



SHERMAN COLLEGE  
*of* CHIROPRACTIC

BRAND GUIDE



# LETTER FROM THE PRESIDENT



As Sherman College continues its rise as the preeminent leader in chiropractic education, it is crucial that we also commit to providing a consistent brand and image for the college. Doing so portrays a unified, professional identity that resonates with our intended audiences.

Think of companies whose logos and messages are recognized instantly because of their unique and unmistakable brands. Our goal is to bring Sherman College's brand to this level of professionalism and recognition.

Achieving that goal requires a total team effort. With that in mind, the college has developed this branding style guide to give clear direction and examples of graphic and writing style for Sherman College. Each item produced by the college is a depiction of what we do, how we represent ourselves and how others view us.

Following this branding style guide will help give Sherman College a unique, consistent and credible message through everything produced by the college. Each of us will play a vital role in those efforts.

College employees are asked to follow these guidelines, and I appreciate your support as we continue to work toward a meaningful, consistent image and brand.

A handwritten signature in dark ink that reads "Edwin Cordero D.C." in a cursive, slightly stylized script.

Edwin Cordero D.C.  
*President*  
Sherman College of Chiropractic



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# INTRODUCTION

## What is a Brand?

The Sherman brand is defined by tangible elements, including the logo, program marks, color palette, fonts, graphics, images, taglines or slogans and editorial style and voice. These elements are the outward expressions of the more intangible or difficult to define aspects of the brand -- the brand promise, our stakeholders' relationship with our brand and the value they ascribe to our brand.

In this brand guide, we define the elements that are the visual representation of our brand. These are the elements that differentiate us in the marketplace and help represent our institutional values.





# INTRODUCTION

## What is the Purpose of a Brand Guide?

The primary purpose of this brand style guide is to provide direction for the use and presentation of the Sherman College logo and branding elements.

This guide includes examples for the appropriate use of the Sherman logo and brand elements in a variety of materials and applications. It is important that these standards are applied to all communications to maintain brand consistency and continuity.

When the college's brand is treated consistently, it becomes the visual cornerstone that supports the Sherman College message and identity across the entire organization and among its key audiences.



