

Maryville University

Graphic Identity Standards

Cisneros Design
Revised—March 2017



MARYVILLE
UNIVERSITY

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INTRODUCTION

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

These guidelines are managed by:

The Office of Integrated Marketing and Communications
Maryville University
314.529.9341
marketing@maryville.edu

Using the Palette

Core Palette	5
Correct Use	6
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MARYVILLE COLOR PALETTE

Primary Color



CMYK C2 M100 Y85 K6
RGB R200 G16 B46
HEX c8102e

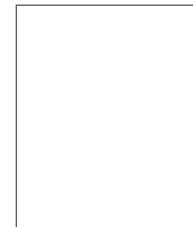
Supporting Colors



CMYK C0 M0 Y0 K80
RGB R84 G88 B90
HEX 54585a

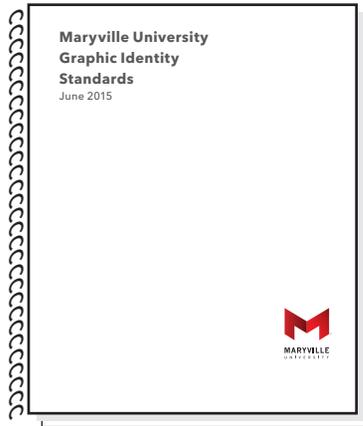


CMYK C0 M0 Y0 K100
RGB R44 G42 B41
HEX 2c2a29



RGB R255 G255 B255
HEX ffffff

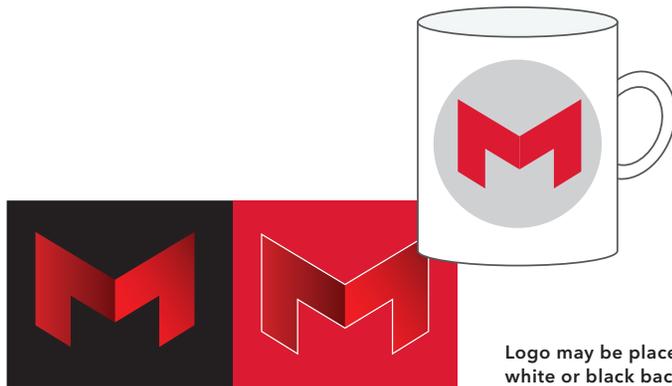
CORRECT USAGE OF COLOR PALETTE



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

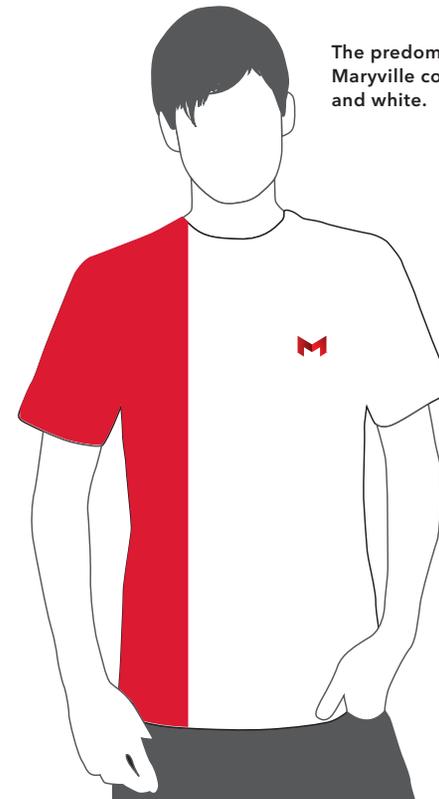


The predominant Maryville colors are red and white.

