

# Maryville University Brand Guidelines

OCTOBER 2021



**MARYVILLE**  
UNIVERSITY

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## INTRODUCTION

The Graphic Identity Standards establish rules for the consistent implementation of Maryville's brand identity.

These guidelines are managed by:

The Office of Integrated Marketing and Communications  
Maryville University  
314.529.9341  
[marketing@maryville.edu](mailto:marketing@maryville.edu)

# Using the Palette

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**MARYVILLE COLOR PALETTE**

**Primary Color**



CMYK C0 M100 Y80 K5  
RGB R201 G18 B53  
HEX c91235

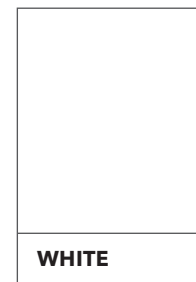
**Supporting Colors**



CMYK C0 M0 Y0 K80  
RGB R85 G89 B96  
HEX 555960

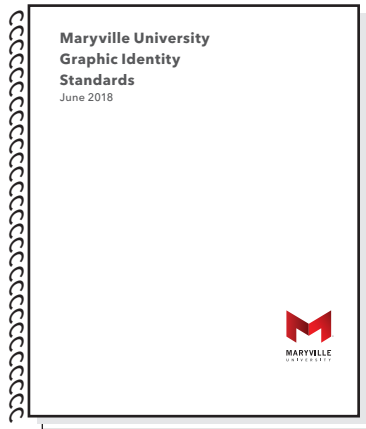


CMYK C0 M0 Y0 K100  
RGB R0 G0 B0  
HEX 000000



RGB R255 G255 B255  
HEX ffffff

**CORRECT USAGE OF COLOR PALETTE**



A white background for Maryville materials is always correct. Second choices include gray and black. This allows the Maryville identity to stand out.

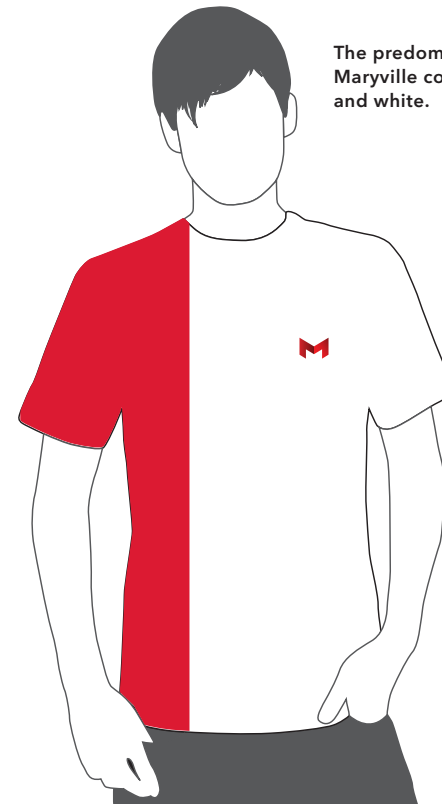


The predominant Maryville colors are red and white.

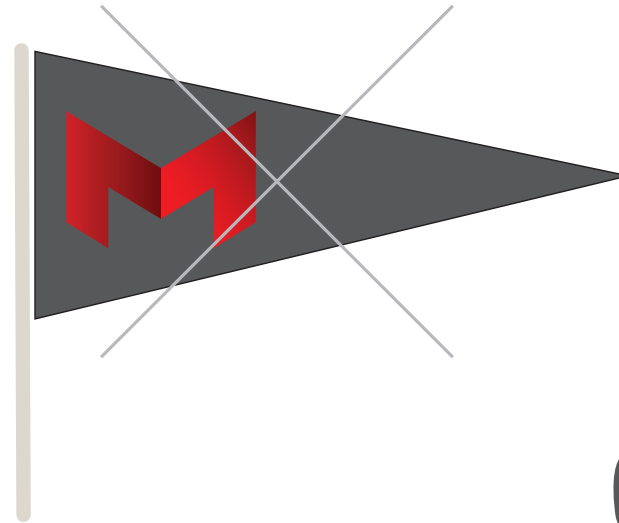


Logo may be placed against a white or black background, or a light tint of black.

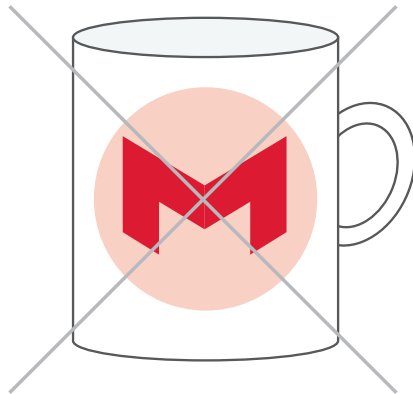
If logo is used against a red background, it should have a white rule around it.



