

Brand Guidelines

Marywood

UNIVERSITY

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Find *more* at Marywood

A brand is the experience of a product, a company, or, in our case, an institution of higher learning. It's what people think of us. Marywood's brand is our reputation, our story, and our traditions, lived out through those who have experienced our University. Marywood's brand reflects the charism of the IHM Sisters. It's perhaps best understood through our core values:

Catholic Identity

The pursuit of truth, goodness, beauty, justice, and the common good within the context of the Catholic faith tradition and in dialogue and service with persons of diverse faiths and worldviews.

Respect

Honoring the uniqueness and dignity of each human person; demonstrating ethical and just interactions; and caring for the earth and all creation through a commitment to sustainability.

Empowerment

Access to education that enables all to achieve their full potential to live as conscientious citizens in a pluralistic society.

Service

A commitment to promoting social responsibility which fosters community engagement to meet real needs.

Excellence

Manifesting Marywood University's pursuit of the highest level of achievement in support of "Sanctitas, Scientia, Sanitas" (Holiness, Knowledge, Health).



Our Mission

Marywood University, sponsored by the Congregation of the Sisters, Servants of the Immaculate Heart of Mary, roots itself in the Catholic intellectual tradition, the principle of justice, and the belief that education empowers people.

Our undergraduate and graduate programs promote academic excellence, advance innovative scholarship, and foster leadership in service to others. Within a welcoming and supportive community, Marywood challenges individuals of all backgrounds to achieve their full potential and make choices based on spiritual and ethical values. Marywood University prepares students to seek sustainable solutions for the common good and educates global citizens to live responsibly in an interdependent world.

The University integrates an enduring liberal arts tradition and professional disciplines to create a comprehensive learning experience.





Visual Guidelines

Primary Logo

Our main logo should be used in all of our marketing applications, which will establish greater brand awareness and familiarizing audiences with the brand.

It is important never to modify, separate or manipulate any of its elements.

It is important to allow proper spacing so that the presentation of our brand is visually effective.

Marywood
UNIVERSITY

Primary Logo Spacing

Logo spacing is the area around a logo that ensures the logo remains legible and visually distinct from other elements.

This space prevents the logo from being crowded by text, images, or other graphics, preserving its impact and readability.

This area is defined by the University subtext in our main logo.





1x = minimum safe area

Color Variation

There are two color variations to our primary logo, a white logo and a green logo.





PRIMARY LOGO *Guidelines*



DO NOT stretch, distort, cut off or modify the logo



DO NOT alter the colors of the logo



DO NOT add effects such as drop shadow or emboss to the logo



DO NOT use logo within text

Primary Logo Mark

A logo mark is a graphic symbol or icon that represents the brand, distinct from the primary logo wordmark. It is used for quick recognition and to convey the brand's identity visually.

Logo marks are useful in applications where space is limited or where a simple, memorable symbol is needed for branding purposes, like icons, cutouts, or other design elements.

Logo Mark



Combination Mark

A combination mark is a logo that pairs a wordmark (text) with a symbol or icon. This blend allows flexibility—brands can use the text and symbol together or separately while maintaining recognition.

Combination marks are effective for creating both a strong name association and a memorable visual identity.

Combination Mark



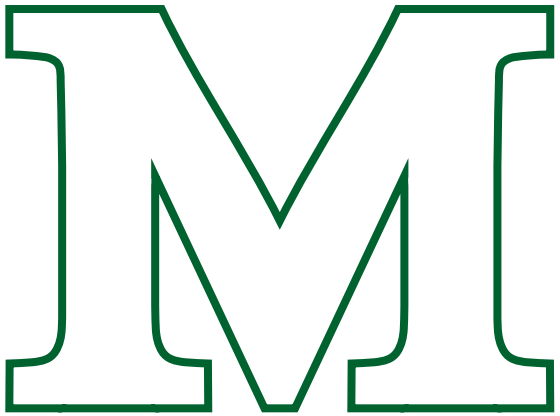
Logo Mark Variations

When readability is a concern, 2 different versions of the M are acceptable for use. This also applies when the M is used as a design element.

