WE'RE ALL ABOUT THE FINISH

CAMPAIGN GUIDELINES
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What keeps people from continuing an education or finishing a degree? How can we help people overcome these barriers?

Answering these questions for students going back to school is what this campaign is all about.

While the competition focuses on starting, we're going to be “all about the finish.” The truth is, adults who return to school have already decided that education is the key to achieving their personal and career goals. Starting is the first big step, but there are real barriers and distractions when returning to college as an adult – like crying babies, day-jobs, spouses, etc. That's why we provide a start and finish team for individualized support every step of the way. Finishing is not the end of the story, but a symbol of better things to come. We're proud to say that CityU's completion rate is the highest of any university in the state of Washington and more than double the national average. It's time the world found out.
At City University, we focus on the finish. Sure, starting takes bravery, but to finish something takes that and more. It’s commitment. It’s the ability to jump over whatever hurdles present themselves along the way and land on your feet. That’s why we’re committed to helping our students finish school with individualized attention and support every step of the way. Which also may be why our students finish at twice the national rate. Don’t get us wrong. We appreciate new beginnings as much as anyone. But when you come to CityU, it’s all about the finish.
TONE & PERSONALITY
The Tone of We’re All About the Finish

The voice of CityU is that of a straightforward, encouraging, and down to earth ally. In our messaging we acknowledge that no one goes back to school alone. So when we talk to potential students, our role is to become a part of that network with encouragement and individualized support from start to finish. Our goal at each point along the student journey should be to help nurture, reassure, and inspire. We want every one of our students to leave school with the confidence that comes with knowing that the finish is just the beginning.
What we are: Informative
Encouraging
The ally
Community
Aspirational
Relatable
Optimistic
Fun

What we are NOT: Impersonal
Pushy
The hero
Individualistic
Elitist
Contrived
Unrealistic
Silly
COLOR
CAMPAIGN COLOR PALETTE

The primary colors are the hero color palette. These will be used most often throughout all media types.

Secondary colors are used most often for digital and web.

All colors should be used at their full opacity and follow the rules listed throughout the guide.
APPROVED COLOR SCHEMES

These are the three approved color schemes used throughout all We’re All About the Finish media.

Hero color scheme will be used most often throughout all media types. Color scheme 2 and 3 will be used primarily in digital and web.

It is important to use the colors appropriately. See fig. 01 - fig. 03 for a breakdown of where each color appears.
TYPOGRAPHY
CAMPAIGN TYPOGRAPHY

Consistent use of the correct typography across all We’re All About the Finish materials is essential to maintaining a strong, cohesive visual identity. Use the following typefaces when creating assets.

See fig. 01 for headline and cutline font, see fig. 02 for tagline font, and see fig. 03 for body copy font and website usage.

fig. 01 Headline, Cutline

HARMAN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

fig. 02 Tagline

NEXA RUS SANS BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

fig. 03 Body copy, website

Open, Sans · Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()}
LAYOUT EXAMPLES & RULES
WEB BANNERS

The unity of the campaign elements define the look, and accurately using them is important for maintaining consistency.

For web banners, it is important that the layout is clean and legible. The headline, call to action, and tagline should be the primary focus within this layout. The silhouettes should become secondary. All three approved color schemes can be used for web banners.*

* Approved color schemes for web banners
Headline

The headline long shadow should always come from the left or right side of your layout. The long shadow itself will never exceed either a 35° or 145° angle. See pg.10 for the approved long shadow colors. The type leading can be flexible within the banner layout, depending on the space. The leading should never feel too loose nor should the type ever touch.

Claim Stamp

The claim cutline stamp is an important element and should be used in all web banners. It is important to use the accurate claim asset for each layout. Web banners will always contain the claim stamp asset.

*Note: See pg.35 appendix for claim stamp asset.

Tagline

For web banner layouts the tagline should always be paired with the CityU logo on the final banner screen. The tagline should follow the same direction as the headline throughout the banners. For instance, if the headline is coming from the left side of banner, the tagline should as well. Depending on which direction your tagline enters from, the angle should never exceed 35° or 145°.

