



BE MORE.

CAMPAIGN BRAND GUIDELINES

— SEPTEMBER 2023



TABLE OF CONTENTS

INTRODUCTION PAGE 3

BRAND ELEMENTS

WORDMARKS + USAGE PAGE 4

COLOR PALETTE PAGE 7

TYPOGRAPHY PAGE 8

MESSAGING & VISUALS PAGE 9

ADMISSIONS PAGE 10

DEPARTMENT/PROGRAM SPECIFIC PAGE 11

ATHLETICS PAGE 12

ALUMNI/HISTORY/LEGACY PAGE 13

RANKING PAGE 14

PARTNERSHIPS PAGE 15

MERCHANDISE PAGE 16



BE MORE.



INTRODUCTION

Launching the **IN** bridge campaign in the Fall of 2022, provided a messaging platform for the university that allowed for internal support and external exposure. This exposure reached multiple touchpoints – from airports to highways – and helped garner brand support and awareness far beyond what the university has experienced in past years.

The **IN** bridge campaign set the stage for the university to move into a new phase of stating its position, its why. This new phase will center on a campaign that builds brand credibility and engagement, with a laser-focus on highlighting the colleges, departments, and special academic programs the university has to offer. The campaign will be a call to action, an anthem of empowerment for those in Eagle Nation who have proudly proclaimed they are **ALL IN**.

Coppin State University is known as a place where you come to succeed despite anything life has thrown your way and despite any limitations or circumstances you may have encountered. Coppin is a place where you may have thought you had dreams before you stepped foot on campus, but when you arrive you enter into an environment that helps you transform beyond what you ever dreamed possible. Coppin is a place where you never settle, where you never stop pushing, and where you never stop becoming.

Students have so many choices on what they can choose to be – and most often they are taught that choice is a specific job, a certain title, or a career path. But at Coppin, that choice is much more. That choice is about feeding the attributes within them that makes their minds, hearts, and spirits come alive.

Coppin State University prepares students for a success in a dynamic world, and pushes them to ascend to new heights – both academically and personally. With this new campaign, we are challenging students to elevate their journey, to strive for greatness beyond their wildest dreams, and to believe that the sky is not, has never been, and will never be their limit...regardless of where they are in their lives. We are challenging students to...

- » **BE inquisitive in their journey.**
- » **BE unwavering in their commitment.**
- » **BE relentless in their pursuits, and to**
- » **BE courageous with their dreams.**

We are encouraging all of Eagle Nation to want more, to choose more, and essentially aspire to **BE MORE**.

The campaign will tell the Coppin State University story through a variety of related visuals and messaging vehicles. Inside this document, you will find the required visual guidelines of the **BE MORE** campaign brand. These guidelines should be used across campus to ensure consistent messaging and visuals as we tell the **BE MORE** story.



Use the hashtag **#BEMOREATCOPPIN** to help spread the word about the **BE MORE** campaign.

WORDMARKS + USAGE

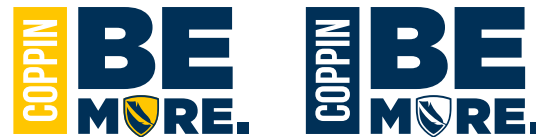
The displayed configurations are the approved wordmarks. As you build communications, you may use the one that best fits your space requirements. Our wordmarks reflect aspects of our parent brand with apparent similarities. The wordmarks displayed on the following pages should be used on all branded materials and be immediately recognizable by any partner as the **BE MORE** campaign branding.

PRIMARY WORDMARKS *The primary wordmarks are the main identifying marks for the campaign.*



SECONDARY WORDMARKS

These are the wordmarks to use when wanting to use a different orientation, or the Coppin State University name within the wordmark.



MINIMUM SIZES

When using the **BE MORE** campaign wordmarks, please adhere to the following minimum size rules on this page. These have been set to ensure that the **BE MORE** campaign wordmarks are clear and visible in all communications.



CLEAR SPACE

To ensure the **BE MORE** campaign wordmarks are legible, they must be surrounded with a minimum amount of clear space. This isolates the wordmark from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact.

Using the wordmark in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the brand. This clear space should scale as the size of the wordmark scales.



INCORRECT USES



Do not remove, add, recreate, replace, or change any elements of the wordmark.



Do not change the wordmark's orientation.



Do not use bevel or emboss effects on the wordmark.



Do not reconfigure or change the size or placement of any wordmark elements.



Do not distort proportions by stretching or squeezing the wordmark.



Do not change the wordmark font.

COLOR PALETTE

The primary colors of our brand are blue, gold, and white. The color selection for the **BE MORE** campaign logo acts as a brand identifier and is intentional in mirroring that of Coppin State University.

Always use the correct color mode and/or ink formulation for the appropriate application to ensure color consistency across all mediums.

Pantone should be used for solid color printing.

CMYK should be used for 4-color process printing.

RGB & HEX should be used for digital applications.



TINTS & ACCENT COLORS

A range of tints of this color palette are available to use when flexibility is needed. To keep the campaign brand clean, use these tints as “accent colors”.

