



LANGUAGE AND VISUAL BRANDING

REFERENCE GUIDE

2019 / VERSION 1.0

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LANGUAGE GUIDE

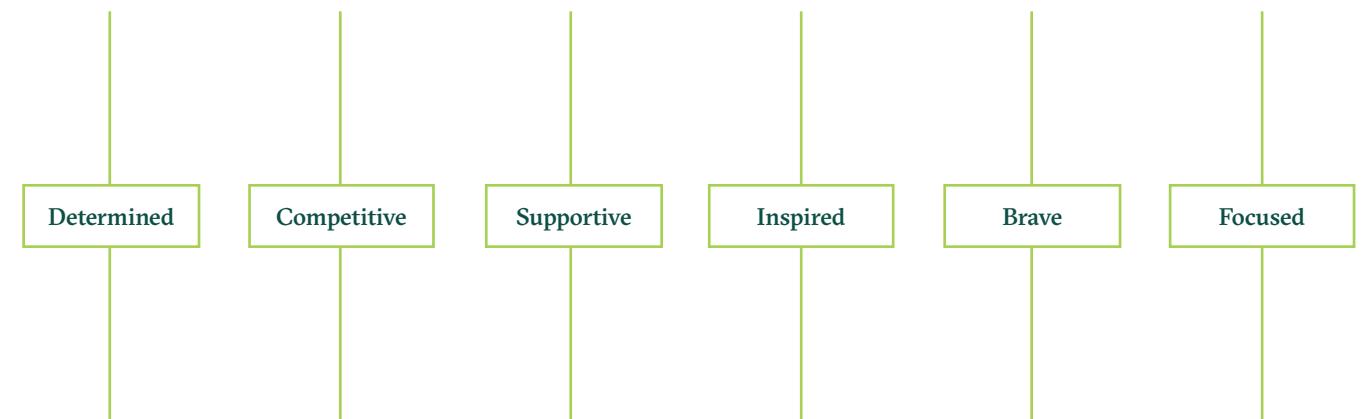
HOW TO USE THIS GUIDE:

Words matter. The language we use when speaking about Jacksonville University is critically important and can help shape outside perceptions of the institution. This language guide is meant to be a resource to help reframe that perception within the scope of Jacksonville University's *Future First* brand, whether you are delivering a presentation at an annual conference or talking to a prospective student about why they should apply to the University. You may choose to use sections verbatim, or make small adjustments to fit your own voice. Both methods are encouraged. First, you'll find guidance on how to capture the tone of the *Future First* brand and tailor it to a specific audience. After that, you'll find sections pertaining to various areas of campus, with high-level examples of brand-appropriate messaging.

Tone

STONE WORDS

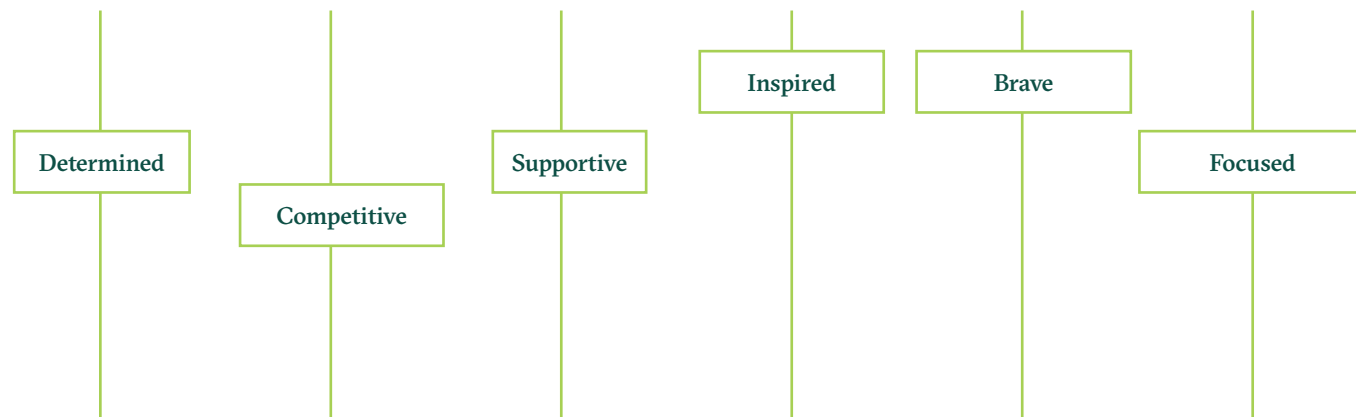
Every brand has a tone, both visually and verbally. Jacksonville University is a multi-layered institution, so six words were chosen to describe the brand's overall tone. You can dial these tones up or down, depending on which audience you're talking to, as we'll show in the following pages.



