All designs and proofs must be reviewed and approved by the Milligan University Marketing Office.
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Uniquely woven together through words, feelings, and visuals, Milligan’s brand identity reflects a commitment to excellence that began with our founders and has been upheld and championed by countless others. Christian education—the hope of the world.
Introduction

WHO
Since its founding in 1866, Milligan University has remained rich in purpose and dedicated to preparing students to lead and serve. Our commitment to Christ-centered liberal arts education has led Milligan to become a growing, well-respected liberal arts institution. Because of our emphasis on scholarship, community, and faith, students come from all over the world to experience our distinctively different approach to higher education.

WHY
As a Christian liberal arts university, Milligan University seeks to honor God by educating men and women to be servant-leaders.

WHERE
Milligan’s 235-acre picturesque campus is located in Johnson City, Tennessee, in the beautiful Appalachian Highlands region.

BRAND
As Milligan University positions itself for growth, it is important to uphold a consistent brand image that drives awareness and evokes feelings. Visual and written communication strengthens the University’s connection with various constituencies and promotes the noble mission established upon its founding in 1866. Adhering to Milligan University brand guidelines is critical to promoting and protecting the brand. This is an evolving guide meant to empower the Milligan community and its stakeholders.
University Logo

The logo is the primary visual mark representing the Milligan University brand. It is a graphic element, not a typeface. Always use approved, high resolution artwork. Do not, under any circumstances, attempt to match the shield or wordmark with other typefaces.
Shield
-M for Milligan and U for University form together to make the book
-Unites all areas of campus

Book
-Represents Academic Learning and the Bible

Wordmark
-New design builds off wordmark, signifying the longevity of the Milligan brand
Consistent color usage is essential to communicating the Milligan brand. The primary palette is made up of the colors that are to be used most prominently.

Due to variations across applications, there will be slight discrepancies when using Pantone Matching System (PMS), CMYK, or RGB colors. Pantone is the University’s preferred palette and should be used where allowed. CMYK is preferred for print collaterals. RGB and HEX should be used for screen-based applications.

**Primary Colors**

**Milligan Orange**
- PMS 1585c
- CMYK 0-72-99-0
- Print
- RGB 243-110-36
- Web/video
- HEX FF6A13
- Web

**Buffalo Black**
- PMS Process Black
- CMYK 0-0-0-100
- Print
- RGB 0-0-0
- Web/Video
- HEX 000000
- Web

**EMBROIDERY**
- MADEIRA-1078
- ISACORD-1304
- ROBISON-ANTON-2236

**NIKE APPAREL**
- PMS 172

All designs and proofs must be reviewed and approved by the Milligan University Marketing Office.
Secondary Colors

Secondary colors are not meant to replace primary colors. Instead, they are meant to supplement the primary color palette.

Accent colors are to be used sparingly and should be confined to no more than 10% of the design.

Please limit color usage in body copy and avoid using colored drop shadows.

Due to variations across applications, there will be slight discrepancies when using Pantone Matching System (PMS), CMYK, or RGB colors.
Milligan University’s logo is central to our visual identity. This logo (or a program/department logo) should be used on all communications materials. Consistent usage of the logo enhances recognition of the University by all audiences.

The vertical layout is preferred where space allows. Logo selection should be based on the format that best fits the space allotted.

The logo may not be altered in any way. (See page 13 for misuse.)

See page 26 for athletic logo standards.
Please keep a distance of half the shield “M” on all sides of any logo or wordmark to maintain visibility and impact.

For this configuration, the minimum size is a width equal to or greater than 1.25” for print and 200px for digital applications.

All designs and proofs must be reviewed and approved by the Milligan University Marketing Office. Request logos at milligan.edu/PR.
Logos

Color Variations

All designs and proofs must be reviewed and approved by the Milligan University Marketing Office. Request logos at milligan.edu/PR.
The logo can only appear as specified in these guidelines. In order to maintain a consistent brand, it should not be altered under any circumstances. Here is a partial list of things to avoid.