Logo Mark Fill



Logo Mark Outline



LOGO MARK UPDATE

The logo mark "M" has been updated to feel more symmetrical for banners, signage, and official use across campus and marketing.

Old



New



LOGO MARK USAGE



DO NOT use Marywood M in any admissions marketing. ***Campus/internal use only.***



DO NOT alter the colors of the logo outside approved brand colors in this guide



DO NOT stretch, distort, cut off or modify the logo



DO use outline in approved brand colors.



DO NOT add effects such as drop shadow or emboss to the logo

DISCONTINUED BRANDS

Seal Combination Mark





M Combination Mark

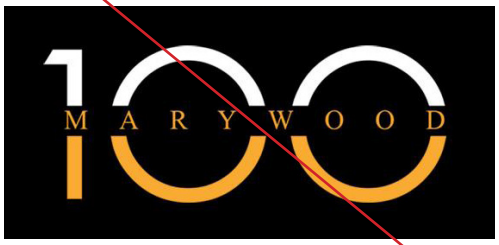




Previous Campaign Slogans









Marywood Seal

Primary Seal

Our primary seal is used for **official use only.**

Secretary of the University and General Counsel pursuant to **ARTICLE I. AUTHORITY AND ORGANIZATIONS** Section 6 Seal of the University Bylaws



Seal Variation

There are two color variations to our primary logo, a white logo and a green logo.





SEAL LOGO *Variations*

Marywood Security Seal



Alumni Association Seal



SEAL LOGO *Application*





The official Marywood seal may be used as a design element on branded campus materials and select marketing materials.

Official Use Font

Type style can lend a great deal to the personality of the University. These font selections are clear and easy to read, use, and have a modern and classic feel without being trendy.

Garamond Premier is the secondary font for the brand. Variations can be downloaded an installed with ease from Google Fonts for university-wide integration.

Regular

Regular
Italic

Medium

Medium
Medium Italic

Bold

Bold
Bold Italic

Font Application

Type style can lend a great deal to the personality of the University. **Garamond** can be used for official use and affiliation logos.



Marywood University
2300 Adams Avenue
Scranton, PA 18509

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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Lisa Lori, J.D.
President, Marywood University


CONGREGATIO
IMMACVLATI
CORDIS MARIAE
CARITAS BENIGNA EST
MARIAE SILVA
SANITAS SCIENTIA
SANCTITAS
EGO SVM LVX MVNDI
SCRANTONA
CIVIVM CONCORD
FRATERNITATE
DILIGITE
ADMISSIONS
Marywood
WELCOME

Color

Primary Palette

These are our main brand colors. These colors must be used in any graphic or communication piece in which our brand appears.

Pantone Matching System (PMS)
Use case: Print (e.g. consistency, color precision, spot colors, special finishes)

HEX # (Hexadecimal)
Use case: Web and digital design (primarily in HTML/CSS)

CMYK (Cyan, Magenta, Yellow, Black)
Use case: Print (e.g., magazines, posters, brochures)

RGB (Red, Green, Blue)
Use case: Digital screens (e.g., monitors, TVs, mobile devices)

MARYWOOD GREEN

PMS 357
PMS Uncoated 357 U
CMYK 86, 40, 91, 39
RGB 26, 86, 50
#1a5632

40%
80%

BRIGHT WHITE

CMYK 0, 0, 0, 0
RGB 255, 255, 255
#FFFFFF

PACER GOLD

PMS 130
PMS Uncoated 129 U
CMYK 2, 38, 100, 0
RGB 244, 168, 0
#F5A800

40%
80%

Secondary Palette

These are our Secondary brand colors. These colors must be used in any application as an accent color to the main palette.

Gradient exclude the green PMS 357 to stand out from the primary color.

