the resources themselves and that brings honor to the One who has entrusted them to us. Faithful stewardship ensures appropriate resources and capacity for educational and institutional effectiveness.





Title Here

With the conviction that all the resources we have at our disposal (financial, physical plant, faculty, staff, students, community partners, etc.) are gifts from God, we seek to utilize these Faithful stew a institutional effectiveness.





Title Here

Subtitle for This Page

- Bushnell University takes seriously its history and calling to deliver excellent academic programs within a distinctly Christian learning environment.
- Faculty and students engage in research and dialogue from a faith-based perspective and with a confessional commitment to the authority of the Bible as Holy Scripture.



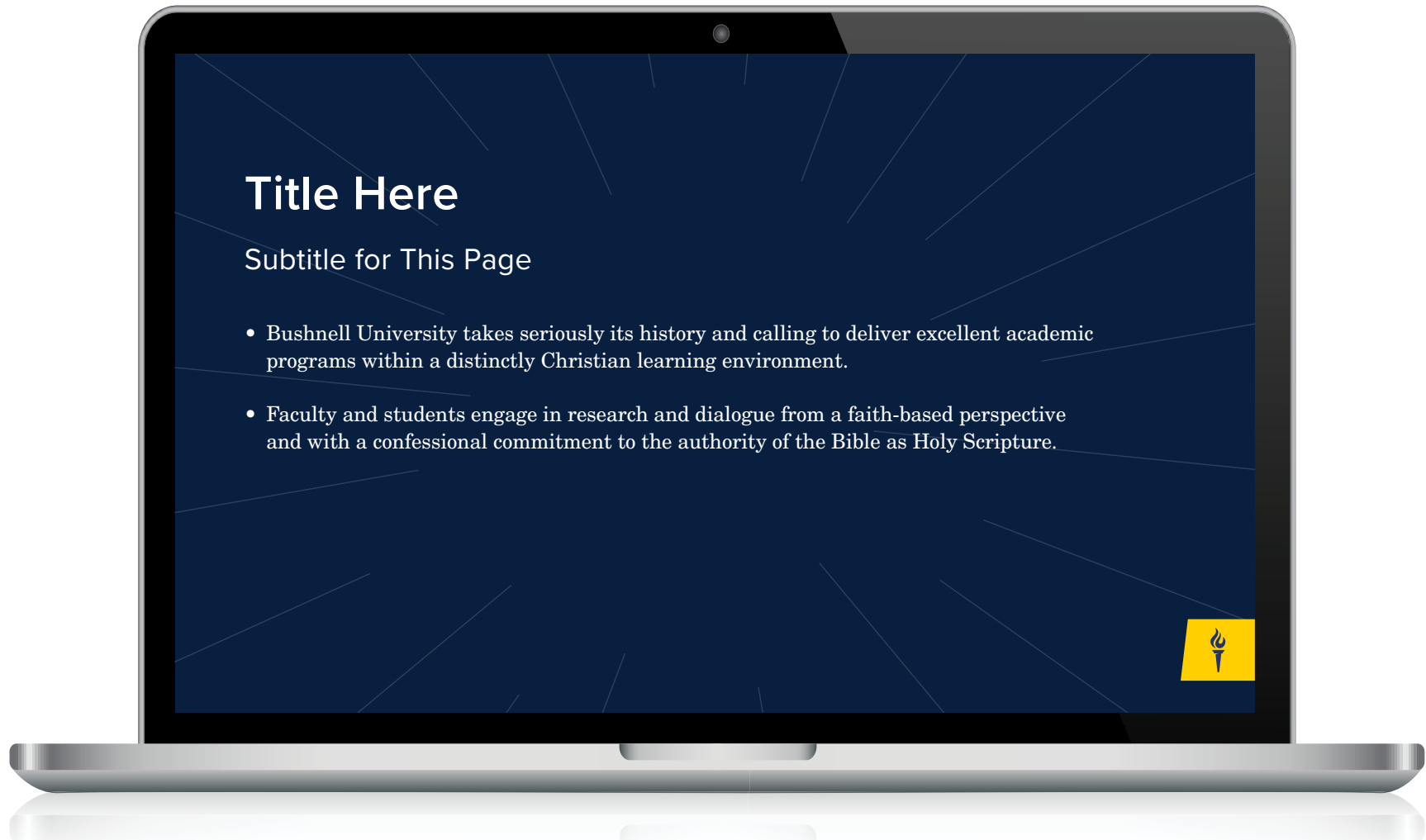


Title Here

Subtitle for This Page

- Bushnell University takes seriously its history and calling to deliver excellent academic programs within a distinctly Christian learning environment.
- Faculty and students engage in research and dialogue from a faith-based perspective and with a confessional commitment to the authority of the Bible as Holy Scripture.







