

Millersville University

IDENTITY GUIDELINES

Visual Guidelines 2022

INTRODUCTION

Millersville University is a diverse collection of many different departments, programs and people making up one of the top universities in the North. It is important for our visual identity, our voice and tone to be unified and our messaging to be consistent to our audiences. This identity guidebook will help all of our communications to be consistent and on brand.

Millersville University's identity guidelines provide a resource for implementation of the University's visual brand internally and externally. These are the fundamental elements for showcasing our identity, along with guidelines on how to use the visual elements.

Staying on brand and ensuring consistency is an important strategy for establishing a sincere tone in our target audiences' minds. Consistency also develops brand recognition, benefiting the University and all of its programs.

Guidelines will be periodically reviewed, adjusted and changed to properly represent the University's offerings and to suit the changing target markets' needs.

Finally, these visual-identity guidelines are not to be considered solely as our brand. Our brand is our people, our location, our programs and our living, breathing University. These elements are a visual reflection of our brand, capturing who we are.

CONTACT US:

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BRAND PHILOSOPHY

BRAND: OUR PERCEPTION

Millersville University is the “Smart Choice” for motivated students looking to develop their intellectual gifts, fuel their passions and grow their creative spirits in a world-class academic environment. What creates the external “Smart Choice” perception derives from Millersville’s high-value recognition. Millersville is a well-balanced mix of superior academics, affordable costs, convenient location, programs of distinction and a high job-placement rate for students. The overall perception is that Millersville is one of the best Returns on Investment (ROI) for your life’s goals.

BRAND: DEFINING WHO WE ARE

Millersville University has exceptional academics, direct experiences and features that students are looking for in a university. These include state-of-the-art technologies, small class sizes, a safe campus, quality living areas, fun student activities and a dedicated student-support structure. Millersville University excels in these areas, but also goes beyond by providing various esteemed programs of distinction. These powerful programs pave the way for careers in highly desirable industries. Millersville also has an exceptionally beautiful campus that is the perfect background for a learning environment. The faculty and staff are student focused. Their ranks are filled with passionate, industry-respected leaders. Millersville University creates opportunities for students to grow and produce change, inside and outside the classroom. Finally, not only does Millersville have one of the highest job-placement rates, its alumni also have some of the highest buyer’s satisfaction rankings among higher-education institutions.

Millersville University

BRAND ASSETS

LOGOS, SPIRIT MARK,
BANNERS, COLORS,
FONTS AND MORE

UNIVERSITY LOGO

The Millersville University logo should be used in a manner that maintains the visual detail and overall integrity of the design. Always take care in the reproduction size to maintain readability and spirit-mark details.



THE REGISTERED TRADEMARK SHOULD BE USED WHENEVER POSSIBLE. HOWEVER, IF THE MARK IS TOO SMALL TO REPRODUCE CORRECTLY, IT MAY BE INCREASED IN SIZE OR ELIMINATED FROM THE DESIGN.

UNIVERSITY LOGOS

MAIN LOGO:
2 COLOR, FINER DETAIL



MAIN SPIRIT MARK:
2 COLOR, FINER DETAIL



MAIN LOGO:
1 COLOR, LESS DETAIL



MAIN SPIRIT MARK:
1 COLOR, LESS DETAIL



MAIN WORDMARK:
1 COLOR

Millersville University

Millersville University

UNIVERSITY LOGOS: ALTERNATE FORMATS

It is important to select a logo that best “fits” the environment and space where the logo will appear. The following logos were designed specifically to give designers some flexible options to best suit the overall design goals. Do not modify any of these logos.

LOGO:
HORIZONTAL USE



LOGO:
RECTANGLE HORIZONTAL USE



LOGO:
SQUARE USE



WORDMARK:
RECTANGLE HORIZONTAL USE



Flexibility:

When needed, the logo is built to be broken apart. The spirit mark may be pulled away from the wordmark.

However, the "M" (spirit mark) must stay close to normal, proportional size and horizontal placement to the wordmark (centered on top of the wordmark).





