Mount Mary
Visual Identity Guide

Inside this guide:
Mission & Vision.................................1
Logo Usage Guide.................................2
Tagline Usage Guide.........................10
Branding Toolkit Usage Guide.............14
Print Specs.................................25
Sample Designs.................................26
Visual Identity & The Office of University Communications

Reinforcing the Mount Mary University visual identity is a shared responsibility among all those who prepare printed or online communications on behalf the University. The Office of University Communications is your partner and resource in this process. As appropriate, this office will provide the guidance and assets you require, offer oversight and/or approval of your communication project, or help with design or production.

In addition to working with the Office of University Communications, two main resources are available to assist you with incorporating Mount Mary’s visual identity into your printed or online communiqués:

**The Visual Identity Guide** provides specific guidelines and examples for use of the University logo, seal, tagline, and the design elements available in the University’s branding toolkit. Review the information in this guide before beginning the design of any printed or online communication project and share it with all those who will assist you in the design process.

**The Branding Toolkit** is a set of logos and selected graphics in a variety of formats available to Mount Mary staff and outside designers for use in developing University communications. In addition, some MS Word and PowerPoint templates are available for commonly requested publications. *The Branding Toolkit is available on MyMountMary under the Office of University Communications portal.*

A few things to consider:

- The Branding Toolkit elements should be used in conjunction with the guidelines presented in this document to maintain a clear, strong, and consistent Mount Mary visual identity.

- If your department has staff with access to and skills in using professional design software such as Adobe Creative Suite, use the toolkit assets supplied and follow the recommendations in this guide. Please present your draft design to the Mount Mary Office of University Communications for approval prior to publication, presentation or online implementation.

- If you do not have design staff, or are not comfortable working with the toolkit and guidelines as presented, please contact the Office of University Communications to request assistance with design work, indicating your budget, timeline and needs.

- If your budget allows, or the nature of the project requires it, an outside designer may be available to bring your project to completion. Third-party designers must be accessed through the Office of University Communications. Do not engage the services of an outside designer or agency without express prior approval.

- The Office of University Communications also can assist with specifying and ordering of new print materials and reprinting of existing publications.

Thank you
Mount Mary University Mission & Vision

The official statements of the mission and vision of Mount Mary University are as follows:

Mission
Mount Mary University, an urban Catholic university for women sponsored by the School Sisters of Notre Dame, provides an environment for the development of the whole person. The University encourages leadership, integrity, and a deep sense of social justice arising from a sensitivity to moral values and Christian principles.

Mount Mary commits itself to excellence in teaching and learning with an emphasis on thinking critically and creatively. The baccalaureate curriculum integrates the liberal arts with career preparation for women of diverse ages and personal circumstances; the programs at the graduate level provide opportunities for both men and women to enhance their professional excellence.

Vision
Mount Mary University is recognized as a diverse learning community that works in partnership with local, national and global organizations to educate women to transform the world.
The Mount Mary University logo is a graphic representation of the University used in a variety of communications. To promote instant recognition of the logo as part of Mount Mary’s brand, the logo must be used in appropriate, specific, and consistent ways.

The Mount Mary University logo and its correct usage are described in this section of the Visual Identity Guide. Also discussed here is the University’s official seal.

The Mount Mary University logo and seal are to be used only with the express permission of the University in publications, advertising and electronic media produced by and for Mount Mary or in partnership with Mount Mary in community events and programs.

This guide is intended for Mount Mary personnel responsible for creating communications, and for outside vendors and professional designers working on Mount Mary’s behalf.

All materials displaying the Mount Mary University logo produced by outside organizations, institutions or individuals including students and alumnae must be approved by the Mount Mary Office of University Communications prior to distribution.
Official Logo

The official Mount Mary University logo is a distinctive mark consisting of the iconic tower, custom typography, and colors. The logo must not be altered in any way. Use only artwork provided by Mount Mary’s Office of University Communications. Do not use scans or photocopies of the logo or low-resolution versions from the website.

Mount Mary University Logo: Authorized Formats

There are two formats of the logo, to be used as space allows. The preferred display of either logo is in full color, in the official Mount Mary colors (see next section):

![Horizontal, full color logo](image)

![Centered, full color logo](image)

If it is not feasible to print in full color, there are two options for printing in one color. Black is the preferred one-color option, as shown here:

![Horizontal, black logo](image)

![Centered, black logo](image)

In rare instances, the logo may be printed in the official Mount Mary blue only (PMS 541). Please contact the Office of University Communications prior to this usage:

![Horizontal, PMS 541 logo](image)

![Centered, PMS 541 logo](image)

On some occasions, the logo will need to be “reversed out” of a black background, a solid color, or over a photo image. The logo should then appear in white:

![Horizontal, white logo](image)

![Centered, white logo](image)
**Logo Colors**

The primary colors of the Mount Mary University logo are **PANTONE 541C** (BLUE) and **229C** (BURGUNDY). Consistent use of these colors is part of building brand recognition. When reproduced in color, the logo must not be altered and should use the PANTONE ink, CMYK process, RGB or Web color equivalents shown below.

