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CULVERHOUSE IS ON A MISSION

For years, business schools have produced a workforce for the existing landscape. Training students remains necessary, but is no longer sufficient. Graduates today must be prepared to succeed in a world where business is moving faster than it ever has before. To compete with other top-tier schools, Culverhouse must be in the business of tomorrow.

This means embracing a culture of innovation, relevance and rigor in our curriculum and programs. But it also means reimagining our brand and digital presence. This will position us as competitive, digitally savvy and modern in every sense.

We started by creating an evolved graphic identity. This includes a new Culverhouse logo that conveys a sophisticated blend of the traditional and contemporary. A series of iconic glyphs were also developed to portray the unique identities of each academic department, yet unify them under the Culverhouse brand. These elements worked in conjunction with new graphic standards, including typography, color, style and logo requirements. This new look was then incorporated everywhere, including the college magazine, brochures, merchandise and environmental graphics.

It was even more crucial to change how Culverhouse engaged with people across the digital landscape. User experience is paramount. Website navigation and information architecture were simplified, making it easier to access information and tools. A user-generated news center was developed, allowing professors, students, alumni and professionals to share the latest business news. An employee concierge was established, helping businesses tap into the student and alumni population when hiring. Finally, a mobile-optimized version of our site was designed so that users can quickly access events, news, faculty, maps and more—anywhere.

At Culverhouse, we’re going to own the business of tomorrow. Let’s begin.
Focusing on the architecture of Bidgood, a graphic interpretation of the building’s facade becomes the cornerstone of the brand. The typographic treatment conveys sophistication by combining a classic serif typeface with a contemporary sans serif. Pages 2-8 show variations on the logo that are acceptable for usage.
A series of circles was used as a guideline for spacing between the logo and word mark. Attaining proper balance among the circles ensures proper balance within the mark.

**WORD MARK**

**SPECIAL USAGE**

This logo is to only be used for special circumstances. For examples of usage, check the brochure cover on page 13 and the power point slide on page 17.
SAFE BORDERS

The Culverhouse logo needs space. Body copy, headlines and other graphic elements can crowd and compromise the integrity of the logo. Adhering to safe-zone guidelines ensures proper presentation of the logo. The safe border is equivalent to the height of the word mark.
RESTRICTIONS
In order for the Culverhouse logo to look its best, follow these simple rules.

DO NOT STRETCH OR SQUASH THE LOGO
DO NOT SCALE THE TAG LINE
DO NOT ADD ANY SHAPES BEHIND THE LOGO

MERCURY
ABCDEFGHIJKLMNOPQRSTUVWXYZ | 0123456789
Mercury is used in the logo as well as some headlines.

GOTHAM
ABCDEFGHIJKLMNOPQRSTUVWXYZ | 0123456789
Gotham is used in the tagline of the logo as well as address lines on business papers and marketing materials.

DIN PRO
ABCDEFGHIJKLMNOPQRSTUVWXYZ | 0123456789
Din Pro is the official Culverhouse body copy.

DIN CONDENSED BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ | 0123456789
Din Condensed Bold is used for headlines and sub-headlines.

HELVETICA NEUE 57 CONDENSED BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ | 0123456789
Helvetica Neue 57 Condensed Bold is used for headlines and sub-headlines in Word templates.

VERDANA
ABCDEFGHIJKLMNOPQRSTUVWXYZ | 0123456789
Verdana is used for body copy and address lines in Word templates.
Pages 12–19 contain examples of collateral pieces and show how the Culverhouse brand should be built out.

CULVERHOUSE IS ON A MISSION

Dean Hardin's five-year plan for bringing Culverhouse into the top 25 public business schools in the nation.

COLLATERAL

MAGAZINE COVER

BROCHURE COVER
A system of hieroglyphics gives each degree program within Culverhouse its own identity. The illustration style of these symbols is in keeping with the overall design of the Culverhouse logo, and each one visually represents aspects of its corresponding program.
Accountancy involves numbers and how they relate to one another, so the abacus is used to represent this program.

Economics, Finance and Legal Studies includes watching and analyzing trends and how they affect business, so an eye is chosen as the symbol to represent this program.

Management and Marketing requires leading people and communicating a message. People are the basis for this degree program.

Information Systems, Statistics and Management Science analyzes numbers and depicts them in charts and graphs that are understood at a glance. A pie chart is the symbol for this degree.

General Business incorporates a multi-disciplinary approach, and each idea builds on the next. The symbol for this program starts with bricks that build to the pinnacle of success.
Culverhouse offers programs to its students where learning extends beyond the classroom. Interlocking rectangles form a symbol to represent the contribution these programs make to the student’s cumulative education.

