



**MORAVIAN COLLEGE**

**VISUAL  
STYLE GUIDE**



MORAVIAN  
COLLEGE

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## ABOUT THE GRAPHIC STYLE

Moravian College graphic identity includes a wordmark and star symbol along with specific guidelines for their use. Together, these elements create a signature look that provides instant recognition of an enduring institution that is uniquely Moravian College.

The graphic identity system combines our traditional wordmark along with its most widely recognized and beloved symbol—the Moravian star—as its logo. The use of this stylized star in the logo is appropriate.

The Moravian star is the result of a marriage of mathematics and religion. Early Moravian educators, looking for innovative ways to teach geometry to their students, had them construct Advent stars on standard geometric shapes. The best-known Moravian star is the twenty-six point version, built on a shape with 18 square sides and 8 triangular sides. The points are long three- or four-sided pyramids using the squares and triangles as bases. The Moravians who first popularized this shape may have been influenced by the fact that in Hebrew numerology, 26 corresponds to the name of God (YHWH).

For Moravian College, the 26-point star also symbolizes its motto, *Via Lucis*, the “way of light,” and embodies the light of learning, the radiance of joy, and the illumination that its graduates carry into the world.



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# THE IMPORTANCE OF CONSISTENT GRAPHIC STYLE

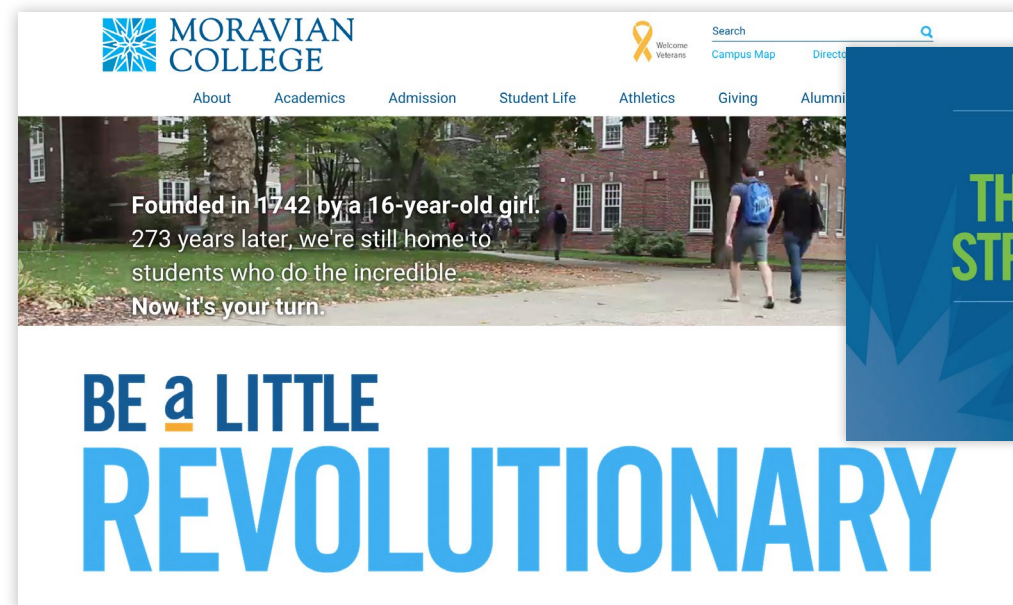
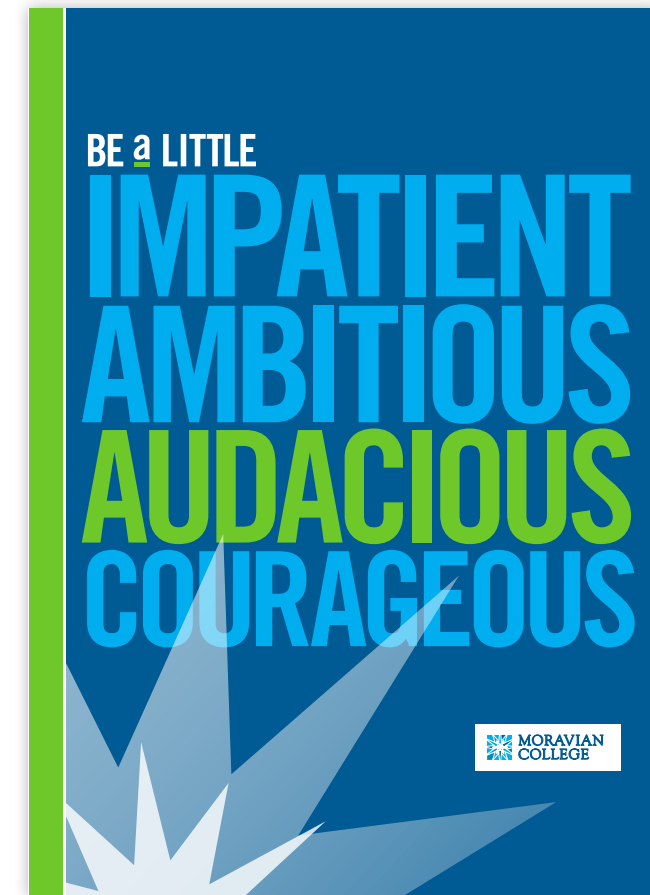
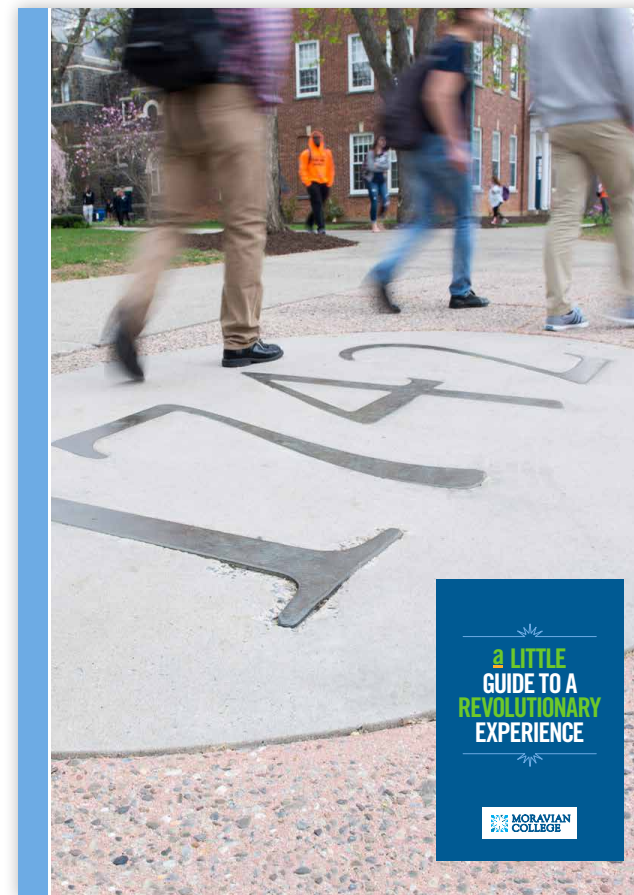
College-wide adoption of the graphic identity system is key to its effectiveness in communicating Moravian College's distinctive brand. Used consistently and correctly, the identity will, over time, help to build a strong, coherent visual brand identity for the entire College and all its divisions.