MINT GREEN

PMS 345
CMYK 44, 0, 42, 0
RGB 144, 213, 172
#90D5AC

40%

80%

MINT GRADIENT

CMYK 79, 0, 44, 31
RGB 38, 177, 99
#26b163

CMYK 30, 0, 18, 18
RGB 146,208,170
#92D0AA

CMYK 0, 31, 88, 4
RGB 244, 168, 29
#00A5B5

BLACK

CMYK 0, 0, 0, 100
RGB 0, 0, 0
#000000

Color Application

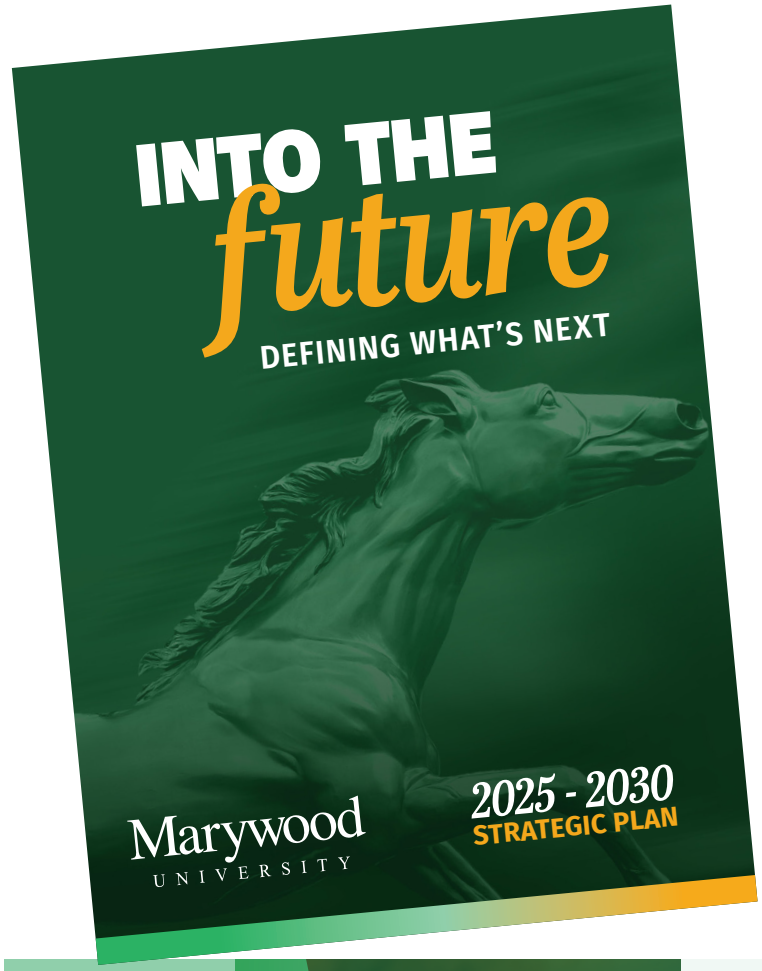
Green (PMS 357) - 50%
*Primary color is green. the majority of the design material should be in this color.

White - 30%

Mint Green - 15%

Yellow (PMS 130) - 5%
*Secondary colors are yellow and mint green. Mint green is used as a complimentary color for emphasis and hierarchy. Yellow is used as a highlight and very sparingly for the main brand.

Gradient Bar used sparingly mainly on the bottom of print or digital pieces or as a highlighting element.







Gradient Application

Digital Use: Teal gradient is primarily used on digital media only in the form of overlays and accent graphics.

Print Use: Mint gradient is primarily used on print media only in the form of fill colors and accent graphics.