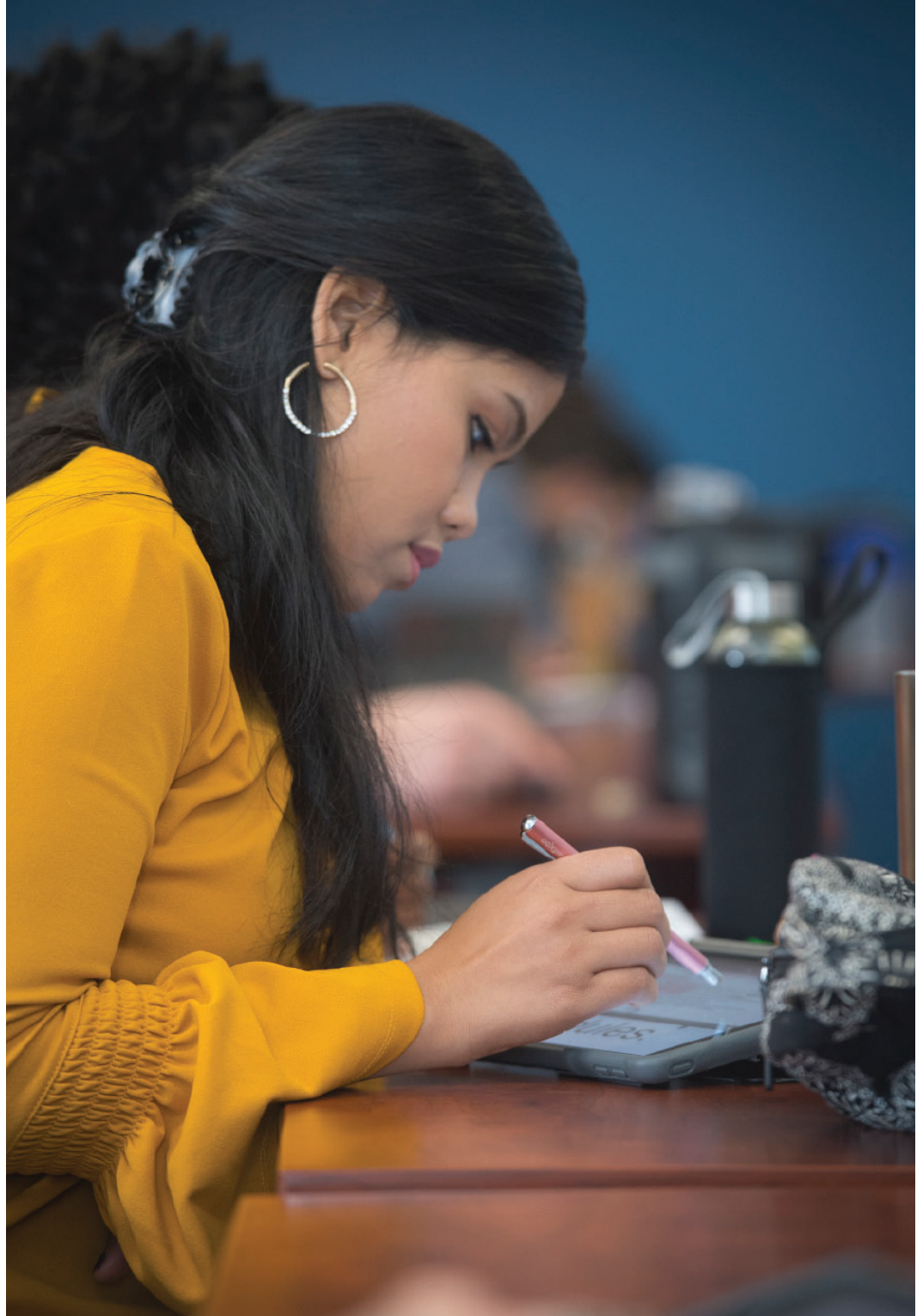


# INTRODUCTION

## What Drives Our Brand?

Customer loyalty is essential for the success of any brand, and Sherman College is no exception. Whether that loyalty comes from students who enroll and persist to graduation, alumni who continue to interact with us through student referrals, volunteer service or financial gifts to the organization, or community members who attend college special events or receive services at our Health Center, their loyalty, in the simplest of terms, is what keeps Sherman in business.

One of the key drivers of brand loyalty is dependability. It is the expressly stated or implied promise to customers of what they can expect from us, which drives satisfaction and commitment to the brand. Ultimately, consistent and correct use of our brand elements helps forge and strengthen our relationships with current and prospective students, alumni, donors, legislators, business leaders and community members.





# INTRODUCTION

## Sherman's Mission and Vision

Since its founding in 1973, Sherman College of Chiropractic has nurtured a reputation for graduating industry-leading professionals who are unparalleled in their technical knowledge of chiropractic and in their commitment to the philosophy of sharing chiropractic worldwide for the good of humanity.

Today, Sherman is undergoing transformational change that is attracting students from around the world, equipping graduates for long-term career success and positioning the institution to continue its trajectory as the preeminent chiropractic college.

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### OUR VISION

Adjusting the World for a Better Future.

### OUR MISSION

**The mission of Sherman College of Chiropractic is to educate and prepare students to become doctors of chiropractic focused on the analysis and adjustment of vertebral subluxation.**

This mission is based upon the college's core values and is delivered through activities in the areas of education, research, and service:

### EDUCATION

Students are taught and learn the most current knowledge and understanding of the philosophy of chiropractic, the basic and clinical sciences, the research and science of vertebral subluxation and the clinical practice of chiropractic so they may perform the professional obligations of a doctor of chiropractic with competency, compassion and integrity.

### RESEARCH

Faculty members engage in research and scholarly activities that contribute to the body of pedagogical and clinical knowledge which advances chiropractic education and the chiropractic profession.

### SERVICE

The college serves the profession by offering continuing education programs to doctors of chiropractic and by participating in professional and educational organizations. The college serves the community by providing quality chiropractic care and partnering with community organizations.



# BRAND PILLARS AND KEY MARKETING MESSAGES

## What are our Brand Pillars?

The brand pillars form our foundation and provide a guide for content. When creating copy or visuals, particularly for prospective students, bring at least one of these pillars to life.

### **A Holistic View of Health and Healing**

The chiropractic profession is all about serving others to improve their health. Chiropractors take a natural, preventative approach to health care, helping patients achieve optimal health and function.

### **A Life-Changing Career**

Sherman College educates, graduates, and supports successful doctors of chiropractic who serve humanity with competency, compassion and integrity. Our graduates bring the message and valuable service of principled chiropractic care to their practice members, contributing to the advancement of our profession and the world.