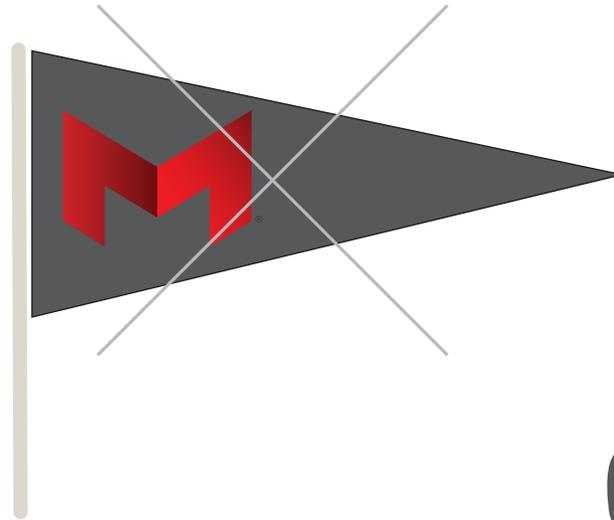


Logo may be placed against a white or black background, or a light tint of black.

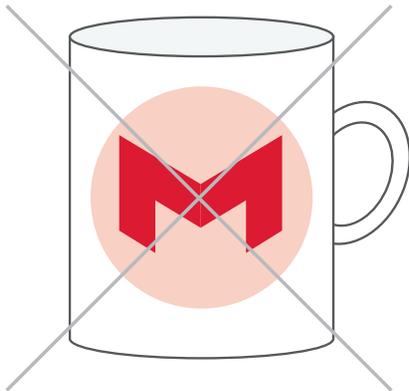
If logo is used against a red background, it should have a white rule around it.



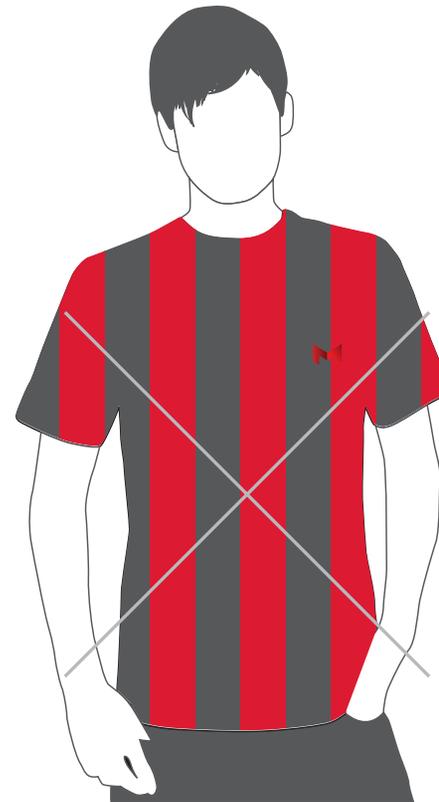
INCORRECT USAGE OF COLOR PALETTE



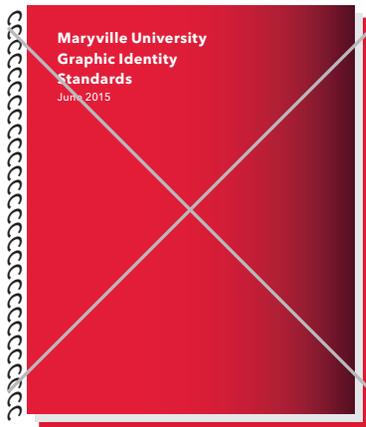
Do not use a dark gray (PMS 425) background behind the logo, as this has insufficient contrast to make the logo stand out. Most University materials should have a white background, with black or red used sparingly.



Avoid screen tints of red, which produce pinkish tones.



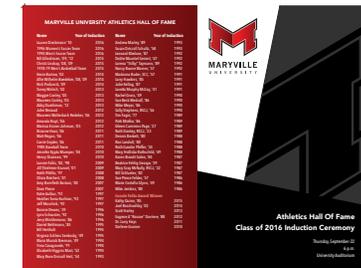
USING THE GRADIENT



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.

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

Horizontal Logo



USING THE MARYVILLE LOGO

1" wide



1.85" wide



Size Recommendations

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

0.75" wide



1.4" wide



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.

USING THE MARYVILLE LOGO

Incorrect usage



Do not change or manipulate fonts.



Do not rearrange order of graphic elements.



Do not distort graphics by horizontal or vertical scaling.



Do not change or manipulate color.



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



Keep the background simple. Do not use an outline or drop shadow.

