

MARIETTA COLLEGE
VISUAL IDENTITY GUIDELINES

FIRST EDITION – OCTOBER 9, 2006



Marietta College



Message from the President

Marietta College is much more than a collection of individual departments, faculty members, students and alumni. We are linked by a common heritage, a common future and a common commitment to the education of the whole person for successful life and work in the world of the 21st century.

Our shared purpose requires that we collaborate closely on our most important initiatives including the presentation of the institution's ongoing communications with its key target audiences. Toward that end, a standard graphic identity program that includes visual identity guidelines was created to bring new consistency to the look and feel of the College's communications materials. A unified graphic presentation benefits all of us by establishing a clear and direct association between Marietta College, our many and varied components and our significant achievements and accomplishments.

The guidelines set forth in this manual were developed through the efforts of our College Relations staff and with the extensive involvement of our College community. I believe that this collaborative process has produced realistic and clear guidelines that will serve the interests of the entire College and move us along the path of establishing an effective integrated marketing plan here at Marietta.

I am a staunch supporter of this initiative because I believe we all share a responsibility to maximize our limited resources through the creation of communications and outreach that deliver the greatest possible impact upon our prospective students, alumni, peers and other audiences. Working together, we can present a clear message to those we seek to influence most by our commitment to campus-wide initiatives such as this standard graphic identity program.

Thank you for your support.

A handwritten signature in black ink that reads "Jean A. Scott". The signature is written in a cursive, flowing style.

Dr. Jean Scott
President



Introduction

In today's information age, people are bombarded with hundreds of visual images and messages each day. Successful organizations know that it is important to build and maintain strong visual identity that will cut through the visual "clutter" and be recognized instantly and positively by key audiences. A strong and consistent visual identity can go a long way in helping an organization further its message and its mission.

The Marietta College President and Cabinet have approved a new visual identity that will serve as the College's guide on stationery, merchandise, brochures, advertisements, and other printed and electronic communications. It is important that the College's visual communications present a consistent and uniform image. Using visual guidelines promotes the identity of Marietta College and increases our visibility in the community.

These visual identity guidelines have been provided to help the campus community use Marietta's visual identity marks consistently and to help represent Marietta College in the most effective manner possible.

Using this Manual

This manual contains specific illustrations, guidelines and examples of approved uses of the Marietta College logo and visual identity program. The guidelines have been designed to be user-friendly and to make your communication materials both attractive and effective. Each content section offers instant access to the information you need, including:

- Marietta College's official visual identity marks, including the College's logo, seal, and athletics logos
- Guidelines for use of the College's official colors and type faces
- Examples of Marietta College letterhead, envelopes, and business cards and instructions for their use
- Important trademark and merchandising information.

Additional manuals are available from the Office of Alumni and College Relations at ext. 4727 (on campus) or at (740) 376-4727, (off campus). The Marietta College Visual Identity Guidelines will be updated as needed. For the most recent electronic version and downloadable images, visit www.marietta.edu/style. Questions regarding these guidelines or requests for camera-ready artwork may be directed to:

College Art Director
Marietta College
215 Fifth Street
Marietta, OH 45750
ext. 4715 (on campus)
(740) 376-4715 (off campus)

(for a listing of the entire Alumni and College Relations staff see page 20)



Marietta College Visual Identity Marks

Marietta College's visual identity is based on a system of official graphic marks, coordinated to help the public easily identify the College and to promote Marietta's distinctive assets and visibility among its many important audiences. The images depicted below are the official visual identity marks of Marietta College. To promote strength and consistency—and to protect important trademark registrations—use of these marks should adhere to the graphic standards outlined in this manual.

Official Marietta College Logo



In the summer of 2006, the Marietta College President and Cabinet officially approved this logo to serve as Marietta College's primary visual identity mark of the institution for use on its stationery package, merchandise, and all printed and electronic publications. The "Erwin Tower" oval icon represents Marietta College's history of commitment to academics and to its liberal arts foundation.

This logo has been used since the mid-1980s but had not until now been "officially" designated as the logo of Marietta College.



Marietta College Logo Usage

The Marietta College logo is the primary visual identity mark of the institution and is to be used on stationery, merchandise, and all printed and electronic publications intended for off-campus use. The logo must always be printed in a one-color format. Acceptable colors are Marietta Blue (PMS 281 Coated, PMS 295 Uncoated), black, gray, metallic silver and white in a reverse-out application. The logo **must be produced at 100% of the color**—screening the logo is not an acceptable usage. For more details on color usage see pages 7-8.



Reproducing the Logo

The Marietta College logo is comprised of carefully crafted customized artwork and type. As such, the College requires that electronic files or camera-ready art be used to create all forms of communication. Any attempt to re-create the art, type, or spacing and styling of the logo by desktop publishing or word processing will result in inconsistencies that will compromise the integrity of the logo.