UNIVERSITY LOGO: INSTITUTIONAL MARKS

The Millersville University institutional logos were developed to complement the main logo mark. These should be used for colleges and all official university departments and programs. If a spirit mark has not been developed, then the wordmark with the institutional name is to be used.



WITHOUT SPIRIT MARK

Millersville University
OFFICE OF SUSTAINABILITY

UNIVERSITY LOGOS: INSTITUTIONAL IDENTITIES

The institutional logo identities were created to give the option of having one, two or four icons or the initials of the entity. The standard style of icon is a white outline. However, color icons may be used in the design. If no icon is selected, then the wordmark will be used for that entity.

FOUR ICONS	TWO ICONS	ONE ICON	NO ICONS
 <p>Millersville University INTRAMURAL SPORTS</p>	 <p>Millersville University INTRAMURAL SPORTS</p>	 <p>Millersville University INTRAMURAL SPORTS</p>	<p>Millersville University INTRAMURAL SPORTS</p>
 <p>Millersville University INTRAMURAL SPORTS</p>	 <p>Millersville University INTRAMURAL SPORTS</p>	 <p>Millersville University INTRAMURAL SPORTS</p>	
INSTITUTIONAL IDENTITY EXAMPLES:			
 <p>Millersville University COLLEGE OF SCIENCE AND TECHNOLOGY</p>	 <p>Millersville University CENTER FOR COUNSELING AND HUMAN DEVELOPMENT</p>	 <p>Millersville University INTERCULTURAL CENTER</p>	 <p>Millersville University COLLEGE ASSISTANT MIGRANT PROGRAM</p>

UNIVERSITY LOGOS: INSTITUTIONAL IDENTITIES

INSTITUTIONAL IDENTITY EXAMPLE:

VERTICAL USE



HORIZONTAL USE



ONE-COLOR USE



WORDMARK-ONLY USE

Millersville University
COLLEGE OF SCIENCE AND TECHNOLOGY

UNIVERSITY LOGO: OTHER MARKS

Other logos that are associated with the Millersville University brand have a variability in the wordmark font, but must be placed in the gold MU banner graphic. This logo gives greater flexibility, while maintaining the overall appearance of still being within the Millersville brand.



UNIVERSITY LOGO: CLUBS

The following are examples of how to correctly merge Millersville University's clubs and organizations to the Millersville logo.



Millersville University

CLUB LOGO



Millersville University

CLUB LOGO

Millersville University

CLUB LOGO



CLUB LOGO



CLUB LOGO

Millersville
University

CLUB LOGO

Millersville
University

CLUB LOGO

UNIVERSITY LOGO: INCORRECT USAGE

The Millersville University logo is a stand-alone design element—not words or parts of a statement—and must appear separate from other elements in all applications. To ensure brand integrity, it is imperative that no words or images crowd, overlap or merge with the logo. The logo is a registered trademark and may never be altered. Below are examples of brand violations to avoid.



NEVER STRETCH OR SKEW



NEVER CROP



NEVER ADJUST/CHANGE COLORS



NEVER ALTER THE DESIGN



NEVER ADJUST THE TAGLINE



NEVER SACRIFICE LEGIBILITY

UNIVERSITY SEAL

The official Millersville University seal is meant to function as a stamp of validation—not as a logo—and is reserved for certain official documents and publications, including diplomas, honorary degrees, institutional certificates and special awards. The seal may be used only on the official documents mentioned above or on any correspondence from the Office of the President.

University Communications and Marketing must approve the use of this seal under all circumstances. Because of the fine detail contained within the University seal, it should be used only in circumstances which ensure clear reproduction of that detail. It should not be reduced smaller than 1”.



UNIVERSITY EMAIL SIGNATURE

To create a more consistent brand experience, Millersville University employees will adhere to a standardized email signature, as shown below.

A —

B —

C —

D —

E —

F —

**TO HELP WITH FORMATTING,
YOU CAN DOWNLOAD
SAMPLE SIGNATURES AT
millersville.edu/ucm.**

USAGE GUIDELINES

Font color for most of the signature will be gray (R: 146, G: 146, B: 146), with the exception of links and the University name, which will appear as (R: 95, G: 95, B: 95).

