

# Style Guide



SOUTHWESTERN CHRISTIAN  
U N I V E R S I T Y

Scholarship • Spirit • Service



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## STYLE GUIDE

The purpose of graphic standards is to present a strong brand identity for Southwestern Christian University to its many audiences. University personnel must make every effort to adhere to the guidelines and the coordinated elements of the SCU academic signature, athletic signature, colors, types, usage requirements, and stationary. Before authorizing a new publication, the proof must be approved by the Office of University Advancement. All approved proofs will also be archived in that office.

The SCU logo is a valuable intangible asset. To maintain its integrity, the logo cannot be altered in any way, including slanting, distorting, drop shadows, or partially covering with other graphics without approval from the Office of University Advancement and such consideration is granted in rare circumstances.



The information in this publication is correct as of July 2019. Published by Southwestern Christian University, 7210 39th Expressway, Bethany, OK 73008. Southwestern Christian University welcomes applications for admission and financial aid from all persons and does not discriminate on the basis of sex, race, color, age, handicap or national and ethnic origin in its admission policies, scholarship and financial aid programs, or other educational programs, policies and activities.

The words, “Southwestern Christian University” must appear on the front of all university publications. An official logo must appear on the outside cover and cannot be reduced smaller than the minimum size specified. Electronic copies of the logos can be requested from the Office of University Advancement.

The university’s web address and phone number must appear on the outside cover of printed material. University collateral including but not limited to branding merchandise, university communications, and external digital marketing must be approved by the Office of University Advancement and must abide by the rules specified by the Style Guide.

The Office of University Advancement oversees the implementation of university branding, marketing, and the style guide. Questions related to the usage of university logos, intellectual property, and branding should be directed to the Office of University Advancement. Refusal or failure to seek out the appropriate approval will result in a formal reprimand by the university administration.





## University Overview and Profile

Southwestern Christian University is a private, four-year Christian university located on a beautifully wooded campus in the Bethany area of metropolitan Oklahoma City. Students enjoy all of the benefits the Oklahoma City metro area has to offer while nestled safe in the quiet and friendly suburban community of Bethany, Oklahoma.

### Undergraduate Studies

#### Colleges

- Creative Arts
- Liberal Studies
- History
- Language Arts
- Sport Studies
- Business
- Christian Studies
- Social and Behavioral Science
- Education

### Graduate Studies

- Master of Ministry
- Master of Arts in Global Christian Leadership
- Master of Arts in Theological Studies

### Mission

Southwestern Christian University is a Christ-centered liberal arts institution that equips students for a life of learning, leadership, and service; integrating faith, learning, and living; and empowering graduates to excel and to positively impact their world for Jesus Christ.

## History

SCU was established in 1946 by the International Pentecostal Holiness Church as Southwestern Bible College. In the 1960's, the student population increased and as various junior college programs were developed, the institution received accreditation from the Oklahoma State Regents for Higher Education. In 1973, the junior college received accreditation from the North Central Association of Colleges and Schools (now The Higher Learning Commission) and was approved as a four-year baccalaureate-level, degree-granting college in the field of religion in 1979. In the Fall of 1981, SCU transitioned into Southwestern College of Christian Ministries, selling the old campus at 4700 NW 10th and opening its doors at its present location in Bethany. The name of the institution was changed to Southwestern Christian University in 2001. SCU continues to expand curriculum offerings each year.

## Our Core Values

### Scholarship

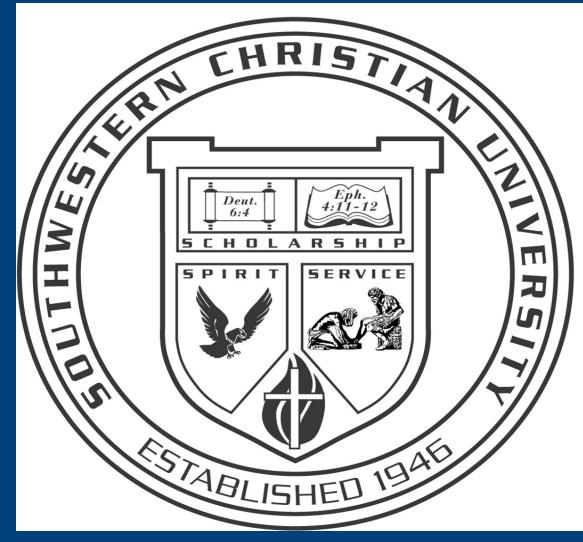
Pursued from the perspective of a Biblical-Christian worldview, the integration of faith, learning and living is central to every academic discipline.

