Dear Colleagues,

The Visual Identity System Manual was created to help bring consistency to the way we all communicate about Birmingham-Southern College (BSC).

We share a responsibility to present the BSC brand correctly in any form of communication, whether it occurs in print, online or in PowerPoint presentations. This manual provides you with the necessary tools to accomplish our collective goal.

In the pages that follow, you will find a wealth of resources: the elements of our brand and the standards and guidelines for supporting them. By utilizing the manual as a framework for creating collateral, we can properly reflect the university brand in all our communications.

The success of the BSC brand depends on all of us communicating with consistency, clarity and effectiveness. The elements in these guidelines apply to all departments, offices, special programs and centers of the college.

Thank you in advance for your cooperation.

Forward, ever.

Dr. Edward F. Leonard III
President, Birmingham-Southern College
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Birmingahm-Southern College
BSC Visual Identity System

INTRODUCTION

Birmingham-Southern College (BSC) has a rich history of preparing young men and women for bright and productive futures. We provide a liberal arts education of distinctive quality—one that challenges our students to think independently, to examine the arts and sciences aesthetically and critically, and to communicate clearly.

The BSC Visual Identity System is a system of communication that ties all our departments, offices, special programs and centers together. This is achieved through the identification of graphic elements and standardized guideline variations of these elements for consistent use across multiple mediums.

It is crucial that we use these elements wisely and responsibly, for they are our identity.

Our Visual Identity System is a focused branding strategy, where the BSC wordmark is the primary identifier for all departments, offices, programs and centers. The identity guidelines are structured to assist in targeting our respective audiences and providing appropriate tools to deliver your messages strongly and effectively. Adhering to these guidelines reinforces the reputation of the whole college and all its parts.
LOGOS

The wordmark is the face and signature of the brand. It connects the brand to all forms of communication. The more consistent a wordmark looks and is used, the more likely it will be remembered and make an impact. Each communication needs to be able to stand alone as a proper representation of the brand, but also gain strength as a cohesive, integrated collection of materials. These guidelines provide direction for how the BSC Wordmark should be used to help unify materials and continue to build the brand.
At left is the wordmark for use in all branding materials or communications from or about the college. Examples include letterhead, business cards, print ads, college collateral, admission documents, direct mail, television commercials, videos, Web sites and more. Guidelines for how to use this version have been established to maintain branding consistency and are detailed in the following pages.

Departments, offices, special programs and centers within the college should not create any new logos (see pages 6 and 7). If you have a question about your secondary signature logo (page 6), please contact the Office of Communications at x4902 or tthomas@bsc.edu.

Please contact the Office of Communications at x4902 or tthomas@bsc.edu to get approved versions of the wordmark.

NOTE: The BSC logo, and not the seal, should be used as the identifying mark on all official college Facebook pages and other social media. For policies and guidelines for establishing Facebook pages for official college, office, or center use, please contact the Office of Communications at x4903 or rrush@bsc.edu.
The wordmark is available in several configurations to accommodate a wide range of applications.

Each configuration should be treated as one unit. The proportion and spacing of the elements should not be altered in any way (see page 9).

Color, typography and reproduction specifications of the wordmark, as well as details about the communications materials on which it will appear, are provided on the following pages.

The letters, ‘BSC,’ in the typeface shown, may be used alone in internal applications. The nameplate, in the typeface shown (Giovanni, see page 16), may also be used alone.

For configurations/color uses outside of the guidelines presented in this manual, please contact the Office of Communications at x4902 or tthomas@bsc.edu.
These versions of the wordmark signature have been developed for use by departments, offices, special programs and centers. By adding the unit name, the unit name receives prominence while retaining an overall BSC identity.

Secondary signatures are not to be used on major publication covers, stationery or business cards.

Secondary signatures shall be used with only the left-justified configuration of the wordmark, as shown, left.