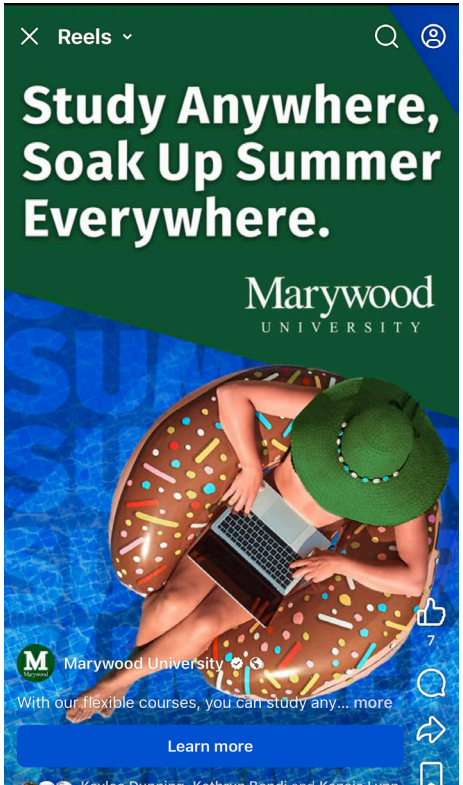


Social Images

Social images should show students engaged in conversation or activities that add motion and excitement to the image.











Affiliate Logos

Colleges Logos

These logos should be used in official marketing and communications from their respective schools.



MARYWOOD UNIVERSITY
College of Health Sciences



MARYWOOD UNIVERSITY
Reap College of Creative & Professional Studies



Find More Campaign

Campaign Typography

Use **Akagi Pro** for he first line in the title, in all caps.

Use **Abril Titling Condensed** for he second line in the title, lowercase.

Overlap the two lines slightly in a way that is still legible and balanced.



Typography Usage

Color combinations may vary within the brand colors base on the background color or image.




CONGREGATIO
IMMACVLATI
CORDIS MARIAE
CARITAS BENIGNA EST
MARIAE SILVA
SANITAS SCIENTIA
SANCTITAS
EGO SVM LVX MVNDI
SCRANTONA
DILIGITE
ADMISSIONS
Marywood
WELCOME