Silhouette

The silhouette should serve as a secondary element in web banners. The silhouettes can be cropped and sized according to layout. See pg.22 for cropping and sizing guidance and pg.10 for approved silhouette colors.

Call to Action (CTA)

When using a call to action within web banners, it is important to keep the CTA within the button. The button itself should have an outer stroke. The stroke should never exceed 10pts or less than .05pts.
OUT OF HOME

The unity of the campaign elements define the look, and accurately using them is important for maintaining consistency.

For our out of home ads, it is important that the layout is clear and concise. The claim cutline, silhouettes and headline should always be present. Please use the hero color scheme for outdoor ads.*

* Approved color scheme for out of home.
**Headline**

The headline long shadow should always come from either the left or right side of your layout. The long shadow itself will never exceed either a 35° or 145° angle. See pg.14 for the approved long shadow colors.

**Cutline**

When there is a cutline, it is important that this element lives within its own dimensional box. The dimensional lines coming from the box will always be at the same degree as the long shadow and should have consistent line weight on each line. Typically, the cutline box will be in white and the font color will be in the color used for the long shadow. The cutline must always appear below the headline.

**Silhouettes**

The silhouette asset must be present in all illustrated layouts. The silhouettes can be flexible within the layout. The silhouettes should always be paired with the CityU logo and tagline. The sizing and cropping can be adjusted according to layout. See pg.22 for cropping and sizing guidance and pg.10 for approved silhouette colors.

**Tagline**

The tagline should always be paired with the CityU logo. The tagline can come from either the right or left side of the layout, as long as it doesn’t blend in with the headline long shadow. The tagline and logo should have their own space. Depending on whether it enters from the left or right side of the layout, the tagline should never exceed 35° or 145° angle.

**Logo**

The CityU of Seattle logo will always be paired with the We’re All About the Finish tagline. The size of the logo should be the same height as the tagline. The direction the tagline enters the ad determines where the logo will be. For example, if the tagline appears from the right, the logo will be present on the left.
LAYOUT DON’TS
**DO NOT** allow the silhouette to become the primary focus. The silhouette should always be the secondary focus within web banners.

**DO NOT** use the vertical stamp in a horizontal layout.

**DO NOT** remove the claim stamp from the holding shape.

**DO NOT** allow the headline and tagline to come into the layout in opposite directions.

**DO NOT** use unapproved color combinations.

**DO NOT** use mixed messaging within banner ads. The call to action and headline should work together.
**DO NOT** allow claim to become insignificant in size. The claim should be within a holding shape to assist readability, unless the claim is being used as a headline.

**DO NOT** reverse the background and headline colors within color palette.

**DO NOT** allow silhouettes to cover any important elements within the ad, such as headline or claim.

**DO NOT** stretch or distort the silhouettes.

**DO NOT** mix and match approved color palettes.

**DO NOT** allow logo or tagline to become illegible.
ASSET USAGE
SILHOUETTE

The silhouette asset is an important element of the We’re All About the Finish campaign. It represents the community support at CityU and should always be represented within layouts. There are three approved colors for the silhouettes.*

*S Approved silhouette colors

fig.01 Full body silhouette
SILHOUETTE CROPPING

The silhouette asset can be adjusted according to your layout. The full body silhouette (fig. 01) will rarely be used. Typically, the silhouettes are cropped around 3/4, see fig. 02.

Avoid distorting the figures with cropping within the silhouette. If needed, the characters’ height can be adjusted. This should be done sparingly.

SILHOUETTE SIZING

The silhouette shape should never be too small and the silhouette should never become so big that the characters’ heads are no longer visible. This can be easily measured in comparison to the size of the logo and tagline.

* Approved silhouette colors

- **MARINE**
  - Hex: #002D5C
  - CMYK: C100 M89 Y35 K23

- **TEAL**
  - Hex: #3BBABD
  - CMYK: C68 M0 Y31 K0

- **MULBERRY RED**
  - Hex: #SE0426
  - CMYK: C36 M100 Y52 K60
**ICON**

It is important that the layouts of the career theme icons are clean and simple. The iconography represented should be in line with the messaging. The icon’s color scheme is flexible depending on the desired layout. For most icon use, the iconography should contain all three colors within the color scheme according to their designated area of use. When using icons within the web, the color palette can be reduced to help with layout hierarchy. All three approved color schemes can be used for the icons.*

*Approved color schemes for icons

*Example of icon color in use
CLAIM STAMP

The claim should always be represented. This is an important piece of information. The claim should feel unique within the layout. To do this, use the claim stamp assets listed on pg. 35. Depending on your layout, you can use either the stamp or the claim cutline. Be sure that the claim cutline always has the dimensional lines that assist the graphic.