The Office of Communications will be responsible for generating original department, office, special program and college center signatures. Your department/office/program/center signature is available from the Office of Communications. Please contact the Office of Communications x4902 or e-mail tthomas@bsc.edu to have one created.

Unique department, office, special program and college center unit seals, logos or wordmarks may no longer be used as dominant graphic elements on any college communication; no new logos may be developed (see page 7 for further information).
Logos

**UNIQUE LOGO EXCEPTIONS**

Visual identity is the sum of all the visual impressions associated with the Birmingham-Southern College name. With a number of incompatible logos in use, our graphic identity needs consolidation and consistency. Every BSC department, office, program and center has developed a reputation for superior scholarship and service. However, as our reputation has grown, so has our variety of logos, graphic identities and other marks. The goal is for campus communicators to have more consistency in branding the college and its parts, while preserving the flexibility demanded by a decentralized college culture.

In the past, some departments, offices, programs and/or centers have requested unique logo designs that differ from BSC’s identity to convey differentiated messaging about their respective areas. While we understand the desire for unique logos; we maintain that having a single visual element resonates with our many audiences and provides quick, easy and consistent recognition of entities within the BSC system.

Thus, the official BSC wordmark shall always serve as the primary, dominant identifier for all printed publications, Web/electronic applications and other needs as approved by the Office of Communications. No logo, graphic or visual elements designed outside of the parameters identified in our Visual Identity System will be endorsed by the college.

**Policy for Named Centers and Programs**

For named centers and programs with either 1) external visibility for prospective students, their parents and alumni, and/or 2) integral association with a BSC academic area, approvals may be considered for a graphic element to be used on only internal correspondence (e.g., specialty promotional items, banners and certain collateral materials), as long as there is a clear visual separation and delineation between the BSC wordmark and the graphic element (samples shown on pages 28-29). The graphic element cannot be grouped with the BSC wordmark in any way as to appear as a larger composite mark (see page 9). Graphic elements may never be used on letterhead, envelopes or business cards. The BSC wordmark must always be the dominant element of any advertising for the college, its centers and programs.

Please contact the Office of Communications at x4902 or tthomas@bsc.edu with questions about the college’s policy for named centers and programs.
Clear Space Requirements

To be visually effective, the BSC wordmark requires an open area around it. This area is called the ‘control area.’ It is defined as the border (margin) of empty space around the logo, equal to a minimum of 1/4 of an inch. The greater the clear space, the better.

It is preferable that no other visual elements appear within the control area. Maintain a minimum distance of 1/4 inch between the wordmark and any other elements appearing with it.

Please maintain 1/4 inch of space around all other treatments of the wordmark (left-justified, stacked, and lone elements).

Proportion

The ‘BSC’ letters and spelled-out name should always be kept in the proportions shown to maintain the integrity of the logo (see page 9, item 5). Always use the approved wordmark files and use only vector files of the wordmark when printing. Never try to recreate the wordmark yourself (see page 9, item 6). If you need to scale the wordmark, always constrain proportions so the height and width are scaled simultaneously. To maintain the correct proportions of the wordmark, always hold down the shift key as you drag the corner to increase or decrease its size.

Size

The wordmark should not appear smaller than 1 3/8” wide in any printed material (shown, bottom right), or 100 pixels wide on-screen.
1. Do not obstruct the wordmark with any graphic or image.

2. Do not add a drop shadow to the wordmark.

3, 4. Do not scale the wordmark disproportionately so it is wider, taller, thinner or thicker than the approved proportions.

5. Do not change the size or shape of the ‘BSC’ lettering in relation to the spelled out type.

6. Do not change the font or recreate the mark in any way.

7, 8. Do not make the ‘BSC’ or the spelled-out type in the wordmark any color other than gold, black or white (for reversed-out applications).

