

BRANDING GUIDELINES



*A visual identity guide for
New Orleans Baptist
Theological Seminary
and Leavell College*



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COLORS

Primary and Secondary Colors

The primary purple and secondary colors should be utilized for all seminary and college designs. Generally, gray or white should be used for text. Limited use of primary and secondary colors is acceptable for headlines. The primary purple is intentionally contrasted and complemented by the secondary colors. A balanced design is structured by the weight, proximity, and alignment of shapes, text, and photos. Photos should be bright and saturated.

NOTE: If a printer is not accurate or the material does not hold ink effectively, the purple can easily skew to either a reddish or blueish hue.

Primary Purple



Secondary Gold



Secondary Light Blue



CMYK

Cyan = 80
Magenta = 88
Yellow = 36
Black = 29

Cyan = 21
Magenta = 22
Yellow = 100
Black = 0

Cyan = 67
Magenta = 0
Yellow = 18
Black = 0

RGB

Red = 68
Green = 48
Blue = 90

Red = 209
Green = 180
Blue = 43

Red = 48
Green = 192
Blue = 210

HEX

#44305a

#d1b42b

#30c0d2

PANTONE

2627 C
2627 U





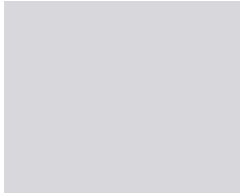




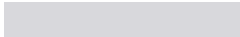




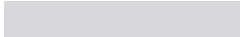
110 C
110 U

COLORS



Grays

Grays serve as the support colors for the brand. A true black should be avoided. Instead, utilize the dark gray in places you would otherwise consider using black. For the most part, all text should appear in either a gray or white.

	Gray 1	Gray 2	Gray 3	Gray 4	Gray 5
CMYK					
	Cyan = 75 Magenta = 67 Yellow = 66 Black = 82	Cyan = 10 Magenta = 7 Yellow = 0 Black = 85	Cyan = 5 Magenta = 5 Yellow = 0 Black = 65	Cyan = 1 Magenta = 1 Yellow = 0 Black = 35	Cyan = 1 Magenta = 1 Yellow = 0 Black = 15
RGB					
	Red = 17 Green = 19 Blue = 19	Red = 67 Green = 68 Blue = 75	Red = 111 Green = 112 Blue = 119	Red = 174 Green = 176 Blue = 180	Red = 216 Green = 217 Blue = 220
HEX					
	#111313	#43444b	#6f7077	#aeb0b4	#d8d9dc

GRADUATE LOGO

Vertical Versions

The seminary logos should be presented in either purple or white. If these are not conducive to the design, then gray or black can be considered. The logo should never be printed in one of the secondary brand colors or another color outside of the brand.

In rare cases, the seminary logo may be presented using gold foil or embossing. Please consult the Office of Communications regarding these usages.



GRADUATE LOGO

Horizontal, NOBTS,
and Steeple Only

The seminary logos should be presented in either purple or white. If these are not conducive to the design, then gray or black can be considered. The logo should never be printed in one of the secondary brand colors or another color outside of the brand.

In rare cases, the seminary logo may be presented using gold foil or embossing. Please consult the Office of Communications regarding these usages.



UNDERGRADUATE LOGO

Vertical Versions

The seminary logos should be presented in either purple or white. If these are not conducive to the design, then gray or black can be considered. The logo should never be printed in one of the secondary brand colors or another color outside of the brand.

In rare cases, the seminary logo may be presented using gold foil or embossing. Please consult the Office of Communications regarding these usages.



**LEAVELL
COLLEGE**



LEAVELL COLLEGE
AT NEW ORLEANS BAPTIST THEOLOGICAL SEMINARY



**LEAVELL
COLLEGE**



LEAVELL COLLEGE
AT NEW ORLEANS BAPTIST THEOLOGICAL SEMINARY

UNDERGRADUATE LOGO

Horizontals, Leavell, and Shield Only Versions

The seminary logos should be presented in either purple or white. If these are not conducive to the design, then gray or black can be considered. The logo should never be printed in one of the secondary brand colors or another color outside of the brand.

In rare cases, the seminary logo may be presented use gold foil or embossing. Please consult the Office of Communications regarding these usages.