### **A Bright Future**

Aside from the personal satisfaction of helping people, a chiropractic career provides a stable and financially rewarding career. Projected job growth for the chiropractic profession stems from increasing consumer demand for a more natural and less invasive approach to health care.

### **Diverse Opportunities**

Chiropractic career opportunities include solo practice, associate doctor, clinic team member, sports team chiropractor, fitness facility chiropractor, educator, administrator, researcher and more. Graduates can explore further study and specialize in certain areas such as working with children, athletes, military personnel or animals.

### **A Lifelong Family**

When students enroll at Sherman College, they become part of a close-knit community of students, staff and faculty. As they go through the program, our small class sizes allow students to develop friendships and professional relationships that will last a lifetime.

### **Balanced, Rigorous Curriculum**

At Sherman College, students receive a complete chiropractic education, relevant to the future of health care and focused on the chiropractic “triune” of science, art (technique), and philosophy.



## **Hands-on, Transformative Education**

Our expert faculty, hands-on instruction style and iSherman program transform the overall educational experience of our students and allow us to focus on their individual learning needs. During their chiropractic internships, students work side by side with our licensed, experienced Health Center faculty to develop clinical competency, prepare for licensing exams and hone their adjusting, patient education and practice management skills.

## **Practice and Success Readiness**

We offer the most comprehensive business curriculum among chiropractic colleges, preparing graduates for success as practitioners and entrepreneurs. We also provide a game plan for eliminating student loan debt within the first 10 years after graduation.

## **Globally Recognized Graduates**

Sherman College's doctor of chiropractic program is unique in its approach to health care and known globally for producing doctors who are highly skilled in their delivery of chiropractic care.

# Key Marketing Messages

The college's key messages, which are based on our brand attributes, are the most important talking points in communicating with Sherman's constituents. In choosing key messages, we must keep in mind the audience and what they value. Think about Sherman College from their perspective.

To be most effective, consider what messages will resonate as important and relevant. Our culture is inspired by an education that propels doctors of chiropractic forward toward a future with purpose. When creating copy or visuals, particularly for prospective students, bring at least one of these key messages to life.

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## **Academic Excellence**

Sherman College is a leader in chiropractic education. We equip students with the clinical knowledge and business acumen to achieve career success while contributing to a positive quality of life in the communities in which they practice.

## **Student Success**

Sherman is committed to helping students thrive academically with passionate faculty experts who provide hands-on learning in a highly individualized learning environment.

## **Research and Scholarship**

Sherman faculty actively contribute to advancements in chiropractic education through their research and scholarship.

## **Community Impact**

Sherman College seeks to be a positive force for our region, for the communities served by our graduates, and for the overall advancement of the chiropractic profession.

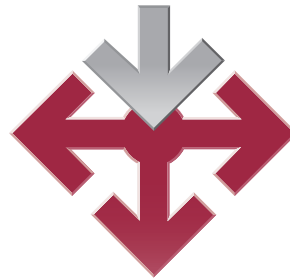


# COLLEGE MARKS

## The Sherman College Logo

The Sherman College logo is the most distinctive visual representation of our institution and its people. It is a stamp of quality that unites us – from the courses we teach to the exceptional on- and off-campus student experiences we provide. Therefore, the logo should be used in all situations that call for the official mark of the college.

College associations or programs should use the defined logos as created by the Institutional Advancement and Public Relations Office. Contact Karen Rhodes at [krhodes@sherman.edu](mailto:krhodes@sherman.edu) for more information.



**SHERMAN COLLEGE**  
*of* **CHIROPRACTIC**

**Preferred Full Color Logo**

The four-color Sherman brandmark is the preferred logo to be used on most applications.



# COLLEGE MARKS

## Color and Reverse Usage

Sometimes for cost or legibility the Sherman logo may need to be used in its one-color format. Also, when using the logo on a black or darkened background, use the reverse or white version of the logo.

You can access these files through the college's online media library at [www.shermancollege.photoshelter.com](http://www.shermancollege.photoshelter.com).

### One-color logos

When reproduction constraints prevent the use of the primary full-color Sherman brandmark, use one the alternative one-color version.

The one-color brandmarks may not be reproduced in any color other than Sherman Burgundy (Pantone 194) or black.

### Four-color logo

The four-color brandmarks may not be reproduced in any colors other than Sherman Burgundy (Pantone 194) and black.