Logo Sizing

The recommended minimum reproduction size of the Marietta College logo is 3/4" in width. Reducing the logo further compromises the integrity of the icon and the readability of the wordmark.



Tower Icon and Wordmark Usage

The Marietta College Tower Icon and wordmark may be separated (or peeled apart) and used alone to represent Marietta College. The first option in any printing of the College logo would be to use the entire logo, but there are cases where the Tower Icon or the wordmark may be used. Please contact the College Art Director, (740) 376-4715, about specific uses of the Tower Icon.











How to Obtain the Logo

To obtain a copy of the official logo, contact the Office of College Relations at ext. 4715 on campus, or off campus at (740) 376-4715, or visit www.marietta.edu/style.



Incorrect Logo Usages

To ensure visual consistency, promote recognition, and preserve its trademark status, **the Marietta College logo must not be altered in any way.** The illustrations below demonstrate many, but not all, incorrect uses of the logo:

 <p>INCORRECT USAGE Elements removed</p>	 <p>INCORRECT USAGE Shifting of elements</p>	 <p>INCORRECT USAGE Single line logo</p>
 <p>INCORRECT USAGE Shifting of elements</p>	 <p>INCORRECT USAGE Shifting of elements</p>	 <p>INCORRECT USAGE Stretching or distorting</p>
 <p>INCORRECT USAGE Changing proportions</p>	 <p>INCORRECT USAGE Font substitution</p>	 <p>INCORRECT USAGE Rotating or angling</p>
 <p>INCORRECT USAGE Separate and screen icon</p>	 <p>INCORRECT USAGE Substitution of icon</p>	



Official Marietta College Seal



The Marietta College seal is the official ceremonial mark of the institution. As such, it is reserved for more limited use than the logo. *For more detailed usage guidelines for the Marietta College seal, see page 8.*

Official Marietta College Athletic Logo



In November 2002, Marietta College introduced a new system of athletic visual identity marks (shown above). All athletic logos are reserved for the use of the Marietta College Department of Athletics, which has developed its own graphic standards to direct these logos' specific use. To obtain a copy of the Athletics Visual Identity Guidelines, call the Marietta College Art Director at (740) 376-4715.



College Seal

Historically, institutional seals were used to authenticate official messages. Their design is purposefully intricate and descriptive. The College Seal is reserved as the official ceremonial mark of the institution for usages such as official documents, diplomas, citations and special signature items. It **should not** be used routinely on print or electronic communications or merchandise. Use of the seal must be approved by the College Art Director and artwork may only be obtained by contacting the Office of College Relations at ext. 4715. To ensure consistency, the hands in the shield should not be used as a separate image, the artwork and text inside the seal should not be altered in any way, and *all previous versions of the College seal should be retired from use*. The illustrations below demonstrate many, but not all, incorrect usages of the seal:

Correct Logo



Incorrect Seal Usage



Hand and Crest
used alone



Border of seal missing



Gray used
in background



Altered Fonts



Altered artwork



Outdated artwork

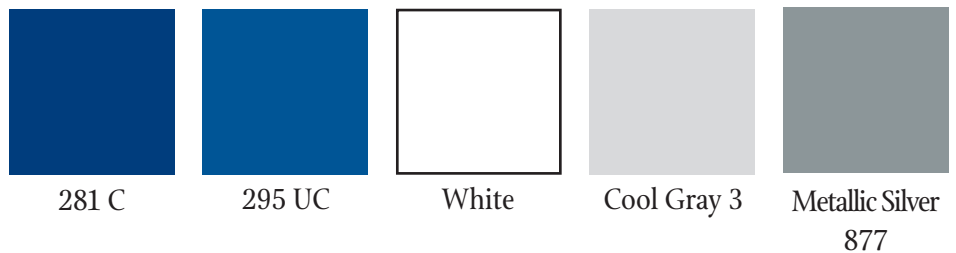


Marietta College Colors

The official colors of Marietta College are “Marietta Blue” (Pantone Matching System PMS 281 for coated paper and PMS 295 for uncoated paper) white and metallic silver. When metallic silver cannot be used the alternative is PMS Cool Gray 3. All of the Marietta College visual identity marks (the logo, seal, and athletic logos) must appear in their entirety in either Marietta Blue (PMS 281 coated, PMS 295 uncoated), black, gray, metallic silver, or in white for reverse-out applications.