AUDIENCES

Below is an example of dialing tone words up or down to speak to a younger audience, inspiring and capturing their attention to incentivize application or action.

Students

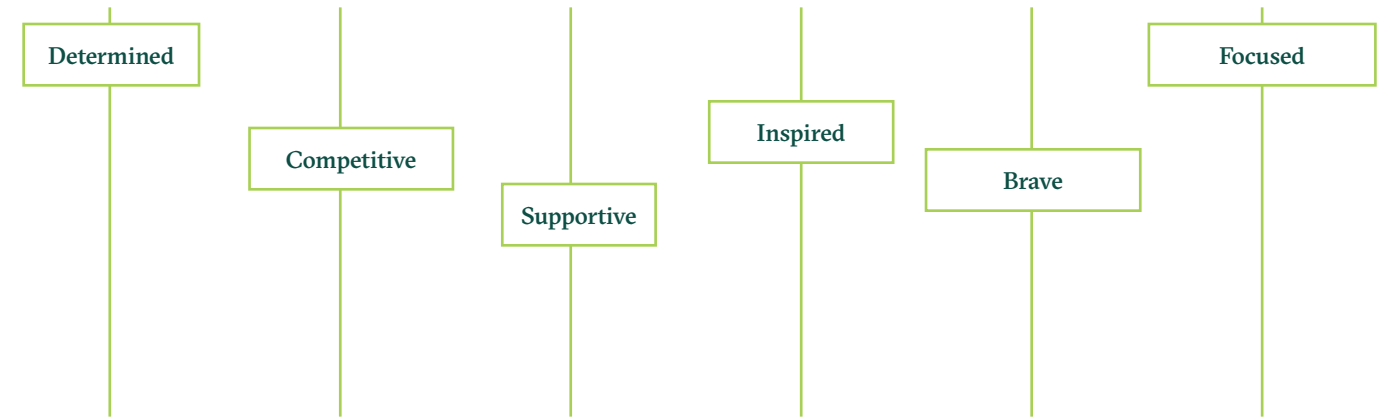


Example Copy: *A degree doesn't determine your path, but it is the perfect place to start. Our degree programs aren't just designed for exploration and learning — though they're that too—they're designed to be the first step towards your future.*

AUDIENCES

Below is an example of dialing tone words up or down based on a specific audience. Here, we're speaking to university Donors who want to ensure their contribution enhances both the lives of students and the larger community.