Title Here

Subtitle for This Page

- Bushnell University takes seriously its history and calling to deliver excellent academic programs within a distinctly Christian learning environment.
- Faculty and students engage in research and dialogue from a faith-based perspective and with a confessional commitment to the authority of the Bible as Holy Scripture.





Title Here

Subtitle for This Page

- Bushnell University takes seriously its history and calling to deliver excellent academic programs within a distinctly Christian learning environment.
- Faculty and students engage in research and dialogue from a faith-based perspective and with a confessional commitment to the authority of the Bible as Holy Scripture.



SOCIAL MEDIA





BUSHNELL UNIVERSITY SOCIAL MEDIA POLICY

*Adopted by the Bushnell University
Integrated Marketing Committee*

November 2018

COMMENTING POLICY

Bushnell University welcomes all contributions to its social media pages (e.g. comments, tagging, posts, etc.) from our community of students, professors, alumni, and supporters. Community-contributed content on these social sites, however, are the opinion of the specific author and do not necessarily represent Bushnell University.

Bushnell University abides by the rights and responsibilities policies for each social media site. The University asks that you please do not post unauthorized commercial solicitations (e.g. spam); bully, intimidate, or harass any user; post content that is hateful, threatening, pornographic, or that contains nudity or graphic or gratuitous violence; or do anything unlawful, misleading, malicious, or discriminatory on Bushnell University's social media pages.

Bushnell University reserves the right, but is not obligated, to remove comments that contain commercial solicitations; are factually erroneous/libelous; are wildly off-topic; that cannot be translated into English by Google Translate or other free online translation software; or that otherwise violate the rights and responsibilities policies for each social media site. We encourage all users to report such links when they find abusive content.

SOCIAL MEDIA POLICY

Social media is part of a larger communications strategy for Bushnell University. As such, Bushnell University reserves the right to advise on all social media outlets created by its community of students, professors, faculty, staff, and fans. The following guidelines were drafted in an effort to address use of Facebook and other social networking sites by the University and its departments.

It is important to understand that use of social media can create numerous issues for the University. For example, most people do not realize that by posting University content to social media sites, they authorize those sites to make copies of the University content posted and to use the content for virtually any purpose. Because of these types of issues, it is important that official use of social media sites by University staff and students adhere to appropriate guidelines intended to minimize such risks.



OFFICIAL UNIVERSITY PAGES



FACEBOOK

Bushnell University has seven (7) official Facebook pages.

facebook.com/BushnellUniversity

The general Bushnell University Facebook page has an audience made up of a wide range of followers and posts announcements that are aimed at the broader public. The general Bushnell University Facebook page is being administered by the University's Webmaster.

facebook.com/BushnellLife

The Bushnell University Student Life page has an audience made up of students of Bushnell University and is administered by the University's Webmaster.

facebook.com/GoBeacons

The Bushnell University Beacons page has an audience made up of fans and followers of Bushnell University Athletics. The Bushnell University Beacons Facebook page is being administered by the Assistant Athletic Director for Communication.

facebook.com/BushnellCareerCenter

The Bushnell University Career Center page has an audience made up of students, alumni, ministry, and business professionals and posts announcements highlighting networking, informational, and career-building opportunities. The Bushnell University Career Center Facebook page is being administered by the University's Webmaster.

facebook.com/BushnellPerformingArts

The Performing Arts page has an audience made up of fans of University Choir and Orchestra, Willow, Jazz and Pep Band, The Grove Collective, and other Bushnell University-based groups and ensembles. The Bushnell University Performing Arts Facebook page is being administered by the Music Department.

facebook.com/BushnellAlumni

The Alumni page has an audience made up of Bushnell University Alumni and those connected with Bushnell University as former students. The Bushnell University Alumni Facebook page is being administered by the Director of Alumni Relations and/or by the Director of University Relations.

facebook.com/ASBU

The Associated Students of Bushnell University page has an audience made up of current students, faculty, and staff and posts announcements related to Bushnell University's student-led government. The Associated Students of Bushnell University Facebook page is being administered by Associated Students officers.