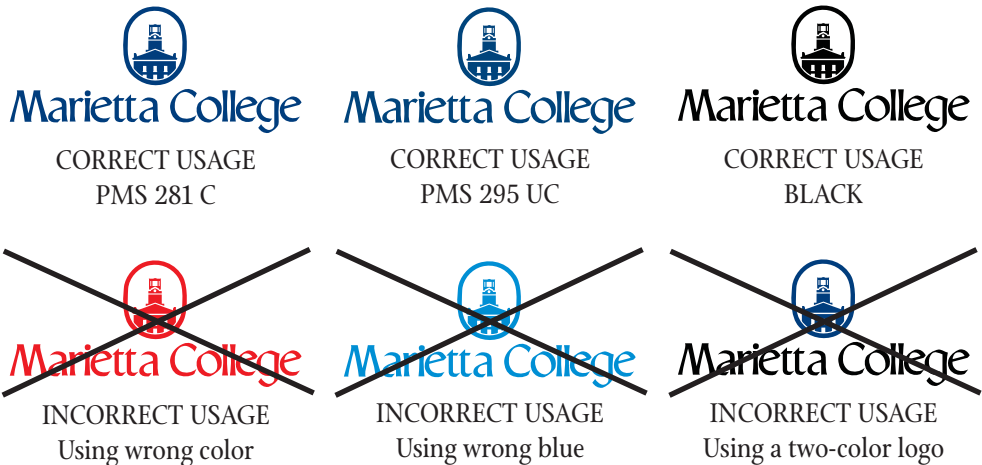
Since white is one of Marietta’s official colors, white paper is usually a better choice than off-white or colored papers for printed publications, and provides a white background when reversing out Marietta’s visual identity marks.

When ordering materials from a vendor (for example, shirts and mugs) asking for “navy blue” is acceptable.



Color Matching

Correct vs. Incorrect





Correct Reverse Usage



Incorrect Reverse Usage



Reverses

Readability and clarity are critical elements of Marietta's visual identity marks. Dark inks on light papers offer the best effect. Designers should take care that any use of a reverse-out effect offers a high contrast for maximum legibility. To reverse out of a photo or illustration, the area chosen for the reverse should be as dark and solid as possible, avoiding patterns that could make reading difficult (see example at left). If PMS 281 or black are not used in your publication, reverse the visual identity mark in white from the darkest color.

Correct vs. Incorrect Reverse Usage



CORRECT USAGE
Reverse-out (PMS 295)



CORRECT USAGE
Reverse-out (Black)



INCORRECT USAGE
Outline of logo

Please Note: When printing a logo in a standard reverse you must use the reverse logo. Adding an outline to the image will result in an incorrect usage (see example at above right). Please contact the Office of Alumni and College Relations at ext. 4715 for a custom electronic file, or download from the web at www.marietta.edu/style.

Patterned Backgrounds

All marks **should not** be used on patterned backgrounds if at all possible. If there is a question that arises about the useability on a patterned background please feel free to consult the College Art Director about the logo usage.

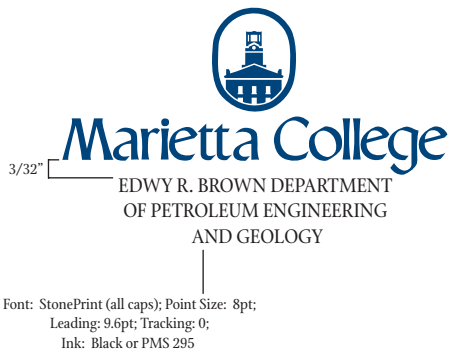
Hot Stamping and Embossing

Designs that incorporate hot stamping or embossing of any Marietta College's visual identity marks should be produced in conjunction with the Office of College Relations. Hot stamping and embossing options are generally limited to navy blue, black, silver or a blind emboss.



SAMPLE PROPORTION

2" logo width (PMS 295)



CONTROL AREA

**Unit-specific Logos**

The Marietta College name and reputation are strong, and as such, they are an asset to entities on campus, **a fact that reduces the need for individual unit-specific logos**. The overwhelming majority of entities on campus are represented visually by the Marietta College logo, customized to the name of their individual entity as shown at left. This unit-specific logo represents individual campus entities on all stationery, merchandise, and printed and electronic communications. These entities include, but are not limited to:

- Administrative offices and their respective departments (i.e. those that report to the Office of the President, Provost, Vice Presidents, Deans, and Directors)

Former logos or wordmarks previously used by these entities should be retired from use.

“Grandfathered” Exceptions

A limited number of individual campus entities are able to use their own logos or wordmarks, due to unique cultural or historical significance, funding provisions, or an established strong identity with certain key audiences. However, to demonstrate a close connection to Marietta College, the College logo must also appear on the entity’s letterhead, merchandise, and printed and electronic communications.