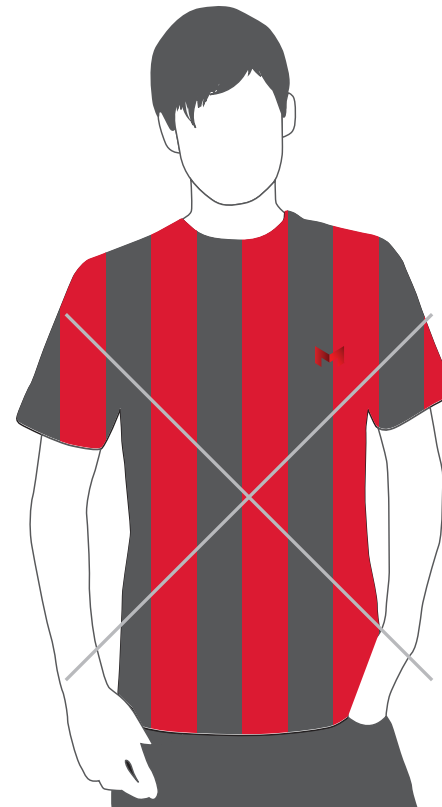
**INCORRECT USAGE OF COLOR PALETTE**



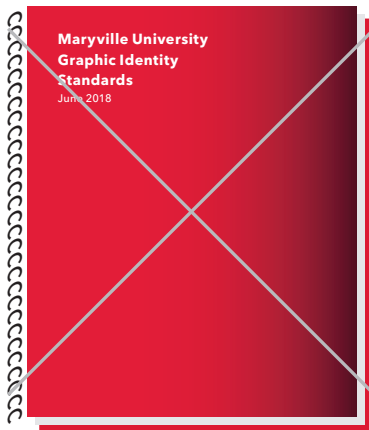
Do not use a dark gray (PMS 425) background behind the logo, as this has insufficient contrast to make the logo stand out. Most University materials should have a white background, with black or red used sparingly.



Avoid screen tints of red, which produce pinkish tones.



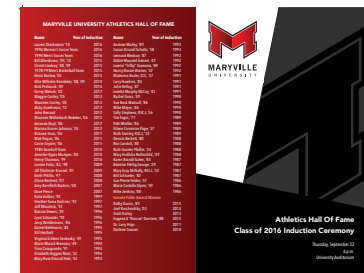
## USING THE GRADIENT



Do not use red gradient as a major design element. This is reserved for the logo, and as an accent color only.



For most University publications and products, the gradient should only be employed as an accent, as shown in these examples.





# Using the Logo

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## USING THE MARYVILLE LOGO

### Vertical Logo



**MARYVILLE**  
U N I V E R S I T Y

#### Core Logo

The vertical version of the Maryville logo is preferred.

If certain layouts require a horizontal configuration, the version below may be used in those situations.

#### Trademark

Because the core logo is trademarked, it should always appear with a registered trademark symbol ®.

#### M Icon

Using the M icon alone does not require a trademark symbol.

### Horizontal Logo



### M Icon



**USING THE MARYVILLE LOGO**

1" wide



1.85" wide



0.75" wide



1.4" wide



**Size Recommendations**

These show the recommended sizes for the Maryville logo. The logo may be reduced down to the sizes shown below.

**Minimum Size**

For situations where recommended sizes will not fit.

## USING THE MARYVILLE LOGO



Live area is aligned and proportionate to the width of the M horizontally, and the height of the M vertically.



### Minimum Live Area

The gray lines represent the clear, scalable live area built into the logo. Do not infringe upon this live area.

### Measurements

The live area is based on the cap height of the M in Maryville.

It is aligned and proportionate to the width of the M horizontally, and the height of the M vertically. The live area should be measured and scaled according to this rule.

**USING THE MARYVILLE LOGO**

**Full-Color**



Full-color reverse

**Two-Color**



Two-color positive



Two-color reverse

**One-Color**



One-color black and white



One-color



One-color reverse

**Other Logo Formats**

Depending on the printing or production options at hand, it may become necessary to use a reverse, one-color or two-color version of the logo.

The core logo, in full color, should be used whenever possible. These options should never be substituted for the full color option arbitrarily.

## LOGO AND BACKGROUND COLOR COMBINATIONS

### Primary Combinations



### Secondary Combinations



Not all logo colorations work with all background colors.

**Black and white:** Most logo colorations will work on a solid black or white background.

**Red:** Sometimes there is insufficient contrast, such as when the solid red logo is placed on a red background. In those cases, solid black, grayscale or white will work best. The same applies to the red gradient background.

**Gray backgrounds:** Most logo colors read well on a gray background, except for solid red or grayscale.

**Gray:** The logo may also be used in light or dark gray with a contrasting color background.



Do not change or manipulate fonts.



Do not change or manipulate color.



Do not fill the M with graphics or photos.



Do not rearrange order of graphic elements.



Do not distort graphics by horizontal or vertical scaling.



Do not create graphics that overlap or otherwise impinge on the logo.



Do not use the Maryville M as part of a word.



Do not place the logo against complicated backgrounds.



Do not place the logo against a drop shadow.

## INCORRECT LOGO USAGE

Maryville's reputation and presence as a university depends on a clear and consistent presentation of the brand. As a general rule of thumb, one should not add to, distort or alter the mark.

Likewise, such tactics as adding the mark to a word or placing it on a busy background will confuse viewers as to the correct appearance of the brand.