Athletics

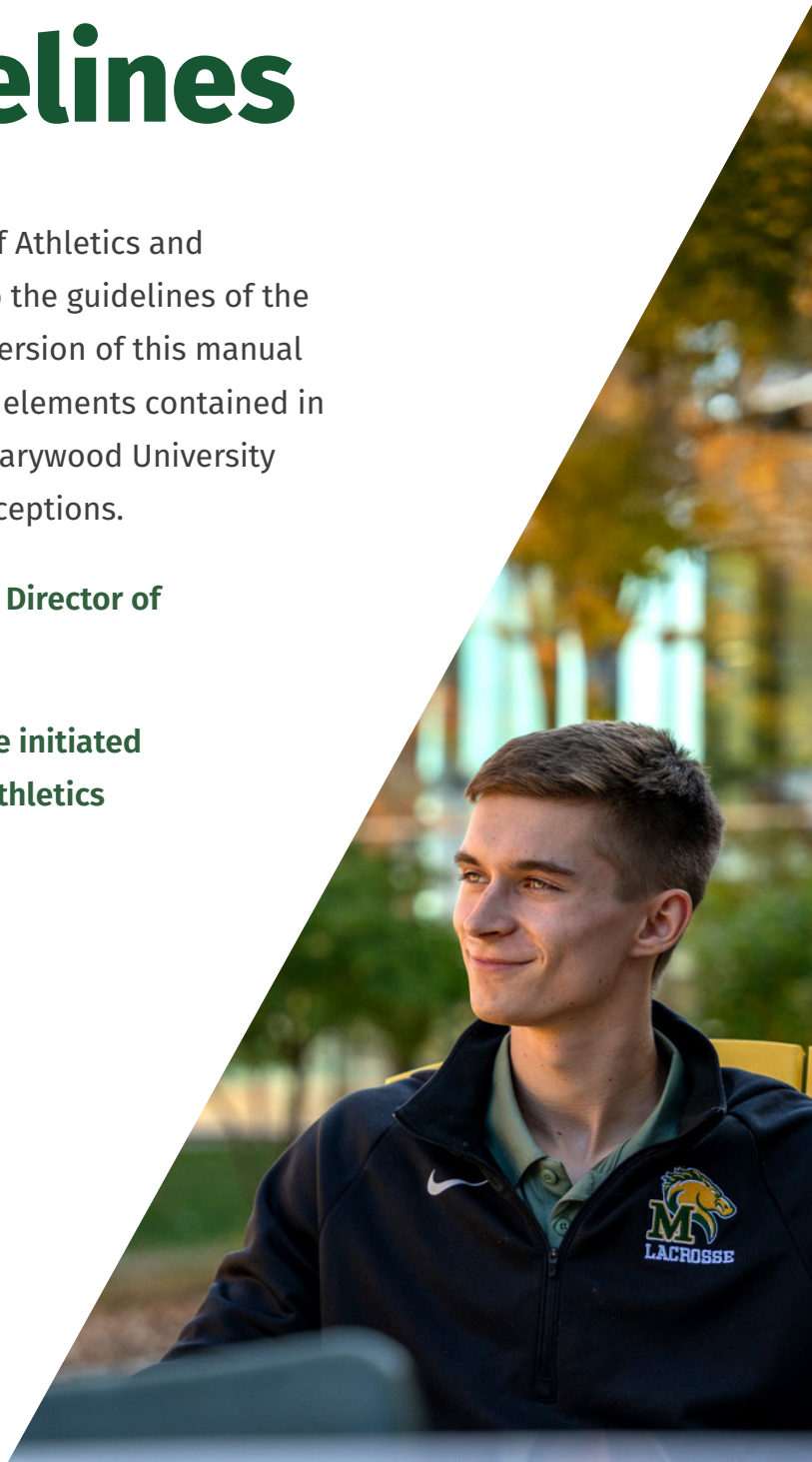
Visual Identity Guidelines

All materials printed or produced by the Marywood University Department of Athletics and Recreation, or in the name of the Marywood University Pacers, will adhere to the guidelines of the Marywood University Athletics Visual Identity. You may print the electronic version of this manual found on the Department of Athletics and Recreation web page. The graphic elements contained in this guide are not to be altered in any manner and are reserved for use by Marywood University Athletics only. The Director of Athletics and Recreation must approve any exceptions.

Apparel-related items may require additional guidelines. Please contact the Director of Athletics (570-961-4724) and Recreation or the Art Director (570-961-4741).

All design and ordering of stationary, envelopes, and business cards must be initiated through the Marketing and Communications Office. Marywood University's athletics imagery is one of the most visible representations of the University's visual identity. In order to strengthen and maintain this image, the University has developed this guide to define specific, acceptable uses of athletics marks, images, and fonts (Times New Roman and Fir Sans).

When logos are used on official uniforms, helmets, playing surfaces, or equipment, TM's are not required.



Uniform Policy

Uniform design/approval must be approved by the **Director of Athletic Communications**. Approval must first be secured prior to order. Design/approval will cover colors, numbering/lettering style/color, logo usage and placement.

Vendors must have the logos to ensure proper use for embroidery/screening. This can be secured from the Director of Athletic Communications.

MARYWOOD should be used for all “away” uniforms and can be used for home uniforms, but PACERS can be used on home uniforms as well. DO NOT put PACERS alone on away uniforms.

If you use the Pacers logo as just the horse head (without the M)* on athletic identity guidelines, Marywood must be written somewhere on the piece of apparel (uniforms, coaching shirts, polos, practice shirts, etc.).

*Labeled as **Secondary Mark 1** in the athletic identity guidelines.

If you use the Pacers logo with the M (horse head with M)* you do not need to put Marywood. The use of the logo with the words “Marywood University” together will not be approved.

*Labeled as **Primary Mark 3** in the athletic identity guidelines.



Uniform Policy

White is a secondary color, and Pantone 130 gold can be used as a backup. However, **the logo should never be black** unless it is on a gray/anthracite background. **Black may be a secondary/alternate uniform but not a team's primary uniform (in other words, don't wear it all the time as your only home/away uniform).** On black uniforms, yellow may not be used as a primary infill to numbering or lettering (must be green or white). Green or white outlines for numbering and lettering are preferred (yellow may be used as an outline only as a secondary option if the infill is green). Approval must first come from the Director of Athletic Communications. All letterings/logos must be green or white if they are on a black uniform. In addition, black may be used for travel suits, warm-ups, etc.

If you have any questions about this policy, please contact the Director of Athletic Communications or Art Director.