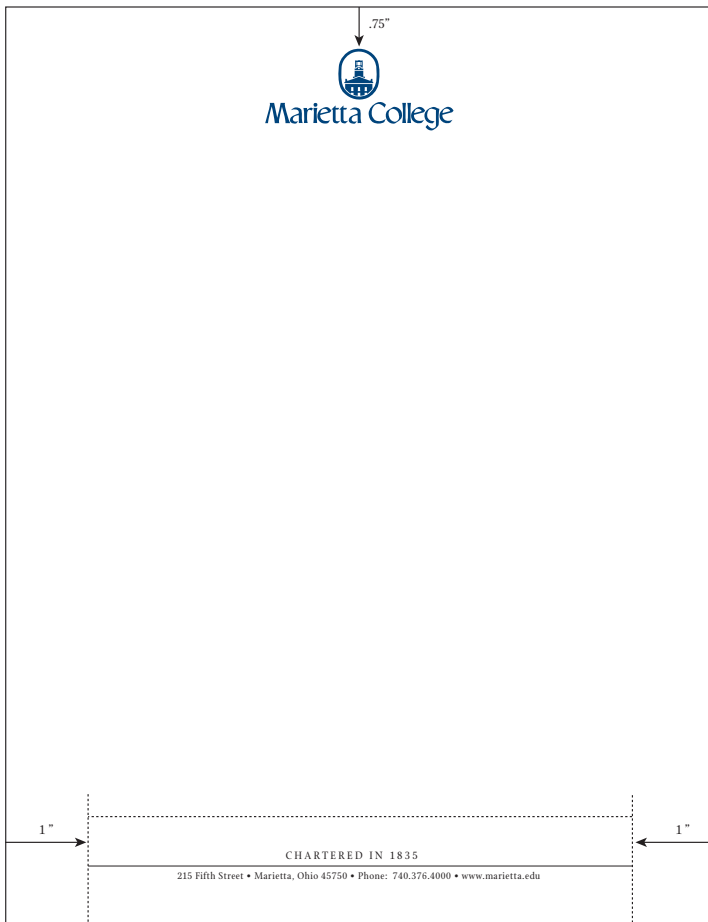
Student-funded Clubs and Organizations

Due to their nature and frequent changes in leadership, student clubs and organizations recognized by Marietta College and funded primarily by students may use their own logos and wordmarks when communicating with an on-campus audience. When communicating off campus, they must use the official Marietta College logo or the phrase “A Student Organization of Marietta College” in conjunction with their own logo or wordmark.

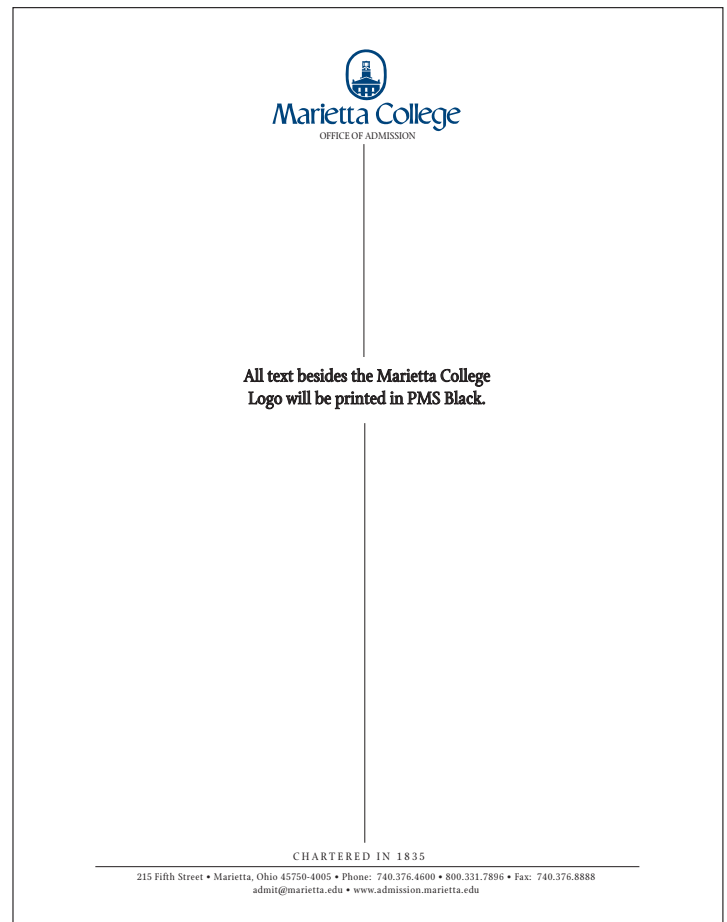


Letterhead

Marietta College’s official letterhead may be ordered by contacting the Office of College Relations. Campus entities may order standard institutional letterhead, or letterhead customized for their individual school, office, department, or program as shown below. To maintain consistency and professionalism in all College correspondence, individual campus entities or persons **may not design** their own letterhead. To order letterhead, call the Office of College Relations, Director of Printing and Production at ext. 4727 (on campus) or at (740) 376-4727 (off campus). Please use existing supplies of letterhead. These changes will be implemented on your next order.