- A Name will appear in Arial Bold (12 pt. for Mac users, 9 pt. for PC users) with title in plain face.
Name and title Arial (12 pt. for Mac users, 9 pt. for PC users) will be separated by a dash with a space on either side.
 - B Optional department name in Arial Italic (12 pt. for Mac users, 9 pt. for PC users).
 - C Millersville University will be upper and lowercase, Times Bold (14.5 pt. for Mac users, 11.5 pt. for PC users) in darker shade of gray.
 - D P.O. Box 1002, Millersville, PA 17551-0302
(Note that lines D-F will be displayed in Arial (12 pt. for Mac users, 9 pt. for PC users).
 - E Will contain the employee's office phone, mobile phone (if applicable), fax (if applicable), email and University web link (www.millersville.edu).
 - F An optional line may include an additional call-to-action/social media link(s) that are relevant to the goals of the employee's department.
- Background colors on emails are prohibited.
 - No other colors/graphics/logos (including the Millersville University logo) may be used in the signature. This helps reduce the demand on our email system.
 - Non-University-related content (quotes, philosophy, jokes, external promotions, etc.) are prohibited in the signature.
 - See following page for brief instructions on how to set up the signature in Outlook for Mac and PC platforms.

IDENTITY: COLORS

Millersville University's main color palette is the Millersville Gold, 100% black and gray. When viewing a layout, black and gold are the colors that should visually dominate the design. Millersville University's colors should be deep and rich, thus pale versions of these colors are not recommended.

Due to different printing processes, paper stocks and screen calibration, maintaining consistent color matches can be difficult. An ink-matching system known as Pantone® Matching System, or PMS®, is used to provide standards for color matching. The PMS or CMYK (4-color process) equivalents given should be provided in any printing situation as specifications for ink colors. Each color shown is formulated to provide good results on both coated (C) or uncoated (U) paper stocks.

NOTE: The colors shown throughout this guide are not true PMS matches, but do serve as a close representation of actual ink color. Consult current PANTONE Publications for accurate color matching.

MILLERSVILLE GOLD

PANTONE COATED: **PANTONE 124C**

CMYK: **0 28 100 6**

RGB: **240 173 0**

HEX: **#EEB111**

BLACK

PANTONE COATED: **BLACK C**

CMYK: **0 0 0 100**

RGB: **0 0 0**

HEX: **#000000**

GRAY 01

PANTONE:
COOL GRAY 11

CMYK:
44 34 22 77

OR: 67% BLACK

RGB:
83 86 90

HEX: #53565A

GRAY 02

CMYK: 82% BLACK

GRAY 03

CMYK: 26% BLACK

IDENTITY: FONTS

Consistent typography is the foundation for a successful identity system. The font family Myriad Pro should be employed for all University communications. The consistent use and application will support the effectiveness of our visual-identity standards. In the event the Myriad Pro font family cannot be secured, Arial may be substituted if necessary. Always remember readability when using fonts. No fonts should be reduced below 5pt. size.

NOTE: For select formal publications, such as commencement programs, the Berkeley font family may be used.

MYRIAD PRO FAMILY

Myriad Pro Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(,;:#!?)

Myriad Pro Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(,;:#!?)

Myriad Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(,;:#!?)

Myriad Pro Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(,;:#!?)

Myriad Pro Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(,;:#!?)

Myriad Pro Semibold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(,;:#!?)

Myriad Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(,;:#!?)

Myriad Pro Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(,;:#!?)

Myriad Pro Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(,;:#!?)

Myriad Pro Bold Black Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(,;:#!?)

MYRIAD PRO CONDENSED FAMILY

Myriad Pro Condensed Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(,;:#!?)

Myriad Pro Condensed Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(,;:#!?)

Myriad Pro Condensed Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(,;:#!?)

Myriad Pro Condensed Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(,;:#!?)

Myriad Pro Condensed Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(,;:#!?)

Myriad Pro Condensed Semibold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(,;:#!?)

Myriad Pro Condensed Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(,;:#!?)