9. Do not put the wordmark on a background that renders it unreadable.

10. Do not put a box around the wordmark.

11. Do not combine the wordmark with additional type to make a new wordmark.

12. Do not combine the wordmark with any other logos.
For all BSC communications, the BSC wordmark should be placed in either 1) the lower-right corner at a minimum of 1/2” from the edges of the page, or 2) the lower center at a minimum of 1/2” from the edges of the page.

The wordmark should never be placed against the edge of the page as a bleed because when the page is trimmed, the wordmark is often cropped disproportionately, violating the visual identity standards (see page 11).

The wordmark should always appear on the outside front cover of any piece of communication. Please contact the Office of Communications at x4902 or tthomas@bsc.edu for permission to place the wordmark in a location other than those outlined above. The recommended positions should pose no problems for general collateral creation.
Do not place the wordmark anywhere other than the lower-right corner or lower center of a page with the 1/2” buffer from the edge of the page.

Do not bleed the wordmark off the edges of a page.

Do not use a wordmark format that does not conform to the guidelines (see page 9).

In a color application, the approved gold (PMS 125) and black wordmarks should always be used.

The Office of Communications reserves discretion to place the wordmark as needed for optimal design. For placements outside of the guidelines presented, please contact the Office of Communications at x4902 or tthomas@bsc.edu.
Logos

ATHLETICS MARKS

These are the marks for use in all branding materials or communications from or about the Athletics offices of the college. Examples include letterhead, business cards, print ads, Athletics collateral, direct mail, media guides, banners, Web sites and more. Guidelines for proper use of these marks have been established to maintain consistency and are detailed for campus communicators who need to apply them to Athletics-related marketing materials.

If you have a question about using the Athletics marks, contact the Office of Communications at x4902 or tthomas@bsc.edu.
The Birmingham-Southern College seal should be used for only the most formal of applications, such as building plaques, grade reports/transcripts and diplomas.

In rare cases where it is appropriate to apply the seal, other information, such as the wordmark, other logos, photos, graphics, headlines, or text, shouldn’t be placed within the protected area of the seal. The protected area includes a distance equivalent to 1/8 (12.5%) of the diameter of the seal.

Again, in rare cases where it is appropriate to apply the seal, it may 1) overprint photos or textured backgrounds, or 2) be reversed out of photos, textured backgrounds, and dark backgrounds—as long as the background doesn’t compete with the seal. Please direct all questions regarding appropriate use of the seal to the Communications Office at x4902 or tthomas@bsc.edu.
From magazines to banners to brochures, typefaces can help unify the look of many different types of materials. Even with pieces that may have different photo styles or layouts, the typeface is an obvious element that, when used consistently, can unify all the materials. Uniform typefaces also give personality to the design while conveying expertise in what’s being said and how it’s presented.

**Giovanni**

**Leitura Sans**

**dobra slab**
The primary display typeface for Birmingham-Southern College is Dobra Slab. This typeface is a versatile slab serif font. It was designed as a full system of fonts with a range of weights for almost any display type need.

Dobra Slab Bold is the preferred display/headline typeface and should be used primarily for that purpose. Headlines and other display-level text (e.g., sub-heads) should be set at least 2 point sizes larger than body copy (text).

Dobra Slab is readily available for purchase online at various sites. Please contact the Office of Communications at x4902 or tthomas@bsc.edu for details.
Typefaces

**PRIMARY BODY TEXT FONT**

*Leitura Sans Grot 1*

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-='"{}\|/\[\]<>?,./`
```

*Leitura Sans Grot 2*

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-='"{}\|/\[\]<>?,./`
```

*Leitura Sans Grot 3*

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-='"{}\|/\[\]<>?,./`
```

*Leitura Sans Grot 4*

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-='"{}\|/\[\]<>?,./`
```

*Leitura Sans Italic 1*

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-='"{}\|/\[\]<>?,./`
```

*Leitura Sans Italic 2*

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-='"{}\|/\[\]<>?,./`
```

*Leitura Sans Italic 3*

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-='"{}\|/\[\]<>?,./`
```

*Leitura Sans Italic 4*

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-='"{}\|/\[\]<>?,./`
```

The Leitura Sans Family

The primary body text typeface for Birmingham-Southern College is Leitura Sans. This typeface is a versatile sans serif font.