INSTAGRAM

Bushnell University has two (2) Instagram accounts.

instagram.com/howdoyoubushnell

The HowDoYouBushnell account is administered by the Bushnell University Webmaster.

instagram.com/gobeacons

The GoBeacons account is administered by the Assistant Athletic Director for Communication.



LINKEDIN

Bushnell University has one (1) LinkedIn account.

linkedin.com/company/bushnell-university

Our LinkedIn account is used to connect Bushnell University to the business community and as a recruitment tool for adult and graduate students. Currently the Bushnell University LinkedIn account is administered by the University's Webmaster and Associate Director of Graduate/Adult Degree Program Admission as well as the MBA Recruiter.



SNAPCHAT

Bushnell University has one (1) Snapchat account.

The GoBeacons Snapchat account is managed by the Bushnell University Athletic Department. It is used to connect with current and prospective Bushnell University students and student-athletes by sharing behind-the-scenes access to the Athletics Department, in-game updates, hype for upcoming matchups, and more.

(continued on next page)



SOCIAL MEDIA



TWITTER

Bushnell University has three (3) Twitter accounts.

[twitter.com/@BushnellUniversityCommunity](https://twitter.com/BushnellUniversityCommunity)

The Bushnell University Community Twitter account is used for general tweets about Bushnell University news and announcements. Currently the Bushnell University Community Twitter account is being automatically populated by several University Facebook pages (General Bushnell University, Beacon Life, Performing Arts, and Alumni).

[twitter.com/@BushnellLife](https://twitter.com/BushnellLife)

The Bushnell University Beacon Life Twitter account is administered by the Office of Student Life to deliver updates and reminders for events on or around campus. This includes news and information from Student Programs, Residence Life, Campus Ministry, and more.

[twitter.com/@GoBeacons](https://twitter.com/GoBeacons)

The Bushnell University Athletics Twitter account is administered by the Athletics Department to share information related to official university athletics teams, players, matches, and events.



YOUTUBE

Bushnell University has two (2) YouTube accounts.

youtube.com/HowDoYouBushnell

The Bushnell University YouTube account is used for general videos about Bushnell University for the greater community. Currently the Bushnell University YouTube account is administered by the University Webmaster and staff members from within the office of Student Life.

youtube.com/GoBeacons

The Bushnell University Beacons YouTube account is used to share athlete- and athletics-related videos to a wide audience. The Bushnell University Beacons YouTube account is administered by the Assistant Athletic Director for Communication.



SOCIAL MEDIA INITIATIVES

Before diving into a social media initiative, you want to make sure your time will be well spent. Create a social media plan by completing the Social Media Checklist, located on MyBushnellUniversity, and submit a completed copy to the Bushnell University Webmaster. The following information outlines important points to keep in mind when developing a social media initiative.

Goals and Tactics

What do you hope to accomplish with your social media initiative? Launch a campaign? Promote your department or organization? Reach external audiences? Defining your overall goal and identifying appropriate promotional tactics is key to social media success.

Target Audience

Who is your target audience? Is it prospective students? Or perhaps English faculty members? Maybe it's the class of '95? Identifying your target audience(s) and understanding their motivations and communication needs will help you develop an effective social media communications strategy.

Content and Engagement

What content will you offer and how will you ask for audience engagement? Are you conveying news you'd like audiences to share with others? Are you asking them to visit a website, take a survey, or other type of action? Having a clear grasp of exactly how you want audiences to engage with your content will determine its type, tone, and frequency.

Measurement

What figures and data can you use to measure success for your social media initiative? Is it likes, or shares, or click-through rates? Is it number of RSVPs to an event? Is it traffic to a specific webpage? Defining success in real numbers and coming up with ways to capture and analyze that information can provide the insights necessary to enhance or improve any social media initiative.

Initiative Team

Who will take responsibility for developing content ideas, responding to audiences, or monitoring your overall social media presence? Do they have the skills and commitment? What kind of perspective will they need to have to be successful? For faculty, staff, and administration, it's recommended to avoid relying solely on students to develop and oversee social media initiatives.

