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University Communications & 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 the Art Director at Millersville University.

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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. Marketing experts call this process “branding.” 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 the Millersville University graphic style. Its purpose is to specify proper trademark requirements. By following these guidelines, a uniform recognition and awareness of the logos will be created; and important legal protection of the trademarks will be upheld.

This guide has been produced to help the Millersville University community promote our University 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 in printed and other visual communication.

ABOUT THE IDENTITY

August, 2006, marked the kick-off of Millersville’s new institutional identity campaign, “Seize the Opportunity.” The result of a year-and-a-half long research and exploration project, Millersville University is focused on implementing the tools of reputation building. These tools include:

The Mission Statement - What we are
The Positioning Statement - What we are best at, for whom and why.
The Millersville University Promise - The fundamental statement of what we promise to do more effectively than any other institution.
The Signature - The promise and challenge we make to all our constituencies.
Key Messages - Define the collective Millersville experience
University Graphic Identity - Our visible mark

Our University’s voice is clear. And we are energized at the prospect of sharing the good news of a Millersville University education.
UNIVERSITY LOGO

The university’s official logo is the Millersville University wordmark which may or may not include the signature “Seize the Opportunity”. The logo artwork has been created in a precise electronic environment and should never be redrawn or redesigned for any application. They are available to you as cross-platform (Mac/PC) files.

The Millersville University logo with signature, as shown to the right, is the official identifying mark of Millersville University. This logo should be used on all university marketing and communications materials, including printed pieces, visual presentations, stationery, advertising and any other materials that represent the university to external audiences. It should appear on the front or back cover of all printed materials unless an exception has been granted by Communications and Marketing.

A word about the signature...

The signature “Seize the Opportunity” was developed to affirm Millersville University’s legacy. It is a universal message, applicable to all constituent groups, and further serves to remind the entire Millersville community of the promise we make: to provide an educational experience second to none.
LOGO: Primary Color Usage

The black/grey color palette should be used whenever possible. To assure prominence, maintain a strong contrast between the logo and the background.

"Seize the Opportunity"
60% black

"Millersville University"
100% black

LOGO: Secondary Color Usage

When it is not possible to use the approved primary color palette, the logo may also be represented as a solid black, reverse to white on a resonably dark/solid background or photo, or one-color application for special circumstances.
LOGO TREATMENT: Correct Usage

Minimum width of logo
When reduced, the logo should not be printed less than 1.5 inches wide. When reducing a logo, the words should not appear so small as to be illegible.

Clear Zone
All words and images used near the logo, should be placed no closer than the distance equal to the height of the logo. This is referred to as the “clear zone.” If your design does not conveniently adhere to this regulation, contact UC&M for consultation.

Logo legibility
The logo needs to be legible when printed on or reversed out of photographs, designs or screened backgrounds.
LOGO TREATMENT: Incorrect Usage

The Millersville University logos are stand-alone design elements, not words or parts of a statement, and must appear separate from other elements in all applications.

In order to ensure the integrity of the logos, it is imperative that no words or images crowd, overlap or merge with them, or layered over a photo or design that obscures the words.

The logos are registered trademarks and must not be altered. For example, they cannot be shaded, shadowed, screened, used in outline form, or filled with a texture or photo.

Do not use a scanned, recreated, re-proportioned or otherwise modified version of any Millersville University related logos. Proportions of the logos must remain the same in either reduction or enlargement. They may not be stretched or skewed out of proportion in either direction. The logos may not be cropped; they must be used in their entirety. The logo or signatures may not be rotated or tilted. The separate elements of the logos may not be used independently or in conjunction with other designs.

Don't reassign colors

Don't reverse out in color

Don't sacrifice legibility

Don’t apply graphic effects

Don’t stretch or skew

Don’t angle or rotate

Don’t alter the design in any way

Don’t separate graphic elements

Don’t crop
SECONDARY LOGOS: Athletics

The “M” logo was designed specifically for athletic teams at Millersville University. The mark is intended for use in athletic programs, athletic promotion, and on other materials primarily aimed at recruitment and prospective-student athlete audiences. This logo is not a substitute for the standard Millersville University logo, but rather should be used in addition to the standard logo when targeting a specific audience.

As with the standard Millersville University logo, these marks were created and designed with specific detail and exist as artwork files. Individuals should not attempt to re-create or modify them. Reproducible artwork for the “M” logo may be obtained from University Communications & Marketing.

The “M” logo may be used as a 2-color mark, solid black color, or reversed out of black.

“M” Logo Color Palette

The official “M” logo for Millersville University utilizes two identifying colors (PMS or Pantone colors). These colors are PMS Black, and PMS 124. Below is the color breakdown if printed CMYK or RGB.