### Icon approval

If the M icon is used as part of a graphic or logo for an event, this must be reviewed and approved by the Office of Integrated Marketing and Communications.

## USING THE MARYVILLE SPIRIT LOGO

### Vertical Logo (preferred)



**MARYVILLE**  
U N I V E R S I T Y

### Horizontal Logo



**MARYVILLE**  
U N I V E R S I T Y

### Spirit M Icon



The Spirit logo should be placed prominently on all uniforms. The vertical version of the logo is preferred, although the horizontal configuration may be used if space demands.

**Consistency is key.** This logo should not be modified or redrawn in any way. It must be reproduced from authorized digital files, which can be obtained from the Office of Integrated Marketing and Communications.

#### Trademark

Because the core logo is trademarked, it should always appear with a registered trademark symbol ®.

#### M Icon

Using the spirit M icon alone does not require a trademark symbol.



**USING THE MARYVILLE SPIRIT LOGO**

1" wide



1.85" wide



0.75" wide



1.4" wide



**Size Recommendations**

These show the recommended sizes for the Maryville logo. The logo may be reduced down to the sizes shown below.

**Minimum Size**

For situations where recommended sizes will not fit.

**USING THE MARYVILLE SPIRIT LOGO**

**Full-Color**



Full-color reverse

**Two-Color**



Two-color positive

**One-Color**



One-color black and white

**Other Formats**

Depending on the printing or production options at hand, it may become necessary to use a reverse, one-color or two-color version of the logo.

The full color Spirit logo should be used whenever possible. These options should never be substituted for the full-color option arbitrarily.



Two-color reverse



One-color



One-color reverse

## SPIRIT LOGO AND BACKGROUND COLOR COMBINATIONS

### Primary Combinations



### Secondary Combinations



Not all logo colorations work with all background colors.

**Black and white:** Most logo colorations will work on a solid black or white background.

**Red:** Sometimes there is insufficient contrast, such as when the solid red logo is placed on a red background. In those cases, solid black, grayscale or white will work best. The same applies to the red gradient background.

**Gray:** Most logo colors read well on a gray background, except for solid red or grayscale.

## MARYVILLE UNIVERSITY BRAND EXTENSIONS

### Horizontal Lock-up



### Vertical Lock-up



### Administrative Offices / Brand Extensions

In order to maintain the brand identity, it is critical to maintain a consistent look among the various branches of the University. These lock-up treatments maintain the core identity among all schools and departments, while providing a flexible and usable mark for use on and off-campus. These are subject to the same rules and conditions outlined on pages 10-15. Schools and departments shall not create personalized logos using the Maryville logo.

### Keyline:

0.25 pt. rule at 80% black

# Signatures and Lock-Ups

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**SIGNATURES AND LOCK-UPS**



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MANY CONNECTIONS. ONE **U.**  
**maryville.edu**  
f t i in



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**maryville.edu**  
f t i in



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**maryville.edu**

**Simplified Vertical Signature**

The vast majority of viewers will simply go to the Maryville website or social media for more information. A good option, when space is at a premium, is the simplified lock-up. This consists of the Maryville logo, with a thin rule underneath. Below is placed the URL by itself, or in tandem with tagline and social media icons.

Besides logo, all type and icons are gray (80% black).

## SIGNATURES AND LOCK-UPS

Maryville logo  
with address  
and phone  
number



650 Maryville University Drive  
St. Louis, Missouri 63141  
314.529.9300

Maryville logo  
with address  
and URL



**maryville.edu**

650 Maryville University Drive  
St. Louis, Missouri 63141  
314.529.9300

Logo with  
department  
name and  
address



**SCHOOL OF EDUCATION**

650 Maryville University Drive  
St. Louis, Missouri 63141  
314.529.9466  
**maryville.edu**

## General guidelines for Vertical Lock-Ups

The full lock-up is useful in advertising that asks for a response, or on the back of brochures and printed materials.

Besides logo, all type and icons are gray (80% black).

**Missouri:** This is always spelled out when used as part of a Maryville signature.

**Phone number:** If not needed, it may simply be left out and the remaining lines shift down to align with the baseline of the Maryville logo.

Maryville logo  
with address, URL and  
social media icons



**maryville.edu**

650 Maryville University Drive  
St. Louis, Missouri 63141  
314.529.9466



Based on logo width of 1"

1p3 space between logo/rule  
and rule/address

.25 pt. rule 80% black

Text = Avenir Next LT Pro  
8/13 with 20 track  
Color 80% black

**SIGNATURES AND LOCK-UPS**

Maryville logo with address (vertical)




---

650 Maryville University Drive  
St. Louis, Missouri 63141  
314.529.9300

Maryville logo with address and URL (vertical)




---

650 Maryville University Drive  
St. Louis, Missouri 63141  
314.529.9300  
**maryville.edu**

Logo with department name and address (vertical)




---

**SCHOOL OF EDUCATION**  
650 Maryville University Drive  
St. Louis, Missouri 63141  
314.529.9466  
**maryville.edu**

Maryville logo with address, URL and social media icons (vertical)




