

MUSKINGUM

U N I V E R S I T Y

STYLE GUIDE

UPDATED: JANUARY 2019

Dear Colleagues,

Since 1837, Muskingum has been a significant presence in our region, helping generations of students develop and realize their true potential. Today, thousands of our alumni serve their communities and our world with excellence in their multiple roles. As corporate CEOs, major media figures, scientists, educators, doctors and nurses, civic and spiritual leaders, neighbors and friends, moms and dads, all carry a piece of Muskingum with them wherever they go.

Many of our alumni recognize us as “Muskingum College” and recognize variations of colors, including our beloved magenta. Now more than ever, it is critical that we are cognizant and deliberate about how we represent Muskingum University both visually and in messaging. It is important that we continue to make our mark on the world and take advantage of the rich technological communication tools of our time.

On any given day, all of us receive hundreds, if not thousands of messages from a variety of brands competing for just moments of our time. When we capture those moments of attention, we want to ensure that the things that make Muskingum so special to all of us are front and center. Also, we should ensure that students looking for a traditional four-year experience or adults looking for an advanced degree can clearly distinguish us from others. As we go out into the world and go about our daily lives, we are all representatives of Muskingum.

The following document constitutes our University Style Guide and should be used as a reference tool to help maintain a consistent vision and image. With your help, our outward representation to all of our publics will validate our established reputation of quality, value, innovation and service, and help us spread our message around the world. Your adherence to the following guidelines is appreciated. Please contact our Office of Marketing & Communications if you have questions.

Sincerely,

Dr. Susan S. Hasseler
President, Muskingum University

Table of Contents

- 5. Guidelines
- 6. Color Palette
- 7. Font Treatment
- 8. Our Logo
- 10. Program & Department Lock Ups
- 10. Our Mark
- 11. Our Seal
- 12. Athletics Logo
- 13. Unacceptable Applications
- 14. Stationery
- 15. Presentation Templates
- 16. Business Cards
- 16. Email Signatures

Guidelines

These guidelines were established to build a strong brand representation for Muskingum University institution-wide. Adoption of this system is key to its effectiveness.

All printed, electronic and/or specialty item materials using the Muskingum Logo, Seal, Mark or Athletics Logo, **must be approved by the Office of Marketing & Communications** (formerly Public Relations) when intended for external **and** internal audiences.

Any exceptions to the guidelines established in the University Style Guide must be approved by the Office of Marketing & Communications.

How to Get Help:

- To request the use of the Logo, Seal, Mark, Athletics Logo or other visual assets or to have a design reviewed, please contact the Office of Marketing & Communications at comms@muskingum.edu or 740-826-8134.
- If you are a freelancer and need the logo for a University-related project, please coordinate with the Office of Marketing & Communications.
- For assistance with athletics-related branding, such as the Athletics Logo, please contact the Director of Athletics Communication at 740-826-8022.
- To download materials, such as letterhead, stationary or envelopes, visit muskingum.edu/brand.

Color Palette

PMS Color:

Our magenta color is just as well known and important as our logo. **It should be used carefully and consistently.** The chosen palette helps unify our brand identity. It is a direct reflection of our bold, diverse and proud community, and one of the easiest ways to recognize the University’s brand on the web, in print and in the market. While our extended palette offers options, it is important the colors are used thoughtfully.

Muskingum University’s primary colors are **Muskingum Magenta (PMS 2040C)** and **black**. Please reference a PANTONE® color guide for an accurate representation. Muskingum Magenta is most effectively used as an accent color on white or black. If you have any questions about these colors, please email or call the Office of Marketing & Communications.

Muskingum Magenta:

PMS: 2040C
HEX: DBoA5B
RGB: 219, 10, 91
CMYK: 0%, 96%, 43%, 0%
Thread: Madeira 1910

Extended Color Palette:

White

All shades between

Black

HEX: BF2037
RGB: 191, 32, 55
CMYK: 18%, 100%, 82%, 7%

HEX: 67062A
RGB: 103, 6, 42
CMYK: 36%, 100%, 65%, 49%

HEX: 00989E
RGB: 0, 152, 158
CMYK: 82%, 21%, 39%, 1%

HEX: 7F233C
RGB: 127, 35, 60
CMYK: 34%, 94%, 62%, 32%

HEX: 49286F
RGB: 73, 40, 111
CMYK: 87%, 100%, 24%, 11%

HEX: 00AAEB
RGB: 0, 170, 235
CMYK: 71%, 16%, 0%, 0%

Primary:

Freight Text Pro Font Family

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
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

Secondary:

BEBAS NEUE FONT FAMILY

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
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

Supporting:

Helvetica Neue Font Family

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
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

Proxima Nova Font Family

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
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

Calibri Font Family

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
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

Our Logo

Two-Color Logo:

It is unique. It is exclusive. It is **ours**.

The Muskingum University Logo is our most valuable, visible brand asset. It is a point of pride. It represents and reinforces what we stand for and is something to protect. It nods to our history and looks boldly to the future. It speaks of our values and traditions. It is clean, simplistic and authoritative.