The graphic identity of Moravian College's brand is created through the use of specific graphic elements, typography and color that will be recognized instantly and positively by key audiences. A consistent style reinforces memory by providing a visual cue for audiences resulting in an immediate recognition and emotional connection.

It is crucial that the College's communications present a professional and uniform image. By consistently following graphic identity standards, we continually reinforce the College's brand, reach new audiences and mutually benefit from Moravian College reputation for quality education.

The existence of these standards does not mean that all materials must look exactly alike. However, the standards call for materials to demonstrate a common resemblance, with some elements that tie programs and departments of the College together.

This document outlines procedures, guidelines, and standards to guide you in the implementation of the logo in a wide variety of applications. All of the schools, departments, offices, and programs of the College are expected to use the visual identity in these approved formats.



## LOGO

Moravian College's formal logo, which includes the style Moravian Star and the College name, represents a strong visual element within the College's overall identity system.

Consistent use of this logo builds awareness of the College in the academic community and beyond. The logo is the appropriate symbol to be used in all forms of visual communication, including but not limited to:

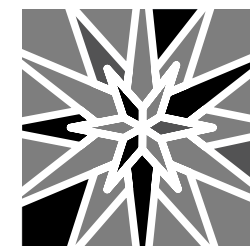
- Stationery
- Publications
- Presentations/displays
- Promotional items/advertising
- Signage on buildings and/vehicles
- Digital communications: websites, e-mail, social media

Please note: The JPG files will serve most needs. The EPS files (scalable vector art) are used by printers and can be viewed and used in Adobe Illustrator, Photoshop and InDesign and other graphics programs.