USING THE MARYVILLE SPIRIT LOGO

Vertical Logo



MARYVILLE
U N I V E R S I T Y

Horizontal Logo



Spirit Logo

The Spirit logo replaces the core logo in all communications and items relating to Maryville Spirit. The vertical version of the logo is preferred.

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

USING THE MARYVILLE SPIRIT LOGO

1" wide



1.85" wide



Size Recommendations

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

0.75" wide



1.4" wide



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



Two-color reverse



One color



One-color reverse

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.

Signatures and Lock-Ups

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SIGNATURES AND LOCK-UPS



MARYVILLE. MANY CONNECTIONS. ONE U.

TEAMWORK. No one succeeds without a team of supporters providing insight and expertise. At Maryville, our team of life coaches, faculty mentors, student success experts, and industry partners are all on deck to ensure your personal and professional growth. As one of the Top 20 fastest-growing universities in the nation, Maryville's #1 goal is to ensure your success. Collaborative. Innovative. Empowering. **MARYVILLE POSITIONS YOU TO WIN.**

M
MARYVILLE
UNIVERSITY

maryville.edu
f t i l

Recommended Lock-Up Treatment for Brand Awareness Advertising

This simplified treatment is best used in brand awareness advertising that does not require an immediate response.

In order to maximize the visibility of the Maryville logo, it is often preferable to let the mark stand alone with the url and social media icons placed as a unit off the side. The tagline unit can appear separately in the top left or right corner.

SIGNATURES AND LOCK-UPS



MANY CONNECTIONS. ONE **U.**

maryville.edu



maryville.edu



maryville.edu

Simplified Lock-Up for Advertising

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 Full 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)



Ends of rule align with widest line

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

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

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
UNIVERSITY



MARYVILLE
UNIVERSITY

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.

MARYVILLE. MANY CONNECTIONS. ONE U.

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

maryville.edu    



MARYVILLE
UNIVERSITY



MARYVILLE
UNIVERSITY

MARYVILLE. MANY CONNECTIONS. ONE U.

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

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

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

Mailing Indicia

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

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

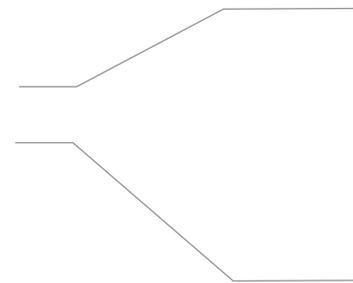
Header treatment

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.

MUSIC AT MARYVILLE
JANUARY–MAY 2015



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.

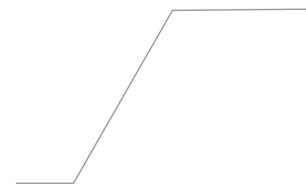
The Presentations

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.

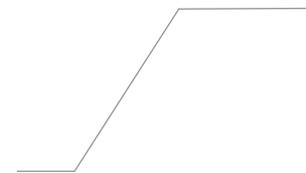
Inci consed enimicillor restisc ieniscitis dolest, ut rem sa por sunt molores sit vent autaspicit aut aspe perupti blab in reicabore sitam quasimag

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

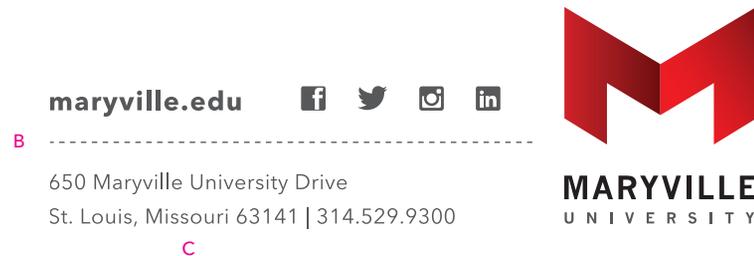
Set dates at the same point size as the list copy. Set tab to .625" and space after to .087". You will often have a date, an event title and a description of the event. The event title will be in line with the description and set in Avenir Next LT Regular. If there are multiple lists in line with each 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 **MUSIC AT MARYVILLE**
JANUARY–MAY 2015 | 6–9 PM

E

General Style Elements

Maryville URL (A)

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 (B)

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

Missouri (C)

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

em Dashes (D)

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

Vertical Separators (E)

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.

