

# CHOWAN UNIVERSITY LOGO AND USAGE OVERVIEW

It is increasingly important in today's higher education marketplace to create a strong, memorable brand. In order to create this strong brand identity, Chowan University must express continuity in vision and voice in all that we do. The logo, visuals, and words we use to describe Chowan University will enable us to establish and maintain a clear, unified brand identity, both within the University community and beyond.

The Brand Standards Guide provides general guidelines for the visual and verbal articulation of the Chowan University brand, as well as specific directions for the application of our logo and related elements. We recommend that you refer to this guide whenever you develop materials that will be distributed both within the University community and to the public.

The use of the University's name, logo, seal, etc., for any products or goods by any department, office, club, organization, or team, whether for sale or free distribution, must be approved in advanced by the Marketing and Brand Management Committee. To request approval, complete a Marketing and Brand Management Submission ([www.chowan.edu/brandsubmission](http://www.chowan.edu/brandsubmission)).

## Institutional Marks

*This is the official mark for the University.*



**CHOWAN  
UNIVERSITY**

Vertical Stack



**CHOWAN  
UNIVERSITY**

Horizontal Lockup

*The logo and wordmark together make up the institutional mark. They may be used separately or in the approved configurations above.*

## Athletic Marks

*Athletic marks are for use by Athletics when communicating with either internal or external audiences and by approved groups or organizations within the university.*



Chowan Hawk



Hawk Head



Chowan C and Chowan University CU

## Special Use Marks

*All versions of the Chowan University seal are reserved for special uses ONLY.*



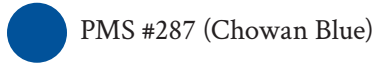
Chowan University Seal

# Chowan Institutional Mark Guidelines Quick Reference

The University Institutional Mark is for use in all areas of the University when communicating to internal and external audiences. The Institutional Mark must be reproduced from official artwork. If you have questions please contact [CUbrand@chowan.edu](mailto:CUbrand@chowan.edu).

## CHOWAN BLUE INSTITUTIONAL MARK

Only use Chowan Blue version of the mark when implementing the mark in full color on a white background or when you can allow for 2-color printing (Chowan Blue and White).



Chowan University Institutional Mark  
Vertical (or stacked) version



Chowan University Institutional Mark  
Horizontal (or lockup) version

## WHITE INSTITUTIONAL MARK

Use the white version of the mark when not displaying the mark in full color.



## SIZE

Use the Institutional Mark at a size that is legible, significant, and appropriate for the scale of the piece being produced.

Legibility suffers if the Institutional Mark is reproduced too small.

When the horizontal Institutional Mark is used, the total width should be no smaller than 1.5 inches. When the stacked Institutional Mark is used, the wordmark should be no smaller than 1.125 inches wide.



*Please contact Marketing and Brand Management for assistance when the Institutional Mark may need to be reduced for specialty products. [CUbrand@chowan.edu](mailto:CUbrand@chowan.edu).*

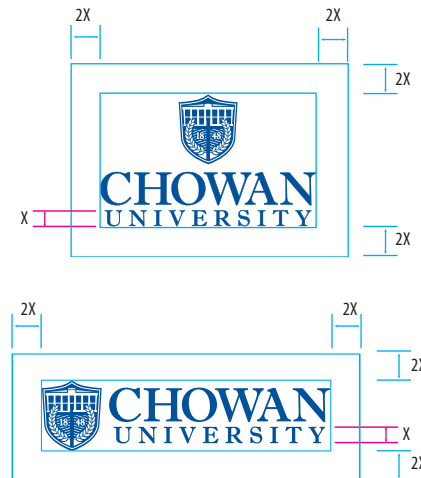
## DO NOT REVERSE THE LOGO

The image of McDowell Columns Hall (the building) and the other elements of the logo should always be white.



## CLEAR SPACE

The Institutional Mark must stand alone with sufficient clear space around it to allow it to be visible and to clearly show that it is an individual mark.



## RESTRICTIONS

The Chowan University Institutional Mark may not be altered or changed in any way. These marks may not be incorporated into or combined with any other mark, symbol, or graphic to create a new mark.

The Chowan University Institutional Mark may not be used as a graphic screened in the background, cropped, blurred, or distorted in any way.