Culverhouse offers the flexibility of online courses and degrees for its students. This symbol takes the pages of a book and turns them into an on-screen icon.

ACADEMIC HIEROGLYPHICS

The Culverhouse identity extends to individual degree programs through the use of hieroglyphics. When a particular program has entities that fall under the umbrella of that program, the respective hieroglyphic should be used to represent the entity as well.
Culverhouse thrusts its students to the forefront of business with our highly respected research programs. It is crucial that programs, such as the Alabama Center for Real Estate (ACRE) and the Center for Business and Economic Research (CBER), maintain the Culverhouse brand identity as we work together with the professional world. These entities fall under Culverhouse programs and should be visually identified as such. One brand, one voice.
WEBSITE

The Culverhouse website epitomizes what it means to be in the business of tomorrow. Streamlined, fluid and intuitive. With a modern look.

WEBSITE | HOMEPAGE

Call it a hub, a dashboard or a command center—our new homepage gives users quick reads and simple access to the core information on our site: 1) Recent news, 2) Upcoming events, 3) Overviews of departments.
Business news just evolved to an entirely new level. We've enabled users to collectively share articles right on our site, creating a potent news source for everyone involved. 1) News categories, 2) Article archive, 3) News RSS feed, 4) Quick glance at articles.

This is what a robust events calendar looks and acts like. Users are able to quickly scan Culverhouse events and easily delve into further details if desired. 1) Events calendar, 2) Events synopsis, 3) Featured event details.
New students want to discover what Culverhouse has to offer and they want to discover it fast. The solution was neatly organized and efficient academic pages, providing a quick overview of a major with a list of courses and specializations.

The future of the web is about simple, useful tools. So we created one for businesses, helping them reach potential job candidates from Culverhouse—both students and graduates.
If you truly want to be serious about the future, you build an optimized version of your website for mobile devices. And that's exactly what we did, allowing streamlined access to Culverhouse information.

More and more, students and business people are getting their news through mobile. So we featured this on our mobile site, along with Culverhouse events. This really changes the ballgame.
Our faculty members are all about connecting, both to students and the business world. There is no more effective and immediate method than through mobile—calling and emailing are a single touch away.
The Manderson logo needs space. Body copy, headlines and other graphic elements can crowd and compromise the integrity of the logo. Adhering to safe-zone guidelines ensures proper presentation of the logo. The safe border is equivalent to the height of the word mark.
A system of hieroglyphics gives each degree program within Manderson its own identity. The illustrative style of these symbols is in keeping with the overall design of the Manderson logo, and each one visually represents aspects of its corresponding program.

A graduate degree shows initiative and dedication and carries with it a degree of clout in the business world. Stacked shapes in this symbol represent the cumulative effect of higher education and the advancement that comes with it.

A Master of Business Administration is a must for anyone on the CEO track and is achieved only by considerable dedication and effort. The ladder symbol represents the progression from BA to MBA or the climb to the top.

A doctoral degree represents the highest level of matriculation and is awarded to individuals who make significant contributions to their area of study. The ribbon symbol depicts the honor that comes with a Ph.D., the highest prize in academia.
The Executive MBA gives professionals the opportunity to obtain a degree while continuing to work and involves the same amount of study and rigor of a traditional MBA. This symbol speaks to the balance that must be struck between work and study by those pursuing this degree.

Manderson offers the flexibility of online courses and degrees for its students. This symbol takes the pages of a book and turns them into an on-screen icon.

The Manderson identity extends to individual degree programs through the use of hieroglyphics. When a particular program has entities that fall under the umbrella of that program, the respective hieroglyphic should be used to represent the entity as well.
Those seeking a higher level of business education here may be even more passionate about being in the business of tomorrow. That’s why we created a site just for them, which parallels the Culverhouse brand identity, tools and web usability.
Just like the Culverhouse homepage, here, graduates will have at their disposal quick access to key information such as graduate events, programs and business news.

Like all our students, graduate students have aggressively taken to mobile. We’ve developed a mobile site just for them. Same brand. Same tools. Same intuitive common sense.
CULVERHOUSE
SPECIALTY ITEMS & SIGNAGE

WATER BOTTLES
APPAREL & OTHER ITEMS
GOLF SHIRT & BALL

GOLF SHIRT & BALL
UMBRELLA

SIGNAGE

PETER WILLIAMS
PROFESSOR OF LEGAL STUDIES

JOHN SMITH
PROFESSOR OF ACCOUNTING