

#PACERPRIDE



Marywood

UNIVERSITY

BRAND GUIDELINES



Positioning Marywood for Growth

This brand booklet is brought to you by the Marywood Marketing Department as a helpful tool to guide you in representing Marywood's brand in the best and most consistent light.

It is important that our internal and external partners display a united front in all print and digital communications providing a common foundation for marketing, reputation-building, recruitment, and fundraising efforts.

By communicating the essence of the University, the primary purpose of this initiative is to shift and ultimately strengthen the desired perceptions of Marywood and position the University for growth.

▶▶▶ Students First

The Marywood University Marketing Department lives by the mantra: "Students First" and we hope you will embrace this philosophy, too.

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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 charisma 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).

The Marywood Mission

A Catholic university sponsored by the Congregation of the Sisters, Servants of the Immaculate Heart of Mary, Marywood University roots itself in the principle of justice and a belief that education empowers people. Enacting its ideals, Marywood offers students a welcoming and supportive community that encourages men and women of all backgrounds to shape their lives as leaders in service to others. Proud of its liberal arts tradition and host of professional disciplines, Marywood challenges students to broaden their understanding of global issues and to make decisions based on spiritual, ethical, and religious values. Marywood calls upon students to seek their full potential and invites all to engage in a lifelong process of learning. Witnessing the efficacy of teaching and scholarship, Marywood educates students to live responsibly in a diverse and interdependent world.

Seal Description: *The black diamond in the lower center of the circular seal represents the city of Scranton, which is located in the heart of the once-thriving anthracite coal district of Pennsylvania. Coal was king in Scranton at the time of Marywood’s founding, and the gold field surrounding the diamond symbolizes the wealth the coal industry produced. The diamond is charged with the open book of learning, and upon its pages the Greek letters, Alpha and Omega, are inscribed. These letters, taken from the coat of arms of Most Reverend Michael J. Hoban, Bishop of Scranton when Marywood was founded, represent God as the beginning and end of all things and the foundation of a true education. An image of the Immaculate Heart of Mary, garlanded with roses, pierced by a sword, marked by her crown as Queen of Heaven and tintured in the gold eternity, is displayed on a forest-green background to symbolize in canting form the name of the University. (Canting arms indicate the name of the bearer.) On either side of the heart are fleurs-de-lis, a symbol of the Blessed Virgin, taken from the seal of the Congregation of the Sisters, Servants of the Immaculate Heart of Mary, who founded Marywood College (now University) in 1915. The seal is bordered with the words “Marywood University” at the top and the University’s motto, “Sanctitas, Scientia, Sanitas” (“Holiness, Knowledge, Health”) at the bottom.*



The symbolism of the seal reads “Marywood College (University) was founded by the Sisters, Servants of the Immaculate Heart of Mary, in the City of Scranton, during the bishopric of the Most Reverend Michael J. Hoban, Bishop of Scranton. The motto of the University is Sanctitas, Scientia, Sanitas.”

DISCOVER

Your

PASSION

Realize Your

PURPOSE

Brand Purpose Statement

From Day One, Marywood empowers students to discover their passion and realize their purpose.

Marywood's new Brand Promise is the cornerstone of an initiative (Project Mint) to refresh Marywood's brand to better position Marywood for continued growth in a dynamically and rapidly changing competitive environment.

Supporting Brand Pillars

- Engage from Day One
- Join a Welcoming and Supportive Community
- Discover Your Passion and Realize Your Purpose
- Be in Demand

Brand Purpose Statement (Tone, Attitude, Personality)

Think of a place where you feel engaged and inspired from Day One.

A community that empowers you, because we respect you as an individual.

A campus at the crossroads of passion and purpose.

Visualize it.

Because it's real, and it's waiting for you.

Your talents. Your perspectives. Your dreams.

Your drive to make the world a better place.

You'll help shape our culture.

While we help shape your future.

Your time is now.