**NOTE:** Under special circumstances the logo may be represented with a blue or grey background and the words Moravian College reversed out in white. Permission to reverse the logo is approved a case-by-case basis by the Marketing and Communications Office.



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# LOGO

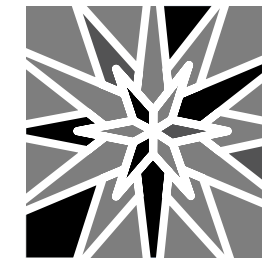
Moravian College maintains a secondary logo that contains the star above the word mark that is typographically consistent with the primary logo. Selection of the primary logo or secondary logo depends on specific usage and the constraints presented by the design and/or form of communication.

The vertical or stacked logo provides a square element that may be more practical in certain designs. The stacked logo may ONLY be used when a particular design is limited to a square area making the use of the primary logo impractical.

Please note: The JPG files will serve most needs. The EPS files (scalable vector art) are used by printers and can be viewed and used in Adobe Illustrator, Photoshop and InDesign and other graphics programs.



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# FONT USAGE

Consistent use of typography along with other graphic elements helps to maintain a strong brand identity. The fonts are professional cross-platform (Mac and Windows) open type fonts available from Adobe (Goudy) and Linotype (Trade Gothic).

Goudy Oldstyle Std. is the selected serif typeface for text.

Trade Gothic is the selected sans serif typeface for headlines, subheads and text.

Recommended typefaces for Web and electronic communications include browser safe san serif fonts such as Ariel, Verdana, and Geneva.

If you have any questions or would like assistance related to typography, please contact please contact Chelsea Clifford at [cliffordc@moravian.edu](mailto:cliffordc@moravian.edu) or call 610-625-7796

\*Click here to download Trade Gothic font and install on your computer

## Trade Gothic Bold Condensed No. 20

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 , . ; : ! ?

## Trade Gothic Bold No. 2

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 , . ; : ! ?

## Trade Gothic Bold Condensed No. 18

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 , . ; : ! ?

## Trade Gothic Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 , . ; : ! ?

## Trade Gothic Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 , . ; : ! ?

## Goudy Oldstyle Std

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm NnOo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 , . ; : ! ?

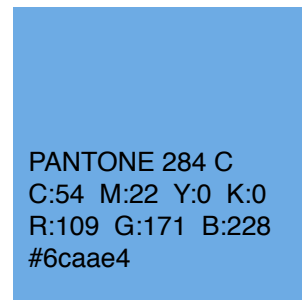
# COLOR PALETTE

100% cyan is used in the logo. All the colors, primary and secondary, can be used as impact colors in layout, which is to say they can be used boldly and prominently.

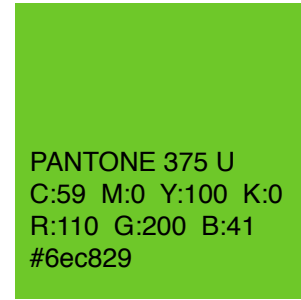
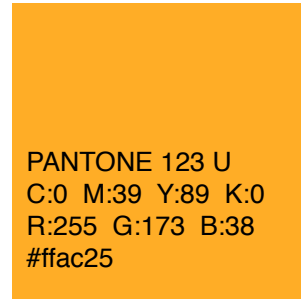
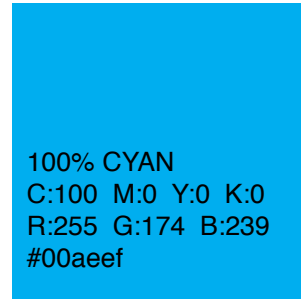
It is preferred that the primary colors be used first and consistently in the campaign to gain brand recognition.

Gray is used exclusively for headlines and body copy.

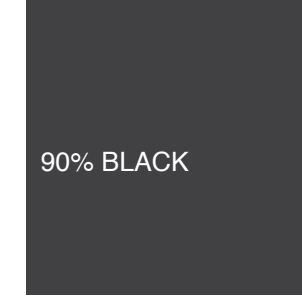
Primary



Secondary



Headlines and body copy





# LOGO DON'T'S

The Moravian College logo, word mark and seal are cohesive design elements used consistently to further advance the identity program. Any variation from the authorized configurations will weaken their visual effectiveness.