Administrators

Who will be authorized by the department, office group, or organization to create, operate, and monitor the social media account on an ongoing basis? Please note that students may not be named as sole administrators.

Facebook Group Registration

Groups may be created by a department on behalf of the University. These groups must be created by authorized representatives of the University. In order to comply with Facebook terms and conditions, and enable the University to track authorized University groups, any department wishing to create such a group must provide the Bushnell Webmaster with the name and contact information for the individual(s) who will be authorized by the Department to create, operate, monitor, and edit the Facebook Group on an ongoing basis. Students may not be named as Group Administrators.

The department's authorized Group Administrator(s) must maintain the security of the Facebook password and identification. These individuals are fully responsible for all use of the account and any actions that take place using the account. Departments may not register for more than one User account, or register for a User account on behalf of another individual, group, or entity.

In addition, the department's initial Group creator must include Bushnell University's Webmaster as an additional Group Administrator. Although University Relations does not intend to actively maintain Department sites, this designation will enable Bushnell University's Webmaster to properly track University Facebook pages and groups. This allows the University to respond quickly to things such as the unavailability of the staff member named as Group Administrator, or other unexpected events.

As an institution, we have been an eager adopter of social media because these tools enable the University to share what is happening on campus with the world and hear directly and immediately from the community. If you would like to start a Facebook Group, please contact the Bushnell Webmaster.

EDITORIAL STYLES
AND GUIDELINES





Editorial consistency is critical in creating a positive impression. Bushnell has adopted the Associated Press style. Refer to the AP manual for questions beyond those addressed here.

Abbreviations

Abbreviate titles when used before a full name: Dr., Gov., Lt., Sen. For dates use abbreviations A.D., B.C., No., and abbreviate certain months when used with the day of the month. Right: In 450 B.C.; in room No. 6; on Sept. 16.

Acronyms

Avoid the use of acronyms on first reference and use sparingly throughout the remainder of the story. When using acronyms, do not place in parentheses after the name, even on first use. ACT, SAT, LSAT, GMAT, GRE, MAT, MACAT, and other entrance examination titles are usually never spelled out.

Academic degrees

Avoid an abbreviation and use a phrase: John Jones, who has a doctorate in psychology. Use an apostrophe in bachelor’s degree, master’s, etc. There is no possessive in Bachelor of Arts or Master of Science, associate degree. Use abbreviations as B.A., M.A., LL.D., and Ph.D. only when the need to identify many individuals by degree on first reference would make using phrases to identify the degrees cumbersome. Use these abbreviations only after a full name. The exception to this rule is the master of business administration, which should be abbreviated MBA, without periods. When used after a name, an academic abbreviation is set off by commas: John Snow, Ph.D., spoke. Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference: Wrong: Dr. Pam Jones, Ph.D.

Academic departments

Use lowercase except for words that are proper nouns or adjectives: the department of history, the English department, or when department is part of the official and formal name: University of Connecticut Department of Medicine.

Academic titles

Capitalize and spell out formal titles such as chancellor, chairman, etc., when they precede a name. Lowercase elsewhere.

Acting/Interim

Use “acting” when someone is temporarily doing the duties of another person. Use “interim” when someone is doing a job for an intervening or provisional period. Always lowercase interim, but capitalize any formal title that may follow before a name. Bushnell University interim President John Smith.

Advisor

Not adviser.

African-American/ African American

The first is AP style (newspapers), the second is Chicago style (for magazines/newsletters/academic documents).

Alumni

Use “alumna” when referring to a woman who has attended a school; use “alumnae” to describe a group of such women. “Alumnus” refers to a man who has attended a school; “alumni” describes a group of such men, or a group of men and women. Do not use “alum” in University publications.

Ampersand (&)

Use when it is part of a company’s formal name: Proctor & Gamble. Should not otherwise be used in place of the word “and.”

Board

Capitalize only when an integral part of a proper name. Book titles, magazines, and newspapers: Should be put in quotation marks for news releases.

City/State references

Spell out the names of the 50 U.S. states when they stand alone in textual material. Use the state abbreviations listed below in conjunction with the name of a city, town, village, or military base in text. The names of eight states are never abbreviated in datelines or text: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah.