---

650 Maryville University Drive  
St. Louis, Missouri 63141  
314.529.9300  
**maryville.edu**  
f t i l

Based on logo width of 1"  
1 pica space between logo/rule and rule/address  
.25 pt. rule 80% black  
Text = Avenir Next LT Pro 8/13 with 20 track  
Color 80% black

Ends of rule align with widest line



**SIGNATURES AND LOCK-UPS**

Maryville logo with address



650 Maryville University Drive  
St. Louis, Missouri 63141  
314.529.9300

Maryville logo with address, and URL



**maryville.edu**  
650 Maryville University Drive  
St. Louis, Missouri 63141 | 314.529.9300

Logo with department name and address



**SCHOOL OF EDUCATION**  
650 Maryville University Drive  
St. Louis, Missouri 63141 | 314.529.9466  
**maryville.edu**

This is the only exception: in this case, top line aligns with top of logo.

**Guidelines for Horizontal Lock-Ups**

Depending on the content, the last line of type or icons align with the bottom right corner of logo. Top of rule aligns to top corner of M.

All type and icons are gray (80% black).

The 80% black vertical rule is centered in the space between the logo and the address block.

Type leading should always be +5 pt. (Type shown here is 8/13 pt.)



Based on logo width of 1" (shown reduced)

1 pica space between all elements, such as logo, rule and type block

.25 pt. rule 80% black

Text = Avenir Next LT Pro  
8/13 with 20 track  
Color 80% black

**SIGNATURES AND LOCK-UPS**

maryville.edu



650 Maryville University Drive  
St. Louis, Missouri 63141 | 314.529.9300



MARYVILLE. MANY CONNECTIONS. ONE U.

650 Maryville University Drive  
St. Louis, Missouri 63141 | 314.529.9300

maryville.edu



**Ad footers**

These options can be used depending on size and shape of the advertisement. URL and social media icons may be added or subtracted as needed. Examples shown are based on a 1" logo width.

Footer should always be placed in lower right corner of advertisement.

Based on logo width of 1"

1 pica space between all elements, such as rule, type and social media icons

.25 pt. rule 80% black

Dashed rule is .5 pt. 3pt./3pt.

Text = Avenir Next LT Pro  
8/13 with 20 track  
Color 80% black

**SIGNATURES AND LOCK-UPS**

Maryville logo with URL



Maryville logo with tagline



**Miscellaneous Identifiers / Vertical Logo**

For instances when the tagline or URL needs to appear with a vertical logo.

Maryville logo with URL (vertical)



URL is 9 pt.  
Avenir Next LT Pro  
Bold

Maryville logo with tagline (vertical)



Based on logo width of 1"

1 pica space between all elements, such as rule, type and tagline

.25 pt. rule 80% black

Text = Avenir Next LT Pro  
8/13 with 20 track  
Color 80% black

MARYVILLE. MANY CONNECTIONS. ONE U.

**SIGNATURES AND LOCK-UPS**

Maryville logo with URL



Maryville logo with tagline



Maryville logo with tagline



**Miscellaneous Identifiers / Horizontal Logo**

For instances when the tagline or URL needs to appear with a horizontal logo. The baseline of the URL or tagline aligns with the baseline of "University."

Based on logo width of 1"

1 pica space between all elements, such as logo, rule and tagline

.25 pt. rule 80% black

## SIGNATURES AND LOCK-UPS

Nonprofit  
U.S. Postage  
P A I D  
St. Louis, MO  
Permit #4468

1 pica space between  
rule and indicia



650 Maryville University Drive  
St. Louis, Missouri 63141  
**maryville.edu**

1 pica space between  
logo and rule and rule  
and address

Nonprofit  
U.S. Postage  
P A I D  
St. Louis, MO  
Permit #4468

▲  
This space can vary  
according to width of  
document

### Mailing Indicia

This is the standard indicia to be used on most pieces. The rule at the left defines the border of the indicia.

### Postal Lockup

This is to be used on post cards and items where space is at a premium. All spacing is determined by width of one leg of logo. Type is base-aligned. Spacing is determined by the space from bottom tip of red M to type. See page 34 for an example.

# Typography

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## TYPOGRAPHY

The university that opens itself to the skills and spark of every person *and not*

Avenir Next LT Pro Regular

*just a select few will be the next great university. The university that facilitates*

Avenir Next LT Pro Italic

**student learning with the tools they are using will be the next great university.**

Avenir Next LT Pro Demi

*The university that is flexible, mobile, where the entire campus inside and out*

Avenir Next LT Pro Demi Italic

**is a classroom and where learning happens everywhere, will be the next**

Avenir Next LT Pro Bold

***great university. My friends, Maryville will be that next great university.***

Avenir Next LT Pro Bold Italic

**— President Mark Lombardi, PhD, 2014 Convocation Speech The**

Avenir Next LT Pro Heavy

***university that opens itself to the skills and spark of every person***

Avenir Next LT Pro Heavy Italic

### Typefaces

The primary type family used is **Avenir Next LT Pro**. This is used for all running text and for all documents produced on Maryville letterhead, templates, or logo mastheads.

