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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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INTRODUCTION

In the highly competitive higher education market, it is imperative that we convey the Millersville University name clearly, consistently and prominently. Keeping our brand name in front of the public in an appealing and consistent manner is the cornerstone of our University promotional efforts.

This guide has been designed to provide detailed standardized usage guidelines for Millersville University graphic brand assets. By following these guidelines, a uniform recognition and awareness of the brand will be created; and important legal protection of the trademarks will be upheld.
UNIVERSITY LOGO

Millersville University

Primary logo—positive format

The Millersville University logo is the official identifying mark of the University and should be used on all marketing and communications materials, unless an exception has been granted by Marketing. The primary logo is available in Pantone Black as shown above, or in a reverse (white) format for MAC and PC platforms.

In cases where the logo will be displayed in a vertically oriented format, such as a tall banner, the secondary stacked logo may be used. However, the primary university logo is considered the preferred logo for general usage.

The logo artwork should never be redrawn or redesigned for any application. To assure prominence and legibility, maintain a strong contrast between the logo and the background.

Primary logo—reverse format

Secondary stacked logo—positive and reverse formats

Please note that as of 2015, Millersville University has ceased use of the tagline “Seize the Opportunity.” Usage of the logo with the tagline is considered a brand violation.

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UNIVERSITY LOGO: CORRECT USAGE

Minimum width of logo
To maintain legibility, the logo should not be displayed less than the dimensions shown to the right as indicated by format.

Clear space
All words and images used near the logo, should be placed no closer than the distance equal to the height of the “M” in the logo. Examples for both formats are shown to the right.

Logo legibility
The logo needs to be legible when printed on or reversed out of photographs, designs or screened backgrounds.
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 crop
- Never stretch or skew
- Never change colors
- Never angle or rotate
- Never sacrifice legibility
- Never alter the design in any way
- Never apply graphic effects
UNIVERSITY LOGO: SUB-BRANDING

Millersville University has a number of specific sub-brands which are approved by University Marketing. These sub-brands are designated where the name of the unit has a high value with its core target audiences.

The sub-brand logotype comprises the Millersville University name and the respective unit, as shown in the examples to the right. Units should not try to create their own sub-brands based on their unit name.

Sub-brands adopt an endorsed brand identity system and must follow the rules set out for them in the same way as any other university-approved logo.
SECONDARY LOGO: SPIRIT MARK

The Spirit Mark was initially designed for athletic teams at Millersville University, but also may be used in general communications to elicit school spirit. **This logo is not a substitute for the Millersville University logo, but should be used in addition to the standard logo.**

As with the standard Millersville University logo, these marks were created and designed with exacting detail and exist as artwork files. Individuals should not attempt to re-create or modify them. Artwork may be obtained from University Marketing.

Acceptable variations of the Spirit Mark are shown to the right.

*Please note:* In early 2015, the Spirit Mark was enhanced slightly for a cleaner, more dimensional appearance. To ensure you are using the most current version of the logo, be sure to download the most recent version from the University Communications and Marketing website.

**Spirit Mark Color Palette**
The Spirit Mark utilizes Pantone (PMS) Black and PMS 124. See page 9 (University Colors) for color builds.
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 seal color palette
The University Seal should be reproduced in one of two identifying colors: PMS Black or PMS 124. See page 9 (University Colors) for color builds. Metallic gold foil is also acceptable.
UNIVERSITY COLORS

Color palette

The official Millersville University colors are black and gold. Due to different printing processes, paper stocks and screen calibration, maintaining consistent color matches can be difficult.

An ink-matching system know 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. The acceptable shade of gold is PMS 124.

Some special exceptions may be allowed for promotional and specialty items. Contact University Marketing for guidelines.

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.
TYPOGRAPHY

Consistent typography is the foundation for a successful identity system. The font family, Myriad Pro, should be employed for all university communications.

Their consistent use and application will support the effectiveness of our visual identity standards. In the event Myriad Pro font family cannot be secured, Arial may be substituted if necessary.

