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.
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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

MESSAGING, TONE AND PERSONALITY
BRAND: DIFFERENTIATING PILLARS

What sets Millersville University apart from other universities? What are we really good at? With research from our current students and alumni, we have discovered our four pillars that define who we are as a university.

WHAT WE WANT

To change individuals, families, communities and the world.

HOW WE GET WHAT WE WANT

Millersville’s strong academics and high placement rating.

WHAT WE CREATE

We forge strong, intelligent and relentless thinkers and creators – individuals poised for brilliance.

PILLARS OF DISTINCTION

HOW WE DO IT: WE ARE BETTER THAN OTHERS AT THESE ITEMS. WHAT WE ARE AMAZING AT DOING.

STUDENT/PROFESSOR RELATIONSHIPS: The men and women of the Millersville University faculty are scholars, highly respected in their fields and dedicated to the success of their students in the classroom, the research lab, in campus life and beyond. The bond developed between the faculty and students is powerful, and many of Millersville’s successful alumni rate their professors as the main reason for success in their industries. The caring and competent staff share in the belief that Millersville is changing the world, one student at a time, and that every student will be prepared to lead a robust intellectual, professional and civic life. Our faculty has developed the reputation that they truly “give a damn” about their students. Finally, from your first class to your last, your professor, not a student aide, will be there to instruct you. A student-centered campus and Made in Millersville event are results of this bond.

PROGRAMS OF DISTINCTION: Millersville University has 100+ programs available for students to explore and find their path. Many of these programs are unique programs of distinction and were started, or taken to the next level, at the University. A select few of these programs mix several disciplines together — taking science, technology and art and creating a more progressive, dual degree. Many of the faculty leading these programs are carving new, highly desirable paths in their industries. All of Millersville’s superior academic programs fully prepare students for real-world careers.

BEAUTIFUL CAMPUS & GREAT LOCATION: Millersville University is a beautiful school with an outstanding location. Millersville prides itself on its unique mix of historical and modern facilities, all surrounded by an organically maintained, landscaped environment. Millersville’s campus is picturesque and one the safest colleges in the country, the perfect backdrop for exploring and researching. The location is minutes from downtown Lancaster — a thriving, growing and creative hub in the Northeast. Major metropolitan areas, such as Philadelphia, Baltimore, Washington, D.C., and New York City are just a train ride away. The Millersville campus is the right size, in and outside the classroom. The campus is large enough for students to gain a world-class learning experience, yet still has the academic advantages of a more intimate-sized school.

OUTSTANDING ROI: Millersville alumni are quoted as saying that Millersville was one of the “smartest” choices they had ever made. One reason is the mix of high-level academics and the lower cost of a state school system. Millersville also has some of the most highly sought-after internships (Apple, NFL Films, NASA, IBM, etc.). Creativity is interwoven throughout the campus, and Millersville forges students who go on to impact and change the world. All of these opportunities are created to build one of the highest job-placement rates in higher education. Opportunities that lead to job placement are why Millersville University’s alumni have some of the highest buyer’s satisfaction rankings among higher-education institutions.

FOUNDATION: CORE ELEMENTS THAT WE DO REALLY WELL (HOWEVER, MOST OTHER UNIVERSITIES AS WELL), THAT ARE DESIRED BY STUDENTS.

BRAND ASSETS
LOGOS, SPIRIT MARK, BANNERS, COLORS, FONTS AND MORE
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.
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.
**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).
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.
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.
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.

The Grille
Millersville University
DINE IN • CARRY OUT
The following are examples of how to correctly merge Millersville University’s clubs and organizations to the Millersville logo.
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
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".
To create a more consistent brand experience, Millersville University employees will adhere to a standardized email signature, as shown below.

A — **Employee Name** – **Employee Title**

B — **Employee’s Department**

C — **Millersville University**

D — P.O. Box 1002, Millersville, PA 17551-0302

E — Phone: 000-000-0000 | your.email@millersville.edu | www.millersville.edu

F — Connect with us: Facebook | Twitter | YouTube

**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.
**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 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 Italic**
  
  abcdefghijklmnopqrstuvwxyz
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  
  1234567890 $%&\(''\;',':\)\

- **Myriad Pro Condensed Black**
  
  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 Italic**
  
  abcdefghijklmnopqrstuvwxyz
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  
  1234567890 $%&\(''\;',':\)\

- **Myriad Pro Condensed Semibold Black Italic**
  
  abcdefghijklmnopqrstuvwxyz
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  
  1234567890 $%&\(''\;',':\)\

**NOTE:** For select formal publications, such as commencement programs, the Berkeley font family may be used.
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 Bold
  - `abcdefghijklmnopqrstuvwxyz`
  - `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
  - `1234567890 $%&(.,;:#!?)`

- Berkeley Book Bold Italic
  - `abcdefghijklmnopqrstuvwxyz`
  - `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
  - `1234567890 $%&(.,;:#!?)`

**Playball**

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

**EXAMPLES:**

![Believe in the Power of We](image1)

![Believe in the Power of We](image2)

![United for Excellence](image3)
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.
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.
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.
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 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.
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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