- Do not recolor.
- Do not rotate.
- Do not stretch, pull, or squeeze.
- Do not recreate.
- Do not use old logos.
- Do not outline parts of the logo.

All designs and proofs must be reviewed and approved by the Milligan University Marketing Office.
Academic Schools

Unit logos are a way of branding individual schools/programs/departments within the University. Logos must be designed and approved by Milligan Marketing. Request logos at milligan.edu/PR.

Unit logos can replace the primary Milligan University logo on printed and online materials. It is not necessary to include both logos.

All designs and proofs must be reviewed and approved by the Milligan University Marketing Office. Request logos at milligan.edu/PR.
All designs and proofs must be reviewed and approved by the Milligan University Marketing Office. Request logos at milligan.edu/PR.
Emmanuel

Emmanuel Christian Seminary at Milligan has been preparing men and women for effective ministry since 1965. Originally founded as Emmanuel School of Religion, Emmanuel became an embedded seminary with Milligan University in 2015 and plays a crucial role in educating the next generation of leaders in ministry.

The Emmanuel logo should be used consistently in all seminary communication. When referenced in print, please use the full name of “Emmanuel Christian Seminary at Milligan” initially. “Emmanuel” is sufficient for subsequent references.
Seal

The Milligan University seal is for official institutional use and should not be substituted for the official logo. Please seek approval from Milligan Marketing prior to design use.
Primary Fonts

The designated typefaces for Milligan are Schneidler, Myriad, and Franklin Gothic.

Schneidler and Myriad Pro are reserved for the Milligan wordmark, unless otherwise approved by the Milligan University Marketing Office.

The Franklin Gothic font family should be used for most other purposes.

Fonts should not be italicized other than where applicable with MLA, AP, or APA.

Franklin Gothic Black
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Bold
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Regular
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Light
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Thin
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
### Secondary Fonts

**Baskerville Ultra Bold**

<table>
<thead>
<tr>
<th>Upper Case</th>
<th>Lower Case</th>
<th>Numbers</th>
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</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
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</table>

**Baskerville Extra Bold**

<table>
<thead>
<tr>
<th>Upper Case</th>
<th>Lower Case</th>
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<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
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**Baskerville Bold**

<table>
<thead>
<tr>
<th>Upper Case</th>
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<tbody>
<tr>
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<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
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**Baskerville Medium**

<table>
<thead>
<tr>
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<th>Numbers</th>
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<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
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**Baskerville Regular**

<table>
<thead>
<tr>
<th>Upper Case</th>
<th>Lower Case</th>
<th>Numbers</th>
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<tbody>
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<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
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**Proxima Nova Black**

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<tbody>
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<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
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**Proxima Nova Bold**

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<tbody>
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<td>1234567890</td>
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**Proxima Nova Regular**

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<td>1234567890</td>
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**Proxima Nova Light**

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<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
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</table>

**Proxima Nova Thin**

<table>
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<th>Upper Case</th>
<th>Lower Case</th>
<th>Numbers</th>
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<tbody>
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<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
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</tbody>
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All designs and proofs must be reviewed and approved by the Milligan University Marketing Office.
Stationery

Letterhead, note card, and corresponding envelopes may be purchased in the Milligan Bookstore. Specialty items may be requested at milligan.edu/PR.
To order name tags and business cards, complete the appropriate form at milligan.edu/PR.

The email signature template is available for download at milligan.edu/PR.

Business cards must include an official Milligan phone number and email address.
All branded apparel should adhere to the primary/secondary color palette. Any apparel outside the brand colors must be approved prior to ordering.

When embroidering, the vertical logo is suggested at a width equal to or greater than 3.75". The shield may be used separately as long as the wordmark is present on the piece. When used independent of Milligan University, the shield is suggested at a height equal to or greater than 2".

The logo should only be embellished on a solid background. While creativity is allowed in certain apparel designs, all left/right chest embellishments are restricted to official logos.

Please contact the Milligan Marketing Office for approved vendors. All designs and proofs must be reviewed and approved by prior to ordering.
Promotional Items

All promotional items should adhere to the primary/secondary color palette, and the University logo should be present and visible.