![Blue PMS 541C](image1)

![Burgundy PMS 229C](image2)

The logo must always be 100% opacity. Do not apply gradients, drop shadows, etc. to the logo as these effects add a design dimension inconsistent with the Mount Mary brand, and can pose problems in printing or viewing onscreen.

**Logo Size and Position**

The logomark may be proportionally enlarged or reduced in size as required. The logomark should only be used at a size which does not compromise quality or legibility, and never less than .5” in height as a minimum.

Clearspace requirements are intended to keep the logomark free from visual distraction. No graphic element or text of any kind should be placed within this clearspace except for two exceptions shown in this guide. The recommended clearspace is equal to the lowercase letter “o” in the logomark as shown below.
**Logo Use for Return Addressing**

The logomarks should be used in conjunction with the University’s return address for mailing purposes. This usage forms one of two important exceptions to the clearspace requirements noted previously, because a return address will always be positioned closer to the logo than other elements typically would be.

The two graphics below illustrate correct usage of the Mount Mary University logo with the return address on sample mailpieces. The address line uses the postal abbreviation “WI” for Wisconsin and ZIP + four designation. **NOTE:** there are several valid Mount Mary ZIP + fours in use for distinct destinations and specific mail classifications. However, for the return address and general communications use only the 53222-4597 designation.

![Logo + Return Address examples](image)

The positioning of the logo with respect to the return address is shown here as an example, but logo users should also be aware that all mailpieces destined for mailing under automation rates must conform to USPS standards for mailpiece design. These standards include return address positioning; placement and wording of endorsements; limitations on size and aspect ratio; and folding & tabbing. Special markings including Intelligent Mail Barcodes, FIMs, etc. may be required depending on the nature of a mailpiece. Any mailing — outbound or inbound (e.g. Courtesy Reply, Business Reply Mail) — which does not meet USPS rules for automation can be rejected by the Post Office, or mailed and invoiced under a costlier postage rate. For this reason, if you are preparing a mailing for Mount Mary, **please submit your mailpiece design to the Office of University Communications for review** well in advance of your target mailing date. **Original address/logo artwork should also be requested from the Office of University Communications.**

**University Stationery**

Official University stationery, including letterhead, envelopes and business cards is ordered for all departments through the Mount Mary Office of University Communications. Stationery orders are centralized to monitor inventory and afford the greatest economy in printing.
Logo + Location

Sometimes the University logo is most appropriately used with the “Milwaukee, Wisconsin” location notation. Using the location notation is helpful for recruitment or advertising materials that may reach an audience unfamiliar with Mount Mary. The location notation provides the public with an immediate point of reference. “Wisconsin” is always to be spelled out in this usage. The location notation is rendered in the font ITC Franklin Gothic Book, in Pantone 541C or its equivalent. Please note the size and placement of the location notation for each logo format. The location notation placement is close to the logo and is the only other exception to the clearspace provision described above.

Referencing the Mount Mary Website

The Mount Mary University website is an important point of access for students, staff, media and the community. The URL for the University’s home page should appear whenever possible in printed publications and electronic communications.

The URL need not be positioned near the logomark, but that is often a logical position. If it is placed close to the logo, it must fall outside the clearspace as described elsewhere in this guide. Customarily, the URL will appear on the front or head of a document, or on the back or bottom, but other locations are possible.

The correct format for citing the University’s website is mtmary.edu. Do not include the “http://www.” portion of the URL syntax when referencing the home page as this is understood by users and browsers alike. Keep all the letters in lower case. When copying a page link, also be sure to remove the .html or .htm at the end of the address.

The ideal font to use is Franklin Gothic Demi, but any approved font in the visual identity guide is acceptable. The recommended colors are Pantone 541C or Pantone 229C, but again any approved color in the visual identity palette is acceptable as long as the URL is readable. Fonts and colors are described elsewhere in this guide. Here is an example of how the official Mount Mary University domain name should ideally appear:

mtmary.edu
Logo Dos and Don’ts

Careful, consistent and appropriate use of the University logo is important to maintain the visual identity which has been established. The following logo applications demonstrate unacceptable uses, some remedies and exceptions:

**Don’t…**

**DO NOT** print the logo in alternate colors.

EXCEPTION: If a printed piece must be produced in an ink color other than the official Mount Mary logo colors or black, the logo should appear as a knockout (white). An example would be a Mount Mary sponsorship printed in a spot-color program produced by another organization.

**Mount Mary UNIVERSITY**

**INSTEAD:** Use the logo format that best fits the available space or aspect ratio. For example, the horizontal logo would work best for a wide outdoor banner. Or, for a tall, narrow piece like a bookmark, use the centered logo — incorporating its clearspace. Even if the logo must be relatively small, don’t enlarge the tower just to increase it in proportion.

