



BRAND STANDARDS GUIDELINES



MOUNT
ST. MARY'S
SEMINARY

2019.V2 | Last updated December 11, 2019

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INTRODUCTION

An institution's logo or visual identity is the dominant outward visual expression of its personality, values and aspirations. A distinctive Catholic community committed to transforming lives, Mount St. Mary's Seminary has local, regional, national and international audiences. Our logo and related visuals express our serious commitment to conveying the seminary's brand image as well as the underlying qualities upon which our visual identities are built.

The Brand Standards is the guide to applying our image and identity to the materials through which we communicate to all our constituencies.

Consistent application of these standards over time will benefit Mount St. Mary's Seminary through improved awareness, recognition and professional appearance.

The Office of University Marketing & Communications

The Office of University Marketing & Communications strives to strengthen relationships between Mount St. Mary's and its various publics. Whether through our publications, media relations, community relations, internal communications or the internet, we attempt to communicate effectively and honestly with our audiences.

An important part of our communications program is the guidance and assistance we offer individuals and departments on campus. We work with administrators, staff, faculty and students to publicize events, produce publications and assist with special programs.

The Office of University Marketing & Communications serves as the central source of information and assistance for all communications purposes, including publications, print, web, digital/interactive and media relations. For related information, please contact:

☎ 301-447-5366 ✉ communications@msmary.edu

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THE BRAND

Nike, Apple, the American Heart Association and John Deere. Whether or not you have made a donation to, or own a product made by any of these companies, chances are you are familiar with what's called their visual identity – the specific logo, images, fonts and colors associated with each company. Think about the Nike swoosh, the red heart of the American Heart Association or the green color of every John Deere tractor. These elements combine to create a look that is easily recognizable as belonging to that company or product. It's how you know a Nike shoe was made by the Nike company and not Under Armour, or that your donation is going to the American Heart Association, and not the ASPCA.

The visual identity also makes a statement about each company. The logo, fonts, colors and images are specifically chosen to communicate the organization's mission, personality, values, purpose and tradition.

The visual identity also connects the organization to prospective customers. As such, it is updated periodically to reflect changes in best practices in the broader marketplace.

Mount St. Mary's Seminary has its own visual identity. The logo, colors and fonts reflect our mission, personality and core values.



THE BRAND // COMPONENTS

Our Name

The official name of the institution is Mount St. Mary's Seminary.

The name, logo and seal are the copyrighted property of the institution and may not be used by any outside organization without prior permission.

In general text, on first usage, the name should be spelled out in full, with the word "Saint" abbreviated (to reflect consistency with its abbreviation in our logo), as shown:

» Mount St. Mary's Seminary

The entire name should be spelled out in full in formal documents such as citations, certificates, formal invitations, etc. Upon second or further reference, you may use:

» the seminary (*note the lower case 't' in 'the' and the lower case 's' in 'seminary'*)

PLEASE NOTE

At no time is it acceptable to abbreviate the word "Mount" as "Mt." Also, please avoid the abbreviation "MSMS," except where space is crucial.

Logo

The Mount St. Mary's Seminary logo represents the seminary wherever it appears as a unique symbol of identity for our institution, and it is important that the established guidelines for its use are followed. It is to be used as the main identifier of the seminary and should be used in any publication that leaves campus. If the Office of University Marketing & Communications is not producing your publication, **logo files are available for download online at seminary.msmary.edu/logo**



**MOUNT
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SEMINARY**



**MOUNT ST. MARY'S
SEMINARY**

Seminary Seal

The seminary seal is to be used on formal and official documents only. For publications and other applications not supervised by the Office of University Marketing & Communications or the Office of the Rector, permission is required for use of the seal.



VISUAL IDENTITY STANDARDS // LOGO

Primary Logo – Stacked With Motto

The logo is the single, strongest visual representation of the seminary. It is how the world sees and recognizes us.

The official Mount St. Mary's Seminary logo is a combination mark consisting of a graphic symbol with accompanying customized typography in a "stacked" format. It should be used in all external communications – print, web or electronic materials – and on items such as signage, clothing, accessories, promotional items, etc.