(Retired Logos)



# DEPARTMENT LOGOS

The new graphic identity does not utilize “lock-ups” or a system of combining the logo directly with the name of the department. Instead department materials should contain the name of the department on the piece accompanied by the logo, but not as part of a single graphic. We'd like you to keep the "name" a half inch away from the bottom of the white box if keeping them close together (see example below). There is also another option to spell out the "name" larger and use the logo as a footer in the document (see to the right).



College name — MORAVIAN COLLEGE


Department — **CAREER DEVELOPMENT CENTER**

Key people — Amy Saul, Associate Dean of Students and Director  
Ashley Forsythe, Assistant Director

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**ANNUAL REPORT ON POST-GRADUATION ACTIVITY OF THE CLASS OF 2014**

Annual outreach activities have yielded information on 321 of 357 graduates of the class of 2014; 90% of the class. Numbers and percentages below are based on those 321 graduates.




**SELECTED EMPLOYERS**

<ul style="list-style-type: none"> <li>A.M. Best Company Inc.</li> <li>Aerotek</li> <li>All-Care Physical Therapy Centers, LLC</li> <li>Allied Personnel Services</li> <li>Alstede Farms LLC</li> <li>American Vision Solar</li> <li>Americasource Bergen Corporation</li> <li>ArtsQuest</li> <li>ASX Limited</li> </ul>	<ul style="list-style-type: none"> <li>Insight Global</li> <li>Kaplan, Inc.</li> <li>Keystone Community Resources, Inc.</li> <li>Keystone Premier Settlement Services, LLC</li> <li>Laughing at My Nightmare</li> <li>Lehigh County Children and Youth Services</li> <li>Lehigh Valley Health Network</li> <li>Lincoln Investment Planning, Inc.</li> <li>Lipton, CPA &amp; Associates</li> </ul>	<ul style="list-style-type: none"> <li>United States Navy</li> <li>Valspar Corporation</li> <li>VIA of the Lehigh Valley, Inc.</li> <li>Victaulic Company</li> <li>Walt Disney World</li> <li>Wells Fargo</li> <li>Whitehall Chamber of Commerce</li> <li>WinSystems, Inc.</li> <li>Wright Veterinary Medical Center</li> <li>YMCA of the USA</li> <li>YOUniversity of Music and Arts</li> </ul>
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**CAREER DEVELOPMENT CENTER** · 1200 Main Street, Bethlehem, PA 18018  
610 861-1509 · thecareercenter@moravian.edu · [moravian.edu/career](http://moravian.edu/career)

 **MORAVIAN COLLEGE** — logo & footer

# LETTERHEAD

Moravian College letterhead combines the logo at the top of the page with the department or office name at the bottom with the appropriate contact information and website. The letterhead contains a spark element at the bottom of the page above the contact information.

The letterhead is available in an MSWord template and/or an editable PDF for departments to customize with their name and contact information for both printed and electronic communications. Both the body copy of letters and the departmental information at the bottom must be Goudy Oldstyle typeface.

Envelopes contain the logo at the top left with the name of the department/office underneath aligned with the work mark MORAVIAN COLLEGE. The envelope has spark decoration at the bottom.