The Avenir Next LT Pro type family features many additional weights as well as condensed versions, for maximum flexibility. All are acceptable.

## TYPOGRAPHY

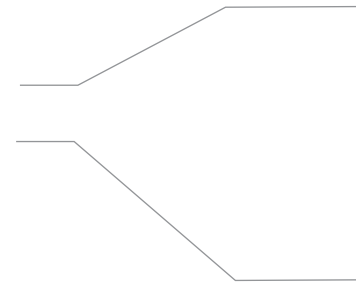
### Header treatment

For brochure covers, postcards, concert programs and other standardized materials, header should always be placed in the upper left corner.

Point size of type may vary according to the size of the piece being produced. However, the size ratio between the headline and the second subhead should remain the same: for instance 24 pt./12 pt., 36 pt./18 pt., etc.

The only exception is when the overall point size is small, such as 14 pt./7 pt. In this case, the secondary subhead may be slightly increased in size.

**HOME COMING**  
**OCTOBER 2020**



#### **Headline**

Color: PMS 425 or 80% black  
Avenir Next LT Pro Bold  
Track 100  
Point Size/Leading: 24/24  
(Point size varies according to size of piece)  
Point Size Range: 14–32 pt.

#### **Secondary Subhead**

Color: PMS 425 or 80% black  
Avenir Next LT Pro Bold  
Track 100  
Point Size/Leading: 12/17  
(add 5 pts. leading)  
Point Size Range: 7–16 pt.



## Paragraph Styles

Expellent ut aliquaeor sam et, ventibus aut eicieni mpe riandit eliquat aspero et magnim represt enis dolumque simagnimus nis quas restiat inciatentia incto volo enti cum, nobitat harciur magnis minvell oruptia pe nobisin perupti blab in reicabore sitam quasimag.

### Innovation

Expellent ut aliquaeor sam et, ventibus aut eicieni mperiandit eliquat aspero et magnim represt enis dolumque simagnimus nis quas restiatnobi- sin velicaepro il ilitam ese nusant volupta eceaquia quam fuga. Isqui inciatentia incto volo enti cum, nobitat harciur magnis minvell oruptia.

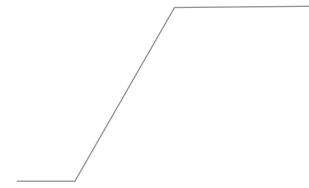
### The Presentations

Expellent ut aliquaeor sam et, ventibus aut eicieni mperiandit eliquat aspero et magnim represt enis dolumque simagnimus nis quas restiat inciatentia incto volo enti cum, nobitat harciur magnis minvell oruptia pe nobisin velicaepro il ilitam ese nusant volupta eceaquia quam fuga. Isqui consed enimicillor.

Expellent ut aliquaeor sam et, ventibus aut eicieni mperiandit eliquat aspero et magnim represt enis dolumque simagnimus nis quas restia- tharciur magnis minvell oruptia pe nobisin velicaepro il ilitam ese nusant volupta eceaquia quam fuga. Isqui consed enimicillor.

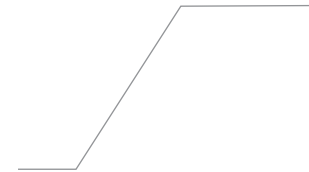
Inconsed enimicillor restisc ieniscitis dolest, ut rem sa por sunt molores sit vent autaspicit aut aspe perupti blab in reicabore sitam quasimag

**Note:** size/leading relationships should be kept proportional for each style shown.



### Heading

Color: Red or black  
Avenir Next LT Pro Demi  
Point Size/Leading: 13/16  
Point Size Range: 13-15 pt.  
Space after: 0.087



### Introductory Text

Color: Gray or black  
Avenir Next LT Pro Regular  
Point Size/Leading: 11/16  
Point Size Range: 11-13 pt.  
Space after: 0.087



### Subhead

Color: Black  
Avenir Next LT Pro Bold  
Point Size/Leading: 10/15  
Point Size Range: 9-11 pt.  
Space after: 0



### Secondary Subhead

Color: Red or Gray  
Avenir Next LT Pro Medium  
Point Size/Leading: 9/14  
Point Size Range: 9-10.5 pt.  
Space after: 0



### Body

Color: Gray or black  
Avenir Next LT Pro Regular  
Point Size/Leading: 9/14  
Point Size Range: 9-10.5 pt.  
Space after: 0.087  
Adjust leading accordingly



### Footnotes

Color: Black  
Avenir Next LT Pro Medium  
Point Size/Leading: 7/10  
Point Size Range: 7-8.5 pt.  
Space above: 0.087"

## LIST TYPOGRAPHY

### List with Bulleted Points

Nobitat harciur magnis minvell oruptia pe nobisin velicaepro il ilitam ese:

- Expellent ut aliquaeror sam et, ventibus aut eiciens mperiandit eliquat aspero et magnim repret enis dolumque simagnimus nis quas restiatno
- Inciatentia incto volo enti cum, nobitat harciur magnis minvell oruptia pe nobisin velicaepro il ilitam ese nusant volupta eceaquia quam fuga. Isq
- Expellent ut aliquaeror sam et, ventibus aut eiciens mperiandit eliquat aspero et magnim repret enis dolumque simagnimus