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.

Templates

Postcards	
7x5 Postcards	35
11x6 Postcards	38
Invitations	
3 Panel	43
2 Panel	46
Single Panel	49
Programs	52
Presentations	55
Digital	59

TEMPLATES | 7X5 POSTCARD SINGLE IMAGE

Header is 1/3
total height of
the card
(2.33")

MUSIC AT MARYVILLE
JANUARY–MAY 2015



MARYVILLE
UNIVERSITY

Use 1" logo width

Distance from logo
to photo is 1 pica

Bleed
0.125"

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TEMPLATES | 7X5 POSTCARD MULTIPLE IMAGE

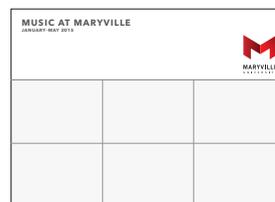


Photo field may be subdivided into thirds, horizontally and vertically to accommodate 2-6 photos.



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maryville.edu

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

MUSIC AT MARYVILLE | JANUARY–MAY 2015

Xerferrum hilitin velluptati re de culligenis quatum as autatquas
dollorianda et que et as sunt es quas dollo. Eculpa culligenis quatum.

Dates of Event

Jan. 5	Name of Event
Feb. 14	Name of Event
Mar. 21	Name of Event

Schedule

9:45 a.m.	Name of Event (Information continues here. Multiple line listing continues here)
11:45 p.m.	Name of Event (Information continues here. Multiple line listing continues here)
3:45 p.m.	Name of Event

MARYVILLE. MANY CONNECTIONS. ONE U.

5/8" postal
clear zone

Type is Avenir
Next LT Pro
regular 8/12

Return address
and indicia are
Avenir Next LT
Pro regular 7/12

No additional
space between
items. .087"
space after
paragraphs

Type size and
leading may
be adjusted
so long as
5 pt. additional
leading remains
proportional.



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MUSIC AT MARYVILLE | JANUARY–MAY 2015

Xerferrum hilitin velluptati re de culligenis quatum as autatquas
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Dates of Event

Jan. 5	Name of Event
Feb. 14	Name of Event
Mar. 21	Name of Event



MARYVILLE. MANY CONNECTIONS. ONE U.

5/8" postal
clear zone

Type is Avenir
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regular 8/12

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and indicia are
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No additional
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Type size and
leading may
be adjusted
so long as
5 pt. additional
leading remains
proportional.

TEMPLATES | 11X6 POSTCARD SINGLE IMAGE

Shown reduced to 70%

Header is 1/3 total height of the card (2")

MARYVILLE ALUMNI TRIVIA NIGHT
GAME NIGHT | SATURDAY, MARCH 8 | 6-9 PM



Use 1" logo width

Distance from logo to photo is 1 pica

Bleed 0.125"

Trim width: 11" height: 6"

Margin 0.25"



TEMPLATES | 11X6 POSTCARD MULTIPLE IMAGE

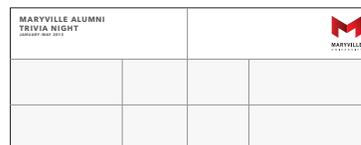


Photo field may be subdivided into thirds, horizontally and vertically to accommodate 2-6 photos.

Shown reduced to 70%



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St. Louis, MO
Permit #4468

MARYVILLE ALUMNI TRIVIA NIGHT | MARCH 8, 2015 | 6-9 PM

Xerferrum hilitin velluptati re de culligenis quatum as autatquas dollorianda et que et as sunt es quas dollo. Eculpa culligenis quatum. Eculpa ate aut rem facepel iquat. Xerferrum hilitin velluptati re de culligenis quatum as autatquas dollorianda et que et as sunt es quas dollo. Eculpa culligenis quatum as autatquas dollorianda et.as sun velluptati re de culligenis Eculpa ate aut rem facepel iquat. Xerferrum hilitin velluptati re de culligenis quatum.