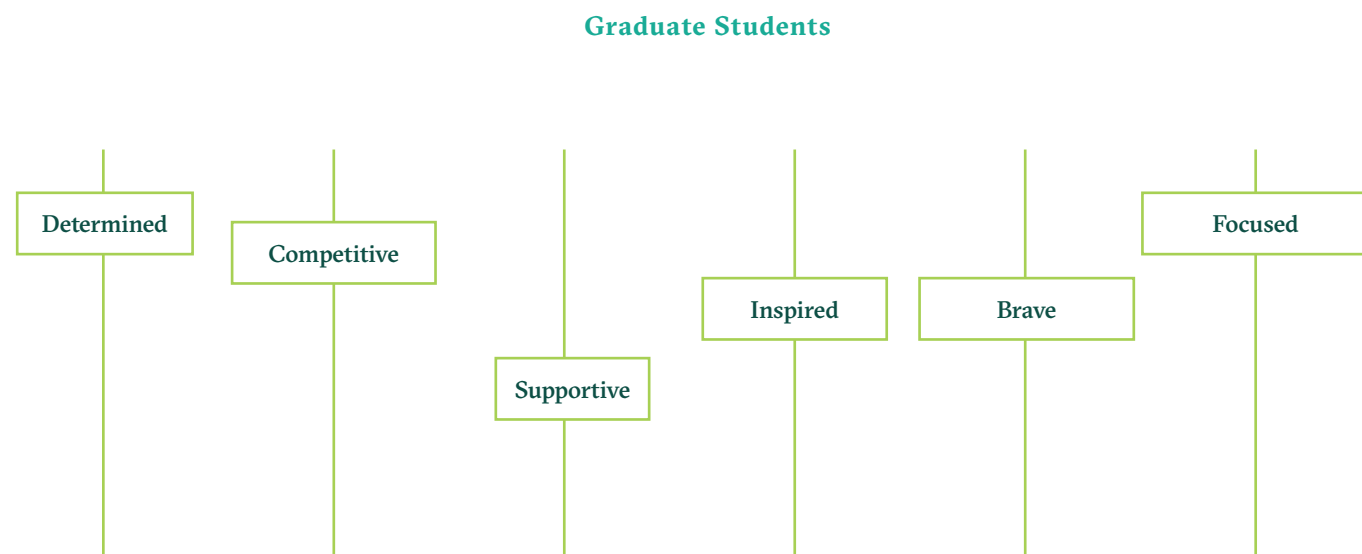
Donors



Example Copy: *Shape the future by giving to Jacksonville University and open a world of possibilities. Join us as we enhance our campus and our academics for both current and future students — your gift makes an indelible impact.*

AUDIENCES

Below is an example of dialing tone words up or down to speak to a younger audience, inspiring and capturing their attention to incentivize application or action.



Example Copy: *A degree doesn't determine your path, but it is the perfect place to start. Our degree programs aren't just designed for exploration and learning — though they're that too—they're designed to be the first step towards your future.*

TONE WORDS IN ACTION

Determined	Competitive	Supportive	Inspired	Brave	Focused
<p>We don't ask "why?" We ask "why not?" We see opportunity in uncharted territory.</p> <p>Our student-athletes are engaged, high-performing achievers in the classroom. They work hard, make no excuses, and dare to be bold.</p> <p>Our goal is simple: equip students with the knowledge and skills to compete, encourage them to develop exemplary character and work ethic, and turn them loose to take on the world.</p> <p>We lean into innovative ideas that can transform communities and offer one-of-a-kind experiences for our students.</p>	<p>Tomorrow's job market requires more of graduates.</p> <p>JU listens to its partners and uses their feedback to develop curriculum and hands-on learning opportunities designed to prepare our students for the ever-shifting workforce of tomorrow.</p> <p>Students want to come play for our nationally-ranked teams. They want to be part of a program that's gaining momentum.</p> <p>One of the greatest benefits of being in such a thriving city is having a deep well of experience and talent.</p>	<p>Jacksonville University is highly invested in each student. With individualized attention, students find the support they need to turn dreams into reality.</p> <p>At Jacksonville University, students have the freedom to pursue their passions and the flexibility to design a customized education.</p> <p>As a JAX Dolphin, you'll find a caring, tight-knit and student-centered campus community where you'll never get lost in the crowd.</p> <p>With an 11:1 student-teacher ratio, this is a place to be seen, supported and challenged.</p>	<p>We believe in opening minds, not just filling them up.</p> <p>We believe that putting others before yourself is the first step in making a positive impact on our community and our world. Service is the mindset of world-changers.</p> <p>The creativity exhibited by our students and faculty is what inspires us to ask harder questions, think more globally and build more thoughtfully.</p> <p>By hosting engaging visionaries and thought leaders unafraid of provocative discussion, we work to expand the worldview of our students and the broader community.</p>	<p>The future belongs to the bold.</p> <p>We believe in learning by doing. It's important to us that students do more than simply earn a degree.</p> <p>Jacksonville University is proud to lead the way in reimagining the future.</p> <p>Here, you can dive right in -- there's no waiting in line. We believe in removing barriers so students can run -- not walk -- to the finish line.</p>	<p>Through hands-on learning and up-close experiences, we've cultivated an environment where students can discover what drives them.</p> <p>We embrace a collaborative, partnership-focused mindset.</p> <p>As an anchor of this historic community and a top employer, Jacksonville University is a catalyst for positive change in Arlington.</p> <p>We embrace our place in the sun, and we believe in protecting it. Sustainability is more than a buzz word on our campus. It's how we live.</p>