**Don’t…**

**DO NOT** force the logo to fit an available width, or change the proportions of the logo or its parts.

**Mount Mary UNIVERSITY**

**INSTEAD:** Do NOT apply drop shadows, gradients, ghosting or other effects to the logo.

**Mount Mary UNIVERSITY**

**Don’t…**

Do NOT incorporate the logo or any of its elements as part of a derivative design.

**Mount Mary UNIVERSITY**

**OK!** The tower graphic or the name portion of the logo MAY be used separately from one another in special circumstances:

1: The name can be used alone when the available space or reproduction method warrants, such as a ballpoint pen imprint, or some embroidery applications.

**Mount Mary UNIVERSITY**

2: The tower image can be used alone as a graphic, especially as a large device (e.g. the muted motif on the front cover of this guide.) A complete logo must still appear somewhere on the piece.

**Mount Mary UNIVERSITY**

**Women for Change**

**Mount Mary UNIVERSITY**

**Chess Club**
If in doubt about the appropriateness of a particular logo application, please consult Mount Mary’s Office of University Communications.
The University Seal

The Mount Mary University seal is a cherished institutional logomark used primarily in formal and official documents, including diplomas, legal notices, transcripts and keepsake programs for commencement, ceremonies and other events. The seal should not be used instead of the University logo in general communications, but rather as an ancillary mark for these specific, traditional kinds of documents and certificates.

The correct form of the Mount Mary University seal is shown below. It should always appear in Pantone 541C (preferred) or black. **Unlike the University logo, the University seal may be used as an emboss or foil stamp, or as a watermark or ghosted background.**

![University Seal in PMS 541C (top) and black (bottom)](image)

**EXCEPTION:** The University seal may be produced as a watermark or faux watermark (ghosted effect in paper making or printing). It can also be used as an emboss or foil stamp (a dimensional effect produced using a metal die and/or heat). Such uses are controlled by the Mount Mary Office of University Communications.

![University Seal as a faux watermark (left) and an emboss (right)](image)

Appropriate Use of the Logo

Appropriate use of the Mount Mary University logo and seal includes the reproduction standards discussed here as well as the purpose and appearance of items bearing these institutional marks. Do not diminish the value of the Mount Mary brand by using the logo or seal in a way that reflects poorly upon the mission and purpose of the institution.

A word about the University Name

“Mount Mary University” is the official name of the institution. The official name should never be abbreviated in outside communications as Mt. Mary University, or Mt. Mary. The first occurrence of the official name should use the complete phrase, “Mount Mary University.” Subsequent mentions can be shortened to “Mount Mary” or “the University.” The latter reference should appear with upper case “U” when referring to Mount Mary University specifically (as distinct from any university or universities in general.)

Do not abbreviate the name as an acronym “MMU” in lieu of the proper name on official materials or printed promotions. **A notable exception is the use of “MMU” for use on Mount Mary athletic uniforms and official athletic gear.**
The Mount Mary University official tagline, “Mount Mary Creates,” forms a visual shorthand for the institution. The tagline expresses verbally and graphically the University’s stated commitment to educational excellence “with an emphasis on thinking critically and creatively.”

The Mount Mary Creates tagline is used as an adjunct — not a substitute — for the University logo. Generally, the logo should always appear on communications; use of the tagline is discretionary and not required. It is principally used in advertising and recruitment materials.

In addition, headlines that play on the “Creates” theme can be used to support the tagline and enhance the message of University communications. The use of the tagline and “creative” headlines is discussed in this section of this Visual Identity Guide.
“Mount Mary Creates” Tagline

The tagline is always rendered the same way, although the color break can vary as discussed here. This Mount Mary tagline should only be used in its graphic form, available from the Mount Mary Office of Communications. Do not attempt to reproduce it using typographic tools, or change the proportions, or reposition the tagline into a single line. The correct tagline is shown here, in one of its colorways:

The words “Mount Mary” should always be in black or white, depending on background color. The “Creates” portion of the tagline should always be in one of the approved palette colors (discussed elsewhere in this guide), with color selections made to ensure readability of both portions of the tagline. If the tagline must be reproduced in black-and-white only (e.g. in newsprint), the word “Creates” should be 50% black tint, so it can be visually discriminated. Below are approved uses that demonstrate a variety of options:

EXCEPTION:
If the tagline must be rendered in black ink only, the “Creates” should be in a tint of 50% black so it can be visually discriminated.
Tagline Used with Logo

On small pieces, the University logo and the “Mount Mary Creates” may appear together at a single glance. Visual separation is necessary in these instances. The University logo clearspace should always be observed at a minimum. If space allows, however, more separation should be added. Ideally, when a photo or copy block is interposed to separate the logo and the tagline, the message is staged in two parts, and this can be effective visual technique. When paired together on a page, the tagline should be equal to or smaller than the logo. An ideal proportion is formed when the tagline width equals the width of the word “UNIVERSITY.” These examples show acceptable configurations:
“Mount Mary Creates” Headlines

To augment the tagline, the “Mount Mary Creates” phrase is used as a springboard to create headlines that broaden or exemplify the creative theme. Theme headlines are rendered as a graphic that resembles the tagline, but is produced typographically. Headline phrases can be inspired by a large photo, or drawn from narrative on the page.

