



Style Guide & Brand Standards Manual

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Introduction

The Meredith College Identity Guidelines provide a guide for presenting the college in a cohesive way. A unified approach to graphics fosters a strong and consistent image for both internal and external audiences. The success of any identity program depends on the cooperation of all members of the college community.

This manual includes a description and use guidelines for the Meredith wordmark, athletic mark, color palettes, typefaces as well as the appropriate use of the existing Lux and presidential seals.

The graphics identity program is administered through the Department of Marketing. General questions regarding the graphics standards programs should be directed to the Director of Visual Communications, at (919)-760-8405.

About The Marketing Department

We're a creative professional team that develops marketing and communication solutions for Meredith through collaboration with campus colleagues and the community.

The office produces or supervises the production of official college materials. The office reports to the President of the College.

Contact Us

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Definition

A wordmark, subset of the term logotype, is a standardized graphic representation of the name of a company, institution, or product name used for purposes of identification and branding. A wordmark is usually a distinct text-only typographic treatment as can be found in the graphic identities of the Government of Canada, FedEx, Google, and Wikipedia. The organization name is incorporated as a simple graphic treatment to create a clear, visually memorable identity. The representation of the word becomes a visual symbol of the organization or product.

-source, Wikipedia

The wordmark may only be printed in black or burgundy (Pantone 201) or reversed out of another color in white. Except when reversed out of another color, under no circumstances should the wordmark or seal be isolated within a box or frame.

Wordmark

The Meredith College wordmark, redesigned in 1993 by the College's design staff, is the official identifier of the College. It should be prominent on every project that represents the College and should always be reproduced from authorized art work, which is available in electronic formats from www.meredith.edu/marketing/graphic-standards.htm. The wordmark should always be legible, and it must be in an area of isolation that is clear of other elements, either typographic or graphic. The wordmark may not be manipulated or changed in any way. Do not attempt to re-create the wordmark, change the font, or alter the size, proportions or space between the letters. It should not be screened or used as part of a larger pattern.

The wordmark can only be printed in the College colors as shown: PMS 201 (maroon), black, or "reversed out" to white onto any color.

Secondary logos and school/department/program names must appear subordinate to the College wordmark. No secondary logo or school/department/program name may be used as a substitute for the College wordmark.

Acceptable Color Variations of the College Wordmark



MEREDITH
COLLEGE



MEREDITH
COLLEGE



MEREDITH
COLLEGE

PMS 201
CMYK = 100 Magenta; 63 Yellow; 29 Black

Wordmark with location

We only use the location for undergraduate recruitment promotions. Location should be set in Courier Sans Bold.

MEREDITH
COLLEGE
Raleigh, North Carolina



MEREDITH
COLLEGE
Raleigh, North Carolina

Wordmark - unacceptable use examples

Meredith College wordmark may not be redrawn, reportioned, distorted or altered in any way.

MEREDITH
COLLEGE
Improper Color

MEREDITH COLLEGE
Improper position of words

MEREDITH
COLLEGE
Distorted

MEREDITH
COLLEGE
Special Effects - NO drop shadows

Wordmark - Minimum size and clear space requirements

Minimum Size:

Size minimums are specified to ensure legibility in various media. The specifications shown (below) are appropriate for print and web. There may be situations where the Meredith wordmark will need to appear smaller than the minimum shown (e.g., lapel pins, pens, pencils). Please consult with the Director of Visual Communications at (919)760-8405 if you have questions.

MEREDITH
COLLEGE

Minimum size for print reproduction

Width of 1.75"

MEREDITH
COLLEGE

Minimum size for web reproduction

200 pixels (w) X 45 pixels (h)

Clear Space:

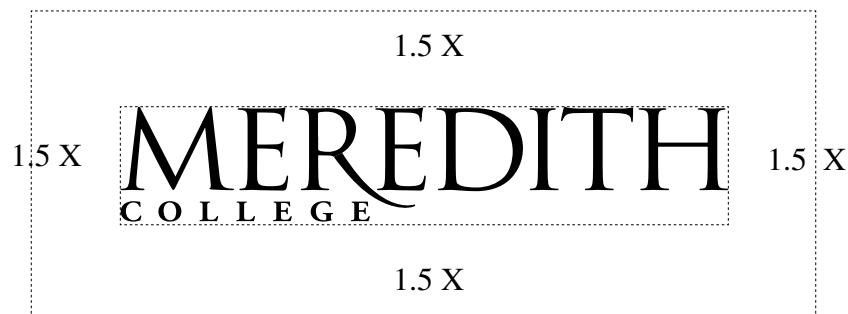
A specified clear space around the Meredith wordmark ensures the integrity and impact of the mark. There may be cases where it is difficult to allow the full recommended clear space (e.g., a very small display ad).