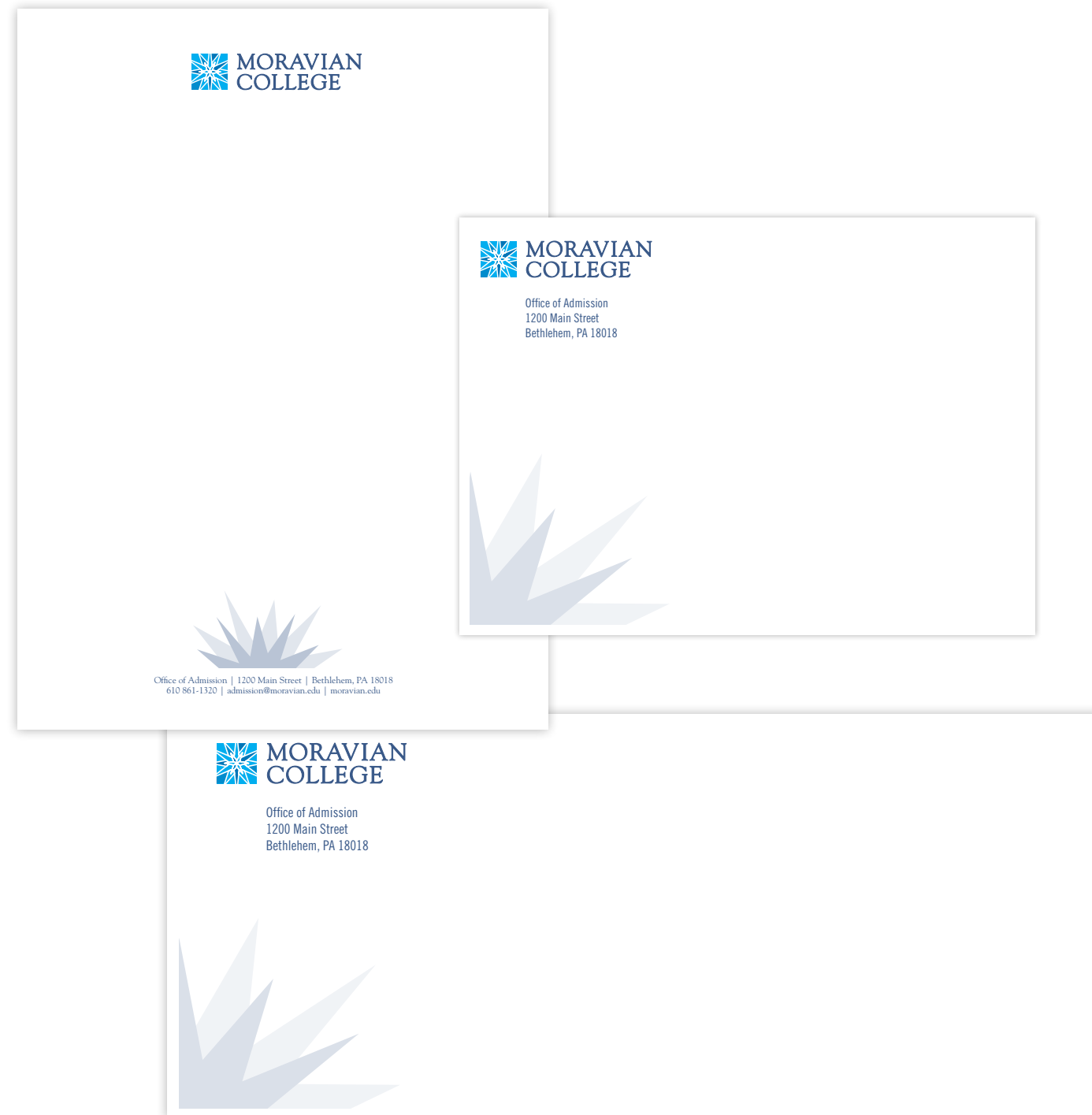
For assistance in ordering printed letterhead and envelopes:

Administrative offices, staff, Academic departments and faculty members, contact:

Chelsea Clifford at 610-625-7796 or [cliffordc@moravian.edu](mailto:cliffordc@moravian.edu)

Graduate and evening programs and staff, contact

Angelique Blanar at 610-625-7668 or [blanara@moravian.edu](mailto:blanara@moravian.edu)