Combination Mark (Horizontal)

Combination Mark (Vertical)

Wordmark





Brand Mark (Icon)



Primary Marywood University Logos

The combination marks are the primary visual identity of the University at this time. All materials, especially those that leave Marywood's campus, such as correspondence to prospective and current students, vendors, and alumni should be professionally branded. Wordmark and icon may be used in place or conjunction of combinations marks as necessary and approved.

Primary Marywood Pacers (Athletics) Logos

Marywood is home to 22 Varsity athletic teams supported by the Pacer mascot, Maxis. Combination marks are the primary visual identity for athletics. All athletics materials, especially those that leave Marywood's campus, such as correspondence to prospective and current student-athletes, vendors, and alumni should be professionally branded.

See Marywood Athletics Brand Guidelines for additional options.

Official Use



Marywood Official Seal



Marywood Security Seal



Alumni Association Seal

Official Use Only

Secretary of the University
and General Counsel

pursuant to

ARTICLE I. AUTHORITY AND ORGANIZATIONS.

Section 6. Seal. of the University Bylaws

Official Use Only

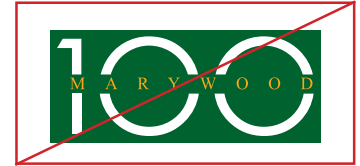
Campus Safety

Official Use Only

University Advancement
Alumni Engagement

Discontinued Brands/Themes • Not to be used

To be removed and phased out from all internal and external signage, print, digital, etc. materials.



Seal Combo Mark

Treatments / Slogans / Taglines

Centennial Campaign

Discontinued

Seal Combo Mark
"Where Learning Becomes Leading"

Discontinued

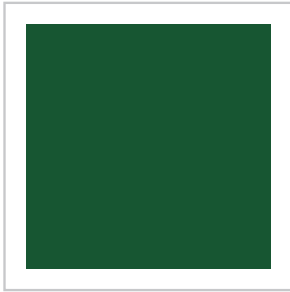
Brush Stroke
Lead On.
"Where to?"

Discontinued

100 Logo
A Bold Heart

Primary University Colors

The selected palette is comprised of the primary Marywood colors: Green, White, and Gold. Lighter shades of each color may also be used where appropriate.



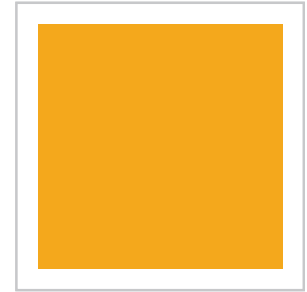
Green

PMS: 357
CMYK: 86 40 91 39
RGB: 26 86 50
HEX: #1A5632



White

PMS:
CMYK: 0 0 0 0
RGB: 255 255 255
HEX: #FFFFFF

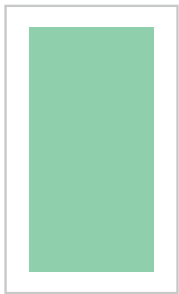


Gold

PMS: 130
CMYK: 2 38 100 0
RGB: 244 168 0
HEX: #F5A800

Secondary University Colors

Complementary colors defined below may be used to support the primary color palette.



Light Green

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



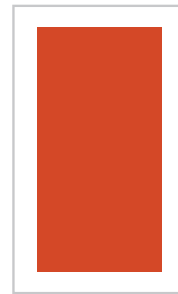
Navy Blue

PMS: 282
CMYK: 100 87 42 52
RGB: 1 30 65
HEX: #011E41



Teal

PMS: 7710
CMYK: 80 12 29 0
RGB: 0 165 181
HEX: #00A5B5



Orange

PMS: 173
CMYK: 12 87 100 2
RGB: 211 71 31
HEX: #D3471F

Fonts and Typography

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.

Primary Font

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

Fira Sans Bold

Fira Sans Bold Italic

Fira Sans Regular

Fira Sans Regular Italic

Fira Sans Light

Fira Sans Light Italic

Fira Sans Bold Condensed

Fira Sans Bold Italic Condensed

Fira Sans Regular Condensed

Fira Sans Regular Italic Condensed

Fira Sans Light

Fira Sans Light Italic

Fira Sans Extra Cond

Fira Sans Bold Italic Cond

Fira Sans Regular Cond

Fira Sans Regular Italic Cond

Fira Sans Light Cond

Fira Sans Light Italic Cond

• **Trebuchet** should be used when the use of Fira Sans Font Family is unavailable.