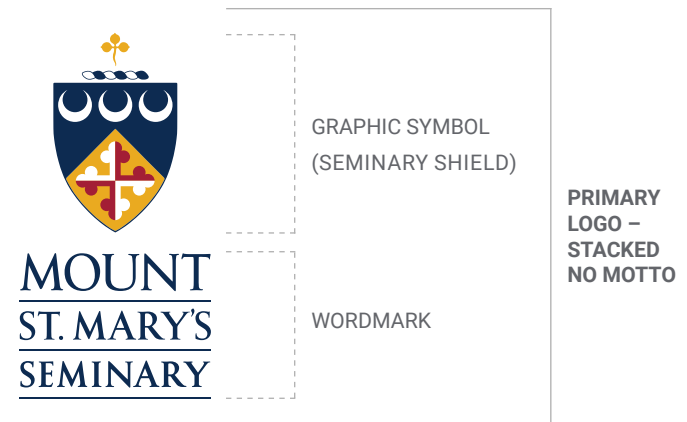
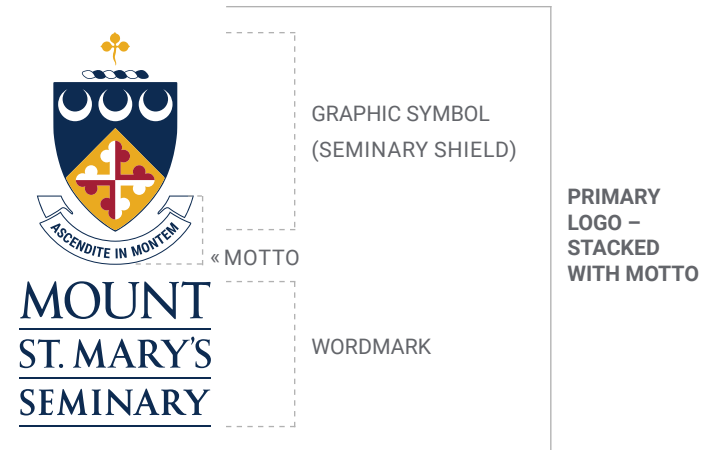
Using the seminary logo properly and consistently is critical to creating a strong brand presence.

Logo files are available for download at:
seminary.msmary.edu/logo

PLEASE NOTE

The logo is only acceptable in the established color combination of Mount navy blue (PANTONE 295), red (PANTONE 201) and yellow (PANTONE 124), or in the specified process color conversions of the PANTONE colors for print and web usage (SEE PAGE 11).

When restrictions limit the use of color, the logo may present in white or black.



VISUAL IDENTITY STANDARDS // LOGO CONTINUED

Alternate Logo – Horizontal With Motto

For situations where the primary, stacked version of the logo will not suit the application, it is acceptable to use one of the alternate, horizontal logos.

Logo files are available for download at:
seminary.msmary.edu/logo

PLEASE NOTE

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When restrictions limit the use of color, the logo may present in white or black.



VISUAL IDENTITY STANDARDS // LOGO CONTINUED

Minimum Clear Area

When the logo is used in marketing materials with photography, illustration or other typography, a minimum amount of clear space must surround the logotype to ensure visibility and integrity. This space is explained below and illustrated to the right:

PRIMARY LOGO - STACKED

The logo "Minimum Clear Area" is calculated in values of "X"

X = 1x the squared height of the space from the rule line above "SEMINARY" to the rule line below "SEMINARY"



Minimum clear area = 1x

ALTERNATE LOGO - HORIZONTAL

The logo "Minimum Clear Area" is calculated in values of "X"

X = 1x the squared height of the baseline of "SEMINARY" to the bottom of the motto.



Minimum clear area = 1x

VISUAL IDENTITY STANDARDS // LOGO CONTINUED

Minimum Reproduction Size – Stacked Logo

The primary logo, stacked with motto, may NOT be reproduced any smaller than one inch in width to ensure the legibility of the motto.



1" wide = minimum reproduction size

PLEASE NOTE

If the application area does not accommodate the above mentioned logo at the minimum reproduction size or larger, the primary logo, stacked no motto, should be used.



0.5" wide = minimum reproduction size

Minimum Reproduction Size – Horizontal Logo

The horizontal logo, with motto, may NOT be reproduced any smaller than three inches in width to ensure the legibility of the motto.