\*Click to download Letterhead from  
Google Drive

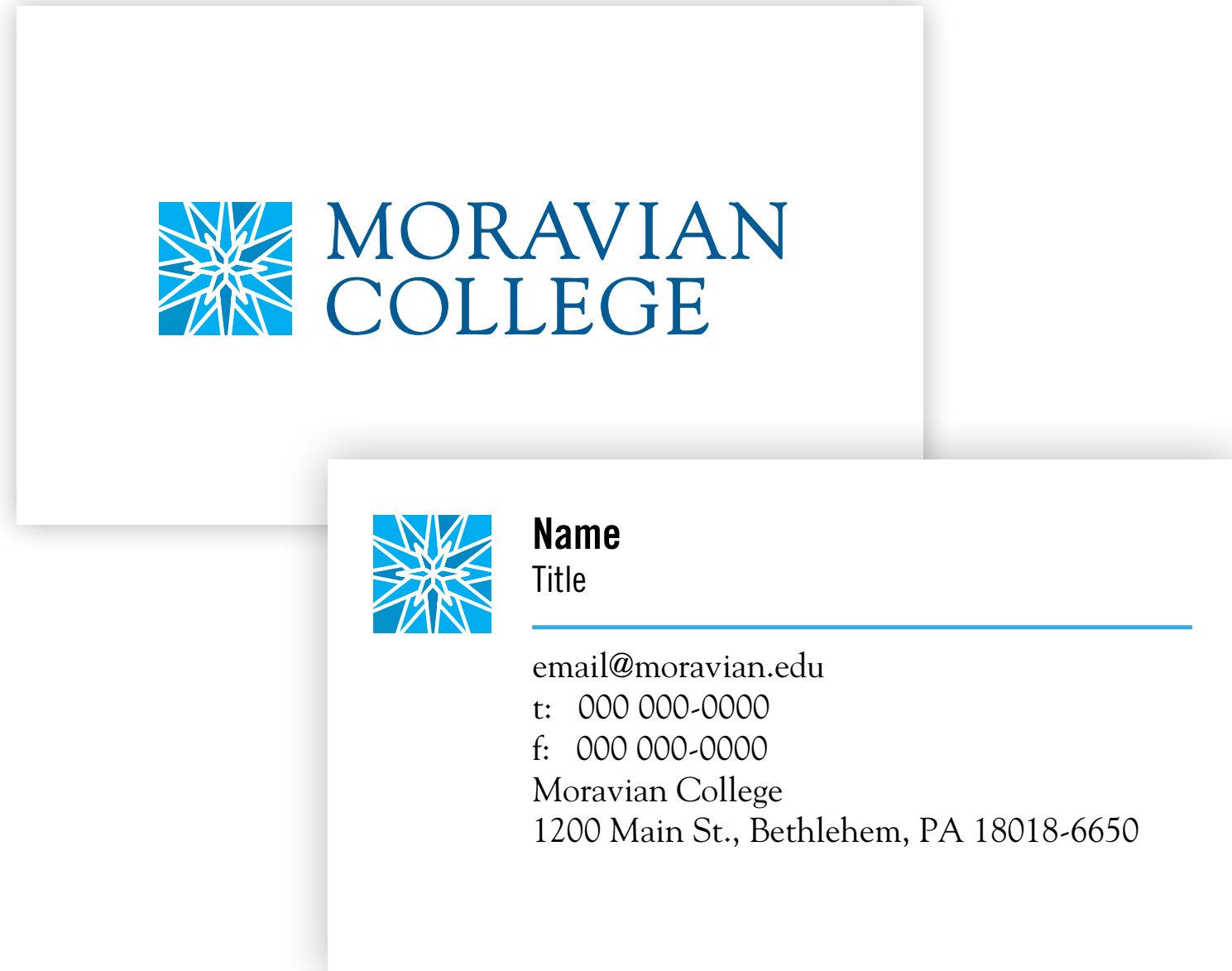
# BUSINESS CARD

The Moravian College business cards contain the logo on the front and the star icon, name, title, and contact information on the back that can include another phone number and also room location.

To order business cards:

Administrative offices, staff, Academic departments and faculty members, contact: Chelsea Clifford at 610-625-7796 or [cliffordc@moravian.edu](mailto:cliffordc@moravian.edu)

Graduate and evening programs and staff, contact Angelique Blanar at 610-625-7668 or [blanara@moravian.edu](mailto:blanara@moravian.edu)