Dates of Event

Jan. 5	Name of Event
Feb. 14	Name of Event
Mar. 21	Name of Event

Schedule

9:45 a.m.	Name of Event (Information continues here. Multiple line listing continues here)
11:45 p.m.	Name of Event (Information continues here. Multiple line listing continues here)
3:45 p.m.	Name of Event

MARYVILLE. MANY CONNECTIONS. ONE U.

5/8" postal clear zone

Type is Avenir Next LT Pro regular 8/12

Return address and indicia are Avenir Next LT Pro regular 7/12

No additional space between items. .087" space after paragraphs

Type size and leading may be adjusted so long as 5 pt. additional leading remains proportional.

Bleed 0.125"

Trim width: 11" height: 6"

Margin 0.25"

Shown reduced to 70%



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

MARYVILLE ALUMNI TRIVIA NIGHT | MARCH 8, 2015 | 6-9 PM

Xerferrum hilitin velluptati re de culligenis quatum as autatquas dollorianda et que et as sunt es quas dollo. Eculpa culligenis quatum. Eculpa ate aut rem facepel iquat. Xerferrum hilitin velluptati re de culligenis quatum as autatquas dollorianda et que velluptati re de culligenis Eculpa ate aut rem facepel iquat. Xerferrum hilitin velluptati re de culligenis quatum.

Schedule

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Multiple line listing continues here)
- 11:45 p.m. **Name of Event** (Information continues here.
Multiple line listing continues here)
- 3:45 p.m. **Name of Event**



MARYVILLE. MANY CONNECTIONS. ONE U.

5/8" postal clear zone

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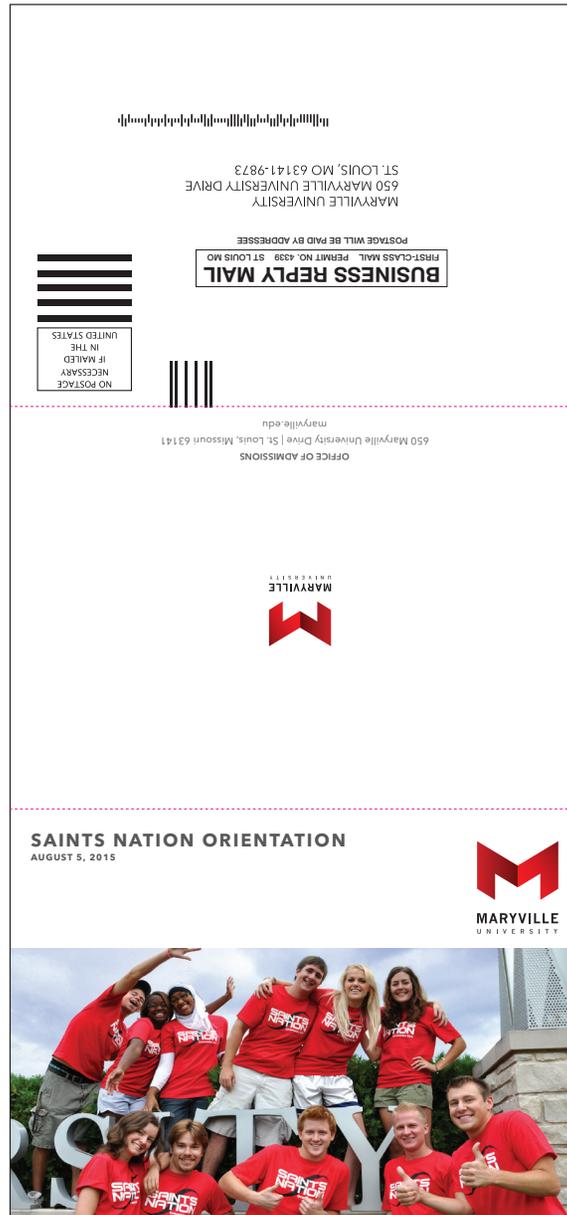
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TEMPLATES | 3-PANEL INVITE SINGLE IMAGE