### List of Events on Separate Dates

- Dec. 24 **The presentations** Inciatentia incto volo enti cumi, nobitat harciur magnis minvell oruptia pe nobisin velicaepro
- Mar. 25 **The conference** Inciatentia incto volo enti cumi, nobitat harciur magnis minvell oruptia pe nobisin velicaepro
- Jan. 1 **Sponsorship of the conference** Inciatentia incto volo enti, nobitat harciur magnis minvell oruptia pe nobisin velicaepro

### Schedule of Events in a Single Day

- 8-9 a.m. **The presentations** Inciatentia incto volo enti cumi, nobitat harciur magnis minvell oruptia pe nobisin velicaepro
- 9-9:30 a.m. **The conference** Inciatentia incto volo enti cumi, nobitat harciur magnis minvell oruptia pe nobisin velicaepro
- 9:30-10:30 a.m. **Sponsorship of the conference** Inciatentia incto volo enti, nobitat harciur magnis minvell oruptia pe nobisin

### Generic Lists

Set bulleted text in the same point size as the body copy. If used in line with other body copy, indent left .25". This is not necessary when the list is separate. Bullets are gray and sized 2 pts. smaller than text. The space after each list paragraph should be set to .087". The last list item should be set to .125" as it is a separation between paragraphs.

### List of Dates

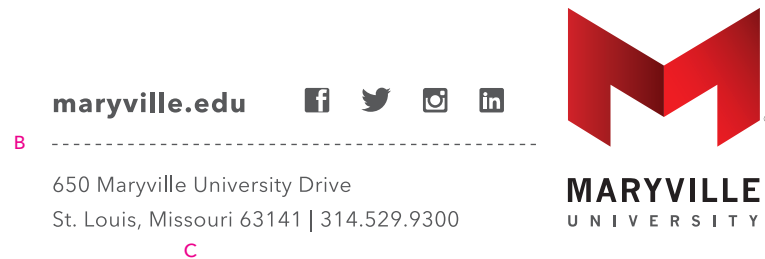
Set dates at the same point size as the list copy. Set tab to .625" and space after to .087". You will often have a date, an event title and a description of the event. The event title will be in line with the description and set in Avenir Next LT Regular. If there are multiple lists in line with each other the tab indent should be consistent between them.

### List of Times

Refer to date specifications above. Use en dashes between dates. List times without the :00 (ex. 9 instead of 9:00). If a .625" tab is too close to the times, adjust to the nearest .125" interval without crowding the times.

## TYPOGRAPHY

**A** maryville.edu



**D** **HOMECOMING**  
OCTOBER 2–9 | 6–9 PM

**E**

### General Style Elements

#### Maryville URL <sup>(A)</sup>

The Maryville URL does not use either http:// or www. prefixes.

Type used is Avenir Next LT Pro Bold at 80% black, except in editorial content. The “M” is always lower case.

#### Dashed rules <sup>(B)</sup>

These are used as dividers and accents throughout the program. These should be specified to 3/3 pt. and colored 80% black.

#### Missouri <sup>(C)</sup>

This should always be spelled out in full, not abbreviated when used in a Maryville lock-up or signature.

#### em Dashes <sup>(D)</sup>

Use em dashes between dates for better legibility. Use em dashes between times.

#### Vertical Separators <sup>(E)</sup>

Vertical separators are used between varied content that appears on the same line.

## TYPOGRAPHY

MARYVILLE. MANY CONNECTIONS. ONE U.

MARYVILLE. MANY CONNECTIONS. ONE U.

MARYVILLE. MANY CONNECTIONS. ONE U.

B



C

### Maryville Tagline

The Maryville Tagline is written in Avenir Next LT Pro Medium all caps with open spacing (100 tracking).

In most applications it is displayed in two colors, PMS 186 and PMS 425 gray (or 80% black).

In black and white applications, "Maryville" and "U." are solid black while the remaining type is gray. See example (B).

### Using the Tagline with the Identity

In most cases the tagline will be used in a lockup with the Maryville logo. See pages 18-24 for more information.

### Using the Tag Alone as Artwork

If the tagline is to be used as artwork, or a major element in an advertisement or banner, it can be used in a heavier weight, such as Avenir Next LT Pro Bold (C). In these cases, the word "Maryville" does not need to be included.

## TYPOGRAPHY

maryville.edu/mpress

Preferred

~~mpress.maryville.edu~~

Not preferred

### URL Guidelines

When adding URLs to advertisements or other University communications, the above form is preferred, where the specific page follows the maryville URL after the backslash.

Consistency makes URLs easier to remember and format.

The university that opens itself to the skills and spark of every person and not

Open Sans Normal 400

*just a select few will be the next great university. The university that facilitates*

Open Sans Light Normal 400 Italic

student learning with the tools they are using will be the next great university.

