



Marian University Visual Identity Guidelines

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

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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 Communications. Web content created as part of the official Marian University website is subject to review and approval by the Office of Marketing 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 the Office of Marketing Communications at 317.955.6570.

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UNIVERSITY COLORS

For printing, the official colors of Marian University are dark blue (PMS 2768) and gold (PMS 130). CMYK values are 100, 78, 0, 44 (blue) and 0, 30, 100, 0 (gold). In special cases when using metallic ink for Marian University gold, use PMS 871.

For e-communications, the RGB colors are #031E51 (blue) and #FDB813 (gold).

	Marian University blue PMS 2768 100, 78, 0, 44 #031E51		Marian University gold PMS 130 0, 30, 100, 0 #FDB813		Marian University gold PMS Metallic 871
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VISUAL MARKS

University Seal

This is the official university seal. The seal is no longer used as a mere logo. Instead, the seal is reserved for use in ways that make it more of a special mark, such as diplomas, Office of the President stationery, commencement materials, and other specific, more ceremonial pieces.



Marian University Logo

MARIAN UNIVERSITY
Indianapolis®

The logo of Marian University is always depicted with the combination of the university name and “Indianapolis” on the line below. It is preferred that the 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 (jpeg or tiff) provided by the Office of Marketing 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 1.25” wide.

MARIAN UNIVERSITY
Indianapolis®

< Logo shown at 1.25” wide.

There are a few instances where the logo may be used without the “Indianapolis” geographic locator. For example, there might be a promotional item where the entire logo will not fit.

The words “Marian University” ALWAYS appear in the logo in capital letters. The “M” and the “U” are larger than the rest of the letters. The type font is Minion Pro Semibold. If you have a specific use where the entire logo would be difficult to reproduce, it is acceptable to use only the name of the university, but it must appear in all caps in Minion Pro with the “M” and “U” larger. There is artwork available from the Office of Marketing Communications for this purpose.



The university name should never appear in type smaller than 9.5 points:

MARIAN UNIVERSITY. < Example shown in 9.5 point type with 13 point type for “M” and “U”.

It is acceptable to use the Marian University logo with Indianapolis underneath and the name of your department, school, office, or program underneath that. The geographic locator “Indianapolis” should always be included in the logo design. You may request artwork from the Office of Marketing Communications at 317.955.6570. This is the only logo that will be permitted for use instead of the regular Marian University Indianapolis logo.



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.



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.

Knight Logo

The Marian University Knight 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. 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 (jpeg or tiff) provided by the Office of Marketing 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.



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



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 and not in gold.

The stacked logo must be accurately reproduced using either an electronic file (Illustrator or EPS file) or camera ready artwork (jpeg or tiff) provided by the Office of Marketing 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.



< Marian Univeristy 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 or all black or white. Logos should not be recreated or modified and should not be smaller than 1” in width.



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 or white and not in gold.

The MU athletic logo must be accurately reproduced using either an electronic file (Illustrator or EPS file) or camera ready artwork (jpeg or tiff) provided by the Office of Marketing 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 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 Communications.

NAIA Football National Champions Graphic

The football champions graphic was developed to promote the accomplishment of two national championships. This mark may be used on most any university communications, not just those that are athletics-focused.

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

The football champions graphic must be accurately reproduced using either an electronic file (Illustrator or EPS file) or camera ready artwork (jpeg or tiff) provided by the Office of Marketing 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.



< Football champions graphic shown at 1” wide.

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

Special Logos

Occasionally, logos are created for special programs or events like the two 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 (jpeg or tiff) provided by the Office of Marketing 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 (jpeg or tiff) provided by the Office of Marketing 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, so Century Gothic is used for headlines and Arial is used for content.

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.

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.

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

317.999.9999 | Fax

317.XXX.XXXX | Mobile (optional)

www.marian.edu



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

STATIONERY

Business Cards

Business cards are white card stock with PMS 2768 blue ink. They are printed by the Office of Marketing Communications using an approved layout and bearing standard information like phone number, fax, email address, and mailing address with the website. All requests for business card orders must be approved by your department head (academic departments: chair of the department, administrative departments and offices: director or vice president, as appropriate) prior to submitting the request to the Office of Marketing Communications.

Letterhead

All university correspondence must appear on official university letterhead. The letterhead is printed in PMS 2768 (blue) on white paper.

All letterhead must be ordered from the Office of Marketing Communications.

Office/School/Department Letterhead

If desired, you may order office, school, or department letterhead from the Office of Marketing Communications. This letterhead is the official university letterhead with the addition of a slug to identify the office, school, or department, along with the appropriate phone and fax numbers at the bottom.