No other graphic elements can touch, overlap or be combined with the Meredith wordmark.

X = cap height of "M"

recommended clear space = 1.5 X

X =  MEREDITH
COLLEGE



Co-branding

Meredith College's graphics standards are intended to encourage the consistent and coordinated use of the Meredith wordmark and visual identity elements.

Co-branding means, "sharing the brand," and it can benefit all parties involved. The co-branded department or organization benefits by being associated with the Meredith College brand and the goodwill attached to it. The College benefits by being associated with the activities of departments and organizations that further the College's stated mission and objectives.

Independent logos for college supported departments and centers are not approved for publication use. Schools, departments and centers should align their areas to the college visually. By simply aligning the appropriate college name with the school, department or center in the correct college typeface you will visually be able to show the relationship between the two entities.

An example of co-branding is pictured below for guidance as to the positioning of the wordmark and accompanying names. All the co-branding configurations must be approved in advance of publication by the Director of Visual Communications, at (919) 760-8405.

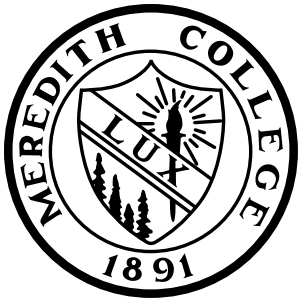
MEREDITH
COLLEGE
SCHOOL *of* BUSINESS
MBA

MEREDITH
COLLEGE
SCHOOL *of* THE ARTS
Dance and Theatre

MEREDITH
COLLEGE
SCHOOL *of* HUMANITIES
and SOCIAL SCIENCES
Communication

Definition:

A logo is a graphical element, (ideogram, symbol, emblem, icon, sign) that, together with its logotype (a uniquely set and arranged typeface) form a trademark or commercial brand. Typically, a logo's design is for immediate recognition.



Always use original artwork. The original art is available through the Marketing office for use on approved items.

The seal/LUX may be used on:

- Official legal documents
- Transcripts
- Convocation and Commencement programs
- Honor Society documents
- The official catalog and approved publications
- Diplomas

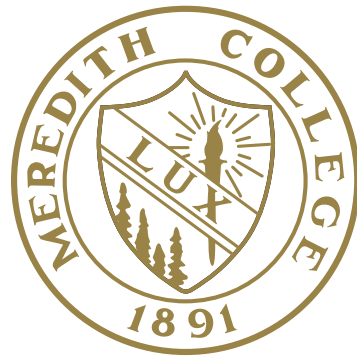
To request an electronic file of the LUX or to request an exception to the use to the above list please contact the Graphic Design Manager at ext. 8405.

The College Seal/LUX

The Meredith College seal (LUX) is the official symbol of the College and can be used formally on College-wide event programs, documents, certificates, and programs for official functions (convocations or commencement.)

The seal was designed in 1909 by Ida Poteat, professor of art, 1899–1940. Below the bands running diagonally across the shield are pines symbolizing the State of North Carolina. The lighted torch illustrates Meredith's motto, the single word LUX, meaning light—the light of the mind and the light of the soul.

The seal can only be printed in the College color, PMS 201 (maroon), gray, black, metallic gold, gold foil stamp or blind embossed. The seal may not be manipulated or changed in any way.



Gold foil



Blind emboss

The Presidential Seal



The presidential seal includes two oak leaf clusters surrounding the bottom half of the College seal.

The presidential seal is for official use of the Office of the President or with consent of that office.

Non Discrimination Statements

Non-discrimination statement for undergraduate admissions

Meredith College admits qualified women students without regard to race, creed, national or ethnic origin, age or disability.

Non-discrimination statement for graduate admissions pending

Meredith College does not discriminate in the administration of its educational and admissions policies, scholarship and loan programs, athletic and other school-administered programs, or in access to its programs and activities on the basis of race, creed, sexual orientation, national or ethnic origin, gender, age or disability.