Myriad Pro Condensed Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(,;:#!?)

Myriad Pro Condensed Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(,;:#!?)

Myriad Pro Condensed Black Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(,;:#!?)

IDENTITY FONTS

Other font options are the Berkeley Pro family and Lobster. Do not use all caps for either of these fonts.

Playball may only be used to emphasize a word or phrase and never as a complete replacement for Myriad.

Berkeley Pro family

Berkeley Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

Berkeley Book Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

Berkeley Book Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

Berkeley Book Medium Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

Berkeley Book Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

Berkeley Book Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

Playball

Playball

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

EXAMPLES:



Millersville University



Millersville University



Millersville University

IDENTITY: FLEET GRAPHICS

The Millersville University fleet graphics should be clean and simple, yet boldly utilizing the spirit mark. This design approach will give an instant visual recognition, while providing a professional appearance in the community.



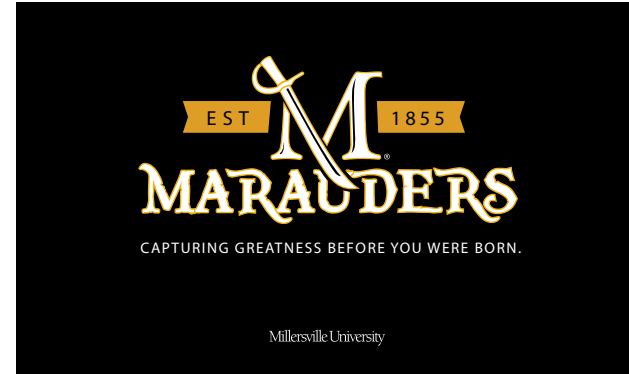
IDENTITY: SIGNAGE

The Millersville University signage needs to mix the overall identity with crystal-clear communication. With signage, less is more and font sizes need to be large enough to be readable from a distance.



IDENTITY: LOGOWEAR

Millersville University logowear should be flexible and fun. Design trends change and the logowear needs to balance current trends (what students want to wear) and the overall feel of the Millersville identity. If you need logowear to be developed or approved, please contact Millersville's Marketing Department.



Millersville University

STATE SYSTEM OF HIGHER EDUCATION

STATE SYSTEM OF HIGHER EDUCATION

Pennsylvania State's System of Higher Education also has style guidelines for communication, which are available at passhe.edu. Please consult those guidelines before communicating to your audience. Millersville University publications include all forms of printed material produced by the University for students, prospective students, faculty, alumni, parents, friends, the media and the general public.

All publications and websites intended for off-campus distribution must include the following items:

- The Millersville University logo
- The University website: millersville.edu
- This line: "Millersville University is an Affirmative Action/Equal Opportunity Institution."
- This line: "A Member of Pennsylvania's State System of Higher Education."





Millersville University

Millersville University has registered its name and the spirit mark ("M") with the United States Patent and Trademark Office on the permanent register. The "R" symbol should be included with all spirit-mark uses, unless the size and situation does not lend itself to be reproduced correctly (the "R" fills in and is unrecognizable to such use). A trademark includes any word, name, symbol or device, or any combination, used or intended to be used in commerce to identify and distinguish the goods of one manufacturer or seller from goods manufactured or sold by others, and to indicate the source of the goods. In short, a trademark is a brand name.

The Service Mark

A service mark is any word, name, symbol, device, or any combination, used or intended to be used in commerce to identify and distinguish the services of one provider from services provided by others, and to indicate the source of the services.

If you are interested in using the University's name or any of our marks/logos in retail commerce, please contact University Marketing & Communications at 717-871-7990 to obtain a licensing contract. All contracts must be submitted along with an application fee of \$100. Upon approval through the Pennsylvania Attorney General's Office, you will be notified and use of the name and/or mark(s) may begin.

Millersville University

VISUAL IDENTITY

University Marketing has prepared this guide for exclusive use in maintenance of a standardization program. It is the responsibility of each person to see that usage and trademark protocols are followed for all communications. In the event that you need clarification or assistance, please contact University Marketing.

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