MARIAN UNIVERSITY®

Marian University Visual Identity Guidelines

PURPOSE OF THE GUIDELINES AND SPECIFICATIONS

What is Marian University? The "brand" of Marian University is determined by how our audiences and the larger community perceive the institution. "Brand" is the collection of words, images, ideas, people, promises, and emotions that come immediately to the mind of anyone who thinks about the university, and it develops over time. An important aspect of brand development is how well we manage the use of our institutional identity or "mark."

Any item produced on behalf of and representing the university, including apparel, promotional items, printed materials, ads, websites, videos, banners, and signage, must carry the appropriate logo mark. Uniform and consistent use of our institutional identity is very important. What follows are specifications and a usage policy for various aspects of Marian University's identity.

This document is intended to eliminate confusion and provide a guide for properly presenting the image and identity of Marian University. The guidelines and specifications contained herein are to be used during the development of any written material, web-based content, multimedia presentation, or imprinted "specialty" advertising (pens, hats, t-shirts, etc) that represents Marian University as an aid to using the institutional identity consistently and accurately.

Approval of all printed (commercially printed, photocopied, duplicated, or quick printed) documents and specialty advertising is required from the Office of Marketing and Communications. Web content created as part of the official Marian University website is subject to review and approval by the Office of Marketing and Communications. Multimedia (including PowerPoint) presentations given to external audiences about Marian University or by a Marian University representative on official university business should be reviewed for consistency against these guidelines.

If you have questions or are uncertain whether your information complies with the guidelines, please contact Maggie Kucik in the Office of Marketing and Communications at mkucik@marian.edu or 317.955.6213.

MARIAN UNIVERSITY®

TABLE OF CONTENTS

UNIVERSITY COLORS

Primary Brand Colors

The primary color palette contains Knight Blue and Yellow Gold, the two most prominent colrs to be used in association with the Marian University brand. Metallic Gold is to only be used in print applications where metallic inks are available.
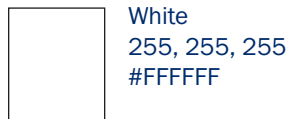
Knight Blue and Yellow Gold are the primary brand colors. White should also be one of the most prominent colors in most layouts, giving the eye a rest and allowing focus to be set on what is there.

Marian University Blue
PMS 2768
100, 78, 0, 44 | 0, 45, 106
#031E51

Marian University Gold
PMS 130
0, 30, 100, 0 | 253, 185, 19
#FDB813

Marian University Gold
PMS Metallic 871

Secondary Brand Colors

The colors in the secondary color palette are to be used on the web and in print as accents to the primary brand colors.

Secondary colors are only to be used when primary brand colors are present and predominant. Knight blue is the only brand color that can be used alone with a secondary color.

Marian University Bright Blue
53, 2, 1, 0 | 9, 168, 225
#08A8E1

Marian University Steel Gray
62, 53, 38, 11 | 105, 109, 125
#696C7C

Marian University Light Gray
4, 3, 6, 7 | 218, 217, 214
#DAD9D6

White
255, 255, 255
#FFFFFF

Rich Black
77, 70, 63, 84 | 5, 7, 15
#05070F

VISUAL MARKS

University Seal

The seal is reserved for the exclusive use of items such as diplomas, Office of the President stationery, commencement materials, and other specific, more ceremonial pieces.

MARIAN UNIVERSITY®

Marian University Logo

It is preferred that the Marian University logo be depicted entirely in one color (PMS 2768 blue or black). In certain circumstances the logo may be reversed out of a dark background; in this case white is preferred.

Preferred placement of the logo is on the left side or in the center of document in which it is being used.

The logo must be accurately reproduced using either an electronic file (Illustrator or EPS file) or camera ready artwork (JPG). The logo should not be recreated, reshaped, or modified in any way. Scanning the version printed here is not acceptable. The smallest acceptable size for print, web content, or multimedia is 1.25" wide.

The following Marian University logos should be used in applications that are university-wide. One Marian, one brand.

MARIAN UNIVERSITY®   < Marian University horizontal logo.