When circumstances require a font more appropriate for lengthy copy (e.g., in a recruiting poster or brochure), the communicator should use Leitura Sans Grot 1. It should be used secondarily to Dobra Slab and not in headlines. Body copy can be set at 9 to 14 point, but 9 point type over 12 point leading is standard for lengthy copy. Here are other recommendations for longer copy blocks:

- 10 point type over 13.5 point leading
- 11 point type over 14.5 point leading
- 12 point type over 16 point leading
- 13 point type over 17.25 point leading
- 14 point type over 19 point leading

Leitura Sans, in its heavier weights, can be used for sub-heads and smaller blocks of emphasis text.

Leitura Sans is readily available for purchase online at various sites. Please contact the Office of Communications at x4902 or tthomas@bsc.edu for details.
The ITC Giovanni Family

The formal body text typeface for Birmingham-Southern College is Giovanni. This typeface is a versatile serif font from International Type Corporation and was inspired by classical typefaces for an elegant, functional design.

When circumstances require a font more appropriate for lengthy copy (e.g., in an annual report or magazine) and more formal communications (e.g., an invitation or letter), the communicator should use Giovanni Book. It should be used secondarily to Dobra Slab and not in headlines. Body copy can be set at 9 to 14 point, but 9 point over 12 point leading is standard for lengthy copy. Here are other recommendations for longer copy blocks:

- 10 point type over 13.5 point leading
- 11 point type over 14.5 point leading
- 12 point type over 16 point leading
- 13 point type over 17.25 point leading
- 14 point type over 19 point leading

Giovanni is readily available for purchase online at various sites. Please contact the Office of Communications at x4902 or tthomas@bsc.edu for details.
## Typefaces

### WEB/ONLINE FONTS

**Noticia Regular**

```plaintext
abcdeghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-_=~!@#$%^&*()_+{}|\[]:;'<>?,./
```

**Noticia Bold**

```plaintext
abcdeghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-_=~!@#$%^&*()_+{}|\[]:;'<>?,./
```

**Noticia Italic**

```plaintext
abcdeghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-_=~!@#$%^&*()_+{}|\[]:;'<>?,./
```

**Noticia Bold Italic**

```plaintext
abcdeghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-_=~!@#$%^&*()_+{}|\[]:;'<>?,./
```

**Gudea Regular**

```plaintext
abcdeghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-_=~!@#$%^&*()_+{}|\[]:;'<>?,./
```

**Gudea Bold**

```plaintext
abcdeghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-_=~!@#$%^&*()_+{}|\[]:;'<>?,./
```

**Gudea Italic**

```plaintext
abcdeghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-_=~!@#$%^&*()_+{}|\[]:;'<>?,./
```

**Gudea Bold Italic**

```plaintext
abcdeghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-_=~!@#$%^&*()_+{}|\[]:;'<>?,./
```

**Georgia**

```plaintext
abcdeghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-_=~!@#$%^&*()_+{}|\[]:;'<>?,./
```

**Georgia Bold**

```plaintext
abcdeghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-_=~!@#$%^&*()_+{}|\[]:;'<>?,./
```

**Georgia Italic**

```plaintext
abcdeghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-_=~!@#$%^&*()_+{}|\[]:;'<>?,./
```

**Georgia Bold Italic**

```plaintext
abcdeghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-_=~!@#$%^&*()_+{}|\[]:;'<>?,./
```

### Substitute Fonts

The best substitute for Dobra Slab on websites and e-mails is **Noticia**. This typeface is a versatile slab serif font and can be downloaded for free at:

[http://fontm.com/noticia-text-font/](http://fontm.com/noticia-text-font/)

The best substitute for Leitura Sans on websites and e-mails is **Gudea**. This typeface is a versatile sans serif font and can be downloaded for free at:

[http://www.fonts2u.com/gudea.font](http://www.fonts2u.com/gudea.font)

The best substitute for Giovanni on websites and e-mails is **Georgia**. This typeface is universally available and is native to all workstations (Windows and Apple).

