

OCTOBER 2018

Brand Identity Standards

manhattanville.edu

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A BRANDING AND STYLE GUIDE

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B LOGO

- 1. Logo Color Formats
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- 4. Institutes
- 5. Departments
- 6. Other School Logos

C LAYOUT

- 1. Single Sheet 8.5" x 11" Flyer/Poster/Information
- 2. Single Sheet 11" x 17" Poster
- 3. Event Program
- 4. Postcard standard (one for just text/one for picture/graphic style)
- 5. Postcard Oversized (one for just text/one for picture/graphic style)
- 6. Invitations
- 7. PowerPoint Slides
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Typography

Helvetica Neue LT Std (Linotype, OpenType (PostScript Flavored))

For use in all headlines, subheads, charts, tables, running text and footnotes.

Helvetica Neue LT 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopgrstuvwxyz 1234567890

Helvetica Neue LT 45 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopgrstuvwxyz 1234567890

Helvetica Neue LT 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue LT 56 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopgrstuvwxyz 1234567890

Helvetica Neue LT 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue LT 66 Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue LT 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopgrstuvwxyz 1234567890

Helvetica Neue LT 66 Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz 1234567890

Typography Cont...

Helvetica Neue LT Std Condensed

If space is at a premium, Helvetica Neue LT Condensed may be utilized in body copy or small subheads. Do not use the standard version for main headlines.

Eason Pro

Serif font to be used in select pieces.

Eason Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz 1234567890

Eason Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz 1234567890

Fason Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz 1234567890

Eason Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopgrstuvwxyz 1234567890

Eason Pro Display Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ | ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Typography Cont...

Playfair Display

Serif font is to be used for select pieces only

Playfair Display Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz 1234567890

Playfair Display Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz 1234567890

Playfair Display Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz 1234567890

Playfair Display Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz 1234567890

Playfair Display Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz 1234567890

Playfair Display Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz 1234567890

Playfair Display Small Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ | ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Color Palette

PRIMARY	COLORS	-	SECONDARY COLOR FAMILIES													
		1.		1.		1.		1.		1.		1.		1.		
Manhattanville Red Pantone 1945 C HEX# A6093D		R 233 G 223 B 151	C 2 M 1 Y 45 K 2	R 188 G 209 B 155	C 24 M 0 Y 43 K 0	R 113 G 197 B 232	C 52 M 0 Y 1 K 0	R 198 G 218 B 231	C 21 M 2 Y 0 K 1	R 198 G 188 B 208	C 17 M 20 Y 0 K 1	R 183 G 201 B 211	C 21 M 5 Y 4 K 8	R 203 G 196 B 188	C 6 M 7 Y 10 K 11	
R 166 G 9 B 61	C 5 M 100 Y 55	2.		2.		2.		2.		2.		2.		2.		
	K 28	R 217 G 199 B 86	C 5 M 4 Y 73 K 7	R 158 G 179 B 86	C 43 M 11 Y 76 K 0	R 0 G 146 B 189	C 88 M 21 Y 13 K 2	R 146 G 193 B 233	C 42 M 9 Y 0 K 0	R 161 G 146 B 178	C 36 M 39 Y 2 K 5	R 118 G 134 B 146	C 35 M 14 Y 11 K 34	R 182 G 173 B 165	C 11 M 13 Y 15 K 27	
Manhatta	Manhattanville Black			3.		3.		3.		3.		3.		3.		
R 255 G 255 B 255	C 0 M 0 Y 0 K 100	R 162 G 142 B 42	C 10 M 23 Y 100 K 43	R 104 G 111 B 18	C 34 M 0 Y 100 K 60	R 0 G 115 B 150	C 98 M 6 Y 10 K 29	R 37 G 107 B 162	C 93 M 51 Y 6 K 4	R 97 G 75 B 121	C 70 M 77 Y 7 K 23	R 66 G 85 B 99	C 58 M 32 Y 18 K 54	R 131 G 120 B 111	C 23 M 32 Y 34 K 51	
Manhattanville Red & Black		1. Manhattanville Light Gold Pantone 461 C HEX# E9DF97		1. Manhattanville Light Quad Green Pantone 579 C HEX# BCD19B		1. Manhattanville Light Ocean Pantone 297 C HEX# 71C5E8		Manhattanville Dark Wedgewood Pantone 545 C HEX# C6DAE7		1. Manhattanville Light Lilac Pantone 665 C HEX# C6BCD0		1. Manhattanville Light Slate Pantone 5445 C HEX# B7C9D3		1. Manhattanville Light Earth Pantone Warm Gray 2 0 HEX# CBC4BC		
		2. Manhattanville Core Gold Pantone 458 C HEX# D9C756		2. Manhattanville Core Quad Green Pantone 2303 C HEX# 9EB356		2. Manhattanville Core Ocean Pantone 2183 C HEX# 0092BD		Core W Panton	2. Manhattanville Core Wedgewood Pantone 283 C HEX# 92C1E9		2. Manhattanville Core Lilac Pantone 666 C HEX# A192B2		2. Manhattanville Core Slate Pantone 7544 C HEX# 768692		2. Manhattanville Core Earth Pantone Warm Gray 4 C HEX# B6ADA5	
			3. Manhattanville Dark Gold Dark Quare Pantone 456 C Pantone 2 HEX# A28E2A HEX# 686		ad Green 2307 C			3. Manhattanville Dark Wedgewood Pantone 2151 C HEX# 256BA2		3. Manhattanville Dark Lilac Pantone 668 C HEX# 614B79		3. Manhattanville Dark Slate Pantone 7545 C HEX# 425563		3. Manhattanville Dark Earth Pantone Warm Gray 9 C HEX# 83786F		