### Grayscale logo

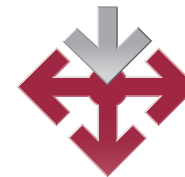
The grayscale logo with gradients.

### Reverse (white) logo

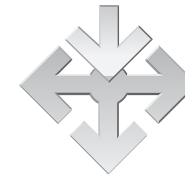
The white logo on a black or dark background should be used where appropriate. Do not use this version on a patterned background or hard to read image.



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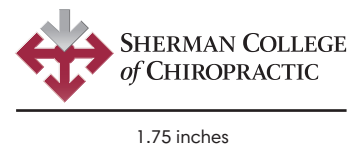
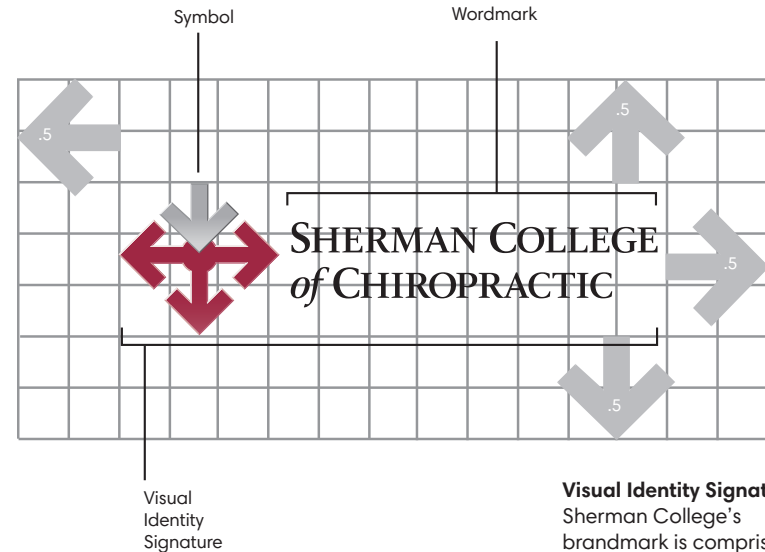
# COLLEGE MARKS

## Placement and Sizing

Always allow sufficient space around the logo to make it stand apart from other visual elements. Text, headlines, photographs or illustrations should never be closer to the logo than 0.5 inches.

In all applications, the logo should be reproduced at a size that maintains the integrity of the mark and yields clean, legible lettering. In most cases, the minimum size for the Sherman logo should be no less than 1 1/2 inches for print or 90 px for digital/screen applications. Although there is not a limitation for maximum size, use discretion when sizing the logo.

Printed materials may require a vector file to allow for scalability. Consult with the Office of Advancement and Public Relations for the appropriate file type for your needs. Contact Karen Rhodes at [krhodes@sherman.edu](mailto:krhodes@sherman.edu) for more information.



### Visual Identity Signature

Sherman College's landmark is comprised of several components. Used together in the composition above, they create Sherman's visual identity signature or logo. The signature should never be altered.

### Wordmark

The wordmark is the distinctive typographic treatment of the organizational name "Sherman College of Chiropractic." Do not recreate these words with another font.

### Symbol

Sherman's symbol is the Sherman arrows graphic and is primarily printed as shown in four-color. The Sherman arrows are always attached to the wordmark in the same position and shown with the same proportions. Do not redraw, replace, or reposition the arrows within the Sherman wordmark.

### Clearance Area

A prescribed amount of clear space around the Sherman landmark should be maintained at all times. No other type or graphic element may appear within the designated clear space. A space equal to 0.5 or half of an inch is recommended on all sides of the logo at all times. When appropriate, a more generous clear zone is always encouraged.



# COLLEGE MARKS

## Incorrect Usage

The consistent and correct application of the Sherman brandmark is essential. Always follow the standards presented in this guide when using the Sherman brandmark.

The examples on this page illustrate some of the unacceptable uses and versions of the Sherman College logo.

1. Do not alter the relative size of the symbol and the wordmark.
2. Do not rearrange or modify any part of brandmark.
3. Do not stretch or distort any part of the brandmark.
4. Do not rotate the brandmark.
5. Do not change or modify the colors of the brandmark.
6. Do not add a drop shadow to any part of the brandmark.
7. Do not alter the typeface of the brandmark.
8. Do not use the Sherman wordmark without the arrows symbol with it.
9. Do not use an unapproved department version of the logo.





