

# VISUAL IDENTITY GUIDELINES

MERCY COLLEGE OF HEALTH SCIENCES

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# **COMMUNICATING OUR BRAND**

### **PURPOSE**

These visual identity guidelines will help to ensure the Mercy College of Health Sciences (MCHS) brand is communicated correctly internally and presented consistently to external audiences. By diligently adhering to the guidelines, we can promote a distinctly recognizable brand identity that stands out in the higher education space and remains memorable in the minds of students, faculty, alumni, and other stakeholders.

### **NAME USE**

When referring to our institution, the full name (Mercy College of Health Sciences) should be used on the first occurrence within a piece. The approved abbreviation for subsequent references is Mercy College. The approved abbreviation may be used in headlines and the full name spelled out for the first time in body copy. The use of MCHS or just Mercy should be avoided.

### WHAT IS A BRAND?

A brand is an abstraction that helps people identify a company, organization, product or individual. Our brand is what people think or feel about Mercy College of Health Sciences. It is NOT a single marketing element such as a logo or slogan. Rather, it is the collective result of every interaction someone has with our college — from walking on campus to watching a video about us on YouTube.

### IMPORTANT STEPS TO ACHIEVING A CONSISTENT BRAND IDENTITY

- Establish the brand strategy: The first step is understanding who our audiences are and what we hope to achieve.
- **Build the brand:** The second step is creating the foundational brand tools (messaging, color palette, I ogo/identity marks, icons, etc.) that will be used across all marketing channels.
- **Set visual identity guidelines:** This visual identity guide provides the playbook for all of our brand contributors to follow when they create assets.
- **Implement the brand consistently:** By following this visual identity guide diligently, we can collectively foster a consistent brand for Mercy College of Health Sciences.

### RESOURCES FOR BRAND MANAGEMENT

For questions and concerns about brand consistency, please contact the Marketing Department. For assistance with a marketing project, please use the marketing request form located at **www.mchs.edu/marketing.** 

# MERCY COLLEGE BRANDSCAPE















# **LOGOS — MERCY COLLEGE**

### **PRIMARY LOGO**

The primary logo is the preferred logo to be used. This applies to publications, websites, social media, digital advertising, apparel, promotional materials, and all other collateral. Minimum size should never be smaller than 1.5" wide.



### **SECONDARY LOGO**

The secondary logo is for **limited use by the Marketing Department** and is only to be
used when the available space necessitates a
horizontally oriented logo. Minimum size should
never be smaller than 1.75" wide.



### MARK/ICON ONLY

The icon, or mark, of the logo is for **limited use by the Marketing Department.** The mark is not to be used alone without prior permission from one of the brand management resources. Minimum size should never be smaller than 0.5" wide.



### **COLLEGE SEAL**

The seal is restricted to presidential materials and official college documents, such as certificates and diplomas. The seal should never be used behind text or over photographs. Minimum size should never be smaller than 1.25" wide.



# **LOGOS — VARIANTS & SPACING**

### 1-COLOR (PREFERRED)

Single-color logos may only be in the Mercy College purple or black for white or light backgrounds. A white single-color logo may be used for dark-colored backgrounds.



Full color logo should only be used on white or light backgrounds.

### **GRAYSCALE**

Grayscale logos should be used sparingly. A black single-color logo is the preferred version for non-color publications or printing needs.

### **SPACING**

To maintain a professional look, it is important to leave proper padding or "clear space" around the logo. Do not place on an edge or too close to other text or graphic elements.













# **LOGOS — RESTRICTED USAGE**

### **BRAND STANDARDS**

For Mercy College to maintain the brand integrity of the Stylized M, and maximize its effectiveness as an identifier, the logo must be applied as indicated in this manual without modification.

Use of the logo elements separate from one another is not allowed without prior marketing approval.

Resizing the entire logo is allowed, but proportionate sizing should always be ensured.

Resizing elements of the logo independent of one another is not allowed.



NEVER distort the logomark.



NEVER use unapproved color combinations.



NEVER rotate the logomark.

# LOGOS — MERCYPLUS

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### 1-COLOR

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# **TYPOGRAPHY**

## PRIMARY FONT

### **MONTSERRAT**

With many useable font weights, Montserrat has a modern and youthful look/feel. Use Montserrat on the majority of Mercy College's marketing materials.