<table>
<thead>
<tr>
<th>PANTONE Black C</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C 0</td>
<td>R 0</td>
</tr>
<tr>
<td></td>
<td>M 0</td>
<td>G 0</td>
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<tr>
<td></td>
<td>Y 0</td>
<td>B 0</td>
</tr>
<tr>
<td></td>
<td>K 100</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PANTONE 124 C</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C 0</td>
<td>R 238</td>
</tr>
<tr>
<td></td>
<td>M 28</td>
<td>G 178</td>
</tr>
<tr>
<td></td>
<td>Y 100</td>
<td>B 17</td>
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<tr>
<td></td>
<td>K 6</td>
<td></td>
</tr>
</tbody>
</table>
SECONDARY LOGOS: University Seal

Like other institutional seals, the official Millersville University seal is meant to function as a stamp of validation and not as a logo.

The use of the University seal is reserved for certain official documents and publications including diplomas, honorary degrees, institutional certificates and special awards. It 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" across.

University Seal Color Palette
The University Seal should be reproduced in one of two identifying colors (PMS or Pantone colors). These colors are PMS Black, and PMS 1245. Below is the color breakdown if printed CMYK or RGB. Metallic gold foil is also acceptable.
UNIVERSITY COLORS

Primary Color Palette
The official Millersville University colors are black and gold. Due to different printing processes and paper stocks, 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. The acceptable shade of gold is PMS 1245.

Some special exceptions may be allowed for promotional and specialty items; see University Communications & Marketing for guidelines.

Secondary Color Palette
The secondary color palette has been developed to assist with publication design decisions and has been primarily designated for undergraduate recruitment purposes. The secondary colors are blue PMS 2935, red PMS 193, green PMS 335, and purple PMS 2617.

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.
Institutional Identity Guide for Millersville University

TYPOGRAPHY

Consistent typography is the foundation for a successful identity system. The characteristics of a certain typeface often communicate as much about an organization as the words used to describe it. When used consistently, the typeface becomes synonymous with the organization.

Improving legibility and increasing functionality were primary objectives in the design of the Millersville University logo. Berkeley Old Style, a classic serif typeface, and Myriad Pro, a contemporary san-serif typeface, complement each other well and create a harmonious, unified relationship.

The font families Berkeley Old Style and Myriad Pro—used together or separately—should be employed for all university communications. Their consistent use and application will support the effectiveness of our visual identity standards.

In the event Berkeley Old Style font family cannot be secured, Garamond or Times may be substituted. Arial may be substituted for Myriad Pro if necessary.

Berkeley Old Style Book

Millersville University

SEIZE THE OPPORTUNITY

Myriad Pro Regular

Myriad Pro Bold
TYPOGRAPHY: Berkeley Old Style Family

Berkeley Old Style Book

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

Berkeley Old Style Italic

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

Berkeley Old Style Bold

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

Berkeley Old Style Bold Italic

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

Berkeley Old Style Black

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

Berkeley Old Style Black Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&'(.,;:#!?)
TYPOGRAPHY: Myriad Pro Family

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

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

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

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&('.,;:#!?)
LOGO: Unit Signatures

Each unit of the University is an important segment of a greater whole, Millersville University. In a effort to reclaim a unified image for the University, UC&M created a number of specific Unit Signatures which are approved by the Institutional Identity Steering Committee.

The Purpose of Unit Signatures is to present a unified, consistent image for the University, while recognizing the individuality of your unit. The Unit Signature logotype includes the Millersville University name and the respective unit. Units should not try to create their own Unit Signature based on their unit name. Unit Signatures are designated where the name of the unit has a high value with its core target audiences.

Unit Signatures 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.

The approved Unit Signature logotypes are identified on the following page.
STATIONERY: Letterhead

The university stationery package is a widely used communication tool available to the university and presents an opportunity to convey a positive image. Each component, from business cards to letterhead and envelopes, represents Millersville University and works to strengthen the visual identity of the institution.

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, and is printed on white smooth or Classic Columns stock. 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")
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 (9.5 x 4.125") with or without window
- #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 layout should not be modified in any way.

Business cards should be printed on white Classic Columns card stock in black ink only. Size of business cards is 3.5" x 2".
Licensing and Trademarking

Millersville University has registered its name and the following identifying marks/logos with the United States Patent and Trademark Office.

If you are interested in using the University’s name or any of our marks/logos in retail commerce, please contact the Marketing Department at 717-872-3586 to obtain a licensing contract. All contracts must be submitted to the Millersville University Marketing Department 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 State System of Higher Education also has style guidelines for communication. This guide is available at the system web site: www.passhe.edu. If you are working through University Communications & Marketing, you will not need to be familiar with the system guidelines. However, if you are working on a project independently, you should 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 web sites intended for off-campus distribution must include the following items:

- The Millersville University logo
- The University web site: www.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.”