To construct such a theme headline, begin with the “Mount Mary Creates” phrase, then finish the phrase with a continuation thought. Carefully follow the typographic rules shown below to create the headline:

Mount Mary Creates
Bright Futures

Note especially that:

• All three words, “Mount Mary Creates,” are set in the sans serif font, in black or white. In a theme headline the “Creates” always matches the “Mount Mary” type.

• The continuation phrase is set in the custom font, in color (or 50% black tint), and overlaps and articulates with the “Mount Mary Creates” component. Depending on available space, the continuation phrase can be one line or two, tightly leaded.

• The point size of the type for each of the two components should be approximately equal, using discretion for readability and spacing.

• Use caps initials for all the words in both components of the headline, except for definite articles.

The most effective theme headlines will be short and simple: the fewer the words the better. Use a headline only once on a piece, or once per two-page spread in a longer publication. Below are examples of correctly applied theme headlines:

Mount Mary Creates
Powerful Connections

Mount Mary Creates
Student Success

Mount Mary Creates
Leaders of Tomorrow

Acceptable to position continuation phrase inline, for example in a web banner.
Branding Toolkit

Usage Guide

In addition to the official logo and tagline, the Mount Mary University brand extends to other dimensions of visual communications which are intended to raise the profile of the University in public awareness, and to promote Mount Mary’s unique mission and vision to all audiences.

The purpose of the additional branding tools and guidelines presented in this section is to help University personnel and outside designers adhere to a consistent “look and feel” for visual communications. Maintaining a strong brand brings increased attention to Mount Mary University — within the community, among its higher education peers and across a broad spectrum of prospective students attracted to Mount Mary for its programs and degree offerings.

The visual identity is built around a select color palette, recommended fonts, specific photo treatments, iconic graphics and core treatments and techniques. Used together, these brand elements help make every visual communication instantly recognizable and leverage the power of Mount Mary University’s messaging.

Within this section you will find general guidelines and recommendations for implementing the Mount Mary brand, including:

· Mount Mary brand-standard color palette
· Mount Mary brand-standard fonts
· Graphic elements and photo treatments
· Branding Mount Mary Programs, Events, Organizations and Initiatives
· Print specifications
· Sample designs
The Mount Mary University Color Palette

A range of colors has been chosen to express the energy and diversity of Mount Mary University and its creative brand. The brand-standard color palette consists of:

- The keystone colors of the logo — PMS 541C Blue and PMS 229C Burgundy:

  - Blue PMS 541C
    - C:100 M:58 Y:9 K:42
    - R:0 G:63 B:114
    - Web: 003F72

  - Burgundy PMS 229C
    - C:24 M:100 Y:17 K:60
    - R:102 G:32 B:70
    - Web: 662046

- And a range of bold, clear secondary colors:

  - Purple PMS 253C
    - C:46 M:91 Y:0 K:0
    - R:166 G:38 B:170
    - Web: A626AA

  - Rhodamine Red C
    - C:9 M:87 Y:0 K:0
    - R:224 G:17 B:157
    - Web: E0119D

  - Red PMS 032C
    - C:0 M:90 Y:60 K:0
    - R:237 G:41 B:57
    - Web: ED2939

  - Light Blue PMS 638C
    - C:100 M:1 Y:5 K:5
    - R:0 G:153 B:204
    - Web: 0099CC

  - Green PMS 360C
    - C:62 M:0 Y:78 K:0
    - R:97 G:194 B:80
    - Web: 61C250

  - Light Green PMS 374C
    - C:27 M:0 Y:55 K:0
    - R:195 G:231 B:111
    - Web: C3E76F

  - Black & White

Consistent use of these colors helps underscore the brand. When reproduced in color, specify the PANTONE ink, CMYK process, RGB or Web color equivalents shown here.

The Color Palette in Use

Use the colors from this brand-standard palette to render the “Creates” component of the Mount Mary tagline, for the continuation phrase of a theme headline, and for heads, subheads and graphic accents throughout a page layout. Colors from this palette can also be used as flood backgrounds or to extend a photograph to fill a page.

As a “minor key” component in designing with color, alternate colors may be selected from image areas in a photograph on the same page. Such pick-up colors can be used like palette colors — but judiciously, when these complement the other available colors.

Don’t use too many palette colors at a time — one or two per page/spread is optimum. Colors that complement or resonate with photography will add visual punch.
Be judicious when combining colors and using color type. Use only black or reversed out type on a field of color; avoid using one color type atop a different color. Overprints of black type on color or reverse-outs of type on color work for some — but not all — of the palette colors. For publications that are text-heavy, to assure readability of small type it is acceptable to use lighter percentage tints of the palette colors to create a background. 