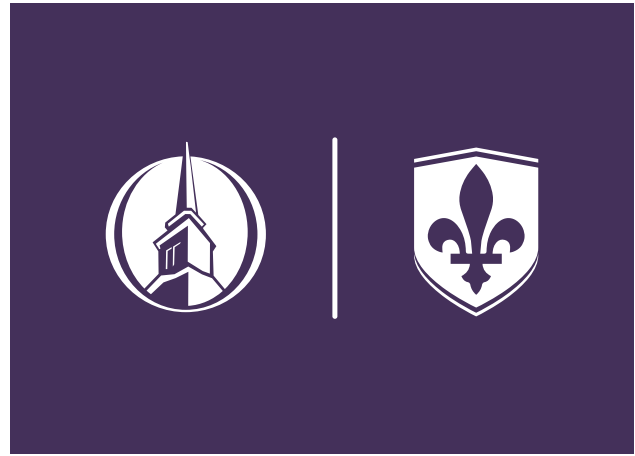


COMBINING BOTH LOGOS

Steeple and Shield

The seminary logos should be presented in either purple or white. If these are not conducive to the design, then gray or black can be considered. The logo should never be printed in one of the secondary brand colors or another color outside of the brand.

In rare cases, the seminary logo may be presented using gold foil or embossing. Please consult the Office of Communications regarding these usages.



ROBOTO FONT FAMILY

The Roboto font family is the primary font of the NOBTS and Leavell College brand. It is owned by Google and is available as a free download in Roboto, Roboto Condensed, and the derivative, Roboto Slab. The latest version of the font was released in 2017. The seminary brand does not utilize Roboto Mono or Roboto 2014.

Italics should be used only when necessary. In lieu of italics in a Roboto font, consider using the secondary font family Utopia which has an italic that blends well with Roboto fonts.

Generally, all text should appear in either grays or white.

ROBOTO

ROBOTO REGULAR

abcdefghijklmnopqrstuv
wxyz ABCDEFGHIJKLMNOP
OPQRSTUVWXYZ 123456
7890!?

ROBOTO BOLD

abcdefghijklmnopqrstuv
wxyz ABCDEFGHIJKLMNOP
OPQRSTUVWXYZ 123456
7890!?

For over 100 years, God has been at work through New Orleans Baptist Theological Seminary and Leavell College. Our mission is to prepare servants to walk with Christ, proclaim His truth, and fulfill His mission.

FONT WEIGHTS

Roboto can be used in the weights of Thin, Light, Medium, Regular, Bold, Black, and italics of each.

ROBOTO CONDENSED

ROBOTO CONDENSED REGULAR

abcdefghijklmnopqrstuvwxy
z ABCDEFGHIJKLMNOPQRS
TUVWXYZ 1234567890!?

ROBOTO CONDENSED BOLD

abcdefghijklmnopqrstuvwxy
z ABCDEFGHIJKLMNOPQRS
TUVWXYZ 1234567890!?

For over 100 years, God has been at work through New Orleans Baptist Theological Seminary and Leavell College. Our mission is to prepare servants to walk with Christ, proclaim His truth, and fulfill His mission.

FONT WEIGHTS

Roboto Condensed can be used in the weights of Light, Regular, Bold, and italics of each.

ROBOTO SLAB

ROBOTO SLAB REGULAR

abcdefghijklmnopqrstuv
wxyz ABCDEFGHIJKLM
NOPQRSTUVWXYZ 12345
67890!?

ROBOTO SLAB BOLD

abcdefghijklmnopqrstuv
wxyz ABCDEFGHIJKLM
NOPQRSTUVWXYZ 12345
67890!?

For over 100 years, God has been at work through New Orleans Baptist Theological Seminary and Leavell College. Our mission is to prepare servants to walk with Christ, proclaim His truth, and fulfill His mission.

FONT WEIGHTS

Roboto Slab can be used in the weights of Thin, Light, Regular, and Bold.

UTOPIA FONT FAMILY

The Utopia font family is the secondary font of the NOBTS and Leavell College brand. It is owned by Adobe and is available as a free download for those with a Creative Cloud subscription. The font is available, for a fee, to non-Adobe CC users through [fontspring.com](https://www.fontspring.com).

There are 25 weights available in the Utopia family. The ones that are currently in use by the Office of Communications include Subhead, Regular, Semibold, Bold, and the italics of each. Utopia Black Headline was used for the cover of *Vision Magazine* and Utopia Subhead was generally utilized for all paragraph text. The italics of the Utopia family blend well with Roboto fonts.

Generally, all text should appear in either grays or white. In Adobe applications, Utopia appears as "Utopia Std."