# COLLEGE MARKS

## The Sherman Seal

The Sherman College seal is the ceremonial mark of the institution and is reserved for formal academic events, such as commencement materials, or for a major report to an accrediting agency.

The Sherman seal should not be used for general external promotional purposes. Because there may be extraordinary circumstances that indicate the use of the seal for a purpose outside its normal use, exceptions will be considered on a case-by-case basis. For information on using the seal, contact Karen Rhodes at [krhodes@sherman.edu](mailto:krhodes@sherman.edu).





# COLLEGE MARKS

## Sherman Logo - Special Use

Institutional Advancement and Public Relations is the only office authorized to create official department versions of the Sherman College logo.

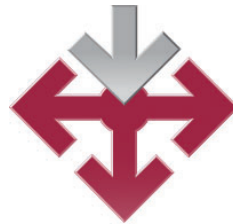
Any logo that has not been approved cannot be used on any college-related material in any form – print, digital, or web.



**SHERMAN COLLEGE**  
*of CHIROPRACTIC*  

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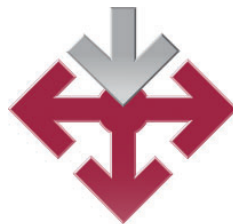
**HEALTH CENTER**



**SHERMAN COLLEGE**  
*of CHIROPRACTIC*  

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**INTERNATIONAL RESEARCH  
AND PHILOSOPHY SYMPOSIUM**



**SHERMAN COLLEGE**  
*of CHIROPRACTIC*  

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**ACADEMY OF CHIROPRACTIC  
PHILOSOPHERS**



# COLLEGE MARKS

## The Sherman Program and Event Logos

Institutional Advancement and Public Relations is the only office authorized to create official program and event marks. All college-related events and programs must have an approved mark. Program or event marks that have not been approved cannot be used on any college-related materials in any form – print, digital, or web.

### **ROAR**

The Sherman College of Chiropractic Reach Out and Recruit (ROAR) Program is designed to mentor and inspire the next generation of chiropractors.

### **iSherman**

The college's iSherman initiative transforms the overall educational experience of our students, making Sherman College the chiropractic program of choice for those seeking an institution focused on their individual learning needs.





# COLLEGE MASCOT

## The Sherman Pride

Sherman College's mascot is the Pride, featuring Larry the Lion. The brand mark depicts the head of a lion and may be accompanied by the word mark "Sherman Pride."

This mascot/theme was chosen to represent the college's likeness to a pride of lions. Sherman College is a united family with a common goal. The lion stands for truth, strength and leadership.



***SHERMAN  
PRIDE***

The font for the wordmark is Museo Slab Bold Italic.



# BRAND COLORS

## The Sherman College Color Palette

The Sherman color palette consists of a primary and supporting color palette. Consistent use of the PMS (Pantone® Matching System) colors specified in this guide supports the Sherman brand identity and brand recognition. The palette is shown with color value specifications for print, digital and web usage.

### Primary Palette

The primary palette includes the official school colors of Burgundy, Gray and Black.

### Supporting Palette

Secondary and tertiary preferred colors have been selected to compliment the college's primary color palette. Secondary colors are used for graphic elements within a design such as backdrops, graphic shapes and typography. Tertiary colors are intended to be used sparingly to add small pops of color within a design and should not be the dominant color within a design.

#### PRIMARY



**SHERMAN BURGUNDY**  
PMS 194  
CMYK C2 | M97 | Y43 | K33  
RGB R155 | G39 | B67  
HEX #9B2743



**SHERMAN GRAY**  
PMS 425 OR BLACK 70%  
CMYK C63 | M51 | Y45 | K33  
RGB R84 | G88 | B89  
HEX #545859



**SHERMAN BLACK**  
RICH BLACK  
CMYK C30 | M30 | Y30 | K100  
RGB R0 | G0 | B0  
HEX #000000

#### Choosing the Correct Color Specifications

**Print:** Use PMS colors and CMYK values

**Digital:** Use RGB values

**Web:** Use hexadecimal (HEX) values

NOTE: Due to the variances in printer and computer monitor calibrations, the colors you see on your screen or laser printout likely will not be an exact match to the actual brand colors.