*This is the only instance in which the brand-standard palette colors should be used at less than 100% strength.* Below are shown recommended percentage tints for this purpose, along with sample type overprints, surprints and knockouts for each of the colors:

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Tint Percentage</th>
<th>Sample Black Overprint</th>
<th>Sample Color Surprint</th>
<th>Sample Color Knockout</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 541C</td>
<td>100%</td>
<td>Sample black overprint</td>
<td>Sample color surprint</td>
<td>Sample color knockout</td>
</tr>
<tr>
<td>PMS 541C</td>
<td>15%</td>
<td>Sample black overprint</td>
<td>Sample color surprint</td>
<td>Sample color knockout</td>
</tr>
<tr>
<td>PMS 229C</td>
<td>100%</td>
<td>Sample black overprint</td>
<td>Sample color surprint</td>
<td>Sample color knockout</td>
</tr>
<tr>
<td>PMS 229C</td>
<td>10%</td>
<td>Sample black overprint</td>
<td>Sample color surprint</td>
<td>Sample color knockout</td>
</tr>
<tr>
<td>PMS 253C</td>
<td>100%</td>
<td>Sample black overprint</td>
<td>Sample color surprint</td>
<td>Sample color knockout</td>
</tr>
<tr>
<td>PMS 253C</td>
<td>10%</td>
<td>Sample black overprint</td>
<td>Sample color surprint</td>
<td>Sample color knockout</td>
</tr>
<tr>
<td>PMS Rhod.C</td>
<td>100%</td>
<td>Sample black overprint</td>
<td>Sample color surprint</td>
<td>Sample color knockout</td>
</tr>
<tr>
<td>PMS Rhod.C</td>
<td>20%</td>
<td>Sample black overprint</td>
<td>Sample color surprint</td>
<td>Sample color knockout</td>
</tr>
<tr>
<td>PMS 032C</td>
<td>100%</td>
<td>Sample black overprint</td>
<td>Sample color surprint</td>
<td>Sample color knockout</td>
</tr>
<tr>
<td>PMS 032C</td>
<td>10%</td>
<td>Sample black overprint</td>
<td>Sample color surprint</td>
<td>Sample color knockout</td>
</tr>
<tr>
<td>PMS 638C</td>
<td>100%</td>
<td>Sample black overprint</td>
<td>Sample color surprint</td>
<td>Sample color knockout</td>
</tr>
<tr>
<td>PMS 638C</td>
<td>10%</td>
<td>Sample black overprint</td>
<td>Sample color surprint</td>
<td>Sample color knockout</td>
</tr>
<tr>
<td>PMS 360C</td>
<td>100%</td>
<td>Sample black overprint</td>
<td>Sample color surprint</td>
<td>Sample color knockout</td>
</tr>
<tr>
<td>PMS 360C</td>
<td>20%</td>
<td>Sample black overprint</td>
<td>Sample color surprint</td>
<td>Sample color knockout</td>
</tr>
<tr>
<td>PMS 374C</td>
<td>100%</td>
<td>Sample black overprint</td>
<td>Sample color surprint</td>
<td>Sample color knockout</td>
</tr>
<tr>
<td>PMS 374C</td>
<td>50%</td>
<td>Sample black overprint</td>
<td>Sample color surprint</td>
<td>Sample color knockout</td>
</tr>
<tr>
<td>PMS 1235C</td>
<td>100%</td>
<td>Sample black overprint</td>
<td>Sample color surprint</td>
<td>Sample color knockout</td>
</tr>
<tr>
<td>PMS 1235C</td>
<td>20%</td>
<td>Sample black overprint</td>
<td>Sample color surprint</td>
<td>Sample color knockout</td>
</tr>
<tr>
<td>PMS 4545C</td>
<td>100%</td>
<td>Sample black overprint</td>
<td>Sample color surprint</td>
<td>Sample color knockout</td>
</tr>
<tr>
<td>PMS 4545C</td>
<td>50%</td>
<td>Sample black overprint</td>
<td>Sample color surprint</td>
<td>Sample color knockout</td>
</tr>
</tbody>
</table>

Knockouts and surprints do not work with lighter colors and are not recommended.
Mount Mary University Font Range

**ITC Franklin Gothic** and **Creative Campus** are the primary typefaces to be used in all University communications. A wide range of faces of Franklin Gothic are available:

- **ITC Franklin Gothic Std — Book**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz 123456789,.;:?!@#$%^&*()

- **ITC Franklin Gothic Std — Book Italic**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz 123456789,.;:?!@#$%^&*()

- **ITC Franklin Gothic Std — Medium**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz 123456789,.;:?!@#$%^&*()

- **ITC Franklin Gothic Std — Demi**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz 123456789,.;:?!@#$%^&*()

- **ITC Franklin Gothic Std — Demi Italic**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz 123456789,.;:?!@#$%^&*()

- **ITC Franklin Gothic Std — Book Compressed**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz 123456789,.;:?!@#$%^&*()

- **ITC Franklin Gothic Std — Book Extra Compressed**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz 123456789,.;:?!@#$%^&*()

**Franklin Gothic** is a clean, readable sans serif font, excellent for use in body copy, headlines and subheads. It is legible in small sizes and bold and friendly in large sizes. The numerals are distinctive and powerful, and especially useful when presenting statistics or “fast facts,” numbering steps and sequences, etc.