Logo Usage

Manhattanville College Logos

Horizontal Logo Version



Center Logo Version



Manhattanville College Logos Color Options

2/C Spot Pantone 1945 and Black





4/C Process





1/C Pantone 1945





1/C Black





2/C Pantone 1945 and Black with k/o type





Logos for Schools and Centers







Manhattanville College MFA in Creative Writing

Manhattanville College The Sister Mary T. Clark, RSCJ Center for Religion & Social Justice

Logos for Institutes



The Rose Institute for Learning and Literacy



The Rose Institute for Learning and Literacy



Women's Leadership Institute



Women's Leadership Institute



Institute for Managing Risk

Logos for Departments



Center for Career Development



Center for Student Accommodations



Department of Campus Safety and Security



Department of Dance & Theatre



Office of Institutional Advancement



Office of Residence Life

Logos for Departments. Cont.



Office of the President



Office of Alumni Relations

Other School Logos











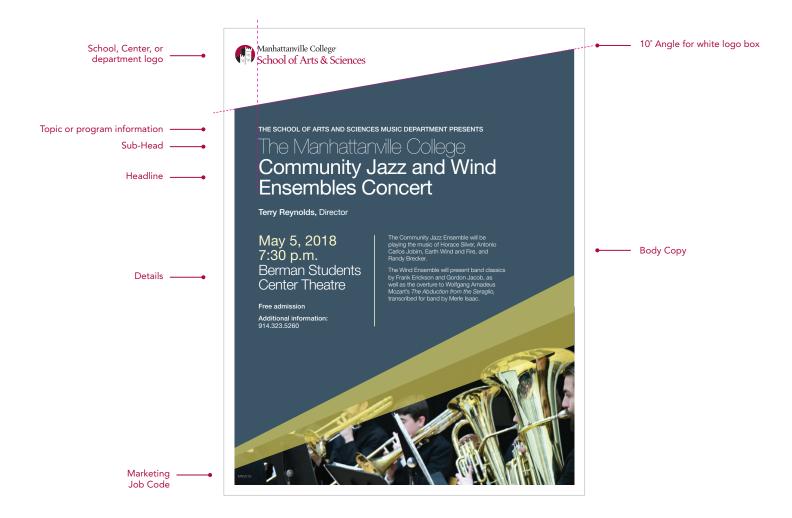




Letter-size Covers



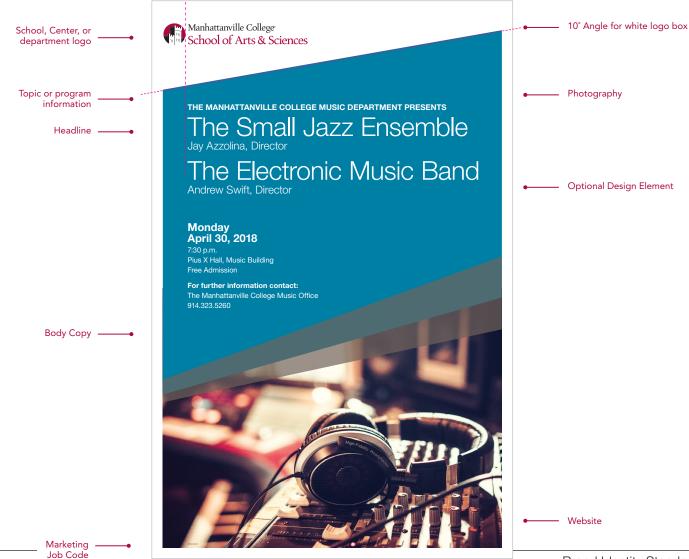
Letter-size Flyers



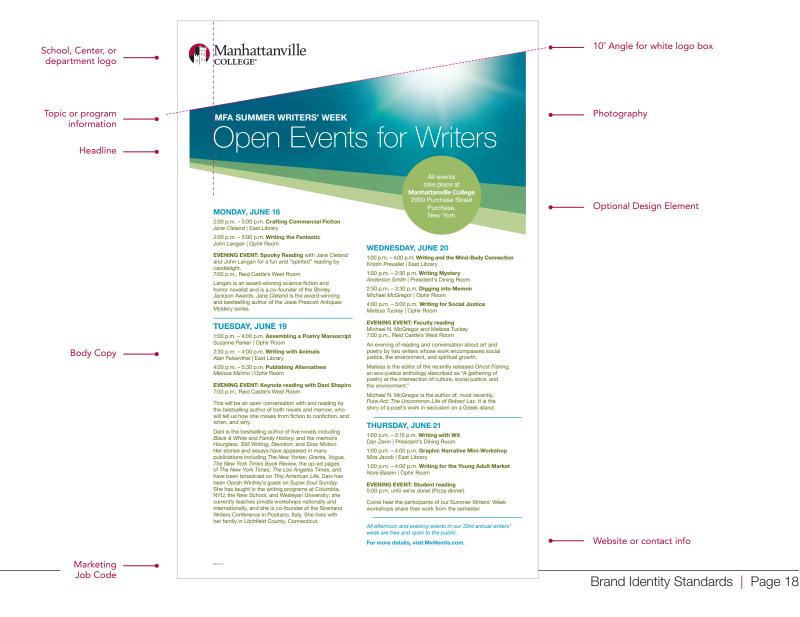
Letter-size Information Handouts



Posters: Display/Promotional



Posters: Informational



Marketing Job Code

Event Programs

Full Bleed Programs

Letter-size (8.5" x 11") folded to 5.5" x 8.5", saddle-stitched if more than one signature.





Back Cover Front Cover

Inside Spread

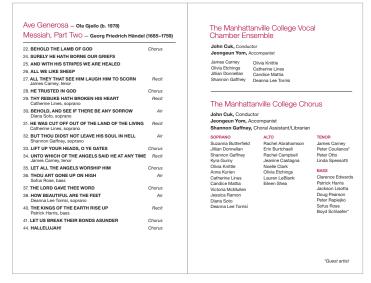
Layout Cont.

Event Programs

Non-Bleed Programs

Letter-size (8.5" x 11") folded to 5.5" x 8.5", saddle-stitched if more than one signature.