Primary Color Palette

The primary color palette consists of PMS 201 (maroon) for coated paper and PMS 200 for uncoated paper. Promoting PMS 201 as the dominant college color will reinforce the brand to the college community and the larger external community. PMS 201 should be used for the wordmark, college main web address and as an accent color, whenever possible, in all collateral. The PMS 201 color palette is used for:

- All commencement programs and collateral associated with commencement weekend
- Communication from the President's office
- Pocket folders
- Meredith magazine with additional colors from the magazine color palette.
- Corporate stationery (business cards, letterhead)
- Athletics promotion



PMS 201 C



PMS 200 U

Support Color Palette

These supporting colors were chosen because they work well with PMS 201. The support color palette should be used for College based materials whose primary objective is to promote, portray or benefit Meredith College as a whole.

Overall: When budget is available, four-color photography should be used. Use the support color palette to compliment the colors in the photography. It is important to use PMS 201 if possible for the wordmark and web addresses. When designing a one color or two color piece use the appropriate color palettes found on page 10.

Designs for Undergraduate admissions: Use the support color palette, but use PMS 201 as the accent brand color for the wordmark, web addressed and color accents whenever possible.

Designs for graduate admissions: Start with PMS 201 as the primary color and then add 1-2 of the support colors as needed.

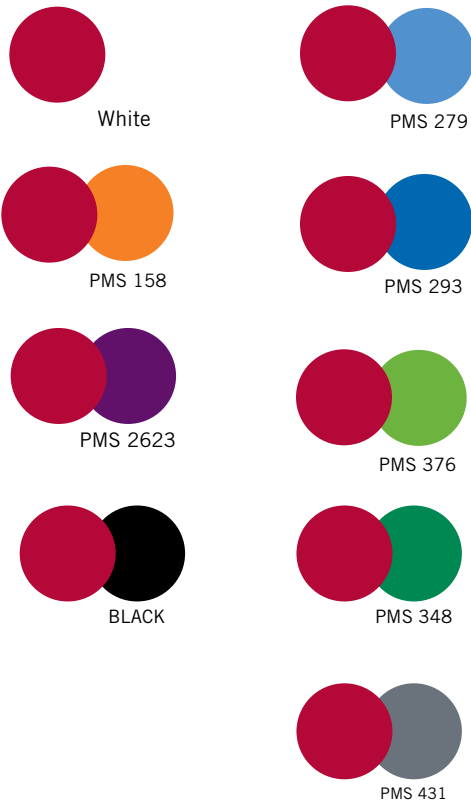
Designs for the alumna audience: There should be a strong use of PMS 201 to appeal to the audience's sense of loyalty and tradition. Other colors from the support palette can be used.



* Some HEX (web colors) on web are not an exact match for PMS colors. Contact the Electronic Communications Manager, at 919-760-8235 for any questions about web based colors.

Two Color Palette

The two color palette consists of colors from the support color palette that work best with PMS 201.



One Color Palette

Use any color from the primary or support color palette.

Web Color Palette

Though the web color palette should be based on the primary and support colors, the Electronics Communications Manager has the discretion to match the web palette as close as possible to the print color palette. We understand and accept that there will be some variation. Please consult current editions of PANTONE® color publications for web safe color formulations.

Typography Identity

The Marketing Department uses several typographic families for its communication. When used consistently, the typeface is the foundation for a successful identity system. Our typographic identity takes many forms, encompassing college publications, and all applications that visually represent the campus.

This section is intended to identify typography considered primary to Meredith's identity.

Primary Meredith College Typography

Headlines: Officina Serif Bold

Blurbs or intro text: Officina Bold or Officina Sans Bold

Body Text: Trade Gothic Medium. Helvetica Neue 57 can be used as an alternative.

Quotes: Courier Sans Light

Graduate School Typography

Headlines: Adobe Garamond Bold

Blurbs or intro text: Trade Gothic Bold

Body Text: Trade Gothic Medium. Helvetica Neue 57 can be used as an alternative.

Quotes: Trade Gothic Light or Trade Gothic Medium Ital

Typography Exceptions:

Exceptions might include promotion of an event with a specific theme such as an art exhibit, social event with a special theme, or conference. In these cases other fonts can be used for the main title fonts, but the body text should conform to the primary college typography.

Basic body font colors for four color collateral.



PMS 431
Web #999999



Black

Web Typography Preferences

- Verdana, Arial, San Serif at 100%
- Font are specified in % not pixels
- Preferred color choice: Black or dark color type on white background
- Bold Headlines

Headlines set in Officina Bold

Preferred font Officina Bold for Blurbs/intro text This was my first year as a resident assistant. My leadership and communication skills have definitely grown this year!

Alternate font Officina San Serif Blurb/intro text This was my first year as a resident assistant. My leadership and communication skills have definitely grown this year!