3" wide = minimum reproduction size

PLEASE NOTE

If the application area does not accommodate the above mentioned logo at the minimum reproduction size or larger, the horizontal logo, no motto, should be used.



1" wide = minimum reproduction size

VISUAL IDENTITY STANDARDS // LOGO CONTINUED

Logo Do's and Don'ts

Respecting the logo is also respecting ourselves. Using it improperly will diminish our ability to solidly establish our visual identity and maximize our brand's effectiveness and recognition.

PLEASE DO:



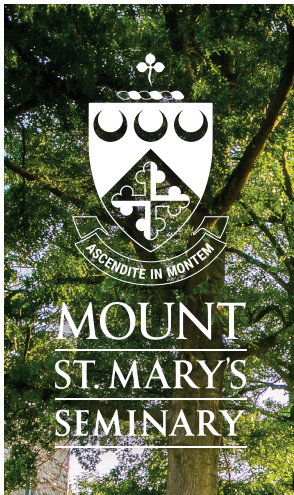
**MOUNT
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The logo is only acceptable in the established color combination of Mount navy blue (PANTONE 295), red (PANTONE 201) and yellow (PANTONE 124), or in the specified process color conversions of the PANTONE colors for print and web usage (SEE PAGE 11).

When restrictions limit the use of color, the logo may present in white or black.



Use a background color that renders the logo readable.



Use a background image that renders the logo readable.



Use a background image that renders the logo readable.

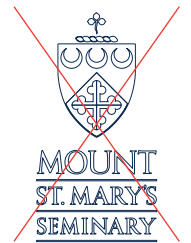
DO NOT:



Alter the colors of the logo.



Distort the logo in any way.



Outline the logo.



Use a background color that renders the logo unreadable.



Use a background image that renders the logo unreadable.



Use a background image that renders the logo unreadable.



Add effects such as drop shadows, bevels, textures or glow.

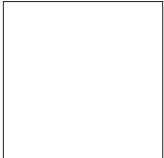


Change the size relationship or positioning of the logo elements.

VISUAL IDENTITY STANDARDS // BRAND COLORS

Brand Colors – Primary Usage

	PANTONE 295 C R 0 G 40 B 85 HEX/HTML 002855 C 100 M 69 Y 8 K 54	
--	---	--

	WHITE R 0 G 0 B 0 HEX/HTML FFFFFFFF C 0 M 0 Y 0 K 0	
--	---	--

	PANTONE 201 C R 157 G 34 B 53 HEX/HTML 9D2235 C 7 M 100 Y 68 K 32	
--	---	--

	PANTONE 124 C R 234 G 170 B 0 HEX/HTML EAAA00 C 0 M 30 Y 100 K 0	
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VISUAL IDENTITY STANDARDS // TYPOGRAPHY

Typography Standards

To ensure consistency across all digital and printed materials, the following are standards for typography.

Goudy Trajan is the typeface used for the Mount St. Mary's Seminary logo. This is an all-caps font that is suitable for headlines and display uses in more formal advertising and print materials, such as invitations, Commencement collateral, communications from the Office of the Rector, etc. This font is NOT suggested for digital/web usage.

Goudy (Old Style, Old Style Italic, Bold, Bold Italic, and Extra Bold) is the suggested body typeface for more formal advertising and print materials, such as invitations, Commencement collateral, communications from the Office of the Rector, etc. This font is NOT suggested for digital/web usage.

Roboto is a sans serif font that subtly contrasts the more traditional look of the Goudy font and provides great flexibility with its multiple weights and variations. This font is suggested for both print and digital/web usage.

Roboto Condensed is a sans serif font that subtly contrasts the more traditional look of the Goudy font and provides great flexibility with its multiple weights and variations. This font is suggested for both print and digital/web usage.

All fonts are available for download at:
seminary.msmary.edu/brandstandards

VISUAL IDENTITY STANDARDS // TYPOGRAPHY CONTINUED

GOUDY TRAJAN

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Goudy Old Style | GOUDY OLD STYLE

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VISUAL IDENTITY STANDARDS // TYPOGRAPHY CONTINUED

Roboto | ROBOTO

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Thin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VISUAL IDENTITY STANDARDS // TYPOGRAPHY CONTINUED

Roboto Condensed | ROBOTO CONDENSED

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890