#### SECONDARY



**SHERMAN YELLOW**  
PMS 136  
CMYK C0 | M22 | Y83 | K0  
RGB R255 | G191 | B63  
HEX #FFBF3F



**SHERMAN DEEP BLUE**  
PMS 548  
CMYK C100 | M8 | Y11 | K74  
RGB R0 | G61 | B76  
HEX #003D4C



**SHERMAN MIST**  
PMS 5425  
CMYK C52 | M25 | Y13 | K4  
RGB R122 | G153 | B172  
HEX #7A99AC



**SHERMAN BUFF**  
PMS 7556  
CMYK C4 | M30 | Y95 | K24  
RGB R183 | G139 | B32  
HEX #B78B20

#### TERTIARY



**SHERMAN GREEN**  
PMS 360  
CMYK C59 | M0 | Y90 | K0  
RGB R108 | G194 | B74  
HEX #6CC24A



**SHERMAN BRIGHT BLUE**  
PMS 311  
CMYK C65 | M0 | Y6 | K0  
RGB R5 | G195 | B221  
HEX #05C3DD



**SHERMAN JADE**  
PMS 7465  
CMYK C65 | M0 | Y38 | K0  
RGB R64 | G193 | B172  
HEX #40C1AC



# BRAND FONTS

## The Sherman College Typefaces

The Sherman typography system consists of two typefaces: ITC New Veljovic Pro and Harmonia Sans W1G. Both typefaces come in a variety of weights and styles that allow the versatility and flexibility that best suits the message. Consistent use of these typefaces in all mediums helps support a recognizable and consistent identity.

### The Serif Typeface

The Serif typeface provides a contrasting font option to the San Serif font. The letter forms of ITC New Veljovic Pro are classic appearance and highly legible. Use this font for most body copy.

### The Sans Serif Typeface

The Sans Serif typeface conveys modernity and clarity. With its various styles and weights, Harmonia Sans provides wide usability for a broad spectrum of communications projects. Use this font with headlines, display and callouts.

### SERIF TYPEFACE

#### ITC NEW VELJOVIC PRO (BOOK)

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

*As the number of standard web fonts is limited and not all computers have the brand fonts installed, two substitute typefaces have been chosen for Sherman College: Arial and Times New Roman. Arial is a sans serif substitute for Harmonia Sans and Times New Roman is a serif substitute for New Veljovic.*

*These versions are to be used for digital applications such as website, email, and E-news content and only when absolutely necessary in print when primary brand fonts are not available.*

### SANS SERIF TYPEFACE

#### HARMONIA SANS W1G (REGULAR)

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

### STAFF FONTS

#### ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnpqrstuvwxyz

#### TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnpqrstuvwxyz

### WEB / GOOGLE FONTS

#### NUNITO SANS

#### CRIMSON

#### ZILLA SLAB



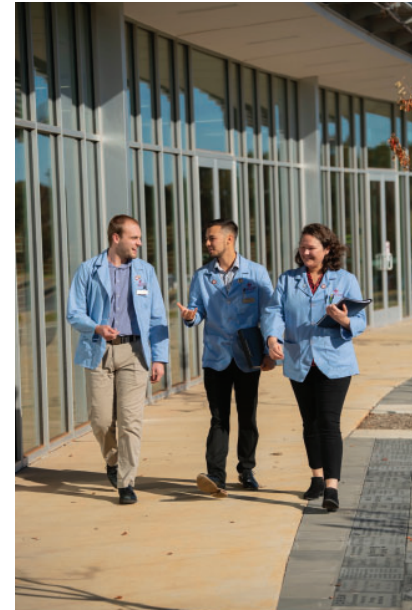
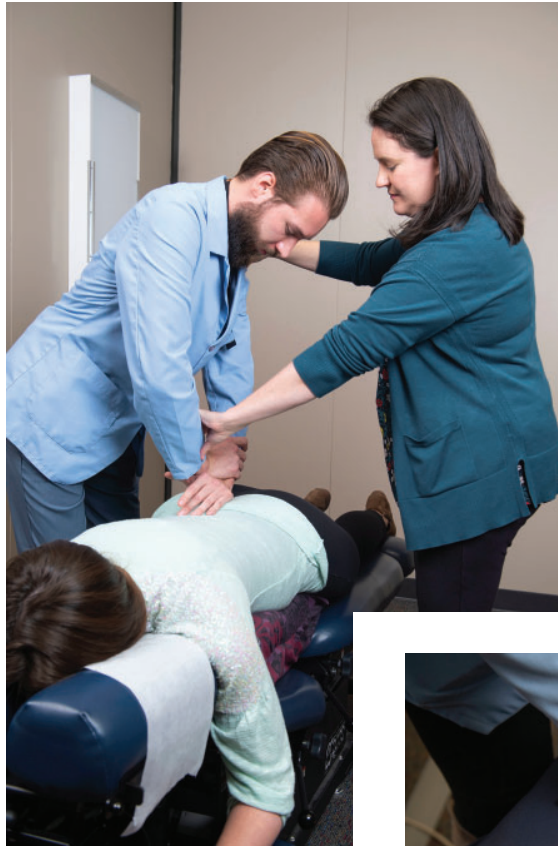
# PHOTOGRAPHY