Job Code **Back Cover**

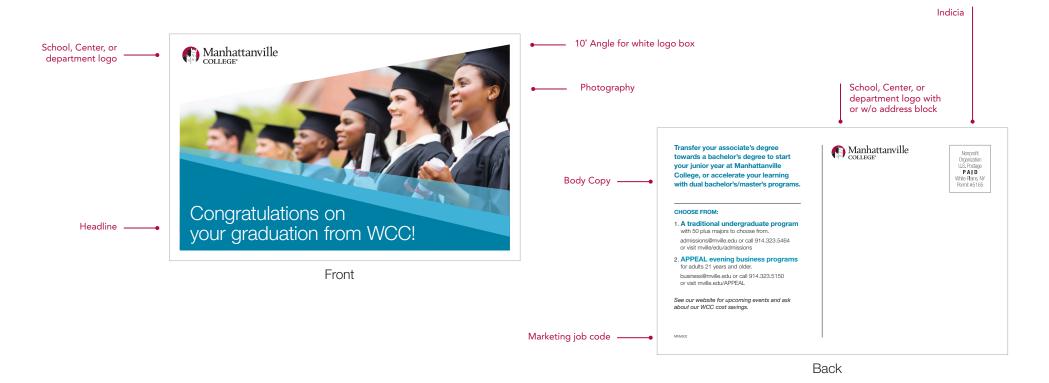
Marketing

Front Cover

Inside Spread

Standard Postcards

8.5" x 5.5"



Standard Postcards

9" x 6"



Back

Invitations: A2 Invite Suite



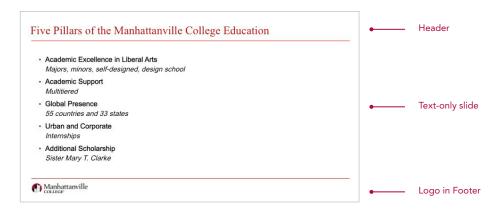
Layout Cont.

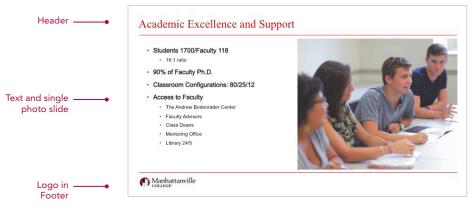
Invitations: A2 Invite Suite Cont.



PowerPoint Slides









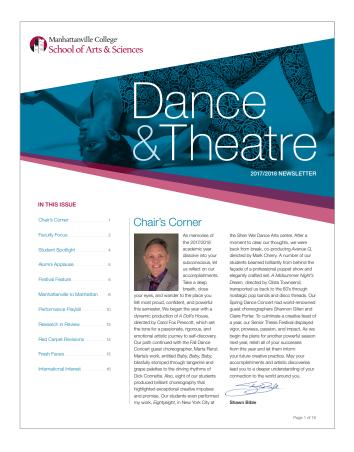








Newsletter: Digital Version

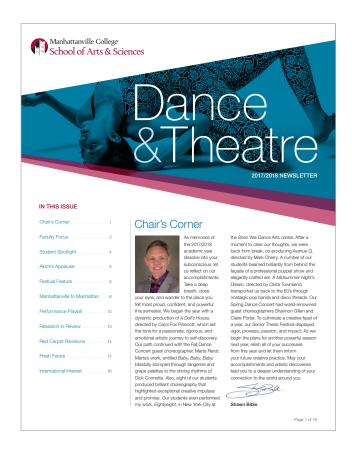








Newsletter: Print Version







Mailing Indicias

Mailings can be sent using the First-class or Non-Profit Organization Indicias.

Before any indicia is added to a mailing piece, be sure to secure approval for layout/positioning from the local U.S. Postal Office. Postal officer will advise of postage charge which must be paid upfront. Be sure to secure all approval prior to printing any job.

Presorted First Class U.S. Postage PAID White Plains, NY Permit #5165

Nonprofit Organization U.S. Postage PAID White Plains, NY Permit #5165