### Spirit

Southwestern Christian University is dedicated to cultivating a Spirit-led environment where students grow in their spiritual relationship with God & their interpersonal relationship with others.

### Service

There is focus on both serving Christ and others. Through the development of servant-leadership, SCU empowers graduates for a life of learning, leadership and global impact.





## OFFICIAL LOGO:

Individual Schools or departments may use the official logo in conjunction with the name of their school or department. The logo cannot be modified or altered in any way. It should always be reproduced from high-resolution digital files to maintain the integrity of the image. The minimum size for this graphic is 1.05" high x 1.5" wide. A department or school name should not be larger than the font used for the university's name.



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## MONOGRAM:

When the institution is identified in another manner, a monogram may be used. The minimum size for this graphic is .69" high x 1" wide.



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In cases where inks other than blue and black are printed, a monochrome logo should be printed in white, blue, or black.

## ACADEMIC SEAL:

The official seal of the university is not interchangeable with SCU logos. The University Seal is primarily used for official university purposes, such as the publications of the institution, its certificates, diplomas, legal documents and printed materials in conjunction with official functions of the university. The minimum size for this graphic is 1" x 1"

The University Seal is the formal mark of the University. The trisectioned shield represents the heart of Southwestern Christian University as expressed in its motto: Scholarship, Spirit, Service. The upper section of the seal has the biblical verse references of Deuteronomy 6:4 and Ephesians 4:11-12. The left segment and bottom of the shield combined represent the prominent expectation to be led by the Holy Spirit and the overarching expectation of faith integration into all aspects of campus life and instruction. The right segment of the shield includes the image of Jesus washing the disciple's feet and stands as a reminder of our commitment to the roots and mission of the institution over its more than seventy years as a place of preparation for a life of meaningful service to others.

## Accreditation and Affiliation

*The Higher Learning Commission is a member of the North Central Association (30 North LaSalle St., Ste. 2400, Chicago, Illinois 60602; (312) 263-0456; <https://www.hlcommission.org/>)*

*The U.S. Department of Justice for the admission of international students (950 Pennsylvania Avenue, NW Washington, DC 20530-0001, [www.justice.gov](http://www.justice.gov))*

*Oklahoma State Regents for Higher Education (655 Research Parkway, Suite 200, Oklahoma City, OK 73104; (405) 225-9100); [www.okhighered.org](http://www.okhighered.org))*

*The State Accrediting Agency for the admission of eligible veterans (4045 N.W. 64th Street, Suite 205, Oklahoma City, OK 73116; (405) 879-9600; [www.ok.gov/saa](http://www.ok.gov/saa))*

*Oklahoma Commission for Teacher Preparation (840 Research Parkway, Suite 455, Oklahoma City, OK 73104; (405) 522-5399; [www.ok.gov/octp/About\\_OCTP](http://www.ok.gov/octp/About_OCTP))*

*General Department of Church Education Ministries of the International Pentecostal Holiness Church (PO Box 12609 Oklahoma City, OK 73157; (405) 787-7110; [www.iphc.org](http://www.iphc.org))*





## Southwestern Christian University Athletics

[www.scueagles.com](http://www.scueagles.com)

The Eagle Athletics program at Southwestern Christian University is an NAIA Division I member in the Sooner Athletic Conference (SAC), which now boasts 12 schools in a league that spans four states. It is one of the largest and most competitive conferences in the nation.