Can use any weight in the Officina Serif or San Serif family of fonts
www.meredith.edu

Body Text Subhead Trade Gothic Bold or Medium- U/lc or ALL CAPS

Body text font
Trade Gothic Light or Medium

This was my first year as a resident assistant. My leadership and communication skills have definitely grown this year! I've learned that things like roommate issues and laundry may seem small, but they're important to the other students, so they become important to me, too. That's part of being a good leader – knowing how to listen.

Quotes set in Courier Sans Bold

“Even as a first-year student, I've had academic opportunities that I wouldn't find anywhere else. I was chosen to go to the National Collegiate Honors Convention as a freshman representative. And I'm already working on an undergraduate research project.”

Headlines set in Adobe Garamond

Preferred font for intro text: Trade Gothic (T1) Bold The Meredith MBA graduate develops the skills to lead with integrity and understand how an organization fits into the global economy as well as the local marketplace.

Sub heads Trade Gothic Bold

Preferred font for Body Text:

Trade Gothic Light or Medium

Meredith MBA graduates develop the skills to lead, manage and collaborate in a global economy. Through participation in engaging classroom discussions, peer team collaborations, and experiences specifically created to reveal and strengthen one's leadership style, students build stronger communication and problem-solving skills. The learning environment allows students from diverse fields to integrate their own professional experience with current theories and practice in business.

“ Preferred font for Quotes:
Trade Gothic Light or Medium Ital

Upon completion of the program, I began as the new director of finance at the Duke Eye Center. Immediately, I faced many challenges. I had to hire a whole new financial team of five, and then get up to speed on the financials including deadlines for bonuses, salary setting and year-end close. The previous financial team was using an antiquated financial system, so I had to create a whole new system and process before the end of the year.

The experience I gained in the Meredith MBA program enabled me to obtain the skills required to manage complex issues. It helped me focus on the big picture and not panic at the details and deadlines. Without the MBA knowledge, I wouldn't have been able to understand the business and display new confidence and perspective as an executive.”

Other typography

Return address specifications

The following return address information should be included below the college wordmark on publications that carry the return address.

- Department names before street address
- 3800 Hillsborough Street, Raleigh, NC 27607-5298
- www.meredith.edu (add directory name as needed, ex. /admissions)
- Raleigh, NC if no street address is given
- a contact telephone number or the main telephone number 919-760-8600

Only use Trade Gothic Medium.

Adjust pt size so that the length of longest line of the address is no longer than the word mark. Position first line of return address .25" below the wordmark, flush left.

Examples of placement

MEREDITH
COLLEGE

School of Natural & Mathematical Sciences
3800 Hillsborough Street
Raleigh, NC 27607-5298

www.meredith.edu

Meredith College admits qualified students without regard to race, creed, national or ethnic origin, sexual orientation, age or disability.

Produced by the Department of Marketing, 3/08 07-262

MEREDITH
COLLEGE

Office of Alumnae & Parent Relations
3800 Hillsborough Street
Raleigh, NC 27607-5298

www.meredith.edu

MEREDITH
COLLEGE

School of Natural & Mathematical Sciences
3800 Hillsborough Street
Raleigh, NC 27607-5298

www.meredith.edu

3/08 08-145

3/08 07-255

Non-discrimination statement for undergraduate admissions

Meredith College admits qualified women students without regard to race, creed, national or ethnic origin, age or disability.

This is required on all official recruitment pieces. The disclaimer is always used and placed on the back or inside back cover. The disclaimer can also be placed on the mailing address panel.

Minimum size 8/10 Trade Gothic Oblique

Non-discrimination statement for graduate admissions

Production credit

Produced by the Marketing Department

This is required on all major recruitment documents, such as, Viewbook and College Day. In addition the statement should be placed on major institutional projects, i.e., VPAA and President's reports. The statement should be placed on the inside back cover at the bottom or on the back panel under the return mailing address.

Preferred size = 6.5 pt Trade Gothic Medium or Medium oblique.

Date and job number format and font

10/ 08 08-145

The date and job number should always be positioned somewhere on the inside back cover or on the back of the piece, either at the very bottom or in the case of self mailers underneath the return address.

Preferred size = 6.5 pt Trade Gothic Medium

Postal Indicia

Meredith College has two postal indicia that can be funded and used by departments.