OVERALL COPY TONE

Jacksonville University's brand voice is always ready to dive in. A competitive mindset with a supportive spirit. Inspired by our vision of the future, and determined to make it reality. Focused on innovation now to build a stronger tomorrow.

Our copy should reflect this tone: Brave, but nurturing. Eager, but considered. Jacksonville's nimble approach to the Liberal Arts should be reflected in nimble copy that seamlessly positions all aspects of the university within the "Future First" umbrella. The copy should be modern, aspirational, and centered on the student experience. And it should maintain an anticipatory energy, leaving the reader with a sense of imminent action.

HEADLINE TONE

Headlines should maintain a feeling of active intention and authentic energy. They should set the stage for the body copy and communicate compelling movement toward the future.

DIVE INTO YOUR FUTURE

TOMORROW GETS BUILT TOGETHER

INSPIRE INNOVATION AT ALL ELEVATIONS

AUDIENCES

Identifying audiences and their desired communication styles will help you decide when to dial tones up or down. As a university, Jacksonville speaks to Ambassadors, Influencers, Prospects, and Partners.

The Ambassadors

- Current Students
- Current Parents
- Current Faculty
- Staff and Administrators
- Alumni and Donors

Influencers

- Guidance Counselors
- High School Coaches
- Other Admissions Influencers
- Education Thought Leaders

Prospects

- Prospective Students
- Prospective Parents and Families
- Prospective Faculty, Staff and Administrators
- Prospective Partners, Recruiters & Consultants

Partners

- Peer and Partner Institutions and Organizations
- The City of Jacksonville

ACADEMICS

CHOOSE YOUR PATH. DESIGN YOUR FUTURE.

At Jacksonville University, students have the **freedom to pursue their passions** and the flexibility to design a **customized education**. While some schools place restrictions on combining majors and minors, Jacksonville University encourages students to combine the **more than 100 majors, minors and pre-professional programs** at JAX-U to create a program unique to their interests and skills.

Here, you can **dive right in** — there's no waiting in line. At some schools, the lead part only goes to seniors, internships are hard to find, and student research opportunities are closed to freshmen. Not here. Jacksonville University is **highly invested in each student**. We want students to take full advantage of every opportunity. We believe in removing barriers so students can run — not walk — to the finish line. Through hands-on learning and up-close experiences, we've cultivated **an environment where students can discover what drives them**. And with **individualized attention**, students find the support they need to turn dreams into reality.

This is not the place to hide among the crowd. Here, professors know their students by name. Advisors offer support and guidance for students to reach their full potential. Even the University's President is accessible. He gives his cell phone number to incoming students at every summer orientation.



IT STARTS WITH THE ARTS.

No matter what students choose to study, the **liberal arts and sciences** creates a solid foundation for the JAX-U education. Jacksonville University is committed to developing well-rounded students who learn how to communicate their ideas, work in teams, express empathy for others and think creatively to solve complex problems. These are skills employers are looking for, and the skills that will be critical in preparing students for the rapidly changing workforce.