At SCU, we play to win. But more importantly, we play to honor Christ. SCU's desire for student-athletes and staff is to represent the University well while developing a deeper relationship with Jesus Christ and sharing that relationship with others.

SCU Athletics places a high value on the academic success of our athletes, with 41 athletes named to the 2018-2019 Academic All-Conference team. We also value the mentoring process and the integration of faith in athletics so that in all things, we accomplish our mission: "To provide a high quality, competitive, balanced program that supports the mission and values of the institution. The athletic program and coaches are dedicated to nurturing the spiritual, academic, and physical gifts of each student-athlete."

Mascot: Eagle

Colors: Royal Blue, Black, and White



CYMK

100:66:0:35



CYMK

0:0:0:100



CYMK

0:0:0:0

### Men's Sports

Baseball / Basketball / Bowling / Cheerleading / Golf / Soccer / Track and Field (Indoor and Outdoor) / Tennis

### Women's Sports

Basketball / Bowling / Cheerleading / Golf / Soccer / Softball / Track and Field (Indoor and Outdoor) / Tennis / Volleyball

## EAGLE LOGO:

The eagle logo is used for all athletic, student group, and approved events related to printing and graphics. The minimum size for this graphic is 1.07" high x 1.5" wide.





## OFFICIAL COLORS:

Blue:



Royal Blue

CYMK	RGB	Web	Pantone
C: 100	R: 0	0039a6	286 C
M: 66	G: 57		
Y: 0	B: 166		
K: 35			

Black:



Black

CYMK	RGB	Web	Pantone
C: 0	R: 0	000000	Black 6 C
M: 0	G: 0		
Y: 0	B: 0		
K: 100			

White:



White

CYMK	RGB	Web	Pantone
C: 0	R: 255	FFFFFF	11-0601 TPG
M: 0	G: 255		
Y: 0	B: 255		
K: 0			

## OFFICIAL FONT:

The official fonts used in the university logo system are Times New Roman and Calibri.

## E-MAIL SIGNATURE:

- Open your university email account.
- In the upper right-hand corner, click on the “settings” and scroll down to the “signature” section.
- Type in your desired signature (see below for a sample signature).
- Below the signature, put your cursor about 1 space below the last line of your signature and click on the “add picture” button (the button that looks like a picture).
- When the prompt pops up on the screen, it asks you to put in a “URL” of the logo. Copy and paste the following URL address into the appropriate box: [http://swcu.edu/Websites/swcu/images/Logos/SouthwesternChristianUniversity\\_logo\\_389x287.jpg](http://swcu.edu/Websites/swcu/images/Logos/SouthwesternChristianUniversity_logo_389x287.jpg)

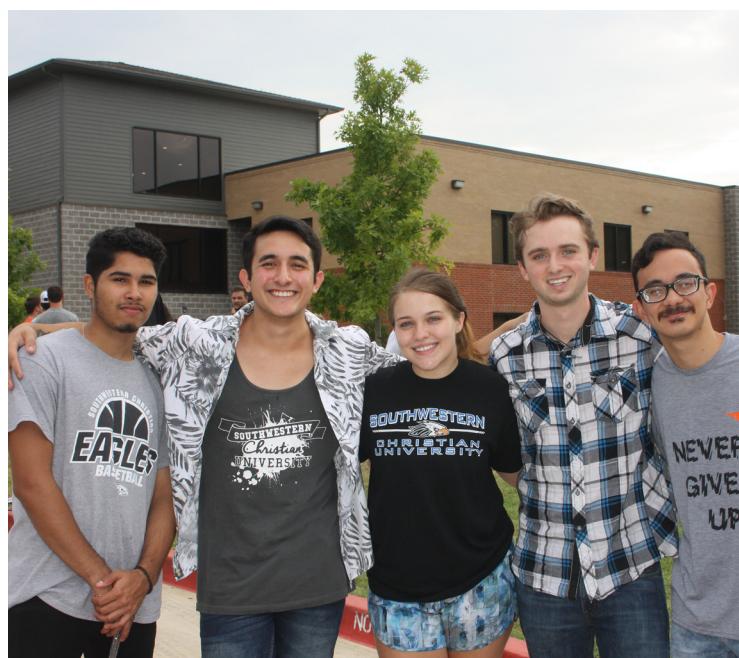
This is what you paste into the URL space in your email settings area. Once you paste it in there...simply click “ok.” The logo will first appear very large. When you click on the logo...it will give you four options, “small, medium, large or original size.” The medium sized should be the right size. This should place the logo in the signature of every email you send out.