Jay Monahan
Director of Athletic Communications
x2453 ON CAMPUS
monahan.j@marywood.edu



Primary Mark 1

Official Horizontal Lockup.

Pacer Logo Combination





Primary Mark 2

Official Vertical Lockup





Primary Mark 3

Use of the full color logo is preferred wherever possible. The one-color logo should be used only when other forms of multicolor or tonal logos cannot be used. The one-color logo is also appropriate for etching and embossing. Never use one-color versions in RGB (video/web)

Example: Baseball hat has the mark on the front and Marywood on the back.

Pacer Logo Mark Combination





Secondary Mark 1

Use of the full color logo is preferred wherever possible. The one-color logo should be used only when other forms of multicolor or tonal logos cannot be used. The one-color logo is also appropriate for etching and embossing. Never use one-color versions in RGB (video/web) If you use this mark, you **must have Marywood somewhere** else on the item.

Example: Baseball hat has the mark on the front and Marywood on the back.

Pacer Icon





Tertiary Mark

This mark cannot be used on game apparel, inclusive of uniforms, with the exception of hats.

When using the M only on the front of a Baseball hat, it is required that Marywood must be on the back.

Athletics M





Team Logos

Individual athletics teams must used the approved lockup for their respective teams name.

The sport name must be listed below in wide-spaced all caps **Fira Sans Medium**.






CONGREGATIO
IMMACVLATI
CORDIS MARIAE
CARITAS BENIGNA EST
MARIAE SILVA
SANITAS SCIENTIA
SANCTITAS
EGO SVM LVX MVNDI
SCRANTONA
DILIGITE
ADMISSIONS
Marywood
WELCOME

Typography

Primary Font

Type style can lend a great deal to the personality of the University. These font selections are clear and easy to read, use, and have a modern and classic feel without being trendy.

Fira Sans is the primary font for both headline and body copy. Variations can be downloaded an installed with ease from Google Fonts for university-wide integration.

Light

Light
Light Italic

Regular

Regular
Italic
Condensed
Condensed Italic

Medium

Medium
Medium Italic

Bold

Bold
Bold Italic

Extra Bold

Extra Bold
Extra Bold Italic

Primary Font Application

Type style can lend a great deal to the personality of the University. These font selections are clear and easy to read, use, and have a modern and classic feel without being trendy.

The *college decision* process has a lot of moving pieces.

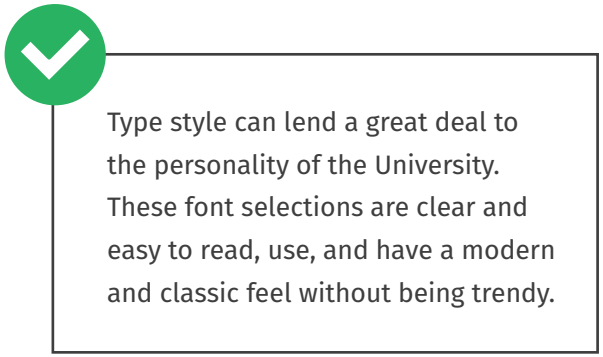
Keep the Focus on Senior Year

Keep your student's eye on the prize through the end of senior year. Even after they get their university acceptances, students should stay focused on finishing strong.

TYPOGRAPHY *Guidelines*



DO use all caps in titles, 3-5 words long, and large branding materials such as billboards.



DO use Left align in body copy. Kerning is set to 0.



DO use sentence case. Kerning is set to 0.