Please contact the Office of Communications at x4902 or tthomas@bsc.edu for details.
Universal Sans Serif

Leitura should be used as the primary sans serif typeface for all collateral materials; but if 1) for some reason it can’t be purchased, or 2) a universally web-safe font is needed for an e-mail; the best substitute typeface is Arial. Similar to Leitura, Arial offers a contemporary feel with versatility. Like the Georgia font, it is universally available and is native to all workstations (Windows and Apple)
Colleges understand the importance of color in creating pride and unity. The power of Birmingham-Southern’s gold and black is obvious at every ceremonial and sporting event. Color can be just as powerful in other forms of communication as well. When used consistently, colors help make a brand more cohesive and recognizable. Colors can become as identifiable as the logo or the name, but only if they are used consistently and correctly.
Colors

**PRIMARY & SECONDARY PALETTES**

**PRIMARY**

- Black
  - CMYK: 0,0,0,100
  - PMS: 125
- PMS 125
  - CMYK: 0,26,100,26
- White
  - CMYK: 0,0,0,0

**SECONDARY**

- PMS 289
  - CMYK: 100,64,0,60
- PMS 350
  - CMYK: 79,0,100,75
- PMS Warm Gray 3
  - CMYK: 0,4,8,17
- PMS Cool Gray 11
  - CMYK: 0,2,0,68
- PMS 188
  - CMYK: 0,97,100,50
- PMS 4625
  - CMYK: 0,60,100,79
- PMS Warm Gray 11
  - CMYK: 0,17,34,62

**Primary Color Palette**

Black, gold and white comprise the primary color palette. They should be the dominant colors used when designing all print materials. PMS and CMYK codes are provided to allow for exact matching.

**Secondary Color Palette**

The secondary color palette includes a range of tones that complement the primary colors without overpowering them. The secondary palette includes a range of colors that can add a deep, rich quality to the materials. These colors function as accent colors and should never overtake the design.
A cohesive stationery system includes letterhead, envelopes and business cards. In many cases, these materials are the first impression made with constituent audiences, so they must present a unified look. They are a key component to the brand and offer an easy way to maintain consistency across the college community.
The letterhead design is standardized to promote consistency; yet it also offers a way for departments, offices, programs and/or centers to include their specific contact information within the design.

The left margin should measure 1” and align with the ‘C’ in ‘BSC.’ The right margin should likewise measure 1”. The top margin will vary according to the amount of text printed in the address section of the letterhead (as many as five lines of text, as shown). However, we recommend that the body of the letter begin at no less than 3” from the top of the page. The last line of the letter should measure a minimum of 1” from the bottom of the page. NOTE: sample is shown at a reduced size/scale.

All letterhead orders must be printed by the campus Print Shop.

If you have questions about the official BSC letterhead, or if you have special letterhead needs, please contact the Office of Communications at x4902 or tthomas@bsc.edu.
In compliance with postal regulations/scanning equipment tolerances, the return address and graphic for an envelope cannot exceed more than 1/3 of the upper portion of the envelope’s height (USPS regulations).

The return address should begin at a minimum of 1/4” from the top and left margins of the envelope.

NOTE: #10 envelope sample is shown to scale.

All envelope orders must be printed by the campus Print Shop.

If you have questions about the official BSC envelope, or if you have special envelope needs, please contact the Office of Communications at x4902 or tthomas@bsc.edu.
Two design variations are available for BSC’s institutional business cards. Version A places the cardholder’s name and title to the left of the card layout. Version B indents the name and title.

Version A can include up to eleven lines of holder-specific information. Version B can include up to nine lines of holder-specific information.