Letter Format

University correspondence, in addition to appearing on university letterhead, should be formatted in the following manner:

- 1" margins all the way around
- all lines flush LEFT; space between paragraphs not paragraph indention
- 11 point Arial type font
- date line 2" from the top of the page
- four hard returns
- standard salutation address block (person's name followed by a return, title followed by a return, company name followed by a return, address including suite number spelled out as "Suite 100" followed by a return, city, state [spell out] ONE SPACE zip code on last line)
- two hard returns
- salutation line ("Dear First Name" or "Dear Mr./Ms./Mrs. Last Name") followed by a comma
- two hard returns
- letter begins
- two hard returns after the last line of the letter
- closing line ("Sincerely" or "Regards" for example)
- four returns
- name of author (Mark Apple)
- title of author (Vice President of Marketing Communications)
- two hard returns
- cc: (carbon copy) or enc. (enclosure) abbreviations, if applicable

Envelopes

All correspondence should be sent out in an official Marian University #10 envelope which may be ordered from the Office of Marketing Communications. This envelope is printed to match the official university letterhead.

Non Profit and First-Class Presort

If you have a mailing of 200 pieces or more, it is recommended that the non profit permit number be used. The non profit permit allows the university to receive a lower postal rate on its mailings. For mailings of 500 or more, it is possible to mail at the first-class presort rate. The postal rate is higher than the non-profit rate, but less than the standard first-class rate and can mean faster delivery times, especially during the holidays. Any mailing using this permit will have to be address verified.

The permit number requires that postage be paid to our account before the post office will process the mailing. In addition, there are requirements for zip code sorting in order to use the permit. The post office is extremely particular about the location and formatting of the permit number on the envelope. For all of these reasons and to make it easier for you to complete a non profit mailing, it is strongly recommended that you contact the Office of Marketing Communications for assistance prior to preparing your mailing.

CUSTOM PUBLICATIONS

As a part of the normal business of marketing the university's programs, events, policies, and procedures, custom publications are frequently required. Most common of these are brochures. All custom publications must be approved by the Office of Marketing Communications to ensure that both the design and the content are acceptable representations of the university's identity. Costs incurred for custom publications designed and printed without prior approval of the Office of Marketing Communications will not be approved for payment by the university.

Custom publications can be designed in-house by the Office of Marketing Communications, or can be designed externally by one of our partners. In the case of publications that require external design expertise and/or external printing, the Office of Marketing Communications has developed relationships with printers and graphic designers who understand the institutional identity, respect our not-for-profit status, and use volume purchasing and other discounts to remain "budget-friendly." Our office intends that you receive a high-quality publication with a minimum of hassle for you, and the highest customer service from us. All university departments, schools, and offices must coordinate the production of custom publications requiring outside vendors through the Office of Marketing Communications.

Your role/responsibilities:

- Establish a clear, measurable program or project goal;
- Identify decision makers, e.g., prospective students, parents, high school teachers, alumni, or donors, who can make the goal a reality;
- Determine how you will measure success in achieving your goal;
- Determine your budget;
- Commit to timely communication with and response to the Office of Marketing Communications;
- Provide clear and concise deadlines and delivery instructions; and
- Meet the deadlines that are jointly established.

Office of Marketing Communications role/responsibilities:

- Create and maintain a production schedule;
- Create an appealing, effective product that accurately represents Marian University;
- Produce a product within the client's budget;
- Commit to timely communication with and response to the client;
- Provide quotes from vendors;
- Receive and process all invoices for payment by the Business Office; and
- Meet or exceed deadlines.

PHOTOGRAPHY

Marian University does not have a staff photographer. There are several options for obtaining photography of university events, people, buildings, structures, and scenes.

Photography Equipment

The digital media center at the library has a variety of resources available.

Hiring a Photographer

You may hire a photographer or you may contact the Office of Marketing Communications and request that a photographer be hired on your behalf.

Student Photographers

The university occasionally has students residing on campus who are competent photographers and are frequently available to assist in taking pictures. It is up to the individual requesting the photography to contact the student and negotiate a fee and how the photos are to be delivered.

Marketing Communications Staff

In the case of an emergency, members of the Office of Marketing Communications may be able to assist with photography. The quality of the images is not warranted, as the staff members are not professional photographers.

SPECIALTY ADVERTISING ITEMS

Office, departments, schools, or other organizations of the university that give away imprinted merchandise for promotional reasons must coordinate the production of these items with the Office of Marketing Communications to ensure that quality of the imprint and choice of item upholds the image of the university, is aligned with the mission and values, and is consistent with the visual identity guidelines.