Non-Profit Org.
U.S. Postage
PAID
Raleigh, NC
Permit No. 369


Presorted
First Class
U.S. Postage
PAID
Raleigh, NC
Permit No. 369

Non-Profit Org. indicia often referred to as the Bulk Mail indicia. The minimum quantity is 200 pieces. Delivery time takes 3-10 business days. The mail must be sorted by zip code. The mail sort is usually outsourced to the printer or separate mail house.

Presorted First Class indicia. The minimum quantity to mail is 500 pieces. Delivery time take 1-3 business days. The mail must be sorted by zip code. The mail sort is usually outsourced to the printer or separate mail house.

Recycled marks

See sample below for placement of recycled mark and text. The statement and mark can be positioned near the production credit or on the outside mail panel.

 Printed on EcoVarsity Matte, which is 30% post-consumer waste fiber and 50% total recycled fiber.



Printer places the actual FSC logo. Indicate on printer proof where to position and color. (B/W, White, Green)

Athletics - Avenging Angel logo



The primary logo was designed by Winston-Salem based PAVE Creative Group, with guidance from Meredith's athletics identity committee, which formed in 2006 in preparation for Meredith's joining the USA South Conference.

In 1980, the angel was endorsed as Meredith's mascot by the Student Government Association Executive Committee, but there had never been an official angel logo in use for athletics.

After gathering opinions from Meredith constituents the decision was made to keep the Angel in the College's athletics nickname. Input from Meredith student athletes, alumnae leaders, faculty and staff helped shape the final logo and nickname selection.



It is preferred that the full or one color primary athletic logo be used whenever possible. The full color or one color logo can be reproduced in PMS 201 and black. The wing must always print white and NEVER transparent.

The athletic logo may be used as two separate configurations, the full logo or the wing with the large M.

The logo should never appear in any colors other than those shown.

Athletic typography

MEREDITH is set in a custom font named Meredith Athletics. Contact the Director of Visual Communications at (919) 760-8405 for the Meredith Athletics font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

AVENGING ANGELS is set in Square Slabserif 711 BT.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Please contact the Director of Visual Communications at 760-8405 for a full athletic logo style guide and for logos.



Stationery System: Letterhead, business card, envelope

Stationery and Business Cards

The Marketing staff redesigned all College letterhead, business cards, and various other stationery with the new Meredith College wordmark in 1993. It is important that all faculty and staff of the College use this stationery and that it not be changed or manipulated in any way. It is printed by a local printer on a contractual basis, and low prices are available (keep in mind that business cards will be less expensive if several different cards are printed at the same time). Orders may be placed with Campus Copy Services.

Various items of stationery available include:

- letterhead
- business cards
- No. 10 business envelopes (with or without window)
- monarch letterhead and envelopes
- various sizes of catalogue envelopes
- note sheets with envelopes
- carbonless forms

Any other requests can generally be accommodated. Check with Campus Copy Services and Printing at (919) 760-8677 or copycenter@meredith.edu

Additional Available In-stock Items

Contact the marketing Office Manager for in-stock items (919) 760-8455

- There is a charge for laser printer compatible name tags. The tags are available by the sheet or box. Contact the marketing Office Manager for pricing.
- Campus maps, black-and-white and color versions in limited quantities.
- Meredith promotional items are available for an additional charge.

Graphics and photography Styles

General Photography Style

- Focus on subject matter, focus on foreground elements or subjects creating depth and visual interest
- Subject(s) should be actively involved in an activity or discussion
- Student centered photography should look natural and candid, not posed
- In general photographs of campus buildings should include people and activity to show community



Sample of Undergraduate Recruitment Publication

The **I believe** statements were developed specifically for undergraduate admissions recruitment pieces. The use of these elements are managed by the Marketing Department.

I Believe...

...that the best education lasts a lifetime.

Learn more: www.meredith.edu



BUSINESS REPLY MAIL
FIRST CLASS PERMIT NO. 7114 RALEIGH, NC
OFFICE OF ADMISSIONS
MEREDITH COLLEGE
3000 HIDDINGSBURG DRIVE
RALEIGH, NC 27606-0119

You're invited to
Experience Meredith!
Saturday, April 12, 2008
www.meredith.edu

MEREDITH
COLLEGE

Experience Meredith! Saturday, April 12, 2008



MEREDITH COLLEGE

Experience Meredith!

A Day for Accepted Students
Saturday, April 12, 2008

Whether you know Meredith is the place for you or if you are still deciding, Experience Meredith! is a great time for you to check us out. April 12th offers you a day to discover what first-year students (and their families) need to know. Of course, there is an orientation program for all enrolling students, but at Experience Meredith! you get a head start designing your future by meeting potential classmates, professors and staff. Find out how you can begin to shape your personal college experience by joining us for Experience Meredith!