The back of the card should be left blank. All institutional business cards must conform to this format and may not carry unit-specific logos. All business cards must be printed by the campus Print Shop.

If you have questions about the official BSC business cards, or if you have special business card needs, please contact the Office of Communications at x4902 or tthomas@bsc.edu.
Everything from PowerPoint slides to banners to fax sheets should be designed with a consistent look. This steadfast attention to detail across every communication will connect BSC’s materials in a way that further reinforces and builds our brand. Because these elements are often produced through many different departments/offices, it’s even more important to establish a consistent look that can be easily followed, duplicated and produced.
Collateral materials include such items as flyers, invitation packages, advertisements, posters, banners, etc. Print advertising and other collateral materials may vary greatly in design, but accurate application of the identity standards will ensure a consistent representation of the BSC brand. The BSC wordmark must be used in all materials and appear prominently in the layout. Occasionally, there will be opportunities to display the BSC wordmark that are not outlined in this manual. In such instances, please contact the Office of Communications at x4902 or tthomas@bsc.edu. We will provide guidance and design assistance for your project.

The BSC wordmark should be used only in the colors and typefaces outlined on previous pages. Please do not use the BSC wordmark in conjunction with other exceptioned logos without permission from the Office of Communications.

**Quick Reference**

- Wordmark Configurations 5  Placement 10  
- Secondary Signatures 6  Fonts 14-17  
- Unique Logo Exceptions 7  Colors 18-19  
- Formats 8  

Again, for placements/colors/uses that fall outside of the guidelines presented in this manual, contact the Office of Communications at x4902 or tthomas@bsc.edu.
### Publications/Design Samples

**FAX SHEETS**

The institutional fax cover sheet, shown right, can be downloaded at www.bsc.edu/communications/downloads.

Please contact the Office of Communications at x4902 or tthomas@bsc.edu with questions/concerns.

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<table>
<thead>
<tr>
<th>To:</th>
<th>Time:</th>
</tr>
</thead>
<tbody>
<tr>
<td>From:</td>
<td>Date:</td>
</tr>
<tr>
<td>Telephone:</td>
<td>Number of Pages Including Cover:</td>
</tr>
<tr>
<td>Fax:</td>
<td>CC:</td>
</tr>
<tr>
<td>Re:</td>
<td></td>
</tr>
</tbody>
</table>

- [ ] Urgent  - [ ] For Review  - [ ] Confirm Receipt  - [ ] Please Reply  - [ ] Please Recycle

**Comments**

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Please notify us at the telephone number above if you did not receive all pages or if writing is illegible.

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**Preparing the Professionals of Tomorrow**

900 Arkadelphia Road | Birmingham, Alabama 35254 | 1 800 523-5793 | www.bsc.edu
Example of marketing brochure.

If you need to order a brochure, please contact the Office of Communications at x4902 or tthomas@bsc.edu.
As stated earlier on page 7, for named centers and programs with either 1) external visibility for prospective students, their parents and alumni, and/or 2) integral association with a BSC academic area, approvals may be considered for a graphic element to be used on only internal correspondence (e.g., specialty promotional items, banners and certain collateral materials), as long as there is a clear visual separation and delineation between the BSC wordmark and the graphic element (samples shown right). The graphic element cannot be grouped with the BSC wordmark in any way as to appear as a larger composite mark (see page 9). Graphic elements may never be used on letterhead, envelopes or business cards. The BSC wordmark must always be the dominant element of any advertising for the college, its centers and programs.

Please contact the Office of Communications at x4902 or tthomas@bsc.edu with questions about the college’s policy for named centers and programs.
For more than 150 years, BSC has been committed to students learning by doing. Today, putting our students on the path to their chosen career means giving them opportunities to apply what they learn in the classroom to the workplace.

What makes a BSC internship different?