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to 45%



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Header is 1/3 total
height of the card
(1.66")

Bleed
0.125"

Trim
width: 7"
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Margin
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Shown reduced
to 45%

**JOIN US FOR
SAINTS NATION ORIENTATION**
AUGUST 5, 2015



Headline

- Et pro to iunt eos doluptu riorro blaborae niut
- Et pro to iunt eos doluptu riorro blaborae
- Et pro to iunt eos doluptu riorro to iunt eos

Subhead

Et pro to iunt eos doluptu riorro blaborae ni ut inveclectem aliae nihicimodi ditatiam net, omnisti atibus ipiendam corrum quam, sit Et pro to iunt eos doluptu riorro blaborae ni ut inveclectem aliae nihicimodi ditatiam net, omnisti atibus ipiendam corrum quam aturias aut etur?

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YES, I'M COMING TO ORIENTATION AT MARYVILLE.

Name	Birthdate	
Address		
City	State	Zip
Phone		
Email		
High School	Graduation Year	
Academic Interest(s)		
Guests (please limit to 2)		

Fold

Fold

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height: 15"

Margin
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regular 9/14
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No additional
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subheads

.087" space after
paragraphs

M is 10% screen
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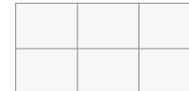
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LT Pro Regular
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TEMPLATES | 3-PANEL INVITE | INSIDE WITH IMAGES

Shown reduced to 45%



Photo field may be subdivided into thirds to accommodate 2-6 photos. See pages 24-28.



JOIN US FOR SAINTS NATION ORIENTATION
DATE OF EVENT

Fold

Headline

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No additional space after subheads

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Fold

YES, I'M COMING TO ORIENTATION AT MARYVILLE.

Name _____ Birthdate _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

High School _____ Graduation Year _____

Academic Interest(s) _____

Guests (please limit to 2) _____

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Margin .25"

TEMPLATES | 2-PANEL INVITE

Shown reduced to 45%

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maryville.edu

MARYVILLE UNIVERSITY

SAINTS NATION ORIENTATION
AUGUST 5, 2015

MARYVILLE UNIVERSITY

Fold

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Margin .25"

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**JOIN US FOR
SAINTS NATION ORIENTATION**
AUGUST 5, 2015

Headline

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Subhead

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LT Pro regular 9/14
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space after
subheads

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paragraphs

M is 10% screen
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TEMPLATES | 2-PANEL INVITE | INSIDE WITH IMAGE

Shown reduced to 45%

JOIN US FOR SAINTS NATION ORIENTATION
DATE OF EVENT

Headline

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- Et pro to iunt eos doluptu riorro to iunt eos

Subhead

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MARYVILLE UNIVERSITY

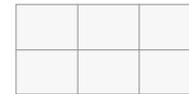
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Bleed 0.125"

Trim width: 7" height: 10"

Margin .5"-.25"

Photo field may be subdivided into thirds to accommodate 2-6 photos. See pages 24-28.



Type is Avenir Next LT Pro regular 9/14 80% black

No additional space after subheads

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M is 10% screen tint of black

TEMPLATES | 1-PANEL INVITE

Shown reduced to 45%



Header is 1/3 total height of the card (1.66")

JOIN US FOR SAINTS NATION ORIENTATION
DATE OF EVENT

Headline

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- Et pro to iunt eos doluptu riorro blaborae
- Et pro to iunt eos doluptu riorro to iunt eos