* Approved colors for claim stamp box

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fig.01 Vertical Stamp

fig.02 Square Stamp

fig.03 Horizontal Stamp

fig.04 Claim cutline
ASSET USAGE DON’TS
**DO NOT** separate the silhouettes from their original group.

**DO NOT** apply effects or decorate silhouettes.

**DO NOT** crop silhouettes so that individuals are partially cropped. The cropping should feel organic and natural.

**DO NOT** over crop silhouettes.

**DO NOT** rotate silhouettes.

**DO NOT** allow graduation silhouette to feel too small when adjusting height.
Do not create new icons using unapproved color palettes.

Do not place type over icon.

Do not apply effects or decorate the icon.

Do not rotate or flip the icon.

Do not place CityU logo too close to icon or edge of the ad. The logo should abide by the clear space rule, which can be determined by the U in CityU.

Do not stretch or distort icon. Aspect ratio should remain as is.
PHOTOGRAPHY
PHOTOGRAPHY

When using photography within We're All About the Finish, be sure to place your headline within the long shadow. The headline should always enter from either the right or left side of the image. The long shadow itself will never exceed either a 35° or 145° angle. Please only use the approved long shadow colors.*

* Approved long shadow colors

LONG SHADOW
- Blood Orange
  - RGB: 246, 62, 2
  - Hex: #F63E02
  - CMYK: 0, 91, 100, 0

LONG SHADOW
- Marine
  - RGB: 0, 45, 92
  - Hex: #002D5C
  - CMYK: 100, 89, 35, 23

LONG SHADOW
- Tangerine
  - RGB: 255, 146, 6
  - Hex: #FF9206
  - CMYK: 0, 51, 93, 0
COPY
ANTHEM MESSAGING

1. Our students finish at twice the national rate.
2. We’re in the finishing unfinished business business.
3. We are a finishing school. No, not that kind.
4. Most things are better finished. Especially college.
5. We finish together what we start together.
6. Every good start deserves an even better finish.
7. Any college can help you start. CityU helps you finish.

TEACHING & EDUCATION

1. You set the finish line. We’ll get there together.
2. Set your teaching goals.
3. Teaching starts with learning.

HEALTH & HUMAN SERVICES

1. Learn from working professionals.
   Finish with field-tested skills.
2. Make your mark in counseling.
3. Want to impact healthcare?

COMPUTER & INFO SYSTEMS

1. The tech industry won’t wait. Finish with the skills to get ahead.
2. Future thinking starts here.
3. Be a part of tech’s future.

PROFESSIONAL LEADERSHIP

1. We don’t just teach. We transform. Finish as a better leader.
2. Learn what it takes to lead.
3. Get a transformative education.

BUSINESS & MANAGEMENT

1. Don’t just climb the ladder. Redefine it. Finish here.
2. Redefine the corporate ladder.
3. Go beyond the corporate ladder.
“Most things are better finished” headline treatment:

When we use the comparative headline “Most things are better finished. Like college. And ____.” The object or action we are referencing should always come second in the headline. We want “college” to appear first to help reinforce the hierarchy of importance in the viewer’s mind.

Usage example fig. 01
CONTACT

Name Here
Title
Name@cityuniversityseattle.com
CLAIM STAMP ASSET OVERVIEW

Blood_Orange_Square_Stamp.ai
Blood_Orange_Vertical_Stamp.ai
Blood_Orange_Horizontal_Stamp.ai

Tangerine_Square_Stamp.ai
Tangerine_Vertical_Stamp.ai
Tangerine_Horizontal_Stamp.ai

Marine_Square_Stamp.ai
Marine_Vertical_Stamp.ai
Marine_Horizontal_Stamp.ai