- Our internships are three-way partnerships between the student, their host, and the college.
- They are supervised work experiences with an intentional learning strategy—not just busy work and a line on a resume.
- They emphasize professional development and require performance assessment from supervisors and professors plus deep reflection from the students.
- They support the development of students as ethically aware, learned professionals who strive for lives of significance.

Types of internships at Birmingham-Southern College:

Norton Board
BSC’s Norton Board is made up of 150+ professionals committed to serving Birmingham-Southern and its students, especially through internships and mentoring. Norton Board internships are individually matched to area experts willing to provide career insight and training in a learning partnership.

QEP
The college’s Quality Enhancement Plan is based on a three-part push for experiential learning in the form of internships, service-learning, and collaborative research. Norton Board and other internships may fall under the QEP, as do some faculty-directed internships.

Internship Timing
Internships are offered during all of BSC’s academic terms: Fall (Sept.-Dec.), January, Spring (Feb.-May), and Summer (June-July). Most internships provide 140 hours of hands-on experience and 40 hours of faculty-directed preparation and critical reflection.

Exploration Term
BSC’s unique January Exploration Term gives students a full month each year to focus on a single class or project—including an internship.

Major/Programs
Many academic departments require or encourage students to complete an internship for the major, including Biology, Business, Economics, Education, English, Global and Comparative Studies, History, Media and Film Studies, Political Science, Pre-Law, Pre-Health, Psychology, Urban Environmental Studies, and more.

Centers for Engaged Learning
BSC’s centers for engaged learning coordinate select internships for students with special interests, including the Hess Center for Leadership and Service (advocacy internships) and the Sklenar Center for International Programs (international internships).
Example of notecard and matching envelope.

If you need to order notecards, please contact the Office of Communications at x4902 or tthomas@bsc.edu.
Example of formal invitation and matching envelope.

If you need to order an invitation package, please contact the Office of Communications at x4902 or tthomas@bsc.edu.
Example of a formal event program.

If you need to order an event program, please contact the Office of Communications at x4902 or tthomas@bsc.edu.
Publications/Design Samples

BANNERS

If you need to order a banner, please contact the Office of Communications at x4902 or tthomas@bsc.edu.

Example of horizontal banner.

Example of vertical banner.
Examples of display ads.

If you need to place an ad, please contact the Office of Communications at x4902 or tthomas@bsc.edu.
Example of postcard.

If you need to order a postcard, please contact the Office of Communications at x4902 or tthomas@bsc.edu.
On the next two pages are examples of standard BSC PowerPoint slides. We strongly prefer that presenters use either Arial or Times New Roman as the fonts for their presentation text/points.

If you need to set up a PowerPoint presentation, please contact the Office of Communications at x4902 or tthomas@bsc.edu. We will share our preferred template with you and give guidance on the correct fonts and images to use for optimal results.

PowerPoint templates can be downloaded at www.bsc.edu/communications/downloads.
Publications/Design Samples

POWERPOINT SLIDES, CONTINUED
Miscellaneous items include, but aren’t limited to the following:

- Signage
- Vehicles
- Light Post Banners
- Merchandise
- Advertising Specialties/Novelty Items
  - Buttons/Pins
  - T-Shirts/Sweatshirts
  - Caps
  - Bumper Decals
  - Magnets
  - Notebooks
  - Folders
  - Mousepads
  - Lanyards
  - Merchandise Bags/Totes
  - Umbrellas
  - Napkins
  - Coffee Sleeves
  - Nametags/Identity Tags
  - Notepads/Routing Pads
  - Mailing Labels
  - Gold Foil Seals

Please consult with the Office of Communications to arrange graphics for the miscellaneous items listed, left. We will work with you to bring your graphics project to life.

Applications of the BSC wordmark and its typography for novelty items or merchandise are subject to approval by the Office of Communications. Requests for review of designs may be forwarded directly to Communications and will be evaluated for their compliance with the visual identity system. This process applies both to BSC-designed materials as well as to those prepared by outside vendors for on-campus clients.