Sample employee signature:

John Doe, Ph. D.  
Southwestern Christian University  
Director of Parking Lot Operations  
john.doe@swcu.edu

Drafted on: 2009

Policy Revised: July 15, 2019





## Stats and Information

- There are 68 international students studying at SCU this year, representing 30 different nations.
- Students from 30 different states make up the rest of the student body.
- SCU has awarded 1664 degrees this century.
- SCU has been ranked the most affordable Private Accredited 4-year institution in Oklahoma by the Department of Education, and is ranked 2nd in Oklahoma and Kansas.

Financials (per fiscal year, audited financial statements)

### Operating Revenue

2017-2018.....	\$10,783,096
2016-2017.....	\$12,311,072
2015-2016.....	\$11,419,890
2014-2015.....	\$11,437,491

### Donations Received

2017-2018.....	\$994,308
2016-2017.....	\$736,490
2015-2016.....	\$861,051
2014-2015.....	\$2,524,062





## University Officers and Cabinet

As SCU's senior leadership team, the Cabinet reports directly to the president, sets long-term strategy, and represents the academic, advancement, financial, student-life. They are the operational arms of the University.

- Adrian Hinkle, Vice President of Academic Affairs
- J. Mark Arthur, Vice President of Athletics
- Brad Davis, Vice President of Student Services
- Joe Blackwell, Vice President of Admissions

## Board of Trustees

The SCU Board of Trustees works in partnership with the president and Cabinet, and is comprised of prominent individuals spanning the academic, professional, business and ministerial communities.



Bishop Randell Drake  
Wayne Kirby  
Rev. Justin Blankenship  
Rev. Neil Barlow  
Rev. Max Barroso  
Susie West  
Bishop Thomas McGhee Bishop Scott Hampton  
Stephen Hanscom  
Daniel Ice  
Rev. Demetrius Miles  
Rev. David Richardson  
Bishop Stuart Sherrill  
Lauren Pickens  
Dr. Doug Beacham Jr. - Ex Officio

## SCU President — Dr. Tom L. Murray

Dr. Tom L. Murray is the thirteenth President of Southwestern Christian University. He brings unique and qualified educational and ministerial backgrounds to SCU, including over 30 years of leadership experience in Christian higher education and 46 years in ministry.

President Murray has a long, personal history with Southwestern Christian University, receiving a B.A. in Theology and later served SCU during two previous tenures. He has served in higher educational institutions, as Director of Public Relations, Dean of College Relations, Director of Institutional Advancement and Alumni Affairs, Director of Student Development, Director of Admissions, Professor, Chief Operations Officer, Chief Financial Officer, and Chief Academic Officer. He has authored two books: *Social Deviance—Street Gangs* and *The Wind Still Blows and The Fire Still Falls*.

Dr. Murray is an Ordained Minister in the International Pentecostal Holiness Church. He served as Senior Pastor of Christian Heritage Church, a multi-cultural congregation in Los Angeles, California, as well as Bishop of the Southern California Golden West Conference (IPHC).

President Murray possesses a deep appreciation for the far-reaching impact of a Southwestern Christian University education and the value of her faculty, staff, and students. Dr. Murray remains dedicated to the following: developing a premier Christian University; recruiting, retaining, and developing expert faculty who explore God's Truth through research and scholarship and who model Christ's love toward others; maintaining academic quality and transformational scholarship; integrating faith and learning; ensuring academic and institutional service and support; making and equipping disciples of Jesus Christ; cultivating future and innovative educational initiatives; and advancing responsible stewardship, diversity, and globalization.





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