Note that 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 Bold**

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

**Myriad Pro Bold Italic**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(.,;:#!?)
```
STATIONERY: LETTERHEAD

The Millersville University stationery package includes letterhead, envelopes and business cards. These elements serve as key touch points and enhance brand consistency.

Letters written on Millersville University stationery imply an official message from the writer and Millersville University. Because they are official documents, a standard format has been developed for letterhead.

Printed letterhead can include customized contact information for departments. The letterhead, as with all stationery components, is printed with black ink.

Letterhead can be ordered in the following two sizes:
- Standard (8.5” x 11”)
- Monarch (7.25” x 10.5”)

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STATIONERY: ENVELOPES

Printed envelopes can include customized contact information for departments and are printed on white smooth stock. The envelopes, as with all stationery components, are printed in black ink.

Envelopes can be ordered in any of the following sizes:

- #10 Standard with or without window (9.5” x 4.125”)
- #9 Reply (8.875” x 3.875”)
- A-6 Invitation (6.5” x 4.75”)
- A-2 Invitation Reply (5.75” x 4.375”)
- Monarch (7.5” x 3.875”)
- 6” x 9”
- 10.5” x 7.5”
- 10” x 13”
- 10” x 15”
- 12” x 9”
- 12.5” x 9.5”
- 15” x 12”
STATIONERY: BUSINESS CARDS

Millersville University business cards have been designed for customized contact information by individuals employed by Millersville University. A standard horizontal format has been developed including the university logo and the layout should not be modified in any way.

The back of the card features the one-color Spirit Mark and the three goals related to Millersville University’s strategic plan (Our Bold Path).
EMPLOYEE EMAIL SIGNATURE

To create a more consistent brand experience, Millersville University employees will adhere to a standardized email signature, as shown below. The signature offers the following benefits:

1. Reduced number of copy lines and font size offers the potential to reduce paper waste.
2. Gray font color reduces the amount of toner (on black and white printers) required to print the signature.
3. Enhanced message readability—especially when reading through long chain emails.

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 First line: Name will appear in Arial bold (12 pt. for Mac users, 9 pt. for PC users) with title in plain face. Name and title will be separated by a dash with a space on either side.

B Second line: Optional department name in Arial italic (12 pt. for Mac users, 9 pt. for PC users)

C Third line: MILLERSVILLE UNIVERSITY will be upper case, TIMES BOLD (15 pt. for Mac users, 11.5 pt. for PC users) in darker shade of gray.

D Fourth line: 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 Fifth line 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 sixth line may include an additional call-to-action/social media links 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.
EMPLOYEE EMAIL SIGNATURE

Instructions for setting up your signature

**Mac:**

1. Download the signature at mville.us/emailtemplate.
2. Copy the signature from the downloaded template.
3. In Outlook, go to the menu item Outlook and select Preferences in the drop down.
4. Click on Signatures.
5. Select Standard or create a new signature.
6. Paste signature and modify content as needed.

**PC:**

1. Download the signature at mville.us/emailtemplate.
2. Copy the signature from the downloaded template.
3. In Outlook, go to the File menu and select Options.
4. Select Mail.
5. Select Signature.
6. Paste signature and modify content as needed.

For further information on creating your signature, please reference your email application’s help files or contact the Help Desk at 717-871-7777 or email help@millersville.edu.
ATHLETICS LOGO FAMILY

Millersville University’s athletic logo family was designed for the athletics program and sports teams for use in publications; on uniforms and apparel; and its web presence. By following these guidelines, a consistent recognition and awareness of the logos will be created and important legal protection of the registered trademarks will be upheld.

This guide has been produced to help the Millersville University community promote our University athletics with pride and consistency. It does not attempt to address every possible situation. Rather, it provides general principles and guidelines while emphasizing the benefits of being consistent in the way we present Millersville University athletics in printed and other visual communication.