STANDARD MARIETTA COLLEGE LETTERHEAD



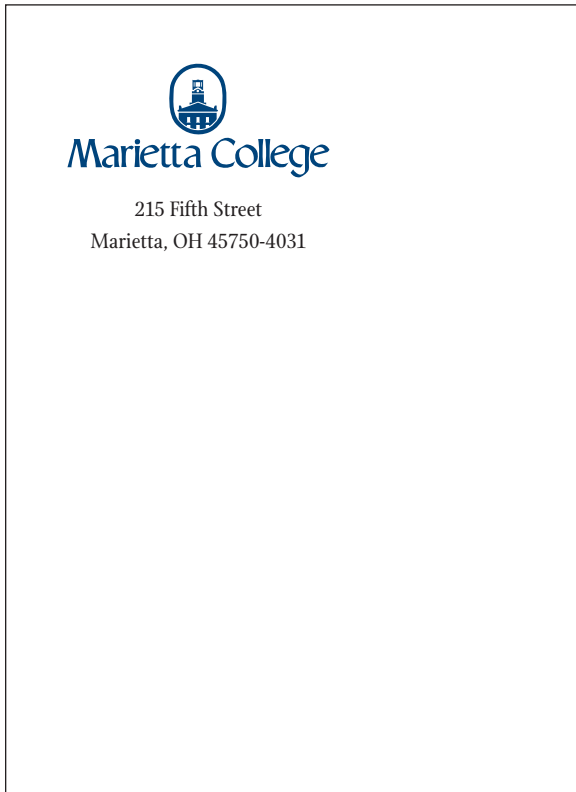
CUSTOMIZED UNIT-SPECIFIC LETTERHEAD



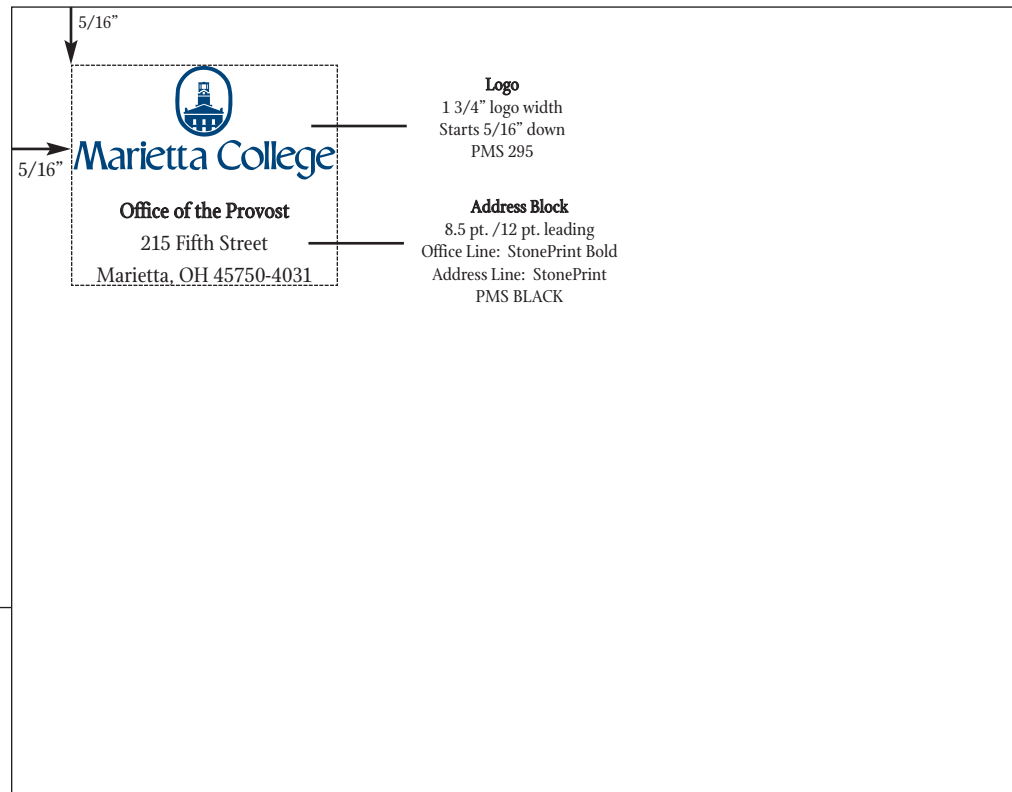
Envelopes

The standard address block used for all Marietta College envelopes and labels is illustrated below. The Office of College Relations coordinates an annual envelope order for all campus entities each spring, but will produce envelopes throughout the year as requested. For more information, or to order, contact the Office of College Relations at ext. 4727 (on campus) or at (740) 376-4727 (off campus). Please use existing supplies of envelopes. These changes will be implemented on your next order.