Open Sans Semibold 600

*The university that is flexible, mobile, where the entire campus inside and out*

Open Sans Semibold 600 Italic

is a class room and where learning happens everywhere, will be the next

Open Sans Bold 700

*great university. My friends, Maryville will be that next great university.*

Open Sans Bold 700 Italic

**President Mark Lombardi, PhD, 2014 Convocation Speech The**

Open Sans Extra Bold 800

***university that opens itself to the skills and spark of every person***

Open Sans Extra Bold 800 Italic

## Web Typography

**Open Sans**, a free Google Font, is recommended for use in Maryville web applications (except for e-blasts, which must use a universal font). Open Sans complements the Avenir typeface used in Maryville publications and comes in a wide range of weights for various uses.

## Weight Recommendations

**Open Sans Normal 400** is recommended for most text. Open Sans Light 300 (not shown) is not recommended for web use.

**Open Sans Bold 700** is recommended for most headlines.


**Open Sans Extra Bold 800** is recommended for headlines requiring more emphasis.



### Social Media Icon Usage

When using social media icons and handles within the body of text or as a call to action (as opposed to in the footer lockup noted on page 22), the information should be consistent in look across uses.

The preferred style includes a standard channel icon on a solid shape (i.e., square, circle, etc.). It may be paired with an @ symbol followed by the handle, as shown, or with /xxxxx for a LinkedIn url.



# Maryville University Style Guide



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## MERCHANDISING



**BI-DIRECTIONAL LOGO** is a special version of the logo designed for limited use. It should be used when the logo must appear vertically, such as on a water bottle, or on a pant leg.



**DO NOT** reconfigure the official Maryville logo or its proportions, as shown here.



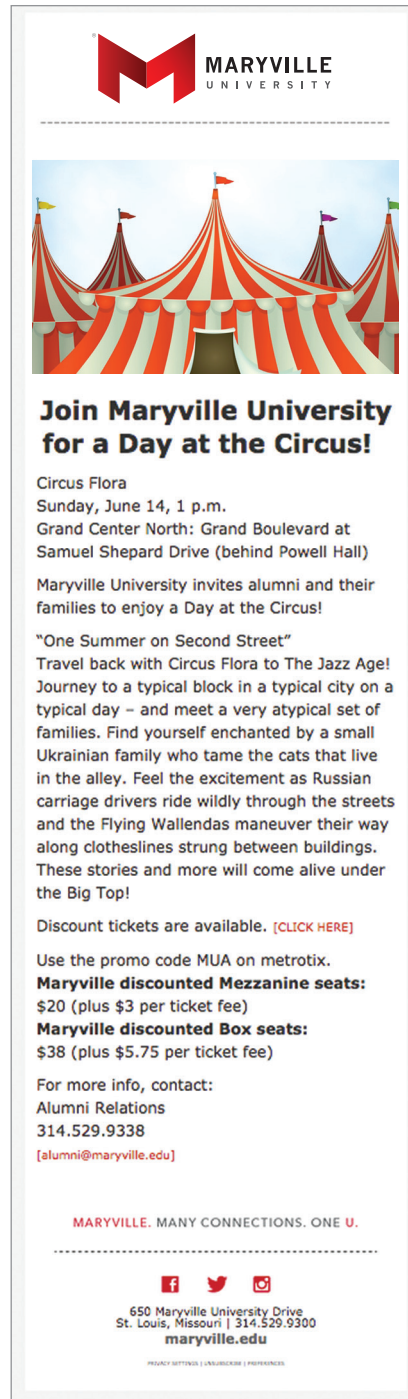
**DO NOT** print the bi-directional logo horizontally.

### **Special situations when imprinting.**

The official Maryville logo should be used whenever possible. However, there may be times when the official logo will not work—especially when the logo must be printed vertically.

In these cases, the bi-directional version of the logo is recommended. The bi-directional logo is a special version designed for limited use—when the logo must appear vertically. However, it should never be used horizontally or substituted for the official Maryville logo without good reason.

**E-BLASTS**



Eblast width: 600px  
 Header Image (logo with dotted line):  
 564px x 160 px  
 Main Image: 564px width

Typographic Style	Typeface	Size	Line Height	Color	Weight
Title	Verdana	40px	130%	#333333	Bold
Sub Title	Verdana	24px	150%	#333333	Bold
Text	Verdana	24px	150%	#333333	Normal
Text highlights	Verdana	24px	150%	#333333	Bold
Links	Verdana	19px		#cd0000	Normal
Footer	Verdana	11px	18px	#333333	Normal
Footer URL	Verdana	21px	30px	#333333	Bold
Sign Off	Verdana	8px	11px	#333333	Bold