Franklin Gothic Book Compressed and Extra Compressed are useful to provide contrast with the principal Franklin Gothic fonts. Both faces are sleek, less boxy and work well for headlines and subheads to add typographic “texture.” As condensed fonts, they are especially good for copyfitting long phrases that can’t exceed a single line. Franklin Gothic Book Extra Compressed is also used to generate “Mount Mary Creates” headlines.

**Creative Campus** is a proprietary font developed exclusively for Mount Mary University. This custom, hand-lettered font personalizes Mount Mary branding and communications:

- **Creative Campus — Regular**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz123456789,.;:?!@#$%^&*()

- **Creative Campus — Bold**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz123456789,.;:?!@#$%^&*()
Creative Campus was developed for the exclusive use of the Mount Mary University community to further its brand.* Creative Campus is a casual, hand-drawn display font that conveys energy and creativity, perfect to add a personal flair to a layout. Use Creative Campus in headlines, kickers, or to call out key phrases.

- Use Creative Campus for short amounts of text: headlines, subheads, phrases, etc.
- Never use Creative Campus to set an entire copy block or paragraph.
- Use Creative Campus to emphasize a key phrase or a part of a headline.
- Creative Campus font is not recommended for sizes smaller than 18 pt.
- Do not use Creative Campus for single letters or acronyms. (An exception is numbering/lettering a sequence, as in “1, 2, 3...” or labeling items as, in “A, B, C...” where Creative Campus is appropriate.) Creative Campus is not recommended for single words less than four letters, except an exclamation, such as “OK!” or “Yes!”
- Use Creative Campus Bold to improve readability against a background/image.
- Creative Campus font is Mount Mary property. Do not share this unique font set with outside vendors except as approved; do not copy the font for personal use.

* Please note, beginning January 2014, Creative Campus will be used wherever the font Marydale was used in prior applications of the Mount Mary brand. When updating University materials, instances of Marydale should be replaced with the equivalent Creative Campus face.

In addition to these two keystone branding fonts, two additional fonts are available.

**MMU Bold** is a proprietary font developed exclusively for the athletics program at Mount Mary University:

```
MMU Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
123456789,:;#!@$%^&**[]()
```

MMU Bold was developed for the exclusive use of the Mount Mary University community to unify and enhance the image of its athletics programs. This font was used to create the Mount Mary Angels athletic logo. MMU Bold font may only be used on athletics-specific communications and recruitment materials or by special permission from the Office of University Communications. For more information on applications of this font, contact the Office of University Communications.
One additional font, **Georgia**, is available as a tertiary typeface for limited use:

Georgia Regular

```
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123456789,;?!@#$%^&*()
```

Georgia Italic

```
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123456789,;?!@#$%^&*()
```