AL..... Ala.	NE.....Neb.
AZ..... Ariz.	NV..... Nev.
AR..... Ark.	NH..... N.H.
CA..... Calif.	NJ.....N.J.
CO..... Colo.	NM..... N.M.
CT..... Conn.	NY..... N.Y.
DE.....Del.	NC.....N.C.
FL..... Fla.	ND.....N.D.
GA.....Ga.	OK.....Okla.
IL..... Ill.	OR.....Ore.
IN..... Ind.	PA..... Pa.
KS..... Kan.	RI..... R.I.
KY..... Ky.	SC..... S.C.
LA..... La.	SD..... S.D.
MD.....Md.	TN..... Tenn.
MA.....Mass.	VT..... Vt.
MI..... Mich.	VA..... Va.
MN.....Minn.	WA.....Wash.
MS.....Miss.	WV.....W.Va.
MO.....Mo.	WI.....Wis.
MT.....Mont.	WY.....Wyo.



Class or course titles

Capitalize official course titles and do not enclose in quotation marks.

Commencement

Unless referring to a specific event, use lower case. For example: “We celebrate commencement twice a year: Spring Commencement will be May 21 and Winter Commencement will be December 14.”

Course work

Always two words.

Cum laude, magna cum laude, summa cum laude, and with distinction

Receive no special treatment in running copy.

Dean

Capitalize when used as a formal title before a name: Dean John Jones, Deans John Jones and Susan Smith. Lowercase in other uses: John Jones, dean of the University; the dean.

Dean’s List

Capitalize

Doctor

Dr. is used on first reference before names of individuals who hold doctoral degrees (except honorary degrees).

Faculty

Treat as plural. When singular use “faculty member.”

Grade-point average

Spell out with hyphen.

High school

Unless referring to a specific school, use lower case. For example: “I went to high school at South Eugene High School.”

Nondiscriminatory language

Be aware of language that contains discriminatory connotations. Replace the following terms with the suggested alternatives:

Best man for the job—best candidate
Businessmen—business professionals, business leaders
Chairman—chair; chairperson, department chair
Craftsman—artisan
Foreman—supervisor
Mankind—humankind
Man-made—synthetic, manufactured
Manpower—personnel

Numbers

Use numerals for percentages and ages. Generally, spell numbers one through nine and use numerals for 10 and higher, with the exception of percentages where numerals are preferred.

Off campus/On campus

Spell without hyphens.

Organizations and institutions

Capitalize full names of organizations and institutions. Use lowercase for internal elements of an organization when they are widely used generic terms: the board of directors of General Motors, the board of trustees of Columbia University, the history department of Harvard University. Capitalize internal elements of an organization when they have names that are not widely used generic terms: the General Assembly of the World Council of Churches.

Percent

Unless in a headline, always spell out, except in charts where “%” is permissible.

Quotes

Work with the person quoted and ensure all direct quotes are grammatically and factually correct, and that they convey accurately the intended meaning. Quotes should be at the appropriate reading level for the intended audience.

Times

When listing the time of an event on promotional posters and/or direct mail:

Registration 5 p.m.

Dinner 5:30 p.m.

When listing a start and/or end time in a sentence
The event will be held from 5 p.m. through 8 p.m.

University

Capitalize “University” when in direct reference to Bushnell or in reference to another specific entity. If using it as a synonym for “college” or otherwise generically, do not capitalize it.

United States

Use periods in the abbreviation, U.S.

Website

Spell as one word, capitalizing it only if at the beginning of a sentence.

NEWS RELEASES AND
SEEKING MEDIA COVERAGE





WEBSITE STORIES

Website stories are usually 100 to 500 words in length and should be accompanied by a photo, graphic, or video posted on the University's website, Facebook page, and Twitter accounts.

THE BEACON BULLETIN

The University's magazine is published three times a year for alumni and friends of the University. All Beacon Bulletin editorial content is approved by the magazine's editor and includes University news and alumni updates.

INVITING THE MEDIA

The University "pitches" story ideas to reporters in partnership with a public relations firm. These are invitations to the media to cover events and activities but they do not guarantee that reporters will attend. When Bushnell University issues these invitations, we allow the media to observe the activity, interview its participants, and take photographs or video footage. A staff member will be available to answer questions. The University customarily waives any fee to an event for reporters. If an activity is open to the public, all news media must be allowed access.