Gone are the days when someone could claim to be “only a nurse” or “only an engineer.” **Tomorrow's job market requires more of graduates** — agility, adaptability, and an ever-growing desire to learn. To shine and to succeed, we must go beyond traditional notions of STEM (Science, Technology, Engineering, and Math) to fully integrate the Arts with more technical fields. **This exciting intersection we call STEAM** will foster engaged, project-based learning opportunities where technical programs reach beyond confining boundaries and allow creativity to blossom. This creativity exhibited by our students and faculty is what inspires us to ask harder questions, think more globally and build more thoughtfully.



LOCATION

LIVE, STUDY, PLAY BY THE WATER.

Jacksonville University's 240-acre riverfront campus offers a front-row seat to northeast Florida's best natural resources. Centrally located in Jacksonville's historic Arlington neighborhood, the campus is minutes away from the beach and from downtown.

From our riverside perch, students can study in hammocks on the waterfront, paddleboard alongside manatees and dolphins in the river, hit the beaches with the JAX-U Surfing Club, or play volleyball in the sand courts behind the River House.

This goes a little deeper than fun and games, though. **We embrace our place in the sun, and we believe in protecting it.** Sustainability is more than a buzz word on our campus. It's how we live. Environmental stewardship is the hallmark of good global citizens who take seriously their responsibility to conserve our natural resources. In adopting this mindset, **students learn to engage with the world around them and look for ways to make it better.**



A GROWING CITY.

Named one of the fastest growing cities in the south*, Jacksonville is a vibrant metropolis of nearly 1 million people that continues to live up to its nickname — The Bold City. It's population growth can be attributed, in part, to the **thriving business community** that includes both Fortune 500s and innovative startups. A spirit of entrepreneurship within Jacksonville fuels a diverse economy made up of many small to midsize businesses.

With its bustling airport and prime location along I-95 at Florida's northern border, Jacksonville serves as a **healthcare hub for the Southeast**. Industry leaders such as Mayo Clinic, MD Anderson Cancer Clinic, Baptist Health, UF Health and Brooks Rehabilitation provide world-class healthcare to the regional population and drive a burgeoning, competitive job market for healthcare professionals.

At more than 760 square miles, Jacksonville is the largest city in the U.S. by land mass, offering a wide range of activities, entertainment and adventure. From the beaches to the arts district; from the amphitheaters to the eclectic restaurants; and from historic Northeast Florida landmarks to our NFL team (Go Jags!) — there's something for everyone.



HANDS-ON LEARNING

EXPERIENCED FACULTY.

One of the greatest benefits of being in such a thriving city is having a **deep well of experience and talent**. Jacksonville University is proud to have some of the brightest minds among our faculty, with real-world experience.

As an example, the MBA program at the Davis College of Business was recently ranked among the **top tier business programs in the world by CEO Magazine**, thanks in large part to the quality and depth of experience of the faculty, many of whom spent years in their respective industries.

We have scientists working with NASA; marine biologists advising the Department of Environmental Protection; nurse practitioners leading forums featuring world-renowned medical experts on patient safety; political scientists interviewed about elusive Florida politics; and financial analysts teaching students to manage portfolios using Bloomberg terminals.

LEARN BY DOING.

At Jacksonville University, **we believe in learning by doing**. It's important to us that students do more than simply earn a degree. We want to ignite a lifelong passion.

For this reason, all traditional students complete one Experiential Learning (EL) option — an internship, a service learning project, study abroad or research. In fact, Jacksonville University ranks **#1 in Florida for the number of student abstracts selected for presentation at the National Conference of Undergraduate Research**. Can drones help contain wildfires? Can we develop new treatment options to avoid overuse of antibiotics? How is flesh-eating bacteria impacting the local oyster population and is it connected to global warming? How can dance and adaptive movement help patients recover from illness and injuries? Through internal grants and collaboration across campus, JU students and faculty are working to answer these questions and more.