Muskingum’s Logo is ideally depicted with black lettering and a Muskingum Magenta (PMS 2040C) line over a white background, although a secondary use is white lettering with a Muskingum Magenta (PMS 2040C) line over a black background.

The two-color version is always preferred over the one-color version, and both versions must always be used on a solid background. **Textured backgrounds are prohibited** to maintain the integrity of the logo design. Always maintain space around the logo and other elements. Let it breathe. Make it visible.



One-Color Logo:

White on a dark or Muskingum Magenta background are the primary uses of the one-color Logo. Secondary variations are Muskingum Magenta (PMS 2040C) and black Logos over white or light (no more than 15%) colors. The two-color Logo is always preferred. **When choosing backgrounds, it is important to consider legibility.** *The Logo must remain legible at all times.*



Program and Department Lock Ups

At times, it will be necessary to use the logo along with office or department names. The following is a template which the Marketing & Communications Office can assist you with. Users of this Logo-name lock up must be sure to leave adequate space between the name and the Logo. Contact the Office of Marketing & Communications for assistance.



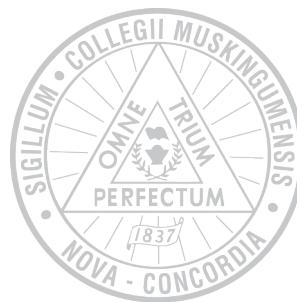
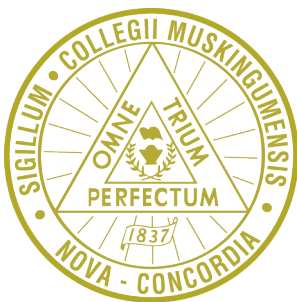
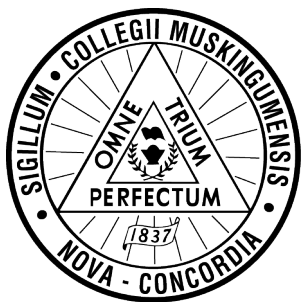
Our Mark

When the Logo cannot be used or would be illegible due to size, the official Muskingum Mark may be used as an alternative. It also may be used in documents and presentations **as long as it is preceded first, in the same document, by the full Logo**. The mark can be used with a white or black letter, but the line must always appear in Muskingum Magenta (PMS 2040C).



Our Seal

The Muskingum University Seal is reserved for the highest official University documents, such as diplomas and commencement programs as well as certain academic or Presidential events. It may be used on other materials at the discretion of the President. The Seal may be black or embossed. The Seal may be engraved or foil-stamped in black, silver and gold. The Seal should never print in magenta or red, and the background should never interfere with the legibility of the seal.



Athletics Logo

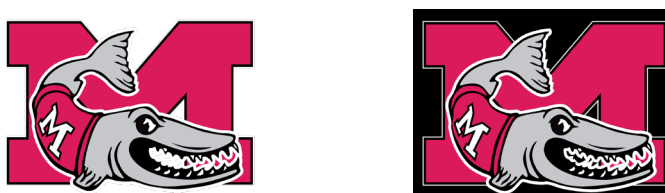
The Athletics Logo, composed of an “M” with a stylized Muskie on the front, is to be used primarily and consistently to represent the Muskingum University Athletics Department and its teams. It should not be used to replace the University’s Logo or Mark, and **should not be used to promote academics or University programs and services**. It cannot be used in a primary or secondary capacity with the University’s logo, but may appear by itself for use as explained above.

The full-color Athletics Logo may be depicted in red, restricted to use by the Athletics Department and its teams. The stylized Muskie, or its likeness, should never appear without the “M” and the “M” should never appear without the stylized Muskie. If use of the full-color logo is not possible, a one-color version is available for limited use. The one-color Athletics Logo can only be depicted in white, with a red, black or dark gray background.

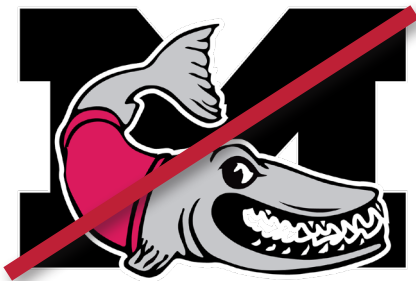
Adequate space should be left between all sides of the Athletics Logo and other design elements and no other elements should be placed in front of the logo. For questions about using the Athletics Logo, please contact the Office of Marketing & Communications.



The Athletics Logo may be used on a limited basis in Muskingum Magenta (PMS 2040C) to promote school spirit. The Magenta version of the Athletics Logo should never be used to represent the Muskingum University Athletics Department or its teams.