WHAT TO DO WHEN A REPORTER CALLS

If you are contacted directly by a reporter, please do not comment but simply transfer the call to the Senior Director of Marketing and Communications and/or the President's Office. Don't wait to let the Senior Director of Marketing and Communications know a reporter has contacted you. It is important that the University respond to all media calls within two hours of when the reporter calls, emails, or sends a text.

WEB AND OTHER ELECTRONIC USES, INCLUDING EMAIL FILE IMAGES

When sharing official Bushnell University assets with reporters or media, use a 72 ppi (pixels per inch) JPG for photos and imagery included in email. If the artwork is mostly text and line art (as opposed to photos), using a PNG will render it more sharply than a JPG. PNGs will also allow for a transparent background (no white box like JPG).

RESOURCES





Knowing which file format should be used for which media will ensure the highest quality available. Refer to these guidelines when you're unsure. Regardless, always ask the vendor for preferred file formats. Always use the original file format; simply re-saving the file in a different format does not ensure quality.

PHOTOS, ILLUSTRATIONS, OTHER HIGH-RESOLUTION IMAGES FOR PAGE LAYOUT

Use JPG or TIF formats for photos. TIFs allow for a transparent background, JPGs do not. Image resolution must be a minimum of 300 dpi (dots per inch) at print size for printing. For example, if a 300 dpi image at 2" square is placed in a document and enlarged to 4" square, its effective dpi is only 150. Therefore, image resolution must be high enough before it is placed in the document so that its effective dpi is at least 300 within the document. Line art such as logos and illustrations with type are best kept in vector format if possible - AI, EPS, or PDF (if the file is not vector to begin with, saving it in one of these formats will not make it vector). If the vector file requires flattening to reduce file size or to prevent editing, save as a PNG. PNGs also allow for a transparent background. Specialty printing such as large format or screen printing may have different file requirements - contact your vendor before starting a project to ensure the best results.

ENTIRE DOCUMENTS

Use a locked PDF to share documents that you do not want the recipient to alter or to ensure that format does not vary from your computer to another.

BRAND COMPONENT TIP SHEET

Use the checklist below to help ensure your communication efforts are in line with the University's brand standards.

Overall Brand

- Does the effort incorporate or reflect at least one of the following brand elements?
 - wisdom
 - faith
 - service
- Does the messaging put Bushnell as a whole first, and then support with a specific program? If not, why not?
- Does the effort feel comforting and warm -- like an extension of home?
- Does the piece look and sound like other materials from Bushnell?
- Is the tagline included?
- Does the piece follow the current marketing campaign?

Strategy

- Which objective does the effort target?
- Which audience does the effort target?
- What is the measurable call to action?

Imagery/Visual

- Are colors warm and welcoming?
- Are the colors those specified in the Bushnell Style Guide? If not, is there a specific reason, and has it been approved by the Senior Director of Marketing and Communications?
- Does the imagery include photos of people?
- Are fonts consistent with the style guide?
- Is the logomark included?

Type/Verbal

- Is the tone direct and personal?
- Are some of the following words incorporated?
 - faith
 - wisdom
 - service
 - inspiration
 - aspiration
 - support
- Is the website included?
- Is the phone number included? If not, why not?



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UNIVERSITY FACTS AND FIGURES



\$31,200

Undergraduate annual tuition and fees



Bushnell University offers the **lowest average annual cost** among Oregon's regionally accredited private universities according to College Scorecard.

98%

of all Bushnell University students receive some form of financial aid.

16

Average class size

800

Enrolled Students

9,258

Living alumni

367

Traditional Undergraduates

14:1

Student:Faculty Ratio

8

Women's Athletics Teams

226

Evening/Online Undergraduates

41:59

Male:Female ratio
for traditional
undergraduate students.

207

Graduate Students

6

Men's Athletics Teams



4,500

*Hours of Annual Service Given to Those in Need
by Bushnell University Students, Faculty, and Staff*



100% of traditional undergraduates complete a field experience



98% of traditional undergraduate students receive some form of financial aid



93% of internship supervisors rate Bushnell student career readiness as “above average” or “exceptional”



92% of graduates finish in five years



83% of graduates work in their field of study or enroll in graduate school within six months of graduation



69% of applicants are admitted



43% of undergraduate students receive Pell Grants



24% of students receive Oregon Opportunity Grants



\$16,200

*Average Total Scholarships
for First-Time Freshmen*