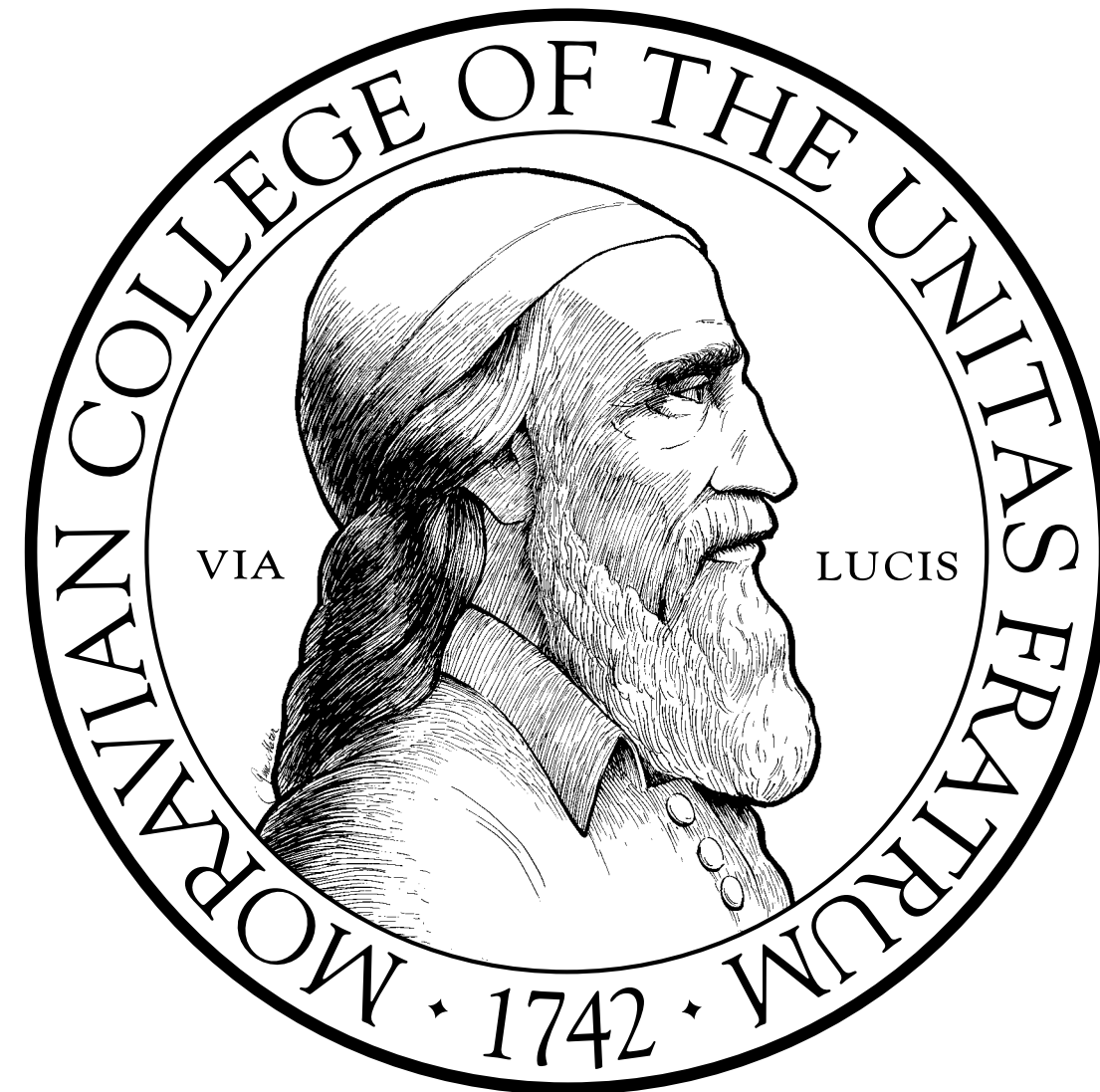


# SEAL

The seal is reserved for presidential use and official communications that identify the College's policies and proceedings, for academic honors materials such as diplomas and awards, and appropriate use such as special events, the fronts of podiums, and inside and outside College buildings—where appropriate.

The seal should not be used in daily communications by departments or programs, but it may be used in selected communications upon request, contact Michael Wilson, Director of Marketing and Communications: [wilsonm@moravian.edu](mailto:wilsonm@moravian.edu).

The seal should not be used on novelty items, apparel or promotional items, advertising, publications, websites, or printed materials that publicize a program, activity, or service of the College.



\*Click to download from Google Drive

# ATHLETICS LOGO

The athletics logo, composed of a blue M outlined with a grey stripe, with a stylized Greyhound running in front, is to be used consistently in association with the Moravian College Athletics Department and its teams.

The College is also utilizing a standard sans serif typeface (Trade Gothic condensed) for words that accompany the logo.

Please note: There are a number of variations that can be custom created to accommodate accompanying such as (Moravian College, Greyhounds, Athletics, etc.) text in both vertical and horizontal orientations. Other versions can be created to include team names.

The greyhound image should not be extracted from the design or used without the M. Conversely, the M should not be used without the greyhound in association with Moravian College Athletics.

(Athletics Logo)



(Athletics Logo on blue background)



(Athletics Logo with text)



[\\*Click to download from Google Drive](#)

# SOCIAL MEDIA LOGO USE

Departments, offices, programs, and teams who administer official Moravian College social media sites are required to utilize the appropriate institutional logos for the profile images.