If you have questions about these items or others, please contact the Office of Communications at x4902 or tthomas@bsc.edu.
E-Mail Signatures and Voice Messaging

MISCELLANEOUS ITEMS

E-mail is no doubt the most popular means of communication that comes into and goes out of our campus. Impressions—both positive and negative—about the college’s level of care and concern can be formed based on how employees “sign” their e-mails and the “automated” responses they send when they are away from the office.

In the college’s ongoing efforts to be as helpful and responsive as possible to all of our constituents, a standard e-mail signature should be used with all internal and external e-mails, as well as a standard e-mail automated out-of-office response to be used with all internal and external e-mails.

Likewise, the temporary absence greetings we leave on our office telephones when we are out of the office on annual leave, business, or for college holidays, also can leave positive or negative impressions about our college. Therefore, a standard telephone temporary absence greeting should be used.

Information on setting up email signatures and telephone temporary absence greetings can be found at www.bsc.edu/administration/it/helpdesk.

Sample Out-of-Office E-Mail Response

Thank you for your email. I am currently away from the office and will return on Monday, January 30. If you need immediate assistance before that time, please contact Barbara Collins, assistant director of strategic planning, at bcollins@bsc.edu or 205-226-XXXX. Otherwise, I will respond to your email on January 30.

Mark Goodman

Sample Email Signature:

Sue Fairchild
Associate Vice President for Strategic Planning
Birmingham-Southern College
900 Arkadelphia Road
Box 54XXXX
Birmingham, AL 35254
205-226-XXXX—Office
205-XXX-XXXX—Cell (optional)
205-226-XXXX—Fax (optional)
sfairchi@bsc.edu

Sample Temporary Absence Phone Greeting:

You have reached the office of Mark Goodman, director of strategic planning at Birmingham-Southern College. I am currently out of the office and will return on Monday, January 23. During my absence, please contact Barbara Collins, assistant director, at 205-226-XXXX. Or, please leave a message at the tone and I will look forward to returning your call on Monday. Thank you.

Sample Temporary Absence Phone Greeting for College Holidays:

You have reached the office of Sue Fairchild, associate vice president for strategic planning at Birmingham-Southern College. The college currently is observing its Christmas Holiday Break until Monday morning, January 2. If you need immediate assistance during this time, you may contact our Campus Police Office at 205-226-4700, or you may try my cell phone at 205-XXX-XXXX. Otherwise, leave a message at the tone and I will look forward to returning your call on January 2.
Now you have the standards needed to be a part of this effort in maintaining the BSC brand. At this point, you’ve probably realized that a brand isn’t a wordmark or school color. It’s many elements that collectively identify the unique entity, BSC. Just like any great resource, this guide will be updated to reflect the latest standards and guides, so check the Office of Communications’ Web site before beginning new projects. For any additional information call Communications at x4902 or e-mail tthomas@bsc.edu.
Contacts

THE OFFICE OF COMMUNICATIONS AND RELATED SERVICES

All departments, offices, special programs and centers should consult with the Office of Communications and/or the Campus Print Shop before starting projects, including design, production, printing, art, photography and online/video production. Please always consult with Communications initially, even when the funding is provided by a donor.

Working with Communications and adhering to visual standards help Birmingham-Southern achieve an effective, efficient and cost-conscious communications program.

An online version of this manual can also be found on the BSC Web site at www.bsc.edu/communications/downloads.

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hwolfson@bsc.edu
Public Relations & Marketing Communications Consulting/
Photography/Video Production

Web Site/New Media
Stockham Building, Room 14
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mhamilto@bsc.edu
Online Marketing/Development

Publications
Stockham Building, Room 05
226-4902
tthomas@bsc.edu
Graphic Design/Layout/Concept Development/
Visual Identity System Consulting

Department of Print Services
Stephens Lab Building, Ground Floor
226-4848
printshop@bsc.edu
Printing/Digital and Offset Presses/Binding/
Banners-Posters