Georgia Bold

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789,;?!@#$%^&*()
```

**Georgia** is a serif font and is used primarily in University business correspondence. It can also be used in Mount Mary publications in small amounts, for example as a caption, a testimonial/quote, or to offset pages that are heavy with Franklin Gothic type.

**General Rules for Working with Type**

Ordinarily, long copy blocks — narrative or bullets — are best positioned outside photos or over a solid or tint color background. However, small amounts of text can be inset into a photo, placed carefully in areas where they will remain legible.

Campus offices should use the above discussed three font families. *If you do not have the above fonts installed on your computer, please contact the Mount Mary Office of University Communications.* Outside designers should be advised to purchase the same font sets (and/or request the proprietary fonts), to create advertising, marketing and recruitment materials consistent with the Mount Mary University visual identity.

In some instances, the primary typefaces may not be available to specify to third-party suppliers; this situation may arise when an outside vendor supplies engraving or embroidery using machinery with a limited set of built-in fonts. If Franklin Gothic font is not available, Arial, Verdana or Univers are suitable substitutes. Creative Campus, however, is a unique component of the Mount Mary University branding and substitutions for this font should be avoided.
Graphic Elements & Photo Treatments

The Mount Mary University brand also incorporates graphic elements intended to focus attention on parts of a page, to create edges and divide space, and to add color relief to the layout. Graphics at the disposal of designers working with the brand include symbols, arrows, quote marks, “The scribble” and “retro” photo edges. These graphics can work together, but be careful combining too many at once. Some rules of thumb:

- **Match the graphics to the intended audience**: the exuberance of “The Scribble” or arrows may be inappropriate for a professional business reader.
- More is not better; **use graphics with restraint**.
- Use either “The Scribble” or the retro photo edges; don’t use both on the same page
- Refrain from overuse of the quote devices; one quote per spread is ideal.
- The symbols, solid quote marks, and arrows can be used across a photo edge or fold; this is helpful in unifying two sections of a layout.
- Avoid applying drop shadows to graphic elements unless necessary.

Symbols

Colorful, iconic symbols are a simple but creative way to add verve to Mount Mary communications, and to call attention to specific details. Symbols might be recognizable objects, geometric shapes, or splats of color and paint daubs. Some symbols are provided in the toolkit, and designers can create their own, as long as they are similar to those shown here. Symbols should be in a solid color, from the palette (preferred) or a pick-up color from a photo. Using Franklin Gothic Bold or Creative Campus font numerals or phrases atop a symbol in black or white is allowed and encouraged. Some examples:
“The Scribble”

“The Scribble” graphic communicates creative thinking and problem solving, and becomes a pictorial shorthand expression of the “Mount Mary Creates” tagline. Here are some guidelines for effective use:

- The scribble is very bold, so should be used sparingly.
- Use only the scribble provided (shown here in its entirety).
- Do not create new scribbles that don’t match.
  It is OK to scale up the scribble and crop or bleed it off an edge, as it is on the left of this page.

- The scribble can be arranged vertically (preferred) or horizontally, and generally should be straddling or near an edge of the page.
- Fill the scribble with a solid color (never a tint or gradient) from the brand-standard palette, with a pick-up color, or with white or black, depending on the background.

Arrows

Arrows have a directness and candor that speaks to the reader. They are perfect for extending the Mount Mary brand in another creative way. Arrows can be positioned to urge the reader to turn a page or cross a spread, to point to a fast fact, or to identify a photo.

A variety of arrows are supplied in the toolkit. Designers can also hand-draw their own, in keeping with the examples shown here.

- Arrows should appear casual, friendly and hand-drawn.
- Arrows should be in a solid color (from the brand-standard palette, a pick-up color, or white or black, depending on the background).
- Don’t add a drop shadow to the arrow, as it should not appear dimensional.
- It is OK to let an arrow cross a photo edge or color background.
Quotation Marks

Quotation marks can be used in three different styles, and for several purposes. They guide the eye to something important on the page: typically a testimonial quote or a fact or statistic. Styles of quotation marks and sample uses are shown here:

Quotation marks are especially effective on top of a photo to frame a testimonial quote. They can also be used atop a solid color. Here are some rules for usage:

- Quotation marks should be in a solid color, from the brand-standard palette, a pick-up color, or white or black (depending on the background).

- Paired quotation marks can use either open and close marks (tail up, tail down) or reverse close quotes (symmetrical left and right).

- Use no more than two quotation marks or paired sets per page.

- Use drop shadows sparingly, only if this helps define the quotation mark against a photo background.

- It is OK to let a large, single quotation mark cross a photo edge or color background.

- Text used with the quotation marks should always be either black (overprint) or white (reverse), depending on the color substrate. Testimonial quotes and facts should not be printed in color type.
“Retro” Photo Edges

A series of “retro” photo edges has been developed to add visual texture to layouts. These intentional, vintage edges resemble the margins seen on hand-developed photographic prints made in a darkroom, and they lend a hand-crafted, personal touch. They also serve to soften the transition from a photo to an area of white (paper) with copy — in a creative way.

Each photo edge is a white or black linear graphic corresponding to a top, bottom, left or right edge, as shown here:

![Photo Edge: “Top White”](image1)

![Photo Edge: “Top Black”](image2)

Photo edges are applied to a single edge of a photo as an overlay. Alternatively, they can be used as a full frame (rectangle). Photo edges can also be used atop a solid color or tint to soften a border and help divide a page. The examples below show proper usage:

- **Black photo edge creates a solid field to add logo, tagline, copy, etc.**
- **White photo edge divides an area of solid color to organize space on a page.**
- **Intentional photo edges soften and frame photo top and bottom.**
- **Retro photo frame on all four sides creates an evocative vignette effect.**
Branding Mount Mary Programs, Events, Organizations and Initiatives