## Style 1: Storytelling Images

Use official images from Sherman College's extensive image library to create materials that reflect the authentic Sherman community. Our wide array of photos will help you create effective and compelling messages, and will ensure that the college's communications are consistent. Sherman has two basic types of photography: storytelling images and portrait images.

Storytelling images reflect different aspects of campus life, the student experience and the Sherman community. Storytelling images typically convey a sense of place, action or emotion. Storytelling images don't just complement the story; they actively help in telling the story.

Sherman's image library is located here:  
[www.shermancollege.photoshelter.com](http://www.shermancollege.photoshelter.com)





# PHOTOGRAPHY

## Style 2: Portrait Images

By their nature, portraits emphasize person rather than place. Whenever possible (and as appropriate) portraits should be taken on campus with backgrounds that are not visually distracting from the subject. The preferred portrait image has the subject looking/smiling directly at the camera. When possible, provide visual cues, such as students holding books or a backpack. Whenever possible, faculty and staff should be dressed in a professional manner that distinguishes them from students.

To request photography or if you have a question, contact John Byrum at [jbyrum@sherman.edu](mailto:jbyrum@sherman.edu).



You can download photos with permission from the Office of Institutional Advancement and Public Relations at [www.shermancollege.photoshelter.com](http://www.shermancollege.photoshelter.com)

All photographed participants must fill out a Release Agreement Form. Contact the Office of Institutional Advancement and Public Relations to request one.





# STATIONERY SYSTEM

## Letterhead and Envelopes

The Sherman stationery system, such as letterhead, business cards, envelopes and other business forms, are the most fundamental and widely seen exposures of the Sherman brand. Consistent use of the logo, color, positioning, typography and paper stock helps demonstrate the high standards of the brand.

Use Sherman envelopes (large and small) with letterhead when communicating to external audiences. Use a pre-printed laser label for larger envelopes or boxes. Do not recreate or alter the design of the envelopes.

All stationery items can be ordered through the Sherman College Bookstore at [bookstore@sherman.edu](mailto:bookstore@sherman.edu).

Official Letterhead



*Recommended body copy is set in Arial or Times New Roman at 10 pt with 12 pt line spacing. All letter writing should start 1.5 inches from the left edge and 3.5 inches from the top. One inch margins are recommended for the right and bottom. Be sure to leave space around the wing on the bottom right; never run type too close.*

Mailing Label



Official #10 Envelope



# STATIONERY SYSTEM

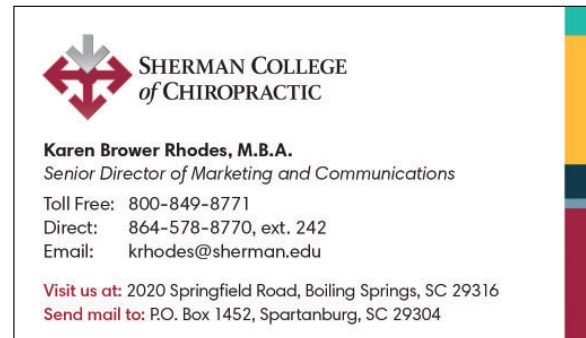
## Business Card and Email Signature

The Sherman College business card is one of the most frequently used communication tools and is an important expression of the brand. Do not recreate or alter the design in any way. All business cards are ordered through the Sherman College Bookstore.

When communicating externally via email, a customized Sherman email signature reinforces the brand while easily identifying the sender. The sign-off should include the sender's name, address and key contact information, followed by the Sherman logo.

### Employee Business Card

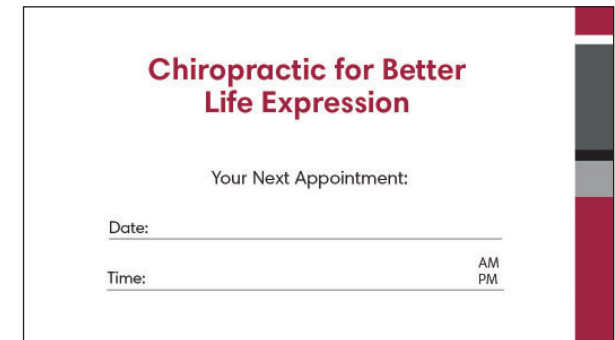
All employee business cards must follow this format; no alterations in color or size can be made.