Montserrat also serves as the primary web font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

### SECONDARY FONT 1

### TRAJAN PRO

Trajan Pro is the font primarily used in the Mercy College logomark. Based on classic Roman letterforms, Trajan Pro portrays a traditional academic style that is both strong and approachable. Use Trajan Pro minimally.

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

### SECONDARY FONT 2



Alana is a formal script font used to convey elegance or add a visual accent. Script fonts are used sparingly by the Marketing Department only.

ABC DEFGHIJKLMNOPQKSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

### **BULLET POINT USAGE**

Acceptable bullet points: ○ • ▶ ■ > +

Avoid use of a plus sign + for bullet points if it conflicts with MercyPlus standards.

# **COLOR PALETTE**

### 60-30-10 RULE USAGE GUIDELINES

60% is your dominant hue, 30% is secondary color(s) and 10% is for accent color. This rule helps create a proper and well-balanced color application for our design approach.

### **PMS**

Also known as **Pantone Matching System** and **Pantone**, PMS is a standardized color-matching system. These colors are commonly used in print, apparel, and many other types of production.

### **CMYK**

CMYK stands for Cyan, Magenta, Yellow, and Black. These formulas are primarily used for printing through commercial printing vendors.

### **RGB**

RGB stands for Red, Green, and Blue. These color formulas are used for on-screen digital design (i.e. PowerPoint).

### **HEX**

Hexadecimal is a mathematical color code used primarily when working on a website.

### **PRIMARY COLOR**

### **PMS: 260** CMYK: 69 99 28 15 RGB: 100 38 103

HEX: #642667

### **SECONDARY COLORS**

### PMS: 368

CMYK: 58 1 100 0 RGB: 120 190 32 HEX: #78BE20

### PMS: 420

CMYK: 26 21 21 ( RGB: 189 189 189 HEX: #BDBDBD

### **ACCENT COLOR**

### PMS: 3305

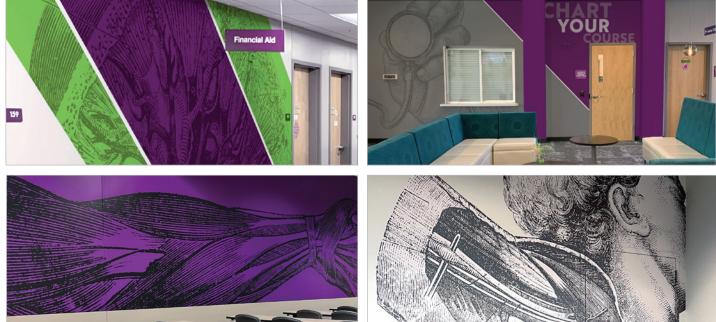
CMYK: 100 0 60 51 RGB: 0 78 66 HEX: #004E42

### **DRAWN ILLUSTRATIONS**

While most of Mercy College's design elements feel more modern and edgy, these drawn illustrations are a subtle nod to Mercy College's historical beginnings.

Illustrations that use black and white imagery should be multiplied over Mercy College's brand colors. Percentage of transparency will vary depending on application and image used. One-color illustrations being used on white should primarily use PMS 420 at a transparency below 50%, but that can vary based on application and image used.





### **ICONS**

Graphics and icons can be used to represent an iconic brand and visually represent key messages that are continuously used in Mercy College marketing.



ONLINE



IN-PERSON



TRIMESTERS, SEMESTERS, MONTHS



START MONTH



HYBRID COURSE



CAMPUS



APPLICATION DEADLINE: MONTH DATE



TRANSFER PROCESS



ACADEMICS



CONTINUING EDUCATION, CERTIFICATE, ASSOCIATE DEGREE, BACHELOR'S DEGREE OR MASTER'S DEGREE



CATHOLIC VALUES



ADMISSIONS TEAM, FACULTY, STAFF, MEET THE STAFF



CURRICULUM



HANDS-ON LAB EXPERIENCE



CAREERS



QUESTIONS



EMAIL ADDRESS



PHONE NUMBER



TUITION



HOSPITAL NAME



XX% LICENSURE PASS RATE

**ICONS (CONT.)** 























**NUMBER 9** 

### **BURSTS**

Bursts are used intentionally and sparingly to add casualness to the brand and emphasize important information or key features. Use bursts as a graphic element where it makes sense and can elevate Mercy College's brand. Bursts being used with copy should be minimal and only used to call out important information on a page. Do not use more than 1-2 per page/spread of a layout.