UTOPIA

UTOPIA SUBHEAD

abcdefghijklmnopqrstuvwxy
z ABCDEFGHIJKLMNOPQRS
TUVWXYZ 1234567890!?

UTOPIA BOLD

abcdefghijklmnopqrstuvw
xyz ABCDEFGHIJKLMNOPQ
RSTUVWXYZ 1234567890!?

For over 100 years, God has been at work through New Orleans Baptist Theological Seminary and Leavell College. Our mission is to prepare servants to walk with Christ, proclaim His truth, and fulfill His mission.

FONT WEIGHTS

Try using a Utopia Subhead, Semibold, or Bold as the traditional serif font.

UTOPIA ITALIC

UTOPIA ITALIC

abcdefghijklmnopqrstuvw
xyz ABCDEFGHIJKLMNOPQR
STUVWXYZ 1234567890!?

UTOPIA BOLD ITALIC

abcdefghijklmnopqrstuvw
xyz ABCDEFGHIJKLMNOPQR
STUVWXYZ 1234567890!?

For over 100 years, God has been at work through New Orleans Baptist Theological Seminary and Leavell College. Our mission is to prepare servants to walk with Christ, proclaim His truth, and fulfill His mission.

FONT WEIGHTS

Try using Italic, Semibold Italic, or Bold Italic for italics.

UTOPIA HEADLINE

UTOPIA BLACK HEADLINE

abcdefghijklmnopqrstuvw
xyz ABCDEFGHIJKLMNOPQ
RSTUVWXYZ 1234567890!?

For over 100 years, God has been at work through New Orleans Baptist Theological Seminary and Leavell College. Our mission is to prepare servants to walk with Christ, proclaim His truth, and fulfill His mission.

FONT WEIGHTS

Avoid overuse of Black Headline. Consider instead a Roboto font by itself or a combination of a Utopia italic and a Roboto font.

COMBINING FONTS

A classic principle of combining fonts is the practice of joining a serif font with a sans serif font. They tend to pair well together because of the contrast created between the two. In this regard, Roboto or Roboto Condensed can combine with any of the Utopia fonts in a complimentary fashion. Specifically, all of the italics found in the Utopia family blend well with Roboto and Roboto Condensed fonts.

Additionally, Roboto Slab blends with Roboto or Roboto Condensed for the same reason and is the one utilized in the graduate logo.

Roboto Slab should not be joined with Utopia since their serifs compete with each other instead of compliment. Generally, all text should appear in either grays or white.

Consider the following four examples.

Vision Magazine Fall 2019
ALUMNI NEWS

Example 1: The top line is Utopia Italic 11 pt. The bottom line is Roboto Regular 22 pt with the tracking increased to 50 as a way of spacing out the letters. The lighter weight and increased tracking of the Roboto font is utilized in this example to add a lighter feel and allow the design to breath. Using a Roboto Condensed Bold instead would have had the opposite effect.

Pattie Shoener Named
VP FOR BUSINESS
AFFAIRS *at NOBTS*

Example 2: The top line is Utopia Bold Italic 19 pt. The middle line is Roboto Regular 19 pt. The bottom line is a blend of the other two. By mixing the two fonts together in this example, visual interest is increased. Additionally, this example used two different grays as a way of creating more contrast to move the eye. By use of these two design choices, the text draws the audience in and encourages them to spend time looking at the headline.

DR. DENNIS PHELPS
Director of Alumni Relations

Example 3: The top line is Roboto Bold 12 pt with the tracking reduced to -10. The bottom line is Utopia Italic 11 pt. The slight size increase, bold font weight, color variation, and the adjustment to the tracking, created a complimentary connection between the individual's name with the position title. An understandable visual hierarchy can be established through design choices. Creating a visual hierarchy helps guide the audience to what the designer intends for them to see first. The practice offers priority through visual cues.

Taking the Oath
AS AMERICAN CITIZENS

Example 4: The top line is Utopia Bold Italic 15 pt. The bottom line is Roboto Bold 15 pt. An additional visual cue is the selective usage of all caps. Note that all of the Roboto fonts can work with all caps and can serve as an additional contrasting cue between the two font families.

BRANDING STATEMENTS



MISSION STATEMENT

New Orleans Baptist Theological Seminary and Leavell College prepare servants to walk with Christ, proclaim His truth, and fulfill His mission.

PRIMARY TAGLINE

Answering God's Call

MARKETING SLOGAN #1

Prepare here to serve anywhere.

MARKETING SLOGAN #2

Prepare here. Serve anywhere.