

Graphics Standards

**Temporary guidelines for
using the University of
Mary graphic identity.**

A master guide to
University of Mary
graphic identity is being
compiled and will be
released in late 2015.



Wordmark and Logo

This is the primary signature. Illustrated below is the preferred arrangement of these elements.

The typeface for “University of Mary” is Iowan. Its exact size, weight and placement are a part of the University of Mary signature.

No substitutes may be used in this format.



Usage

The wordmark and logo were designed especially for the University of Mary. Please do not attempt to re-create any components of their design, or alter their position or configuration in relation to one another. You can obtain digital images of the signature from the Office of Public Affairs.

Acceptable Usage

Wordmark and logo



Vertical Application



Wordmark alone



School Designations

Only the schools may add text to the wordmark and logo. An athletic club or department name may NOT be added under the logo. Please contact the Office of Public Affairs before attempting variations of this design.



Gary Tharaldson School of Business

Misusage

Using the official athletic logo correctly will maintain consistency and respect for the University's identity. Please avoid these common violations.

DO NOT mix any elements of the primary university logo and the athletic logo.



DO NOT allow the logo to become distorted due to improper scaling.



DO NOT realign or reconfigure the elements of the logo.



DO NOT reverse the M mark. The 'M' should always remain white.



DO NOT display the logo on a background that provides inadequate contrast or is overly busy.



DO NOT change the any color of the logo.



DO NOT change the proportion of the mark to the logotype.



DO NOT change the fonts in the logo.

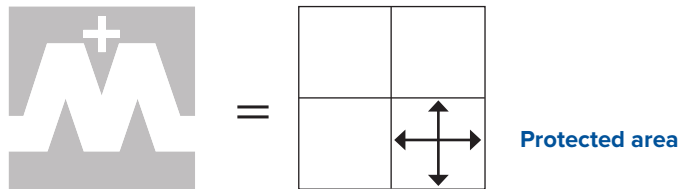


Protected Area

The protected area ensures that the wordmark and logo are always readable. The purpose is to prevent other graphic images or words from getting too close to our signature. No other type or images should appear in the space indicated.

Protected area size

The protected area equals half the height of the logotype.



Minimum Size

The logotype has been created for maximum readability and clarity. The minimum acceptable size of each component is shown below. Please do not attempt to re-create or adjust the size or configuration of any of these components.



The logotype not to be any smaller than 1.5 (1½) inches in width.

Color

The University of Mary colors are black, U-Mary Blue and U-Mary Orange. Because our colors are an essential part of our graphic identity, it's critical that they be reproduced correctly. Below are the Pantone color numbers, along with CMYK and RGB values.



Black

Pantone: black
CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0



U-Mary Blue

Pantone: 287
CMYK: 100 / 68 / 0 / 12
RGB: 0 / 83 / 155



U-Mary Orange

Pantone: 165
CMYK: 0 / 59 / 96 / 0
RGB: 245 / 132 / 38

Rich Black

When using 4-color process use rich black for larger areas of black and the black in the wordmark and logo.

CMYK: 40 / 40 / 30 / 100

Note: The above color blocks are not to be used as a color match. Please use the specified breakdowns to achieve the best color reproduction.