

ANCILLA COLLEGE
of
MARIAN UNIVERSITY®

Ancilla College of Marian University
Visual Identity Guidelines

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

MARCH 2021

PURPOSE OF THE GUIDELINES AND SPECIFICATIONS

What is Ancilla College of Marian University? The “brand” of Ancilla College 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 Ancilla College of Marian University’s identity.

This document is intended to eliminate confusion and provide a guide for properly presenting the image and identity of Ancilla College 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 Ancilla College of 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 Ancilla College of Marian University website is subject to review and approval by the Office of Marketing Communications. Multimedia (including PowerPoint) presentations given to external audiences about Ancilla College of Marian University or by a 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 Communications at mkucik@marian.edu or 317.955.6213.




TABLE OF CONTENTS

2	University Colors
2	Visual Marks
2	Marian University Seal
2	Ancilla College of Marian University Seal
2	Social Avatars
2	Naming
3	Ancilla College of Marian University Primary Logo
3	Ancilla College of Marian University Stacked Logo
4	Fonts
4	Nomenclature
4	Sponsorship Statement
4	Non-Discrimination Statement
5	Email Signature Format
5	Stationery
5	Business Cards
5	Letterhead
5	Envelopes
6	Letter Format
6	Non Profit and First-Class Presort
7	Custom Publications
7	Specialty Advertising Items

UNIVERSITY COLORS

For printing, the official colors of Ancilla College 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).

 <p>Marian University blue PMS 2768 100, 78, 0, 44 0, 45, 106 #031E51</p>	 <p>Marian University gold PMS 130 0, 30, 100, 0 253, 185, 19 #FDB813</p>	 <p>Marian University gold PMS Metallic 871</p>
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VISUAL MARKS

Marian 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.



Ancilla College of Marian University Seal

The Ancilla College seal is no longer considered a primary mark. Instead, it is reserved for use in ways that make it more of a special mark, such as campus decor and apparel. Images and text within the seal are not permitted to be separated or used individually. The seal must be kept intact when used. Use of the Ancilla College seal must be approved by the Office of Marketing Communications.



Please note, the Ancilla College seal may not be used by itself in communication pieces. The primary or stacked logo should also appear on communications where the Ancilla College seal is used.

Social Avatars

These logos may be used in social profiles only. They have been created due to restrictive sizes of primary and vertical logos.



Naming

In order to establish the new brand name, the name should be used in its entirety in all communications. Ancilla College of Marian University should never be abbreviated to ACMU in any official university correspondence.

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VISUAL MARKS

Ancilla College of Marian University Primary Logo

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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 (JPG) 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.

ANCILLA COLLEGE
of
MARIAN UNIVERSITY® < Logo shown at 1.25" wide.

Ancilla College of Marian University Stacked Logo

A stacked version of the Ancilla College of Marian University logo was created to work in instances where space may be restrictive. The primary logo is preferred over this stacked version of the logo, except in certain applications where this shape works best. 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 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.

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< Logo shown at 1" wide.

FONTS

The Franklin Gothic (sans serif) and Minion Pro (serif) family of fonts are the primary fonts used in the Ancilla College of 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.

ANCILLA COLLEGE < Minion Pro
of < Franklin Gothic
MARIAN UNIVERSITY® < Minion Pro

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 Ancilla College of Marian University as a “Catholic university”, the word “university” is always lower case.

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.

EMAIL SIGNATURE FORMAT

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

Name

Title

School/Office/Department

ANCILLA COLLEGE OF MARIAN UNIVERSITY

Building, Room number

9601 Union Road

Plymouth, IN 46563

XXX.XXX.XXXX | Office

XXX.XXX.XXXX | Fax

XXX.XXX.XXXX | Mobile (optional)

ancilla.edu

The preferred font is Tahoma 11 pt.

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 Ancilla College of Marian 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.

Envelopes

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

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 indentation
- 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 (Maggie Kucik)
- title of author (Executive Director, Office of Marketing Communications)
- two hard returns
- cc: (carbon copy) or enc. (enclosure) abbreviations, if applicable

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 Calvin Hopple at calvin.hopple@ancilla.edu or 574.936.8898 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.

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.