Subhead

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maryville.edu    

650 Maryville University Drive
St. Louis, Missouri 63141



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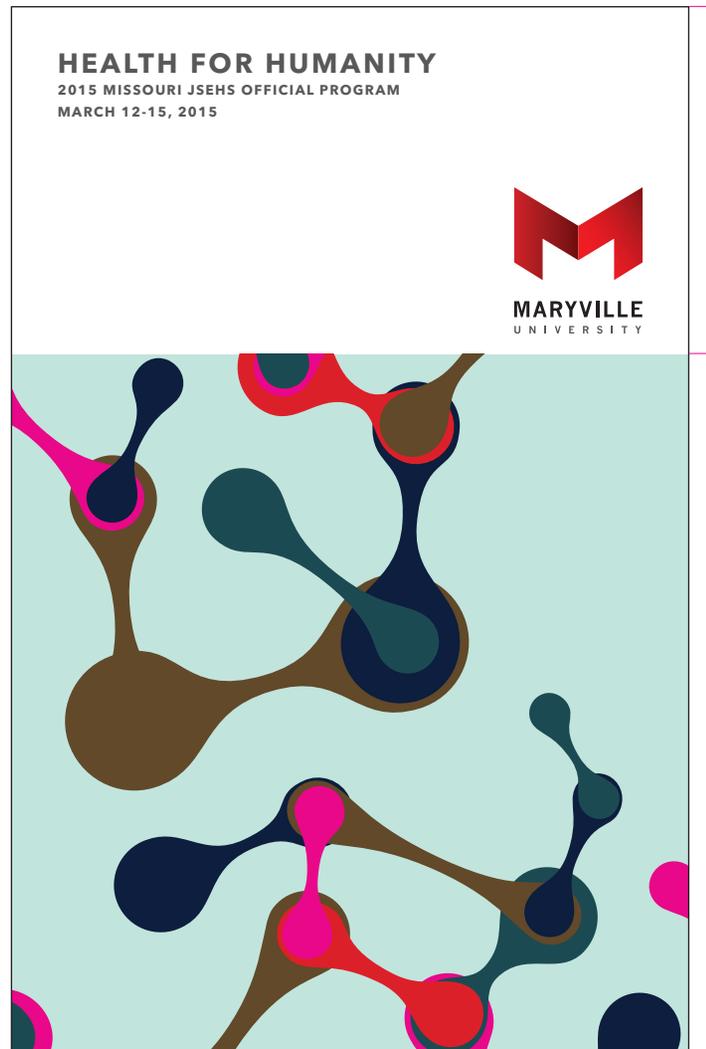
No additional space after subheads

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TEMPLATES | EVENT PROGRAM WITH IMAGE

Shown reduced to
65%



Header is 1/3
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the booklet
(2.83")

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Finished size:
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height: 8.5"

Margin
0.375"

TEMPLATES | EVENT PROGRAM NO IMAGE

Shown reduced to 65%



Header is 1/3 total height of the booklet (2.83")

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Finished size:
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Shown reduced to 65%

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Featured Speakers



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Name of Participant Here Iribus, nonsulintrae publica; intes viverra L. Valicam, Catquonem hoc mius, serem hactemus audertil hoste tea.

HEALTH FOR HUMANITY
2015 MISSOURI JSEHS OFFICIAL PROGRAM
MARCH 12-15 2015

Thursday, March 12

- 7:30 a.m. Registration-Optional Poster Set Up: Maryville Campus, Pfaff Lobby/Auditorium
9:00 a.m. Welcome Introduction (Auditorium): Dr. Mary Ellen Finch, Vice President for Academic Affairs, Maryville University
10:00 a.m. Students-Career Talks (A) The Science Behind Healing and Recovery (Reid 2308) Dr. Mike Kiener/Dr. Geralyn Frandsen, Maryville School of Health Professions
Toxins in the Workplace: A Career in Occupational Safety and Health (Reid 2318) Nancy Kahl, Sigma-Aldrich
Health Professions Career: Spotlight on Chiropractic (Reid 2309) Dr. Alex Ognibene and Mary Nagle, Logan University
A Career Studying Emerging Infectious Diseases (Reid 2314) Dr. Carole Baskin, St. Louis University
From Seed to Table: A Microbiologist's Role in Developing Safe, Healthy Food for Humanity (Reid 2313) Dr. Amrish Chawla, DuPont Nutrition and Health
Innovative Careers: A Student-Made Blend of Science and Consulting (Reid 2321)

Refer to pages 27-28 for typography and title block guidelines

A NEW CENTURY OF HIGHER EDUCATION

MARYVILLE 2022

MARYVILLE
UNIVERSITY

Headline
Type: Arial
28 pt.