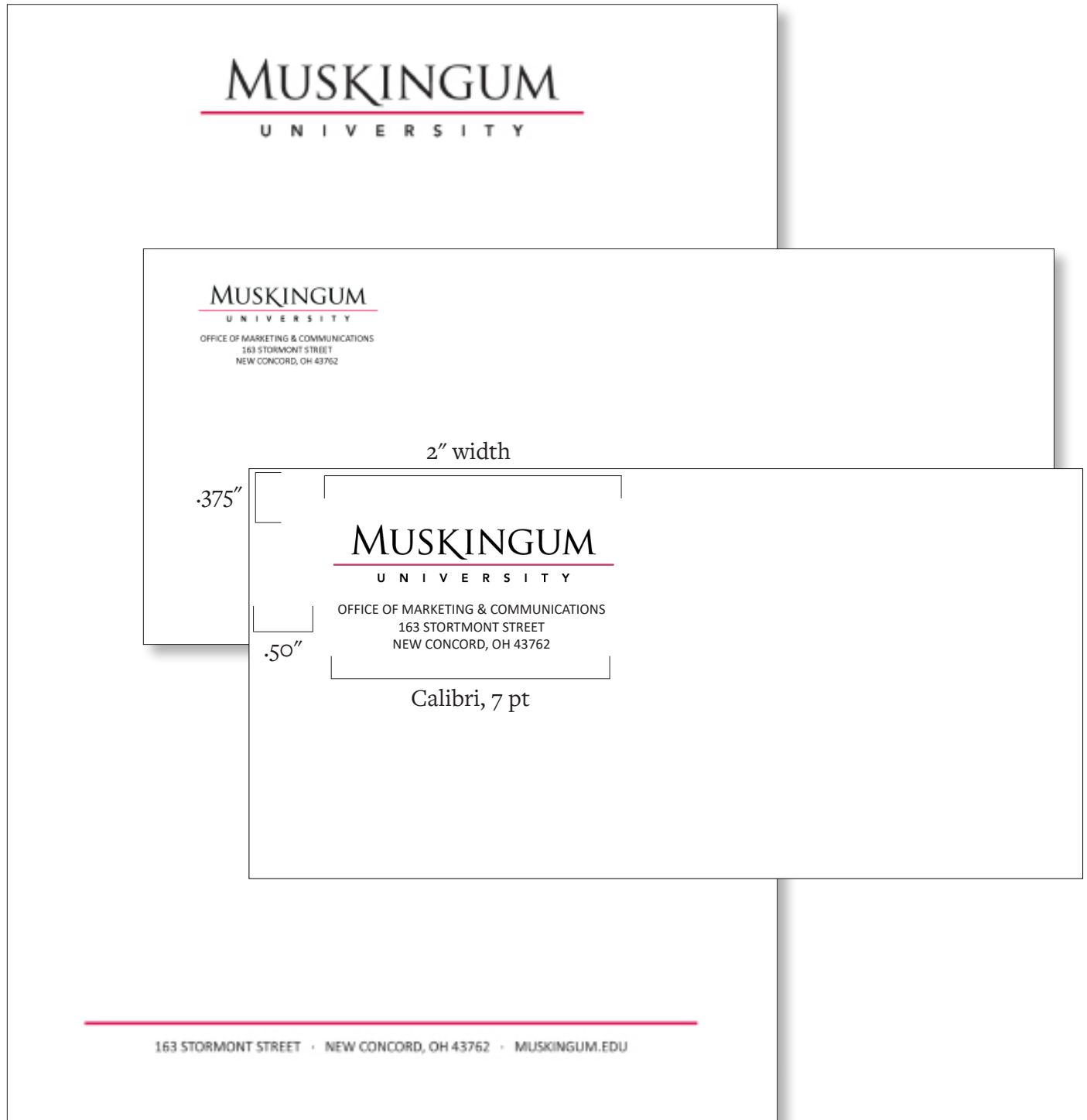


Unacceptable Applications



Stationary

Letterhead, stationary and envelope templates are available for download. If you would like a template, contact the Office of Marketing & Communications or visit muskingum.edu/brand.



Presentation Templates

If you are giving a presentation, please use the PowerPoint template shown below. Please contact the Office of Marketing & Communications for a copy of the PowerPoint file or visit muskingum.edu/brand.



Slide title

- ★ List item #1
- ★ List item #2
- ★ List item #3
- ★ List item #4



Business Cards

Business cards should maintain consistency with the following design, including key items of information only, such as name, title, address, email, office phone and fax. To order business cards, email or call the Office of Marketing & Communications.



Email Signatures

Muskingum University also has developed a standard email signature for faculty and staff. We did not incorporate a photo or logo deliberately due to the tendency for some email clients not to display them. Please use the sample below, customized with your contact information.

| | | | |
|-------|-------------|---|---------------------|
| 12 pt | <div></div> | Name | <div></div> Calibri |
| | <div></div> | Title | |
| | <div></div> | Muskingum University | |
| 9 pt | <div></div> | 163 Stormont St., New Concord, OH 43762 | |
| | <div></div> | office: 740-826-0000 direct: 740-826-0000 | |
| | <div></div> | Website News Facebook Twitter | |



MUSKINGUM.EDU/BRAND