**Footer Lockup**

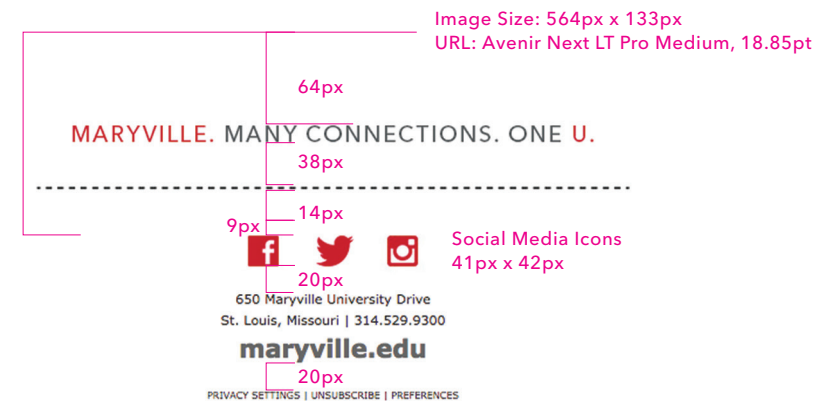
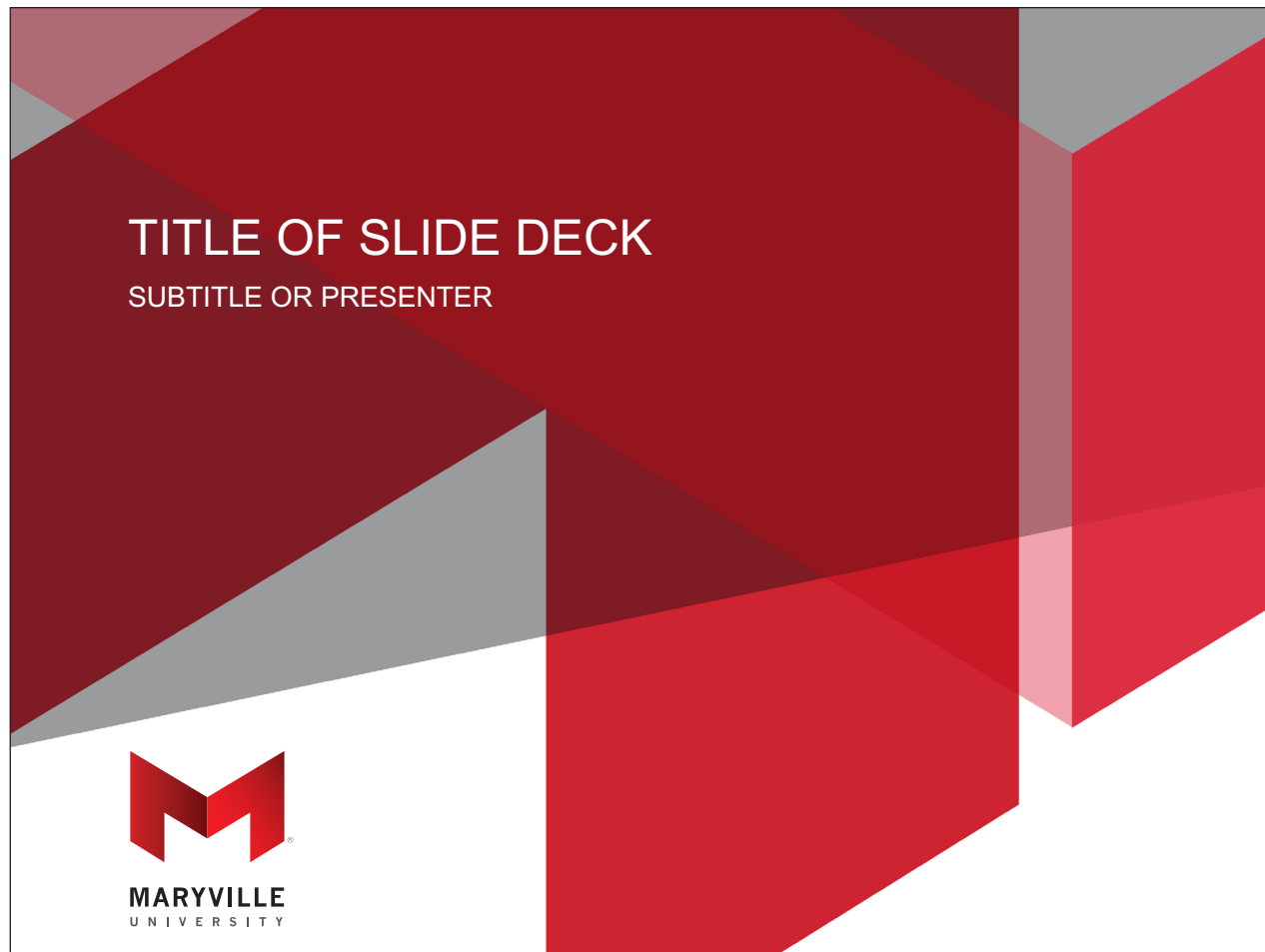


Image Size: 564px x 133px  
 URL: Avenir Next LT Pro Medium, 18.85pt

**POWERPOINT AND KEYNOTE TITLE SLIDE**



Headline  
Type: Arial  
28 pt.

Subhead  
Type: Arial  
16 pt.



SLIDE TITLE

- Active Learning Ecosystem (Theme 1)
- Transformational Innovation (Theme 2)
- Diversity and Inclusiveness (Theme 3)
- Strategic Growth (Theme 4)

Headline  
Type: Arial  
20 pt.

Text  
Arial  
18/24

2





**MARYVILLE**  
UNIVERSITY