Registration
To sign up for Experience Meredith!, please provide the information on the reply card by mail, phone or e-mail. If you have questions or cannot attend on April 12th we will arrange another time for a campus visit, contact us at 1-800-MEREDITH (student FID: 3544) 760-4081 or admissions@meredith.edu. Students who send us their \$20 deposit by April 1st will have the opportunity to participate in our Early Advisory & Registration Program during Experience Meredith! Once your deposit is received, the Office of Admissions will send more information regarding attending advising and registration.

Special Appointments
For an individual appointment with either the Office of Financial Assistance or the Counseling Center, flexibility services while you are on campus, please make advance arrangements directly with those offices.

Financial Assistance For questions about your personal IDT email or financial planning services, call 1-800-MEREDITH (student ID) or 760-4081. There will be a general information session on financial assistance offered as one of the testing sessions.

Counseling Center/Flexibility Services For questions on support available for students with learning disabilities, attention deficit disorder, psychiatric disabilities or accommodations for physical disabilities, call (713) 760-4427. Help is also available for general adjustment to college life.

Schedule

8:30-9:00 a.m.	Registration
9:00-9:45 a.m.	Opening Session
10:00 a.m.-noon	Information Sessions*
10:00-1:00 p.m.	Search a Student Activities Fair
1:00-2:00 p.m.	Academic Fair
2:00-3:00 p.m.	Campus Tours, Refreshments & Photo Sessions

*You may choose to attend information sessions on the following topics:

- Academic Life: How to Succeed
- Advising & Registration: What to Expect
- Campus Life: The Fun Side
- Computing and College Life
- Financial Assistance and Planning
- Meredith's Diversity
- Off to College: For Parents
- Off to College: For Students
- Parent to Parent: We're Here
- Residence Life
- Services for Diverse Populations
- Study Abroad
- Success After Meredith



I Believe...

...that a good life starts here. At Meredith.

MEREDITH COLLEGE

MEREDITH Experience Meredith! Saturday, April 12, 2008

Registration Form

If attend Experience Meredith!, please register by April 7th. Return this card, call us at (713) 760-4081 or 1-800-MEREDITH, or e-mail us at admissions@meredith.edu to respond. You will receive confirmation and directions by mail once you have registered.

Student Name _____

Address _____

City _____ State _____ ZIP _____ Phone (____) _____

E-mail _____

Number of guests joining you _____

Please list any special accommodations needed during your visit _____

To protect your privacy, please fill, detach and deliver this card and reply card to the Office of Admissions.

Sample of General Audience Publications

Collateral geared towards on-campus and off-campus audiences can carry the dots but NOT the I believe themes. On the next few pages are examples demonstrating appropriate college style of color, photography and fonts.

The mission of the Office of Commuter Life and Diversity Programs is to develop and maintain supportive programs and events for the development and advancement of commuter students and diverse populations.

This office provides a comprehensive program of social, cultural, intellectual and leadership programs on campus to bring awareness, support and understanding of differences.

Our ethnically diverse population includes African American, Asian American, Latino, International, multiracial, Native American and Pacific Islander students.

Summer Symposium for Multicultural Students
Summer 2008

MEREDITH COLLEGE
Office of Commuter Life and Diversity Programs
3800 Hillsborough Street
Raleigh, NC 27607-5298
www.meredith.edu

MEREDITH COLLEGE
Raleigh, North Carolina

Summer Symposium

June 19-21 or July 10-12
for Multicultural Students

One color brochure for student audience

Summer Symposium for Multicultural Students


June 19-21 or July 10-12

Meredith's Summer Symposium is a two-day educational and transitional experience to foster a sense of community among incoming first-year and transfer multicultural students.

Our symposium provides an opportunity for students to create relationships with other multicultural students, participate in bonding and cultural activities, and meet faculty and staff. Additionally, this program will provide participants with a framework for success in helping them to build a bridge from their respective communities and pre-collegiate experiences to Meredith College.

Students can attend the symposium at no cost. One symposium will occur on June 19-21 in conjunction with the Early Advising Program held on June 21. For those unable to attend the first session, a second symposium will also be offered July 10-12 and will include an abbreviated advising and registration session for those students who have not attended any of the Early Advising Program sessions.

Please bring the following items:
Liners, blankets and pillows for a twin bed, extra spending money, towels, alarm clock, toiletries and comfortable clothing.