Our goal is simple: equip students with the knowledge and skills to compete, encourage them to develop exemplary character and work ethic, and turn them loose to take on the world. **The future belongs to the bold**. That sometimes means jumping in without fear of failure, learning from your mistakes, and being brave enough to try again. The road to success is full of twists and turns, victories and setbacks. How we respond to those setbacks will determine our approach to every challenge thereafter. We believe the lessons learned in that setting are the ones that take deep root.

BUILT FROM THE OUTSIDE IN.

We embrace a **collaborative, partnership-focused mindset**. Jacksonville University has worked to cultivate dozens of partnerships with industry leaders that unlock opportunities for our students to gain experience in a real-world environment. By partnering with organizations such as OCEARCH, Mayo Clinic, Baptist Health, Brooks Rehabilitation, Delta Air Lines, Black Knight, Merrill Lynch and more, students have access to a wide range of internships that offer hands-on experience.

- For example, in 2019 Jacksonville University partnered with **Delta Air Lines** to help create a pipeline of talented, qualified aviation students who want to fly for Delta. The program, called Delta Propel, pairs selected aviation students with a mentor at Delta, and places the students on an accelerated timeline to becoming a Delta pilot.
- As part of the **OCEARCH@JU partnership**, our students accompany researchers during Atlantic Ocean expeditions to tag, track and study white sharks. We're proud to say one of those students now works for OCEARCH.
- Similarly, in 2018 a group of students from various disciplines traveled to rarely visited areas of Cuba as part of a documentary film expedition with **Tiger Lily Productions**. One of those students was hired by Tiger Lily after she graduated.
- Numerous students in our healthcare sciences program also have accepted positions with the top healthcare providers here in Northeast Florida after completing internships with them.

Our faculty and staff frequently hear feedback from these industry partners, who say Jacksonville University graduates are better prepared for the workplace than their counterparts. **Why? Because the University listens to its partners**. We continue to ask the area's top employers what they need from their workforce to succeed in the next decade and what they're looking for in a job-ready graduate. We used that input to develop curriculum and hands-on learning opportunities designed to prepare our students, not just for their first jobs, but for the ever-shifting workforce of tomorrow.

ADMISSIONS

PICTURE YOURSELF HERE.

No matter what future you envision, we're ready to help you get there. As a JAX Dolphin, you'll find a **caring, tight-knit and student-centered campus community** where you'll never get lost in the crowd. With an **11:1 student-teacher ratio**, this is a place to be seen, supported and challenged. And it starts with connection. To find your fit and connect with other Phins, you can pledge one of the **10 Greek organizations** on campus, choose from more than **100 student organizations**, or just create your own!

At Jacksonville University, **we've removed many of the barriers** that complicate the college application process. Our fees are affordable. We accept the Common Application. And we've adopted a test-optional admissions process (SAT and ACT). While academic records are important, we pay close attention to the application essay, where students can share inspirational stories from their lives and their dreams for the future.

More than anything **we want to meet students in person**. How else will you know if JU is the right school unless you come see it for yourself? Go to www.ju.edu/admissions to schedule a visit.



ATHLETICS

PHINS UP.

JU Athletics is enjoying **unprecedented success**. Its **18 Division I NCAA teams** are competing against national powerhouses as the JAX Dolphins earn their place among the best. Students want to come play for our **nationally-ranked** teams. They want to be part of a program that's **gaining momentum** — a place where student-athletes play a pivotal part in the growth of this Athletic program.

Dolphin Athletics is highly intentional about building a **relationship-driven culture** focused on **personal growth, character, integrity, and serving others instead of yourself**. It's not an easy path, and we want students who will rise to that challenge and thrive in that environment.