The objective of Mount Mary’s branding is to maintain a strong and coherent visual identity for the University as an institution of creative higher learning. The University also offers and promotes numerous programs, events, student organizations/activities and outreach initiatives. Some of these programs may require a separate but subordinate visual identity for marketing and publicity efforts.

Not every program needs “a logo of its own”

The University has an institutional logo which should be used whenever possible. A plethora of additional logos can become confusing and detract from efforts to build recognition of the Mount Mary University brand.

Other forms of branding for a program

Explore other options before deciding that a program, event or organization needs a logo.

• A distinctive title or phrase which coordinates with the existing Mount Mary University logo might meet your needs.

• Alternately, a phrase that builds on “Mount Mary Creates” might be sufficient to identify your program/event/organization/initiative.

• Carefully chosen words could help you identify your program in lieu of a new logo.
Things to consider about alternate logos

Why might your program/event/organization/initiative need a logo? Consider the following:

• Are you reaching out to a defined target audience that is — or could be — part of the Mount Mary community?
• Do you have an annual or repeating event that will benefit from its own brand within the Mount Mary family?
• Will you produce collateral that must stand out visually to promote your program/event/organization/initiative?
• Do you plan to run ads that need a quickly recognized graphic?
• Are you creating spirit-building personal items like T-shirts or totes?

If the answer to some of the above is “yes,” first consider whether these things can be achieved by means other than a new logo. If not, perhaps a program logo is in order.

Dos and Don’ts for program logos and branding phrases

• Do not create your own logo without first consulting with the Office of University Communications. You are encouraged to present any creative ideas that may have bubbled up from within your program’s constituents. With guidance from the Office of University Communications, these initial concepts can be the starting point for a professionally-designed logo.

• Program logos must incorporate brand-standard colors and fonts; an ideal logo would employ an icon or graphic consistent with the suite of symbols in the branding toolkit.

• Branding phrases should follow the rules for “Mount Mary Creates” headlines, described elsewhere in this guide.

• Wherever practical, use the Mount Mary University logo somewhere near your program/event/organization/initiative logo or brand phrase. If this is not possible, include the Mount Mary University name to assure identification with the institution.

Remember, materials created for a Mount Mary University program, event, organization or initiative should always build upon, not compete with, the larger Mount Mary University brand.
Print Specs

Ink & Paper for Print Ordering

When specifying printing for Mount Mary University publications, use the following information as a guide.

• For **spot color ink** applications, refer to the Color Palette section of this guide to specify the *correct Pantone ink colors* for your project.

• The **preferred paper for 1- and 2-color** general purpose printing is:
  
  • Official pre-printed letterhead should be used for formal correspondence, press releases and announcements. Matching blank sheets should be specified as **Domtar Cougar Opaque White**, Smooth finish, 60# Text. This paper is laser-compatible for trouble-free printing on-campus.

  • General purpose fliers, programs etc. should be printed on Domtar Cougar Opaque White, Smooth finish. This paper is available in 60#, 70#, 80# and 100# text weights suitable for fliers and light folded pieces, and 65# and 80# cover for cards, table tents, posters, etc.

• The **preferred paper for high-quality process color** brochures, postcards, posters, etc. with heavy coverage and/or photos is: **Sterling Premium Dull**. Recommended weights are: 80# or 100# Text for fliers and interior pages, and 80# or 100# Cover (card stock) for pieces requiring more heft, such as cards, covers and folded pieces.

• **Be sure that paper stock meets USPS guidelines for minimum and maximum thickness:**

  • For “Postcard” rate (at least 3-1/2" high x 5" wide, but no more than 4-1/4" high x 6" wide), minimum thickness is 0.007 inch, maximum thickness is 0.016 inch

  • For “Letter” rate (at least 3-1/2" high x 5" wide, but no more than 6-1/8" high x 11-1/2" wide), minimum thickness is 0.009 inch, maximum thickness is 1/4 inch

  • Sterling Premium Dull Cover weights are guaranteed to meet postal applications: 80# Cover = 0.007 caliper; 100# Cover = 0.009 caliper

  • If your print budget allows, also specify an overall Aqueous Coating in finishing. This seals and protects the printing, resists fingerprints and scratches, and enhances the appearance of the graphics.

If in doubt about specifying and ordering printing, please consult the Mount Mary Office of University Communications.

Office of University Communications
mmu-marketing@mtmary.edu
Sample Designs

Creative Campus font used for titling at top and bottom

Promised Program

Program logos are icons consistent with the suite of symbols in the branding toolkit, and incorporate brand-standard colors and fonts

MMU Program logos

Scribble placed at left as an overlay

Horizontal logo works best in available space

Palette color used to extend photo for wide banner aspect ratio

Customized web banner for Career Development Office online system

Scribble used as edge and pointer

Name & credential engraved in plastic using Univers 55 Roman as an acceptable substitute font for ITC Franklin Gothic

Faculty & Staff name badge
Christina Schwarz

Sponsored by the Mount Mary University Master of Arts in English program

Join us for a memorable evening with bestselling author and Wisconsin native Christina Schwarz, who will read from her newest novel, 'The Edge of the Earth.' After the reading, enjoy an engaging salon-style interview with the author on her life, her writing, and her new writing ideas, conducted by Mount Mary faculty and graduate students, and followed by a Q&A with the audience.

A wine & beer cash bar will be available and an assortment of desserts provided. Tickets are free and open to the public. Space is limited and reservations are appreciated. For more information or to reserve your place, contact Karen Murray at murrayk@mtmary.edu or 414-258-4810, Ext. 395.
Join us, Jessica!

Preview Day | Saturday, April 26, 2014

Horizontal version of logo and address block used on mailing face, to meet USPS rules for return address positioning.

Creative Campus font used for salutation and variable name to customize mailing

Creative Campus font in outside teaser and inside call-to-action

Scribble added in colors from Mount Mary palette in several places on mailers

Folded Self-Mailer Invitations for Admission Office Preview Day and Athletic Open House

MMU Bold Athletics font used for salutation and variable name to customize mailing

Splat graphic draws attention to raffle offer

Office of University Communications
mmu-marketing@mtmary.edu