Diversity at Meredith

Sister to Sister
A series of monthly programs that offers students the opportunity to develop friendships, establish support systems and participate in activities created especially for students of color.

Campus Dialogues on Diversity
The Campus Dialogues on Diversity are an opportunity to motivate the campus community to work toward change. Our goal is to broaden the minds of students, faculty and staff.

Association of Cultural Awareness (ACA)
ACA exists for the benefit of all students of color and anyone who wishes to promote diversity at Meredith College.

Meredith International Association (MIA)
MIA promotes interest in other cultures through interaction with students, faculty, administration and community groups.

SGA Unity Council
This committee studies, addresses and attempts to solve concerns about diversity; supports the well being of all students and organizations affected by diversity; and promotes inclusiveness.

Summer Symposium for Multicultural Students June 19-21 or July 10-12

Registration: Please complete this form and fax to (919) 760-2869 by June 13, 2008, or contact Tomecca Sloane, Director of Commuter Life and Diversity Programs, at sloaneto@meredith.edu. For more information, please call (919) 760-8523.

Name _____	Do you plan to attend Meredith College? <input type="radio"/> Yes <input type="radio"/> No
Address _____	Do you plan to attend the Summer Symposium? <input type="radio"/> Yes <input type="radio"/> No
City _____	Please choose the date you would like to attend: <input type="radio"/> June 19-21, 2008 <input type="radio"/> July 10-12, 2008
State _____ ZIP _____	Are you planning to attend the Early Advising Program session on June 21? <input type="radio"/> Yes <input type="radio"/> No
Phone (____) _____	Do you have any special dietary requirements? <input type="radio"/> Yes <input type="radio"/> No
Email _____	Do you require special accommodations? <input type="radio"/> Yes <input type="radio"/> No
	If so, please describe: _____

VPAA report

Endeavors of Excellence

Academic Vice President's Report for Faculty Scholarship, Awards & Grants Academic Year 2006-07



Endeavors of Excellence

Academic Vice President's Report for Faculty Scholarship, Awards & Grants Academic Year 2006-07

FACULTY SPOTLIGHT

Mary Jane Lenard

Associate Professor of Business
B.S., Carnegie Mellon University
MBA, University of Akron
Ph.D., Kent State University
Joined Meredith faculty in 2005

Fraud costs businesses millions of dollars each year. Associate Professor of Business Mary Jane Lenard combines her background in information systems with her current role as an accounting faculty member in an effort to reduce the impact of this crime.

"Having previously worked as an information systems auditor as well as an accountant, I tend to specialize in research regarding fraud prevention and detection," Lenard said. "I tend to use advanced information technology to examine financial statements for fraud."

The technologies Lenard uses include neural networks, expert systems and fuzzy logic computer programs. Fuzzy logic refers to systems that recognize degrees of truthfulness. Recently she has written and revised an article about the use of fuzzy logic and expert system techniques to help detect fraud in the financial statements of computer and technology companies. The article will be published in the "Journal of Emerging Technologies in Accounting," an academic journal sponsored by the American Accounting Association (AAA).

Lenard's first job after college was as a programmer at Goodyear, at a time when women in business were rare. She eventually moved from programming to an accounting position where her background proved valuable as computers played an increasing role in business.

"There was a need for people who not only knew accounting or auditing but also for people who knew how the computer systems worked," she said.

Lenard believes her varied career background enhances her teaching.

"My scholarly work enhances my teaching because my past experience as an IS auditor and the research that I do with advanced computer technologies relates directly to what I teach in the Accounting Systems course," Lenard said.

Lenard said being on the faculty at Meredith is a "wonderful fit."

"I welcome the opportunity to prepare strong, independent, intelligent women for their future endeavors," she said.

Sample of Commencement Publications

Collateral for commencement follows a specific set of font and graphic guidelines.

- Use Adobe Garamond font family.
- Use PMS 201 and black inks.
- Print on ivory color paper.

God of Grace and God of Glory


God of grace and God of glory, on thy people
pour thy power; crown thine anointed church's mercy
living in love to glorify heaven. Grant us wisdom, grant us courage,
for the facing of this hour, for the facing of this hour.

Let the hosts of evil stand to scorn thy Christ, as -
and they wane! From the hosts that have been bound on,
let our hearts to faith and grace. Grant us wisdom, grant us courage,
for the living of these days, for the living of these days.

Care thy children's warring nations, bend our guide to
thy covenant, thine our wisdom, which gladness,
rich in things and poor in soul. Grant us wisdom, grant us courage,
let us meet thy righteous god, let us meet thy righteous god.