MU MARIAN UNIVERSITY®   < Marian University stacked logo.

MARIAN UNIVERSITY®   < Logo shown at 1.25" wide.

It is acceptable to use the Marian University logo with Indianapolis underneath and the name of your department, school, office, or program underneath that. These logos will be permitted for use in place of the regular Marian University Indianapolis logo in most cases. Click to access these particular logos; for other specific logos, contact the Office of Marketing and Communications.

MARIAN UNIVERSITY
— Indianapolis —®

MARIAN UNIVERSITY
®
Ancilla College

MARIAN UNIVERSITY
— Indianapolis —®
College of Osteopathic Medicine

MARIAN UNIVERSITY
— Indianapolis —®
Saint Joseph's College

Marian University Logo without Indianapolis

There are some instances where the Marian University logo will be used without the geographic locator "Indianapolis." These versions of the logo are for national programs where students would not necessarily attend classes in Indianapolis, Indiana. The same preferences for color, sizing, and fonts apply to these logos as the main Marian University Indianapolis logo. Below are a couple of examples.

The Accelerated Nursing Programs logo was created for use by the Leighton School of Nursing and affiliated partners.

MARIAN UNIVERSITY
— Accelerated Nursing Programs — ®

The Accelerated Programs logo was created to be deployed nationwide on a case-by-case basis in conjunction with academic deans and the executive director of Marian's Adult Programs.

MARIAN UNIVERSITY
— Accelerated Programs — ®

Marian University Stacked Logo
A stacked version of the Marian University logo was created to work in instances where space may be restrictive to showing the university or Knight logo well. The university logo and Knight logo are preferred over this stacked version of the logo, except in certain applications where this shape works best—scoreboard, athletic uniforms, etc. It is preferred that the logo be produced in blue (PMS 2768), black, or white.

The stacked logo must be accurately reproduced using either an electronic file (Illustrator or EPS file) or camera ready artwork (JPG) provided by the Office of Marketing and Communications. The logo should not be recreated, reshaped, or modified in any way. Scanning the version printed here is not acceptable. The smallest acceptable size for print, web content, or multimedia is 1" in width.

MU
MARIAN UNIVERSITY®

MU
MARIAN UNIVERSITY®

< Marian University stacked logo shown at 1" wide.

The following color-blocked versions of the stacked logo are also available. As with the regular stacked logo, colors must be as shown below or in all black or white. Logos should not be recreated or modified and should not be smaller than 1" in width.

MU
MARIAN UNIVERSITY®

ATHLETIC MARKS

Knight Logo
The Marian University Knight logo is an athletic logo. It uses the university colors—PMS 2768 (blue) and PMS 130 (gold). It is preferred that the logo be produced in these two colors. If the logo needs to be produced in a single color, PMS 2768 or black is preferred. An all white version of the Knight logo is also available for reversing out of a dark background. When the Knight logo is used over a dark background, another options is to produce it in blue and gold, but add a white circle to the outside to help it stand out from the background.

The Knight logo may be used in communication pieces without the Marian University logo. When used in this way, the full version of the Knight logo must be used as shown below—no sections or pieces of the logo may be used separately.

The Knight logo must be accurately reproduced using either an electronic file (Illustrator or EPS file) or camera ready artwork (JPG) provided by the Office of Marketing and Communications. The graphic should not be recreated, reshaped, or modified in any way. Scanning the version printed here is not acceptable. The smallest acceptable size for print, web content, or multimedia is 3/4" in diameter.

< Knight logo shown at 3/4" diameter.

Apparel Version of the Knight Logo
A simplified version of the Knight logo was created to reproduce cleanly on apparel. This version is available with and without the Marian University logo, in two-color, one-color, and black and white. These apparel versions of the logo should not be used in print materials, PowerPoint presentations, websites, or as an alternative to the main Knight logo, other than on apparel items or places where the main Knight logo will not produce well. When using the apparel version of the Knight logo, the Marian University logo must also appear somewhere on the clothing. For questions on use, please consult the Office of Marketing and Communications.

< Apparel versions of the Knight logo with and without the Marian University logo.