The minimum size for the logo on any promotional item is 1” on the vertical logo and 1.25” on the horizontal.

All orders and artwork must be reviewed and approved prior to ordering. Please contact the Milligan Marketing Office for approved vendors.
All designs and proofs must be reviewed and approved by the Milligan University Marketing Office.
All designs and proofs must be reviewed and approved by the Milligan University Marketing Office.
Milligan University has a long tradition of athletic success—from the days when our basketball and football teams beat the likes of Duke and the University of Tennessee to today when we successfully compete both regionally and nationally as part of the National Association of Intercollegiate Athletics (NAIA).

Milligan Athletics plays a key role in molding and shaping the University experience. Not only do we want our athletes to succeed in their sport, we want them to succeed in life.

Milligan’s brand identity reflects a commitment to excellence that began with our founders and has been upheld and championed by countless others.

This guide provides a framework that enables our staff and partners to express the Milligan Athletics brand effectively across a wide range of applications and media.
Color is essential to communicating the Milligan Athletics brand. The following color configurations show how color can be expanded to build complementary pairings.

The secondary colors are not meant to replace primary colors. Instead, they are meant to supplement the primary color palette.

Due to variations across applications, there will be slight discrepancies when using Pantone Matching System (PMS), CMYK, or RGB colors.
This logo is the primary visual mark representing Milligan University Athletics and should be used exclusively for that purpose.

The logo is a graphic element, not a typeface. Always use approved, high resolution artwork.

Do not, under any circumstances, attempt to match the shield or wordmark with other typefaces.

PLEASE KEEP A DISTANCE OF HALF THE SHIELD “M” ON ALL SIDES OF ANY ATHLETIC LOGO OR WORDMARK TO MAINTAIN VISIBILITY AND IMPACT.

All designs and proofs must be reviewed and approved by the Milligan University Marketing Office. Request logos at milligan.edu/PR.
Color Variations

All designs and proofs must be reviewed and approved by the Milligan University Marketing Office. Request logos at milligan.edu/PR.
Wordmarks

All designs and proofs must be reviewed and approved by the Milligan University Marketing Office. Request logos at milligan.edu/PR.
Sport and Dept Logos

Please contact Milligan Marketing for sport specific or departmental logos.

All designs and proofs must be reviewed and approved by the Milligan University Marketing Office. Request logos at milligan.edu/PR.
The logo can only appear as specified in these guidelines. In order to maintain a consistent brand, it should not be altered under any circumstances. At right is a partial list of things to avoid.

- Do not crop.
- Do not alter.
- Do not rotate.
- Do not stretch, pull, or squeeze.
- Do not reverse colors.
- Do not recolor.
- Do not outline parts of the logo. (Exception: Uniform wordmark and numbers)
- Do not recreate.
- Do not add a box, rule, or rectangle around the logo.
- Do not use old logos.

All designs and proofs must be reviewed and approved by the Milligan University Marketing Office.
Primary Fonts

The designated typefaces for Milligan Athletics are RedZone and Futura.

RedZone is reserved for “Milligan” and uniform numbers, unless otherwise approved by the Milligan University Marketing Office.

The Futura font family should be used for most other purposes.

MILLIGAN
BUFFALOES 1234567890

FUTURA

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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MEDIUM
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DEMI
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HEAVY
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BOLD
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0123456789

EXTRA BOLD
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LIGHT OBLIQUE
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BOOK OBLIQUE
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MEDIUM OBLIQUE
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EXTRA BOLD OBLIQUE
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All designs and proofs must be reviewed and approved by the Milligan University Marketing Office.
Stationery

Stationery may not contain additional graphics. Please contact the Athletics Secretary for stationery needs.

Specialty items may be requested at milligan.edu/PR.
Branded Identification

To order name tags and business cards, complete the appropriate form at milligan.edu/PR.

The email signature template is available for download at milligan.edu/PR.

Business cards must include an official Milligan phone number and email address.