STANDARD MARIETTA COLLEGE ENVELOPE



CUSTOMIZED UNIT-SPECIFIC ENVELOPE



Correct address block for Business Reply Mail:
 MARIETTA COLLEGE
 DEPARTMENT NAME OR OFFICE NAME/BOX #
 215 FIFTH STREET
 MARIETTA, OH 45750



Business Cards

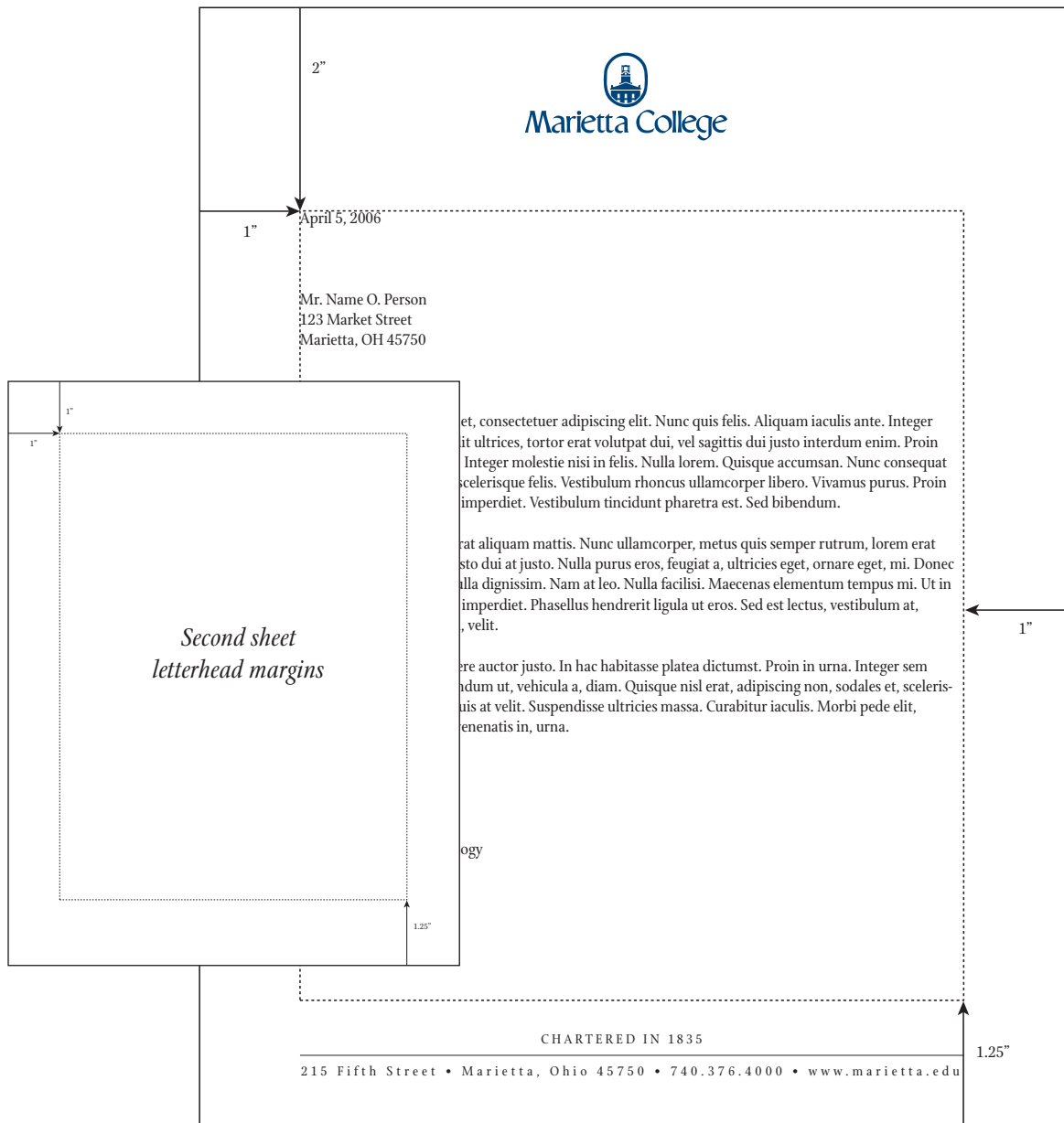
To maintain a consistent and professional image for Marietta College, the business card formats illustrated below will be used for all campus personnel. Individual campus units or persons **may not design** their own Marietta College business cards. The only exception is the Marietta College athletic department which follows their own visual identity guidelines. To order business cards, call the Office of College Relations at ext. 4727 (on campus) or at (740) 376-4727 (off campus). Please use existing supplies of business cards. These changes will be implemented on your next order.