*The signature should be saved in the MS Office Outlook program so it is automatically placed into every email message.*

### Intern Business Card

All intern business cards must follow this format; no alterations in color or size can be made.



### Official Email Signature

**Karen Brower Rhodes, M.B.A.**  
Senior Director of Marketing and Communications  
**Sherman College of Chiropractic**  
**Adjusting the World for a Better Future**  
Office: 864-578-8770, ext. 242  
krhodes@sherman.edu





# DIGITAL TEMPLATES

Sherman College offers two basic branded templates for your needs. “The Primary” and “The Colorful” templates are based on the colors available in the primary and supporting brand color palettes.

Basic editable templates in InDesign (INDD) and Microsoft Word (.DOC) formats are available for the following items:

- Rack card
- Flyer
- Poster
- Banner
- Brochure
- PowerPoint

These templates can be customized to help you promote on-campus or off-campus activities and programs sponsored by Sherman College.

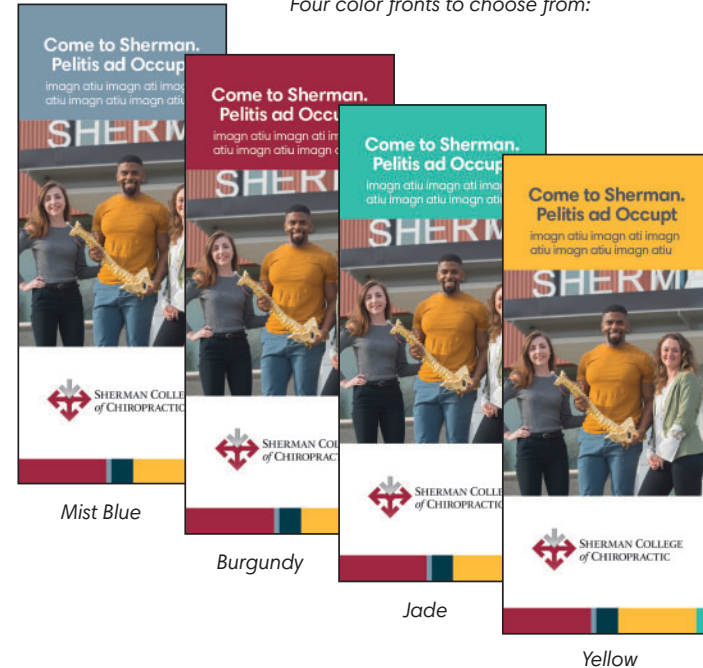
## BROCHURE TEMPLATES

### THE PRIMARY



### THE COLORFUL

Four color fronts to choose from:



### Inside design





# DIGITAL TEMPLATES

## FLYER TEMPLATES (8.5x11)



THE PRIMARY

THE COLORFUL

THE COLORFUL TEMPLATES FOR THESE ITEMS HAVE FOUR FRONT/COLOR OPTIONS

- Burgundy
- Mist Blue
- Yellow
- Jade

## THE PRIMARY



## POSTER TEMPLATES (11x17)

THE PRIMARY



THE COLORFUL



THE COLORFUL



## POSTCARD TEMPLATES (6x9)



Back

## RACK CARD TEMPLATES (4x9)

THE PRIMARY



THE COLORFUL



Back



## LARGE BANNERS (36x80)



## THE COLORFUL





# CONTACT

The Sherman College Office of Institutional Advancement and Public Relations monitors and maintains the correct use of the Sherman College brand identity.

Note that while not all applications and usages can be depicted in any style guide, it is important that users apply the Sherman College brand as closely as possible in print and digital publications, specialty items, web, signage and advertising.

Any deviations to this style should be discussed, and approved, in advance with the Sherman College Office of Institutional Advancement and Public Relations.

If you have questions about this manual, use of the college's logos or other visual identification elements, please contact:

**Karen Brower Rhodes, M.B.A**

Senior Director of Marketing  
and Communications

**Sherman College of Chiropractic**

Phone: 800-849-8771, ext. 242

*krhodes@sherman.edu*





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