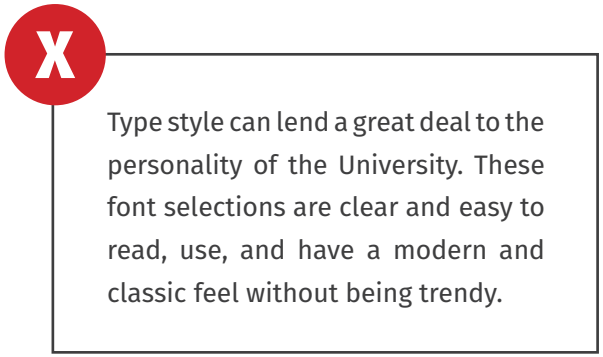
TYPOGRAPHY *Guidelines*



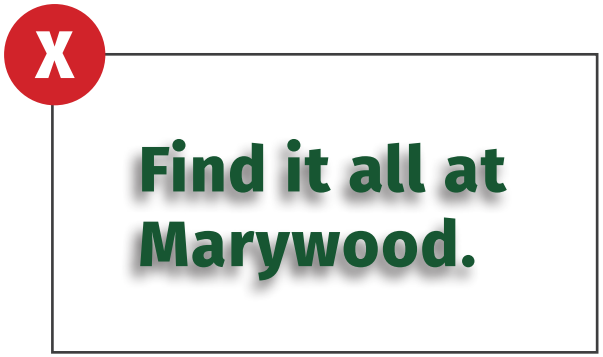
DO NOT use unapproved fonts outside of campaigns and promotional event branding.



Marywood should always be uppercase. **DO NOT** use lowercase.



DO NOT use justified body copy.

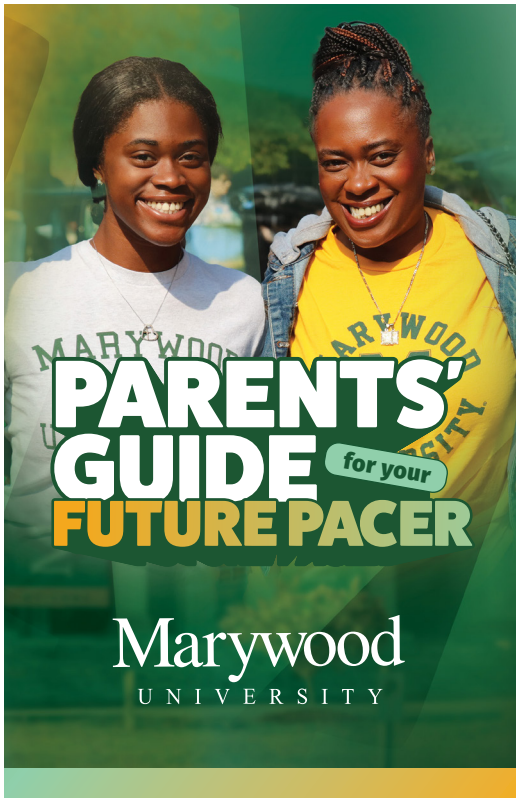


DO NOT add harsh effects such as gradients, emboss. Drop shadow may be used only if needed for contrast.

Campaign Fonts

These are fonts outside of our standard brand fonts. They are a case-by-case basis to help bring visual interest to a specific holiday or campaign. These fonts must be used sparingly and primarily used for lockups or headlines. Marywood logo must be paired with any campaign executions.

All supporting text should adhere to the brand fonts.









Photography

PHOTOGRAPHY *Portrait Examples*



Use the rule of thirds for composition. Have the subject smiling / looking off to the side instead of directly into the camera. Use clear depth of field to isolate the subject from the background.







PHOTOGRAPHY *Lifestyle Portrait Examples*



Use the rule of thirds for composition. Have the subject smiling / looking off to the side instead of directly into the camera. Use clear depth of field to isolate the subject from the background.







PHOTOGRAPHY *Lifestyle Group Examples*



Have subject/models engaged in an activity showing off campus life while the subject/models are smiling and looking off to the side instead of directly into the camera.







PHOTOGRAPHY *Major Examples*



Have subject/models engaged in an activity showing off the major in practice while the subject/models are smiling and looking off to the side instead of directly into the camera.







PHOTOGRAPHY *Campus Examples*



Use foreground elements to create visual separation. Use camera angles and composition to allow for more interesting perspective.







Overlay Usage

When applying the overlay gradient to photos - convert photo to black and white, apply overlay colors in a mesh or linear gradient.

Set the opacity to the gradient to 60%.

Contrast levels may need to be adjusted per photo.