Set our feet on lofty places, fill our lives that
we may be strengthened with all Christ-like graces
pledged to act of captive free. Grant us wisdom, grant us courage,
let us feel our call from thee, let us feel our call from thee.

Save us from weak resignation to the evil
we delight; let the march for thy salvation
be our glory evermore. Grant us wisdom, grant us courage,
serving thee when we adore, serving thee when we adore.



BACCALAUREATE SERVICE

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BACCALAUREATE SERVICE
Saturday, May 10, 2008
11 a.m.

<p>Princival Brent Shaw Poets</p> <p>Call to Worship Curtis Cobley, Ph.D. Assistant Professor of Sociology and Social Work Advisor, Class of 2008</p> <p>Invocation Samuel B. Carothers, A.B., M.Div. Meredith College Chaplain</p> <p>Hymn "God of Grace and God of Glory"</p> <p>Welcome Maureen A. Hartford, A.B., A.M., Ed.D. President of the College</p> <p>Letter to the Graduates Mary Elizabeth Armstrong Vice President, Class of 2008</p> <p>Leader: "Where do you go from us, graduates?"</p> <p>Graduates: "We go to establish a new place for ourselves. We go to establish new work, new schools, new friendships and new opportunities for faith. We go to enter the fellowship of a new community."</p> <p>People: "What do you desire from us, graduates?"</p> <p>Graduates: "We desire to be a part of the living memory of this place, a part of the prayers and shared concerns expressed here."</p> <p>People: "With joy, graduates, we shall remember your wisdom with us. You have been vital members of our families and of this community. Our prayers are with you as you journey from us to establish your places in the world. You shall always be bound to us by our memories, our prayers, and our relationships as your brothers and sisters in the family of God."</p>	<p>Special Music Beth Tule Ring Class of 2008</p> <p>Tribute to the Families Rebecca Allen Treasurer, Class of 2008</p> <p>Prayer</p> <p>Scripture John 1: 1-9 1 John 4: 19-21 Brittany Rice Secretary, Class of 2008</p> <p>Introduction of Speaker Toni Ann Gerbelle Historian, Class of 2008</p> <p>Baccalaureate Sermon "Do Not Be Afraid" Kelley Mineral Loggins, M.A., M.Div.</p> <p>Hymn "If You Will Trust God to Guide You"</p> <p>Benediction Stephanie Henry President, Class of 2008</p> <p>Princival Brent Shaw</p>	<p>Graduates: "We, likewise, hold members to you in loving memory. We will continue to be supportive of this community of learning through the faith we feel about."</p> <p>All: "You have bound us together in this community. O God, and both up the spirit of love among us. Though we meet on separate ways in working for your kingdom, help us to know that we are joined forever in your loving care. We thank you for years together, for mutual support and mutual forgiveness. Never let friendship fade, but keep us remembering one another and grateful for the life we have shared in this place through Jesus Christ, our Lord. Amen."</p> <p style="text-align: right; font-size: small;">Text: For the Living of These Days William Bowers, author</p>
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***PLEASE STAND IF ABLE**

Advertising

Advertising can be an effective but expensive vehicle for your message or promotion. We work with vendors from the Raleigh News and Observer to the Independent newspapers to produce attractive and cost-effective ads that meet critical technical vendor specifications. The Marketing Department is responsible for placing ad insertion orders.



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Design note:

All ads must have the college wordmark and job number. College address is optional.

Frequently Asked Questions

Can I create my own departmental graphics and can it incorporate approved College visual identity elements?

Any graphics that are created outside of the marketing department must be approved prior to release by the Graphic Design Manager.

May I alter the College wordmark for my own projects?

No, you may not distort or change the college wordmark for any purpose. See pages 2-3

Who makes decisions relating to graphic standards?

Any questions relating to the graphics standards in this manual should be addressed to Director of Visual Communications at (919) 760-8405.

Can I get a logo that represents my department, office or program?

The graphics standards do not support the development of a specific logo to represent a department, office or program. There are guidelines on page 5 for the development of a sub-brand logo.

Can I use the LUX on my cake?

You may not use the College LUX on anything but the items listed on page 6.

MEREDITH COLLEGE

The Department of Marketing
3800 Hillsborough Street
Raleigh, NC 27607-5298

www.meredith.edu/marketing

Meredith College admits qualified students without regard to race, creed, national or ethnic origin, sexual orientation, age or disability.

Produced by the Department of Marketing, 10/08