Primary College Accounts:

- Facebook.com/moraviancollege
- Twitter.com/moraviancollege
- Instagram.com/moraviancollege

Secondary social media accounts on Facebook, Twitter, and Instagram representing official departments and teams of Moravian College should use the following format for their title/display name: "Moravian College" followed by the name of their department/team. Examples:

- "Moravian College Counseling"
- "Moravian College Alumni"
- "Moravian College Football"

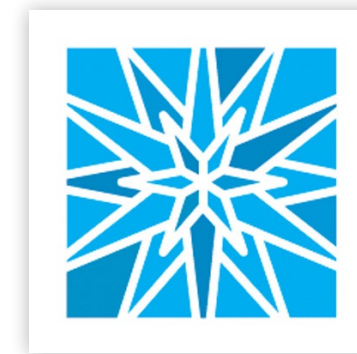
Official Moravian College athletic teams and groups on social media should use the athletic greyhound logo as their profile icon. Please use the attached files which are pre-sized for Facebook (180x180 pixels), Twitter (400x400 pixels), and Instagram (displays as a circle). Athletics accounts on Instagram should use the Twitter icon file for their Instagram icon.

All other official departments of Moravian College on social media should use the Moravian College star as their profile icon.

If you run a social media outlet for an official department/team or if you have any questions, please contact Emily Whalen, Internet Marketing Associate at [whalene@moravian.edu](mailto:whalene@moravian.edu) or 610-861-1332.



Facebook



Twitter



Instagram



Athletics Facebook



Athletics Twitter

\*Click to download from Google Drive

# EMAIL FOOTER


To maintain a uniform and consistent look in email communication, all employees of Moravian College are to insert one of three official Moravian College logos below the contact information in their signature. Other images may be displayed, if appropriate, below the Moravian College logo.


The Moravian College Star Logo is the default logo for all emails coming from employees of the College who do not communicate with prospective students on a routine basis.

The Moravian College Star Logo with action line “Be a Little Revolutionary” is to be used by those who do communicate with prospective students on a regular basis.

The Moravian College Athletics Logo for emails sent by members of the Athletics Department, coaches, and teams.

Please see to the right for the links to these images and below for steps on how to set up your email signature in gmail.

1. Click  and choose **Settings**. Scroll down to the **Signature** section:

2. Click  to add an image:

3. Click one of the following to select an image:

- **My Drive** displays images available in Drive
- **Upload** adds an image to Drive from your system
- **Web Address (URL)** lets you specify a location where the image is hosted.

**Note:** To make these options available, from the **Admin Console**, go to **Apps > Google Apps > Drive > Sharing settings** and verify the following:

- Under **Sharing options**, **Sharing outside of (your organization)**, choose **ON**.
- Check the box: **Allow users in (your organization) to publish files on the web or make them visible to the world as public or unlisted files**.

For more information, see [Set file sharing permissions](#).

4. Click **Select** to add the image to the Gmail signature.



[http://www.moravian.edu/static/email\\_footer/MC\\_SignatureEmail.jpg](http://www.moravian.edu/static/email_footer/MC_SignatureEmail.jpg)



[http://www.moravian.edu/static/email\\_footer/MC\\_SignatureBeALittle.jpg](http://www.moravian.edu/static/email_footer/MC_SignatureBeALittle.jpg)



[http://www.moravian.edu/static/email\\_footer/athletics\\_logo.jpg](http://www.moravian.edu/static/email_footer/athletics_logo.jpg)



# INSTRUCTIONS FOR CONTACTING THE MARKETING AND COMMUNICATIONS OFFICE

## Producing Marketing Materials for Prospective Students

Through our marketing partner Mindpower, Inc., Moravian College has developed a Marketing Toolkit for those producing marketing materials and messages aimed at prospective students. It provides guidance for developing marketing communications for various audiences, using proper voice and tone, and for copy development. It also includes Moravian College's value proposition and key attributes, institutional profile descriptions, additional visual elements, and brochure templates.

If you are producing marketing materials and messages that will be used with prospective students, contact Michael Wilson, director of Marketing & Communications at [wilsonm@moravian.edu](mailto:wilsonm@moravian.edu), 610 816-1365.

## Questions and Assistance

If you have any questions or would like assistance related to the graphic identity system or assistance with developing marketing communications please contact Michael Wilson, director of Marketing & Communications at [wilsonm@moravian.edu](mailto:wilsonm@moravian.edu) or 610 816-1365.

For web and electronic communications, please contact Christie Jacobsen, Webmaster at [jacobsenc@moravian.edu](mailto:jacobsenc@moravian.edu) or 610 625-7797.