Correspondence Style Guidelines

To provide a more standardized, professional look for Marietta College correspondence, the College *suggests* that the letter begin at least 2" from the top of the page with a 1" margin at both the right and left. A 1 1/4" margin should be set at the bottom of the page. It is suggested that correspondence should be printed in 11 point Arial (sans serif) or Times New Roman (serif) font and follow the format shown below.





Recommended Type Styles

The recommended type styles for Marietta College's stationery and campus-wide marketing materials are listed below. These type styles possess a dignified, easy-to-read quality and their use is encouraged for body copy in brochures, newsletters, advertisements, and other communications. If you have a question about a font usage please contact the College Art Director (740) 376-4715.

SERIF

StonePrint-Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz1234567890

StonePrint-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz1234567890

StonePrint-Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz1234567890

STONEPRINT-ROMAN SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

STONEPRINT-ITALIC SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz1234567890

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz1234567890

SANS SERIF

Arial - Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz1234567890

Akzidenz Grotesk - Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz1234567890

Akzidenz Grotesk - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz1234567890

Akzidenz Grotesk - Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz1234567890



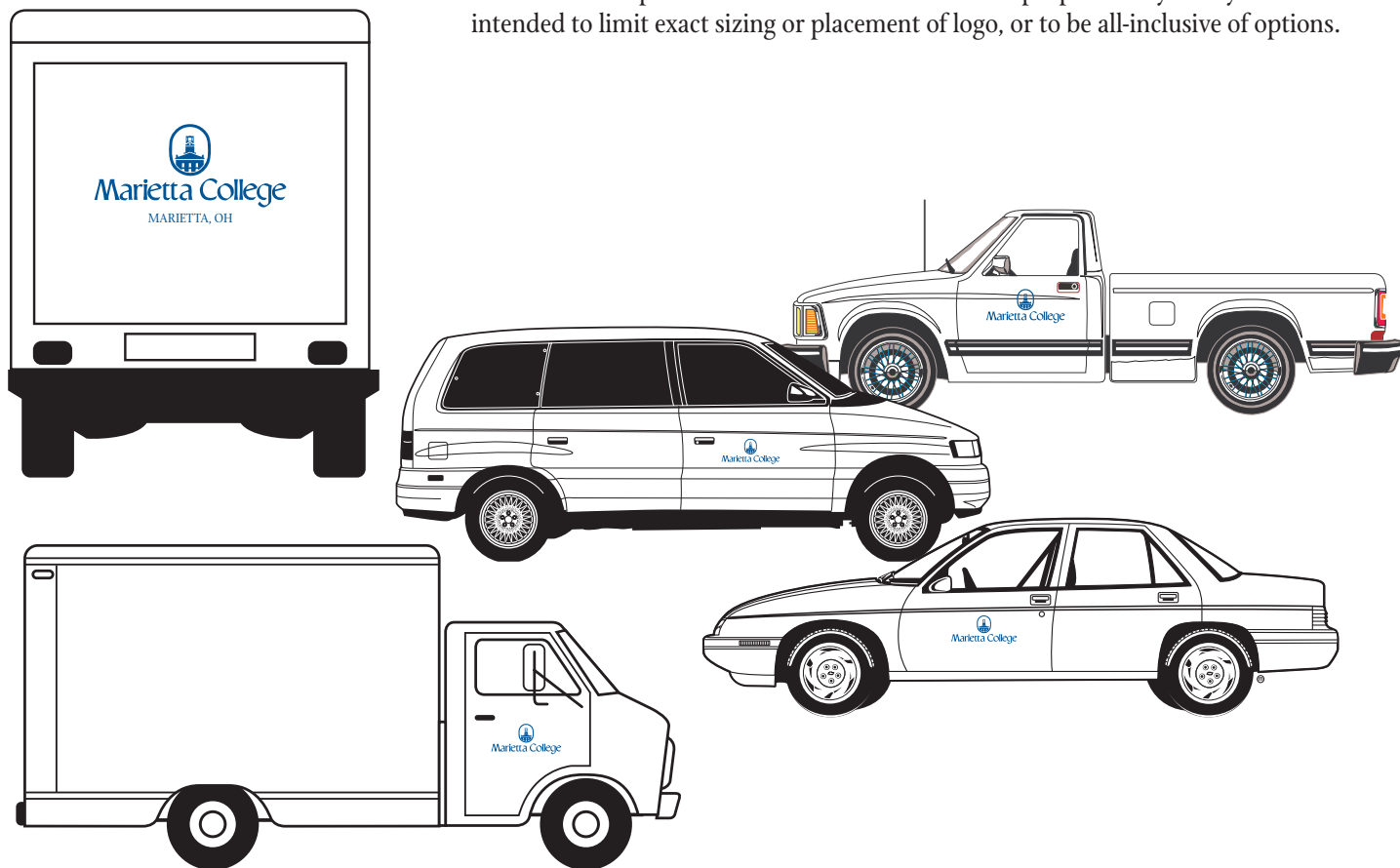
Vehicles

All visual identity guidelines outlined in this manual apply to the use of the Marietta College logo on campus vehicles. The College's location, "Marietta, OH" should also be included.