• **Limit Extra Condensed use to space sensitive needs.**

Complementary Specialty Fonts

When Fira Sans may become limited for certain needs, in which case, one of the below fonts can be used in conjunction with Fira Sans font family. Although these are not standard fonts in most computer programs.

Garamond Premier Pro Regular

Garamond Premier Pro Italic

Garamond Premier Pro Medium

Garamond Premier Pro Medium Italic

Garamond Premier Pro Semi Bold

Garamond Premier Pro Semi Bold Italic

Garamond Premier Pro Medium Bold

Garamond Premier Pro Medium Bold Italic

• **Works well for elegant, upscale, or traditional needs.**

Some Script Fonts we use:

Adorn Garland

Alana

Goodlife

Allura

Photography and Video

Collaborating with professional photographers and videographers allows the University to consistently capture the true welcoming community of the Marywood campus, faculty, and staff.

Marywood maintains relationships with local and specialty photographers and videographers to attain high quality imagery for marketing and communications purposes.

Archives Available Upon Request

Many years of historical, academic, alumni, athletics, and more images are available on request.

Contact ctoomey@marywood.edu with requests.

Engagement

Marywood's Day One environment is positioned with interactive, close-up images of faculty and student engagement. Be mindful of unengaged subjects.



Location

When showcasing Marywood's beautiful campus and facilities, student life/activities should be included. Be mindful of empty buildings, rooms, and landscapes.



Profiles/Group Images

Students, alumni, faculty, and staff should be shot in natural environments or outside campus locations with recognizable Marywood branding when able.



Communicating Marywood University's Brand

A successful brand marketing initiative can translate the University's brand in exciting, attention-grabbing, tangible ways. Together, we can help drive the creative development of a multifaceted, integrated, and institution-wide brand communication effort.

Please keep the following in mind when designing brochures, catalogs, web pages, newsletters, and other publications:

Equal Opportunity Clause

Marywood University, in accordance with applicable provisions of federal law, does not discriminate on grounds of race, color, national origin, sex, age, or disability in the

administration of any of its educational programs or activities, including admission, or with respect to employment. Inquiries should be directed to the Human Resources Director, Marywood University, Scranton, PA 18509-1598. Phone 570-348-6220.

The University's compliance statement should be used in every publication (except formal invitations).

Website(s)

Our website is a vital source of information and should be included on all publications: **marywood.edu** and/or the official athletics website **marywoodpacers.com**

Introduction

The Marywood University Editorial Style Guide provides editorial standards for use in all content (web and print) generated by or on behalf of Marywood University. By following these guidelines, content written for presentations, websites, or publications representing the University will remain consistent. All University employees are requested to follow these standards.

The Marketing Office is responsible for maintaining Marywood University's Brand Guidelines. Editorial content, which reflects a positive, consistent, and cohesive image of the University, is part of that brand portfolio.

The style points raised here are guidelines, and they are flexible in certain cases.

In some instances, the style used within University-generated content is based on the academic tradition of this institution and, as such, varies from the recommendations normally used in other style

guides (e.g. capitalization of faculty and administrative titles, academic degrees, and department names). However, the rules of grammar and punctuation are fixed syntactic regulations and should not be arbitrarily changed. With regard to media releases, we strictly follow the guidelines set by the Associated Press in *The Associated Press Stylebook* and *Libel Manual*.

In a general sense, editorial guidelines must be applied to each case in a consistent manner (in some cases, it comes down to the aesthetics, format, and usage of the piece). The judgment of the Publications Director is a part of that application, and the ever-evolving platform of digital content also influences style decisions. All areas of the University should strive to follow these guidelines, which were created in the interest of clarifying written content and supporting the University as a whole. Any questions or special considerations should be brought to the attention of the Publications Director.

For our full Editorial Style Guide, visit:
marywood.edu/editorialguide