Subhead
Type: Arial
16 pt.

A NEW CENTURY OF HIGHER EDUCATION

MARYVILLE 2022

- 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



TEMPLATES | DIGITAL SIGNAGE

Headline
Type: Avenir
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Medium

Subhead
Type: Avenir
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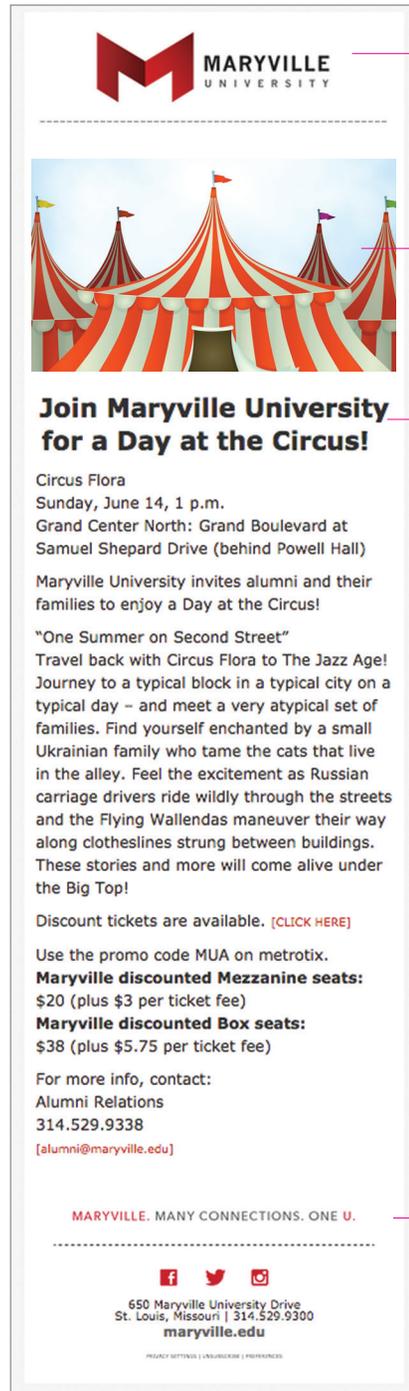
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Margin
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The main template features a large red background with a white geometric shape on the right side. The word "Congrats!" is written in a large, white, sans-serif font. Below it, the text "Lori Chalupny" and "2015 FIFA World Cup Roster" is displayed in a smaller white font. At the bottom, there is a white horizontal bar containing the Maryville University logo, the text "MARYVILLE UNIVERSITY" and "MARYVILLE ATHLETICS", and social media links for "maryvillesaints.com", "@maryvillesaints", and "facebook.com/maryvillesaints".



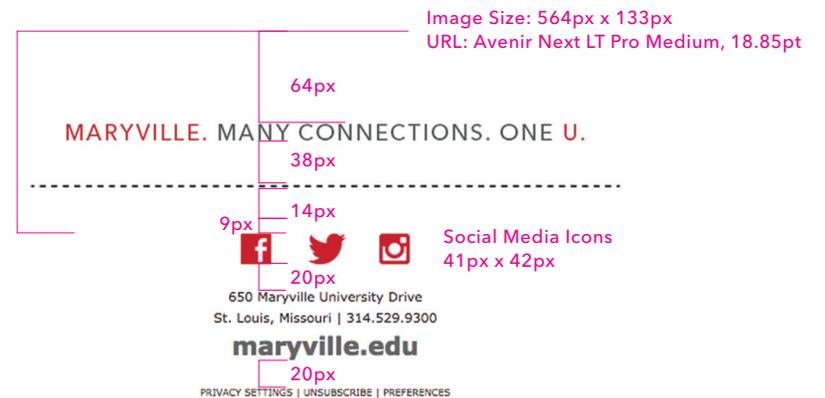
The main field may employ an expanded palette (colors to be determined).



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



TEMPLATES | E-BLASTS

Eblast on mobile devices:
It will scale to the width of the device.



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