BLUE PANTONE: 540 CMYK: 100/57/12/60 RGB: 0/48/86 HEX: 003056	80%	60%	40%	20%	10%
--	-----	-----	-----	-----	-----

GOLD PANTONE: 7548 CMYK: 0/22/100/0 RGB: 255/201/21 HEX:ffc915	80%	60%	40%	20%	10%
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BLACK PANTONE: BLACK CMYK: 0/0/0/100 RGB: 0/0/0 HEX: 000000	80%	60%	40%	20%	10%
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WHITE PANTONE: 000C CMYK: 0/0/0/0 RGB: 255/255/255 HEX: ffffff

TYPOGRAPHY

Gotham, Gotham Narrow, and Sina Nova are the primary fonts for our brand and what is reflected in our logo.

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM NARROW BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HEADINGS + PARAGRAPH + SUBHEADINGS

This font type should be used as a complementary font type such as in paragraphs and subtext. Use Bold and Black to emphasize text or as subject subheadings.

SINA NOVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HEADINGS

This font type should be used as a complementary font for headings.

SAMPLE:

GOTHAM BLACK

HEADING

GOTHAM BOLD

SUBHEADING

Ut venis ventus dolore sam restesed que sitemporio od ulparibust omniendunte eiumqua tusdae. Nemporro cus, odit quianda volupicvolupta testis eum fugit, quae.

Ut ature volut esed. s dolore sam restesed que sitemporio od ulparibust.

GOTHAM BOOK

SAMPLE:

SINA NOVA

HEADING

GOTHAM BOLD

SUBHEADING

Ut venis ventus dolore sam restesed que sitemporio od ulparibust omniendunte eiumqua tusdae.

Nemporro cus, odit quianda volupicvolupta testis eum fugit, quae. Ut ature volut esed. s dolore sam restesed que sitemporio od ulparibust.

GOTHAM NARROW BOOK

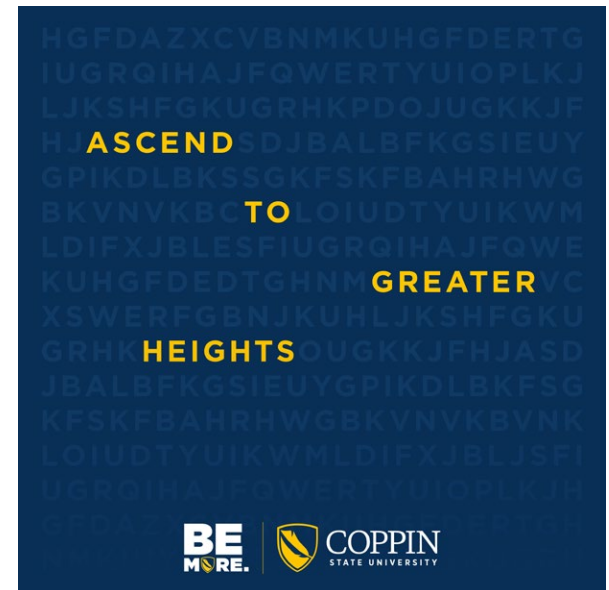
MESSAGING & VISUALS

The simplicity of the words **BE** and **MORE** provide the opportunity to build specificity and sophistication with the word(s) that follow or surround it. This provides two avenues of messaging consideration:

1. Usage of the words **BE** or **MORE** in the messaging to reiterate the campaign.
2. Usage of content that embodies the theme of being more, without direct usage of the words **BE MORE**.



To ensure brand continuity regardless of which of the two messaging paths is utilized, incorporation of the **BE MORE** wordmark acts as a visual tie for all brand collateral. In each of the following examples, you will see variations of approved messaging alongside a related image, the Coppin State University logo, and the **BE MORE** wordmark.



ADMISSIONS

Historically many Coppin State University students have come from the local Baltimore, Maryland area; however, every year, the number of states and countries represented by the student body continues to grow. Whereas the **BE MORE** campaign has local relevance to the commonly used B'More, which references the city of Baltimore, the goal is continue to appeal to local students, while attracting out of state students. With initiatives like the new in-state tuition for out-of-state students, the campaign is aimed at giving prospective students and their families the opportunity to secure a high-value, affordable-cost education.



DEPARTMENT/PROGRAM SPECIFIC

With an enhanced focus on highlighting colleges, universities, and special programs, visuals that showcase 'in-action' students, special programs, or unique initiatives should align with the below provided visuals.



ATHLETICS

These visuals highlight sample ways to showcase one of the many university athletics programs with the logo/wordmark lockup.



ALUMNI/HISTORY/LEGACY

Given the forthcoming 125th campaign, there are several initiatives underway to increase alumni engagement and celebrate the significant milestone. The visual and content should appeal to active alumni and draw in alumni that need to be reengaged. The visuals can show alumni testimonials, legacy and history highlights, and past and current imagery.



BE MORE.

RANKING

There is always an opportunity to showcase one of the many statistics and rankings the university is proud of. The visual should clearly state the ranking along with the wordmark/logo lockup.

**RATED #7
BEST SOCIAL
WORK DEGREE
in Maryland.**



**MOST AFFORDABLE
FOUR-YEAR UNIVERSITY
IN MARYLAND**

PARTNERSHIPS

The opening of the new School of Business building, the launch of the \$25M to 125 campaign, and the 125th celebration campaign, allow for the celebration and gratitude of Coppin's current list of reputable partners and donors. However, there is also an opportunity to leverage those investments and commitments to identify, nurture, and grow new partnerships and relationships.



MERCHANDISE

These images represent approved university merchandise in support of the **BE MORE** campaign.



THANK YOU.



MORE!