### 34° ANGLE AND WEDGE USAGE

Angle and wedge use should be at a consistent 34° angle. The use of angles is key to a dynamic look and feel that complements the logo design. This gives flexibility in design — use to split graphic in half, emphasize a headline, or break up content

### **GREEN LINES AND ANGLES**

Lines can be used in conjunction with the angle and wedge shapes. Lines should be used as a design element to break up the page and add interest to the layout. Line weight can vary depending on page layout but MUST extend through the entire page.









# **PHOTOGRAPHY**

### **PHOTO STYLES**

The goal of all photographs used in Mercy College marketing materials is to provide visual examples of the Mercy College advantage. This includes images of campus as well as images showing interactions and activities of students and faculty on campus and in clinical settings.\* Photos used in marketing materials should always be representative of Mercy College's brand identity.

Photos will use actual students, alumni, employees, and community partners of Mercy College as often as possible. Although stock photography may occasionally be necessary, use of non-Mercy College images is discouraged. Do not use images of children without written consent from a parent or guardian.

The style of Mercy College photos must be clean and bright, using natural light as much as possible. Students and models should be dressed in Mercy College clothing or basic clothing with Mercy College gear visible as much as possible.

\*Photos from clinical settings will be arranged through and captured by the Marketing Department. Students and faculty should refrain from taking photographs in any clinical setting to ensure compliance with all HIPPA guidelines.





















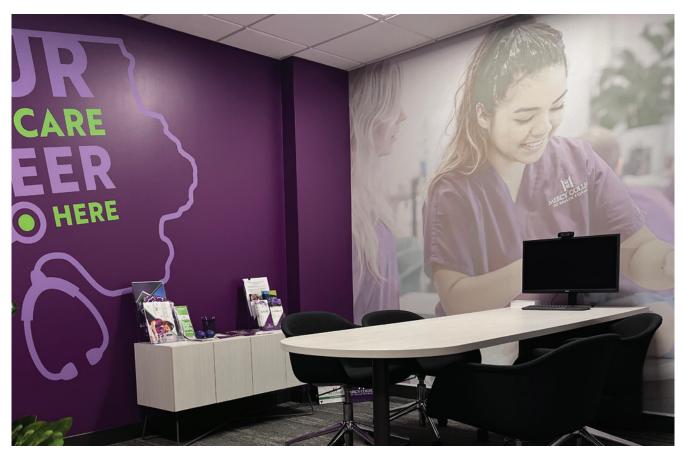
# **OVERLAYS**

### **OVERLAY OPTIONS**

One-color purple images use black and white photos multiplied over pantone 260 at 60% transparency. One-color green images use black and white photos multiplied over pantone 368 at 60% transparency.

One-color gray images used on white should be set at a transparency of 50% or below. This can vary based on application and image used.

Full-color images with reduced transparency should be used at 50% or below depending on image and application.











# **PRINTED COLLATERAL**

### **BUSINESS CARDS**

Business cards can be requested through the Marketing Department.

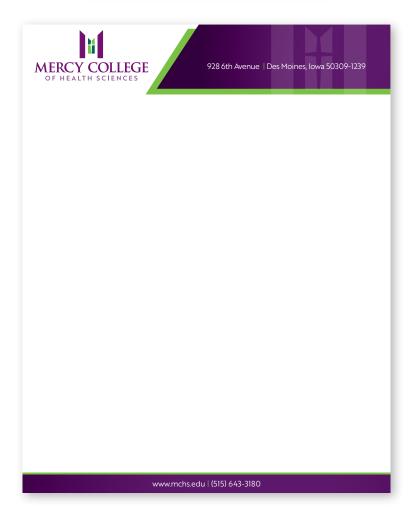
### **STATIONERY**

Branded letterhead and envelopes are available in the employee copy room on the main campus.

Digital letterhead is also available for documents that need to be emailed.

The approved letterhead template is located on the Shared drive (College Staff/Templates).





# **PRINTED COLLATERAL**