For more information, please contact:

Marietta College Physical Plant
215 Fifth Street
Marietta, OH 45750
(740) 376-4790

The vehicle samples shown below are for illustrative purposes only. They are not intended to limit exact sizing or placement of logo, or to be all-inclusive of options.





Marietta College

Questions concerning the trademarks of Marietta College should be directed to:

Marietta College
Art Director
Ryan Zundell
215 Fifth Street
Marietta, OH 45750
ext. 4715
740.376.4715

Approval Process

If a job is produced through the Office of College Relations, then it meets the guidelines set forth in this document and will receive an approval number for the vendor responsible for producing the job.

If for some reason a department produces a piece that carries the Marietta College logo, but has not been produced by College Relations then that job will need to be approved by College Relations. The person or department developing a job needs to submit a copy of the project to College Relations in person or by email. The project will then be reviewed by the College Relations staff (to ensure the logos and colors are correct) and will be either returned for adjustments to be made or approved and assigned an approval number. An approval number is required before a vendor may begin working on that job. The approval process is not intended to slow down the production of a job and it will be done in as timely a manner as possible.

Trademark Information

Marietta College's visual identity marks are currently in the process of being registered with the U.S. Patent and Trademark Office. This means that:

- Neither the College's marks or approximations may be used to identify entities other than Marietta College.
- The College's rights to revenue generated by the commercial use of its marks is protected.
- The College's marks cannot be altered or used inappropriately without jeopardizing legal protective status.
- Marks, when used on apparel, should be displayed with the "TM" symbol indicating trademark status.

Merchandising

The College presents a wide variety of merchandise to students and alumni. The primary hub for Marietta College merchandise is the College Bookstore, which has developed strategies for incorporating the College's visual identity into its merchandise. Campus departments, offices, and program areas may also order merchandise for the audiences that they serve. Although these items are often prepared according to the prevailing fashion style or vogue, most suppliers are capable of preparing customized items to match Marietta College's visual identity. While additional production costs may sometimes result, **vendors must always reproduce our official visual identity marks as designed and match PMS 281 or PMS 295 exactly (for printed materials) or as closely as possible for other merchandise where PMS matching capabilities do not exist (usually Navy Blue).**

To protect the trademarks of the College, **all items** bearing Marietta College's name or logos must be officially licensed and approved. The Office of College Relations is responsible for coordinating the College's licensing and trademark program. This office **must approve all merchandise bearing the name and/or symbols of the college prior to manufacturing or distribution.** The College strongly suggests that when ordering items



(such as mugs, keychains, shirts, and pens) that you do so through the Office of College Relations and by contacting the Director of Printing and Production (ext. 4727). The Office is prepared to handle such requests and in many cases can save the client money by taking bids from multiple merchandising vendors. Camera-ready art is available online at www.marietta.edu/style, to equip vendors to produce their merchandise according to Marietta's standards.

The Office of College Relations will be the sole judge of acceptability and reserves the right to grant approval of uses and designs that may deviate from these guidelines.

Note to Vendors

The visual identity marks depicted in this manual are trademarks of Marietta College. All graphic standards and restrictions outlined in this manual apply to the production of all merchandise—whether purchased by the College or by outside funding. Design alterations or substitutions are strictly prohibited without the express written consent of the College Art Director (see page 20 for contact information).

All jobs produced at Marietta College that carry the official logo need to have an approval number (as discussed on page 18). **Without this number, Marietta College reserves the right to reject delivery of, and payment for, materials containing unauthorized or incorrect usages of the Marietta College visual identity marks, including the College logo, seal, and athletic logos.**

How to Obtain Visual Identity Marks

Marietta College's visual identity marks are available instantly online at www.marietta.edu/style with a Marietta College login and password. Or you may request any of the production-ready files through the Office of College Relations. (Please allow 1-2 working days for your request.)

Contact Information:

Art Director
Marietta College
215 Fifth Street
Marietta, OH 45750
ext. 4715 (on campus)
740.376.4715 (off campus)

Marietta College Logos that are available online

- Logos will be available in black, gray, PMS 281, PMS 295 and white
- Logos will be available as .eps, .jpg, .gif, .pdf and .ai file formats.

Marietta College Athletic Marks

Artwork is available at www.marietta.edu/style or contact the Office of College Relations at ext. 4715 (on campus) or at 740.376.4715 (off campus).



Office of College Relations Contacts

Hub Burton

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740.376.4402
hub.burton@marietta.edu

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zundellr@marietta.edu

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grammerc@marietta.edu

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