MU Athletic Logo

The MU logo is an athletic mark. The logo uses the university blue—PMS 2768. It is preferred that the logo be produced in blue, white, or gold.

The MU athletic logo must be accurately reproduced using either an electronic file (Illustrator or EPS file) or camera ready artwork (JPG) provided by the Office of Marketing and Communications. The logo should not be recreated, reshaped, or modified in any way. Scanning the version printed here is not acceptable. The smallest acceptable size for print, web content, or multimedia is 3/4" in width.

MU   **MU**   < MU athletic logo shown at 3/4" wide.

Please note, it is preferred that the MU athletic logo never be used by itself. Since the Marian University logo is our main identity, it should also appear where the MU athletic logo is used. In certain situations, where there is not room for both logos, exceptions may be made on a case-by-case basis, pending a review by the Office of Marketing and Communications.

Franciscan Values Image

This image incorporating the Franciscan values can be used in any of our communications to reinforce our foundation—values given to the Sisters of St. Francis, Oldenburg by their Franciscan heritage that the Marian University community strives to live every day.

The image uses the university blue—PMS 2768. It is preferred that the logo be produced in blue or white and not in gold.

The Franciscan values image must be accurately reproduced using either an electronic file (Illustrator or EPS file) or camera ready artwork (JPG) provided by the Office of Marketing and Communications. The image should not be recreated, reshaped, or modified in any way. Scanning the version printed here is not acceptable. The smallest acceptable size for print, web content, or multimedia is 1" in diameter.

< Franciscan values image shown at 1" diameter.

Please note, the Franciscan values image may not be used by itself in communication pieces. The Marian University logo, the stacked logo, or the full Knight logo should also appear on communications where the Franciscan values image is used.

College of Osteopathic Medicine Seal

This image incorporating the Franciscan values can be used in any of our communications to reinforce our foundation—values given to the Sisters of St. Francis, Oldenburg by their Franciscan heritage that the Marian University community strives to live every day.

The image uses the university blue—PMS 2768. It is preferred that the logo be produced in blue or white and not in gold.

The Franciscan values image must be accurately reproduced using either an electronic file (Illustrator or EPS file) or camera ready artwork (JPG) provided by the Office of Marketing and Communications. The image should not be recreated, reshaped, or modified in any way. Scanning the version printed here is not acceptable. The smallest acceptable size for print, web content, or multimedia is 1" in diameter.

Special Logos

Occasionally, logos are created for special programs and events like the ones pictured below:

These should never be used by themselves in communication pieces. The Marian University logo is our main identity and should always be included in communications where these special logos are used.

As with other Marian University logos, special logos must be accurately reproduced using either an electronic file (Illustrator or EPS file) or camera ready artwork (JPG) provided by the Office of Marketing and Communications.

Marian University Theatre Logo

A logo was developed for Marian University Theatre as an extension of the Marian University brand. Marian University Theatre will be recognized as a place in the community where student and non-student productions will be held.

The Marian University Theatre logo uses the university colors—PMS 2768 (blue) and PMS 130 (gold). It is preferred that the logo be produced in these two colors. If the logo needs to be produced in a single color, PMS 2768 or black is preferred.

The Marian University Theatre logo must be accurately reproduced using either an electronic file (Illustrator or EPS file) or camera ready artwork (JPG) provided by the Office of Marketing and Communications. The logo should not be recreated, reshaped, or modified in any way. Scanning the version printed here is not acceptable. The smallest acceptable size for print, web content, or multimedia is 1.5" in width.

< Marian University Theatre logo shown at 1.5" wide.

Because the Marian University Theatre is being marketed separately from the university, it is permissible to use this logo alone.

FONTS

The Franklin Gothic (sans serif) and Minion Pro (serif) family of fonts are the primary fonts used in the Marian University identity and publications. Because Franklin Gothic and Minion Pro are not web-friendly and supported by all browsers, Source Sans Pro is used for headlines, and Lato is used for content and navigation on the website. Email is more restrictive with fonts; please use Calibri for email communications.