Use

These logos may not be altered in any way and proper proportion must be maintained. All logos must be used with a margin not less than 1/4” between the logo and nearest graphic element. More than one of the Marauder logo variations may be used in conjunction with another, as long as the guidelines are followed (margin between elements, proper color, etc…).

Colors

• Pantone Black and Pantone 124 (gold).
  See page 9 (University Colors) for color builds.
• No other colors may be substituted.
• Colors in logos must be used as they are presented.
  A grayscale version may be used.
  No other color variations are permitted.

Approval

Samples of logo use must be approved in writing by the Sports Information Director prior to use:

Ethan Hulsey, Sports Information Director
Email: Ethan.Hulsey@millersville.edu
Phone: 717-871-4154
ATHLETICS: SPIRIT MARK & COMBINATION LOGO

The central visual basis for Millersville University’s athletics identity is the Spirit Mark, which can be used on its own or in combination with other graphic brand elements as shown on the following pages.

Spirit Mark/Marauders Word Mark Combination Logo

The Spirit Mark/Marauders Word Mark Combination Logo is the preferred logo to use when representing Millersville’s athletics as a whole. Acceptable variations of the logo are shown below:
ATHLETICS: MARAUDERS WORD MARK

The Marauders Word Mark is available in the following formats and may not be altered in any way.

Marauders Word Mark (Positive)  
Marauders Word Mark (Reverse)  
Millersville Marauders Word Mark (Positive)  
Millersville Marauders Word Mark (Reverse)  
Marauders/Team Word Mark (Positive)  
Marauders/Team Word Mark (Reverse)
ATHLETICS: FULL ATHLETIC TEAM LOGO

Millersville athletic team logos are available as two options: a Full Athletic Team Logo (shown on this page) and a Partial Athletic Team Logo (see following page).

The Full Athletic Team Logo combines the Spirit Mark, Marauders Word Mark and an identifier for the team, and is available in the following formats.

Positive Logo (preferred)

Grayscale Logo

Reverse Logo

Reverse Grayscale Logo
ATHLETICS: PARTIAL ATHLETIC TEAM LOGO

The Partial Athletic Team Logo does not include the Marauders Word Mark and is designed as an option for applications where printed space is limited.

Positive mark (preferred)
ATHLETICS: VILLE MARK

The Ville Mark may be used selectively on materials and clothing, however use of the Full Athletic Team Logo or Partial Athletic Team logo is preferred.
ATHLETICS: OUTDATED/UPDATED BRAND ASSETS

To reinforce Millersville University’s brand consistency, it is important to use the most up-to-date logos and marks. In 2015, the following identity elements were deleted/updated:

Marauder Head Profile Graphic
Marauder head profile graphic should not be used to represent the University or any of its athletic programs. Examples of the Marauder head profile graphic are shown to the right.

Updated Spirit and Marauders Word Marks
Minor updates to the Spirit Mark and Marauders Word Mark have been made to help clean up the quality of the artwork and create greater visual uniformity when both marks are used jointly. Please review the comparison table below, as the differences are very subtle.

<table>
<thead>
<tr>
<th>Old</th>
<th>New</th>
</tr>
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<tbody>
<tr>
<td><img src="image1" alt="Old Marauder Head Profile Graphic" /></td>
<td><img src="image2" alt="New Marauder Head Profile Graphic" /></td>
</tr>
<tr>
<td><img src="image3" alt="Old Spirit Mark" /></td>
<td><img src="image4" alt="New Spirit Mark" /></td>
</tr>
<tr>
<td><img src="image5" alt="Old Marauders Word Mark" /></td>
<td><img src="image6" alt="New Marauders Word Mark" /></td>
</tr>
</tbody>
</table>

The new Spirit Mark can be distinguished from the older mark by the rounded handle edge and cleaner blade lines. (Positive version of the mark shown for example)

The updated Marauders Word Mark offers a thinner yellow stroke to match the stroke width of the spirit mark. (Reverse version of the mark shown for example)
LICENSING AND TRADEMARKING

Millersville University has registered its name and the spirit mark (“M”) with the United States Patent and Trademark Office on the permanent register. It is imperative that the “R” symbol be included with all spirit mark uses.

Trademark
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 the University Marketing & Communications at 717-871-3586 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.
STATE SYSTEM OF HIGHER EDUCATION

The Pennsylvania State 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."