Some schools are driven by stats and quotas. We see student-athletes as **individuals and future leaders** and we encourage them to be **original**. **Nearly one in four students** is a JAX Dolphin student-athlete. They are **engaged, high-performing students** who serve as Dolphin ambassadors. They work hard, make **no excuses, and dare to be bold**.



CULTURE

LEADING THE WAY.

At Jacksonville University, we don't ask "why?" We ask "why not?" We see **opportunity in uncharted territory**. Within the scope of our mission to develop global-minded, job-ready graduates through experiential learning and industry-leading partnerships, **we lean into innovative ideas** that can transform communities and offer one-of-a-kind experiences for our students.

Whether it's a collaborative, community-focused medical simulation center for regional healthcare professionals, or a physical space on campus to co-locate STEAM fields (Science, Technology, Engineering, Arts, and Math) - Jacksonville University is **proud to lead the way in reimagining the future**.

We also take seriously our role to convene vibrant conversations on significant social, political and business topics. We believe in **opening minds, not just filling them up**. That is why we honor and welcome to our campus world-changers such as **Makaziwe Mandela**, our 2019 Presidential Global Citizen Award recipient. It's also why we host a **TEDx Jacksonville speaker series** on our campus. By hosting engaging visionaries and thought leaders unafraid of provocative discussion, the University works to **expand the worldview** of our students and the broader community.

SERVE ONE ANOTHER.

Service is one of our core values. **We believe that putting others before yourself is the first step in making a positive impact on our community and our world**. Service is the mindset of world-changers.

At Jacksonville University service is woven into the fabric of our campus in a couple of ways. First, students may choose a service learning project to fulfill their Experiential Learning (EL) requirement for graduation. As a campus community, we also celebrate the founding of our University in 1934 -- our Charter Day -- with a day of service. More than 1,000 students join in this tradition each year, mobilizing to areas throughout Arlington and Jacksonville to volunteer their time and serve their community.

TRANSFORMING OUR COMMUNITY.

Jacksonville University is proud to call Arlington home, and we consider it a privilege to serve our community. As an anchor of this historic community and a top employer, **Jacksonville University is a catalyst for positive change in Arlington**, advocating for projects designed to enhance the neighborhood and drive economic development. Through this advocacy, the University has helped drive more investment in the Arlington area, which has benefited from **nearly half a million dollars worth of private investment** in the past few years alone.

Jacksonville University works closely with the City of Jacksonville to support its **Renew Arlington initiative**, which works to spur development along University Boulevard, Merrill Road and Arlington Road. Some of our staff and faculty, who are Arlington residents themselves, are personally involved with the Community Redevelopment Area (CRA) Advisory Board. The Renew Arlington CRA could be used as a case study, because it has outperformed expectations and far exceeded projected returns on tax dollar investment. We are in the midst of **an exciting transformation that holds a promising future**.



VISUAL BRANDING GUIDE

Logo

IDENTITY

Jacksonville University's logo is a powerful visual element of the brand and represents the school's deep-rooted dedication to students and to an innovative future. The appearance of the logo should not be altered in any way. Please do not create art for Jacksonville University's logotype or separate, stretch, rearrange, or move any of its elements.

Primary Logo



PRIMARY LOGO COLOR OPTIONS



Secondary Logos



Primary Colors



MISUSE OF IDENTITY

To maintain the integrity of the Jacksonville University signatures, they must be used within the guidelines outlined in this manual. These are several examples of incorrect usage.



Opacity

The Jacksonville University signature should be used at 100% opacity.



Incorrect Sizing

When resizing the signature, do not distort it. In Word and PowerPoint particularly, only drag on the corners of the logo and resize proportionally.



Altering of Color

Use only the approved options for the Jacksonville University signature.



Legibility

The Jacksonville University signature should be used at 100% opacity.



Text Only Without Seal

Use the proper logo text when shown without the seal.



Change Typeface

Use only the approved options for the Jacksonville University signature.



FOR FURTHER INFO:

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