NOMENCLATURE

The following common examples are excerpted from the *Marian University Editorial Style Guide*, which contains additional guidance on abbreviations, capitalization, nomenclature, and punctuation.

Marian University
When using "Marian University", the word "University" must be spelled out (do not abbreviate).

"university"
When the word "university" is used in a sentence by itself the "u" in university must be lower case. EXAMPLE: An important part of the university's image is its identity.

When referring to Marian University as a "Catholic university", the word "university" is always lower case.

Marian
The word "Marian" should NOT be used on its own to refer to Marian University. Mary was a person; the word "Marian" refers to her and by itself is not the name of our institution. While this usage has appeared quite frequently in written documents in the past, it is required that the entire university community become diligent about using the proper (full) name of the university in written communication.

Franciscan Catholic
According to the sponsorship agreement between Marian University and the Sisters of St. Francis, Oldenburg, Marian University is a "Franciscan Catholic" university. The Franciscan Catholic identity is also noted in the by-laws on file with the secretary of state. However, at this time the university is referring to itself as a "Catholic and Franciscan university."

Franciscan
The word "Franciscan" is always capitalized.

SPONSORSHIP STATEMENT

The following sponsorship text should appear on print pieces:

Marian University is sponsored by the Sisters of St. Francis, Oldenburg, Indiana.

NON-DISCRIMINATION STATEMENT

The following notice of non-discrimination appears on the website and recruiting materials:

Marian University does not discriminate on the basis of race, ethnicity, color, sex, gender, sexual orientation, religion, creed, national origin, age, or disabilities in the recruiting and selection of students for admission.

MARIAN UNIVERSITY ®

NAMING CONVENTIONS

The following are commonly referenced Marian University schools, programs, and locations. When writing, the please use the full name upon first mention (with abbreviation in parentheses), shortened version on second mention, and abbreviations where necessary.

Marian University
Marian

Marian University's Ancila College
MUAC

Marian University's Saint Joseph's College
MUSJC

SCHOOLS

Alan and Sue Leighton School of Nursing
Leighton School of Nursing
LSON

Clark H. Byrum School of Business
Byrum School of Business

College of Arts and Sciences
CAS

E. S. Witchger School of Engineering *(capitalize E. and S., space after E.)*
Witchger School of Engineering
WSOE

Fred S. Klipsch Educators College
Klipsch Educators College
KEC

Marian University College of Osteopathic Medicine
College of Osteopathic Medicine
MU-COM

PROGRAMS

Center for Teaching and Learning
CTL

Marian's Adult Programs
MAP

Marian University Center for Vibrant Schools
Center for Vibrant Schools

Marian University Preparatory School
MU Prep

Personalized Learning Center
PLC

MARIAN UNIVERSITY®

BUILDINGS AND LOCATIONS

Allen Whitehill Clowes Tea House Garden
Tea House Garden

Arena and Convocation Center

Bishop Chartrand Memorial Chapel
BCMC

Caito-Wagner Hall

Nina Mason Pulliam EcoLab
EcoLab

Drew Family Health and Fitness Center
Fitness Center

E. S. Witchger School of Engineering Center
Witchger Center
WC

Indy Cycloplex
Cycloplex
Major Taylor Velodrome (within physical Cycloplex)

Marian University Theatre

Michael A. Evans Center for Health Sciences
Evans Center
EC

Mother Theresa Hackelmeier Memorial Library
Library

Our Lady of Perpetual Help Chapel

Paul J. Norman Center
Norman Center
NC

Peyton Manning Children's Hospital Hall of Champions
Hall of Champions

St. Francis Colonnade

St. Joseph Chapel

St. Vincent Field

The Exchange

MARIAN UNIVERSITY®

EMAIL SIGNATURE FORMAT

The following format should be used for signatures appearing at the end of an email:

Name
Title
School/Office/Department
MARIAN UNIVERSITY
Building, Room number
3200 Cold Spring Road
Indianapolis, IN 46222
317.955.XXXX | Office
317.XXX.XXXX | Mobile (optional)
marian.edu

The preferred font is Calibri 11 pt. Specific instructions can be found on the Office of Marketing and Communications section at http://portal.marian.edu.